

## Key Insights and Potential Ministry Opportunities

Based on a 3-mile radius from Rock Spring UMC

### Insights from the Demographics:

1. The population in the area is projected to remain stable over the next 10 years, with only a slight increase from 1,080 in 2023 to 1,081 by 2033. Household growth is also expected to be minimal, maintaining at around 460 households over the same period (p. 3).
2. The area is aging significantly, with the population of those aged 65 and older expected to increase from 27.3% in 2023 to 30.5% by 2033. Conversely, the percentage of children under 18 is expected to decline slightly, from 13.2% to 12.5% (p. 5).
3. Families with children in the area are declining rapidly. Between 2010 and 2028, the number of households with children is projected to drop by 51%, with single-mother and single-father households declining sharply (p. 4).
4. Educational attainment in the area is somewhat low, with nearly 26% of adults over 25 not having completed high school. Only 21.9% of adults hold a bachelor's degree or higher, which is lower than state averages (p. 6).
5. The racial and ethnic makeup of the area is predominantly White (83.6%), with Hispanic or Latino populations being the fastest-growing ethnic group, projected to increase from 6.4% in 2023 to 7.4% by 2028 (p. 7).
6. Median household income is significantly lower than the state average, though it has increased over time. In 2023, the median household income was \$78,692, compared to the state median of \$94,736. Poverty rates are higher in this area, with 11.8% of residents below the poverty line, compared to 6.6% statewide (p. 9).
7. The area is largely blue-collar, with 51.8% of the workforce in blue-collar jobs, a figure higher than the state average (p. 6).

### Potential Ministry Opportunities:

1. **Senior Ministry Development:** With a growing population of seniors, the church can expand its ministries for older adults. Programs focusing on social engagement, spiritual growth, and practical support for this age group could meet a growing need in the community (p. 5).

2. **Support for Families in Transition:** The significant decline in households with children, especially single-parent families, presents an opportunity for the church to offer programs supporting struggling families. Parenting groups, financial assistance, and childcare could be impactful (p. 4).
3. **Outreach to Hispanic/Latino Communities:** The Hispanic/Latino population is one of the fastest-growing demographics in the area. Developing culturally sensitive worship services, language classes, and community outreach events can help the church build relationships with this growing group (p. 7).
4. **Educational Support and Job Training:** Given the relatively low levels of educational attainment and the prevalence of blue-collar jobs, the church could offer tutoring, GED classes, or job training workshops to help adults and youth improve their employment prospects (p. 6).
5. **Poverty Alleviation Programs:** The higher-than-average poverty rate suggests a need for services like food pantries, financial literacy workshops, and partnerships with local organizations that provide assistance to low-income families (p. 9).
6. **Community-Building Events for Younger Adults:** With a small but stable population of younger adults (ages 25-34), the church could consider hosting events or programs that cater to this group, such as social gatherings, professional networking, or young family ministries (p. 5).

NOTE: Any page numbers referenced in this document refer to the corresponding page in your QuickInsite MissionInsite report.

# The QuickInsite Report

Prepared for: Virginia Annual Conference UMC  
Study area: 3 mi Radius from 1655 Rock Spring Road, Faber, Virginia 22938, United States

Base State: VA  
Current Year Estimate: 2023  
5 Year Projection: 2028  
10 Year Forecast: 2033  
Date: 9/14/2024  
Semi-Annual Projection: Spring

## 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 primary demographic variables and Mosaic segments.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The ExecutiveInsite report or custom reports can give a more comprehensive view of an area's demographics. The MinistryInsite or ReligiousInsite reports can provide a view of its beliefs and preferences.

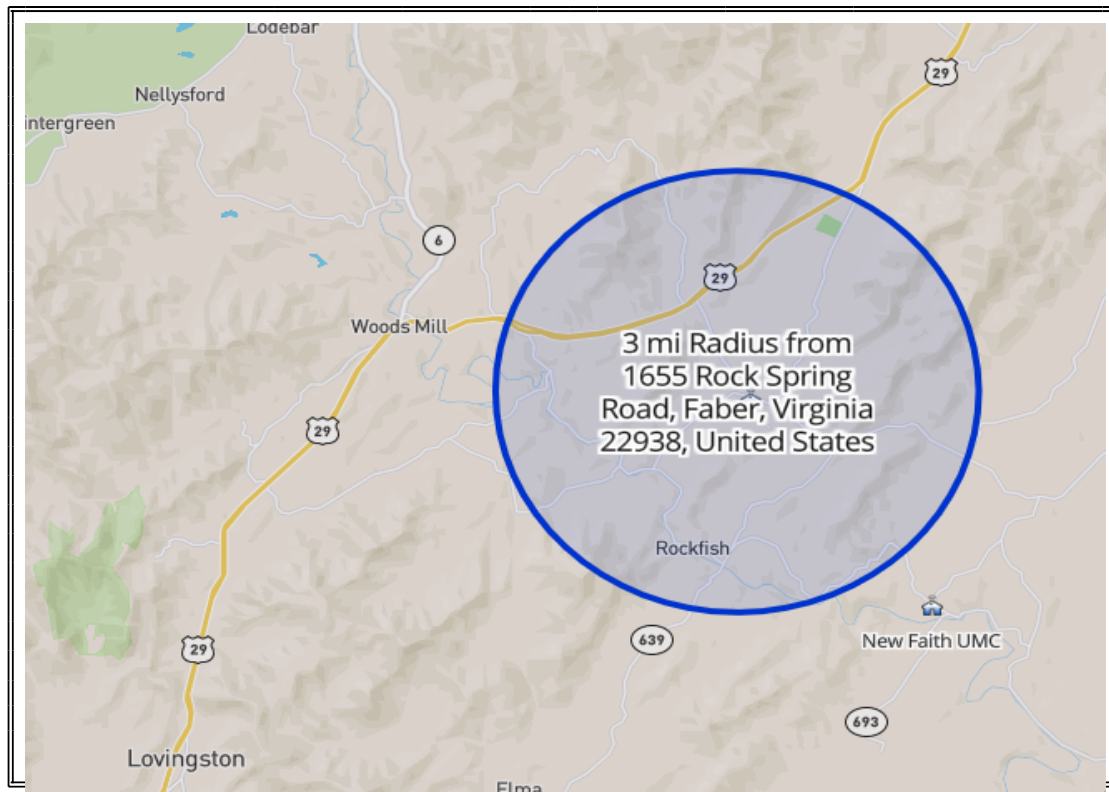
## Two Sections

Two reports are provided on the following pages.

- The StoryView section presents 9 key demographic indicators of your study area.
- The ThemeView section presents greater detail about those indicators organized by 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><b>1</b></p>	<p><b>Population Change</b></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   <b>Little Change</b>   Moderate Growth   Significant Growth</p>
<p><b>2</b></p>	<p><b>School Age Change</b></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   <b>Moderate Decline</b>   Little Change   Moderate Increase   Significant Increase</p>
<p><b>3</b></p>	<p><b>Families with Children</b></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   <b>Somewhat More</b>   Significantly More</p>
<p><b>4</b></p>	<p><b>Adult Educational Attainment</b></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   <b>Mixed</b>   High   Very High</p>
<p><b>5</b></p>	<p><b>Community Diversity Index</b></p> <p>How diverse is the racial/ethnic mix of this area?</p> <p><small>(See Community Diversity Theme)</small></p>	<p>Very Homogeneous   <b>Homogeneous</b>   Moderately Diverse   Very Diverse   Extremely Diverse</p>
<p><b>6</b></p>	<p><b>Median Family Income</b></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   <b>About the Same</b>   Somewhat Greater   Significantly Greater</p>
<p><b>7</b></p>	<p><b>Poverty</b></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   <b>Significantly Above</b></p>
<p><b>8</b></p>	<p><b>Blue to White Collar Occupations</b></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   <b>Somewhat Blue</b>   Closely Split   Somewhat White   Very White Collar</p>
<p><b>9</b></p>	<p><b>Largest Racial/Ethnic Group</b></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)   <b>White (NH)</b>   Hispanic or Latino   Pac Is/Amer Ind/Other</p>

# ThemeView

## Demographic Descriptions of the Study Area

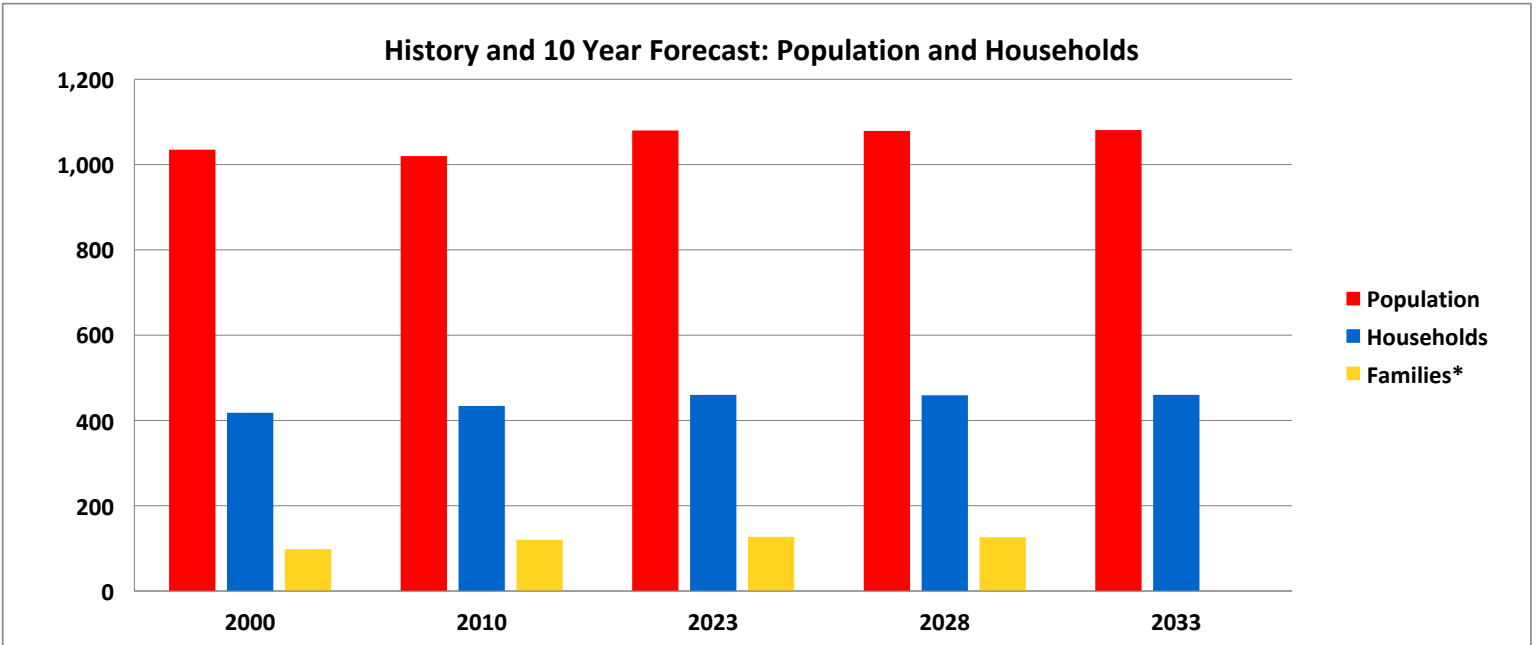
Study area: 3 mi Radius from 1655 Rock Spring Road, Faber, Virginia 22938, United States

Date: 9/14/2024

### 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

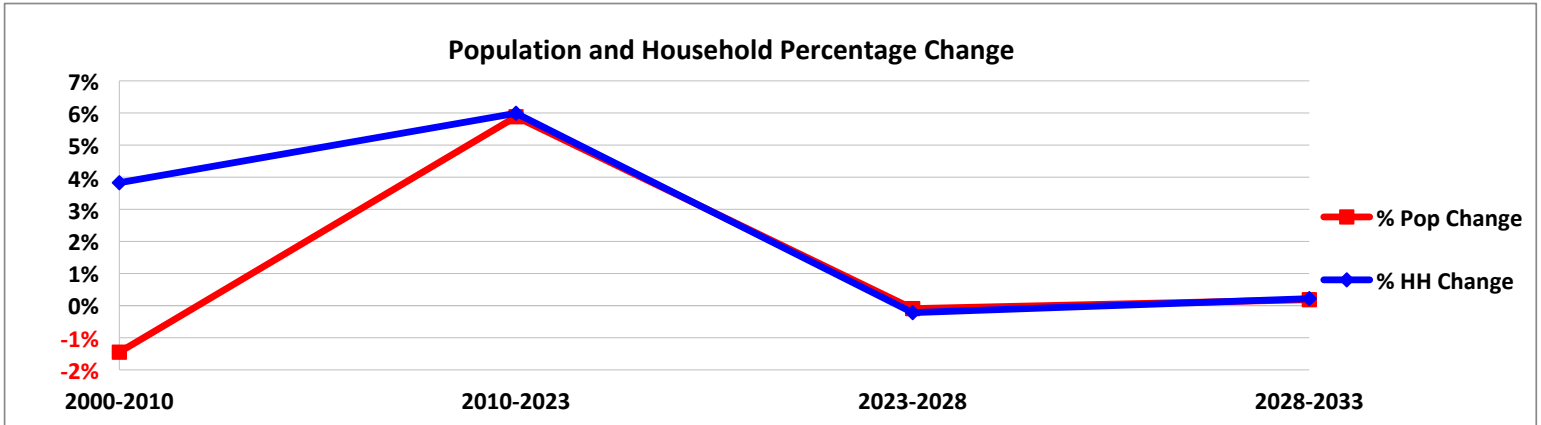


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2023	2028	2033
Population	1,035	1,020	1,080	1,079	1,081
Population Change		-15	60	-1	2
Percent Change		-1.4%	5.9%	-0.1%	0.2%
Households	418	434	460	459	460
Households Change		16	26	-1	1
Percent Change		3.8%	6.0%	-0.2%	0.2%
Population / Households	2.48	2.35	2.35	2.35	2.35
Population / Households Change		-0.13	-0.00	0.00	-0.00
Percent Change		-5.1%	-0.1%	0.1%	0.0%
Family Households	98	120	127	126	
Family Households Change		22	7	-1	
Percent Change		22.4%	5.8%	-0.8%	

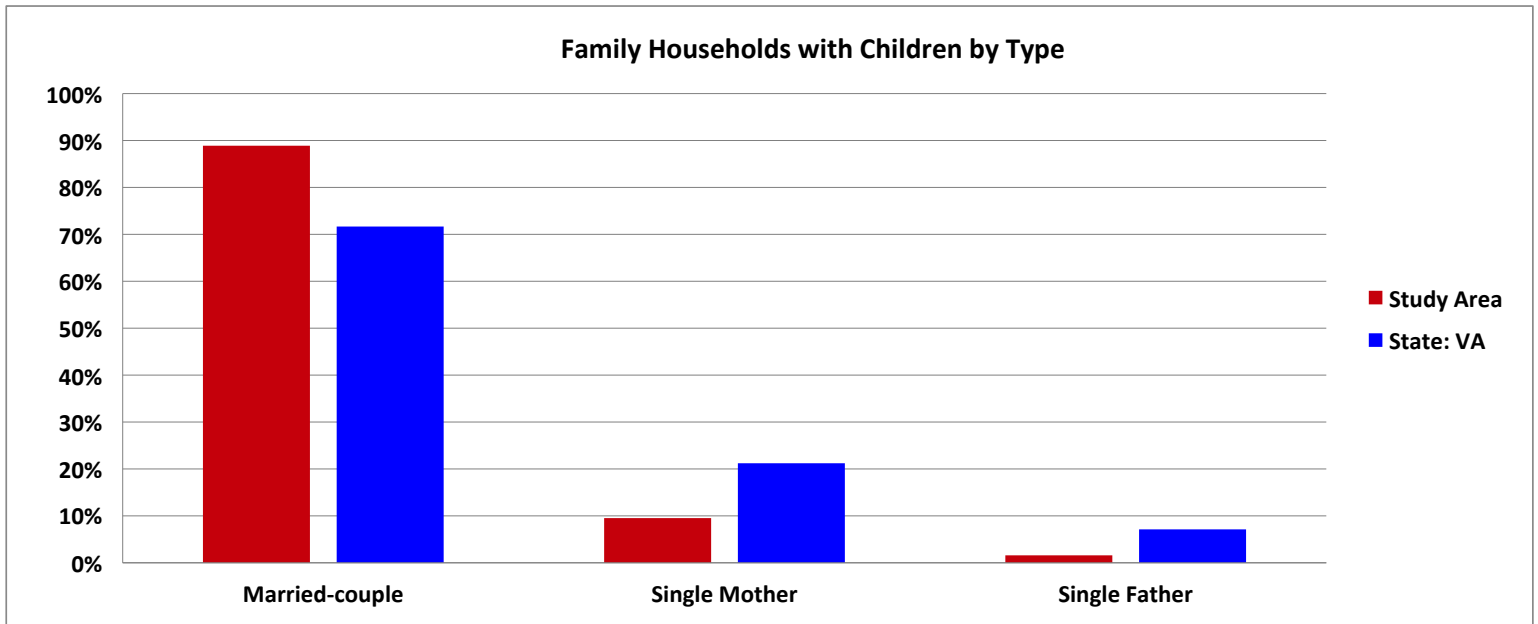
## Population and Households Theme

### 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.



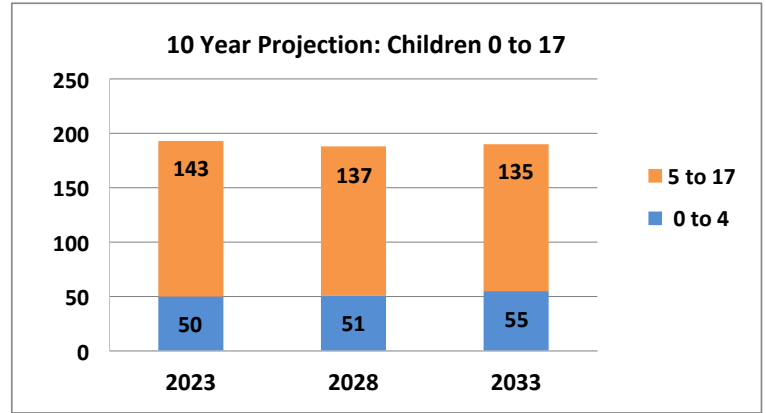
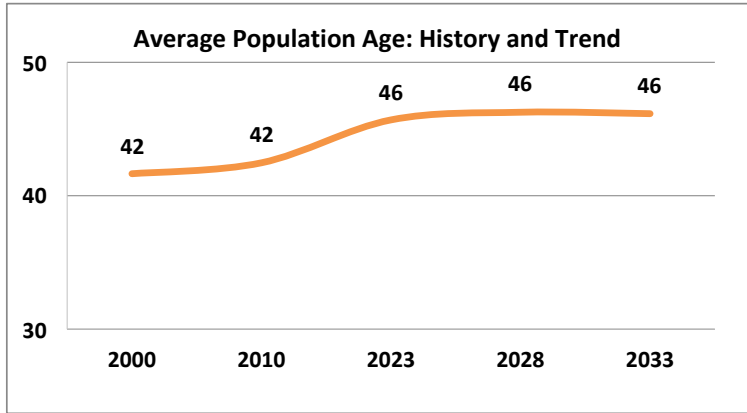
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2028 Change	Percent of all Hhlds by Year			2010 to 2028 % Change
	2010	2023	2028		2010%	2023%	2028%	
Family: Married-couple	77	56	50	-27	65.8%	88.9%	87.7%	21.9%
Family: Single Mother	28	6	6	-22	23.9%	9.5%	10.5%	-13.4%
Family: Single Father	12	1	1	-11	10.3%	1.6%	1.8%	-8.5%
<b>Total:</b>	<b>117</b>	<b>63</b>	<b>57</b>	<b>-60</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

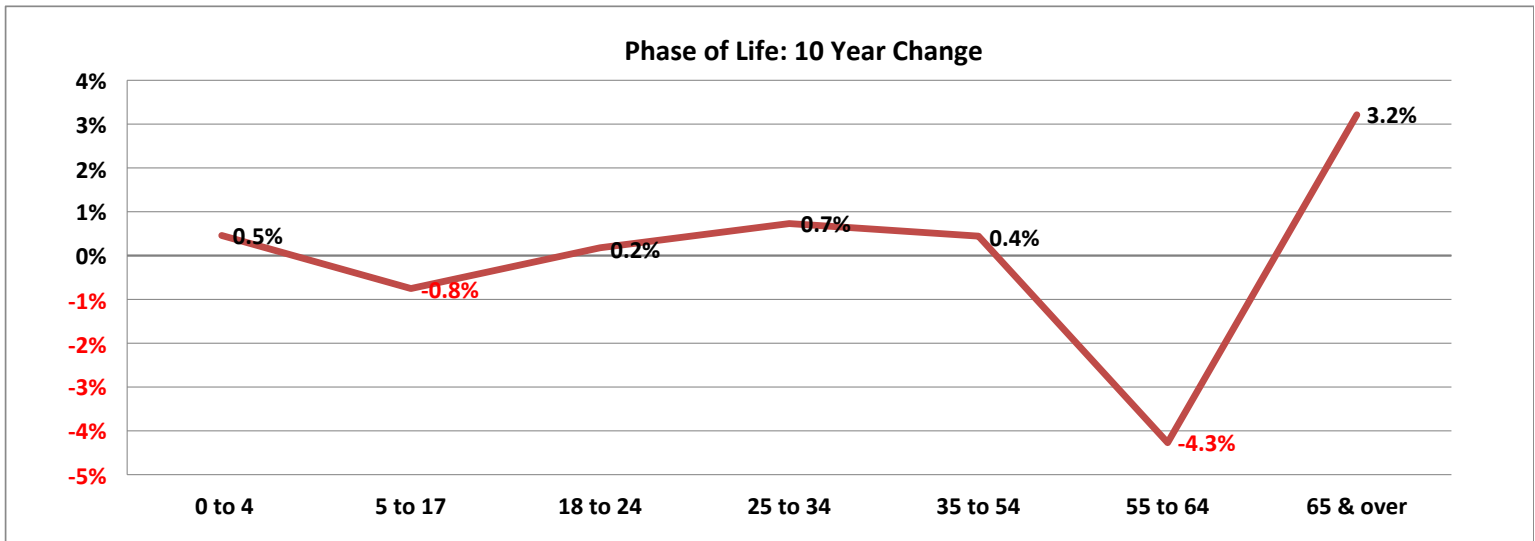
### 10 Year Average Age and Children 0 to 17 Trends

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	2023	2028	2033	2010%	2023%	2028%	2033%
Before Formal Schooling: 0 to 4	55	50	51	55	5.4%	4.6%	4.7%	5.1%
Required Formal Schooling: 5 to 17	145	143	137	135	14.2%	13.2%	12.7%	12.5%
College/Career Starts: 18 to 24	64	83	84	85	6.3%	7.7%	7.8%	7.9%
Singles & Young Families: 25 to 34	98	116	124	124	9.6%	10.7%	11.5%	11.5%
Families & Empty Nesters: 35 to 54	300	223	216	228	29.4%	20.6%	20.0%	21.1%
Enrichment Yrs Singles/Cpls: 55 to 64	188	170	144	124	18.4%	15.7%	13.3%	11.5%
Retirement Opportunities: 65 & over	170	295	323	330	16.7%	27.3%	29.9%	30.5%
<b>Total:</b>	<b>1,020</b>	<b>1,080</b>	<b>1,079</b>	<b>1,081</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

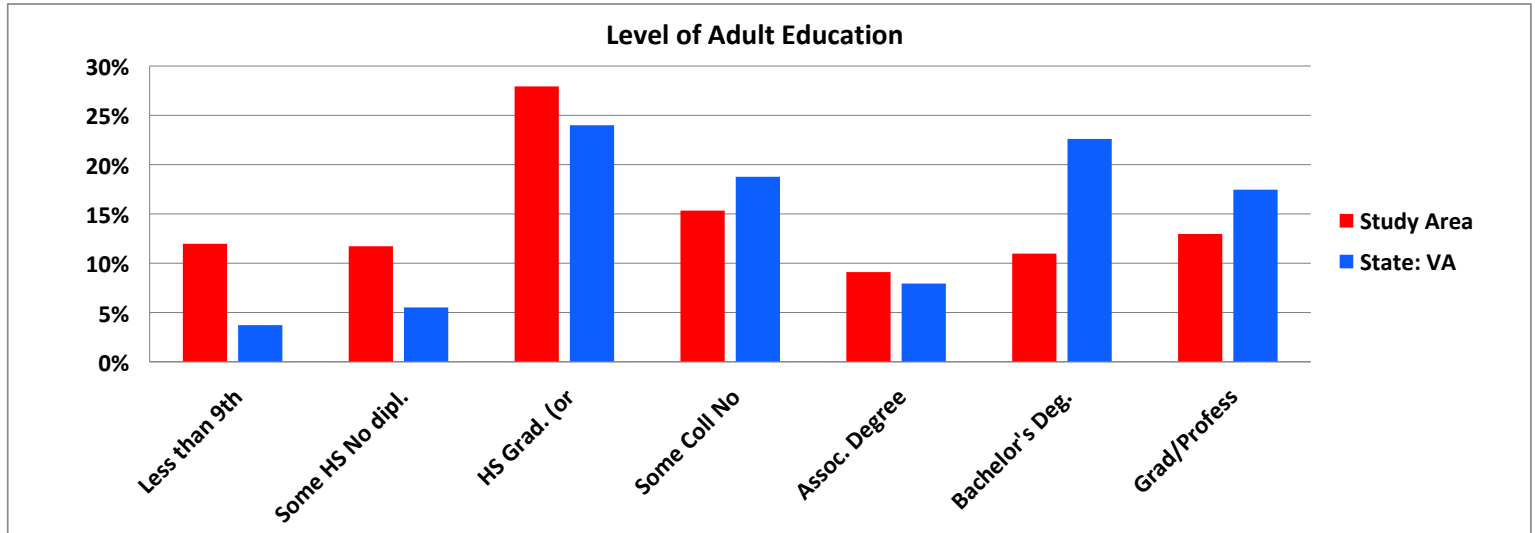
## Education and Career Status Theme

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

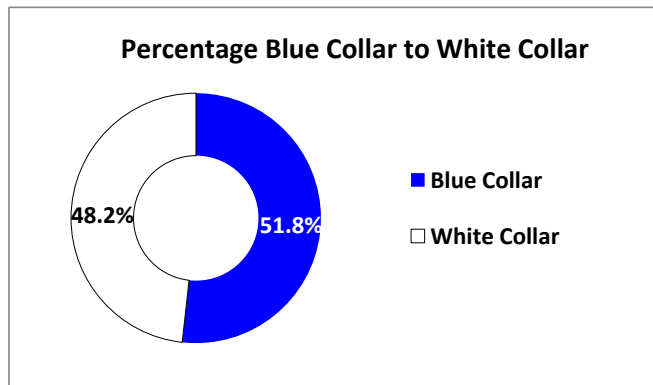
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

### Adult Educational Attainment Compared to the State of VA



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			Percent of all Hhlds by Year		
	2023	2028	2023 to 2028 Change	2023%	2028%	2023 to 2028 % Change
Less than 9th Grade	96	105	9	12.0%	13.0%	1.1%
Some High School, No diploma	94	102	8	11.7%	12.7%	0.9%
High School Graduate (or GED)	224	211	-13	27.9%	26.2%	-1.8%
Some College, No degree	123	119	-4	15.3%	14.8%	-0.6%
Associate Degree	73	80	7	9.1%	9.9%	0.8%
Bachelor's Degree	88	88	0	11.0%	10.9%	-0.1%
Graduate or Professional school degree	104	101	-3	13.0%	12.5%	-0.4%
<b>Total:</b>	<b>802</b>	<b>806</b>	<b>4</b>	<b>100.0%</b>	<b>100.0%</b>	

### Career Types: Blue Collar and White Collar

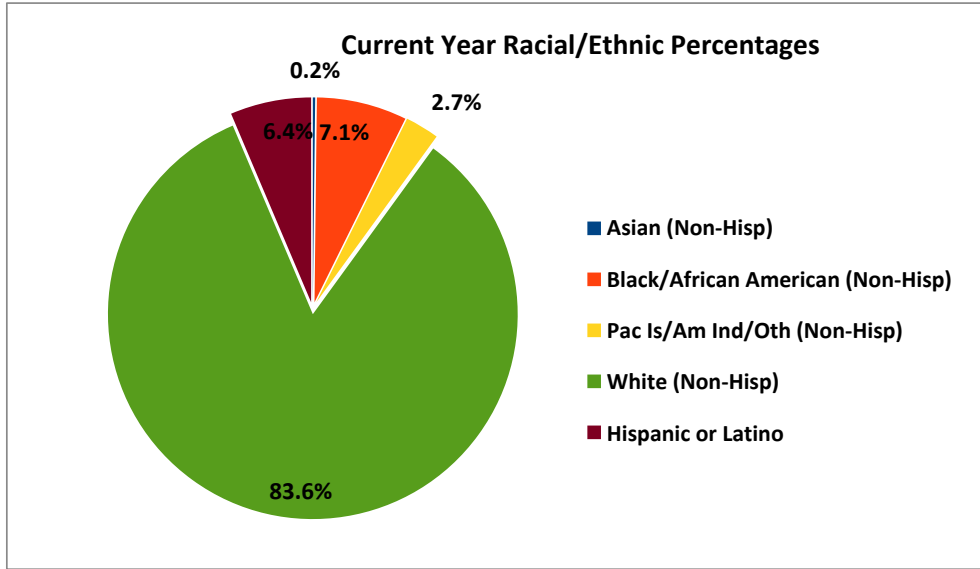




## Community Diversity Theme

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.

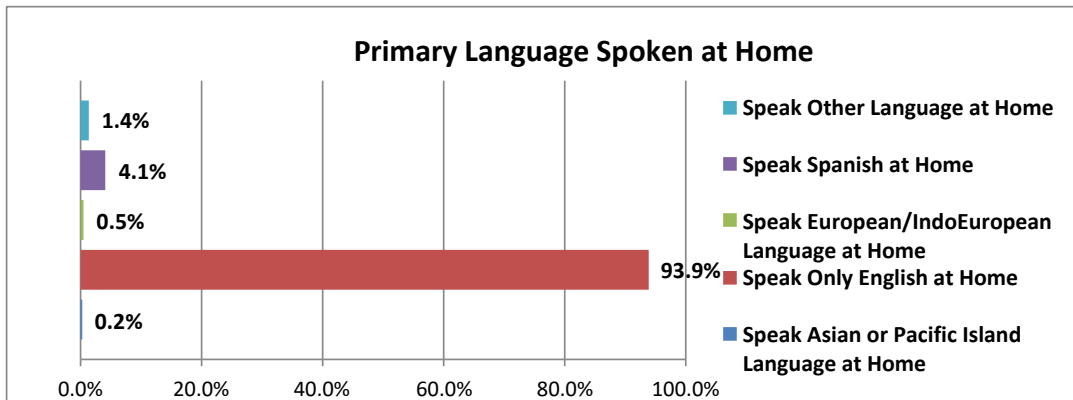
### Study Area Racial and Ethnic Diversity



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

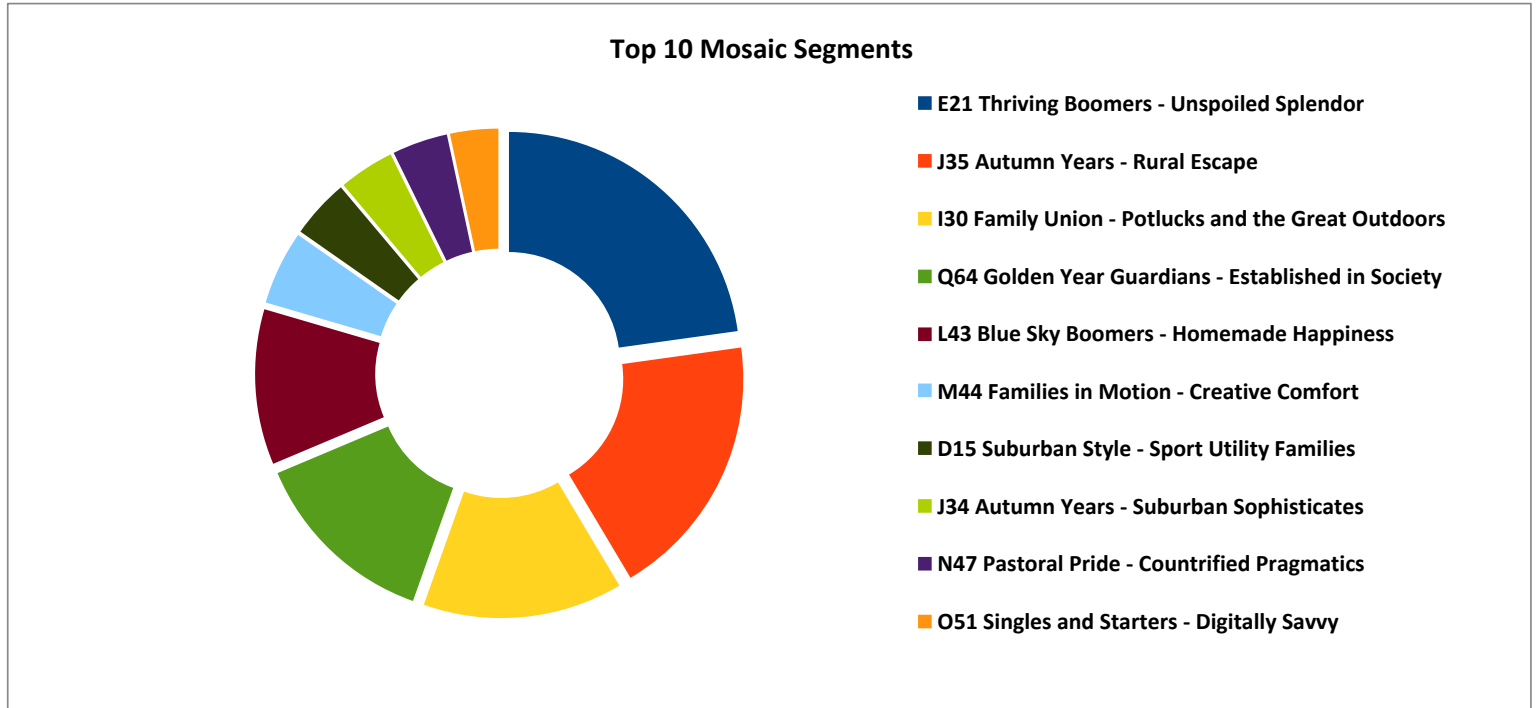
Racial/Ethnicity by Year	Actual Population by Year			2010 to 2028 Change	Percent of all Pop by Year			2010 to 2028 % Change
	2010	2023	2028		2010%	2023%	2028%	
Asian (Non-Hisp)	4	2	2	-2	0.4%	0.2%	0.2%	-0.2%
Black/African American (Non-Hisp)	88	77	76	-12	8.6%	7.1%	7.1%	-1.6%
White (Non-Hisp)	879	903	886	7	86.2%	83.6%	82.2%	-4.0%
Hispanic or Latino	30	69	80	50	2.9%	6.4%	7.4%	4.5%
Pac Is/Am Ind/Oth (Non-Hisp)	19	29	34	15	1.9%	2.7%	3.2%	1.3%
<b>Total:</b>	<b>1,020</b>	<b>1,080</b>	<b>1,078</b>	<b>58</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	



## 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		
E21 Thriving Boomers - Unspoiled Splendor	88	19.4%	79,156	2.4%	822
J35 Autumn Years - Rural Escape	72	15.9%	51,159	1.5%	1041
I30 Family Union - Potlucks and the Great Outdoors	54	11.9%	55,896	1.7%	714
Q64 Golden Year Guardians - Established in Society	51	11.2%	147,875	4.4%	255
L43 Blue Sky Boomers - Homemade Happiness	42	9.3%	118,276	3.5%	263
M44 Families in Motion - Creative Comfort	20	4.4%	59,996	1.8%	246
D15 Suburban Style - Sport Utility Families	16	3.5%	34,429	1.0%	344
J34 Autumn Years - Suburban Sophisticates	15	3.3%	97,039	2.9%	114
N47 Pastoral Pride - Countrified Pragmatics	15	3.3%	23,179	0.7%	479
O51 Singles and Starters - Digitally Savvy	13	2.9%	93,454	2.8%	103
	<b>386</b>		<b>760,459</b>		

### 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](#)

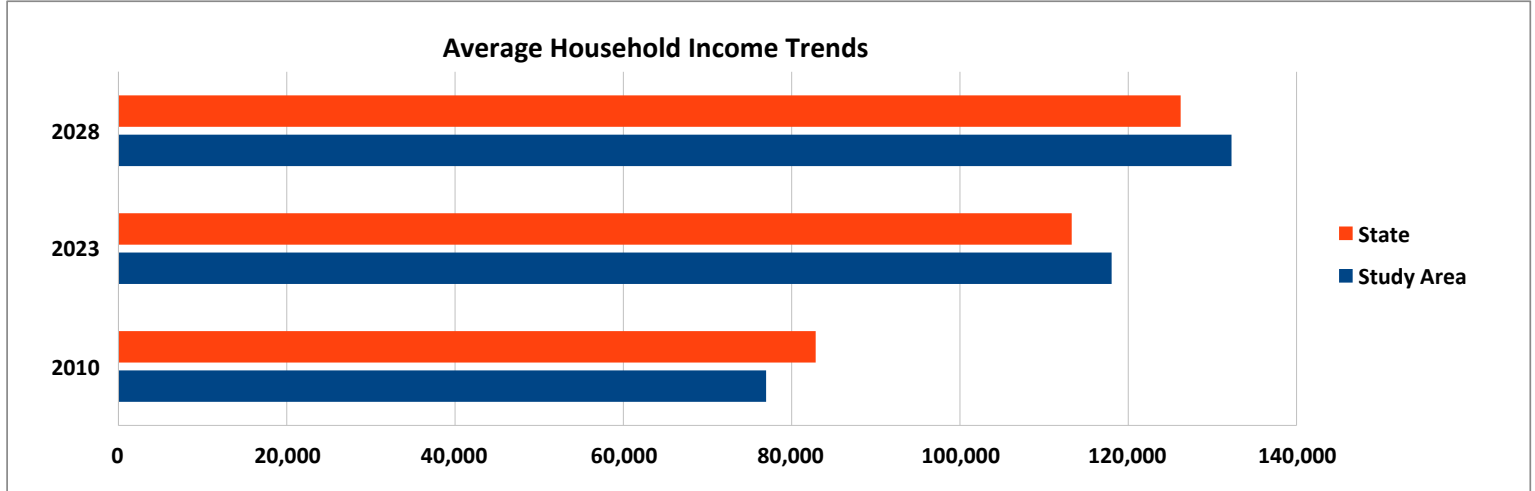
Faith based clients: To access the Mosaic application guide click on:

[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

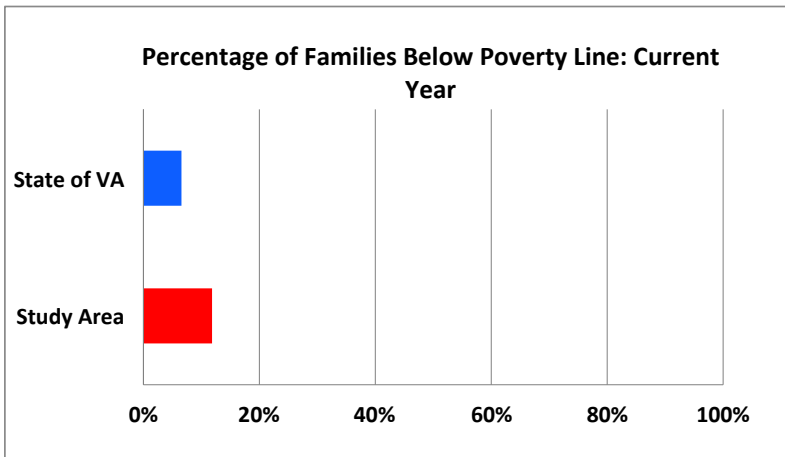
Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.

### Household Income



Income Trends: Households and Families				2010 to 2028 Change
	2010	2023	2028	
Average Household Income	76,963	118,023	132,270	55,306
Median Household Income	58,177	78,692	94,736	36,559
Per Capita Income	32,747	50,269	56,267	23,520
Median Family Income		94,140	91,934	2,206

### Poverty



Poverty Level	Pop	Area % Pop	VA % Pop
Above poverty level	283	88.2%	93.4%
Below poverty level	38	11.8%	6.6%
<b>Total</b>	<b>321</b>	<b>100.0%</b>	<b>100.0%</b>

# 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.

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.](#)

**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](mailto:misupport@missioninsite.com).