

**Study Area:** Districts - Mission Rivers, Zip Codes - 22408, Zip Codes - 22407, Zip Codes - 22401, Zip Codes - 22405, Zip Codes - 22406, Zip Codes - 22412

**Base State:** VA

**Current Year Estimate:** 2025

**5 Year Projection:** 2030

**10 Year Forecast:** 2035

**Date:** 6/3/2026

**Semi-Annual Projection:** Fall

This ExecutiveInsite Report presents a demographic overview of your geographic study area. Data tables and graphs illustrate changes and trends for a range of insights. Some trend tables provide change over time, including five- and ten-year forecasts. Color-coded tables and graphs help you easily identify changes.

Your geographic study area can be a region, zip code, county, or a user-defined radius, polygon, or shape. Your study area displays in the map below.

**The Study Area**



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**More Information**

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

**Population:**

The study area's 2025 population is 1,157,266 and by 2030 is projected to grow by 67,260 to a total of 1,224,526. This growth rate is growing faster than the state growth rate. The study area is projected to grow by 5.81% over the next five years, compared to the state's projection to grow by 3.59%. The study area's estimated average change rate is 1.16%

**Population Per Household:**

The relationship between population and household numbers offers insights into community dynamics. Population growing faster than households indicates a rise in persons per household, often attributed to factors like increased birth rates, multigenerational households, shared housing among young adults, or multi-family dwellings.

**Households:**

The households within the community are growing but not as fast as the population. The 2020 average population per household was 2.61 and by 2030 is projected to be 2.62. Compare this to the state average estimated at 2.68 persons per household.

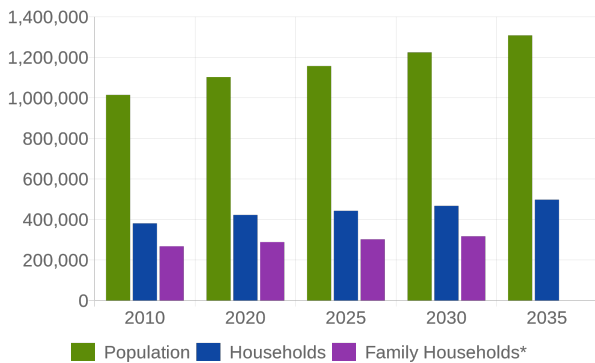
**Family Households:**

Analyzing family household trends alongside population growth can reveal important insights. An increase in both suggests larger households are likely due to more children per family. However, this study area presents a different picture. The family household growth rate lags behind the growth of the population, suggesting that the increase may be a rise in non-family adult households.

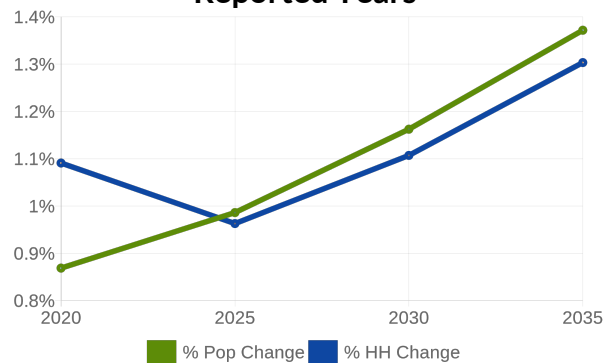
**Population/Households & Family Trends**

	2010	2020	2025	2030	2035
Population	1,014,741	1,102,889	1,157,266	1,224,526	1,308,508
Change Count		88,148	54,377	67,260	83,982
Percent Change		8.69%	4.93%	5.81%	6.86%
Households	380,972	422,531	442,873	467,385	497,842
Change Count		41,559	20,342	24,512	30,457
Percent Change		10.91%	4.81%	5.53%	6.52%
Population / Households	2.66	2.61	2.61	2.61	2.62
Change Count		-0.5	0.00	0.00	0.00
Percent Change		-2.00%	0.11%	0.26%	0.32%
Family Households*	267,843	288,623	302,261	317,287	0
Change Count		20,780	13,638	15,026	
Percent Change		7.76%	4.73%	4.97%	

**Population, Household & Family Trends**



**Average Annual Percentage Change Between Reported Years**



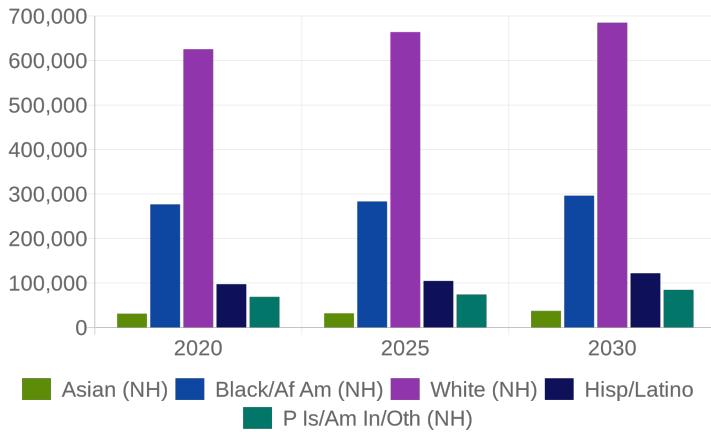
\* Family Household data is not projected out 10 years.

# MISSIONINSITE Insite 2: Racial-Ethnic Trends

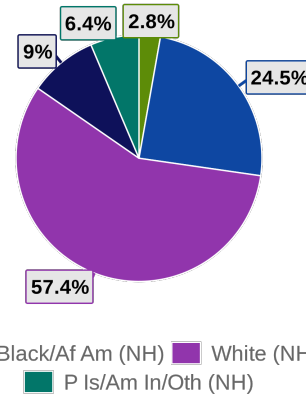
The US population's racial-ethnic diversity is continually adding new and rich cultural mixes. This data considers the five groups for which trending information is available. Please note that several groups are aggregated into a single category due to their smaller size. Those persons who indicated Hispanic or Latino ethnicity along with a racial category have been separated into a Hispanic or Latino category.

The Population: Racial/Ethnic Trends table provides the actual numbers and percentage of the total population for each of the five racial/ethnic categories. Pay special attention to the final column on the right. This will quickly indicate the direction of change from the last census to the current five year projection.

### Racial-Ethnic Population Trends



### Current Year Racial/Ethnicity as Percentage of Pop



The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.

This chart shows the percentage of each group for the current year estimate.

## The percentage of the population...

Asian (Non-Hisp) is projected to remain about the same over the next five years.

White (Non-Hisp) is projected to decline by 1.43% over the next five years.

Black/African American (Non-Hisp) is projected to remain about the same over the next five years.

Hispanic or Latino is projected to grow by 0.91% over the next five years.

### Race and Ethnicity

	2020	2025	2030	2020 %	2025 %	2030 %	2020 - 2030 %pt Change
Asian (NH)	30,811	31,861	37,205	2.80%	2.75%	3.04%	0.24%
Black/Af Am (NH)	276,572	283,074	296,091	25.17%	24.46%	24.18%	-0.99%
White (NH)	625,219	663,819	684,930	56.91%	57.36%	55.93%	-0.98%
Hisp/Latino	97,238	104,579	121,809	8.85%	9.04%	9.95%	1.10%
P Is/Am In/Oth (NH)	68,769	73,933	84,491	6.26%	6.39%	6.90%	0.64%
<b>Total</b>	<b>1,098,609</b>	<b>1,157,266</b>	<b>1,224,526</b>				

A community's age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However, this picture may particularize differently from community to community. There are communities in the US where the average age is lower than some others. In other cases, there is a clear shift toward senior years as the Boomers enter their retirement years.

The Age Trend Insite explores two variables: Average age and Phase of Life.

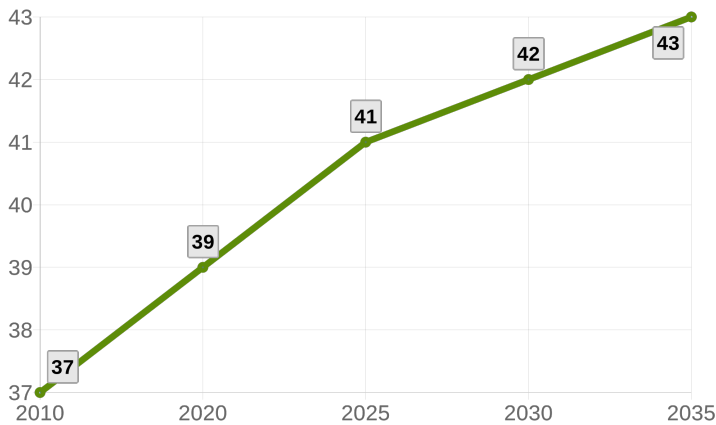
**Average Age Trends provides five important snapshots of a community from five data points; the 2010 census, the last census, the current year estimate, the five-year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.**

**The Phase of Life Trends breaks the population into seven life phases that the population passes through in its life time.**

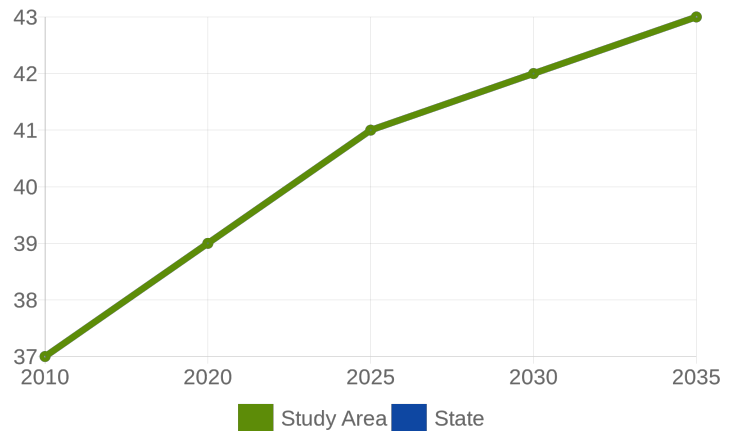
### Average Age Trends

	2010	2020	2025	2030	2035
Average Age: Study Area	37.21	39.42	41.26	42.27	42.92
Percent Change		5.94%	4.67%	2.43%	1.55%
Average Age: State	37.25	39.8	40.89	41.97	42.77
Percent Change		4.92%	4.61%	2.64%	1.92%
Comparative Change	99	100	100	100	100
Median Age: Study Area	37	37	40	41	41

**Study Area Average Age Trend**



**Ave. Age Comparison: Study Area to State**



### Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area has been rising for several years. It is projected to rise over the next five years.

A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be about the same as the study area.

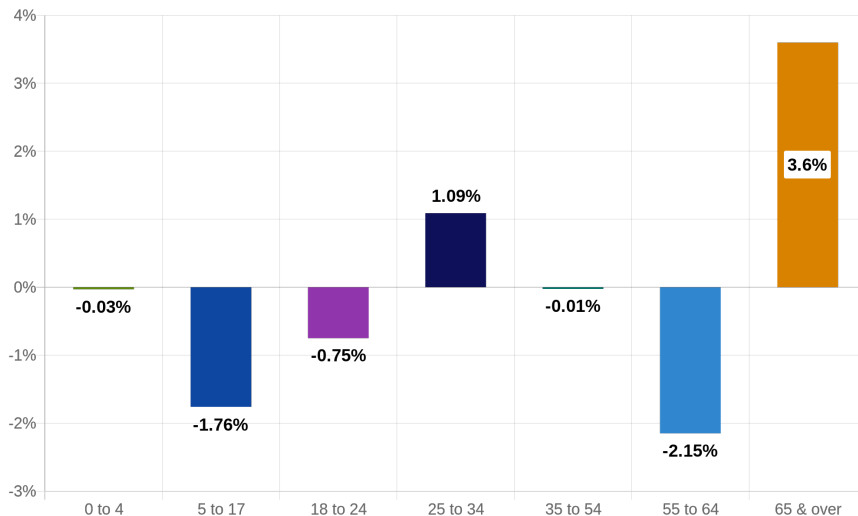
## Phase of Life

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Focus on the color-coding in the "Change" column (far right). It quickly highlights population percentage increases or decreases for each phase.

	2020	2025	2030	2035	2020 %	2025 %	2030 %	2035 %	2025 - 2035 %pt Change
<b>Before Formal Schooling</b>									
Ages 0 to 4	61,187	61,007	63,619	68,611	5.55%	5.27%	5.20%	5.24%	-0.03%
<b>Required Formal Schooling</b>									
Ages 5 to 17	183,954	182,098	178,453	182,834	16.68%	15.74%	14.57%	13.97%	-1.77%
<b>College/Career Starts</b>									
Ages 18 to 24	108,509	115,491	122,283	120,815	9.84%	9.98%	9.99%	9.23%	-0.75%
<b>Singles &amp; Young Families</b>									
Ages 25 to 34	140,168	138,976	149,878	171,444	12.71%	12.01%	12.24%	13.10%	1.09%
<b>Families &amp; Empty Nesters</b>									
Ages 35 to 54	267,304	275,292	291,578	311,176	24.24%	23.79%	23.81%	23.78%	-0.01%
<b>Enrichment Yrs Sing/Couples</b>									
Ages 55 to 64	154,201	152,260	141,583	144,008	13.98%	13.16%	11.56%	11.01%	-2.15%
<b>Retirement Opportunities</b>									
Age 65 and over	187,566	232,143	277,133	309,619	17.01%	20.06%	22.63%	23.66%	3.60%

### Phase of Life Changes



### Summary of Phase of Life Findings:

Phase of Life changes reflect the age profile of a community. On average, it takes 2.1 children per woman to replace both mother and father. If the percentage of the population under 20 is declining as a percentage of the total it is likely that the community will see an increase in the more senior aged population possibly due to a decline in birth rates.

In this study area children 17 years of age and younger are declining as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population. In summary, it may be that the community is aging as children are raised and leave but parents remain.

# MISSIONINSITE Insite 4: School Aged Children Trends

Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely on the children who are of formal schooling age.

The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

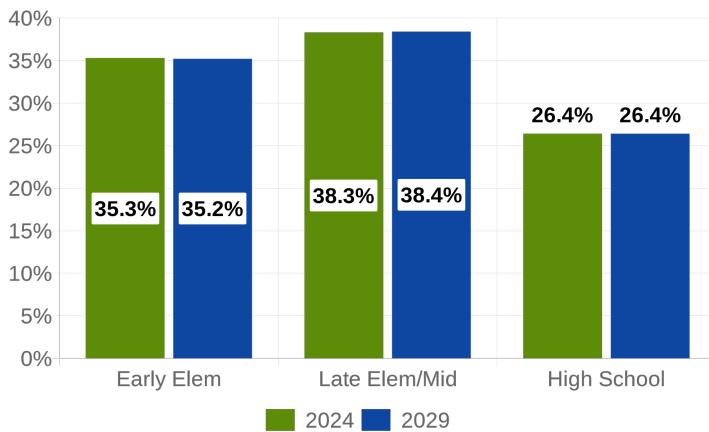
The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

- Elementary grades
- Intermediate/Middle School grades
- High School grades

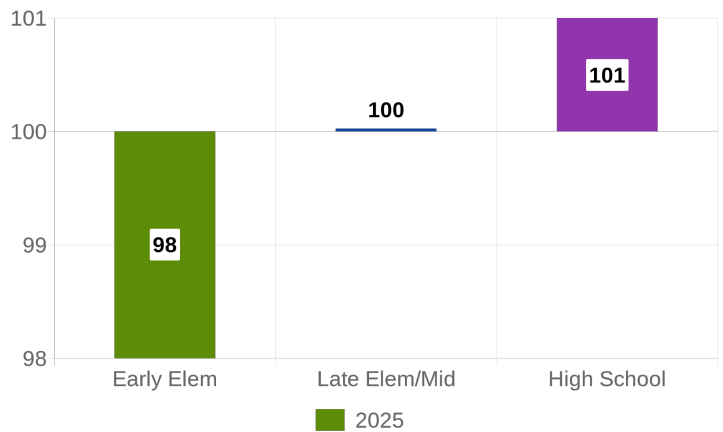
## School Aged Children

	2020	2025	2030	2020 %	2025 %	2030 %	2025 - 2030 %pt Change
<b>Early Elementary</b>							
Ages 5 to 9	67,684	64,356	62,867	36.79%	35.34%	35.23%	-0.11%
<b>Late Elementary-Middle School</b>							
Ages 10 to 14	72,568	69,729	68,554	39.45%	38.29%	38.42%	0.13%
<b>High School</b>							
Ages 15 to 17	43,703	48,013	47,032	23.76%	26.37%	26.36%	-0.01%

### School Aged Children Trends: By Levels



### Comparative Index: Study Area to State by Level



## Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to decline as a percentage of children between 5 and 17 by 0.11%.

Late Elementary to Middle School aged children ages 10 to 14 are projected to grow as a percentage of children between 5 and 17 by 0.13%.

High School aged children ages 15 to 17 are projected to decline as a percentage of children between 5 and 17 by 0.01%.

Overall, children are aging through, but not being replaced at the younger levels.

## Average Household Income and Per Capita Income

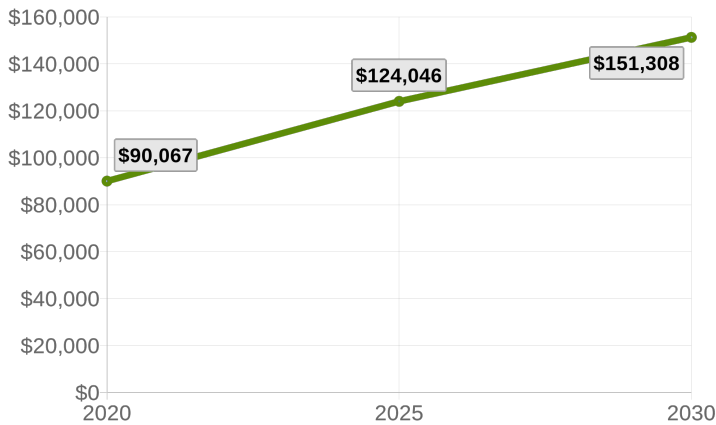
Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

In this study area, the estimated current year average household income is \$124,046. The average household income is projected to grow by 21.98% to \$151,308.

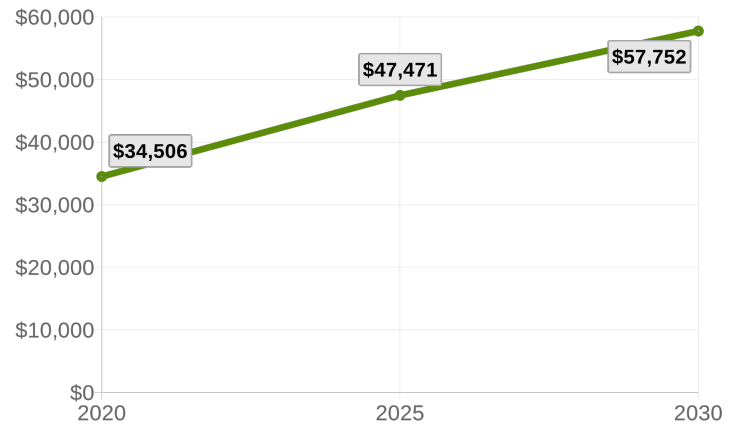
Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

The estimated per capita income for the current year is \$47,471. The Per Capita Income is projected to grow by 21.66% to \$57,752.

**Average Household Income Trend**



**Per Capita Income Trend**



### Household Income Trends

	2020	2025	2030	2020 %	2025 %	2030 %	2025 - 2030 %pt Change
Less than \$10,000	18,802	14,692	11,893	4.54%	3.32%	2.54%	-0.78%
\$10,000 to \$14,999	11,863	10,086	8,230	2.87%	2.28%	1.76%	-0.52%
\$15,000 to \$24,999	28,515	20,381	16,635	6.89%	4.60%	3.56%	-1.04%
\$25,000 to \$34,999	30,951	22,972	19,003	7.48%	5.19%	4.07%	-1.12%
\$35,000 to \$49,999	48,899	37,690	30,699	11.81%	8.51%	6.57%	-1.94%
\$50,000 to \$74,999	73,378	64,347	55,832	17.72%	14.53%	11.95%	-2.58%
\$75,000 to \$99,999	55,736	58,126	53,453	13.46%	13.12%	11.44%	-1.68%
\$100,000 to \$149,999	76,746	88,313	89,115	18.54%	19.94%	19.07%	-0.87%
\$150,000 to \$199,999	35,534	58,742	63,207	8.58%	13.26%	13.52%	0.26%
\$200,000 or more	33,560	67,524	119,319	8.11%	15.25%	25.53%	10.28%
<b>Total</b>	<b>413,984</b>	<b>442,873</b>	<b>467,386</b>				

## Family Income

Family income is a sub-set of household income. It excludes non-family households. Family households include two or more persons who are related and living in the same dwelling unit. Children are more likely to live in family households. Non-family households are households in which two or more persons live in the same dwelling unit but are unrelated.

The number of families with annual incomes above \$100,000 is projected to grow over the next five years. For the current year, it is estimated that 51% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 60%.

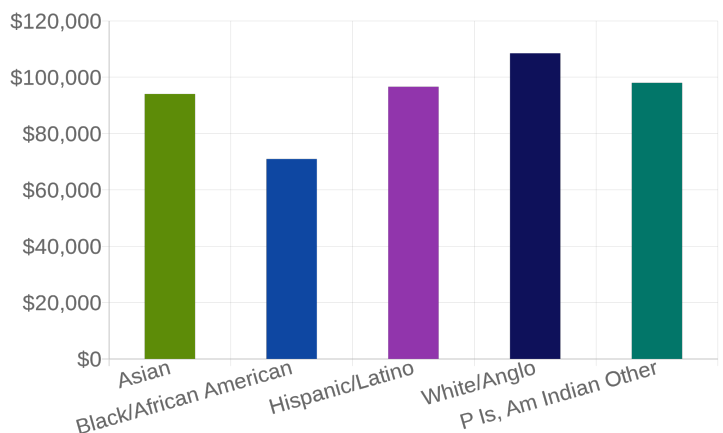
### Family Income Trends

	2025	2030	2025 %	2030 %	2025 - 2030 %pt Change
Less than \$10,000	9,185	6,377	3.04%	2.00%	-1.04%
\$10,000 to \$14,999	6,255	3,824	2.07%	1.20%	-0.87%
\$15,000 to \$24,999	12,902	8,427	4.27%	2.65%	-1.62%
\$25,000 to \$34,999	14,677	10,591	4.86%	3.33%	-1.53%
\$35,000 to \$49,999	24,204	21,364	8.01%	6.71%	-1.30%
\$50,000 to \$74,999	42,308	38,470	14.00%	12.08%	-1.92%
\$75,000 to \$99,999	39,017	38,898	12.91%	12.21%	-0.70%
\$100,000 to \$149,999	61,022	68,955	20.19%	21.65%	1.46%
\$150,000 to \$199,999	42,354	53,271	14.01%	16.73%	2.72%
\$200,000 or more	50,338	68,323	16.65%	21.45%	4.80%
<b>Total</b>	<b>302,262</b>	<b>318,500</b>			

## Median Income by Race and Ethnicity

Median income by race and ethnicity is a subset of household income. Median income is that point where there are as many households with incomes greater than the median as there are households with incomes less than the median.

	2025
Asian Household Income	\$94,077
Black/African American Household Income	\$70,992
Hispanic/Latino Household Income	\$96,645
White/Anglo Household Income	\$108,531
P Is, Am Indian Other Household Income	\$98,042
<b>Average</b>	<b>\$93,657</b>



Diversity of child rearing environments is increasing along with the many other types of growing diversity in the US. To understand this, we begin with the types of households that exist in a community. There are...

- Family households with children under 18
- Family households without children under 18

This analysis focuses on family households with children under 18, specifically...

- Married-couple families
- Single-parent families (father or mother)

These family types are reported for the study area in the table below.

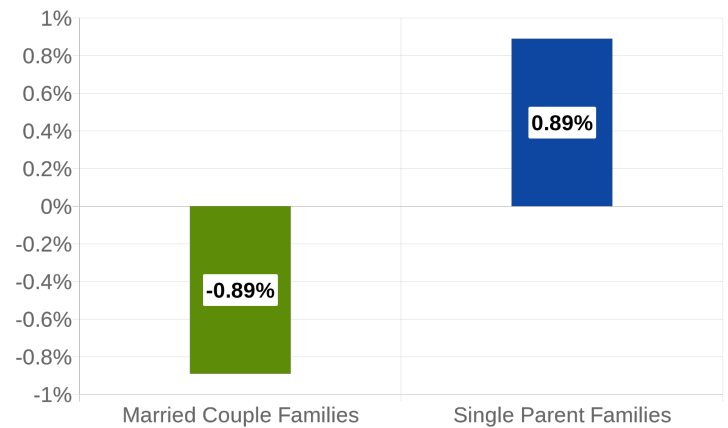
### Households with Children under 18

	2020	2025	2030	2020 %	2025 %	2030 %	2025 - 2030 %pt Change
Married Couple	74,141	85,631	94,571	70.67%	69.37%	68.48%	-0.89%
Single Parent	30,773	37,818	43,534	29.33%	30.63%	31.52%	0.89%

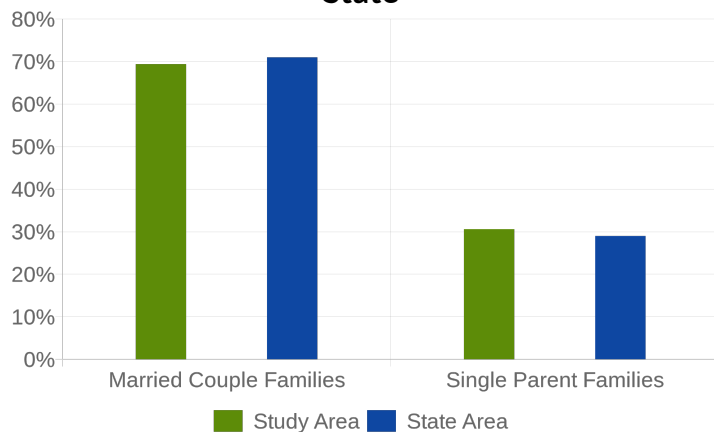
Of the households with children under 18, married couple households are decreasing as a percentage while single parent households are increasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides "insite" into how family households and structures with children are changing in the study area.

A comparison to the state reveals to what extent this community is similar or dissimilar to the state as a whole. The study area's married couple households with children are somewhat dissimilar to the state's profile. The percentage of single parent households with children is about the same as the state.

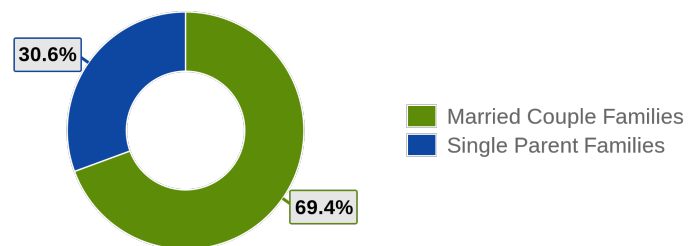
### Households with Children: Projected Change



### Households with Children Under 18 Compared to State



### Percentage of Households with Children by Type



# MISSIONINSITE Insite 7: Marital Status Trends

Population by Marital Status examines the distribution of marital statuses (number and percentage) for individuals 15 and older in the study area. Trend data and comparisons to the state provide context.

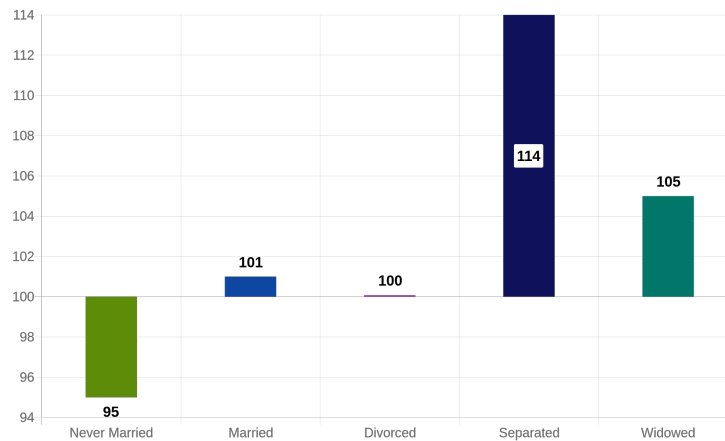
Marital types reported include Never Married, Married, Divorced, Separated, and Widowed.

## Population by Marital Status: Age 15+

	2020	2025	2030	2020 %	2025 %	2030 %	2020 - 2030 %pt Change
Never Married	276,859	299,330	319,594	30.73%	31.11%	31.04%	0.31%
Married	456,283	488,635	522,862	50.65%	50.78%	50.79%	0.14%
Divorced	93,821	97,070	104,163	10.41%	10.09%	10.12%	-0.29%
Separated	20,744	20,964	22,862	2.30%	2.18%	2.22%	-0.08%
Widowed	53,156	56,175	60,005	5.90%	5.84%	5.83%	-0.07%

In this community, the current year estimate of marital status reveals a community of adults more likely to be married than the state average for adults. The percentage single never married is lower than the state average for adults 15 years and older. Divorce is more prevalent than the state wide average.

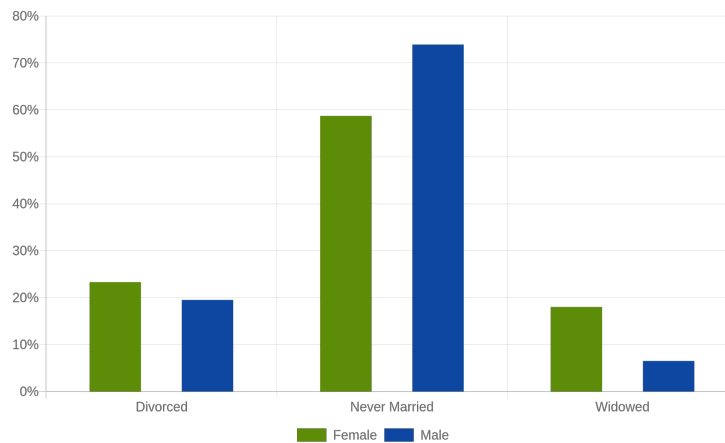
## Marital Status: Comparison to the State



Women 15 years and older are more likely to be divorced than men.

Women 15 years and older are more likely to be widowed than men.

## Single Female and Male Comparison by Type



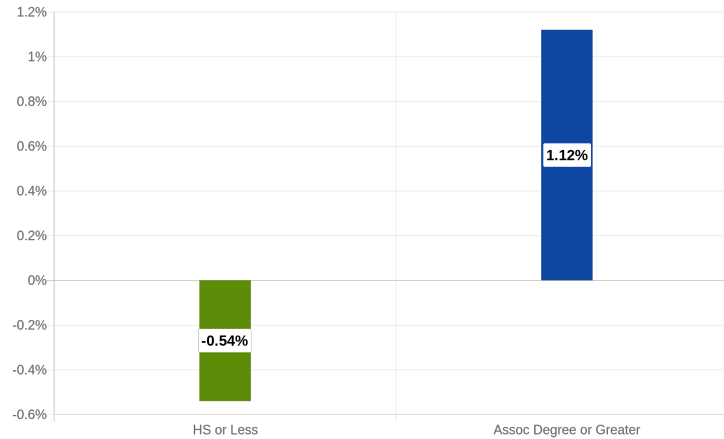
# MISSIONINSITE Insite 8: Adult Educational Attainment

The level of educational attainment among an area's adult population is a key indicator of community opportunities and challenges. This analysis examines adult educational attainment from three perspectives.

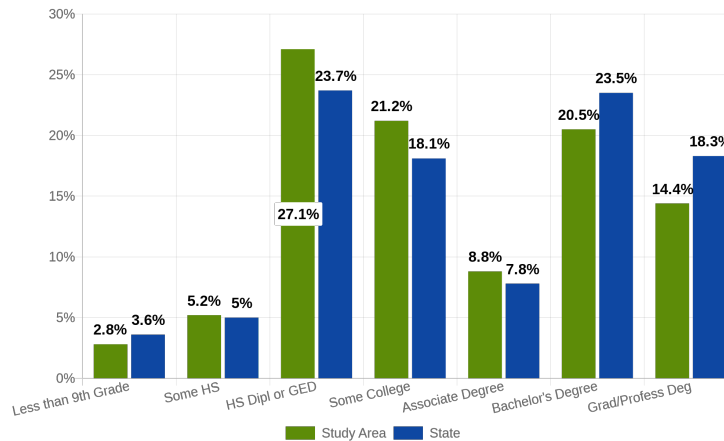
First, is the level rising? Second, how does it compare to the state (or itself for state reports)? Finally, what are the specific 2020 percentages?

## Educational Level Attainment Change

The educational attainment level of adults has been rising over the past few years. It is projected to rise over the next five years by 1.12%.



## Educational Level Compared to the State



## Population by Educational Attainment: 25+

	2020	2025	2030	2025 (State)	2025 Comp Index
Less than 9th Grade	2.77%	2.84%	2.90%	3.57%	79
Some HS	5.45%	5.18%	5.02%	5.04%	102
HS Dipl or GED	27.01%	27.10%	26.65%	23.74%	114
Some College	22.23%	21.23%	20.65%	18.15%	116
Associate Degree	8.97%	8.84%	8.89%	7.75%	114
Bachelor's Degree	19.83%	20.45%	20.94%	23.46%	87
Grad/Profess Deg	13.75%	14.36%	14.95%	18.29%	78

The overall educational attainment of the adults in this community is greater than the state.

# MISSIONINSITE Insite 9: Population by Employment

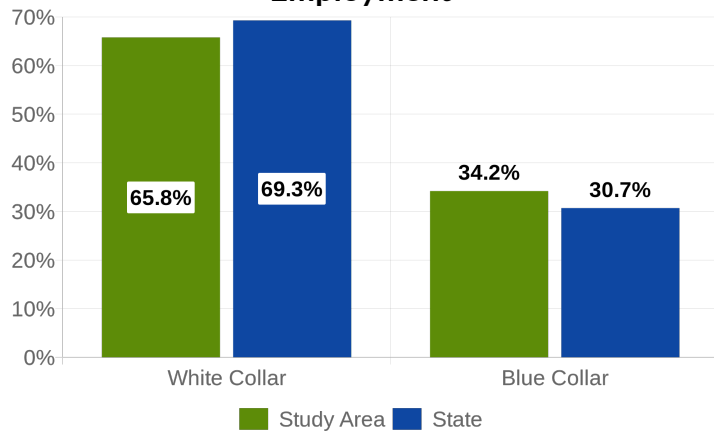
Like educational attainment, an analysis of a community by its employment types and categories provides an important “insite” into its socio-economics. This analysis looks at two factors.

First is a report of the employed population 16 and over by the traditional “blue collar” and “white collar” occupations and compares these to the state. Second, it looks at the community by the seven standard census bureau occupations and compares them to the state.

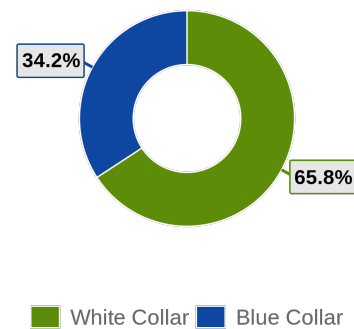
## Employed Population: Blue Collar or White Collar

On the chart to the left, the study area is compared to the state. This study area is close to the state average for White Collar workers. It is well above the state average for Blue Collar workers.

**Comparison of Blue and White Collar Employment**



**Percentage Blue to White Collar**



## Employed Civilian Population by Occupation

	2025	2025 (State)	Comp. Index	Interpretation
Bldg Maintenance & Cleaning	3.22%	3.04%	106	About average for the state
Construction	8.86%	7.14%	124	Somewhat above the state average
Farming, Fishing, & Forestry	0.37%	0.33%	112	Somewhat above the state average
Food Preparation Serving	4.66%	4.69%	99	About average for the state
Healthcare Support	2.82%	2.67%	105	About average for the state
Managerial Executive	17.41%	20.08%	86	Somewhat below the state average
Office Admin	10.67%	9.73%	109	About average for the state
Personal Care	2.55%	2.54%	100	About average for the state
Production Transportation	11.40%	10.27%	111	Somewhat above the state average
Prof Specialty	25.98%	28.28%	91	Somewhat below the state average
Protective	3.19%	2.67%	119	Somewhat above the state average
Sales	8.88%	8.56%	103	About average for the state

## MISSIONINSITE Insite 10: Mosaic Segments

Mosaic is a geo-demographic segmentation system designed for marketers. Rather than analyzing individual demographic variables, it clusters households based on multiple shared characteristics, such as income, education levels, family composition, and occupation.

Developed by Mosaic® USA, this database provides a multi-dimensional view of a community, often seen as helpful.

The report below shows the study area's top 15 Mosaic Segments (or fewer, if applicable).

	Study Area	Study Area %	State %	Comp Index	Relative to the State Average
D16 Suburban Style - Settled in Suburbia	24,164	5.46%	3.24%	168	Well above the state average
J34 Autumn Years - Suburban Sophisticates	23,770	5.37%	3.62%	148	Well above the state average
C13 Booming with Confidence - Philanthropic Sophisticates	23,112	5.22%	7.48%	69	Somewhat below the state average
B07 Flourishing Families - Across the Ages	21,421	4.84%	3.86%	125	Well above the state average
F22 Promising Families - Fast Track Couples	19,219	4.34%	2.82%	154	Well above the state average
Q64 Golden Year Guardians - Established in Society	17,189	3.88%	4.35%	89	Somewhat below the state average
O51 Singles and Starters - Digitally Savvy	16,468	3.72%	3.05%	122	Somewhat above the state average
E20 Thriving Boomers - No Place Like Home	15,962	3.60%	2.37%	151	Well above the state average
C14 Booming with Confidence - Boomers and Boomerangs	14,953	3.38%	1.68%	201	Well above the state average
C11 Booming with Confidence - Sophisticated City Dwellers	14,749	3.33%	1.92%	173	Well above the state average
E21 Thriving Boomers - Unspoiled Splendor	13,272	3.00%	1.98%	151	Well above the state average
I30 Family Union - Potlucks and the Great Outdoors	11,614	2.62%	1.95%	134	Well above the state average
O54 Singles and Starters - Influenced by Influencers	11,499	2.60%	3.49%	74	Somewhat below the state average
Q62 Golden Year Guardians - Enjoying Retirement	11,072	2.50%	1.64%	152	Well above the state average
L42 Blue Sky Boomers - Rooted Flower Power	10,768	2.43%	1.85%	131	Well above the state average

### Learn more about Mosaic Households

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

#### Mosaic Portrait Data

[Mosaic® USA E-Handbook](#)

#### Understanding the Mosaic Handbook

[Mosaic Technology Adoption](#)

[Mosaic Communication Channels and Preferences](#)

#### The Mission Impact Guide

[Mission Impact Mosaic Application Guide by Bandy](#)

Examining a generation through its life phases provides a powerful demographic lens. In a general sense, each phase of life has common life experiences. But it's even more insightful to understand a generational cohort group – people born and coming of age around the same time – who share a unique sense of identity. [The Strauss and Howe model brings this three-dimensional view to life, enriching age demographics.](#)

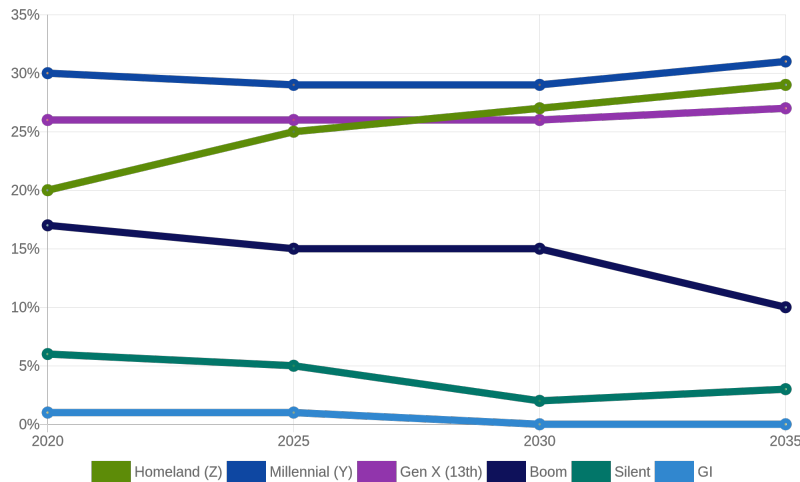
According to the Strauss and Howe model, members of a generation share three qualities.

- An age location in history
- Common beliefs and behaviors (around risk, culture, values, civic engagement, family)
- A common perceived membership in a generation, e.g., Boomers, Gen X, Millennials, etc.

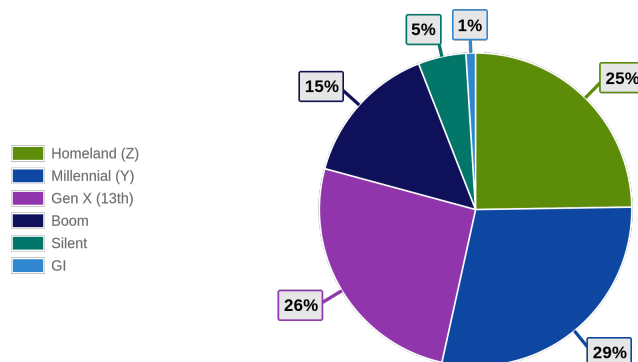
[For more information on Generational types, click here.](#)

Name	S & H Type	Initial Birth	Final Birth	2020	2020 %	2025	2025 %	2030	2030 %	2035	2035 %
Homeland (Z)	Artist	2005	2025	216,048	19.59%	292,665	25.29%	316,413	27.26%	340,175	29.03%
Millennial (Y)	Hero	1982	2004	333,867	30.27%	334,694	28.92%	341,927	29.45%	362,295	30.91%
Gen X (13th)	Nomad	1961	1981	291,494	26.43%	297,764	25.73%	302,187	26.03%	316,332	26.99%
Boom	Prophet	1946	1960	185,294	16.80%	171,538	14.82%	171,682	14.79%	122,033	10.41%
Silent	Artist	1925	1945	64,933	5.89%	52,115	4.50%	23,179	2.00%	31,171	2.66%
GI	Hero	1901	1924	11,253	1.02%	8,491	0.73%	5,519	0.48%	0	0.00%
<b>Total</b>				<b>1,102,889</b>		<b>1,157,267</b>		<b>1,160,907</b>		<b>1,172,006</b>	

**Strauss and Howe Generations: Projected Percentages**



**Generations Current Year Percentage**



## MISSIONINSITE Insite 12: Religious Program or Ministry Preferences

This report is based on the American Beliefs Study. For further insights, explore the ReligiousInsite, ReligiousInsite Priorities, MinistryInsite, or MinistryInsite Priorities reports.

	Study Area		US Average		Comparative Index	
	Modestly Important	Very Important	Modestly Important	Very Important	Modestly Important	Very Important
<b>Personal Growth</b>	<b>38.41%</b>	<b>12.98%</b>	<b>36.15%</b>	<b>10.74%</b>	106	120
Addiction support groups	31.92%	12.14%	28.41%	10.37%	112	117
Health/weight loss programs	30.76%	10.68%	30.40%	7.22%	101	147
Membership and leadership training	35.20%	10.79%	33.81%	8.34%	104	129
Opportunities to develop personal relationships	52.68%	20.74%	49.75%	19.21%	105	107
Practical training seminars (money management, computer skills, etc.)	41.49%	10.57%	38.37%	8.58%	108	123
<b>Family Support and Intervention Services</b>	<b>36.96%</b>	<b>13.79%</b>	<b>33.98%</b>	<b>11.51%</b>	108	119
Alternative wellness practices (meditation, yoga, etc.)	36.33%	9.65%	35.58%	8.49%	102	113
Crisis support groups	38.23%	18.03%	40.92%	13.64%	93	132
Daycare/after-school programs	25.90%	9.44%	22.11%	8.07%	117	116
Family oriented activities	46.30%	20.46%	41.32%	19.00%	112	107
Marriage enrichment	38.72%	13.31%	31.23%	10.81%	123	123
Parenting development	29.81%	12.00%	28.00%	8.84%	106	135
Personal/family counseling	43.41%	13.66%	38.71%	11.74%	112	116
<b>Community Involvement and Advocacy Programs</b>	<b>46.23%</b>	<b>15.07%</b>	<b>43.50%</b>	<b>12.39%</b>	106	121
Adult social activities	53.32%	16.93%	52.25%	14.56%	102	116
Involvement in social causes	50.28%	15.42%	46.04%	12.78%	109	120
Mission trips and global outreach	36.73%	11.49%	31.96%	7.96%	114	144
Opportunities for volunteering in the community	53.14%	17.34%	49.59%	15.52%	107	111
Social justice advocacy work	37.66%	14.17%	37.68%	11.11%	99	127
<b>Community Activities or Cultural Programs</b>	<b>41.26%</b>	<b>14.19%</b>	<b>39.56%</b>	<b>11.45%</b>	104	123
Cultural programs (music, drama, art)	42.67%	14.64%	44.83%	11.16%	95	131
Holiday programs/activities	52.33%	17.88%	49.62%	16.39%	105	109
Seniors/retiree activities	42.64%	15.86%	41.25%	14.18%	103	111
Singles or college-age groups	30.27%	9.68%	26.84%	6.75%	112	143
Size of church congregation	38.97%	8.87%	36.60%	6.62%	106	133
Small groups (i.e., life groups, personal interest groups)	49.87%	14.49%	47.43%	11.80%	105	122
Youth social activities	32.06%	17.88%	30.37%	13.27%	105	134
<b>Religious/Spiritual Programs</b>	<b>36.92%</b>	<b>22.14%</b>	<b>34.63%</b>	<b>18.78%</b>	106	117
Bible or Scripture study/prayer groups	37.45%	21.32%	32.80%	16.91%	114	126
Celebration of sacraments	33.12%	19.04%	31.59%	16.63%	104	114
Christian/Parochial schools	25.73%	9.32%	23.47%	6.82%	109	136
Contemporary worship experiences	41.76%	16.83%	39.52%	12.47%	105	134
Online or virtual worship experiences	35.14%	13.76%	34.29%	10.56%	102	130
Quality sermons	36.98%	38.90%	34.28%	33.23%	107	117
Religious education for children	28.88%	21.83%	28.60%	16.48%	100	132
Spiritual discussion groups	44.58%	13.07%	39.74%	12.97%	112	100
Traditional worship experiences	38.67%	27.61%	39.04%	22.40%	99	123
Warm and friendly encounters	46.94%	39.71%	43.01%	39.37%	109	100

## Interpreting the Report

The ExecutiveInsite report is designed for easy reading. But there are several tools provided in the tables that make this easier.

### 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 so you can easily spot changes and the direction of change.

Description	Color
Above Average	Green
Below Average	Red

### 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.

### Support Documents

To open a link in a new tab, hold the Ctrl key on your keyboard while clicking.

[Click to download the ExecutiveInsite Worksheet](#)

### 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, email us at [misupport@acst.com](mailto:misupport@acst.com) or call 1-877-230-3212