

The QuickInsite Report

Prepared for: MissionInsite
Study area: Geography: Counties - Gwinnett County (GA)

Base State: GA
Current Year Estimate: 2021
5 Year Projection: 2026
10 Year Forecast: 2031
Date: 2/3/2022
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.

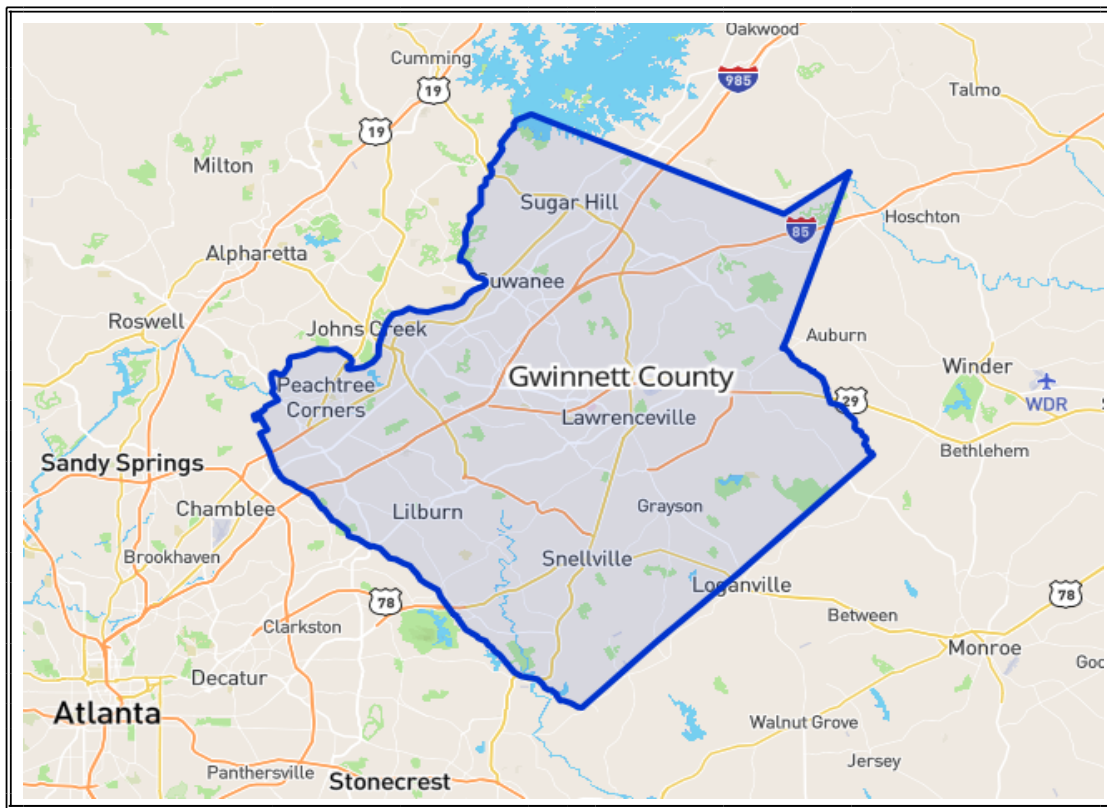
Two Sections

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

<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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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)</p>	<p>White (NH) Hispanic or Latino Pac Is/Amer Ind/Other</p>

ThemeView

Demographic Descriptions of the Study Area

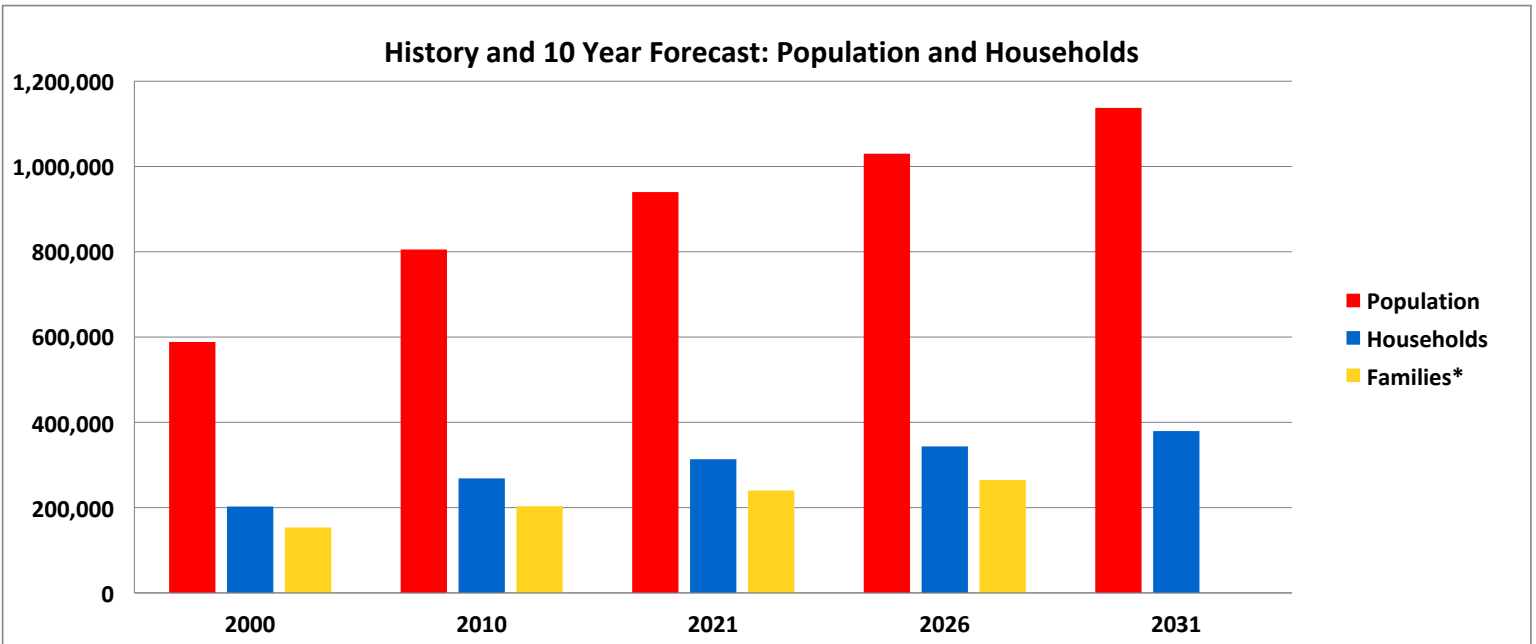
Study area: Geography: Counties - Gwinnett County (GA)

Date: 2/3/2022

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



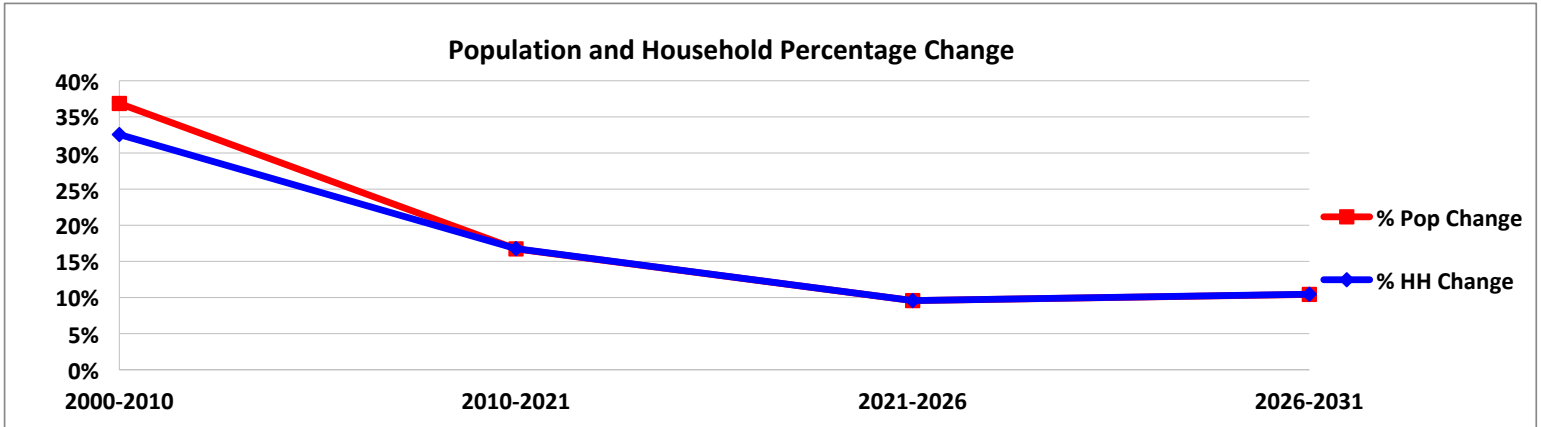
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2021	2026	2031
Population	588,449	805,321	940,008	1,029,974	1,137,366
Population Change		216,872	134,687	89,966	107,392
Percent Change		36.9%	16.7%	9.6%	10.4%
Households	202,569	268,519	313,534	343,552	379,471
Households Change		65,950	45,015	30,018	35,919
Percent Change		32.6%	16.8%	9.6%	10.5%
Population / Households	2.90	3.00	3.00	3.00	3.00
Population / Households Change		0.09	-0.00	-0.00	-0.00
Percent Change		3.2%	0.0%	0.0%	0.0%
Family Households	153,530	203,238	240,205	264,829	
Family Households Change		49,708	36,967	24,624	
Percent Change		32.4%	18.2%	10.3%	

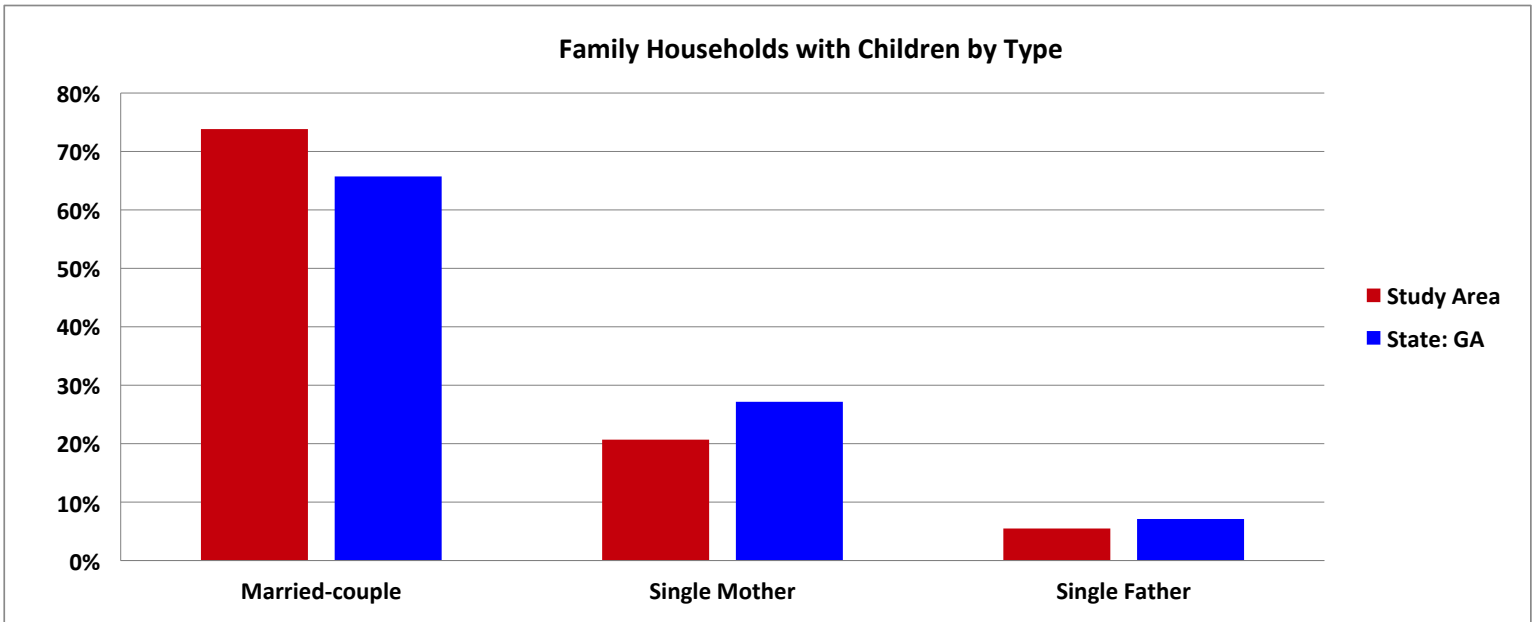
Population and Households Theme

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.



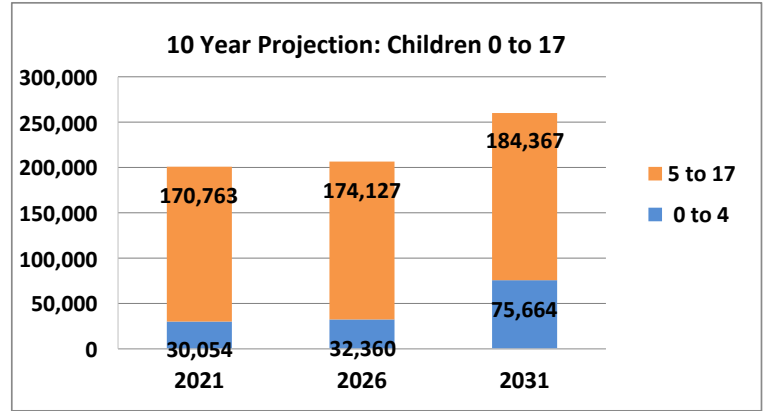
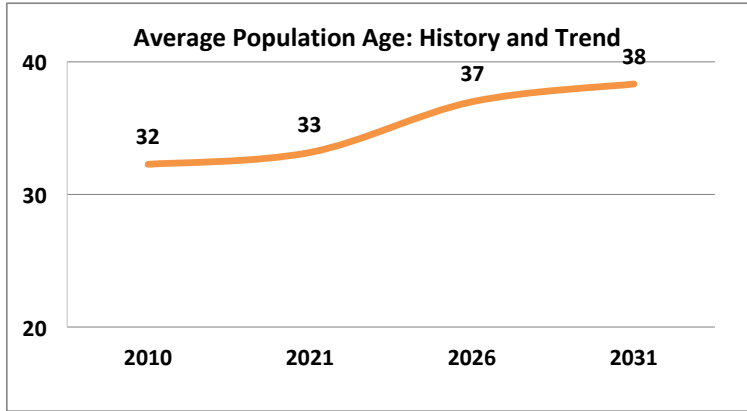
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

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	85,811	88,826	94,847	9,036	70.6%	73.8%	73.8%	3.2%
Family: Single Mother	27,246	24,887	26,457	-789	22.4%	20.7%	20.6%	-1.8%
Family: Single Father	8,537	6,595	7,194	-1,343	7.0%	5.5%	5.6%	-1.4%
Total:	121,594	120,308	128,498	6,904	100.0%	100.0%	100.0%	

Age Theme

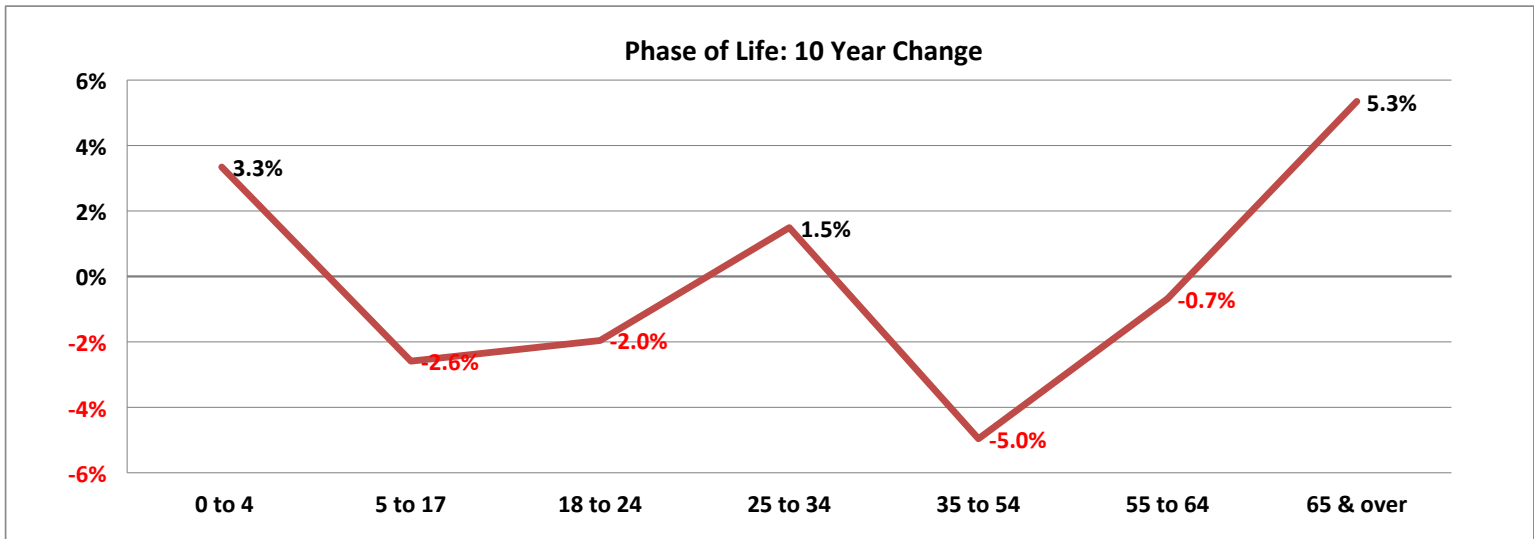
10 Year Average Age and Children 0 to 17 Trends

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	62,242	30,054	32,360	75,664	7.7%	3.3%	3.2%	6.6%
Required Formal Schooling: 5 to 17	172,465	170,763	174,127	184,367	21.4%	18.8%	17.5%	16.2%
College/Career Starts: 18 to 24	68,532	102,503	104,919	106,074	8.5%	11.3%	10.5%	9.3%
Singles & Young Families: 25 to 34	115,054	117,826	147,107	164,503	14.3%	13.0%	14.8%	14.5%
Families & Empty Nesters: 35 to 54	255,521	254,286	248,015	261,967	31.7%	28.0%	24.9%	23.0%
Enrichment Yrs Singles/Cpls: 55 to 64	76,402	125,154	141,227	149,019	9.5%	13.8%	14.2%	13.1%
Retirement Opportunities: 65 & over	55,105	108,104	148,491	196,229	6.8%	11.9%	14.9%	17.2%
Total:	805,321	908,690	996,246	1,137,823	100.0%	100.0%	100.0%	100.0%

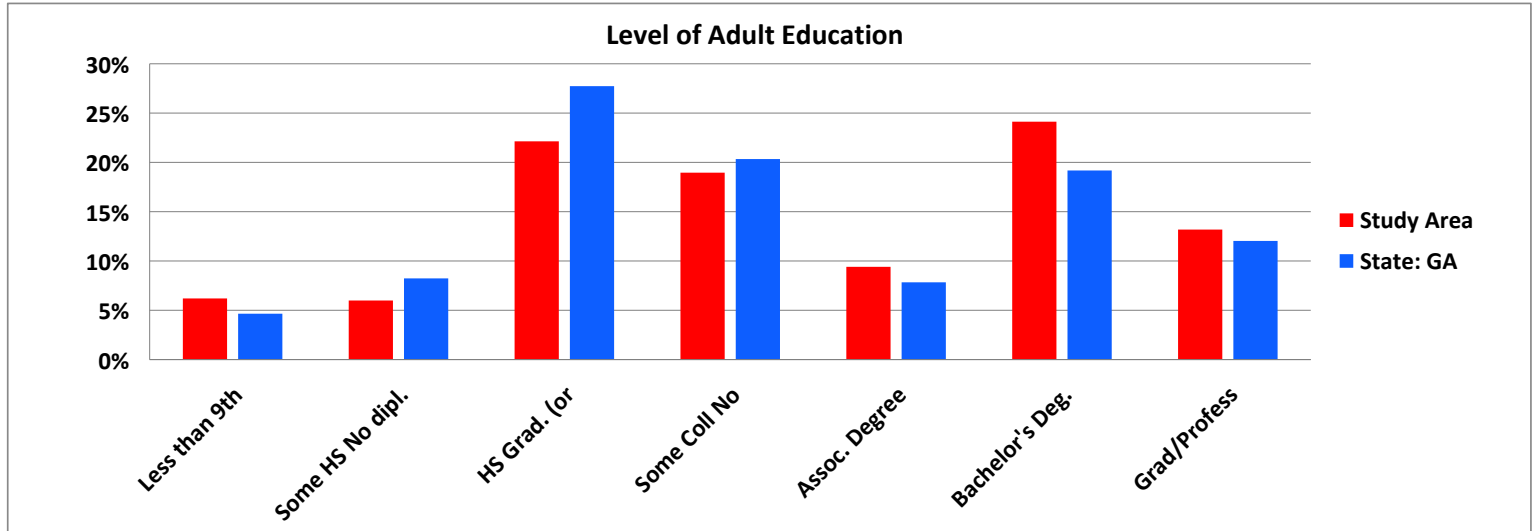
Education and Career Status Theme

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

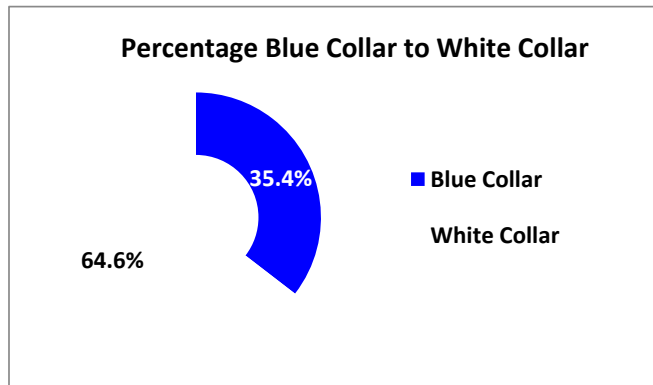
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of GA



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	37,532	42,084	4,552	6.2%	6.1%	-0.1%
Some High School, No diploma	36,266	40,267	4,001	6.0%	5.9%	-0.1%
High School Graduate (or GED)	133,996	149,009	15,013	22.1%	21.8%	-0.4%
Some College, No degree	114,753	128,348	13,595	19.0%	18.7%	-0.2%
Associate Degree	56,946	64,141	7,195	9.4%	9.4%	0.0%
Bachelor's Degree	146,057	167,722	21,665	24.1%	24.5%	0.4%
Graduate or Professional school degree	79,820	93,269	13,449	13.2%	13.6%	0.4%
Total:	605,370	684,840	79,470	100.0%	100.0%	

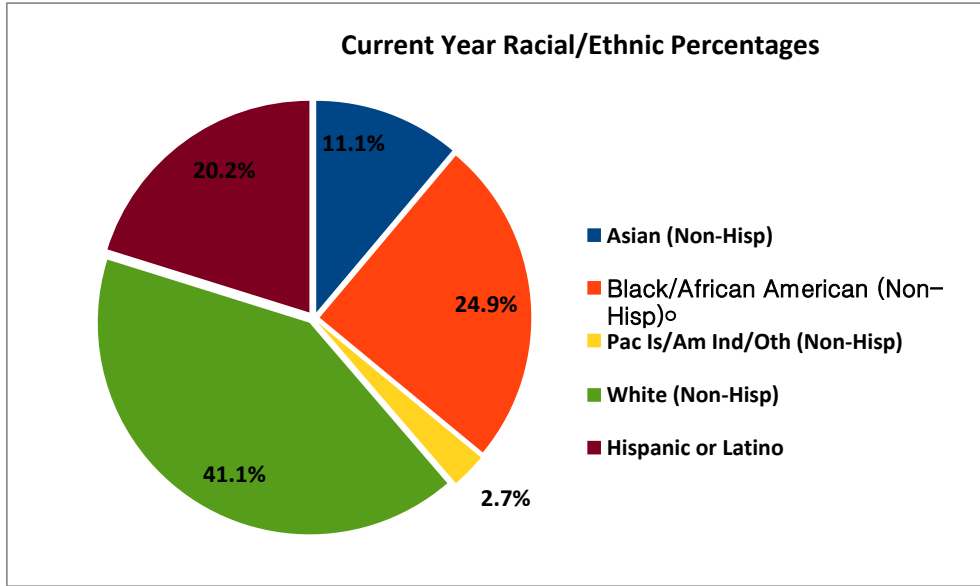
Career Types: Blue Collar and White Collar



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.

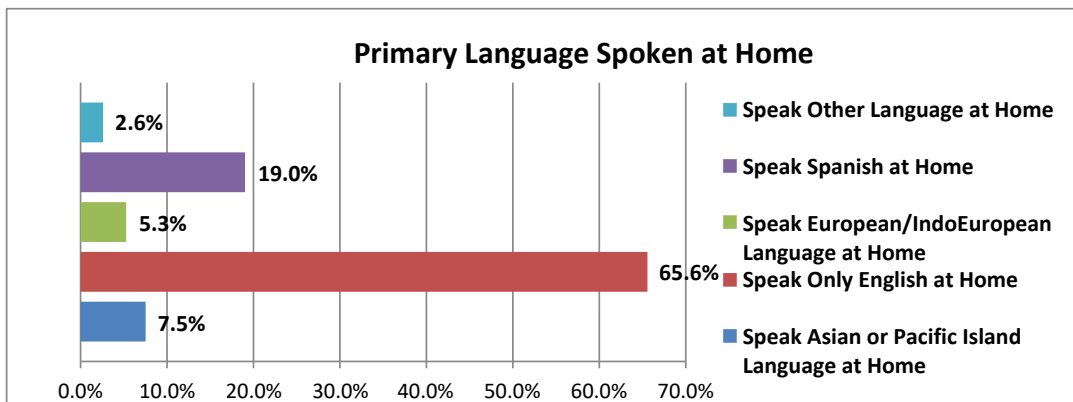
Study Area Racial and Ethnic Diversity



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

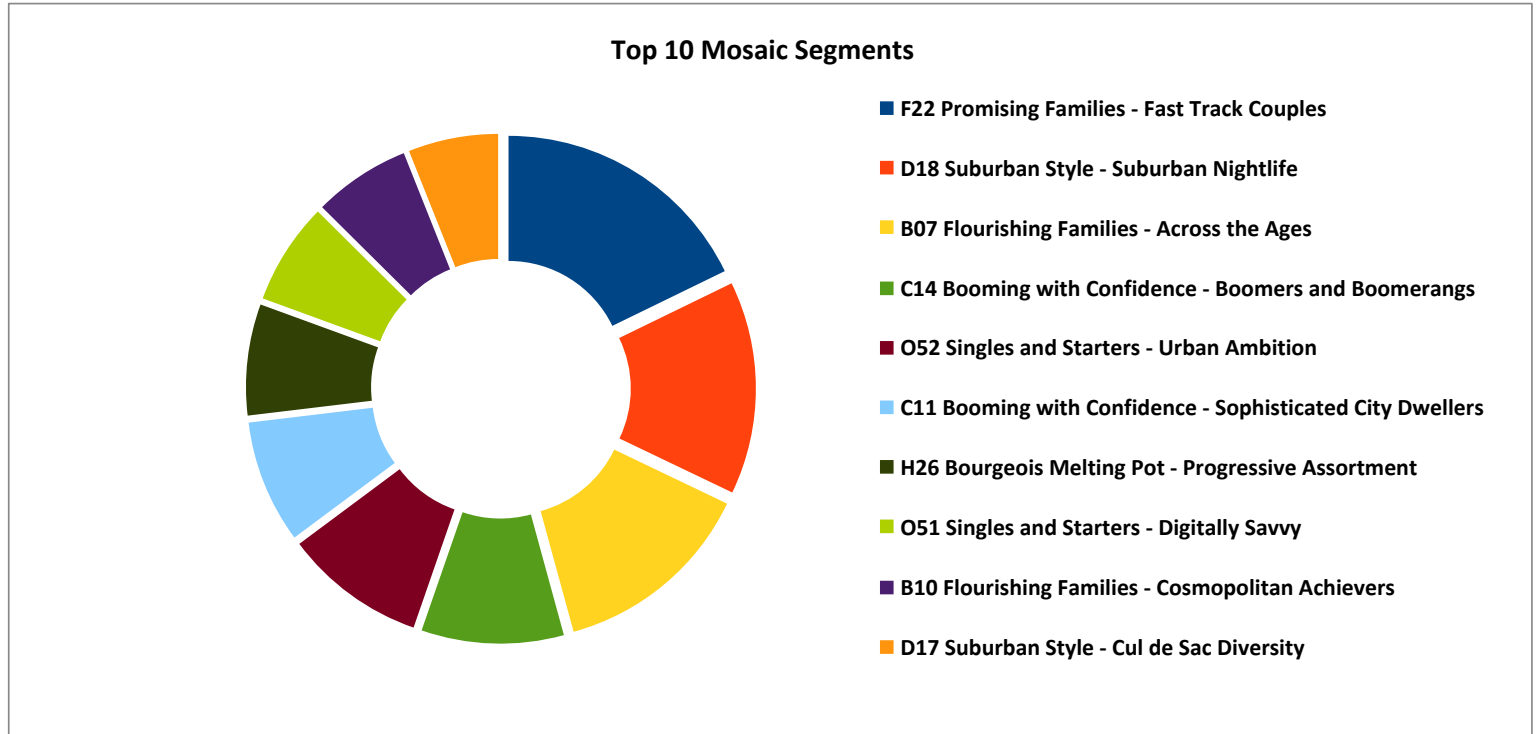
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2026 Change	Percent of all Pop by Year			2010 to 2026 % Change
	2010	2021	2026		2010%	2021%	2026%	
Asian (Non-Hisp)	84,763	104,606	115,874	31,111	10.5%	11.1%	11.3%	0.7%
Black/African American (Non-Hisp)	184,122	233,721	255,774	71,652	22.9%	24.9%	24.8%	2.0%
White (Non-Hisp)	354,316	386,500	423,866	69,550	44.0%	41.1%	41.2%	-2.8%
Hispanic or Latino	162,035	189,704	205,923	43,888	20.1%	20.2%	20.0%	-0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	20,085	25,477	28,537	8,452	2.5%	2.7%	2.8%	0.3%
Total:	805,321	940,008	1,029,974	224,653	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
F22 Promising Families - Fast Track Couples	27,749	8.9%	153,512
D18 Suburban Style - Suburban Nightlife	22,337	7.1%	245,544
B07 Flourishing Families - Across the Ages	21,276	6.8%	90,144
C14 Booming with Confidence - Boomers and Boomerangs	14,916	4.8%	84,109
O52 Singles and Starters - Urban Ambition	14,837	4.7%	180,473
C11 Booming with Confidence - Sophisticated City Dwellers	12,915	4.1%	98,482
H26 Bourgeois Melting Pot - Progressive Assortment	11,654	3.7%	18,708
O51 Singles and Starters - Digitally Savvy	10,705	3.4%	162,759
B10 Flourishing Families - Cosmopolitan Achievers	10,179	3.2%	15,743
D17 Suburban Style - Cul de Sac Diversity	9,423	3.0%	25,484
	155,991		1,074,958

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:

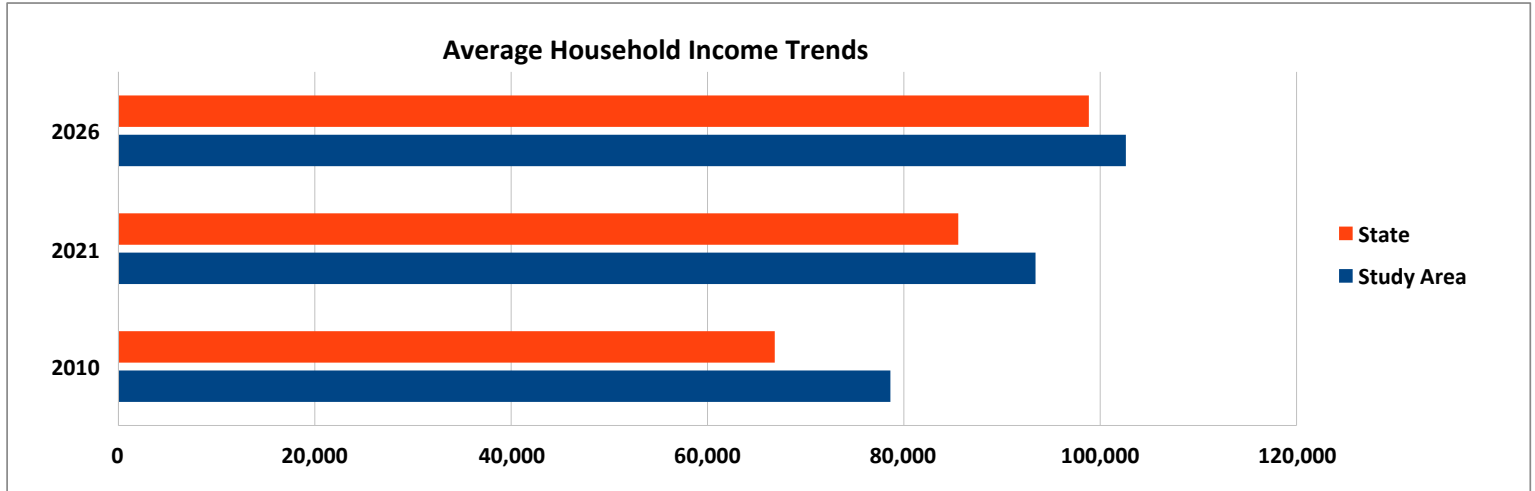
[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite

Financial Resources Theme

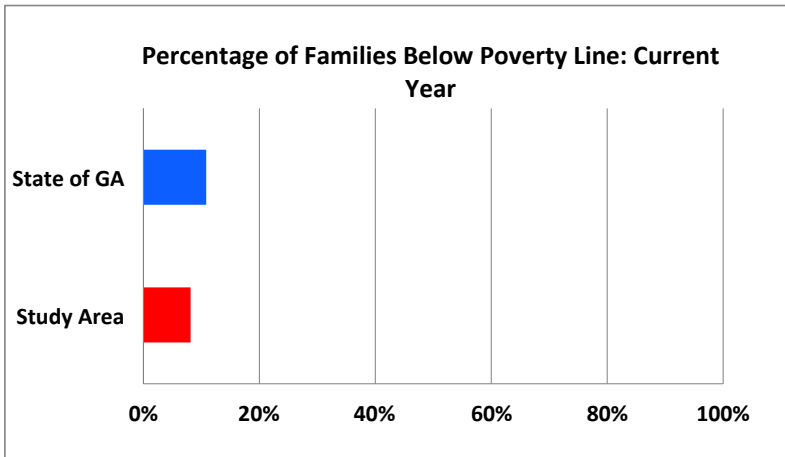
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

Household Income



Income Trends: Households and Families				2010 to 2026 Change
	2010	2021	2026	
Average Household Income	78,629	93,411	102,613	23,985
Median Household Income	64,215	73,221	80,617	16,402
Per Capita Income	26,217	31,157	34,227	8010
Median Family Income		80,493	80,608	115

Poverty



Poverty Level	Pop	Area % Pop	GA % Pop
Above poverty level	220,669	91.9%	89.2%
Below poverty level	19,536	8.1%	10.8%
Total	240,205	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.