

The QuickInsite Report

Prepared for: Western NC Conference UMC
Study area: 3 mi Around 200 East Marion Street, Shelby, North Carolina 28152, United States
Base State: NC
Current Year Estimate: 2018
5 Year Projection: 2023
10 Year Forecast: 2028
Date: 11/1/2018
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.

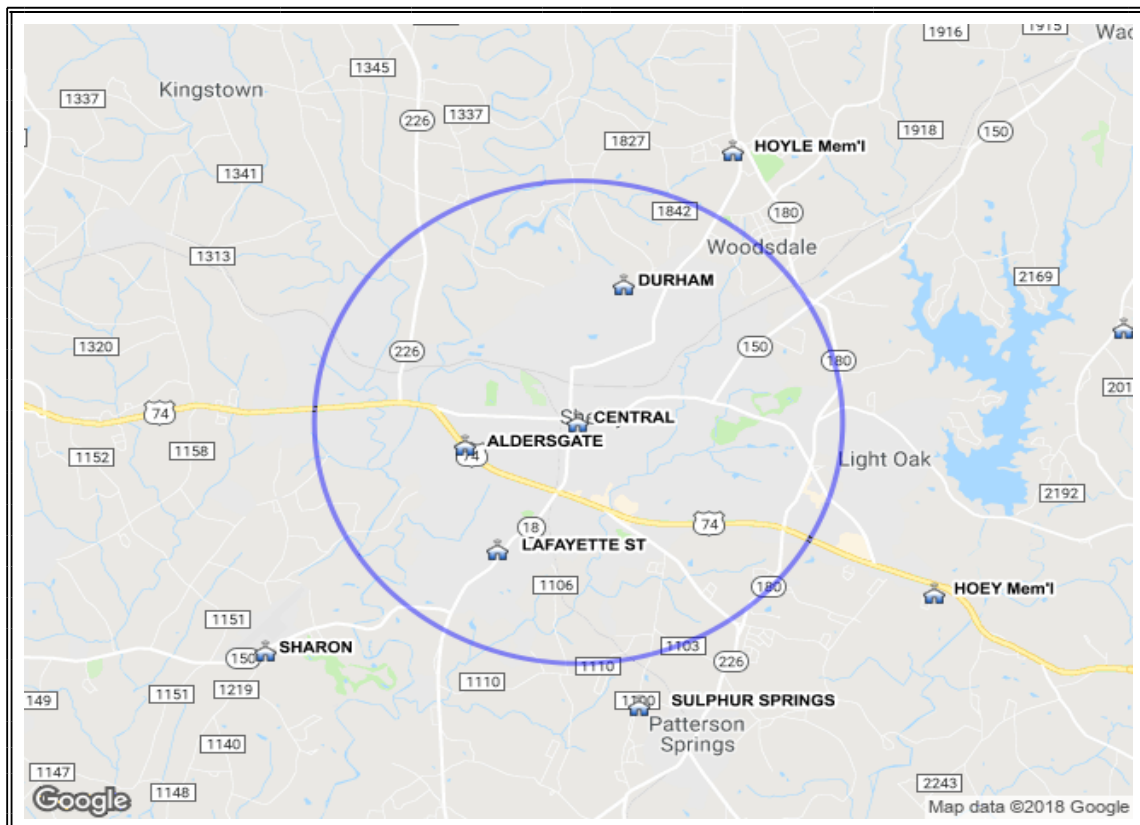
Two Sections

Two reports are provided on the following pages.

- The **StoryView** Report presents 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>1</p>	<p>Population Change</p> <p>In the 10 year future, how is this area expected to change?</p> <p>(See Population and Families Theme)</p>	<p>Significant Decline Moderate Decline Little Change Moderate Growth Significant Growth</p>
<p>2</p>	<p>School Age Change</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>	<p>Significant Decline Moderate Decline Little Change Moderate Increase Significant Increase</p>
<p>3</p>	<p>Families with Children</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>	<p>Significantly Less Somewhat Less About the Same Somewhat More Significantly More</p>
<p>4</p>	<p>Adult Educational Attainment</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>	<p>Very Low Low Mixed High Very High</p>
<p>5</p>	<p>Community Diversity Index</p> <p>How diverse is the racial/ethnic mix of this area?</p> <p>(See Community Diversity Theme)</p>	<p>Very Homogeneous Homogeneous Moderately Diverse Very Diverse Extremely Diverse</p>
<p>6</p>	<p>Median Family Income</p> <p>How does the median family income compare to the state for this area?</p> <p>(See Financial Resources Theme)</p>	<p>Significantly Less Somewhat Less About the Same Somewhat Greater Significantly Greater</p>
<p>7</p>	<p>Poverty</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>	<p>Significantly Below Somewhat Below About the Same Somewhat Above Significantly Above</p>
<p>8</p>	<p>Blue to White Collar Occupations</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>	<p>Very Blue Collar Somewhat Blue Closely Split Somewhat White Very White Collar</p>
<p>9</p>	<p>Largest Racial/Ethnic Group</p> <p>In this area, which racial/ethnic group is the largest percentage of the population?</p> <p>(See Community Diversity Theme)</p>	<p>Asian (NH) Black/Afri American (NH) White (NH) Hispanic or Latino Pac Is/Amer Ind/Other</p>

ThemeView

Demographic Descriptions of the Study Area

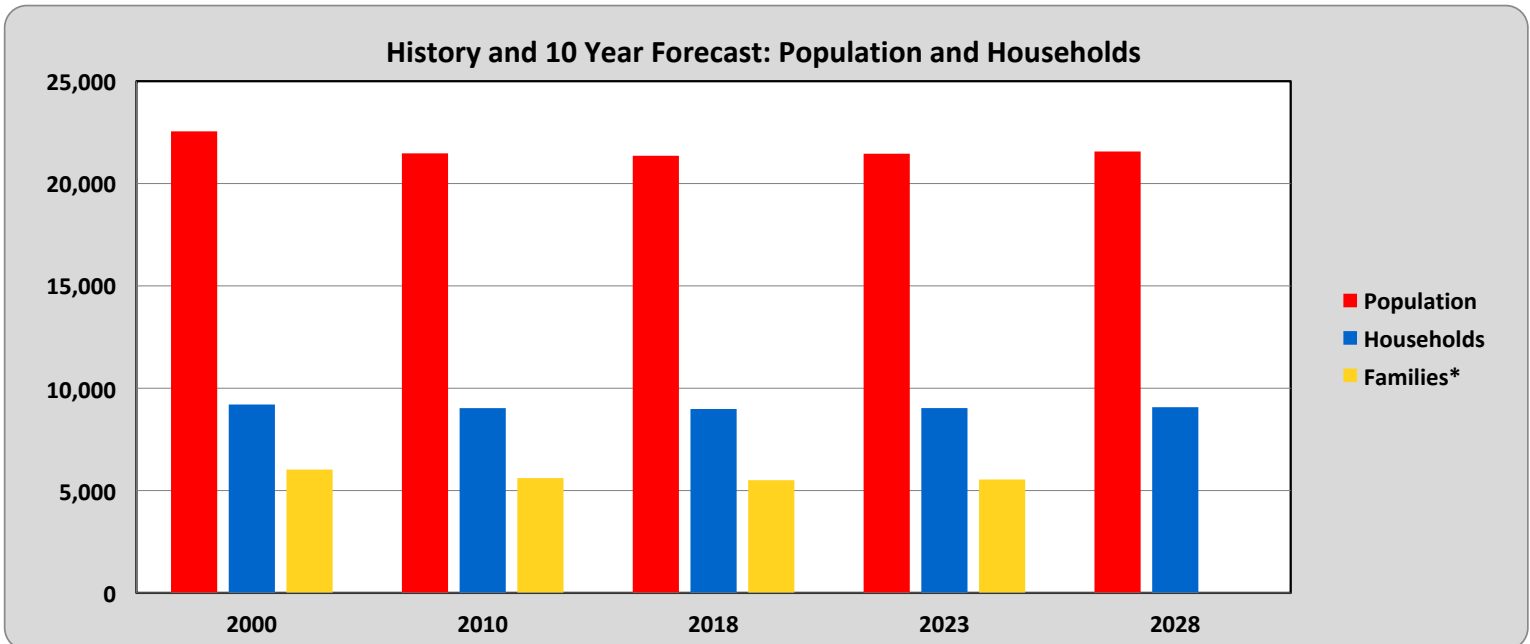
Study area: 3 mi Around 200 East Marion Street, Shelby, North Carolina 28152, United Sta

Date: 11/1/2018

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

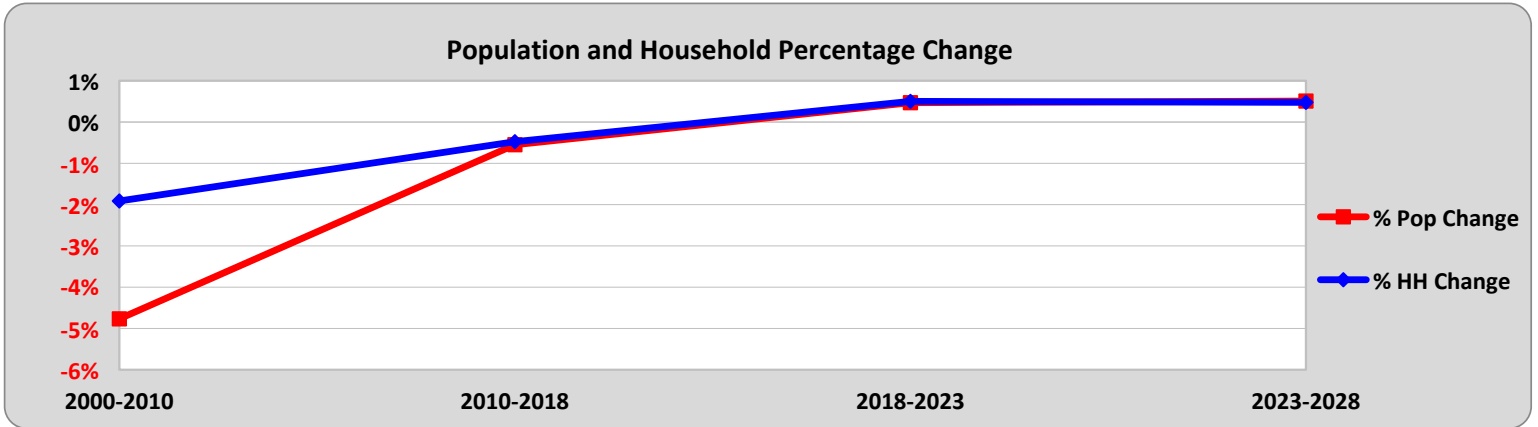


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2018	2023	2028
Population	22,550	21,475	21,357	21,457	21,566
Population Change		-1,075	-118	100	109
Percent Change		-4.8%	-0.5%	0.5%	0.5%
Households	9,204	9,028	8,985	9,030	9,073
Households Change		-176	-43	45	0
Percent Change		-1.9%	-0.5%	0.5%	0.0%
Population / Households	2.45	2.38	2.38	2.38	2.38
Population / Households Change		-0.07	-0.00	-0.00	0.00
Percent Change		-2.9%	-0.1%	0.0%	0.0%
Family Households	6,025	5,609	5,507	5,541	
Family Households Change		-416	-102	34	
Percent Change		-6.9%	-1.8%	0.6%	

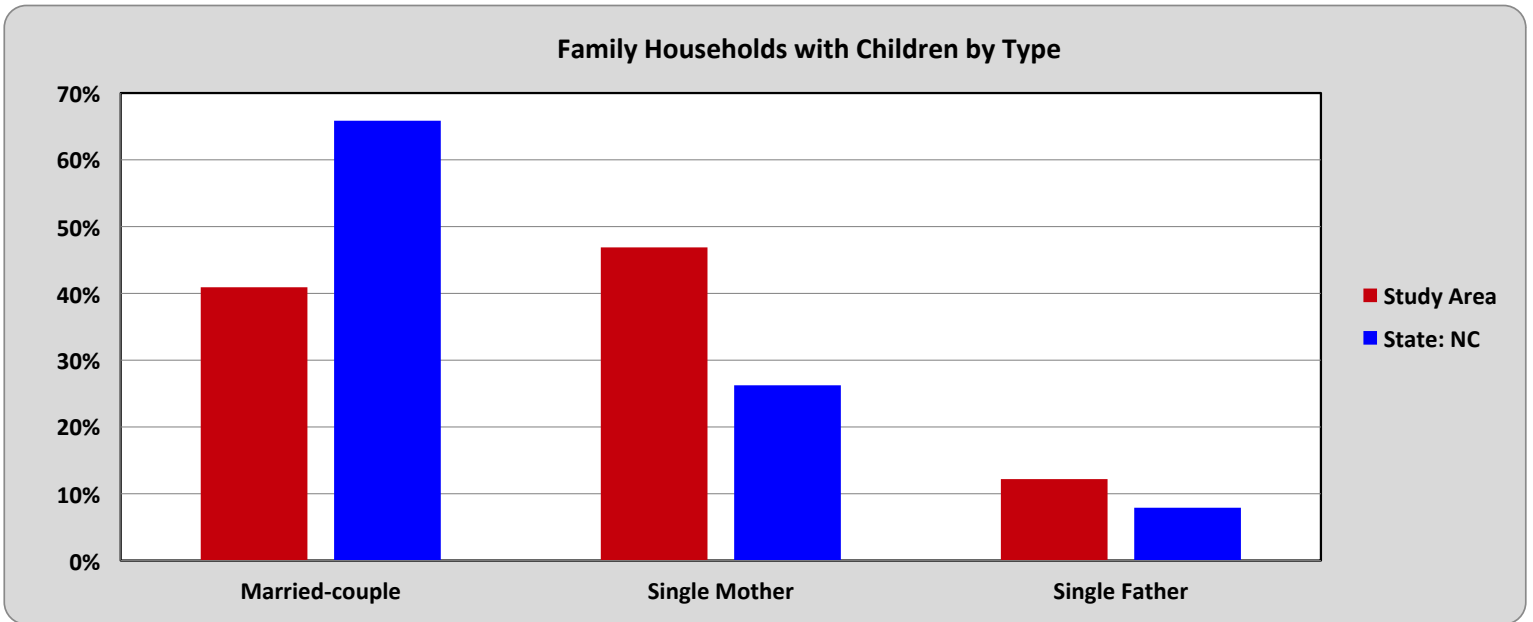
Population and Households Theme

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.



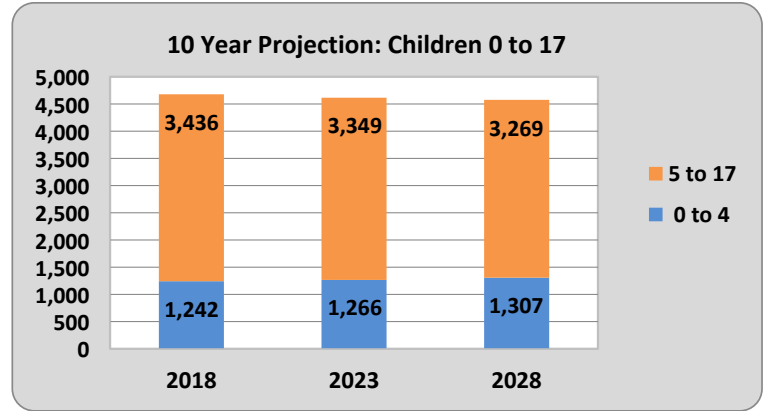
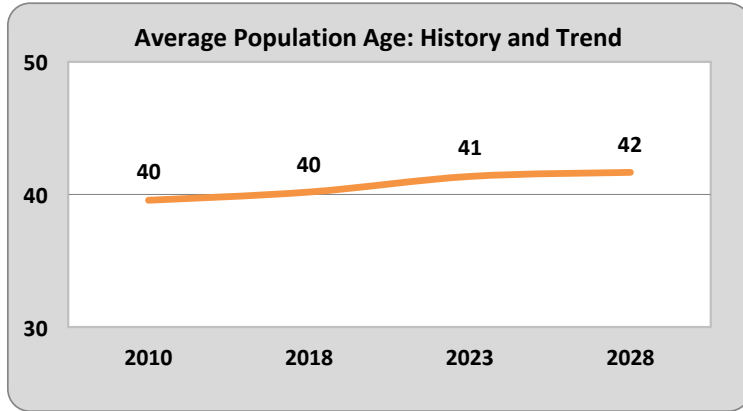
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2023 Change	Percent of all Hhlds by Year			2010 to 2023 % Change
	2010	2018	2023		2010%	2018%	2023%	
Family: Married-couple	1,175	802	786	-389	45.2%	40.9%	40.6%	-4.7%
Family: Single Mother	1,205	919	898	-307	46.4%	46.9%	46.3%	0.0%
Family: Single Father	218	239	254	36	8.4%	12.2%	13.1%	4.7%
Total:	2,598	1,960	1,938	-660	100.0%	100.0%	100.0%	

Age Theme

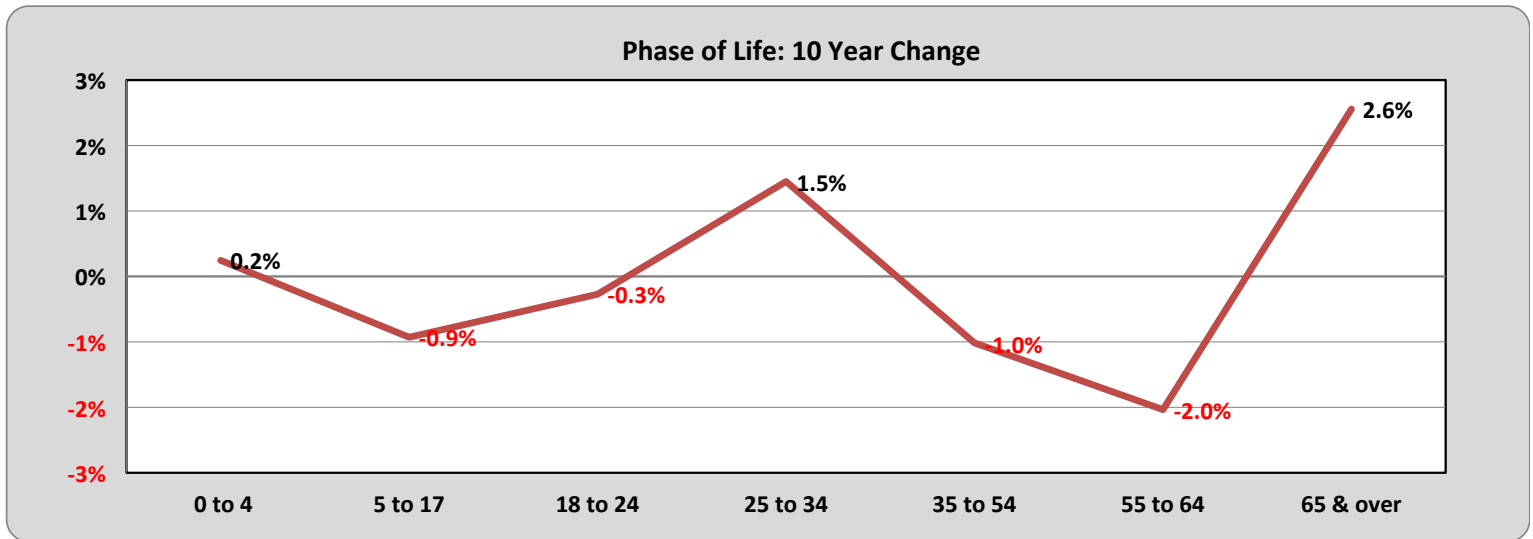
10 Year Average Age and Children 0 to 17 Trends

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	1,387	1,242	1,266	1,307	6.5%	5.8%	5.9%	6.1%
Required Formal Schooling: 5 to 17	3,632	3,436	3,349	3,269	16.9%	16.1%	15.6%	15.2%
College/Career Starts: 18 to 24	1,750	2,008	1,950	1,969	8.1%	9.4%	9.1%	9.1%
Singles & Young Families: 25 to 34	2,274	2,492	2,771	2,829	10.6%	11.7%	12.9%	13.1%
Families & Empty Nesters: 35 to 54	5,704	4,941	4,709	4,770	26.6%	23.1%	21.9%	22.1%
Enrichment Yrs Singles/Cpls: 55 to 64	2,902	2,961	2,783	2,551	13.5%	13.9%	13.0%	11.8%
Retirement Opportunities: 65 & over	3,826	4,278	4,630	4,871	17.8%	20.0%	21.6%	22.6%
Total:	21,475	21,358	21,458	21,566	100.0%	100.0%	100.0%	100.0%

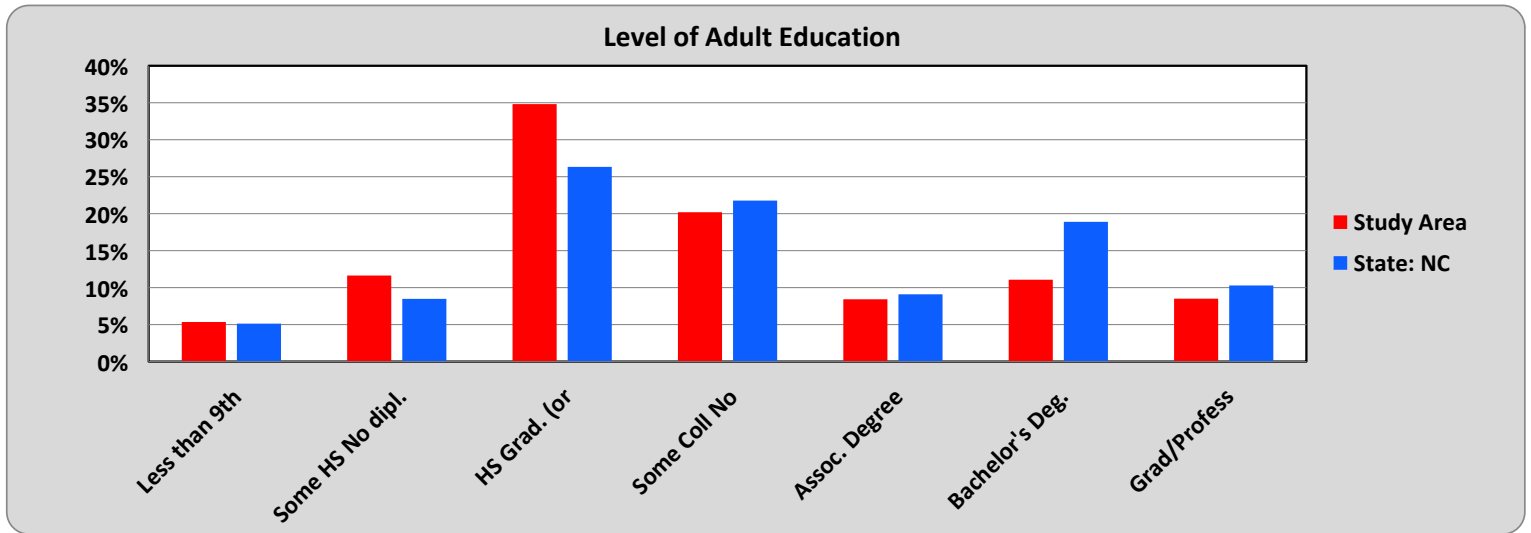
Education and Career Status Theme

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

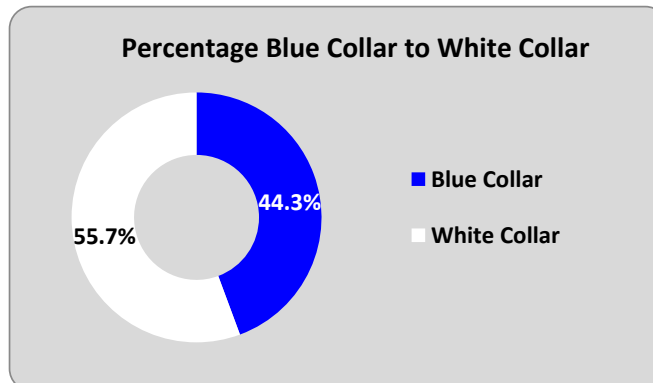
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of NC



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	785	762	-23	5.4%	5.1%	-0.2%
Some High School, No diploma	1,707	1,626	-81	11.6%	10.9%	-0.7%
High School Graduate (or GED)	5,108	5,232	124	34.8%	35.1%	0.3%
Some College, No degree	2,963	3,044	81	20.2%	20.4%	0.2%
Associate Degree	1,236	1,278	42	8.4%	8.6%	0.2%
Bachelor's Degree	1,624	1,662	38	11.1%	11.2%	0.1%
Graduate or Professional school degree	1,248	1,289	41	8.5%	8.7%	0.1%
Total:	14,671	14,893	222	100.0%	100.0%	

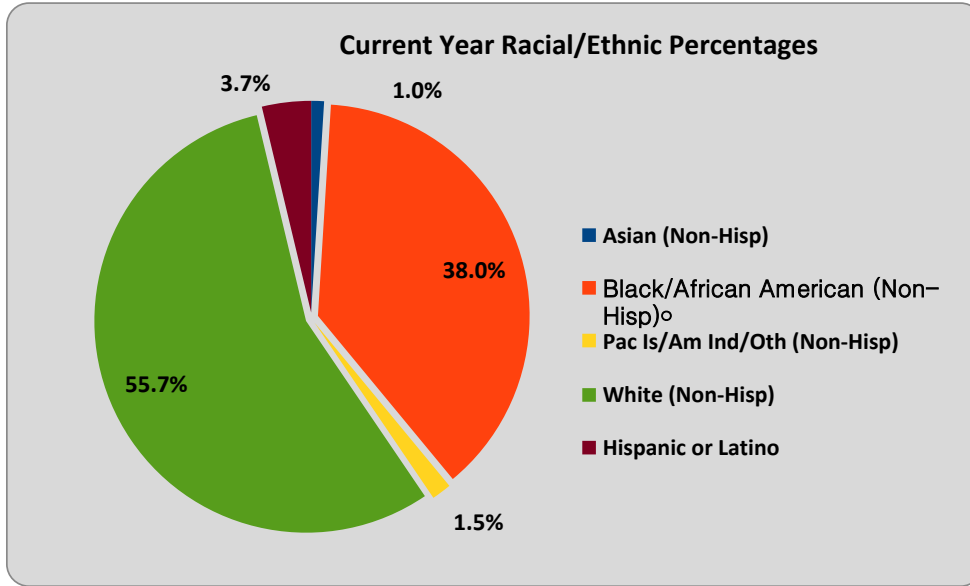
Career Types: Blue Collar and White Collar



Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.

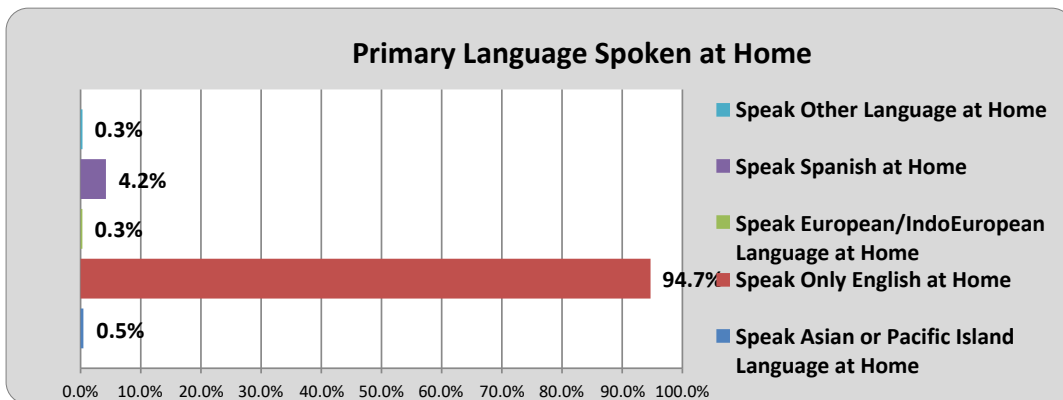
Study Area Racial and Ethnic Diversity



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)	156	209	283	127	0.7%	1.0%	1.3%	0.6%
Black/African American (Non-Hisp)	8,213	8,122	8,149	-64	38.2%	38.0%	38.0%	-0.3%
White (Non-Hisp)	12,036	11,906	11,839	-197	56.0%	55.7%	55.2%	-0.9%
Hispanic or Latino	678	800	887	209	3.2%	3.7%	4.1%	1.0%
Pac Is/Am Ind/Oth (Non-Hisp)	391	321	298	-93	1.8%	1.5%	1.4%	-0.4%
Total:	21,474	21,358	21,456	-18	100.0%	100.0%	100.0%	

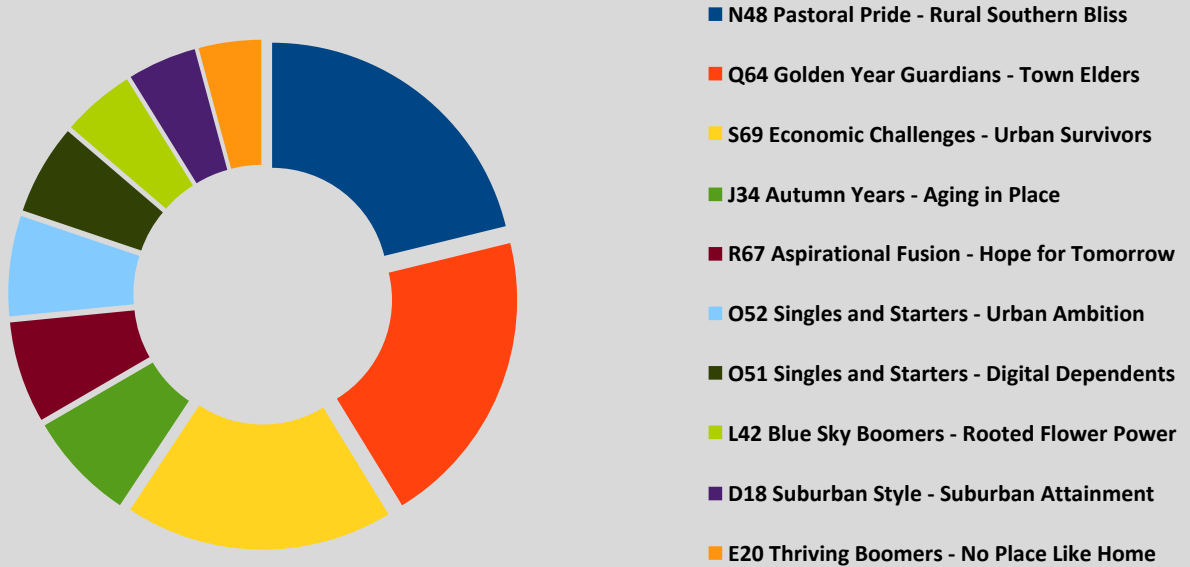


Community Diversity Theme

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.

Top 10 Mosaic Segments



Mosaic	Study Area		State		Comparative Index
N48 Pastoral Pride - Rural Southern Bliss	1,357	15.1%	238,215	6.4%	237
Q64 Golden Year Guardians - Town Elders	1,286	14.3%	258,577	6.9%	207
S69 Economic Challenges - Urban Survivors	1,156	12.9%	92,485	2.5%	520
J34 Autumn Years - Aging in Place	469	5.2%	90,394	2.4%	216
R67 Aspirational Fusion - Hope for Tomorrow	437	4.9%	57,530	1.5%	316
O52 Singles and Starters - Urban Ambition	432	4.8%	122,022	3.3%	147
O51 Singles and Starters - Digital Dependents	389	4.3%	234,287	6.3%	69
L42 Blue Sky Boomers - Rooted Flower Power	314	3.5%	61,523	1.6%	212
D18 Suburban Style - Suburban Attainment	297	3.3%	164,997	4.4%	75
E20 Thriving Boomers - No Place Like Home	269	3.0%	65,517	1.8%	171
	6,406		1,385,547		

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.

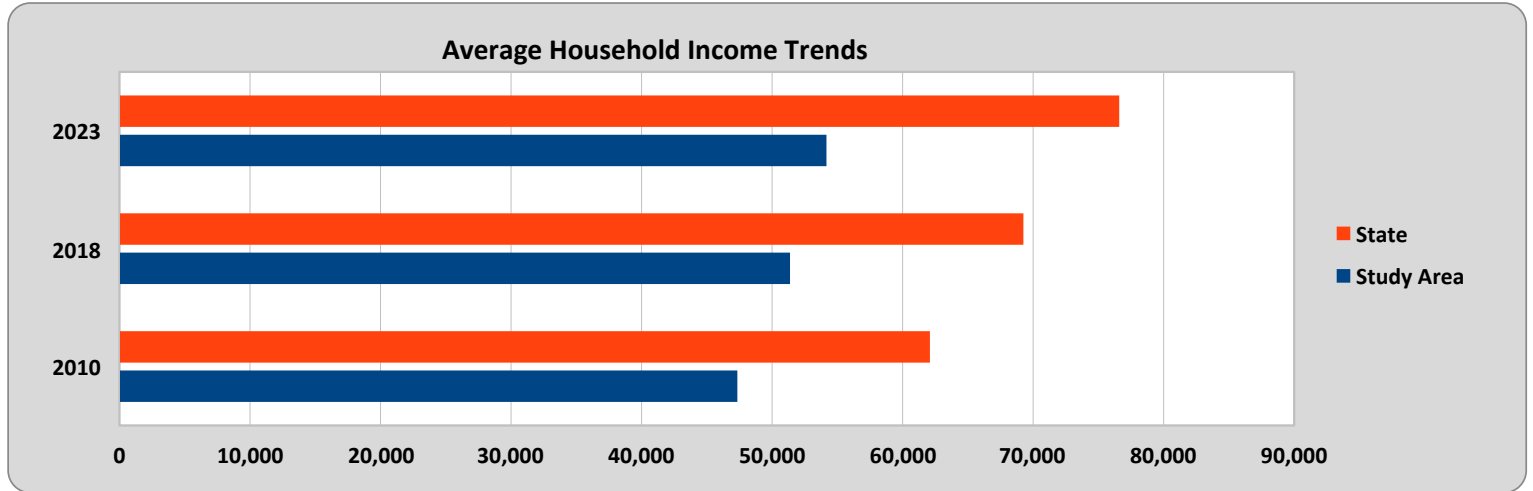
For faith based clients, to access the Mosaic application guide click on:

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

Financial Resources Theme

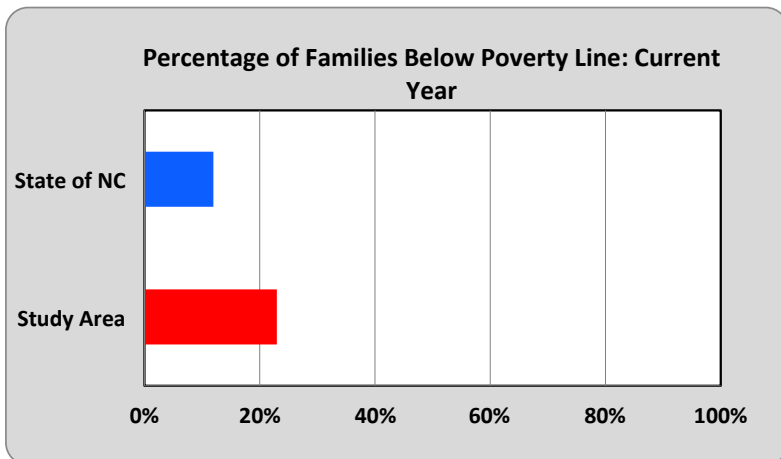
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

Household Income



Income Trends: Households and Families				2010 to 2023 Change
	2010	2018	2023	
Average Household Income	47,338	51,374	54,165	6,827
Median Household Income	32,688	35,426	37,232	4,544
Per Capita Income	19,901	21,613	22,795	2,894
Median Family Income		44,196	43,690	506

Poverty



Poverty Level	Pop	Area % Pop	NC % Pop
Above poverty level	4,242	77.0%	88.0%
Below poverty level	1,265	23.0%	12.0%
Total	5,507	100.0%	100.0%

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.

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.