

The FullInsite Report

Prepared for: Fairview Baptist Church
Study area: 5 mi Around 10835 Tidewater Trail, Fredericksburg, Virginia 22408, United States

Base State: VA
Current Year Estimate: 2022
5 Year Projection: 2027
10 Year Forecast: 2032
Date: 2/16/2023
Semi-Annual Projection: Summer

About the FullInsite Report

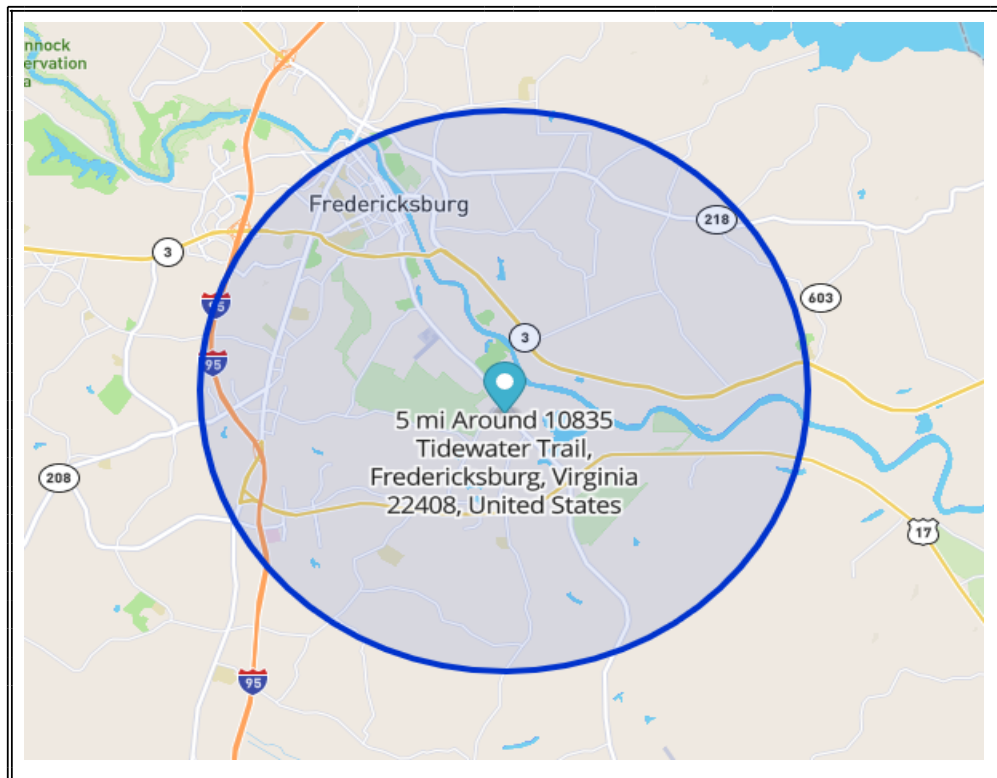
The FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

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

Three Sections

- The **StoryView** Report presents 9 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

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

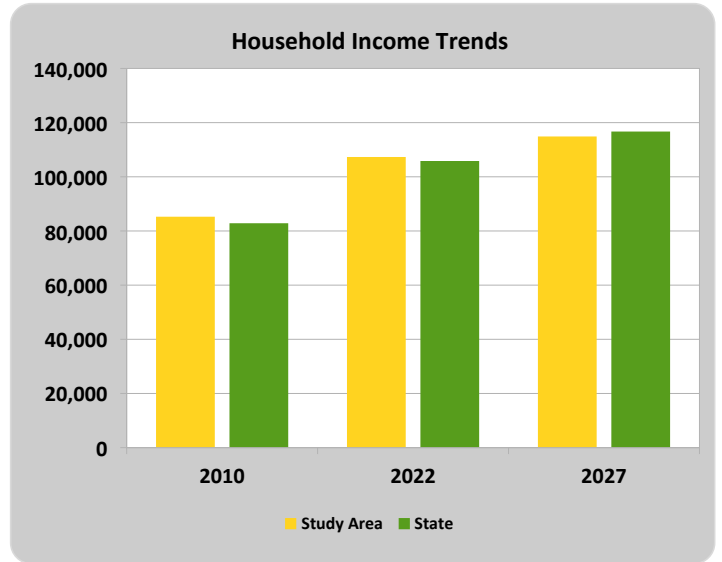
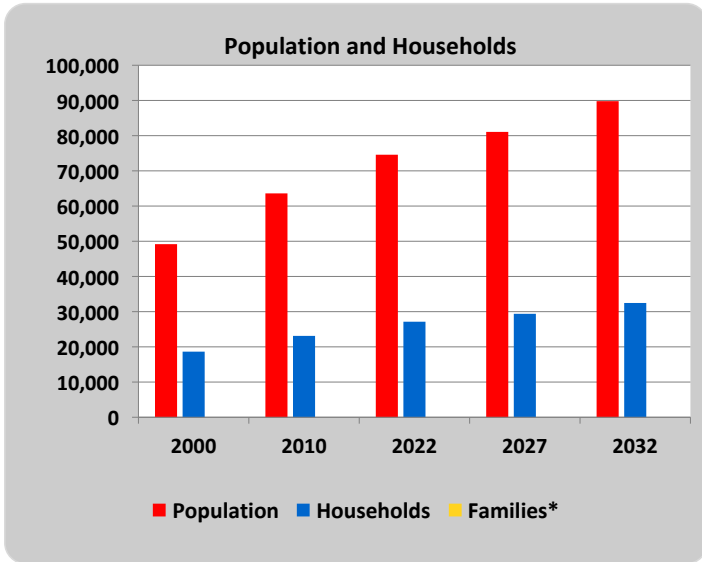
TrendView

Significant Demographic Estimates and Projections

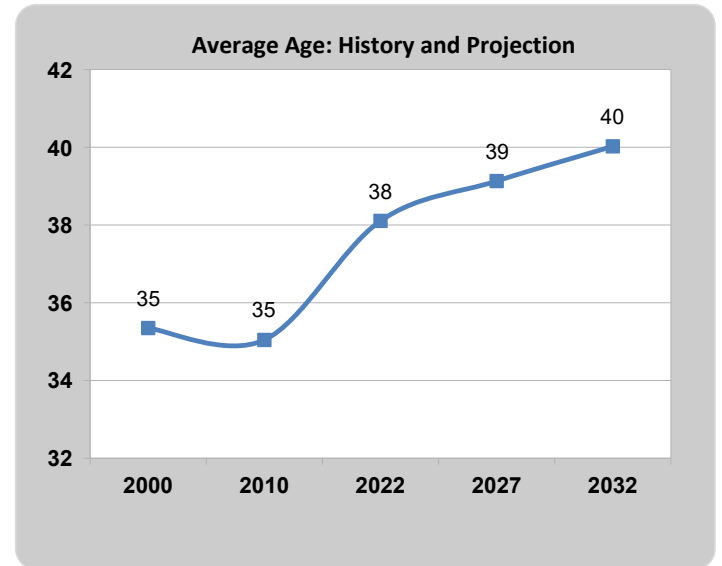
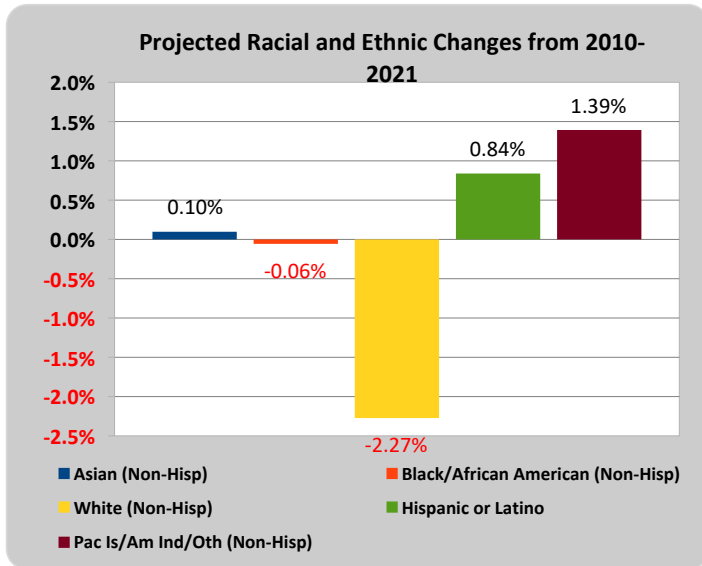
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Study Area: 5 mi Around 10835 Tidewater Trail, Fredericksburg, Virginia 22408, United Sta

Base State: VA
Date of Report: 2/16/2023



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



Demographic Descriptions of the Study Area

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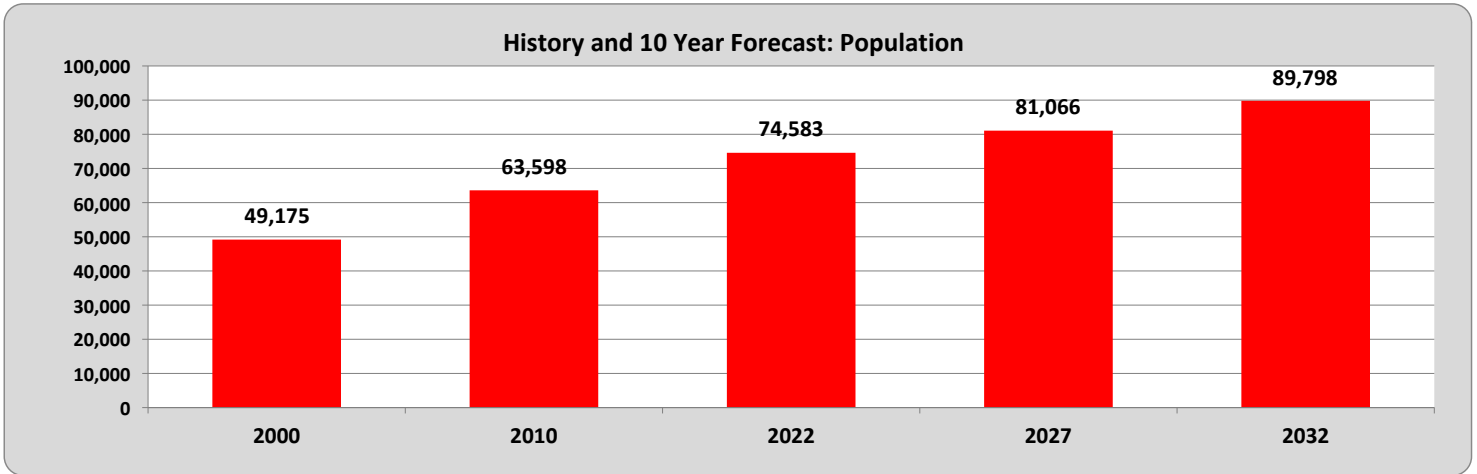
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People and Change

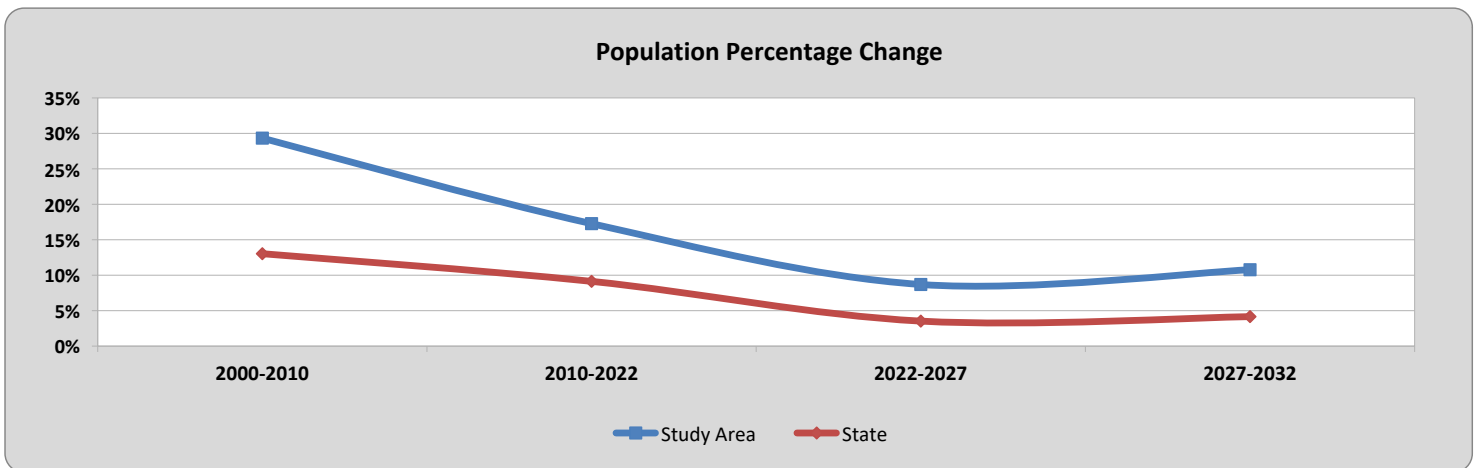
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



Population Trends	2000	2010	2022	2027	2032
Study Area Population	49,175	63,598	74,583	81,066	89,798
Population Change		14,423	10,985	6,483	8,732
Percent Change		29.33%	17.27%	8.69%	10.77%
State Population	7,078,500	8,001,024	8,731,750	9,039,754	9,415,913
Population Change		922,524	730,726	308,004	376,159
Percent Change		13.03%	9.13%	3.53%	4.16%

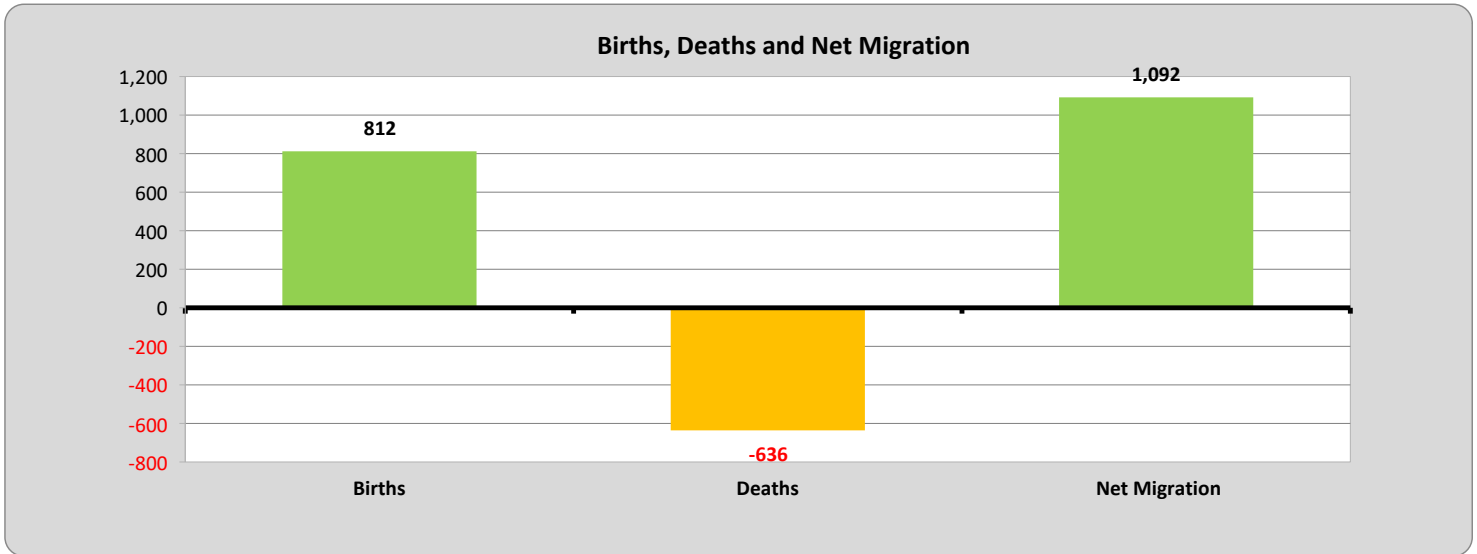
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

Recent 8 Quarter History	2020 1st Qtr	2020 2nd Qtr	2020 3rd Qtr	2020 4th Qtr	2021 1st Qtr	2021 2nd Qtr	2021 3rd Qtr	2021 4th Qtr
Population	72,106	72,419	72,729	72,941	73,315	73,410	73,920	73,991
Change		313	310	212	374	95	510	71
Percent Change		0.43%	0.43%	0.29%	0.51%	0.13%	0.69%	0.10%
Seasonal Population	13	172	277	189	11	193	278	170
Change		159	105	-88	-178	182	85	-108
Percent Change		1223.08%	61.05%	-31.77%	-94.18%	1654.55%	44.04%	-38.85%
Transient Population	912	35	243	342	272	471	593	1,022
Change		-877	208	99	-70	199	122	429
Percent Change		-96.16%	594.29%	40.74%	-20.47%	73.16%	25.90%	72.34%

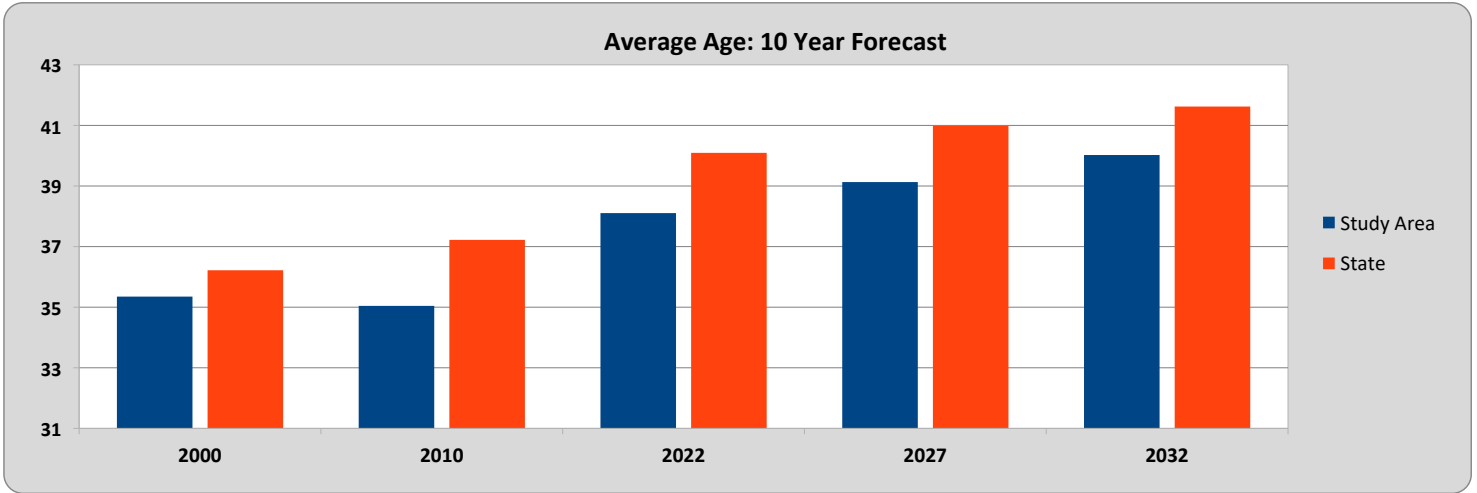
Factors Effecting Population Change: Prior 12 Months



	2022
Factors Effecting Population Change	
Births	812
Deaths	636
Net Migration	1,092
Net 12-Month Change	0
(Births minus deaths plus net migration = Net 12 month Change)	

	2010		2022		2027		2032		10 Yr Change
Population by Gender									
Female	33,136	52.10%	38,649	51.82%	41,960	51.76%	46,475	51.75%	-0.07%
Male	30,462	47.90%	35,934	48.18%	39,106	48.24%	43,324	48.25%	0.07%
Totals:	63,598	100.00%	74,583	100.00%	81,066	100.00%	89,799	100.00%	

Average Age with State Comparison

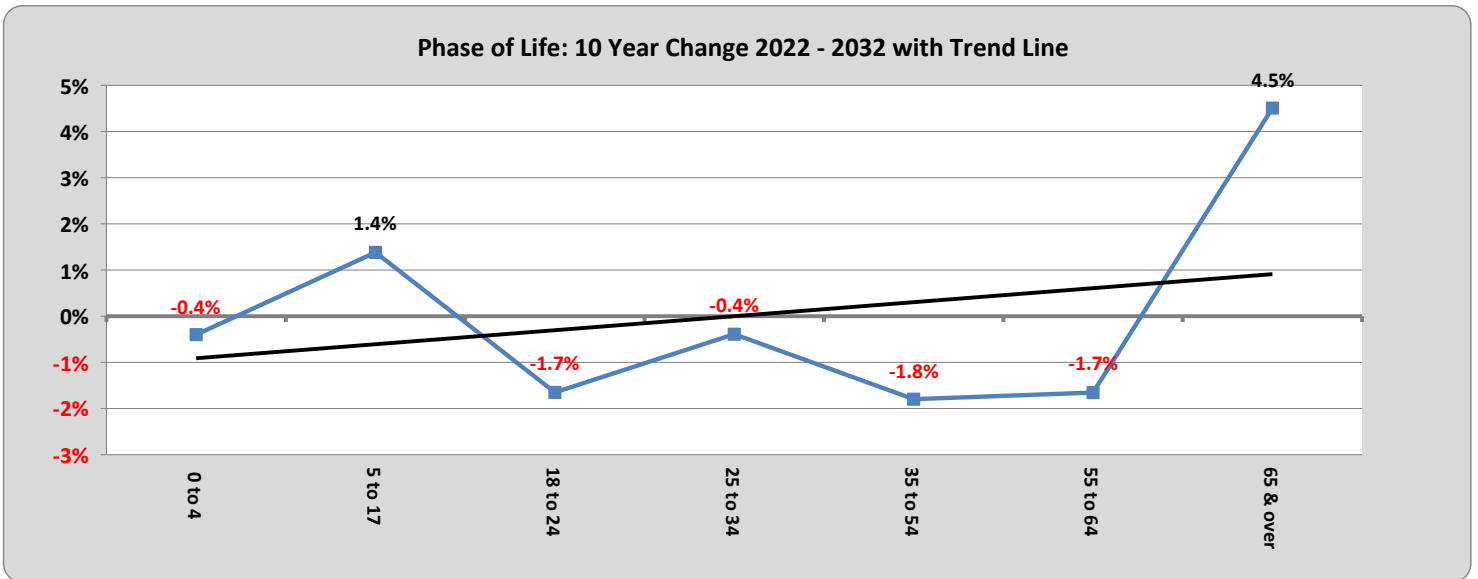


Age Trends	2000	2010	2022	2027	2032
Average Age: Study Area	35.35	35.04	38.11	39.13	40.02
Average Age Change		-0.31	3.06	1.02	0.89
Percent Change		-0.87%	8.74%	2.69%	2.28%
Median Age	33	33	36	37	38

Age: State	2000	2010	2022	2027	2032
Average Age: State	36.22	37.22	40.09	40.99	41.62
Average Age Change		1.00	2.87	0.89	0.64
Percent Change		2.77%	7.72%	2.22%	1.55%
Median Age	35	36	39	40	40

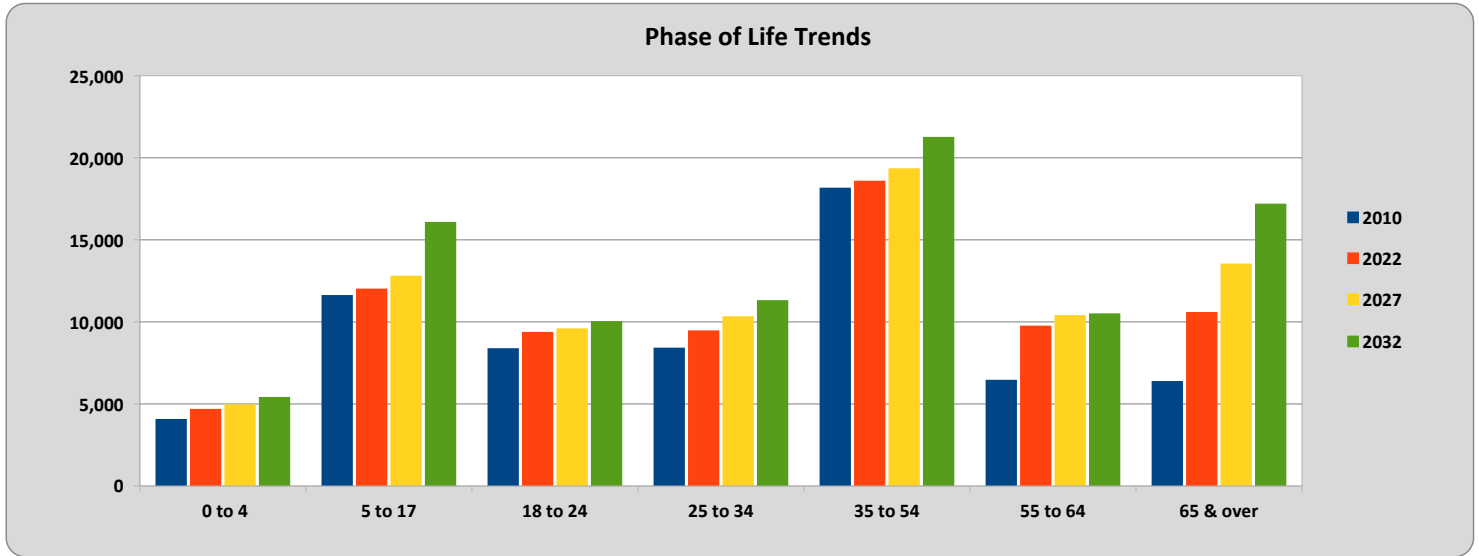
Phase of Life Projected Change

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.

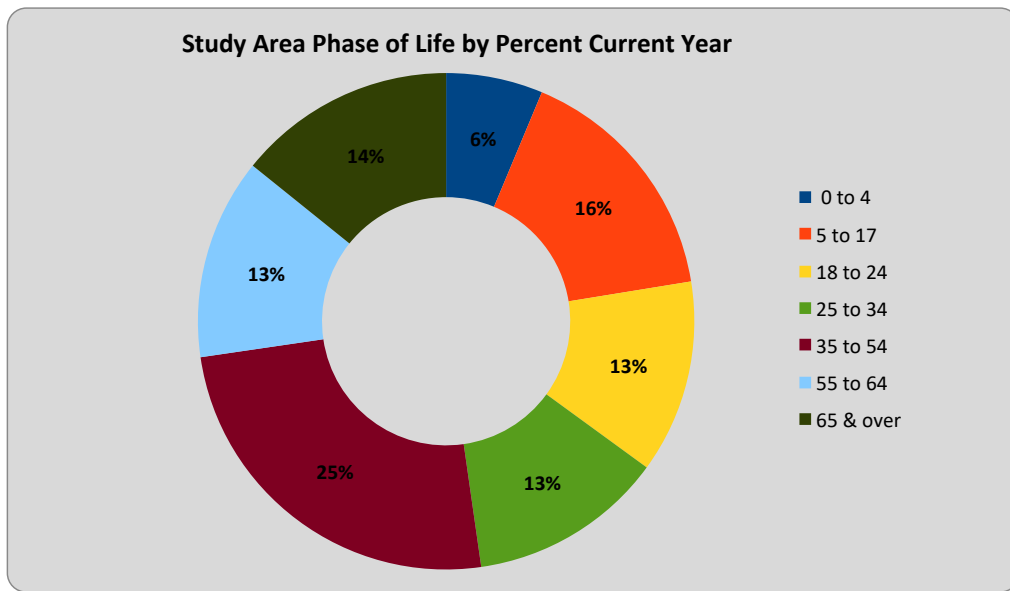


People by Age

Phase of Life



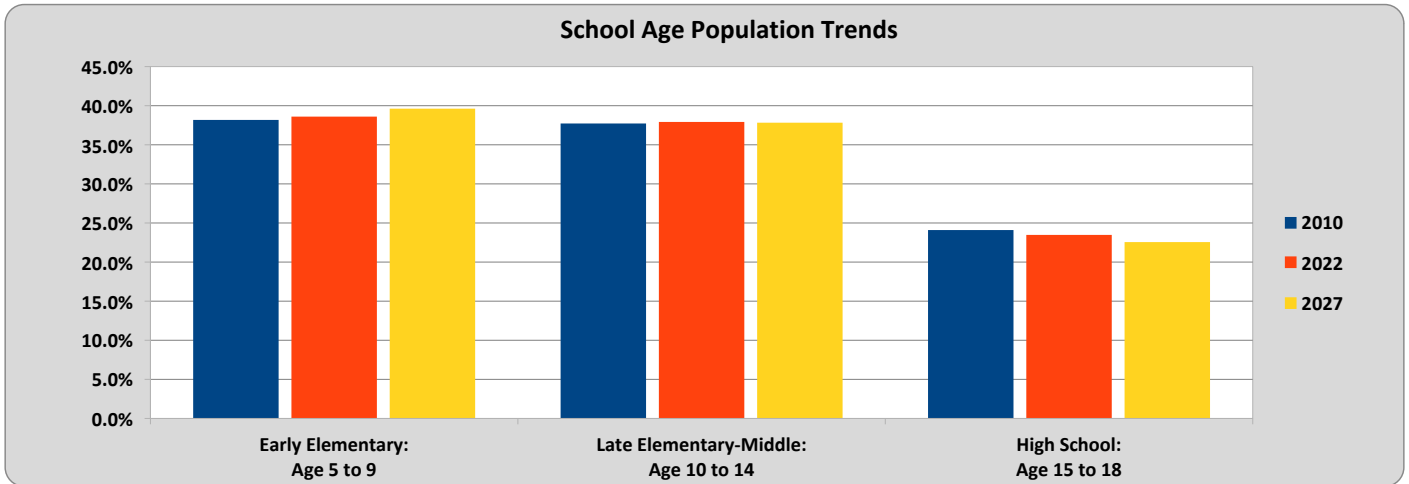
Current Year Population by Phase of Life



	2010		2022		2027		2032		10 Yr Change
Phase of life Forecast									
Before Formal Schooling: Ages 0 to 4	4,085	6.42%	4,702	6.30%	4,973	6.13%	5,427	5.91%	-0.40%
Required Formal Schooling: Ages 5 to 17	11,637	18.30%	12,030	16.13%	12,817	15.81%	16,094	17.51%	1.38%
College/Career Starts: Ages 18 to 24	8,397	13.20%	9,390	12.59%	9,606	11.85%	10,054	10.94%	-1.65%
Singles and Young Families: Ages 25 to 34	8,431	13.26%	9,483	12.71%	10,344	12.76%	11,327	12.33%	-0.39%
Families/Empty Nesters: Ages 35 to 54	18,179	28.58%	18,604	24.94%	19,359	23.88%	21,273	23.15%	-1.80%
Enrich Years Singles/Couples: Ages 55 to 64	6,473	10.18%	9,772	13.10%	10,414	12.85%	10,521	11.45%	-1.65%
Retirement Opportunities: Age 65 and over	6,397	10.06%	10,602	14.22%	13,554	16.72%	17,206	18.72%	4.51%
Totals:	63,599	100.00%	74,583	100.00%	81,067	100.00%	91,902	100.00%	

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

School Age Population Trends



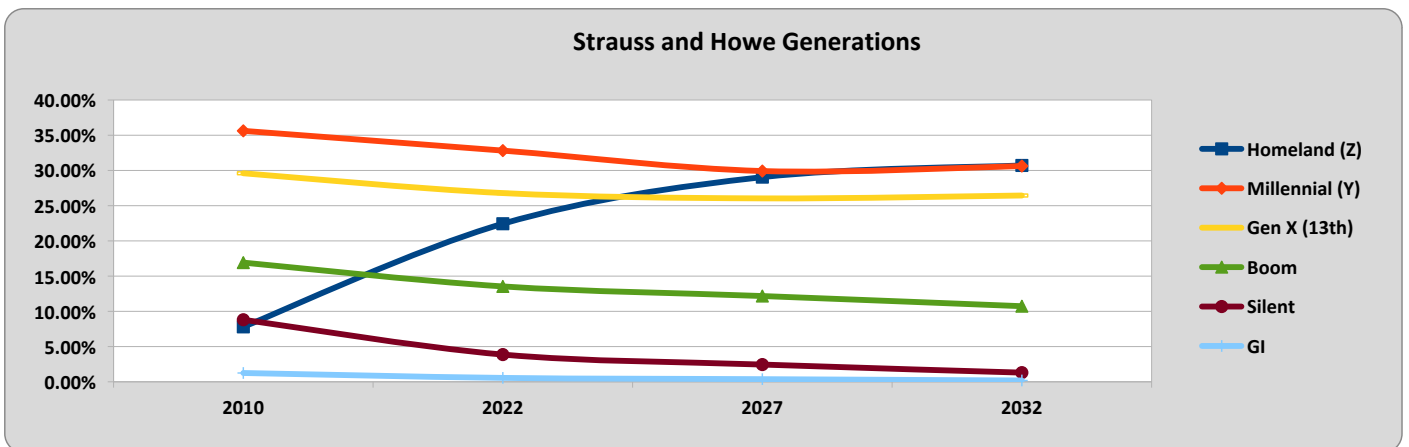
Study Area	Study Area			5 Yr Chg	VA			Comp Index CY			
	2010	2022	2027		2010	2022	2027				
School Age Population Trends											
Early Elem: 5 to 9	4,443	38.18%	4,644	38.60%	5,078	39.62%	1.02%	38.08%	38.95%	37.95%	99
Late Elem-Mid: 10 to 14	4,390	37.72%	4,562	37.92%	4,848	37.82%	-0.10%	38.04%	37.80%	38.51%	100
High School: 15 to 17	2,804	24.10%	2,824	23.47%	2,891	22.56%	-0.92%	23.88%	23.25%	23.54%	101
Totals:	11,637	100.00%	12,030	100.00%	12,817	100.00%		100.00%	100.00%	100.00%	

Age by Generations

Generations	S & H Type	Initial Birth Yr	Final Birth Yr	2010		2022		2027		2032	
Homeland (Z)	Artist	2005	2025	4,959	7.80%	16,734	22.44%	23,023	29.05%	25,253	30.71%
Millennial (Y)	Hero	1982	2004	22,655	35.62%	24,478	32.82%	23,708	29.92%	25,183	30.63%
Gen X (13th)	Nomad	1961	1981	18,825	29.60%	19,981	26.79%	20,634	26.04%	21,745	26.44%
Boom	Prophet	1946	1960	10,760	16.92%	10,097	13.54%	9,648	12.17%	8,825	10.73%
Silent	Artist	1925	1945	5,602	8.81%	2,882	3.86%	1,938	2.45%	1,070	1.30%
GI	Hero	1901	1924	794	1.25%	413	0.55%	297	0.37%	153	0.19%
Totals:				63,595	100.00%	74,585	100.00%	79,248	100.00%	82,228	100.00%

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

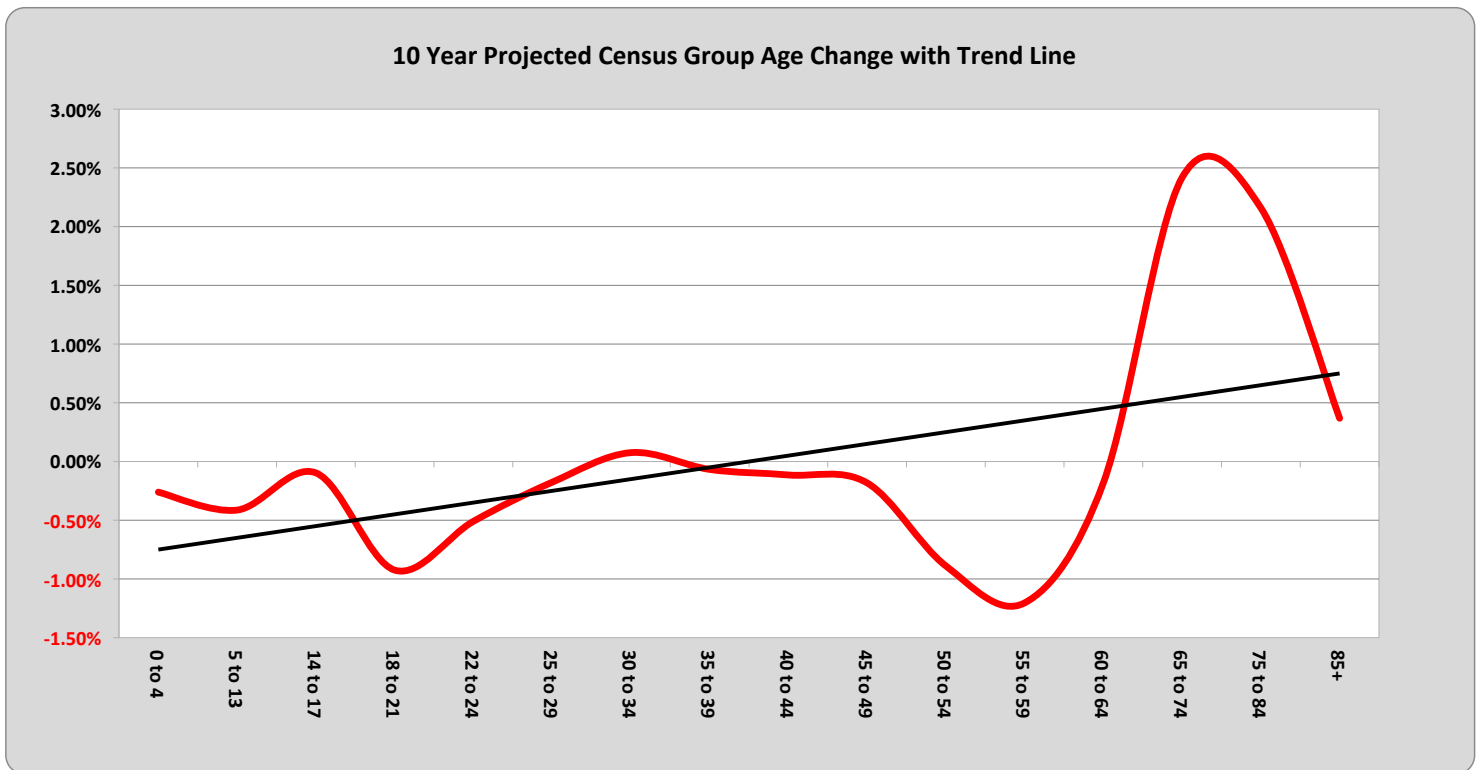
Generations as Percentage of the Population Trends



People by Age

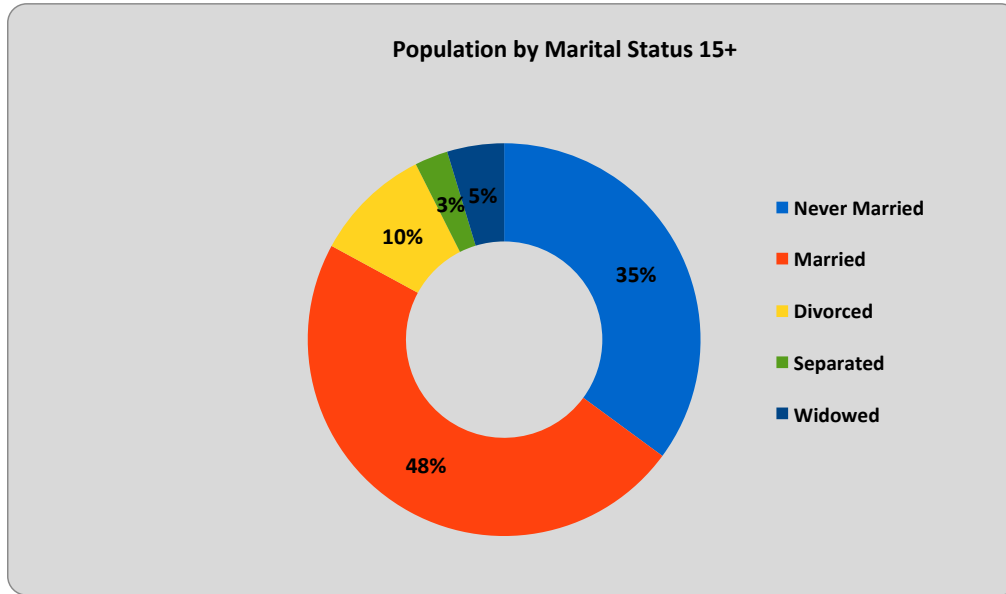
	2010		2022		2027		2032		10 Yr Change
Population by Age Forecast									
0 to 4	4,085	6.42%	4,702	6.30%	4,973	6.13%	5,427	6.04%	-0.26%
5 to 13	7,968	12.53%	8,320	11.16%	8,941	11.03%	9,646	10.74%	-0.41%
14 to 17	3,669	5.77%	3,710	4.97%	3,876	4.78%	4,380	4.88%	-0.10%
18 to 21	5,447	8.56%	5,756	7.72%	5,774	7.12%	6,100	6.79%	-0.92%
22 to 24	2,950	4.64%	3,634	4.87%	3,832	4.73%	3,918	4.36%	-0.51%
25 to 29	4,372	6.87%	4,772	6.40%	5,237	6.46%	5,587	6.22%	-0.18%
30 to 34	4,059	6.38%	4,711	6.32%	5,107	6.30%	5,740	6.39%	0.08%
35 to 39	4,232	6.65%	4,703	6.31%	4,943	6.10%	5,602	6.24%	-0.07%
40 to 44	4,731	7.44%	4,509	6.05%	4,919	6.07%	5,326	5.93%	-0.11%
45 to 49	4,929	7.75%	4,508	6.04%	4,739	5.85%	5,264	5.86%	-0.18%
50 to 54	4,287	6.74%	4,884	6.55%	4,758	5.87%	5,082	5.66%	-0.89%
55 to 59	3,515	5.53%	5,122	6.87%	5,114	6.31%	5,086	5.66%	-1.20%
60 to 64	2,958	4.65%	4,650	6.23%	5,300	6.54%	5,435	6.05%	-0.18%
65 to 74	3,504	5.51%	6,690	8.97%	8,352	10.30%	10,226	11.39%	2.42%
75 to 84	2,066	3.25%	3,086	4.14%	4,237	5.23%	5,655	6.30%	2.16%
85+	826	1.30%	826	1.11%	964	1.19%	1,325	1.48%	0.37%
Totals:	63,598	100.00%	74,583	100.00%	81,066	100.00%	89,799	100.00%	

Age Category Changes



People by Household Type and Marital Status

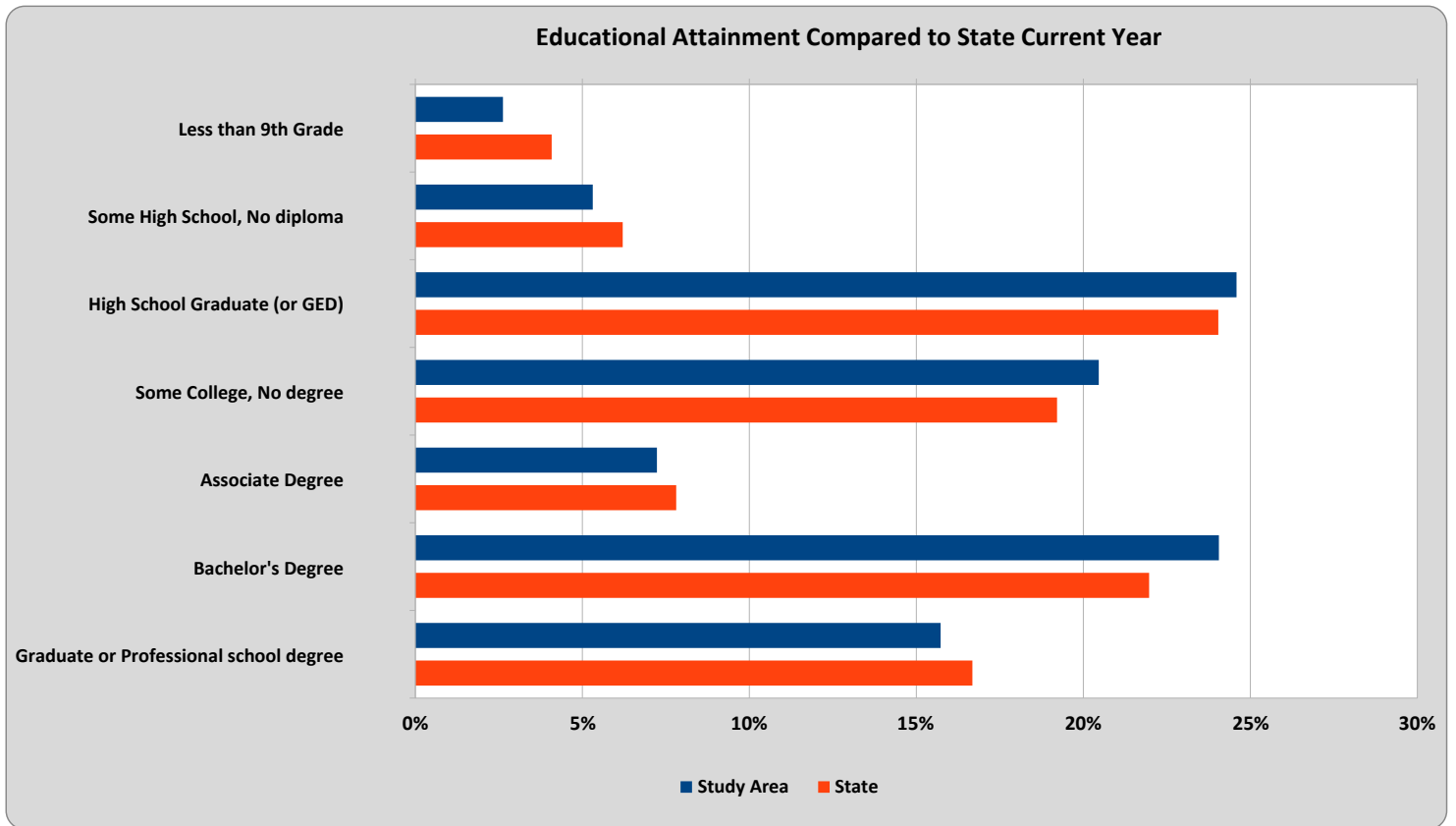
Population by Household Type



	Study Area							State of VA		Comp Index CY
	2010		2022		2027		5 Yr Chg	2022		
Population by Household Type Trends										
Population in Family Households	50,555	79.49%	59,841	80.23%	65,577	80.89%	0.66%	7,069,574	80.96%	99
Population in Non-Family Households	10,312	16.21%	11,917	15.98%	12,638	15.59%	-0.39%	1,414,321	16.20%	99
Population in Group Quarters	2,732	4.30%	2,826	3.79%	2,850	3.52%	-0.27%	247,855	2.84%	133
Totals:	63,599	100.00%	74,584	100.00%	81,065	100.00%		8,731,750	100.00%	
Population by Marital Status 15+										
Never Married	16,373	31.76%	21,288	35.09%	22,935	34.66%	-0.42%	2,232,334	31.17%	113
Married	26,592	51.59%	29,022	47.83%	32,021	48.39%	0.56%	3,641,824	50.85%	94
Divorced	4,716	9.15%	5,860	9.66%	6,365	9.62%	-0.04%	717,389	10.02%	96
Separated	1,248	2.42%	1,662	2.74%	1,786	2.70%	-0.04%	171,012	2.39%	115
Widowed	2,617	5.08%	2,843	4.69%	3,060	4.62%	-0.06%	398,708	5.57%	84
Totals:	51,546	100.00%	60,675	100.00%	66,167	100.00%		7,161,267	100.00%	
Population by Marital Status Single Female 15+										
Divorced	2,598	19.48%	3,726	22.34%				419,535	23.35%	96
Never Married	8,561	64.19%	10,762	64.52%				1,062,348	59.13%	109
Widowed	2,177	16.32%	2,193	13.15%				314,795	17.52%	75
Totals:	13,336	100.00%	16,681	100.00%				1,796,678	100.00%	
Population by Marital Status Single Male 15+										
Divorced	2,117	20.42%	2,134	16.03%				297,854	19.19%	84
Never Married	7,812	75.34%	10,526	79.08%				1,169,986	75.40%	105
Widowed	440	4.24%	650	4.88%				83,913	5.41%	90
Totals:	10,369	100.00%	13,310	100.00%				1,551,753	100.00%	
Population by Group Quarters										
Institutionalized	223	8.16%	217	7.97%				100,780	42.34%	19
Non-institutionalized: College	2,329	85.25%	2,332	85.64%				84,045	35.31%	243
Non-institutionalized: Military	0	0.00%	0	0.00%				37,559	15.78%	0
Non-institutionalized: Other	180	6.59%	174	6.39%				15,644	6.57%	97
Totals:	2,732	100.00%	2,723	100.00%				238,028	100.00%	

People by Education and School Enrollment

Population by Educational Attainment: 25+

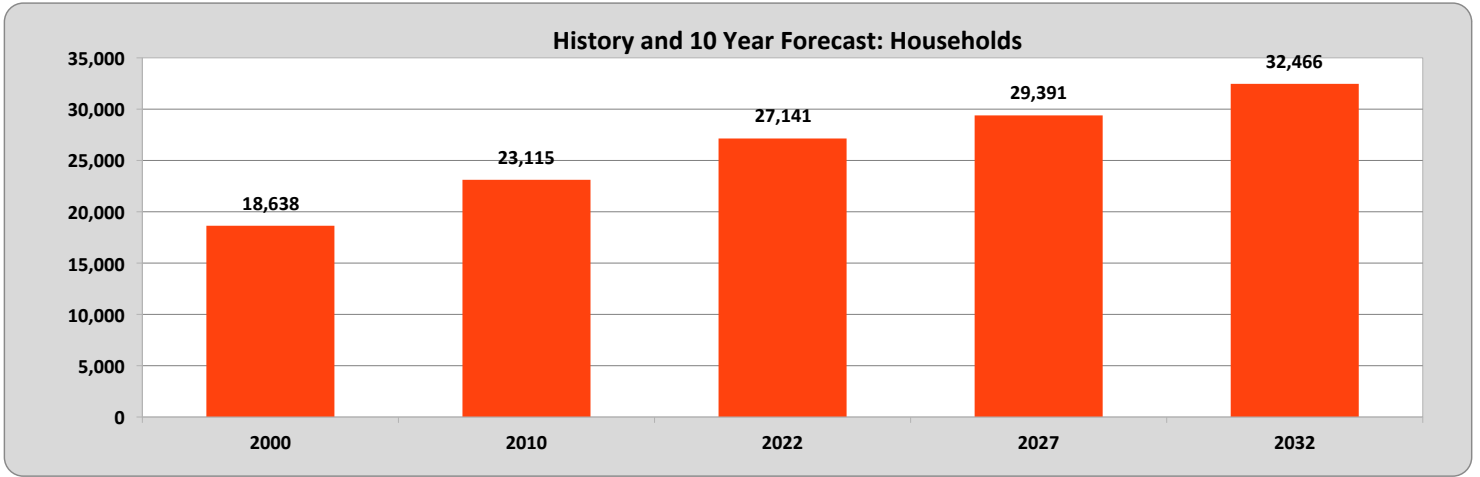


	Study Area							VA 2022	Comp Index CY
	2010		2022		2027		5 Yr Chg		
Population by Educational Attainment: 25+									
Less than 9th grade	1,351	3.42%	1,271	2.62%	1,403	2.61%	-0.01%	4.08%	64
Some High School, No diploma	2,988	7.57%	2,574	5.31%	2,825	5.26%	-0.05%	6.21%	86
High School Graduate (or GED)	11,339	28.72%	11,915	24.59%	12,847	23.94%	-0.65%	24.04%	102
Some College, No degree	7,276	18.43%	9,916	20.46%	10,947	20.40%	-0.06%	19.21%	107
Associate Degree	3,011	7.63%	3,505	7.23%	3,988	7.43%	0.20%	7.81%	93
Bachelor's Degree	8,259	20.92%	11,659	24.06%	13,090	24.39%	0.33%	21.97%	110
Graduate or Professional School	5,255	13.31%	7,621	15.73%	8,570	15.97%	0.24%	16.68%	94
Totals:	39,479	100.00%	48,461	100.00%	53,670	100.00%		100.00%	
Population: Currently Enrolled in Education									
High School			4,399	30.14%					
Kindergarten/Elementary School			9,133	62.58%					
Nursery School/Preschool			1,063	7.28%					
Totals:			14,595	100.00%					

Households and Change

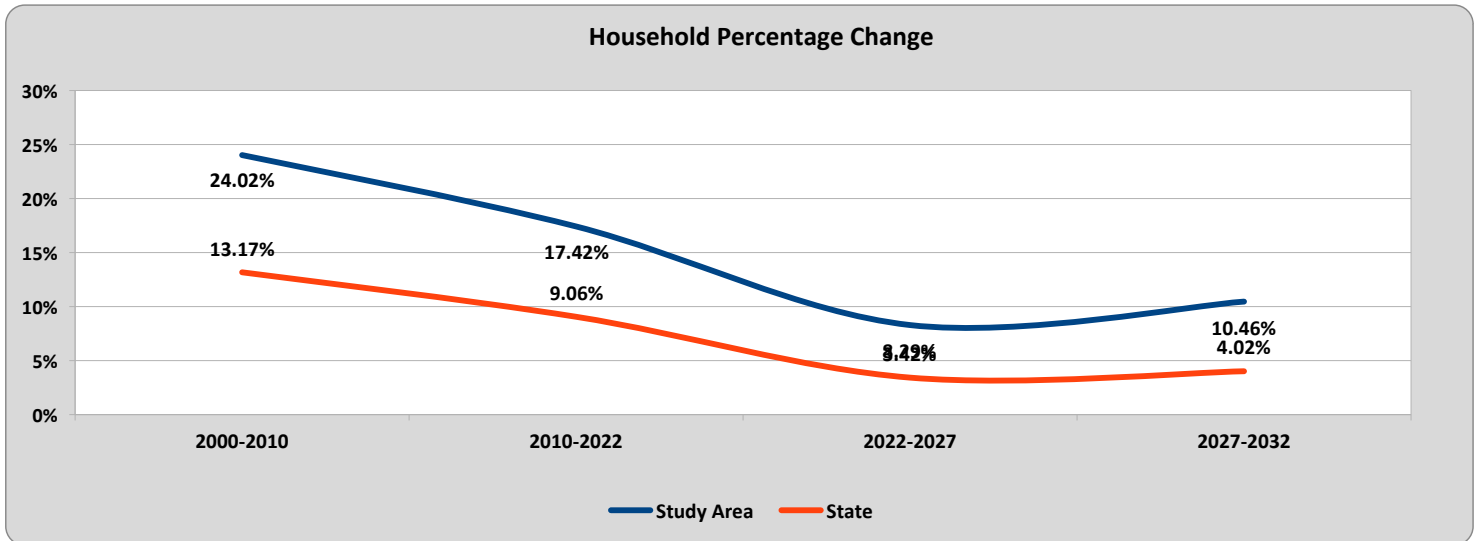
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



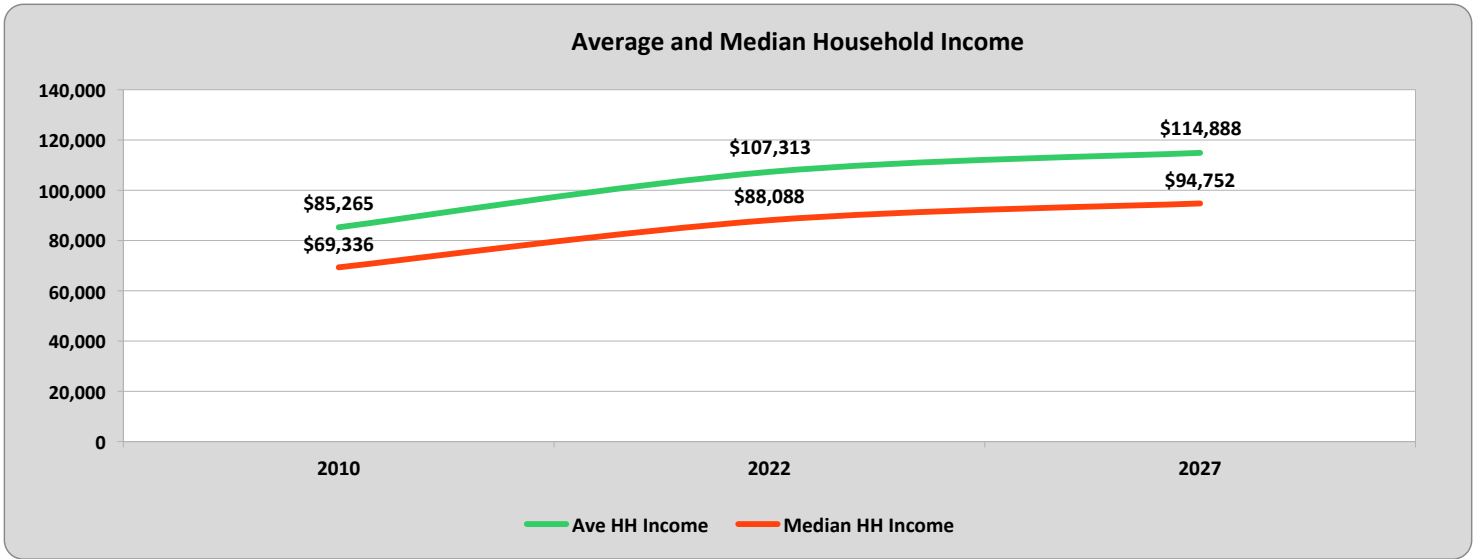
Household Trends	2000	2010	2022	2027	2032
Study Area Households	18,638	23,115	27,141	29,391	32,466
Households Change		4,477	4,026	2,250	3,075
Percent Change		24.02%	17.42%	8.29%	10.46%
State Households	2,700,339	3,056,058	3,332,851	3,446,997	3,585,418
Households Change		355,719	276,793	114,146	138,421
Percent Change		13.17%	9.06%	3.42%	4.02%
Population / Households	2.64	2.75	2.75	2.76	2.77
Population / Households Change		0.11	0.00	0.01	0.01
Percent Change		4.28%	-0.12%	0.37%	0.28%

Projected Percentage Household Change: Comparison of Study Area to State



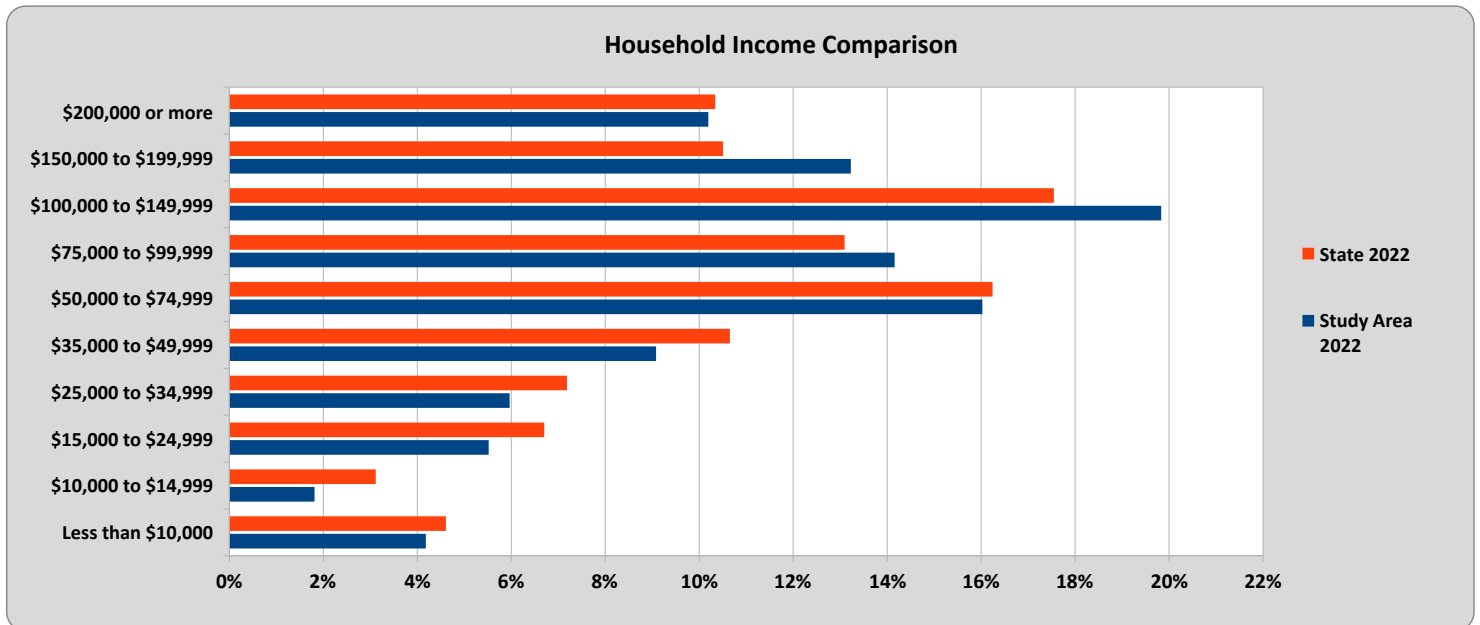
Households by Income

Average and Median Household Income Trends



Household Income Trends	2010	2022	2027
Study Area: Average HH Income	85,265	107,313	114,888
Households Change		22,047	7,575
Percent Change		25.86%	7.06%
Study Area: Median HH Income	69,336	88,088	94,752
Per Capita Income	30,990	39,051	41,653
Per Capita Income Change		8,061	2,602
Percent Change		26.01%	6.66%
State Average HH Income	82,854	105,832	116,706
Households Change		22,978	10,874
Percent Change		27.73%	10.27%
Average HH Income Comparative Index	103	101	98

Current Year Estimated Household Income Comparison to State

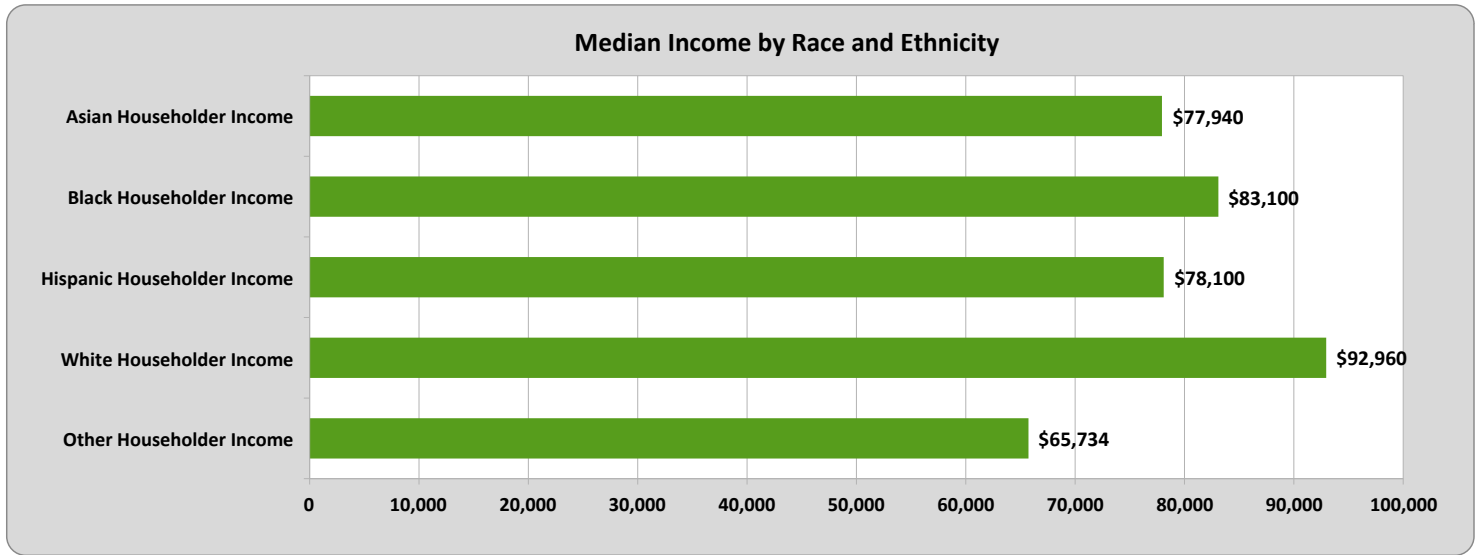


Households by Income

	Study Area							VA 2022	Comp Index CY
	2010		2022		2027		5 Yr Chg		
Household Income Forecast by Category									
Less than \$10,000	950	4.11%	1,135	4.18%	743	2.53%	-1.65%	4.61%	91
\$10,000 to \$14,999	896	3.88%	492	1.81%	562	1.91%	0.10%	3.12%	58
\$15,000 to \$24,999	1,773	7.67%	1,498	5.52%	1,332	4.53%	-0.99%	6.70%	82
\$25,000 to \$34,999	1,827	7.90%	1,619	5.96%	1,503	5.11%	-0.85%	7.19%	83
\$35,000 to \$49,999	3,048	13.19%	2,465	9.08%	2,760	9.39%	0.31%	10.65%	85
\$50,000 to \$74,999	3,960	17.13%	4,350	16.03%	4,526	15.40%	-0.63%	16.24%	99
\$75,000 to \$99,999	3,302	14.29%	3,843	14.16%	4,138	14.08%	-0.08%	13.09%	108
\$100,000 to \$149,999	4,593	19.87%	5,383	19.83%	6,111	20.79%	0.96%	17.55%	113
\$150,000 to \$199,999	1,745	7.55%	3,590	13.23%	3,779	12.86%	-0.37%	10.51%	126
\$200,000 or more	1,020	4.41%	2,767	10.19%	3,937	13.40%	3.20%	10.34%	99
Totals:	23,114	100.00%	27,142	100.00%	29,391	100.00%		100.00%	
Family Income Forecast by Category									
Less than \$10,000			390	2.12%	424	2.10%	-0.0002299	2.90%	73
\$10,000 to \$14,999			179	0.97%	185	0.91%	-0.06%	1.78%	55
\$15,000 to \$24,999			738	4.01%	789	3.90%	-0.11%	4.56%	88
\$25,000 to \$34,999			723	3.93%	916	4.53%	0.60%	5.92%	66
\$35,000 to \$49,999			1,333	7.24%	1,440	7.12%	-0.12%	9.58%	76
\$50,000 to \$74,999			2,706	14.70%	2,969	14.68%	-0.03%	15.84%	93
\$75,000 to \$99,999			2,667	14.49%	2,923	14.45%	-0.04%	13.86%	105
\$100,000 to \$149,999			4,164	22.62%	4,569	22.59%	-0.04%	19.88%	114
\$150,000 to \$199,999			3,030	16.46%	3,341	16.52%	0.05%	12.69%	130
\$200,000 or more			2,475	13.45%	2,673	13.21%	-0.23%	13.00%	103
Totals:			18,405	100.00%	20,229	100.00%		100.00%	
Non-family Income Forecast by Category									
Less than \$10,000			408	4.67%	302	3.30%	-1.37%	5.56%	84
\$10,000 to \$14,999			220	2.52%	235	2.56%	0.05%	3.68%	68
\$15,000 to \$24,999			556	6.36%	476	5.20%	-1.17%	7.61%	84
\$25,000 to \$34,999			470	5.38%	398	4.34%	-1.03%	6.04%	89
\$35,000 to \$49,999			872	9.98%	929	10.14%	0.16%	11.61%	86
\$50,000 to \$74,999			1,503	17.20%	1,487	16.23%	-0.97%	17.18%	100
\$75,000 to \$99,999			1,190	13.62%	1,270	13.86%	0.24%	13.38%	102
\$100,000 to \$149,999			1,635	18.71%	1,803	19.68%	0.97%	16.88%	111
\$150,000 to \$199,999			1,025	11.73%	1,078	11.77%	0.04%	9.15%	128
\$200,000 or more			859	9.83%	1,184	12.92%	3.09%	8.91%	110
Totals:			8,738	100.00%	9,162	100.00%		100.00%	
Household Income Summary									
	Study Area							VA	Comp Index
	2022		2022		2027		5 Yr Chg	2022	CY
Household Income									
Median			88,088		94,752		6664	77,847	113
Family Median			105,601		105,126		-475	92,054	115

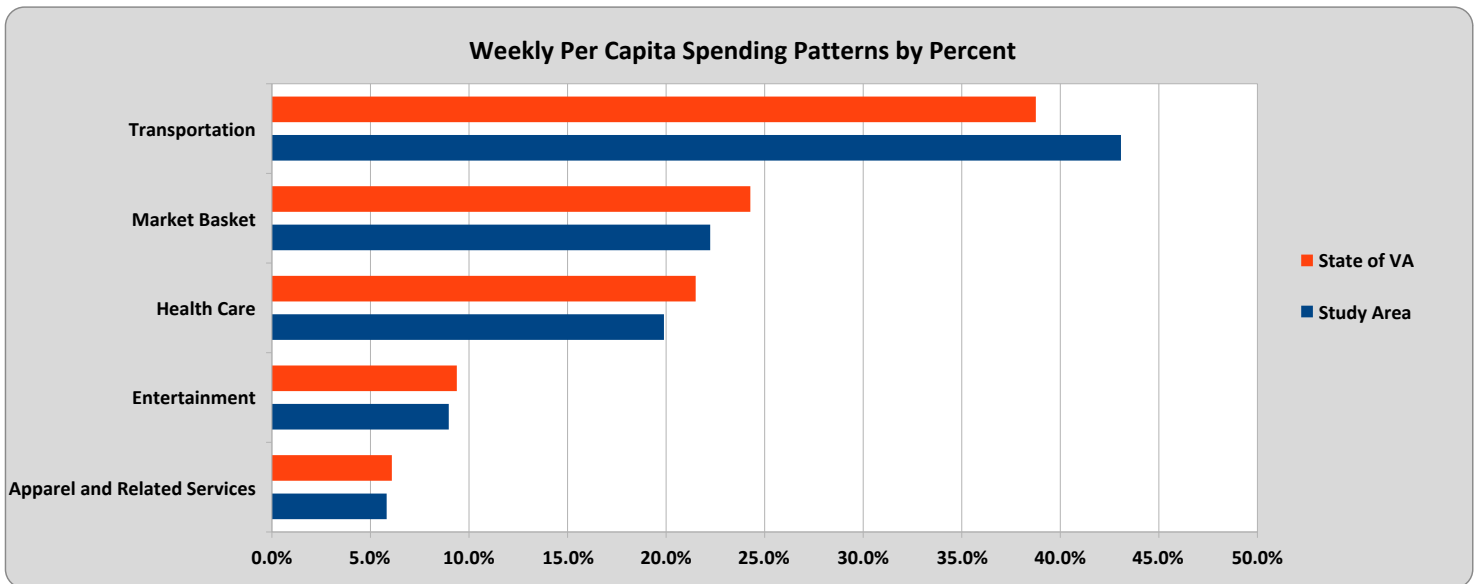
Households by Income

Median Income by Race and Ethnicity: 2022



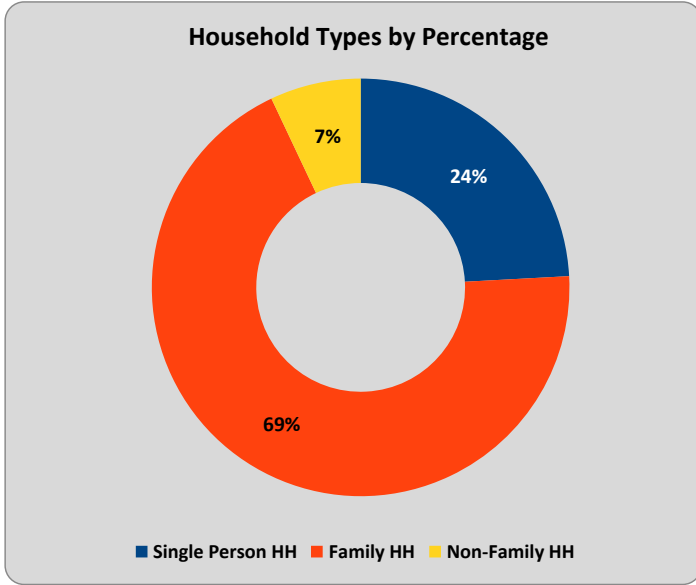
	Study Area	State of VA	Comp Index CY
2022 Median Income by Race and Ethnicity: Compared to State			
Asian Householder Income	77,940	111,886	70
Black Householder Income	83,100	57,959	143
Hispanic Householder Income	78,100	75,184	104
White Householder Income	92,960	83,830	111
Other Householder Income	65,734	73,266	90

Spending Patterns: Weekly Per Capita Consumer Expenditures

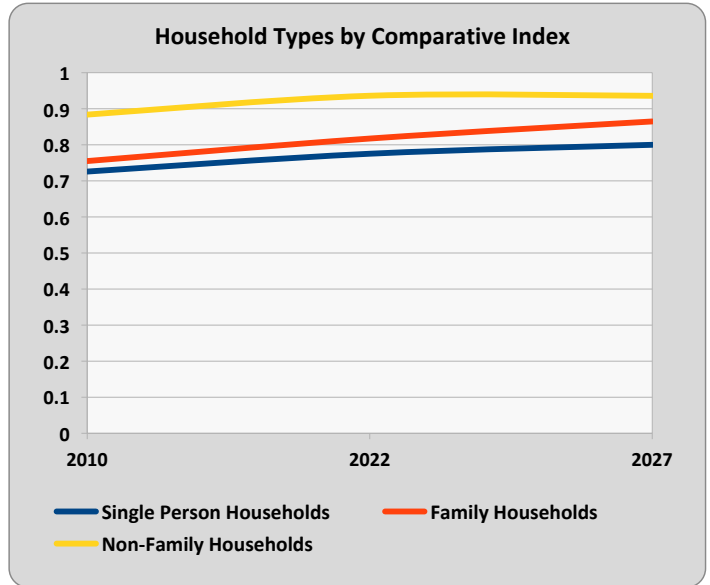


Households by Structure

Single, Family and Non-Family Households: 2022



Household Type Trends Compared to State



Household Type Trends	Study Area			State of VA		
	2010	2022	2027	2010	2022	2027
Single Person Households	5,771	6,679	7,096	795,117	861,518	887,000
Change		908	417		66,401	25,482
Percent Change		15.73%	6.24%		8.35%	2.96%
Family Households	15,455	18,404	20,229	2,047,188	2,251,583	2,339,234
Change		2,949	1,825		204,395	87,651
Percent Change		19.08%	9.92%		9.98%	3.89%
Non-Family Households	1,889	2,057	2,066	213,753	219,750	220,763
Change		168	9		5,997	1,013
Percent Change		8.89%	0.44%		2.81%	0.46%

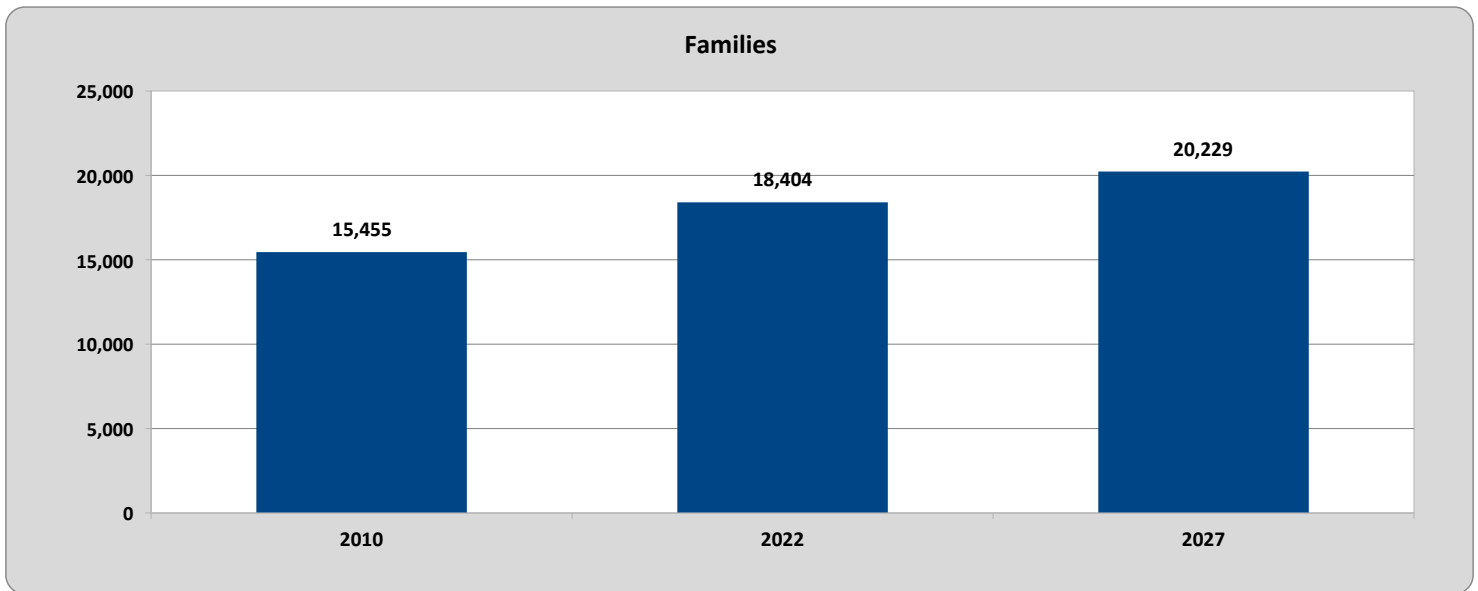
Households by Structure

	Study Area							VA 2022	Comp Index CY
	2010		2022		2027		5 Yr Chg		
Households by Size									
1-person household	5,771	24.97%	6,679	24.61%	7,096	24.14%	-0.46%	25.85%	95
2-person household	7,327	31.70%	8,567	31.56%	9,265	31.52%	-0.04%	33.42%	94
3-person household	3,966	17.16%	4,687	17.27%	5,102	17.36%	0.09%	17.04%	101
4-person household	3,394	14.68%	4,041	14.89%	4,437	15.10%	0.21%	13.91%	107
5-person household	1,653	7.15%	1,970	7.26%	2,168	7.38%	0.12%	6.03%	120
6-person household	622	2.69%	745	2.74%	825	2.81%	0.06%	2.29%	120
7-or-more person household	383	1.66%	452	1.67%	498	1.69%	0.03%	1.45%	115
Totals:	23,116	100.00%	27,141	100.00%	29,391	100.00%		100.00%	
Non-Family Households by Size									
1-person household	5,771	75.34%	6,679	76.44%				79.68%	96
2-person household	1,381	18.03%	406	4.65%				4.08%	114
3-person household	318	4.15%	1,503	17.20%				14.13%	122
4-person household	140	1.83%	46	0.53%				0.83%	63
5-person household	39	0.51%	35	0.40%				0.46%	87
6-person household	9	0.12%	36	0.41%				0.41%	100
7-or-more person household	2	0.03%	33	0.38%				0.41%	91
Totals:	7,660	100.00%	8,738	100.00%				100.00%	
Single by Gender or Family Households									
Female Householder	2,907	18.81%	3,258	17.70%				17.55%	101
Male Householder	1,071	6.93%	982	5.34%				6.56%	81
Married Couple	11,477	74.26%	14,164	76.96%				75.89%	101
Totals:	15,455	100.00%	18,404	100.00%				100.00%	
Non-Family Households by Gender									
Female Not living alone	901	11.76%	191	2.19%				2.62%	83
Male Not living alone	987	12.89%	1,867	21.37%				17.70%	121
Female Living alone	3,243	42.34%	6,644	76.04%				79.13%	96
Male Living alone	2,528	33.01%	35	0.40%				0.55%	73
Totals:	7,659	100.00%	8,737	100.00%				100.00%	
2022: Owner Households by Number of Vehicles									
No vehicle available			410	2.24%				2.57%	87
1 vehicle available			3,782	20.66%				22.85%	90
2 vehicles available			7,411	40.48%				41.49%	98
3 vehicles available			4,524	24.71%				21.69%	114
4 vehicles available			1,557	8.50%				8.01%	106
5+ vehicles available			624	3.41%				3.38%	101
Totals:			18,308	100.00%				100.00%	
2022: Renter Households by Number of Vehicles									
No vehicle available			805	9.11%				13.26%	69
1 vehicle available			4,469	50.60%				44.73%	113
2 vehicles available			2,747	31.10%				31.05%	100
3 vehicles available			628	7.11%				7.36%	97
4 vehicles available			109	1.23%				2.37%	52
5+ vehicles available			74	0.84%				1.23%	68
Totals:			8,832	100.00%				100.00%	

Family Households

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

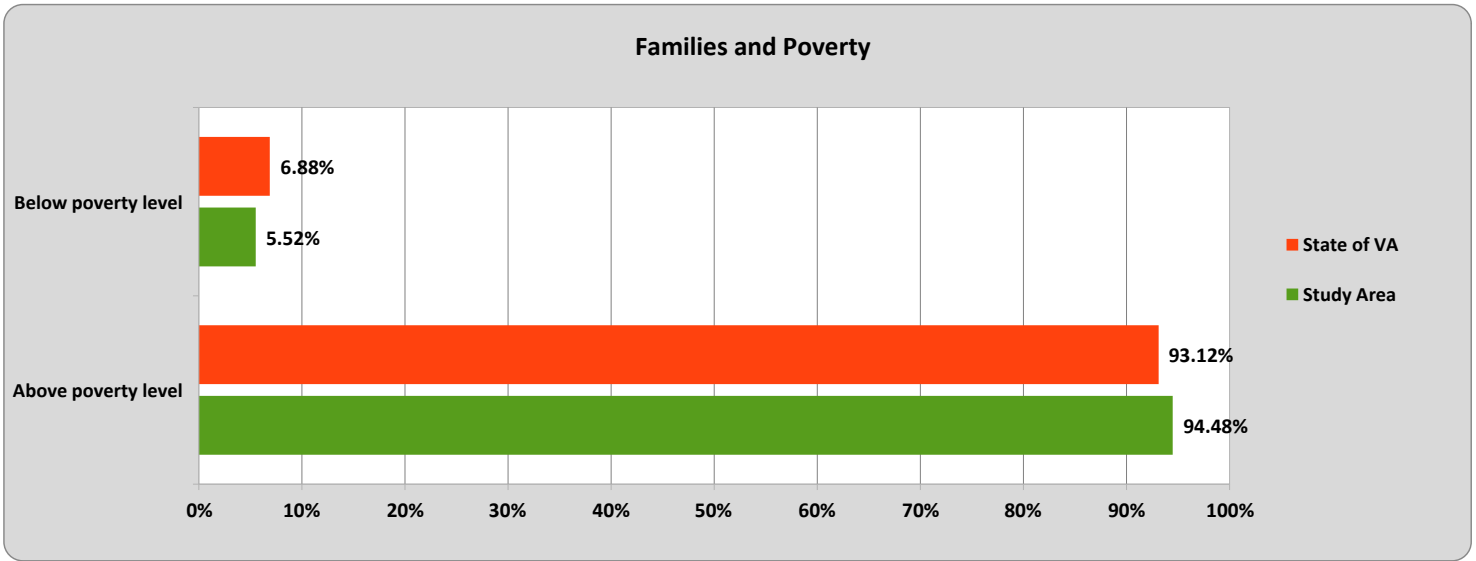


	2010	2022	2027
Study Area Family Households	15,455	18,404	20,229
Family Households Change		2,949	1,825
Percent Change		19.08%	9.92%
State Family Households	2,047,188	2,251,583	2,339,234
Family Households Change		204,395	87,651
Percent Change		9.98%	3.89%

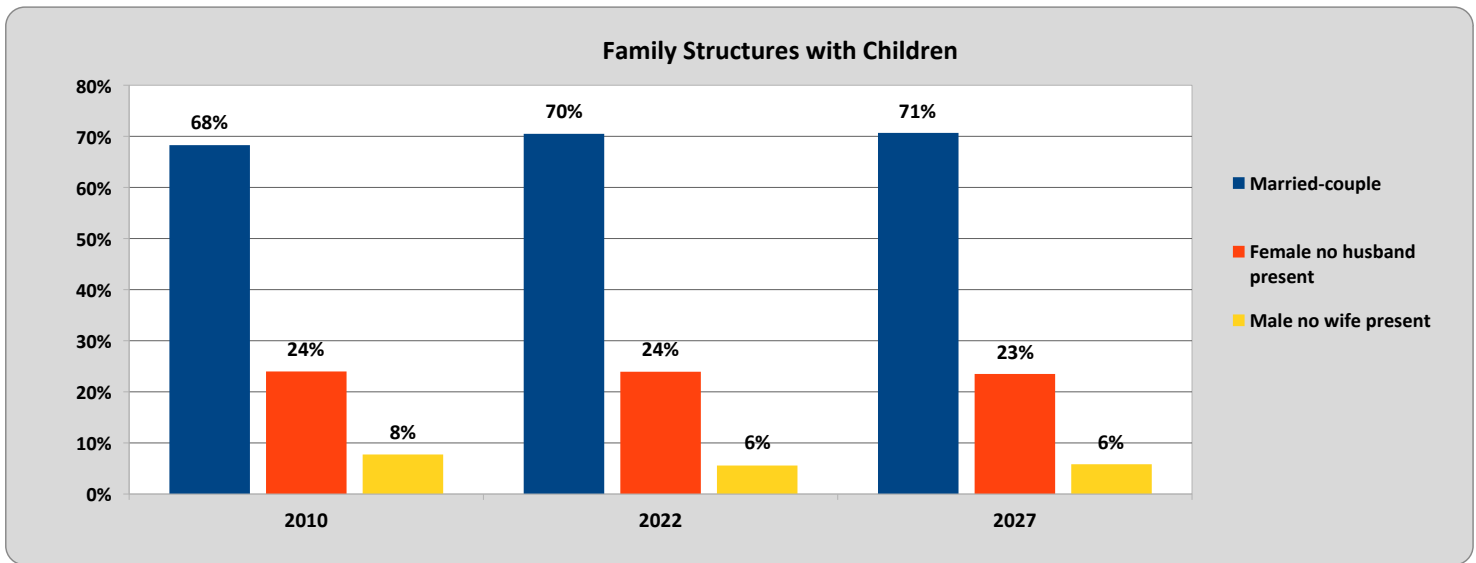
	2010		Study Area				5 Yr Chg	VA 2022	Comp Index CY
	Count	%	2022	2027	Count	%			
Family Households by Size									
2-person household	5,946	38.47%	7,427	40.36%	8,077	39.93%	-0.43%	43.68%	92
3-person household	3,647	23.60%	4,451	24.19%	4,950	24.47%	0.28%	23.49%	103
4-person household	3,254	21.05%	4,012	21.80%	4,454	22.02%	0.22%	19.71%	111
5-person household	1,614	10.44%	1,518	8.25%	1,607	7.94%	-0.30%	8.39%	98
6-person household	613	3.97%	790	4.29%	902	4.46%	0.17%	3.07%	140
7-or-more person household	381	2.47%	205	1.11%	239	1.18%	0.07%	1.66%	67
Totals:	15,455	100.00%	18,403	100.00%	20,229	100.00%		100.00%	

Family Households

Families in Poverty Compared to State



Families with Children by Type

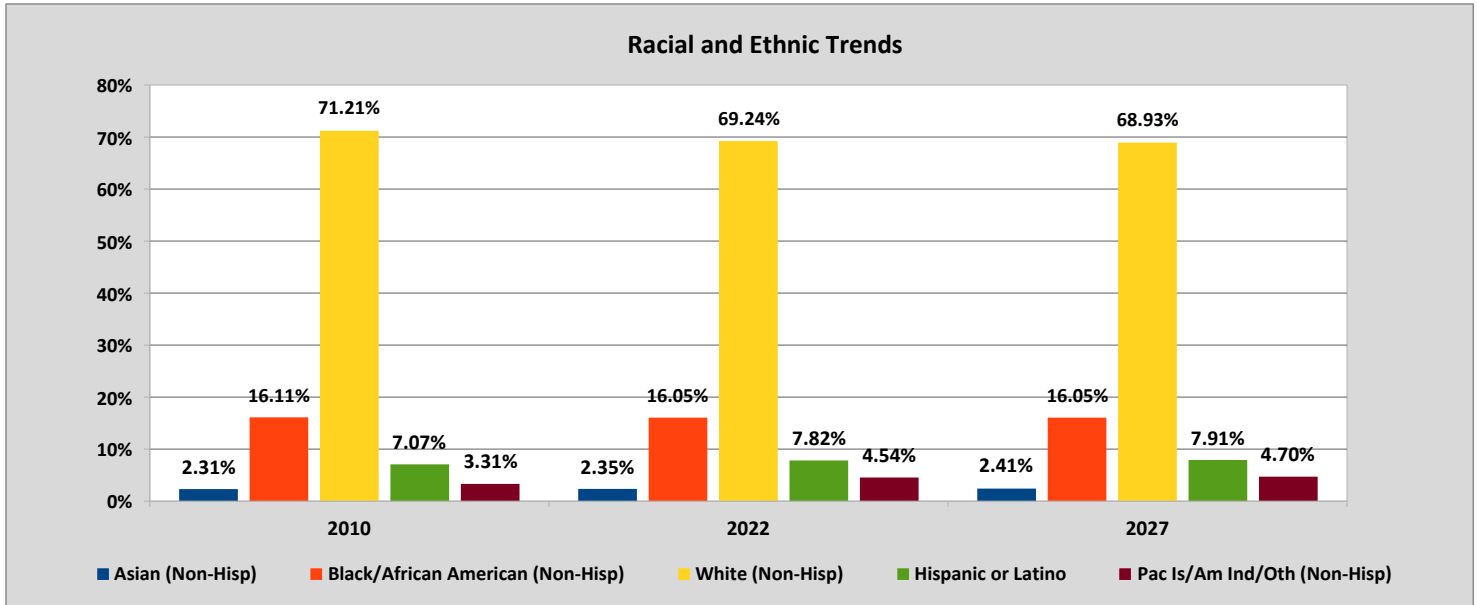


	Study Area				VA 2022	Comp Index CY			
	2010	2022	2027	5 Yr Chg					
Families with Children by Type									
Married-couple	5,699	68.28%	5,876	70.49%	6,304	70.67%	0.18%	71.63%	98
Female no husband present	2,002	23.98%	1,995	23.93%	2,096	23.50%	-0.43%	21.41%	112
Male no wife present	646	7.74%	465	5.58%	520	5.83%	0.25%	6.96%	80
Totals:	8,347	100.00%	8,336	100.00%	8,920	100.00%		100.00%	
Families with No Children by Type									
Married-couple	5,778	81.29%	8,288	82.32%	9,327	82.47%	0.15%	79.01%	104
Female no husband present	905	12.73%	1,263	12.54%	1,405	12.42%	-0.12%	14.74%	85
Male no wife present	425	5.98%	517	5.14%	577	5.10%	-0.03%	6.26%	82
Totals:	7,108	100.00%	10,068	100.00%	11,309	100.00%		100.00%	

Diversity: Race and Ethnicity

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.

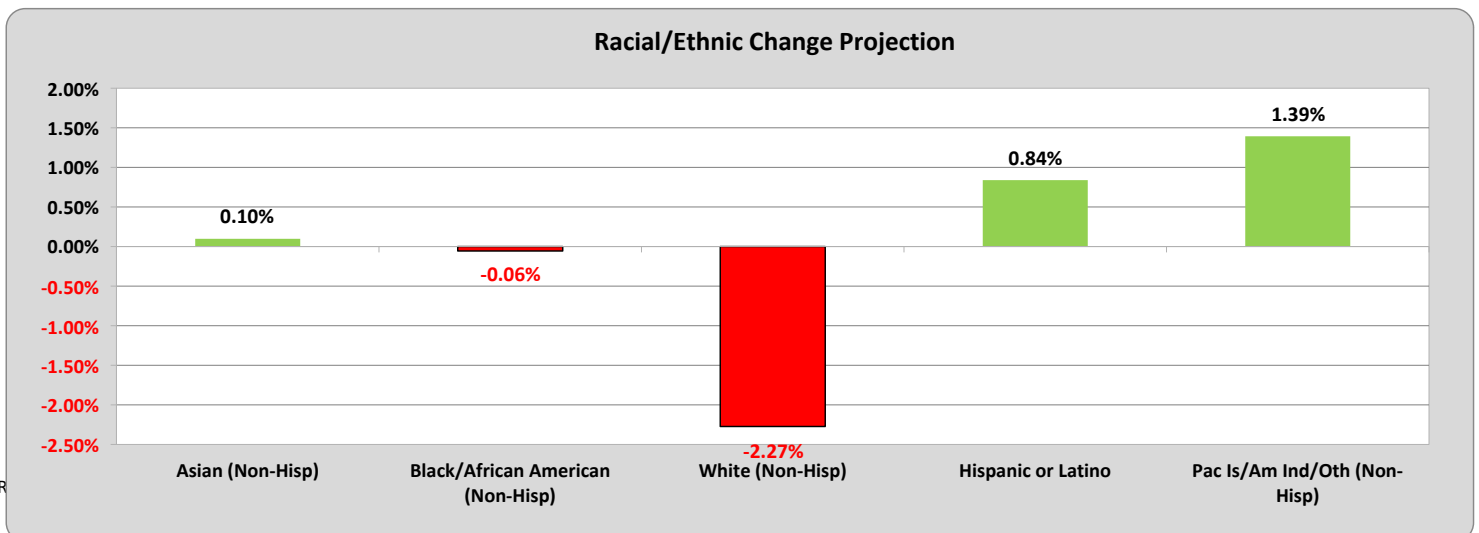
Racial Ethnic Trend Projections



Study Area	Study Area				VA 2022	Comp Index CY			
	2010	2022	2027	5 Yr Chg					
Racial/Ethnic Trends									
Asian (Non-Hisp)	1,470	2.31%	1,753	2.35%	1,953	2.41%	0.06%	6.03%	39
Black/African American (Non-Hisp)	10,243	16.11%	11,971	16.05%	13,011	16.05%	-0.00%	18.73%	86
White (Non-Hisp)	45,285	71.21%	51,643	69.24%	55,881	68.93%	-0.31%	63.46%	109
Hispanic or Latino	4,496	7.07%	5,832	7.82%	6,411	7.91%	0.09%	8.54%	92
Pac Is/Am Ind/Oth (Non-Hisp)	2,104	3.31%	3,385	4.54%	3,811	4.70%	0.16%	3.24%	140
Totals:	63,598	100.00%	74,584	100.00%	81,067	100.00%		100.00%	

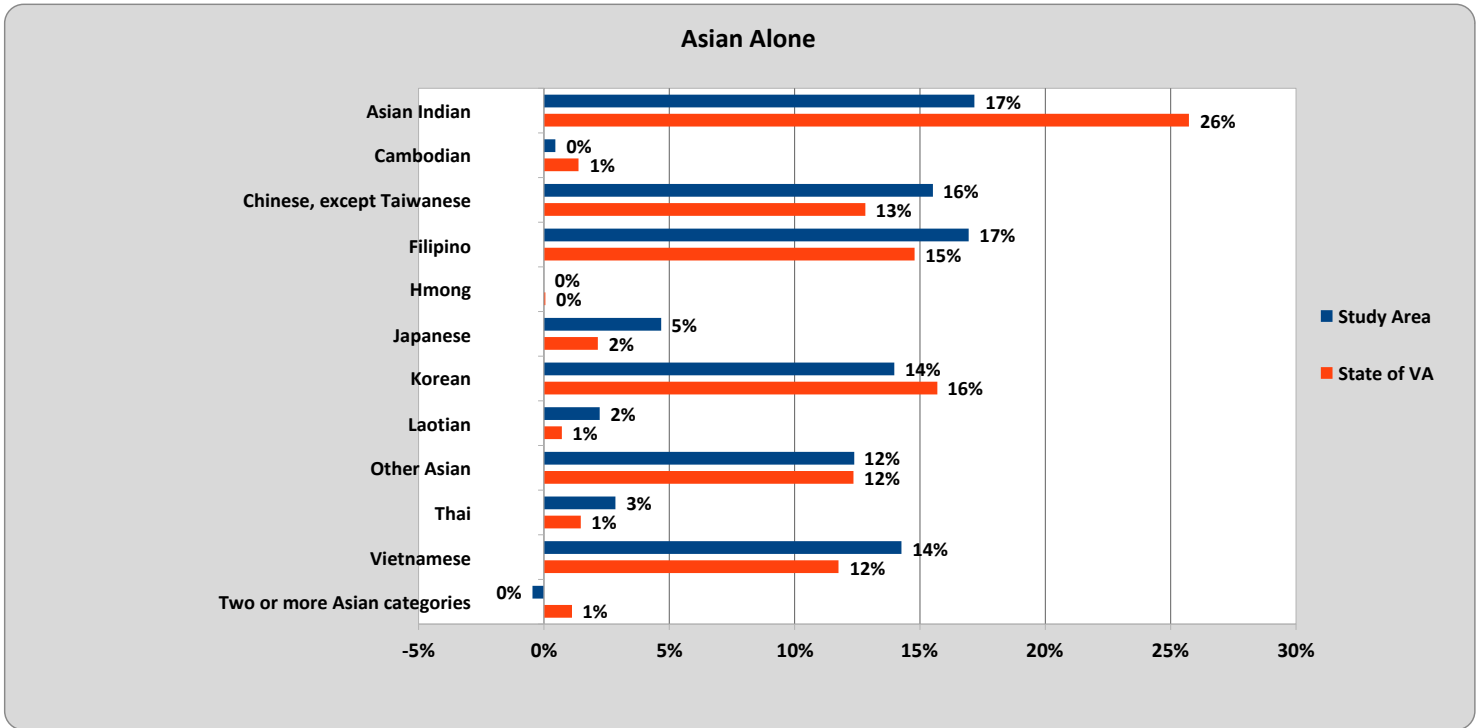
NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection from Census 2010 to 2027



Diversity: Race and Ethnicity

Estimated Current Year Asian Alone Population

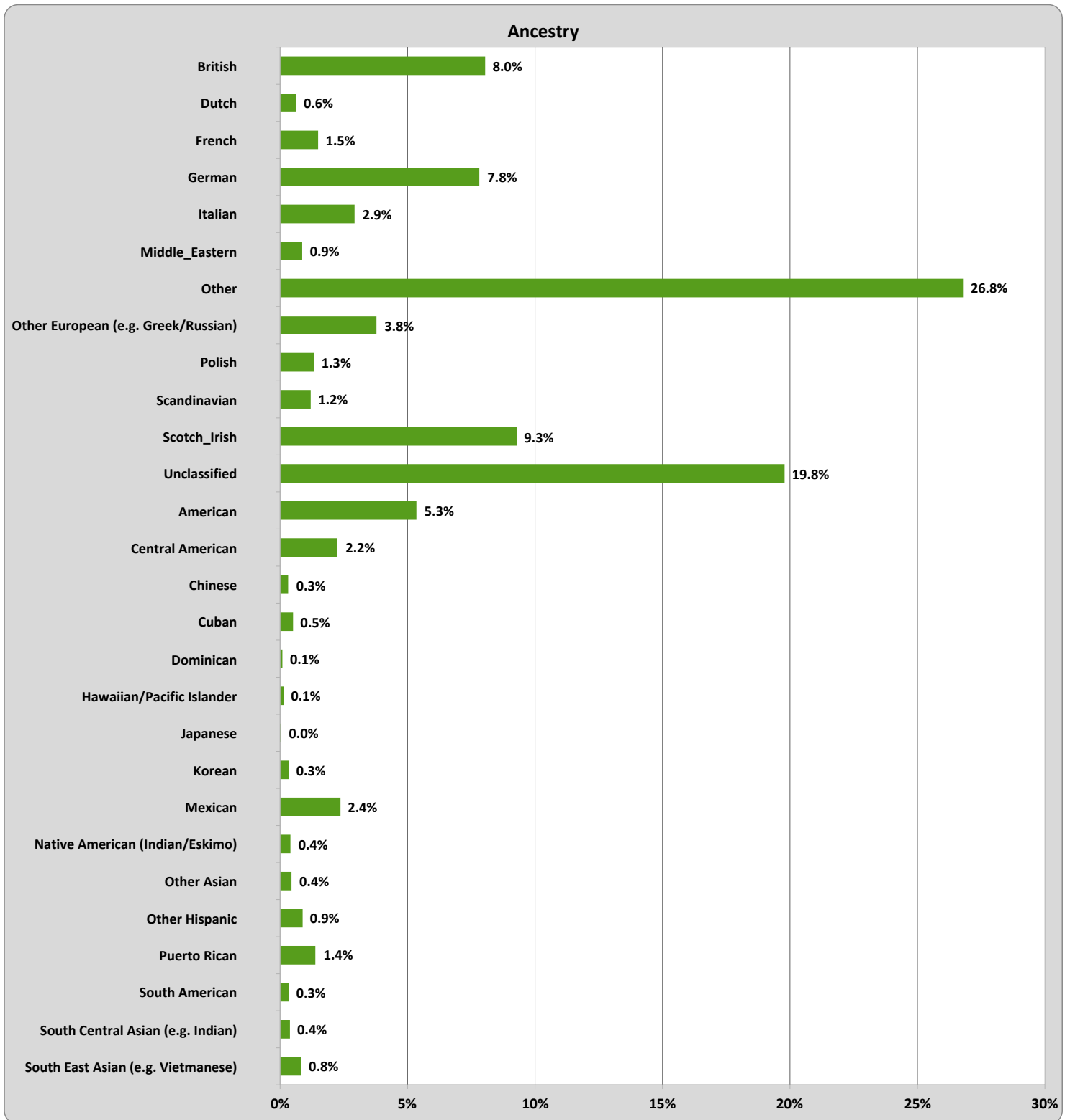


Population: Asian Alone	Study Area		State of VA		Comp Index CY
	2022	2022	2022	2022	
Asian Indian	301	17.17%	135,512	25.73%	67
Cambodian	8	0.46%	7,267	1.38%	33
Chinese, except Taiwanese	272	15.52%	67,531	12.82%	121
Filipino	297	16.94%	77,873	14.78%	115
Hmong	0	0.00%	206	0.04%	0
Japanese	82	4.68%	11,327	2.15%	218
Korean	245	13.98%	82,658	15.69%	89
Laotian	39	2.22%	3,769	0.72%	311
Other Asian	217	12.38%	65,034	12.35%	100
Thai	50	2.85%	7,745	1.47%	194
Vietnamese	250	14.26%	61,889	11.75%	121
Two or more Asian categories	-8	-0.46%	5,897	1.12%	-41
Totals:	1,753	100.00%	526,708	100.00%	

Population: Hispanic or Latino by Origin	Study Area		State of VA		Comp Index CY
	2010	2022	2010	2022	
Cuban	95	2.11%	116	1.99%	83
Mexican	1,385	30.80%	1,747	29.96%	122
Other Hispanic or Latino	2,262	50.30%	2,990	51.27%	84
Puerto Rican	755	16.79%	979	16.79%	143
Totals:	4,497	100.00%	5,832	100.00%	

Diversity: Ancestry

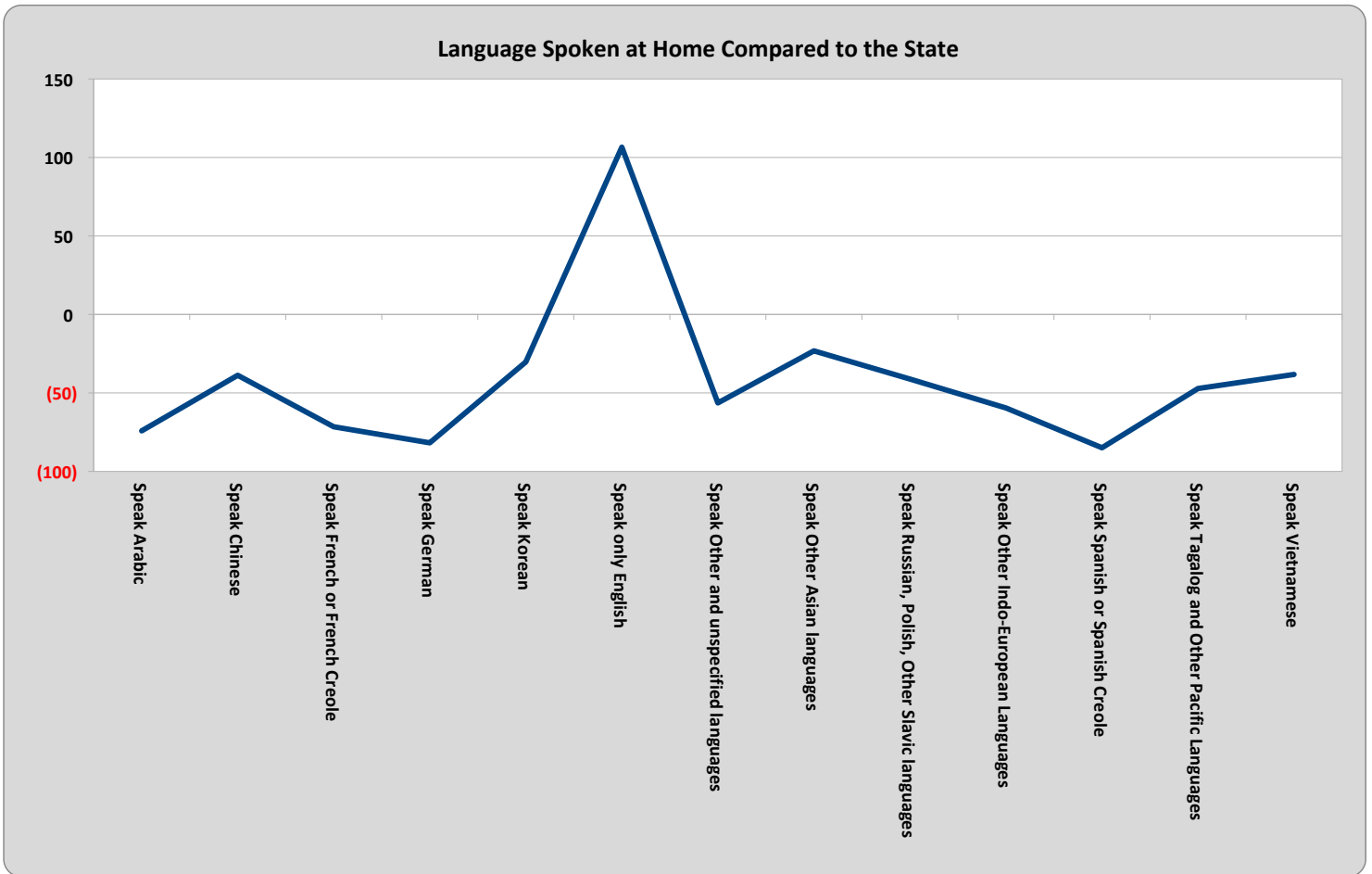
Population by Ancestry: 2022



Diversity: Languages

Population 5+ by Language Spoken at Home (Detail)	Study Area		State of VA		Comp Index CY
	2022		2022		
Speak Arabic	342	0.49%	54,218	0.66%	74
Speak Chinese	210	0.30%	63,697	0.78%	39
Speak French or French Creole	234	0.33%	38,442	0.47%	72
Speak German	217	0.31%	31,194	0.38%	82
Speak Korean	144	0.21%	55,911	0.68%	30
Speak only English	62,522	89.47%	6,899,040	83.96%	107
Speak Other and unspecified languages	361	0.52%	75,289	0.92%	56
Speak Other Asian languages	181	0.26%	91,691	1.12%	23
Speak Russian, Polish, Other Slavic languages	109	0.16%	31,132	0.38%	41
Speak Other Indo-European Languages	971	1.39%	191,598	2.33%	60
Speak Spanish or Spanish Creole	4,235	6.06%	586,200	7.13%	85
Speak Tagalog and Other Pacific Languages	189	0.27%	47,090	0.57%	47
Speak Vietnamese	168	0.24%	51,661	0.63%	38
Totals:	69,883	100.00%	8,217,163	100.00%	See Chart Below

Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of VA

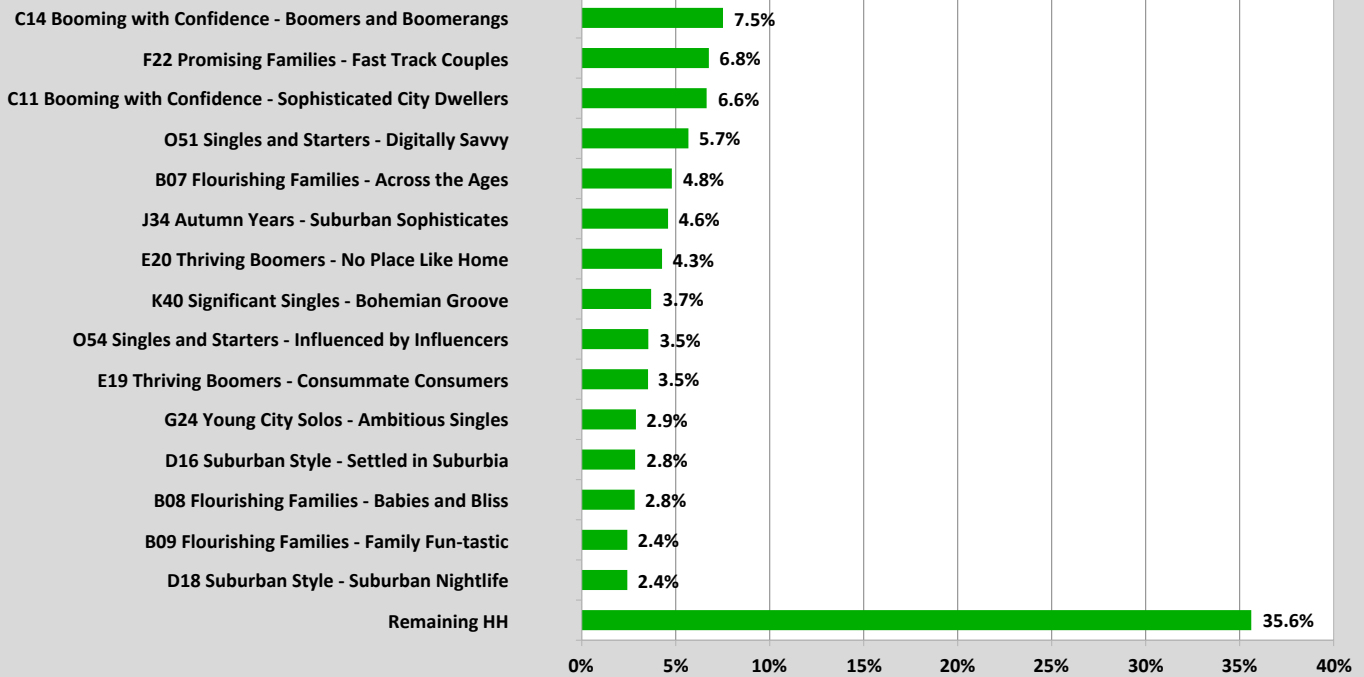


This chart graphically illustrates the comparative index score. Its purpose is to show how languages spoken at home in this study area compare to the state. It will provide an insight into the kind of ethnic diversity within the study area.

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): 2022



Mosaic: Top 15 Segments	Study Area		State of VA		Comp Index CY
	2022	2022	2022	2022	
C14 Booming with Confidence - Boomers and Boomerangs	2,018	7.5%	61,175	1.8%	407
F22 Promising Families - Fast Track Couples	1,816	6.8%	122,156	3.7%	183
C11 Booming with Confidence - Sophisticated City Dwellers	1,784	6.6%	83,871	2.5%	262
O51 Singles and Starters - Digitally Savvy	1,524	5.7%	114,230	3.5%	164
B07 Flourishing Families - Across the Ages	1,287	4.8%	120,125	3.6%	132
J34 Autumn Years - Suburban Sophisticates	1,233	4.6%	90,338	2.7%	168
E20 Thriving Boomers - No Place Like Home	1,147	4.3%	77,623	2.3%	182
K40 Significant Singles - Bohemian Groove	991	3.7%	36,009	1.1%	339
O54 Singles and Starters - Influenced by Influencers	951	3.5%	125,170	3.8%	94
E19 Thriving Boomers - Consummate Consumers	947	3.5%	45,671	1.4%	256
G24 Young City Solos - Ambitious Singles	774	2.9%	41,485	1.3%	230
D16 Suburban Style - Settled in Suburbia	762	2.8%	40,516	1.2%	232
B08 Flourishing Families - Babies and Bliss	756	2.8%	27,220	0.8%	342
B09 Flourishing Families - Family Fun-tastic	651	2.4%	20,728	0.6%	387
D18 Suburban Style - Suburban Nightlife	651	2.4%	100,144	3.0%	80
Remaining HH	9,566	35.6%	2,203,439	66.6%	54
Totals:	26,858	100.00%	3,309,900	100.00%	

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](#)

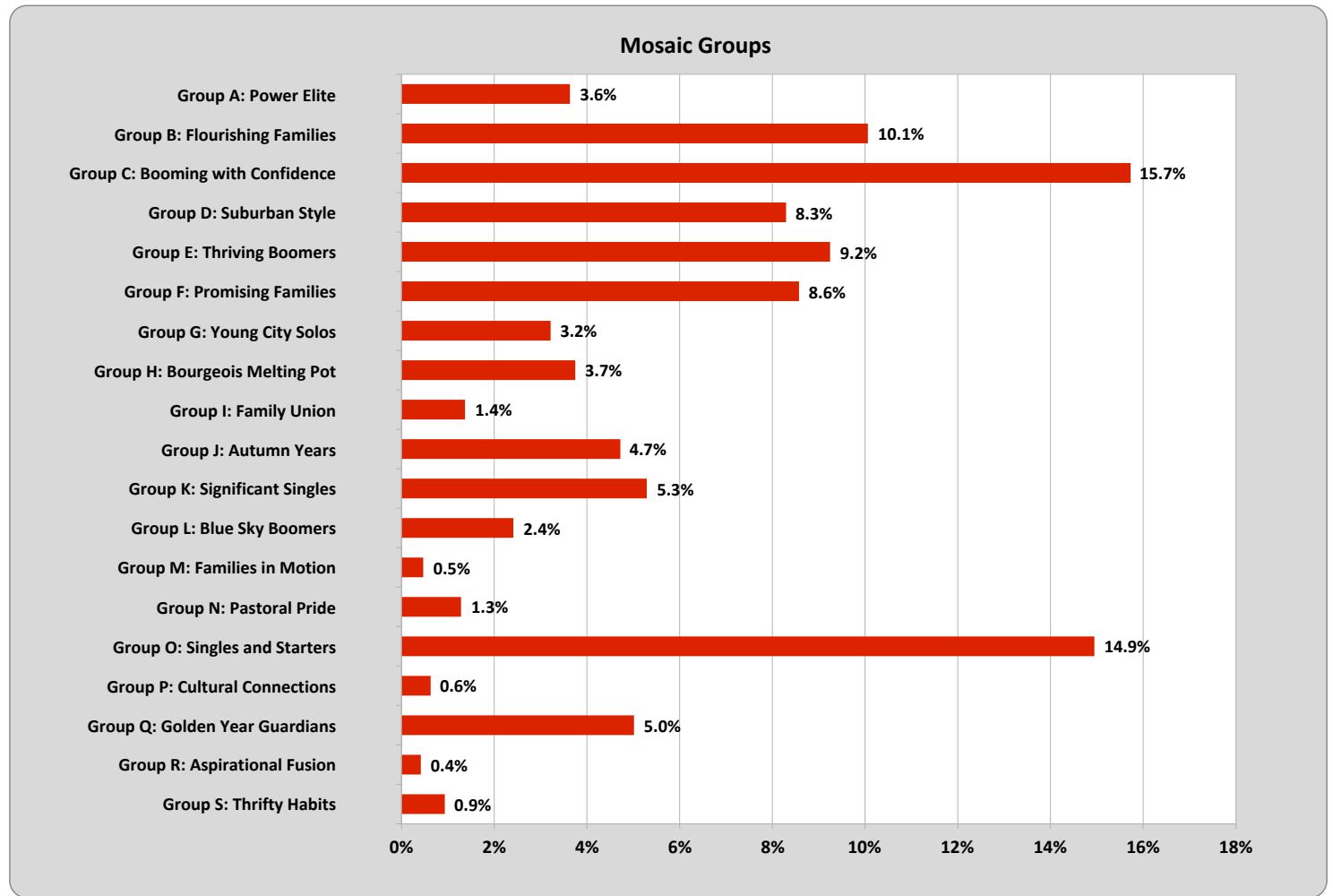
[Understanding Mosaic Portraits for Mission Planning - Video](#)

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

[Mission Impact Mosaic Application Guide by Bandy \(To open in a new Tab hold Control key when you click on the link\)](#)

Diversity: Mosaic Groups

Mosaic Groups

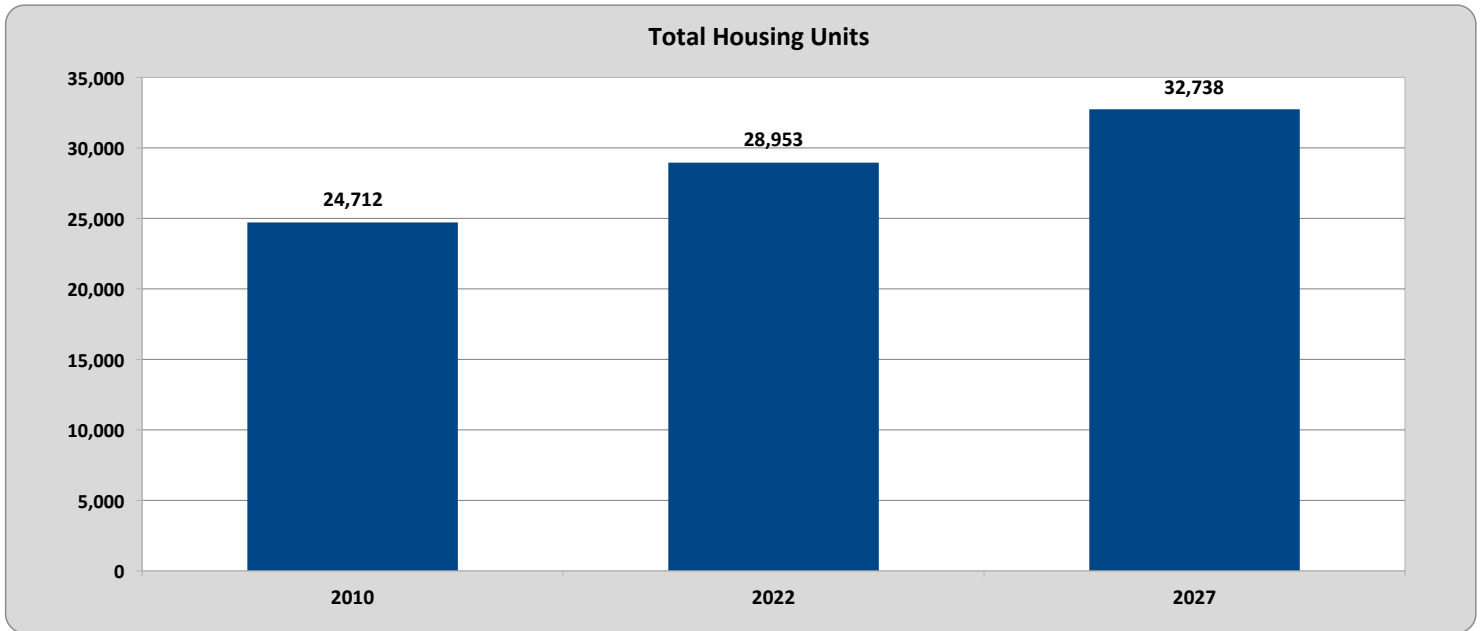


Mosaic Groups	Study Area		State of VA		Comp Index CY
	2022	2022	2022	2022	
Group A: Power Elite	976	3.6%	324,466	9.8%	37
Group B: Flourishing Families	2,702	10.1%	218,008	6.6%	153
Group C: Booming with Confidence	4,224	15.7%	304,909	9.2%	171
Group D: Suburban Style	2,228	8.3%	188,715	5.7%	146
Group E: Thriving Boomers	2,483	9.2%	200,125	6.0%	153
Group F: Promising Families	2,303	8.6%	145,874	4.4%	195
Group G: Young City Solos	864	3.2%	131,481	4.0%	81
Group H: Bourgeois Melting Pot	1,007	3.7%	72,771	2.2%	171
Group I: Family Union	368	1.4%	102,030	3.1%	44
Group J: Autumn Years	1,268	4.7%	190,649	5.8%	82
Group K: Significant Singles	1,421	5.3%	102,658	3.1%	171
Group L: Blue Sky Boomers	648	2.4%	186,527	5.6%	43
Group M: Families in Motion	126	0.5%	95,197	2.9%	16
Group N: Pastoral Pride	345	1.3%	150,673	4.6%	28
Group O: Singles and Starters	4,014	14.9%	420,740	12.7%	118
Group P: Cultural Connections	169	0.6%	44,667	1.3%	47
Group Q: Golden Year Guardians	1,347	5.0%	243,278	7.4%	68
Group R: Aspirational Fusion	112	0.4%	67,264	2.0%	21
Group S: Thrifty Habits	251	0.9%	119,870	3.6%	26
Totals:	26,856	0.00%	3,309,902	100.00%	

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



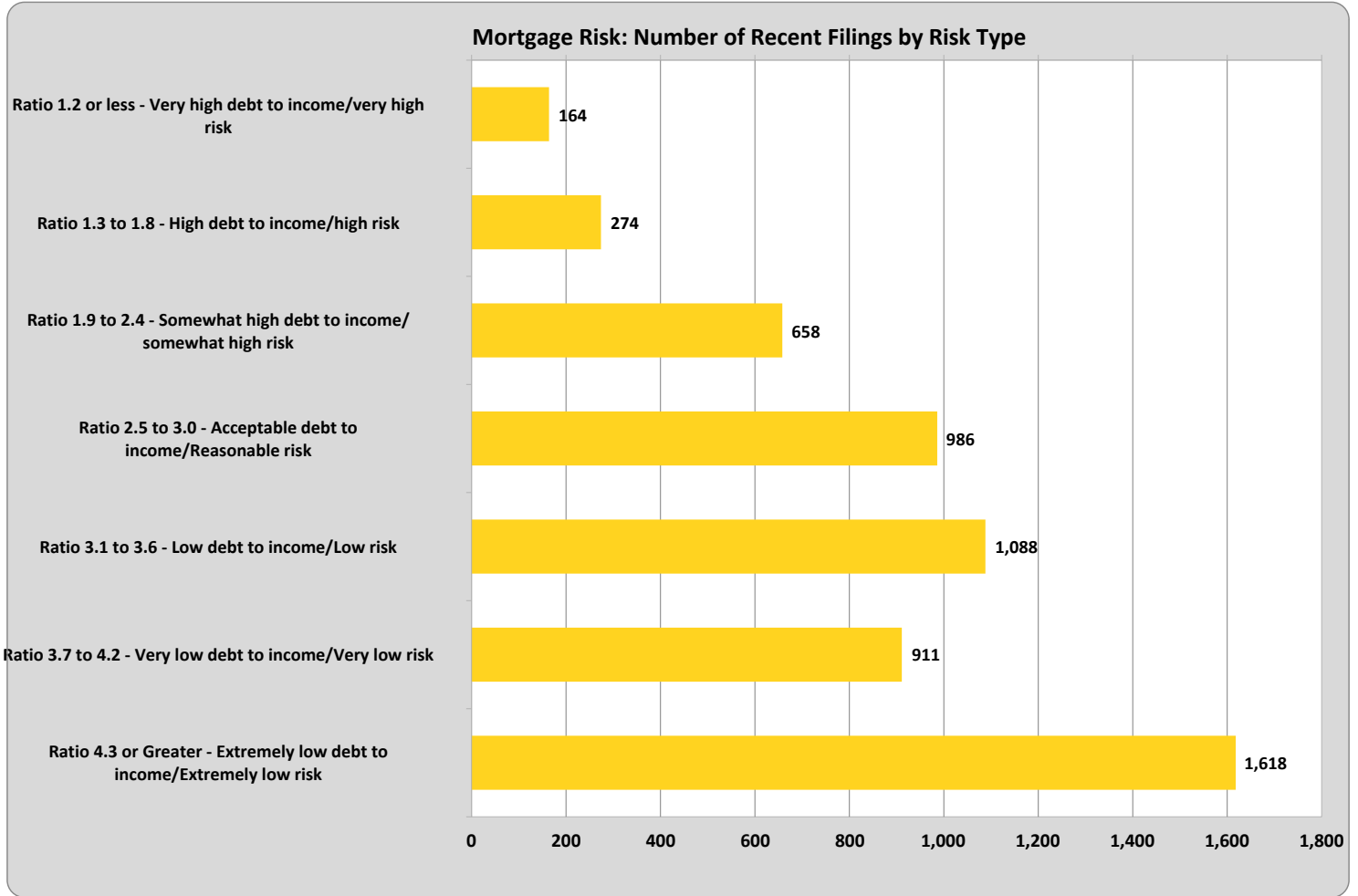
	2010	2022	2027
Housing Units	24,712	28,953	32,738
Family Households Change		4,241	3,785
Percent Change		17.16%	13.07%

	2010		Study Area		2022		2027		5 Yr Chg	VA 2022	Comp Index CY
Housing by Occupancy											
Occupied	23,115	93.54%	27,141	93.74%	30,818	94.14%	0.39%			91.32%	103
Vacant	1,597	6.46%	1,812	6.26%	1,920	5.86%	-0.39%			8.68%	72
Totals:	24,712	100.00%	28,953	100.00%	32,738	100.00%				100.00%	
Housing by Type of Occupancy											
Owner Occupied	15,607	67.52%	18,309	67.46%	20,795	67.48%	0.02%			67.58%	100
Renter Occupied	7,508	32.48%	8,833	32.54%	10,023	32.52%	-0.02%			32.42%	100
Totals:	23,115	100.00%	27,142	100.00%	30,818	100.00%				100.00%	

Housing

	Study Area 2022		State of VA 2022		Comp Index CY
Housing Units by Dwelling Type					
1 Unit Attached	4,159	14.37%	432,035	11.84%	121
1 Unit Detached	19,997	69.07%	2,384,353	65.35%	106
2 Units	595	2.06%	75,746	2.08%	99
3 to 19 Units	1,849	6.39%	259,714	7.12%	90
20 to 49 Units	785	2.71%	85,568	2.35%	116
50 or More Units	800	2.76%	207,162	5.68%	49
Mobile Home or Trailer	767	2.65%	202,975	5.56%	48
Other	0	0.00%	957	0.03%	0
Totals:	28,952	100.00%	3,648,510	100.00%	
Owner Occupied Housing Values					
Less than \$20,000	174	0.97%	35,261	1.60%	60
\$20,000 to \$39,999	137	0.76%	24,259	1.10%	69
\$40,000 to \$59,999	126	0.70%	23,826	1.08%	65
\$60,000 to \$79,999	70	0.39%	29,869	1.36%	29
\$80,000 to \$99,999	116	0.64%	41,895	1.90%	34
\$100,000 to \$149,999	223	1.24%	135,881	6.18%	20
\$150,000 to \$199,999	347	1.93%	162,217	7.37%	26
\$200,000 to \$299,999	1,364	7.57%	385,219	17.51%	43
\$300,000 to \$399,999	3,018	16.75%	322,706	14.67%	114
\$400,000 to \$499,999	4,285	23.79%	257,214	11.69%	203
\$500,000 to \$749,999	6,586	36.56%	404,078	18.36%	199
\$750,000 to \$999,999	1,003	5.57%	194,496	8.84%	63
\$1,000,000 or more	566	3.14%	183,557	8.34%	38
Totals:	18,015	100.00%	2,200,478	100.00%	
Housing by Year Built					
1939 or Earlier	2,265	7.82%	273,258	7.49%	104
1940 to 1949	800	2.76%	162,652	4.46%	62
1950 to 1959	1,882	6.50%	343,315	9.41%	69
1960 to 1969	1,794	6.20%	387,329	10.61%	58
1970 to 1979	3,985	13.76%	579,591	15.88%	87
1980 to 1989	4,504	15.56%	601,898	16.49%	94
1990 to 1999	6,235	21.53%	593,725	16.27%	132
2000 to 2009	6,224	21.50%	601,170	16.47%	130
2010 or Later	1,264	4.37%	106,167	2.91%	150
Totals:	28,953	100.00%	3,649,105	100.00%	

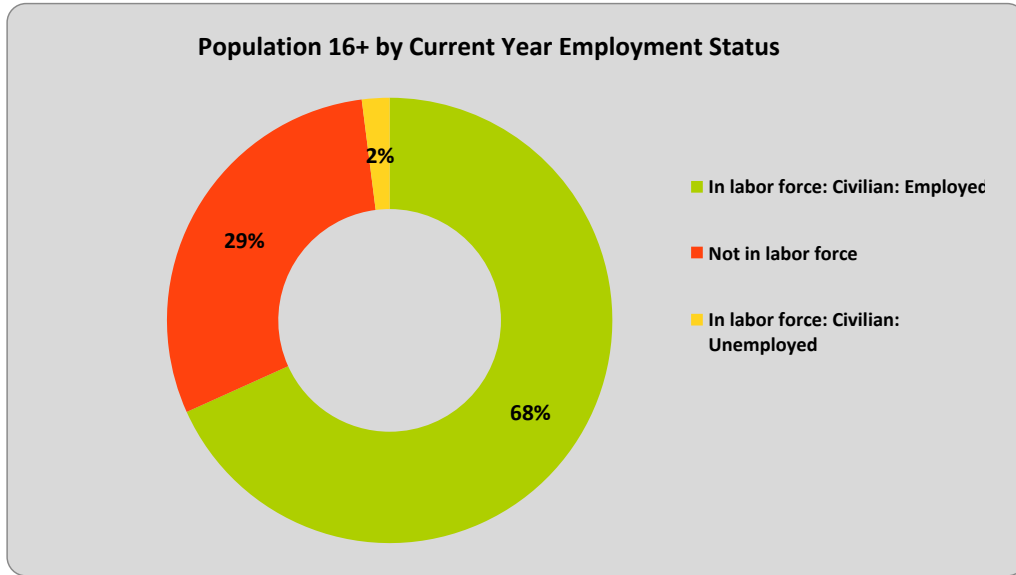
Mortgage Risk Indicator



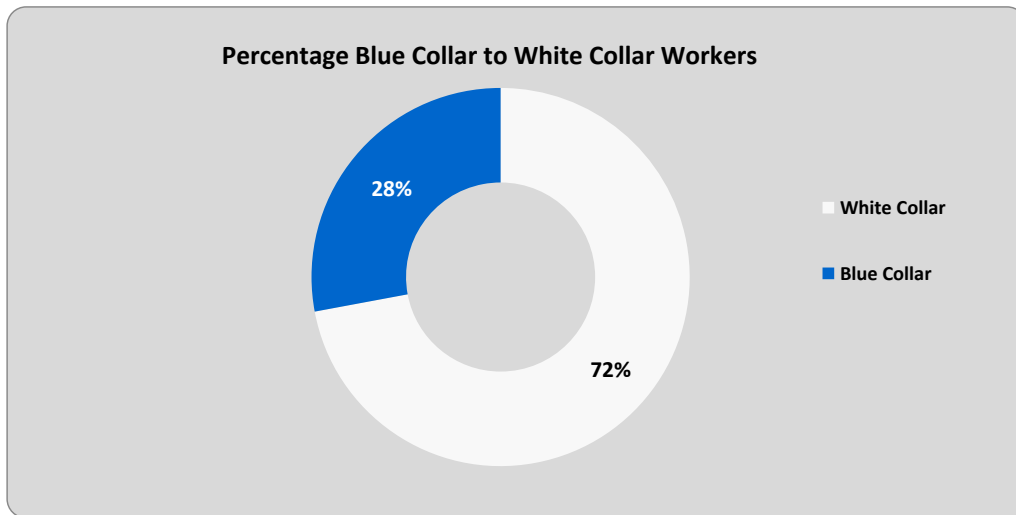
The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

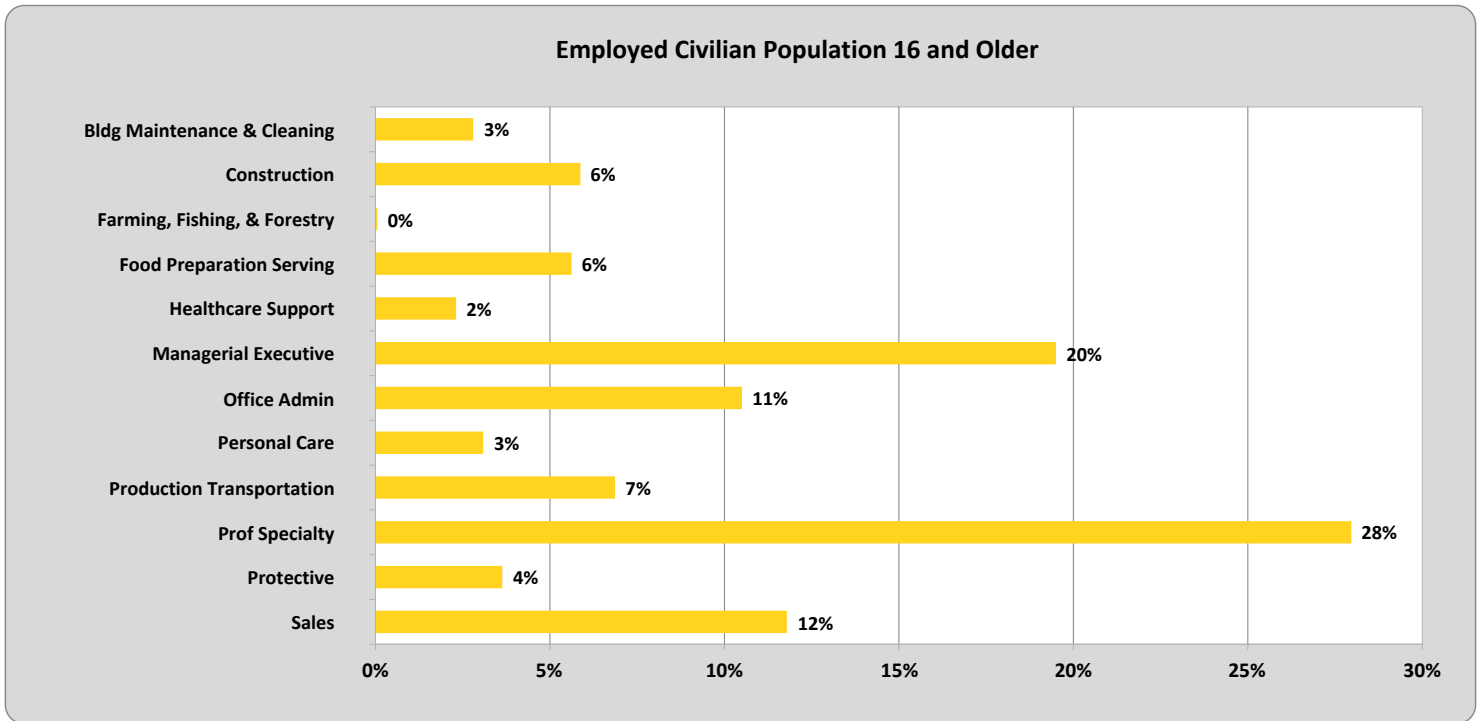
Employment Status of Population 16 and Older: 2022



Pop 16+ by Employment Status	Study Area		State of VA		Comp Index CY
	2022		2022		
In labor force: Civilian: Employed	40,804	67.65%	4,515,086	62.81%	108
In labor force: In Armed Forces	533	0.88%	130,517	1.82%	49
Not in labor force	17,780	29.48%	2,420,494	33.67%	88
In labor force: Civilian: Unemployed	1,198	1.99%	122,739	1.71%	116
Blue and White Collar Workers 2022	60,315	100.00%	7,188,836	100.00%	
Employed Pop 16+ Blue/White Collar					
Blue Collar	11,396	27.93%	1,477,415	32.72%	85
White Collar	29,407	72.07%	3,037,671	67.28%	107
	40,803	100.00%	4,515,086	100.00%	

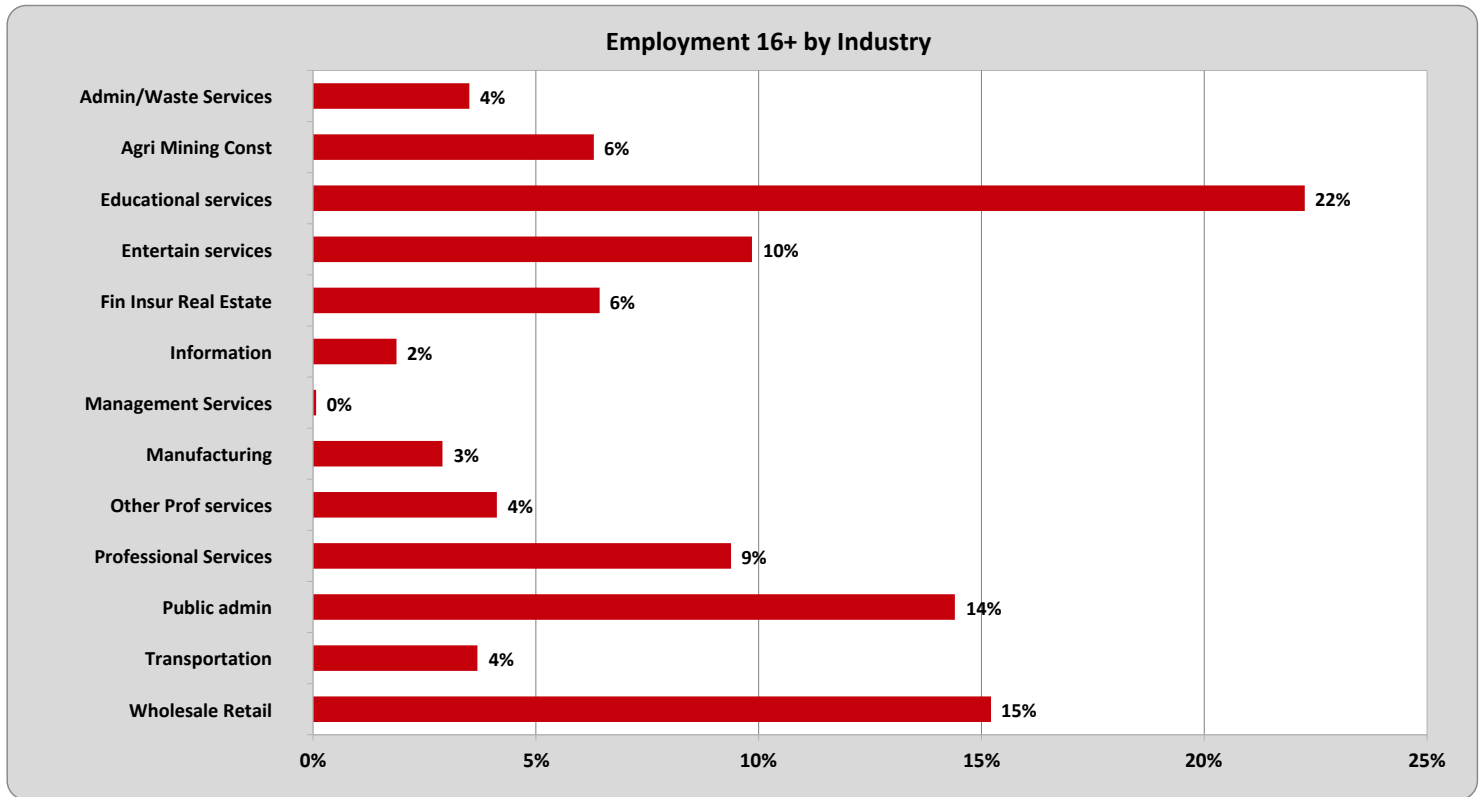


Employed Civilian Population by Occupation: 2022



Employed Civilian Pop 16+ by Occupation	Study Area		State of VA		Comp Index CY
	2022		2022		
Bldg Maintenance & Cleaning	1,143	2.80%	151,860	3.36%	83
Construction	2,396	5.87%	354,603	7.85%	75
Farming, Fishing, & Forestry	22	0.05%	15,921	0.35%	15
Food Preparation Serving	2,293	5.62%	230,905	5.11%	110
Healthcare Support	943	2.31%	116,611	2.58%	89
Managerial Executive	7,957	19.50%	826,338	18.30%	107
Office Admin	4,286	10.50%	484,031	10.72%	98
Personal Care	1,259	3.09%	129,332	2.86%	108
Production Transportation	2,801	6.86%	476,220	10.55%	65
Prof Specialty	11,412	27.97%	1,181,178	26.16%	107
Protective	1,483	3.63%	118,574	2.63%	138
Sales	4,810	11.79%	429,513	9.51%	124
Totals:	40,805	100.00%	4,515,086	100.00%	
Workers 16+: Home or Away					
Worked at Home	1,900	4.66%	217,087	4.81%	97
Worked away from Home	38,903	95.34%	4,297,370	95.19%	100
Totals:	40,803	100.00%	4,514,457	100.00%	
Workers 16+: Transport to Work					
Bicycle	160	0.41%	17,278	0.40%	102
Car, Truck, or Van: Carpooled	4,893	12.58%	424,437	9.88%	127
Car, Truck, or Van: Drove Alone	30,429	78.22%	3,514,589	81.78%	96
Motorcycle	38	0.10%	7,715	0.18%	54
Other Means	401	1.03%	42,041	0.98%	105
Walked	1,082	2.78%	98,634	2.30%	121
Public Trans Excluding Taxi Cab	1,863	4.79%	187,868	4.37%	110
Taxi Cab	38	0.10%	4,808	0.11%	87
Totals:	38,904	100.00%	4,297,370	100.00%	

Employed Pop 16+ by Industry: 2022



Employed Civilian Pop 16+ by Industry	Study Area		State of VA		Comp Index CY
	2022		2022		
Admin/Waste Services	1,431	3.51%	182,715	4.05%	87
Agri Mining Const	2,571	6.30%	339,322	7.52%	84
Educational services	9,081	22.26%	1,004,082	22.24%	100
Entertain services	4,019	9.85%	398,321	8.82%	112
Fin Insur Real Estate	2,624	6.43%	282,748	6.26%	103
Information	764	1.87%	86,994	1.93%	97
Management Services	28	0.07%	5,297	0.12%	58
Manufacturing	1,185	2.90%	319,491	7.08%	41
Other Prof services	1,683	4.12%	235,796	5.22%	79
Professional Services	3,827	9.38%	510,752	11.31%	83
Public admin	5,877	14.40%	403,619	8.94%	161
Transportation	1,505	3.69%	198,458	4.40%	84
Wholesale Retail	6,208	15.21%	547,491	12.13%	125
Totals:	40,803	100.00%	4,515,086	100.00%	
Work Place Population Estimates					
Workplace Employees (Full Time Employees)	36,669	93.51%	3,978,066	94.60%	99
Workplace Establishments	2,543	6.49%	227,259	5.40%	120
Totals:	39,212	100.00%	4,205,325	100.00%	

Work

	Study Area		State of VA		Comp Index CY
Families: Workers					
1 worker	5,204	28.28%	699,230	31.06%	91
2 workers	8,523	46.31%	994,831	44.18%	105
3 or more workers	2,661	14.46%	259,725	11.54%	125
No workers	2,016	10.95%	297,797	13.23%	83
Totals:	18,404	100.00%	2,251,583	100.00%	
Workers 16+: Travel Time to Work					
	2022		2022		
Less than 5 minutes	964	2.48%	93,020	2.16%	114
5 to 9 minutes	3,132	8.05%	336,671	7.83%	103
10 to 14 minutes	4,474	11.50%	513,083	11.94%	96
15 to 19 minutes	6,028	15.49%	668,979	15.57%	100
20 to 24 minutes	4,931	12.68%	629,572	14.65%	87
25 to 29 minutes	2,231	5.73%	284,860	6.63%	87
30 to 34 minutes	2,938	7.55%	606,466	14.11%	54
35 to 39 minutes	1,072	2.76%	140,759	3.28%	84
40 to 44 minutes	1,285	3.30%	178,015	4.14%	80
45 to 59 minutes	3,182	8.18%	393,344	9.15%	89
60 to 89 minutes	5,000	12.85%	312,467	7.27%	177
90 or more minutes	3,666	9.42%	140,134	3.26%	289
Totals:	38,903	100.00%	4,297,370	100.00%	

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.