

The QuickInsite Report

Prepared for: Local Church Ministries of the Natl Office UCC (United Church of Christ)
Study area: 5 mi Around 4515 16th Avenue Northeast, Seattle, Washington
98105, United States

Base State: WA
Current Year Estimate: 2021
5 Year Projection: 2026
10 Year Forecast: 2031
Date: 11/10/2021
Semi-Annual Projection: Summer

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.

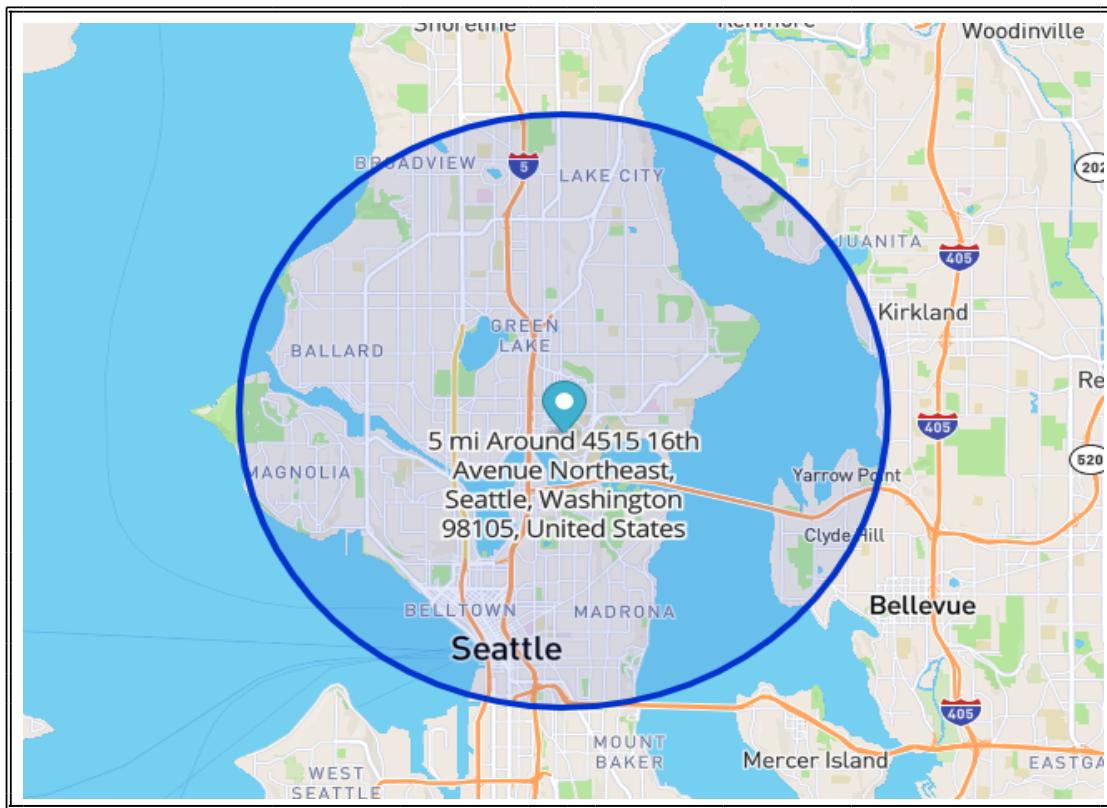
Two Sections

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><small>(See Population and Families Theme)</small></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><small>(See Age Theme)</small></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><small>(See Population and Families Theme)</small></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><small>(See Education and Career Status Theme)</small></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><small>(See Community Diversity Theme)</small></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><small>(See Financial Resources Theme)</small></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><small>(See Financial Resources Theme)</small></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><small>(See Education and Career Status Theme)</small></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><small>(See Community Diversity Theme)</small></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

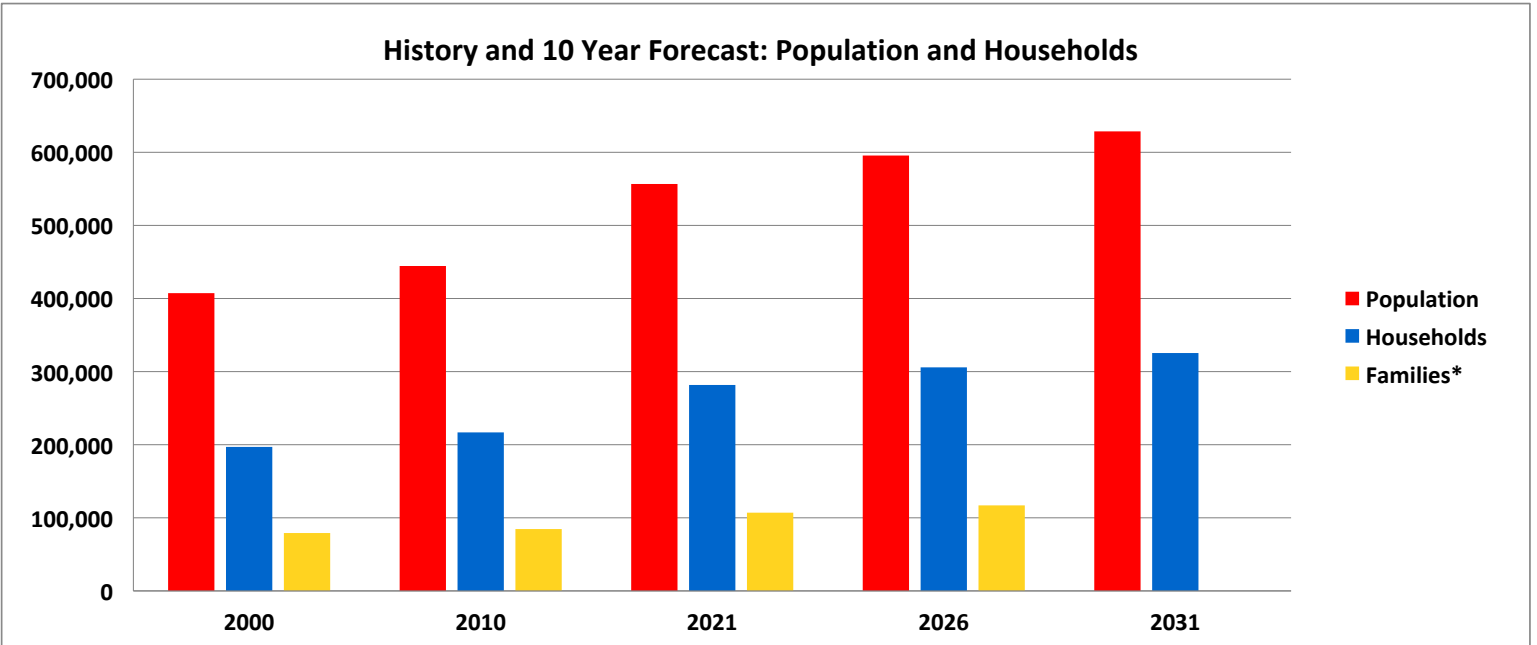
Study area: 5 mi Around 4515 16th Avenue Northeast, Seattle, Washington 98105, United

Date: 11/10/2021

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



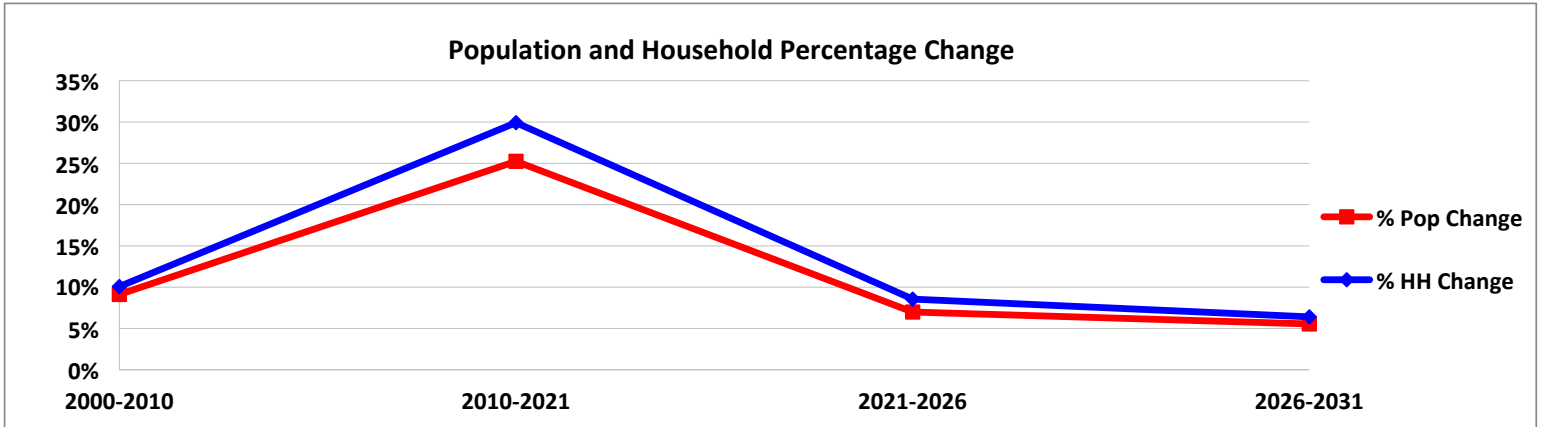
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2021	2026	2031
Population	407,333	444,471	556,668	595,584	628,626
Population Change		37,138	112,197	38,916	33,042
Percent Change		9.1%	25.2%	7.0%	5.5%
Households	196,984	216,832	281,718	305,820	325,408
Households Change		19,848	64,886	24,102	0
Percent Change		10.1%	29.9%	8.6%	0.0%
Population / Households	2.07	2.05	1.98	1.95	1.93
Population / Households Change		-0.02	-0.07	-0.03	-0.02
Percent Change		-0.9%	-3.6%	-1.4%	-0.8%
Family Households	79,175	84,616	107,016	116,994	
Family Households Change		5,441	22,400	9,978	
Percent Change		6.9%	26.5%	9.3%	

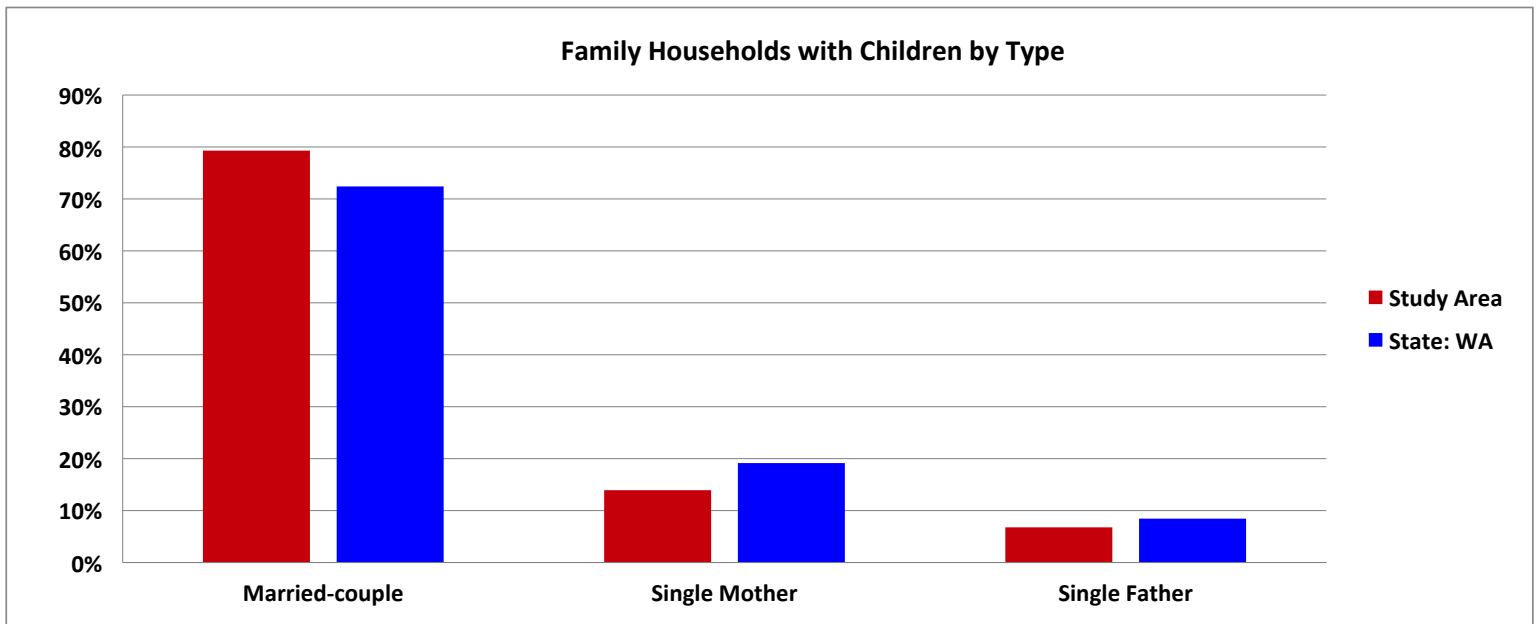
Population and Households Theme

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.



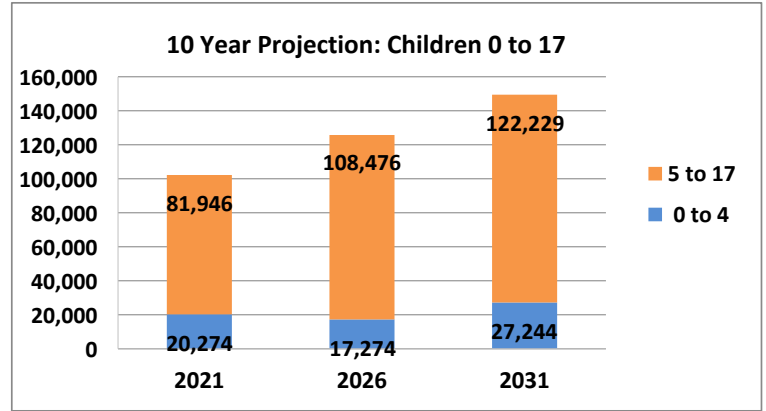
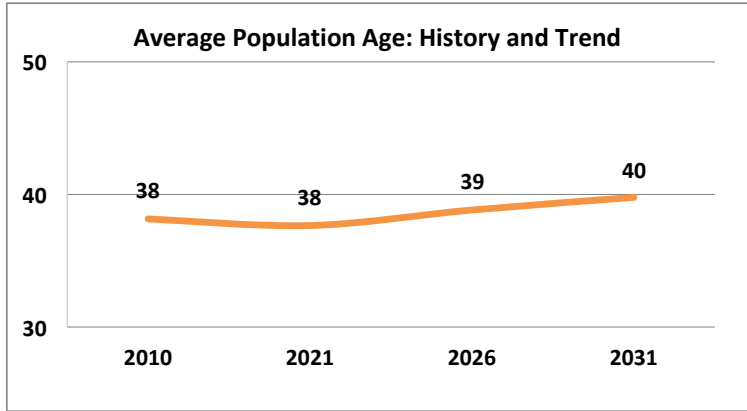
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2026 Change	Percent of all Hhlds by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Family: Married-couple	26,757	34,519	36,732	9,975	74.1%	79.3%	78.8%	4.7%
Family: Single Mother	6,832	6,063	6,547	-285	18.9%	13.9%	14.0%	-4.9%
Family: Single Father	2,502	2,948	3,339	837	6.9%	6.8%	7.2%	0.2%
Total:	36,091	43,530	46,618	10,527	100.0%	100.0%	100.0%	

Age Theme

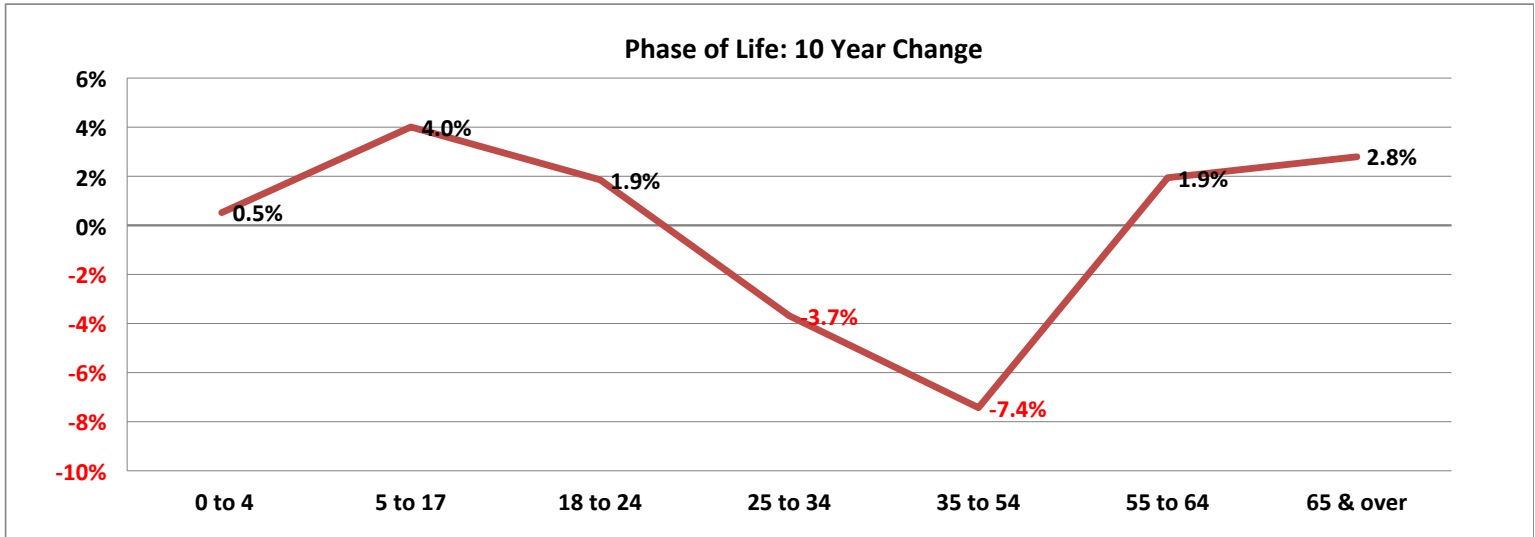
10 Year Average Age and Children 0 to 17 Trends

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	2021	2026	2031	2010%	2021%	2026%	2031%
Before Formal Schooling: 0 to 4	20,759	20,274	17,274	27,244	4.7%	3.8%	3.0%	4.3%
Required Formal Schooling: 5 to 17	39,186	81,946	108,476	122,229	8.8%	15.3%	18.8%	19.3%
College/Career Starts: 18 to 24	59,745	47,547	52,751	67,953	13.4%	8.9%	9.1%	10.7%
Singles & Young Families: 25 to 34	99,846	54,080	35,748	40,601	22.5%	10.1%	6.2%	6.4%
Families & Empty Nesters: 35 to 54	128,035	190,488	197,202	178,152	28.8%	35.6%	34.2%	28.2%
Enrichment Yrs Singles/Cpls: 55 to 64	50,529	61,340	70,197	84,782	11.4%	11.5%	12.2%	13.4%
Retirement Opportunities: 65 & over	46,371	79,702	95,786	111,888	10.4%	14.9%	16.6%	17.7%
Total:	444,471	535,377	577,434	632,849	100.0%	100.0%	100.0%	100.0%

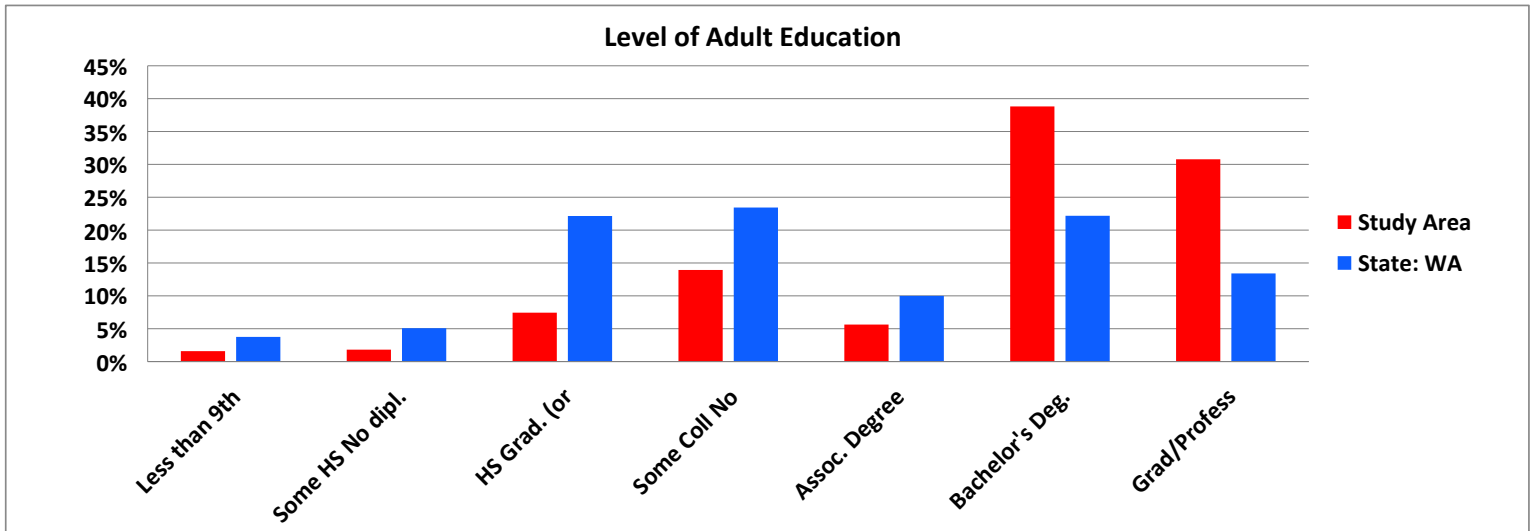
Education and Career Status Theme

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

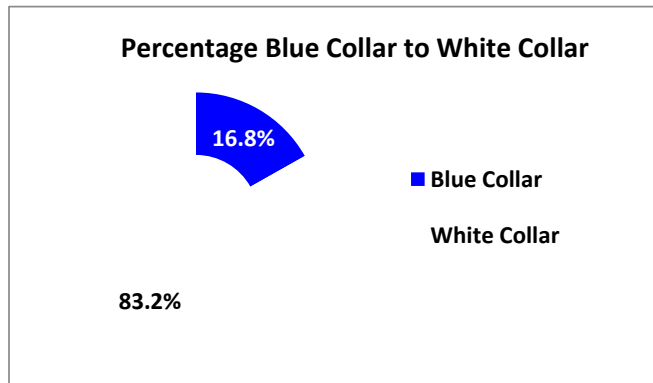
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of WA



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2021 to 2026 Change	Percent of all Hhlds by Year		2021 to 2026 % Change
	2021	2026		2021%	2026%	
Less than 9th Grade	6,123	6,386	263	1.6%	1.6%	0.0%
Some High School, No diploma	6,996	7,173	177	1.8%	1.8%	0.0%
High School Graduate (or GED)	28,690	29,151	461	7.4%	7.3%	-0.1%
Some College, No degree	53,743	54,438	695	13.9%	13.6%	-0.3%
Associate Degree	21,715	21,934	219	5.6%	5.5%	-0.1%
Bachelor's Degree	149,675	152,946	3,271	38.8%	38.3%	-0.5%
Graduate or Professional school degree	118,670	126,920	8,250	30.8%	31.8%	1.0%
Total:	385,612	398,948	13,336	100.0%	100.0%	

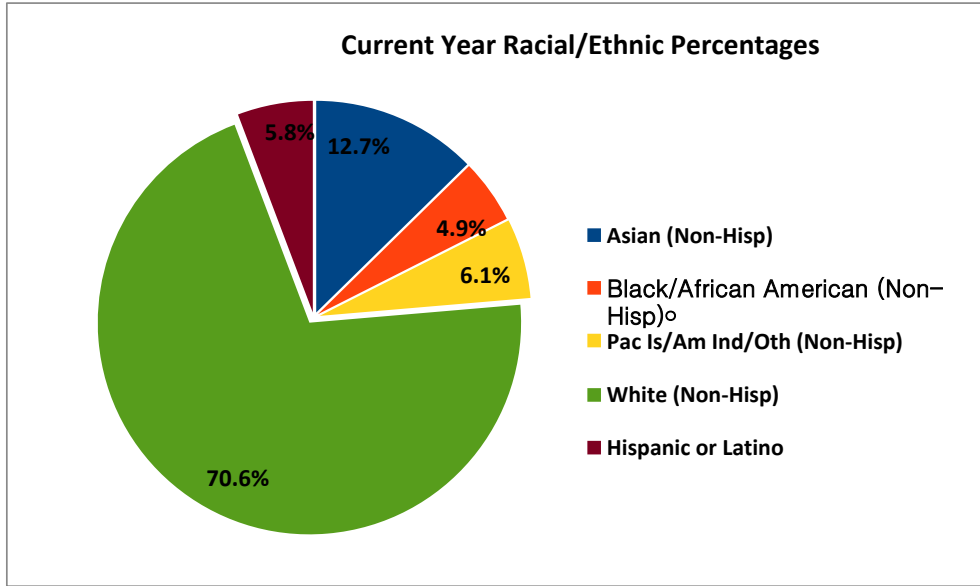
Career Types: Blue Collar and White Collar



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.

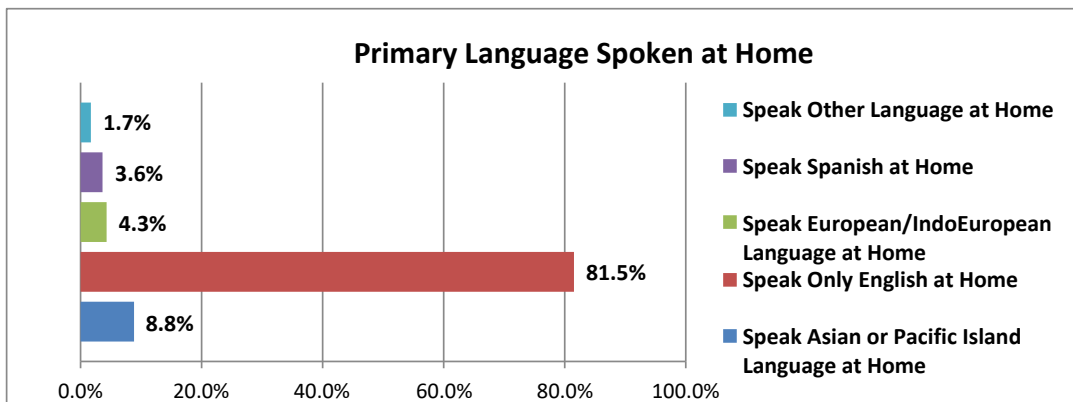
Study Area Racial and Ethnic Diversity



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

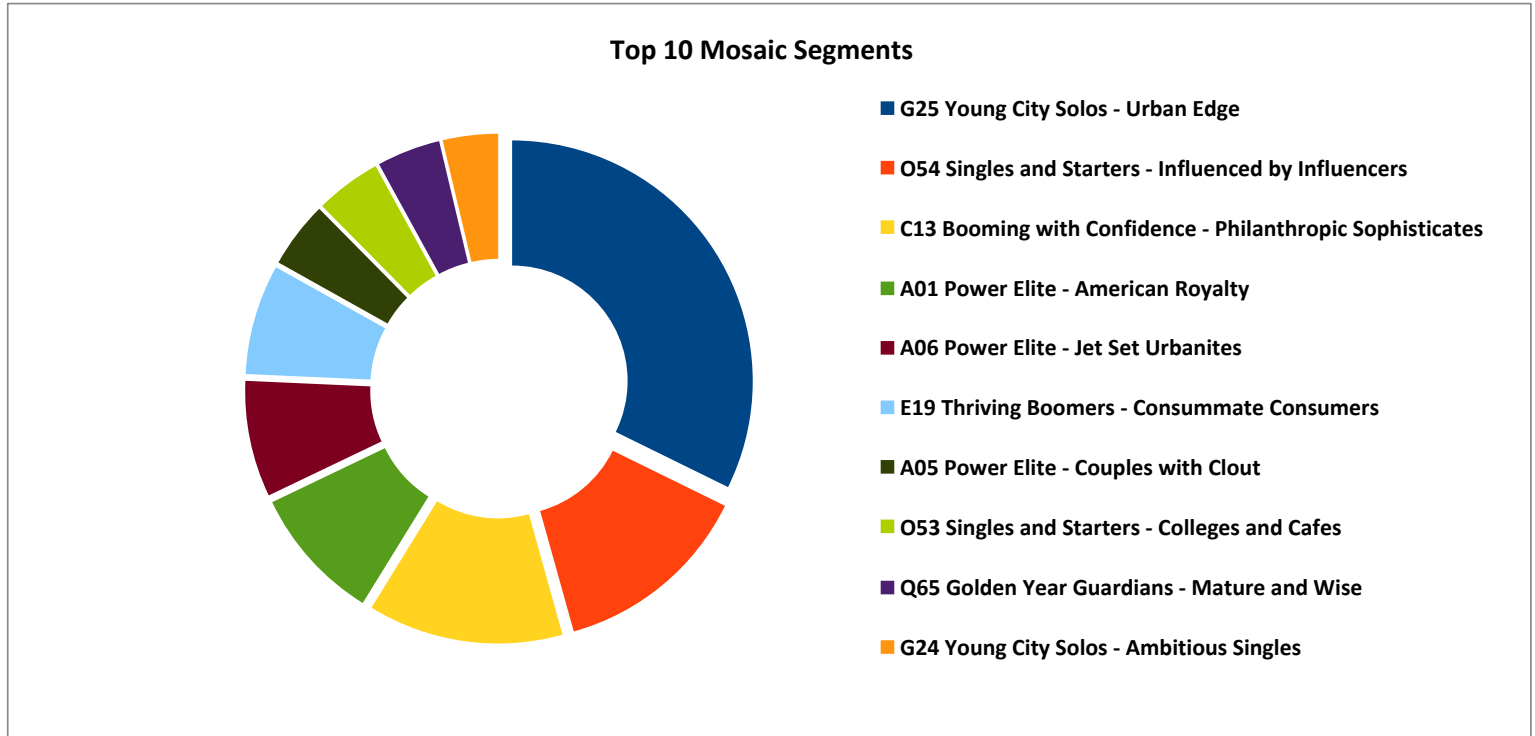
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2026 Change	Percent of all Pop by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Asian (Non-Hisp)	46,221	70,446	78,524	32,303	10.4%	12.7%	13.2%	2.8%
Black/African American (Non-Hisp)	22,835	27,264	29,707	6,872	5.1%	4.9%	5.0%	-0.1%
White (Non-Hisp)	327,023	393,004	415,627	88,604	73.6%	70.6%	69.8%	-3.8%
Hispanic or Latino	24,807	32,031	34,959	10,152	5.6%	5.8%	5.9%	0.3%
Pac Is/Am Ind/Oth (Non-Hisp)	23,584	33,922	36,768	13,184	5.3%	6.1%	6.2%	0.9%
Total:	444,470	556,667	595,585	151,115	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.



Mosaic	Study Area	State	Comparative Index		
G25 Young City Solos - Urban Edge	78,201	27.8%	100,208	3.3%	838
O54 Singles and Starters - Influenced by Influencers	32,471	11.5%	136,984	4.5%	254
C13 Booming with Confidence - Philanthropic Sophisticates	31,839	11.3%	140,321	4.6%	244
A01 Power Elite - American Royalty	22,025	7.8%	81,364	2.7%	291
A06 Power Elite - Jet Set Urbanites	18,943	6.7%	26,773	0.9%	759
E19 Thriving Boomers - Consummate Consumers	17,953	6.4%	52,754	1.7%	365
A05 Power Elite - Couples with Clout	10,846	3.8%	52,262	1.7%	223
O53 Singles and Starters - Colleges and Cafes	10,726	3.8%	33,973	1.1%	339
Q65 Golden Year Guardians - Mature and Wise	10,350	3.7%	91,235	3.0%	122
G24 Young City Solos - Ambitious Singles	8,994	3.2%	42,643	1.4%	226
	242,348		758,517		

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:

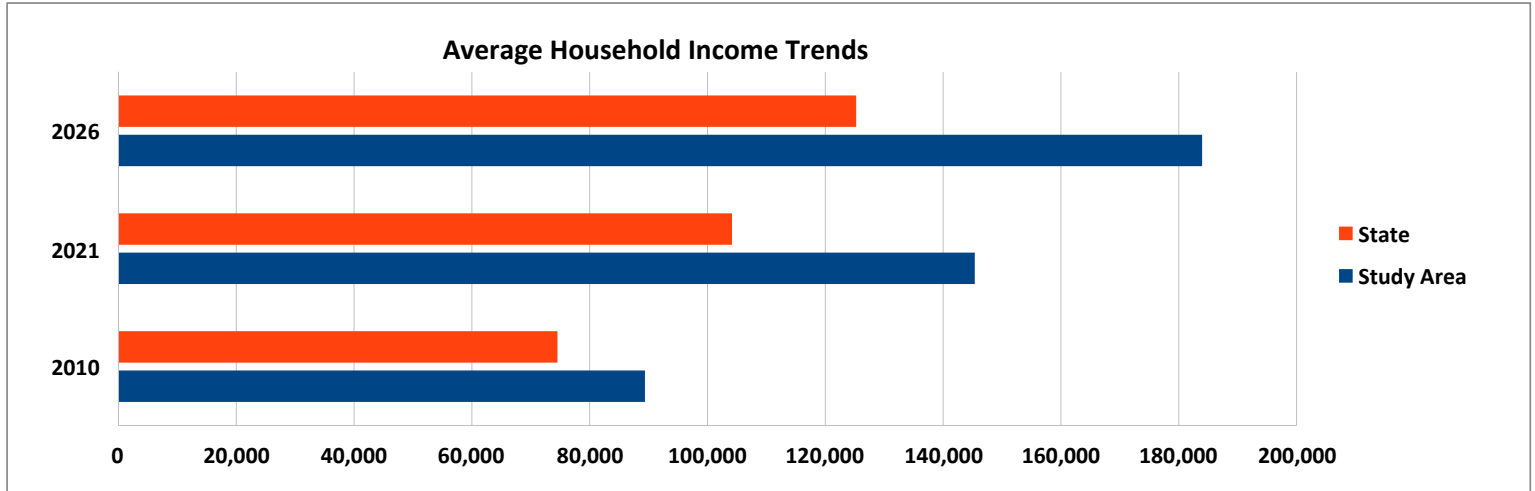
[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

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.

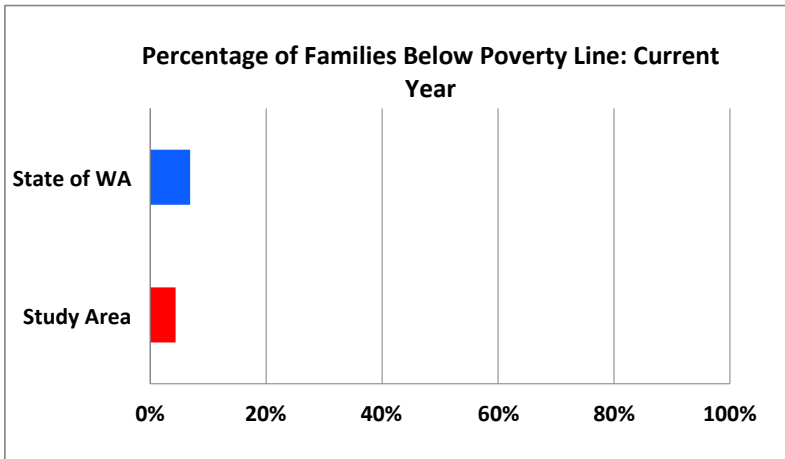
Household Income



Income Trends: Households and Families

	2010	2021	2026	2010 to 2026 Change
Average Household Income	89,379	145,373	183,966	94,586
Median Household Income	62,115	105,462	144,289	82,174
Per Capita Income	43,603	73,570	94,463	50,859
Median Family Income		146,555	144,825	1,730

Poverty



Poverty Level	Pop	Area % Pop	WA % Pop
Above poverty level	102,334	95.6%	93.1%
Below poverty level	4,682	4.4%	6.9%
Total	107,016	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 QuickInsight 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 MissionInsight website.

[Download QuickInsight 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 MissionInsight at misupport@missioninsight.com.