

# The NEW QuickInsite Report

Prepared for: Presbytery of New Covenant  
Study area: 10 mile radius - 201 West Nasa Parkway Webster TX 77598

Base State: TX  
Current Year Estimate: 2012  
5 Year Projection: 2017  
10 Year Projection: 2022  
Date: 4/12/2013  
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.

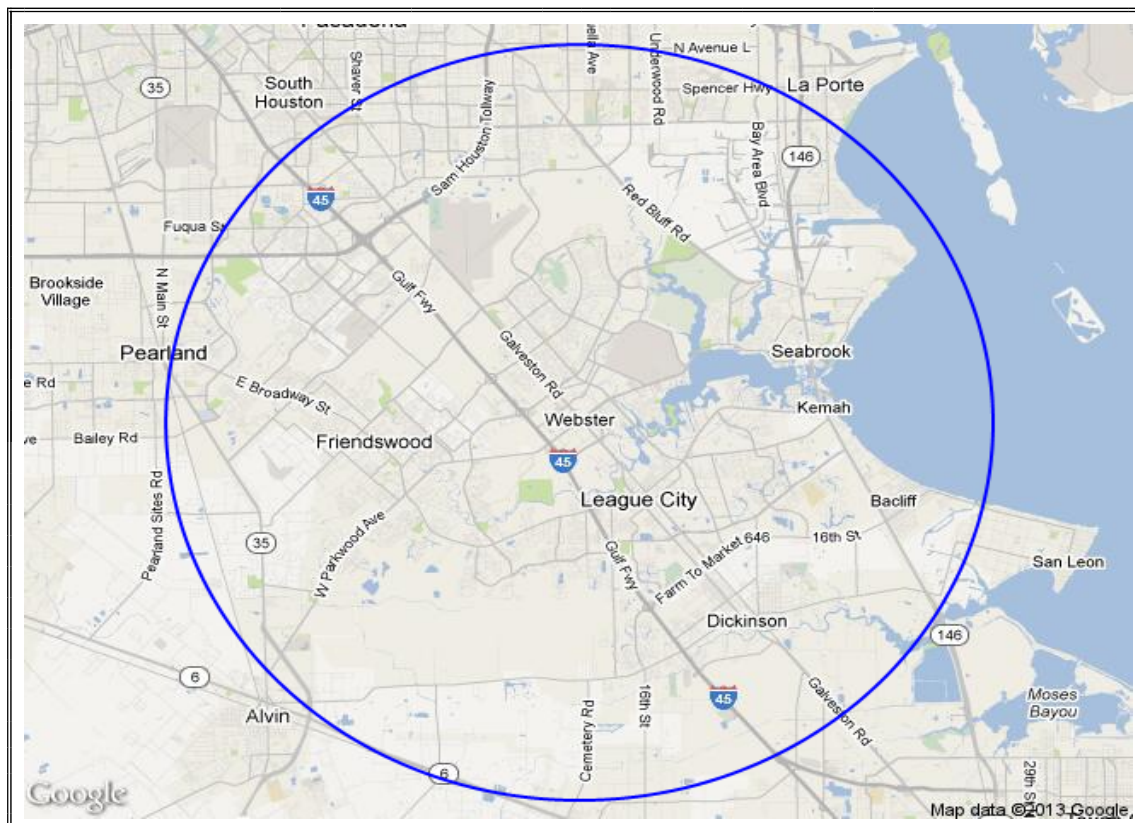
## Two Sections

Two reports are provided on the following pages.

- The **Story View** 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

<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	Significant Decline	Little Change	Moderate Growth	<b>Significant Growth</b>
<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	Moderate Increase	<b>Significant Increase</b>
<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	About the Same	<b>Somewhat More</b>	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	<b>Moderately Diverse</b>	Very Diverse	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>	Significantly Below	<b>Somewhat Below</b>	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/African American (NH)	<b>White (NH)</b>	Hispanic or Latino	Pacific Islander/American Indian/Other
<b>10</b>	<b>Religiosity</b>					
	What is the level of religiosity in this study area? <small>(See Religiosity Theme)</small>	Very Low	<b>Somewhat Low</b>	Mixed	Somewhat High	Very High

# ThemeView

## Demographic Descriptions of the Study Area

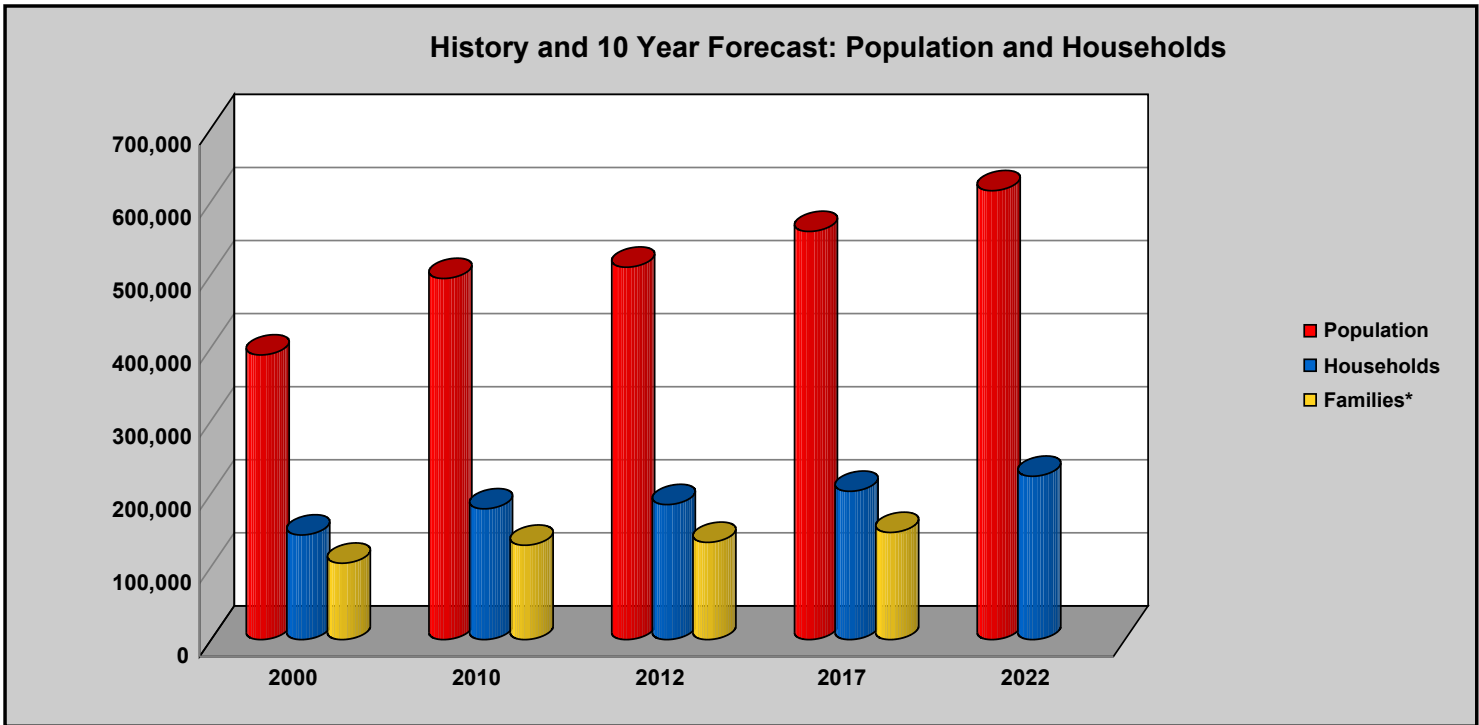
Study area: 10 mile radius - 201 West Nasa Parkway Webster TX 77598

Date: 4/12/2013

### 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



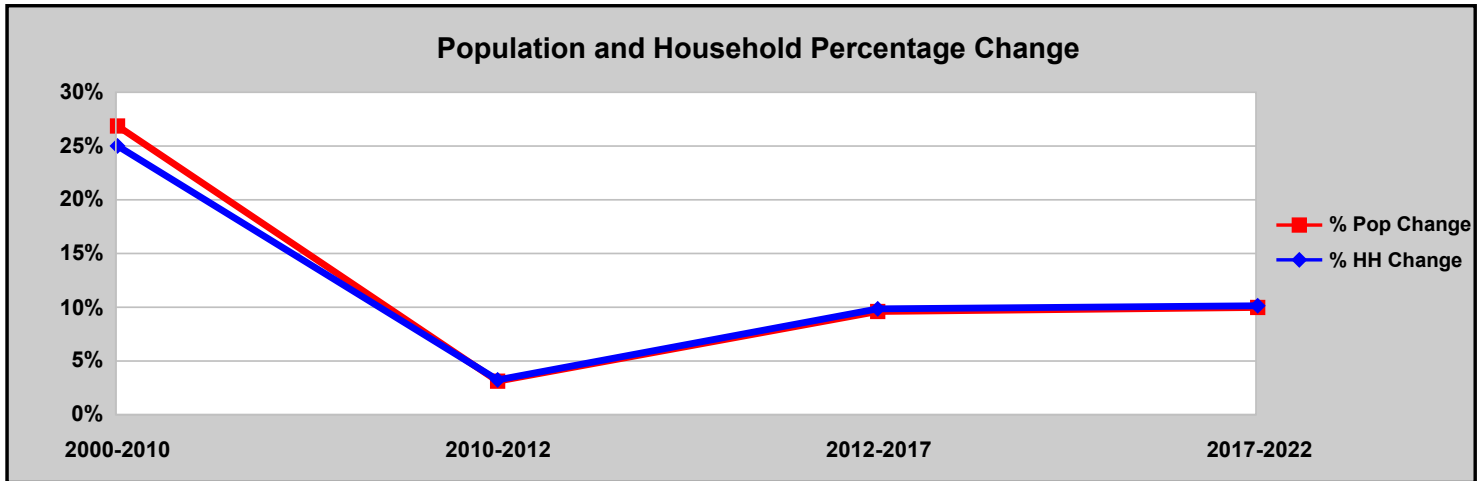
NOTE: Family Household data is not projected out 10 years.

#### Population, Households & Families

	2000	2010	2012	2017	2022
Population	389,538	494,200	509,633	558,574	614,337
Population Change		104,662	15,433	48,941	55,763
Percent Change		26.9%	3.1%	9.6%	10.0%
Households	143,145	178,949	184,746	202,943	223,521
Households Change		35,804	5,797	18,197	20,578
Percent Change		25.0%	3.2%	9.8%	0.0%
Population / Households	2.72	2.76	2.76	2.75	2.75
Population / Households Change		0.04	-0.00	-0.01	-0.00
Percent Change		1.5%	-0.1%	-0.2%	-0.1%
Family Households	104,522	129,101	133,048	146,650	
Family Households Change		24,579	3,947	13,602	
Percent Change		23.5%	3.1%	10.2%	

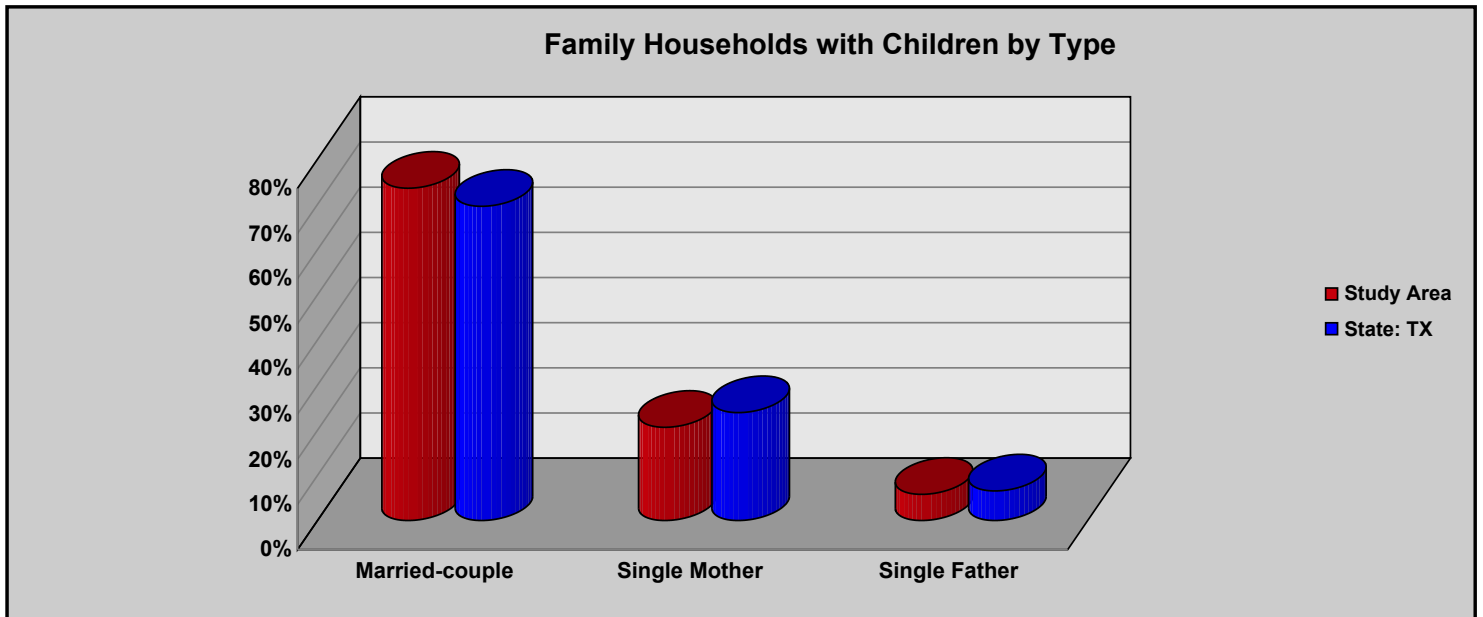
## Population and Households Theme

### 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.



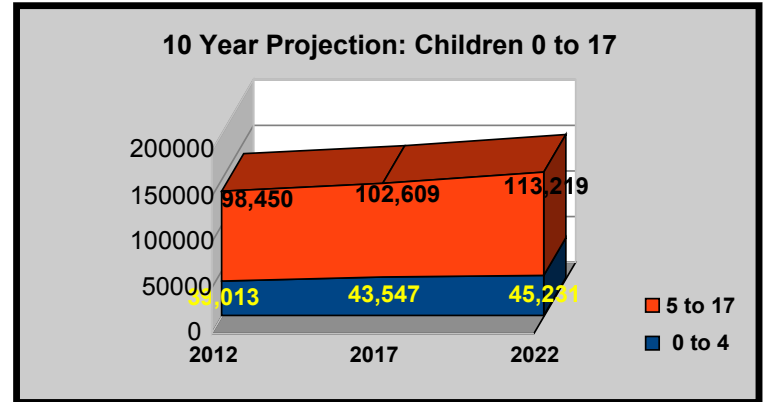
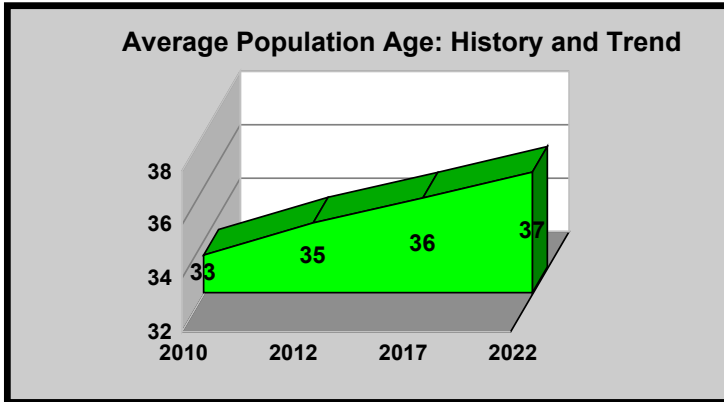
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2017	Percent of all Hhlds by Year			2010 to 2017
	2010	2012	2017	Change	2010%	2012%	2017%	% Change
Family: Married-couple	50,786	51,287	55,429	4643	70.9%	73.6%	72.5%	1.6%
Family: Single Mother	15,099	14,387	16,422	1323	21.1%	20.6%	21.5%	0.4%
Family: Single Father	5,698	4,039	4,551	-1147	8.0%	5.8%	6.0%	-2.0%
<b>Total:</b>	<b>71,583</b>	<b>69,713</b>	<b>76,402</b>	<b>4,819</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

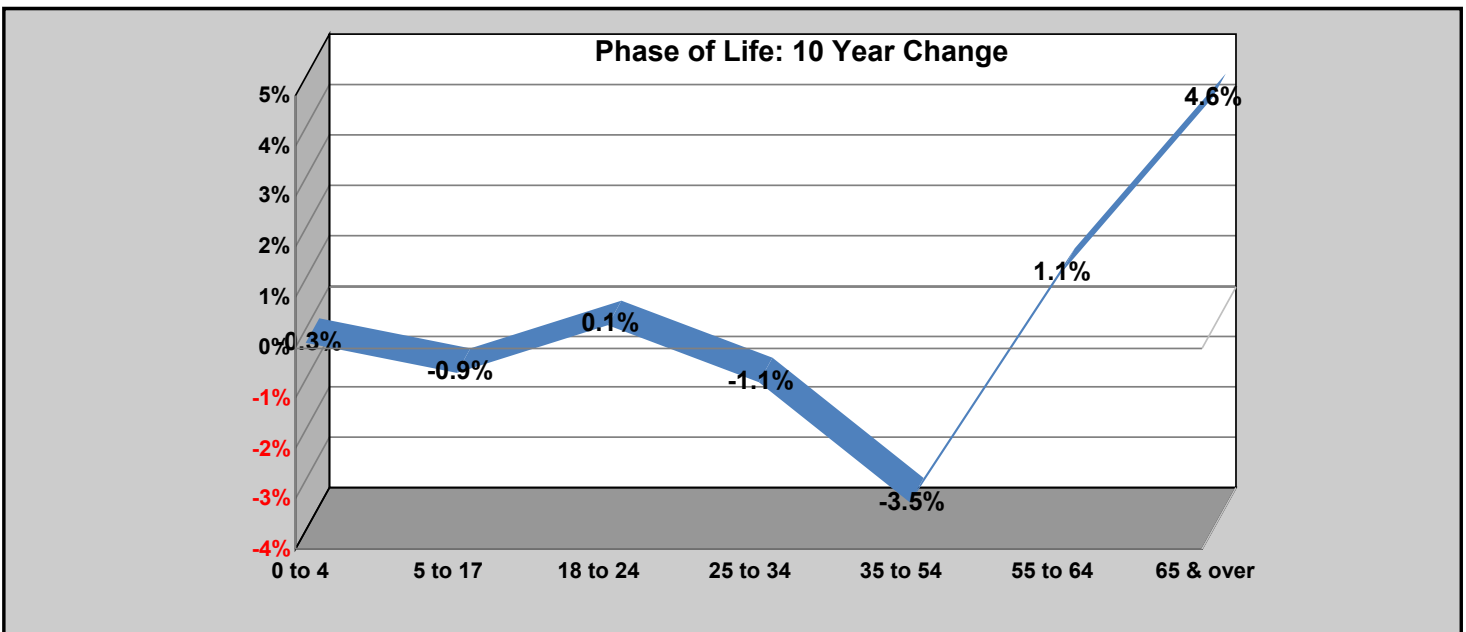
### 10 Year Average Age and Children 0 to 17 Trends

The age history and forecast 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	2012	2017	2022	2010%	2012%	2017%	2022%
Before Formal Schooling: 0 to 4	36,167	39,013	43,547	45,231	7.3%	7.7%	7.8%	7.4%
Required Formal Schooling: 5 to 17	98,403	98,450	102,609	113,219	19.9%	19.3%	18.4%	18.4%
College/Career Starts: 18 to 24	45,043	47,706	54,848	57,860	9.1%	9.4%	9.8%	9.4%
Singles & Young Families: 25 to 34	70,753	70,145	71,386	77,955	14.3%	13.8%	12.8%	12.7%
Families & Empty Nesters: 35 to 54	145,805	145,256	148,774	153,825	29.5%	28.5%	26.6%	25.0%
Enrichment Yrs Singles/Cpls: 55 to 64	53,245	58,836	71,078	77,659	10.8%	11.5%	12.7%	12.6%
Retirement Opportunities: 65 & over	44,784	50,227	66,331	88,588	9.1%	9.9%	11.9%	14.4%
<b>Total:</b>	<b>494,200</b>	<b>509,633</b>	<b>558,573</b>	<b>614,337</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

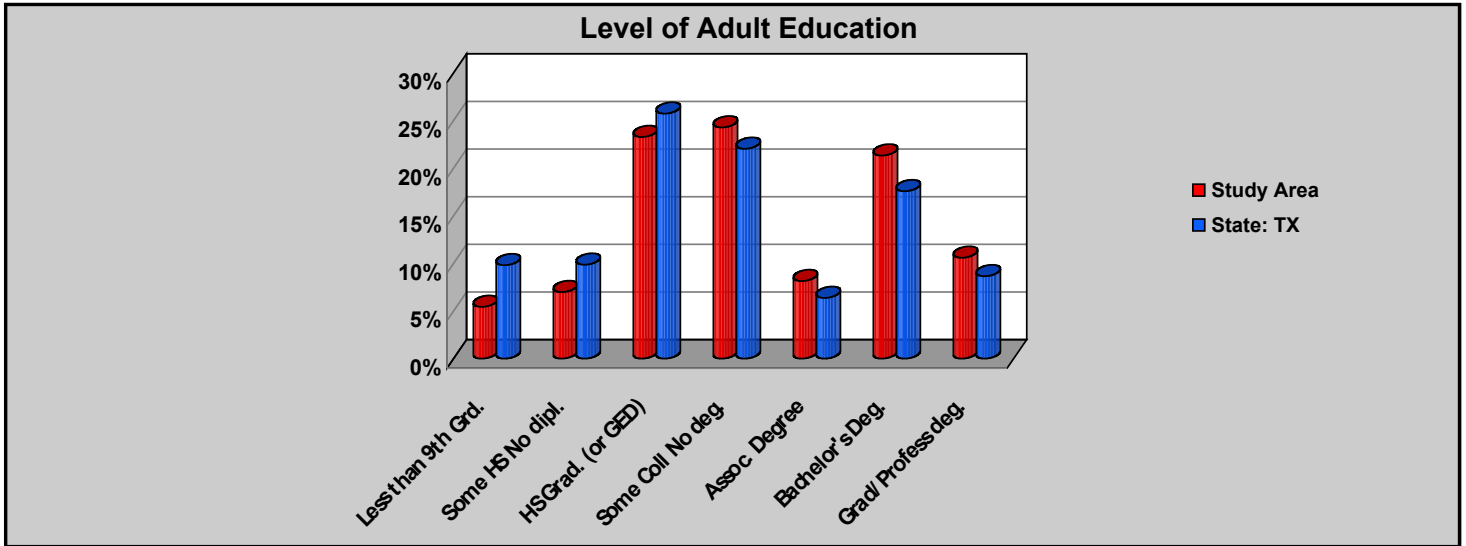
## Education and Career Status Theme

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

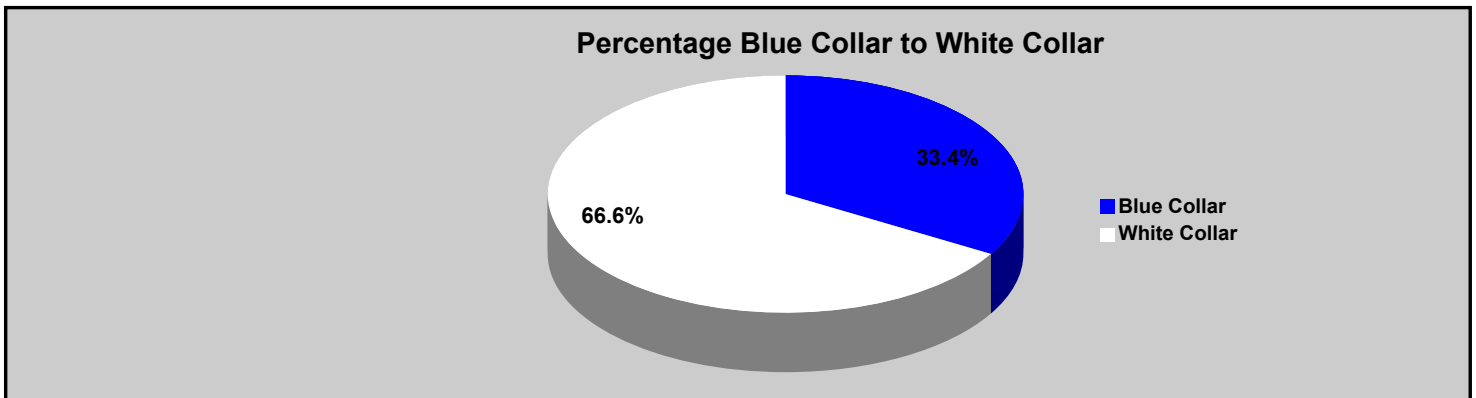
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

### Adult Educational Attainment Compared to the State of TX



Education Level of Adults 18 Years and Older	Actual Hhlds by Year 2012 to 2017			Percent of all Hhlds by Year 2012 to 2017		
	2012	2017	Change	2012%	2017%	% Change
Less than 9th Grade	17,629	19,949	2320	5.4%	5.6%	0.1%
Some High School, No diploma	22,669	24,757	2088	7.0%	6.9%	-0.1%
High School Graduate (or GED)	75,485	84,224	8739	23.3%	23.6%	0.3%
Some College, No degree	78,737	84,475	5738	24.3%	23.6%	-0.6%
Associate Degree	26,421	29,810	3389	8.1%	8.3%	0.2%
Bachelor's Degree	69,170	76,045	6875	21.3%	21.3%	-0.1%
Graduate or Professional school degree	34,353	38,308	3955	10.6%	10.7%	0.1%
<b>Total:</b>	<b>324,464</b>	<b>357,568</b>	<b>33,104</b>	<b>100.0%</b>	<b>100.0%</b>	

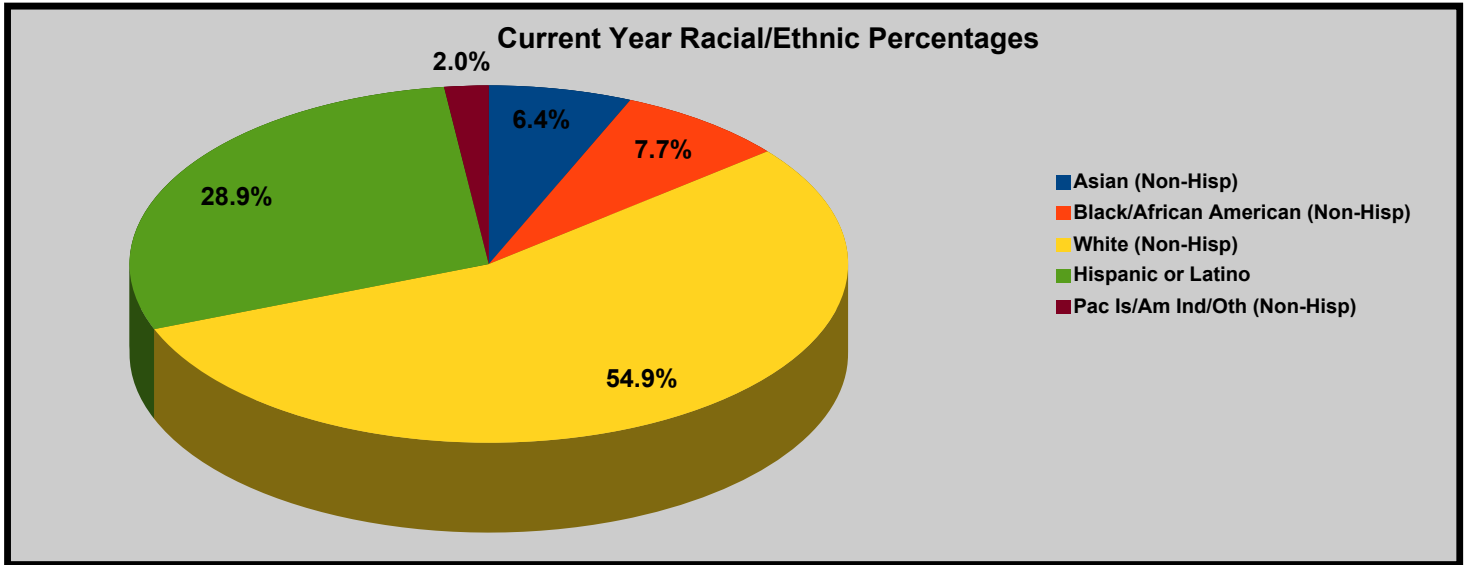
### Career Types: Blue Collar and White Collar



## Community Diversity Theme

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

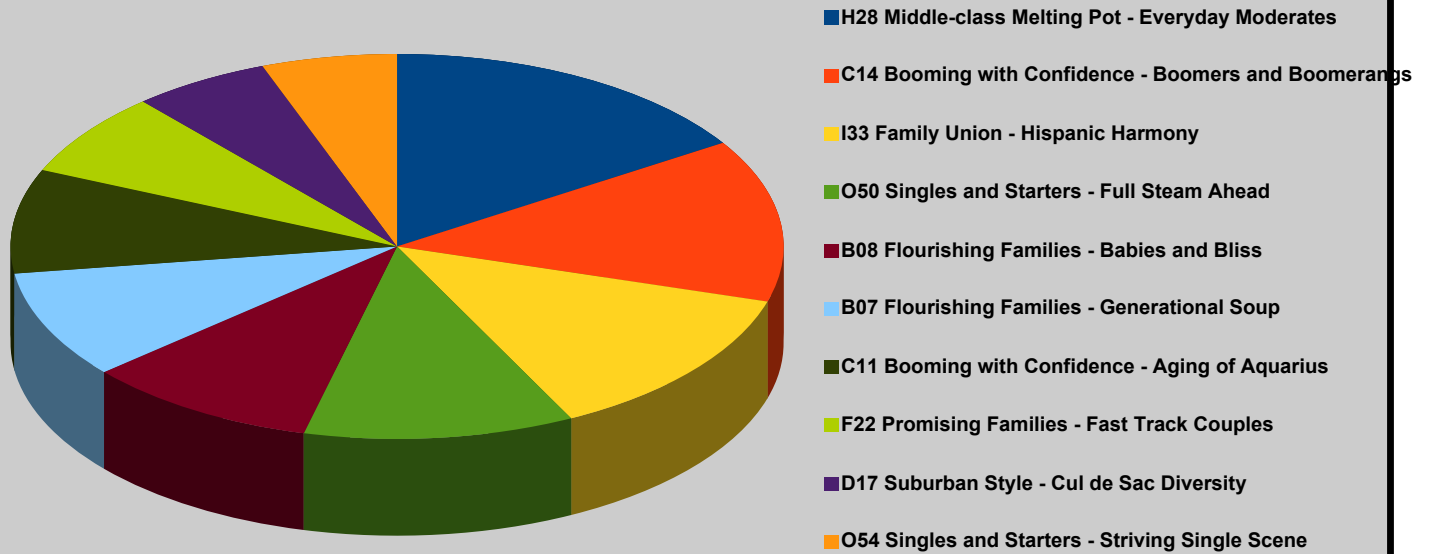
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2017	Percent of all Pop by Year			2010 to 2017
	2010	2012	2017	Change	2010%	2012%	2017%	% Change
Asian (Non-Hisp)	31,768	32,862	36,033	4,265	6.4%	6.4%	6.5%	0.0%
Black/African American (Non-Hisp)	37,493	39,129	43,674	6,181	7.6%	7.7%	7.8%	0.2%
White (Non-Hisp)	272,029	280,008	306,007	33,978	55.0%	54.9%	54.8%	-0.3%
Hispanic or Latino	143,113	147,491	161,678	18,565	29.0%	28.9%	28.9%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	9,797	10,143	11,181	1,384	2.0%	2.0%	2.0%	0.0%
<b>Total:</b>	<b>494,200</b>	<b>509,633</b>	<b>558,573</b>	<b>64,373</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**

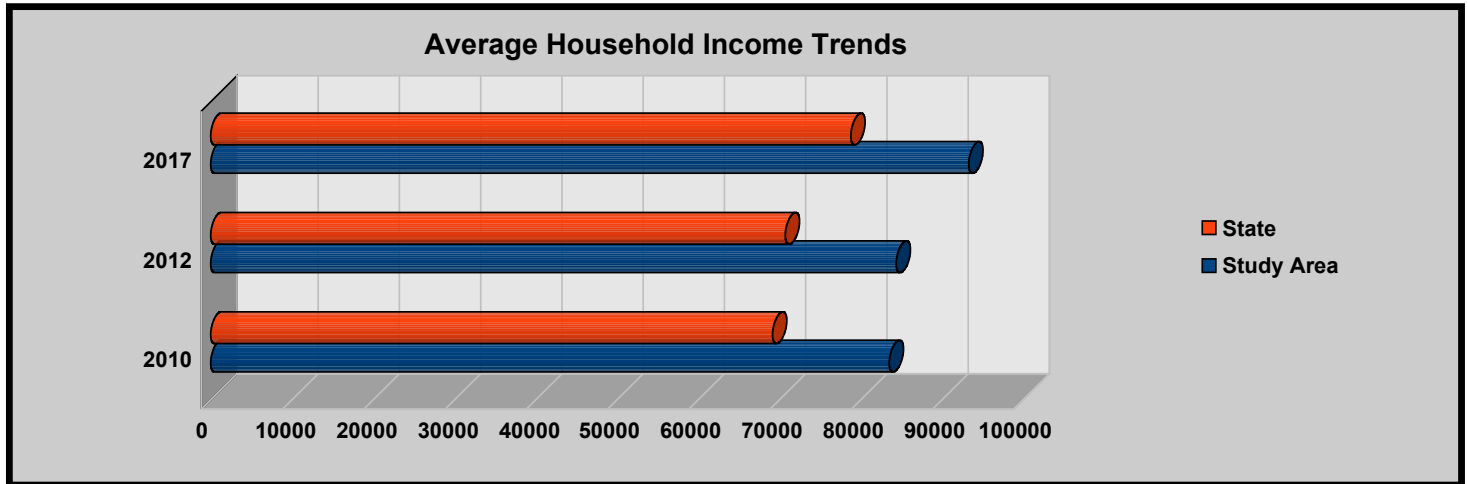


Mosaic	Study Area		State		Comparative Index
H28 Middle-class Melting Pot - Everyday Moderates	16,551	9.0%	322,167	3.5%	256
C14 Booming with Confidence - Boomers and Boomerangs	14,184	7.7%	186,345	2.0%	380
I33 Family Union - Hispanic Harmony	13,433	7.3%	571,906	6.2%	117
O50 Singles and Starters - Full Steam Ahead	11,737	6.4%	238,095	2.6%	246
B08 Flourishing Families - Babies and Bliss	10,176	5.5%	208,353	2.3%	244
B07 Flourishing Families - Generational Soup	9,403	5.1%	190,737	2.1%	246
C11 Booming with Confidence - Aging of Aquarius	9,085	4.9%	242,808	2.6%	187
F22 Promising Families - Fast Track Couples	7,345	4.0%	192,106	2.1%	191
D17 Suburban Style - Cul de Sac Diversity	5,975	3.2%	222,428	2.4%	134
O54 Singles and Starters - Striving Single Scene	5,874	3.2%	300,448	3.3%	98
	<b>103,763</b>		<b>2,675,393</b>		

## Financial Resources Theme

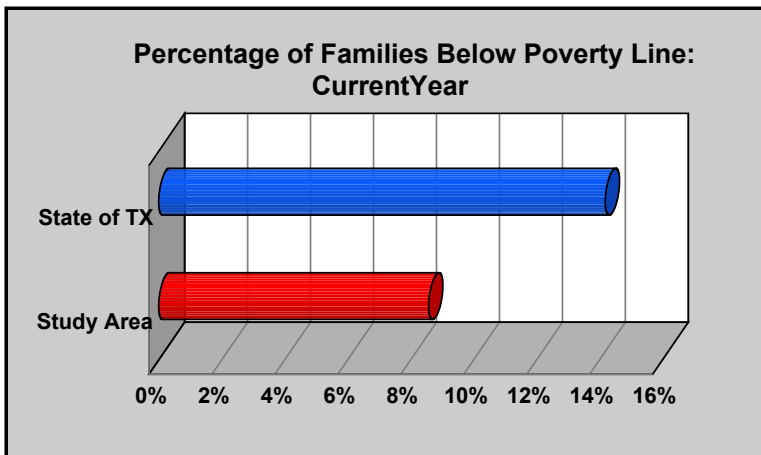
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

### *Household Income*



Income Trends: Households and Families				2010 to 2017 Change
	2010	2012	2017	
Average Household Income	83,513	84,367	93,296	9,784
Median Household Income	68,147	68,826	75,267	7,120
Per Capita Income	30,240	30,584	33,897	3,657
Median Family Income		77,986	77,487	77,487

### *Poverty*



Poverty Level	Pop	Area % Pop	TX % Pop
Above poverty level	121,641	91.4%	85.8%
Below poverty level	11,407	8.6%	14.2%
	133,048	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 TX	Comparative Index*
Important to Attend Religious Services	20.6	19	108
Consider Myself A Spiritual Person	49.3	47	105
Conservative Evangelical Christian	38.3	39	98
Enjoy Watching Religious TV Programs	17.4	18	97
My Faith Is Really Important To Me	18.6	20	93

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