

# The QuickInsite Report

Prepared for: Twin Rivers Unified School District  
Study area: Twin Rivers Unified School District

Base State: CA  
Current Year Estimate: 2014  
5 Year Projection: 2019  
10 Year Projection: 2024  
Date: 4/15/2015  
Semi-Annual Projection: Fall

## About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the DI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

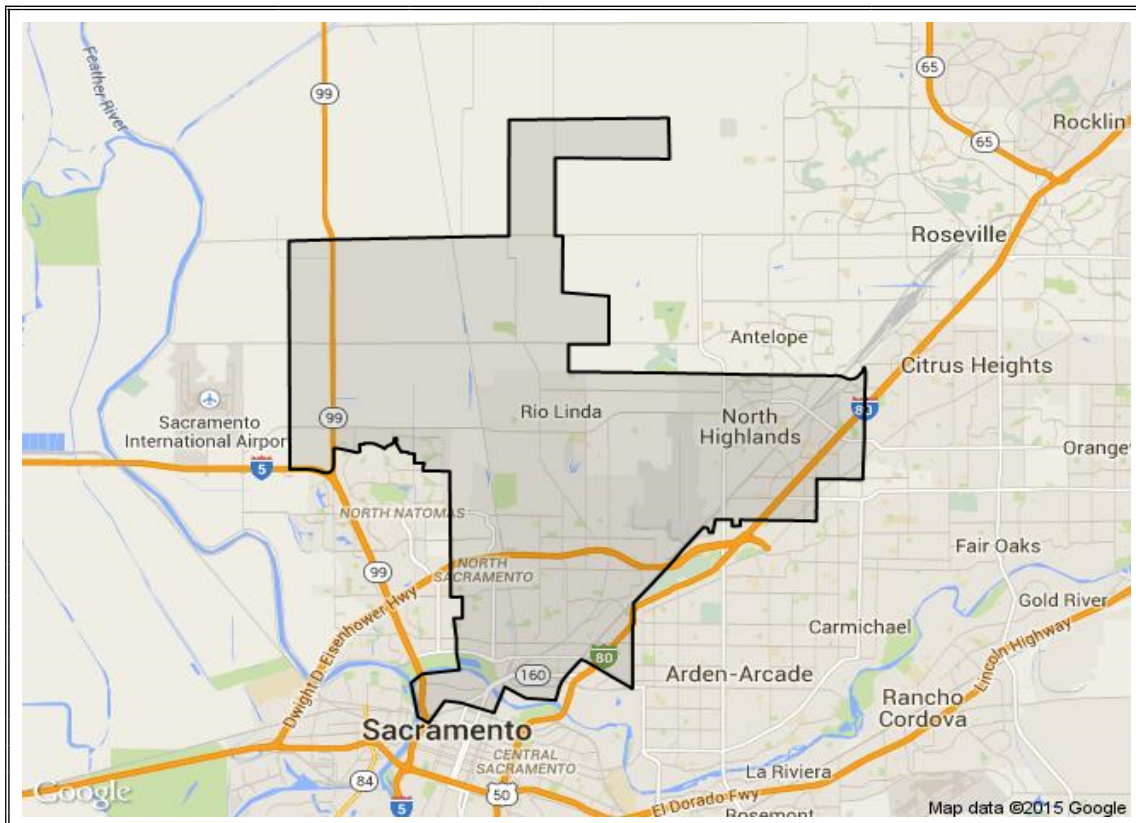
## Two Sections

Two reports are provided on the following pages.

- The **Story View** Report presents 10 demographic indicators of your study area.
- The **ThemeView** Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

## THE STUDY AREA



## More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

## Significant Demographic Indicators of the Study Area's Story

1	<b>Population Change</b>					
	In the 10 year future, how is this area expected to change? (See Population and Families Theme)	Significant Decline	Moderate Decline	Little Change	Moderate Growth	Significant Growth
2	<b>School Age Change</b>					
	In the 10 year future, how is the population of school age children in this area expected to change? (See Age Theme)	Significant Decline	Moderate Decline	Little Change	Moderate Increase	Significant Increase
3	<b>Families with Children</b>					
	Compared to the state, are families with children more or less likely to live in two parent households? (See Population and Families Theme)	Significantly Less	Somewhat Less	About the Same	Somewhat More	Significantly More
4	<b>Adult Educational Attainment</b>					
	For this area, what is the general level of education of the adults 25 and older? (See Education and Career Status Theme)	Very Low	Low	Mixed	High	Very High
5	<b>Community Diversity Index</b>					
	How diverse is the racial/ethnic mix of this area? (See Community Diversity Theme)	Very Homogeneous	Homogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
6	<b>Median Family Income</b>					
	How does the median family income compare to the state for this area? (See Financial Resources Theme)	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
7	<b>Poverty</b>					
	Compared to the state, is the number of families in poverty above or below the state average? (See Financial Resources Theme)	Significantly Below	Somewhat Below	About the Same	Somewhat Above	Significantly Above
8	<b>Blue to White Collar Occupations</b>					
	On a continuum between blue collar and white collar occupations, where does this area fall? (See Education and Career Status Theme)	Very Blue Collar	Somewhat Blue	Closely Split	Somewhat White	Very White Collar
9	<b>Largest Racial/Ethnic Group</b>					
	In this area, which racial/ethnic group is the largest percentage of the population? (See Community Diversity Theme)	Asian (NH)	Black/Afri American (NH)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
10	<b>Religiosity</b>					
	What is the level of religiosity in this study area? (See Religiosity Theme)	Very Low	Somewhat Low	Mixed	Somewhat High	Very High

# ThemeView

## Demographic Descriptions of the Study Area

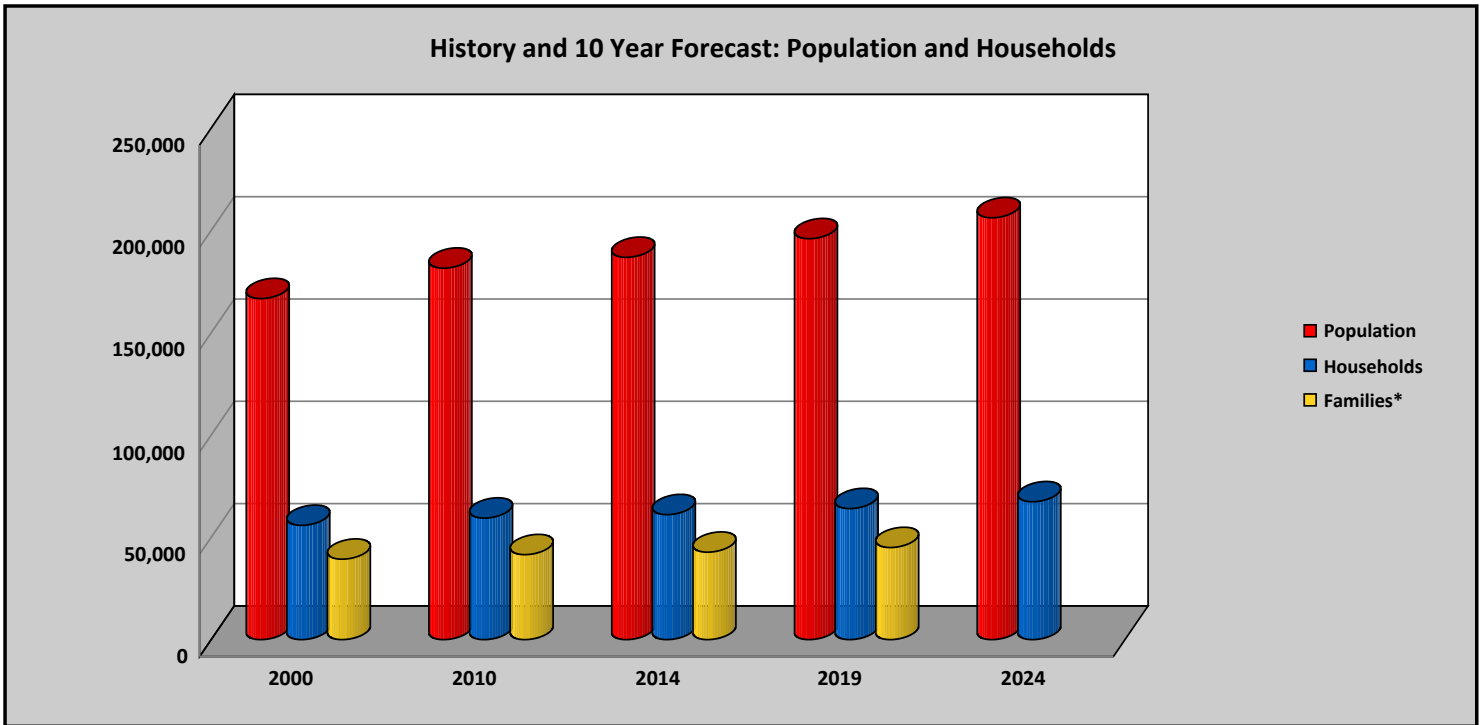
Study area: Twin Rivers Unified School District

Date: 4/15/2015

### 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

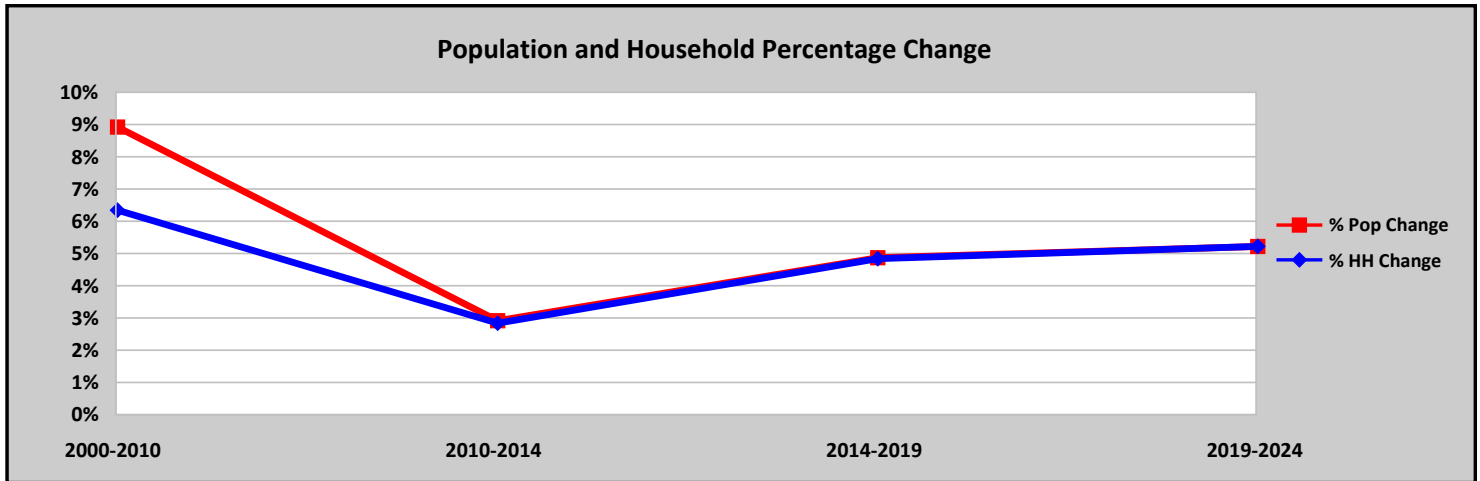


NOTE: Family Household data is not projected out 10 years.

Population, Households & Families					
	2000	2010	2014	2019	2024
Population	166,688	181,563	186,856	195,956	206,183
Population Change		14,875	5,293	9,100	10,227
Percent Change		8.9%	2.9%	4.9%	5.2%
Households	55,856	59,399	61,086	64,043	67,388
Households Change		3,543	1,687	2,957	3,345
Percent Change		6.3%	2.8%	4.8%	0.0%
Population / Households	2.98	3.06	3.06	3.06	3.06
Population / Households Change		0.07	0.00	0.00	-0.00
Percent Change		2.4%	0.1%	0.0%	0.0%
Family Households	39,313	41,527	42,729	45,007	
Family Households Change		2,214	1,202	2,278	
Percent Change		5.6%	2.9%	5.3%	

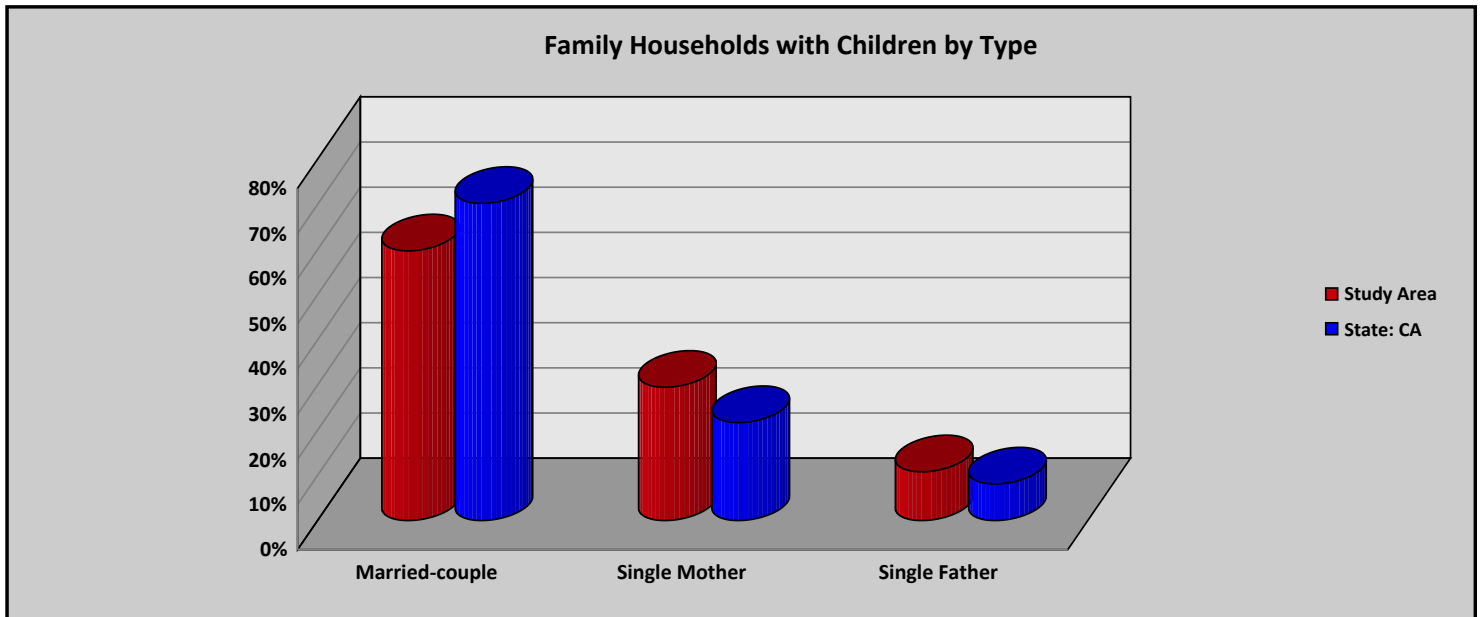
## Population and Households Theme

### Population and Household History with 5 and 10 Year Projected Percentage Change



### Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.



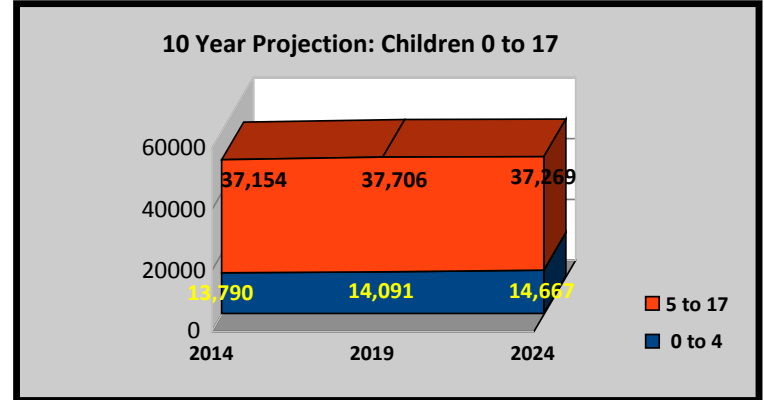
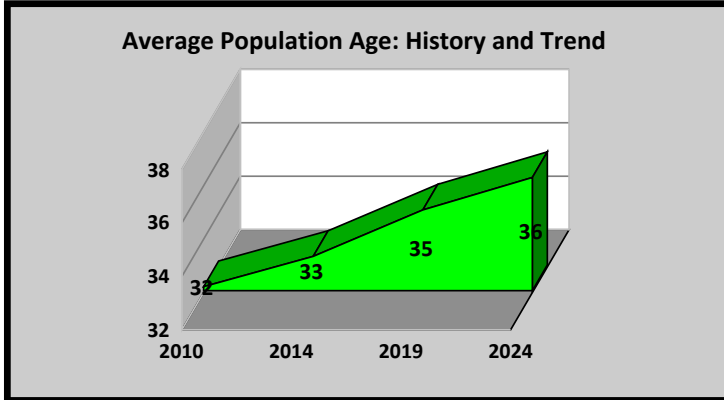
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2019 Change	Percent of all Hhlds by Year			2010 to 2019 % Change
	2010	2014	2019		2010%	2014%	2019%	
Family: Married-couple	13,907	13,555	13,917	10	56.5%	59.7%	59.7%	3.2%
Family: Single Mother	7,879	6,700	6,731	-1148	32.0%	29.5%	28.9%	-3.1%
Family: Single Father	2,837	2,451	2,663	-174	11.5%	10.8%	11.4%	-0.1%
<b>Total:</b>	<b>24,623</b>	<b>22,706</b>	<b>23,311</b>	<b>-1,312</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Age Theme

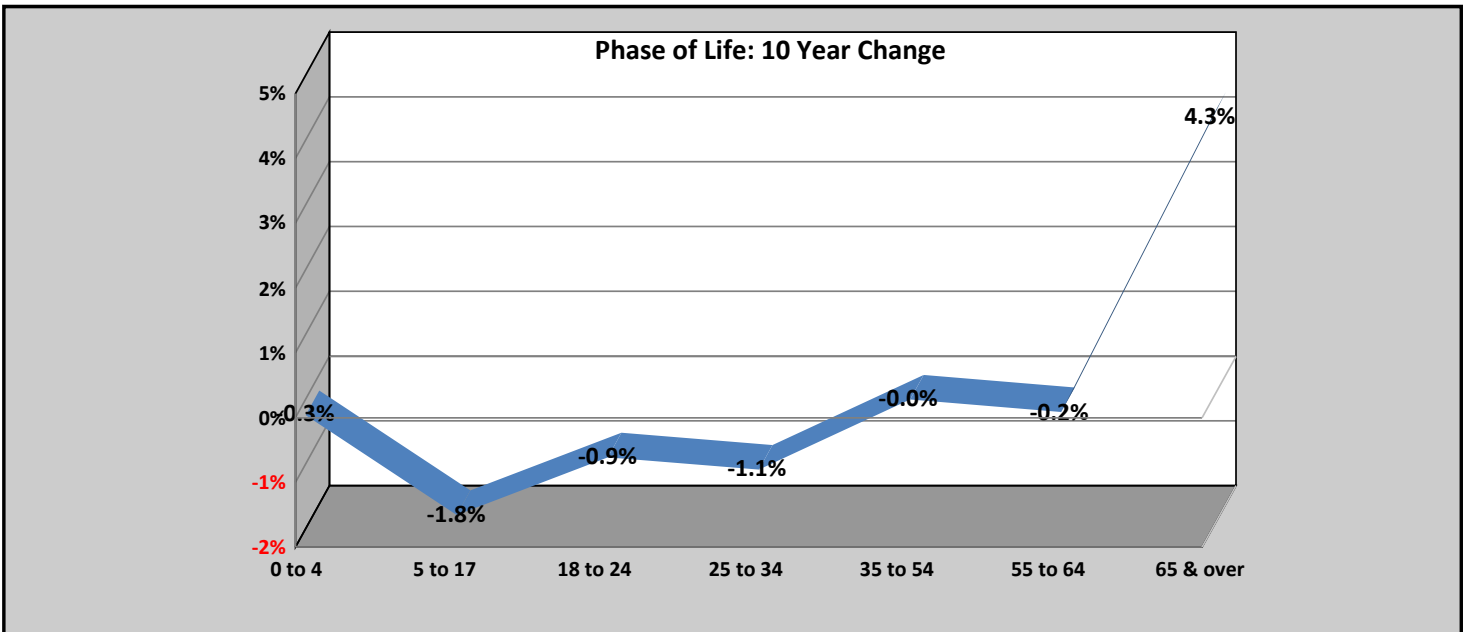
### 10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 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	2014	2019	2024	2010%	2014%	2019%	2024%
Before Formal Schooling: 0 to 4	15,819	13,790	14,091	14,667	8.7%	7.4%	7.2%	7.1%
Required Formal Schooling: 5 to 17	36,454	37,154	37,706	37,269	20.1%	19.9%	19.2%	18.1%
College/Career Starts: 18 to 24	19,923	20,256	19,153	20,460	11.0%	10.8%	9.8%	9.9%
Singles & Young Families: 25 to 34	27,748	27,909	28,297	28,514	15.3%	14.9%	14.4%	13.8%
Families & Empty Nesters: 35 to 54	47,405	47,425	49,403	52,280	26.1%	25.4%	25.2%	25.4%
Enrichment Yrs Singles/Cpls: 55 to 64	17,670	20,577	22,632	22,255	9.7%	11.0%	11.5%	10.8%
Retirement Opportunities: 65 & over	16,544	19,745	24,674	30,737	9.1%	10.6%	12.6%	14.9%
<b>Total:</b>	<b>181,563</b>	<b>186,856</b>	<b>195,956</b>	<b>206,182</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

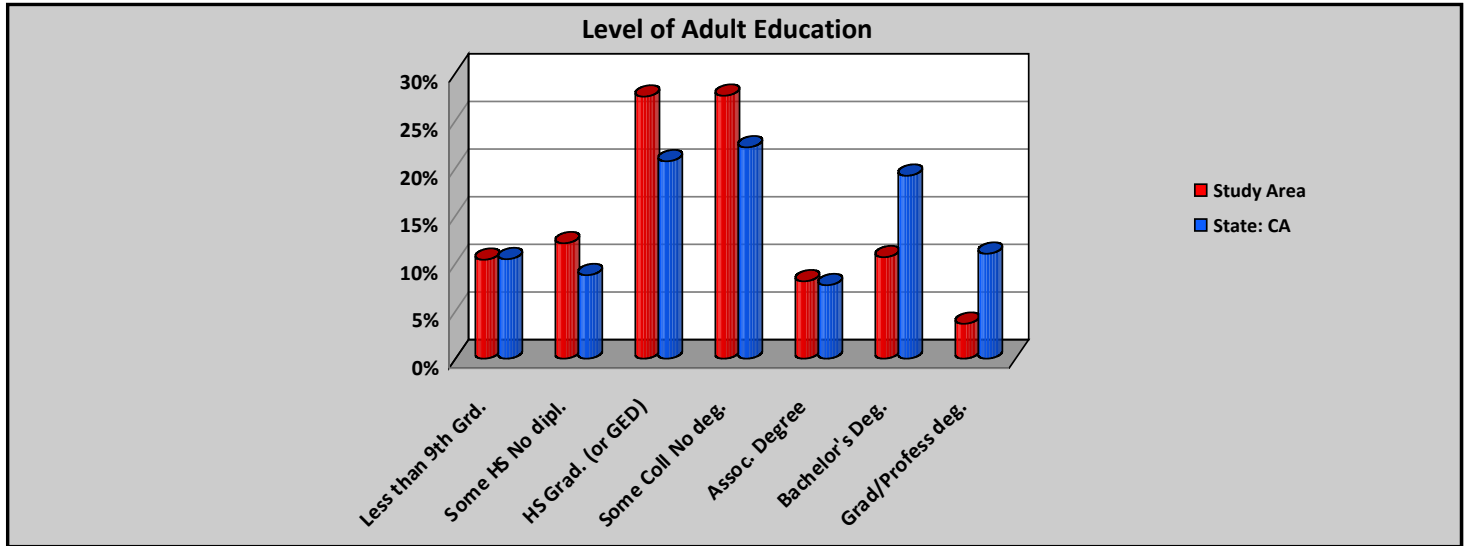
## Education and Career Status Theme

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

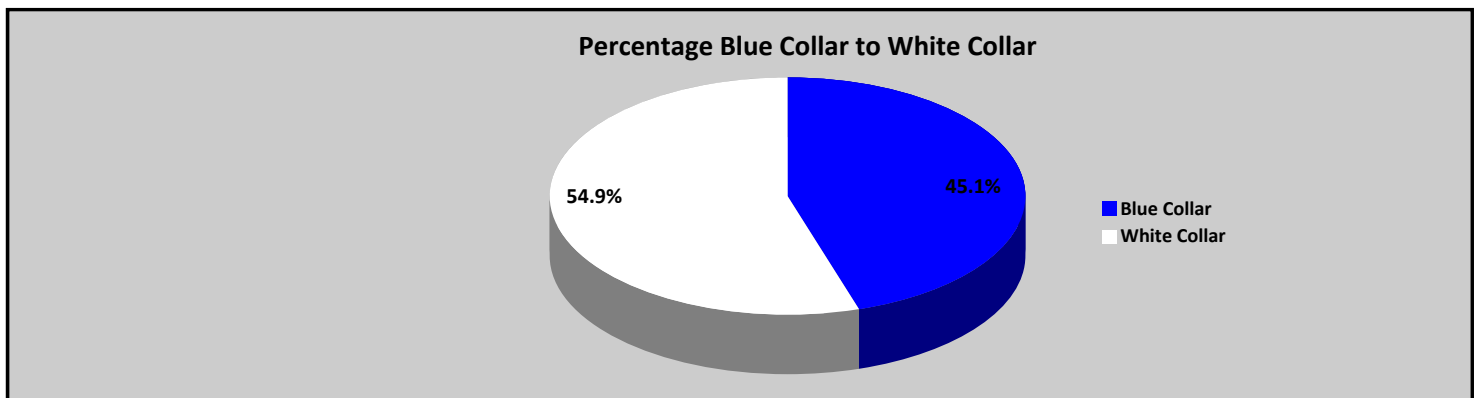
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

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



Education Level of Adults 18 Years and Older	Actual Hhlds by Year			Percent of all Hhlds by Year		
	2014	2019	2014 to 2019 Change	2014%	2019%	% Change
Less than 9th Grade	12,004	13,282	1278	10.4%	10.6%	0.2%
Some High School, No diploma	14,003	14,784	781	12.1%	11.8%	-0.3%
High School Graduate (or GED)	31,806	33,973	2167	27.5%	27.2%	-0.3%
Some College, No degree	31,913	34,634	2721	27.6%	27.7%	0.1%
Associate Degree	9,386	10,194	808	8.1%	8.2%	0.0%
Bachelor's Degree	12,313	13,617	1304	10.6%	10.9%	0.2%
Graduate or Professional school degree	4,231	4,522	291	3.7%	3.6%	0.0%
<b>Total:</b>	<b>115,656</b>	<b>125,006</b>	<b>9,350</b>	<b>100.0%</b>	<b>100.0%</b>	

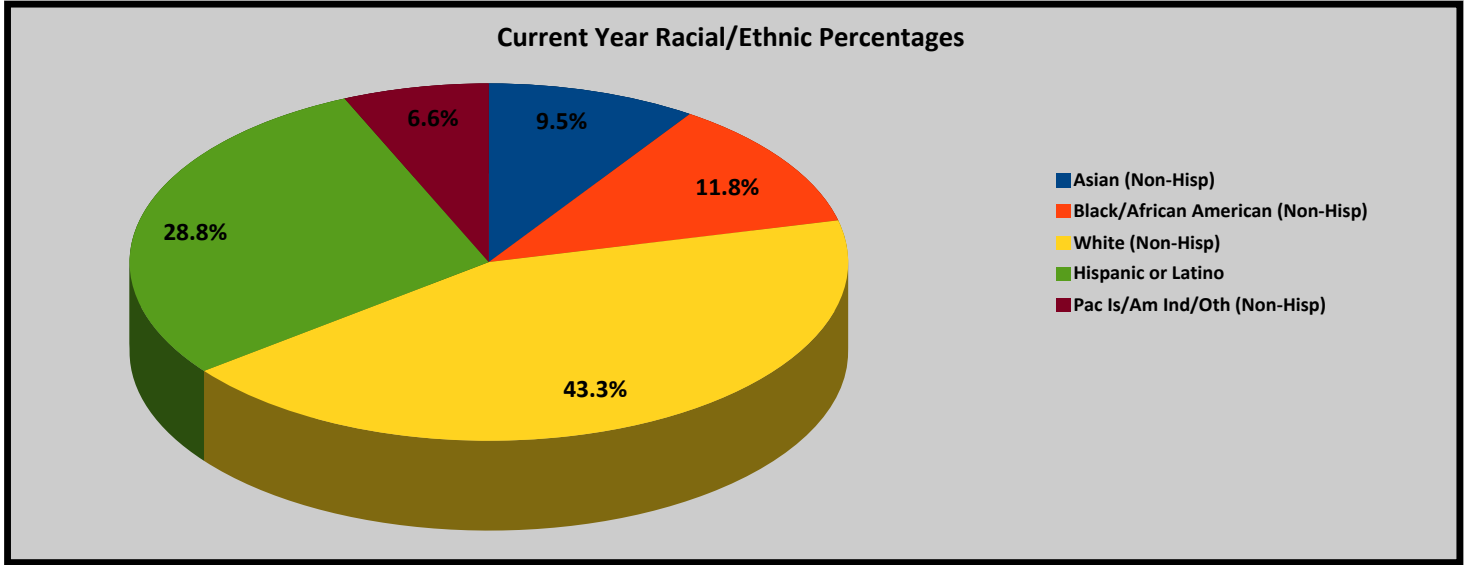
### Career Types: Blue Collar and White Collar



## Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also 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

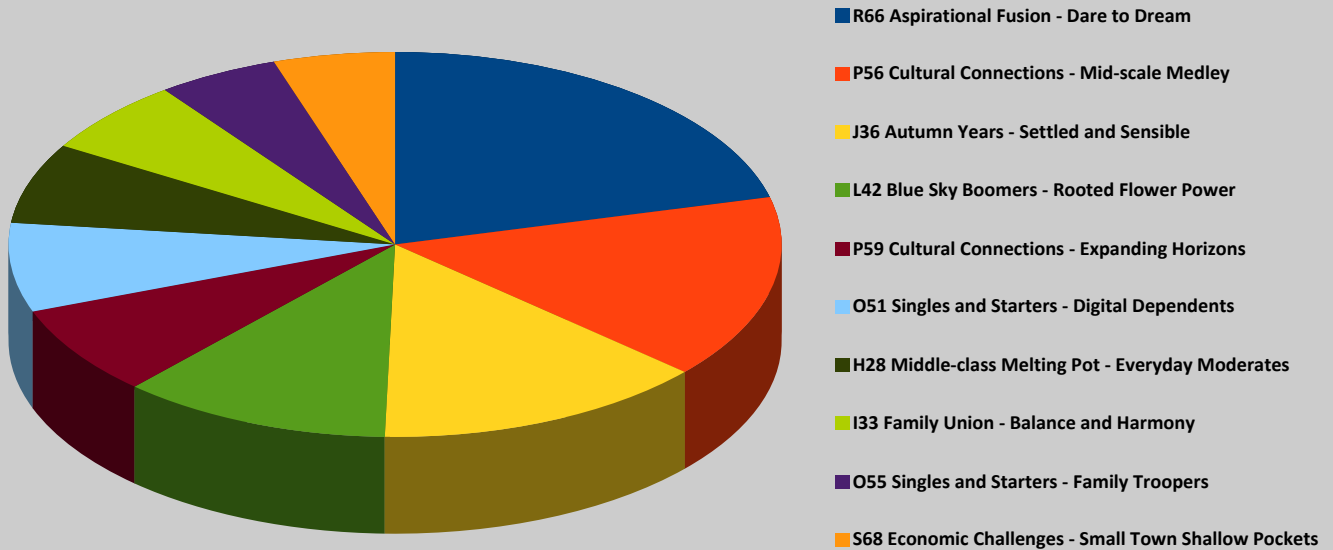
Racial/Ethnicity by Year	Actual Population by Year				Percent of all Pop by Year			
	2010	2014	2019	2010 to 2019 Change	2010%	2014%	2019%	2010 to 2019 % Change
Asian (Non-Hisp)	17,086	17,658	18,598	1,512	9.4%	9.5%	9.5%	0.1%
Black/African American (Non-Hisp)	21,314	22,030	23,206	1,892	11.7%	11.8%	11.8%	0.1%
White (Non-Hisp)	78,899	80,969	84,621	5,722	43.5%	43.3%	43.2%	-0.3%
Hispanic or Latino	52,351	53,906	56,605	4,254	28.8%	28.8%	28.9%	0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	11,914	12,293	12,925	1,011	6.6%	6.6%	6.6%	0.0%
<b>Total:</b>	<b>181,564</b>	<b>186,856</b>	<b>195,955</b>	<b>14,391</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.

Top 10 Mosaic Segments



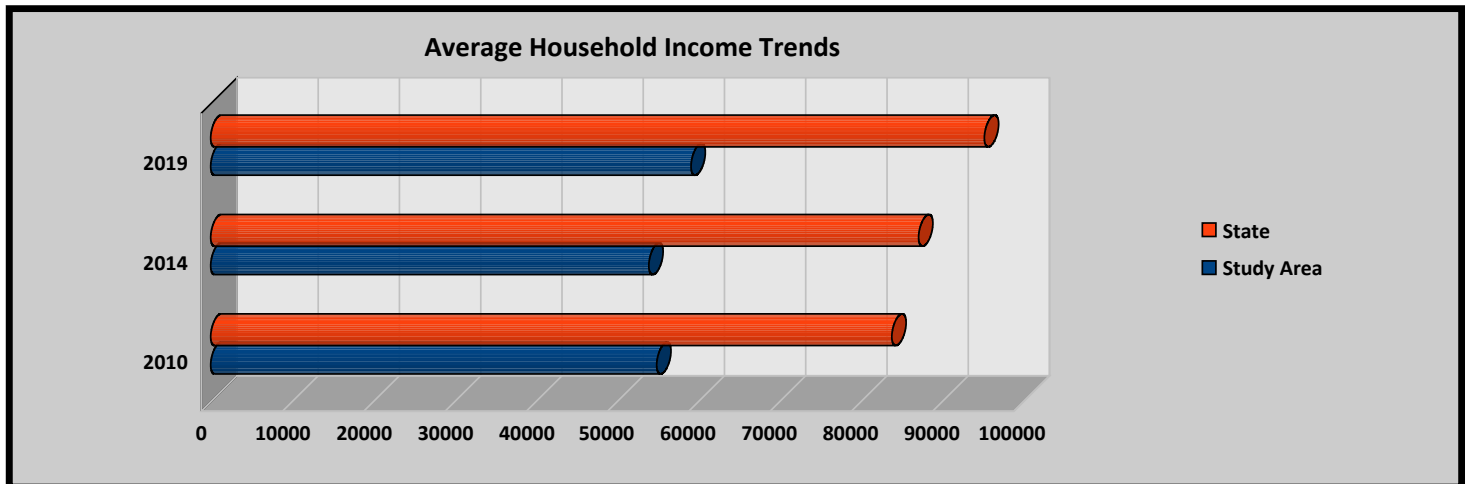
Mosaic	Study Area		State		Comparative Index
R66 Aspirational Fusion - Dare to Dream	9,082	14.9%	258,189	2.0%	746
P56 Cultural Connections - Mid-scale Medley	6,685	10.9%	126,167	1.0%	1124
J36 Autumn Years - Settled and Sensible	6,001	9.8%	121,029	0.9%	1052
L42 Blue Sky Boomers - Rooted Flower Power	4,897	8.0%	349,757	2.7%	297
P59 Cultural Connections - Expanding Horizons	3,264	5.3%	487,569	3.8%	142
O51 Singles and Starters - Digital Dependents	3,225	5.3%	240,866	1.9%	284
H28 Middle-class Melting Pot - Everyday Moderates	2,922	4.8%	237,567	1.8%	261
I33 Family Union - Balance and Harmony	2,706	4.4%	434,312	3.4%	132
O55 Singles and Starters - Family Troopers	2,194	3.6%	241,918	1.9%	192
S68 Economic Challenges - Small Town Shallow Pockets	2,192	3.6%	125,140	1.0%	372
	<b>43,168</b>		<b>2,622,514</b>		



## 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.

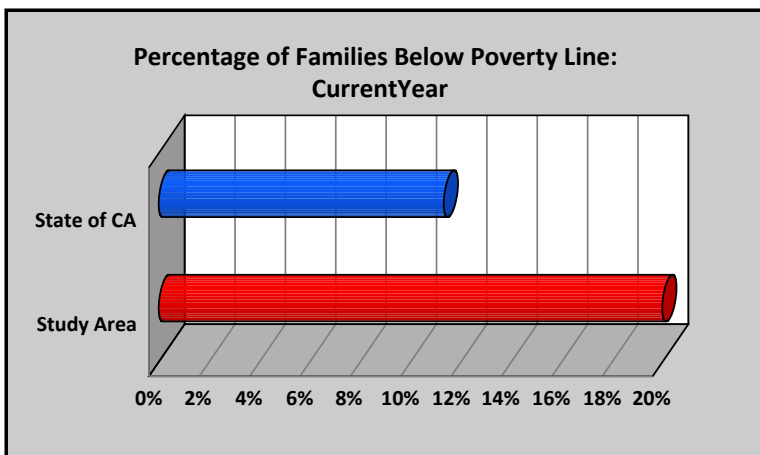
### Household Income



### Income Trends: Households and Families

	2010	2014	2019	2010 to 2019 Change
Average Household Income	54,888	53,920	59,117	4,229
Median Household Income	45,316	44,226	47,850	2,534
Per Capita Income	17,957	17,627	19,321	1364
Median Family Income		47,407	47,009	47,009

### Poverty



Poverty Level	Pop	Area % Pop	CA % Pop
Above poverty level	34,187	80.0%	88.7%
Below poverty level	8,542	20.0%	11.3%
	42,729	100.0%	100.0%

Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of CA	Comparative Index*
Conservative Evangelical Christian	37.6	36	104
Consider Myself A Spiritual Person	37.5	47	80
Enjoy Watching Religious TV Programs	14.8	18	82
Important to Attend Religious Services	18.5	21	88
My Faith Is Really Important To Me	15.4	21	73

## 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	6. Religiosity	10

### 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 Demographic Reference Guide. Download it free from the DecisionInsite website resource page.

**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 DecisionInsite at [misupport@missioninsite.com](mailto:misupport@missioninsite.com).