



# PeopleView MissionInsite Instructions

CREATE A CUSTOM DEMOGRAPHIC REPORT

# Custom Demographic Report

Besides the predefined reports, you can run a custom demographic report. Demographics available include:

- ▶ **Overview** – Basic trends, such as racial, phase of life, households, income and more
- ▶ **People** – Population trends by education, age, gender and more
- ▶ **Households** – By income, size of household, single or family and more
- ▶ **Families** – By income, children, workers and more
- ▶ **Diversity** – Racial/ethnic trends
- ▶ **Housing** – By occupancy, dwelling type and more
- ▶ **Work** – By unemployment, blue collar, travel time and more
- ▶ **Client Info** – People Mosaic profile



Report can be run two different ways. Some steps are similar to a predefined report.

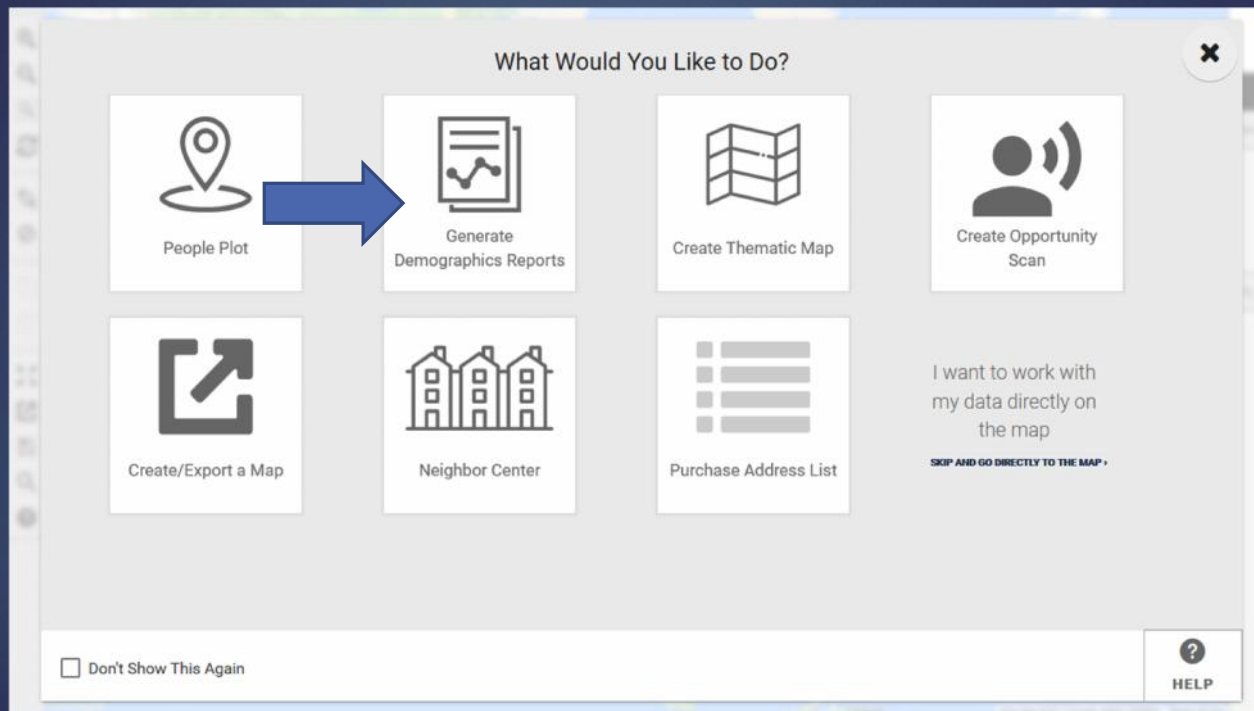
1. Run from Main page (cubes).
2. Run from the Map Page.



1. Run from the Main Page (cubes).

Go to PeopleView

When the cubes appear click on *Generate Demographics Reports*



Click on either **Predefined Boundaries** or **Radius or Polygon Draw**.


If you choose predefined boundaries, choose your boundary, such as city or zip code.

Click **Next**.


First, We'll Need to Know What Type of Geographic Area You Want to Report On.

Predefined Boundaries (e.g. Zip Codes, Cities, Counties, etc.)  Radius or Polygon I Draw

Select From the Available Boundaries and Layers to Choose Specific Geographic Areas

 Show All

Agency Boundaries	Custom Boundaries	Standard Layers
Agency Boundary <input type="checkbox"/>	Deaneries <input type="checkbox"/>	Cities <input type="checkbox"/>
		Counties <input type="checkbox"/>
		States <input type="checkbox"/>
		Zip Codes <input type="checkbox"/>



If you choose, *Radius or Polygon I Draw*.  
This will bring up a line to enter the address of your parish or school.  
Enter your address and click *Next*.

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Catholic Equipment Services  
For Parish & Diocesan Groups

### Demographics Geographic Area Setup

First, We'll Need to Know What Type of Geographic Area You Want to Report On.

Predefined Boundaries (e.g. Zip Codes, Cities, Counties, etc.)  Radius or Polygon I Draw

We need your address in order to know where in the US to focus. For a polygon, the address indicates the general area.

Address... \*

3501 S Lake Drive, St. Francis, WI  
3501 South Lake Drive, St Francis, WI, USA

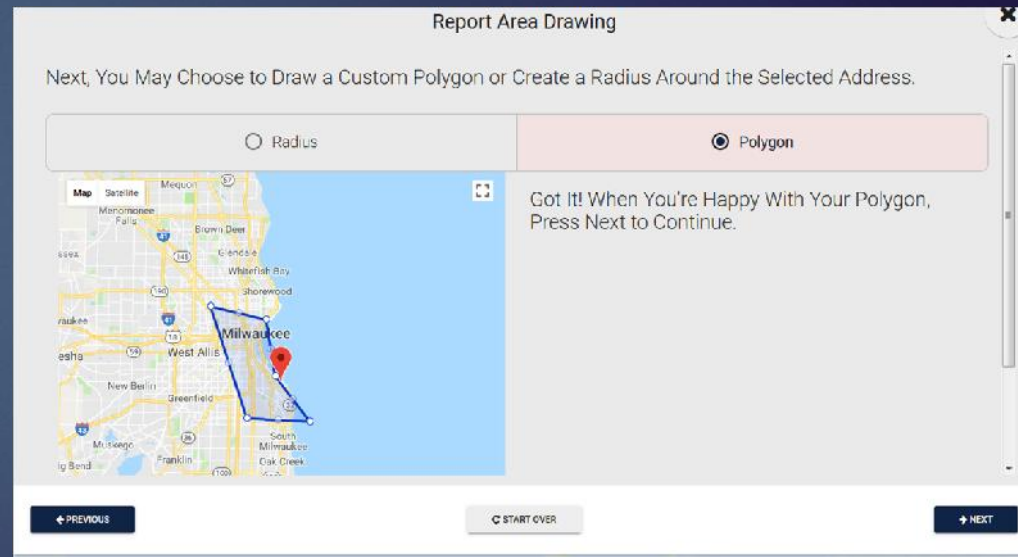
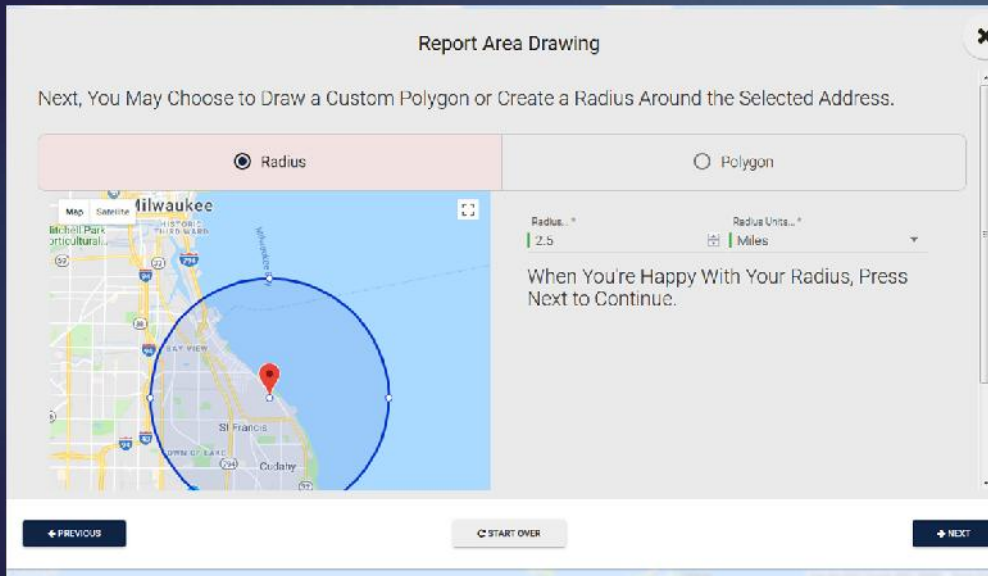
Got it! When You're Happy with your Selection, Press Next to Continue.

3501 South Lake Drive, Saint Francis, WI, USA

← PREVIOUS START OVER → NEXT

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Click on *Radius* (easiest) or click on *Polygon* (draw your own shape). Radius comes up at 2.5 miles, but you can change it to suit what you want. Click *Next*.





Click *Custom* and *Demographics* to bring up options.

Great. Now, Choose Which Reports You Want to Run

Predefined

Custom

Demographics

Quadrennium

Make Your Custom Report Options and Press Next When Done.

Overview

People

Households

Families

Diversity

Housing

Work

Client Info

Select All

Demographic Trends

Racial/Ethnic Trends

Voting Age Census 2010

Population/Households Forecast

Phase of Life Forecast

Choose as many options as you want from each section and then click *Next*.


- ▶ First column – Click on basic option, such as *Overview* or *People*. It will be highlighted in pink.
- ▶ Second column – Click on more specific options. You can click on “Select All” box. You may have to scroll down to see entire list of options for a section.

Make Your Custom Report Options and Press Next When Done.

Overview	<input type="checkbox"/> Select All
People	Population Trends <input checked="" type="checkbox"/>
Households	Population: Recent 8 Quarter History <input checked="" type="checkbox"/>
Families	Population Change Index: Projected to Actual <input checked="" type="checkbox"/>
Diversity	Components of Change Past 12 Months <input checked="" type="checkbox"/>
Housing	Seasonal Population: Recent 8 Quarter History <input checked="" type="checkbox"/>
Work	


This will bring up the review page, which will show you what you have chosen.

Click *Finish* and the information will run.


 Report Selection

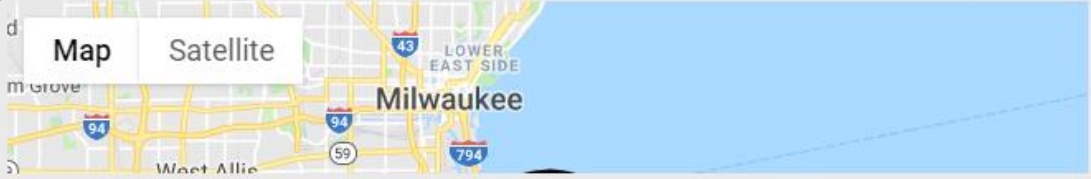
Report Type: **Custom**  
Report(s): **Custom Demographics**  
Options:

[Population Trends](#) [Families: With Children](#) [Racial/Ethnic Trends: Detail](#) [Housing Trends: By Dwelling Type](#) [Average Income Trends: Households and Per Capita](#)

 Geography Options

Geography Type: **Radius or Polygon I Draw**  
Geography Selections: **Radius**  
Details: **2.5 mi around 3501 South Lake Drive, Saint Francis, Wisconsin 53235, United States**

 [Map](#) [Satellite](#)



The information will come up in sections. Depending on the number of options, you will need to scroll down to see the information. See *partial sample below*.

Population Trends

Population Trends	2000	2010	2019	2024	2029
Population	49,263	48,178	48,341	48,969	49,186
Population Change		-1,085	163	628	217
Percent Change		-2.20%	0.34%	1.30%	0.44%
Totals:	49,263	48,178	48,341	48,969	49,186

Families: With Children

Families: With Children	2010	2019	2024	2010 %	2019 %	2024 %
Family: Married-couple	3,181	2,847	2,818	61.0%	61.1%	60.3%
Other Family: Female no husband present	1,445	1,374	1,405	27.7%	29.5%	30.1%
Other Family: Male no wife present	591	439	451	11.3%	9.4%	9.6%
Totals:	5,217	4,660	4,674	100%	100%	100%

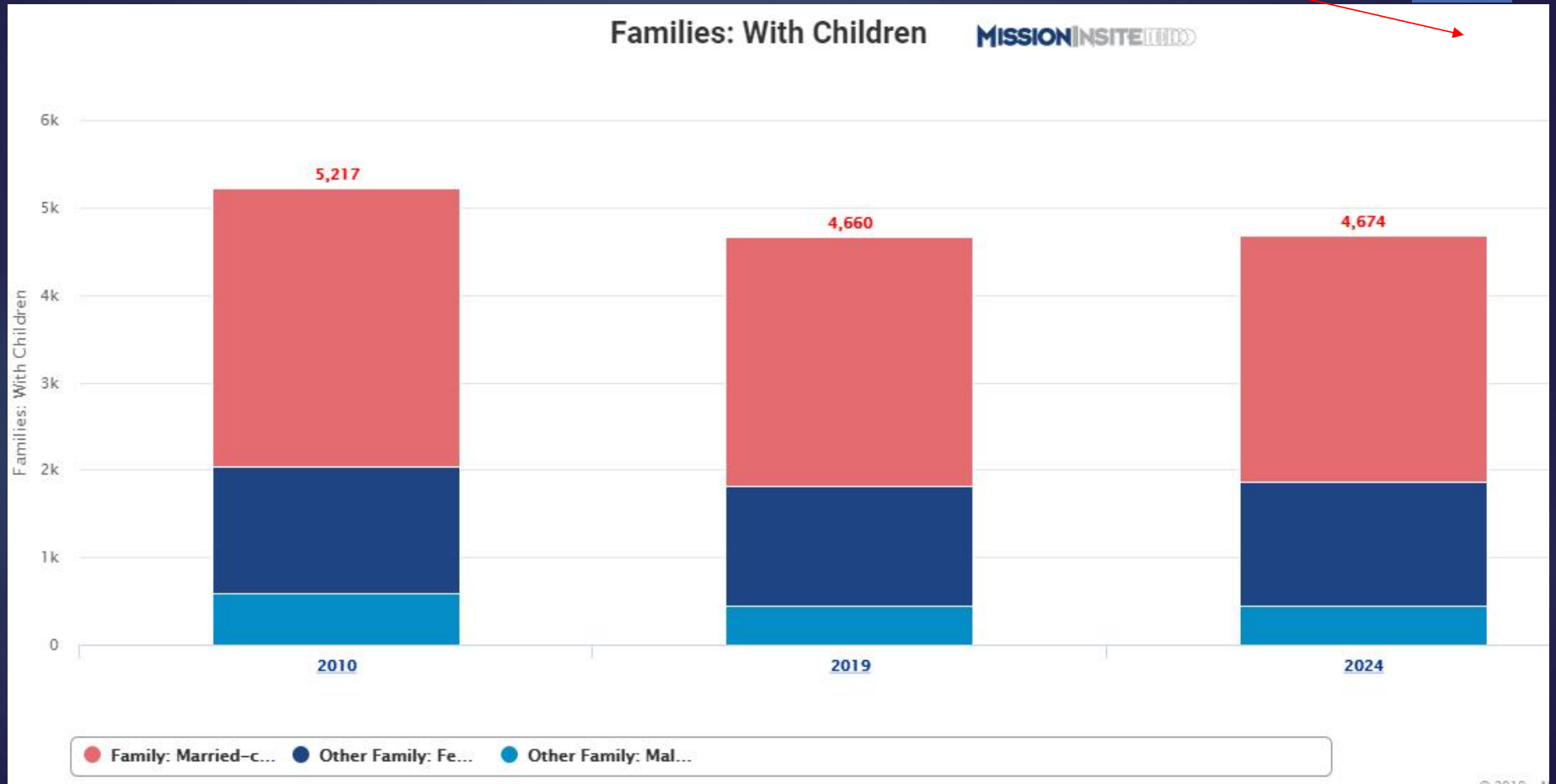
## Three Options in upper right corner



- ▶ Download to Excel or PDF
- ▶ Generate Chart
- ▶ Open in New Window

# Sample of chart

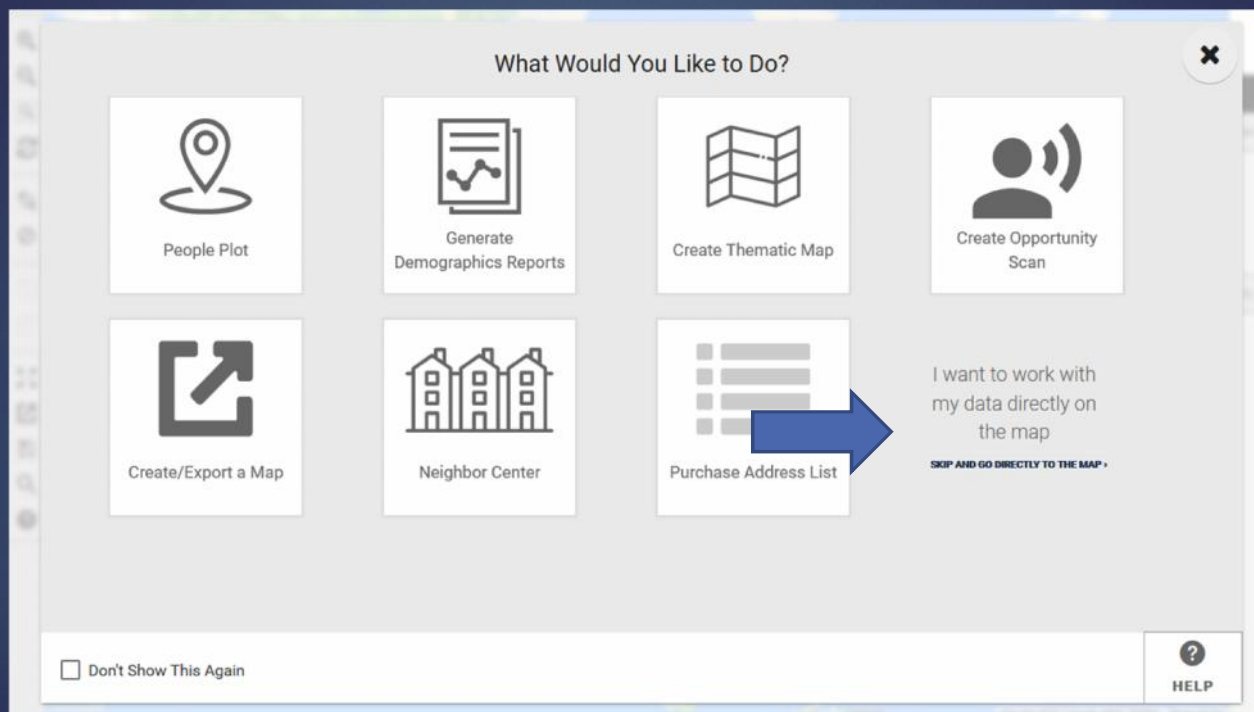
can download chart(s)





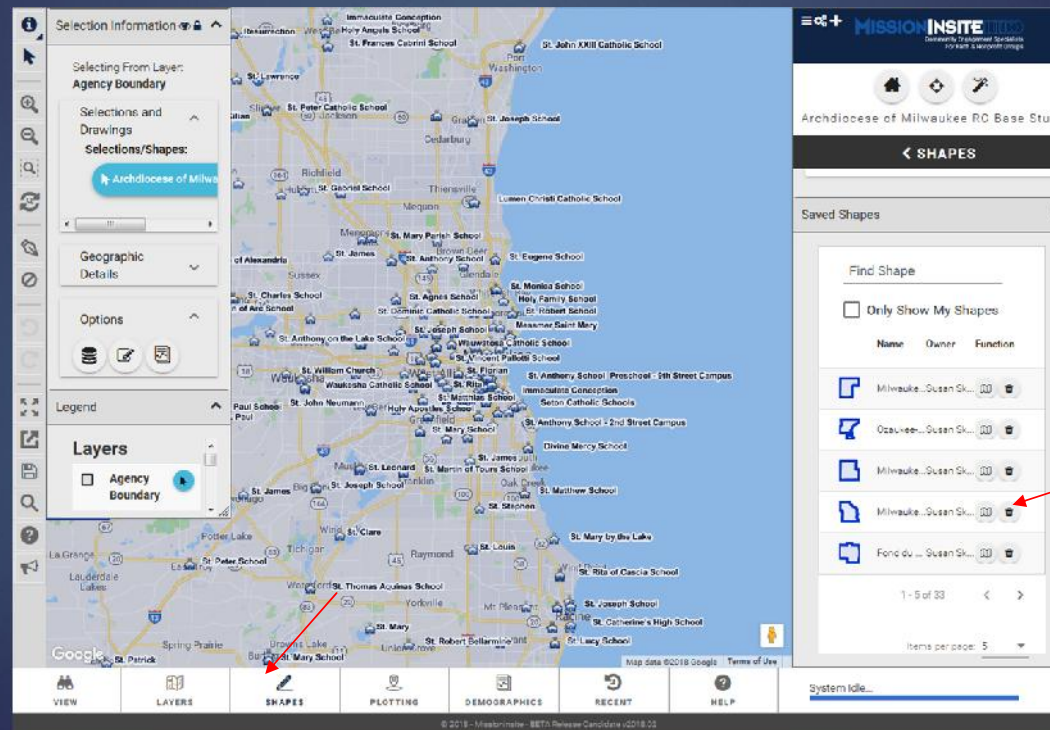
**2. Run from Map page.**

When the cubes appear click on *I want to work with my data directly on the map*





Click on *Shapes* on the Navigation (bottom) bar. On the Control Center (right side), scroll down to *Saved Shapes* and choose your shape and then click on *Draw* icon or draw a shape on map.

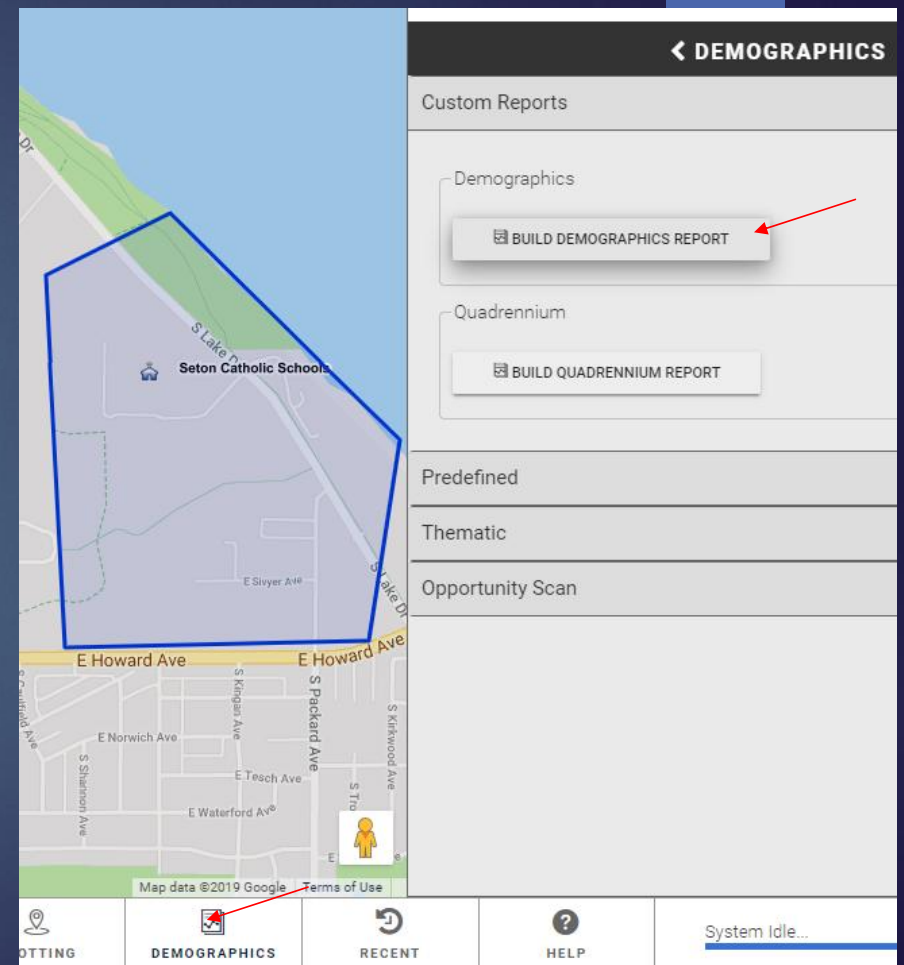


Click on *Demographics* on the Navigation (bottom) bar.

On the Control Center (right side), click on

*Build on Demographics Report.*

This will bring up your options. (similar to cube section)



Choose as many as you want from each section.  
In the right column, it will show what you have chosen.  
Click on *Generate Report* (may have to scroll to bottom to see button)

**Note:** This will bring up information (see slides 11-14)

Custom Demographics Reports

What would you like to report on? Select all that apply.

Select All

Overview	Families
People	Family Household Income Forecast
Households	Families: Forecast by Size
<b>Families</b>	<b>Families: With Children</b> <input checked="" type="checkbox"/>
Diversity	Families: No Children
Housing	Families: Poverty Detail
Work	Families: Workers
Client Info	

Study Area: DEMOGRAPHICS  
Study Area: Polygon

Reports

- Overview:  Racial/Ethnic Trends
- Families:  Families: With Children
- Work:  Unemployment

RESET CANCEL

GENERATE REPORT



It's a great tool. Have fun and try different custom demographic reports. After you have done it once or twice, it goes quickly.

**Remember:** Reports are **only saved for 30 days** on MissionInsite. For this reason, it is strongly recommended that you download your reports and save them to your computer.