

The QuickInsite Report

Prepared for: Virginia Annual Conference UMC
Study area: Geography: Zip Codes - 22303 Zip Codes - 22306 Zip Codes - 22307 Zip Codes - 22308 Zip Codes - 22309 Zip Codes - 22060 Zip Codes - 22314 DC,MD,VA
Base State: DC,MD,VA
Current Year Estimate: 2017
5 Year Projection: 2022
10 Year Forecast: 2027
Date: 2/15/2018
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.

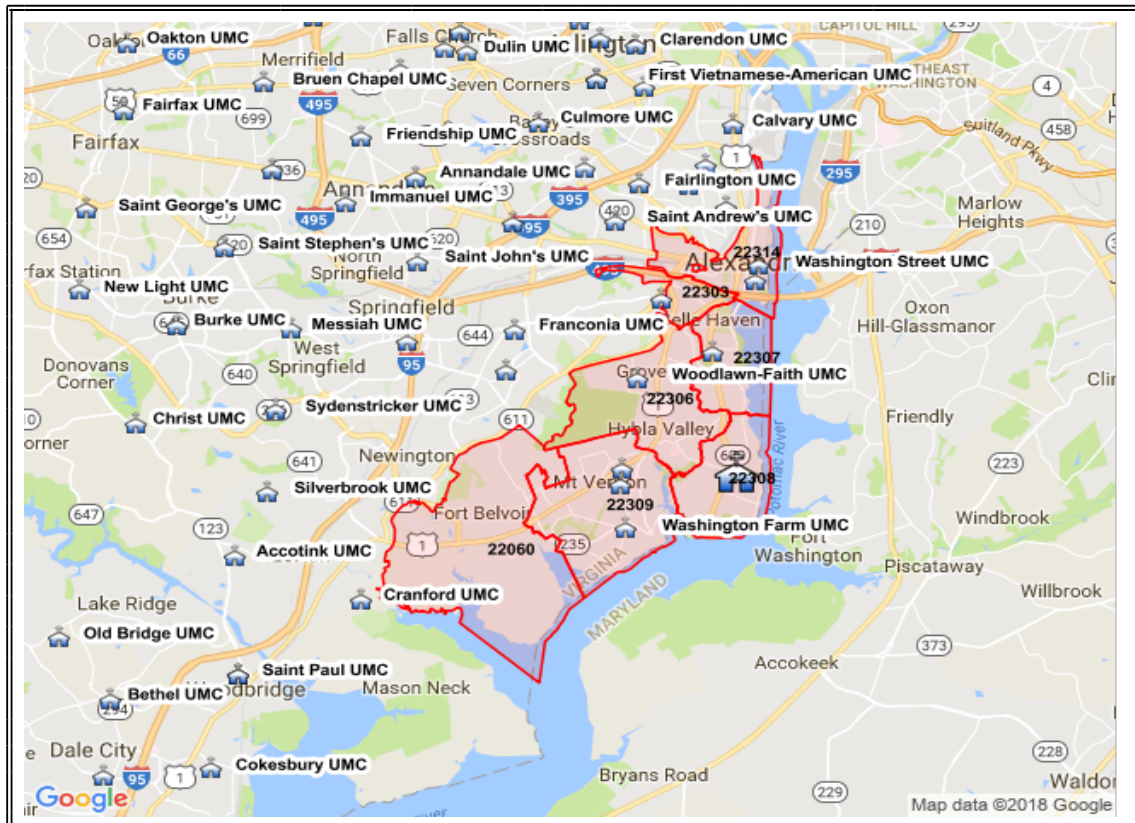
Two Sections

Two reports are provided on the following pages.

- The **StoryView** Report presents 10 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

1	Population Change 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	Moderate Growth	Significant Growth
2	School Age Change 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	Moderate Increase	Significant Increase
3	Families with Children 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	About the Same	Somewhat More	Significantly More
4	Adult Educational Attainment 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	Very High
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
6	Median Family Income 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	Significantly Greater
7	Poverty Compared to the state, is the number of families in poverty above or below the state average? <small>(See Financial Resources Theme)</small>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
8	Blue to White Collar Occupations 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	Somewhat White	Very White Collar
9	Largest Racial/Ethnic Group 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)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
10	Religiosity What is the level of religiosity in this study area? <small>(See Religiosity Theme)</small>	Very Low	Somewhat Low	Mixed	Somewhat High	Very High

ThemeView

Demographic Descriptions of the Study Area

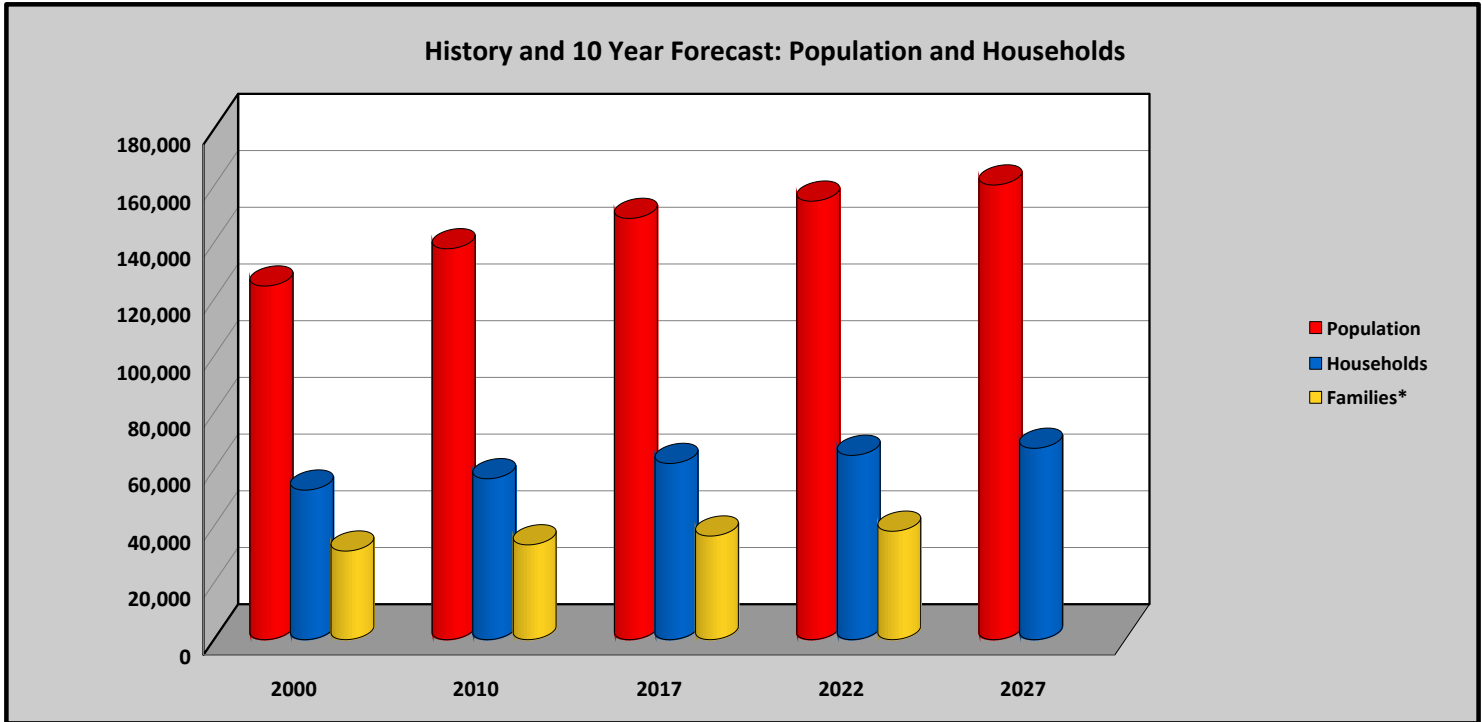
Study area: Geography: Zip Codes - 22303 Zip Codes - 22306 Zip Codes - 22307 Zip Code:

Date: 2/15/2018

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



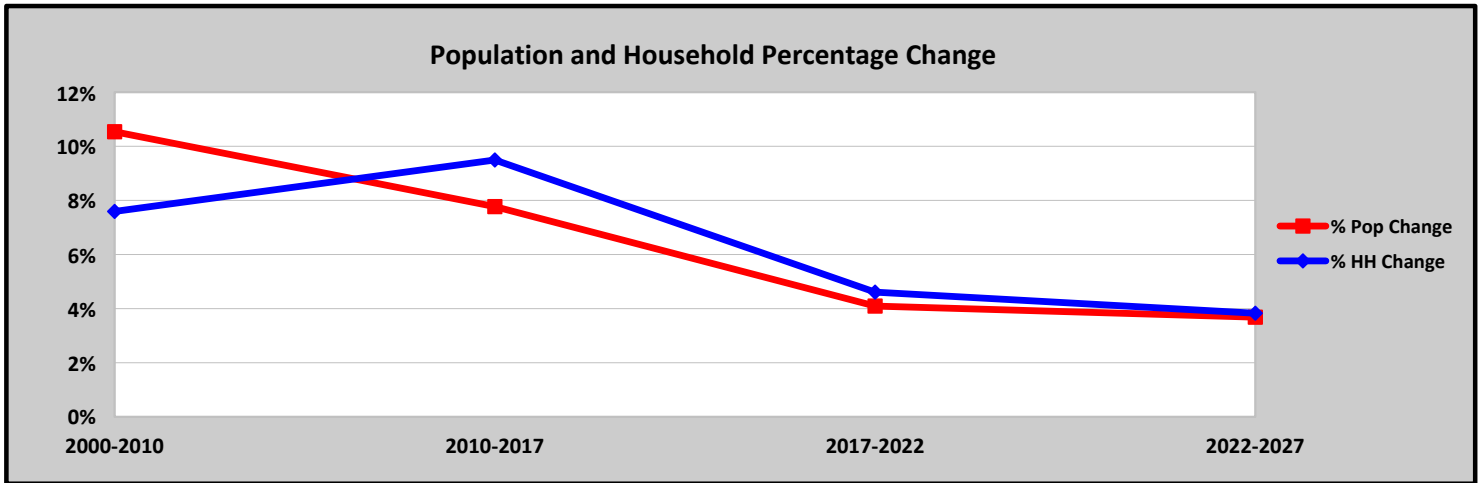
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2017	2022	2027
Population	124,708	137,849	148,560	154,643	160,340
Population Change		13,141	10,711	6,083	5,697
Percent Change		10.5%	7.8%	4.1%	3.7%
Households	52,740	56,744	62,131	64,995	67,484
Households Change		4,004	5,387	2,864	0
Percent Change		7.6%	9.5%	4.6%	0.0%
Population / Households	2.36	2.43	2.39	2.38	2.38
Population / Households Change		0.06	-0.04	-0.01	-0.00
Percent Change		2.7%	-1.6%	-0.5%	-0.1%
Family Households	31,235	33,429	36,531	38,227	
Family Households Change		2,194	3,102	1,696	
Percent Change		7.0%	9.3%	4.6%	

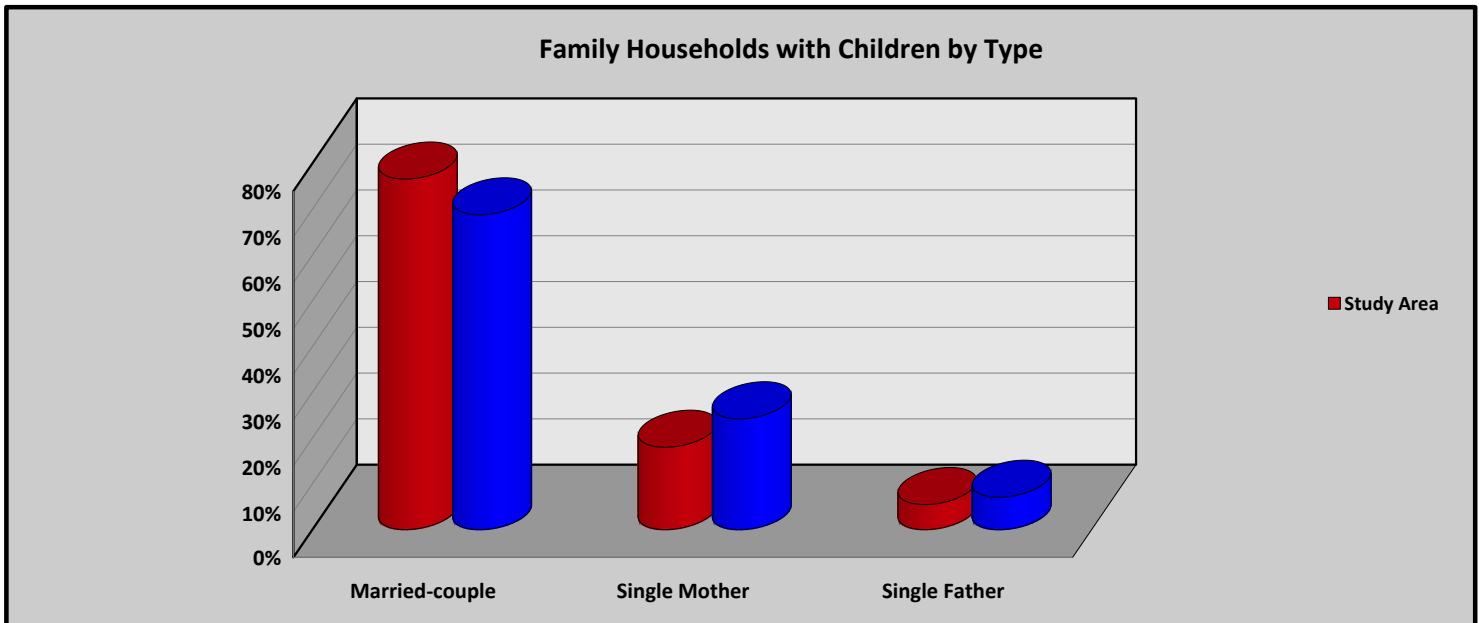
Population and Households Theme

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.



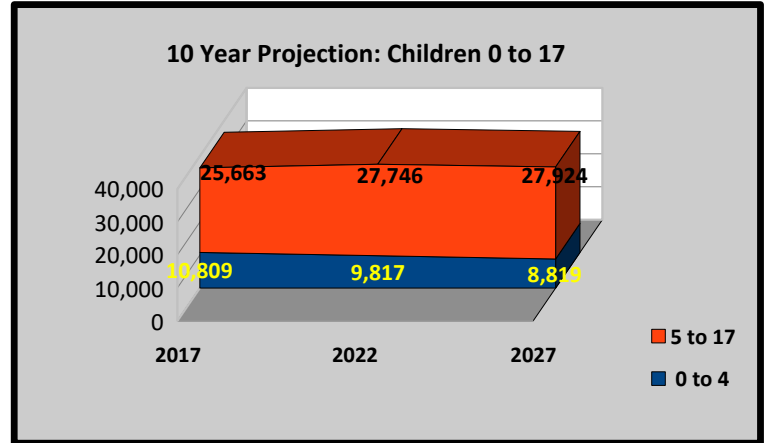
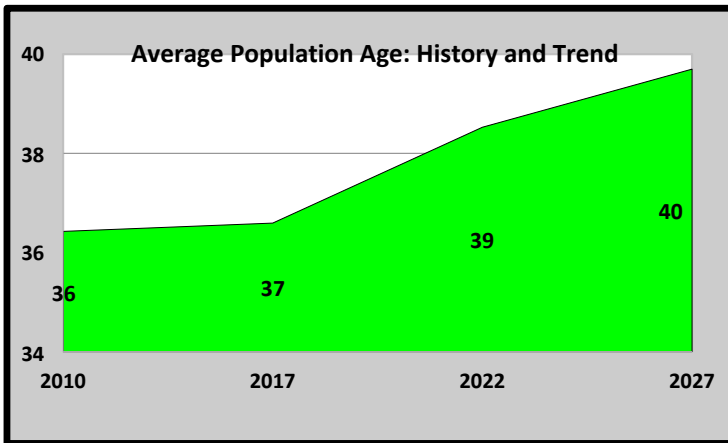
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2022	Percent of all Hhlds by Year			2010 to 2022
	2010	2017	2022	Change	2010%	2017%	2022%	% Change
Family: Married-couple	11,840	13,199	13,694	1854	70.0%	76.6%	76.7%	6.7%
Family: Single Mother	3,957	3,100	3,157	-800	23.4%	18.0%	17.7%	-5.7%
Family: Single Father	1,118	940	1,014	-104	6.6%	5.5%	5.7%	-0.9%
Total:	16,915	17,239	17,865	950	100.0%	100.0%	100.0%	

Age Theme

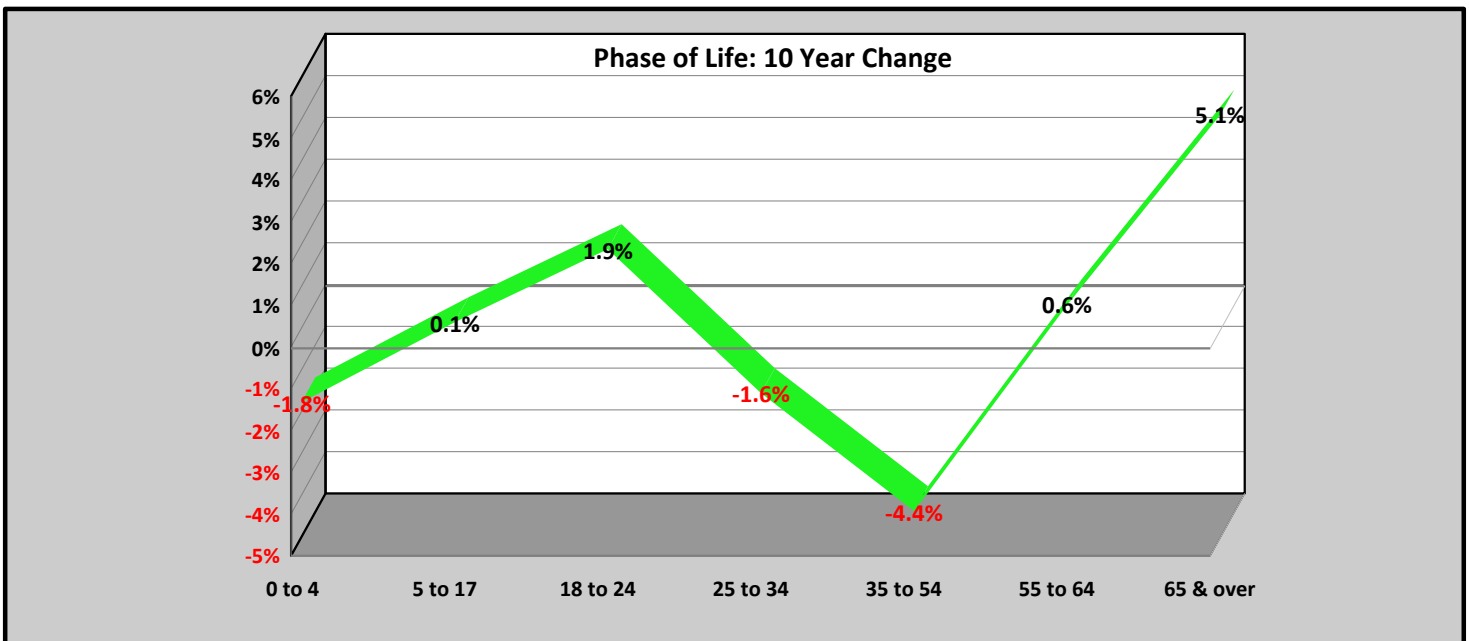
10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 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	2017	2022	2027	2010%	2017%	2022%	2027%
Before Formal Schooling: 0 to 4	10,316	10,809	9,817	8,819	7.5%	7.3%	6.3%	5.5%
Required Formal Schooling: 5 to 17	21,363	25,663	27,746	27,924	15.5%	17.3%	17.9%	17.4%
College/Career Starts: 18 to 24	9,965	10,250	12,074	14,096	7.2%	6.9%	7.8%	8.8%
Singles & Young Families: 25 to 34	23,708	17,512	14,904	16,407	17.2%	11.8%	9.6%	10.2%
Families & Empty Nesters: 35 to 54	42,028	44,875	44,465	41,409	30.5%	30.2%	28.8%	25.8%
Enrichment Yrs Singles/Cpls: 55 to 64	15,929	18,996	20,400	21,402	11.6%	12.8%	13.2%	13.3%
Retirement Opportunities: 65 & over	14,538	20,455	25,236	30,282	10.5%	13.8%	16.3%	18.9%
Total:	137,847	148,560	154,642	160,339	100.0%	100.0%	100.0%	100.0%

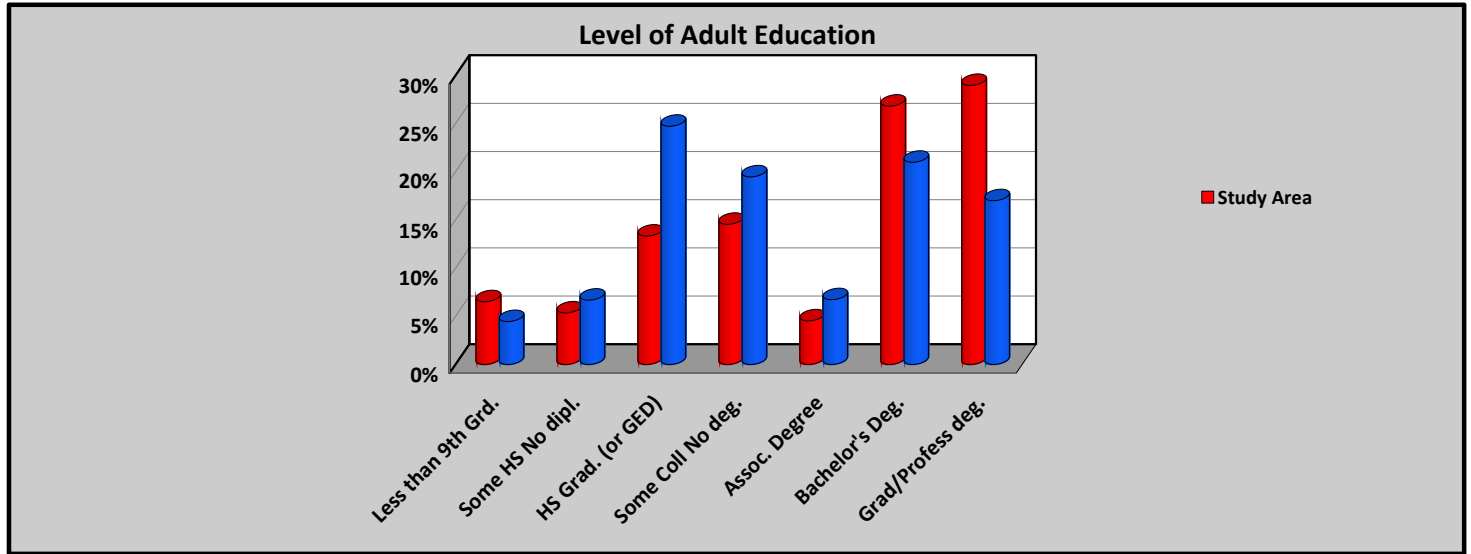
Education and Career Status Theme

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

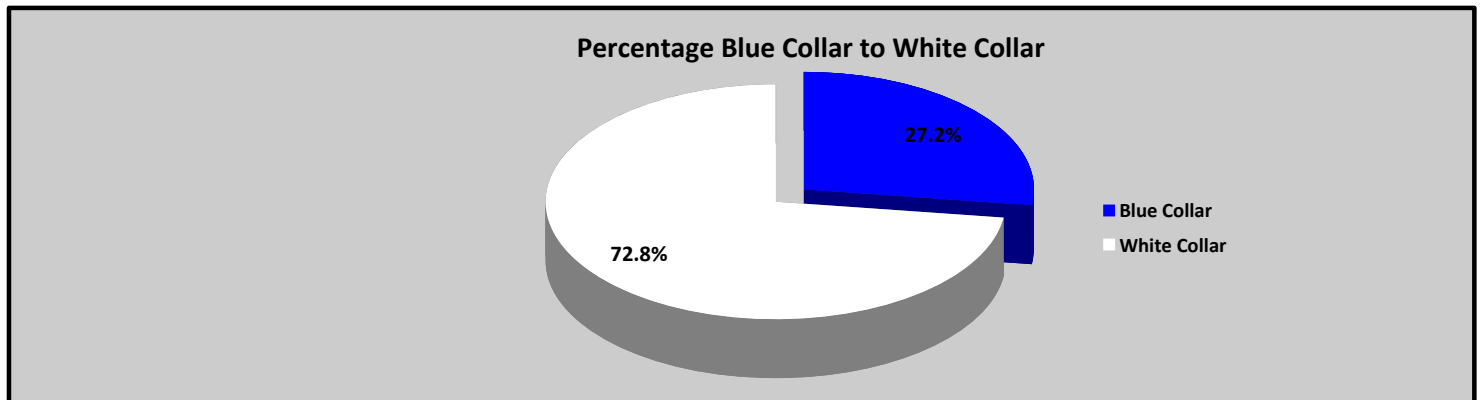
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

Adult Educational Attainment Compared to the State of DC, MD, VA



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			Percent of all Hhlds by Year		
	2017	2022	2017 to 2022 Change	2017%	2022%	2017 to 2022 % Change
Less than 9th Grade	6,626	7,218	592	6.5%	6.9%	0.4%
Some High School, No diploma	5,442	5,596	154	5.3%	5.3%	0.0%
High School Graduate (or GED)	13,563	13,759	196	13.3%	13.1%	-0.2%
Some College, No degree	14,810	14,786	-24	14.5%	14.1%	-0.5%
Associate Degree	4,604	4,737	133	4.5%	4.5%	0.0%
Bachelor's Degree	27,301	28,220	919	26.8%	26.9%	0.1%
Graduate or Professional school degree	29,493	30,693	1200	29.0%	29.2%	0.3%
Total:	101,839	105,009	3,170	100.0%	100.0%	

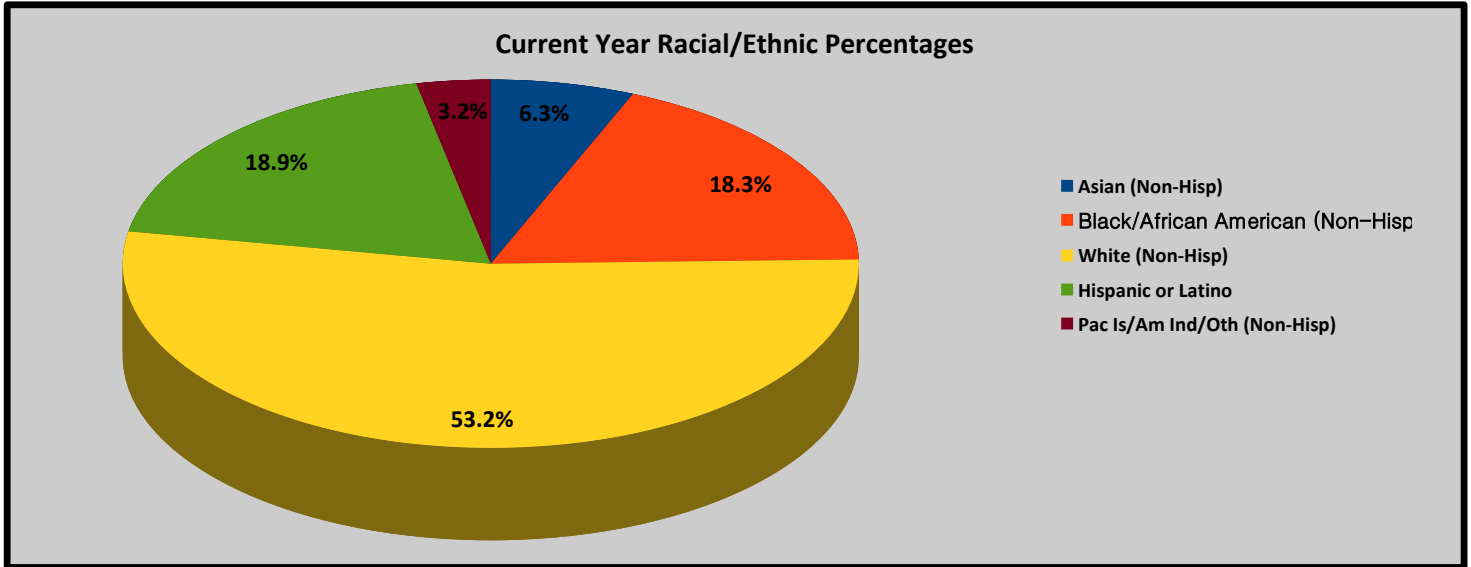
Career Types: Blue Collar and White Collar



Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also 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.

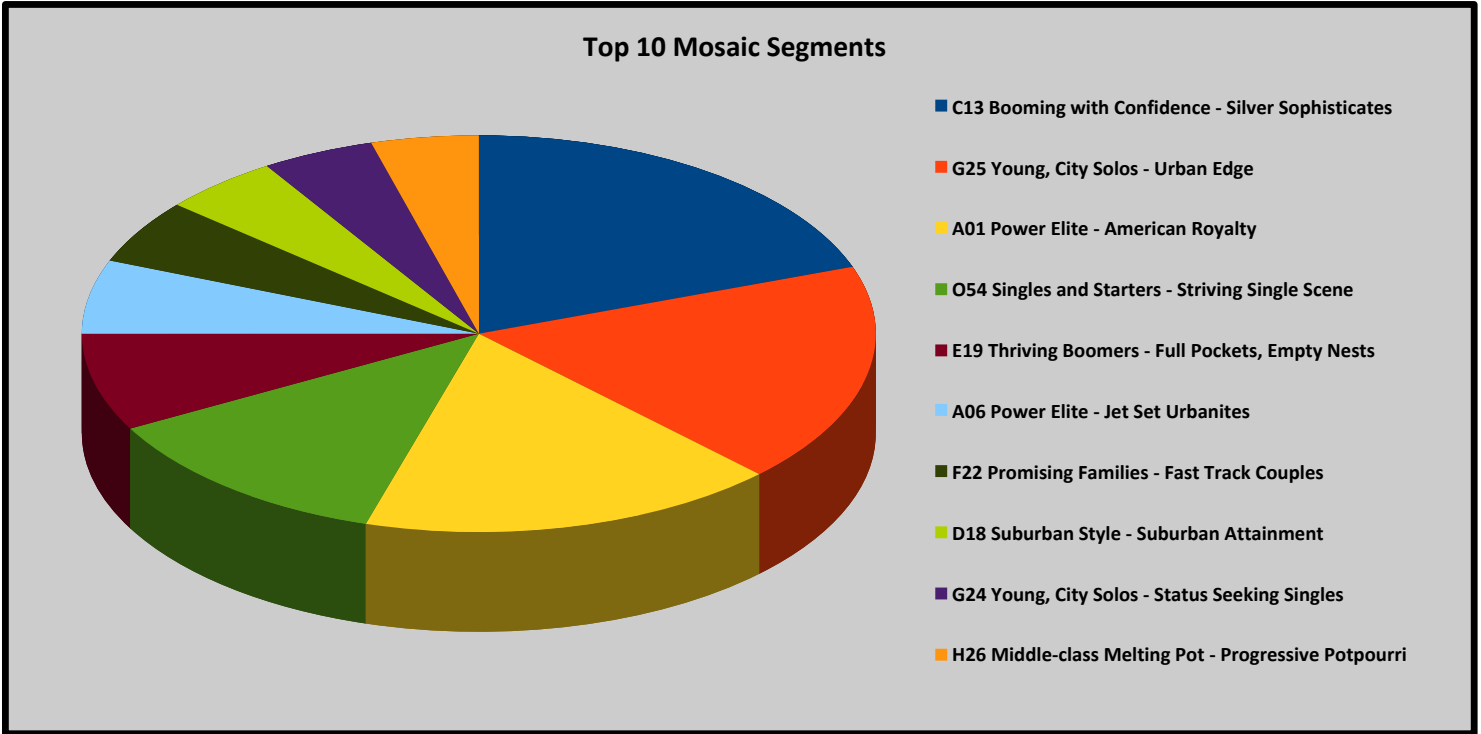
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2022 Change	Percent of all Pop by Year			2010 to 2022 % Change
	2010	2017	2022		2010%	2017%	2022%	
Asian (Non-Hisp)	8,425	9,385	10,033	1,608	6.1%	6.3%	6.5%	0.4%
Black/African American (Non-Hisp)	26,032	27,206	28,326	2,294	18.9%	18.3%	18.3%	-0.6%
White (Non-Hisp)	73,063	79,020	81,679	8,616	53.0%	53.2%	52.8%	-0.2%
Hispanic or Latino	26,126	28,125	29,383	3,257	19.0%	18.9%	19.0%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	4,203	4,824	5,220	1,017	3.0%	3.2%	3.4%	0.3%
Total:	137,849	148,560	154,641	16,792	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.



Mosaic	Study Area		State		Comparative Index
C13 Booming with Confidence - Silver Sophisticates	7,746	14.3%	296,634	5.7%	253
G25 Young, City Solos - Urban Edge	7,143	13.2%	188,629	3.6%	367
A01 Power Elite - American Royalty	6,775	12.5%	219,193	4.2%	299
O54 Singles and Starters - Striving Single Scene	4,946	9.1%	277,233	5.3%	173
E19 Thriving Boomers - Full Pockets, Empty Nests	3,149	5.8%	87,461	1.7%	349
A06 Power Elite - Jet Set Urbanites	2,388	4.4%	33,267	0.6%	695
F22 Promising Families - Fast Track Couples	2,080	3.8%	201,537	3.8%	100
D18 Suburban Style - Suburban Attainment	1,897	3.5%	410,167	7.8%	45
G24 Young, City Solos - Status Seeking Singles	1,822	3.4%	95,495	1.8%	185
H26 Middle-class Melting Pot - Progressive Potpourri	1,735	3.2%	57,982	1.1%	290
	39,681		1,867,598		

Learn about your Mosaic Households

To access the detailed information for each Mosaic Portrait click on:

[Interactive Multimedia Guide to Mosaic USA by Experian](#) (To open in a new Tab hold Control key when you click on the link)

In the Guide, the Description tab contains a Word Cloud and the Pen Portrait tab detailed written and graph information for each Segment.

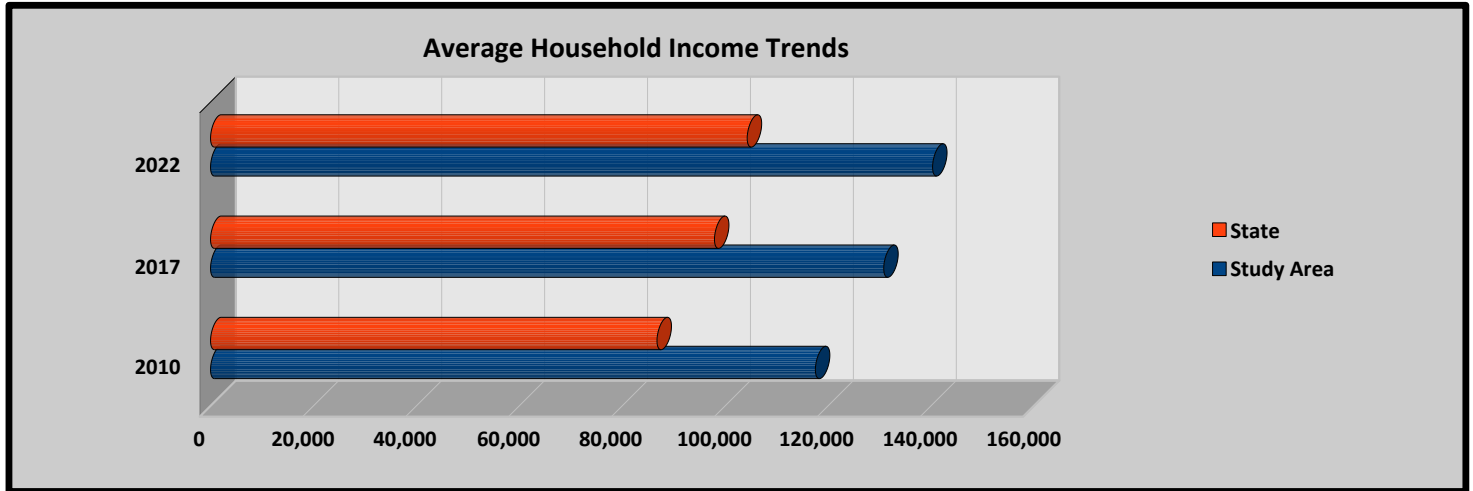
To access the Mosaic application guide click on:

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

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.

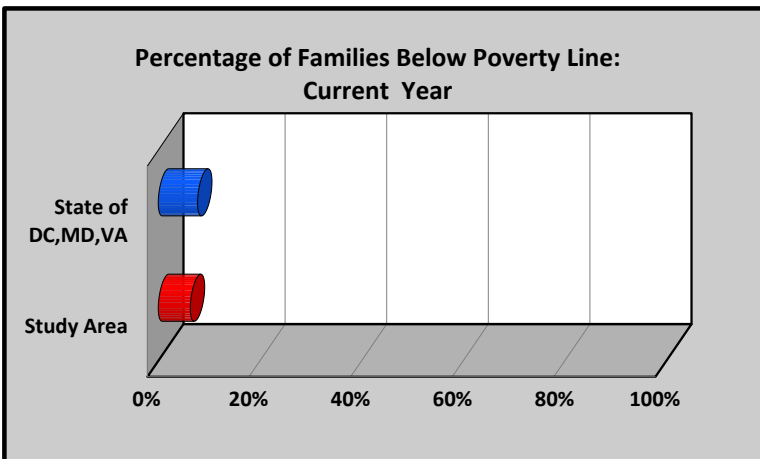
Household Income



Income Trends: Households and Families

	2010	2017	2022	2010 to 2022 Change
Average Household Income	117,533	130,815	140,305	22,773
Median Household Income	87,501	102,550	110,094	22,593
Per Capita Income	48,381	54,709	58,969	10,588
Median Family Income		114,057	113,045	113,045

Poverty



Poverty Level	Pop	Area % Pop	DC,MD,VA % Pop
Above poverty level	34,228	93.7%	92.3%
Below poverty level	2,303	6.3%	7.7%
Total	36,531	100.0%	100.0%

Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of DC,MD,VA	Comparative Index*
Conservative Evangelical Christian	28.9	39	74
Consider Myself A Spiritual Person	49.3	52	95
Enjoy Watching Religious TV Programs	16.2	19	85
Important to Attend Religious Services	22.9	22	104
My Faith Is Really Important To Me	18	18	100

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	6. Religiosity	10

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.