

The QuickInsite Report

Prepared for: New Hampshire Conference, UCC
Study area: Geography: Zip Codes - 03841 (NH)

Base State: NH
Current Year Estimate: 2023
5 Year Projection: 2028
10 Year Forecast: 2033
Date: 6/18/2024
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.

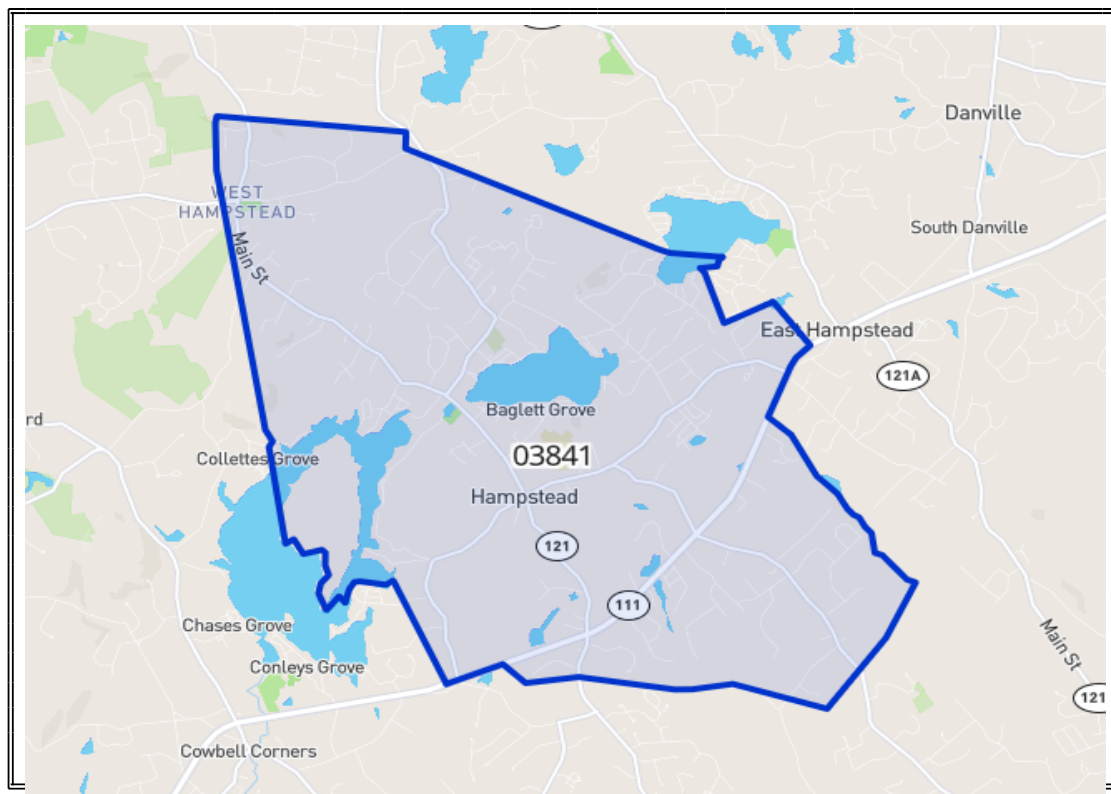
Two Sections

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

1	Population Change 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	School Age Change 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	Families with Children 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	Adult Educational Attainment 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	Community Diversity Index How diverse is the racial/ethnic mix of this area? (See Community Diversity Theme)	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? (See Financial Resources Theme)	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
7	Poverty 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	Blue to White Collar Occupations 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	Largest Racial/Ethnic Group 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

ThemeView

Demographic Descriptions of the Study Area

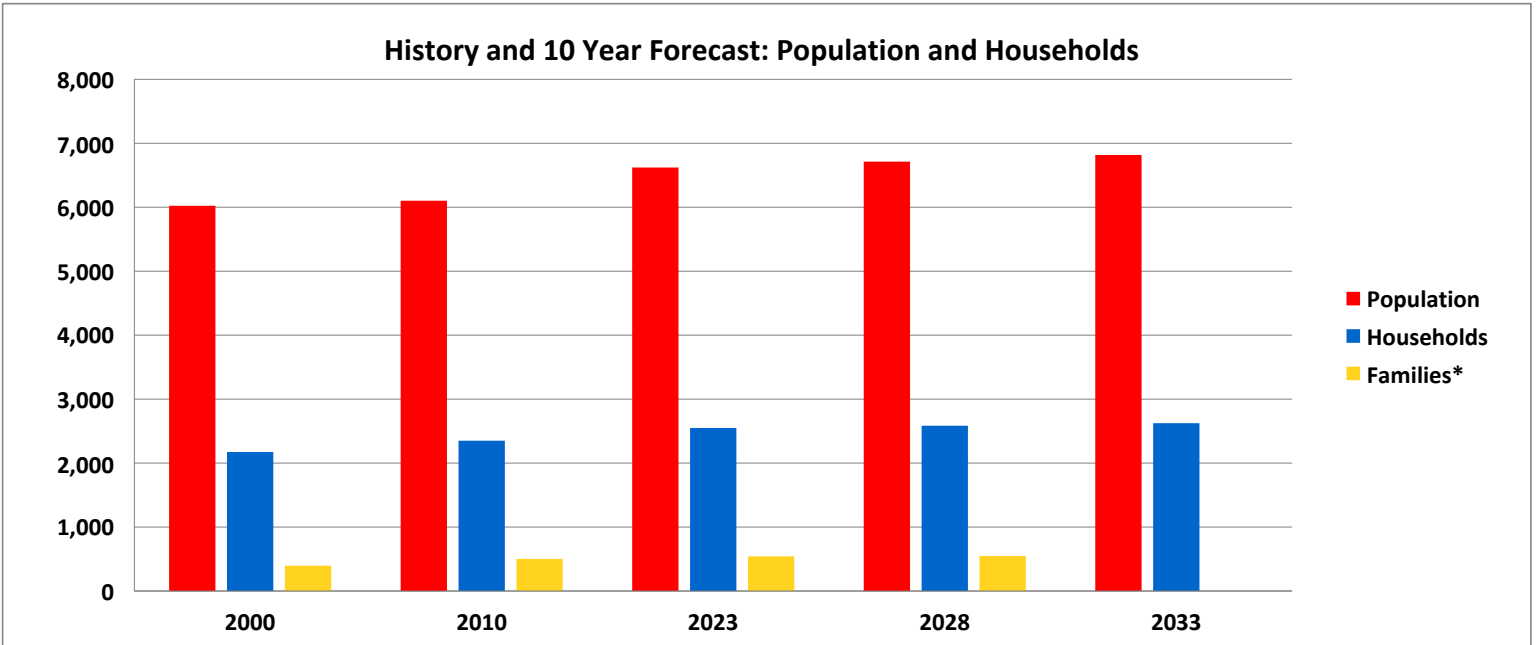
Study area: Geography: Zip Codes - 03841 (NH)

Date: 6/18/2024

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



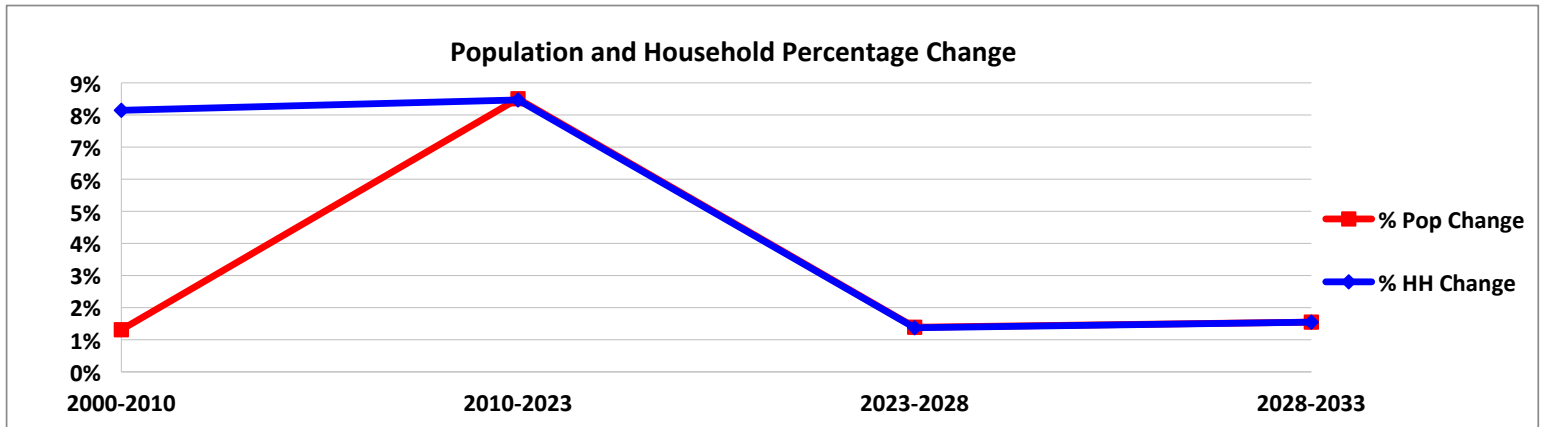
NOTE: Family Household data is not projected out 10 years.

Population, Households & Families

	2000	2010	2023	2028	2033
Population	6,023	6,102	6,621	6,713	6,817
Population Change		79	519	92	104
Percent Change		1.3%	8.5%	1.4%	1.5%
Households	2,173	2,350	2,549	2,584	2,624
Households Change		177	199	35	40
Percent Change		8.1%	8.5%	1.4%	1.5%
Population / Households	2.77	2.60	2.60	2.60	2.60
Population / Households Change		-0.18	0.00	0.00	0.00
Percent Change		-6.3%	0.0%	0.0%	0.0%
Family Households	396	502	542	549	
Family Households Change		106	40	7	
Percent Change		26.8%	8.0%	1.3%	

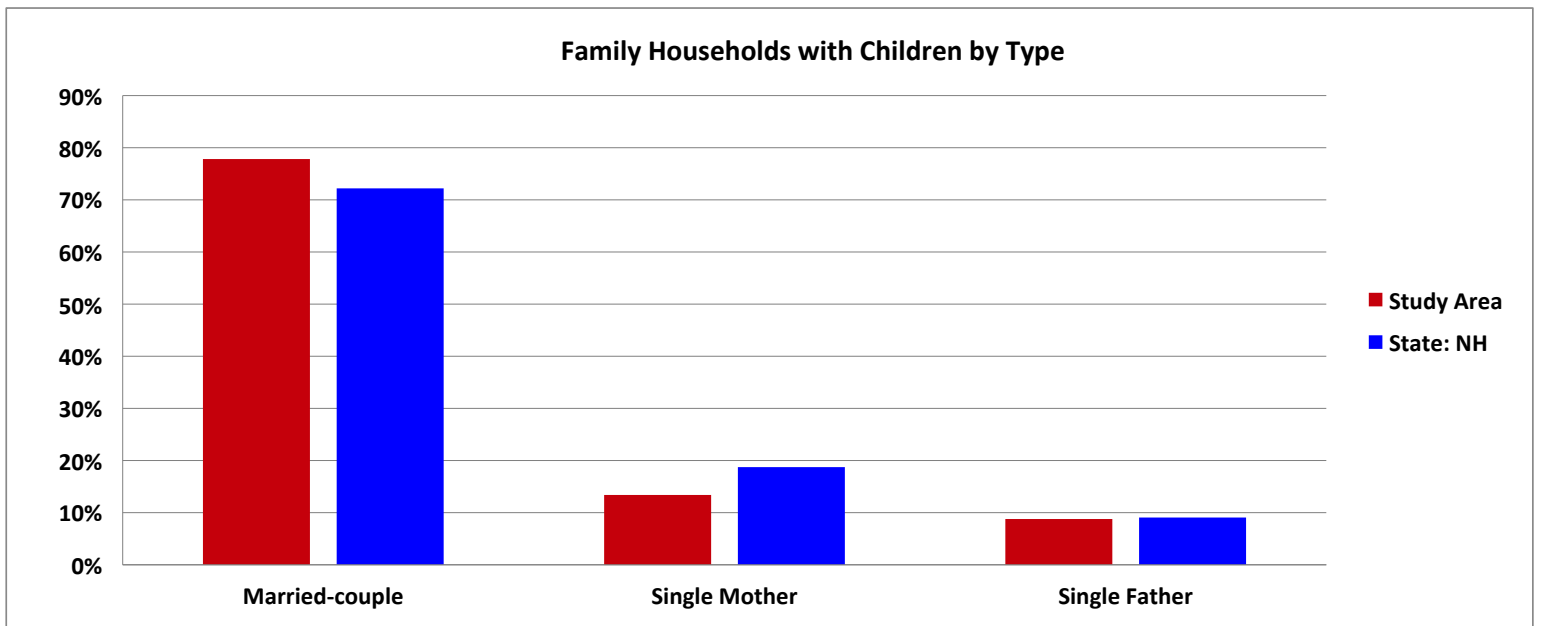
Population and Households Theme

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.



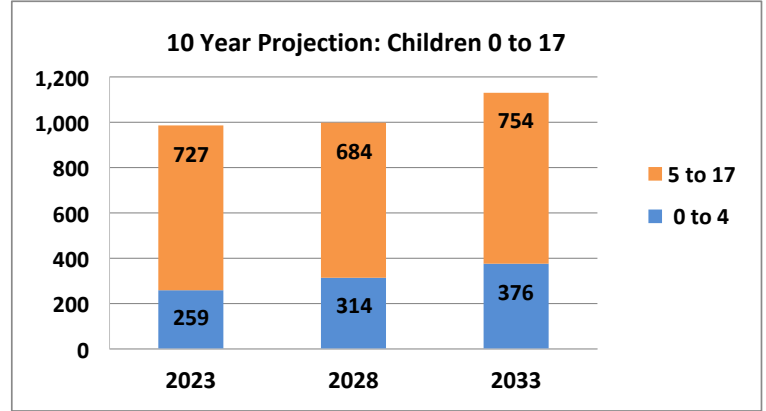
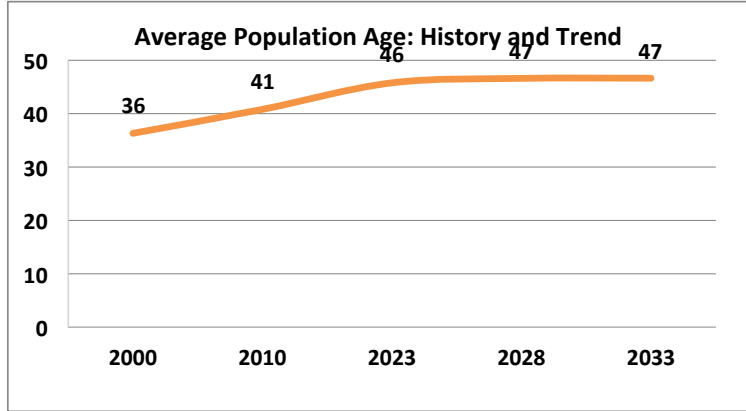
This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

Households with Children	Actual Hhlds by Year			2010 to 2028 Change	Percent of all Hhlds by Year			2010 to 2028 % Change
	2010	2023	2028		2010%	2023%	2028%	
Family: Married-couple	619	523	446	-173	80.4%	77.8%	74.3%	-6.1%
Family: Single Mother	106	90	90	-16	13.8%	13.4%	15.0%	1.2%
Family: Single Father	45	59	64	19	5.8%	8.8%	10.7%	4.8%
Total:	770	672	600	-170	100.0%	100.0%	100.0%	

Age Theme

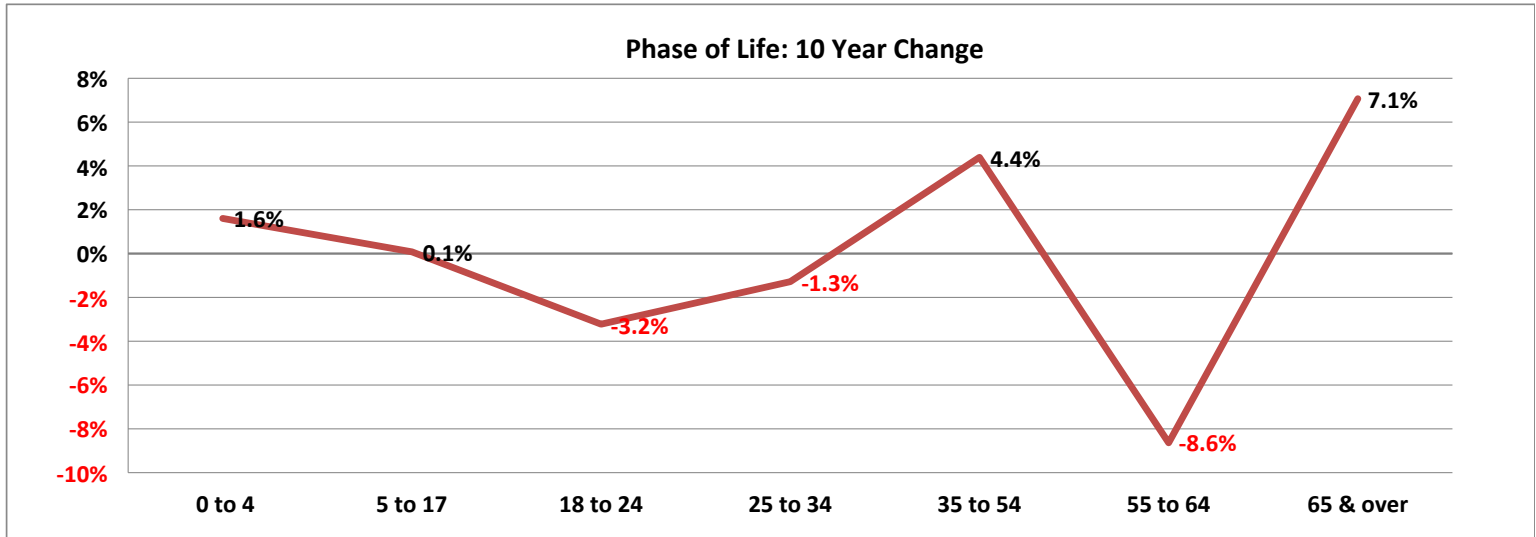
10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflect changes in a community. For example, two demographic trends currently in play are the aging of the Baby Boom generation and the decline in live births in the late 20th and 21st centuries.



Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.



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

Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2023	2028	2033	2010%	2023%	2028%	2033%
Before Formal Schooling: 0 to 4	277	259	314	376	4.5%	3.9%	4.7%	5.5%
Required Formal Schooling: 5 to 17	1,149	727	684	754	18.8%	11.0%	10.2%	11.1%
College/Career Starts: 18 to 24	410	629	522	428	6.7%	9.5%	7.8%	6.3%
Singles & Young Families: 25 to 34	419	920	967	860	6.9%	13.9%	14.4%	12.6%
Families & Empty Nesters: 35 to 54	2,009	1,163	1,223	1,497	32.9%	17.6%	18.2%	22.0%
Enrichment Yrs Singles/Cpls: 55 to 64	947	1,235	969	683	15.5%	18.7%	14.4%	10.0%
Retirement Opportunities: 65 & over	891	1,687	2,034	2,219	14.6%	25.5%	30.3%	32.6%
Total:	6,102	6,620	6,713	6,817	100.0%	100.0%	100.0%	100.0%

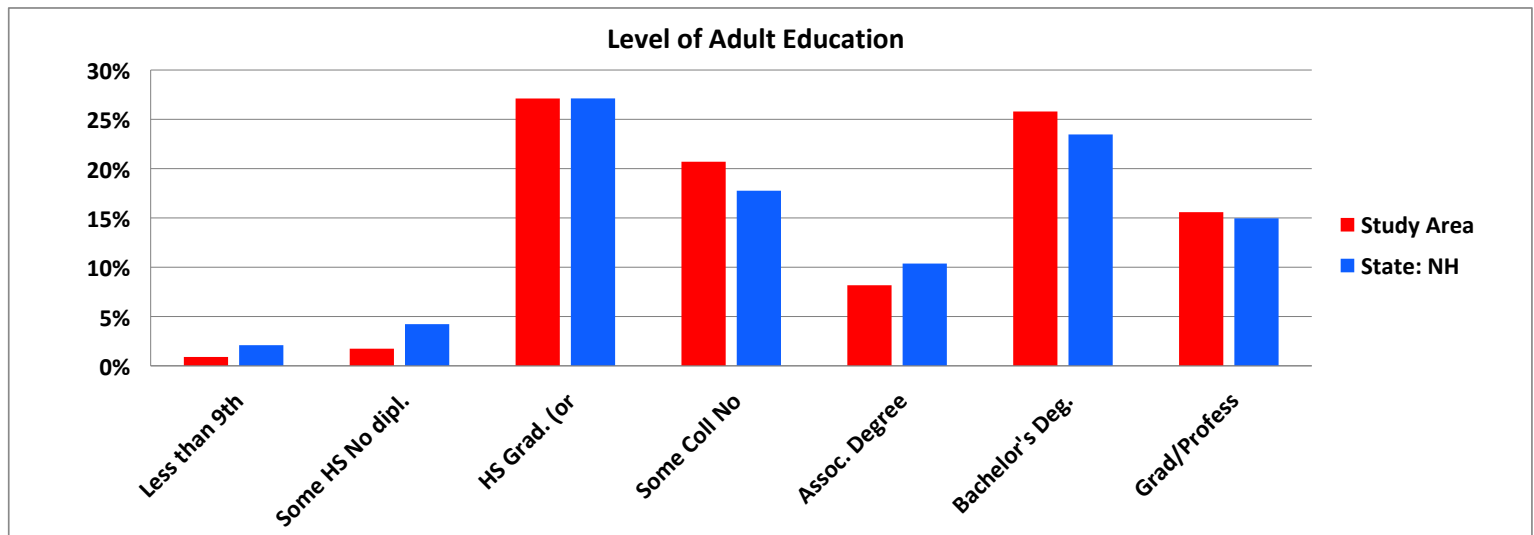
Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.

Adult Educational Attainment

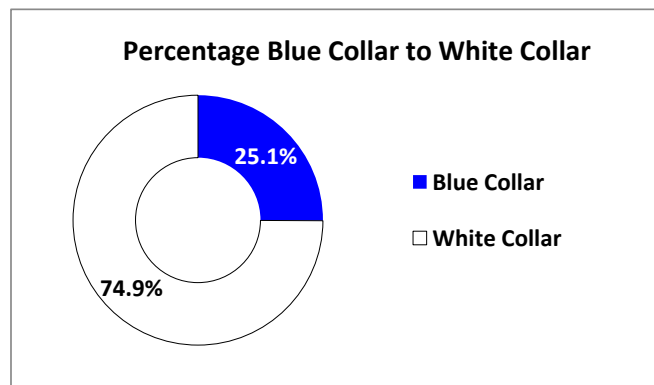
The following graphs array the adult population 25 years of age and older within the study area by their level of education completed.

Adult Educational Attainment Compared to the State of NH



Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2023 to 2028 Change	Percent of all Hhlds by Year		2023 to 2028 % Change
	2023	2028		2023%	2028%	
Less than 9th Grade	45	49	4	0.9%	0.9%	0.0%
Some High School, No diploma	87	80	-7	1.7%	1.5%	-0.2%
High School Graduate (or GED)	1,357	1,497	140	27.1%	28.8%	1.7%
Some College, No degree	1,036	1,037	1	20.7%	20.0%	-0.7%
Associate Degree	409	388	-21	8.2%	7.5%	-0.7%
Bachelor's Degree	1,291	1,343	52	25.8%	25.9%	0.1%
Graduate or Professional school degree	780	800	20	15.6%	15.4%	-0.2%
Total:	5,005	5,194	189	100.0%	100.0%	

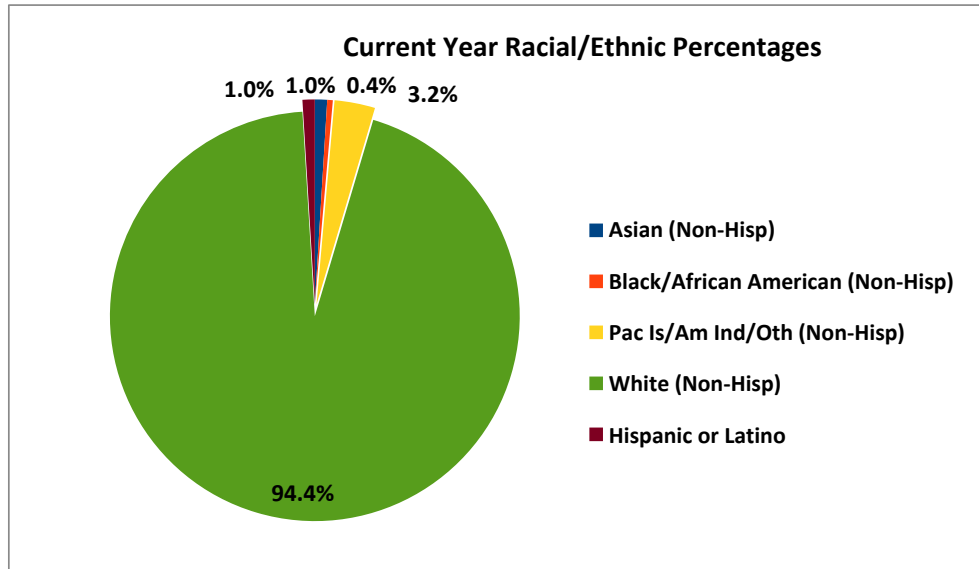
Career Types: Blue Collar and White Collar



Community Diversity Theme

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it as well as people's age, income and education.

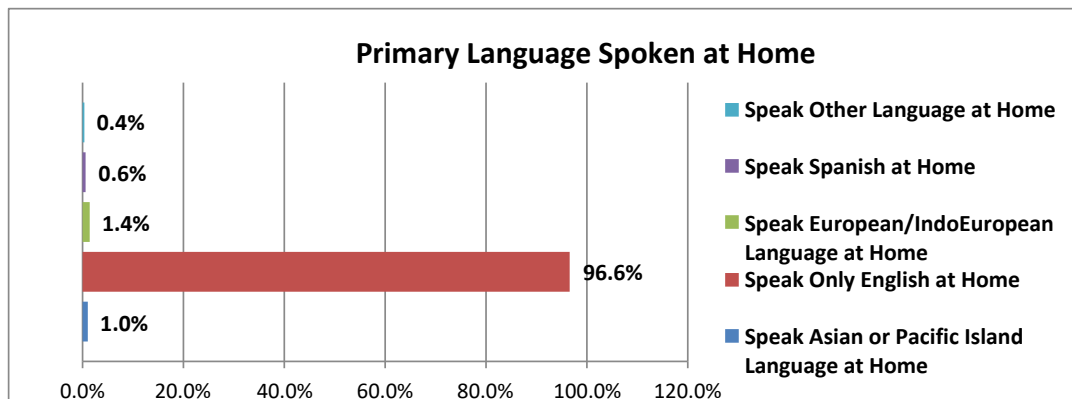
Study Area Racial and Ethnic Diversity



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

Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2028 Change	Percent of all Pop by Year			2010 to 2028 % Change
	2010	2023	2028		2010%	2023%	2028%	
Asian (Non-Hisp)	45	64	64	19	0.7%	1.0%	1.0%	0.2%
Black/African American (Non-Hisp)	18	29	29	11	0.3%	0.4%	0.4%	0.1%
White (Non-Hisp)	5,912	6,251	6,281	369	96.9%	94.4%	93.6%	-3.3%
Hispanic or Latino	63	64	53	-10	1.0%	1.0%	0.8%	-0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	64	212	286	222	1.0%	3.2%	4.3%	3.2%
Total:	6,102	6,620	6,713	611	100.0%	100.0%	100.0%	

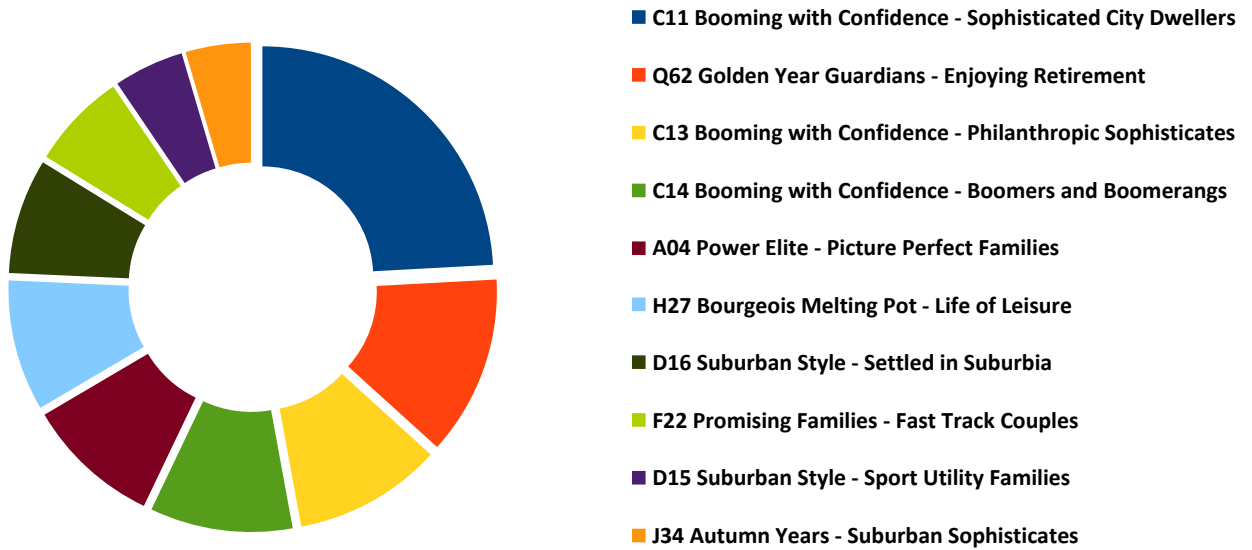


Community Diversity Theme

Mosaic Lifestyle Segmentation Types

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

Top 10 Mosaic Segments



Mosaic	Study Area		State		Comparative Index
C11 Booming with Confidence - Sophisticated City Dwellers	476	18.7%	37,091	6.6%	282
Q62 Golden Year Guardians - Enjoying Retirement	248	9.7%	20,137	3.6%	270
C13 Booming with Confidence - Philanthropic Sophisticates	205	8.0%	25,435	4.5%	177
C14 Booming with Confidence - Boomers and Boomerangs	197	7.7%	20,514	3.7%	211
A04 Power Elite - Picture Perfect Families	186	7.3%	9,618	1.7%	425
H27 Bourgeois Melting Pot - Life of Leisure	181	7.1%	20,904	3.7%	190
D16 Suburban Style - Settled in Suburbia	159	6.2%	14,224	2.5%	245
F22 Promising Families - Fast Track Couples	133	5.2%	17,499	3.1%	167
D15 Suburban Style - Sport Utility Families	97	3.8%	14,517	2.6%	147
J34 Autumn Years - Suburban Sophisticates	90	3.5%	25,409	4.5%	78
	1,972		205,348		

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](#)

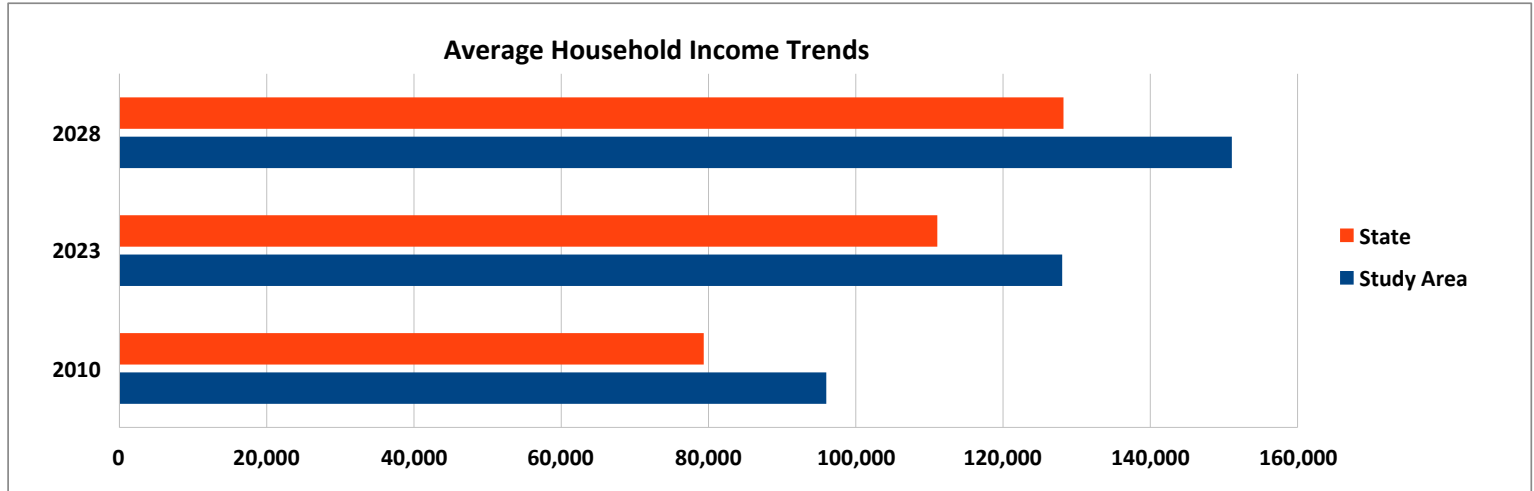
Faith based clients: To access the Mosaic application guide click on:

[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.

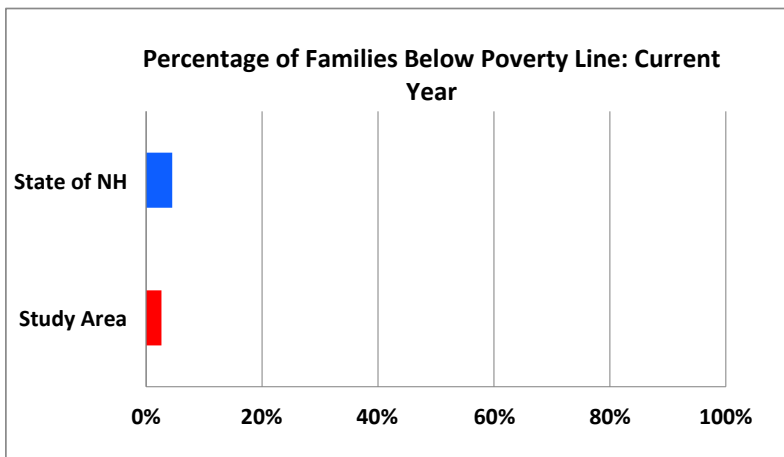
Household Income



Income Trends: Households and Families

	2010	2023	2028	2010 to 2028 Change
Average Household Income	95,996	128,034	151,075	55,079
Median Household Income	77,471	106,372	114,263	36,792
Per Capita Income	36,970	49,291	58,152	21,182
Median Family Income		126,342	126,073	269

Poverty



Poverty Level	Pop	Area % Pop	NH % Pop
Above poverty level	1,767	97.4%	95.5%
Below poverty level	48	2.6%	4.5%
	1,815	100.0%	100.0%

Supporting Information

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8		

Interpreting the Report

The 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.