

The QuickInsite Report

Prepared for: South Carolina Baptist Convention
Study area: Polygon Around 91 Polo Road, Columbia, South Carolina 29223, United States

Base State: SC
Current Year Estimate: 2020
5 Year Projection: 2025
10 Year Forecast: 2030
Date: 2/8/2021
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.

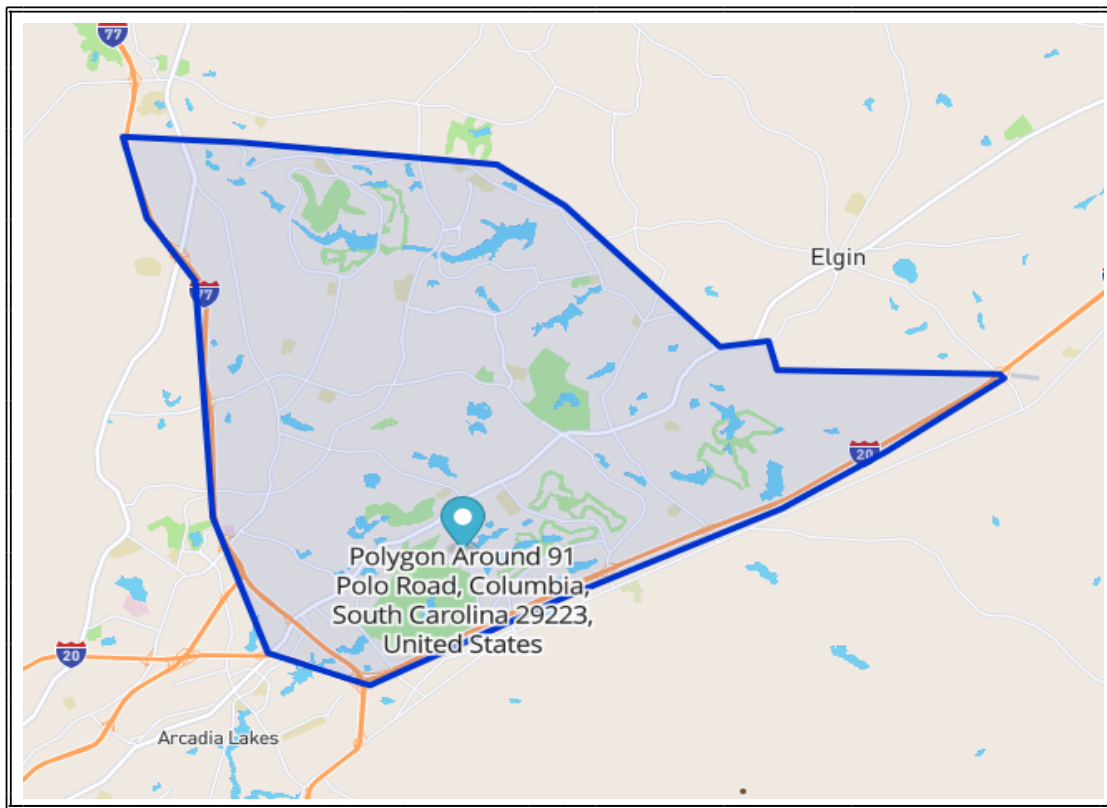
Two Sections

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

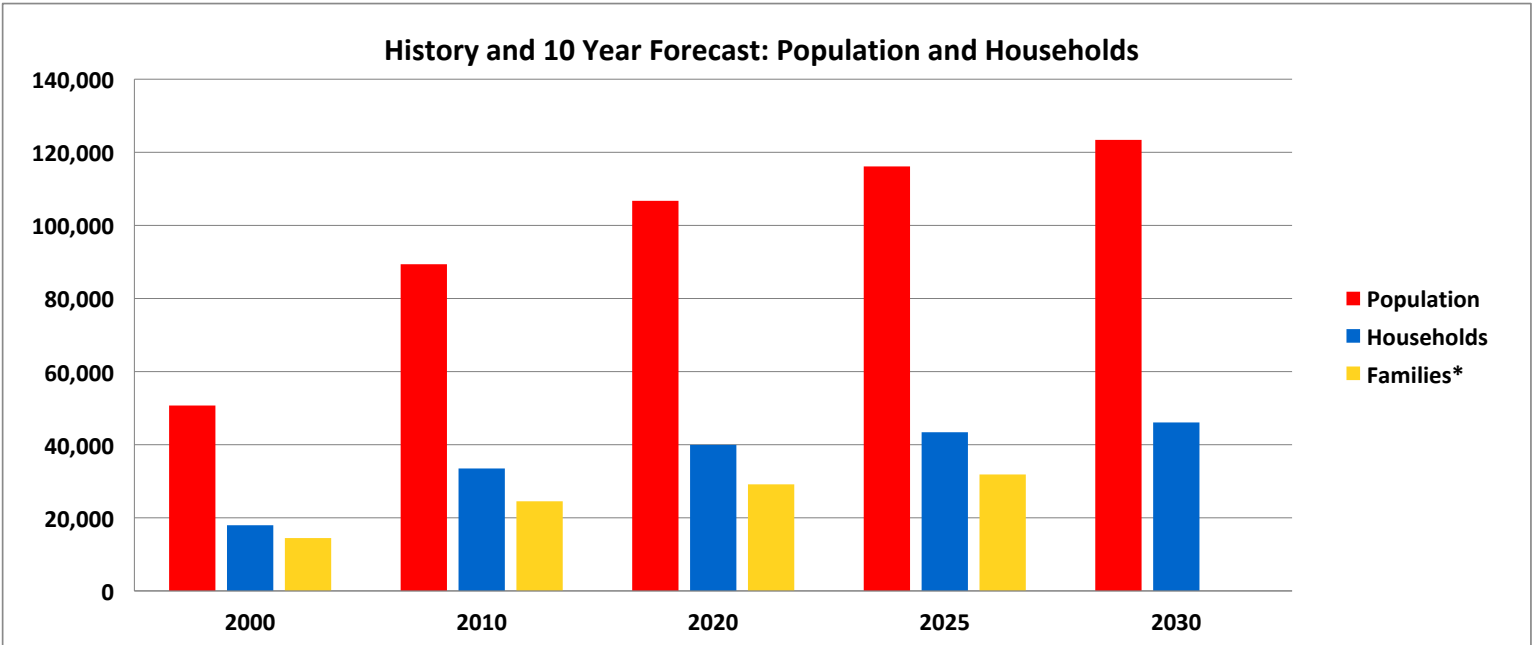
Study area: Polygon Around 91 Polo Road, Columbia, South Carolina 29223, United States

Date: 2/8/2021

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



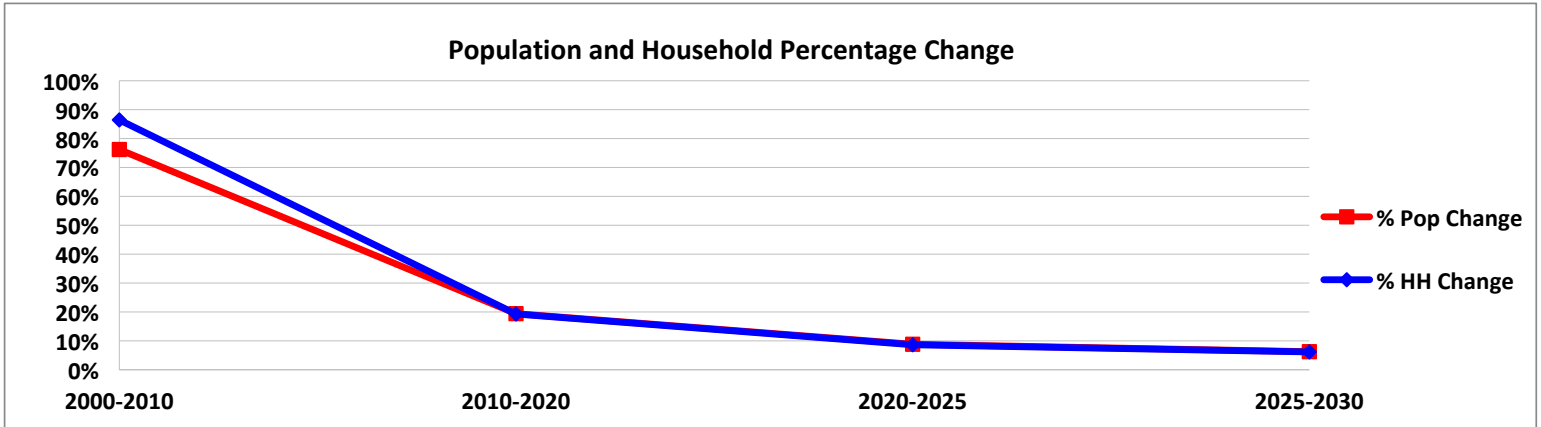
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2020	2025	2030
Population	50,722	89,377	106,724	116,136	123,398
Population Change		38,655	17,347	9,412	7,262
Percent Change		76.2%	19.4%	8.8%	6.3%
Households	17,966	33,497	39,959	43,412	46,089
Households Change		15,531	6,462	3,453	0
Percent Change		86.4%	19.3%	8.6%	0.0%
Population / Households	2.82	2.67	2.67	2.68	2.68
Population / Households Change		-0.16	0.00	0.00	0.00
Percent Change		-5.5%	0.1%	0.2%	0.1%
Family Households	14,459	24,519	29,155	31,858	
Family Households Change		10,060	4,636	2,703	
Percent Change		69.6%	18.9%	9.3%	

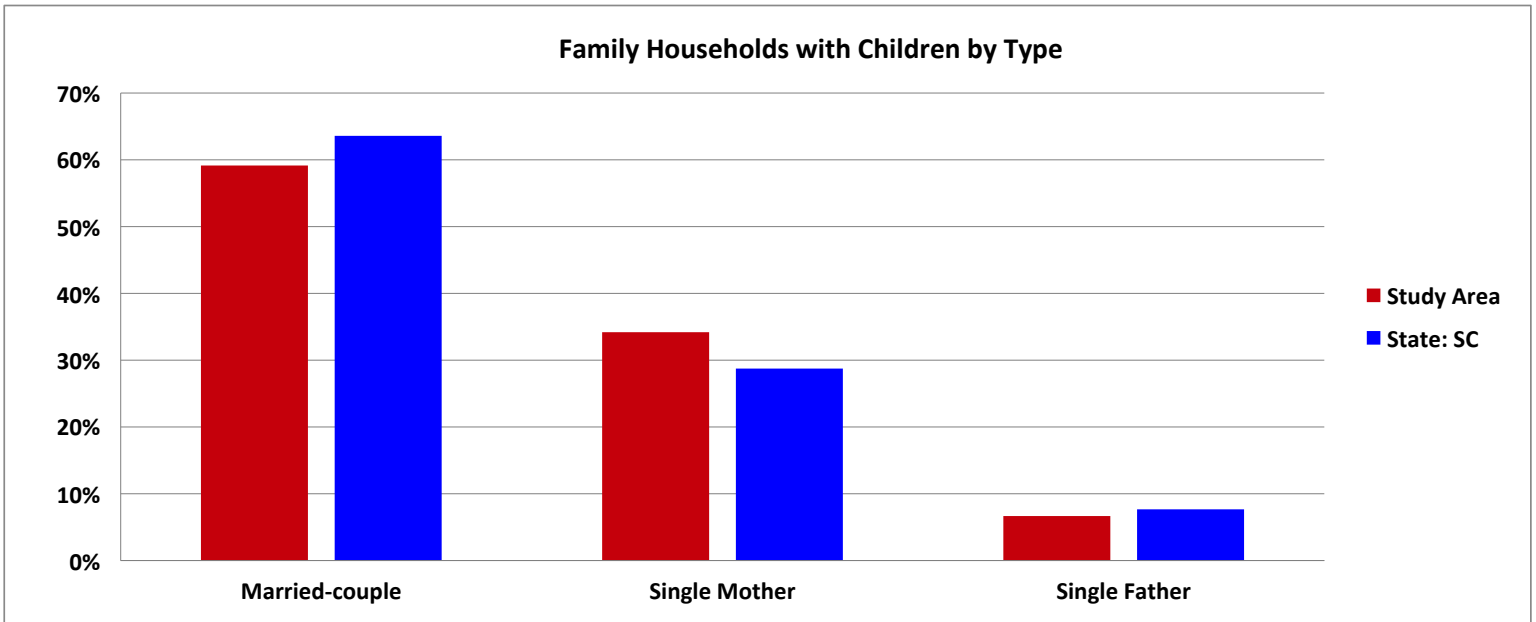
Population and Households Theme

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.



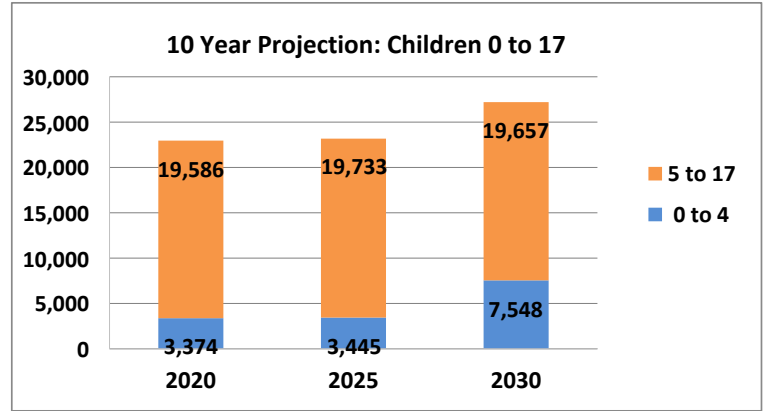
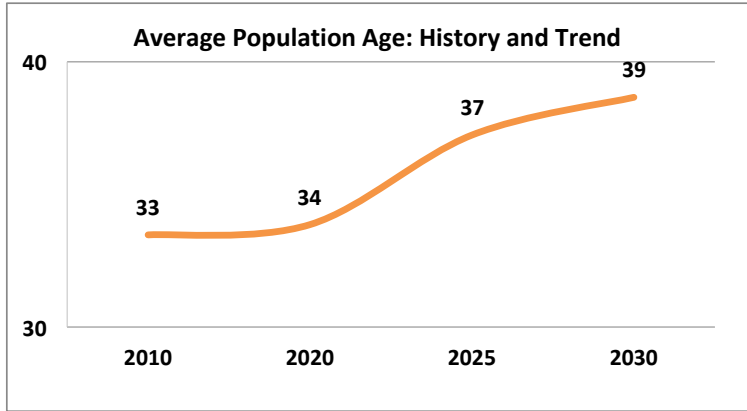
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual HHlds by Year			2010 to 2025 Change	Percent of all HHlds by Year			2010 to 2025 % Change
	2010	2020	2025		2010%	2020%	2025%	
Family: Married-couple	9,317	8,799	9,166	-151	65.2%	59.1%	57.7%	-7.4%
Family: Single Mother	4,153	5,086	5,586	1,433	29.0%	34.2%	35.2%	6.1%
Family: Single Father	829	991	1,121	292	5.8%	6.7%	7.1%	1.3%
Total:	14,299	14,876	15,873	1,574	100.0%	100.0%	100.0%	

Age Theme

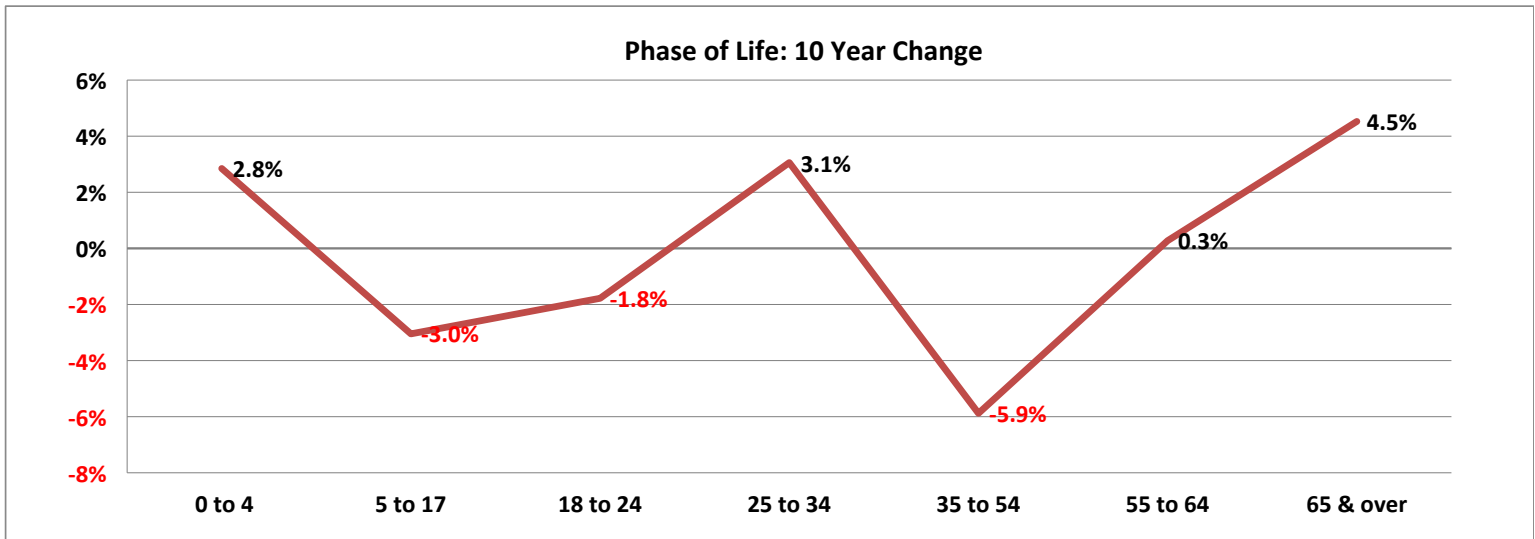
10 Year Average Age and Children 0 to 17 Trends

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	2020	2025	2030	2010%	2020%	2025%	2030%
Before Formal Schooling: 0 to 4	6,689	3,374	3,445	7,548	7.5%	3.3%	3.1%	6.1%
Required Formal Schooling: 5 to 17	19,191	19,586	19,733	19,657	21.5%	19.0%	17.5%	15.9%
College/Career Starts: 18 to 24	6,538	11,613	12,061	11,689	7.3%	11.3%	10.7%	9.5%
Singles & Young Families: 25 to 34	13,262	11,968	16,074	18,083	14.8%	11.6%	14.3%	14.7%
Families & Empty Nesters: 35 to 54	27,253	30,025	28,786	28,642	30.5%	29.1%	25.6%	23.2%
Enrichment Yrs Singles/Cpls: 55 to 64	9,474	13,327	15,036	16,273	10.6%	12.9%	13.4%	13.2%
Retirement Opportunities: 65 & over	6,970	13,317	17,416	21,506	7.8%	12.9%	15.5%	17.4%
Total:	89,377	103,210	112,551	123,398	100.0%	100.0%	100.0%	100.0%

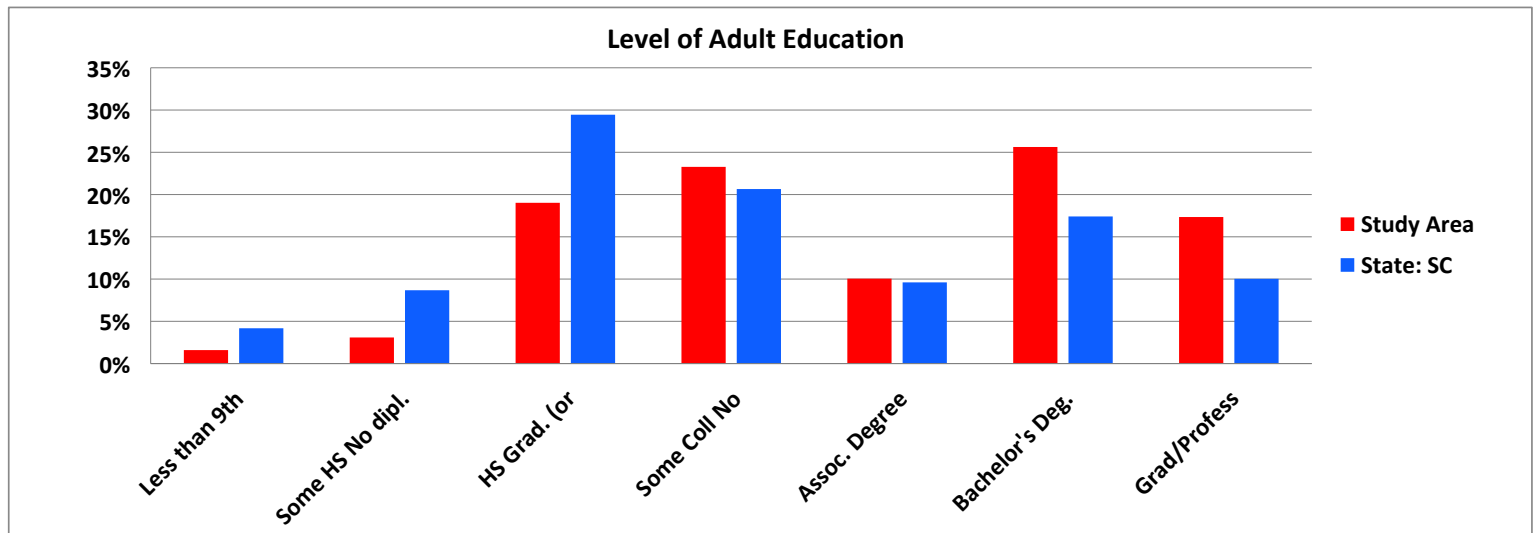
Education and Career Status Theme

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

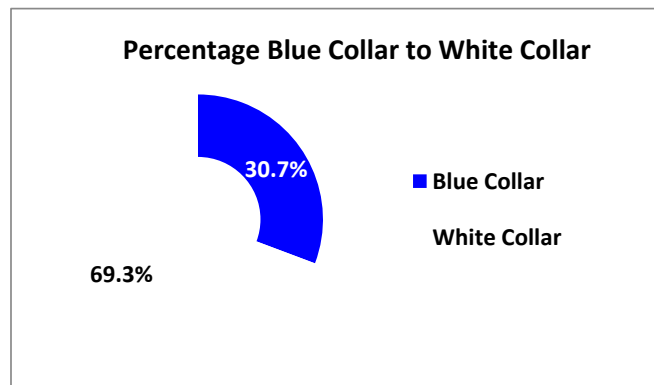
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of SC



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2020 to 2025 Change	Percent of all Hhlds by Year		2020 to 2025 % Change
	2020	2025		2020%	2025%	
Less than 9th Grade	1,095	1,197	102	1.6%	1.5%	0.0%
Some High School, No diploma	2,120	2,355	235	3.1%	3.0%	0.0%
High School Graduate (or GED)	13,057	14,586	1,529	19.0%	18.9%	-0.2%
Some College, No degree	15,975	18,246	2,271	23.3%	23.6%	0.3%
Associate Degree	6,897	7,673	776	10.0%	9.9%	-0.1%
Bachelor's Degree	17,590	19,822	2,232	25.6%	25.6%	0.0%
Graduate or Professional school degree	11,902	13,432	1,530	17.3%	17.4%	0.0%
Total:	68,636	77,311	8,675	100.0%	100.0%	

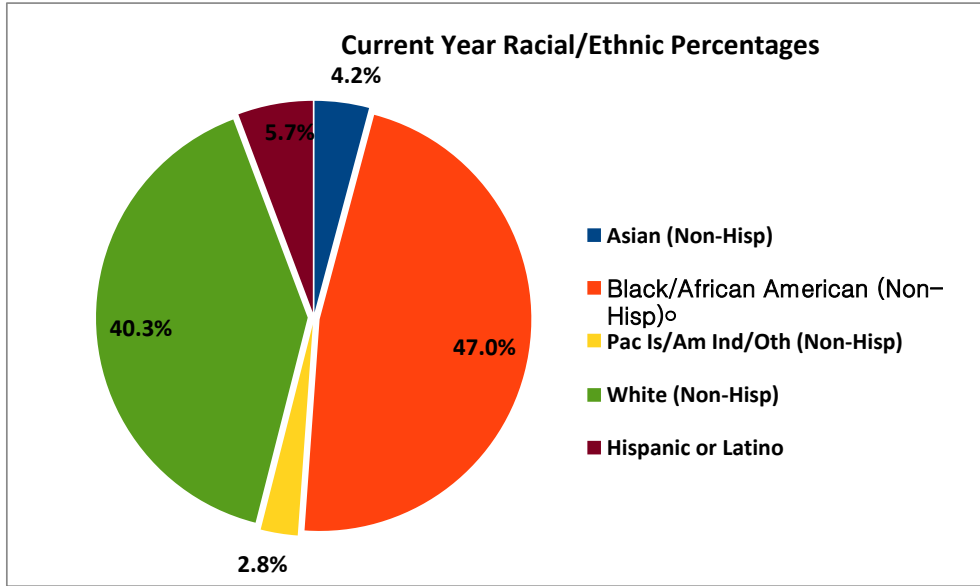
Career Types: Blue Collar and White Collar



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.

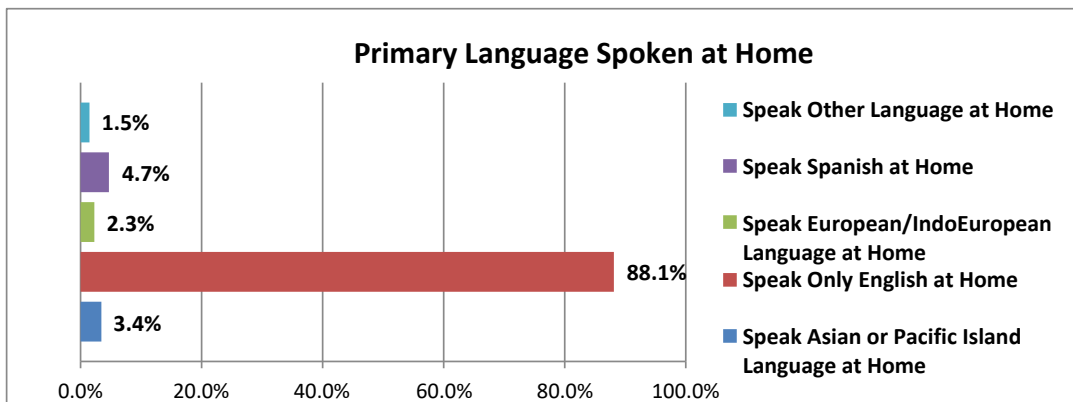
Study Area Racial and Ethnic Diversity



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

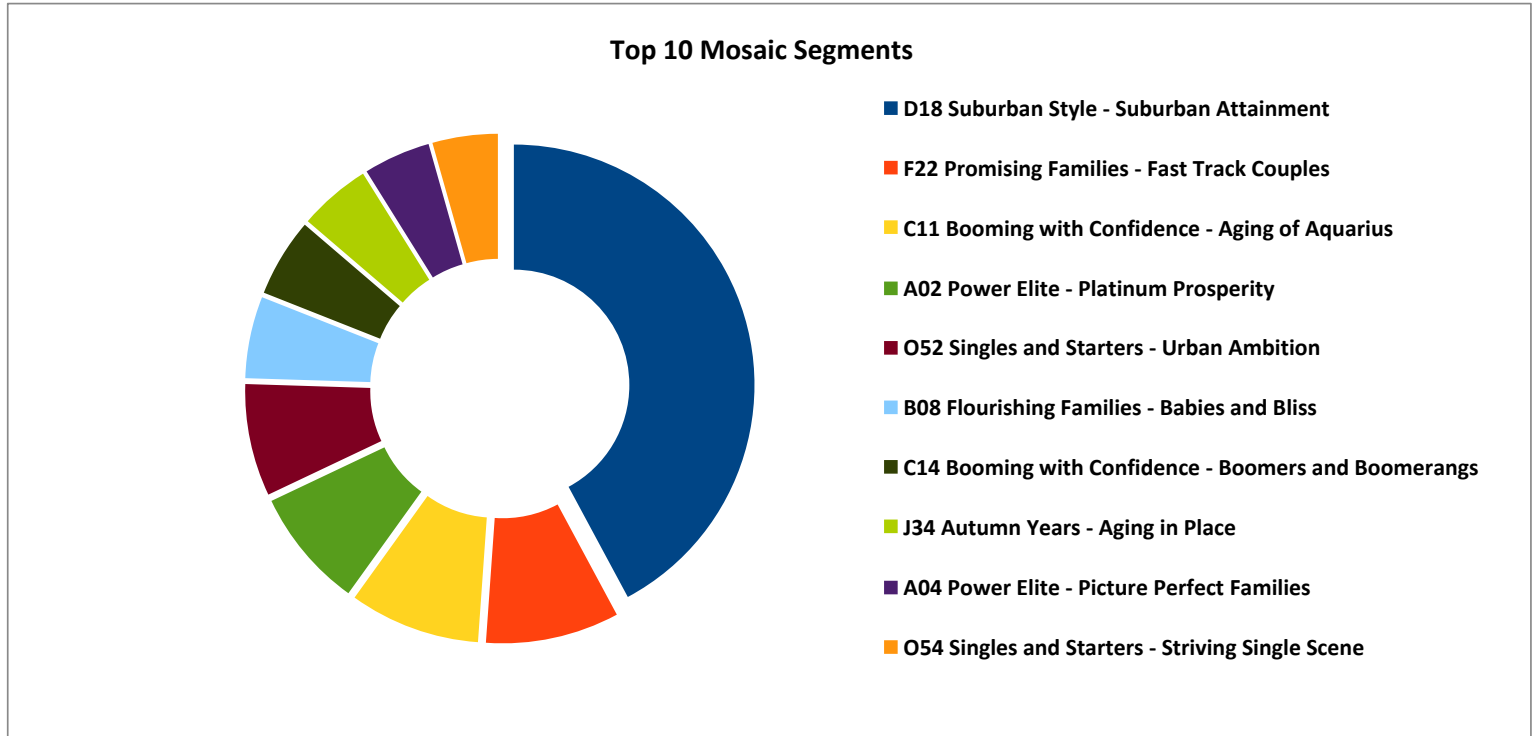
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2025 Change	Percent of all Pop by Year			2010 to 2025 % Change
	2010	2020	2025		2010%	2020%	2025%	
Asian (Non-Hisp)	3,338	4,431	4,783	1,445	3.7%	4.2%	4.1%	0.4%
Black/African American (Non-Hisp)	40,829	50,144	54,339	13,510	45.7%	47.0%	46.8%	1.1%
White (Non-Hisp)	37,560	43,025	47,106	9,546	42.0%	40.3%	40.6%	-1.5%
Hispanic or Latino	5,167	6,106	6,639	1,472	5.8%	5.7%	5.7%	-0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	2,482	3,018	3,270	788	2.8%	2.8%	2.8%	0.0%
Total:	89,376	106,724	116,137	26,761	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
D18 Suburban Style - Suburban Attainment	10,776	27.0%	59,106	2.9%	928
F22 Promising Families - Fast Track Couples	2,296	5.7%	58,127	2.9%	201
C11 Booming with Confidence - Aging of Aquarius	2,248	5.6%	62,811	3.1%	182
A02 Power Elite - Platinum Prosperity	2,055	5.1%	62,765	3.1%	167
O52 Singles and Starters - Urban Ambition	1,929	4.8%	42,916	2.1%	229
B08 Flourishing Families - Babies and Bliss	1,405	3.5%	21,548	1.1%	332
C14 Booming with Confidence - Boomers and Boomerangs	1,349	3.4%	34,013	1.7%	202
J34 Autumn Years - Aging in Place	1,238	3.1%	67,937	3.3%	93
A04 Power Elite - Picture Perfect Families	1,150	2.9%	36,652	1.8%	160
O54 Singles and Starters - Striving Single Scene	1,122	2.8%	38,910	1.9%	147
	25,568		484,785		

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:

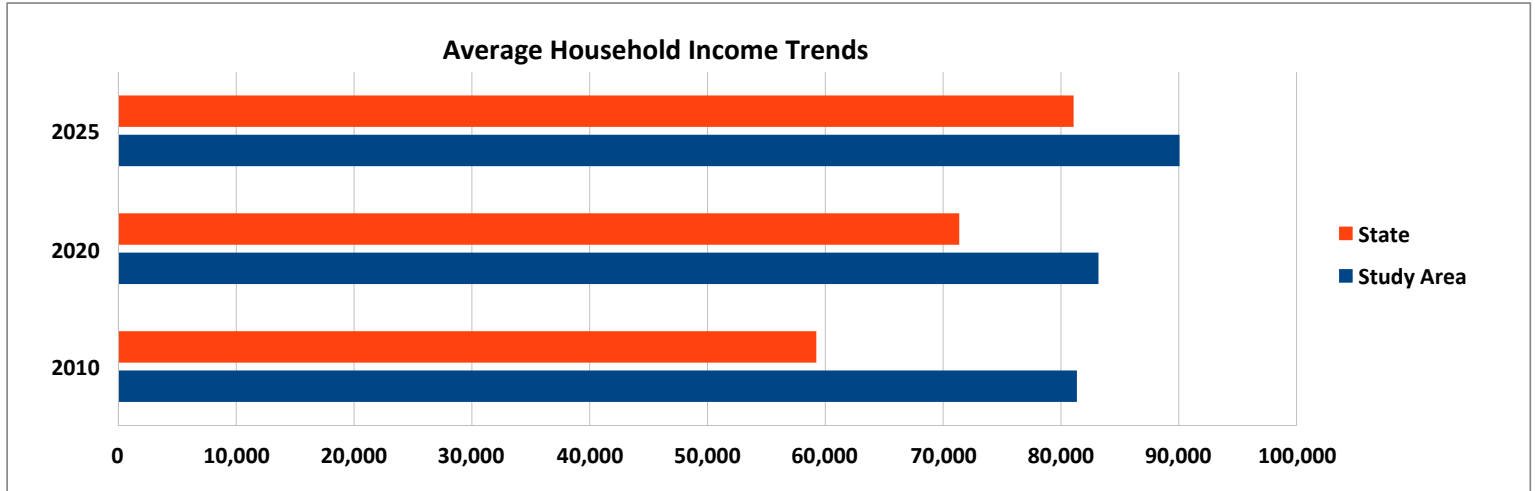
[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

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.

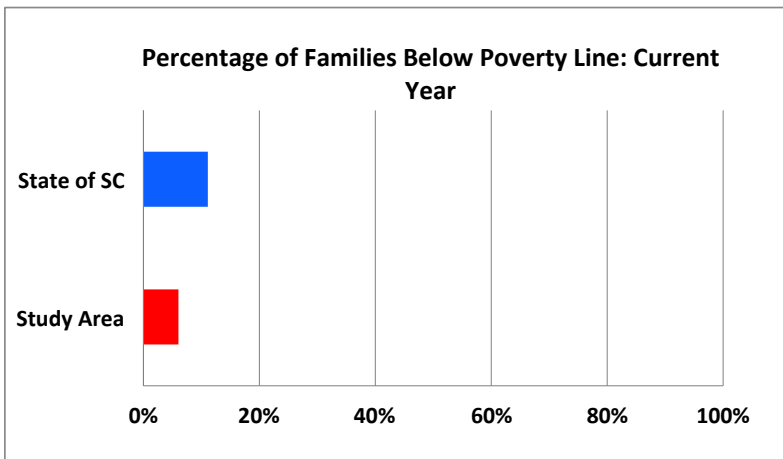
Household Income



Income Trends: Households and Families

	2010	2020	2025	2010 to 2025 Change
Average Household Income	81,356	83,186	90,068	8,712
Median Household Income	66,750	68,719	75,801	9,051
Per Capita Income	30,491	31,146	33,668	3,177
Median Family Income		78,488	78,642	154

Poverty



Poverty Level	Pop	Area % Pop	SC % Pop
Above poverty level	27,394	94.0%	88.9%
Below poverty level	1,761	6.0%	11.1%
Total	29,155	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.