

The QuickInsite Report

Prepared for: East Ohio Conference UMC
Study area: Polygon Around 6025 Shepler Church Avenue Southwest, Navarre, Ohio 44662, United States

Base State: OH
Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Forecast: 2029
Date: 12/3/2020
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.

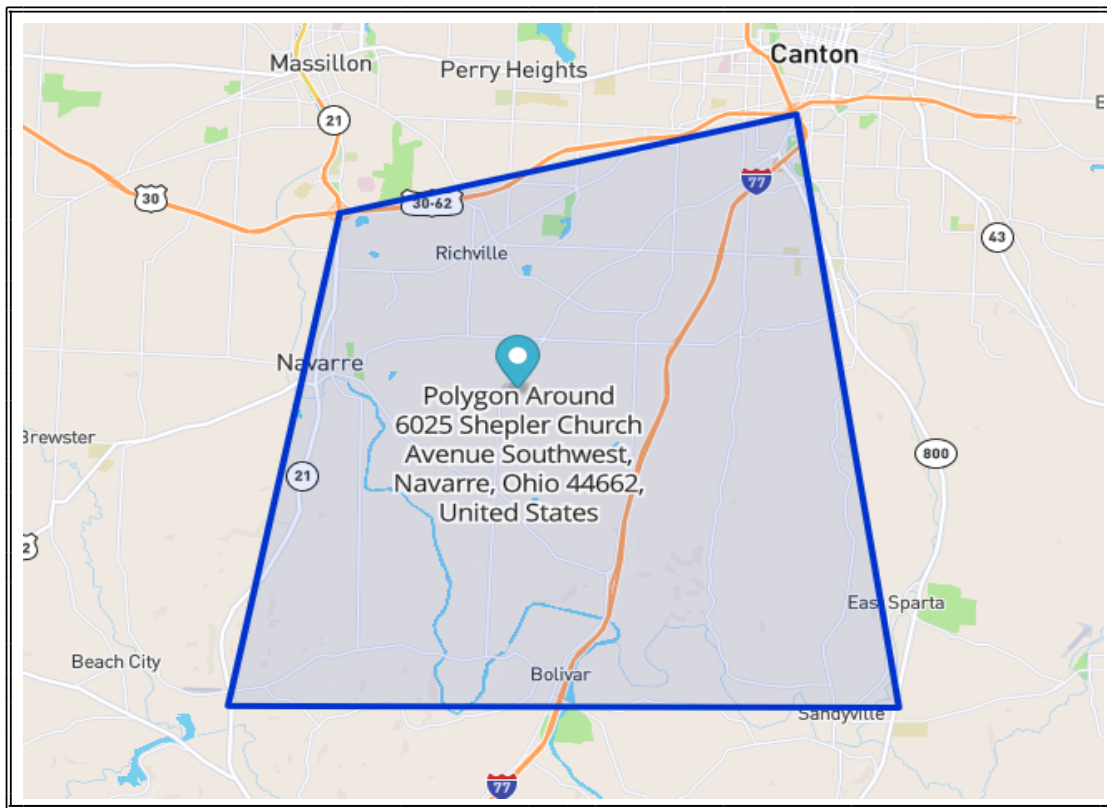
Two Sections

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

1	Population Change In the 10 year future, how is this area expected to change? <small>(See Population and Families Theme)</small>	Significant Decline	Moderate 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? <small>(See Age Theme)</small>	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? <small>(See Population and Families Theme)</small>	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? <small>(See Education and Career Status Theme)</small>	Very Low	Low	Mixed	High	Very High
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
6	Median Family Income How does the median family income compare to the state for this area? <small>(See Financial Resources Theme)</small>	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? <small>(See Financial Resources Theme)</small>	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? <small>(See Education and Career Status Theme)</small>	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? <small>(See Community Diversity Theme)</small>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other

ThemeView

Demographic Descriptions of the Study Area

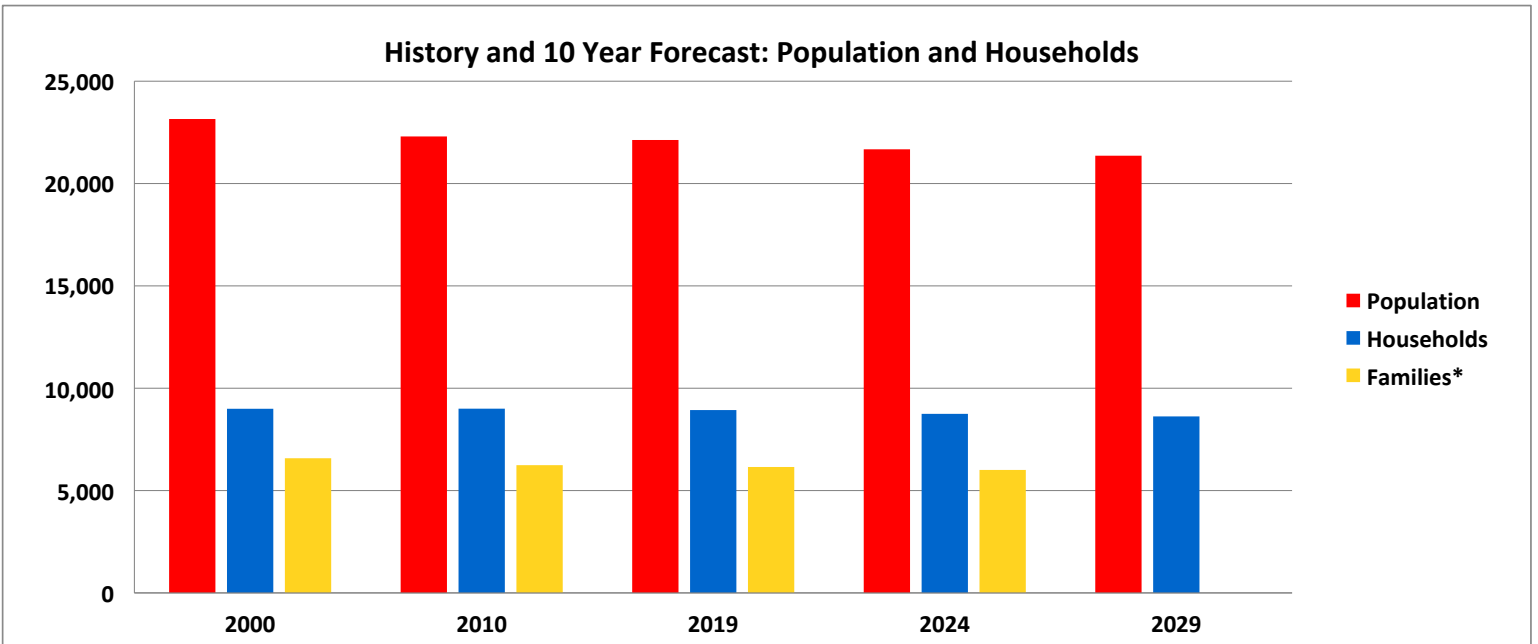
Study area: Polygon Around 6025 Shepler Church Avenue Southwest, Navarre, Ohio 44662

Date: 12/3/2020

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

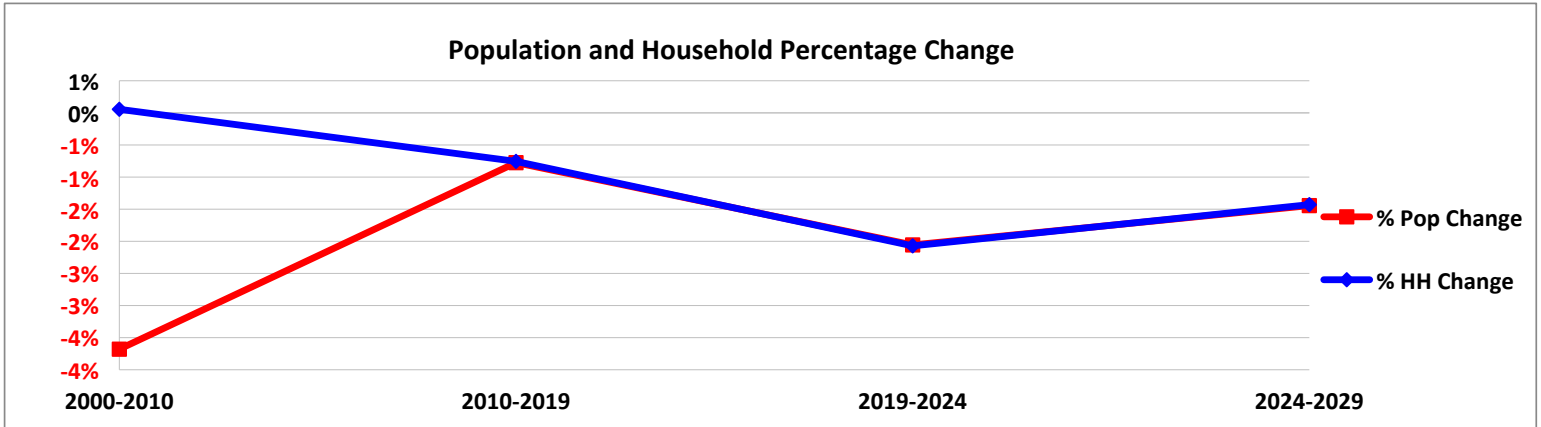


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2019	2024	2029
Population	23,153	22,301	22,128	21,673	21,360
Population Change		-852	-173	-455	-313
Percent Change		-3.7%	-0.8%	-2.1%	-1.4%
Households	8,996	9,001	8,933	8,748	8,623
Households Change		5	-68	-185	-0
Percent Change		0.1%	-0.8%	-2.1%	0.0%
Population / Households	2.57	2.48	2.48	2.48	2.48
Population / Households Change		-0.10	-0.00	0.00	-0.00
Percent Change		-3.7%	0.0%	0.0%	0.0%
Family Households	6,579	6,241	6,152	6,008	
Family Households Change		-338	-89	-144	
Percent Change		-5.1%	-1.4%	-2.3%	

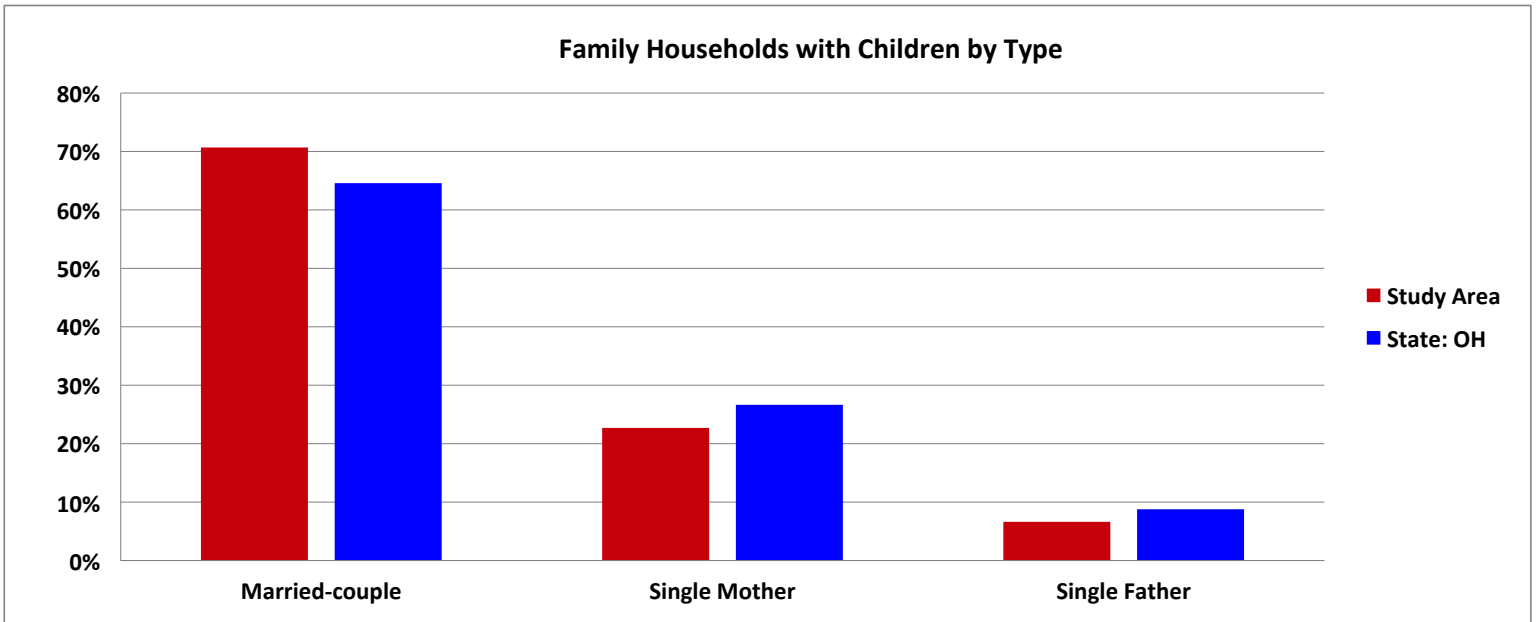
Population and Households Theme

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.



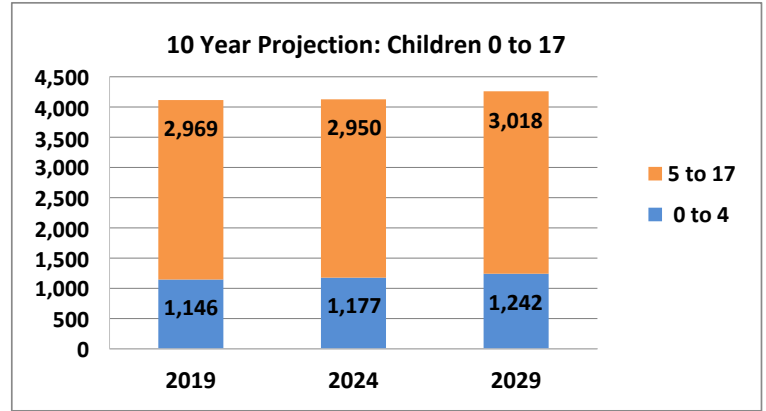
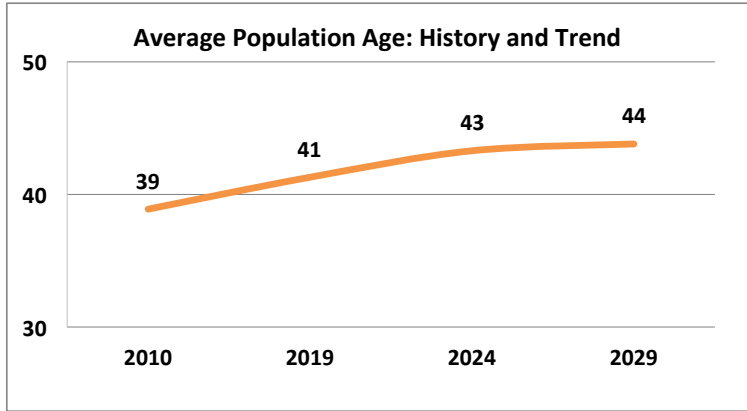
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2024 Change	Percent of all Hhlds by Year			2010 to 2024 % Change
	2010	2019	2024		2010%	2019%	2024%	
Family: Married-couple	1,697	1,473	1,391	-306	66.6%	70.7%	70.4%	3.8%
Family: Single Mother	597	473	450	-147	23.4%	22.7%	22.8%	-0.7%
Family: Single Father	253	138	134	-119	9.9%	6.6%	6.8%	-3.1%
Total:	2,547	2,084	1,975	-572	100.0%	100.0%	100.0%	

Age Theme

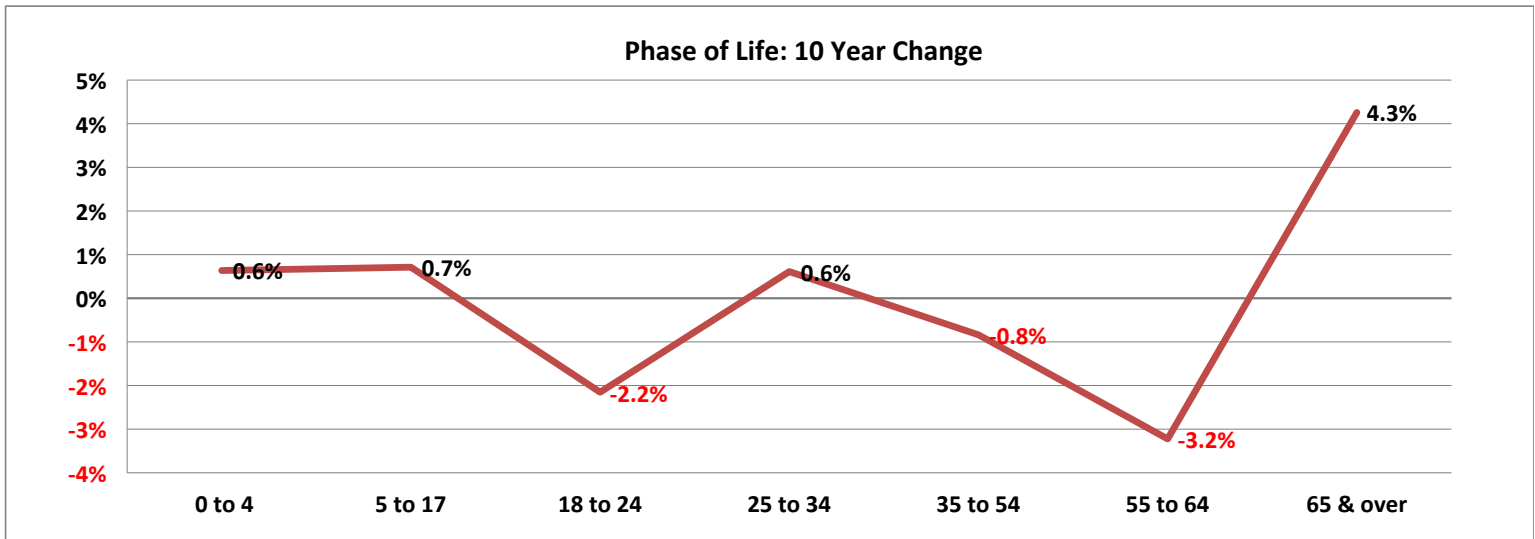
10 Year Average Age and Children 0 to 17 Trends

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	2019	2024	2029	2010%	2019%	2024%	2029%
Before Formal Schooling: 0 to 4	1,106	1,146	1,177	1,242	5.0%	5.2%	5.4%	5.8%
Required Formal Schooling: 5 to 17	3,677	2,969	2,950	3,018	16.5%	13.4%	13.6%	14.1%
College/Career Starts: 18 to 24	1,709	2,046	1,659	1,515	7.7%	9.2%	7.7%	7.1%
Singles & Young Families: 25 to 34	2,194	2,608	2,925	2,648	9.8%	11.8%	13.5%	12.4%
Families & Empty Nesters: 35 to 54	6,418	5,041	4,586	4,687	28.8%	22.8%	21.2%	21.9%
Enrichment Yrs Singles/Cpls: 55 to 64	3,309	3,467	3,037	2,658	14.8%	15.7%	14.0%	12.4%
Retirement Opportunities: 65 & over	3,888	4,850	5,339	5,591	17.4%	21.9%	24.6%	26.2%
Total:	22,301	22,127	21,673	21,359	100.0%	100.0%	100.0%	100.0%

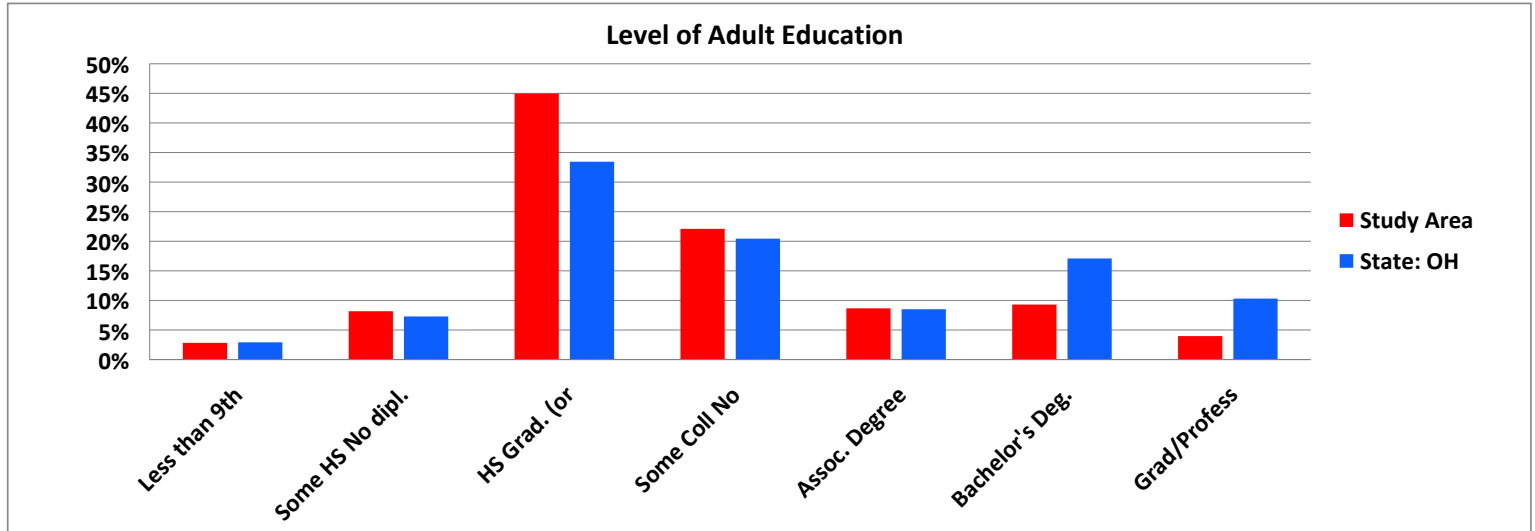
Education and Career Status Theme

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

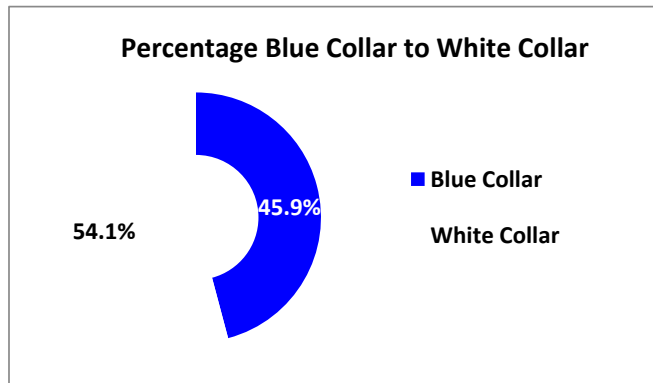
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of OH



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			2019 to 2024 Change	Percent of all Hhlds by Year		2019 to 2024 % Change
	2019	2024			2019%	2024%	
Less than 9th Grade	451	460	9	2.8%	2.8%	0.0%	
Some High School, No diploma	1,305	1,316	11	8.2%	8.1%	-0.1%	
High School Graduate (or GED)	7,180	7,417	237	45.0%	45.4%	0.4%	
Some College, No degree	3,528	3,528	0	22.1%	21.6%	-0.5%	
Associate Degree	1,383	1,445	62	8.7%	8.8%	0.2%	
Bachelor's Degree	1,485	1,512	27	9.3%	9.3%	0.0%	
Graduate or Professional school degree	634	665	31	4.0%	4.1%	0.1%	
Total:	15,966	16,343	377	100.0%	100.0%		

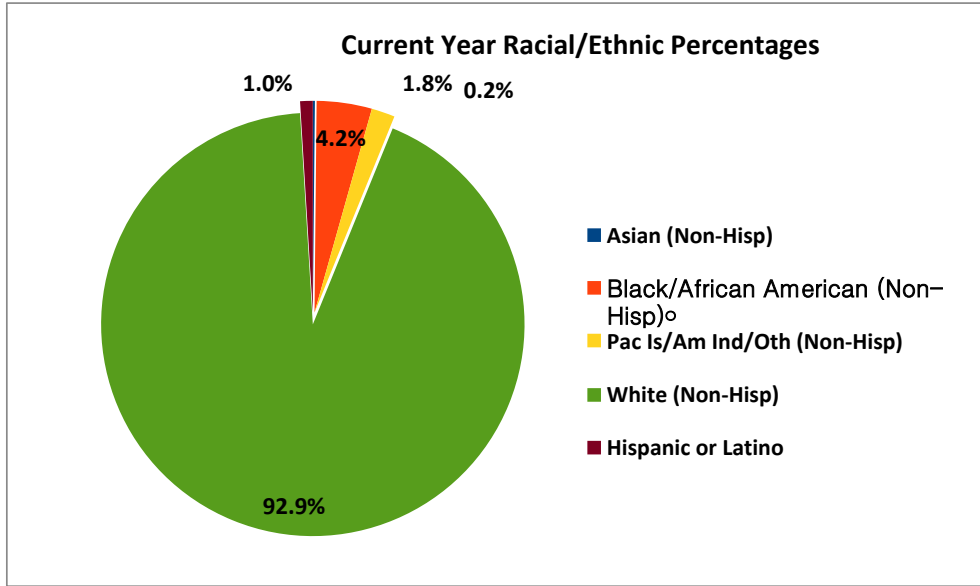
Career Types: Blue Collar and White Collar



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.

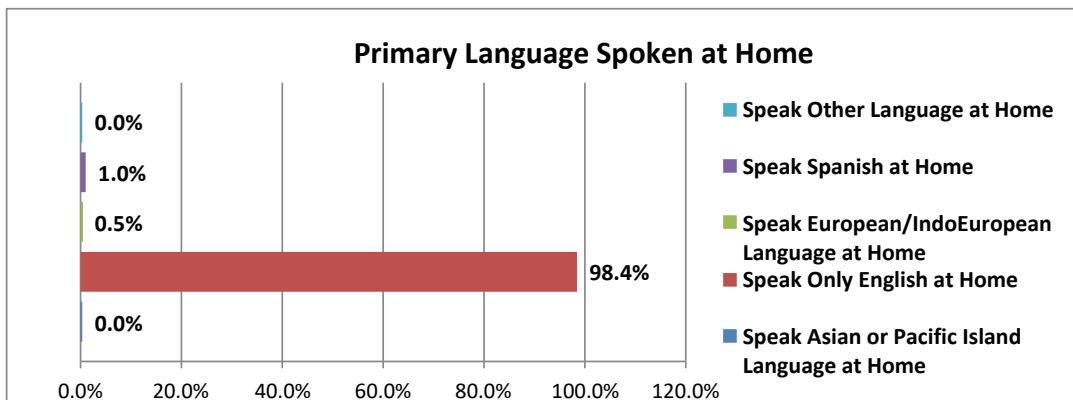
Study Area Racial and Ethnic Diversity



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

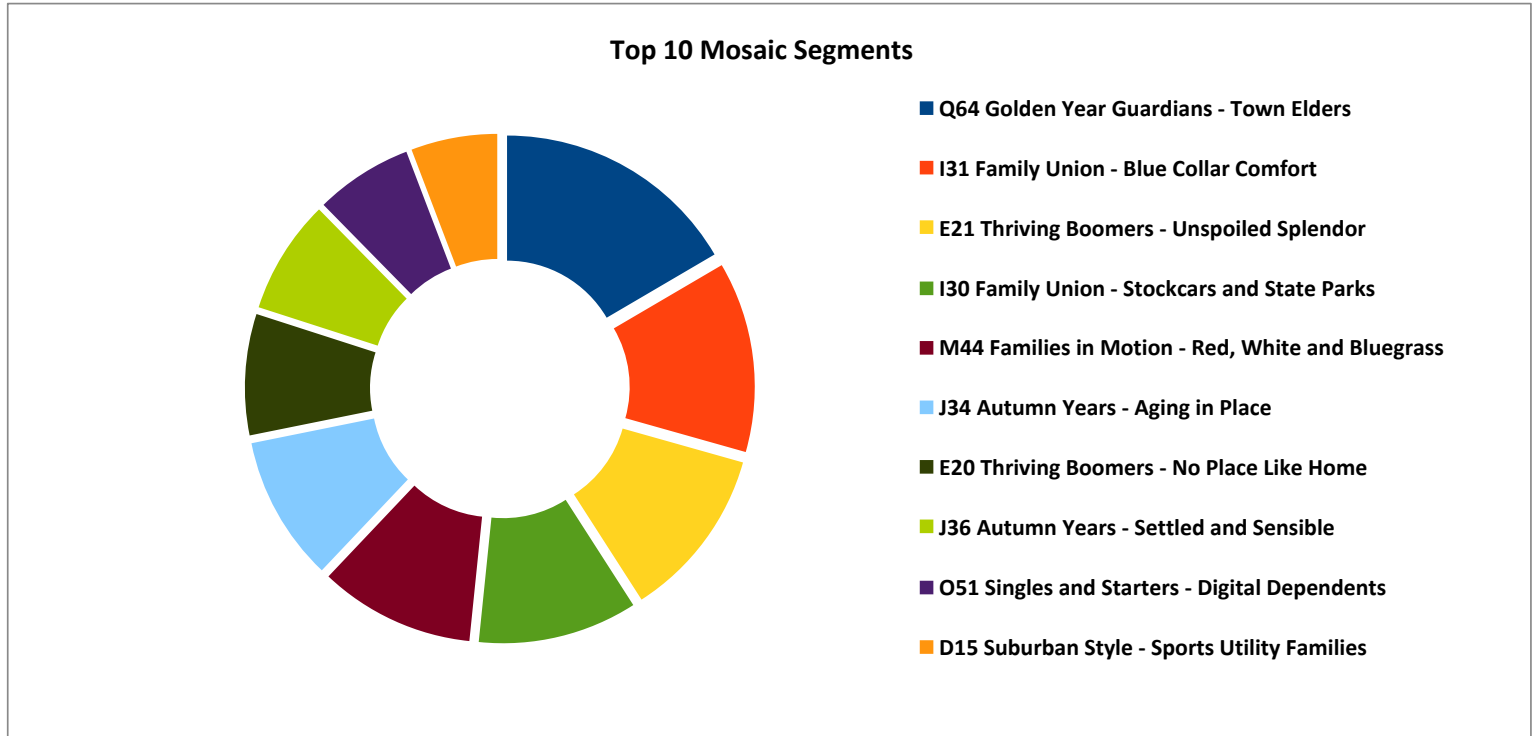
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2024 Change	Percent of all Pop by Year			2010 to 2024 % Change
	2010	2019	2024		2010%	2019%	2024%	
Asian (Non-Hisp)	42	35	33	-9	0.2%	0.2%	0.2%	0.0%
Black/African American (Non-Hisp)	940	932	908	-32	4.2%	4.2%	4.2%	0.0%
White (Non-Hisp)	20,730	20,552	20,105	-625	93.0%	92.9%	92.8%	-0.2%
Hispanic or Latino	206	213	224	18	0.9%	1.0%	1.0%	0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	383	396	404	21	1.7%	1.8%	1.9%	0.1%
Total:	22,301	22,128	21,674	-627	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
Q64 Golden Year Guardians - Town Elders	1,091	201,406	286
I31 Family Union - Blue Collar Comfort	844	190,132	235
E21 Thriving Boomers - Unspoiled Splendor	760	155,030	259
I30 Family Union - Stockcars and State Parks	706	217,216	172
M44 Families in Motion - Red, White and Bluegrass	688	115,433	315
J34 Autumn Years - Aging in Place	643	257,862	132
E20 Thriving Boomers - No Place Like Home	536	167,325	169
J36 Autumn Years - Settled and Sensible	506	191,068	140
O51 Singles and Starters - Digital Dependents	432	167,096	137
D15 Suburban Style - Sports Utility Families	382	106,607	189
	6,588	1,769,175	

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:

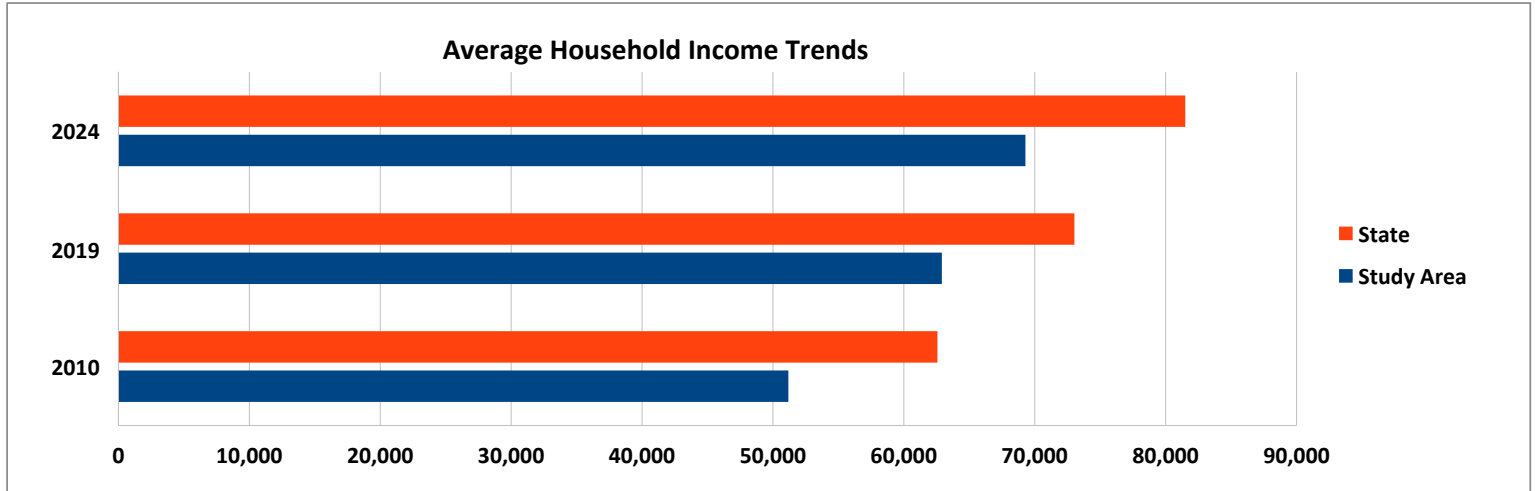
[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

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.

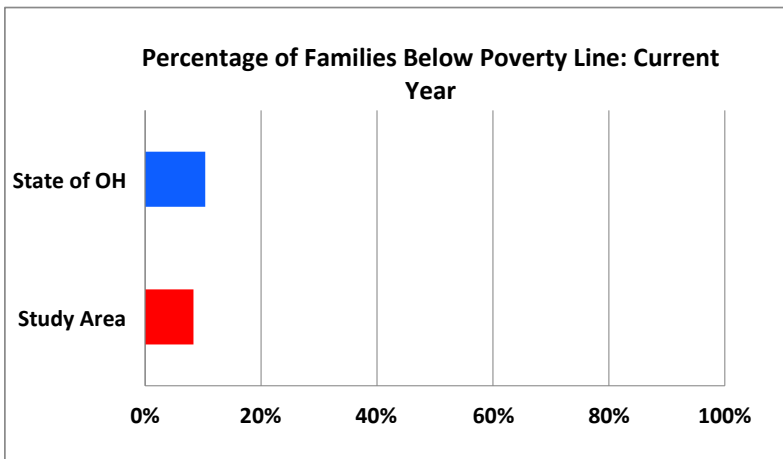
Household Income



Income Trends: Households and Families

	2010	2019	2024	2010 to 2024 Change
Average Household Income	51,177	62,902	69,287	18,110
Median Household Income	44,410	51,274	57,613	13,203
Per Capita Income	20,656	25,393	27,967	7311
Median Family Income		62,778	62,212	566

Poverty



Poverty Level	Pop	Area % Pop	OH % Pop
Above poverty level	5,639	91.7%	89.6%
Below poverty level	513	8.3%	10.4%
Total	6,152	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.