

# The NEW QuickInsite Report

Prepared for: Presbytery of New Covenant  
Study area: 5 mile radius - 300 West Wlaker League City TX 77573

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.

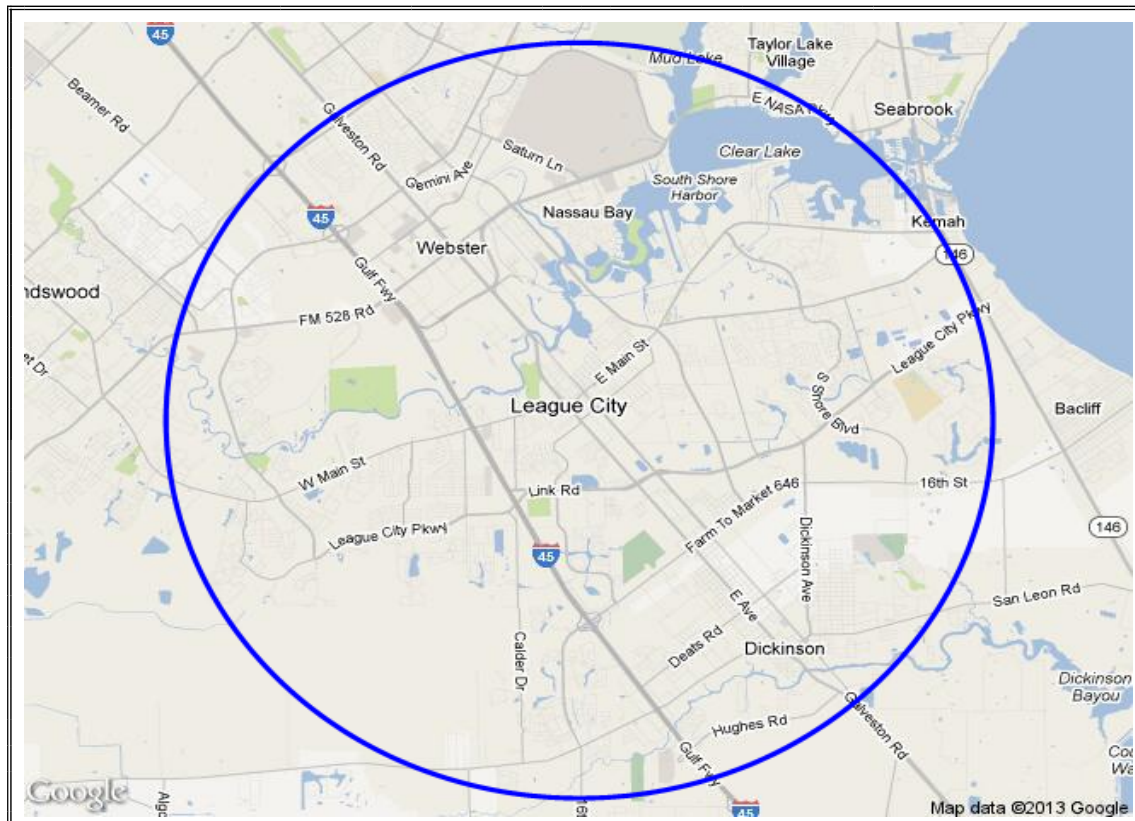
## Two Sections

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	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>	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/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

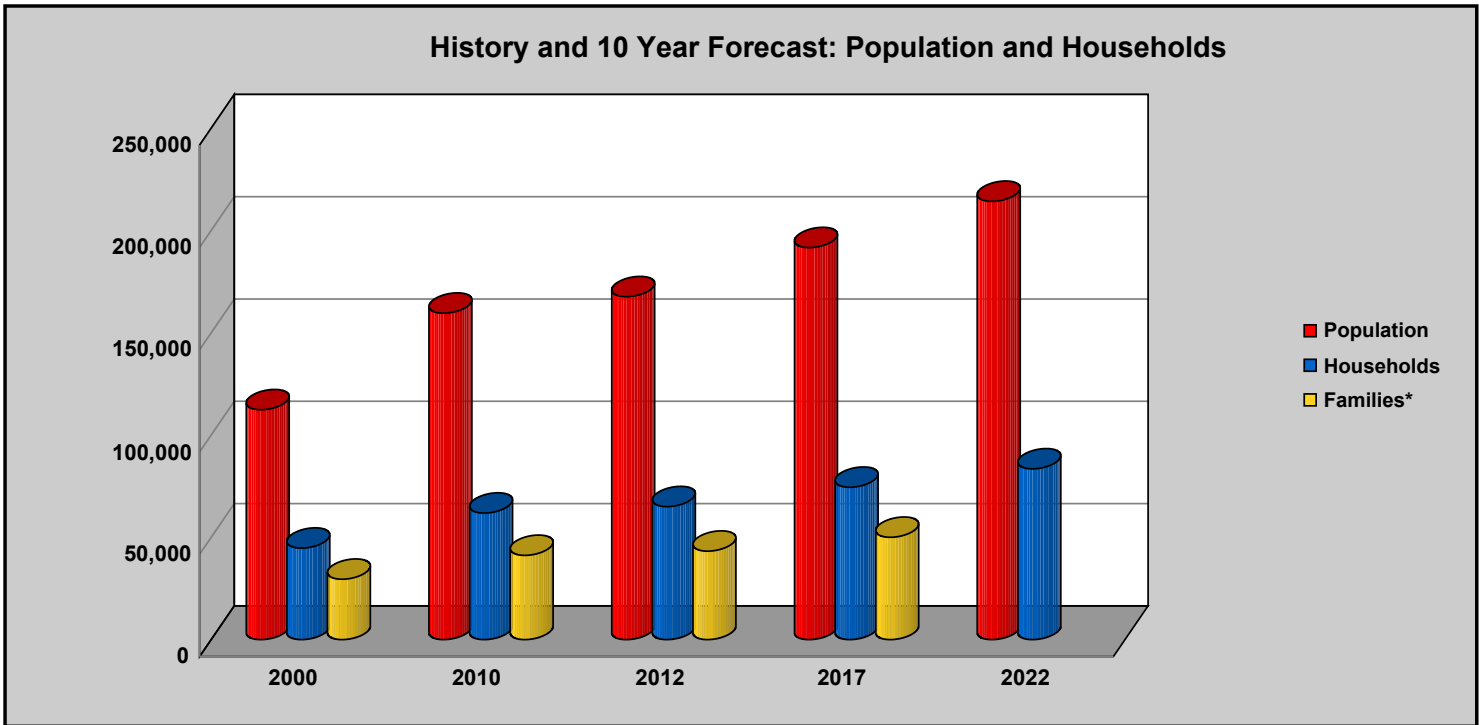
Study area: 5 mile radius - 300 West Wlaker Leugue City TX 77573

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



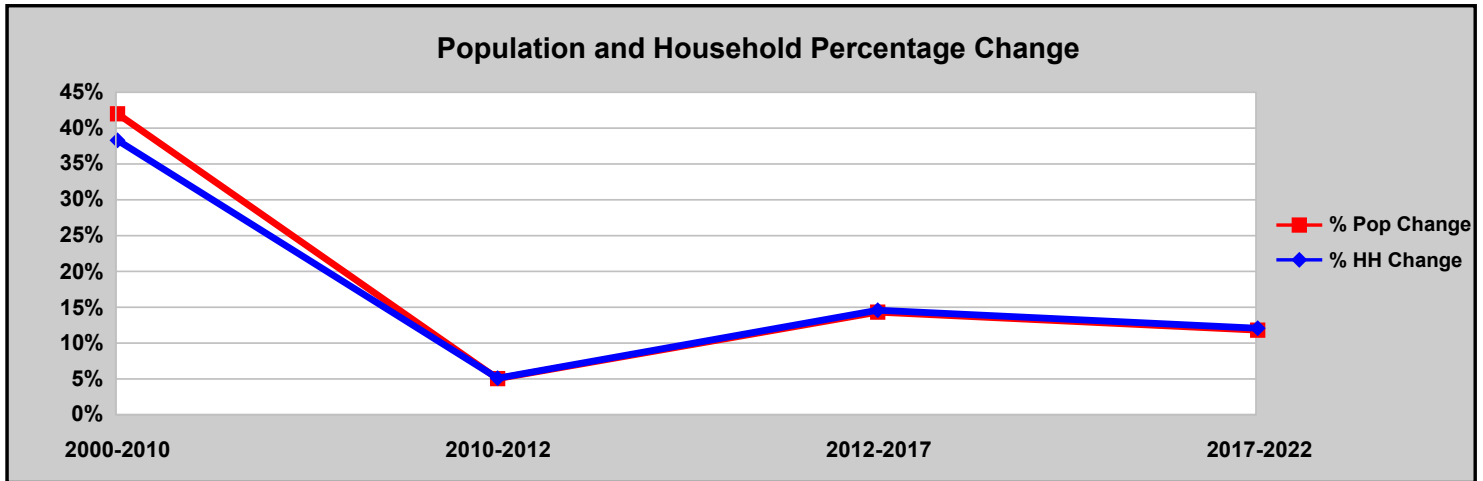
NOTE: Family Household data is not projected out 10 years.

#### Population, Households & Families

	2000	2010	2012	2017	2022
Population	112,357	159,553	167,604	191,595	214,223
Population Change		47,196	8,051	23,991	22,628
Percent Change		42.0%	5.0%	14.3%	11.8%
Households	44,709	61,834	64,989	74,469	83,454
Households Change		17,125	3,155	9,480	8,985
Percent Change		38.3%	5.1%	14.6%	0.0%
Population / Households	2.51	2.58	2.58	2.57	2.57
Population / Households Change		0.07	-0.00	-0.01	-0.01
Percent Change		2.7%	-0.1%	-0.2%	-0.2%
Family Households	29,510	41,170	43,233	50,007	
Family Households Change		11,660	2,063	6,774	
Percent Change		39.5%	5.0%	15.7%	

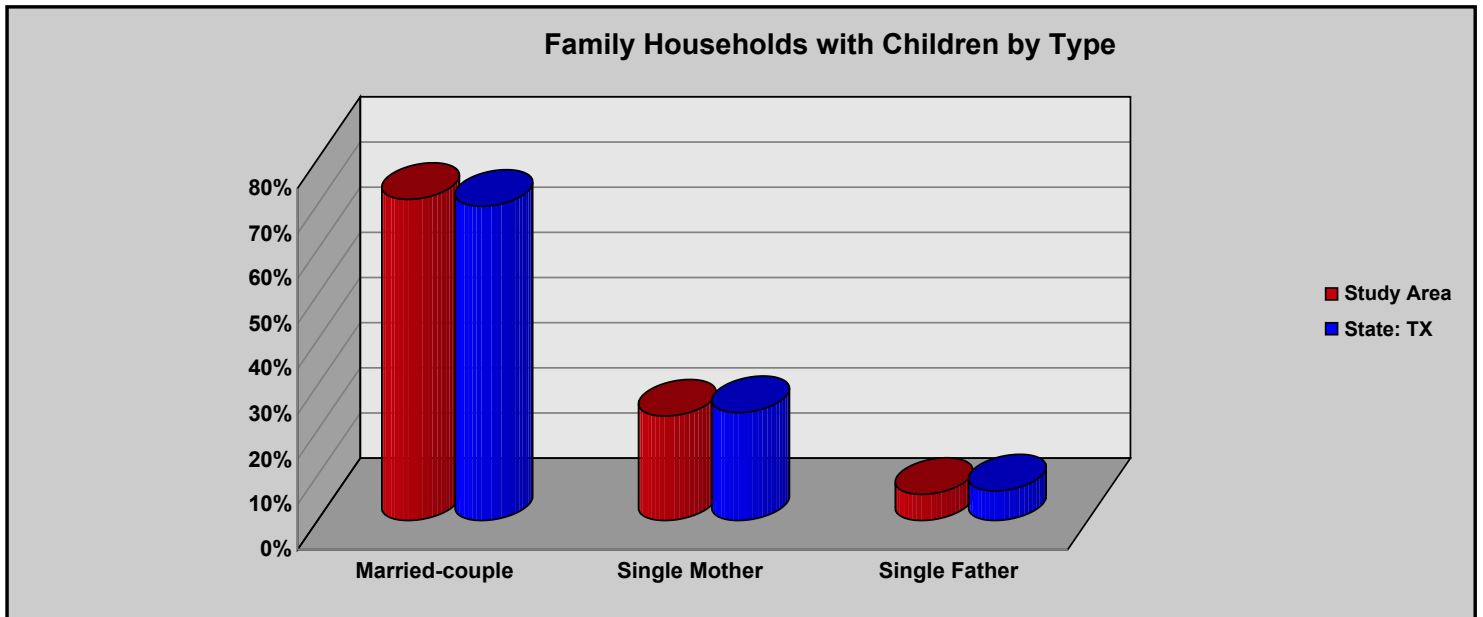
## Population and Households Theme

### 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.



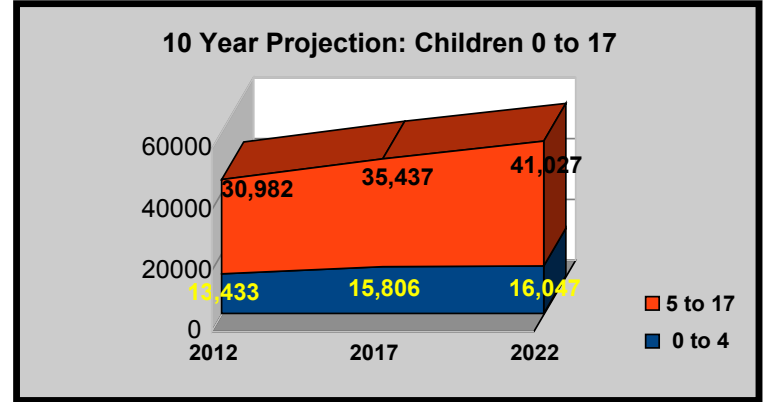
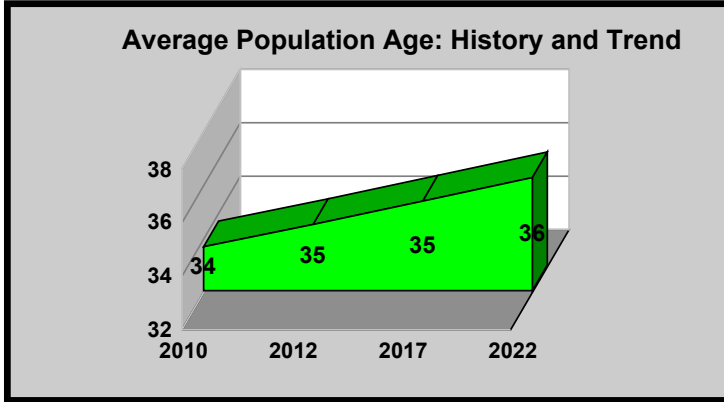
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

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	16,018	16,106	18,090	2072	70.8%	71.1%	69.7%	-1.1%
Family: Single Mother	4,802	5,237	6,340	1538	21.2%	23.1%	24.4%	3.2%
Family: Single Father	1,807	1,311	1,539	-268	8.0%	5.8%	5.9%	-2.1%
<b>Total:</b>	<b>22,627</b>	<b>22,654</b>	<b>25,969</b>	<b>3,342</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

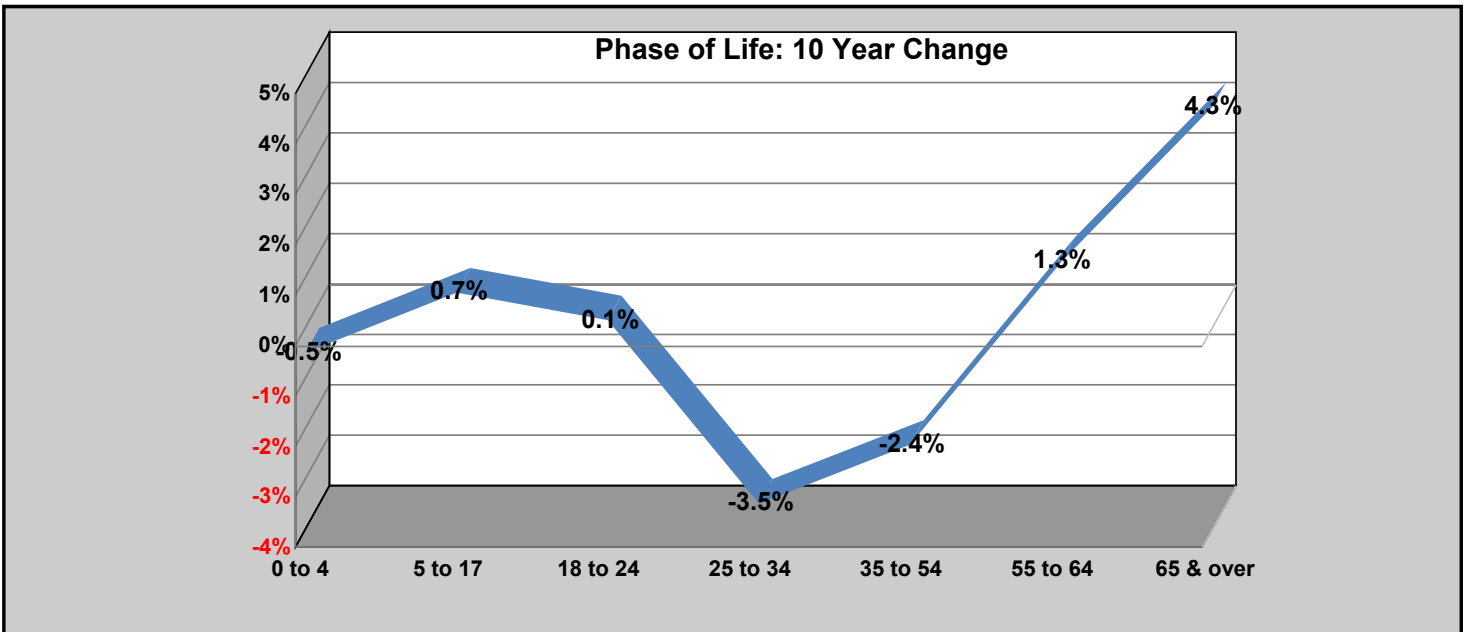
### 10 Year Average Age and Children 0 to 17 Trends

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	11,949	13,433	15,806	16,047	7.5%	8.0%	8.2%	7.5%
Required Formal Schooling: 5 to 17	29,791	30,982	35,437	41,027	18.7%	18.5%	18.5%	19.2%
College/Career Starts: 18 to 24	14,086	14,578	16,791	18,884	8.8%	8.7%	8.8%	8.8%
Singles & Young Families: 25 to 34	25,732	25,387	24,697	24,902	16.1%	15.1%	12.9%	11.6%
Families & Empty Nesters: 35 to 54	47,705	48,856	53,646	57,403	29.9%	29.1%	28.0%	26.8%
Enrichment Yrs Singles/Cpls: 55 to 64	16,418	18,517	23,425	26,390	10.3%	11.0%	12.2%	12.3%
Retirement Opportunities: 65 & over	13,872	15,851	21,793	29,570	8.7%	9.5%	11.4%	13.8%
<b>Total:</b>	<b>159,553</b>	<b>167,604</b>	<b>191,595</b>	<b>214,223</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

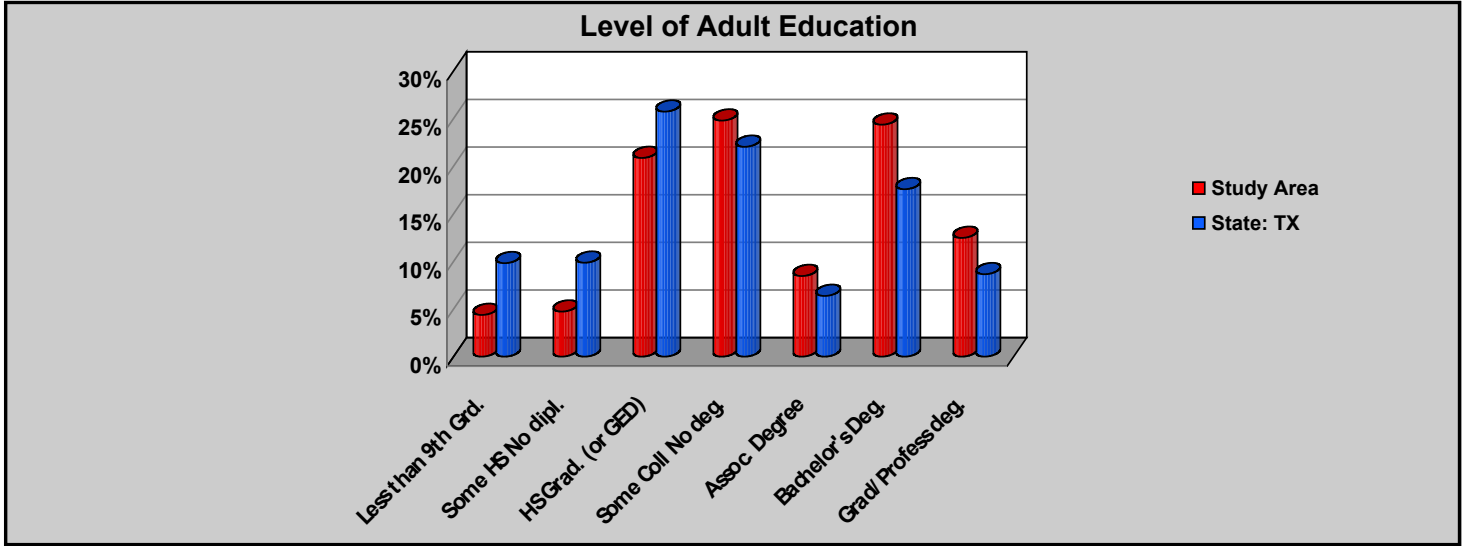
## Education and Career Status Theme

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

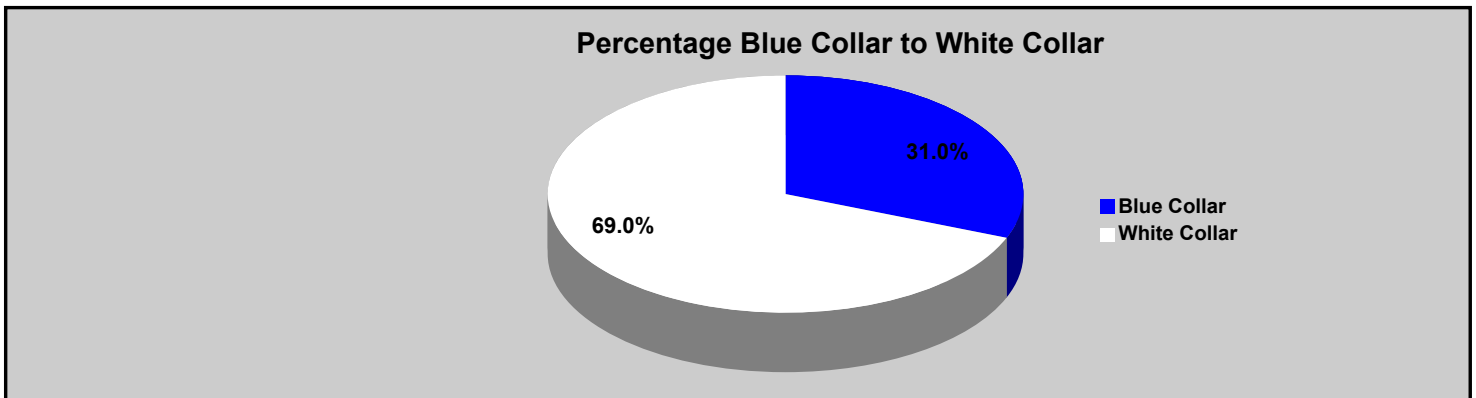
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

### 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	4,751	5,492	741	4.4%	4.4%	0.1%
Some High School, No diploma	5,134	5,698	564	4.7%	4.6%	-0.1%
High School Graduate (or GED)	22,650	26,192	3542	20.9%	21.2%	0.3%
Some College, No degree	26,910	29,761	2851	24.8%	24.1%	-0.7%
Associate Degree	9,188	10,459	1271	8.5%	8.5%	0.0%
Bachelor's Degree	26,444	30,476	4032	24.3%	24.7%	0.3%
Graduate or Professional school degree	13,535	15,483	1948	12.5%	12.5%	0.1%
<b>Total:</b>	<b>108,612</b>	<b>123,561</b>	<b>14,949</b>	<b>100.0%</b>	<b>100.0%</b>	

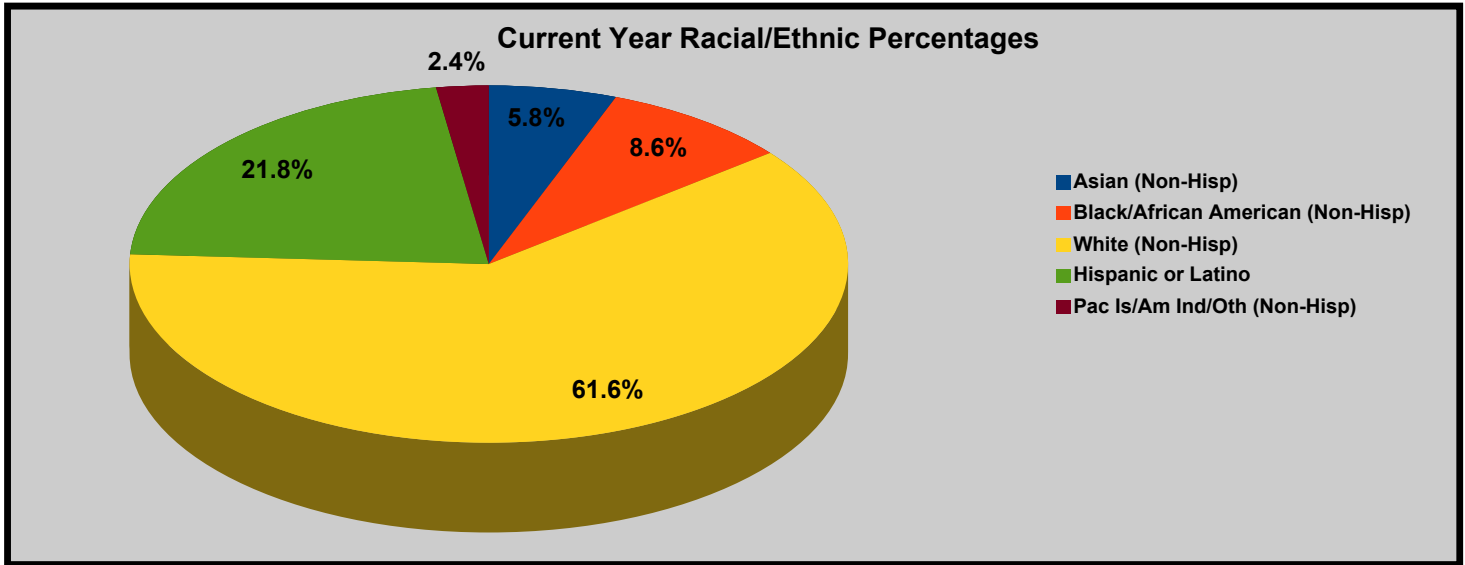
### Career Types: Blue Collar and White Collar



## 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*

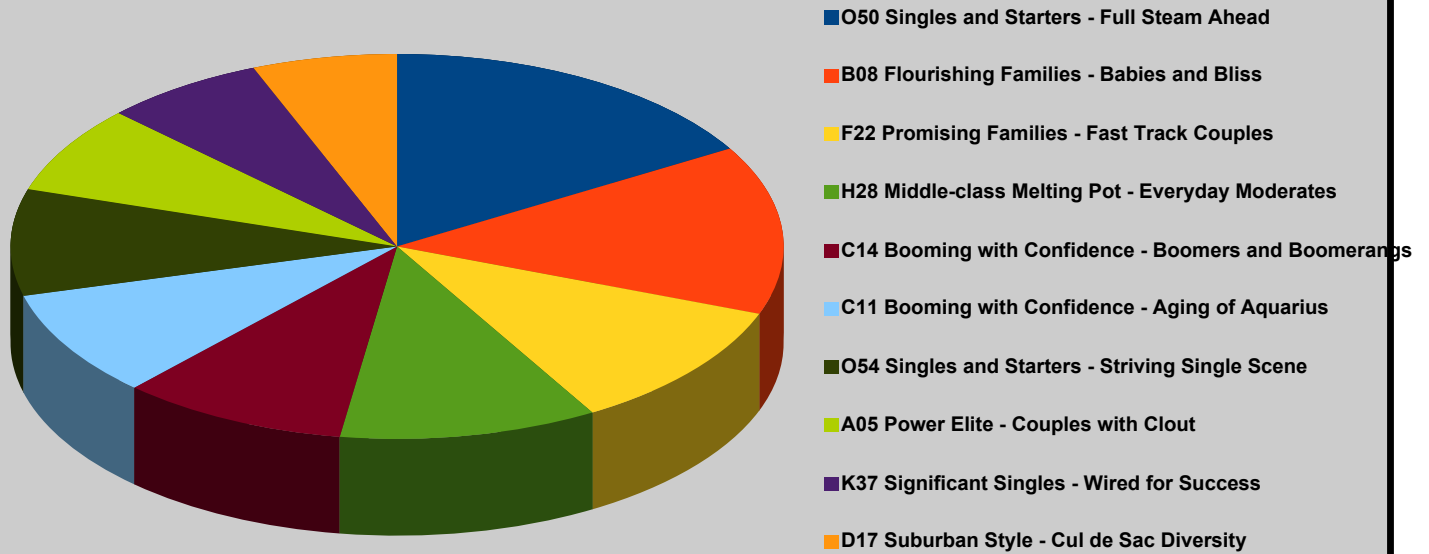
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2017	Percent of all Pop by Year			2010 to 2017
	2010	2012	2017	Change	2010%	2012%	2017%	% Change
Asian (Non-Hisp)	9,323	9,650	10,793	1,470	5.8%	5.8%	5.6%	-0.2%
Black/African American (Non-Hisp)	13,605	14,339	16,535	2,930	8.5%	8.6%	8.6%	0.1%
White (Non-Hisp)	98,348	103,190	117,753	19,405	61.6%	61.6%	61.5%	-0.2%
Hispanic or Latino	34,532	36,484	41,995	7,463	21.6%	21.8%	21.9%	0.3%
Pac Is/Am Ind/Oth (Non-Hisp)	3,745	3,941	4,519	774	2.3%	2.4%	2.4%	0.0%
<b>Total:</b>	<b>159,553</b>	<b>167,604</b>	<b>191,595</b>	<b>32,042</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**

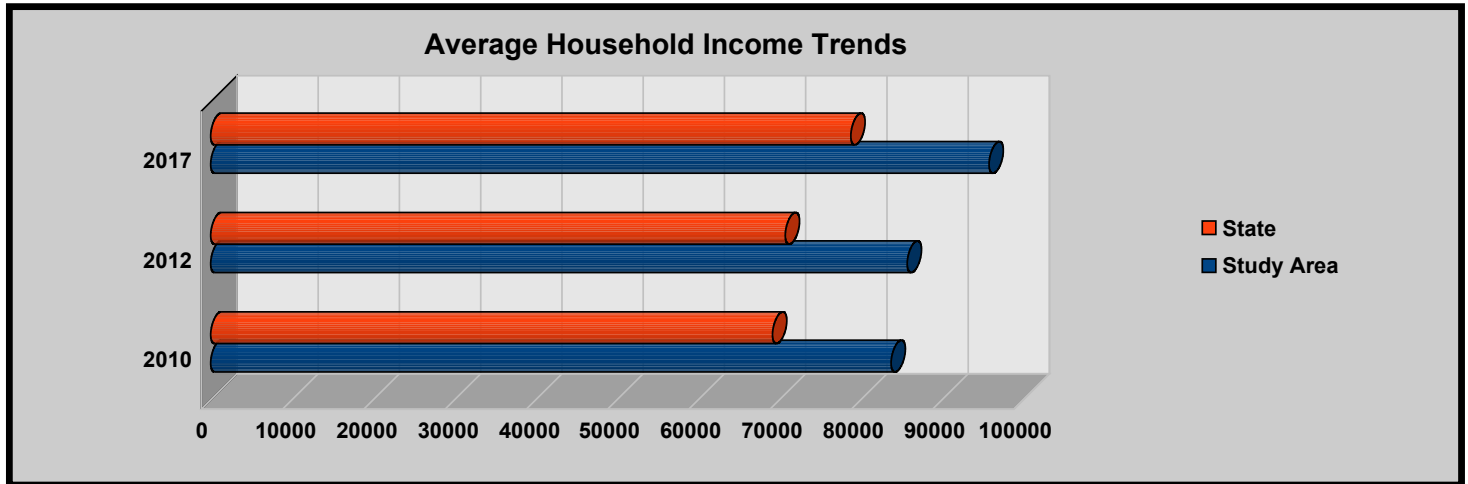


Mosaic	Study Area		State		Comparative Index
O50 Singles and Starters - Full Steam Ahead	6,334	9.7%	238,095	2.6%	377
B08 Flourishing Families - Babies and Bliss	5,447	8.4%	208,353	2.3%	371
F22 Promising Families - Fast Track Couples	4,174	6.4%	192,106	2.1%	308
H28 Middle-class Melting Pot - Everyday Moderates	4,146	6.4%	322,167	3.5%	182
C14 Booming with Confidence - Boomers and Boomerangs	3,656	5.6%	186,345	2.0%	278
C11 Booming with Confidence - Aging of Aquarius	3,442	5.3%	242,808	2.6%	201
O54 Singles and Starters - Striving Single Scene	3,438	5.3%	300,448	3.3%	162
A05 Power Elite - Couples with Clout	2,830	4.4%	193,451	2.1%	207
K37 Significant Singles - Wired for Success	2,590	4.0%	126,235	1.4%	291
D17 Suburban Style - Cul de Sac Diversity	2,326	3.6%	222,428	2.4%	148
	<b>38,383</b>		<b>2,232,436</b>		

## Financial Resources Theme

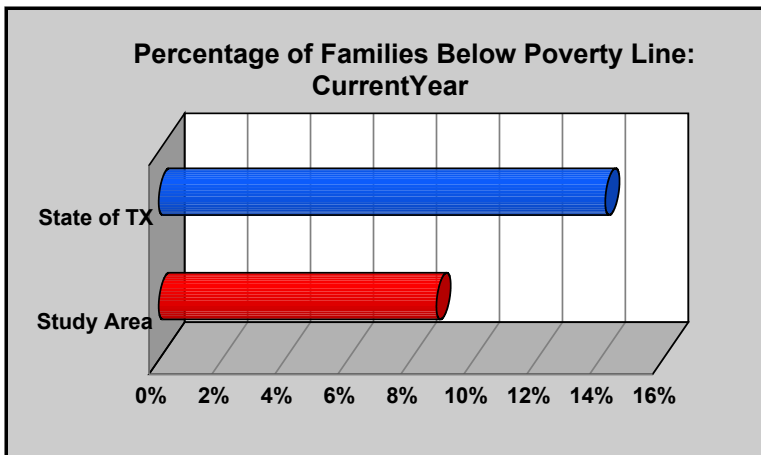
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

### *Household Income*



Income Trends: Households and Families				2010 to 2017 Change
	2010	2012	2017	
Average Household Income	83,743	85,726	95,798	12,055
Median Household Income	68,510	70,563	78,496	9,986
Per Capita Income	32,454	33,241	37,235	4781
Median Family Income		80,634	79,961	79,961

### *Poverty*



Poverty Level	Pop	Area % Pop	TX % Pop
Above poverty level	39,419	91.2%	85.8%
Below poverty level	3,814	8.8%	14.2%
	43,233	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	20.9	19	110
Consider Myself A Spiritual Person	50.4	47	107
Enjoy Watching Religious TV Programs	17.2	18	96
Conservative Evangelical Christian	37	39	95
My Faith Is Really Important To Me	18.2	20	91

# 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).