

The QuickInsite Report

Prepared for: Texas Conference of Seventh-day Adventists
Study area: 5.5 mi Around 2390 West Sam Houston Parkway North, Houston, Texas 77043, United States

Base State: TX
Current Year Estimate: 2023
5 Year Projection: 2028
10 Year Forecast: 2033
Date: 10/2/2023
Semi-Annual Projection: Spring

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 primary demographic variables and Mosaic segments.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The ExecutiveInsite report or custom reports can give a more comprehensive view of an area's demographics. The MinistryInsite or ReligiousInsite reports can provide a view of its beliefs and preferences.

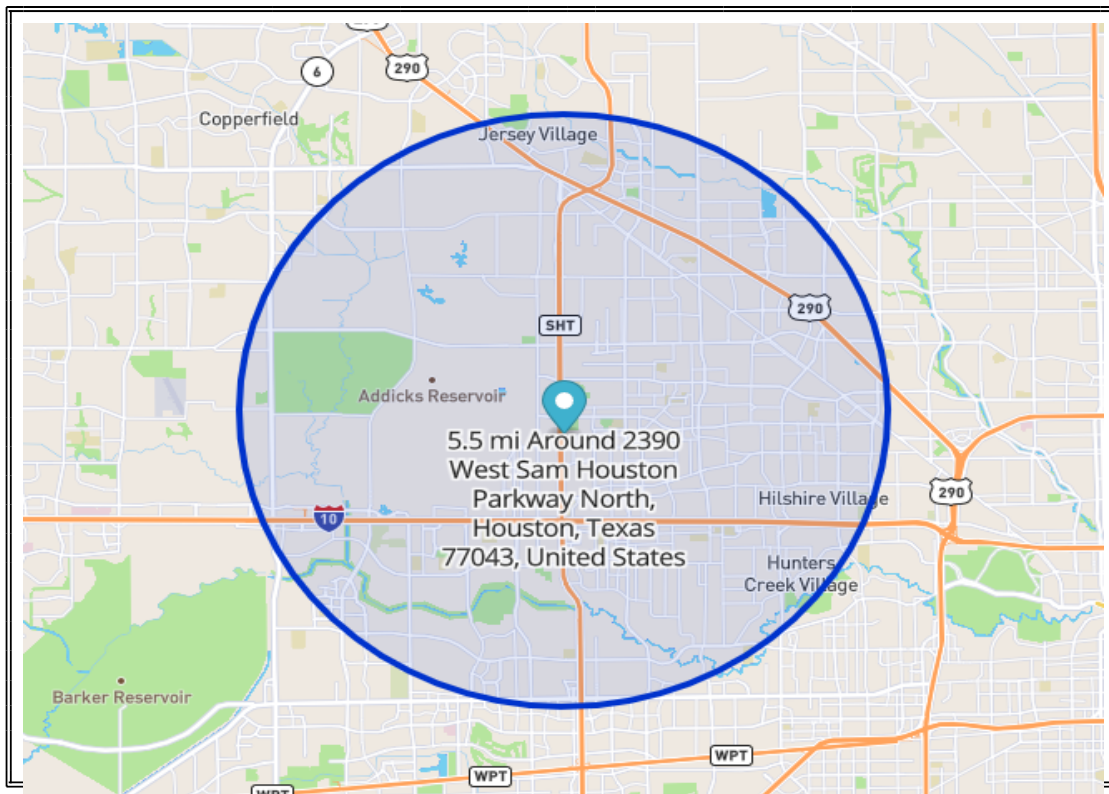
Two Sections

Two reports are provided on the following pages.

- The StoryView section presents 9 key demographic indicators of your study area.
- The ThemeView section presents greater detail about those indicators organized by 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

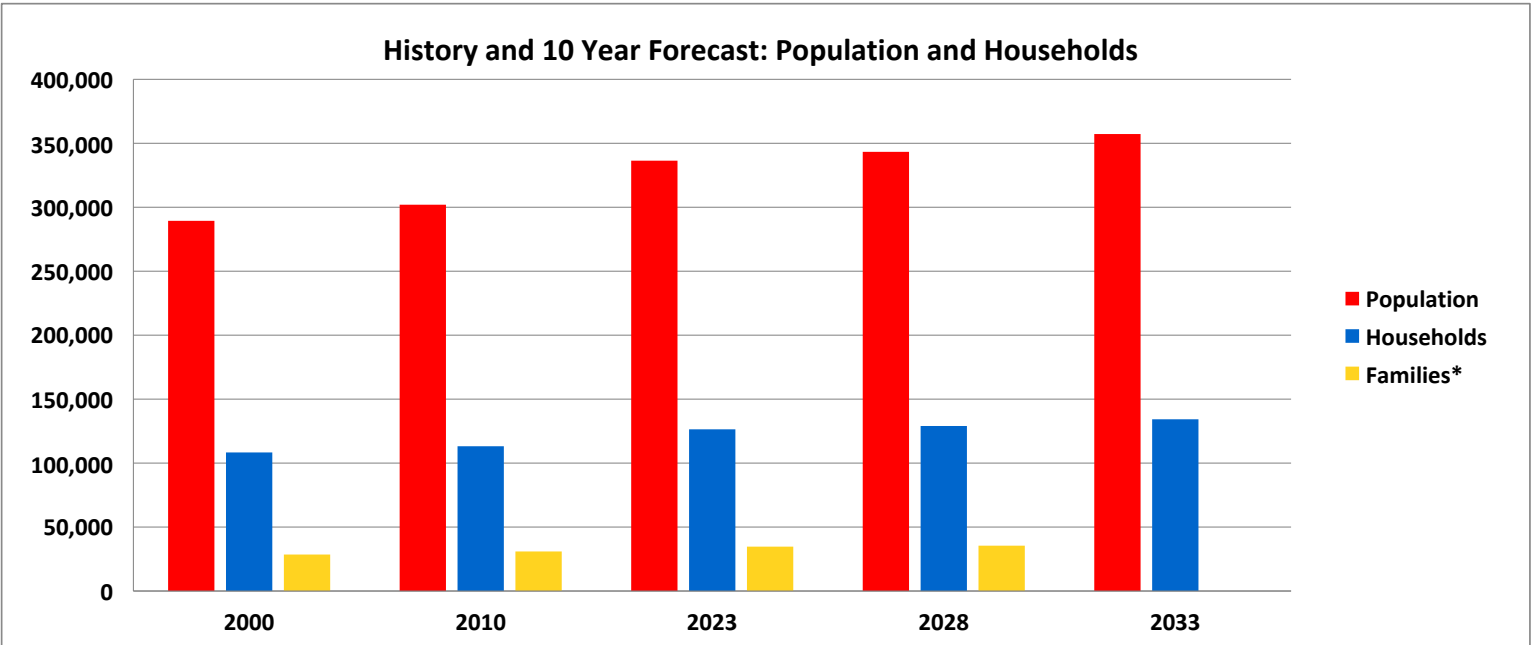
Study area: 5.5 mi Around 2390 West Sam Houston Parkway North, Houston, Texas 77043

Date: 10/2/2023

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

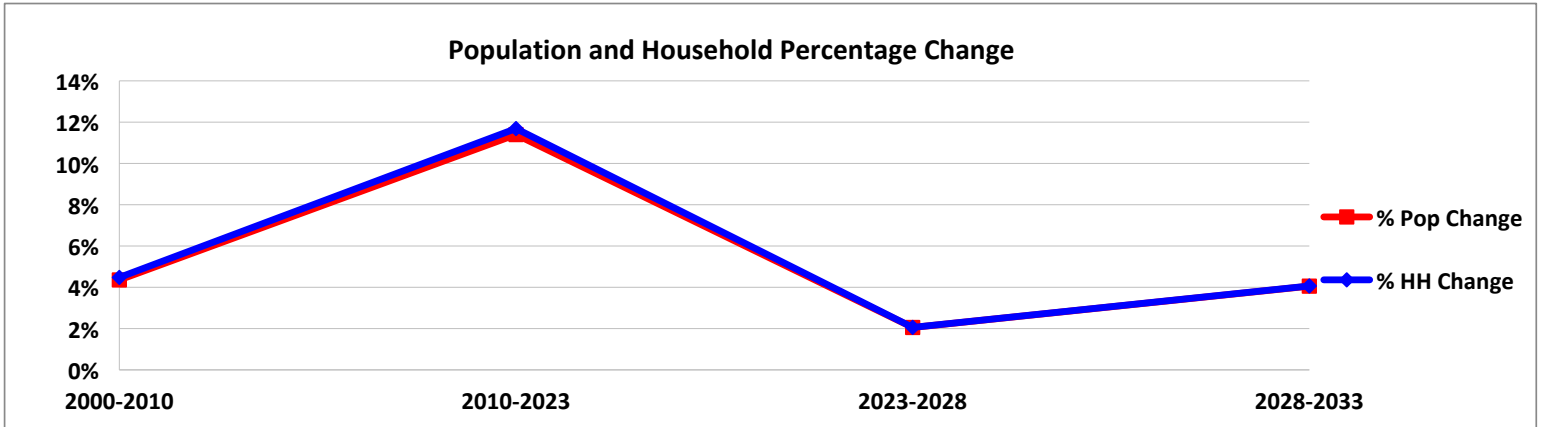


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2023	2028	2033
Population	289,375	301,978	336,396	343,303	357,224
Population Change		12,603	34,418	6,907	13,921
Percent Change		4.4%	11.4%	2.1%	4.1%
Households	108,320	113,170	126,398	128,999	134,242
Households Change		4,850	13,228	2,601	5,243
Percent Change		4.5%	11.7%	2.1%	4.1%
Population / Households	2.67	2.67	2.66	2.66	2.66
Population / Households Change		-0.00	-0.01	-0.00	-0.00
Percent Change		-0.1%	-0.3%	0.0%	0.0%
Family Households	28,522	30,920	34,691	35,441	
Family Households Change		2,398	3,771	750	
Percent Change		8.4%	12.2%	2.2%	

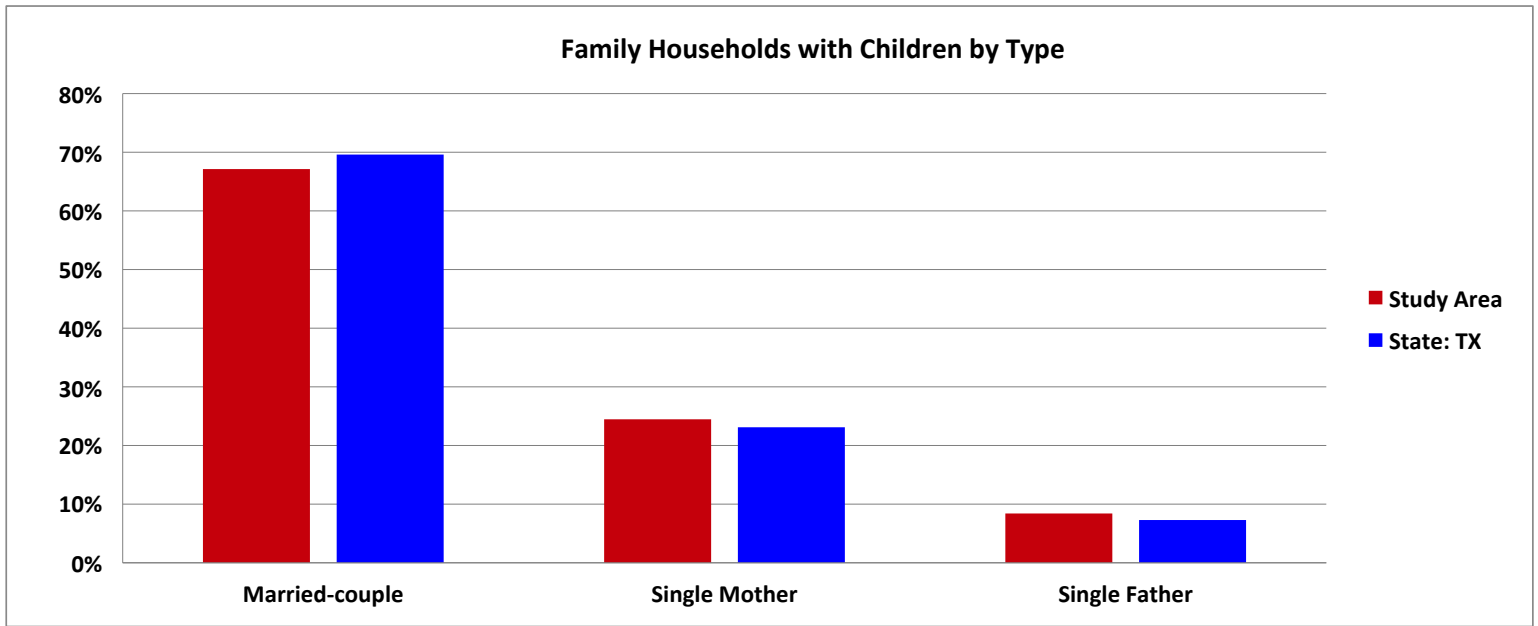
Population and Households Theme

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.



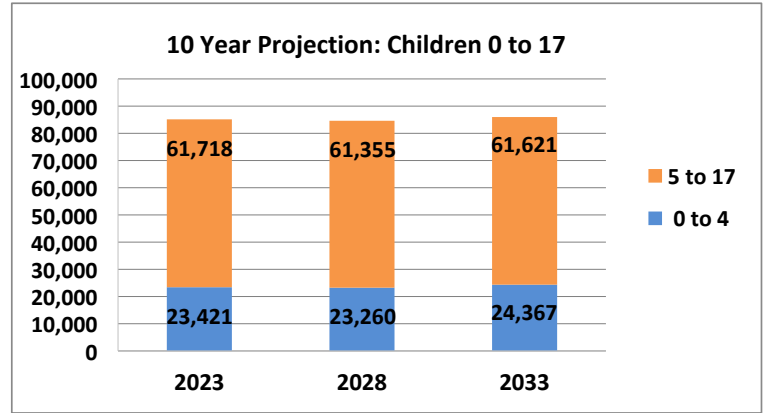
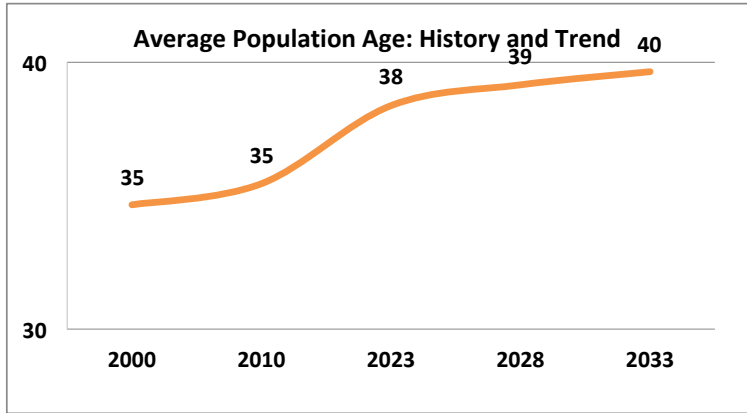
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2028 Change	Percent of all Hhlds by Year			2010 to 2028 % Change
	2010	2023	2028		2010%	2023%	2028%	
Family: Married-couple	27,305	26,440	26,174	-1,131	67.8%	67.1%	66.1%	-1.7%
Family: Single Mother	9,453	9,636	9,927	474	23.5%	24.5%	25.1%	1.6%
Family: Single Father	3,511	3,311	3,521	10	8.7%	8.4%	8.9%	0.2%
Total:	40,269	39,387	39,622	-647	100.0%	100.0%	100.0%	

Age Theme

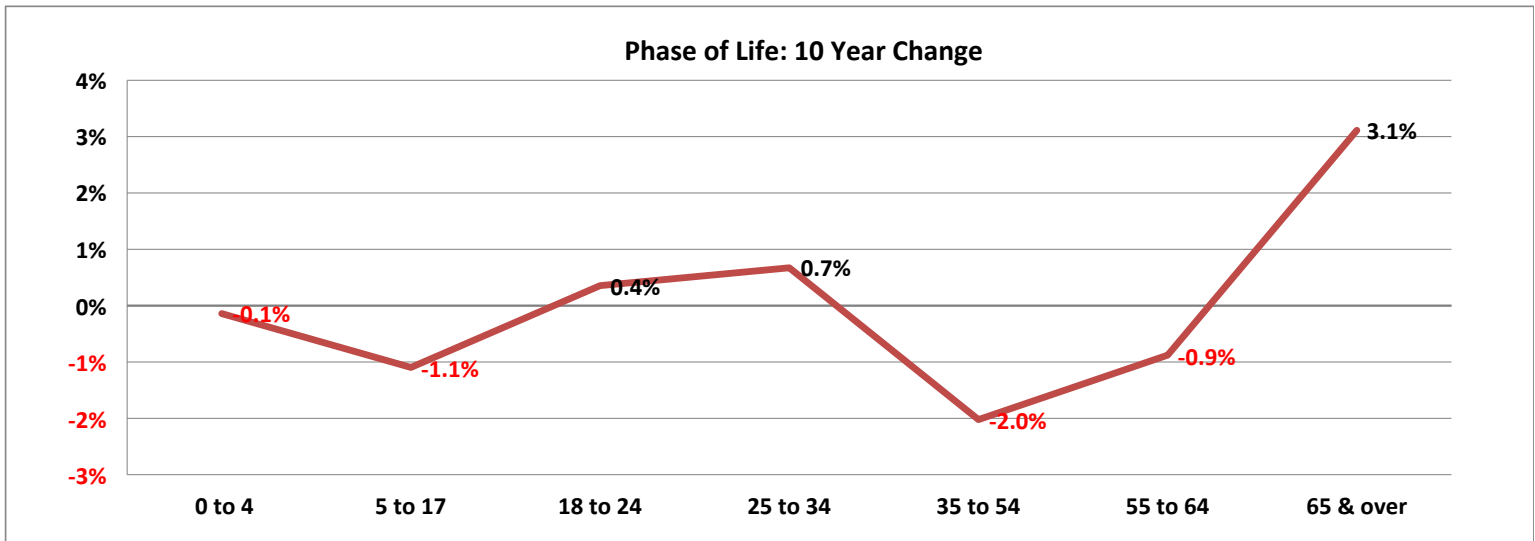
10 Year Average Age and Children 0 to 17 Trends

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	2023	2028	2033	2010%	2023%	2028%	2033%
Before Formal Schooling: 0 to 4	23,240	23,421	23,260	24,367	7.7%	7.0%	6.8%	6.8%
Required Formal Schooling: 5 to 17	55,431	61,718	61,355	61,621	18.4%	18.3%	17.9%	17.2%
College/Career Starts: 18 to 24	27,033	30,779	31,837	33,954	9.0%	9.1%	9.3%	9.5%
Singles & Young Families: 25 to 34	45,942	40,341	42,466	45,239	15.2%	12.0%	12.4%	12.7%
Families & Empty Nesters: 35 to 54	85,040	85,258	82,742	83,311	28.2%	25.3%	24.1%	23.3%
Enrichment Yrs Singles/Cpls: 55 to 64	33,183	41,040	39,767	40,442	11.0%	12.2%	11.6%	11.3%
Retirement Opportunities: 65 & over	32,111	53,840	61,877	68,291	10.6%	16.0%	18.0%	19.1%
Total:	301,980	336,397	343,304	357,225	100.0%	100.0%	100.0%	100.0%

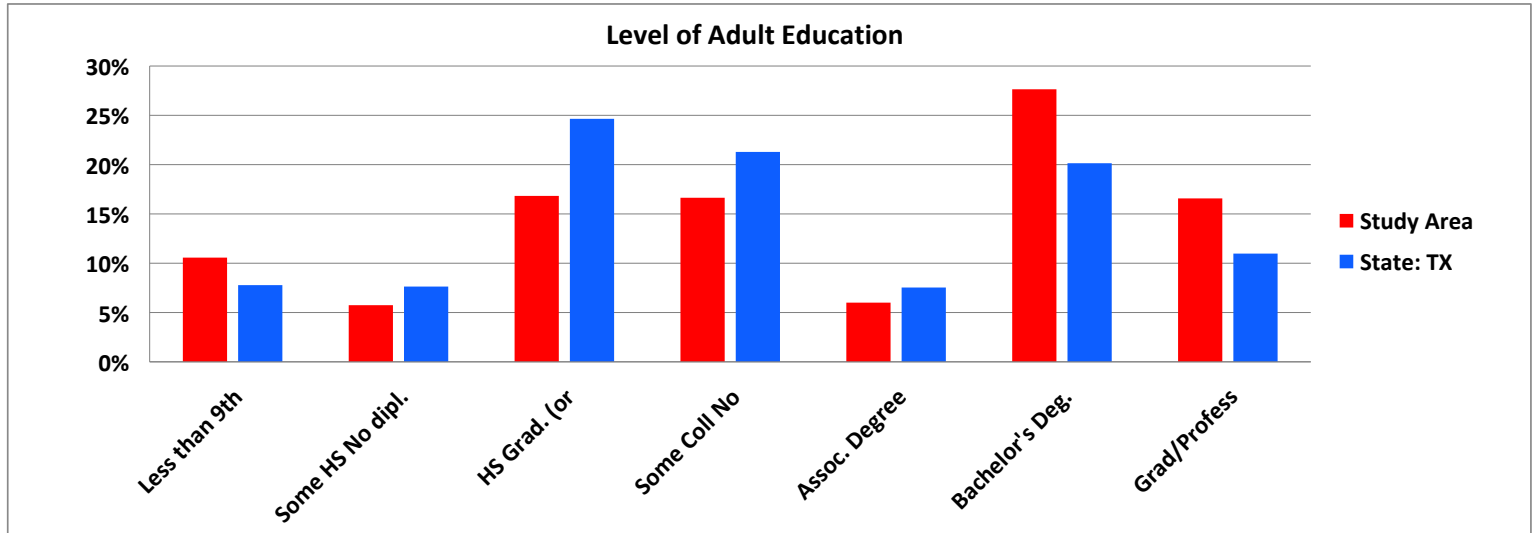
Education and Career Status Theme

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

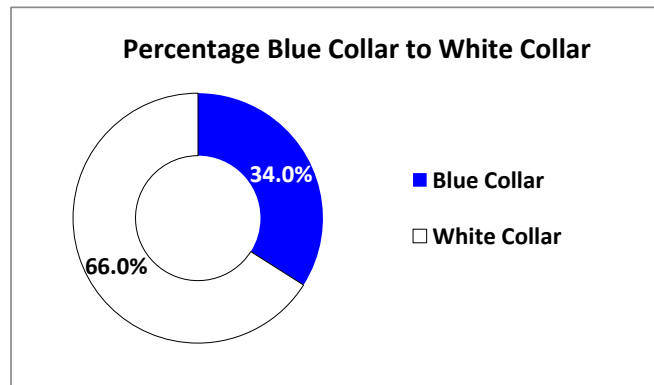
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of TX



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2023 to 2028 Change	Percent of all Hhlds by Year		2023 to 2028 % Change
	2023	2028		2023%	2028%	
Less than 9th Grade	23,303	24,464	1,161	10.6%	10.8%	0.2%
Some High School, No diploma	12,666	12,971	305	5.7%	5.7%	0.0%
High School Graduate (or GED)	37,102	38,009	907	16.8%	16.8%	-0.1%
Some College, No degree	36,687	36,709	22	16.6%	16.2%	-0.5%
Associate Degree	13,235	13,823	588	6.0%	6.1%	0.1%
Bachelor's Degree	60,945	62,630	1,685	27.6%	27.6%	0.0%
Graduate or Professional school degree	36,542	38,250	1,708	16.6%	16.9%	0.3%
Total:	220,480	226,856	6,376	100.0%	100.0%	

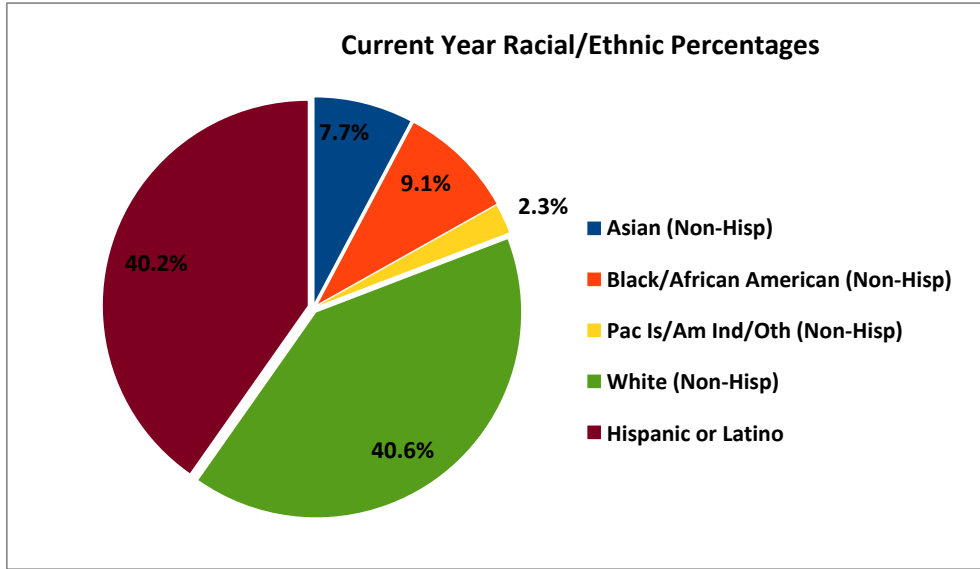
Career Types: Blue Collar and White Collar



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.

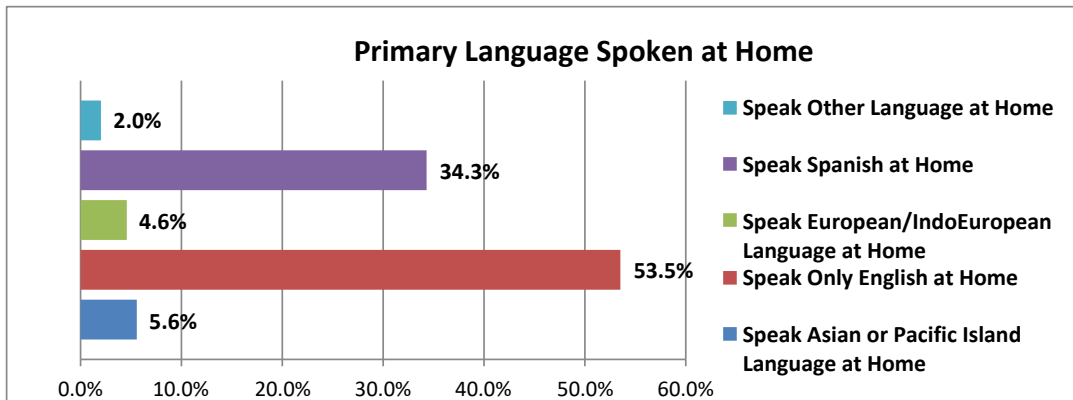
Study Area Racial and Ethnic Diversity



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

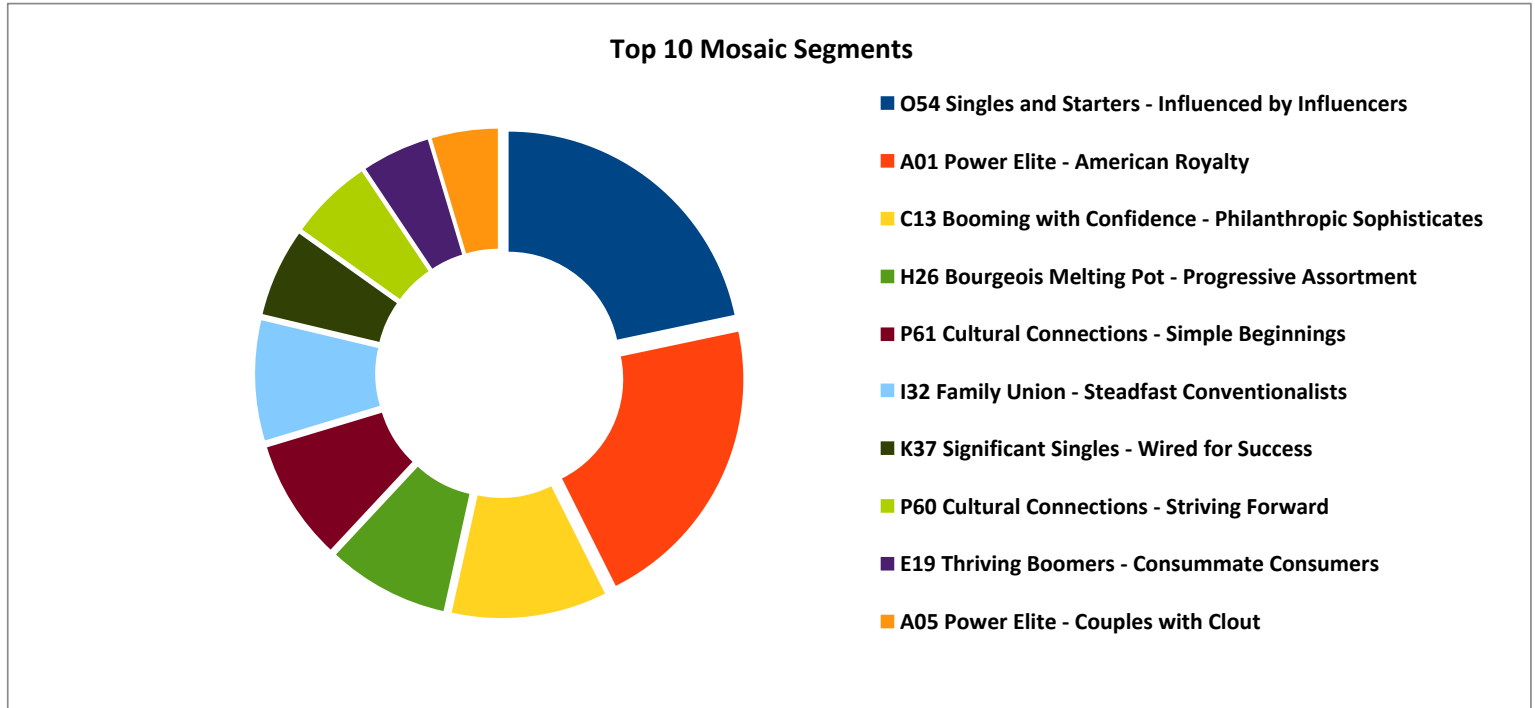
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2028 Change	Percent of all Pop by Year			2010 to 2028 % Change
	2010	2023	2028		2010%	2023%	2028%	
Asian (Non-Hisp)	22,912	26,070	26,694	3,782	7.6%	7.7%	7.8%	0.2%
Black/African American (Non-Hisp)	25,495	30,642	31,386	5,891	8.4%	9.1%	9.1%	0.7%
White (Non-Hisp)	128,641	136,498	138,246	9,605	42.6%	40.6%	40.3%	-2.3%
Hispanic or Latino	119,870	135,384	137,939	18,069	39.7%	40.2%	40.2%	0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	5,060	7,802	9,039	3,979	1.7%	2.3%	2.6%	1.0%
Total:	301,978	336,396	343,304	41,326	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
O54 Singles and Starters - Influenced by Influencers	16,221	12.8%	720,765	6.7%	193
A01 Power Elite - American Royalty	15,648	12.4%	293,341	2.7%	457
C13 Booming with Confidence - Philanthropic Sophisticates	8,121	6.4%	258,294	2.4%	269
H26 Bourgeois Melting Pot - Progressive Assortment	6,340	5.0%	177,471	1.6%	306
P61 Cultural Connections - Simple Beginnings	6,278	5.0%	167,084	1.5%	322
I32 Family Union - Steadfast Conventionalists	6,273	5.0%	211,828	2.0%	254
K37 Significant Singles - Wired for Success	4,584	3.6%	166,873	1.5%	235
P60 Cultural Connections - Striving Forward	4,310	3.4%	146,922	1.4%	251
E19 Thriving Boomers - Consummate Consumers	3,560	2.8%	77,574	0.7%	393
A05 Power Elite - Couples with Clout	3,460	2.7%	271,326	2.5%	109
	74,795		2,491,478		

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](#)

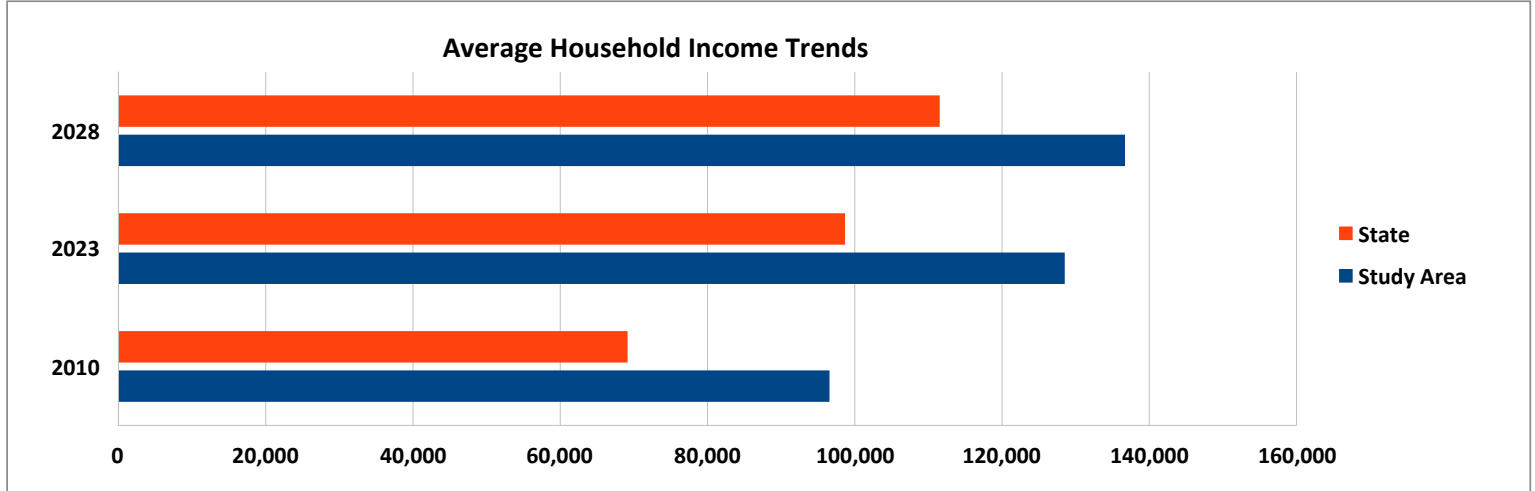
Faith based clients: To access the Mosaic application guide click on:

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

Financial Resources Theme

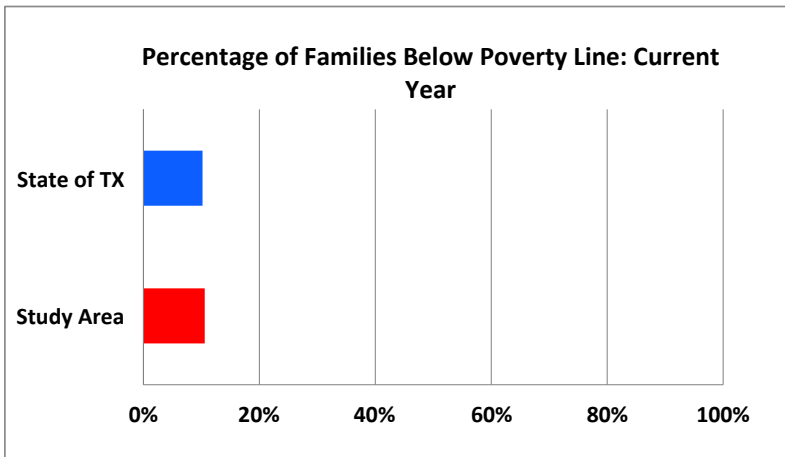
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

Household Income



Income Trends: Households and Families				2010 to 2028 Change
	2010	2023	2028	
Average Household Income	96,567	128,517	136,707	40,141
Median Household Income	59,655	78,070	84,947	25,292
Per Capita Income	36,190	48,289	51,369	15,179
Median Family Income		92,339	91,547	792

Poverty



Poverty Level	Pop	Area % Pop	TX % Pop
Above poverty level	74,098	89.4%	89.8%
Below poverty level	8,763	10.6%	10.2%
	82,861	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.

[Click to download the QuickInsite Worksheet. To open it in a new tab, press Ctrl when you click.](#)

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.