The NEW FullInsite Report

Prepared for: Southeastern District LCMS
Study area: 1 mile radius - 230 Erwin Road Chapel Hill NC 27514

Base State: NC
Current Year Estimate: 2013
5 Year Projection: 2018
10 Year Forecast: 2023
Date: 6/18/2013
Semi-Annual Projection: Spring

About the NEW FullInsite Report

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

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

Three Sections

• The Story **View** Report presents 10 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
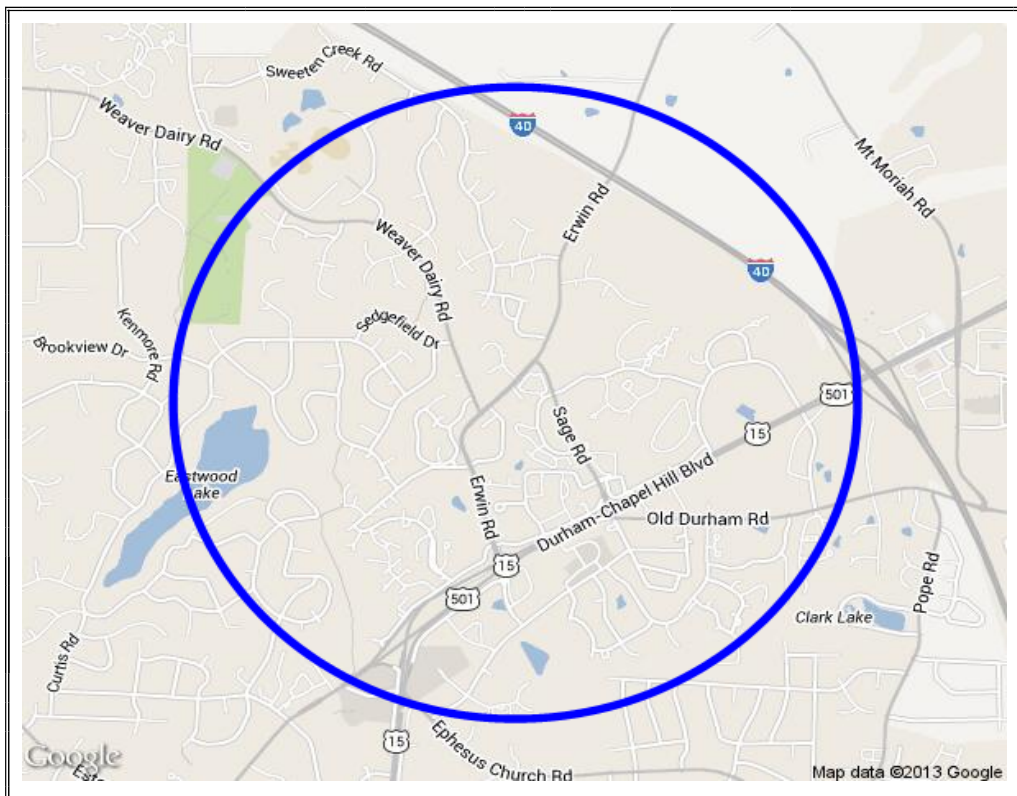
More Information

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?

(See the Population Theme)

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?

(See Households Theme)

Significant Decline	Moderate Decline	Little Change	Moderate Increase	**Significant Increase**

3. Families with Children

Compared to the state, are families with children more or less likely to live in two parent households?

(See Families Theme)

Significantly Less	Somewhat Less	About the Same	**Somewhat More**	Significantly More

4. Adult Educational Attainment

For this area, what is the general level of education of the adults 25 and older?

(See the People Theme)

Very Low	Low	Mixed	High	**Very High**

5. Community Diversity Index

How diverse is the racial/ethnic mix of this area?

(See the Diversity Theme)

Very Homogeneous	Homgeneous	**Moderately Diverse**	Very Diverse	Extremely Diverse

6. Median Family Income

How does the median family income compare to the state for this area?

(See the Income Theme)

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?

(See the Families Theme)

Significantly Below	**Somewhat Below**	About the Same	Somewhat Above	Significantly Above

8. Blue to White Collar Occupations

On a continuum between blue collar and white collar occupations, where does this area fall?

(See the Work Theme)

Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	**Very White Collar**

9. Largest Racial/Ethnic Group

In this area, which racial/ethnic group is the largest percentage of the population?

(See the Diversity Theme)

Asian (NH)	Black/Afri American (NH)	**White (NH)**	Hispanic or Latino	Pac Is/Amer Ind/Other

10. Religiosity

What is the level of religiosity in this study area?

(See the Religiosity Theme)

Very Low	**Somewhat Low**	Mixed	Somewhat High	Very High

TrendView

Significant Demographic Estimates and Projections

Prepared for: Southeastern District LCMS
Study Area: 1 mile radius - 230 Erwin Road Chapel Hill NC 27514

Base State: NC
Date of Report: 6/18/2013

Population and Households

- Population
- Households
- Families*

Household Income Trends

- Study Area
- State

Projected Racial and Ethnic Changes from 2010-2017

1.68%
-0.36%
-0.53%
-0.78%
0.00%

- Asian (Non-Hisp)
- Black/African American (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino
- Pac Is/Am Ind/Oth (Non-Hisp)

Average Age: History and Projection
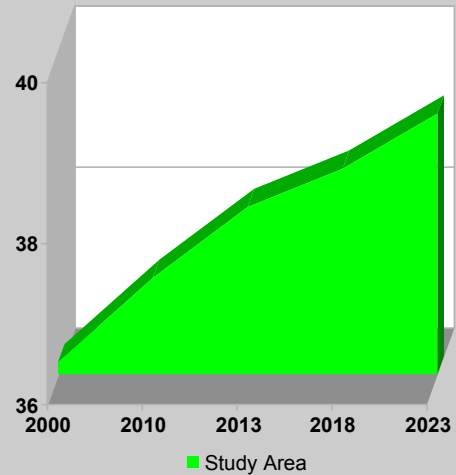
- Study Area

NOTE: Family Household data is not projected out 10 years.
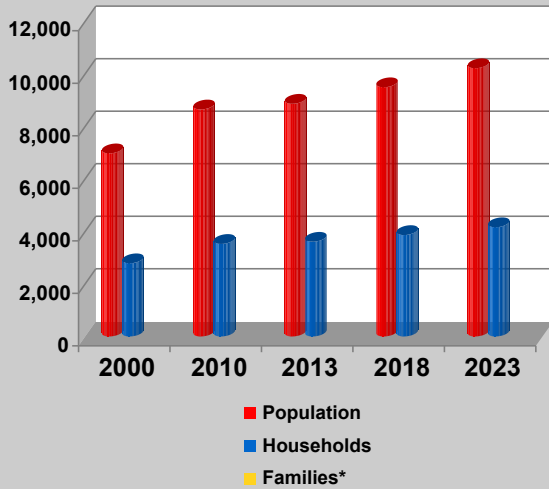
Demographic Descriptions of the Study Area

Prepared for: Southeastern District LCMS
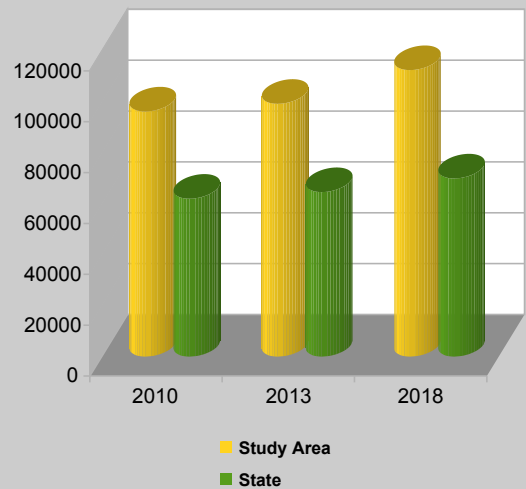Study Area: 1 mile radius - 230 Erwin Road Chapel Hill NC 27514
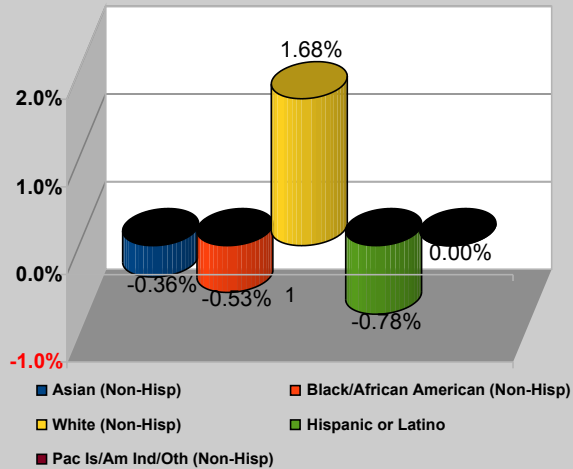Base State: NC
Date of Report: 6/18/2013

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

History and 10 Year Forecast: Population
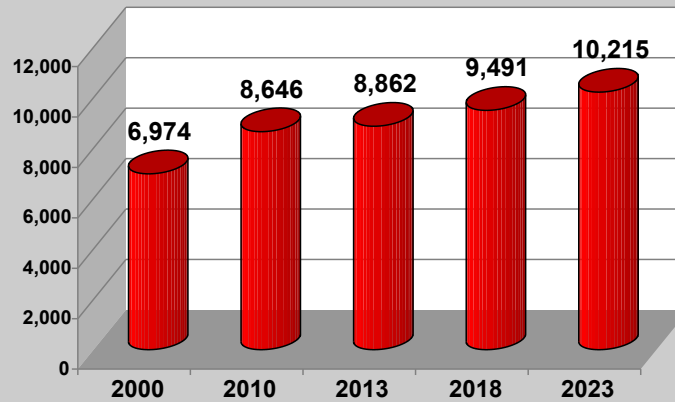
Population Trends	2000	2010	2013	2018	2023
Study Area Population	6,974	8,646	8,862	9,491	10,215
Population Change		1,672	216	629	724
Percent Change		23.97%	2.50%	7.10%	7.63%
State Population	8,049,305	9,535,483	9,763,715	10,394,794	11,102,939
Population Change		1,486,178	228,232	631,079	708,145
Percent Change		18.46%	2.39%	6.46%	6.81%

Projected Percentage Population Change: Comparison of Study Area to State

Population Percentage Change
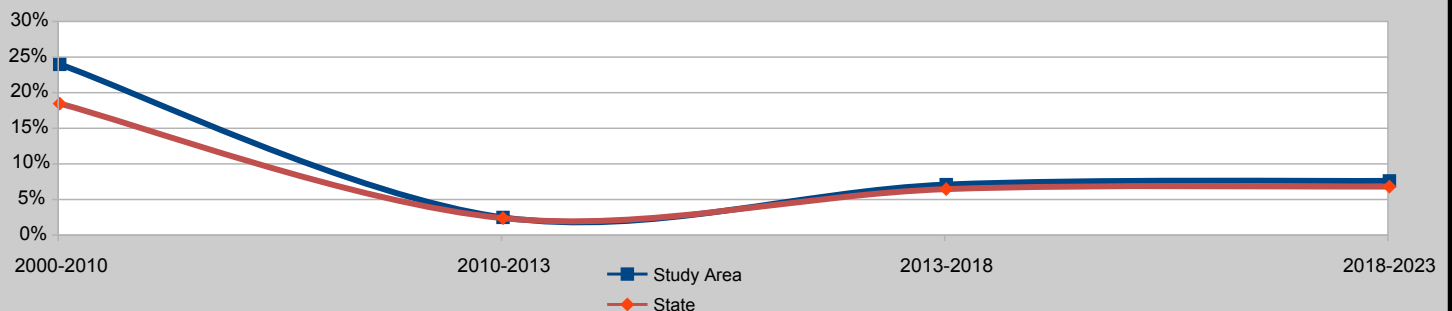
Recent 8 Quarter History	2010 1st Qtr	2010 2nd Qtr	2010 3rd Qtr	2010 4th Qtr	2010 1st Qtr	2011 2nd Qtr	2011 3rd Qtr	2011 4th Qtr
Population	8,526	8,543	8,509	8,661	8,674	8,799	8,778	8,827
Change		17	-34	152	13	125	-21	49
Percent Change		0.20%	-0.40%	1.79%	0.15%	1.44%	-0.24%	0.56%
Seasonal Population	7	58	37	69	7	60	39	67
Change		51	-21	32	-62	53	-21	28
Percent Change		728.57%	-36.21%	86.49%	-89.86%	757.14%	-35.00%	71.79%
Transient Population	179	182	202	205	183	189	205	205
Change		3	20	3	-22	6	16	0
Percent Change		1.68%	10.99%	1.49%	-10.73%	3.28%	8.47%	0.00%

Factors Effecting Population Change: Prior 12 Months

Births, Deaths and Net Migration

Births: 124, Deaths: -78, Net Migration: 143
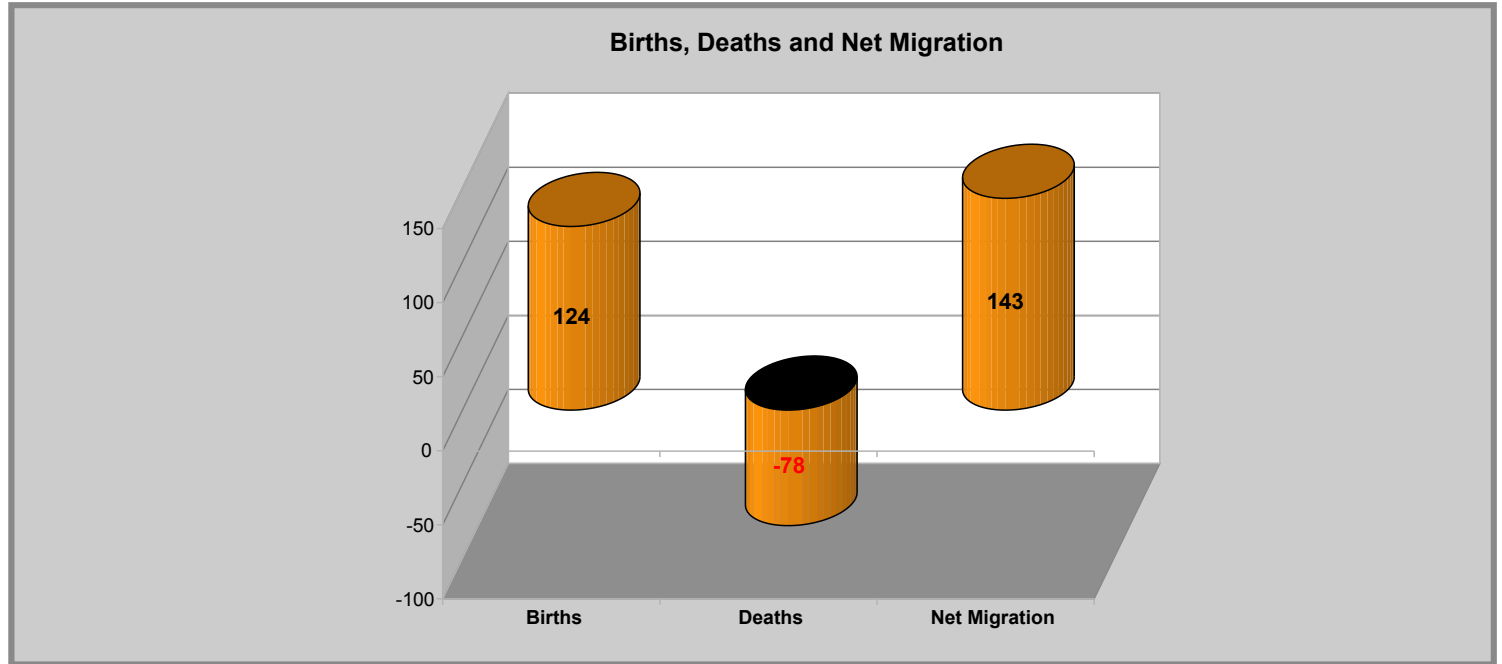
	2013
Factors Effecting Population Change	
Births	124
Deaths	78
Net Migration	143
Net 12-Month Change	266

(Births minus deaths plus net migration = Net 12 month Change)

	2010		2013		2018		2023		10 Yr Change
Population by Gender									
Female	4,614	53.37%	4,715	53.20%	5,021	52.91%	5,383	52.70%	-0.50%
Male	4,032	46.63%	4,148	46.80%	4,469	47.09%	4,832	47.30%	0.50%
Totals:	8,646	100.00%	8,863	100.00%	9,490	100.00%	10,215	100.00%	

Average Age with State Comparison

Average Age: 10 Year Forecast
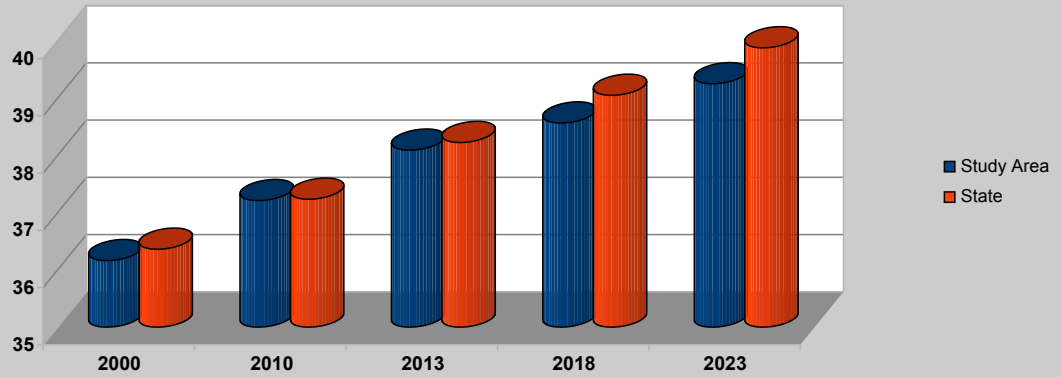
Age Trends	2000	2010	2013	2018	2023
Average Age: Study Area	36.16	37.21	38.09	38.57	39.25
Average Age Change		1.05	0.88	0.47	0.69
Percent Change		*2.90%*	*2.37%*	*1.25%*	*1.78%*
Median Age	32	35	36	37	38

Age: State	2000	2010	2013	2018	2023
Average Age: State	36.36	37.23	38.23	39.05	39.88
Average Age Change		0.87	0.99	0.83	0.83
Percent Change		*2.40%*	*2.66%*	*2.16%*	*2.12%*
Median Age	34	36	37	38	38

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.

Phase of Life: 10 Year Change 2013 - 2023

Phase of Life

Phase of Life Trends
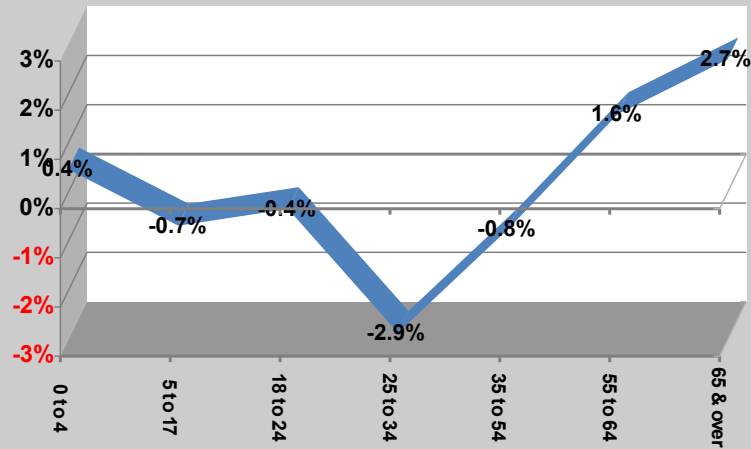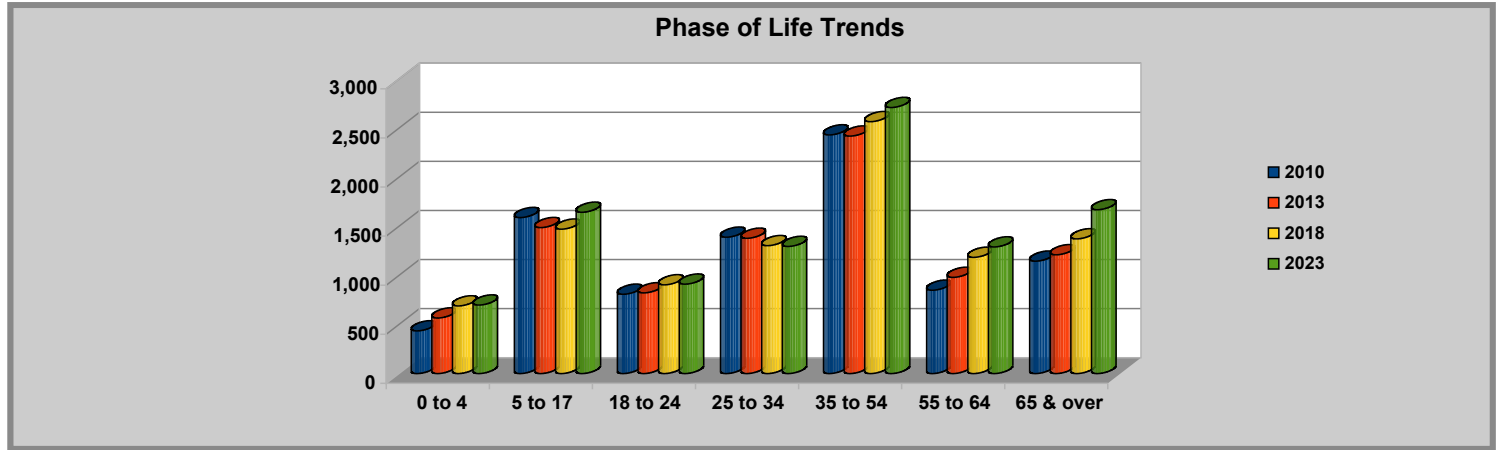
Current Year Population by Phase of Life

Study Area Phase of Life by Percent Current Year
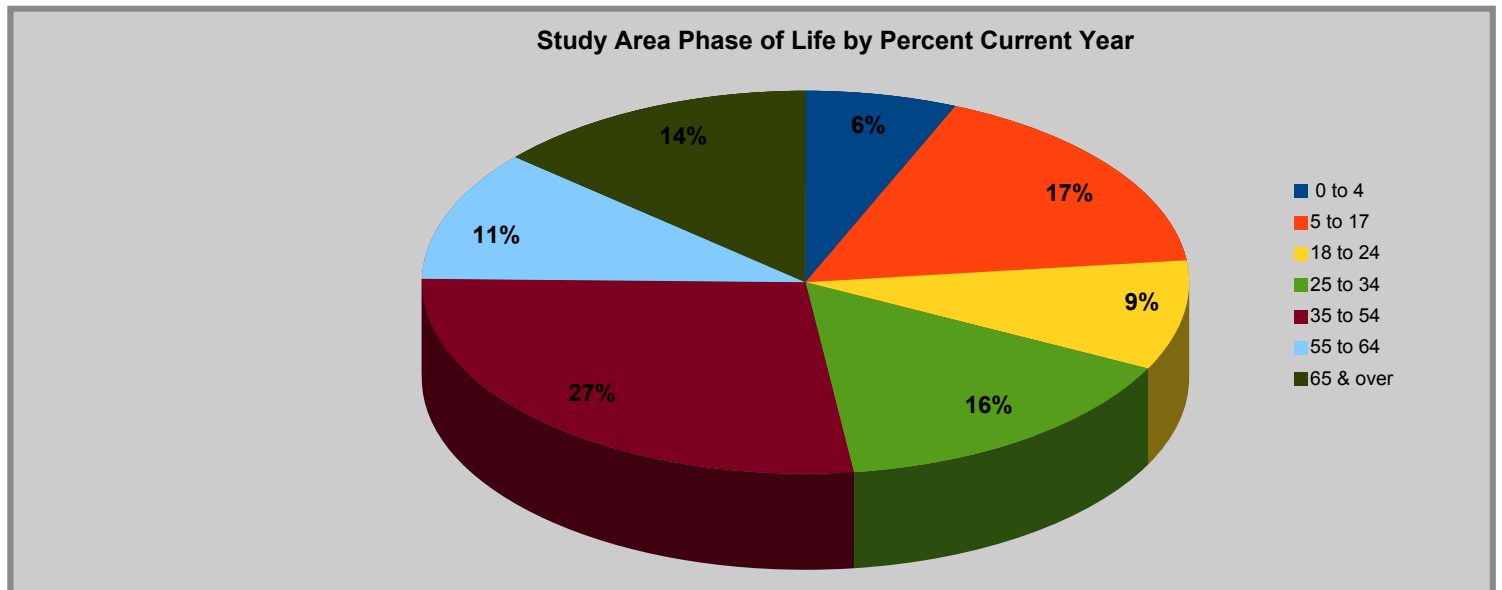
	2010		2013		2018		2023		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	435	*5.03%*	566	*6.39%*	689	*7.26%*	698	*6.83%*	*0.45%*
Required Formal Schooling: Ages 5 to 17	1,589	*18.38%*	1,487	*16.78%*	1,471	*15.50%*	1,643	*16.08%*	*-0.70%*
College/Career Starts: Ages 18 to 24	808	*9.35%*	822	*9.28%*	904	*9.53%*	911	*8.92%*	*-0.36%*
Singles and Young Families: Ages 25 to 34	1,389	*16.07%*	1,378	*15.55%*	1,303	*13.73%*	1,295	*12.68%*	*-2.87%*
Families/Empty Nesters: Ages 35 to 54	2,431	*28.12%*	2,419	*27.30%*	2,566	*27.04%*	2,710	*26.53%*	*-0.77%*
Enrich Years Singles/Couples: Ages 55 to 64	849	*9.82%*	980	*11.06%*	1,184	*12.48%*	1,290	*12.63%*	*1.57%*
Retirement Opportunities: Age 65 and over	1,145	*13.24%*	1,210	*13.65%*	1,372	*14.46%*	1,669	*16.34%*	*2.68%*
Totals:	**8,646**	*100.00%*	**8,862**	*100.00%*	**9,489**	*100.00%*	**10,216**	*100.00%*	

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

School Age Population Trends

School Age Population Trends
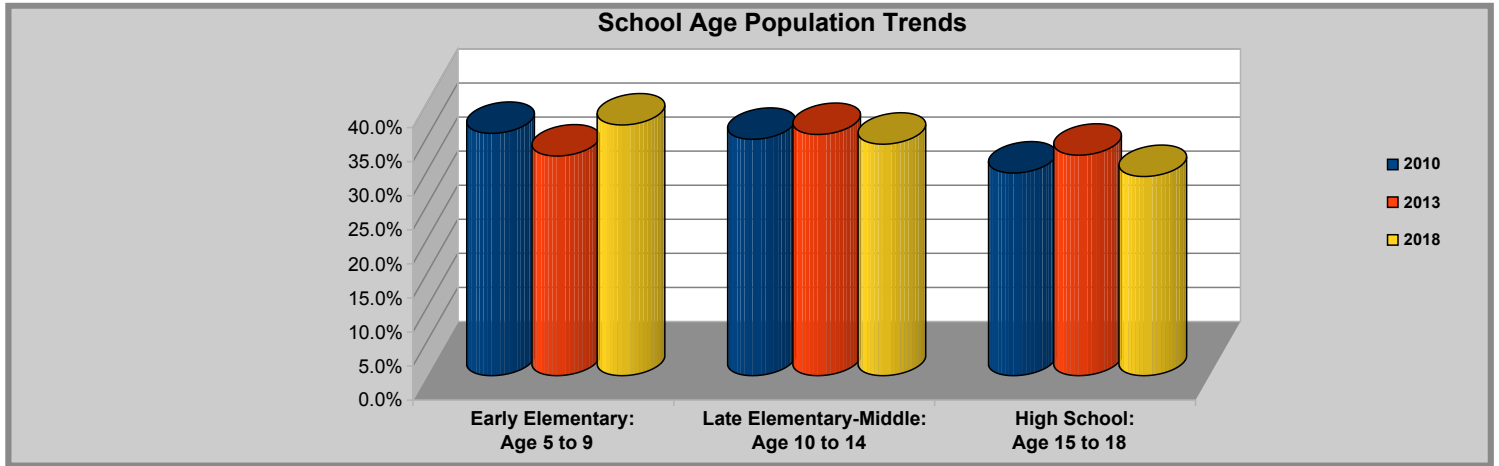
	Study Area							NC			Comp
	2010		**2013**		**2018**		**5 Yr Chg**	**2010**	**2013**	**2018**	**Index CY**
School Age Population Trends											
Early Elem: 5 to 9	611	*35.56%*	530	*32.24%*	574	*36.79%*	*4.56%*	*35.64%*	*34.88%*	*35.65%*	92
Late Elem-Mid: 10 to 14	596	*34.69%*	582	*35.40%*	530	*33.97%*	*-1.43%*	*35.37%*	*35.08%*	*34.90%*	101
High School: 15 to 18	511	*29.74%*	532	*32.36%*	456	*29.23%*	*-3.13%*	*29.00%*	*30.04%*	*29.45%*	108
Totals:	**1,718**	*100.00%*	**1,644**	*100.00%*	**1,560**	*100.00%*		*100.00%*	*100.00%*	*100.00%*	

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2011		2016		2021	
Homeland (Z)	Artist	2005	2025	556	*6.43%*	785	*8.85%*	1,464	*15.42%*	2,236	*21.89%*
Millennial (Y)	Hero	1982	2004	2,912	*33.67%*	2,774	*31.31%*	2,904	*30.60%*	3,031	*29.67%*
Gen X (13th)	Nomad	1961	1981	2,589	*29.93%*	2,622	*29.59%*	2,693	*28.37%*	2,769	*27.11%*
Boom	Prophet	1946	1960	1,446	*16.72%*	1,533	*17.30%*	1,536	*16.18%*	1,565	*15.32%*
Silent	Artist	1925	1945	918	*10.62%*	953	*10.76%*	766	*8.07%*	527	*5.16%*
GI	Hero	1901	1924	228	*2.64%*	195	*2.20%*	129	*1.36%*	87	*0.85%*
			Totals:	**8,648**	*100.00%*	**8,862**	*100.00%*	**9,492**	*100.00%*	**10,214**	*100.00%*

For more information on Generational types, go to http://www.fourthturning.com/

Generations as Percentage of the Population Trends
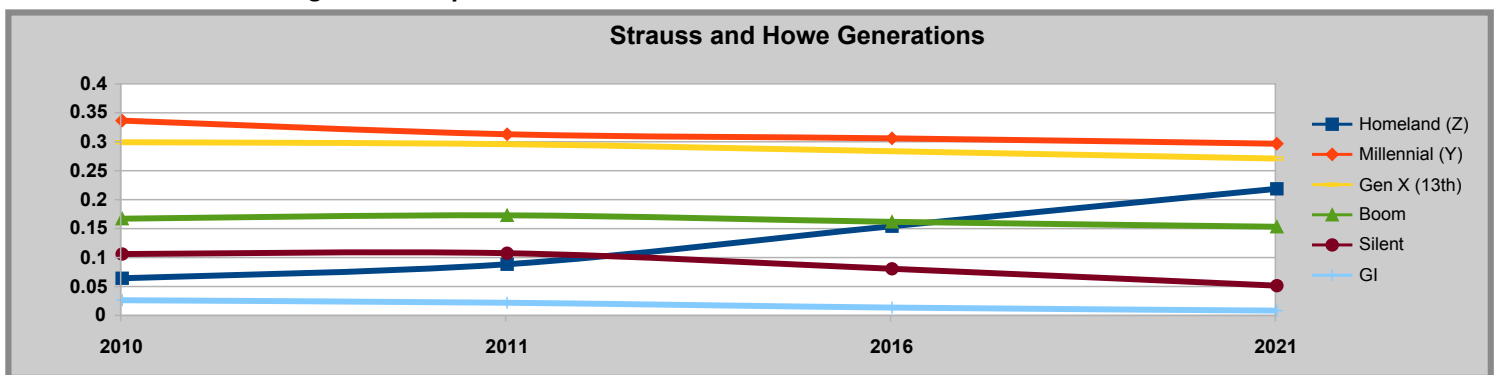
People by Age

Population by Age Forecast	2010		2013		2018		2023		10 Yr Change
0 to 4	435	5.03%	566	6.39%	689	7.26%	698	6.83%	0.45%
5 to 13	1,087	12.57%	984	11.10%	996	10.49%	1,221	11.95%	0.85%
14 to 17	503	5.82%	503	5.68%	475	5.00%	422	4.13%	-1.54%
18 to 21	349	4.04%	451	5.09%	540	5.69%	481	4.71%	-0.38%
22 to 24	459	5.31%	371	4.19%	364	3.83%	429	4.20%	0.01%
25 to 29	793	9.17%	684	7.72%	609	6.42%	659	6.45%	-1.27%
30 to 34	596	6.89%	695	7.84%	695	7.32%	636	6.23%	-1.62%
35 to 39	591	6.83%	585	6.60%	711	7.49%	720	7.05%	0.45%
40 to 44	614	7.10%	599	6.76%	600	6.32%	739	7.24%	0.48%
45 to 49	629	7.27%	620	7.00%	617	6.50%	618	6.05%	-0.95%
50 to 54	597	6.90%	615	6.94%	639	6.73%	632	6.19%	-0.75%
55 to 59	471	5.45%	544	6.14%	629	6.63%	653	6.39%	0.25%
60 to 64	378	4.37%	436	4.92%	555	5.85%	637	6.24%	1.32%
65 to 74	510	5.90%	609	6.87%	796	8.39%	1,005	9.84%	2.97%
75 to 84	399	4.61%	389	4.39%	400	4.21%	503	4.92%	0.54%
85+	237	2.74%	211	2.38%	177	1.86%	161	1.58%	-0.80%
Totals:	**8,648**	*100.00%*	**8,862**	*100.00%*	**9,492**	*100.00%*	**10,214**	*100.00%*	

Age Category Changes

10 Year Projected Census Group Age Change

Population by Household Type

Population in Family Households

| | 31% | | |
| Never Married |
| Married |
| Divorced |
| Separated |
| Widowed |

	Study Area						State of NC		Comp Index CY
	2010		2013		2018		5 Yr	2013	
Population by Household Type Trends									
Population in Family Households	6,586	76.17%	6,782	76.53%	7,348	77.42%	0.89%	7,911,699	81.03%	94
Population in Non-Family Households	1,934	22.37%	1,954	22.05%	2,016	21.24%	-0.81%	1,593,596	16.32%	135
Population in Group Quarters	126	1.46%	126	1.42%	127	1.34%	-0.08%	258,420	2.65%	54
Totals:	**8,646**	100.00%	**8,862**	100.00%	**9,491**	100.00%		**9,763,715**	100.00%	
Population by Marital Status 15+									
Never Married	2,243	31.49%	2,297	31.41%	2,460	31.51%	0.10%	2,124,823	26.66%	118
Married	3,869	54.31%	3,975	54.36%	4,245	54.38%	0.02%	4,370,753	54.83%	99
Divorced	584	8.20%	603	8.25%	641	8.21%	-0.04%	749,502	9.40%	88
Separated	71	1.00%	73	1.00%	79	1.01%	0.01%	243,232	3.05%	33
Widowed	357	5.01%	364	4.98%	381	4.88%	-0.10%	483,134	6.06%	82
Totals:	**7,124**	100.00%	**7,312**	100.00%	**7,806**	100.00%		**7,971,444**	100.00%	
Population by Marital Status Single Female 15+									
Divorced	401	19.99%	411	19.91%				434,752	23.90%	83
Never Married	1,263	62.96%	1,303	63.13%				987,031	54.25%	116
Widowed	342	17.05%	350	16.96%				397,554	21.85%	78
Totals:	**2,006**	100.00%	**2,064**	100.00%				**1,819,337**	100.00%	
Population by Marital Status Single Male 15+									
Divorced	184	15.61%	192	16.00%				314,750	20.46%	78
Never Married	980	83.12%	994	82.83%				1,137,792	73.97%	112
Widowed	15	1.27%	14	1.17%				85,580	5.56%	21
Totals:	**1,179**	100.00%	**1,200**	100.00%				**1,538,122**	100.00%	
Population by Group Quarters									
Institutionalized	100	79.37%	97	78.23%				112,676	44.40%	176
Non-institutionalized: College	0	0.00%	0	0.00%				89,781	35.38%	0
Non-institutionalized: Military	0	0.00%	0	0.00%				25,387	10.00%	0
Non-institutionalized: Other	26	20.63%	27	21.77%				25,923	10.22%	213
Totals:	**126**	100.00%	**124**	100.00%				**253,767**	100.00%	

Population by Educational Attainment: 25+
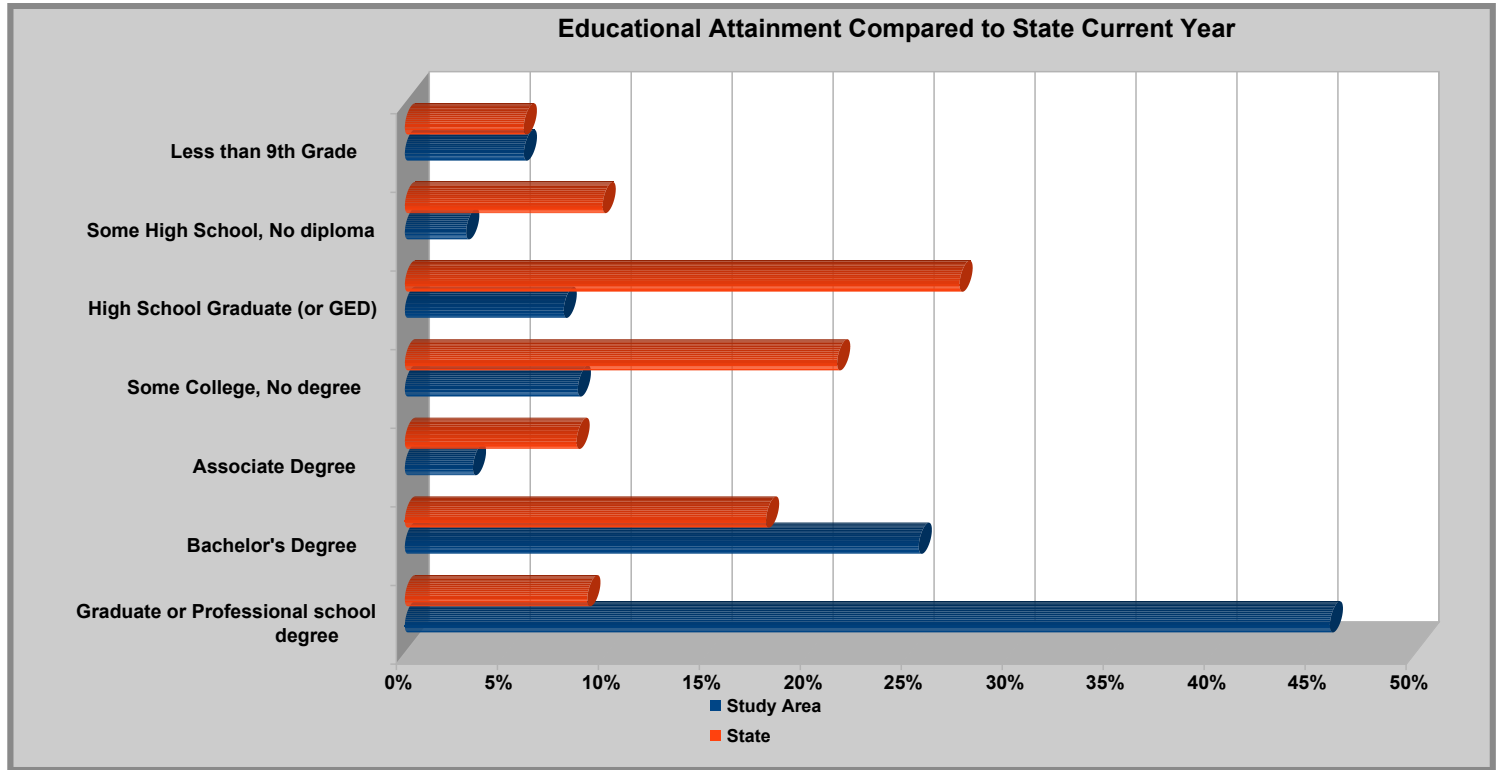
Educational Attainment Compared to State Current Year

	Study Area								NC	Comp
	2010		**2013**		**2018**		**5 Yr**		**2013**	**Index CY**
Population by Educational Attainment: 25+										
Less than 9th grade	329	5.66%	353	5.90%	400	6.22%	0.33%		5.89%	100
Some High School, No diploma	183	3.15%	182	3.04%	204	3.17%	0.13%		9.80%	31
High School Graduate (or GED)	448	7.71%	471	7.87%	532	8.28%	0.41%		27.47%	29
Some College, No degree	417	7.17%	513	8.57%	502	7.81%	-0.76%		21.41%	40
Associate Degree	204	3.51%	202	3.37%	221	3.44%	0.06%		8.50%	40
Bachelor's Degree	1,658	28.52%	1,524	25.45%	1,535	23.88%	-1.57%		17.89%	142
Graduate or Professional School	2,574	44.28%	2,743	45.81%	3,034	47.20%	1.39%		9.04%	507
Totals:	**5,813**	*100.00%*	**5,988**	*100.00%*	**6,428**	*100.00%*			*100.00%*	
Population: Currently Enrolled in Education										
High School			765	40.91%						
Kindergarten/Elementary School			979	52.35%						
Nursery School/Preschool			126	6.74%						
Totals:			**1,870**	*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

History and 10 Year Forecast: Households
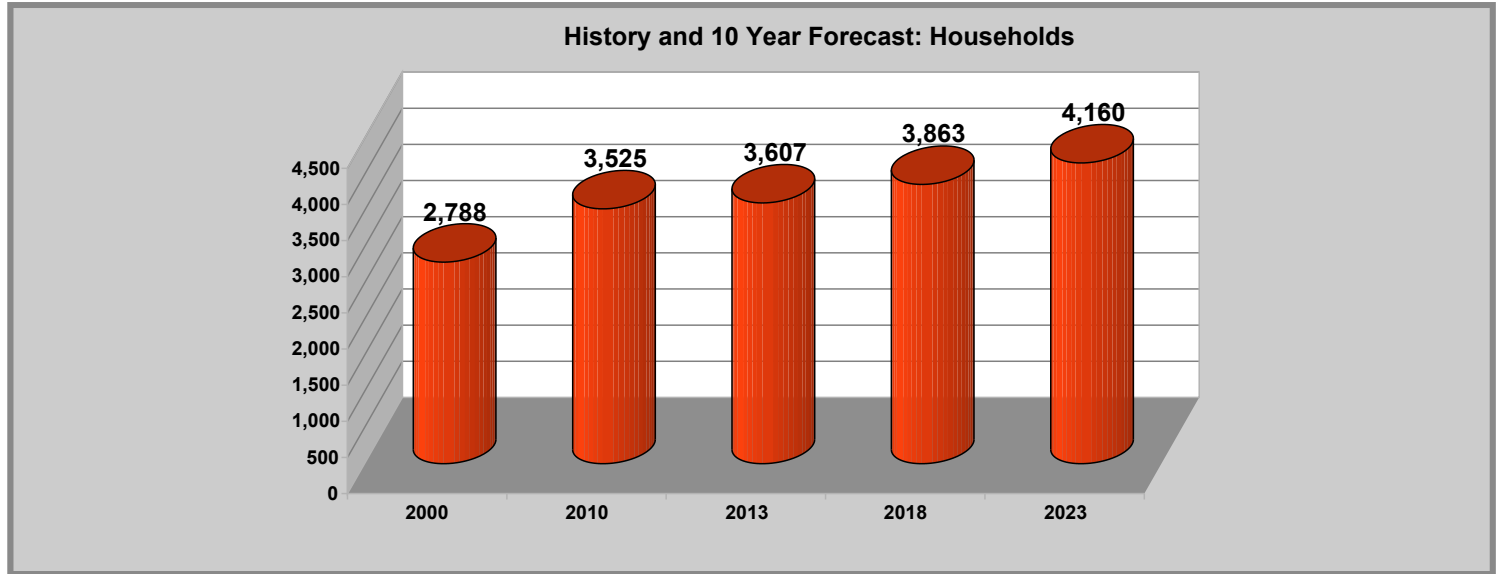
Household Trends	2000	2010	2013	2018	2023
Study Area Households	2,788	3,525	3,607	3,863	4,160
Households Change		737	82	256	297
Percent Change		26.43%	2.33%	7.10%	7.69%
State Households	3,133,273	3,745,155	3,838,579	4,091,486	4,375,091
Households Change		611,882	93,424	252,907	283,605
Percent Change		19.53%	2.49%	6.59%	6.93%
Population / Households	2.50	2.45	2.46	2.46	2.46
Population / Households Change		-0.05	0.00	0.00	0.00
Percent Change		-1.95%	0.17%	0.00%	-0.06%

Projected Percentage Household Change: Comparison of Study Area to State
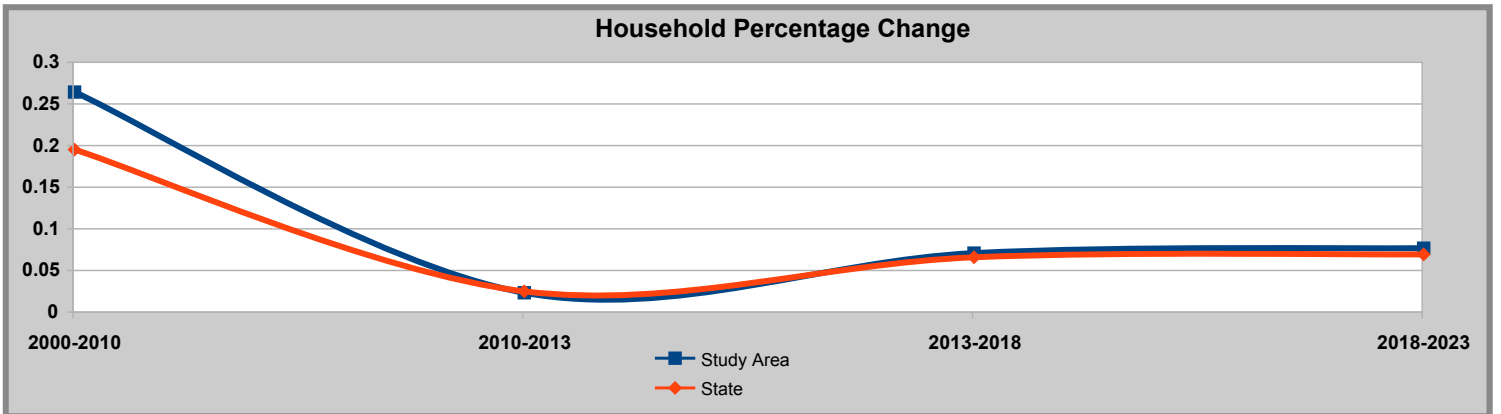
Household Percentage Change

Average and Median Household Income Trends

Average and Median Household Income
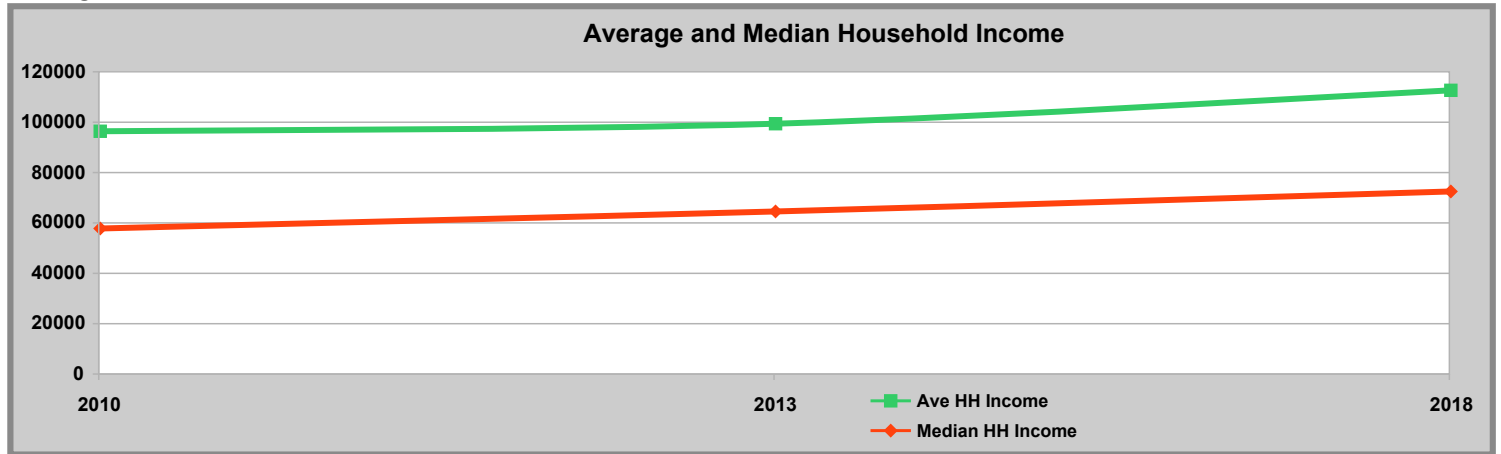
Household Income Trends	2010	2013	2018
Study Area: Average HH Income	96,404	99,414	112,669
Households Change		3,009	13,255
Percent Change		*3.12%*	*13.33%*
Study Area: Median HH Income	57,819	64,555	72,499
Per Capita Income	39,304	40,463	45,858
Per Capita Income Change		1,159	5,395
Percent Change		*2.95%*	*13.33%*
State Average HH Income	62,091	64,690	70,058
Households Change		2,599	5,368
Percent Change		*4.19%*	*8.30%*
Average HH Income Comparative Index	155	154	161

Current Year Estimated Household Income Comparison to State

Household Income Comparison
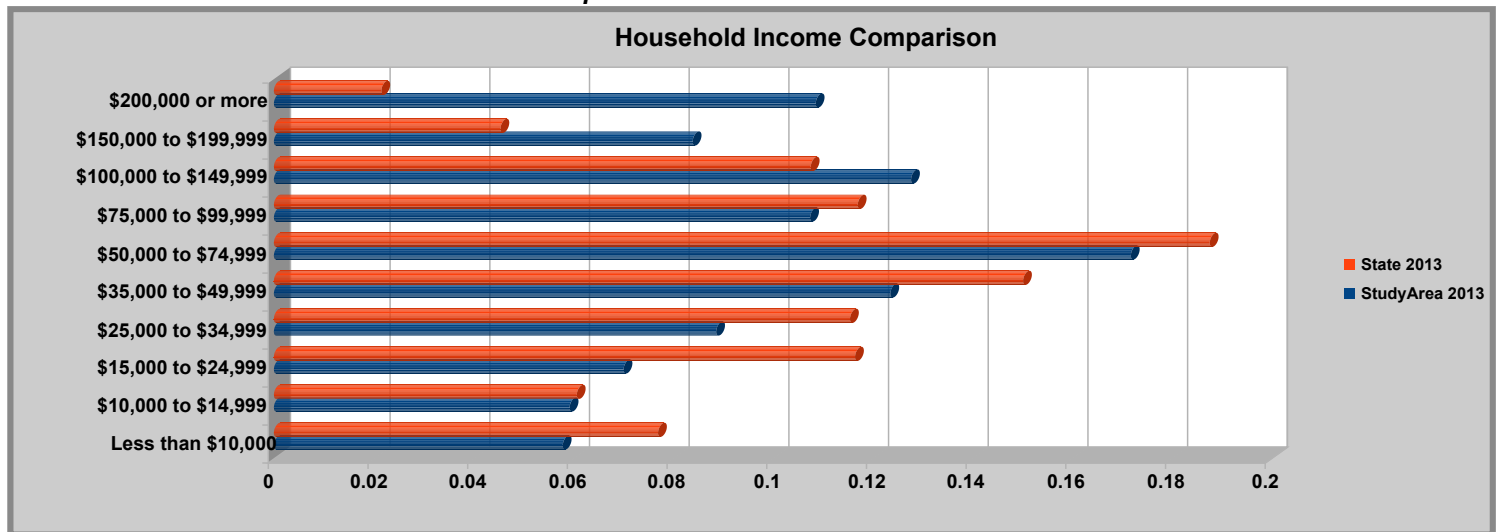
Households by Income

	Study Area						NC	Comp
	2010		**2013**		**2018**		**5 Yr**	**2013**	**Index CY**
Household Income Forecast by Category								
Less than $10,000	243	6.89%	209	5.80%	185	4.79%	-1.01%	7.71%	75
$10,000 to $14,999	246	6.98%	214	5.93%	175	4.53%	-1.40%	6.08%	98
$15,000 to $24,999	266	7.54%	253	7.02%	282	7.30%	0.28%	11.66%	60
$25,000 to $34,999	439	12.45%	320	8.87%	221	5.72%	-3.15%	11.56%	77
$35,000 to $49,999	432	12.25%	446	12.37%	542	14.03%	1.66%	15.03%	82
$50,000 to $74,999	438	12.42%	620	17.19%	585	15.14%	-2.05%	18.78%	92
$75,000 to $99,999	431	12.22%	388	10.76%	422	10.92%	0.16%	11.71%	92
$100,000 to $149,999	375	10.64%	461	12.78%	560	14.50%	1.71%	10.77%	119
$150,000 to $199,999	257	7.29%	303	8.40%	334	8.65%	0.24%	4.55%	185
$200,000 or more	399	11.32%	392	10.87%	557	14.42%	3.55%	2.16%	504
Totals:	**3,526**	**100.00%**	**3,606**	**100.00%**	**3,863**	**100.00%**		**100.00%**	
Family Income Forecast by Category								
Less than $10,000			80	3.75%	83	3.58%	-0.17%	4.99%	75
$10,000 to $14,999			53	2.48%	53	2.29%	-0.20%	3.71%	67
$15,000 to $24,999			122	5.72%	125	5.39%	-0.32%	9.60%	60
$25,000 to $34,999			170	7.97%	184	7.94%	-0.03%	10.55%	76
$35,000 to $49,999			310	14.53%	341	14.72%	0.18%	15.14%	96
$50,000 to $74,999			202	9.47%	216	9.32%	-0.15%	20.82%	45
$75,000 to $99,999			308	14.44%	336	14.50%	0.06%	13.96%	103
$100,000 to $149,999			266	12.47%	286	12.34%	-0.13%	13.09%	95
$150,000 to $199,999			232	10.88%	254	10.96%	0.09%	4.21%	258
$200,000 or more			390	18.28%	439	18.95%	0.66%	3.92%	466
Totals:			**2,133**	**100.00%**	**2,317**	**100.00%**		**100.00%**	
Non-family Income Forecast by Category								
Less than $10,000			153	10.34%	159	10.30%	-0.04%	15.92%	65
$10,000 to $14,999			169	11.42%	179	11.59%	0.17%	11.53%	99
$15,000 to $24,999			157	10.61%	158	10.23%	-0.37%	17.11%	62
$25,000 to $34,999			275	18.58%	291	18.85%	0.27%	16.00%	116
$35,000 to $49,999			140	9.46%	145	9.39%	-0.07%	15.30%	62
$50,000 to $74,999			234	15.81%	241	15.61%	-0.20%	13.24%	119
$75,000 to $99,999			135	9.12%	143	9.26%	0.14%	5.52%	165
$100,000 to $149,999			125	8.45%	133	8.61%	0.17%	3.56%	238
$150,000 to $199,999			46	3.11%	49	3.17%	0.07%	0.89%	347
$200,000 or more			46	3.11%	46	2.98%	-0.13%	0.94%	330
Totals:			**1,480**	**100.00%**	**1,544**	**100.00%**		**100.00%**	

	Study Area			NC	Comp
	2013	**2018**	**5 Yr**	**2013**	**Index CY**
Household Income					
Median	64,555	72,499	7944	47,968	135
Family Median	85,510	86,643	1,133	57,205	149

Median Income by Race and Ethnicity: 2013

Median Income by Race and Ethnicity

- Asian Householder Income: 80,555
- Black Householder Income: 33,570
- Hispanic Householder Income: 40,713
- White Householder Income: 71,352
- Other Householder Income: 54,230
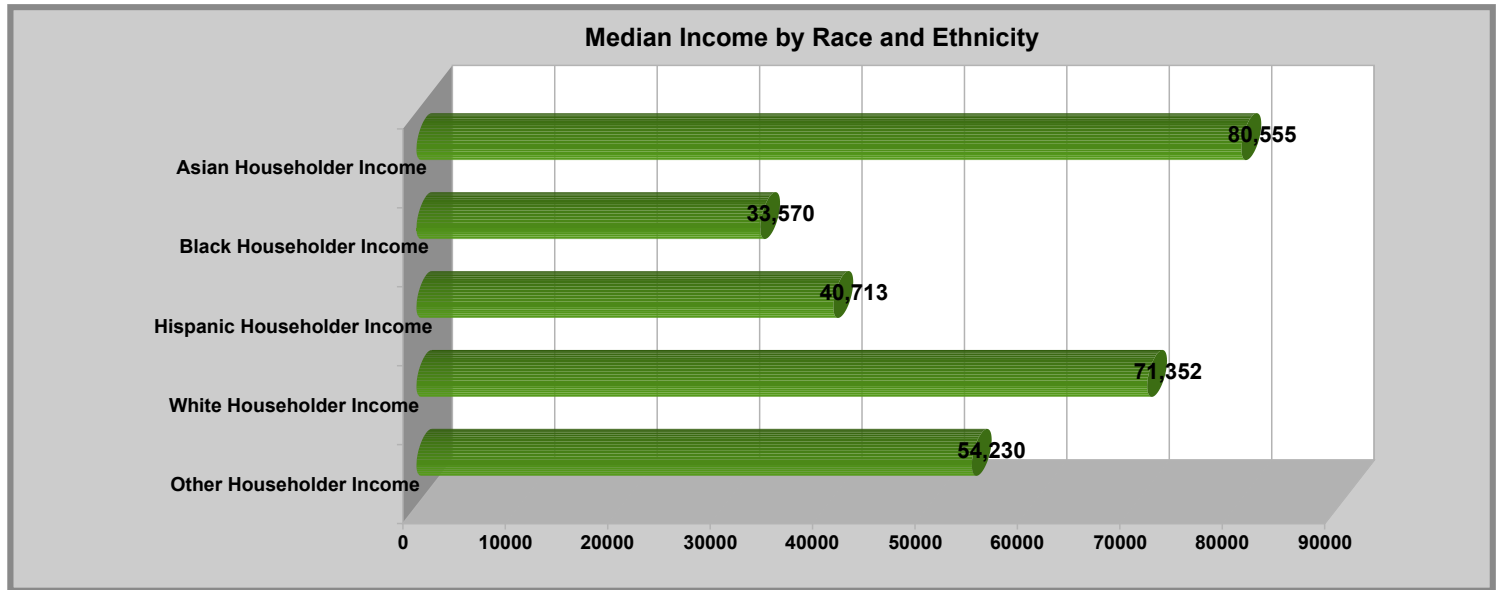
2013 Median Income by Race and Ethnicity: Compared to State	Study Area	State of NC	Comp Index CY
Asian Householder Income	80,555	65,704	123
Black Householder Income	33,570	33,787	99
Hispanic Householder Income	40,713	36,974	110
White Householder Income	71,352	54,277	131
Other Householder Income	54,230	37,383	145

Spending Patterns: Weekly Per Capita Consumer Expenditures

Weekly Per Capita Spending Patterns by Percent

Categories: Transportation, Market Basket, Health Care, Entertainment, Apparel and Related Services (State of NC vs Study Area)

Single, Family and Non-Family Households: 2013

Household Types by Percentage

- ■ Single Person HH
- ■ Family HH
- ■ Non-Family HH
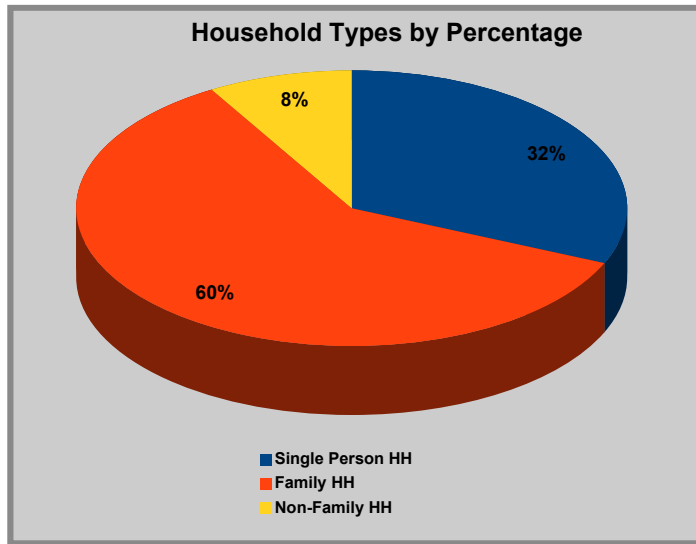
Household Type Trends Compared to State

Household Types by Comparative Index

- — Single Person Households
- — Family Households
- — Non-Family Households
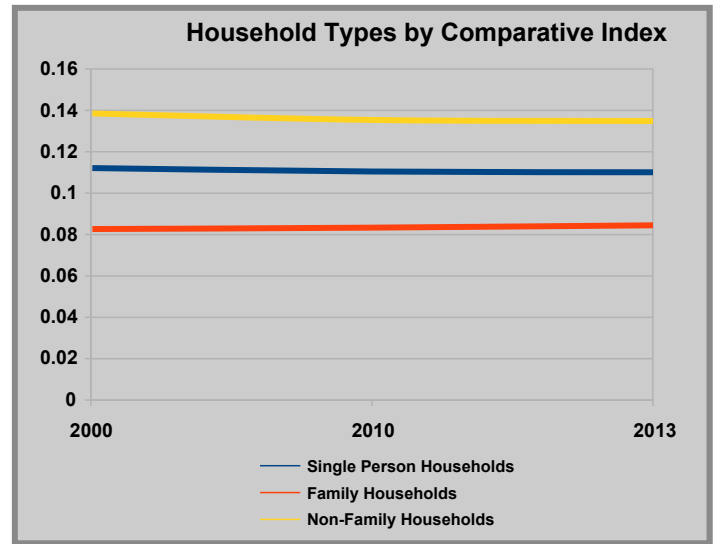
Household Type Trends	Study Area			State of NC		
	2000	2010	2013	2000	2010	2013
Single Person Households	1,134	1,146	1,218	1,011,348	1,037,172	1,106,362
Change		12	72		25,824	69,190
Percent Change		*1.06%*	*6.28%*		*2.55%*	*6.67%*
Family Households	2,066	2,133	2,317	2,499,174	2,559,099	2,741,975
Change		67	184		59,925	182,876
Percent Change		*3.24%*	*8.63%*		*2.40%*	*7.15%*
Non-Family Households	325	328	328	234,633	242,308	243,149
Change		3	0		7,675	841
Percent Change		*0.92%*	*0.00%*		*3.27%*	*0.35%*

Households by Structure

		Study Area					NC	Comp
	2010		2013		2018		5 Yr	2013	Index CY

Households by Size	2010		2013		2018		5 Yr	NC 2013	Comp Index CY
1-person household	1,134	32.17%	1,146	31.78%	1,218	31.53%	-0.25%	27.02%	118
2-person household	1,150	32.62%	1,188	32.95%	1,279	33.11%	0.16%	34.37%	96
3-person household	560	15.89%	576	15.97%	619	16.02%	0.05%	16.75%	95
4-person household	447	12.68%	459	12.73%	493	12.76%	0.03%	13.02%	98
5-person household	167	4.74%	172	4.77%	185	4.79%	0.02%	5.59%	85
6-person household	47	1.33%	47	1.30%	50	1.29%	-0.01%	2.04%	64
7-or-more person household	20	0.57%	19	0.53%	19	0.49%	-0.04%	1.21%	44
Totals:	**3,525**	**100.00%**	**3,607**	**100.03%**	**3,863**	**100.00%**		**100.00%**	
Non-Family Households by Size									
1-person household	1,134	77.72%	1,146	77.75%				81.06%	96
2-person household	270	18.51%	272	18.45%				15.24%	121
3-person household	41	2.81%	42	2.85%				2.38%	120
4-person household	9	0.62%	9	0.61%				0.96%	64
5-person household	3	0.21%	3	0.20%				0.23%	90
6-person household	2	0.14%	2	0.14%				0.08%	166
7-or-more person household	0	0.00%	0	0.00%				0.05%	0
Totals:	**1,459**	**100.00%**	**1,474**	**100.00%**				**100.00%**	
Single by Gender or Family Households									
Female Householder	333	16.12%	379	17.77%				19.57%	91
Male Householder	98	4.74%	122	5.72%				6.28%	91
Married Couple	1,635	79.14%	1,632	76.51%				74.15%	103
Totals:	**2,066**	**100.00%**	**2,133**	**100.00%**				**100.00%**	
Non-Family Households by Gender									
Female Not living alone	165	11.31%	166	11.25%				8.28%	136
Male Not living alone	160	10.97%	162	10.98%				10.66%	103
Female Living alone	733	50.24%	748	50.71%				46.17%	110
Male Living alone	401	27.48%	399	27.05%				34.90%	78
Totals:	**1,459**	**100.00%**	**1,475**	**100.00%**				**100.00%**	
2013: Owner Households by Number of Vehicles									
No vehicle available			31	1.77%				2.95%	60
1 vehicle available			675	38.55%				24.47%	158
2 vehicles available			723	41.29%				43.03%	96
3 vehicles available			290	16.56%				20.62%	80
4 vehicles available			27	1.54%				6.58%	23
5+ vehicles available			5	0.29%				2.35%	12
Totals:			**1,751**	**100.00%**				**100.00%**	
2013: Renter Households by Number of Vehicles									
No vehicle available			114	6.14%				13.41%	46
1 vehicle available			979	52.72%				47.40%	111
2 vehicles available			730	39.31%				30.49%	129
3 vehicles available			27	1.45%				6.37%	23
4 vehicles available			0	0.00%				1.69%	0
5+ vehicles available			7	0.38%				0.64%	59
Totals:			**1,857**	**100.00%**				**100.00%**	

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
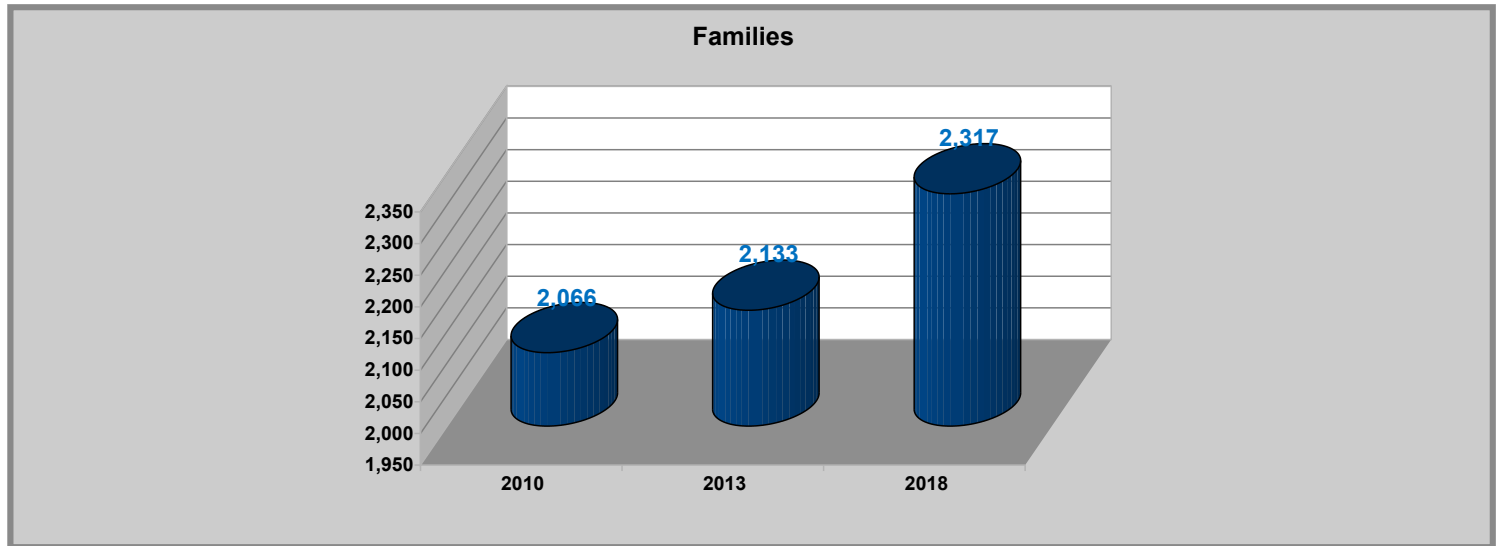
	2010	2013	2018
Study Area Family Households	2,066	2,133	2,317
Family Households Change		67	184
Percent Change		3.24%	8.63%
State Family Households	2,499,174	2,559,099	2,741,975
Family Households Change		59,925	182,876
Percent Change		2.40%	7.15%

	Study Area						NC	Comp
	2010		2013		2018		5 Yr	2013	Index CY
Family Households by Size									
2-person household	880	42.59%	914	42.89%	999	43.12%	0.23%	43.93%	98
3-person household	519	25.12%	534	25.06%	581	25.08%	0.02%	23.93%	105
4-person household	438	21.20%	451	21.16%	490	21.15%	-0.02%	19.05%	111
5-person household	164	7.94%	168	7.88%	181	7.81%	-0.07%	8.28%	95
6-person household	45	2.18%	45	2.11%	48	2.07%	-0.04%	3.02%	70
7-or-more person household	20	0.97%	19	0.89%	18	0.78%	-0.11%	1.79%	50
Totals:	2,066	100.00%	2,131	100.00%	2,317	100.00%		100.00%	

Families in Poverty Compared to State
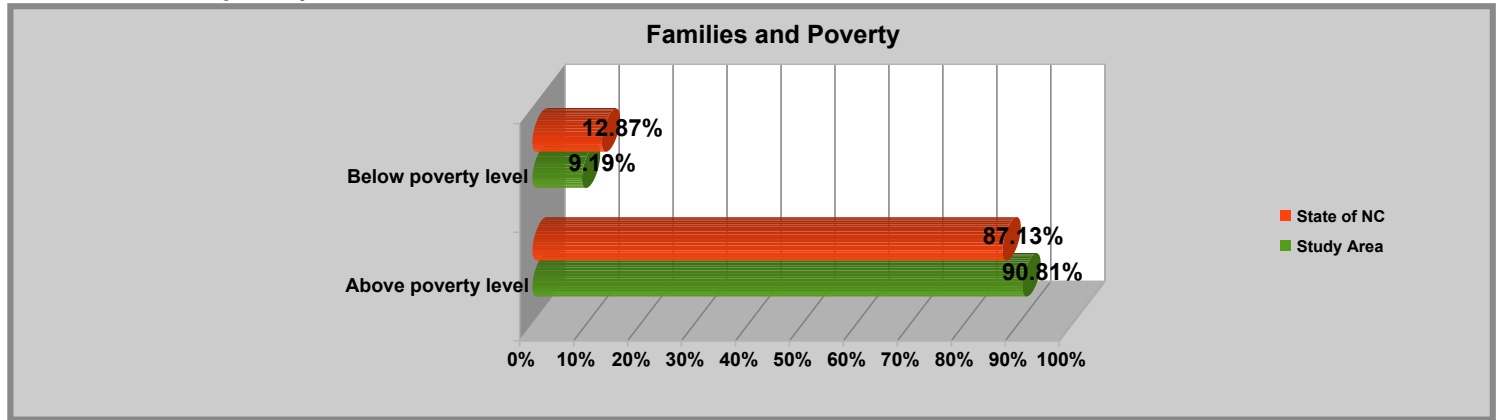
Families and Poverty

- Below poverty level: State of NC 12.87%, Study Area 9.19%
- Above poverty level: State of NC 87.13%, Study Area 90.81%

Legend: State of NC, Study Area

Families with Children by Type

Family Structures with Children

Year	Married-couple	Female no husband present	Male no wife present
2010	75.59%	19.77%	4.64%
2013	69.55%	22.88%	7.57%
2018	68.13%	23.23%	8.64%
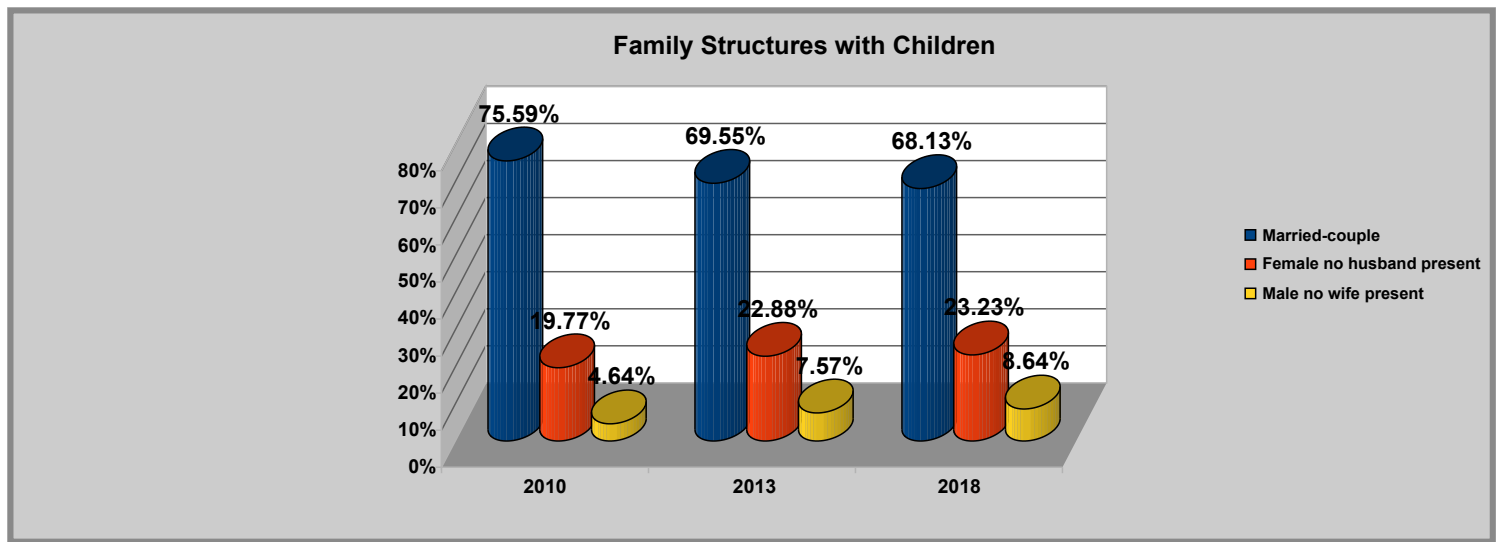
	Study Area						NC	Comp
	2010		2013		2018		5 Yr	2013	Index CY
Families with Children by Type									
Married-couple	864	75.59%	827	69.55%	915	68.13%	-1.42%	66.75%	104
Female no husband present	226	19.77%	272	22.88%	312	23.23%	0.36%	26.06%	88
Male no wife present	53	4.64%	90	7.57%	116	8.64%	1.07%	7.19%	105
Totals:	1,143	100.00%	1,189	100.00%	1,343	100.00%		100.00%	
Families with No Children by Type									
Married-couple	771	83.53%	804	85.26%	824	84.60%	-0.66%	80.14%	106
Female no husband present	107	11.59%	107	11.35%	112	11.50%	0.15%	14.32%	79
Male no wife present	45	4.88%	32	3.39%	38	3.90%	0.51%	5.54%	61
Totals:	923	100.00%	943	100.00%	974	100.00%		100.00%	

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

Racial and Ethnic Trends

Legend:
- Asian (Non-Hisp)
- Black/African American (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino
- Pac Is/Am Ind/Oth (Non-Hisp)
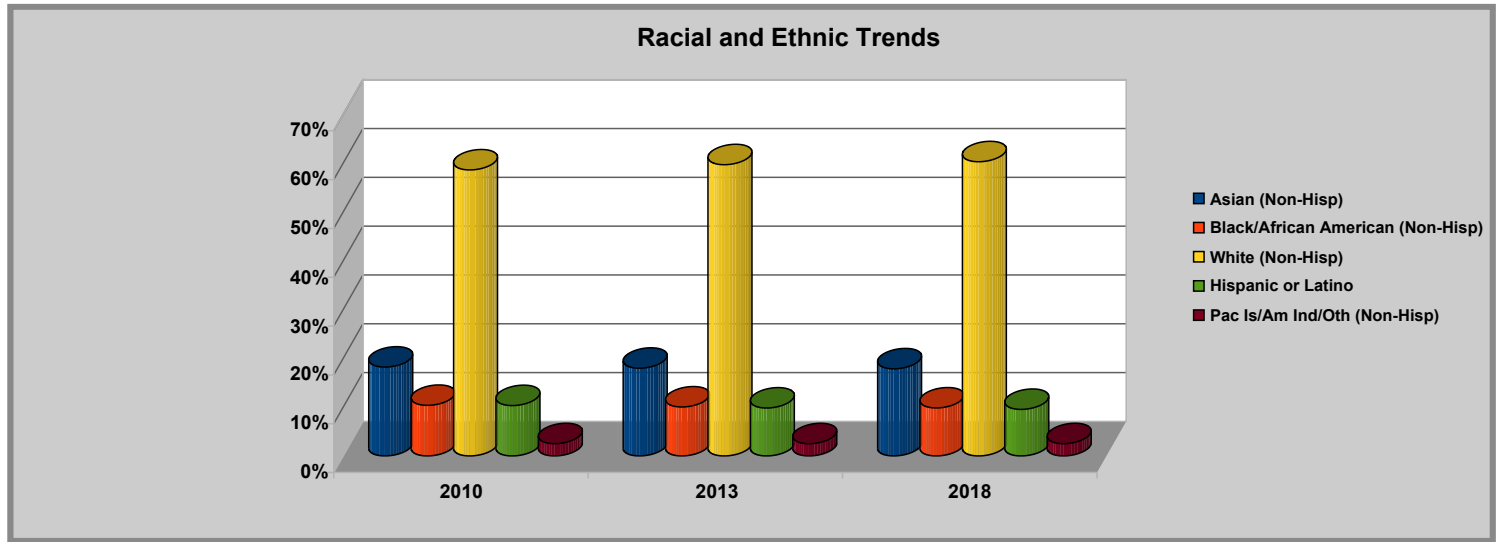
	Study Area							NC	Comp
	2010		2013		2018		5 Yr	2013	Index CY
Racial/Ethnic Trends									
Asian (Non-Hisp)	1,574	18.20%	1,593	17.97%	1,694	17.85%	-0.13%	2.22%	810
Black/African American (Non-Hisp)	896	10.36%	889	10.03%	933	9.83%	-0.20%	21.14%	47
White (Non-Hisp)	5,067	58.61%	5,289	59.68%	5,722	60.28%	0.61%	65.26%	91
Hispanic or Latino	892	10.32%	870	9.82%	905	9.53%	-0.28%	8.40%	117
Pac Is/Am Ind/Oth (Non-Hisp)	217	2.51%	222	2.50%	238	2.51%	0.00%	2.99%	84
Totals:	8,646	100.00%	8,863	100.00%	9,492	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
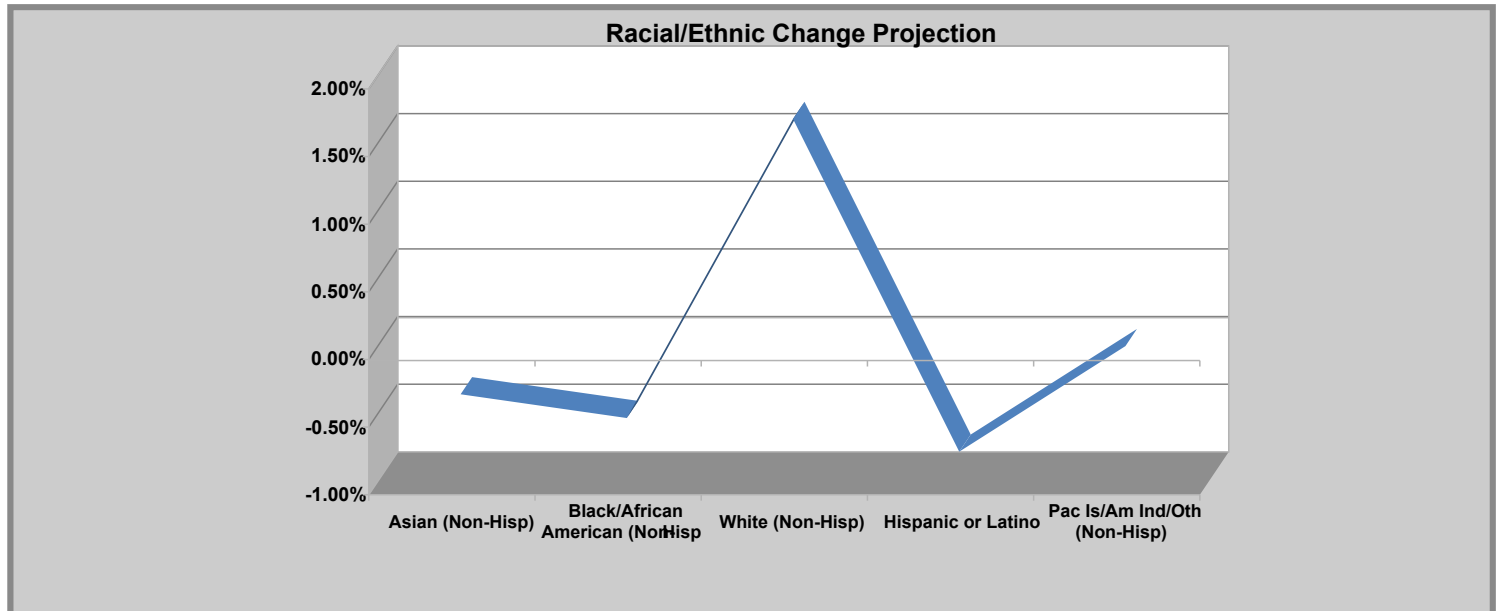
Estimated Current Year Asian Alone Population
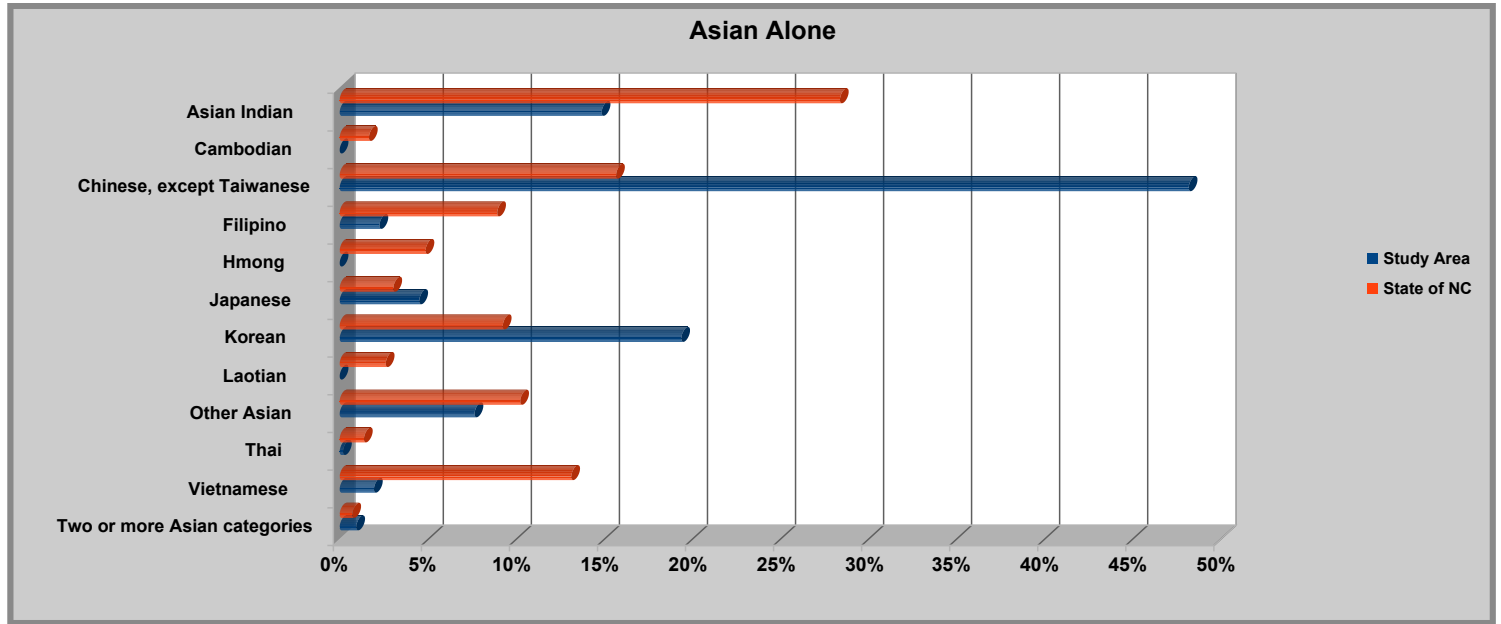
Asian Alone

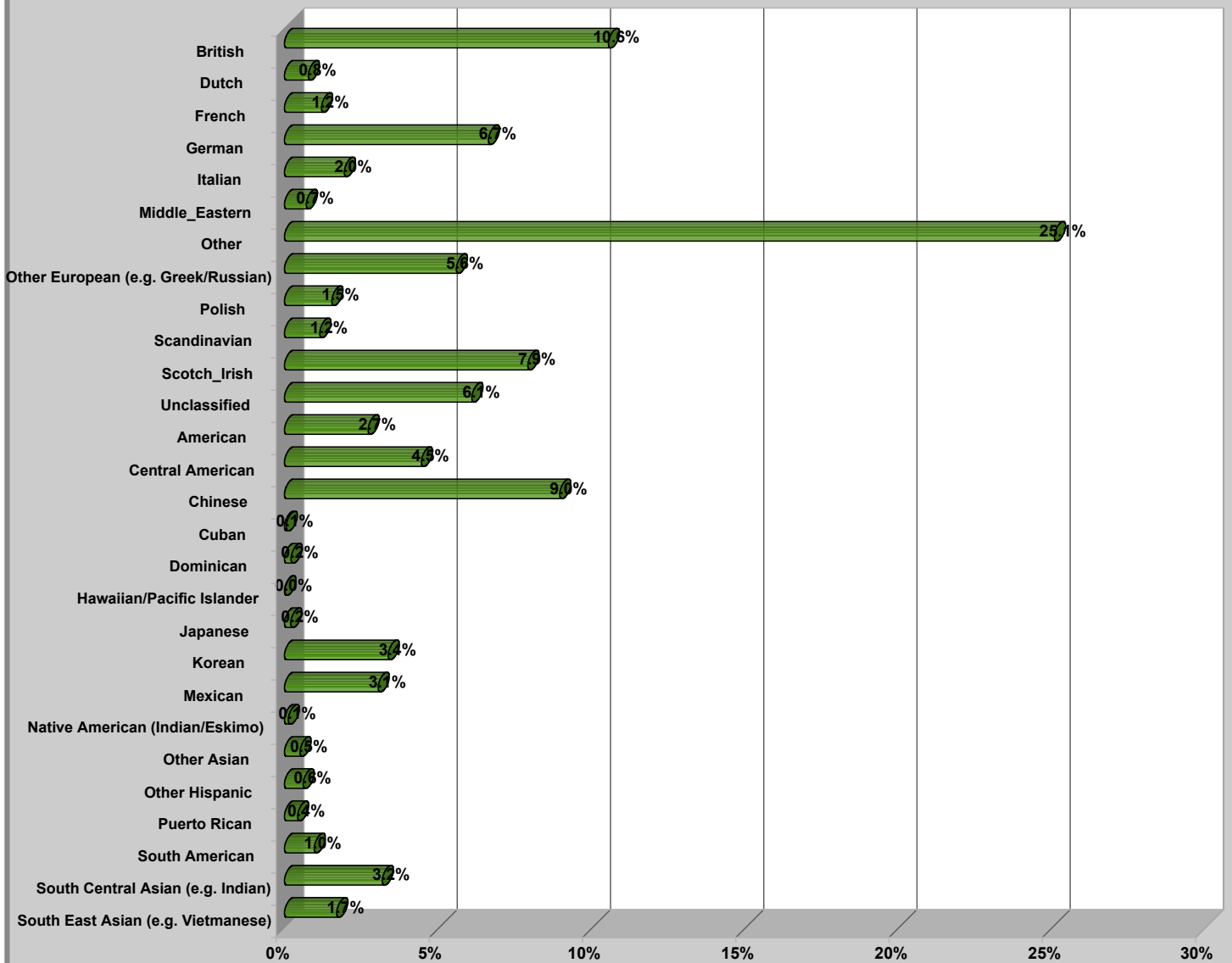| Population: Asian Alone	Study Area 2013		State of NC 2013		Comp Index CY
Asian Indian	237	14.88%	61,565	28.41%	52
Cambodian	0	0.00%	3,600	1.66%	0
Chinese, except Taiwanese	768	48.21%	34,016	15.69%	307
Filipino	36	2.26%	19,386	8.94%	25
Hmong	0	0.00%	10,566	4.87%	0
Japanese	72	4.52%	6,605	3.05%	148
Korean	309	19.40%	20,072	9.26%	209
Laotian	0	0.00%	5,670	2.62%	0
Other Asian	122	7.66%	22,220	10.25%	75
Thai	3	0.19%	2,984	1.38%	14
Vietnamese	31	1.95%	28,501	13.15%	15
Two or more Asian categories	15	0.94%	1,554	0.72%	0
Totals:	**1,593**	*100.00%*	**216,739**	*100.00%*	

Population: Hispanic or Latino by Origin	Study Area 2010		2013		State of NC 2010		2013		Comp Index CY
Cuban	32	3.59%	33	3.80%	18,079	2.26%	18,614	2.27%	168
Mexican	397	44.56%	384	44.19%	486,960	60.86%	497,047	60.59%	73
Other Hispanic or Latino	388	43.55%	379	43.61%	223,281	27.91%	230,562	28.10%	156
Puerto Rican	74	8.31%	73	8.40%	71,800	8.97%	74,147	9.04%	94
Totals:	**891**	*100.00%*	**869**	*100.00%*	**800,120**	*100.00%*	**820,370**	*100.00%*	

Ancestry

Ancestry	Percentage
British	10.6%
Dutch	0.3%
French	1.2%
German	6.7%
Italian	2.0%
Middle_Eastern	0.7%
Other	25.1%
Other European (e.g. Greek/Russian)	5.6%
Polish	1.5%
Scandinavian	1.2%
Scotch_Irish	7.9%
Unclassified	6.1%
American	2.7%
Central American	4.5%
Chinese	9.0%
Cuban	0.1%
Dominican	0.2%
Hawaiian/Pacific Islander	0.0%
Japanese	0.2%
Korean	3.4%
Mexican	3.1%
Native American (Indian/Eskimo)	0.0%
Other Asian	0.5%
Other Hispanic	0.6%
Puerto Rican	0.4%
South American	1.0%
South Central Asian (e.g. Indian)	3.2%
South East Asian (e.g. Vietnamese)	1.7%

Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area 2013		State of NC 2013		Comp Index CY
Speak Arabic	37	0.45%	16,148	0.18%	252
Speak Chinese	579	6.98%	28,974	0.32%	2,197
Speak French or French Creole	123	1.48%	30,025	0.33%	450
Speak German	51	0.61%	24,869	0.27%	225
Speak Italian	21	0.25%	7,907	0.09%	292
Speak Japanese	22	0.27%	6,643	0.07%	364
Speak Korean	207	2.50%	16,148	0.18%	1,409
Speak only English	6,059	73.04%	8,148,796	89.34%	82
Speak Other and unspecified languages	30	0.36%	21,159	0.23%	156
Speak Other Asian languages	156	1.88%	40,997	0.45%	418
Speak Other Indic languages	164	1.98%	43,821	0.48%	411
Speak Other Indo-European Languages	45	0.54%	12,478	0.14%	396
Speak Other Slavic languages	67	0.81%	27,638	0.30%	267
Speak Portuguese or Portuguese Creole	0	0.00%	6,755	0.07%	0
Speak Spanish or Spanish Creole	588	7.09%	648,287	7.11%	100
Speak Tagalog and Other Pacific Languages	94	1.13%	16,507	0.18%	626
Speak Vietnamese	27	0.33%	21,450	0.24%	138
Speak Yiddish or Hebrew	26	0.31%	2,041	0.02%	1,401
Totals:	**8,296**	**100.00%**	**9,120,643**	**100.00%**	

Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of NC
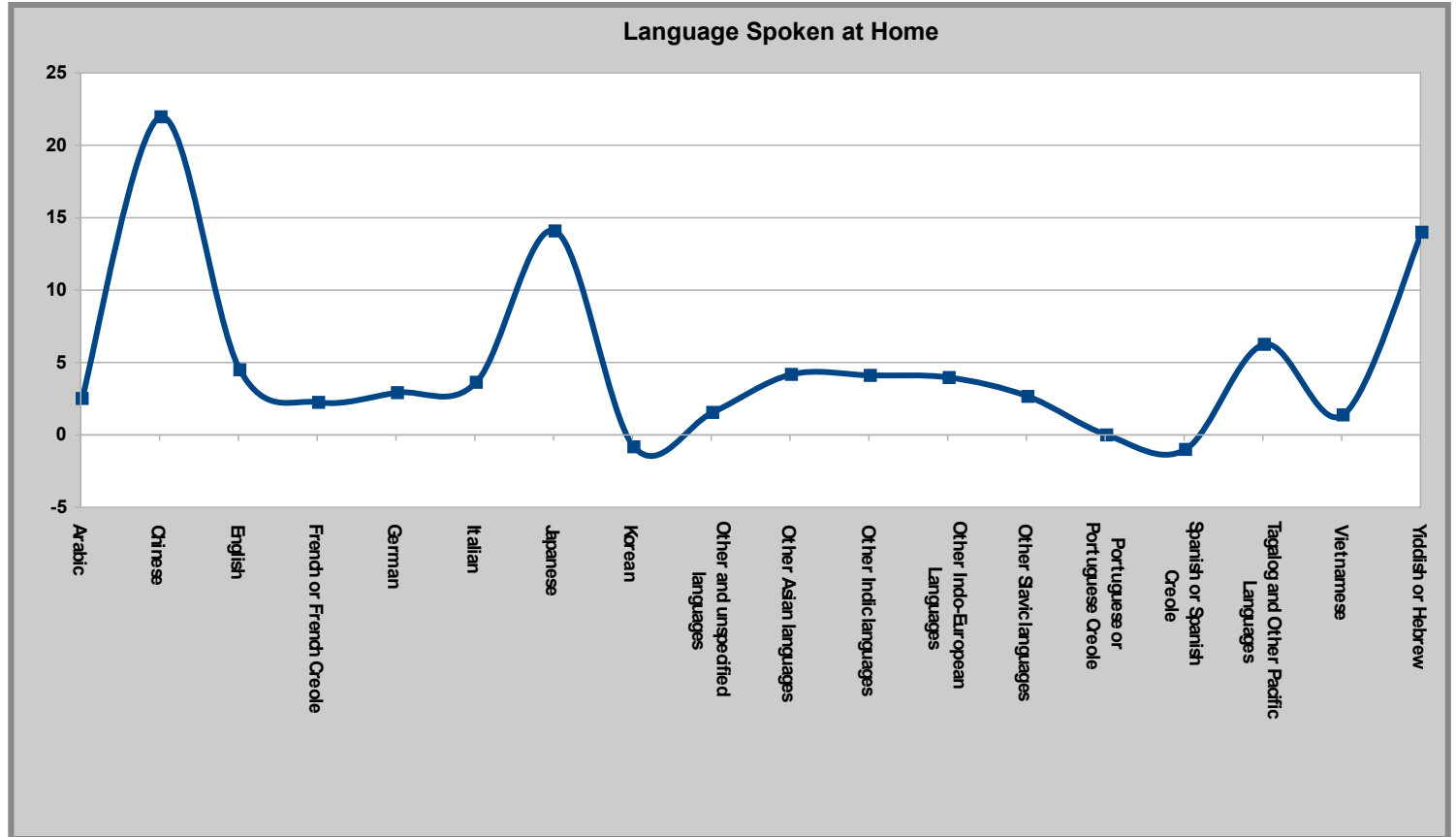
Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.

Top 15 Mosaic Segments (Experian): 2013
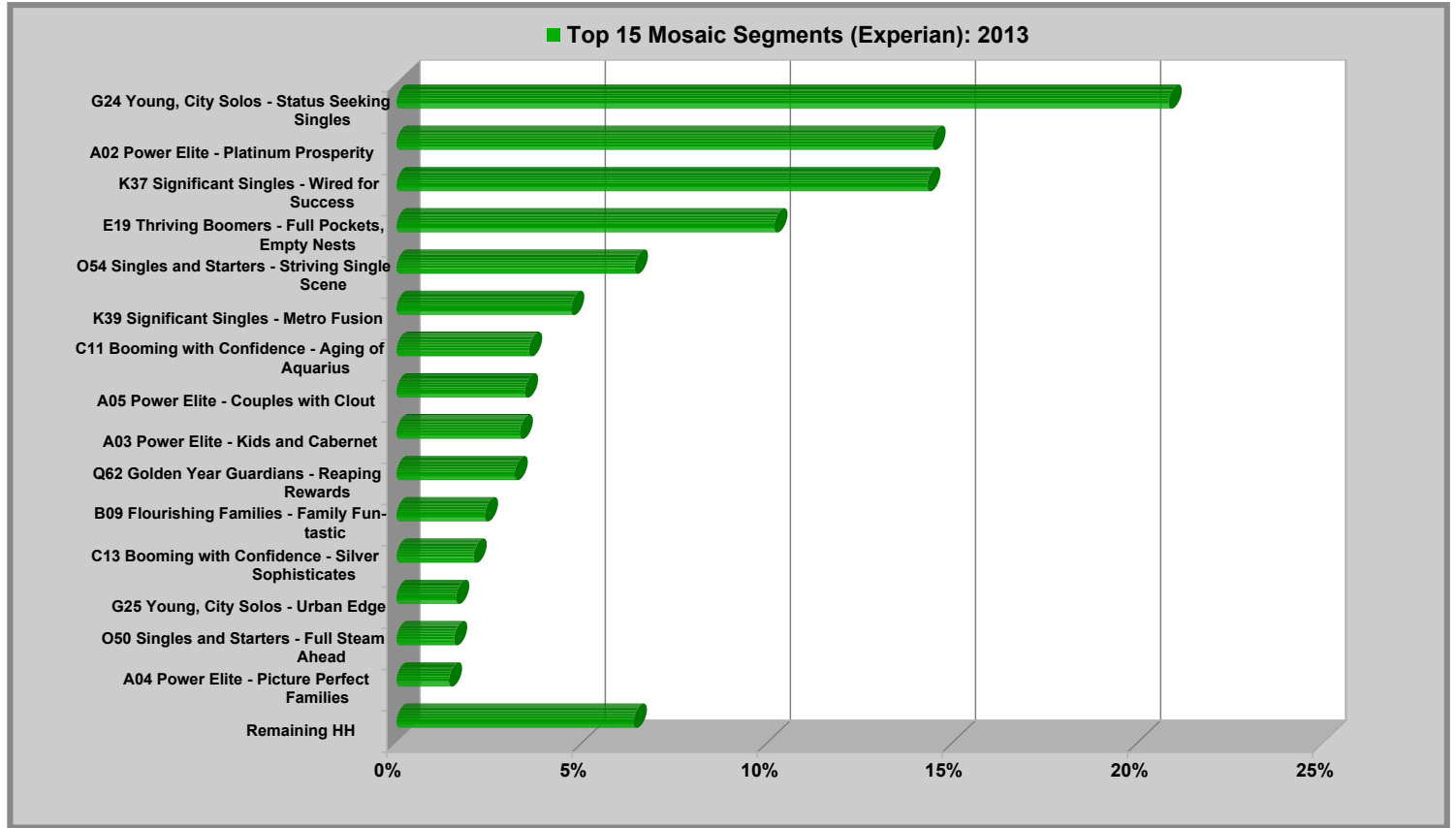
Mosaic: Top 15 Segments	Study Area 2013		State of NC 2013		Comp Index CY
G24 Young, City Solos - Status Seeking Singles	752	20.85%	50,452	1.31%	1,586
A02 Power Elite - Platinum Prosperity	522	14.47%	96,732	2.52%	574
K37 Significant Singles - Wired for Success	517	14.33%	46,634	1.21%	1,180
E19 Thriving Boomers - Full Pockets, Empty Nests	368	10.20%	16,864	0.44%	2,322
O54 Singles and Starters - Striving Single Scene	232	6.43%	59,713	1.56%	413
K39 Significant Singles - Metro Fusion	170	4.71%	2,109	0.05%	8,578
C11 Booming with Confidence - Aging of Aquarius	129	3.58%	117,481	3.06%	117
A05 Power Elite - Couples with Clout	125	3.47%	49,639	1.29%	268
A03 Power Elite - Kids and Cabernet	120	3.33%	59,280	1.54%	215
Q62 Golden Year Guardians - Reaping Rewards	115	3.19%	49,474	1.29%	247
B09 Flourishing Families - Family Fun-tastic	86	2.38%	36,246	0.94%	253
C13 Booming with Confidence - Silver Sophisticates	75	2.08%	10,442	0.27%	764
G25 Young, City Solos - Urban Edge	58	1.61%	4,953	0.13%	1,246
O50 Singles and Starters - Full Steam Ahead	56	1.55%	54,078	1.41%	110
A04 Power Elite - Picture Perfect Families	51	1.41%	36,152	0.94%	150
Remaining HH	231	6.40%	3,148,330	82.02%	8
Totals:	**3,607**	**100.00%**	**3,838,579**	**100.00%**	

Diversity: Mosaic Groups
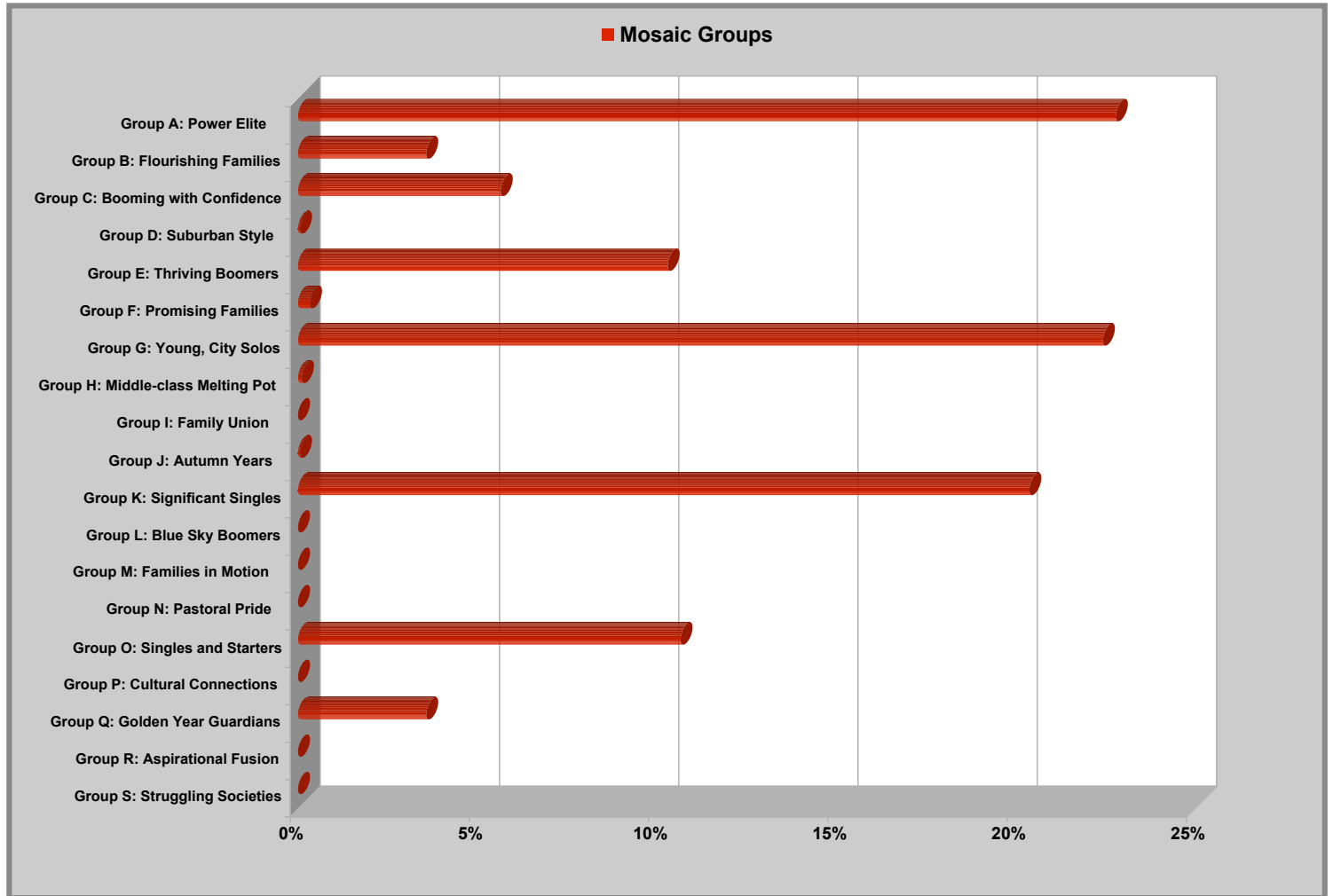
Mosaic Groups

Mosaic Groups	Study Area 2013		State of NC 2013		Comp Index CY
Group A: Power Elite	823	22.81%	251,379	6.55%	348
Group B: Flourishing Families	129	3.58%	142,878	3.72%	96
Group C: Booming with Confidence	204	5.65%	192,695	5.02%	113
Group D: Suburban Style	2	0.06%	289,471	7.54%	1
Group E: Thriving Boomers	372	10.31%	240,035	6.25%	165
Group F: Promising Families	12	0.33%	126,240	3.29%	10
Group G: Young, City Solos	810	22.45%	55,405	1.44%	1,555
Group H: Middle-class Melting Pot	4	0.11%	104,124	2.71%	4
Group I: Family Union	0	0.00%	88,328	2.30%	0
Group J: Autumn Years	2	0.06%	154,592	4.03%	1
Group K: Significant Singles	736	20.40%	93,031	2.42%	842
Group L: Blue Sky Boomers	0	0.00%	310,083	8.08%	0
Group M: Families in Motion	0	0.00%	189,913	4.95%	0
Group N: Pastoral Pride	0	0.00%	581,635	15.15%	0
Group O: Singles and Starters	385	10.67%	398,193	10.37%	103
Group P: Cultural Connections	0	0.00%	48,902	1.27%	0
Group Q: Golden Year Guardians	129	3.58%	277,529	7.23%	49
Group R: Aspirational Fusion	0	0.00%	90,221	2.35%	0
Group S: Struggling Societies	0	0.00%	203,924	5.31%	0
Totals:	**3,608**	**0.00%**	**3,838,578**	**100.00%**	

Housing encompasses the number of housing units historically, presently and to some extend in the future within the study area.
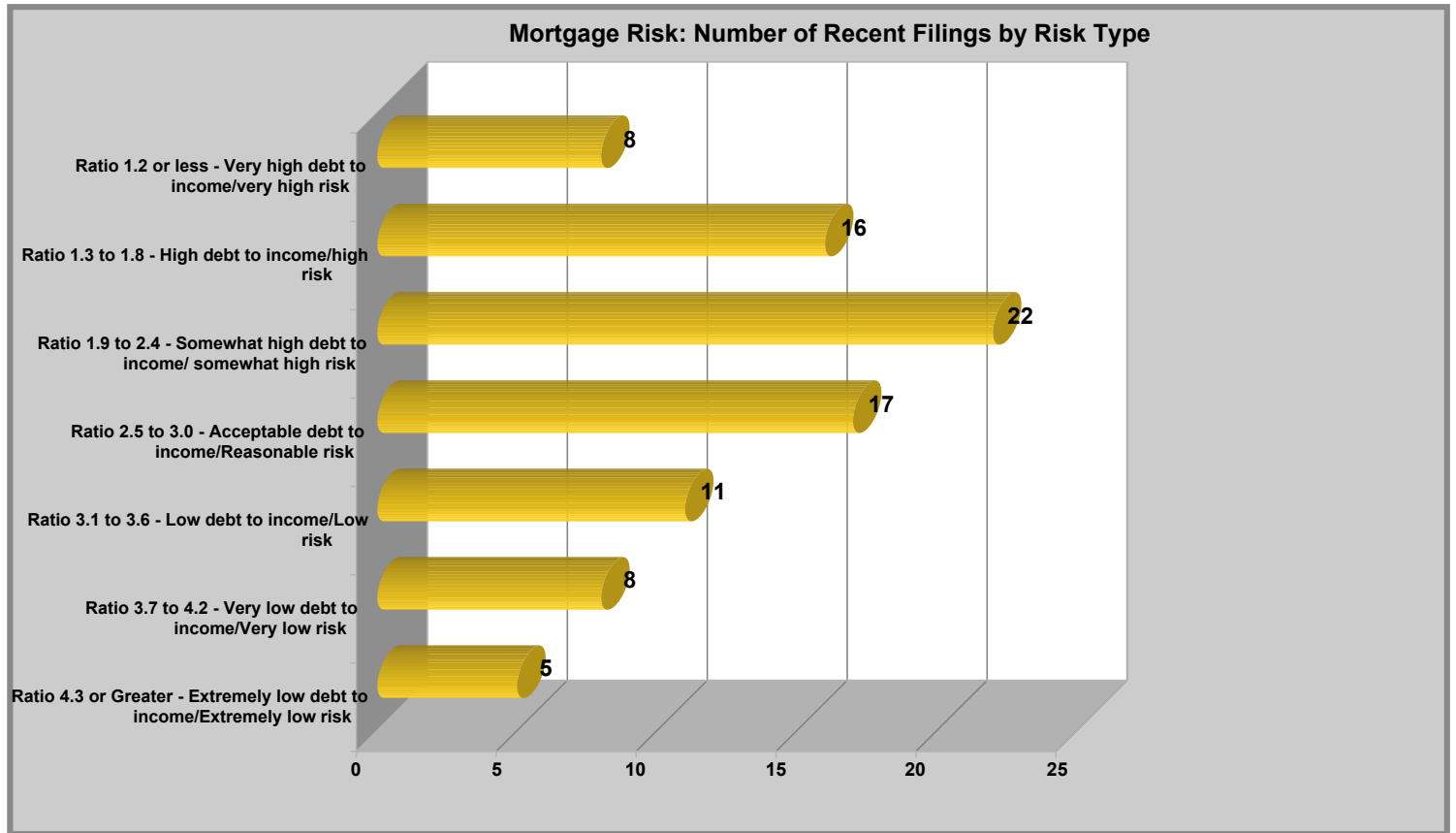
Trends in Housing Since 2010

Total Housing Units
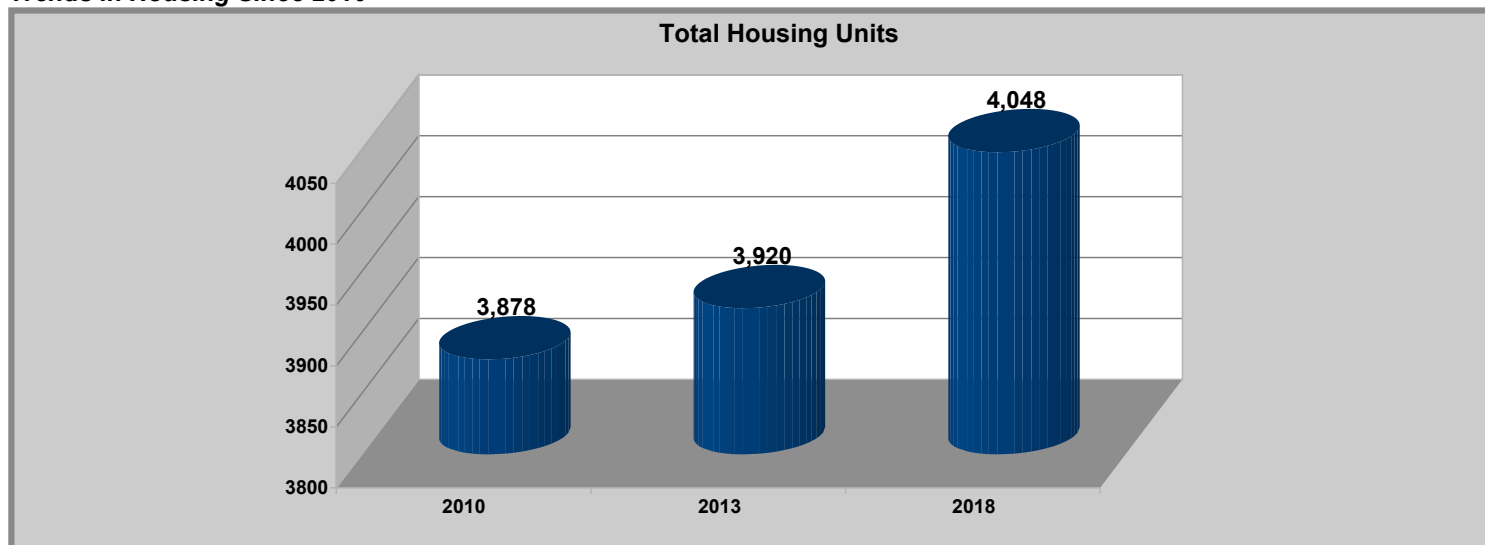
	2010	2013	2018
Housing Units	3,878	3,920	4,048
Family Households Change		42	128
Percent Change		1.08%	3.27%

	Study Area							NC 2013	Comp Index CY
	2010		2013		2018		5 Yr		
Housing by Occupancy									
Occupied	3,525	90.90%	3,607	92.02%	3,751	92.66%	0.65%	88.03%	105
Vacant	353	9.10%	313	7.98%	297	7.34%	-0.65%	11.97%	67
Totals:	3,878	100.00%	3,920	100.00%	4,048	100.00%		100.00%	
Housing by Type of Occupancy									
Owner Occupied	1,660	47.09%	1,750	48.53%	1,868	49.80%	1.27%	66.73%	73
Renter Occupied	1,865	52.91%	1,856	51.47%	1,883	50.20%	-1.27%	33.27%	155
Totals:	3,525	100.00%	3,606	100.00%	3,751	100.00%		100.00%	

Housing

	Study Area 2013		State of NC 2013		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	459	26.23%	89,253	3.48%	753
1 Unit Detached	1,074	61.37%	2,091,240	81.64%	75
2 Units	45	2.57%	4,924	0.19%	1,338
3 to 19 Units	150	8.57%	31,059	1.21%	707
20 to 49 Units	0	0.00%	3,676	0.14%	0
50 or More Units	17	0.97%	3,756	0.15%	663
Mobile Home or Trailer	5	0.29%	336,896	13.15%	2
Other	0	0.00%	784	0.03%	0
Totals:	**1,750**	**100.00%**	**2,561,588**	**100.00%**	
Owner Occupied Housing Values					
Less than $20,000	5	0.29%	112,648	4.40%	7
$20,000 to $39,999	19	1.09%	92,968	3.63%	30
$40,000 to $59,999	4	0.23%	124,410	4.86%	5
$60,000 to $79,999	8	0.46%	209,893	8.19%	6
$80,000 to $99,999	8	0.46%	236,849	9.25%	5
$100,000 to $149,999	141	8.06%	573,478	22.39%	36
$150,000 to $199,999	299	17.10%	417,525	16.30%	105
$200,000 to $299,999	514	29.39%	410,974	16.04%	183
$300,000 to $399,999	340	19.44%	190,740	7.45%	261
$400,000 to $499,999	143	8.18%	69,532	2.71%	301
$500,000 to $749,999	169	9.66%	77,982	3.04%	317
$750,000 to $999,999	99	5.66%	43,315	1.69%	335
$1,000,000 or more	0	0.00%	1,274	0.05%	0
Totals:	**1,749**	**100.00%**	**2,561,588**	**100.00%**	
Housing by Year Built					
1939 or Earlier	15	0.38%	258,661	5.93%	6
1940 to 1949	22	0.56%	175,831	4.03%	14
1950 to 1959	75	1.91%	360,511	8.27%	23
1960 to 1969	491	12.53%	430,342	9.87%	127
1970 to 1979	867	22.12%	652,853	14.97%	148
1980 to 1989	1,148	29.29%	737,709	16.92%	173
1990 to 1999	769	19.62%	927,488	21.27%	92
2000 to 2004	304	7.76%	546,792	12.54%	62
2005 or Later	229	5.84%	270,333	6.20%	94
Totals:	**3,920**	**100.00%**	**4,360,520**	**100.00%**	

Mortgage Risk Indicator

Mortgage Risk: Number of Recent Filings by Risk Type

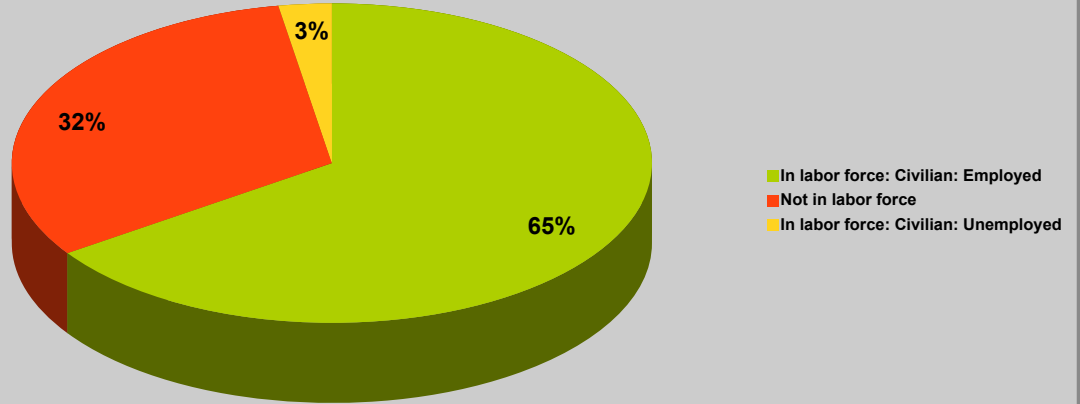| Risk Type	Number of Filings
Ratio 1.2 or less - Very high debt to income/very high risk	8
Ratio 1.3 to 1.8 - High debt to income/high risk	16
Ratio 1.9 to 2.4 - Somewhat high debt to income/ somewhat high risk	22
Ratio 2.5 to 3.0 - Acceptable debt to income/Reasonable risk	17
Ratio 3.1 to 3.6 - Low debt to income/Low risk	11
Ratio 3.7 to 4.2 - Very low debt to income/Very low risk	8
Ratio 4.3 or Greater - Extremely low debt to income/Extremely low risk	5

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: 2013

### Population 16+ by Current Year Employment Status

- In labor force: Civilian: Employed — 65%
- Not in labor force — 32%
- In labor force: Civilian: Unemployed — 3%

	Study Area		State of NC		Comp Index CY
Pop 16+ by Employment Status	**2013**		**2013**		
In labor force: Civilian: Employed	4,621	65.47%	4,349,938	56.41%	116
In labor force: In Armed Forces	0	0.00%	91,477	1.19%	
Not in labor force	2,248	31.85%	2,719,289	35.26%	90
In labor force: Civilian: Unemployed	189	2.68%	551,068	7.15%	37
Blue and White Collar Workers 2013	**7,058**	*100.00%*	**7,711,772**	*100.00%*	
Employed Pop 16+ Blue/White Collar					
Blue Collar	810	17.53%	1,640,053	37.70%	46
White Collar	3,811	82.47%	2,709,885	62.30%	132
	4,621	*100.00%*	**4,349,938**	*100.00%*	

Percentage Blue Collar to White Collar Workers

- White Collar — 82%
- Blue Collar — 18%
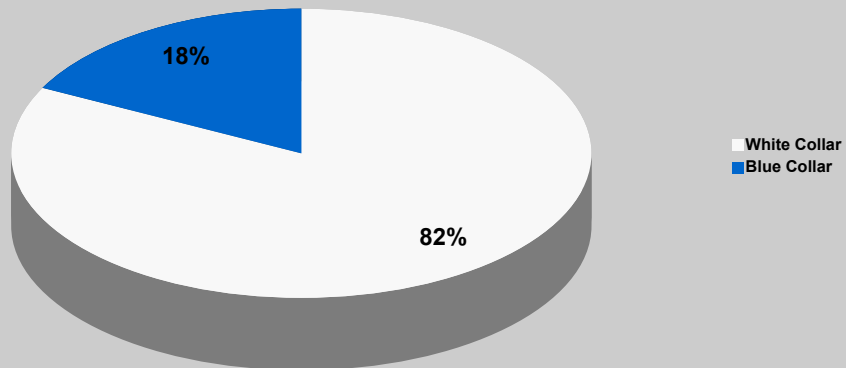
Employed Civilian Population by Occupation: 2013

Employed Civilian Population 16 and Older
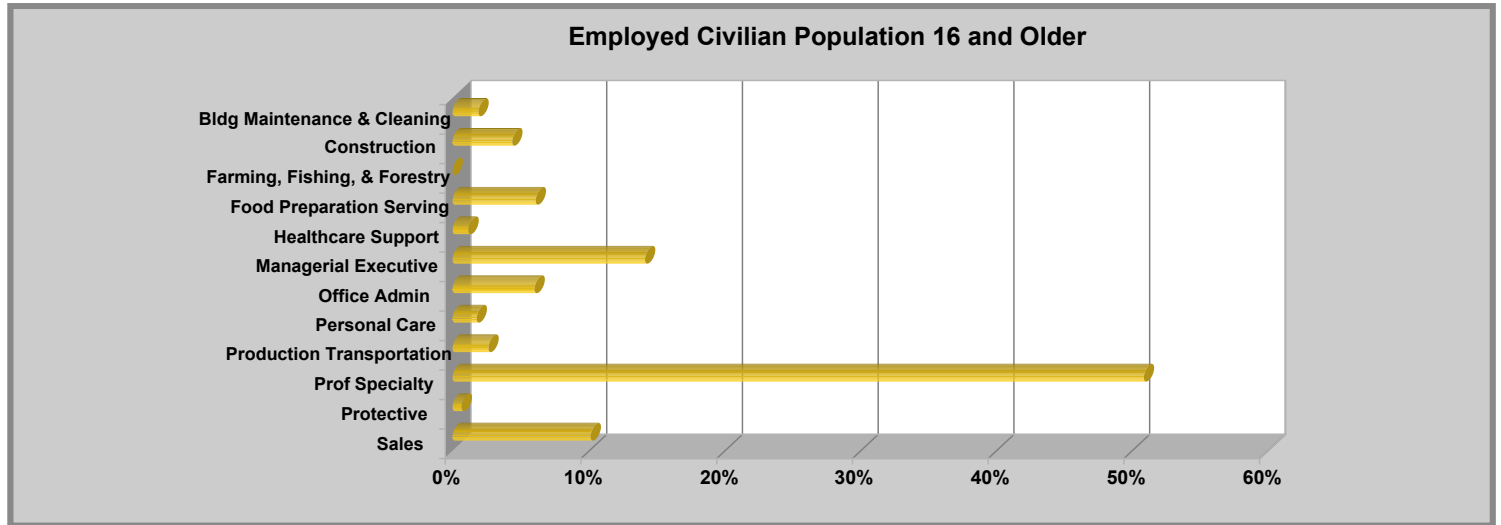
Employed Civilian Pop 16+ by Occupation	Study Area 2013		State of NC 2013		Comp Index CY
Bldg Maintenance & Cleaning	88	*1.90%*	159,447	3.67%	52
Construction	203	*4.39%*	416,008	9.56%	46
Farming, Fishing, & Forestry	0	*0.00%*	32,715	0.75%	0
Food Preparation Serving	283	*6.13%*	230,535	5.30%	116
Healthcare Support	54	*1.17%*	116,843	2.69%	44
Managerial Executive	655	*14.18%*	607,367	13.96%	102
Office Admin	279	*6.04%*	560,471	12.88%	47
Personal Care	82	*1.77%*	125,648	2.89%	61
Production Transportation	122	*2.64%*	587,403	13.50%	20
Prof Specialty	2,353	*50.93%*	932,341	21.43%	238
Protective	31	*0.67%*	88,297	2.03%	33
Sales	470	*10.17%*	492,863	*11.33%*	90
Totals:	**4,620**	*100.00%*	**4,349,938**	*100.00%*	
Workers 16+: Home or Away					
Worked at Home	143	*3.09%*	154,858	*3.56%*	87
Worked away from Home	4,478	*96.91%*	4,195,080	*96.44%*	100
Totals:	**4,621**	*100.00%*	**4,349,938**	*100.00%*	
Workers 16+: Transport to Work					
Bicycle	15	*0.33%*	9,970	0.24%	141
Car, Truck, or Van: Carpooled	597	*13.33%*	485,070	11.56%	115
Car, Truck, or Van: Drove Alone	3,180	*71.01%*	3,537,338	84.32%	84
Motorcycle	37	*0.83%*	7,700	0.18%	450
Other Means	66	*1.47%*	34,622	0.83%	179
Walked	139	*3.10%*	71,881	1.71%	181
Public Trans Excluding Taxi Cab	444	*9.92%*	45,106	*1.08%*	922
Taxi Cab	0	*0.00%*	3,393	*0.08%*	0
Totals:	**4478**	**100.00%**	**4,195,080**	*100.00%*	

Employed Pop 16+ by Industry: 2013
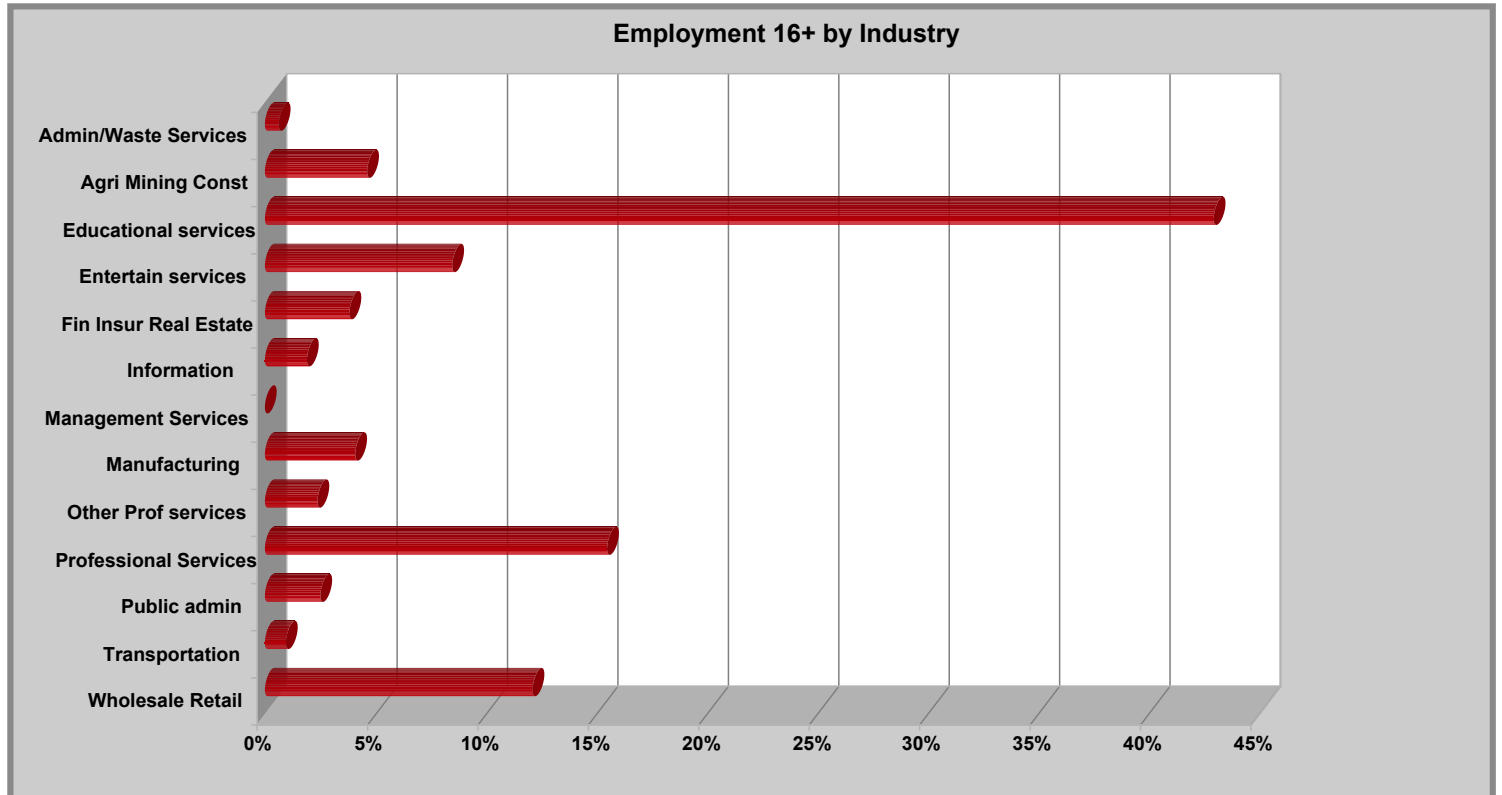
Employment 16+ by Industry

Employed Civilian Pop 16+ by Industry	Study Area 2013		State of NC 2013		Comp Index CY
Admin/Waste Services	29	0.63%	169,502	3.90%	16
Agri Mining Const	214	4.63%	393,487	9.05%	51
Educational services	1,985	42.97%	1,000,832	23.01%	187
Entertain services	392	8.48%	376,634	8.66%	98
Fin Insur Real Estate	177	3.83%	287,594	6.61%	58
Information	88	1.90%	82,792	1.90%	100
Management Services	0	0.00%	3,712	0.09%	0
Manufacturing	189	4.09%	565,251	12.99%	31
Other Prof services	110	2.38%	209,276	4.81%	49
Professional Services	716	15.50%	244,154	5.61%	276
Public admin	116	2.51%	191,851	4.41%	57
Transportation	44	0.95%	191,365	4.40%	22
Wholesale Retail	560	12.12%	633,488	14.56%	83
Totals:	**4,620**	**100.00%**	**4,349,938**	**100.00%**	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	6,098	94.62%	3,975,278	94.43%	100
Workplace Establishments	347	5.38%	234,546	5.57%	97
Totals:	**6,445**	**100.00%**	**4,209,824**	**100.00%**	

Work

	Study Area		State of NC		Comp Index CY
Families: Workers					
1 worker	621	*27.92%*	863,612	33.75%	83
2 workers	1,105	*49.69%*	1,102,261	43.07%	115
3 or more workers	166	*7.46%*	217,264	8.49%	88
No workers	332	*14.93%*	375,962	*14.69%*	102
Totals:	**2,224**	*100.00%*	**2,559,099**	**100.00%**	
Workers 16+: Travel Time to Work	2013		2013		
Less than 5 minutes	145	*3.24%*	129,969	3.10%	104
5 to 9 minutes	310	*6.92%*	422,200	10.06%	69
10 to 14 minutes	787	*17.57%*	636,420	15.17%	116
15 to 19 minutes	1,240	*27.68%*	758,946	18.09%	153
20 to 24 minutes	835	*18.64%*	679,542	16.20%	115
25 to 29 minutes	234	*5.22%*	281,173	6.70%	78
30 to 34 minutes	489	*10.92%*	556,063	13.26%	82
35 to 39 minutes	122	*2.72%*	116,546	2.78%	98
40 to 44 minutes	46	*1.03%*	124,240	2.96%	35
45 to 59 minutes	137	*3.06%*	269,380	6.42%	48
60 to 89 minutes	89	*1.99%*	147,680	3.52%	56
90 or more minutes	45	*1.00%*	72,921	*1.74%*	58
Totals:	**4,479**	*100.00%*	**4,195,080**	*100.00%*	100

Religiosity

	Study Area	State of NC	Comp Index CY
Religious Practices			
Conservative Evangelical Christian	*28.50%*	*38.00%*	75
Consider Myself A Spiritual Person	*53.00%*	*47.00%*	113
Enjoy Watching Religious TV Programs	*17.10%*	*18.00%*	95
Important to Attend Religious Services	*22.90%*	*19.00%*	121
My Faith Is Really Important To Me	*18.00%*	*16.00%*	113

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.