

# The QuickInsite Report

Prepared for: Virginia Annual Conference UMC  
Study area: 2.5 mi Radius from 100 East Windsor Avenue, Alexandria, Virginia 22301, United States of America

Base State: MD,DC,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.

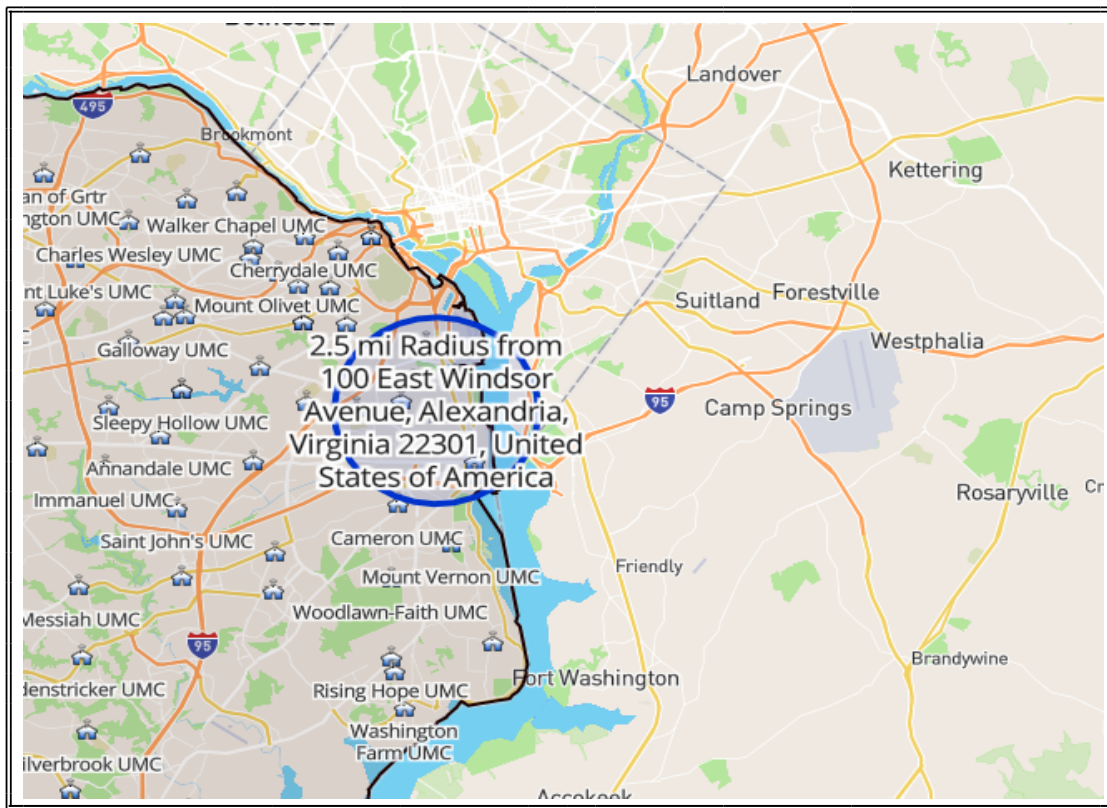
## Two Sections

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

# ThemeView

## Demographic Descriptions of the Study Area

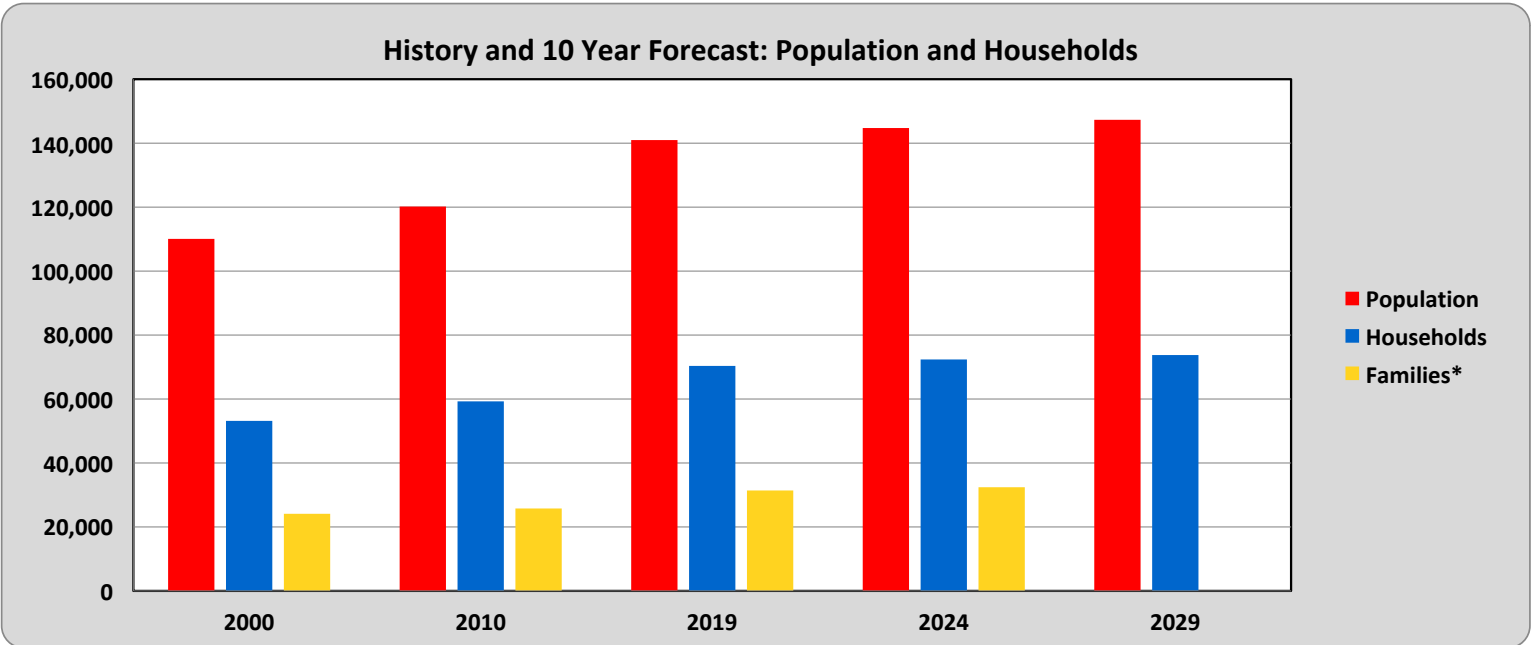
Study area: 2.5 mi Radius from 100 East Windsor Avenue, Alexandria, Virginia 22301, United States

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



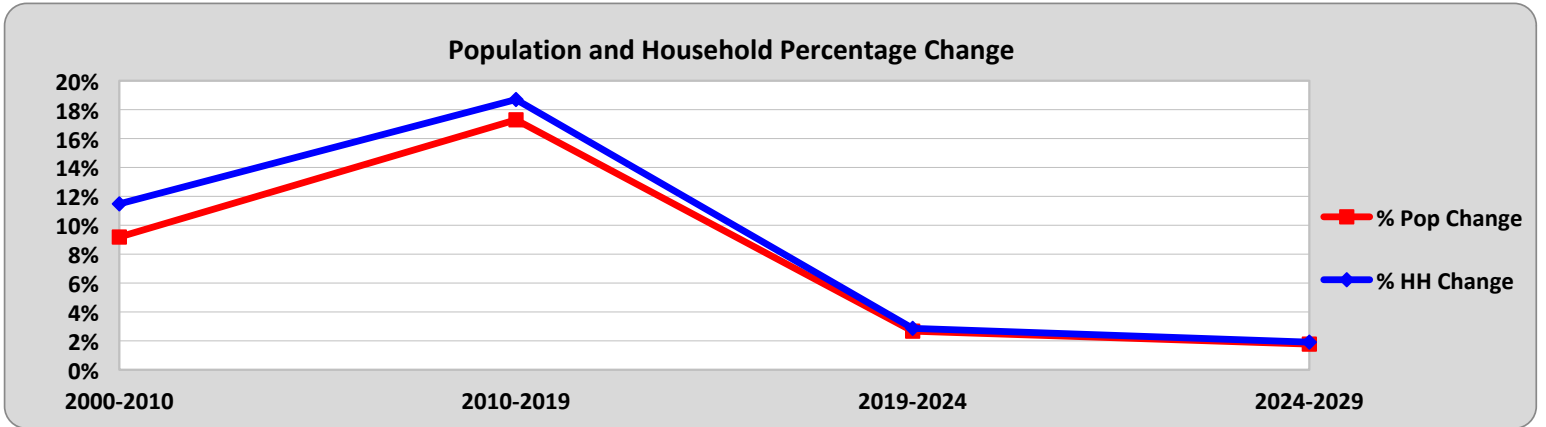
NOTE: Family Household data is not projected out 10 years.

#### Population, Households & Families

|                                | 2000    | 2010    | 2019    | 2024    | 2029    |
|--------------------------------|---------|---------|---------|---------|---------|
| Population                     | 110,071 | 120,180 | 140,968 | 144,734 | 147,302 |
| Population Change              |         | 10,109  | 20,788  | 3,766   | 2,568   |
| Percent Change                 |         | 9.2%    | 17.3%   | 2.7%    | 1.8%    |
| Households                     | 53,164  | 59,267  | 70,351  | 72,367  | 73,749  |
| Households Change              |         | 6,103   | 11,084  | 2,016   | 0       |
| Percent Change                 |         | 11.5%   | 18.7%   | 2.9%    | 0.0%    |
| Population / Households        | 2.07    | 2.03    | 2.00    | 2.00    | 2.00    |
| Population / Households Change |         | -0.04   | -0.02   | -0.00   | -0.00   |
| Percent Change                 |         | -2.1%   | -1.2%   | -0.2%   | -0.1%   |
| Family Households              | 24,112  | 25,772  | 31,402  | 32,416  |         |
| Family Households Change       |         | 1,660   | 5,630   | 1,014   |         |
| Percent Change                 |         | 6.9%    | 21.8%   | 3.2%    |         |

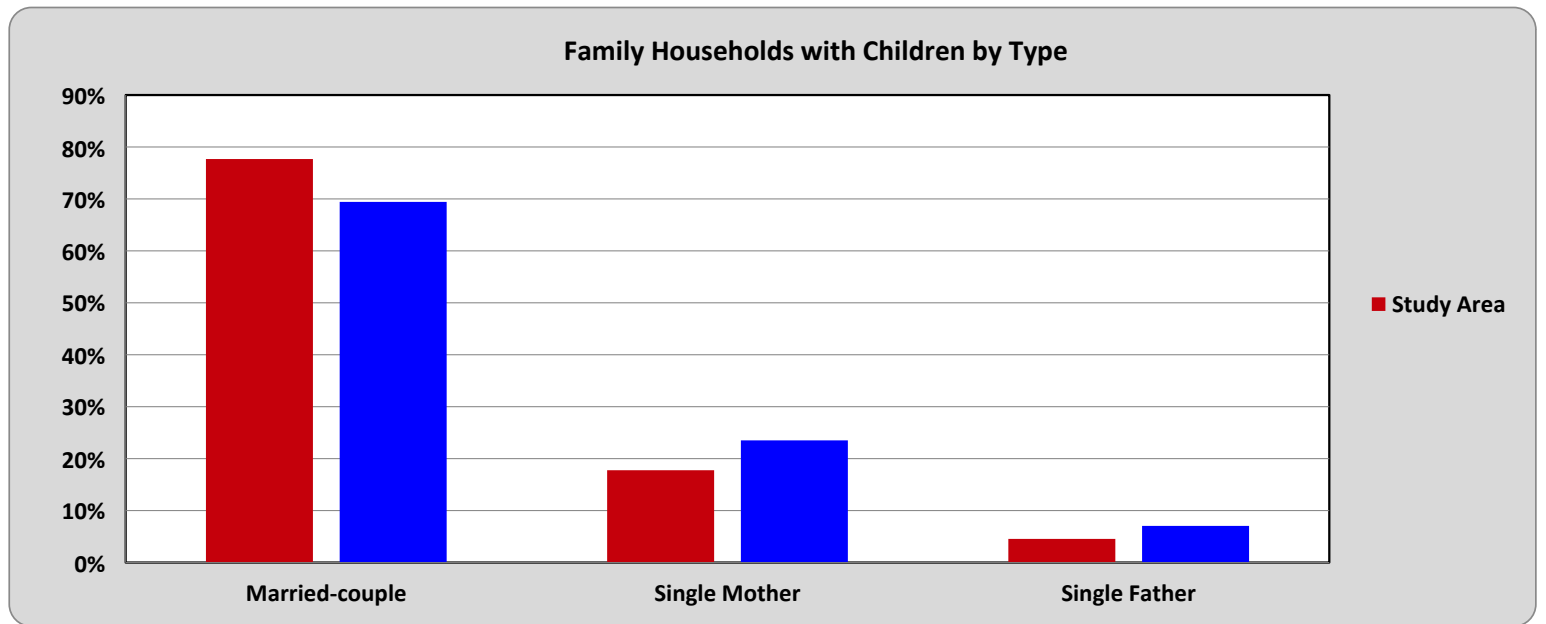
## Population and Households Theme

### 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.



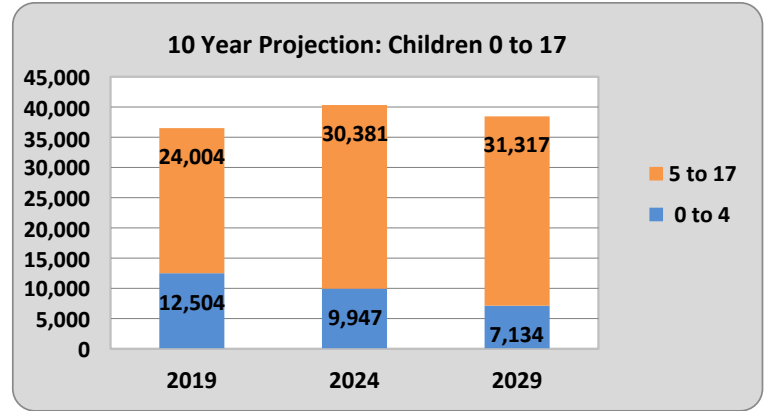
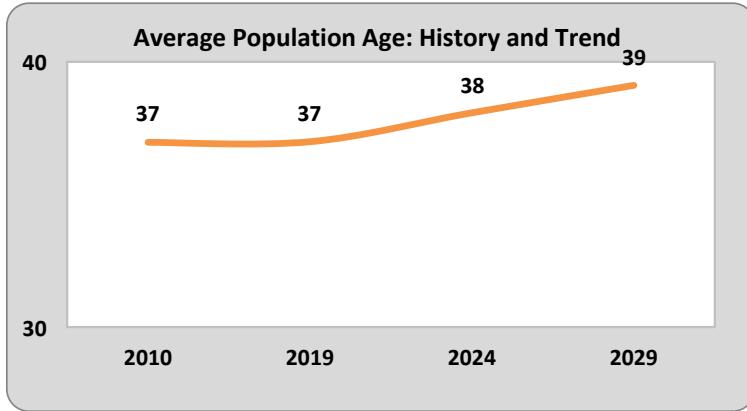
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

| Households with Children | Actual Hhlds by Year |               |               | 2010 to 2024<br>Change | Percent of all Hhlds by Year |               |               | 2010 to 2024 %<br>Change |
|--------------------------|----------------------|---------------|---------------|------------------------|------------------------------|---------------|---------------|--------------------------|
|                          | 2010                 | 2019          | 2024          |                        | 2010%                        | 2019%         | 2024%         |                          |
| Family: Married-couple   | 7,786                | 10,225        | 10,610        | 2,824                  | 71.1%                        | 77.7%         | 77.9%         | 6.8%                     |
| Family: Single Mother    | 2,424                | 2,339         | 2,380         | -44                    | 22.1%                        | 17.8%         | 17.5%         | -4.7%                    |
| Family: Single Father    | 735                  | 599           | 625           | -110                   | 6.7%                         | 4.6%          | 4.6%          | -2.1%                    |
| <b>Total:</b>            | <b>10,945</b>        | <b>13,163</b> | <b>13,615</b> | <b>2,670</b>           | <b>100.0%</b>                | <b>100.0%</b> | <b>100.0%</b> |                          |

## Age Theme

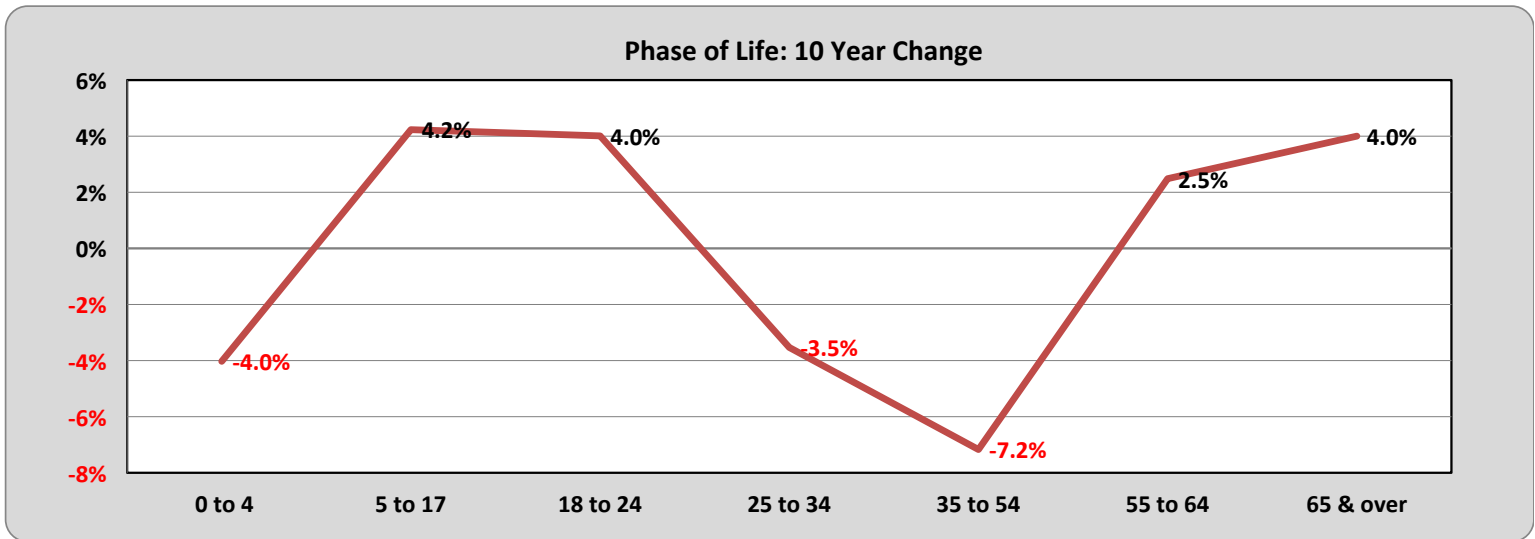
### 10 Year Average Age and Children 0 to 17 Trends

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       | 7,880                             | 12,504         | 9,947          | 7,134          | 6.6%                           | 8.9%          | 6.9%          | 4.8%          |
| Required Formal Schooling: 5 to 17    | 11,031                            | 24,004         | 30,381         | 31,317         | 9.2%                           | 17.0%         | 21.0%         | 21.3%         |
| College/Career Starts: 18 to 24       | 9,238                             | 5,298          | 7,179          | 11,444         | 7.7%                           | 3.8%          | 5.0%          | 7.8%          |
| Singles & Young Families: 25 to 34    | 30,916                            | 13,760         | 8,352          | 9,176          | 25.7%                          | 9.8%          | 5.8%          | 6.2%          |
| Families & Empty Nesters: 35 to 54    | 36,719                            | 51,389         | 50,041         | 43,136         | 30.6%                          | 36.5%         | 34.6%         | 29.3%         |
| Enrichment Yrs Singles/Cpls: 55 to 64 | 13,578                            | 15,627         | 17,085         | 19,990         | 11.3%                          | 11.1%         | 11.8%         | 13.6%         |
| Retirement Opportunities: 65 & over   | 10,819                            | 18,385         | 21,748         | 25,106         | 9.0%                           | 13.0%         | 15.0%         | 17.0%         |
| <b>Total:</b>                         | <b>120,181</b>                    | <b>140,967</b> | <b>144,733</b> | <b>147,303</b> | <b>100.0%</b>                  | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b> |

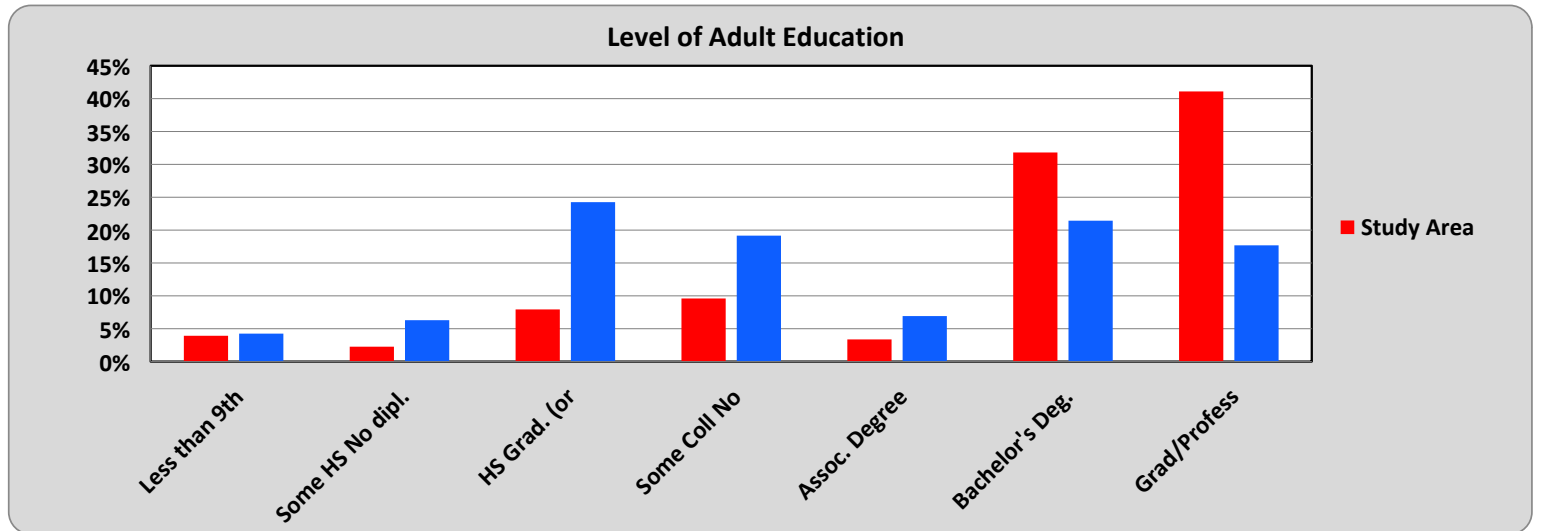
## Education and Career Status Theme

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

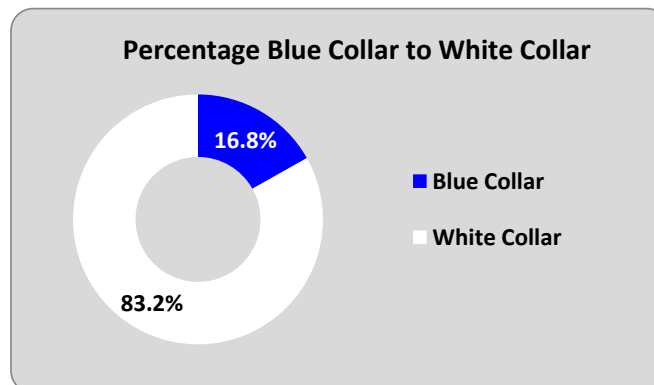
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

### Adult Educational Attainment Compared to the State of MD,DC,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                          | 3,893                | 3,920          | 27                  | 3.9%                         | 3.8%          | -0.1%                 |
| Some High School, No diploma                 | 2,246                | 2,199          | -47                 | 2.3%                         | 2.2%          | -0.1%                 |
| High School Graduate (or GED)                | 7,867                | 8,080          | 213                 | 7.9%                         | 7.9%          | 0.0%                  |
| Some College, No degree                      | 9,519                | 9,701          | 182                 | 9.6%                         | 9.5%          | -0.1%                 |
| Associate Degree                             | 3,343                | 3,408          | 65                  | 3.4%                         | 3.3%          | 0.0%                  |
| Bachelor's Degree                            | 31,543               | 31,228         | -315                | 31.8%                        | 30.7%         | -1.2%                 |
| Graduate or Professional school degree       | 40,751               | 43,349         | 2,598               | 41.1%                        | 42.5%         | 1.5%                  |
| <b>Total:</b>                                | <b>99,162</b>        | <b>101,885</b> | <b>2,723</b>        | <b>100.0%</b>                | <b>100.0%</b> |                       |

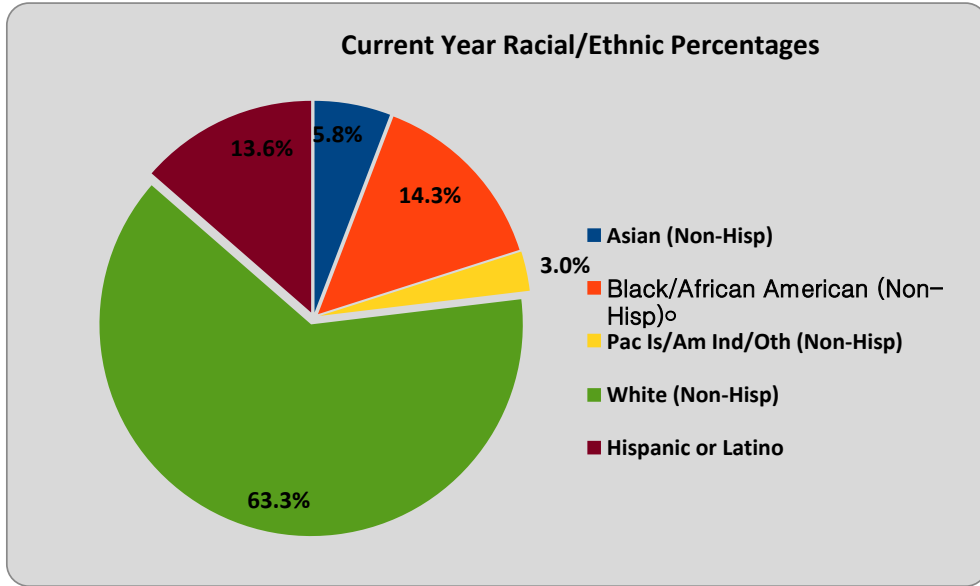
### Career Types: Blue Collar and White Collar



## 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.

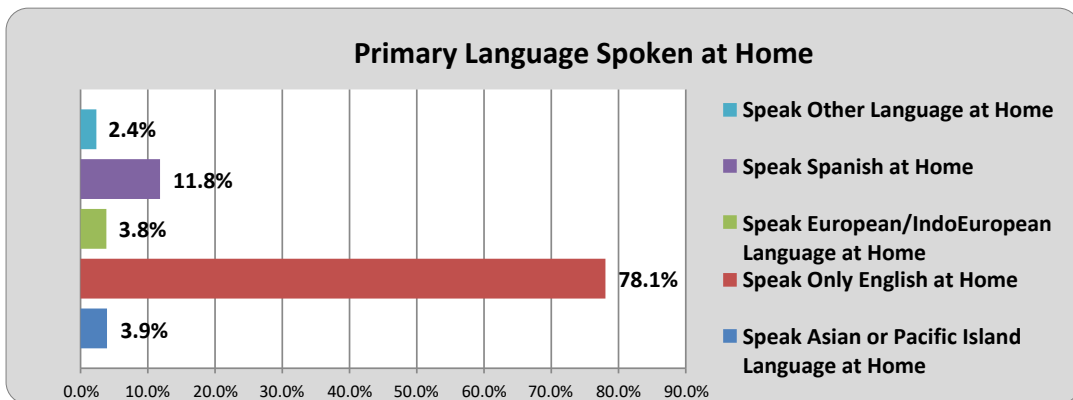
### Study Area Racial and Ethnic Diversity



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)                  | 6,506                     | 8,190          | 8,741          | 2,235               | 5.4%                       | 5.8%          | 6.0%          | 0.6%                  |
| Black/African American (Non-Hisp) | 17,228                    | 20,119         | 20,638         | 3,410               | 14.3%                      | 14.3%         | 14.3%         | -0.1%                 |
| White (Non-Hisp)                  | 76,263                    | 89,255         | 91,357         | 15,094              | 63.5%                      | 63.3%         | 63.1%         | -0.3%                 |
| Hispanic or Latino                | 16,710                    | 19,151         | 19,499         | 2,789               | 13.9%                      | 13.6%         | 13.5%         | -0.4%                 |
| Pac Is/Am Ind/Oth (Non-Hisp)      | 3,472                     | 4,254          | 4,499          | 1,027               | 2.9%                       | 3.0%          | 3.1%          | 0.2%                  |
| <b>Total:</b>                     | <b>120,179</b>            | <b>140,969</b> | <b>144,734</b> | <b>24,555</b>       | <b>100.0%</b>              | <b>100.0%</b> | <b>100.0%</b> |                       |

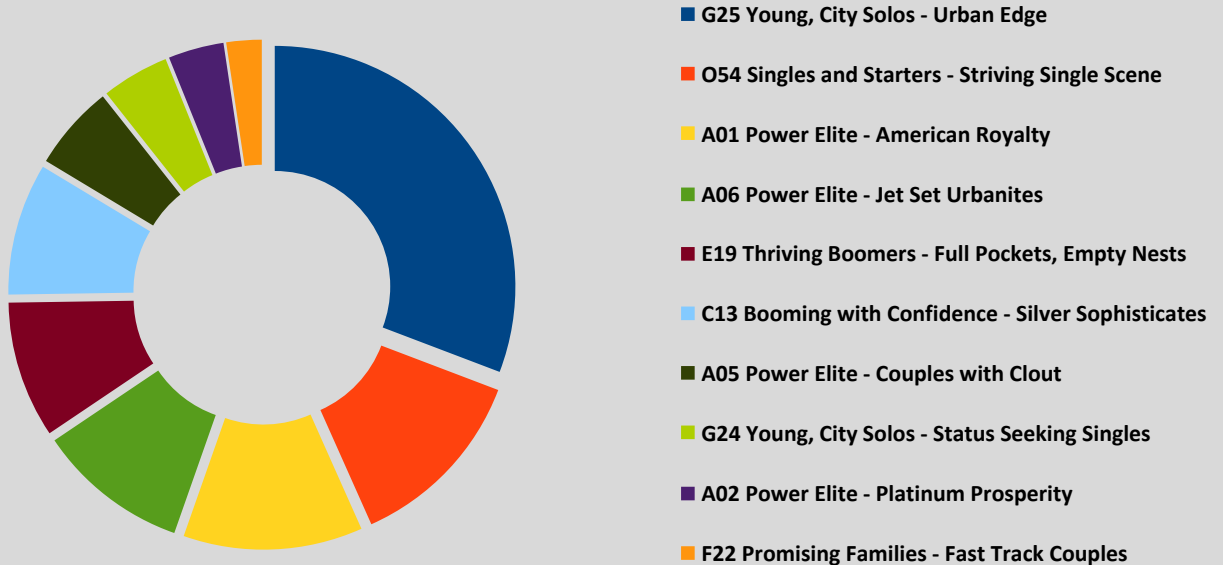


## Community Diversity Theme

### 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 |
|--|---------------|-------|------------------|------|-------------------|
| G25 Young, City Solos - Urban Edge                 | 18,508        | 26.3% | 198,161          | 3.4% | 780               |
| O54 Singles and Starters - Striving Single Scene   | 7,541         | 10.7% | 261,801          | 4.5% | 241               |
| A01 Power Elite - American Royalty                 | 7,250         | 10.3% | 278,914          | 4.7% | 217               |
| A06 Power Elite - Jet Set Urbanites                | 6,129         | 8.7%  | 62,006           | 1.1% | 826               |
| E19 Thriving Boomers - Full Pockets, Empty Nests   | 5,522         | 7.8%  | 103,767          | 1.8% | 445               |
| C13 Booming with Confidence - Silver Sophisticates | 5,336         | 7.6%  | 289,832          | 4.9% | 154               |
| A05 Power Elite - Couples with Clout               | 3,441         | 4.9%  | 78,212           | 1.3% | 368               |
| G24 Young, City Solos - Status Seeking Singles     | 2,732         | 3.9%  | 91,270           | 1.6% | 250               |
| A02 Power Elite - Platinum Prosperity              | 2,246         | 3.2%  | 37,251           | 0.6% | 504               |
| F22 Promising Families - Fast Track Couples        | 1,424         | 2.0%  | 191,690          | 3.3% | 62                |
|  | <b>60,129</b> |       | <b>1,592,904</b> |      |                   |

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

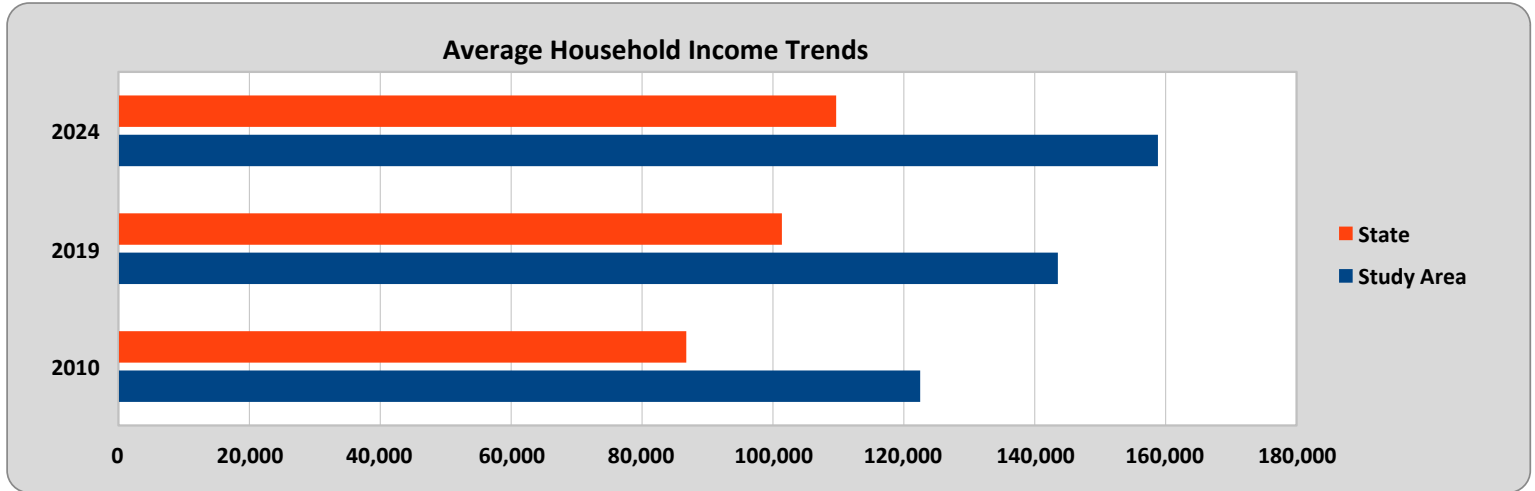
Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite



## Financial Resources Theme

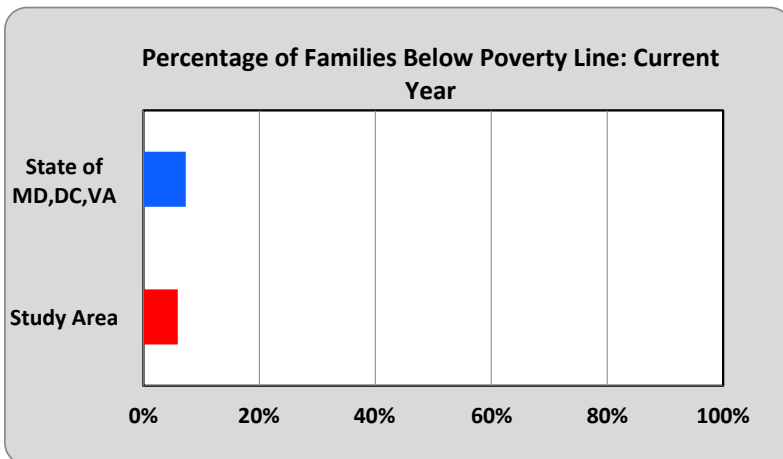
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

### Household Income



| Income Trends: Households and Families |         |         |         | 2010 to 2024 Change |
|--|---------|---------|---------|---------------------|
|  | 2010    | 2019    | 2024    |                     |
| Average Household Income               | 122,494 | 143,530 | 158,820 | 36,325              |
| Median Household Income                | 94,654  | 116,778 | 128,546 | 33,892              |
| Per Capita Income                      | 60,408  | 71,629  | 79,410  | 19,002              |
| Median Family Income                   |         | 142,823 | 141,955 | 868                 |

### Poverty



| Poverty Level       | Pop           | Area % Pop    | MD,DC,VA % Pop |
|---------------------|---------------|---------------|----------------|
| Above poverty level | 29,541        | 94.1%         | 92.7%          |
| Below poverty level | 1,861         | 5.9%          | 7.3%           |
| <b>Total</b>        | <b>31,402</b> | <b>100.0%</b> | <b>100.0%</b>  |

# 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.

**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](mailto:misupport@missioninsite.com).

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