The NEW QuickInsite Report

Prepared for:	Tennessee Conference UMC
Study area:	3 mile radius - 479 Thompson Road Pegram TN 37143

Base State:	TN
Current Year Estimate:	2013
5 Year Projection:	2018
10 Year Projection:	2023
Date:	7/17/2013
Semi-Annual Projection:	Spring

About the QuicklInsite 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
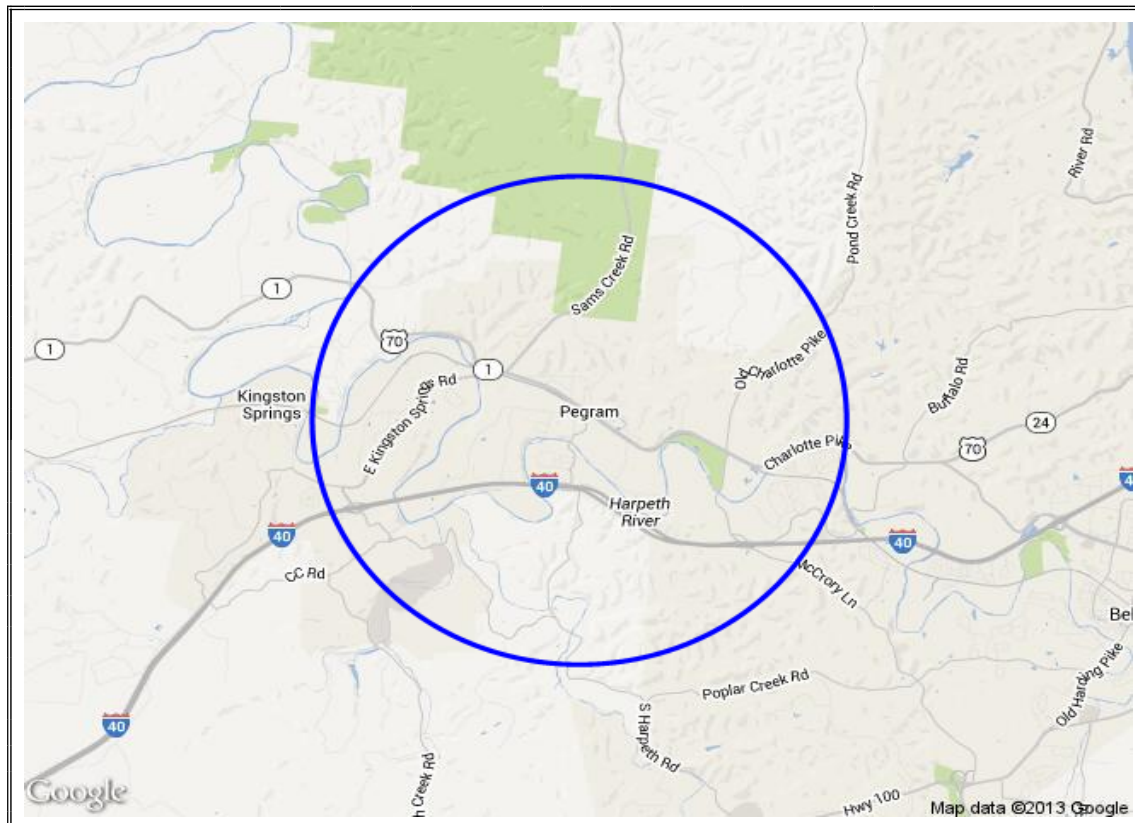
More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

Significant Demographic Indicators of the Study Area's Story

1 | **Population Change**

In the 10 year future, how is this area expected to change?

(See Population and Families Theme)

Significant Decline	Significant 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?

(See Age Theme)

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?

(See Population and Families Theme)

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?

(See Education and Career Status Theme)

Very Low	Low	Mixed	High	**Very High**

5 | **Community Diversity Index**

How diverse is the racial/ethnic mix of this area?

(See Community Diversity Theme)

Very Homogeneou	Homgeneous	Moderately Diverse	Very Diverse	Extremely Diverse

6 | **Median Family Income**

How does the median family income compare to the state for this area?

(See Financial Resources Theme)

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?

(See Financial Resources Theme)

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?

(See Education and Career Status Theme)

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?

(See Community Diversity Theme)

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?

(See Religiosity Theme)

Very Low	Somewhat Low	Mixed	Somewhat High	Very High

ThemeView

## Demographic Descriptions of the Study Area

Study area: 3 mile radius - 479 Thompson Road Pegram TN 37143   Date: 7/17/2013

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

**History and 10 Year Forecast: Population and Households**
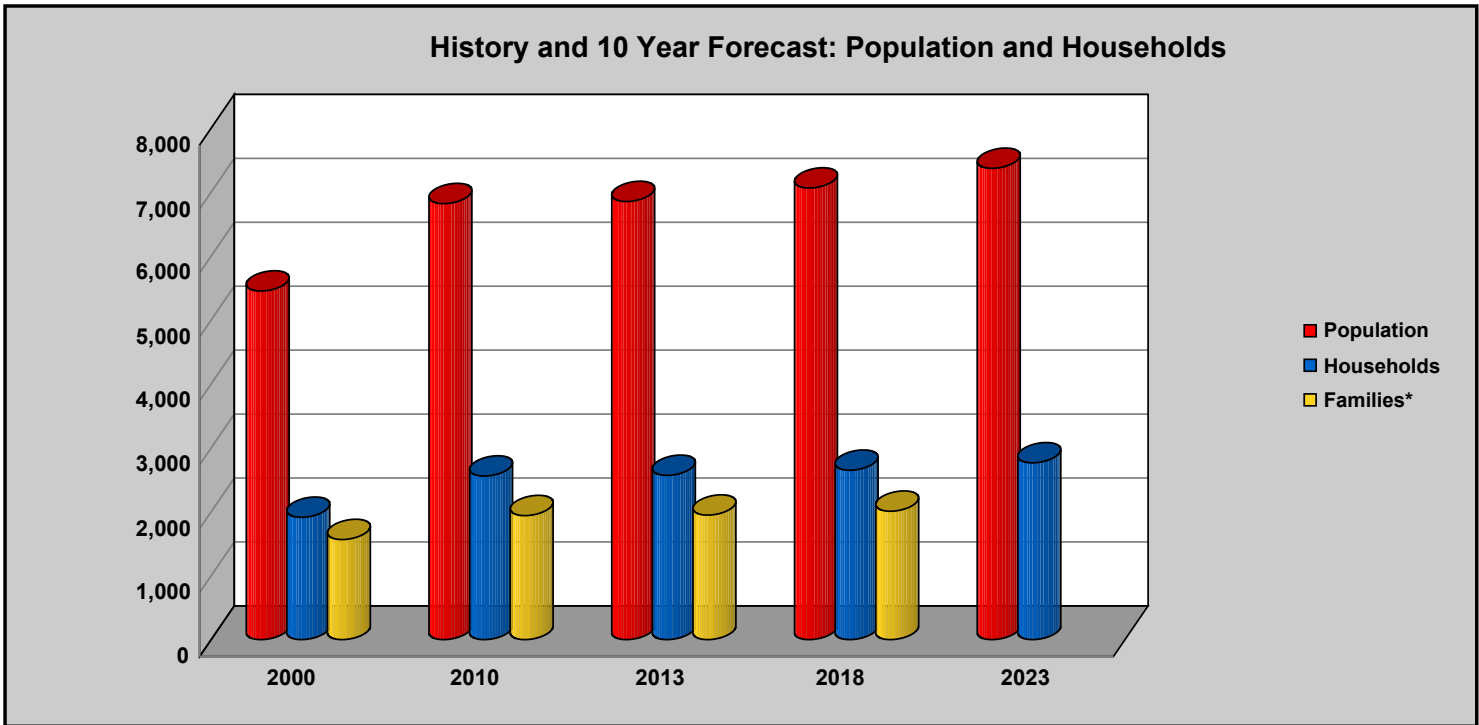
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2013	2018	2023
Population	5,452	6,819	6,852	7,063	7,371
Population Change		1,367	33	211	308
Percent Change		25.1%	0.5%	3.1%	4.4%
Households	1,913	2,558	2,569	2,649	2,765
Households Change		645	11	80	116
Percent Change		33.7%	0.4%	3.1%	0.0%
Population / Households	2.85	2.67	2.67	2.67	2.67
Population / Households Change		-0.18	0.00	-0.00	-0.00
Percent Change		-6.5%	0.1%	0.0%	0.0%
Family Households	1,565	1,939	1,947	2,008	
Family Households Change		374	8	61	
Percent Change		23.9%	0.4%	3.1%	

Population and Household History with 5 and 10 Year Projected Percentage Change

Population and Household Percentage Change
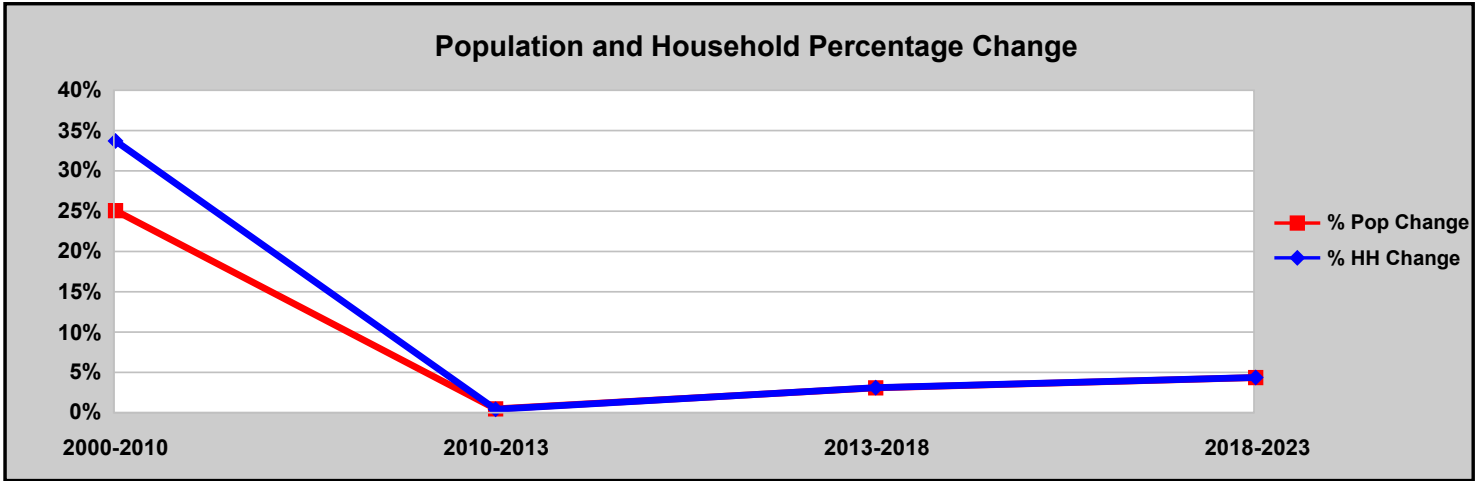
Family Households

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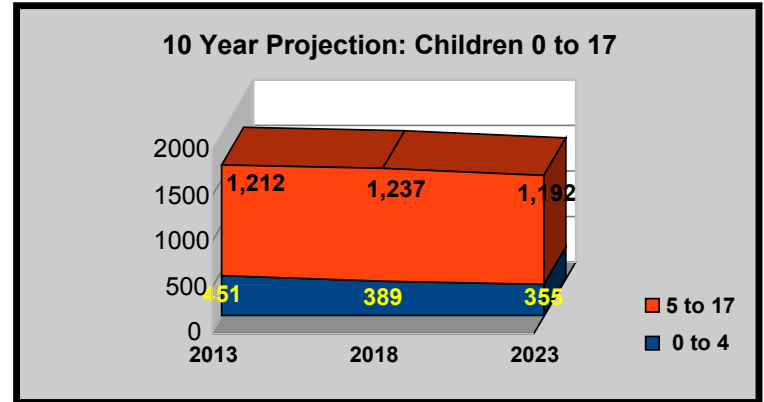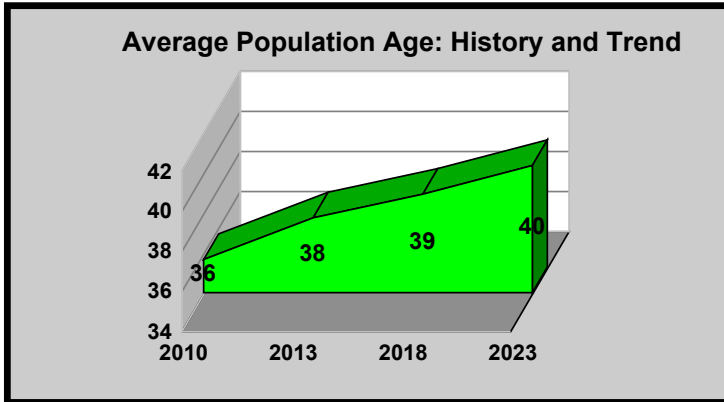
Family Households with Children by Type
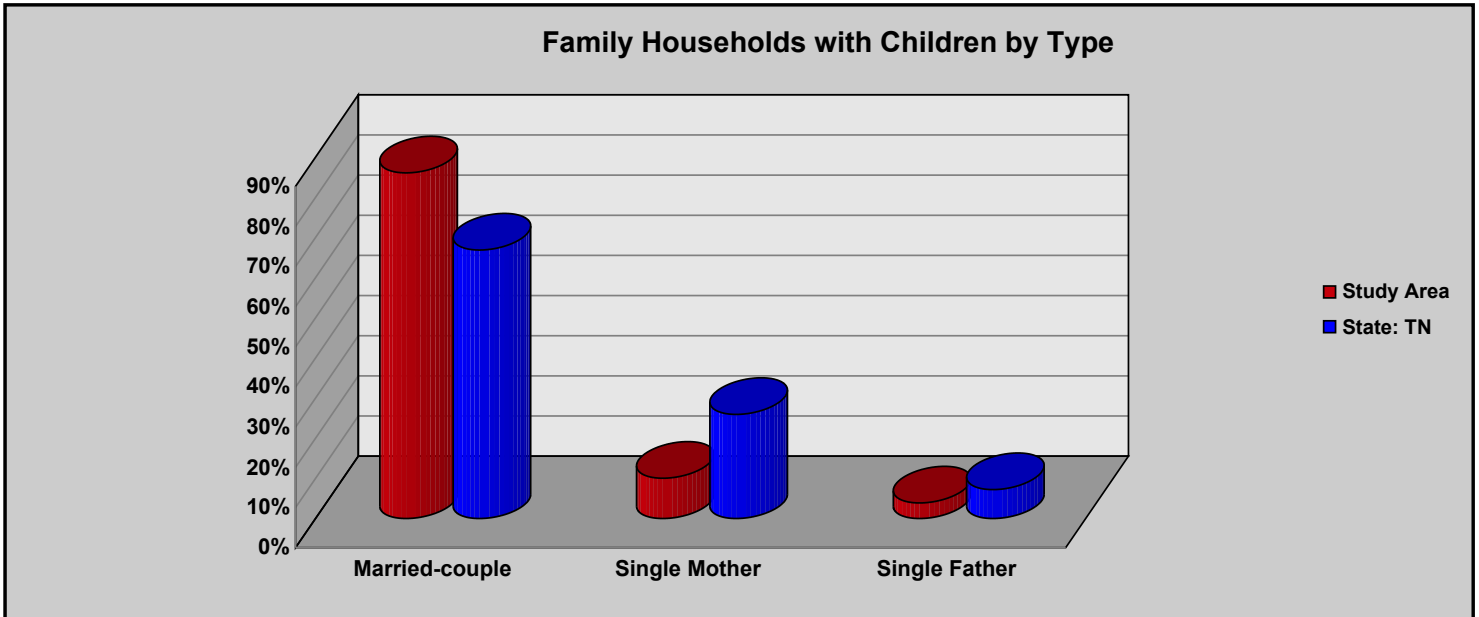
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

| Households with Children	Actual Hhlds by Year			2010 to 2018	Percent of all Hhlds by Year			2010 to 2018
	2010	2013	2018	Change	2010%	2013%	2018%	% Change
Family: Married-couple	714	755	775	61	77.3%	86.1%	86.2%	8.9%
Family: Single Mother	149	88	86	-63	16.1%	10.0%	9.6%	-6.6%
Family: Single Father	61	34	38	-23	6.6%	3.9%	4.2%	-2.4%
Total:	**924**	**877**	**899**	**-25**	**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.

Average Population Age: History and Trend

2010	2013	2018	2023
36	38	39	40

10 Year Projection: Children 0 to 17

	2013	2018	2023
5 to 17	1,212	1,237	1,192
0 to 4	451	389	355

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: 10 Year Change

0 to 4	5 to 17	18 to 24	25 to 34	35 to 54	55 to 64	65 & over
-1.8%	-1.5%	3.2%	-0.1%	-7.3%	1.2%	6.3%
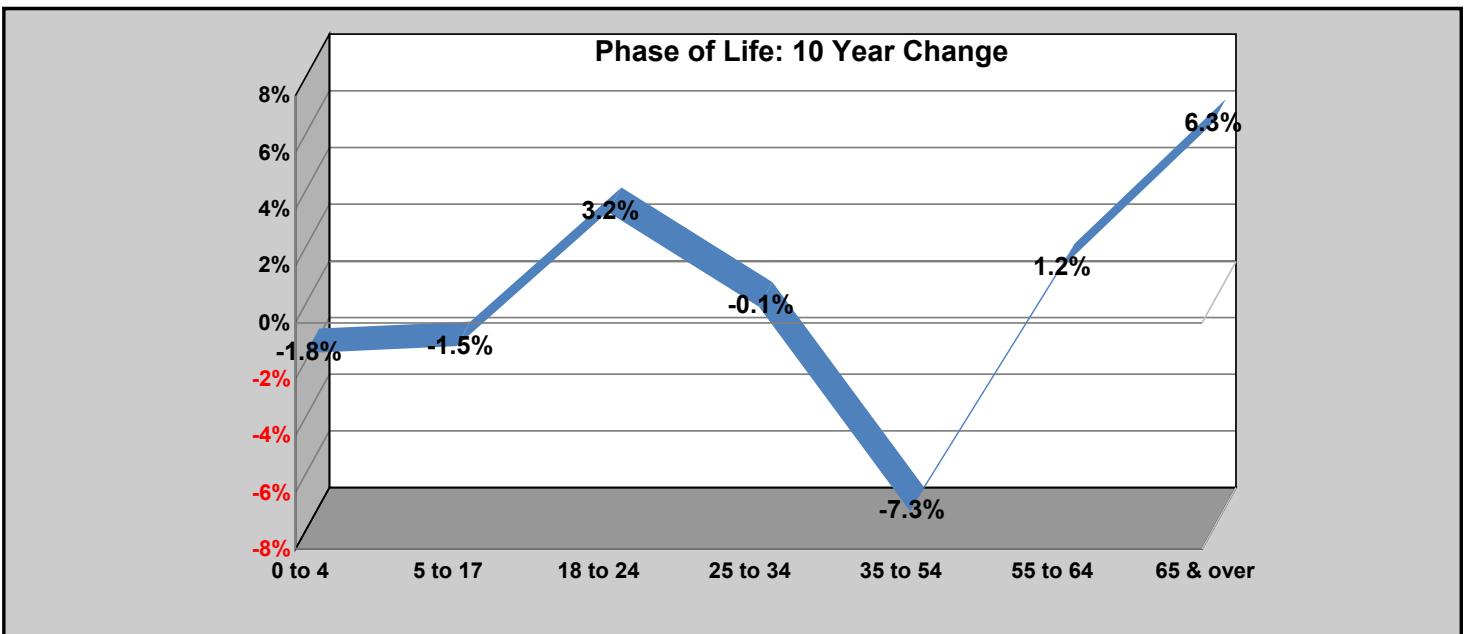
Phase of Life presents how a community changes and people age through their various life phases.

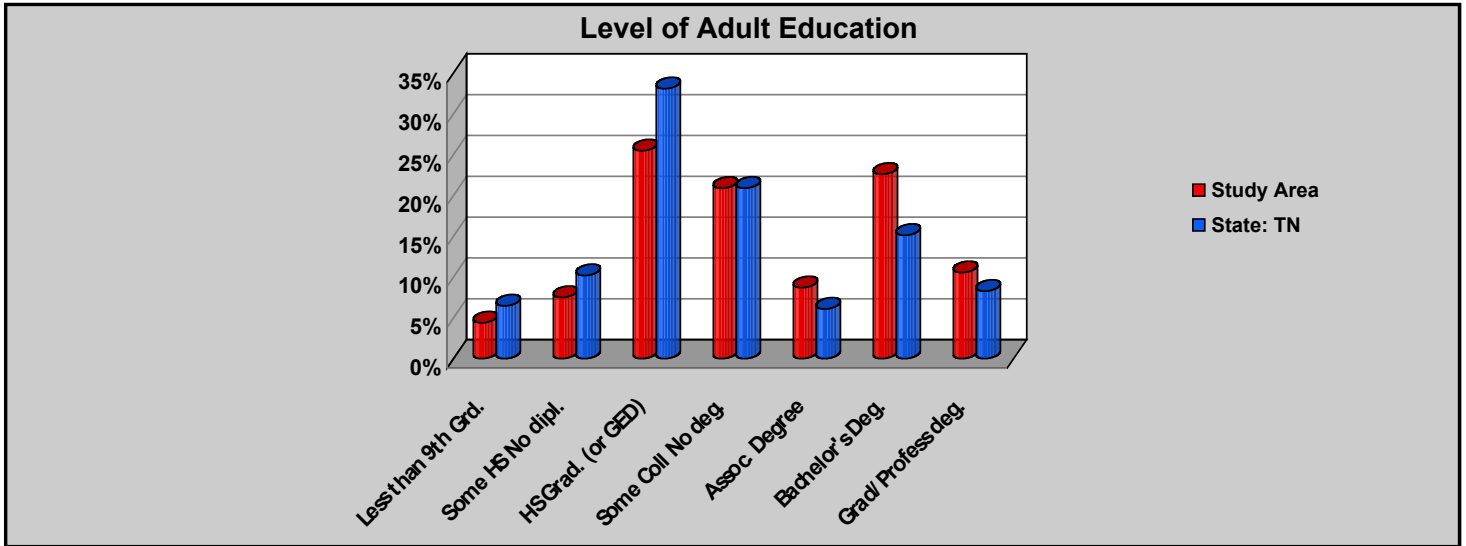| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	**2013**	**2018**	**2023**	**2010%**	**2013%**	**2018%**	**2023%**
Before Formal Schooling: 0 to 4	477	451	389	355	7.0%	6.6%	5.5%	4.8%
Required Formal Schooling: 5 to 17	1,164	1,212	1,237	1,192	17.1%	17.7%	17.5%	16.2%
College/Career Starts: 18 to 24	345	424	578	693	5.1%	6.2%	8.2%	9.4%
Singles & Young Families: 25 to 34	849	693	585	736	12.5%	10.1%	8.3%	10.0%
Families & Empty Nesters: 35 to 54	2,343	2,246	2,086	1,875	34.4%	32.8%	29.5%	25.4%
Enrichment Yrs Singles/Cpls: 55 to 64	896	976	1,110	1,141	13.1%	14.2%	15.7%	15.5%
Retirement Opportunities: 65 & over	744	849	1,078	1,380	10.9%	12.4%	15.3%	18.7%
Total:	**6,818**	**6,851**	**7,063**	**7,372**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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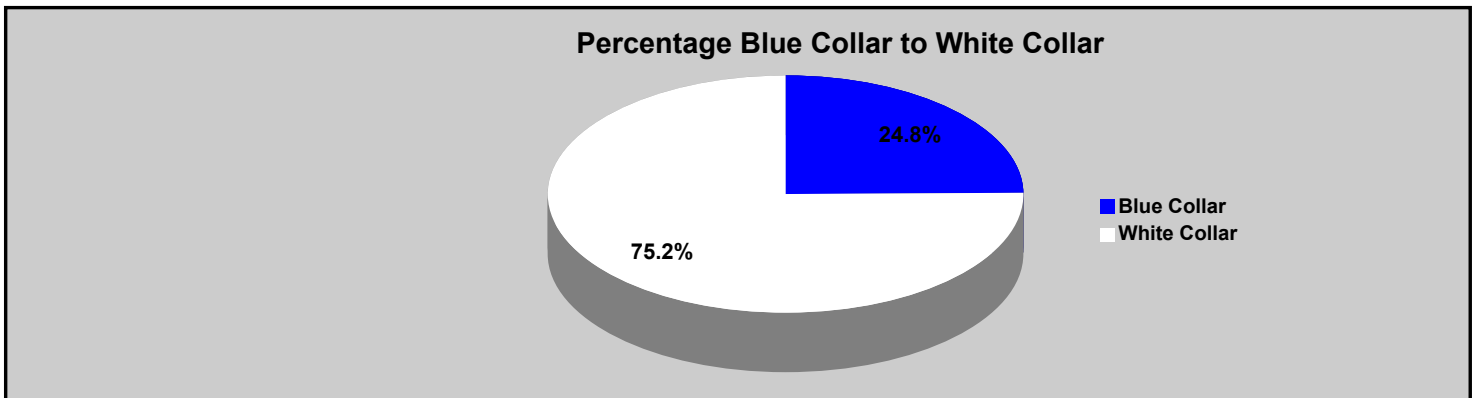
Adult Educational Attainment
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

Adult Educational Attainment Compared to the State of TN

Level of Adult Education

Categories (x-axis): Less than 9th Grd., Some HS No dipl., HS Grad. (or GED), Some Coll No deg., Assoc. Degree, Bachelor's Deg., Grad/ Profess deg.

Legend: ■ Study Area ■ State: TN

Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2013 to 2018	Percent of all Hhlds by Year		2013 to 2018
	2013	2018	Change	2013%	2018%	% Change
Less than 9th Grade	209	221	12	4.4%	4.5%	0.2%
Some High School, No diploma	357	362	5	7.5%	7.5%	0.0%
High School Graduate (or GED)	1,213	1,206	-7	25.5%	24.8%	-0.6%
Some College, No degree	994	1,055	61	20.9%	21.7%	0.9%
Associate Degree	414	424	10	8.7%	8.7%	0.0%
Bachelor's Degree	1,076	1,113	37	22.6%	22.9%	0.3%
Graduate or Professional school degree	502	477	-25	10.5%	9.8%	-0.7%
Total:	**4,765**	**4,858**	**93**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar

Blue Collar: 24.8%
White Collar: 75.2%

Legend: ■ Blue Collar ■ White Collar

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

Current Year Racial/Ethnic Percentages

1.9% 1.5% 1.3% 2.6%

92.7%

- Asian (Non-Hisp)
- Black/African American (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino
- Pac Is/Am Ind/Oth (Non-Hisp)
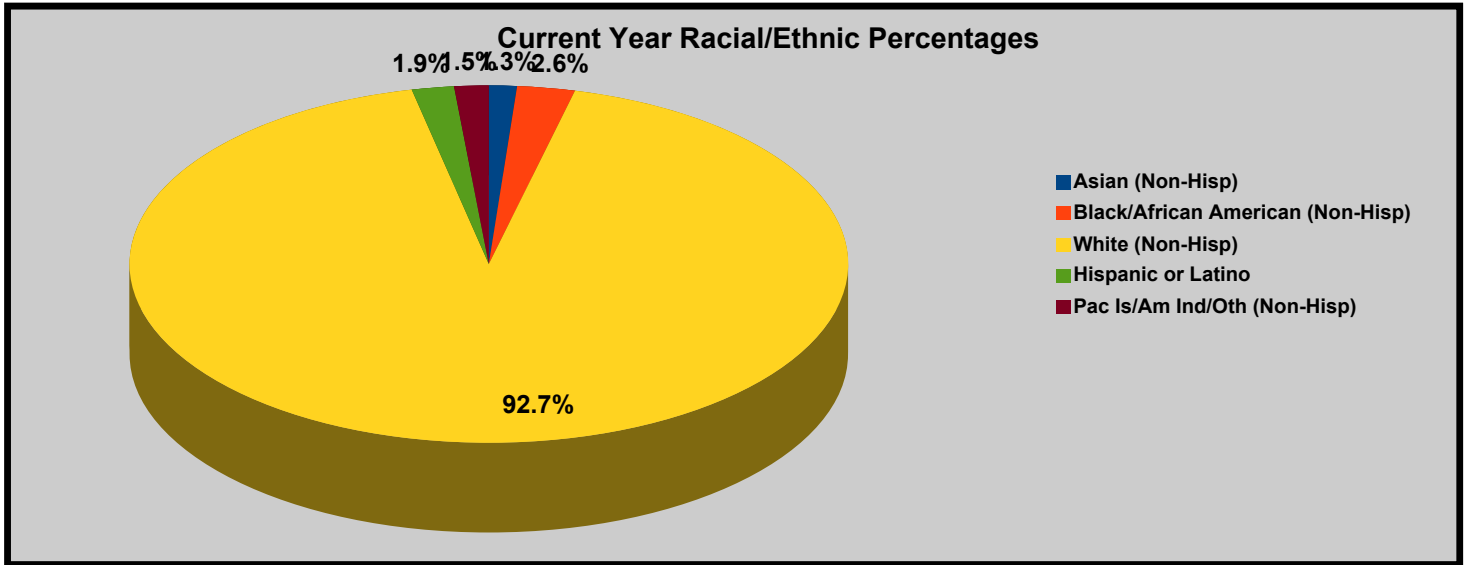
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.
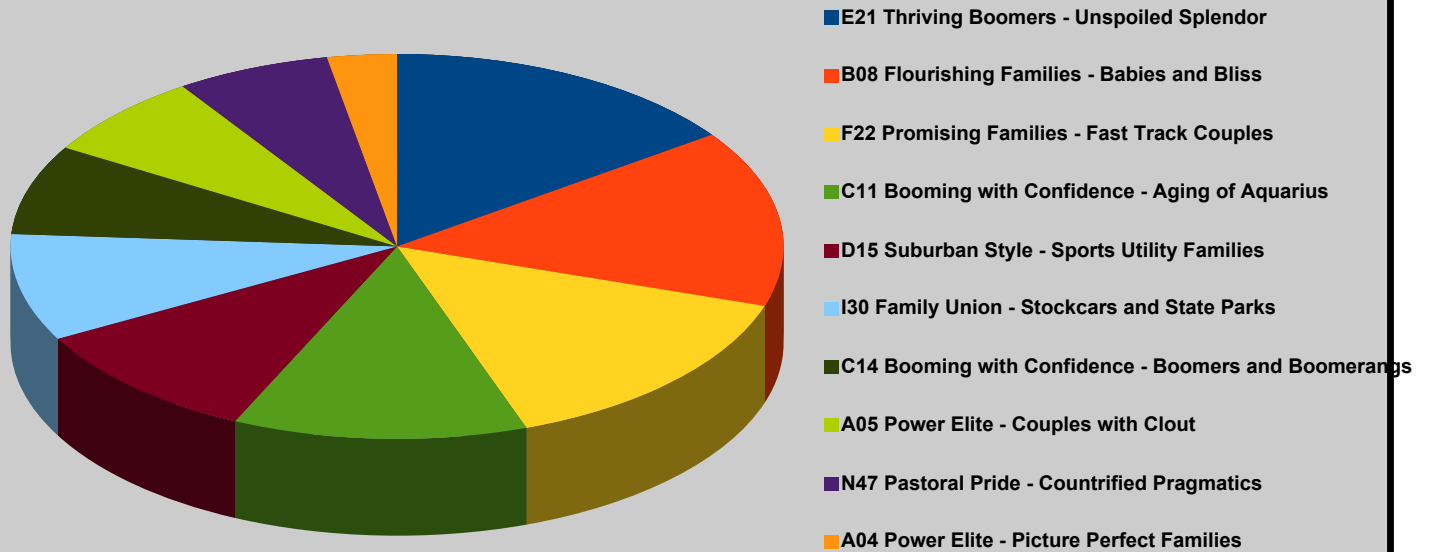
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2018	Percent of all Pop by Year			2010 to 2018
	2010	2013	2018	Change	2010%	2013%	2018%	% Change
Asian (Non-Hisp)	84	86	91	7	1.2%	1.3%	1.3%	0.1%
Black/African American (Non-Hisp)	177	178	184	7	2.6%	2.6%	2.6%	0.0%
White (Non-Hisp)	6,325	6,352	6,545	220	92.8%	92.7%	92.7%	-0.1%
Hispanic or Latino	128	130	134	6	1.9%	1.9%	1.9%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	105	106	110	5	1.5%	1.5%	1.6%	0.0%
Total:	6,819	6,852	7,064	245	100.0%	100.0%	100.0%	

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

- ■ E21 Thriving Boomers - Unspoiled Splendor
- ■ B08 Flourishing Families - Babies and Bliss
- ■ F22 Promising Families - Fast Track Couples
- ■ C11 Booming with Confidence - Aging of Aquarius
- ■ D15 Suburban Style - Sports Utility Families
- ■ I30 Family Union - Stockcars and State Parks
- ■ C14 Booming with Confidence - Boomers and Boomerangs
- ■ A05 Power Elite - Couples with Clout
- ■ N47 Pastoral Pride - Countrified Pragmatics
- ■ A04 Power Elite - Picture Perfect Families

| Mosaic	Study Area		State		Comparative Index
E21 Thriving Boomers - Unspoiled Splendor	343	13.3%	130,363	5.1%	260
B08 Flourishing Families - Babies and Bliss	337	13.1%	37,334	1.5%	891
F22 Promising Families - Fast Track Couples	330	12.8%	34,529	1.4%	944
C11 Booming with Confidence - Aging of Aquarius	279	10.9%	68,059	2.7%	405
D15 Suburban Style - Sports Utility Families	230	8.9%	72,812	2.9%	312
I30 Family Union - Stockcars and State Parks	204	7.9%	60,178	2.4%	335
C14 Booming with Confidence - Boomers and Boomerang	171	6.7%	30,931	1.2%	546
A05 Power Elite - Couples with Clout	160	6.2%	18,757	0.7%	842
N47 Pastoral Pride - Countrified Pragmatics	146	5.7%	84,935	3.3%	170
A04 Power Elite - Picture Perfect Families	66	2.6%	24,310	1.0%	268
	2,266		**562,208**		

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

Average Household Income Trends
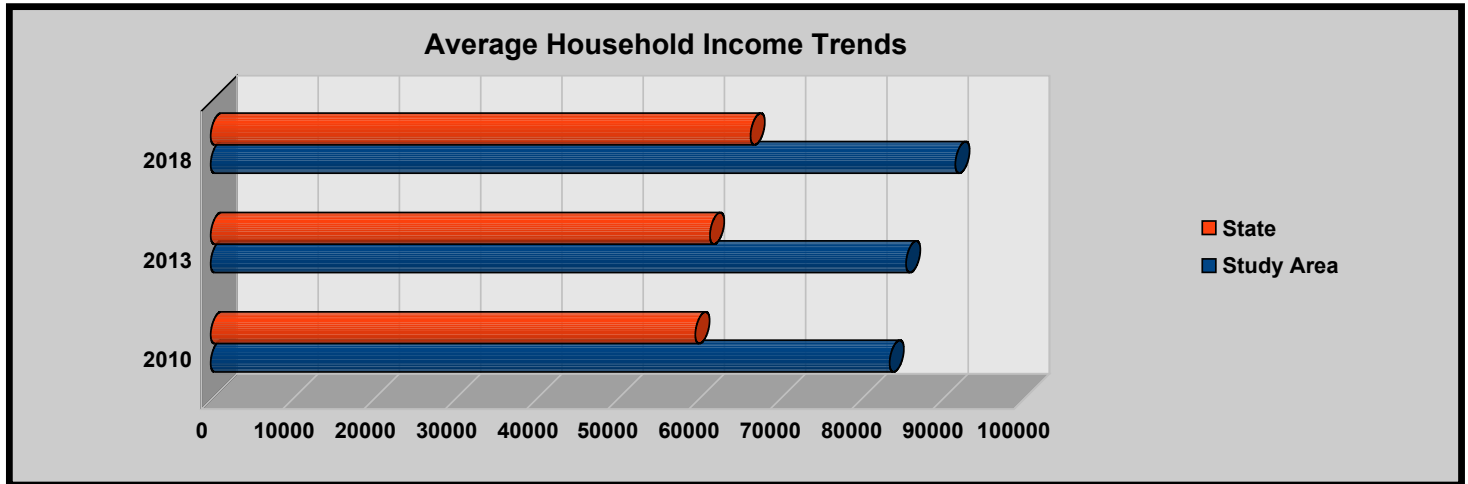
Income Trends: Households and Families				2010 to 2018 Change
	2010	2013	2018	
Average Household Income	83,557	85,585	91,647	8,090
Median Household Income	71,749	71,985	76,602	4,853
Per Capita Income	31,345	32,088	34,373	3028
Median Family Income		82,131	82,514	82,514

Poverty

Percentage of Families Below Poverty Line: CurrentYear
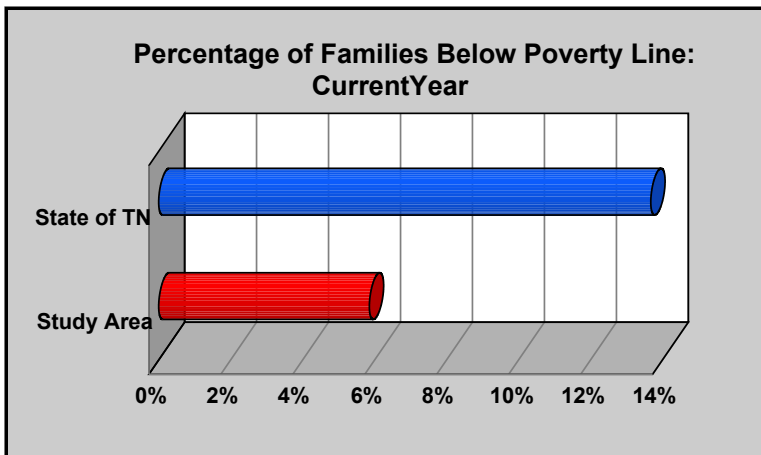
Poverty Level	Pop	Area % Pop	TN % Pop
Above poverty level	1,833	94.1%	86.3%
Below poverty level	114	5.9%	13.7%
	1,947	100.0%	100.0%

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 TN	Comparative Index*
Conservative Evangelical Christian	39.2	38	103
Consider Myself A Spiritual Person	43.8	45	97
Enjoy Watching Religious TV Programs	14.7	19	77
Important to Attend Religious Services	18.8	19	99
My Faith Is Really Important To Me	13.1	17	77

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.

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.

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.

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.