

# The QuickInsite Report

Prepared for: Virginia Annual Conference UMC  
Study area: 2.5 mi Radius from 711 Spring Street Southeast, Vienna, Virginia 22180, 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.

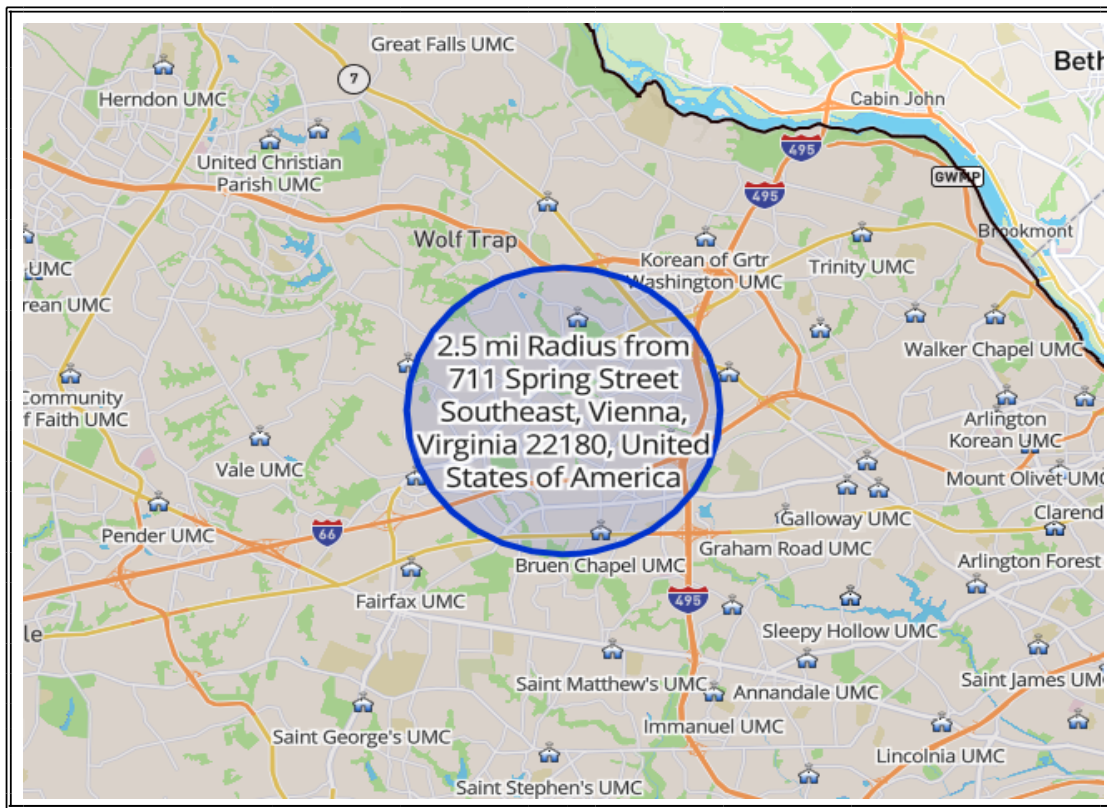
## Two Sections

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

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

# ThemeView

## Demographic Descriptions of the Study Area

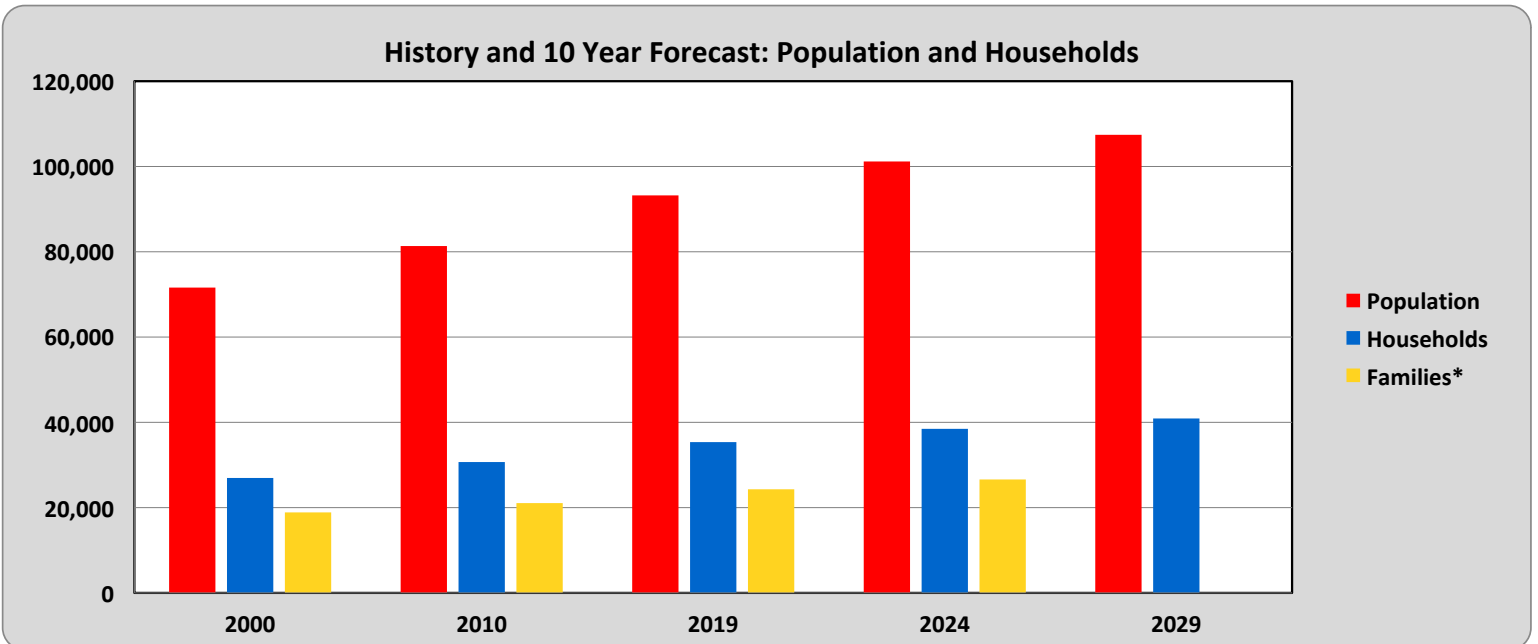
Study area: 2.5 mi Radius from 711 Spring Street Southeast, Vienna, Virginia 22180, Unitec

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

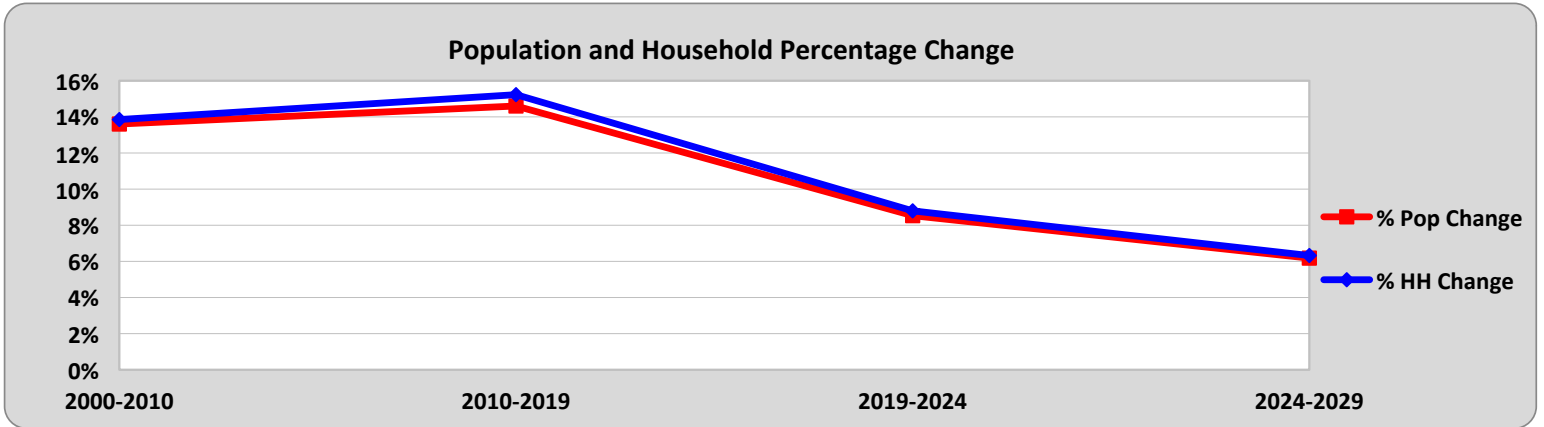


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2019	2024	2029
Population	71,603	81,344	93,222	101,175	107,428
Population Change		9,741	11,878	7,953	6,253
Percent Change		13.6%	14.6%	8.5%	6.2%
Households	26,955	30,689	35,363	38,474	40,907
Households Change		3,734	4,674	3,111	0
Percent Change		13.9%	15.2%	8.8%	0.0%
Population / Households	2.66	2.65	2.64	2.63	2.63
Population / Households Change		-0.01	-0.01	-0.01	-0.00
Percent Change		-0.2%	-0.5%	-0.2%	-0.1%
Family Households	18,879	21,061	24,299	26,603	
Family Households Change		2,182	3,238	2,304	
Percent Change		11.6%	15.4%	9.5%	

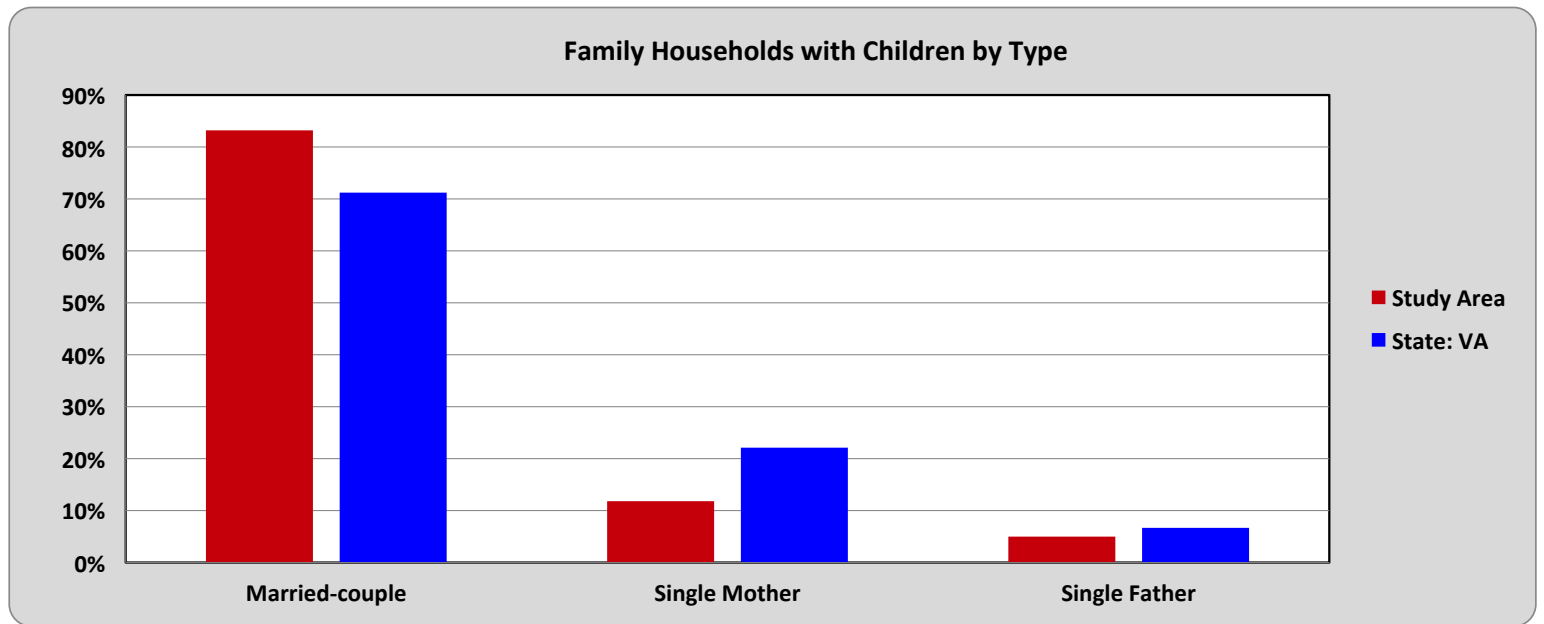
## Population and Households Theme

### 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.



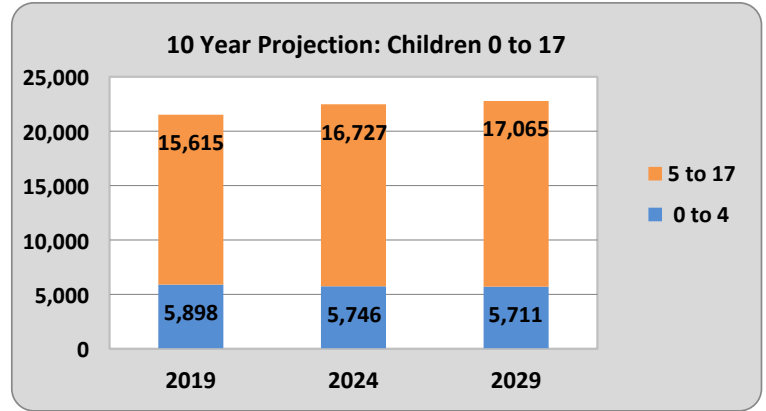
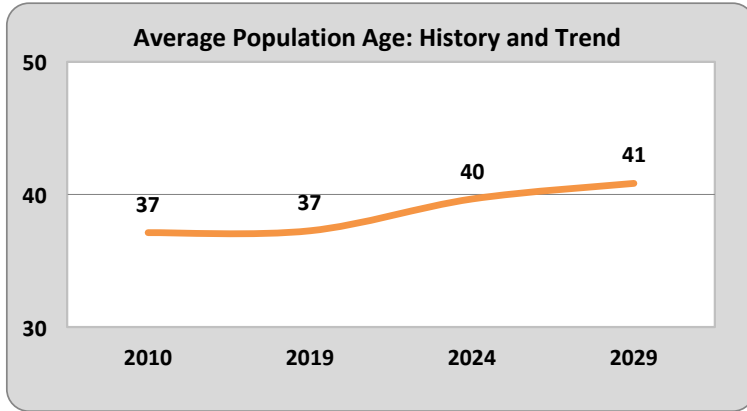
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

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	8,784	9,420	9,916	1,132	83.9%	83.2%	82.3%	-1.7%
Family: Single Mother	1,230	1,337	1,482	252	11.8%	11.8%	12.3%	0.5%
Family: Single Father	450	565	657	207	4.3%	5.0%	5.5%	1.1%
<b>Total:</b>	<b>10,464</b>	<b>11,322</b>	<b>12,055</b>	<b>1,591</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

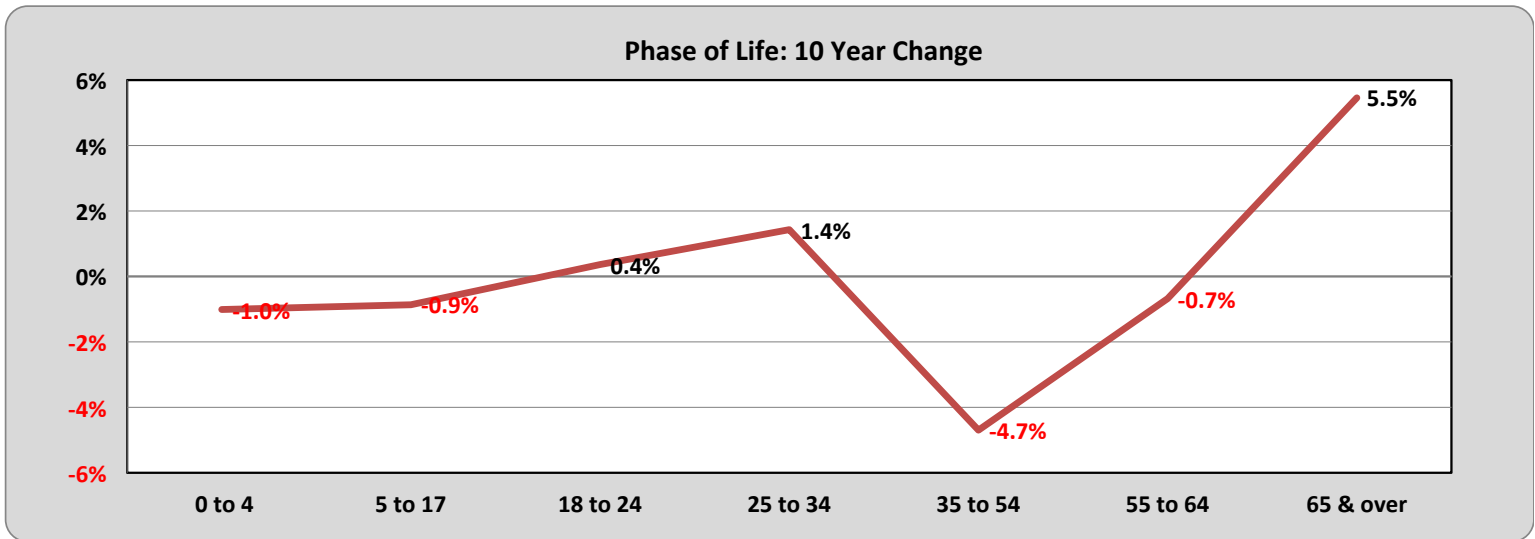
### 10 Year Average Age and Children 0 to 17 Trends

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	5,346	5,898	5,746	5,711	6.6%	6.3%	5.7%	5.3%
Required Formal Schooling: 5 to 17	13,479	15,615	16,727	17,065	16.6%	16.8%	16.5%	15.9%
College/Career Starts: 18 to 24	5,643	7,721	8,759	9,288	6.9%	8.3%	8.7%	8.6%
Singles & Young Families: 25 to 34	12,708	9,655	10,627	12,662	15.6%	10.4%	10.5%	11.8%
Families & Empty Nesters: 35 to 54	25,346	26,980	26,944	26,045	31.2%	28.9%	26.6%	24.2%
Enrichment Yrs Singles/Cpls: 55 to 64	9,644	13,144	14,139	14,420	11.9%	14.1%	14.0%	13.4%
Retirement Opportunities: 65 & over	9,178	14,209	18,232	22,237	11.3%	15.2%	18.0%	20.7%
<b>Total:</b>	<b>81,344</b>	<b>93,222</b>	<b>101,174</b>	<b>107,428</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

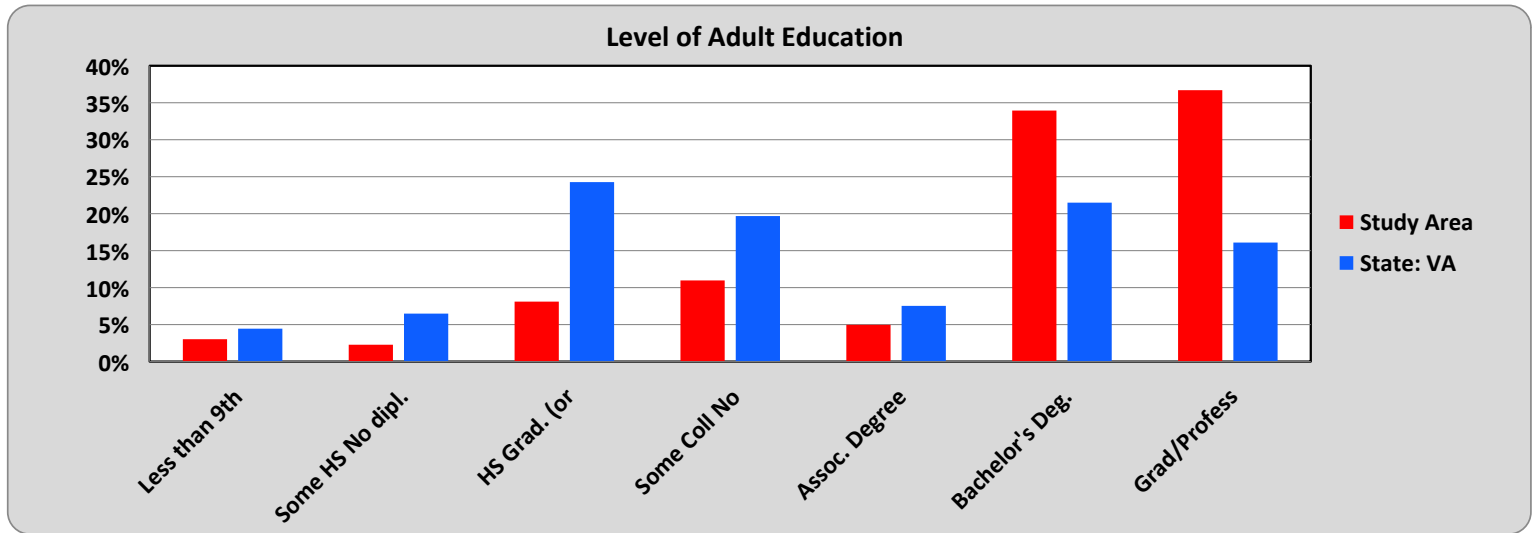
## Education and Career Status Theme

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

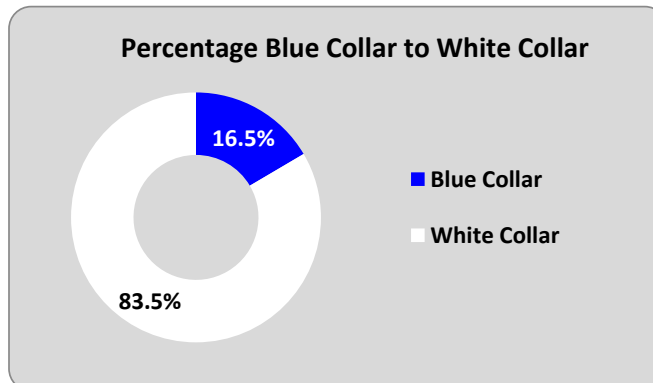
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

### Adult Educational Attainment Compared to the State of 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	1,936	1,963	27	3.0%	3.0%	-0.1%
Some High School, No diploma	1,458	1,538	80	2.3%	2.3%	0.0%
High School Graduate (or GED)	5,188	5,301	113	8.1%	8.0%	-0.1%
Some College, No degree	7,021	7,143	122	11.0%	10.8%	-0.2%
Associate Degree	3,181	3,322	141	5.0%	5.0%	0.0%
Bachelor's Degree	21,720	22,307	587	33.9%	33.6%	-0.4%
Graduate or Professional school degree	23,483	24,858	1,375	36.7%	37.4%	0.7%
<b>Total:</b>	<b>63,987</b>	<b>66,432</b>	<b>2,445</b>	<b>100.0%</b>	<b>100.0%</b>	

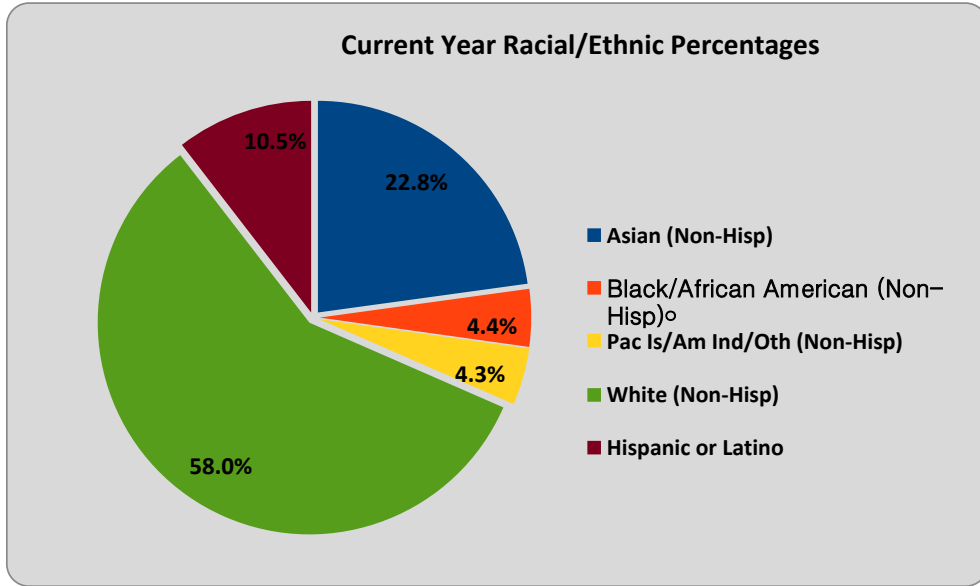
### Career Types: Blue Collar and White Collar



## 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.

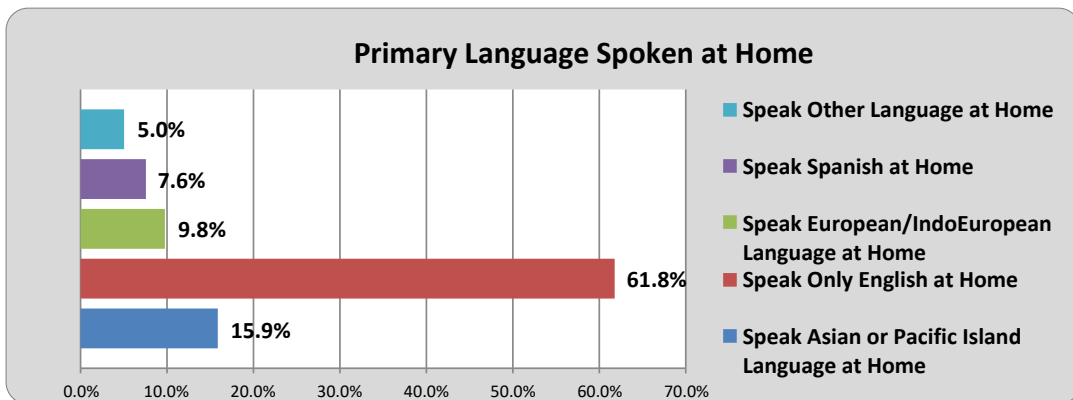
### Study Area Racial and Ethnic Diversity



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)	17,473	21,278	23,508	6,035	21.5%	22.8%	23.2%	1.8%
Black/African American (Non-Hisp)	3,250	4,091	4,530	1,280	4.0%	4.4%	4.5%	0.5%
White (Non-Hisp)	48,895	54,059	57,885	8,990	60.1%	58.0%	57.2%	-2.9%
Hispanic or Latino	8,738	9,746	10,459	1,721	10.7%	10.5%	10.3%	-0.4%
Pac Is/Am Ind/Oth (Non-Hisp)	2,987	4,048	4,794	1,807	3.7%	4.3%	4.7%	1.1%
<b>Total:</b>	<b>81,343</b>	<b>93,222</b>	<b>101,176</b>	<b>19,833</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

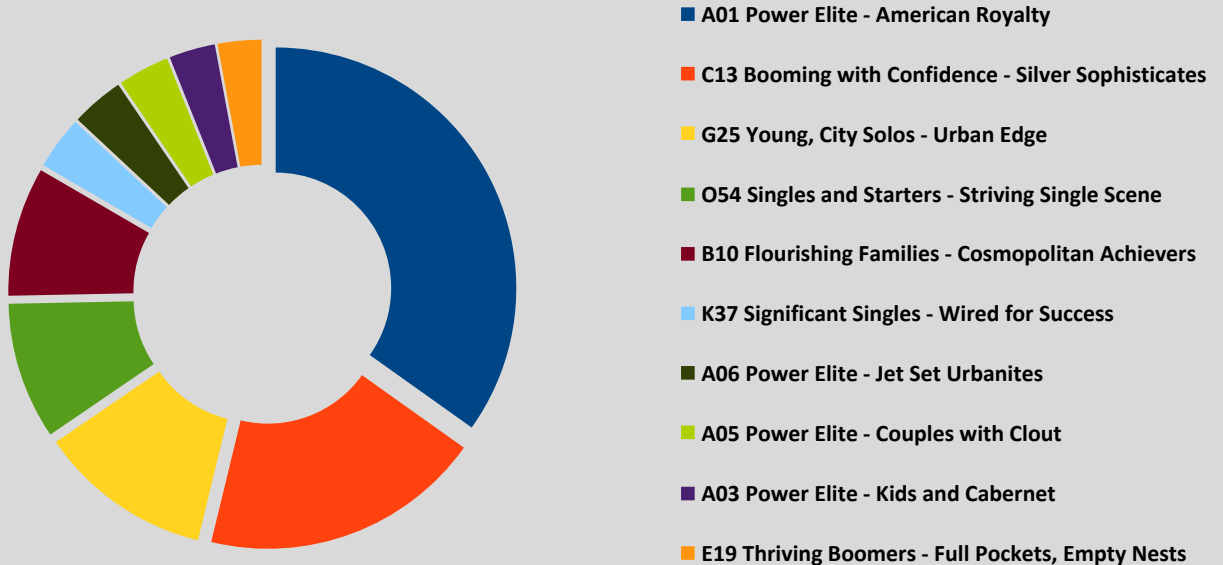


## Community Diversity Theme

### 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
A01 Power Elite - American Royalty	10,915	30.9%	163,034	5.0%	623
C13 Booming with Confidence - Silver Sophisticates	5,934	16.8%	138,387	4.2%	399
G25 Young, City Solos - Urban Edge	3,661	10.4%	89,862	2.7%	379
O54 Singles and Starters - Striving Single Scene	2,885	8.2%	129,485	3.9%	207
B10 Flourishing Families - Cosmopolitan Achievers	2,722	7.7%	48,341	1.5%	524
K37 Significant Singles - Wired for Success	1,119	3.2%	34,841	1.1%	299
A06 Power Elite - Jet Set Urbanites	1,112	3.1%	26,810	0.8%	386
A05 Power Elite - Couples with Clout	1,084	3.1%	48,425	1.5%	208
A03 Power Elite - Kids and Cabernet	972	2.7%	47,096	1.4%	192
E19 Thriving Boomers - Full Pockets, Empty Nests	920	2.6%	46,875	1.4%	183
	<b>31,324</b>		<b>773,156</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 \(To open in a new Tab hold Control key when you click on the link\)](#)

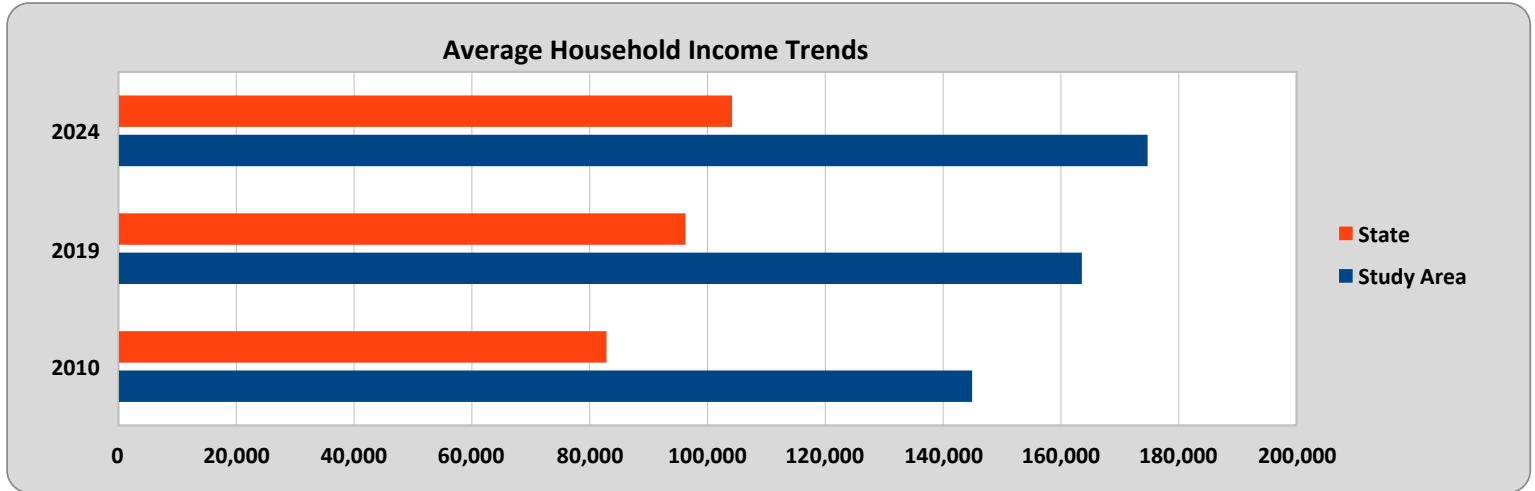
Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite



## 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.

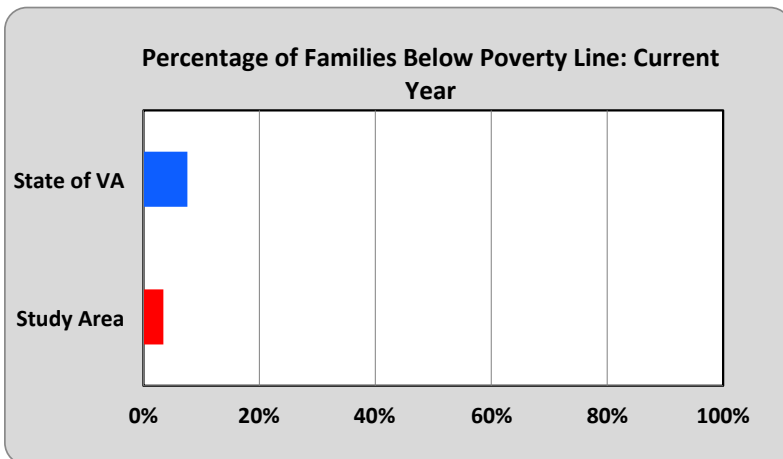
### Household Income



### Income Trends: Households and Families

	2010	2019	2024	2010 to 2024 Change
Average Household Income	144,922	163,549	174,715	29,793
Median Household Income	121,603	130,686	139,054	17,451
Per Capita Income	54,675	62,041	66,439	11,764
Median Family Income		150,271	148,655	1,616

### Poverty



Poverty Level	Pop	Area % Pop	VA % Pop
Above poverty level	23,463	96.6%	92.4%
Below poverty level	836	3.4%	7.6%
<b>Total</b>	<b>24,299</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.

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