

The QuickInsite Report

Prepared for: Virginia Annual Conference UMC
Study area: 5 minute drive from 1301 Trap Road, Vienna, Virginia 22182, United States of America

Base State: VA
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 4/29/2020
Semi-Annual Projection: Fall

About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

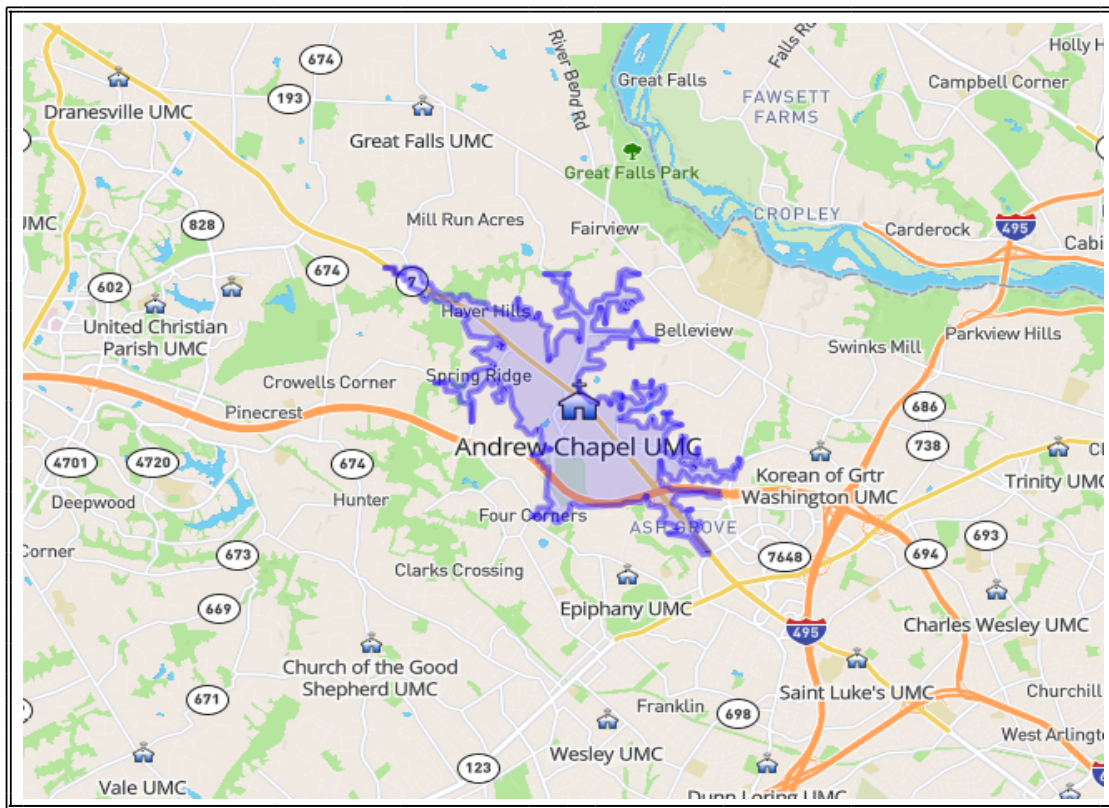
Two Sections

Two reports are provided on the following pages.

- The **StoryView** Report presents 9 demographic indicators of your study area.
- The **ThemeView** Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA



More Information

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

StoryView

Significant Demographic Indicators of the Study Area's Story

<p>1</p>	<p>Population Change</p> <p>In the 10 year future, how is this area expected to change?</p> <p><small>(See Population and Families Theme)</small></p>	<p>Significant Decline Moderate Decline Little Change Moderate Growth Significant Growth</p>
<p>2</p>	<p>School Age Change</p> <p>In the 10 year future, how is the population of school age children in this area expected to change?</p> <p><small>(See Age Theme)</small></p>	<p>Significant Decline Moderate Decline Little Change Moderate Increase Significant Increase</p>
<p>3</p>	<p>Families with Children</p> <p>Compared to the state, are families with children more or less likely to live in two parent households?</p> <p><small>(See Population and Families Theme)</small></p>	<p>Significantly Less Somewhat Less About the Same Somewhat More Significantly More</p>
<p>4</p>	<p>Adult Educational Attainment</p> <p>For this area, what is the general level of education of the adults 25 and older?</p> <p><small>(See Education and Career Status Theme)</small></p>	<p>Very Low Low Mixed High Very High</p>
<p>5</p>	<p>Community Diversity Index</p> <p>How diverse is the racial/ethnic mix of this area?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Very Homogeneous Homogeneous Moderately Diverse Very Diverse Extremely Diverse</p>
<p>6</p>	<p>Median Family Income</p> <p>How does the median family income compare to the state for this area?</p> <p><small>(See Financial Resources Theme)</small></p>	<p>Significantly Less Somewhat Less About the Same Somewhat Greater Significantly Greater</p>
<p>7</p>	<p>Poverty</p> <p>Compared to the state, is the number of families in poverty above or below the state average?</p> <p><small>(See Financial Resources Theme)</small></p>	<p>Significantly Below Somewhat Below About the Same Somewhat Above Significantly Above</p>
<p>8</p>	<p>Blue to White Collar Occupations</p> <p>On a continuum between blue collar and white collar occupations, where does this area fall?</p> <p><small>(See Education and Career Status Theme)</small></p>	<p>Very Blue Collar Somewhat Blue Closely Split Somewhat White Very White Collar</p>
<p>9</p>	<p>Largest Racial/Ethnic Group</p> <p>In this area, which racial/ethnic group is the largest percentage of the population?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Asian (NH) Black/Afri American (NH) White (NH) Hispanic or Latino Pac Is/Amer Ind/Other</p>

ThemeView

Demographic Descriptions of the Study Area

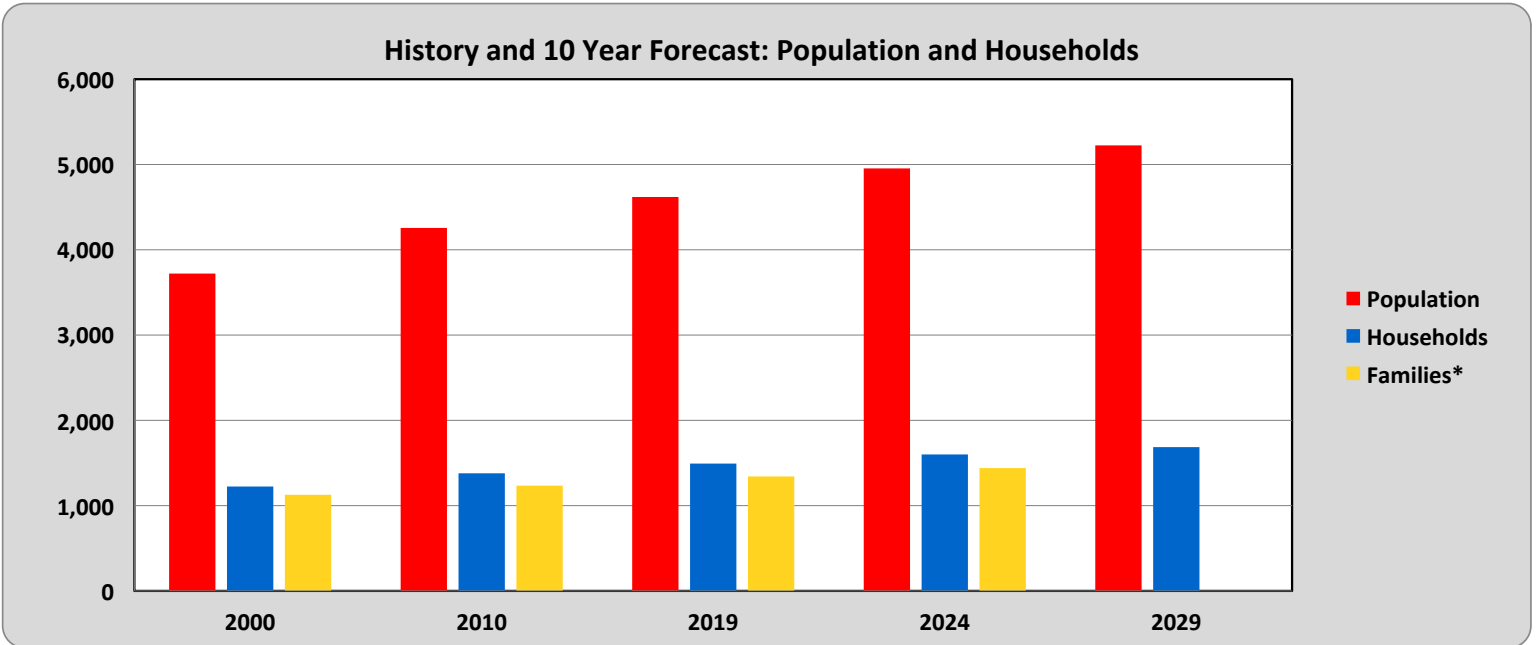
Study area: 5 minute drive from 1301 Trap Road, Vienna, Virginia 22182, United States of /

Date: 4/29/2020

Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

Population and Household History with 5 and 10 Year Projected Change



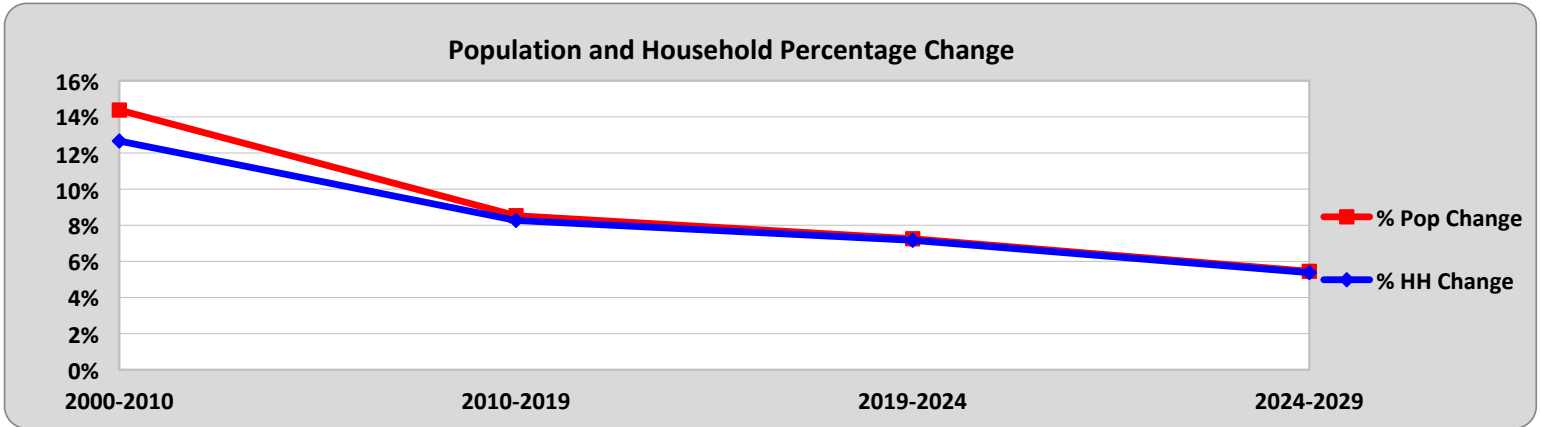
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2019	2024	2029
Population	3,721	4,256	4,619	4,954	5,224
Population Change		535	363	335	270
Percent Change		14.4%	8.5%	7.3%	5.5%
Households	1,224	1,379	1,493	1,600	1,686
Households Change		155	114	107	0
Percent Change		12.7%	8.3%	7.2%	0.0%
Population / Households	3.04	3.09	3.09	3.10	3.10
Population / Households Change		0.05	0.01	0.00	0.00
Percent Change		1.5%	0.2%	0.1%	0.1%
Family Households	1,127	1,234	1,342	1,440	
Family Households Change		107	108	98	
Percent Change		9.5%	8.8%	7.3%	

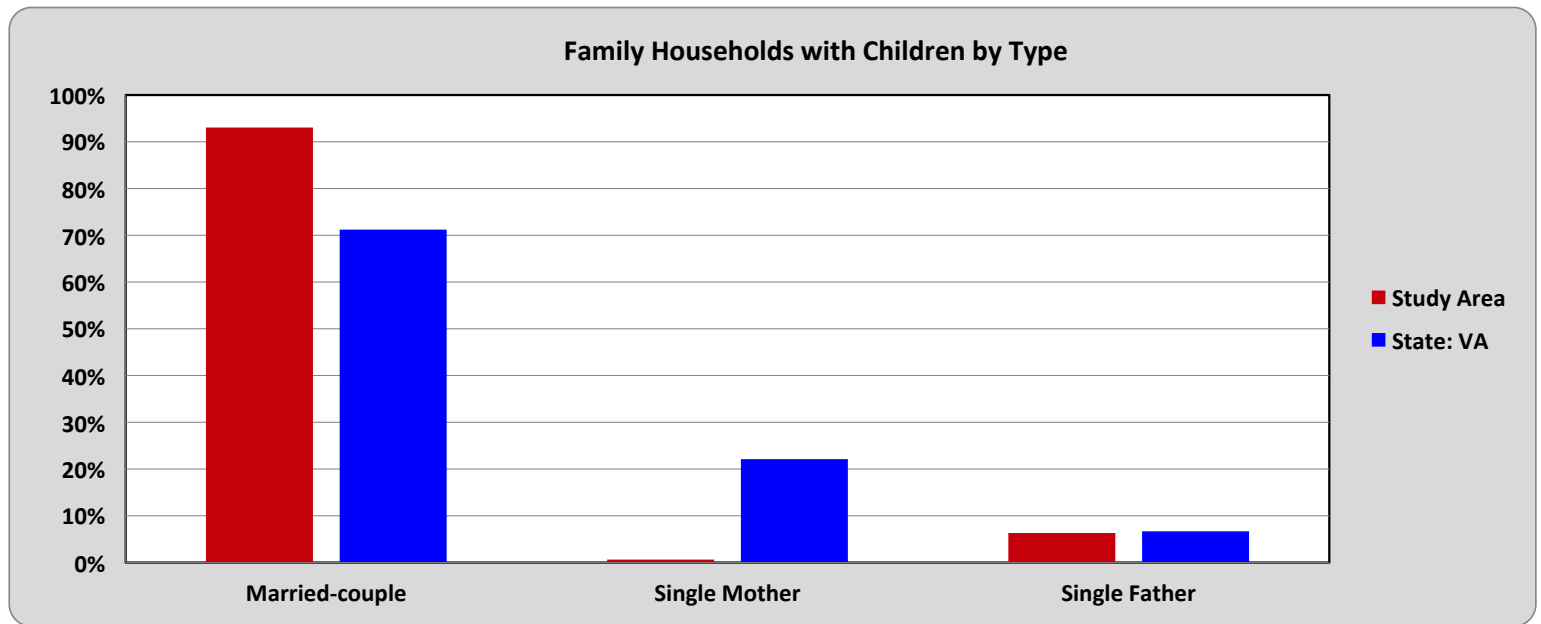
Population and Households Theme

Population and Household History with 5 and 10 Year Projected Percentage Change



Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.



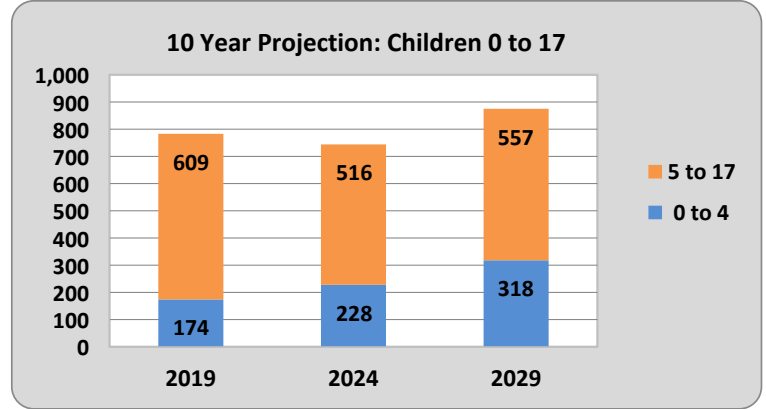
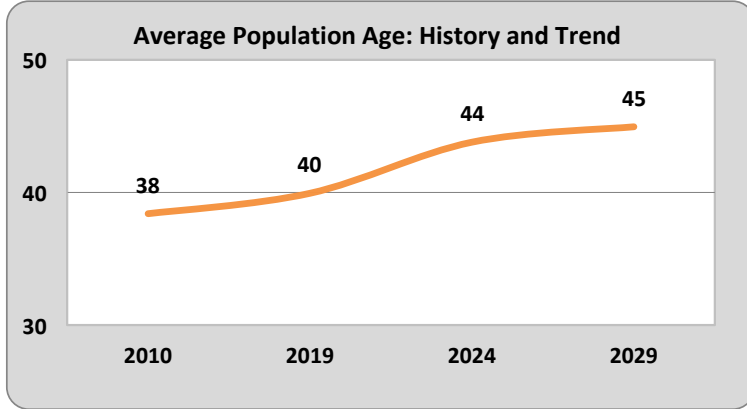
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2024 Change	Percent of all Hhlds by Year			2010 to 2024 % Change
	2010	2019	2024		2010%	2019%	2024%	
Family: Married-couple	550	589	635	85	91.1%	93.0%	92.8%	1.8%
Family: Single Mother	38	4	4	-34	6.3%	0.6%	0.6%	-5.7%
Family: Single Father	16	40	45	29	2.6%	6.3%	6.6%	3.9%
Total:	604	633	684	80	100.0%	100.0%	100.0%	

Age Theme

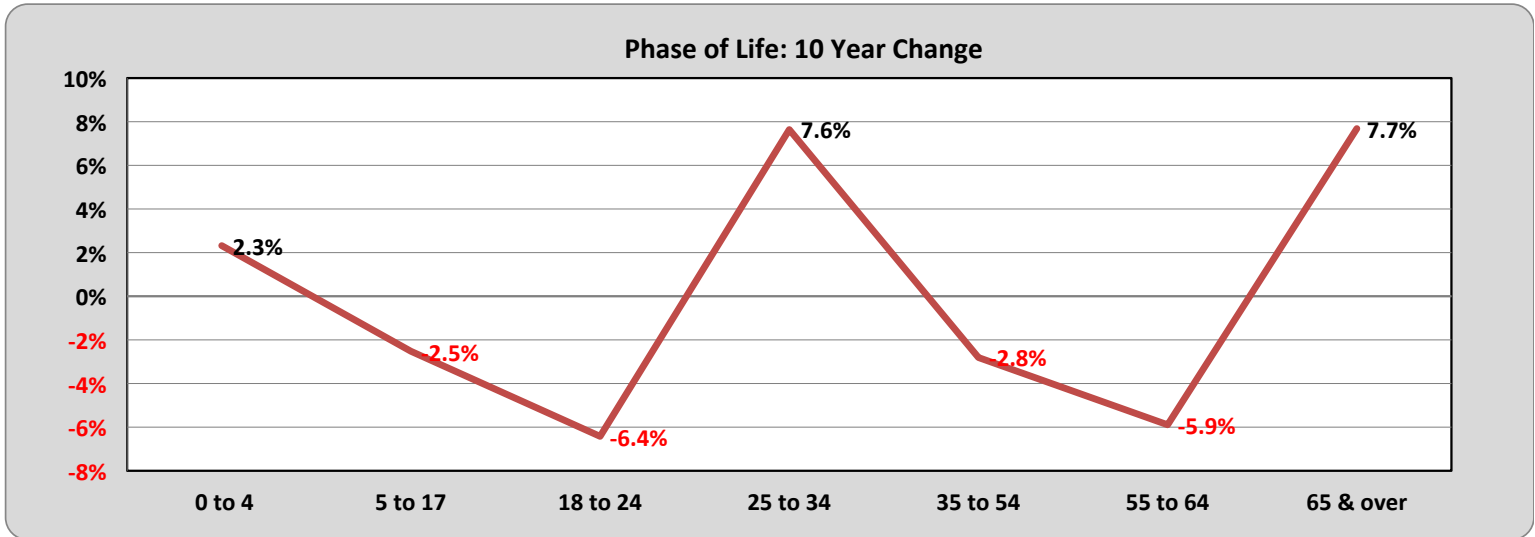
10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.



Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.



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

Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2019	2024	2029	2010%	2019%	2024%	2029%
Before Formal Schooling: 0 to 4	202	174	228	318	4.7%	3.8%	4.6%	6.1%
Required Formal Schooling: 5 to 17	968	609	516	557	22.7%	13.2%	10.4%	10.7%
College/Career Starts: 18 to 24	218	638	551	386	5.1%	13.8%	11.1%	7.4%
Singles & Young Families: 25 to 34	208	472	823	933	4.9%	10.2%	16.6%	17.9%
Families & Empty Nesters: 35 to 54	1,361	846	664	810	32.0%	18.3%	13.4%	15.5%
Enrichment Yrs Singles/Cpls: 55 to 64	670	862	857	667	15.7%	18.7%	17.3%	12.8%
Retirement Opportunities: 65 & over	630	1,019	1,316	1,554	14.8%	22.1%	26.6%	29.7%
Total:	4,257	4,620	4,955	5,225	100.0%	100.0%	100.0%	100.0%

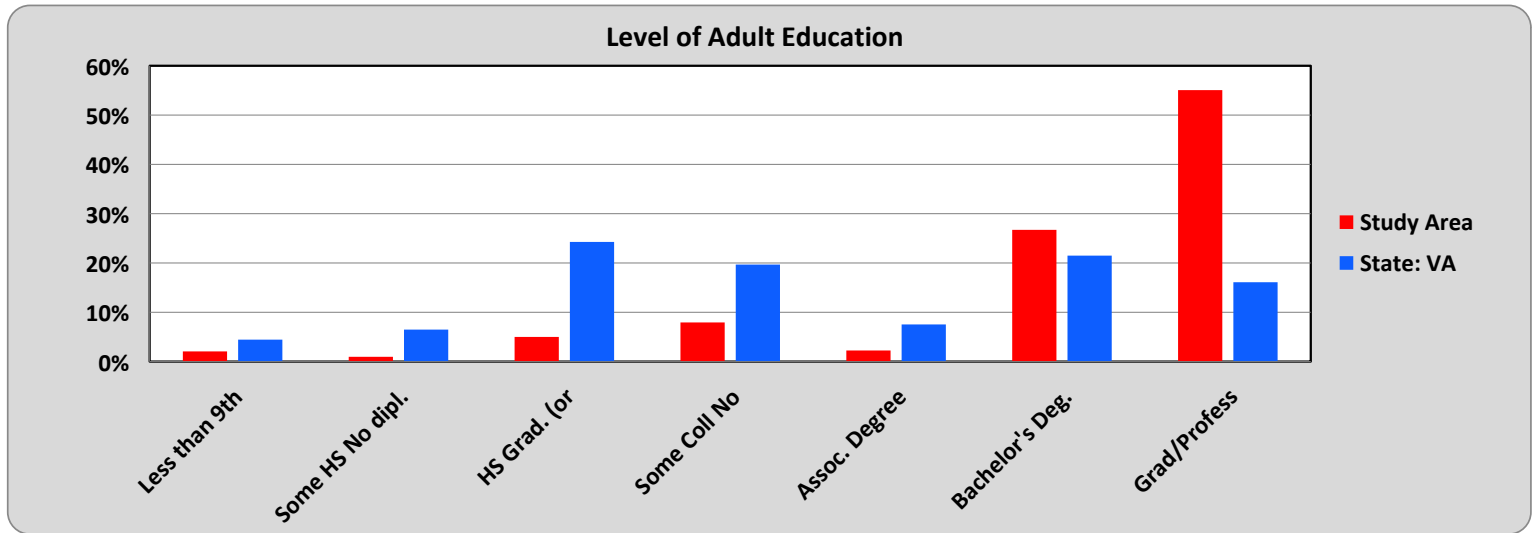
Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.

Adult Educational Attainment

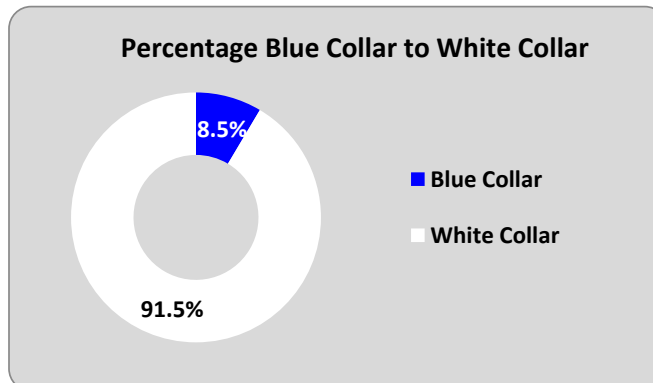
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of VA



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			2019 to 2024 Change	Percent of all Hhlds by Year		2019 to 2024 % Change
	2019	2024			2019%	2024%	
Less than 9th Grade	66	73	7	2.1%	2.2%	0.1%	
Some High School, No diploma	31	31	0	1.0%	0.9%	0.0%	
High School Graduate (or GED)	160	156	-4	5.0%	4.7%	-0.3%	
Some College, No degree	254	251	-3	7.9%	7.5%	-0.4%	
Associate Degree	72	71	-1	2.3%	2.1%	-0.1%	
Bachelor's Degree	855	817	-38	26.7%	24.5%	-2.2%	
Graduate or Professional school degree	1,762	1,939	177	55.1%	58.1%	3.0%	
Total:	3,200	3,338	138	100.0%	100.0%		

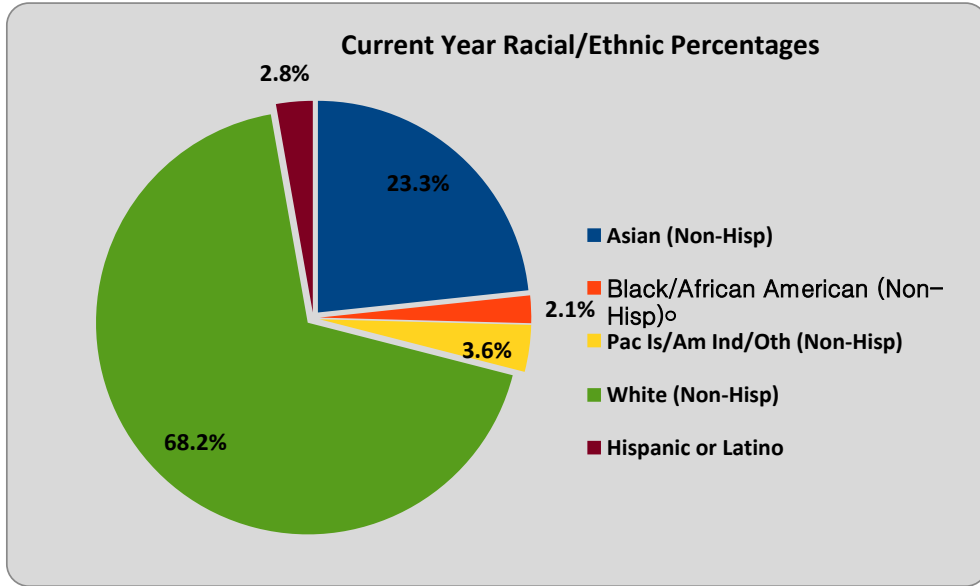
Career Types: Blue Collar and White Collar



Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.

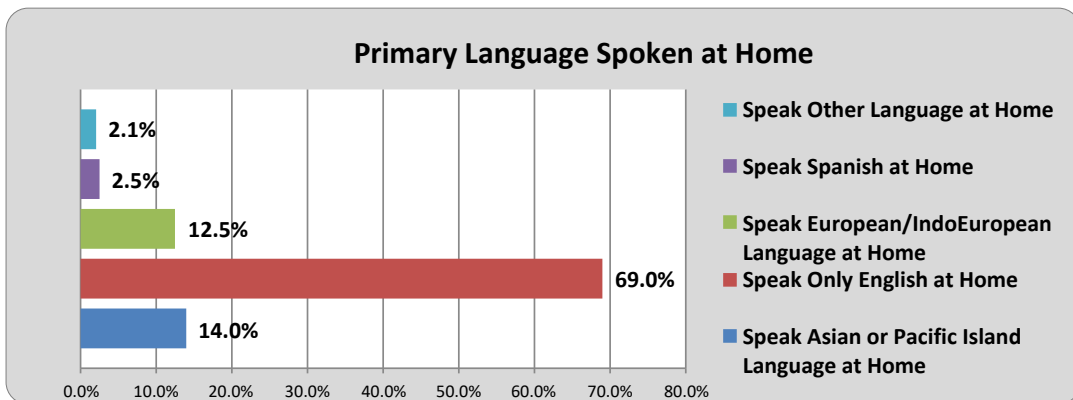
Study Area Racial and Ethnic Diversity



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

Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2024 Change	Percent of all Pop by Year			2010 to 2024 % Change
	2010	2019	2024		2010%	2019%	2024%	
Asian (Non-Hisp)	934	1,077	1,174	240	22.0%	23.3%	23.7%	1.8%
Black/African American (Non-Hisp)	104	97	105	1	2.4%	2.1%	2.1%	-0.3%
White (Non-Hisp)	2,968	3,150	3,339	371	69.8%	68.2%	67.4%	-2.3%
Hispanic or Latino	132	129	131	-1	3.1%	2.8%	2.6%	-0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	117	165	204	87	2.7%	3.6%	4.1%	1.4%
Total:	4,255	4,618	4,953	698	100.0%	100.0%	100.0%	

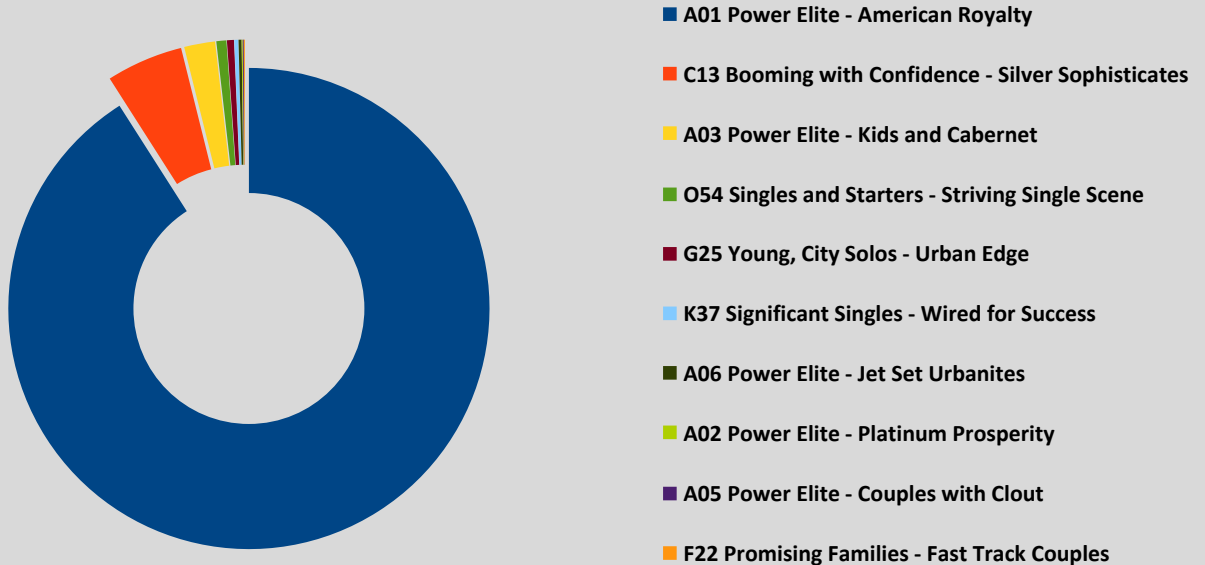


Community Diversity Theme

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.

Top 10 Mosaic Segments



Mosaic	Study Area		State		Comparative Index
A01 Power Elite - American Royalty	1,358	91.0%	163,034	5.0%	1837
C13 Booming with Confidence - Silver Sophisticates	77	5.2%	138,387	4.2%	123
A03 Power Elite - Kids and Cabernet	31	2.1%	47,096	1.4%	145
O54 Singles and Starters - Striving Single Scene	10	0.7%	129,485	3.9%	17
G25 Young, City Solos - Urban Edge	7	0.5%	89,862	2.7%	17
K37 Significant Singles - Wired for Success	4	0.3%	34,841	1.1%	25
A06 Power Elite - Jet Set Urbanites	3	0.2%	26,810	0.8%	25
A02 Power Elite - Platinum Prosperity	1	0.1%	26,328	0.8%	8
A05 Power Elite - Couples with Clout	1	0.1%	48,425	1.5%	5
F22 Promising Families - Fast Track Couples	1	0.1%	112,415	3.4%	2
	1,493		816,683		

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:

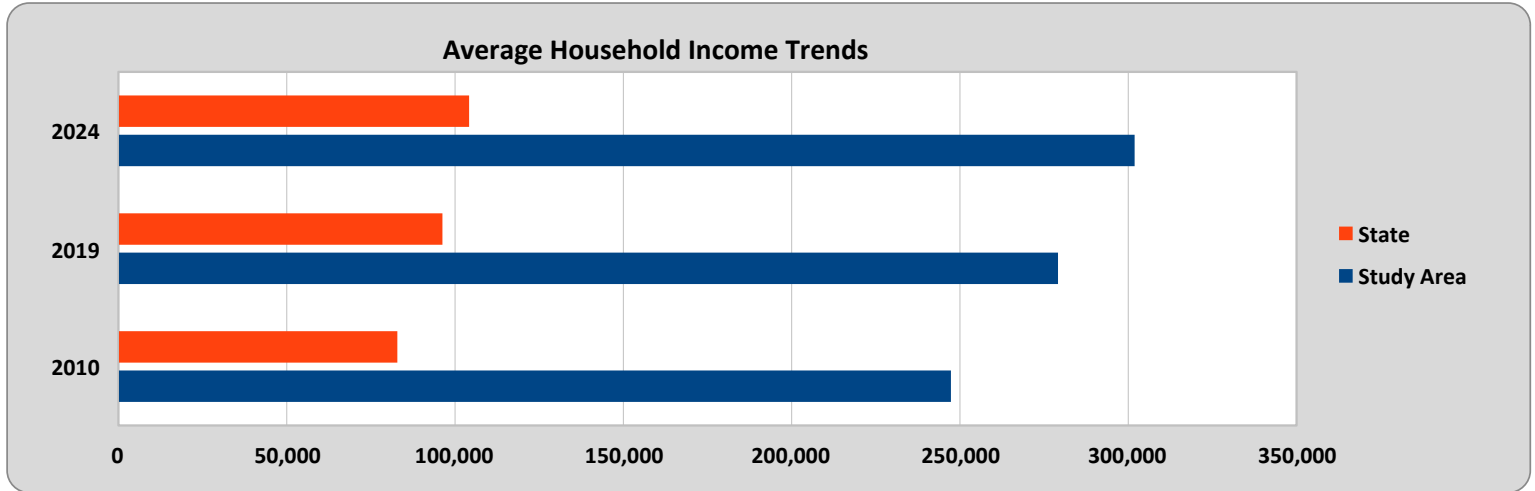
[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

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

Financial Resources Theme

Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

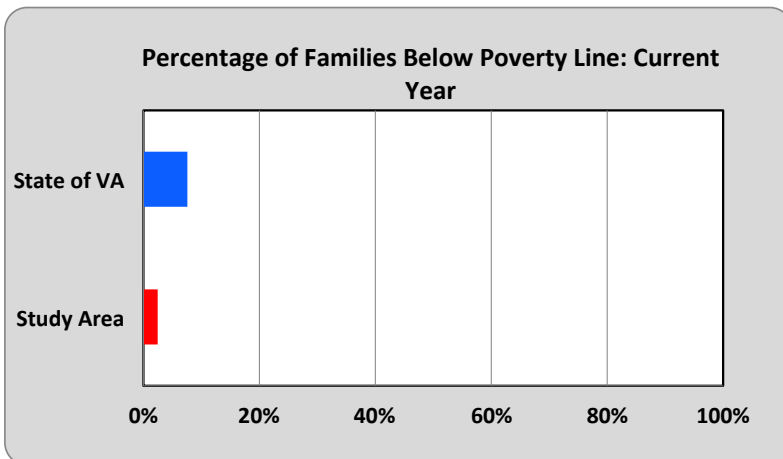
Household Income



Income Trends: Households and Families

	2010	2019	2024	2010 to 2024 Change
Average Household Income	247,316	279,130	301,889	54,573
Median Household Income	182,528	182,885	190,661	8,133
Per Capita Income	80,134	90,223	97,502	17,368
Median Family Income		189,966	187,833	2,133

Poverty



Poverty Level	Pop	Area % Pop	VA % Pop
Above poverty level	1,309	97.5%	92.4%
Below poverty level	33	2.5%	7.6%
Total	1,342	100.0%	100.0%

Supporting Information

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8		

Interpreting the Report

The QuickInsite report is formatted to help you interpret data at a glance.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

Change:	Increasing	Stable	Declining
Index:	Above Ave	Ave	Below Ave.

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

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

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.