

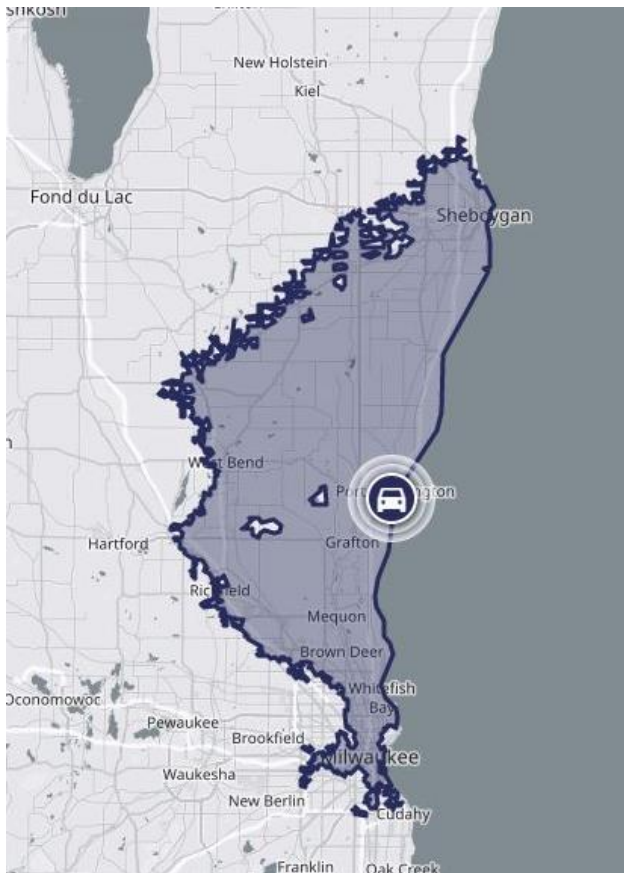
GENESIS STUDY - Demographic Report

Introduction

Three LCMS congregations in the Port Washington, WI area are seeking to begin a school that serves families with children in the community. The following is a report by Genesis Consultants on the demographic information for the Feasibility Study area.

An ExecutiveInsite Report was prepared for the South Wisconsin District LCMS on May 24, 2023 to provide demographic information for a study area of 20 miles around Port Washington, Wisconsin. 2022 was used as the current year estimate and 2027 as the 5 year projection. The purpose of the ExecutiveInsite Report is to “tell the demographic story” of the study area. The Report integrates narrative analysis with data tables and graphs. The complete Report is included with the Professional Opinion.

The radial study area of 20 miles was generated by assuming that potential students might drive 35 minutes one-way to attend school on a daily basis.



The collective data provided in the ExecutiveInsite Report gives insights into the area being studied. Twelve “Insites” provide trends and data for a variety of demographic topics. While all the trends and data of the ExecutiveInsite Report are important, have been reviewed and studied, this report will focus on what was determined as helpful information to establish a school with grades K-8.

Additional data was pulled from the United States Census Bureau.

OBSERVATIONS

Population and Household Trends:

The population projection for the study area shows a 2.2 percentage increase from 2022 to 2027. The population within the study area is projected to grow slightly slower than the population statewide.

Regarding family households, the ExecutiveInsite Report states, "Family households [within the study area] are not growing as fast as the population, suggesting the growth may be the result of growth of non-family adult households." (page 2)

Racial-Ethnic Trends:

Over the next five years, the data suggests the Asian (non-Hispanic) population (3.28% of the total population) and the Hispanic or Latino population (3.55% of the total population) will remain about the same. There is a small decline in the Black/African American population (18.93% of the total population) but a slight increase in the White (non-Hispanic) population (3.55%). (page 3)

Age Trends:

The projected average age of the study area suggests that it will rise from 41 in 2022 to 43 in 2032. That is only slightly higher than the state of Wisconsin averages.

Regarding Phase of Life Changes, the ExecutiveInsite Report states, "In this study area children 17 years of age and younger are declining as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population." (page 5)

School Aged Trends:

Three levels of the population in the study area that were studied are: Early Elementary, Late Elementary/Middle School, and High School.

The ExecutiveInsite Report summarizes (page 6):

"Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 17 by 1.6"

"Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 17 by -0.4%."

"High School aged children 15 to 17 are declining as a percentage of children between 5 and 17 by -1.2%"

"Overall, children are aging through, but there is some evidence of a resurgence of children in the younger years."

The Phase of Life analysis suggests that "it may be that the community is aging as children are raised and leave but parents remain." (page 5)

Household and Family Income Trends

Income trends are important to review. As the committee or board reviews the cost of education, the fees or tuition that will be needed must be set to meet expenses. The data will also be important to review for the potential outside support that may be needed in addition to tuition and fees.

In the study area, the estimated current year average household income is \$99,609 and is projected to grow 10.7% to \$110,285 in 2027. Family income is a subset of household income. It is projected that the number of families with annual incomes above \$100,000 will slightly decline over the next five years, falling from 44.6% of all family incomes to 44.5%. (page 8)

Households and Children Trends:

The ExecutiveInsite Report summarizes (page 9):

“Of the households with children under 18, married couple households are decreasing (-0.5%) as a percentage while single parent households are increasing (0.5%).” This is similar to trends in the state of Wisconsin.

Marital Status Trends:

The ExecutiveInsite Report summarizes (page 10):

“In this community, the current year estimate of marital status reveals a community of adults more likely to be married than the state average for adults. The percentage of singles never married is lower than the state average for adults 15 years and older. Divorce is less prevalent than the statewide average.”

Adult Educational Attainment:

The ExecutiveInsite Report summarizes (page 11):

“The overall educational attainment of the adults in this community is greater than the state” and is projected to rise over the next five years by 0.7%.

Educational Level Compared to the State of Wisconsin

	Study Area (2022)	State (2022)
Some College	19.9%	20.5%
Associate Degree	9.2%	11.1%
Bachelor’s Degree	24.3%	20.2%
Grad/Profess Degree	14.5%	10.5%

Population By Employment:

The ExecutiveInsite Report summarizes (page 12):

“This study area is well above the state average for White Collar workers. It is well below the state average for Blue Collar workers.”

Mosaic Segments:

The ExecutiveInsite Report explains that “Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics.” (page 13)

10 of the 15 top Mosaic Segments in the study area were well above the state average. The descriptions below are generated from [https://libguides.utep.edu/comm_yang/Demographics Now Mosaic Clusters](https://libguides.utep.edu/comm_yang/Demographics_Now_Mosaic_Clusters):

Descriptions:

Booming with Confidence - Prosperous, established couples in their peak earning years living in suburban homes.

Power Elite - The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.

Aspirational Fusion - Low-income singles and single parents in urban locations striving to make a better life.

Thrifty Habits - Middle-aged, sophisticated singles established in modest urban settings.

Golden Year Guardians - Retirees living in settled residences and communities.

Singles and Starters - Young Singles starting out, and some starter families, in diverse urban communities.

Suburban Style - Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.

The 10 Mosaic Segments in the study area that are well above the state average include.:

- Booming with Confidence - Sophisticated City Dwellers
- Booming with Confidence - Philanthropic Sophisticates
- Power Elite - American Royalty
- PowerElite - Picture Perfect Families
- Power Elite - Platinum Prosperity
- Aspirational Fusion - Passionate Parents
- Thrifty Habits - Urban Legacies
- Golden Year Guardians - Enjoying Retirement
- Singles and Starters - Urban Ambition
- Suburban Style - Suburban Nightlife

Generations:

The ExecutiveInsite Report explains that “(a) powerful way to envision demographics is by following a generation through its phases of life.... But even more interesting is to understand a generational cohort group that has a unique sense of belonging to others born and coming of age together.... According to the Strauss and Howe model, members of a generation share three qualities. An age location in history. Some common beliefs and behaviors.... A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials etc.” (page 14)

In the study area, the top four generations in the current year are compared with their projected percentages of the population in 2032 in the chart below:

	Current	2032 Projection
Millennial (y)	29.6%	30.3%
Gen X	26.5%	26.9%
Homeland (largest incr.)	19.4%	26.1%
Boom (largest decr.)	17.8%	14.2%

- Millennial (Y) - Born 1982 through 2004
- Gen X - Born 1961 through 1981
- Homeland - Born 2005 through 2025
- Boom - Born 1946 through 1960

In the study area, it is projected that the largest increase of the population within a generation group will happen among the Homeland* (born 2005 through 2025) while the largest decrease will occur among the Boom** (born 1946 through 1960).

Religious Programs or Ministry Preferences

The demographic report listed five general areas of consideration from the 2021 American Beliefs Study. Within each of four general areas, the highest percentage of responses as “very important” are listed below:

- I. Personal Growth
Opportunities to develop personal relationships - 16.5% very important
- II. Family Support and Intervention Services
Family Oriented activities - 16.1% very important
note: Daycare/After-School Programs - 4.8% very important
- III. Community Involvement and Advocacy Programs
Opportunities for volunteering in the community - 14.1% very important
- IV. Community Activities or Cultural Programs
Holiday programs/activities - 15.6% very important

In the fifth general area, Religious/Spiritual Programs, the responses of “Modestly Important” and “Very Important” are noteworthy in 9 subcategories.

	Modestly Important	Very Important
Bible or Scripture study/prayer groups	34.1%	14.4%
Celebration of Sacraments	36.1%	24.5%
Contemporary Worship Experiences	41.4%	11.5%
Online or virtual worship experiences	38.5%	11.5%

Quality sermons	37.9%	36.0%
Religious education for children	28.5%	18.0%
Spiritual discussion groups	41.6%	10.1%
Traditional worship experiences	40.9%	25.8%
Warm and friendly encounters	45.2%	37.0%

Congregational Data*

Data from the three proposed founding congregations listed on the application for Genesis Feasibility Study as those pursuing the exploration of a classical Lutheran school is included below..

*Data from the LCMS 2021 and 2022 Congregational Statistic report. <https://locator.lcms.org/> accessed 7/3/2023 at 2:56 pm CT.

Congregation	Baptized	Communicant	Avg. Att.
St John's Port Washington	378	319	67
St John - Fredonia	400	324	163
Pilgrim - West Bend	432	252	129

St John - Fredonia has an early childhood education program. Enrollment of 77 (2022 data) includes infant and preschool children. The ECE director is a member of St John's Port Washington.

Summary

The information provided by the LCEF demographic study area for the feasibility study gives information, which helps develop reasonable goals and ideas but may also provide challenges for which the Steering Committee needs to seek answers or solutions.

Within the identified 20 mile radius, the number of school age children will remain relatively consistent over the coming five year period with a slight increase in children ages 5-9 and negligible decrease in students age 10-14. This suggests a stable pool of school age children eligible for enrollment.

When considering tuition and additional fundraising support, in addition to the congregational contributions, a realistic understanding of income trends is helpful, especially if Choice Dollars are not utilized. The average household income will increase over the next five years, although households earning less than \$99,000 will see

slight decreases in income. As families consider the affordability of LCA, they should be clear about its mission and vision so they can understand the unmatched value of the education.

The identified location of LCA in Port Washington is a significant factor in the ongoing planning. Nearly all interviewees responded positively to the geographic location. Additional time should be spent reviewing population data (provided by LCEF), and the local business community. Port Washington has experienced considerable residential, commercial and employment growth in the last two decades. The City website notes that its growth rate is the highest of any community in Ozaukee County and outstrips population growth in most of the county. This provides an excellent outreach opportunity.

While the above data does not include enrollment numbers for private schools in the 20 mile radius, many interviews noted waiting lists at other area LCMS and Christian schools. Additional research should be conducted to better understand the number of families already committed to Christian education but unable to enroll their child due to space limitations.