	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	7,996	45,361	75,099
2010 Total Population	8,618	48,395	92,161
2018 Total Population	8,856	51,049	98,396
2018 Group Quarters	15	210	595
2023 Total Population	9,046	52,707	102,203
2018-2023 Annual Rate	0.43%	0.64%	0.76%
2018 Total Daytime Population	8,429	45,236	87,027
Workers	3,981	19,864	38,910
Residents	4,448	25,372	48,117
Household Summary			
2000 Households	3,090	16,496	27,549
2000 Average Household Size	2.58	2.73	2.71
2010 Households	3,387	18,145	34,914
2010 Average Household Size	2.54	2.66	2.62
2018 Households	3,465	19,056	37,072
2018 Average Household Size	2.55	2.67	2.64
2023 Households	3,522	19,586	38,331
2023 Average Household Size	2.56	2.68	2.65
2018-2023 Annual Rate	0.33%	0.55%	0.67%
2010 Families	2,334	13,310	25,330
2010 Average Family Size	3.00	3.07	3.06
2018 Families	2,372	13,932	26,826
2018 Average Family Size	3.00	3.07	3.06
2023 Families	2,409	14,322	27,755
2023 Average Family Size	3.01	3.08	3.07
2018-2023 Annual Rate	0.31%	0.55%	0.68%
Housing Unit Summary			
2000 Housing Units	3,224	16,986	28,468
Owner Occupied Housing Units	61.6%	71.5%	74.6%
Renter Occupied Housing Units	34.2%	25.7%	22.1%
Vacant Housing Units	4.1%	2.9%	3.2%
2010 Housing Units	3,622	19,250	36,976
Owner Occupied Housing Units	57.8%	67.7%	69.3%
Renter Occupied Housing Units	35.7%	26.6%	25.2%
Vacant Housing Units	6.5%	5.7%	5.6%
2018 Housing Units	3,651	19,933	38,617
Owner Occupied Housing Units	53.2%	64.7%	66.6%
Renter Occupied Housing Units	41.6%	30.9%	29.4%
Vacant Housing Units	5.1%	4.4%	4.0%
2023 Housing Units	3,700	20,424	39,805
Owner Occupied Housing Units	53.5%	65.2%	67.1%
Renter Occupied Housing Units	41.7%	30.7%	29.2%
Vacant Housing Units	4.8%	4.1%	3.7%
Median Household Income			
2018	$62,542	$71,739	$73,911
2023	$70,735	$79,503	$81,634
Median Home Value			
2018	$148,561	$163,391	$180,413
2023	$166,438	$181,878	$207,363
Per Capita Income			
2018	$32,684	$33,214	$34,960
2023	$37,848	$37,941	$39,907
Median Age			
2010	34.7	35.7	36.2
2018	35.5	37.3	37.8
2023	35.5	38.1	38.4

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.

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	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	3,465	19,056	37,071
<$15,000	7.2%	5.1%	4.7%
$15,000 - $24,999	7.2%	5.7%	5.9%
$25,000 - $34,999	7.4%	8.2%	7.4%
$35,000 - $49,999	13.7%	13.1%	13.0%
$50,000 - $74,999	24.0%	19.7%	19.6%
$75,000 - $99,999	16.1%	18.3%	16.8%
$100,000 - $149,999	13.2%	17.9%	18.8%
$150,000 - $199,999	5.3%	6.3%	7.6%
$200,000+	5.9%	5.6%	6.2%
Average Household Income	$83,723	$88,577	$92,297
2023 Households by Income			
Household Income Base	3,522	19,586	38,330
<$15,000	4.9%	3.5%	3.2%
$15,000 - $24,999	5.4%	4.3%	4.4%
$25,000 - $34,999	6.1%	6.8%	6.1%
$35,000 - $49,999	12.4%	11.8%	11.6%
$50,000 - $74,999	24.0%	19.0%	19.0%
$75,000 - $99,999	17.2%	19.2%	17.4%
$100,000 - $149,999	15.8%	20.9%	21.8%
$150,000 - $199,999	6.4%	7.2%	8.7%
$200,000+	7.8%	7.3%	8.0%
Average Household Income	$97,431	$101,686	$105,901
2018 Owner Occupied Housing Units by Value			
Total	1,944	12,895	25,728
<$50,000	2.7%	2.2%	2.4%
$50,000 - $99,999	10.0%	7.4%	5.9%
$100,000 - $149,999	38.4%	34.0%	27.7%
$150,000 - $199,999	25.2%	24.1%	23.0%
$200,000 - $249,999	11.0%	11.5%	13.5%
$250,000 - $299,999	3.1%	8.5%	10.1%
$300,000 - $399,999	5.4%	7.1%	9.4%
$400,000 - $499,999	2.4%	2.2%	3.8%
$500,000 - $749,999	1.6%	2.0%	2.5%
$750,000 - $999,999	0.0%	0.4%	1.1%
$1,000,000 - $1,499,999	0.2%	0.6%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$176,081	$197,980	$220,711
2023 Owner Occupied Housing Units by Value			
Total	1,980	13,322	26,722
<$50,000	1.9%	1.4%	1.4%
$50,000 - $99,999	6.8%	5.1%	3.8%
$100,000 - $149,999	32.9%	28.6%	21.8%
$150,000 - $199,999	25.8%	23.3%	20.9%
$200,000 - $249,999	11.6%	12.2%	14.1%
$250,000 - $299,999	3.8%	10.1%	12.1%
$300,000 - $399,999	8.9%	10.4%	13.0%
$400,000 - $499,999	4.9%	3.6%	5.8%
$500,000 - $749,999	3.0%	3.8%	4.2%
$750,000 - $999,999	0.0%	0.8%	2.2%
$1,000,000 - $1,499,999	0.4%	0.7%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$205,556	$227,352	$258,388

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	8,620	48,396	92,166
0 - 4	7.1%	7.0%	6.9%
5 - 9	7.1%	7.5%	7.5%
10 - 14	7.4%	7.8%	7.8%
15 - 24	14.3%	13.1%	12.7%
25 - 34	14.3%	13.6%	13.5%
35 - 44	12.7%	13.7%	13.8%
45 - 54	13.5%	14.6%	14.8%
55 - 64	12.5%	12.3%	12.2%
65 - 74	6.9%	6.4%	6.4%
75 - 84	3.0%	2.9%	3.2%
85 +	1.0%	1.1%	1.3%
18 +	73.7%	73.0%	73.4%
2018 Population by Age			
Total	8,854	51,049	98,395
0 - 4	6.8%	6.4%	6.3%
5 - 9	6.6%	6.6%	6.5%
10 - 14	6.6%	6.9%	6.9%
15 - 24	13.5%	12.7%	12.5%
25 - 34	15.8%	14.2%	14.0%
35 - 44	12.7%	13.2%	13.1%
45 - 54	11.6%	12.7%	12.9%
55 - 64	11.7%	12.8%	13.0%
65 - 74	9.4%	9.4%	9.4%
75 - 84	4.0%	3.7%	3.9%
85 +	1.3%	1.3%	1.5%
18 +	76.2%	76.0%	76.3%
2023 Population by Age			
Total	9,046	52,706	102,204
0 - 4	7.0%	6.4%	6.3%
5 - 9	6.5%	6.4%	6.3%
10 - 14	6.5%	6.7%	6.6%
15 - 24	12.8%	11.8%	11.6%
25 - 34	16.4%	14.2%	14.2%
35 - 44	13.2%	13.8%	13.7%
45 - 54	11.2%	12.0%	12.0%
55 - 64	10.5%	11.9%	12.2%
65 - 74	9.4%	10.2%	10.2%
75 - 84	5.2%	5.1%	5.2%
85 +	1.3%	1.4%	1.6%
18 +	76.3%	76.6%	76.9%
2010 Population by Sex			
Males	4,183	23,538	44,700
Females	4,435	24,857	47,461
2018 Population by Sex			
Males	4,351	24,789	47,613
Females	4,505	26,260	50,783
2023 Population by Sex			
Males	4,465	25,618	49,461
Females	4,580	27,089	52,742

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	8,617	48,395	92,161
White Alone	85.6%	87.8%	88.4%
Black Alone	7.7%	6.0%	5.6%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.4%	1.3%	1.4%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.4%	1.3%	1.3%
Two or More Races	3.1%	3.0%	2.7%
Hispanic Origin	5.6%	4.9%	4.7%
Diversity Index	34.0	29.7	28.6
2018 Population by Race/Ethnicity			
Total	8,855	51,049	98,395
White Alone	84.5%	86.7%	87.3%
Black Alone	7.8%	6.0%	5.7%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.6%	1.5%	1.6%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.6%	1.5%	1.4%
Two or More Races	3.8%	3.6%	3.2%
Hispanic Origin	6.4%	5.5%	5.3%
Diversity Index	36.7	32.3	31.1
2023 Population by Race/Ethnicity			
Total	9,047	52,708	102,203
White Alone	83.5%	85.7%	86.4%
Black Alone	7.9%	6.1%	5.8%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	1.8%	1.6%	1.8%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	1.9%	1.7%	1.6%
Two or More Races	4.3%	4.2%	3.7%
Hispanic Origin	7.3%	6.3%	6.1%
Diversity Index	39.2	34.8	33.6
2010 Population by Relationship and Household Type			
Total	8,618	48,395	92,161
In Households	99.8%	99.6%	99.3%
In Family Households	84.2%	86.9%	86.3%
Householder	27.0%	27.6%	27.5%
Spouse	18.3%	20.7%	21.3%
Child	33.2%	33.9%	32.9%
Other relative	2.8%	2.4%	2.4%
Nonrelative	2.8%	2.4%	2.2%
In Nonfamily Households	15.6%	12.6%	13.1%
In Group Quarters	0.2%	0.4%	0.7%
Institutionalized Population	0.0%	0.4%	0.6%
Noninstitutionalized Population	0.2%	0.1%	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 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	5,887	34,338	66,713
Less than 9th Grade	0.8%	0.8%	0.9%
9th - 12th Grade, No Diploma	4.1%	3.6%	3.5%
High School Graduate	24.1%	22.5%	22.4%
GED/Alternative Credential	1.5%	3.2%	2.8%
Some College, No Degree	27.4%	25.8%	25.1%
Associate Degree	9.3%	8.4%	8.5%
Bachelor's Degree	20.9%	23.3%	23.6%
Graduate/Professional Degree	11.9%	12.5%	13.2%
2018 Population 15+ by Marital Status			
Total	7,087	40,833	79,008
Never Married	30.8%	26.1%	25.8%
Married	52.4%	57.4%	57.6%
Widowed	3.8%	4.4%	4.6%
Divorced	13.0%	12.0%	12.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	97.1%	97.4%
Civilian Unemployed (Unemployment Rate)	4.2%	2.9%	2.6%
2018 Employed Population 16+ by Industry			
Total	4,479	26,141	51,191
Agriculture/Mining	0.1%	0.6%	0.4%
Construction	7.1%	6.6%	6.1%
Manufacturing	8.7%	9.3%	9.1%
Wholesale Trade	2.6%	2.7%	3.0%
Retail Trade	12.4%	12.8%	12.2%
Transportation/Utilities	4.0%	4.2%	5.1%
Information	2.8%	2.5%	2.5%
Finance/Insurance/Real Estate	11.9%	10.7%	9.5%
Services	48.4%	46.3%	47.7%
Public Administration	2.0%	4.1%	4.4%
2018 Employed Population 16+ by Occupation			
Total	4,482	26,142	51,191
White Collar	60.6%	65.3%	66.9%
Management/Business/Financial	14.8%	15.8%	16.2%
Professional	20.9%	23.4%	24.3%
Sales	10.2%	12.4%	12.1%
Administrative Support	14.7%	13.7%	14.4%
Services	15.4%	14.6%	14.8%
Blue Collar	24.1%	20.1%	18.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	5.3%	4.1%	4.0%
Installation/Maintenance/Repair	7.1%	4.3%	4.0%
Production	5.8%	5.5%	5.1%
Transportation/Material Moving	5.8%	5.9%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	8,618	48,395	92,161
Population Inside Urbanized Area	100.0%	98.3%	96.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.7%	3.9%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	3,387	18,145	34,913
Households with 1 Person	24.4%	21.2%	21.9%
Households with 2+ People	75.6%	78.8%	78.1%
Family Households	68.9%	73.4%	72.6%
Husband-wife Families	46.9%	55.0%	56.1%
With Related Children	20.1%	25.0%	25.7%
Other Family (No Spouse Present)	22.1%	18.4%	16.4%
Other Family with Male Householder	5.9%	5.1%	4.6%
With Related Children	4.1%	3.5%	3.2%
Other Family with Female Householder	16.1%	13.2%	11.8%
With Related Children	11.8%	9.5%	8.3%
Nonfamily Households	6.7%	5.5%	5.6%
All Households with Children	36.7%	38.8%	37.8%
Multigenerational Households	4.0%	3.8%	3.4%
Unmarried Partner Households	8.2%	6.9%	6.6%
Male-female	7.8%	6.4%	6.1%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	3,388	18,145	34,915
1 Person Household	24.4%	21.2%	21.9%
2 Person Household	34.9%	34.8%	35.1%
3 Person Household	18.0%	18.2%	17.7%
4 Person Household	12.9%	15.1%	15.2%
5 Person Household	6.3%	7.1%	6.8%
6 Person Household	2.1%	2.4%	2.2%
7 + Person Household	1.4%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	3,387	18,145	34,914
Owner Occupied	61.8%	71.8%	73.3%
Owned with a Mortgage/Loan	47.5%	57.1%	58.2%
Owned Free and Clear	14.3%	14.7%	15.1%
Renter Occupied	38.2%	28.2%	26.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,622	19,250	36,976
Housing Units Inside Urbanized Area	100.0%	98.3%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.7%	3.8%

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.	Bright Young Professionals	Home Improvement (4B)	Bright Young Professionals
2.	Middleburg (4C)	Parks and Rec (5C)	Soccer Moms (4A)
3.	In Style (5B)	Soccer Moms (4A)	Middleburg (4C)
2018 Consumer Spending			
Apparel & Services: Total $	$7,662,206	$43,696,204	$88,952,588
Average Spent	$2,211.31	$2,293.04	$2,399.45
Spending Potential Index	102	105	110
Education: Total $	$4,955,030	$29,462,850	$59,288,367
Average Spent	$1,430.02	$1,546.12	$1,599.28
Spending Potential Index	99	107	110
Entertainment/Recreation: Total $	$11,126,477	$64,530,301	$130,806,312
Average Spent	$3,211.10	$3,386.35	$3,528.44
Spending Potential Index	100	105	110
Food at Home: Total $	$17,434,457	$99,140,860	$201,123,457
Average Spent	$5,031.59	$5,202.61	$5,425.21
Spending Potential Index	100	104	108
Food Away from Home: Total $	$12,491,971	$70,841,583	$144,324,720
Average Spent	$3,605.19	$3,717.55	$3,893.09
Spending Potential Index	103	106	111
Health Care: Total $	$19,557,716	$114,626,307	$231,563,996
Average Spent	$5,644.36	$6,015.23	$6,246.33
Spending Potential Index	99	105	109
HH Furnishings & Equipment: Total $	$7,346,110	$42,443,789	$86,248,454
Average Spent	$2,120.09	$2,227.32	$2,326.51
Spending Potential Index	101	107	111
Personal Care Products & Services: Total $	$2,929,488	$16,820,113	$34,265,416
Average Spent	$845.45	$882.67	$924.29
Spending Potential Index	102	107	112
Shelter: Total $	$58,604,964	$335,565,791	$679,696,636
Average Spent	$16,913.41	$17,609.46	$18,334.50
Spending Potential Index	101	105	109
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,345,841	$49,281,686	$99,852,154
Average Spent	$2,408.61	$2,586.15	$2,693.47
Spending Potential Index	97	104	108
Travel: Total $	$7,434,001	$44,034,655	$89,369,463
Average Spent	$2,145.45	$2,310.80	$2,410.70
Spending Potential Index	100	107	112
Vehicle Maintenance & Repairs: Total $	$3,760,451	$21,559,793	$43,709,545
Average Spent	$1,085.27	$1,131.39	$1,179.04
Spending Potential Index	101	105	110

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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