The QuickInsite Report

Prepared for: Pennsylvania Southeast Conference, UCC

Study area: 2.75 mi Around West Lawn, Pennsylvania 19609, United States

Base State:	PA
Current Year Estimate:	2022
5 Year Projection:	2027
10 Year Forecast:	2032
Date:	10/13/2022
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
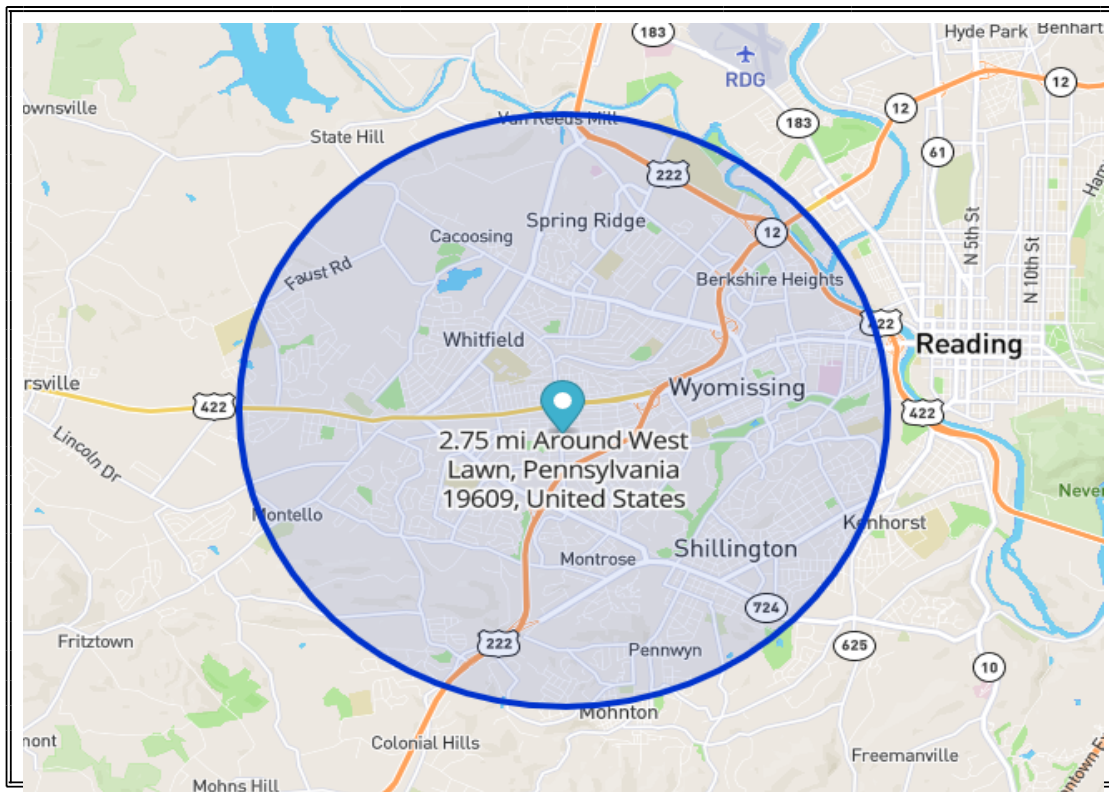
More Information

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

1

Population Change

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

(See Population and Families Theme)

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?

(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 Homogeneous	**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

ThemeView

## Demographic Descriptions of the Study Area

Study area: 2.75 mi Around West Lawn, Pennsylvania 19609, United States   Date: 10/13/2022

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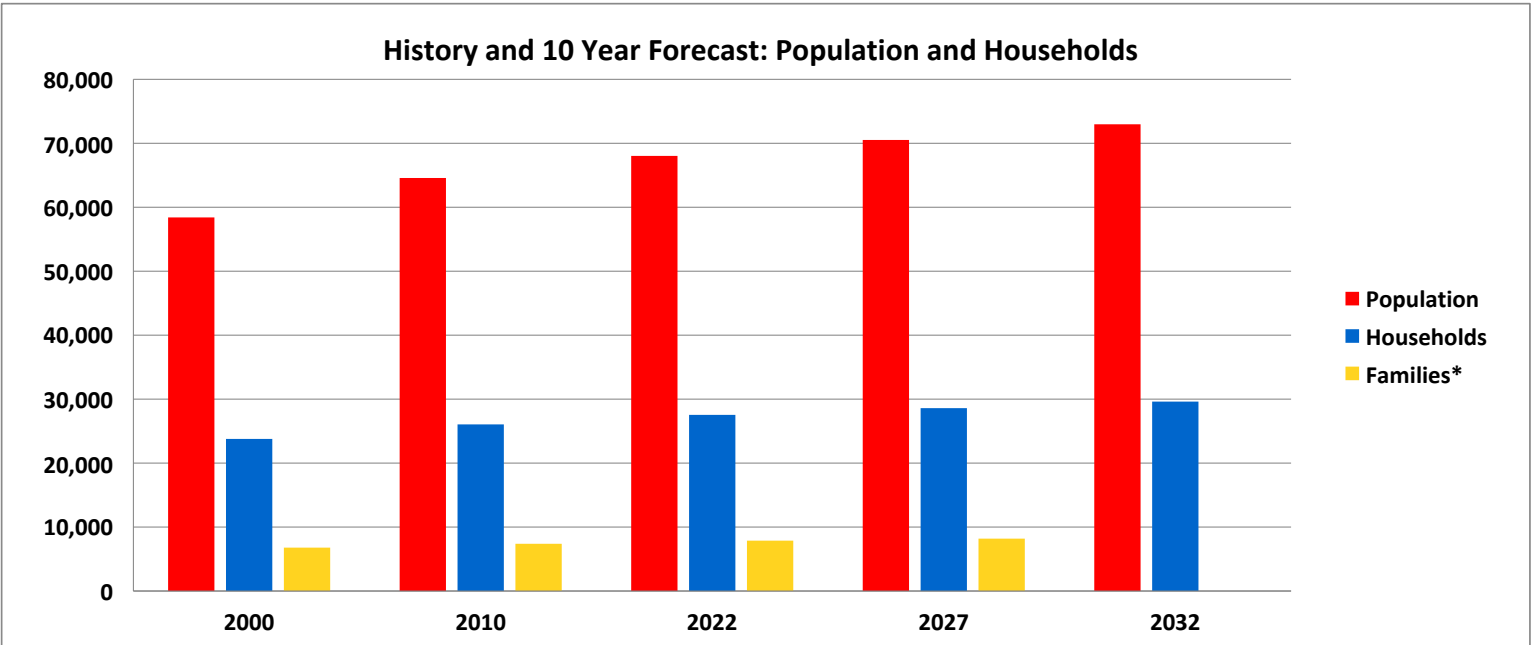
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	**2010**	**2022**	**2027**	**2032**
Population	58,407	64,574	68,026	70,519	72,969
Population Change		6,167	3,452	2,493	2,450
Percent Change		10.6%	5.3%	3.7%	3.5%
Households	23,779	26,049	27,538	28,590	29,613
Households Change		2,270	1,489	1,052	1,023
Percent Change		9.5%	5.7%	3.8%	3.6%
Population / Households	2.46	2.48	2.47	2.47	2.46
Population / Households Change		0.02	-0.01	-0.00	-0.00
Percent Change		0.9%	-0.4%	-0.1%	-0.1%
Family Households	6,783	7,384	7,873	8,189	
Family Households Change		601	489	316	
Percent Change		8.9%	6.6%	4.0%	

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

Population and Household Percentage Change

Legend: ■ % Pop Change ◆ % HH Change

X-axis: 2000-2010, 2010-2022, 2022-2027, 2027-2032
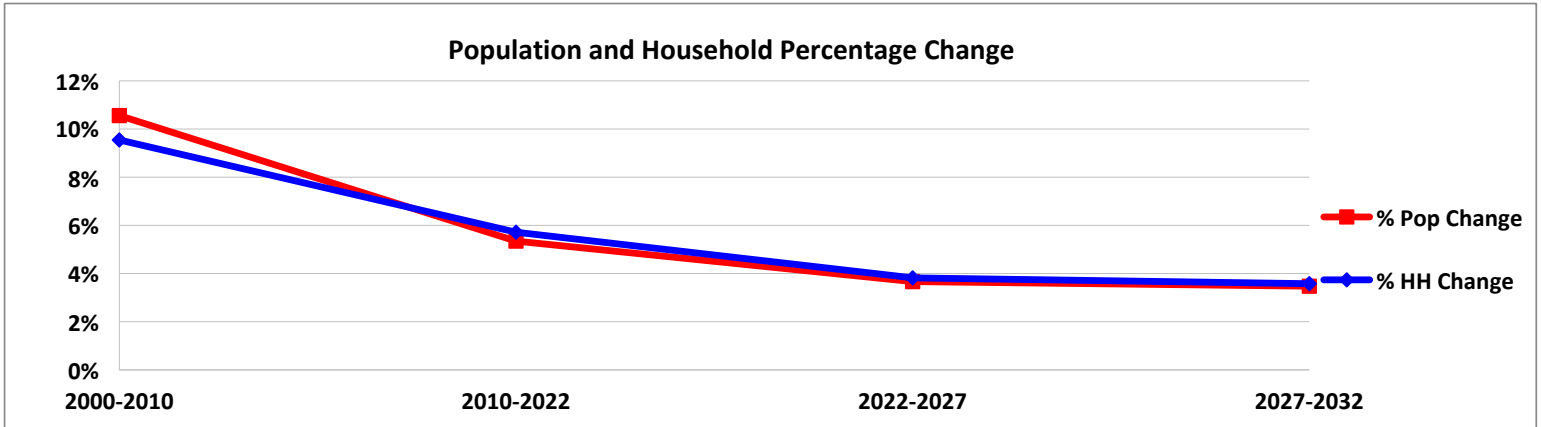
Family Households

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

Legend: ■ Study Area ■ State: PA

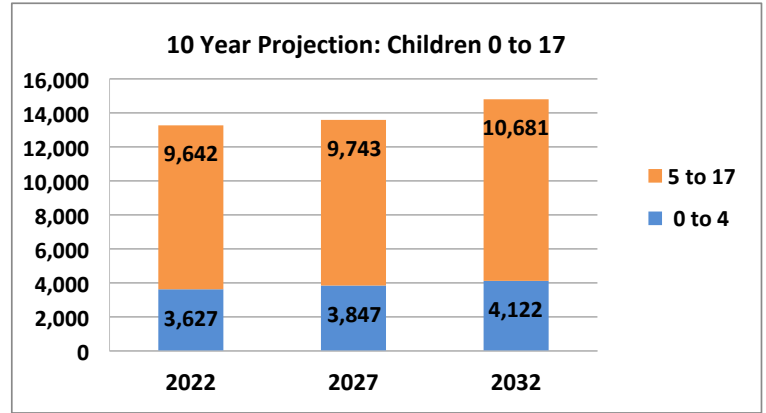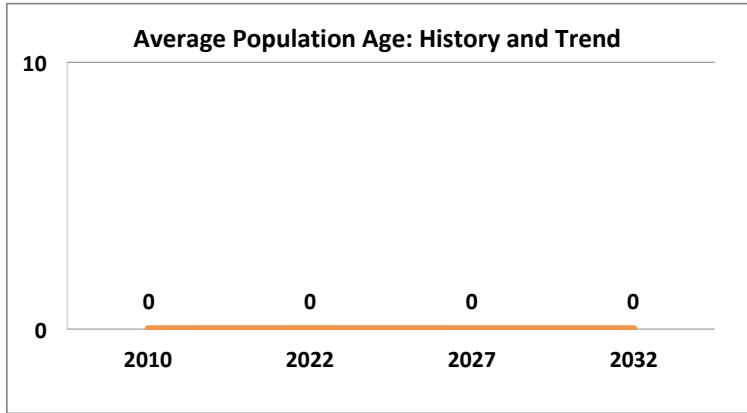Categories: Married-couple, Single Mother, Single Father
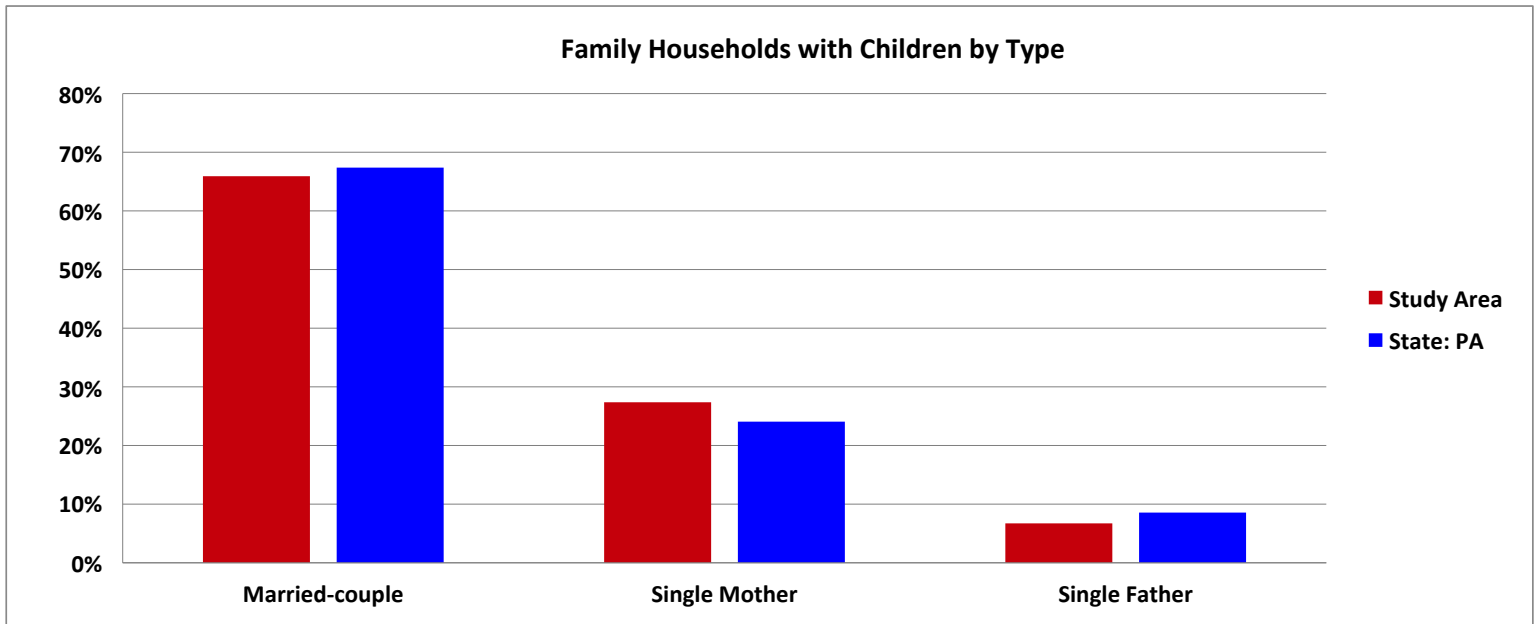
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

| Households with Children		Actual Hhlds by Year			2010 to 2027 Change	Percent of all Hhlds by Year			2010 to 2027 % Change
		2010	2022	2027		2010%	2022%	2027%	
Family: Married-couple		5,232	5,414	5,579	347	67.7%	65.9%	65.0%	-2.7%
Family: Single Mother		1,909	2,248	2,402	493	24.7%	27.4%	28.0%	3.3%
Family: Single Father		582	552	599	17	7.5%	6.7%	7.0%	-0.6%
	Total:	7,723	8,214	8,580	857	100.0%	100.0%	100.0%	

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.

Average Population Age: History and Trend

	2010	2022	2027	2032
	0	0	0	0

10 Year Projection: Children 0 to 17

	2022	2027	2032
5 to 17	9,642	9,743	10,681
0 to 4	3,627	3,847	4,122

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
0.3%	0.3%	-1.3%	-0.4%	0.5%	-2.1%	2.6%
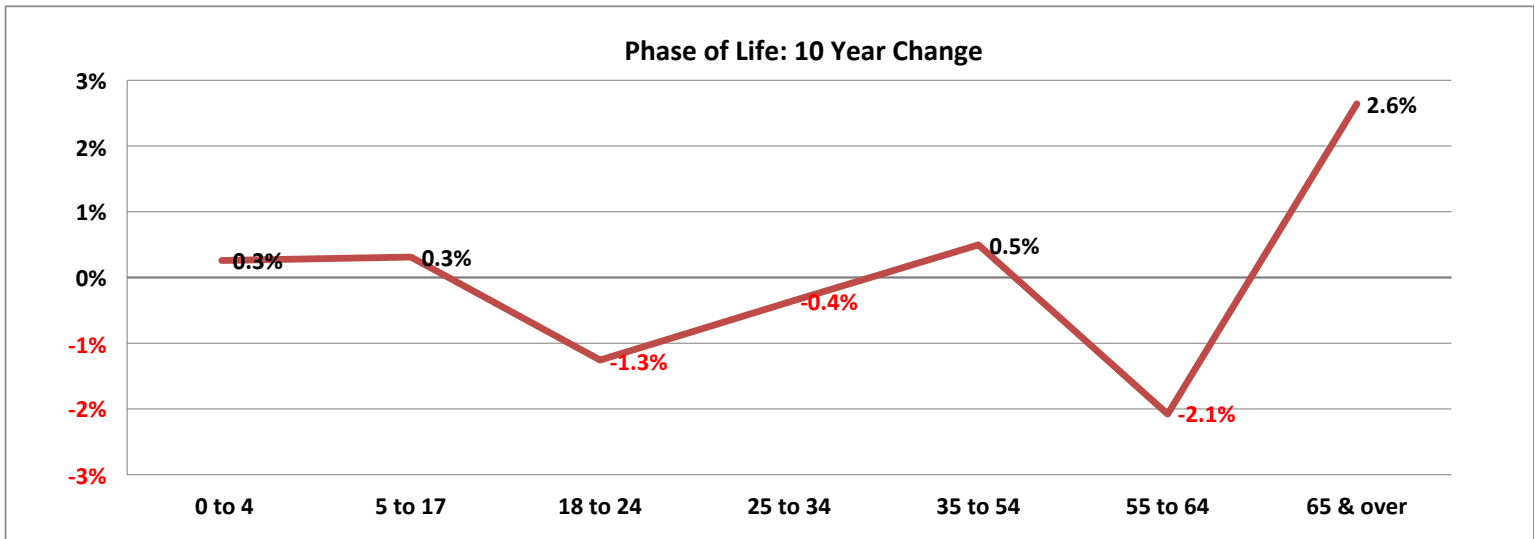
Phase of Life presents how a community changes and people age through their various life phases.

| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2022	2027	2032	2010%	2022%	2027%	2032%
Before Formal Schooling: 0 to 4	3,566	3,627	3,847	4,122	5.5%	5.3%	5.5%	5.6%
Required Formal Schooling: 5 to 17	10,986	9,642	9,743	10,681	17.0%	14.2%	13.8%	14.5%
College/Career Starts: 18 to 24	5,452	6,650	6,313	6,282	8.4%	9.8%	9.0%	8.5%
Singles & Young Families: 25 to 34	7,324	8,845	9,641	9,313	11.3%	13.0%	13.7%	12.6%
Families & Empty Nesters: 35 to 54	17,333	15,765	16,054	17,455	26.8%	23.2%	22.8%	23.7%
Enrichment Yrs Singles/Cpls: 55 to 64	7,890	9,283	8,999	8,530	12.2%	13.6%	12.8%	11.6%
Retirement Opportunities: 65 & over	12,022	14,213	15,921	17,355	18.6%	20.9%	22.6%	23.5%
Total:	**64,573**	**68,025**	**70,518**	**73,738**	**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 PA

Level of Adult Education
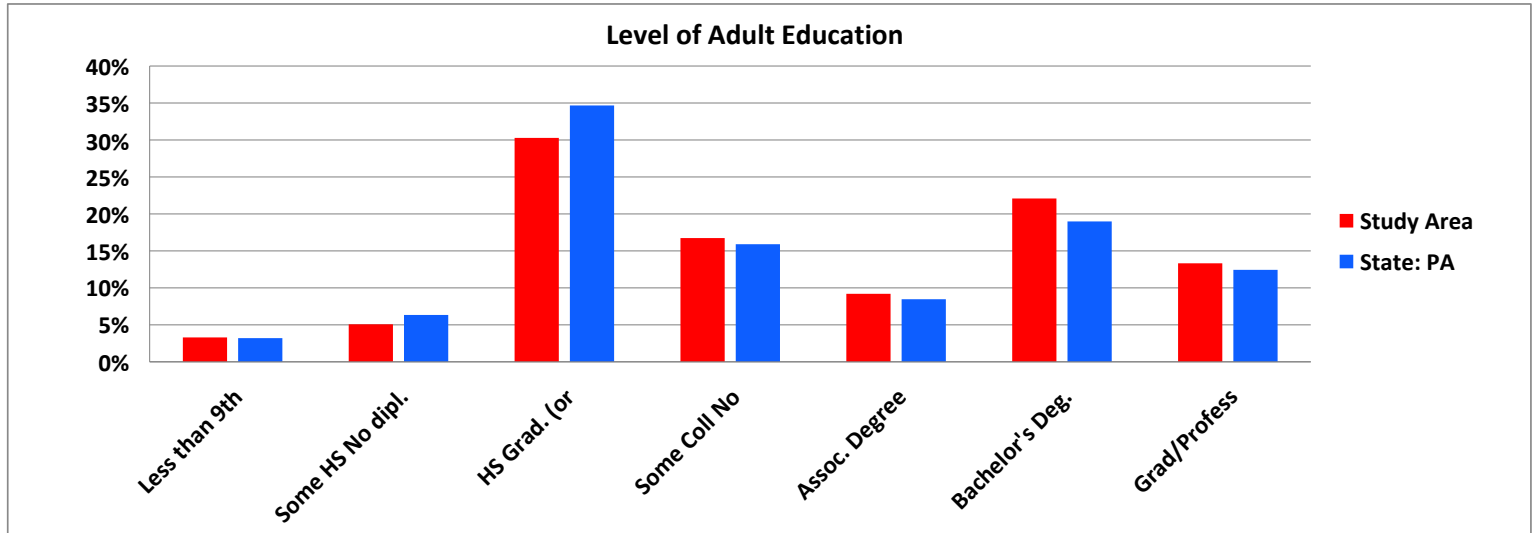
Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2022 to 2027 Change	Percent of all Hhlds by Year		2022 to 2027 % Change
	2022	2027		2022%	2027%	
Less than 9th Grade	1,587	1,786	199	3.3%	3.5%	0.2%
Some High School, No diploma	2,441	2,646	205	5.1%	5.2%	0.2%
High School Graduate (or GED)	14,567	14,869	302	30.3%	29.4%	-0.9%
Some College, No degree	8,051	8,498	447	16.7%	16.8%	0.1%
Associate Degree	4,425	4,656	231	9.2%	9.2%	0.0%
Bachelor's Degree	10,626	11,117	491	22.1%	22.0%	-0.1%
Graduate or Professional school degree	6,409	7,044	635	13.3%	13.9%	0.6%
Total:	**48,106**	**50,616**	**2,510**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

Percentage Blue Collar to White Collar
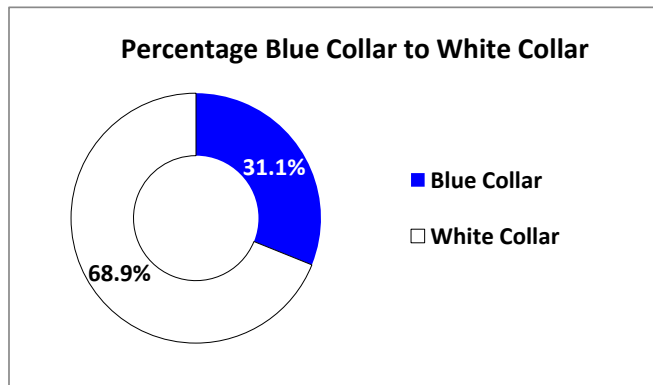
The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.
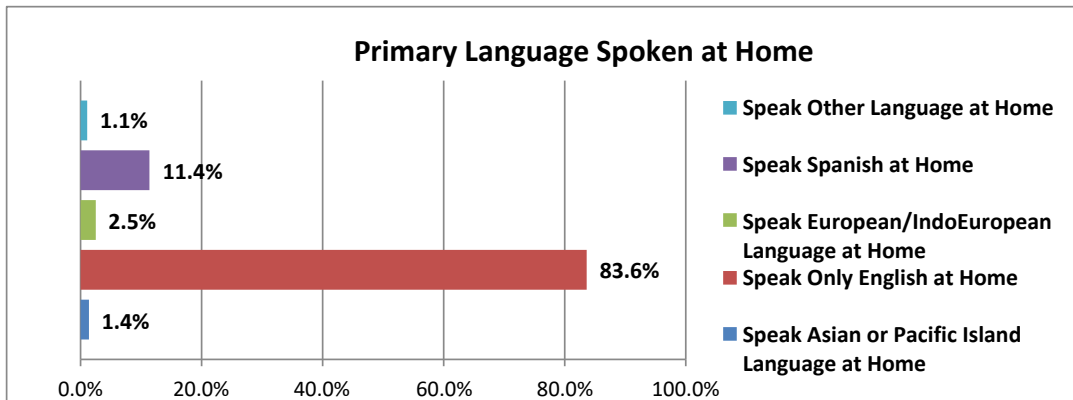
Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

- Asian (Non-Hisp): 2.8%
- Black/African American (Non–Hisp)○: 4.3%
- Pac Is/Am Ind/Oth (Non-Hisp): 1.9%
- White (Non-Hisp): 76.3%
- Hispanic or Latino: 14.7%
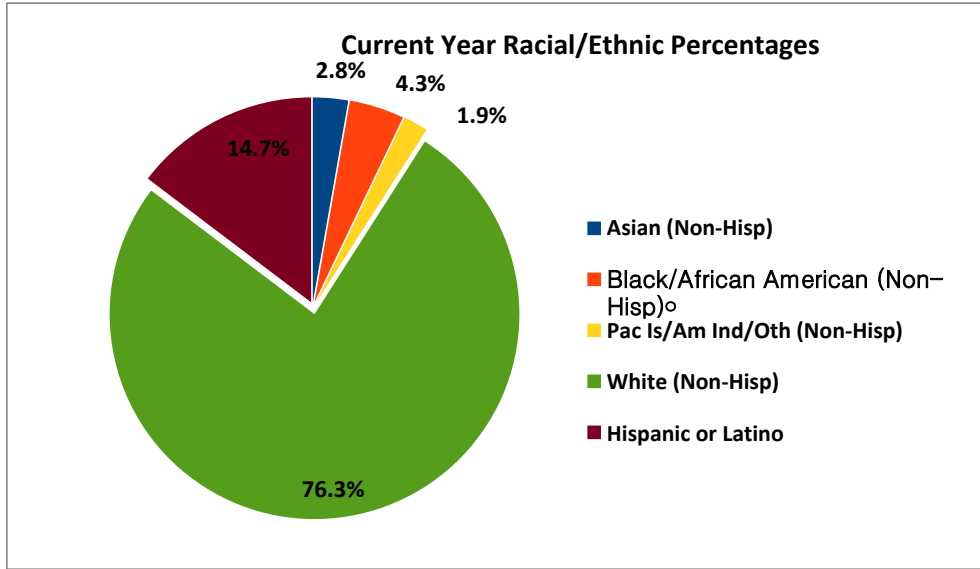
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.
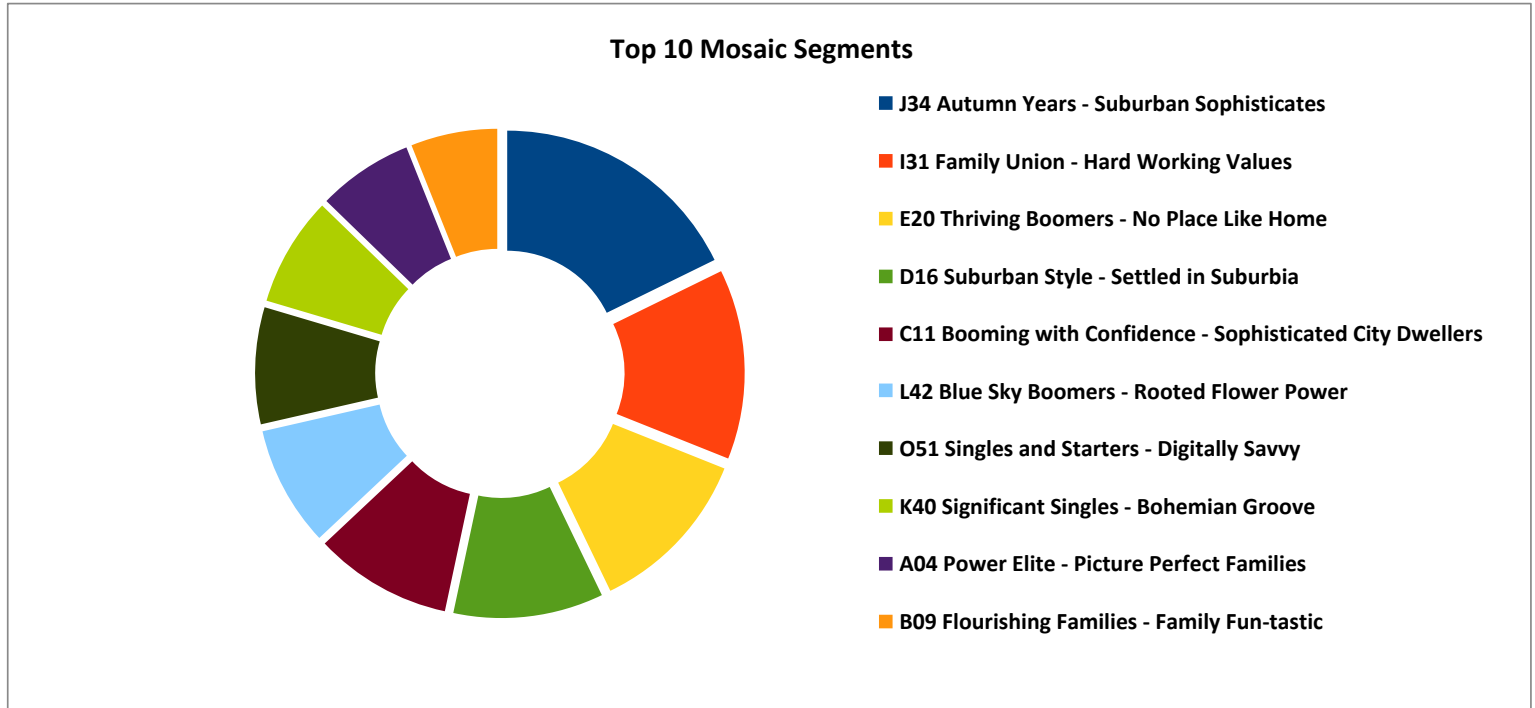
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2027 Change	Percent of all Pop by Year			2010 to 2027 % Change
	2010	2022	2027		2010%	2022%	2027%	
Asian (Non-Hisp)	1,696	1,886	1,980	284	2.6%	2.8%	2.8%	0.2%
Black/African American (Non-Hisp)	2,775	2,948	3,046	271	4.3%	4.3%	4.3%	0.0%
White (Non-Hisp)	51,824	51,879	53,167	1,343	80.3%	76.3%	75.4%	-4.9%
Hispanic or Latino	7,225	9,989	10,869	3,644	11.2%	14.7%	15.4%	4.2%
Pac Is/Am Ind/Oth (Non-Hisp)	1,054	1,325	1,457	403	1.6%	1.9%	2.1%	0.4%
Total:	64,574	68,027	70,519	5,945	100.0%	100.0%	100.0%	

Primary Language Spoken at Home

- Speak Other Language at Home: 1.1%
- Speak Spanish at Home: 11.4%
- Speak European/IndoEuropean Language at Home: 2.5%
- Speak Only English at Home: 83.6%
- Speak Asian or Pacific Island Language at Home: 1.4%

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

- J34 Autumn Years - Suburban Sophisticates
- I31 Family Union - Hard Working Values
- E20 Thriving Boomers - No Place Like Home
- D16 Suburban Style - Settled in Suburbia
- C11 Booming with Confidence - Sophisticated City Dwellers
- L42 Blue Sky Boomers - Rooted Flower Power
- O51 Singles and Starters - Digitally Savvy
- K40 Significant Singles - Bohemian Groove
- A04 Power Elite - Picture Perfect Families
- B09 Flourishing Families - Family Fun-tastic

Mosaic	Study Area		State		Comparative Index
J34 Autumn Years - Suburban Sophisticates	2,705	9.9%	298,268	5.8%	170
I31 Family Union - Hard Working Values	2,028	7.4%	155,236	3.0%	244
E20 Thriving Boomers - No Place Like Home	1,798	6.6%	217,231	4.2%	155
D16 Suburban Style - Settled in Suburbia	1,601	5.8%	144,690	2.8%	207
C11 Booming with Confidence - Sophisticated City Dwellers	1,471	5.4%	177,607	3.5%	155
L42 Blue Sky Boomers - Rooted Flower Power	1,284	4.7%	116,011	2.3%	207
O51 Singles and Starters - Digitally Savvy	1,245	4.5%	170,415	3.3%	137
K40 Significant Singles - Bohemian Groove	1,169	4.3%	86,818	1.7%	252
A04 Power Elite - Picture Perfect Families	1,019	3.7%	93,505	1.8%	204
B09 Flourishing Families - Family Fun-tastic	923	3.4%	69,881	1.4%	247
	15,243		1,529,662		

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

Average Household Income Trends
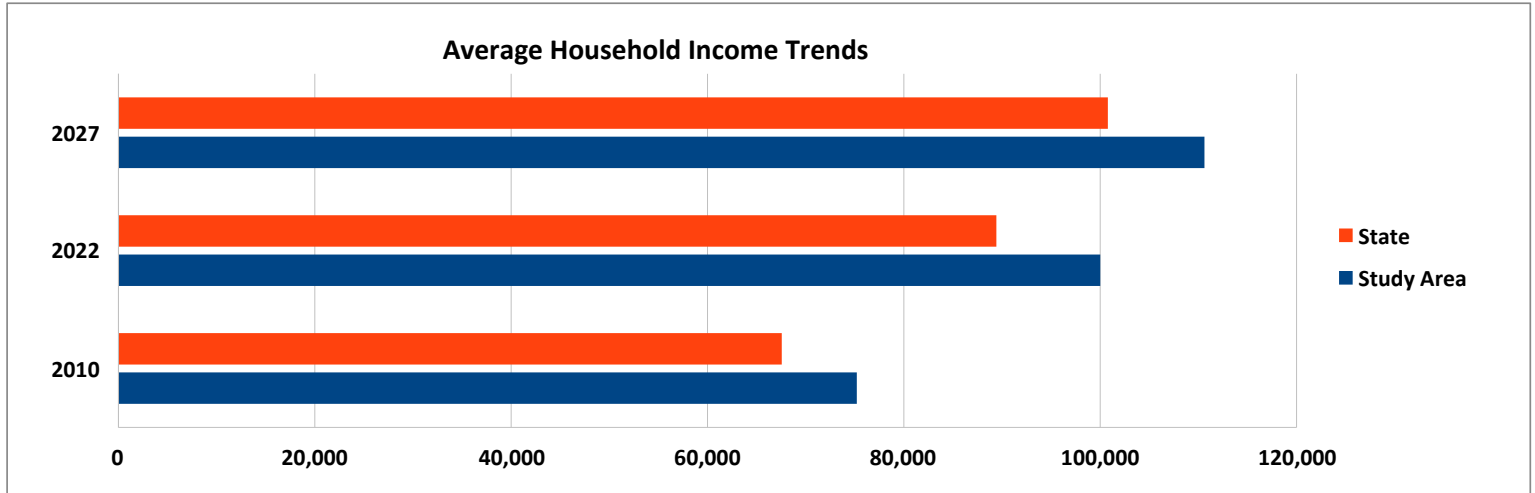
Income Trends: Households and Families				2010 to 2027 Change
	2010	2022	2027	
Average Household Income	75,208	100,004	110,618	35,410
Median Household Income	57,821	72,387	81,374	23,553
Per Capita Income	30,339	40,483	44,847	14508
Median Family Income		86,806	86,330	476

Poverty

Percentage of Families Below Poverty Line: Current Year
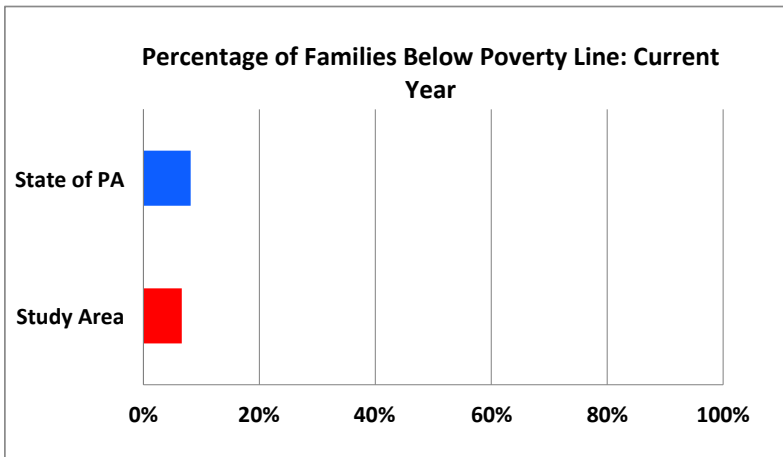
Poverty Level	Pop	Area % Pop	PA % Pop
Above poverty level	16,995	93.4%	91.9%
Below poverty level	1,204	6.6%	8.1%
	18,199	100.0%	100.0%

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.

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.

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.

Support

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