

# The QuickInsite Report

Prepared for: Local Church Ministries of the Natl Office UCC (United Church of Christ)  
Study area: 5 mi Around 219 North Granby Road, Granby, Connecticut 06035, United States

Base State: CT,MA  
Current Year Estimate: 2018  
5 Year Projection: 2023  
10 Year Forecast: 2028  
Date: 6/18/2019  
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.

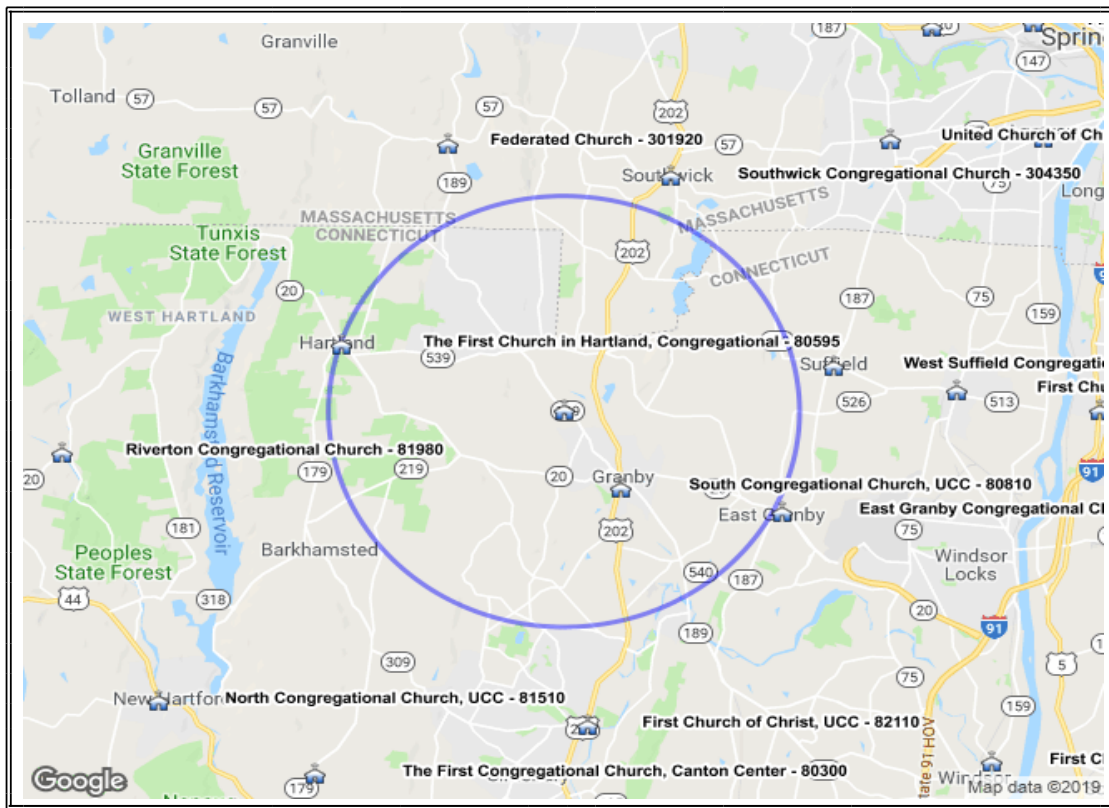
## Two Sections

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>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
<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>	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
<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>	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
<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>	Very Low	Low	Mixed	High	Very High
<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>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
<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>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
<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>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
<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>	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
<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>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other

# ThemeView

## Demographic Descriptions of the Study Area

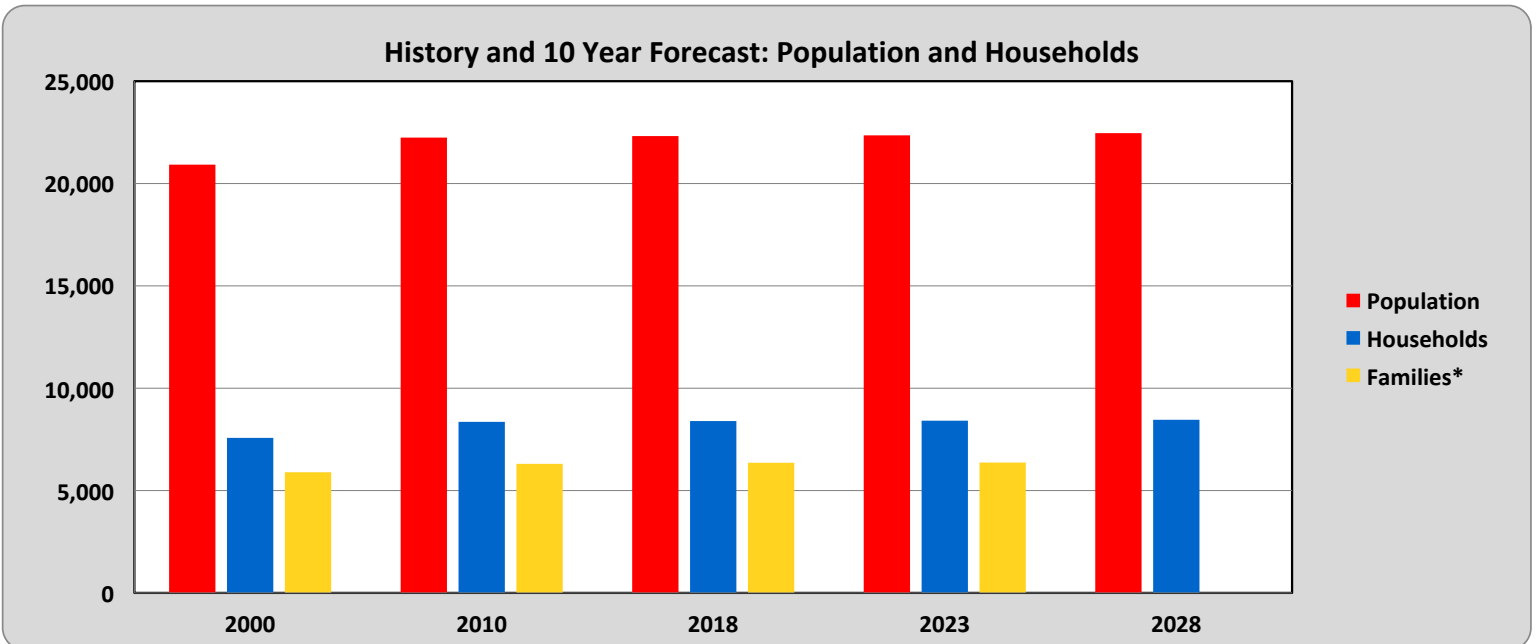
Study area: 5 mi Around 219 North Granby Road, Granby, Connecticut 06035, United State

Date: 6/18/2019

### 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



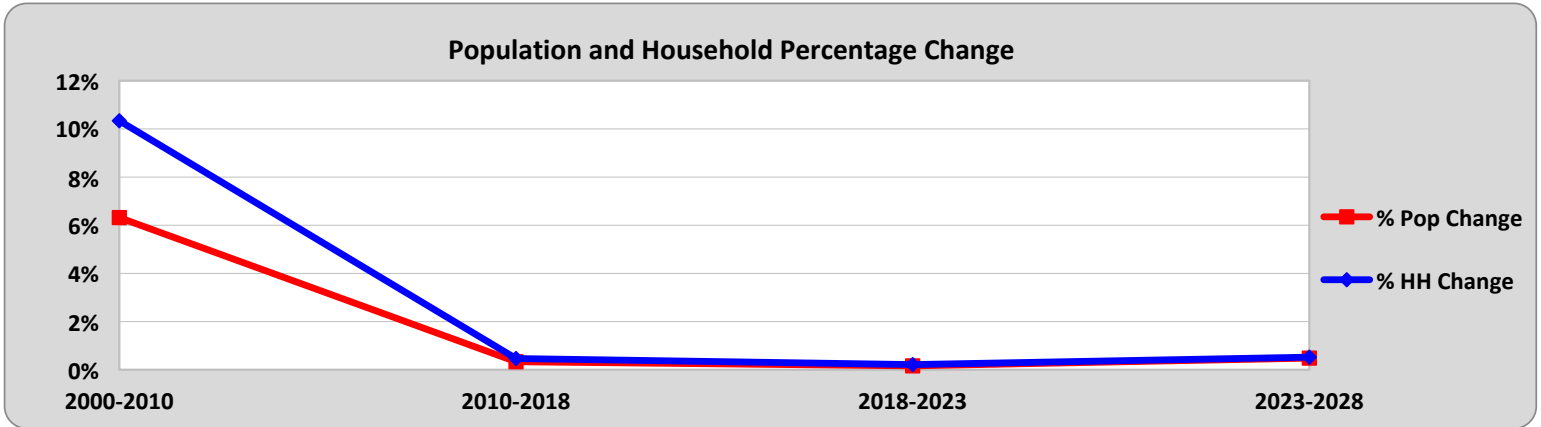
NOTE: Family Household data is not projected out 10 years.

#### Population, Households & Families

	2000	2010	2018	2023	2028
Population	20,923	22,245	22,319	22,355	22,463
Population Change		1,322	74	36	108
Percent Change		6.3%	0.3%	0.2%	0.5%
Households	7,574	8,357	8,396	8,414	8,458
Households Change		783	39	18	0
Percent Change		10.3%	0.5%	0.2%	0.0%
Population / Households	2.76	2.66	2.66	2.66	2.66
Population / Households Change		-0.10	-0.00	-0.00	-0.00
Percent Change		-3.6%	-0.1%	-0.1%	0.0%
Family Households	5,895	6,305	6,358	6,369	
Family Households Change		410	53	11	
Percent Change		7.0%	0.8%	0.2%	

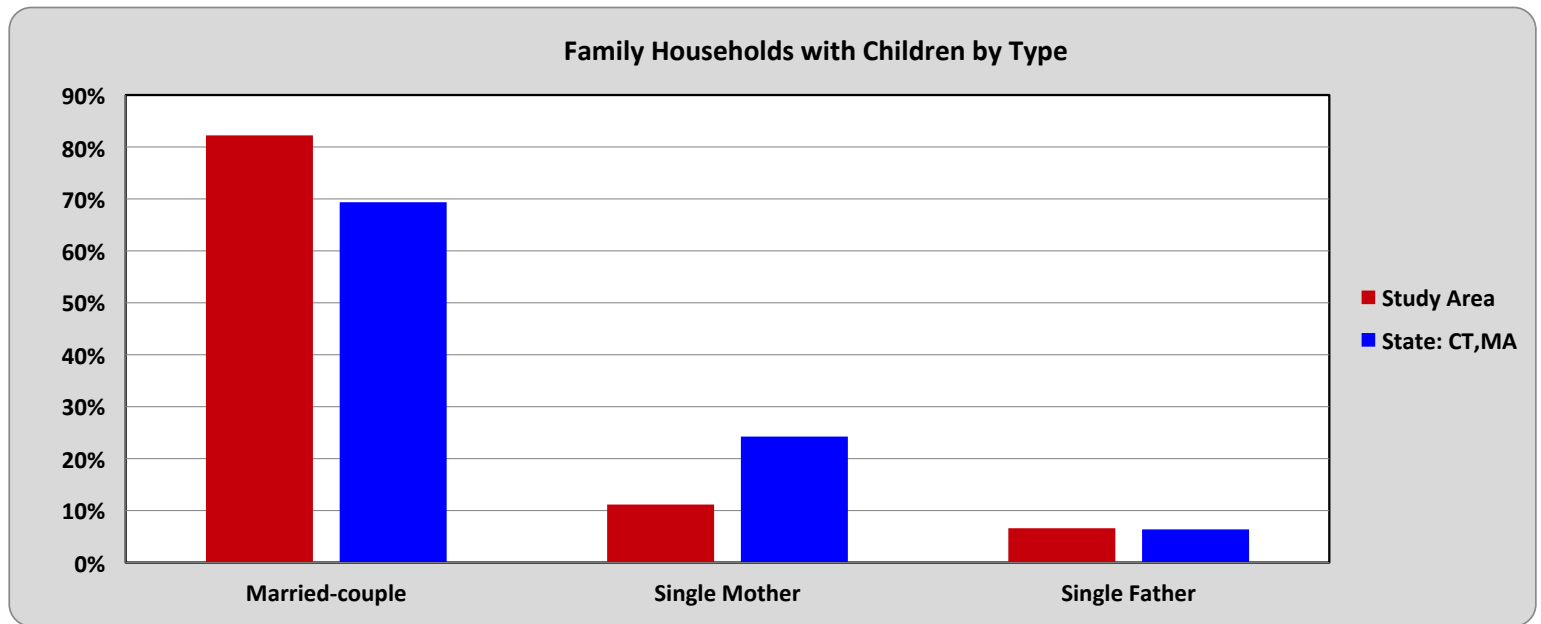
## Population and Households Theme

### 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.



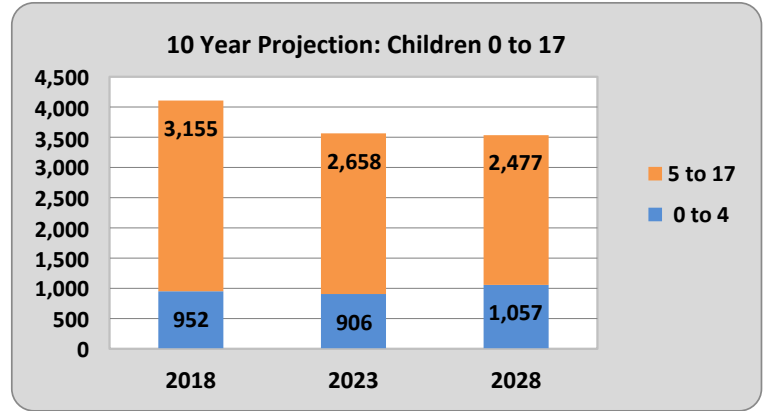
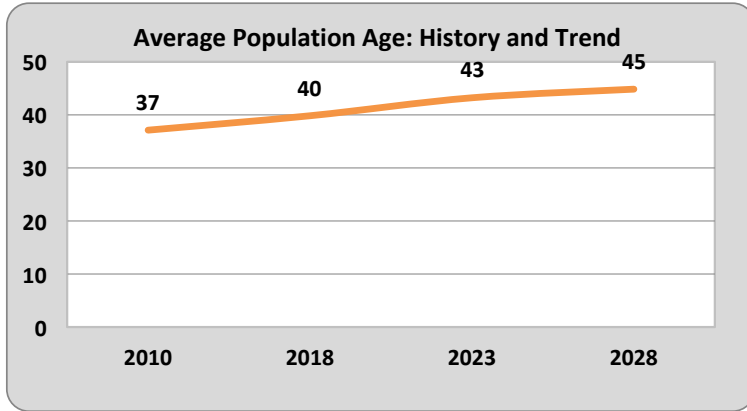
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2023 Change	Percent of all Hhlds by Year			2010 to 2023 % Change
	2010	2018	2023		2010%	2018%	2023%	
Family: Married-couple	2,456	2,217	2,133	-323	82.4%	82.2%	81.0%	-1.4%
Family: Single Mother	370	301	304	-66	12.4%	11.2%	11.5%	-0.9%
Family: Single Father	154	178	197	43	5.2%	6.6%	7.5%	2.3%
<b>Total:</b>	<b>2,980</b>	<b>2,696</b>	<b>2,634</b>	<b>-346</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

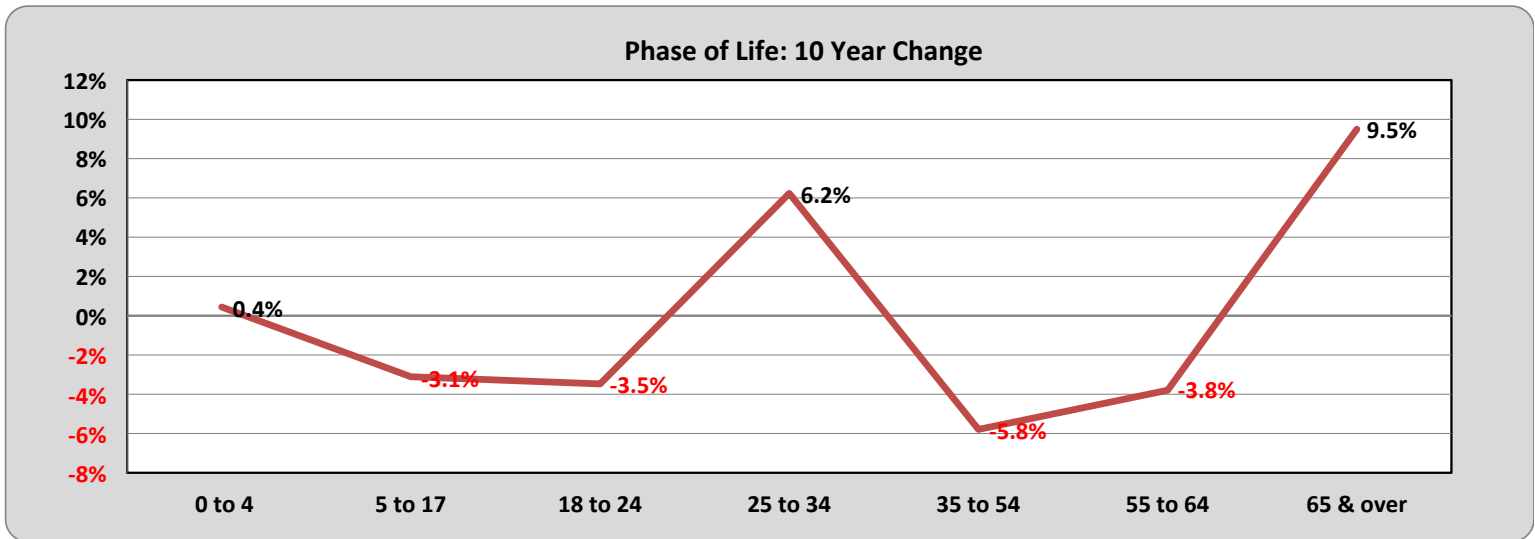
### 10 Year Average Age and Children 0 to 17 Trends

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	2018	2023	2028	2010%	2018%	2023%	2028%
Before Formal Schooling: 0 to 4	1,067	952	906	1,057	4.8%	4.3%	4.1%	4.7%
Required Formal Schooling: 5 to 17	4,571	3,155	2,658	2,477	20.5%	14.1%	11.9%	11.0%
College/Career Starts: 18 to 24	1,213	2,539	2,306	1,775	5.5%	11.4%	10.3%	7.9%
Singles & Young Families: 25 to 34	1,551	2,048	3,048	3,461	7.0%	9.2%	13.6%	15.4%
Families & Empty Nesters: 35 to 54	7,580	5,139	3,989	3,871	34.1%	23.0%	17.8%	17.2%
Enrichment Yrs Singles/Cpls: 55 to 64	3,278	4,136	4,013	3,310	14.7%	18.5%	18.0%	14.7%
Retirement Opportunities: 65 & over	2,986	4,350	5,435	6,512	13.4%	19.5%	24.3%	29.0%
<b>Total:</b>	<b>22,246</b>	<b>22,319</b>	<b>22,355</b>	<b>22,463</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

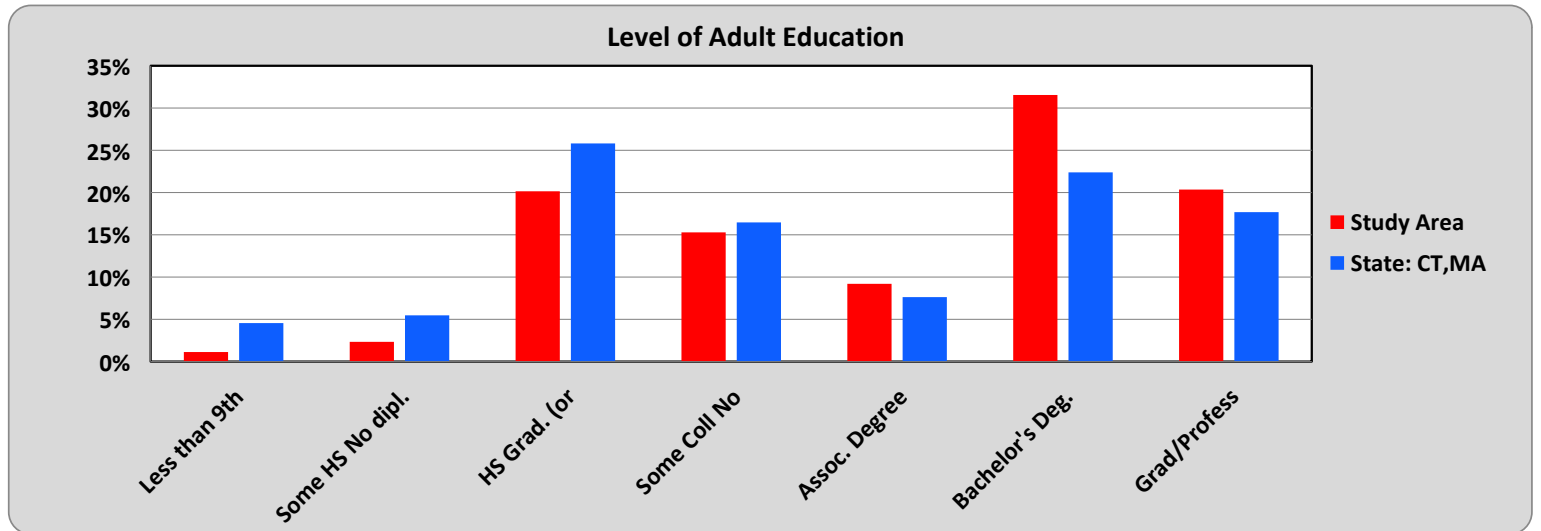
## Education and Career Status Theme

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

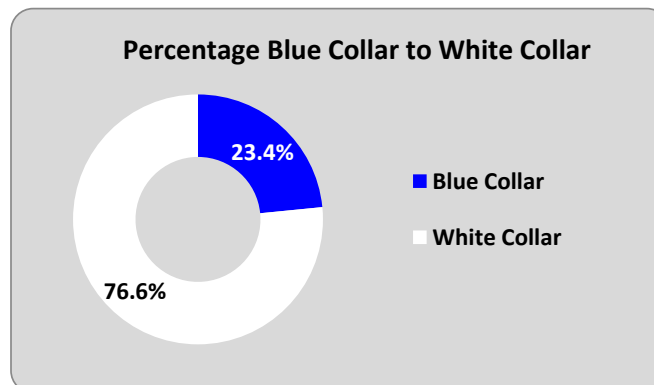
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

### Adult Educational Attainment Compared to the State of CT,MA



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2018 to 2023 Change	Percent of all Hhlds by Year		2018 to 2023 % Change
	2018	2023		2018%	2023%	
Less than 9th Grade	177	182	5	1.1%	1.1%	0.0%
Some High School, No diploma	366	380	14	2.3%	2.3%	0.0%
High School Graduate (or GED)	3,158	3,280	122	20.1%	19.9%	-0.3%
Some College, No degree	2,396	2,500	104	15.3%	15.2%	-0.1%
Associate Degree	1,442	1,505	63	9.2%	9.1%	-0.1%
Bachelor's Degree	4,944	5,241	297	31.5%	31.8%	0.2%
Graduate or Professional school degree	3,190	3,397	207	20.4%	20.6%	0.3%
<b>Total:</b>	<b>15,673</b>	<b>16,485</b>	<b>812</b>	<b>100.0%</b>	<b>100.0%</b>	

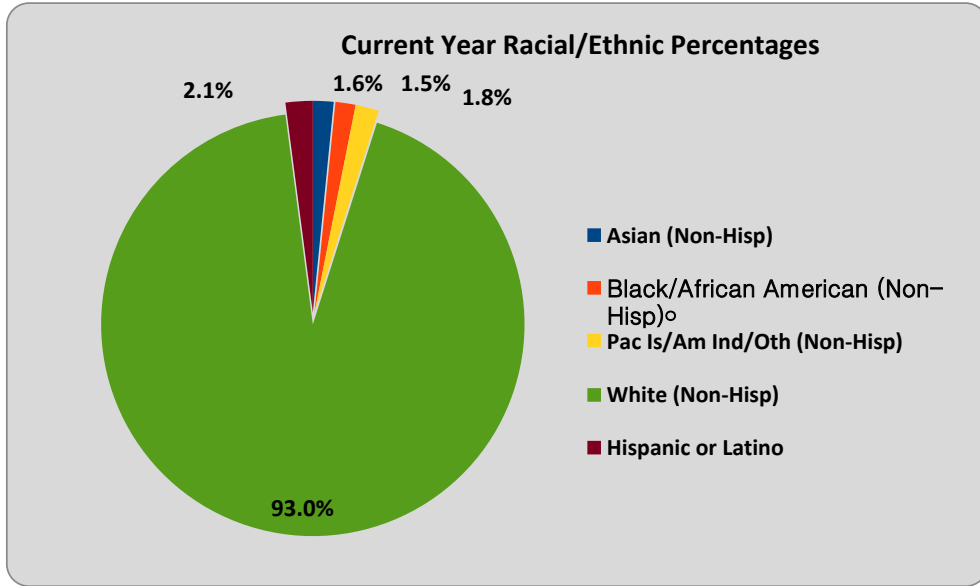
### Career Types: Blue Collar and White Collar



## 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.

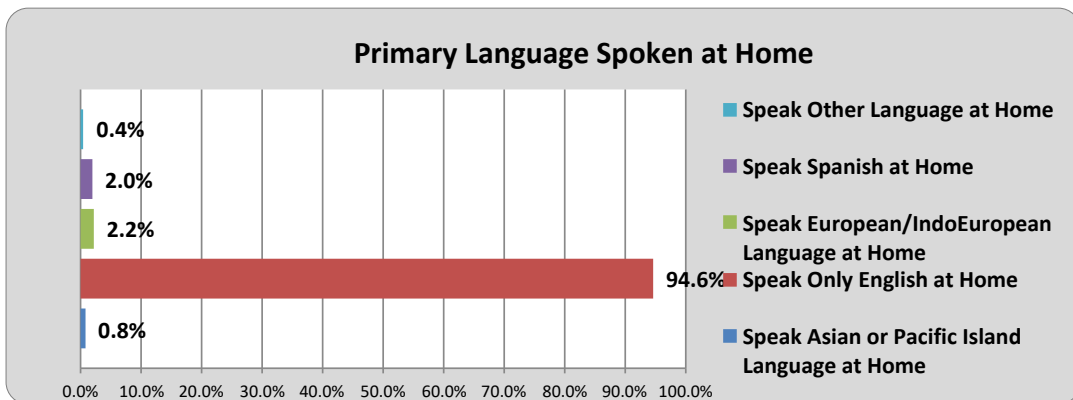
### Study Area Racial and Ethnic Diversity



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 2023 Change	Percent of all Pop by Year			2010 to 2023 % Change
	2010	2018	2023		2010%	2018%	2023%	
Asian (Non-Hisp)	335	352	378	43	1.5%	1.6%	1.7%	0.2%
Black/African American (Non-Hisp)	333	344	348	15	1.5%	1.5%	1.6%	0.1%
White (Non-Hisp)	20,750	20,763	20,737	-13	93.3%	93.0%	92.8%	-0.5%
Hispanic or Latino	478	462	463	-15	2.1%	2.1%	2.1%	-0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	349	398	429	80	1.6%	1.8%	1.9%	0.4%
<b>Total:</b>	<b>22,245</b>	<b>22,319</b>	<b>22,355</b>	<b>110</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

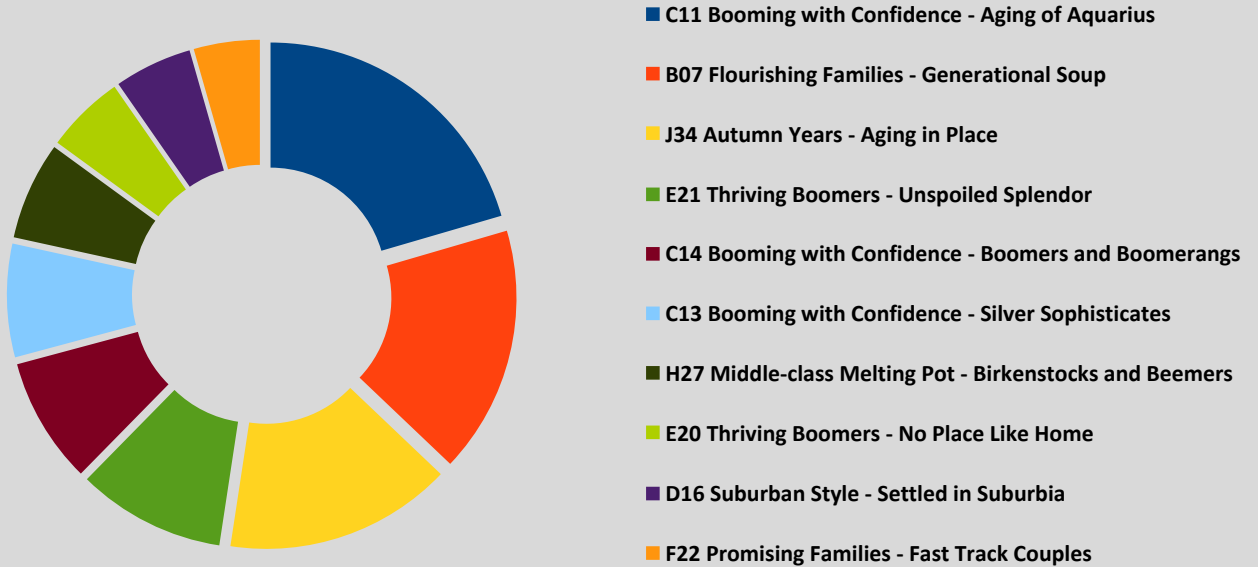


## Community Diversity Theme

### 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
C11 Booming with Confidence - Aging of Aquarius	1,284	154,578	372
B07 Flourishing Families - Generational Soup	1,042	72,913	640
J34 Autumn Years - Aging in Place	959	233,220	184
E21 Thriving Boomers - Unspoiled Splendor	624	71,618	390
C14 Booming with Confidence - Boomers and Boomerangs	531	75,255	316
C13 Booming with Confidence - Silver Sophisticates	477	237,182	90
H27 Middle-class Melting Pot - Birkenstocks and Beemers	413	48,255	384
E20 Thriving Boomers - No Place Like Home	333	145,338	103
D16 Suburban Style - Settled in Suburbia	328	172,043	85
F22 Promising Families - Fast Track Couples	278	61,935	201
	<b>6,269</b>	<b>1,272,337</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 \(To open in a new Tab hold Control key when you click on the link\)](#)

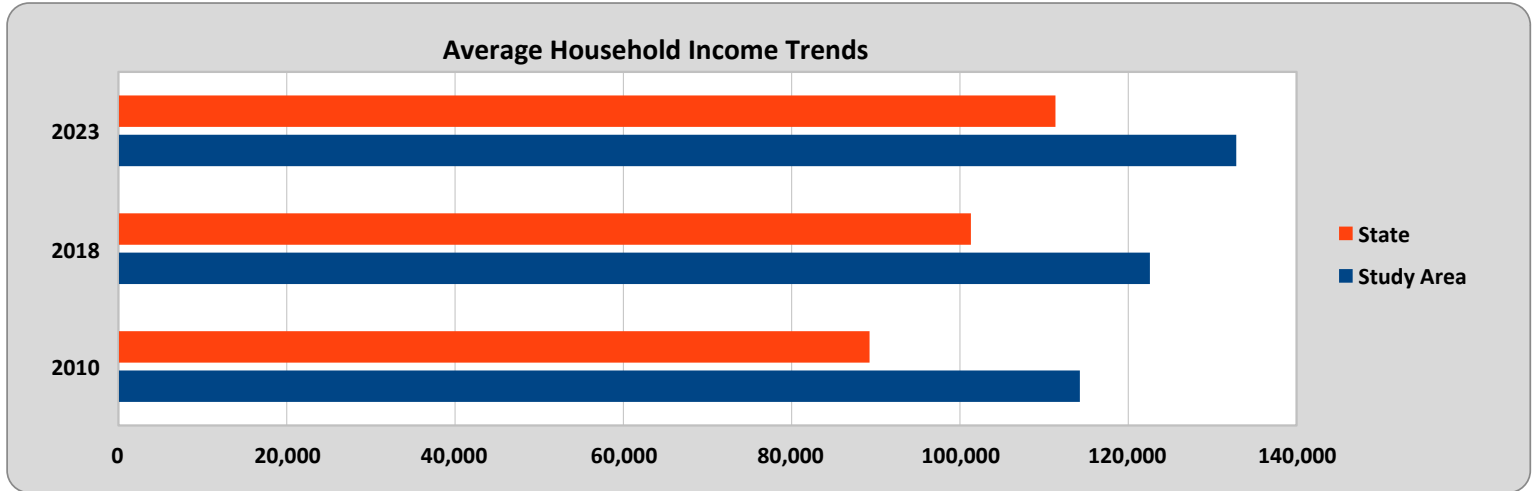
Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite



## 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.

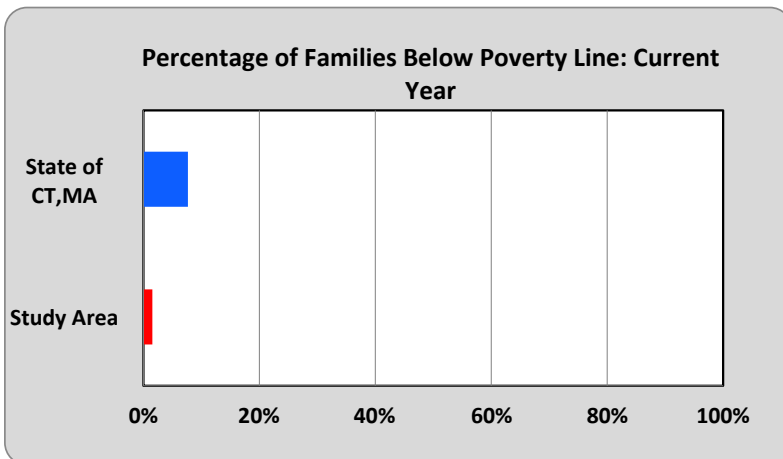
### Household Income



### Income Trends: Households and Families

	2010	2018	2023	2010 to 2023 Change
Average Household Income	114,249	122,572	132,835	18,585
Median Household Income	92,449	100,716	109,586	17,137
Per Capita Income	42,921	46,109	49,996	7,075
Median Family Income		119,329	118,890	439

### Poverty



Poverty Level	Pop	Area % Pop	CT, MA % Pop
Above poverty level	6,260	98.5%	92.3%
Below poverty level	98	1.5%	7.7%
<b>Total</b>	<b>6,358</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).