	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,952	13,112	34,523
2010 Total Population	7,586	18,588	42,115
2018 Total Population	8,486	21,153	46,050
2018 Group Quarters	593	903	948
2023 Total Population	9,411	23,153	49,500
2018-2023 Annual Rate	2.09%	1.82%	1.46%
2018 Total Daytime Population	8,213	22,815	44,399
Workers	4,418	12,176	19,312
Residents	3,795	10,639	25,087
Household Summary			
2000 Households	1,185	4,612	12,694
2000 Average Household Size	2.94	2.67	2.65
2010 Households	2,441	6,718	15,344
2010 Average Household Size	2.82	2.62	2.68
2018 Households	2,776	7,619	16,630
2018 Average Household Size	2.84	2.66	2.71
2023 Households	3,096	8,331	17,827
2023 Average Household Size	2.85	2.67	2.72
2018-2023 Annual Rate	2.21%	1.80%	1.40%
2010 Families	1,821	4,903	11,137
2010 Average Family Size	3.28	3.09	3.15
2018 Families	2,046	5,506	11,944
2018 Average Family Size	3.34	3.16	3.22
2023 Families	2,271	6,000	12,757
2023 Average Family Size	3.36	3.18	3.25
2018-2023 Annual Rate	2.11%	1.73%	1.33%
Housing Unit Summary			
2000 Housing Units	1,223	4,856	13,589
Owner Occupied Housing Units	78.7%	74.3%	59.6%
Renter Occupied Housing Units	18.2%	20.7%	33.8%
Vacant Housing Units	3.1%	5.0%	6.6%
2010 Housing Units	2,565	7,192	16,669
Owner Occupied Housing Units	68.3%	69.2%	59.6%
Renter Occupied Housing Units	26.9%	24.2%	32.5%
Vacant Housing Units	4.8%	6.6%	7.9%
2018 Housing Units	2,876	8,128	18,110
Owner Occupied Housing Units	65.5%	65.5%	55.6%
Renter Occupied Housing Units	31.0%	28.3%	36.3%
Vacant Housing Units	3.5%	6.3%	8.2%
2023 Housing Units	3,204	8,880	19,404
Owner Occupied Housing Units	65.9%	66.6%	57.0%
Renter Occupied Housing Units	30.7%	27.2%	34.9%
Vacant Housing Units	3.4%	6.2%	8.1%
Median Household Income			
2018	$79,291	$75,025	$56,657
2023	$86,237	$82,232	$64,342
Median Home Value			
2018	$235,438	$256,978	$237,699
2023	$242,912	$272,727	$251,800
Per Capita Income			
2018	$29,423	$31,694	$26,497
2023	$33,133	$36,348	$30,544
Median Age			
2010	32.9	37.3	36.6
2018	33.8	38.2	37.7
2023	33.4	38.0	38.2

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 30, 2019

	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	2,776	7,619	16,630
<$15,000	3.5%	6.1%	11.9%
$15,000 - $24,999	4.7%	7.4%	11.0%
$25,000 - $34,999	3.6%	6.2%	8.6%
$35,000 - $49,999	11.6%	11.2%	12.5%
$50,000 - $74,999	21.1%	19.2%	17.2%
$75,000 - $99,999	22.9%	18.2%	14.1%
$100,000 - $149,999	26.8%	21.3%	16.4%
$150,000 - $199,999	4.6%	6.5%	4.9%
$200,000+	1.1%	4.0%	3.4%
Average Household Income	$81,625	$84,417	$71,481
2023 Households by Income			
Household Income Base	3,096	8,331	17,827
<$15,000	3.0%	5.1%	10.5%
$15,000 - $24,999	3.8%	6.1%	9.7%
$25,000 - $34,999	3.0%	5.2%	7.8%
$35,000 - $49,999	9.7%	9.7%	11.4%
$50,000 - $74,999	18.3%	17.3%	16.2%
$75,000 - $99,999	22.4%	18.2%	14.4%
$100,000 - $149,999	32.2%	25.3%	19.7%
$150,000 - $199,999	5.8%	7.7%	5.8%
$200,000+	1.7%	5.4%	4.5%
Average Household Income	$92,711	$97,776	$83,023
2018 Owner Occupied Housing Units by Value			
Total	1,884	5,322	10,063
<$50,000	0.2%	3.9%	3.8%
$50,000 - $99,999	1.3%	2.2%	5.2%
$100,000 - $149,999	6.4%	6.8%	10.4%
$150,000 - $199,999	19.9%	14.1%	16.3%
$200,000 - $249,999	31.5%	20.6%	18.7%
$250,000 - $299,999	24.2%	17.1%	14.6%
$300,000 - $399,999	11.1%	19.8%	15.9%
$400,000 - $499,999	4.4%	7.4%	6.8%
$500,000 - $749,999	1.0%	5.8%	5.0%
$750,000 - $999,999	0.1%	0.7%	0.8%
$1,000,000 - $1,499,999	0.0%	0.5%	1.1%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.1%	1.1%	1.1%
Average Home Value	$248,847	$306,156	$293,289
2023 Owner Occupied Housing Units by Value			
Total	2,113	5,913	11,062
<$50,000	0.1%	3.1%	3.0%
$50,000 - $99,999	1.0%	1.9%	4.6%
$100,000 - $149,999	5.3%	5.8%	9.3%
$150,000 - $199,999	17.2%	12.2%	14.6%
$200,000 - $249,999	30.7%	19.3%	18.0%
$250,000 - $299,999	25.5%	17.1%	14.6%
$300,000 - $399,999	12.7%	20.4%	16.4%
$400,000 - $499,999	5.6%	8.8%	8.0%
$500,000 - $749,999	1.6%	7.8%	6.9%
$750,000 - $999,999	0.1%	1.0%	1.3%
$1,000,000 - $1,499,999	0.0%	0.6%	1.5%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.2%	1.9%	1.8%
Average Home Value	$261,282	$341,482	$330,243

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	7,586	18,589	42,115
0 - 4	8.1%	7.0%	7.3%
5 - 9	7.5%	6.8%	7.4%
10 - 14	7.2%	6.6%	7.2%
15 - 24	13.8%	12.5%	13.1%
25 - 34	17.3%	13.3%	12.6%
35 - 44	18.3%	15.9%	14.5%
45 - 54	13.8%	15.6%	15.5%
55 - 64	7.0%	9.9%	10.6%
65 - 74	3.8%	6.4%	6.5%
75 - 84	2.1%	3.8%	3.5%
85 +	1.1%	2.1%	1.7%
18 +	72.8%	75.1%	73.3%
2018 Population by Age			
Total	8,486	21,153	46,048
0 - 4	7.6%	6.3%	6.6%
5 - 9	7.7%	6.8%	7.0%
10 - 14	7.2%	6.8%	7.1%
15 - 24	12.3%	11.4%	12.2%
25 - 34	17.2%	14.1%	13.4%
35 - 44	16.1%	13.9%	13.1%
45 - 54	14.3%	14.2%	13.6%
55 - 64	9.4%	12.2%	13.0%
65 - 74	4.8%	8.0%	8.2%
75 - 84	2.3%	4.1%	4.0%
85 +	1.0%	2.1%	1.8%
18 +	73.9%	76.6%	75.4%
2023 Population by Age			
Total	9,412	23,152	49,500
0 - 4	7.6%	6.3%	6.5%
5 - 9	7.7%	6.5%	6.7%
10 - 14	7.6%	6.9%	7.1%
15 - 24	11.7%	10.9%	11.6%
25 - 34	18.8%	14.8%	13.7%
35 - 44	16.1%	14.4%	13.6%
45 - 54	12.3%	12.5%	12.3%
55 - 64	9.6%	12.1%	12.7%
65 - 74	5.2%	8.7%	9.3%
75 - 84	2.4%	4.9%	4.8%
85 +	1.0%	2.2%	1.9%
18 +	73.2%	76.5%	75.7%
2010 Population by Sex			
Males	3,868	9,155	20,060
Females	3,718	9,433	22,055
2018 Population by Sex			
Males	4,270	10,395	21,968
Females	4,215	10,758	24,082
2023 Population by Sex			
Males	4,742	11,404	23,729
Females	4,669	11,749	25,772

May 30, 2019

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	7,586	18,588	42,115
White Alone	47.1%	56.3%	42.6%
Black Alone	46.4%	38.6%	53.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	1.4%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.0%	0.7%
Two or More Races	2.8%	2.4%	2.0%
Hispanic Origin	4.4%	3.3%	2.6%
Diversity Index	60.0	56.3	55.8
2018 Population by Race/Ethnicity			
Total	8,485	21,153	46,051
White Alone	46.5%	55.3%	42.7%
Black Alone	45.4%	38.3%	52.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.5%	1.7%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	1.4%	1.1%
Two or More Races	3.5%	2.9%	2.5%
Hispanic Origin	6.8%	5.1%	4.0%
Diversity Index	63.1	59.2	58.2
2023 Population by Race/Ethnicity			
Total	9,411	23,154	49,500
White Alone	45.1%	53.9%	42.1%
Black Alone	45.5%	38.6%	51.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.8%	1.9%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	1.6%	1.2%
Two or More Races	4.1%	3.5%	3.1%
Hispanic Origin	7.9%	6.1%	4.8%
Diversity Index	64.8	61.1	59.5
2010 Population by Relationship and Household Type			
Total	7,586	18,588	42,115
In Households	90.7%	94.9%	97.6%
In Family Households	80.3%	83.1%	85.6%
Householder	24.3%	26.3%	26.5%
Spouse	17.8%	19.8%	17.3%
Child	33.3%	32.0%	35.5%
Other relative	3.2%	3.2%	4.0%
Nonrelative	1.6%	1.7%	2.3%
In Nonfamily Households	10.4%	11.7%	12.0%
In Group Quarters	9.3%	5.1%	2.4%
Institutionalized Population	9.3%	5.1%	2.3%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	5,531	14,521	30,883
Less than 9th Grade	2.4%	2.8%	4.2%
9th - 12th Grade, No Diploma	6.1%	7.3%	9.7%
High School Graduate	19.6%	20.5%	23.9%
GED/Alternative Credential	4.0%	4.5%	5.5%
Some College, No Degree	25.4%	23.8%	23.3%
Associate Degree	12.3%	11.4%	10.2%
Bachelor's Degree	17.5%	18.1%	14.6%
Graduate/Professional Degree	12.7%	11.6%	8.6%
2018 Population 15+ by Marital Status			
Total	6,573	16,940	36,504
Never Married	30.3%	29.1%	35.1%
Married	57.7%	55.1%	48.2%
Widowed	4.9%	6.3%	6.1%
Divorced	7.1%	9.4%	10.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	95.7%	92.6%
Civilian Unemployed (Unemployment Rate)	5.0%	4.3%	7.4%
2018 Employed Population 16+ by Industry			
Total	3,772	9,531	19,899
Agriculture/Mining	0.0%	0.7%	0.5%
Construction	5.9%	7.8%	7.0%
Manufacturing	10.1%	9.5%	11.0%
Wholesale Trade	2.0%	2.0%	1.8%
Retail Trade	10.0%	11.4%	12.4%
Transportation/Utilities	4.1%	3.5%	5.0%
Information	1.2%	1.2%	0.9%
Finance/Insurance/Real Estate	4.6%	4.6%	4.1%
Services	48.5%	47.4%	47.9%
Public Administration	13.5%	12.1%	9.4%
2018 Employed Population 16+ by Occupation			
Total	3,774	9,531	19,899
White Collar	66.7%	63.4%	56.0%
Management/Business/Financial	16.5%	16.0%	12.6%
Professional	26.4%	25.4%	21.5%
Sales	7.1%	8.9%	9.2%
Administrative Support	16.8%	13.1%	12.7%
Services	11.7%	16.0%	18.8%
Blue Collar	21.7%	20.6%	25.2%
Farming/Forestry/Fishing	0.0%	0.4%	0.6%
Construction/Extraction	4.3%	5.2%	6.0%
Installation/Maintenance/Repair	5.8%	4.0%	3.6%
Production	4.9%	5.3%	6.3%
Transportation/Material Moving	6.7%	5.7%	8.8%
2010 Population By Urban/ Rural Status			
Total Population	7,586	18,588	42,115
Population Inside Urbanized Area	100.0%	93.2%	87.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	6.8%	12.1%

May 30, 2019

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	2,441	6,718	15,344
Households with 1 Person	21.2%	22.9%	23.4%
Households with 2+ People	78.8%	77.1%	76.6%
Family Households	74.6%	73.0%	72.6%
Husband-wife Families	54.5%	55.0%	47.3%
With Related Children	31.4%	26.1%	22.2%
Other Family (No Spouse Present)	20.1%	18.0%	25.3%
Other Family with Male Householder	3.8%	3.8%	4.8%
With Related Children	2.4%	2.1%	2.5%
Other Family with Female Householder	16.3%	14.2%	20.5%
With Related Children	12.0%	9.6%	13.8%
Nonfamily Households	4.2%	4.1%	4.1%
All Households with Children	46.7%	38.4%	39.1%
Multigenerational Households	5.1%	5.0%	6.3%
Unmarried Partner Households	5.1%	4.4%	5.2%
Male-female	4.4%	3.8%	4.7%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	2,442	6,718	15,345
1 Person Household	21.2%	22.9%	23.4%
2 Person Household	28.0%	32.7%	31.3%
3 Person Household	20.8%	18.8%	19.0%
4 Person Household	17.8%	15.2%	14.6%
5 Person Household	8.0%	6.7%	7.3%
6 Person Household	2.9%	2.4%	2.7%
7 + Person Household	1.3%	1.2%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	2,441	6,718	15,344
Owner Occupied	71.8%	74.1%	64.7%
Owned with a Mortgage/Loan	68.5%	60.6%	50.8%
Owned Free and Clear	3.2%	13.5%	13.9%
Renter Occupied	28.2%	25.9%	35.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,565	7,192	16,669
Housing Units Inside Urbanized Area	100.0%	92.4%	87.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	7.6%	12.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		1 mile	3 mile	5 mile
Top 3 Tapestry Segments				
	1.	Up and Coming Families	Soccer Moms (4A)	Soccer Moms (4A)
	2.	Soccer Moms (4A)	Up and Coming Families	Up and Coming Families
	3.	Middleburg (4C)	Golden Years (9B)	Hardscrabble Road (8G)
2018 Consumer Spending				
Apparel & Services: Total $		$6,078,561	$16,759,169	$31,069,880
Average Spent		$2,189.68	$2,199.65	$1,868.30
Spending Potential Index		101	101	86
Education: Total $		$3,695,645	$10,987,269	$20,359,161
Average Spent		$1,331.28	$1,442.09	$1,224.24
Spending Potential Index		92	100	85
Entertainment/Recreation: Total $		$8,655,345	$24,587,785	$45,823,655
Average Spent		$3,117.92	$3,227.17	$2,755.48
Spending Potential Index		97	100	86
Food at Home: Total $		$13,288,829	$37,653,143	$71,455,055
Average Spent		$4,787.04	$4,942.01	$4,296.76
Spending Potential Index		95	98	86
Food Away from Home: Total $		$9,830,425	$27,089,210	$50,192,759
Average Spent		$3,541.22	$3,555.48	$3,018.21
Spending Potential Index		101	101	86
Health Care: Total $		$14,953,682	$43,568,264	$82,122,370
Average Spent		$5,386.77	$5,718.37	$4,938.21
Spending Potential Index		94	100	86
HH Furnishings & Equipment: Total $		$5,839,954	$16,241,007	$29,946,485
Average Spent		$2,103.73	$2,131.65	$1,800.75
Spending Potential Index		101	102	86
Personal Care Products & Services: Total $		$2,306,062	$6,438,891	$11,863,256
Average Spent		$830.71	$845.11	$713.36
Spending Potential Index		100	102	86
Shelter: Total $		$44,523,051	$126,472,743	$237,229,545
Average Spent		$16,038.56	$16,599.65	$14,265.16
Spending Potential Index		96	99	85
Support Payments/Cash Contributions/Gifts in Kind: Total $		$6,337,875	$18,806,062	$34,970,144
Average Spent		$2,283.10	$2,468.31	$2,102.83
Spending Potential Index		92	99	85
Travel: Total $		$5,950,137	$16,819,098	$30,206,014
Average Spent		$2,143.42	$2,207.52	$1,816.36
Spending Potential Index		100	102	84
Vehicle Maintenance & Repairs: Total $		$2,911,291	$8,188,078	$15,366,697
Average Spent		$1,048.74	$1,074.69	$924.03
Spending Potential Index		98	100	86

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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