



<b>Population Summary</b>	
2000 Total Population	7,272
2010 Total Population	12,430
2016 Total Population	13,462
2016 Group Quarters	8
2021 Total Population	14,172
2016-2021 Annual Rate	1.03%
<b>Household Summary</b>	
2000 Households	2,869
2000 Average Household Size	2.53
2010 Households	4,454
2010 Average Household Size	2.79
2016 Households	4,724
2016 Average Household Size	2.85
2021 Households	4,931
2021 Average Household Size	2.87
2016-2021 Annual Rate	0.86%
2010 Families	3,493
2010 Average Family Size	3.19
2016 Families	3,711
2016 Average Family Size	3.26
2021 Families	3,862
2021 Average Family Size	3.29
2016-2021 Annual Rate	0.80%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,024
Owner Occupied Housing Units	73.6%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	5.1%
2010 Housing Units	4,655
Owner Occupied Housing Units	80.5%
Renter Occupied Housing Units	15.2%
Vacant Housing Units	4.3%
2016 Housing Units	4,950
Owner Occupied Housing Units	77.9%
Renter Occupied Housing Units	17.5%
Vacant Housing Units	4.6%
2021 Housing Units	5,109
Owner Occupied Housing Units	79.0%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	3.5%
<b>Median Household Income</b>	
2016	\$91,885
2021	\$101,457
<b>Median Home Value</b>	
2016	\$257,434
2021	\$260,302
<b>Per Capita Income</b>	
2016	\$37,250
2021	\$39,946
<b>Median Age</b>	
2010	37.6
2016	38.7
2021	40.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2016 Households by Income</b>	
Household Income Base	4,724
<\$15,000	4.9%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	7.9%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	26.3%
\$150,000 - \$199,999	11.8%
\$200,000+	8.0%
Average Household Income	\$105,588

<b>2021 Households by Income</b>	
Household Income Base	4,931
<\$15,000	4.3%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	4.7%
\$50,000 - \$74,999	12.6%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	29.9%
\$150,000 - \$199,999	13.4%
\$200,000+	8.2%
Average Household Income	\$114,298

<b>2016 Owner Occupied Housing Units by Value</b>	
Total	3,857
<\$50,000	2.0%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	22.2%
\$200,000 - \$249,999	14.8%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	15.3%
\$400,000 - \$499,999	13.1%
\$500,000 - \$749,999	11.5%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	0.3%
Average Home Value	\$310,805

<b>2021 Owner Occupied Housing Units by Value</b>	
Total	4,034
<\$50,000	0.7%
\$50,000 - \$99,999	0.8%
\$100,000 - \$149,999	2.3%
\$150,000 - \$199,999	21.7%
\$200,000 - \$249,999	22.5%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	10.8%
\$400,000 - \$499,999	18.3%
\$500,000 - \$749,999	11.5%
\$750,000 - \$999,999	1.4%
\$1,000,000 +	0.2%
Average Home Value	\$325,899

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



<b>2010 Population by Age</b>	
Total	12,430
0 - 4	6.6%
5 - 9	8.7%
10 - 14	9.2%
15 - 24	10.6%
25 - 34	10.3%
35 - 44	18.4%
45 - 54	15.2%
55 - 64	10.9%
65 - 74	6.5%
75 - 84	2.8%
85 +	0.8%
18 +	70.5%
<b>2016 Population by Age</b>	
Total	13,463
0 - 4	6.0%
5 - 9	7.2%
10 - 14	9.1%
15 - 24	12.9%
25 - 34	10.0%
35 - 44	14.9%
45 - 54	16.3%
55 - 64	11.9%
65 - 74	7.7%
75 - 84	3.1%
85 +	0.9%
18 +	72.7%
<b>2021 Population by Age</b>	
Total	14,172
0 - 4	5.7%
5 - 9	6.5%
10 - 14	7.8%
15 - 24	12.9%
25 - 34	10.2%
35 - 44	13.1%
45 - 54	16.9%
55 - 64	12.9%
65 - 74	8.7%
75 - 84	4.2%
85 +	1.0%
18 +	74.9%
<b>2010 Population by Sex</b>	
Males	6,139
Females	6,291
<b>2016 Population by Sex</b>	
Males	6,673
Females	6,790
<b>2021 Population by Sex</b>	
Males	7,039
Females	7,133

<b>2010 Population by Race/Ethnicity</b>	
Total	12,430
White Alone	83.3%
Black Alone	9.4%
American Indian Alone	0.2%
Asian Alone	4.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.5%
Hispanic Origin	3.4%
Diversity Index	34.1
<b>2016 Population by Race/Ethnicity</b>	
Total	13,462
White Alone	79.7%
Black Alone	11.8%
American Indian Alone	0.2%
Asian Alone	5.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	2.0%
Hispanic Origin	3.7%
Diversity Index	39.5
<b>2021 Population by Race/Ethnicity</b>	
Total	14,172
White Alone	76.7%
Black Alone	13.2%
American Indian Alone	0.2%
Asian Alone	6.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	2.4%
Hispanic Origin	4.4%
Diversity Index	44.1
<b>2010 Population by Relationship and Household Type</b>	
Total	12,430
In Households	100.0%
In Family Households	90.9%
Householder	28.1%
Spouse	23.3%
Child	35.1%
Other relative	3.2%
Nonrelative	1.2%
In Nonfamily Households	9.1%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

<b>2016 Population 25+ by Educational Attainment</b>	
Total	8,714
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	18.4%
GED/Alternative Credential	2.1%
Some College, No Degree	20.2%
Associate Degree	10.6%
Bachelor's Degree	27.7%
Graduate/Professional Degree	16.7%
<b>2016 Population 15+ by Marital Status</b>	
Total	10,457
Never Married	22.2%
Married	65.3%
Widowed	3.6%
Divorced	8.9%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.9%
Civilian Unemployed	3.1%
<b>2016 Employed Population 16+ by Industry</b>	
Total	7,051
Agriculture/Mining	0.4%
Construction	3.3%
Manufacturing	10.3%
Wholesale Trade	4.0%
Retail Trade	10.9%
Transportation/Utilities	10.8%
Information	0.4%
Finance/Insurance/Real Estate	7.7%
Services	45.9%
Public Administration	6.3%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	7,051
White Collar	74.5%
Management/Business/Financial	16.9%
Professional	29.1%
Sales	15.0%
Administrative Support	13.5%
Services	12.3%
Blue Collar	13.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	3.8%
Production	3.2%
Transportation/Material Moving	3.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	12,430
Population Inside Urbanized Area	83.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	16.9%



<b>2010 Households by Type</b>	
Total	4,454
Households with 1 Person	18.3%
Households with 2+ People	81.7%
Family Households	78.4%
Husband-wife Families	65.2%
With Related Children	35.2%
Other Family (No Spouse Present)	13.3%
Other Family with Male Householder	3.5%
With Related Children	2.2%
Other Family with Female Householder	9.8%
With Related Children	6.5%
Nonfamily Households	3.3%
All Households with Children	44.1%
Multigenerational Households	3.2%
Unmarried Partner Households	3.7%
Male-female	3.1%
Same-sex	0.6%
<b>2010 Households by Size</b>	
Total	4,454
1 Person Household	18.3%
2 Person Household	32.7%
3 Person Household	17.7%
4 Person Household	19.6%
5 Person Household	7.9%
6 Person Household	2.7%
7 + Person Household	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	4,454
Owner Occupied	84.1%
Owned with a Mortgage/Loan	68.1%
Owned Free and Clear	16.0%
Renter Occupied	15.9%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	4,655
Housing Units Inside Urbanized Area	84.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	16.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

## Top 3 Tapestry Segments

1. Professional Pride (1B)
2. Middleburg (4C)
3. Soccer Moms (4A)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$12,700,803
Average Spent	\$2,688.57
Spending Potential Index	134
Education: Total \$	\$9,714,985
Average Spent	\$2,056.52
Spending Potential Index	145
Entertainment/Recreation: Total \$	\$18,497,601
Average Spent	\$3,915.66
Spending Potential Index	134
Food at Home: Total \$	\$29,759,797
Average Spent	\$6,299.70
Spending Potential Index	126
Food Away from Home: Total \$	\$19,510,899
Average Spent	\$4,130.16
Spending Potential Index	134
Health Care: Total \$	\$32,670,469
Average Spent	\$6,915.85
Spending Potential Index	131
HH Furnishings & Equipment: Total \$	\$11,413,692
Average Spent	\$2,416.11
Spending Potential Index	137
Personal Care Products & Services: Total \$	\$4,641,045
Average Spent	\$982.44
Spending Potential Index	134
Shelter: Total \$	\$97,830,539
Average Spent	\$20,709.26
Spending Potential Index	133
Support Payments/Cash Contributions/Gifts in Kind: Total	\$14,977,995
Average Spent	\$3,170.62
Spending Potential Index	137
Travel: Total \$	\$12,748,525
Average Spent	\$2,698.67
Spending Potential Index	145
Vehicle Maintenance & Repairs: Total \$	\$6,419,605
Average Spent	\$1,358.93
Spending Potential Index	131

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.