

The FullInsite 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 FullInsite Report

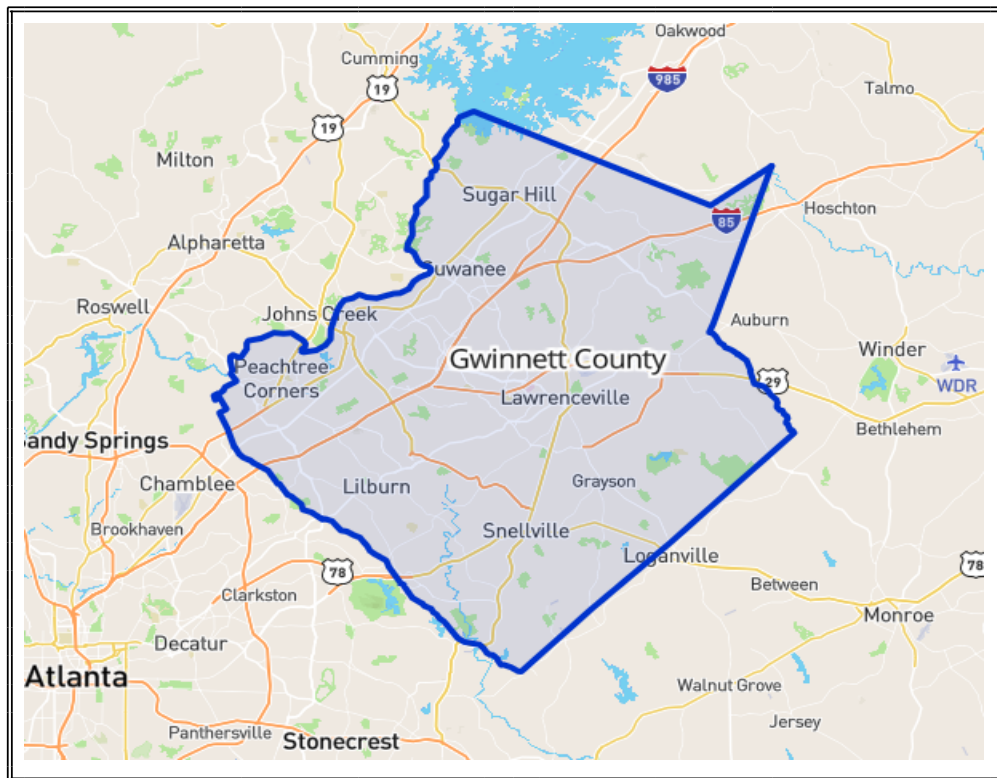
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

The FullInsite report is divided into three sections, each providing a different approach to the data. Careful consideration is given to readability and graphic treatment. The hope is that the information it presents will be more accessible to the reader.

Three Sections

- The **StoryView** Report presents 9 demographic indicators of your study area.
- The **TrendView** provides four graphs that reflect the more significant demographic trends that will shape the study area in the 5 to 10 year future.
- The **ThemeView** Report provides a wealth of demographic detail across six themes: People, Households, Families, Diversity, Housing and Work.

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 the population in this area expected to change? <small>(See the Population Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Growth</td> <td>Significant Growth</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth			
2	Household Change In the 10 year future, how are the households in this area expected to change? <small>(See Households Theme)</small>	<table border="1"> <tr> <td>Significant Decline</td> <td>Moderate Decline</td> <td>Little Change</td> <td>Moderate Increase</td> <td>Significant Increase</td> </tr> </table>	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
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 Families Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat More</td> <td>Significantly More</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
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 the People Theme)</small>	<table border="1"> <tr> <td>Very Low</td> <td>Low</td> <td>Mixed</td> <td>High</td> <td>Very High</td> </tr> </table>	Very Low	Low	Mixed	High	Very High
Very Low	Low	Mixed	High	Very High			
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See the Diversity Theme)</small>	<table border="1"> <tr> <td>Very Homogeneous</td> <td>Homogeneous</td> <td>Moderately Diverse</td> <td>Very Diverse</td> <td>Extremely Diverse</td> </tr> </table>	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
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 the Income Theme)</small>	<table border="1"> <tr> <td>Significantly Less</td> <td>Somewhat Less</td> <td>About the Same</td> <td>Somewhat Greater</td> <td>Significantly Greater</td> </tr> </table>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater			
7	Poverty Compared to the state, are the number of families in poverty above or below the state average? <small>(See the Families Theme)</small>	<table border="1"> <tr> <td>Significantly Below</td> <td>Somewhat Below</td> <td>About the Same</td> <td>Somewhat Above</td> <td>Significantly Above</td> </tr> </table>	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
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 the Work Theme)</small>	<table border="1"> <tr> <td>Very Blue Collar</td> <td>Somewhat Blue</td> <td>Closely Split</td> <td>Somewhat White</td> <td>Very White Collar</td> </tr> </table>	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
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 the Diversity Theme)</small>	<table border="1"> <tr> <td>Asian (NH)</td> <td>Black/Afri American (NH)</td> <td>White (NH)</td> <td>Hispanic or Latino</td> <td>Pac Is/Amer Ind/Other</td> </tr> </table>	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other			

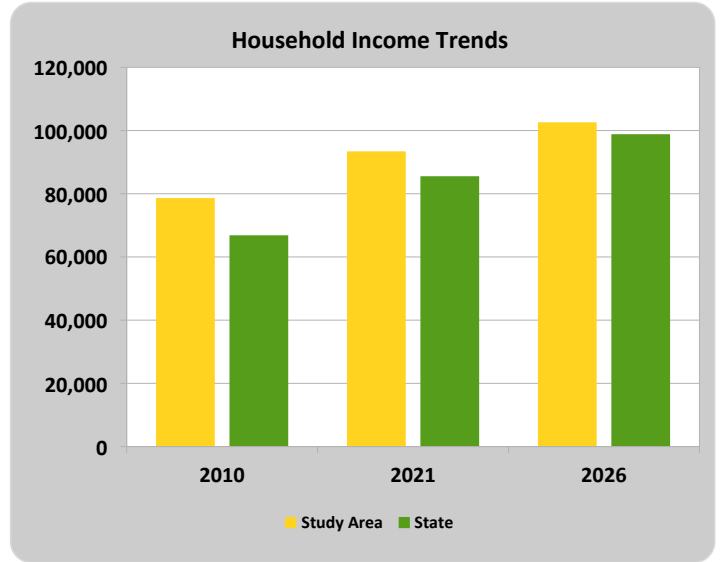
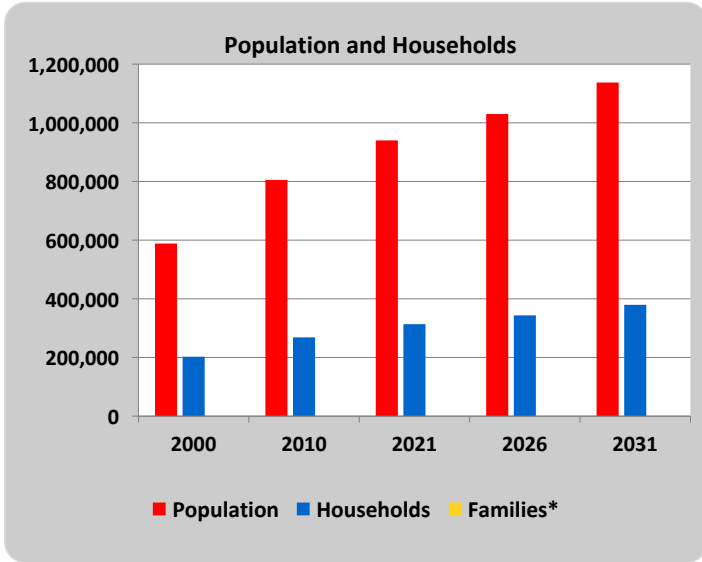
TrendView

Significant Demographic Estimates and Projections

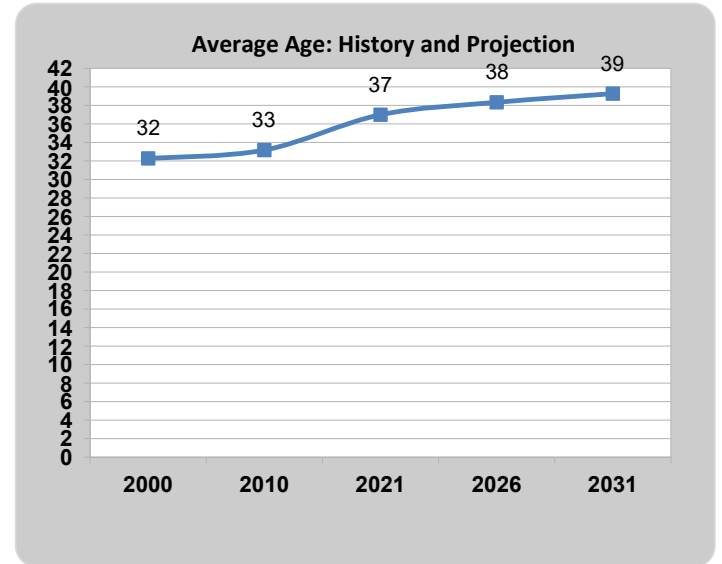
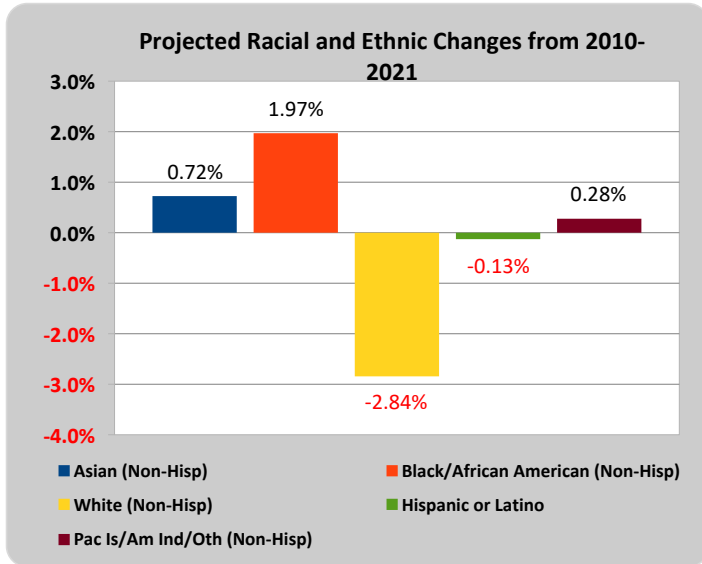
Prepared for: MissionInsite

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

Base State: GA
Date of Report: 2/3/2022



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



Demographic Descriptions of the Study Area

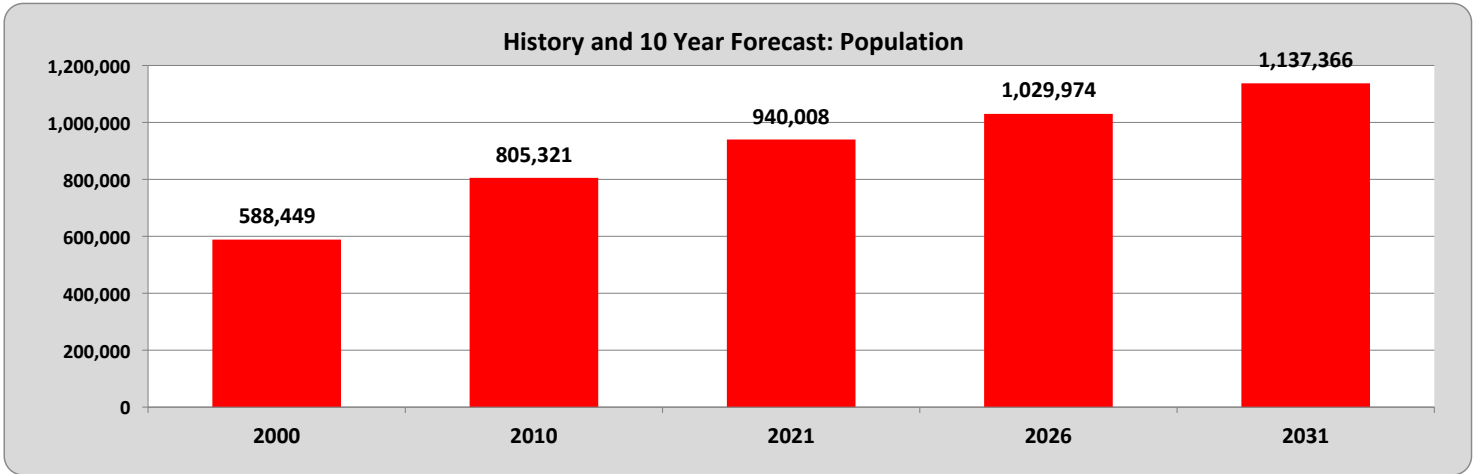
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People and Change

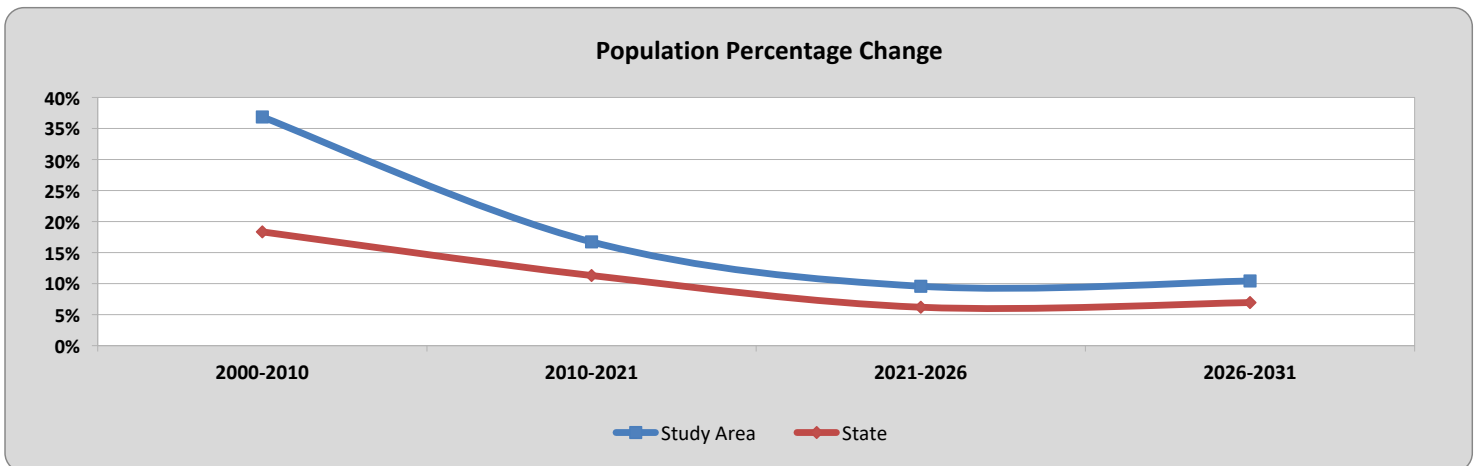
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



Population Trends	2000	2010	2021	2026	2031
Study Area 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		36.85%	16.72%	9.57%	10.43%
State Population	8,186,445	9,687,653	10,782,720	11,450,403	12,245,858
Population Change		1,501,208	1,095,067	667,683	795,455
Percent Change		18.34%	11.30%	6.19%	6.95%

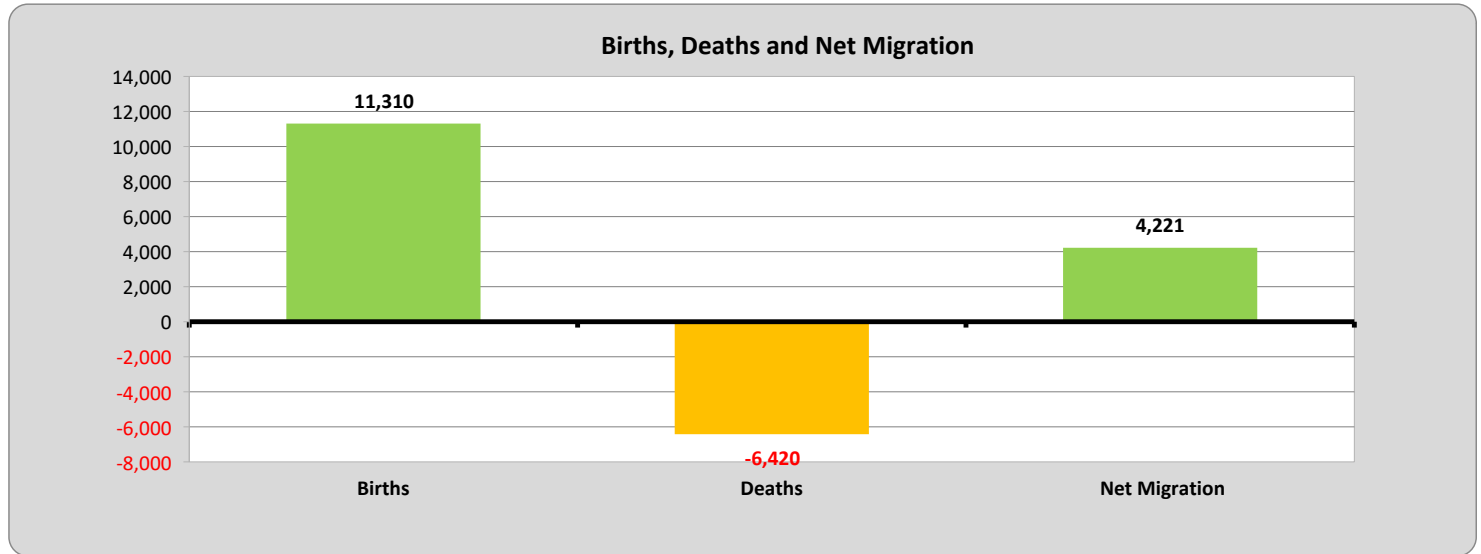
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

Recent 8 Quarter History	2019 1st Qtr	2019 2nd Qtr	2019 3rd Qtr	2019 4th Qtr	2020 1st Qtr	2020 2nd Qtr	2020 3rd Qtr	2020 4th Qtr
Population	921,973	923,924	926,144	928,694	930,897	932,915	935,171	937,722
Change		1,951	2,220	2,550	2,203	2,018	2,256	2,551
Percent Change		0.21%	0.24%	0.28%	0.24%	0.22%	0.24%	0.27%
Seasonal Population	272	1,881	625	2,543	183	1,762	1,184	2,255
Change		1,609	-1,256	1,918	-2,360	1,579	-578	1,071
Percent Change		591.54%	-66.77%	306.88%	-92.80%	862.84%	-32.80%	90.46%
Transient Population	9,928	9,650	10,511	10,246	9,691	364	2,579	3,642
Change		-278	861	-265	-555	-9,327	2,215	1,063
Percent Change		-2.80%	8.92%	-2.52%	-5.42%	-96.24%	608.52%	41.22%

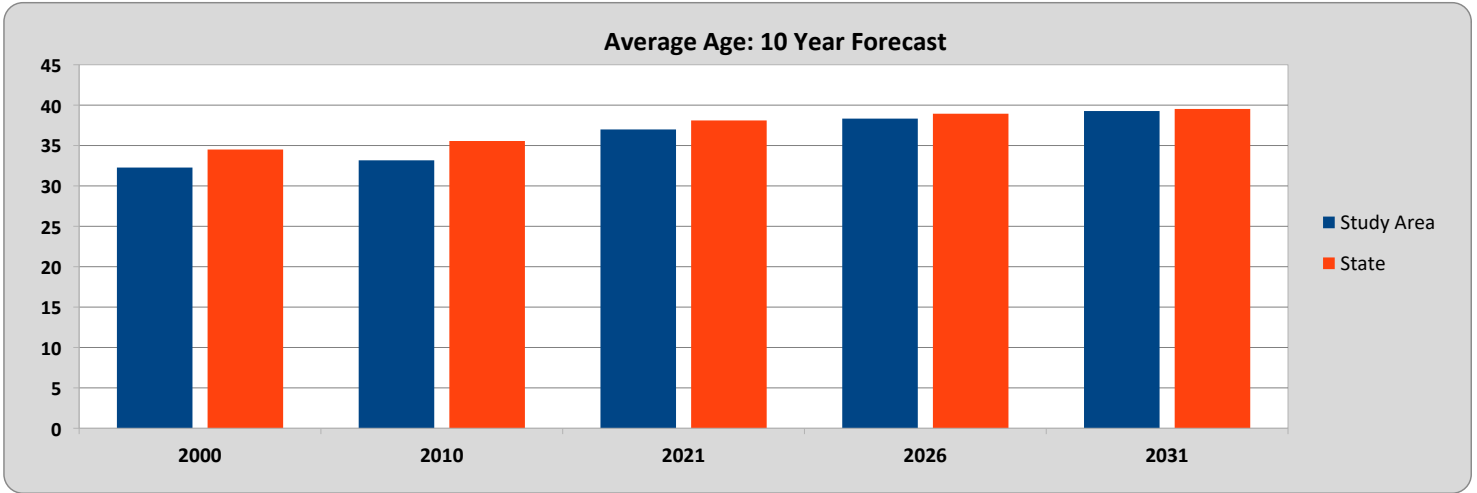
Factors Effecting Population Change: Prior 12 Months



	2021
Factors Effecting Population Change	
Births	11,310
Deaths	6,420
Net Migration	4,221
Net 12-Month Change	0
(Births minus deaths plus net migration = Net 12 month Change)	

	2010		2021		2026		2031		10 Yr Change
Population by Gender									
Female	408,168	50.68%	477,446	50.79%	524,221	50.90%	580,007	51.00%	0.21%
Male	397,153	49.32%	462,562	49.21%	505,753	49.10%	557,359	49.00%	-0.21%
Totals:	805,321	100.00%	940,008	100.00%	1,029,974	100.00%	1,137,366	100.00%	

Average Age with State Comparison

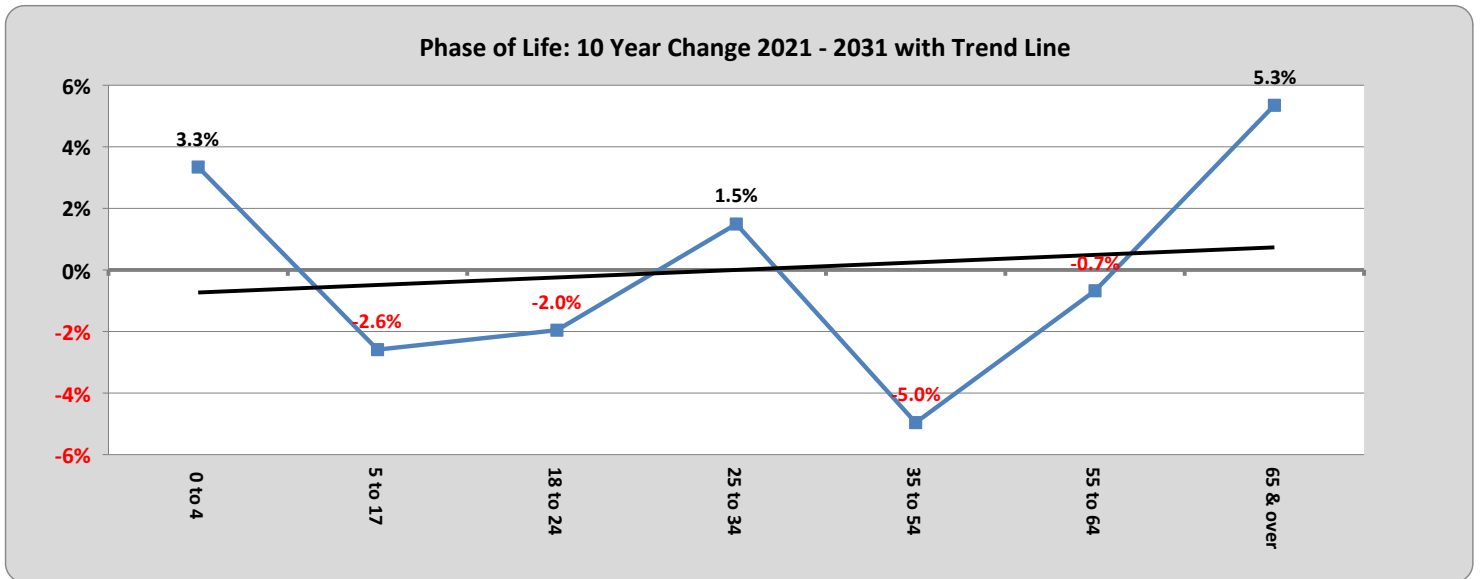


Age Trends	2000	2010	2021	2026	2031
Average Age: Study Area	32.27	33.17	36.99	38.33	39.27
Average Age Change		0.90	3.82	1.34	0.94
Percent Change		2.77%	11.52%	3.63%	2.45%
Median Age	32	33	37	38	37

Age: State	2000	2010	2021	2026	2031
Average Age: State	34.51	35.56	38.10	38.94	39.53
Average Age Change		1.05	2.54	0.83	0.59
Percent Change		3.05%	7.15%	2.19%	1.52%
Median Age	32	34	38	38	37

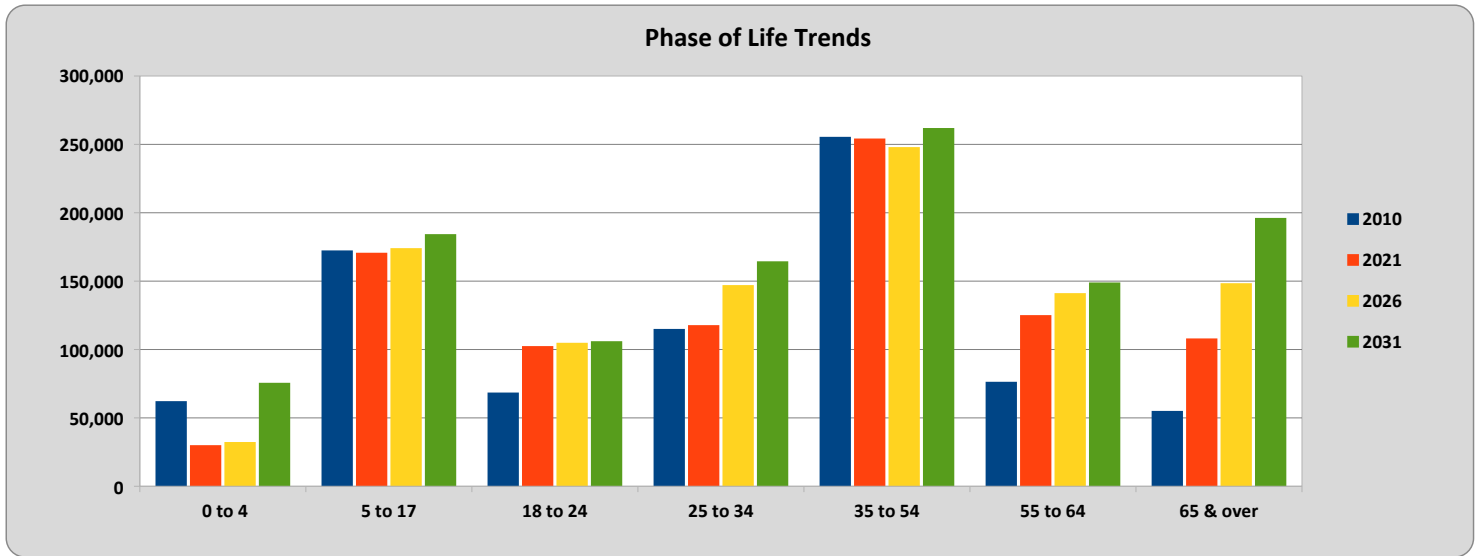
Phase of Life Projected Change

As people Age, they pass through various life phases. Based upon the number of persons born each year, the result can produce increases and decreases in various life phases.

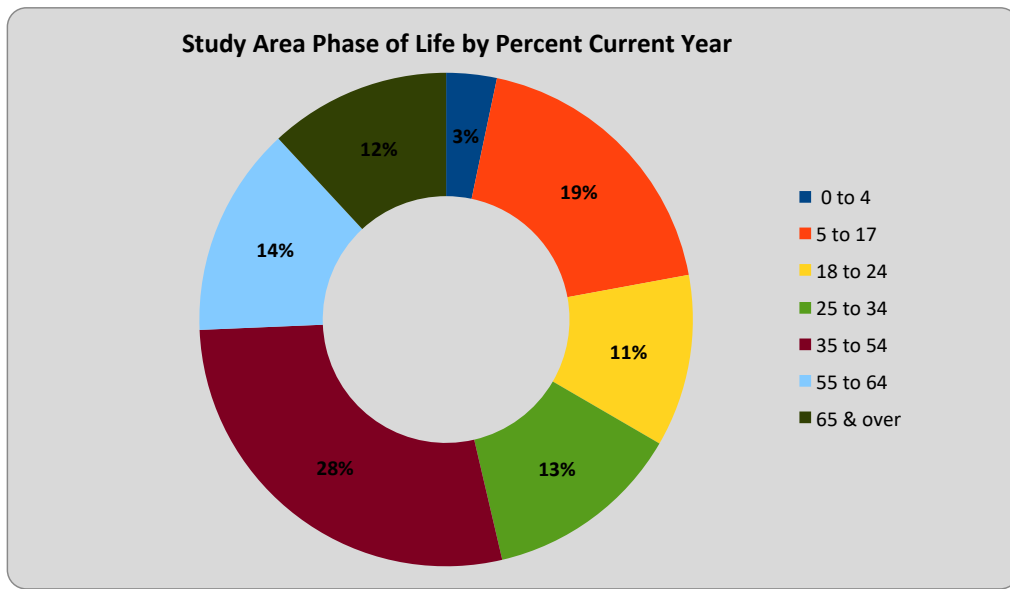


People by Age

Phase of Life



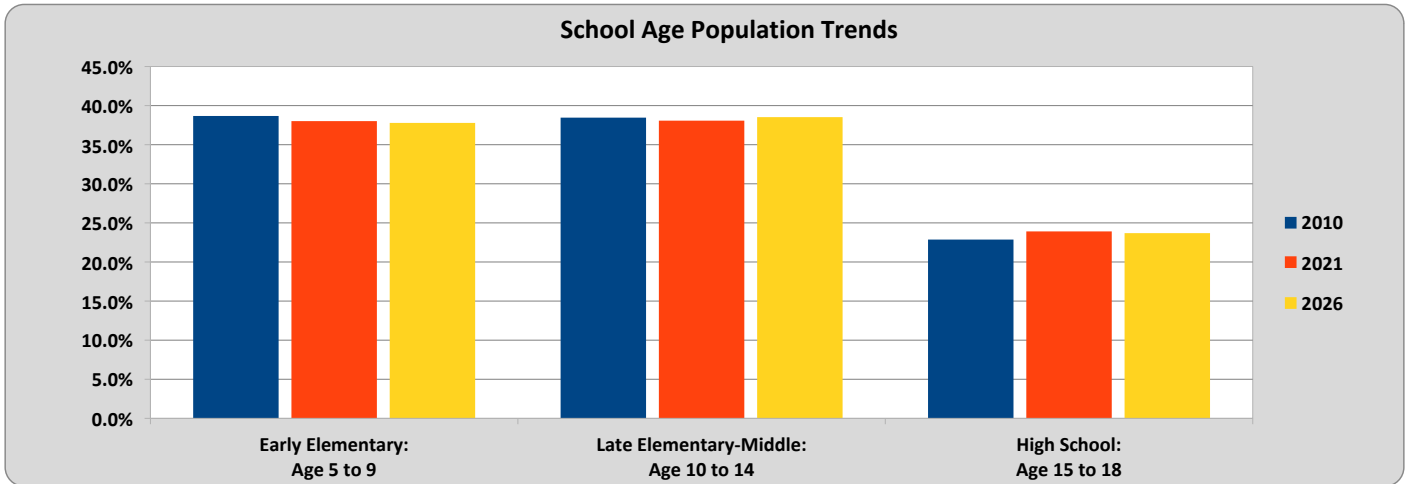
Current Year Population by Phase of Life



	2010		2021		2026		2031		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	62,242	7.73%	30,054	3.31%	32,360	3.25%	75,664	6.65%	3.34%
Required Formal Schooling: Ages 5 to 17	172,465	21.42%	170,763	18.79%	174,127	17.48%	184,367	16.20%	-2.59%
College/Career Starts: Ages 18 to 24	68,532	8.51%	102,503	11.28%	104,919	10.53%	106,074	9.32%	-1.96%
Singles and Young Families: Ages 25 to 34	115,054	14.29%	117,826	12.97%	147,107	14.77%	164,503	14.46%	1.49%
Families/Empty Nesters: Ages 35 to 54	255,521	31.73%	254,286	27.98%	248,015	24.89%	261,967	23.02%	-4.96%
Enrich Years Singles/Couples: Ages 55 to 64	76,402	9.49%	125,154	13.77%	141,227	14.18%	149,019	13.10%	-0.68%
Retirement Opportunities: Age 65 and over	55,105	6.84%	108,104	11.90%	148,491	14.91%	196,229	17.25%	5.35%
Totals:	805,321	100.00%	908,690	100.00%	996,246	100.00%	1,137,823	100.00%	

Phase of Life presents how a community changes and people age through their various life phases.

School Age Population Trends



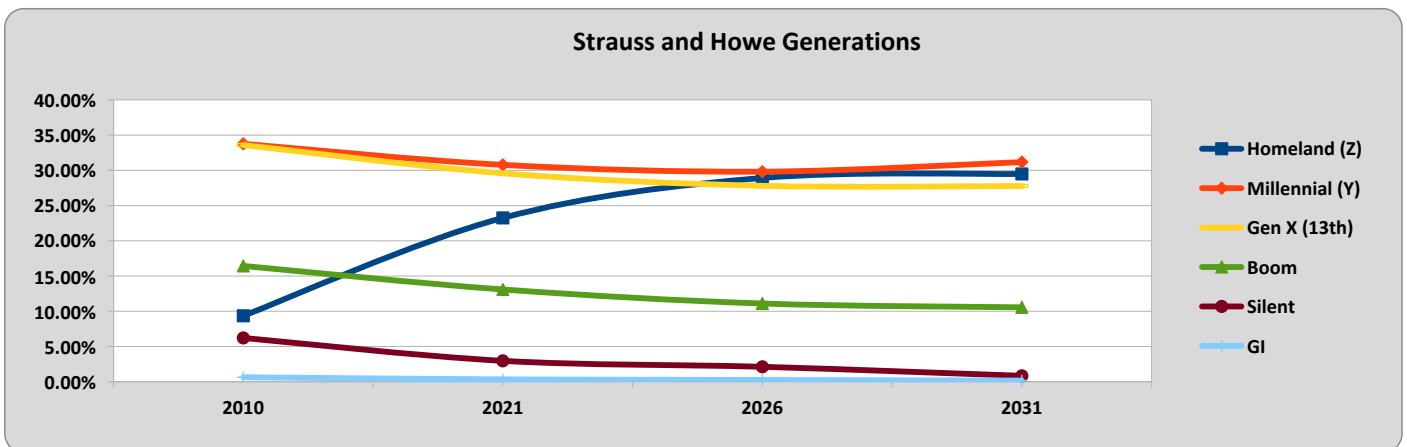
Study Area	Study Area			5 Yr Chg	GA			Comp Index CY			
	2010	2021	2026		2010	2021	2026				
School Age Population Trends											
Early Elem: 5 to 9	66,698	38.67%	64,917	38.02%	65,796	37.79%	-0.23%	38.52%	38.77%	38.72%	98
Late Elem-Mid: 10 to 14	66,330	38.46%	65,017	38.07%	67,082	38.52%	0.45%	38.21%	38.17%	38.22%	100
High School: 15 to 17	39,437	22.87%	40,829	23.91%	41,249	23.69%	-0.22%	23.27%	23.06%	23.06%	104
Totals:	172,465	100.00%	170,763	100.00%	174,127	100.00%		100.00%	100.00%	100.00%	

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2021		2026		2031	
Homeland (Z)	Artist	2005	2025	75,335	9.35%	218,573	23.25%	297,893	28.92%	309,134	29.49%
Millennial (Y)	Hero	1982	2004	271,961	33.77%	289,354	30.78%	307,066	29.81%	326,788	31.18%
Gen X (13th)	Nomad	1961	1981	270,578	33.60%	278,081	29.58%	286,392	27.81%	291,216	27.78%
Boom	Prophet	1946	1960	132,342	16.43%	123,055	13.09%	114,299	11.10%	110,684	10.56%
Silent	Artist	1925	1945	50,027	6.21%	27,815	2.96%	21,785	2.12%	8,730	0.83%
GI	Hero	1901	1924	5,078	0.63%	3,130	0.33%	2,539	0.25%	1,663	0.16%
Totals:				805,321	100.00%	940,008	100.00%	1,029,974	100.00%	1,048,214	100.00%

[For more information on Generational types, click here](#)

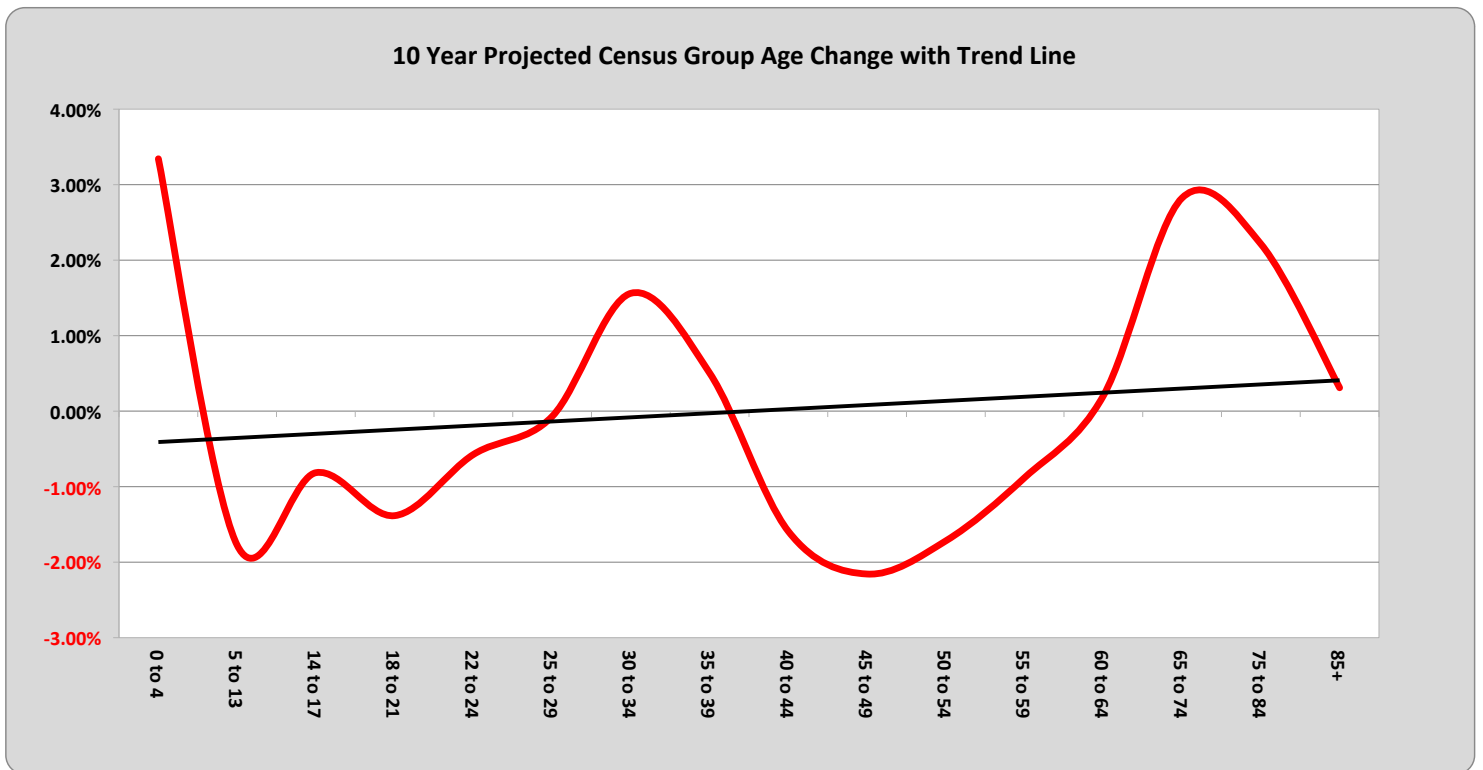
Generations as Percentage of the Population Trends



People by Age

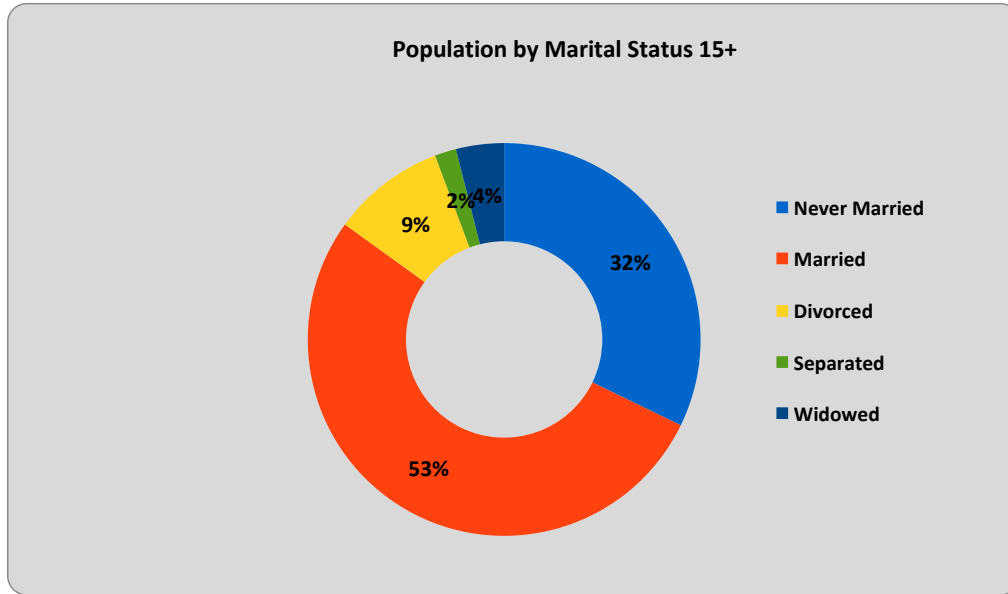
	2010		2021		2026		2031		10 Yr Change
Population by Age Forecast									
0 to 4	62,242	7.73%	30,054	3.31%	32,360	3.25%	75,664	6.65%	3.34%
5 to 13	119,666	14.86%	116,354	12.80%	119,195	11.96%	125,509	11.03%	-1.77%
14 to 17	52,799	6.56%	54,409	5.99%	54,932	5.51%	58,858	5.17%	-0.81%
18 to 21	38,814	4.82%	60,434	6.65%	57,678	5.79%	59,927	5.27%	-1.38%
22 to 24	29,718	3.69%	42,069	4.63%	47,241	4.74%	46,147	4.06%	-0.57%
25 to 29	55,071	6.84%	65,802	7.24%	77,047	7.73%	81,596	7.17%	-0.07%
30 to 34	59,983	7.45%	52,024	5.73%	70,060	7.03%	82,907	7.29%	1.56%
35 to 39	67,071	8.33%	55,463	6.10%	54,700	5.49%	75,201	6.61%	0.51%
40 to 44	66,477	8.25%	61,067	6.72%	58,018	5.82%	58,357	5.13%	-1.59%
45 to 49	66,033	8.20%	68,607	7.55%	63,724	6.40%	61,365	5.39%	-2.16%
50 to 54	55,940	6.95%	69,149	7.61%	71,573	7.18%	67,044	5.89%	-1.72%
55 to 59	43,466	5.40%	67,784	7.46%	71,805	7.21%	74,859	6.58%	-0.88%
60 to 64	32,936	4.09%	57,370	6.31%	69,422	6.97%	74,160	6.52%	0.20%
65 to 74	34,060	4.23%	74,366	8.18%	98,683	9.91%	125,255	11.01%	2.82%
75 to 84	15,764	1.96%	27,925	3.07%	42,473	4.26%	60,166	5.29%	2.21%
85+	5,281	0.66%	5,813	0.64%	7,335	0.74%	10,808	0.95%	0.31%
Totals:	805,321	100.00%	908,690	100.00%	996,246	100.00%	1,137,823	100.00%	

Age Category Changes



People by Household Type and Marital Status

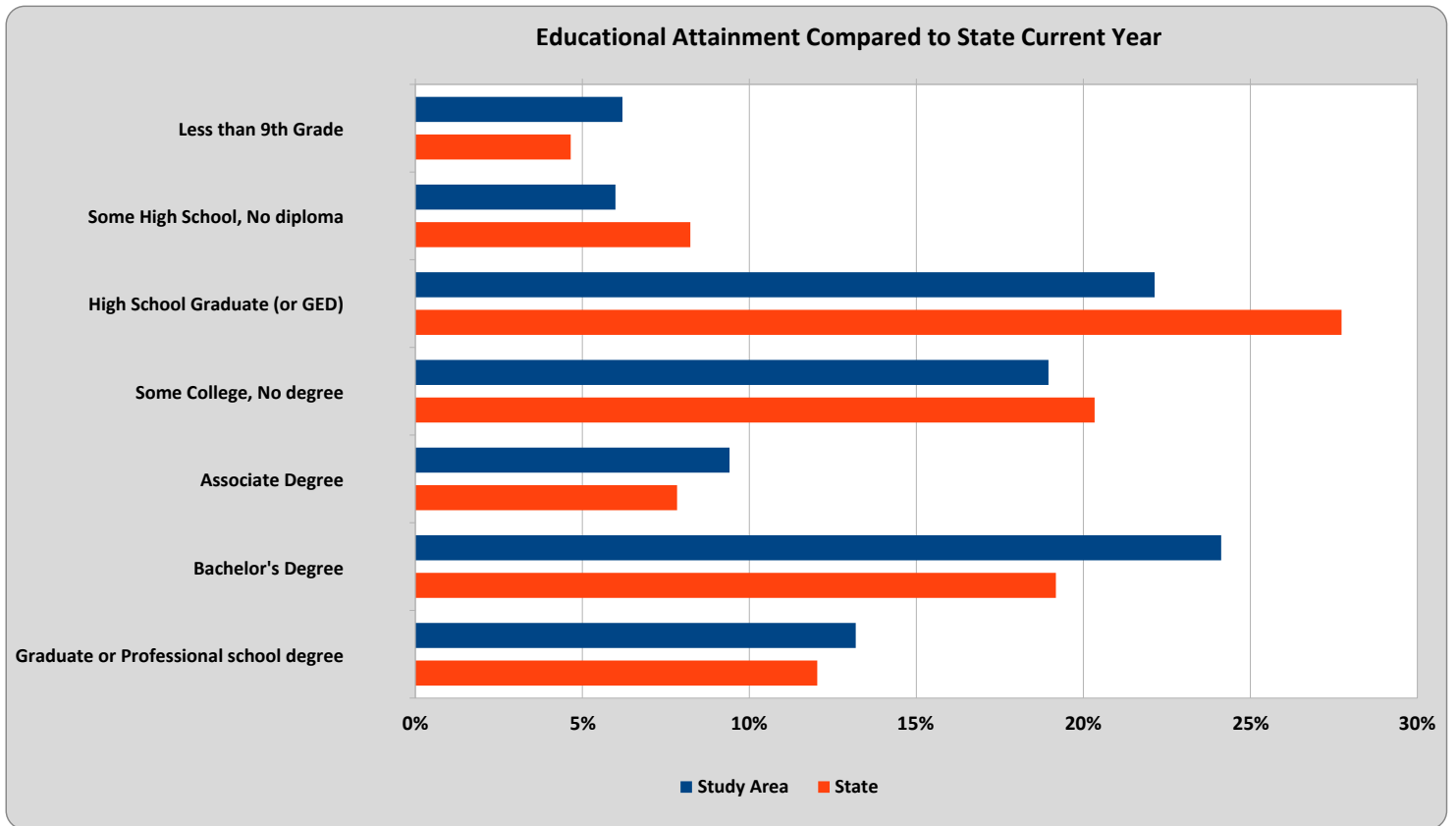
Population by Household Type



	Study Area							State of GA		Comp Index CY
	2010		2021		2026		5 Yr Chg	2021		
Population by Household Type Trends										
Population in Family Households	714,674	88.74%	835,658	88.90%	916,516	88.98%	0.09%	8,935,136	82.87%	107
Population in Non-Family Households	84,965	10.55%	97,848	10.41%	106,440	10.33%	-0.08%	1,579,508	14.65%	71
Population in Group Quarters	5,682	0.71%	6,502	0.69%	7,018	0.68%	-0.01%	268,076	2.49%	28
Totals:	805,321	100.00%	940,008	100.00%	1,029,974	100.00%		10,782,720	100.00%	
Population by Marital Status 15+										
Never Married	168,677	27.06%	241,104	32.20%	276,443	33.27%	1.06%	2,860,225	33.11%	97
Married	365,049	58.56%	394,958	52.75%	429,787	51.72%	-1.03%	4,122,800	47.73%	111
Divorced	56,186	9.01%	69,833	9.33%	77,050	9.27%	-0.06%	974,998	11.29%	83
Separated	12,390	1.99%	13,218	1.77%	14,048	1.69%	-0.07%	199,840	2.31%	76
Widowed	21,111	3.39%	29,589	3.95%	33,680	4.05%	0.10%	479,842	5.56%	71
Totals:	623,413	100.00%	748,702	100.00%	831,008	100.00%		8,637,705	100.00%	
Population by Marital Status Single Female 15+										
Divorced	34,308	26.85%	44,373	24.10%				573,088	24.53%	98
Never Married	76,038	59.51%	115,702	62.85%				1,382,154	59.16%	106
Widowed	17,423	13.64%	24,030	13.05%				381,077	16.31%	80
Totals:	127,769	100.00%	184,105	100.00%				2,336,319	100.00%	
Population by Marital Status Single Male 15+										
Divorced	21,878	18.51%	25,460	16.28%				401,910	20.31%	80
Never Married	92,639	78.37%	125,402	80.17%				1,478,071	74.70%	107
Widowed	3,688	3.12%	5,559	3.55%				98,765	4.99%	71
Totals:	118,205	100.00%	156,421	100.00%				1,978,746	100.00%	
Population by Group Quarters										
Institutionalized	5,006	88.10%	4,998	89.47%				143,958	56.99%	157
Non-institutionalized: College	0	0.00%	0	0.00%				72,271	28.61%	0
Non-institutionalized: Military	0	0.00%	0	0.00%				17,459	6.91%	0
Non-institutionalized: Other	676	11.90%	588	10.53%				18,900	7.48%	141
Totals:	5,682	100.00%	5,586	100.00%				252,588	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

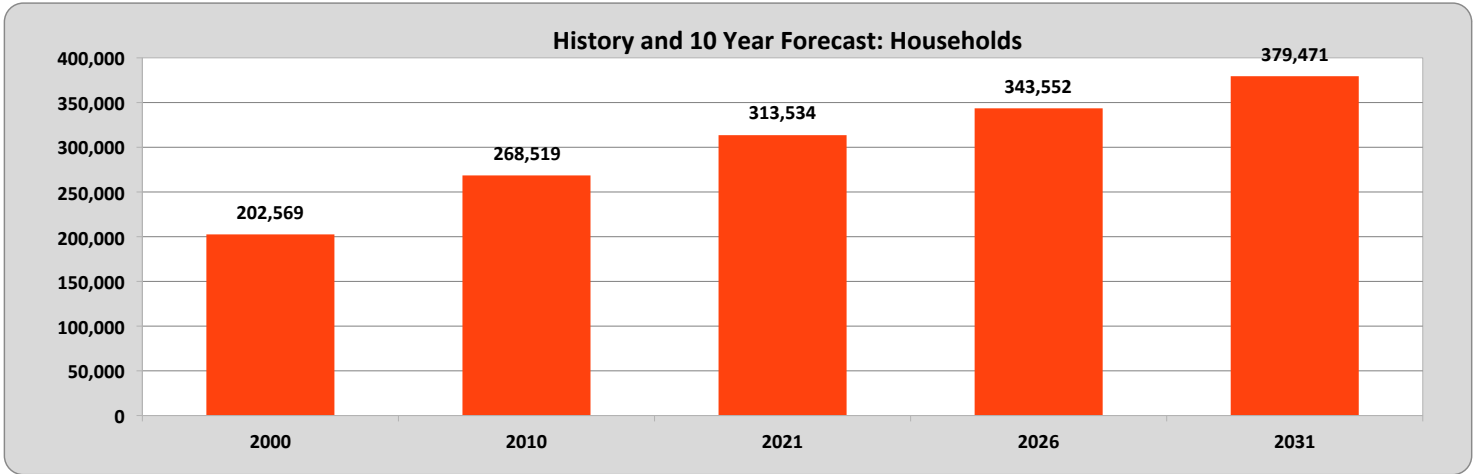


	Study Area							GA 2021	Comp Index CY
	2010	2021	2026	5 Yr Chg	2021	2026	5 Yr Chg		
Population by Educational Attainment: 25+									
Less than 9th grade	32,325	6.44%	37,532	6.20%	42,084	6.15%	-0.05%	4.65%	133
Some High School, No diploma	31,121	6.20%	36,266	5.99%	40,267	5.88%	-0.11%	8.23%	73
High School Graduate (or GED)	117,259	23.35%	133,996	22.13%	149,009	21.76%	-0.38%	27.73%	80
Some College, No degree	102,397	20.39%	114,753	18.96%	128,348	18.74%	-0.21%	20.34%	93
Associate Degree	43,785	8.72%	56,946	9.41%	64,141	9.37%	-0.04%	7.84%	120
Bachelor's Degree	120,410	23.98%	146,057	24.13%	167,722	24.49%	0.36%	19.18%	126
Graduate or Professional School	54,785	10.91%	79,820	13.19%	93,269	13.62%	0.43%	12.03%	110
Totals:	502,082	100.00%	605,370	100.00%	684,840	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School		64,345	29.76%						
Kindergarten/Elementary School		135,005	62.45%						
Nursery School/Preschool		16,828	7.78%						
Totals:		216,178	100.00%						

Households and Change

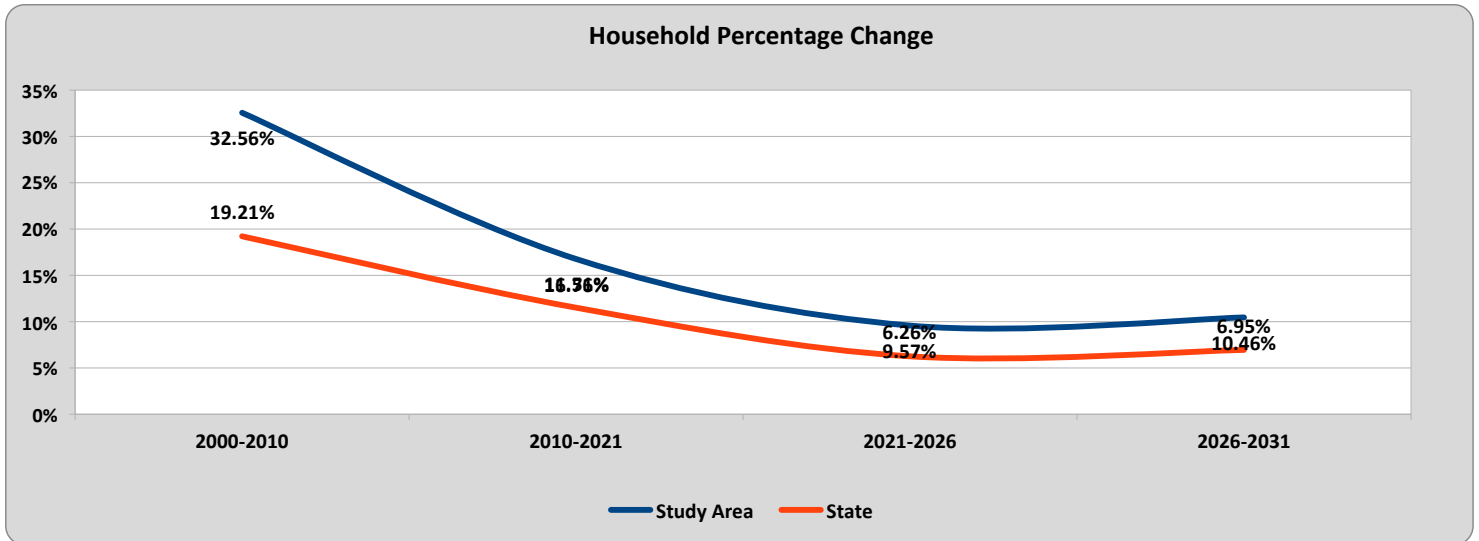
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



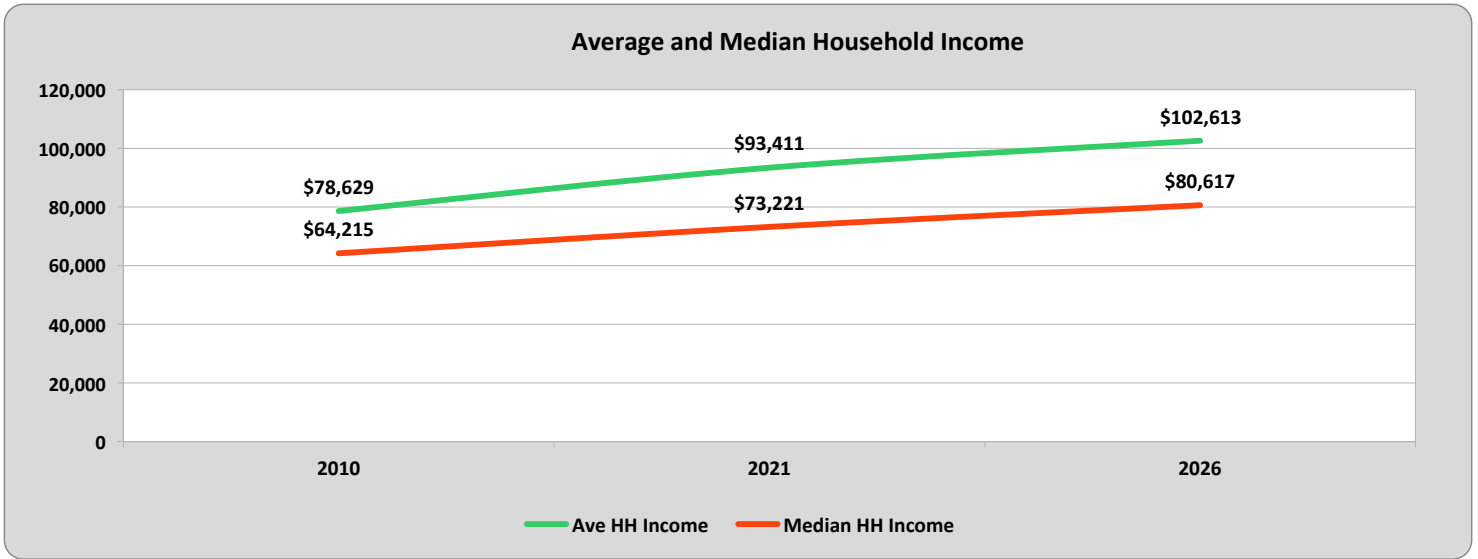
Household Trends	2000	2010	2021	2026	2031
Study Area Households	202,569	268,519	313,534	343,552	379,471
Households Change		65,950	45,015	30,018	35,919
Percent Change		32.56%	16.76%	9.57%	10.46%
State Households	3,007,682	3,585,584	3,998,218	4,248,312	4,543,616
Households Change		577,902	412,634	250,094	295,304
Percent Change		19.21%	11.51%	6.26%	6.95%
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		3.24%	-0.03%	-0.00%	-0.03%

Projected Percentage Household Change: Comparison of Study Area to State



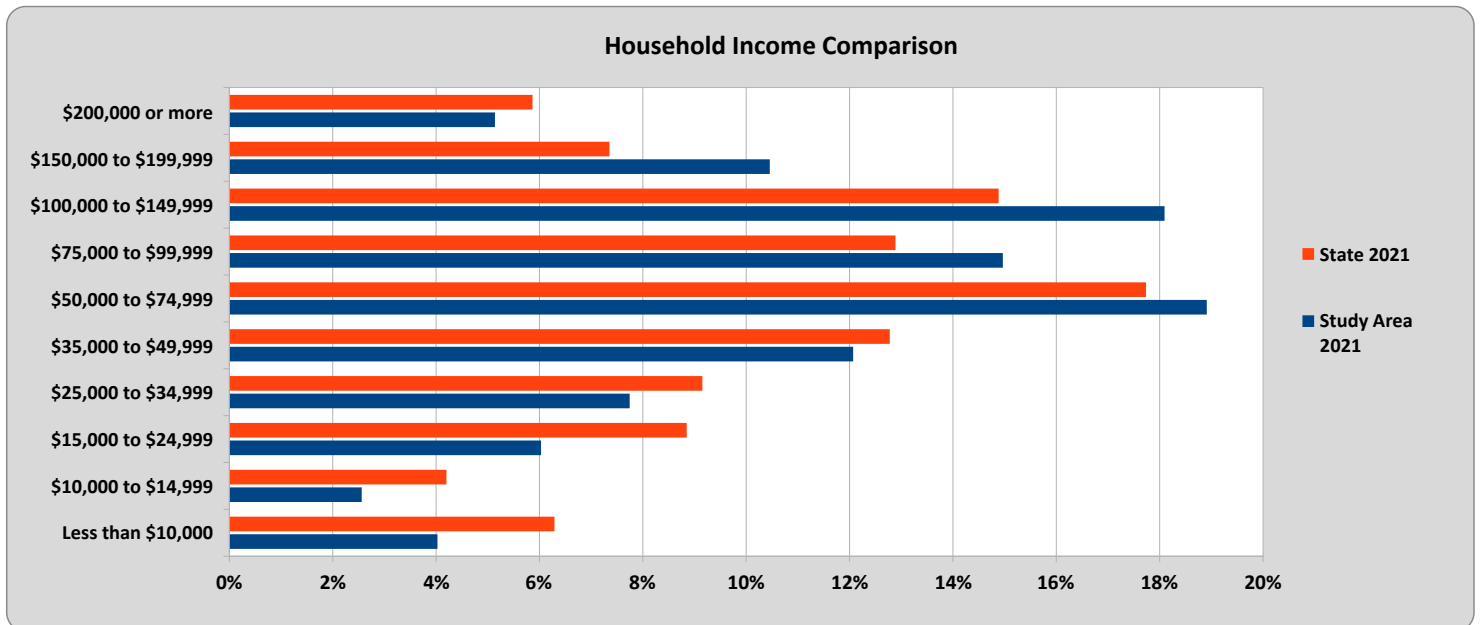
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2021	2026
Study Area: Average HH Income	78,629	93,411	102,613
Households Change		14,782	9,202
Percent Change		18.80%	9.85%
Study Area: Median HH Income	64,215	73,221	80,617
Per Capita Income	26,217	31,157	34,227
Per Capita Income Change		4,939	3,070
Percent Change		18.84%	9.85%
State Average HH Income	66,850	85,543	98,843
Households Change		18,693	13,300
Percent Change		27.96%	15.55%
Average HH Income Comparative Index	118	109	104

Current Year Estimated Household Income Comparison to State

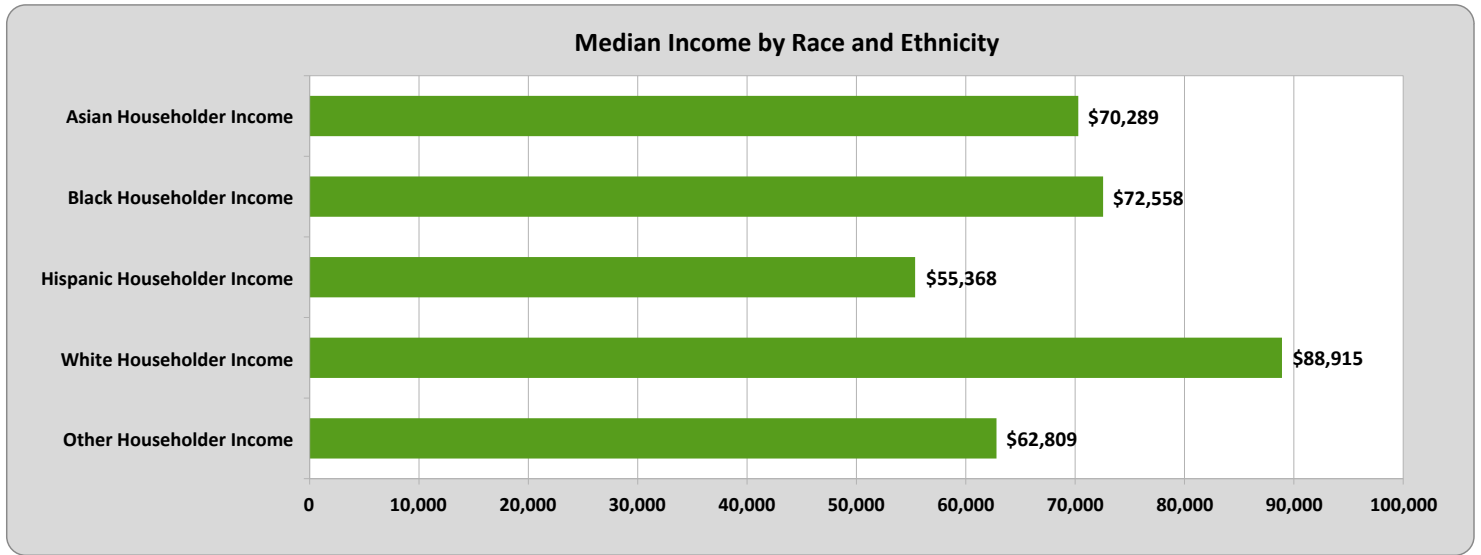


Households by Income

	Study Area							GA 2021	Comp Index CY
	2010	2011	2012	2013	2014	2015	2016		
Household Income Forecast by Category									
Less than \$10,000	10,609	3.95%	12,625	4.03%	10,416	3.03%	-0.99%	6.29%	64
\$10,000 to \$14,999	8,722	3.25%	8,029	2.56%	8,189	2.38%	-0.18%	4.20%	61
\$15,000 to \$24,999	20,729	7.72%	18,908	6.03%	18,314	5.33%	-0.70%	8.85%	68
\$25,000 to \$34,999	25,390	9.46%	24,285	7.75%	23,550	6.85%	-0.89%	9.15%	85
\$35,000 to \$49,999	37,867	14.10%	37,842	12.07%	40,183	11.70%	-0.37%	12.78%	94
\$50,000 to \$74,999	54,414	20.26%	59,294	18.91%	59,988	17.46%	-1.45%	17.74%	107
\$75,000 to \$99,999	40,723	15.17%	46,923	14.97%	49,556	14.42%	-0.54%	12.89%	116
\$100,000 to \$149,999	42,730	15.91%	56,732	18.09%	66,276	19.29%	1.20%	14.88%	122
\$150,000 to \$199,999	16,232	6.04%	32,784	10.46%	34,838	10.14%	-0.32%	7.35%	142
\$200,000 or more	11,104	4.14%	16,112	5.14%	32,242	9.38%	4.25%	5.87%	88
Totals:	268,520	100.00%	313,534	100.00%	343,552	100.00%		100.00%	
Family Income Forecast by Category									
Less than \$10,000			7,421	3.09%	8,004	3.02%	-0.0006712	4.43%	70
\$10,000 to \$14,999			4,613	1.92%	4,949	1.87%	-0.05%	2.73%	70
\$15,000 to \$24,999			12,162	5.06%	13,070	4.94%	-0.13%	6.99%	72
\$25,000 to \$34,999			16,800	6.99%	19,561	7.39%	0.39%	8.14%	86
\$35,000 to \$49,999			26,499	11.03%	28,945	10.93%	-0.10%	12.06%	91
\$50,000 to \$74,999			44,563	18.55%	48,857	18.45%	-0.10%	17.92%	104
\$75,000 to \$99,999			36,608	15.24%	40,244	15.20%	-0.04%	14.06%	108
\$100,000 to \$149,999			47,315	19.70%	52,263	19.73%	0.04%	17.44%	113
\$150,000 to \$199,999			29,465	12.27%	32,692	12.34%	0.08%	9.01%	136
\$200,000 or more			14,759	6.14%	16,244	6.13%	-0.01%	7.21%	85
Totals:			240,205	100.00%	264,829	100.00%		100.00%	
Non-family Income Forecast by Category									
Less than \$10,000			3,475	4.74%	2,906	3.69%	-1.05%	7.22%	66
\$10,000 to \$14,999			2,256	3.08%	2,282	2.90%	-0.18%	4.78%	64
\$15,000 to \$24,999			5,408	7.37%	5,145	6.54%	-0.84%	9.68%	76
\$25,000 to \$34,999			5,483	7.48%	4,951	6.29%	-1.19%	7.94%	94
\$35,000 to \$49,999			9,831	13.41%	10,552	13.40%	-0.00%	13.34%	100
\$50,000 to \$74,999			14,716	20.07%	14,589	18.53%	-1.54%	17.97%	112
\$75,000 to \$99,999			10,723	14.62%	11,506	14.62%	-0.01%	12.72%	115
\$100,000 to \$149,999			12,129	16.54%	14,034	17.83%	1.29%	14.05%	118
\$150,000 to \$199,999			6,127	8.36%	6,868	8.72%	0.37%	6.60%	127
\$200,000 or more			3,181	4.34%	5,890	7.48%	3.14%	5.70%	76
Totals:			73,329	100.00%	78,723	100.00%		100.00%	
Household Income Summary									
	Study Area							GA	Comp Index
	2011	2012	2013	2014	2015	2016	5 Yr Chg	2021	CY
Household Income									
Median	73,221					80,617	7396	62,304	118
Family Median	80,493					80,608	115	71,958	112

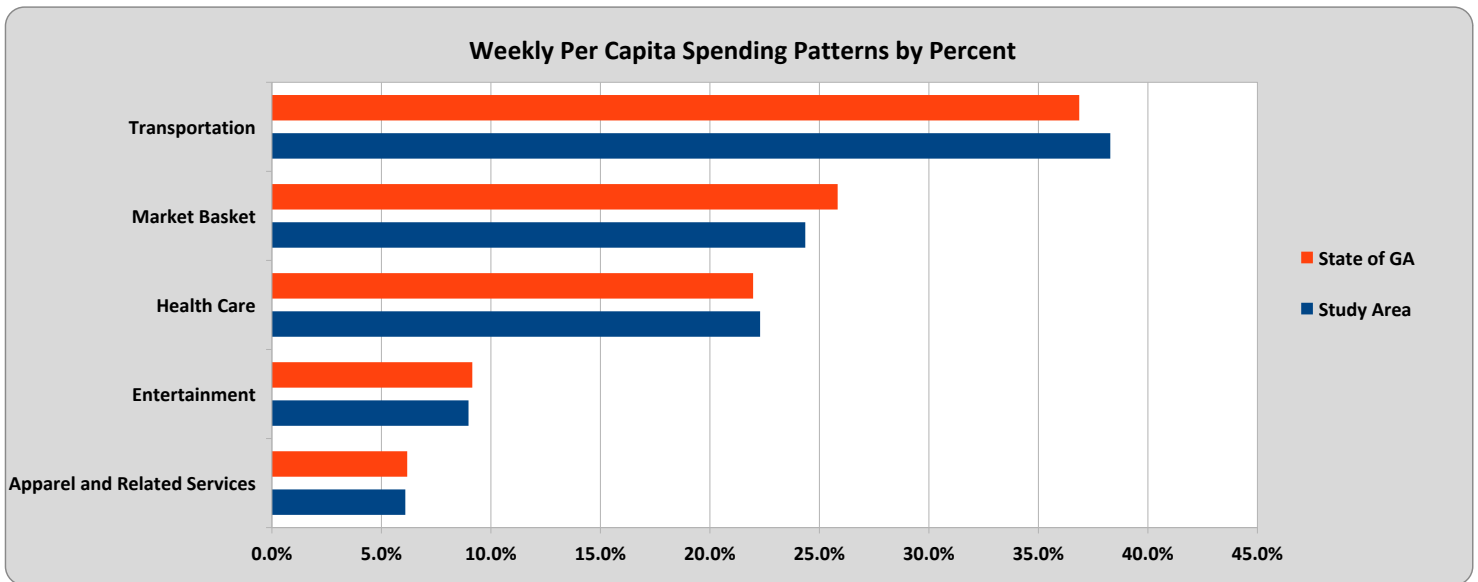
Households by Income

Median Income by Race and Ethnicity: 2021



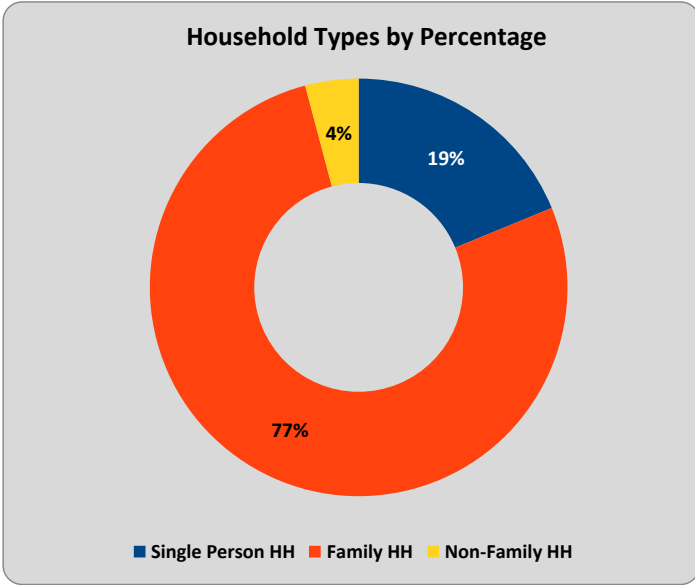
	Study Area	State of GA	Comp Index CY
2021 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	70,289	85,459	82
Black Householder Income	72,558	50,041	145
Hispanic Householder Income	55,368	53,750	103
White Householder Income	88,915	71,124	125
Other Householder Income	62,809	56,167	112

Spending Patterns: Weekly Per Capita Consumer Expenditures

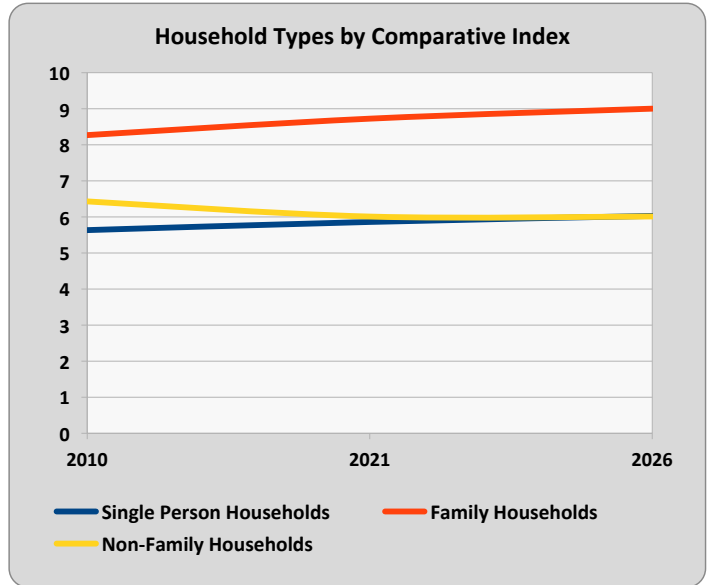


Households by Structure

Single, Family and Non-Family Households: 2021



Household Type Trends Compared to State



Household Type Trends	Study Area			State of GA		
	2010	2021	2026	2010	2021	2026
Single Person Households	51,243	59,237	64,551	909,474	1,010,700	1,070,865
Change		7,994	5,314		101,226	60,165
Percent Change		15.60%	8.97%		11.13%	5.95%
Family Households	203,238	240,205	264,829	2,457,810	2,753,048	2,941,757
Change		36,967	24,624		295,238	188,709
Percent Change		18.19%	10.25%		12.01%	6.85%
Non-Family Households	14,038	14,092	14,172	218,300	234,470	235,690
Change		54	80		16,170	1,220
Percent Change		0.38%	0.57%		7.41%	0.52%

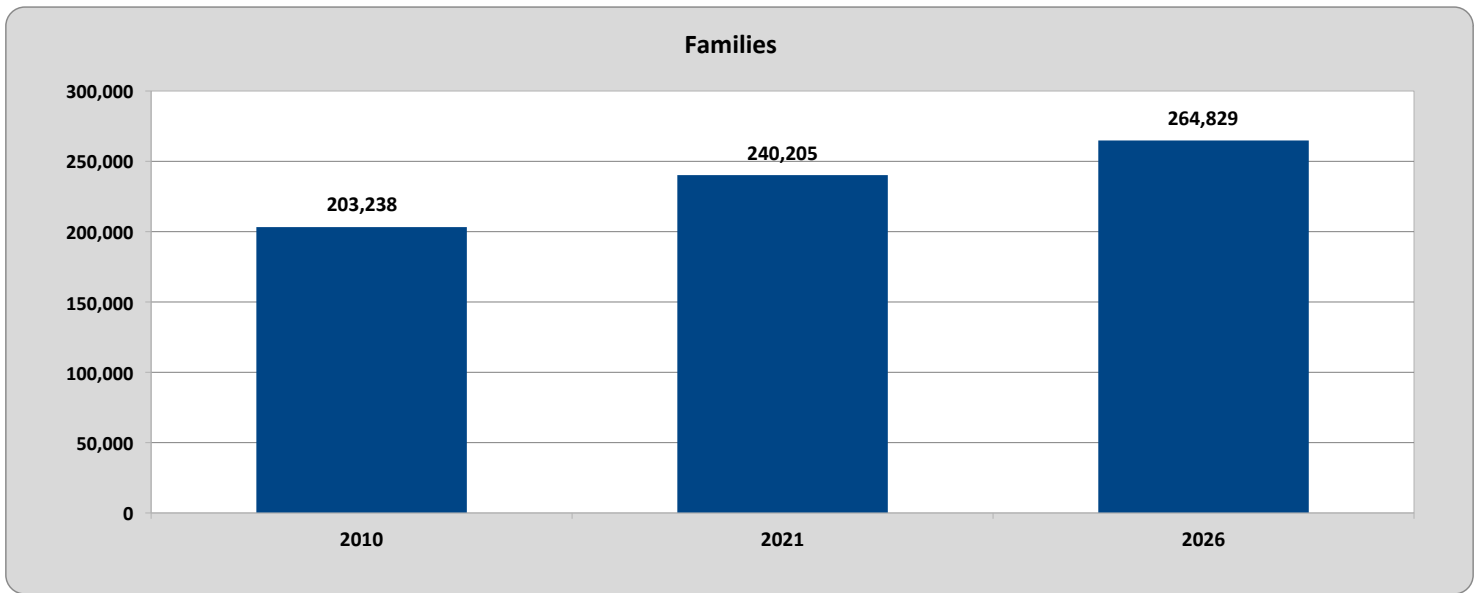
Households by Structure

	Study Area							GA 2021	Comp Index CY
	2010		2021		2026		5 Yr Chg		
Households by Size									
1-person household	51,243	19.08%	59,237	18.89%	64,551	18.79%	-0.10%	25.28%	75
2-person household	74,371	27.70%	87,038	27.76%	95,439	27.78%	0.02%	31.50%	88
3-person household	50,319	18.74%	58,901	18.79%	64,629	18.81%	0.03%	17.32%	108
4-person household	48,782	18.17%	57,380	18.30%	63,156	18.38%	0.08%	14.49%	126
5-person household	24,946	9.29%	29,170	9.30%	32,006	9.32%	0.01%	6.83%	136
6-person household	10,799	4.02%	12,581	4.01%	13,773	4.01%	-0.00%	2.73%	147
7-or-more person household	8,059	3.00%	9,227	2.94%	9,998	2.91%	-0.03%	1.86%	158
Totals:	268,519	100.00%	313,534	100.00%	343,552	100.00%		100.00%	
Non-Family Households by Size									
1-person household	51,243	78.50%	59,237	80.78%				81.17%	100
2-person household	10,799	16.54%	2,385	3.25%				3.50%	93
3-person household	1,863	2.85%	10,581	14.43%				13.65%	106
4-person household	777	1.19%	363	0.50%				0.59%	83
5-person household	357	0.55%	272	0.37%				0.39%	96
6-person household	145	0.22%	246	0.34%				0.35%	96
7-or-more person household	97	0.15%	245	0.33%				0.35%	96
Totals:	65,281	100.00%	73,329	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	38,218	18.80%	43,624	18.16%				22.23%	82
Male Householder	14,220	7.00%	15,647	6.51%				6.99%	93
Married Couple	150,800	74.20%	180,934	75.32%				70.78%	106
Totals:	203,238	100.00%	240,205	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	5,776	8.85%	1,194	1.63%				2.05%	80
Male Not living alone	8,262	12.66%	12,898	17.59%				16.78%	105
Female Living alone	28,805	44.12%	58,910	80.34%				80.67%	100
Male Living alone	22,438	34.37%	327	0.45%				0.50%	88
Totals:	65,281	100.00%	73,329	100.00%				100.00%	
2021: Owner Households by Number of Vehicles									
No vehicle available			2,705	1.22%				2.44%	50
1 vehicle available			44,903	20.31%				24.50%	83
2 vehicles available			102,346	46.28%				43.13%	107
3 vehicles available			50,046	22.63%				20.37%	111
4 vehicles available			15,769	7.13%				6.93%	103
5+ vehicles available			5,355	2.42%				2.63%	92
Totals:			221,124	100.00%				100.00%	
2021: Renter Households by Number of Vehicles									
No vehicle available			7,137	7.72%				14.06%	55
1 vehicle available			42,921	46.45%				47.88%	97
2 vehicles available			30,460	32.96%				28.57%	115
3 vehicles available			8,619	9.33%				6.47%	144
4 vehicles available			2,040	2.21%				1.98%	112
5+ vehicles available			1,233	1.33%				1.04%	128
Totals:			92,410	100.00%				100.00%	

Family Households

Family households with or without children are changing. The traditional married couple structure is evolving into many different family expressions. These data provide an insight into the family structures within the study area and then compares those structures to the state.

Family Trends

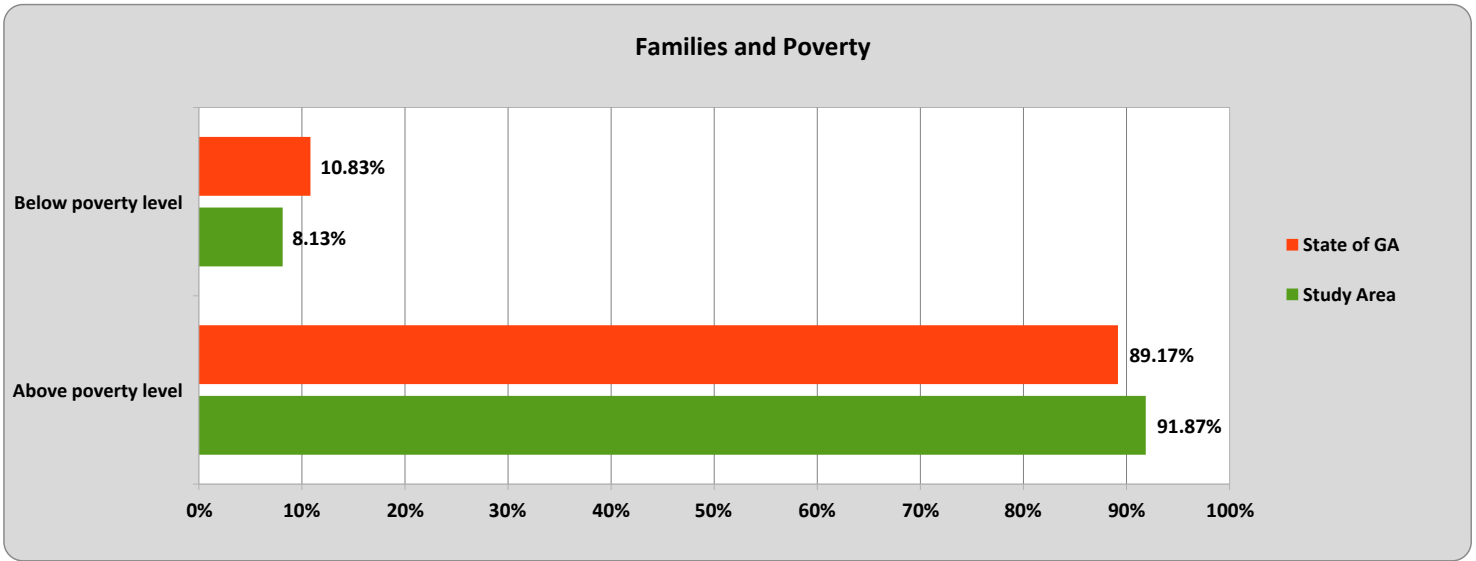


	2010	2021	2026
Study Area Family Households	203,238	240,205	264,829
Family Households Change		36,967	24,624
Percent Change		18.19%	10.25%
State Family Households	2,457,810	2,753,048	2,941,757
Family Households Change		295,238	188,709
Percent Change		12.01%	6.85%

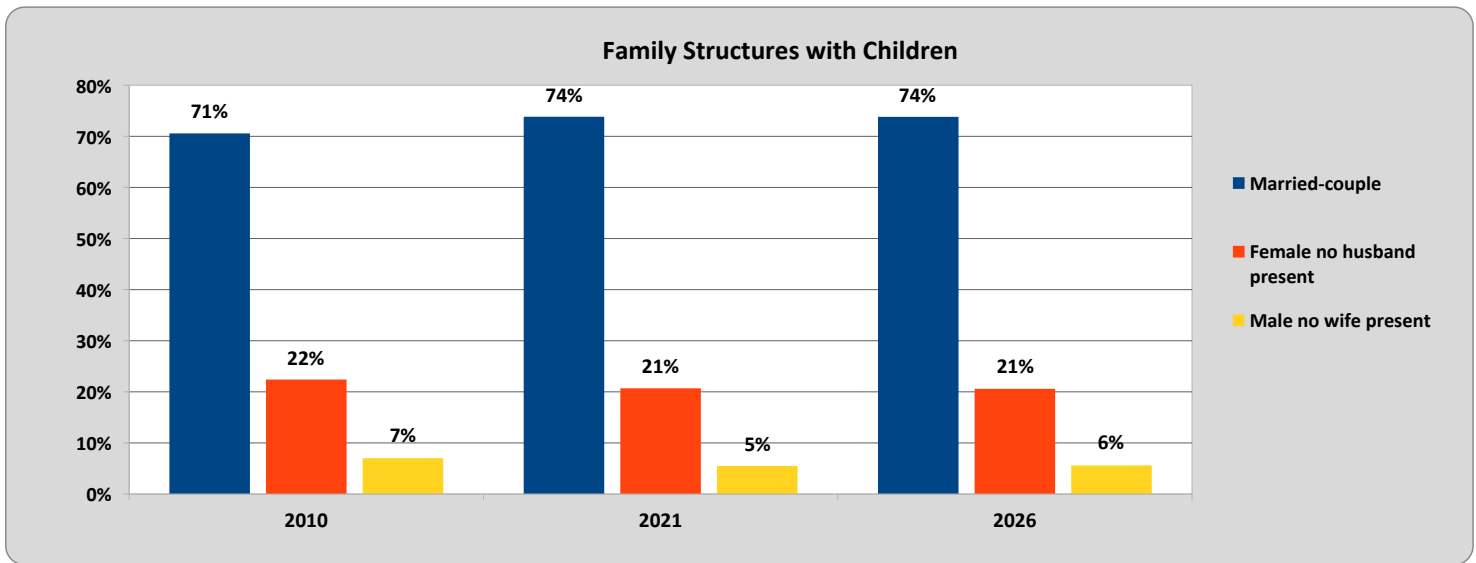
	2010		Study Area				GA	Comp Index	
	Count	%	2021	2026	5 Yr Chg	2021	CY		
Family Households by Size									
2-person household	63,572	31.28%	80,852	33.66%	89,663	33.86%	0.20%	41.89%	80
3-person household	48,456	23.84%	59,531	24.78%	65,775	24.84%	0.05%	23.80%	104
4-person household	48,005	23.62%	55,139	22.95%	60,375	22.80%	-0.16%	19.81%	116
5-person household	24,589	12.10%	27,697	11.53%	30,339	11.46%	-0.07%	9.06%	127
6-person household	10,654	5.24%	11,050	4.60%	12,224	4.62%	0.02%	3.50%	131
7-or-more person household	7,962	3.92%	5,936	2.47%	6,453	2.44%	-0.03%	1.94%	128
Totals:	203,238	100.00%	240,205	100.00%	264,829	100.00%		100.00%	

Family Households

Families in Poverty Compared to State



Families with Children by Type

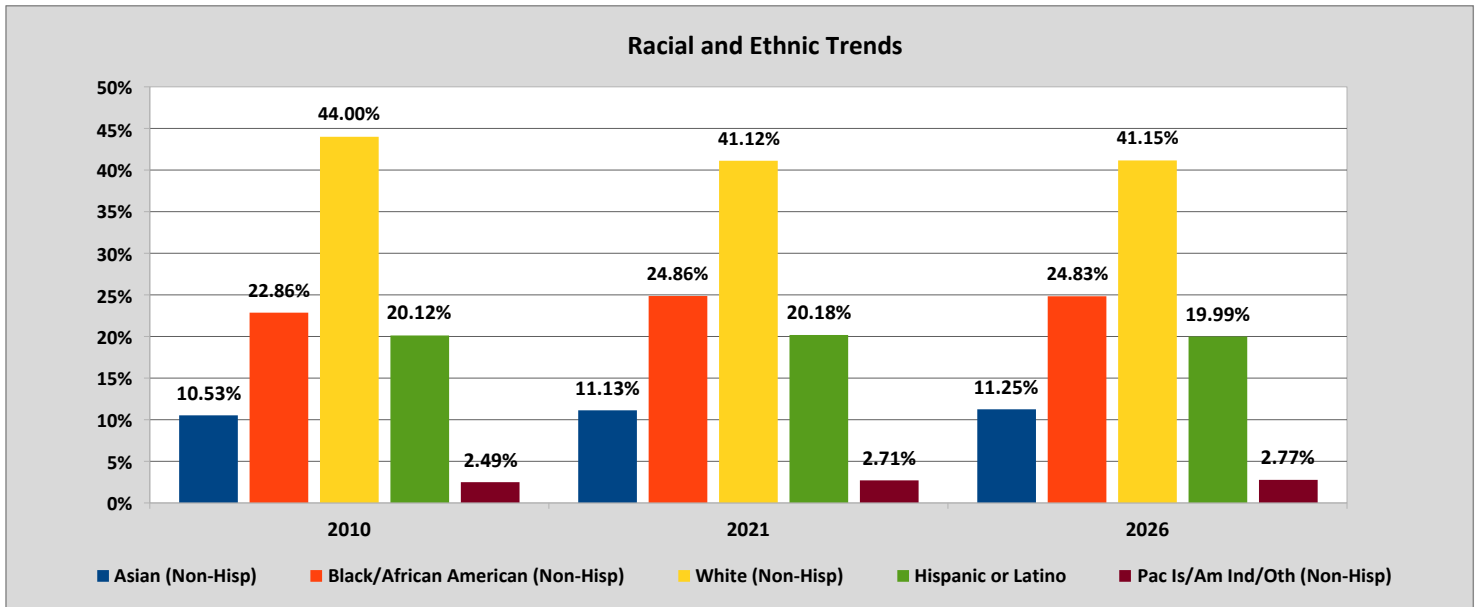


	Study Area							GA 2021	Comp Index CY
	2010		2021		2026		5 Yr Chg		
Families with Children by Type									
Married-couple	85,811	70.57%	88,826	73.83%	94,847	73.81%	-0.02%	65.73%	112
Female no husband present	27,246	22.41%	24,887	20.69%	26,457	20.59%	-0.10%	27.16%	76
Male no wife present	8,537	7.02%	6,595	5.48%	7,194	5.60%	0.12%	7.11%	77
Totals:	121,594	100.00%	120,308	100.00%	128,498	100.00%		100.00%	
Families with No Children by Type									
Married-couple	64,989	79.60%	92,108	76.82%	104,770	76.85%	0.03%	74.70%	103
Female no husband present	10,972	13.44%	18,737	15.63%	21,245	15.58%	-0.04%	18.40%	85
Male no wife present	5,683	6.96%	9,052	7.55%	10,316	7.57%	0.02%	6.90%	109
Totals:	81,644	100.00%	119,897	100.00%	136,331	100.00%		100.00%	

Diversity: Race and Ethnicity

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education, career choices and geographic location.

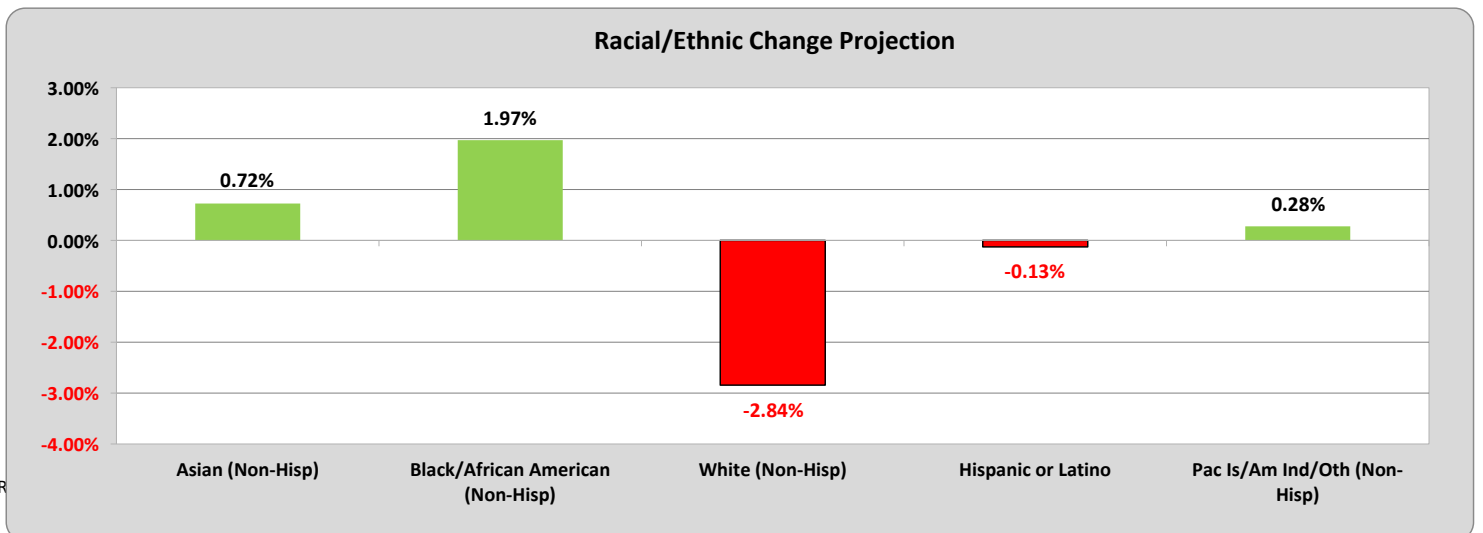
Racial Ethnic Trend Projections



	Study Area							GA 2021	Comp Index CY
	2010	2021	2026	5 Yr Chg	2021	2026	5 Yr Chg		
Racial/Ethnic Trends									
Asian (Non-Hisp)	84,763	10.53%	104,606	11.13%	115,874	11.25%	0.12%	3.68%	303
Black/African American (Non-Hisp)	184,122	22.86%	233,721	24.86%	255,774	24.83%	-0.03%	30.04%	83
White (Non-Hisp)	354,316	44.00%	386,500	41.12%	423,866	41.15%	0.04%	54.75%	75
Hispanic or Latino	162,035	20.12%	189,704	20.18%	205,923	19.99%	-0.19%	9.20%	219
Pac Is/Am Ind/Oth (Non-Hisp)	20,085	2.49%	25,477	2.71%	28,537	2.77%	0.06%	2.33%	116
Totals:	805,321	100.00%	940,008	100.00%	1,029,974	100.00%		100.00%	

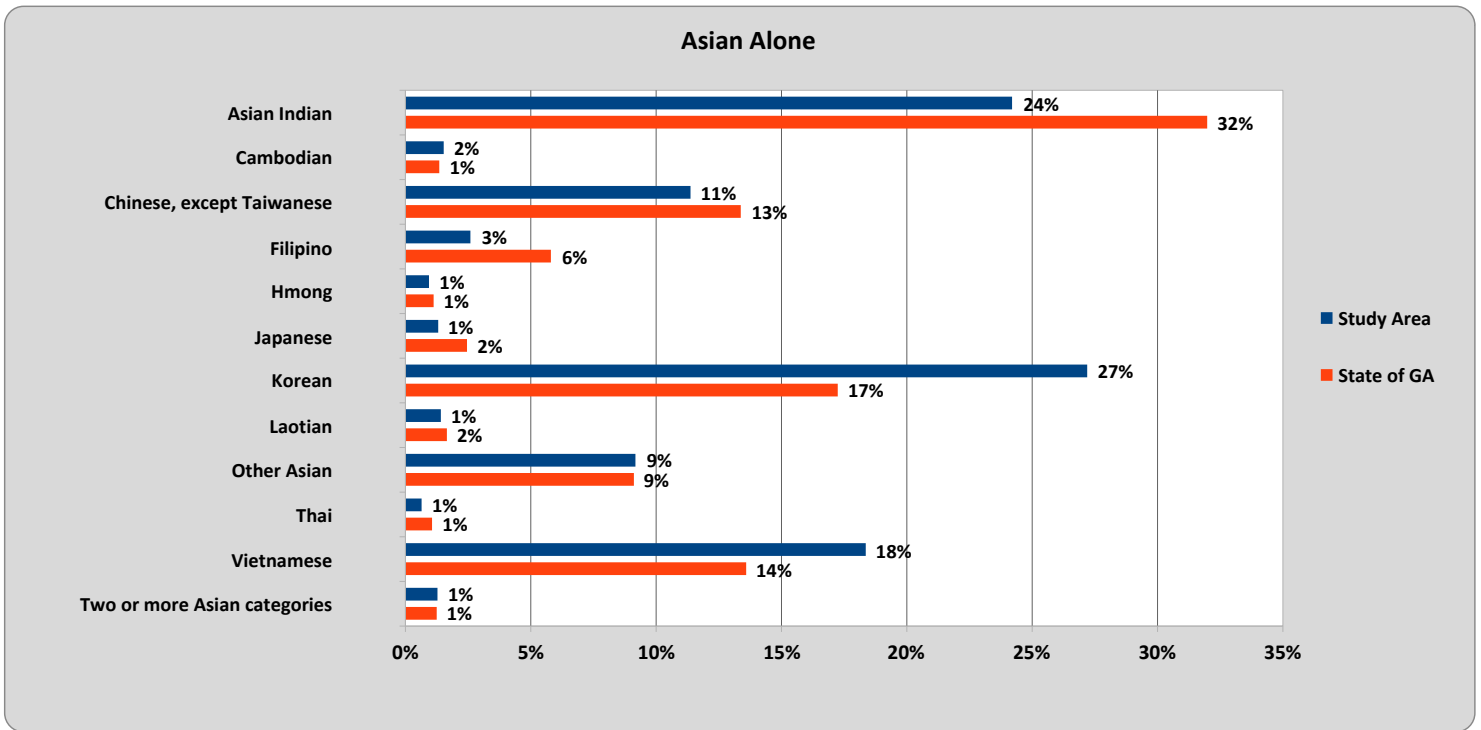
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2026



Diversity: Race and Ethnicity

Estimated Current Year Asian Alone Population

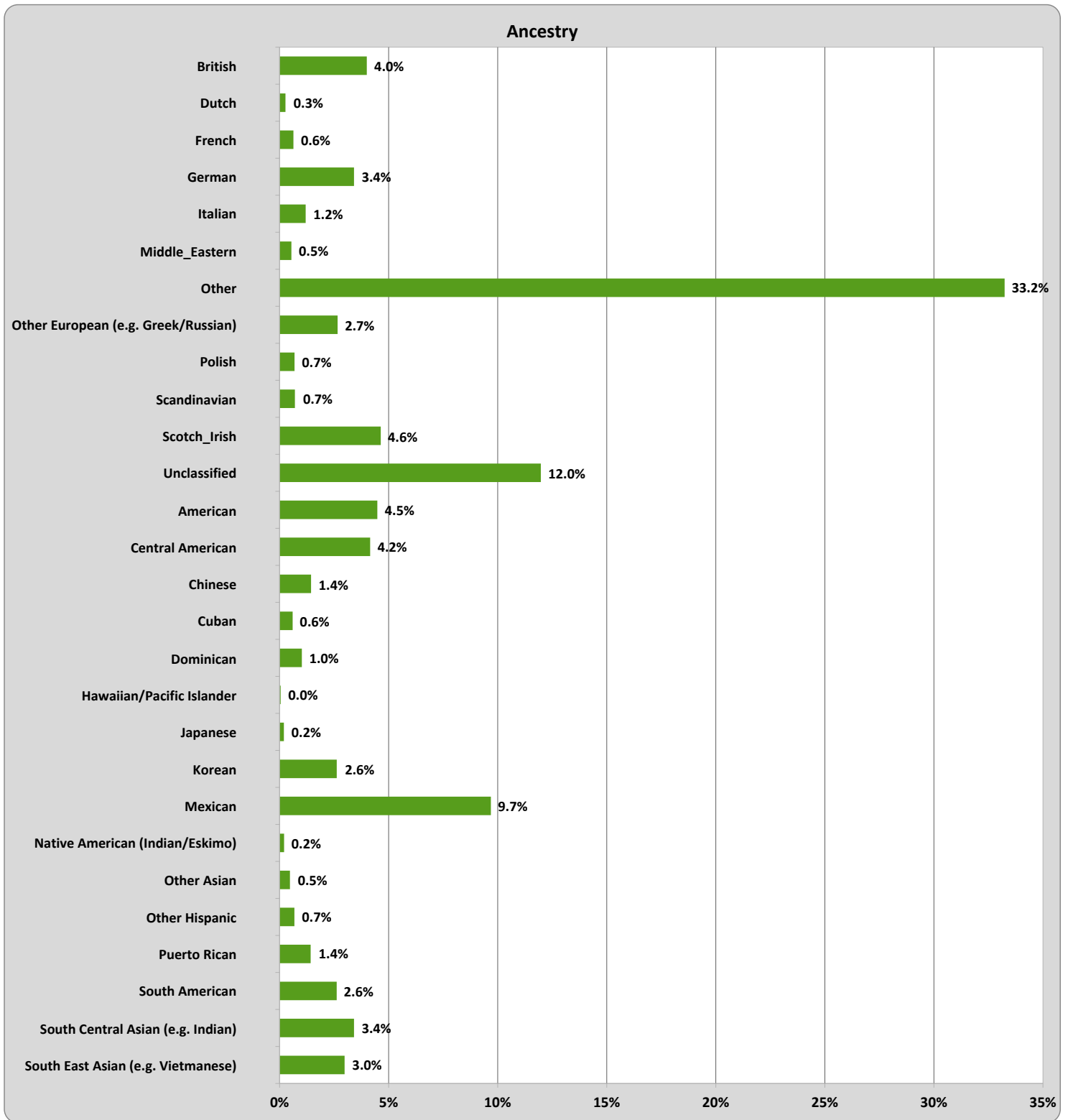


Population: Asian Alone	Study Area		State of GA		Comp Index CY
	2021	2021	2021	2021	
Asian Indian	25,312	24.20%	126,848	31.98%	76
Cambodian	1,597	1.53%	5,355	1.35%	113
Chinese, except Taiwanese	11,895	11.37%	53,053	13.38%	85
Filipino	2,711	2.59%	23,013	5.80%	45
Hmong	983	0.94%	4,460	1.12%	84
Japanese	1,368	1.31%	9,742	2.46%	53
Korean	28,447	27.19%	68,397	17.24%	158
Laotian	1,478	1.41%	6,559	1.65%	85
Other Asian	9,597	9.17%	36,145	9.11%	101
Thai	674	0.64%	4,210	1.06%	61
Vietnamese	19,207	18.36%	53,909	13.59%	135
Two or more Asian categories	1,337	1.28%	4,948	1.25%	102
Totals:	104,606	100.00%	396,639	100.00%	

Population: Hispanic or Latino by Origin	Study Area		State of GA		Comp Index CY
	2010	2021	2010	2021	
Cuban	4,096	2.53%	4,978	2.62%	89
Mexican	85,847	52.98%	99,571	52.49%	86
Other Hispanic or Latino	61,971	38.25%	72,865	38.41%	138
Puerto Rican	10,121	6.25%	12,290	6.48%	77
Totals:	162,035	100.00%	189,704	100.00%	

Diversity: Ancestry

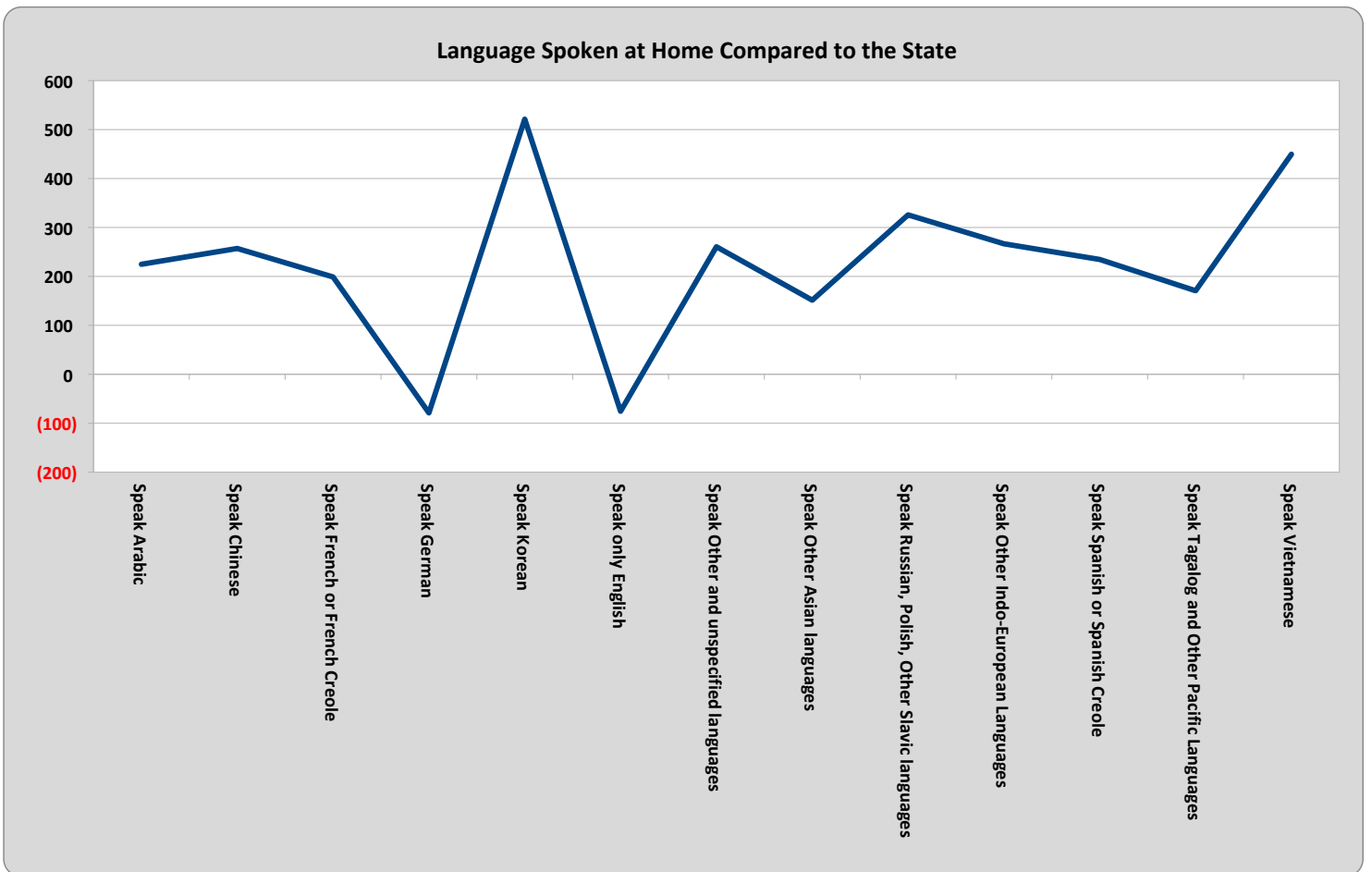
Population by Ancestry: 2021



Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area		State of GA		Comp Index CY
	2021		2021		
Speak Arabic	4,233	0.48%	21,586	0.21%	225
Speak Chinese	11,891	1.35%	53,027	0.53%	257
Speak French or French Creole	9,942	1.13%	57,301	0.57%	199
Speak German	1,986	0.23%	28,855	0.29%	79
Speak Korean	22,095	2.51%	48,588	0.48%	521
Speak only English	570,743	64.96%	8,658,175	85.96%	76
Speak Other and unspecified languages	18,456	2.10%	81,191	0.81%	261
Speak Other Asian languages	10,008	1.14%	75,773	0.75%	151
Speak Russian, Polish, Other Slavic languages	8,210	0.93%	28,895	0.29%	326
Speak Other Indo-European Languages	33,973	3.87%	146,049	1.45%	267
Speak Spanish or Spanish Creole	165,608	18.85%	809,216	8.03%	235
Speak Tagalog and Other Pacific Languages	2,118	0.24%	14,221	0.14%	171
Speak Vietnamese	19,373	2.20%	49,391	0.49%	450
Totals:	878,636	100.00%	10,072,268	100.00%	See Chart Below

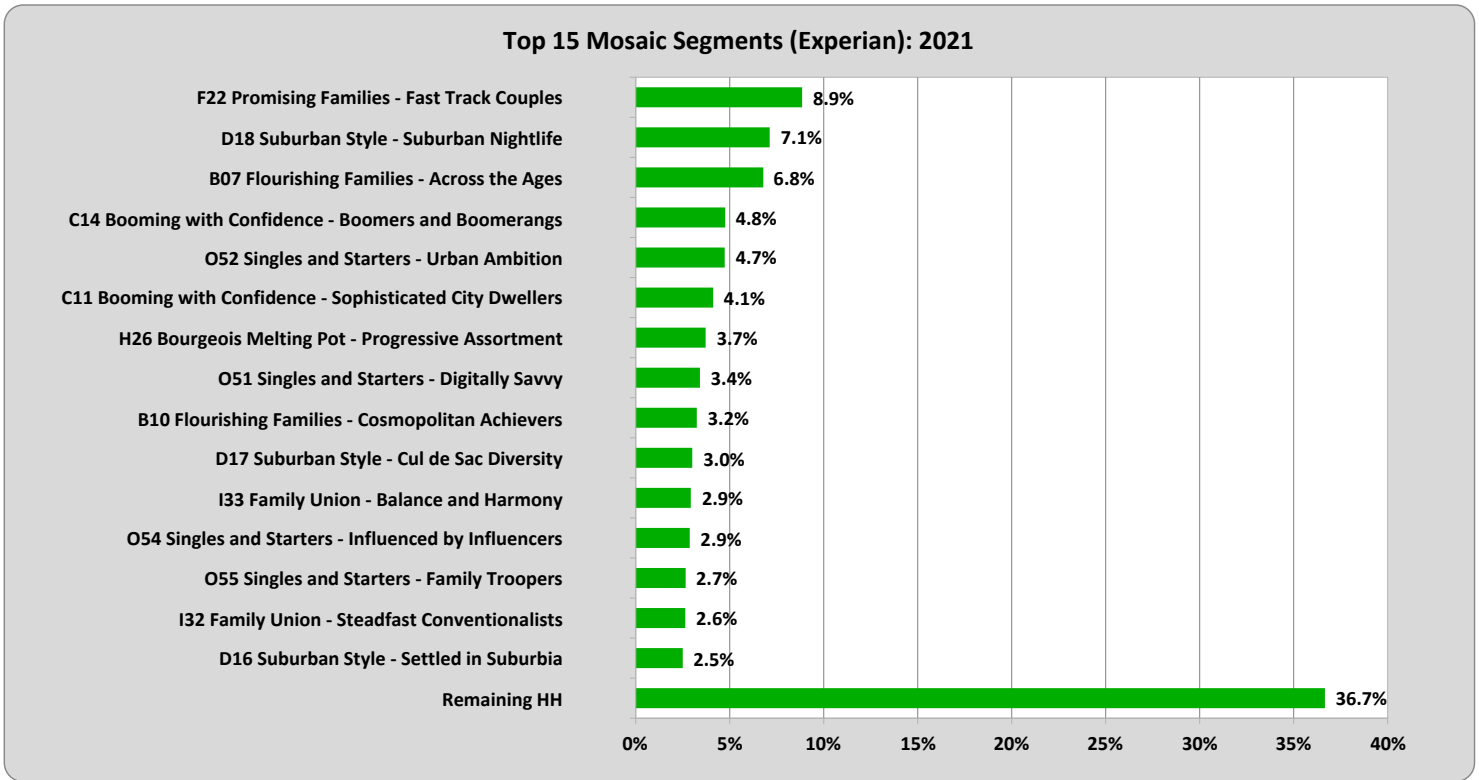
Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of GA



This chart graphically illustrates the comparative index score. Its purpose is to show how languages spoken at home in this study area compare to the state. It will provide an insight into the kind of ethnic diversity within the study area.

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: Top 15 Segments	Study Area		State of GA		Comp Index CY
	2021		2021		
F22 Promising Families - Fast Track Couples	27,749	8.9%	153,512	3.8%	231
D18 Suburban Style - Suburban Nightlife	22,337	7.1%	245,544	6.1%	116
B07 Flourishing Families - Across the Ages	21,276	6.8%	90,144	2.3%	301
C14 Booming with Confidence - Boomers and Boomerangs	14,916	4.8%	84,109	2.1%	226
O52 Singles and Starters - Urban Ambition	14,837	4.7%	180,473	4.5%	105
C11 Booming with Confidence - Sophisticated City Dwellers	12,915	4.1%	98,482	2.5%	167
H26 Bourgeois Melting Pot - Progressive Assortment	11,654	3.7%	18,708	0.5%	794
O51 Singles and Starters - Digitally Savvy	10,705	3.4%	162,759	4.1%	84
B10 Flourishing Families - Cosmopolitan Achievers	10,179	3.2%	15,743	0.4%	825
D17 Suburban Style - Cul de Sac Diversity	9,423	3.0%	25,484	0.6%	472
I33 Family Union - Balance and Harmony	9,179	2.9%	34,639	0.9%	338
O54 Singles and Starters - Influenced by Influencers	9,001	2.9%	102,443	2.6%	112
O55 Singles and Starters - Family Troopers	8,319	2.7%	71,386	1.8%	149
I32 Family Union - Steadfast Conventionalists	8,257	2.6%	12,788	0.3%	823
D16 Suburban Style - Settled in Suburbia	7,837	2.5%	26,795	0.7%	373
Remaining HH	114,950	36.7%	2,675,212	66.9%	55
Totals:	313,534	100.00%	3,998,221	100.00%	

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](#)

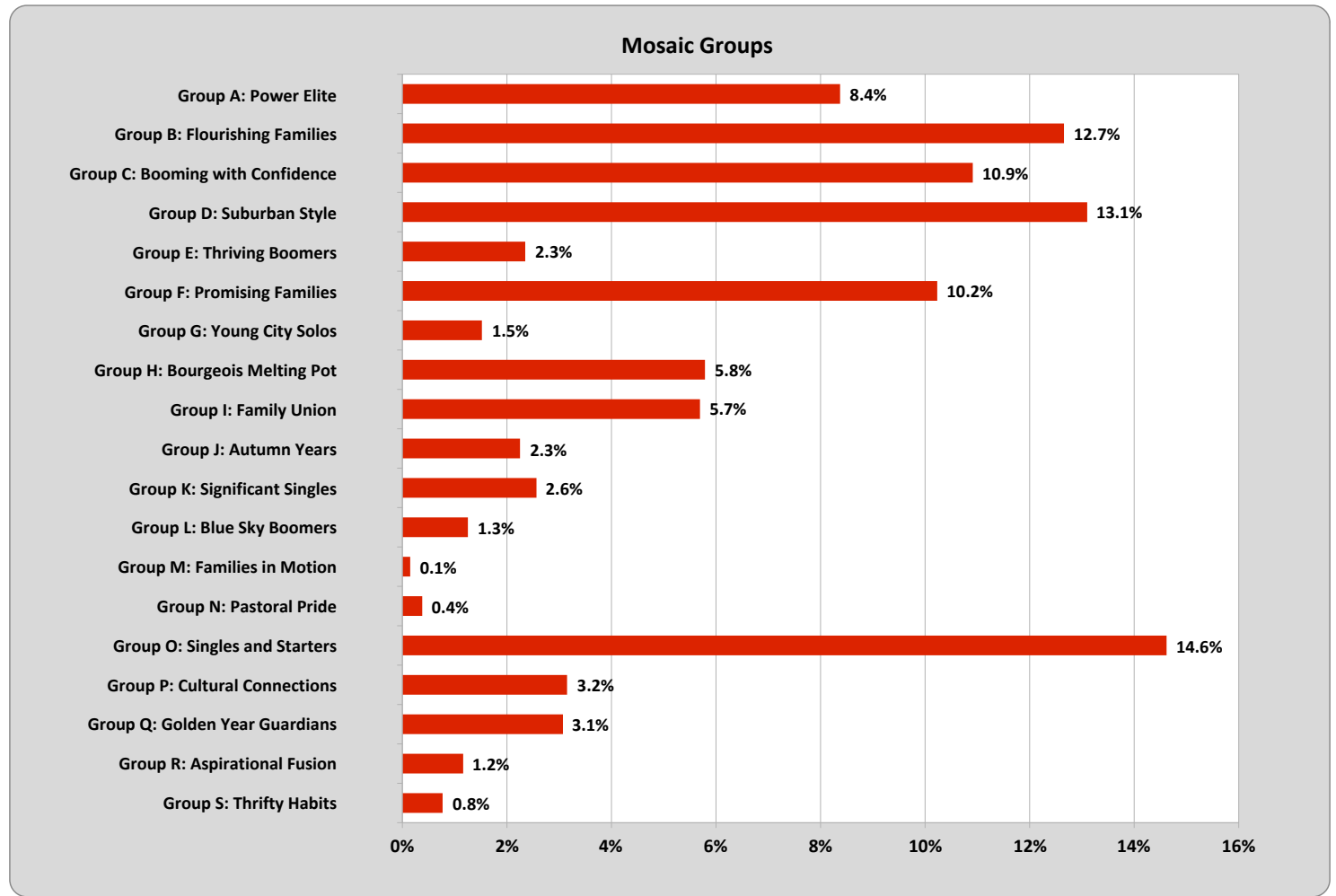
[Understanding Mosaic Portraits for Mission Planning - Video](#)

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)

Diversity: Mosaic Groups

Mosaic Groups

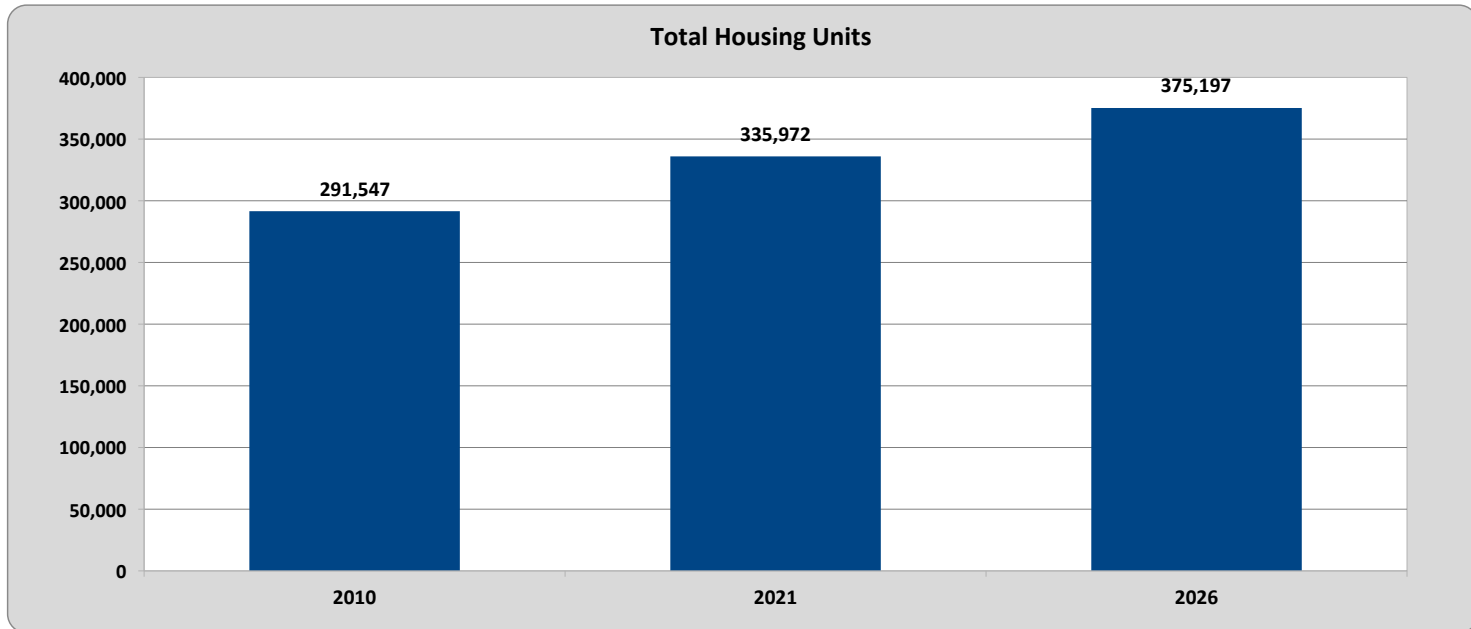


Mosaic Groups	Study Area		State of GA		Comp Index CY
	2021		2021		
Group A: Power Elite	26,254	8.4%	350,351	8.8%	96
Group B: Flourishing Families	39,683	12.7%	174,642	4.4%	290
Group C: Booming with Confidence	34,213	10.9%	270,910	6.8%	161
Group D: Suburban Style	41,077	13.1%	356,648	8.9%	147
Group E: Thriving Boomers	7,368	2.3%	205,167	5.1%	46
Group F: Promising Families	32,081	10.2%	203,902	5.1%	201
Group G: Young City Solos	4,769	1.5%	92,062	2.3%	66
Group H: Bourgeois Melting Pot	18,149	5.8%	76,786	1.9%	301
Group I: Family Union	17,850	5.7%	141,888	3.5%	160
Group J: Autumn Years	7,055	2.3%	178,352	4.5%	50
Group K: Significant Singles	8,043	2.6%	61,683	1.5%	166
Group L: Blue Sky Boomers	3,929	1.3%	172,173	4.3%	29
Group M: Families in Motion	468	0.1%	146,210	3.7%	4
Group N: Pastoral Pride	1,191	0.4%	336,778	8.4%	5
Group O: Singles and Starters	45,837	14.6%	571,970	14.3%	102
Group P: Cultural Connections	9,877	3.2%	79,180	2.0%	159
Group Q: Golden Year Guardians	9,630	3.1%	272,757	6.8%	45
Group R: Aspirational Fusion	3,646	1.2%	100,665	2.5%	46
Group S: Thrifty Habits	2,412	0.8%	206,094	5.2%	15
Totals:	313,532	0.00%	3,998,218	100.00%	

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



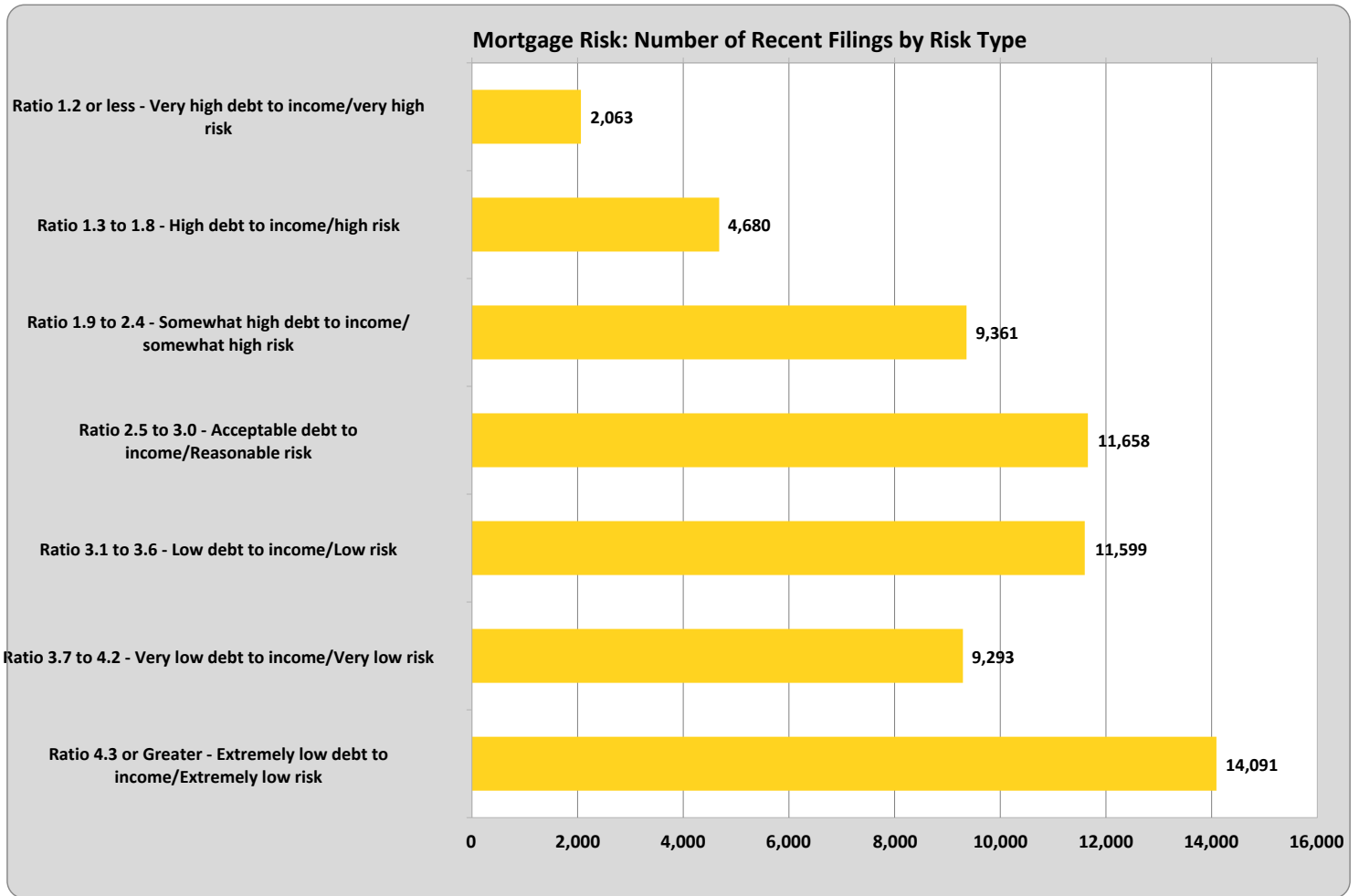
	2010	2021	2026
Housing Units	291,547	335,972	375,197
Family Households Change		44,425	39,225
Percent Change		15.24%	11.68%

	2010		Study Area		2026		5 Yr Chg	GA 2021	Comp Index CY
			2021						
Housing by Occupancy									
Occupied	268,519	92.10%	313,534	93.32%	352,229	93.88%	0.56%	88.68%	105
Vacant	23,028	7.90%	22,438	6.68%	22,968	6.12%	-0.56%	11.32%	59
Totals:	291,547	100.00%	335,972	100.00%	375,197	100.00%		100.00%	
Housing by Type of Occupancy									
Owner Occupied	189,167	70.45%	221,124	70.53%	250,750	71.19%	0.66%	66.00%	107
Renter Occupied	79,352	29.55%	92,410	29.47%	101,479	28.81%	-0.66%	34.00%	87
Totals:	268,519	100.00%	313,534	100.00%	352,229	100.00%		100.00%	

Housing

	Study Area 2021		State of GA 2021		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	22,601	6.73%	192,306	4.27%	158
1 Unit Detached	252,795	75.24%	3,177,018	70.46%	107
2 Units	4,534	1.35%	122,997	2.73%	49
3 to 19 Units	29,373	8.74%	283,402	6.29%	139
20 to 49 Units	15,988	4.76%	135,784	3.01%	158
50 or More Units	4,874	1.45%	155,294	3.44%	42
Mobile Home or Trailer	5,797	1.73%	440,170	9.76%	18
Other	10	0.00%	1,742	0.04%	8
Totals:	335,972	100.00%	4,508,713	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	1,977	0.90%	54,963	2.10%	43
\$20,000 to \$39,999	1,431	0.65%	61,432	2.35%	28
\$40,000 to \$59,999	1,259	0.57%	67,628	2.59%	22
\$60,000 to \$79,999	937	0.43%	87,913	3.36%	13
\$80,000 to \$99,999	1,264	0.57%	110,453	4.23%	14
\$100,000 to \$149,999	7,909	3.60%	310,483	11.88%	30
\$150,000 to \$199,999	17,723	8.06%	327,202	12.52%	64
\$200,000 to \$299,999	64,279	29.24%	590,905	22.61%	129
\$300,000 to \$399,999	52,919	24.07%	365,297	13.98%	172
\$400,000 to \$499,999	30,911	14.06%	227,961	8.72%	161
\$500,000 to \$749,999	29,537	13.44%	255,899	9.79%	137
\$750,000 to \$999,999	5,030	2.29%	87,959	3.37%	68
\$1,000,000 or more	4,654	2.12%	65,732	2.51%	84
Totals:	219,830	100.00%	2,613,827	100.00%	
Housing by Year Built					
1939 or Earlier	1,821	0.54%	191,381	4.24%	13
1940 to 1949	1,369	0.41%	125,043	2.77%	15
1950 to 1959	5,433	1.62%	288,119	6.39%	25
1960 to 1969	10,230	3.04%	390,089	8.65%	35
1970 to 1979	34,752	10.34%	617,037	13.69%	76
1980 to 1989	72,769	21.66%	763,371	16.93%	128
1990 to 1999	99,930	29.74%	965,516	21.41%	139
2000 to 2009	101,757	30.29%	1,055,507	23.41%	129
2010 or Later	7,911	2.35%	112,650	2.50%	94
Totals:	335,972	100.00%	4,508,713	100.00%	

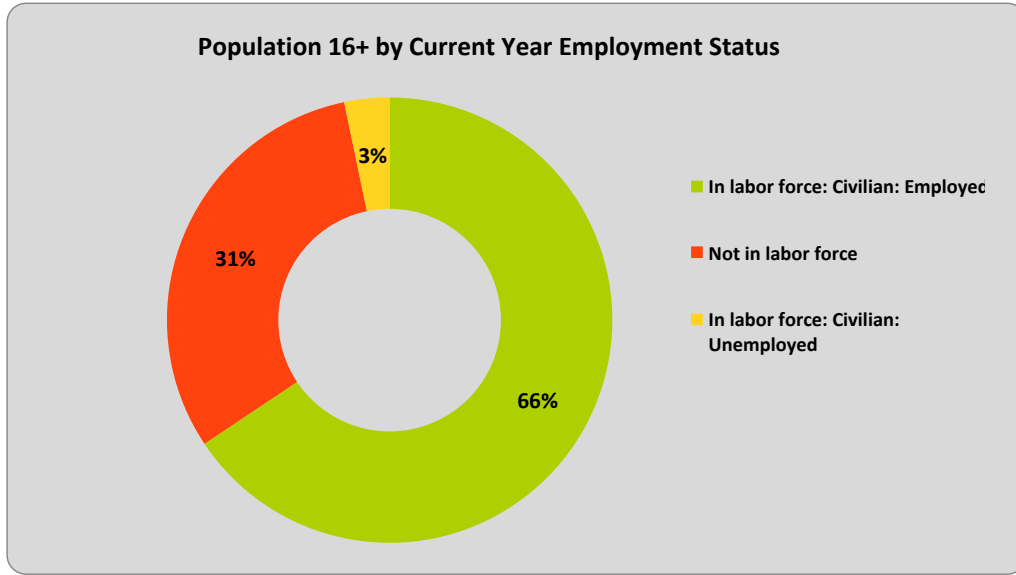
Mortgage Risk Indicator



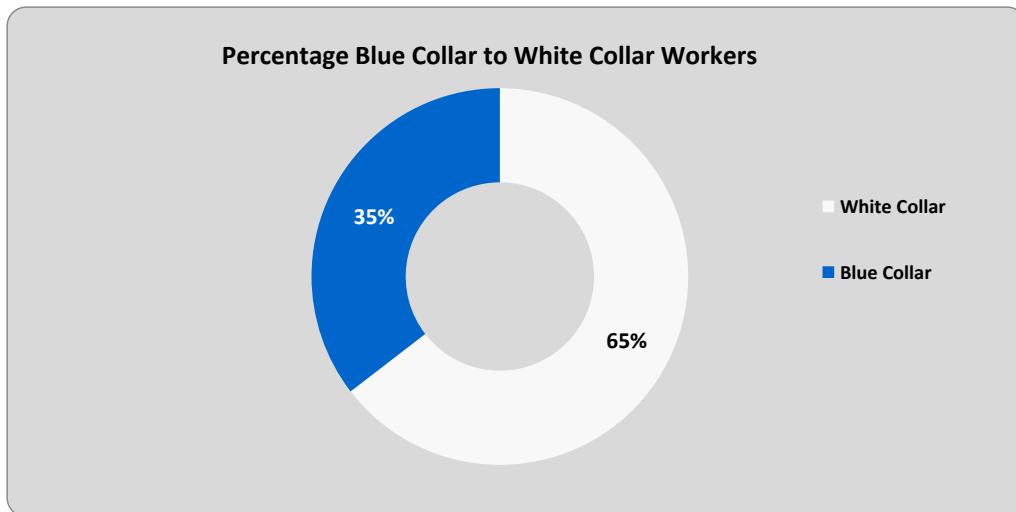
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

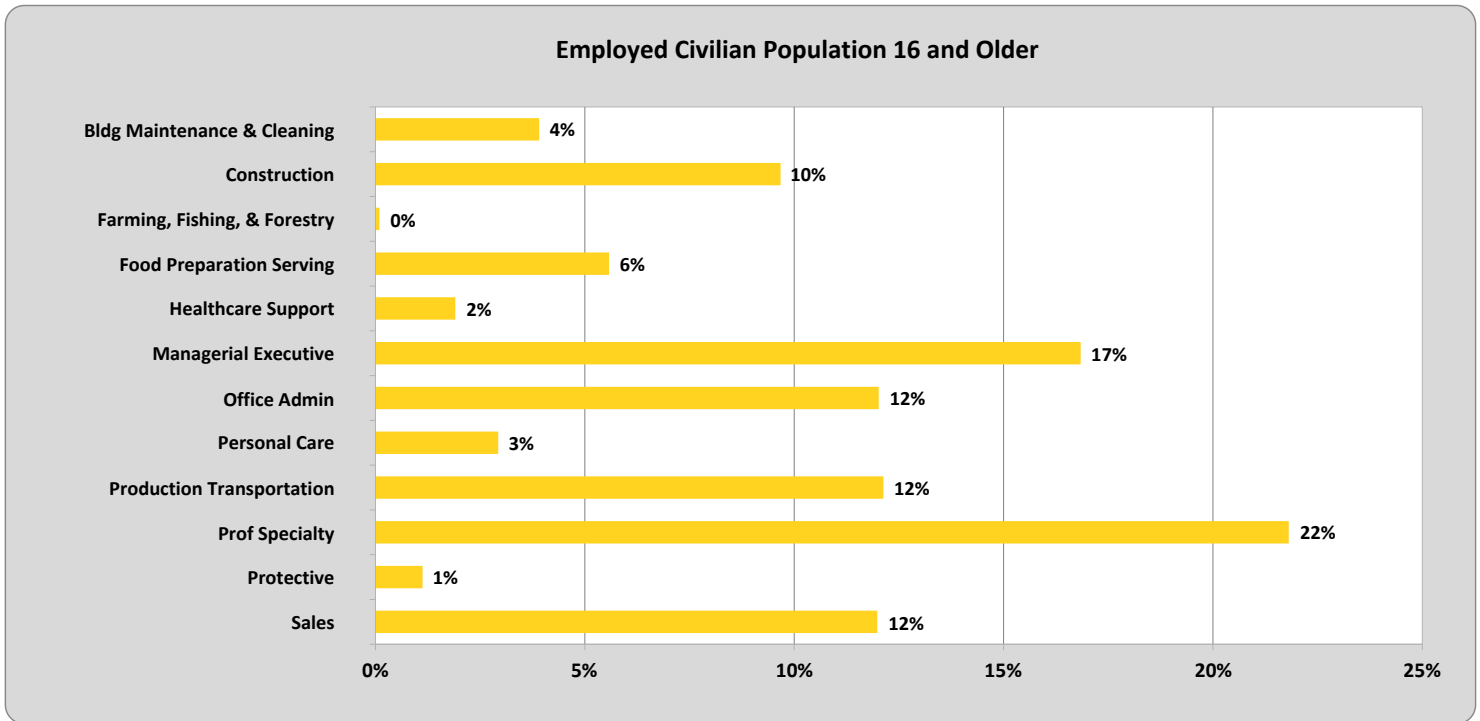
Employment Status of Population 16 and Older: 2021



Pop 16+ by Employment Status	Study Area		State of GA		Comp Index CY
	2021		2021		
In labor force: Civilian: Employed	482,379	65.57%	5,094,322	59.56%	110
In labor force: In Armed Forces	600	0.08%	57,152	0.67%	12
Not in labor force	228,552	31.07%	3,126,811	36.56%	85
In labor force: Civilian: Unemployed	24,095	3.28%	274,726	3.21%	102
Blue and White Collar Workers 2021	735,626	100.00%	8,553,011	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	170,961	35.44%	1,928,525	37.86%	94
White Collar	311,418	64.56%	3,165,797	62.14%	104
	482,379	100.00%	5,094,322	100.00%	

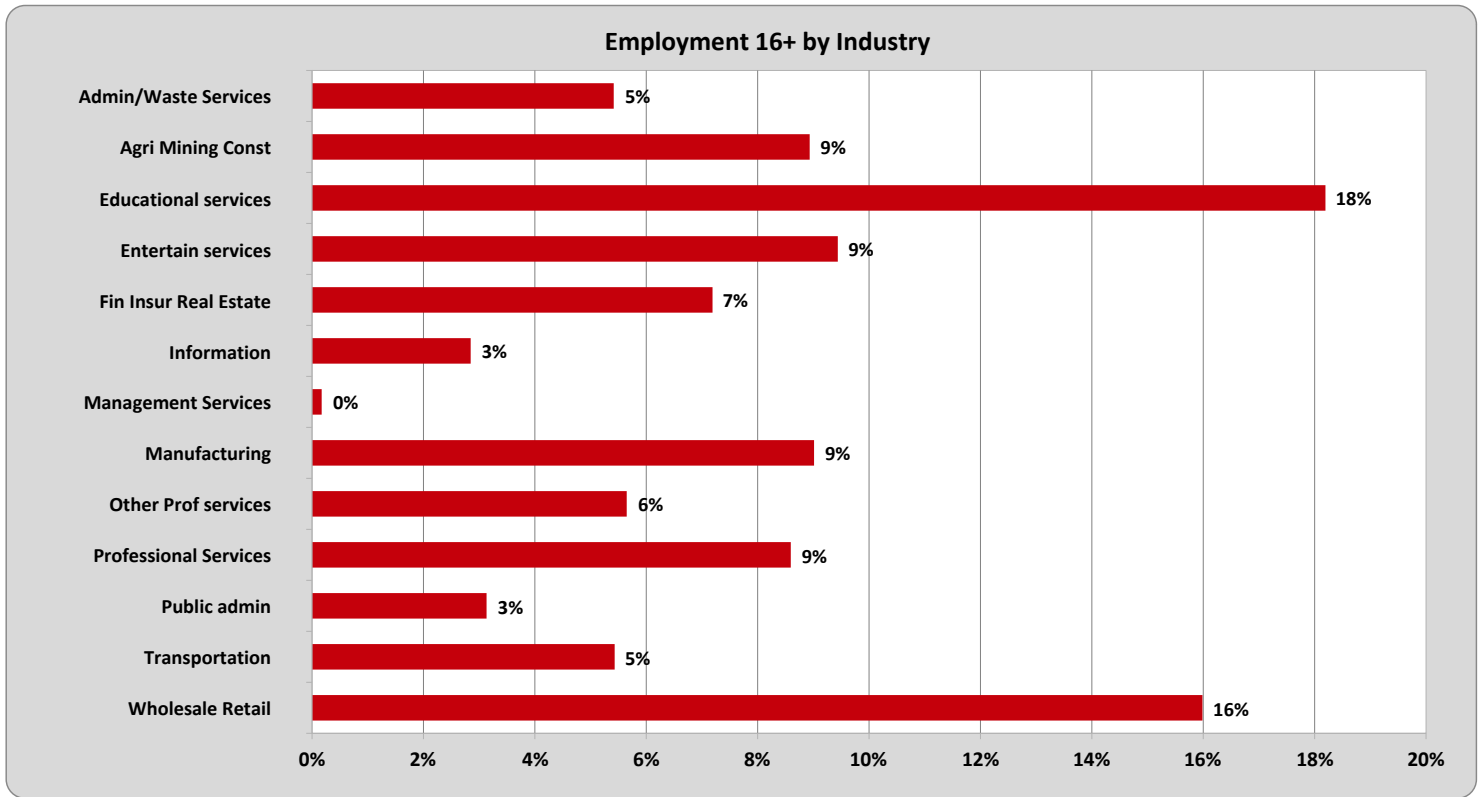


Employed Civilian Population by Occupation: 2021



Employed Civilian Pop 16+ by Occupation	Study Area		State of GA		Comp Index CY
	2021		2021		
Bldg Maintenance & Cleaning	18,858	3.91%	188,408	3.70%	106
Construction	46,670	9.67%	435,735	8.55%	113
Farming, Fishing, & Forestry	447	0.09%	27,340	0.54%	17
Food Preparation Serving	26,903	5.58%	283,363	5.56%	100
Healthcare Support	9,194	1.91%	114,684	2.25%	85
Managerial Executive	81,238	16.84%	809,854	15.90%	106
Office Admin	57,974	12.02%	579,151	11.37%	106
Personal Care	14,142	2.93%	126,003	2.47%	119
Production Transportation	58,516	12.13%	755,236	14.83%	82
Prof Specialty	105,207	21.81%	1,108,416	21.76%	100
Protective	5,425	1.12%	112,440	2.21%	51
Sales	57,805	11.98%	553,692	10.87%	110
Totals:	482,379	100.00%	5,094,322	100.00%	
Workers 16+: Home or Away					
Worked at Home	27,612	5.72%	260,881	5.12%	112
Worked away from Home	454,767	94.28%	4,833,441	94.88%	99
Totals:	482,379	100.00%	5,094,322	100.00%	
Workers 16+: Transport to Work					
Bicycle	464	0.10%	10,894	0.23%	45
Car, Truck, or Van: Carpooled	53,424	11.75%	511,659	10.59%	111
Car, Truck, or Van: Drove Alone	385,975	84.87%	4,062,953	84.06%	101
Motorcycle	454	0.10%	5,931	0.12%	81
Other Means	3,743	0.82%	53,323	1.10%	75
Walked	4,651	1.02%	75,282	1.56%	66
Public Trans Excluding Taxi Cab	5,206	1.14%	103,559	2.14%	53
Taxi Cab	850	0.19%	9,840	0.20%	92
Totals:	454,767	100.00%	4,833,441	100.00%	

Employed Pop 16+ by Industry: 2021



Employed Civilian Pop 16+ by Industry	Study Area		State of GA		Comp Index CY
	2021		2021		
Admin/Waste Services	26,125	5.42%	245,002	4.81%	113
Agri Mining Const	43,096	8.93%	398,044	7.81%	114
Educational services	87,764	18.19%	1,057,233	20.75%	88
Entertain services	45,531	9.44%	471,814	9.26%	102
Fin Insur Real Estate	34,682	7.19%	316,578	6.21%	116
Information	13,736	2.85%	117,185	2.30%	124
Management Services	832	0.17%	7,185	0.14%	122
Manufacturing	43,475	9.01%	546,909	10.74%	84
Other Prof services	27,250	5.65%	246,372	4.84%	117
Professional Services	41,459	8.59%	370,899	7.28%	118
Public admin	15,112	3.13%	254,598	5.00%	63
Transportation	26,206	5.43%	336,244	6.60%	82
Wholesale Retail	77,111	15.99%	726,259	14.26%	112
Totals:	482,379	100.00%	5,094,322	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	449,651	94.51%	5,199,795	95.32%	99
Workplace Establishments	26,111	5.49%	255,353	4.68%	117
Totals:	475,762	100.00%	5,455,148	100.00%	

Work

	Study Area		State of GA		Comp Index CY
Families: Workers					
1 worker	76,527	31.86%	949,010	34.47%	92
2 workers	110,007	45.80%	1,129,711	41.03%	112
3 or more workers	33,492	13.94%	281,099	10.21%	137
No workers	20,179	8.40%	393,228	14.28%	59
Totals:	240,205	100.00%	2,753,048	100.00%	
Workers 16+: Travel Time to Work					
	2021		2021		
Less than 5 minutes	5,365	1.18%	107,736	2.23%	53
5 to 9 minutes	26,795	5.89%	386,034	7.99%	74
10 to 14 minutes	43,242	9.51%	611,843	12.66%	75
15 to 19 minutes	50,188	11.04%	760,116	15.73%	70
20 to 24 minutes	56,031	12.32%	703,383	14.55%	85
25 to 29 minutes	27,110	5.96%	287,004	5.94%	100
30 to 34 minutes	75,107	16.52%	686,504	14.20%	116
35 to 39 minutes	18,004	3.96%	153,593	3.18%	125
40 to 44 minutes	24,667	5.42%	186,027	3.85%	141
45 to 59 minutes	62,198	13.68%	470,366	9.73%	141
60 to 89 minutes	50,925	11.20%	346,152	7.16%	156
90 or more minutes	15,135	3.33%	134,683	2.79%	119
Totals:	454,767	100.00%	4,833,441	100.00%	

Supporting Information

Interpreting the Report

The FullInsite 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.

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.