

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

The QuickInsite report looks at a user-defined geography and consists of StoryView and ThemeView sections. The StoryView displays overall demographic information, such as population, educational attainment, median family income, and diversity. The ThemeView goes into more detail about your study area’s demographics, their changes over time, and Mosaic Lifestyle Segmentation Types.

This report doesn’t display every demographic variable. For a comprehensive view of your area’s demographics, run the ExecutiveInsite report. To learn more about your area’s beliefs and preferences, run the MinistryInsite or ReligiousInsite reports.

The Study Area



Topic	Page
StoryView	2
ThemeView	
Population and Households	4
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Education and Career Status	7
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Two Sections

- Two reports are provided on the following pages.
1. The StoryView section presents 9 key demographic indicators of your study area.
 2. The ThemeView section presents greater detail about those indicators organized by themes.

More Information

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

Significant Demographic Indicators of the Study Area's Story

1: Population Change

See: Population and Households Theme

In the 10 year future, how is this area expected to change?



2: School Age Change

See: Age Theme

In the 10 year future, how is the population of school age children in this area expected to change?



3: Families with Children

See: Population and Households Theme

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



4: Adult Educational Attainment

See: Education and Career Status Theme

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



5: Community Diversity Index

See: Community Diversity Theme

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



6: Median Family Income

See: Financial Resources Theme

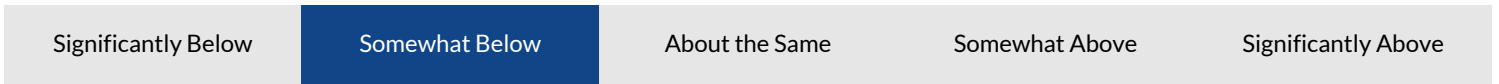
How does the median family income compare to the state for this area?



7: Poverty

See: Financial Resources Theme

Compared to the state, is the number of families in poverty above or below the state average?



8: Blue to White Collar Occupations

See: Education and Career Status Theme

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



9: Largest Racial/Ethnic Group

See: Community Diversity Theme

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

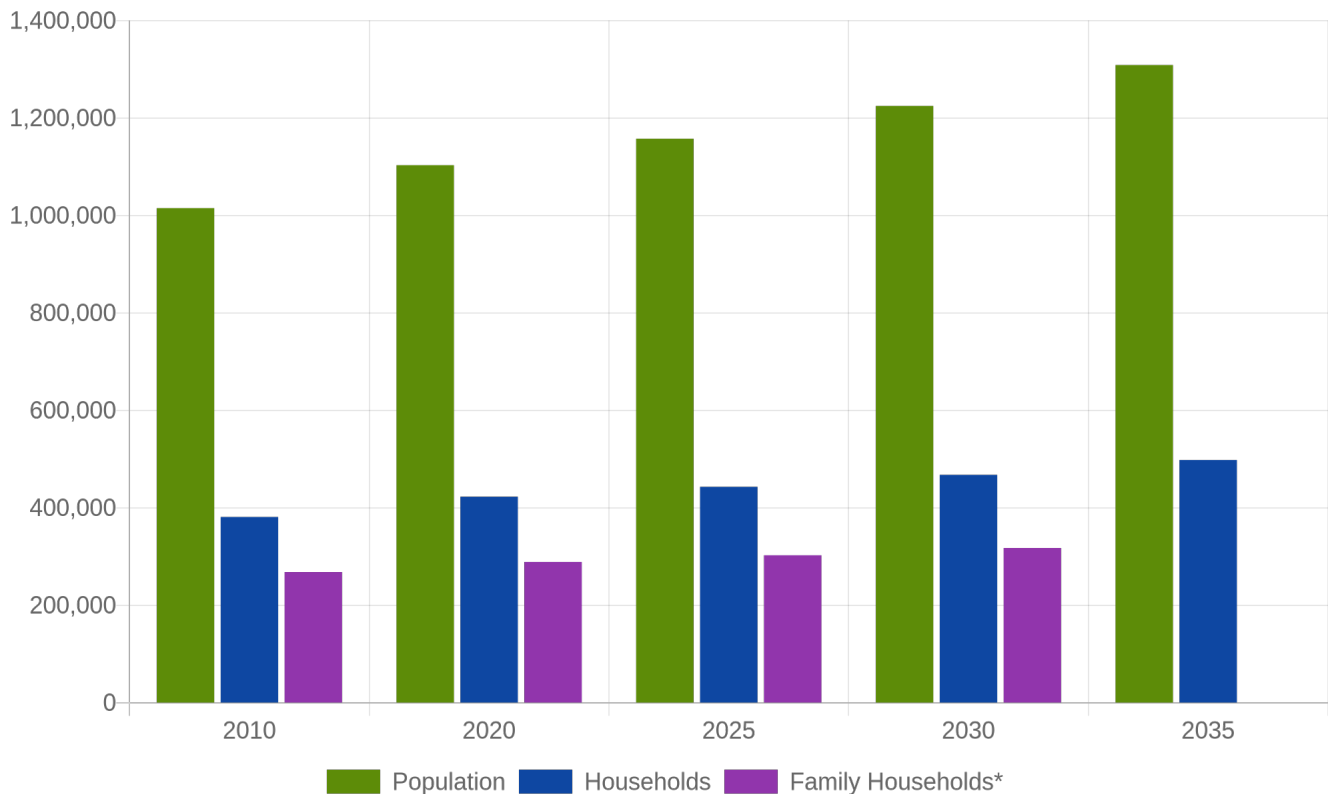


Population and Households Theme

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

History and 10 Year Forecast: Population and Households



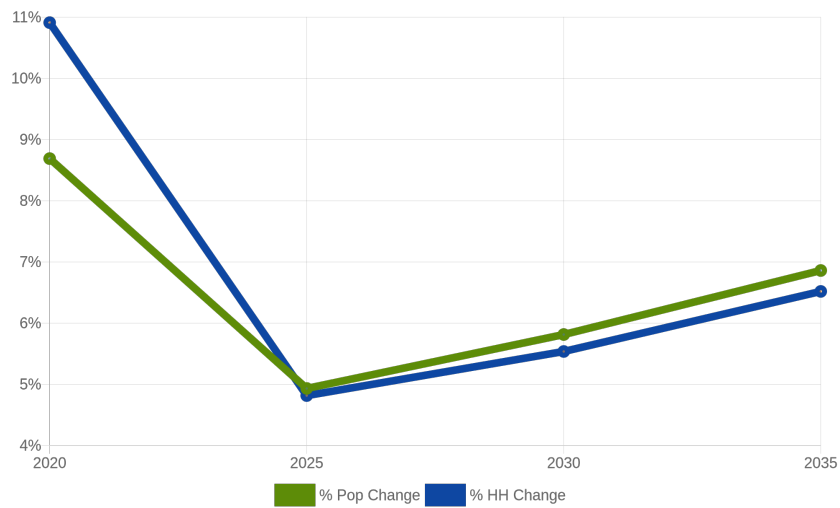
Population, Households & Families

	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%	

* Family Household data is not projected out 10 years.

Population and Households Theme

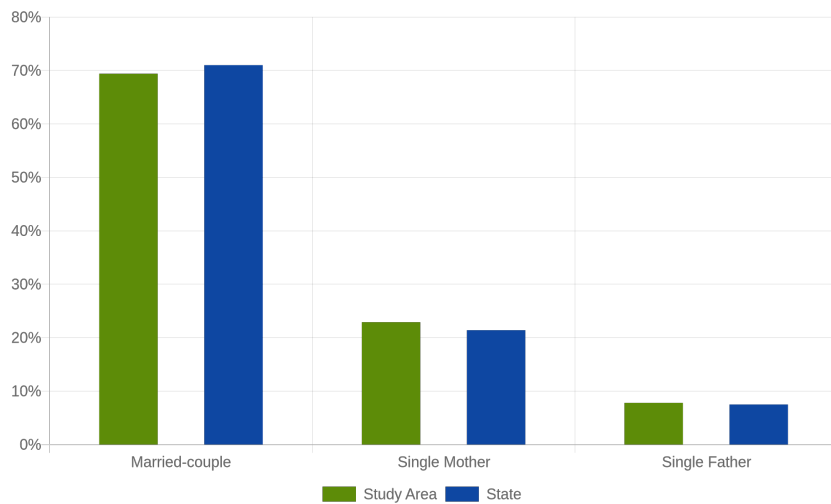
Population and Household Percentage Change



Family Households

The traditional married couple family structure is evolving. This data compares family structures in the study area and the state.

Family Households with Children by Type



This table details the changing landscape of family structures in the study area, with historical data and future projections. Focus on the change column to understand these shifts.

Households with Children

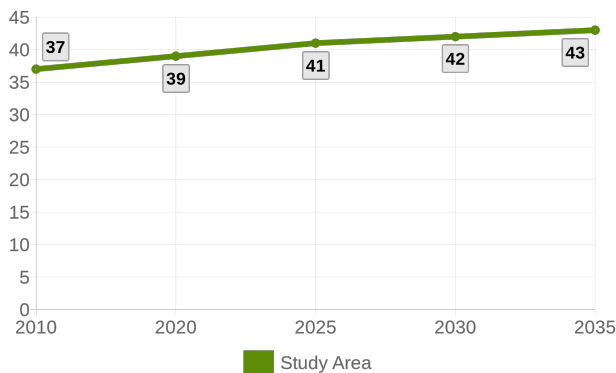
	Actual Hhlds by Year			2020 - 2030	Percent of all Hhlds by Year			2020 - 2030
	2020	2025	2030	Change	2020 %	2025 %	2030 %	% Change
Married-couple	74,141	85,631	94,571	20,430	70.67%	69.36%	68.48%	-2.19%
Single Mother	24,388	28,221	31,738	7,350	23.25%	22.86%	22.98%	-0.27%
Single Father	6,385	9,598	11,796	5,411	6.09%	7.77%	8.54%	2.45%
Total	104,914	123,450	138,105	33,191				

Age Theme

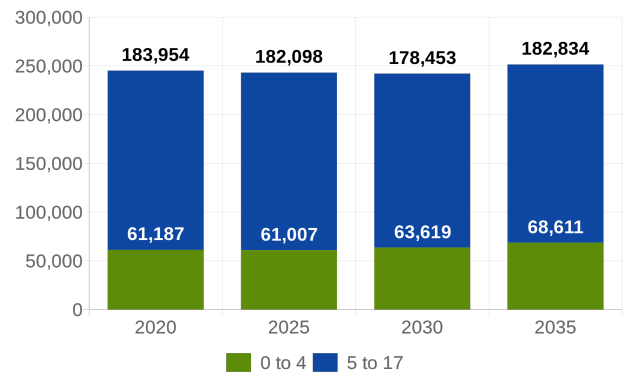
10 Year Average Age and Children 0 to 17 Trends

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.

Average Population Age: History and Trend



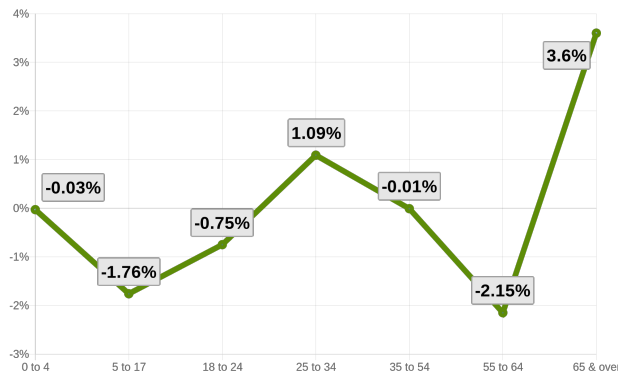
10 Year Projection: Children 0 to 17



Phase of Life

This chart forecasts how the distribution of life phases within the population will shift over the next 10 years.

Phase of Life: 10 Year Change



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			
	2020	2025	2030	2035	2020 %	2025 %	2030 %	2035 %
Before Formal Schooling: 0 to 4	61,187	61,007	63,619	68,611	5.55%	5.27%	5.20%	5.24%
Required Formal Schooling: 5 to 17	183,954	182,098	178,453	182,834	16.68%	15.74%	14.57%	13.97%
College/Career Starts: 18 to 24	108,509	115,491	122,283	120,815	9.84%	9.98%	9.99%	9.23%
Singles & Young Families: 25 to 34	140,168	138,976	149,878	171,444	12.71%	12.01%	12.24%	13.10%
Families & Empty Nesters: 35 to 54	267,304	275,292	291,578	311,176	24.24%	23.79%	23.81%	23.78%
Enrichment Yrs Singles/Cpls: 55 to 64	154,201	152,260	141,583	144,008	13.98%	13.16%	11.56%	11.01%
Retirement Opportunities: 65 & over	187,566	232,143	277,133	309,619	17.01%	20.06%	22.63%	23.66%
Total	1,102,889	1,157,267	1,224,527	1,308,507				

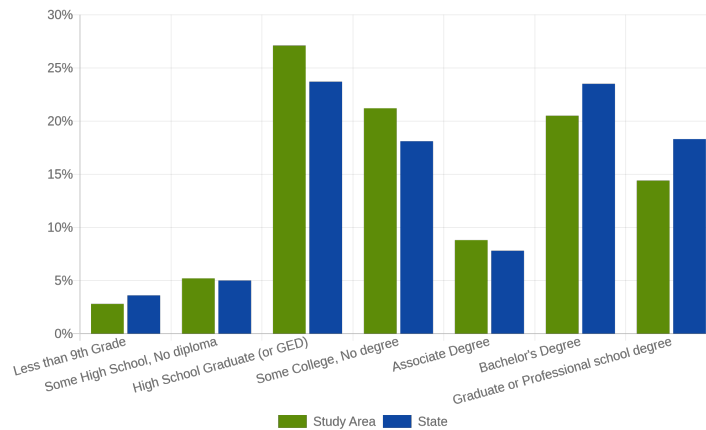
Education and Career Status Theme

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

These graphs illustrate the highest level of education completed for adults 25 years of age and older in the study area.

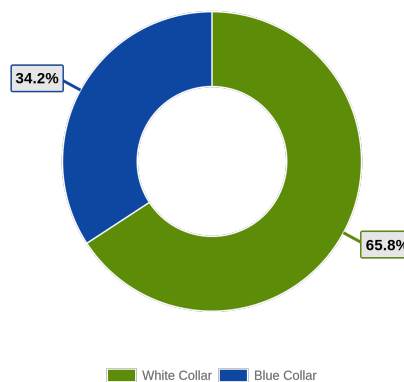
Level of Adult Education



Education Level of Adults 25 Years and Older

	Actual Hhlds by Year		2025 - 2030	Percent of all Hhlds by Year		2025 - 2030
	2025	2030	Change	2025 %	2030 %	% Change
Less than 9th Grade	22,679	24,987	2,308	2.84%	2.90%	0.06%
Some High School, No diploma	41,337	43,185	1,848	5.18%	5.02%	-0.16%
High School Graduate (or GED)	216,414	229,205	12,791	27.10%	26.65%	-0.45%
Some College, No degree	169,596	177,633	8,037	21.23%	20.65%	-0.58%
Associate Degree	70,639	76,473	5,834	8.84%	8.89%	0.05%
Bachelor's Degree	163,350	180,106	16,756	20.45%	20.94%	0.49%
Graduate or Professional school degree	114,658	128,583	13,925	14.36%	14.95%	0.59%
Total	798,673	860,172	61,499			

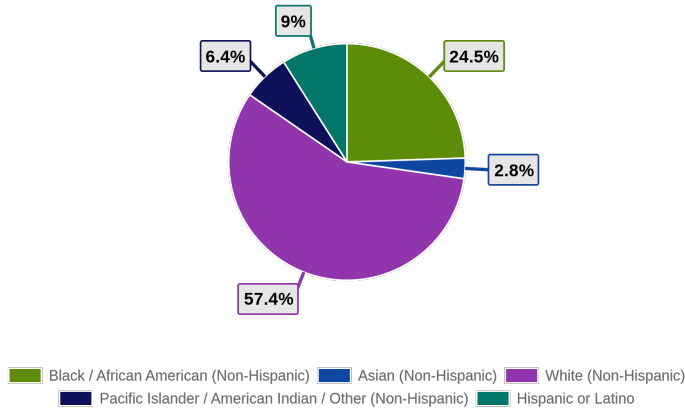
Percentage Blue Collar to White Collar Career Types



Community Diversity Theme

Factors such as race/ethnicity, age, income, and education all contribute to a community's diversity.

Current Year Racial/Ethnic Percentages

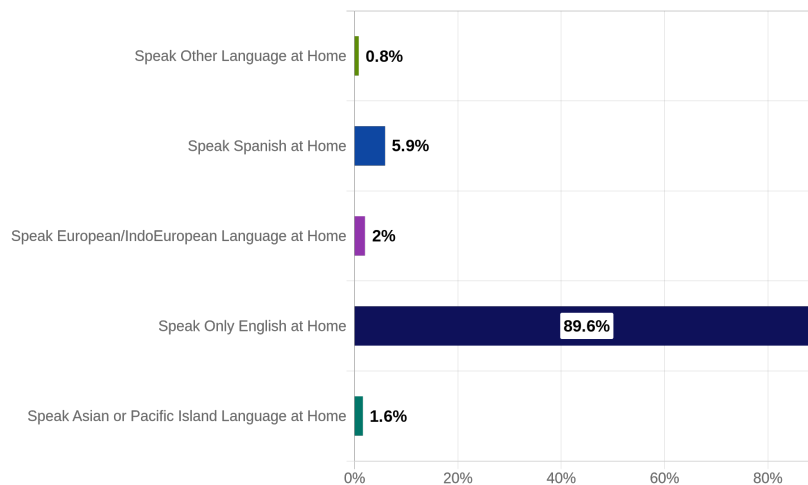


NOTE: Race and ethnicity breakdowns follow Census Bureau categories, reporting only those with extended detail.

Race/Ethnicity by Year

	Actual Population by Year			2020 - 2030	Percent of all Pop by Year			2020 - 2030
	2020	2025	2030	Change	2020 %	2025 %	2030 %	% Change
Black/African American (Non-Hispanic)	276,572	283,074	296,091	19,519	25.17%	24.46%	24.18%	-0.99%
Asian (Non-Hispanic)	30,811	31,861	37,205	6,394	2.80%	2.75%	3.04%	0.24%
White (Non-Hispanic)*	625,219	663,819	684,930	59,711	56.91%	57.36%	55.93%	-0.98%
Pacific Islander / American Indian / Other (Non-Hispanic)	68,769	73,933	84,491	15,722	6.26%	6.39%	6.90%	0.64%
Hispanic or Latino	97,238	104,579	121,809	24,571	8.85%	9.04%	9.95%	1.10%
Total	1,098,609	1,157,266	1,224,526	125,917				

Primary Language Spoken at Home

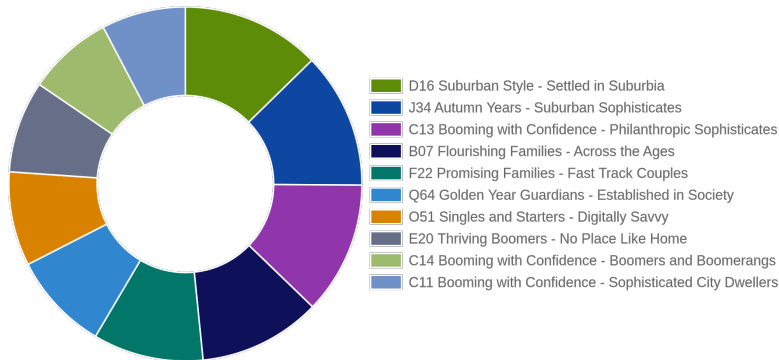


Community Diversity Theme

Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insights into behaviors, attitudes, and preferences, enabling a deeper understanding of the households within the study area.

Top 10 Mosaic Segments



Mosaic	Study Area	State	Comp Index
D16 Suburban Style - Settled in Suburbia	24,164 5.46%	110,978 3.24%	168
J34 Autumn Years - Suburban Sophisticates	23,770 5.37%	124,049 3.62%	148
C13 Booming with Confidence - Philanthropic Sophisticates	23,112 5.22%	256,541 7.48%	69
B07 Flourishing Families - Across the Ages	21,421 4.84%	132,185 3.86%	125
F22 Promising Families - Fast Track Couples	19,219 4.34%	96,565 2.82%	154
Q64 Golden Year Guardians - Established in Society	17,189 3.88%	149,063 4.35%	89
O51 Singles and Starters - Digitally Savvy	16,468 3.72%	104,406 3.05%	122
E20 Thriving Boomers - No Place Like Home	15,962 3.60%	81,412 2.37%	151
C14 Booming with Confidence - Boomers and Boomerangs	14,953 3.38%	57,469 1.68%	201
C11 Booming with Confidence - Sophisticated City Dwellers	14,749 3.33%	65,668 1.92%	173
Total	191,009	1,178,336	

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

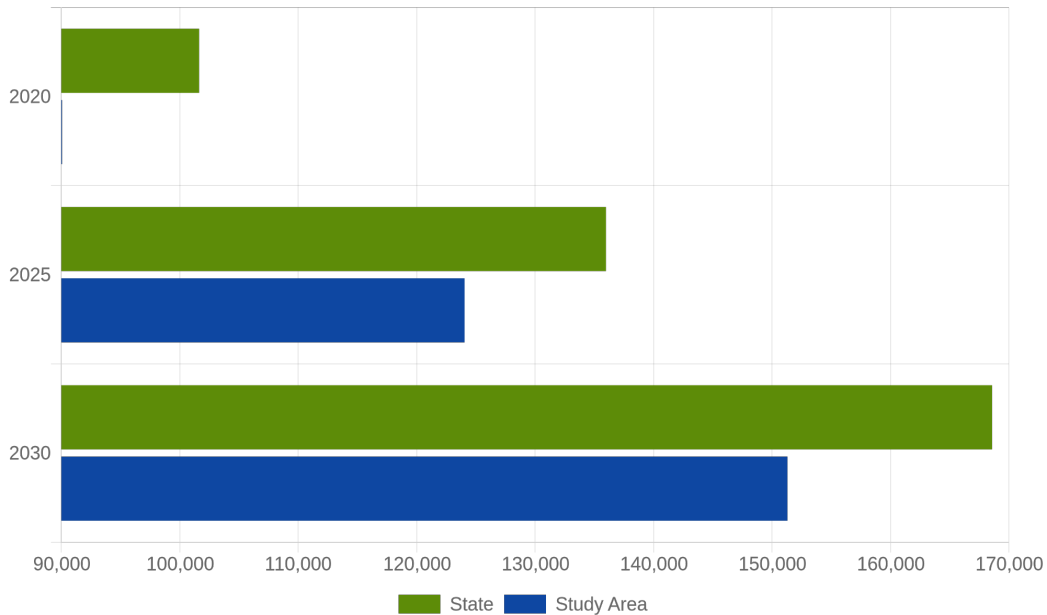
[Mission Impact Mosaic Application Guide by Bandy](#)

Source: US Census Bureau, Synergos Technologies Inc., Mosaic® USA
 Printed On: Jun 3, 2026 at 1:10AM (UTC)

Financial Resources Theme

This section examines three key financial indicators – household income, family income, and poverty levels – to assess community opportunity or distress.

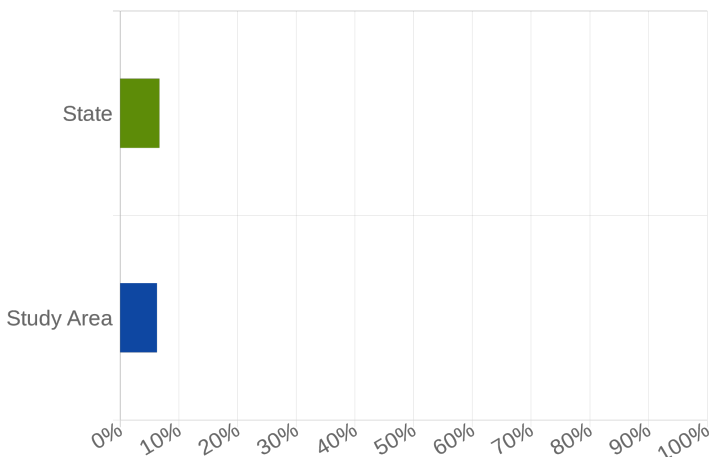
Average Household Income Trends



Income Trends: Households and Families

	2020	2025	2030	2020 - 2030 Change
Average Household Income	\$90,067	\$124,046	\$151,308	\$61,241
Median Household Income	\$73,153	\$97,048	\$121,291	\$48,138
Per Capita Income	\$34,506	\$47,471	\$57,752	\$23,246
Median Family Income		\$104,403	\$119,097	\$14,694

Percentage of Families Below Poverty Line: Current Year



Poverty Level

	Pop	Area % Pop	State % Pop
Above poverty level	283,267	93.72%	93.30%
Below poverty level	18,994	6.28%	6.70%
Total	302,261		

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 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 QuickInsite 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 or call 1-877-230-3212