

Demographic and Income Profile

Walker + 1/2 mile
Area: 20.85 Square miles

Prepared by Esri

Summary	Census 2010	2017	2022
Population	11,951	12,669	13,529
Households	4,361	4,692	5,033
Families	3,240	3,428	3,648
Average Household Size	2.74	2.70	2.69
Owner Occupied Housing Units	3,325	3,385	3,631
Renter Occupied Housing Units	1,036	1,307	1,402
Median Age	33.9	35.3	35.9
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	1.32%	0.71%	0.83%
Households	1.41%	0.75%	0.79%
Families	1.25%	0.58%	0.71%
Owner HHs	1.41%	0.76%	0.72%
Median Household Income	2.31%	2.15%	2.12%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	522	11.1%	551	10.9%
\$15,000 - \$24,999	579	12.3%	585	11.6%
\$25,000 - \$34,999	419	8.9%	400	7.9%
\$35,000 - \$49,999	422	9.0%	357	7.1%
\$50,000 - \$74,999	972	20.7%	911	18.1%
\$75,000 - \$99,999	804	17.1%	926	18.4%
\$100,000 - \$149,999	643	13.7%	845	16.8%
\$150,000 - \$199,999	208	4.4%	284	5.6%
\$200,000+	123	2.6%	174	3.5%
Median Household Income	\$57,960		\$64,971	
Average Household Income	\$70,125		\$80,510	
Per Capita Income	\$25,892		\$29,846	

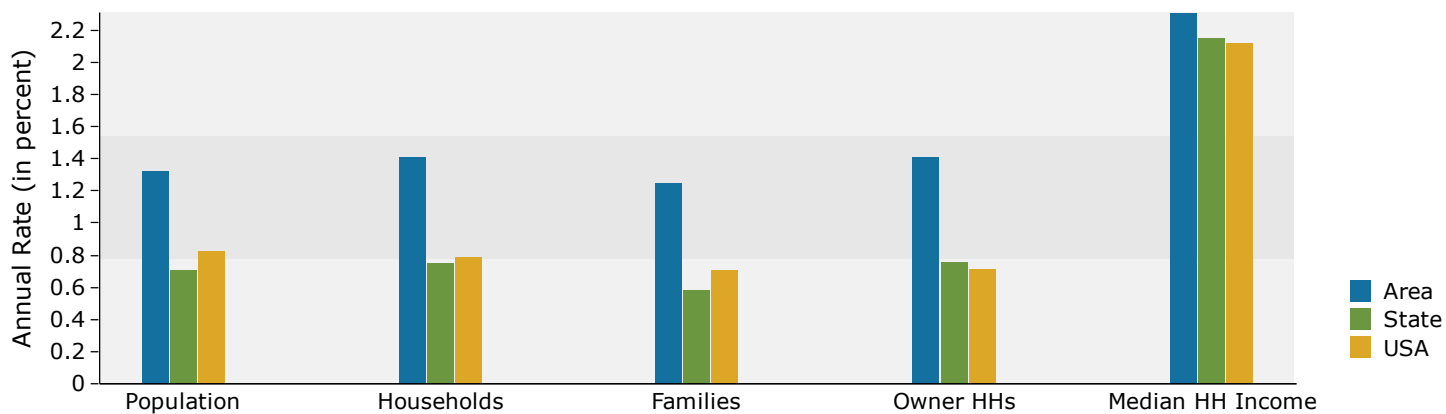
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	922	7.7%	926	7.3%	978	7.2%
5 - 9	872	7.3%	923	7.3%	995	7.4%
10 - 14	910	7.6%	866	6.8%	995	7.4%
15 - 19	956	8.0%	777	6.1%	839	6.2%
20 - 24	738	6.2%	845	6.7%	715	5.3%
25 - 34	1,770	14.8%	1,942	15.3%	2,054	15.2%
35 - 44	1,690	14.1%	1,765	13.9%	1,970	14.6%
45 - 54	1,723	14.4%	1,646	13.0%	1,625	12.0%
55 - 64	1,226	10.3%	1,495	11.8%	1,585	11.7%
65 - 74	734	6.1%	972	7.7%	1,121	8.3%
75 - 84	330	2.8%	406	3.2%	529	3.9%
85+	80	0.7%	105	0.8%	126	0.9%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,820	90.5%	11,035	87.1%	11,388	84.2%
Black Alone	664	5.6%	987	7.8%	1,314	9.7%
American Indian Alone	60	0.5%	73	0.6%	85	0.6%
Asian Alone	79	0.7%	116	0.9%	154	1.1%
Pacific Islander Alone	4	0.0%	13	0.1%	19	0.1%
Some Other Race Alone	166	1.4%	234	1.8%	297	2.2%
Two or More Races	158	1.3%	212	1.7%	271	2.0%
Hispanic Origin (Any Race)	377	3.2%	527	4.2%	670	5.0%

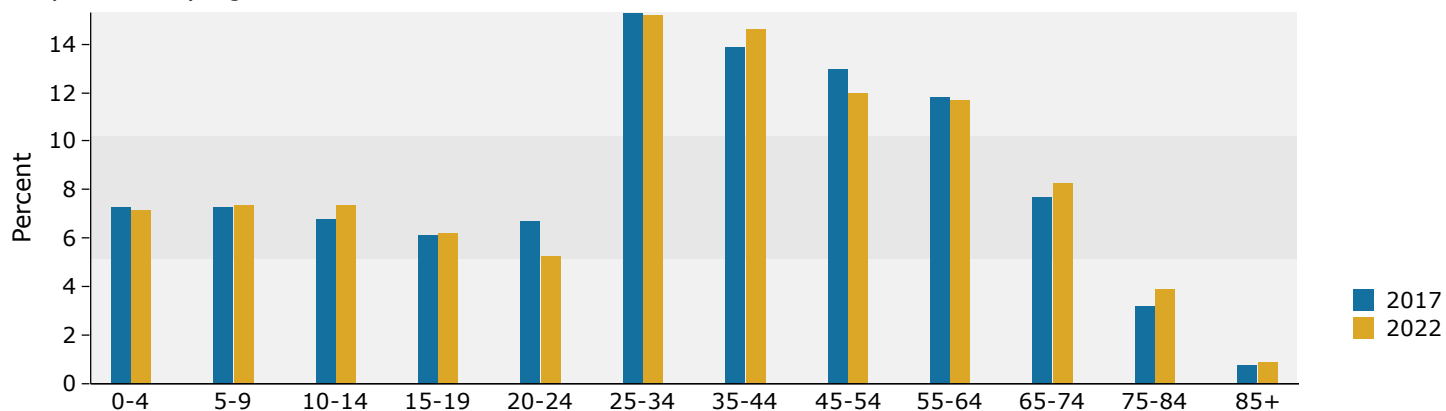
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

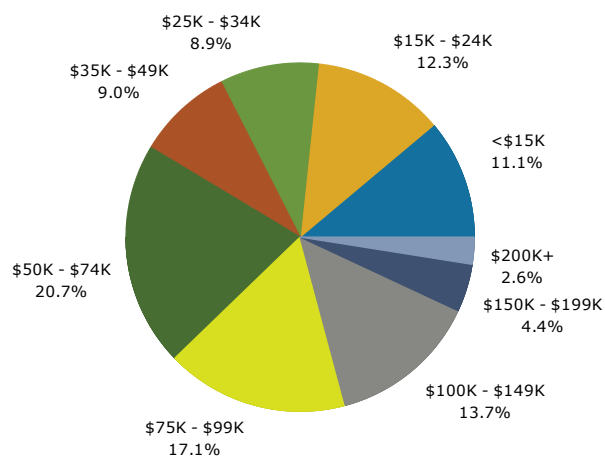
Trends 2017-2022



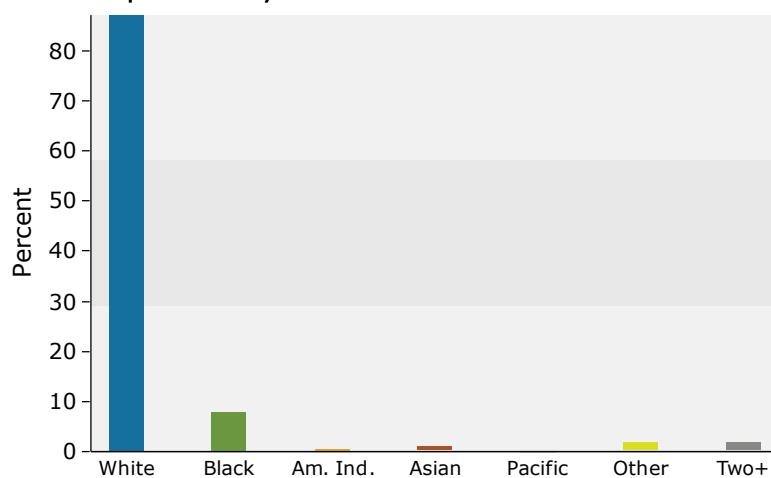
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

Population Summary

2000 Total Population	9,067
2010 Total Population	11,951
2017 Total Population	12,669
2017 Group Quarters	13
2022 Total Population	13,529
2017-2022 Annual Rate	1.32%
2017 Total Daytime Population	11,106
Workers	4,731
Residents	6,375

Household Summary

2000 Households	3,217
2000 Average Household Size	2.81
2010 Households	4,361
2010 Average Household Size	2.74
2017 Households	4,692
2017 Average Household Size	2.70
2022 Households	5,033
2022 Average Household Size	2.69
2017-2022 Annual Rate	1.41%
2010 Families	3,240
2010 Average Family Size	3.14
2017 Families	3,428
2017 Average Family Size	3.12
2022 Families	3,648
2022 Average Family Size	3.12
2017-2022 Annual Rate	1.25%

Housing Unit Summary

2000 Housing Units	3,469
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	7.3%
2010 Housing Units	4,598
Owner Occupied Housing Units	72.3%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	5.2%
2017 Housing Units	4,982
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	5.8%
2022 Housing Units	5,353
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	6.0%

Median Household Income

2017	\$57,960
2022	\$64,971

Median Home Value

2017	\$177,347
2022	\$206,752

Per Capita Income

2017	\$25,892
2022	\$29,846

Median Age

2010	33.9
2017	35.3
2022	35.9

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Market Profile

Walker + 1/2 mile
Area: 20.85 Square miles

Prepared by Esri

2017 Households by Income

Household Income Base	4,692
<\$15,000	11.1%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	8.9%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	4.4%
\$200,000+	2.6%

Average Household Income \$70,125

2022 Households by Income

Household Income Base	5,033
<\$15,000	10.9%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	7.1%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	5.6%
\$200,000+	3.5%

Average Household Income \$80,510

2017 Owner Occupied Housing Units by Value

Total	3,385
<\$50,000	11.6%
\$50,000 - \$99,999	8.7%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	26.1%
\$200,000 - \$249,999	21.1%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%

Average Home Value \$178,597

2022 Owner Occupied Housing Units by Value

Total	3,631
<\$50,000	6.7%
\$50,000 - \$99,999	5.5%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	23.3%
\$200,000 - \$249,999	26.4%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	5.2%
\$400,000 - \$499,999	7.5%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%

Average Home Value \$214,342

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 28, 2017

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2010 Population by Age	
Total	11,950
0 - 4	7.7%
5 - 9	7.3%
10 - 14	7.6%
15 - 24	14.2%
25 - 34	14.8%
35 - 44	14.1%
45 - 54	14.4%
55 - 64	10.3%
65 - 74	6.1%
75 - 84	2.8%
85 +	0.7%
18 +	72.3%
2017 Population by Age	
Total	12,668
0 - 4	7.3%
5 - 9	7.3%
10 - 14	6.8%
15 - 24	12.8%
25 - 34	15.3%
35 - 44	13.9%
45 - 54	13.0%
55 - 64	11.8%
65 - 74	7.7%
75 - 84	3.2%
85 +	0.8%
18 +	74.9%
2022 Population by Age	
Total	13,532
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.4%
15 - 24	11.5%
25 - 34	15.2%
35 - 44	14.6%
45 - 54	12.0%
55 - 64	11.7%
65 - 74	8.3%
75 - 84	3.9%
85 +	0.9%
18 +	74.2%
2010 Population by Sex	
Males	5,849
Females	6,102
2017 Population by Sex	
Males	6,199
Females	6,470
2022 Population by Sex	
Males	6,631
Females	6,898

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 28, 2017

2010 Population by Race/Ethnicity

Total	11,951
White Alone	90.5%
Black Alone	5.6%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.3%
Hispanic Origin	3.2%
Diversity Index	22.7

2017 Population by Race/Ethnicity

Total	12,670
White Alone	87.1%
Black Alone	7.8%
American Indian Alone	0.6%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	1.7%
Hispanic Origin	4.2%
Diversity Index	29.6

2022 Population by Race/Ethnicity

Total	13,528
White Alone	84.2%
Black Alone	9.7%
American Indian Alone	0.6%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	2.0%
Hispanic Origin	5.0%
Diversity Index	34.9

2010 Population by Relationship and Household Type

Total	11,951
In Households	99.9%
In Family Households	88.1%
Householder	27.1%
Spouse	19.5%
Child	35.1%
Other relative	3.5%
Nonrelative	2.8%
In Nonfamily Households	11.8%
In Group Quarters	0.1%
Institutionalized Population	0.0%
Noninstitutionalized Population	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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Population 25+ by Educational Attainment

Total	8,333
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	30.6%
GED/Alternative Credential	6.9%
Some College, No Degree	24.7%
Associate Degree	7.5%
Bachelor's Degree	15.9%
Graduate/Professional Degree	4.2%

2017 Population 15+ by Marital Status

Total	9,953
Never Married	28.1%
Married	48.6%
Widowed	7.4%
Divorced	15.9%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%
Civilian Unemployed (Unemployment Rate)	6.9%

2017 Employed Population 16+ by Industry

Total	6,409
Agriculture/Mining	1.6%
Construction	17.3%
Manufacturing	9.0%
Wholesale Trade	1.3%
Retail Trade	9.4%
Transportation/Utilities	3.0%
Information	3.1%
Finance/Insurance/Real Estate	6.7%
Services	43.4%
Public Administration	5.4%

2017 Employed Population 16+ by Occupation

Total	6,411
White Collar	57.5%
Management/Business/Financial	14.9%
Professional	15.4%
Sales	8.4%
Administrative Support	18.7%
Services	13.6%
Blue Collar	29.0%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	9.5%
Installation/Maintenance/Repair	6.7%
Production	8.2%
Transportation/Material Moving	4.1%

2010 Population By Urban/ Rural Status

Total Population	11,951
Population Inside Urbanized Area	77.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	22.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

June 28, 2017

2010 Households by Type

Total	4,360
Households with 1 Person	20.5%
Households with 2+ People	79.5%
Family Households	74.3%
Husband-wife Families	53.4%
With Related Children	27.5%
Other Family (No Spouse Present)	20.9%
Other Family with Male Householder	6.5%
With Related Children	4.3%
Other Family with Female Householder	14.4%
With Related Children	9.9%
Nonfamily Households	5.2%
All Households with Children	42.4%

2010 Households by Size

Multigenerational Households	5.4%
Unmarried Partner Households	7.9%
Male-female	7.2%
Same-sex	0.8%

2010 Households by Size

Total	4,361
1 Person Household	20.5%
2 Person Household	31.1%
3 Person Household	20.2%
4 Person Household	16.4%
5 Person Household	7.8%
6 Person Household	2.6%
7 + Person Household	1.2%

2010 Households by Tenure and Mortgage Status

Total	4,361
Owner Occupied	76.2%
Owned with a Mortgage/Loan	50.9%
Owned Free and Clear	25.4%
Renter Occupied	23.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	4,598
Housing Units Inside Urbanized Area	78.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	21.6%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1. Middleburg (4C)
2. Down the Road (10D)
3. Up and Coming Families

2017 Consumer Spending

Apparel & Services: Total \$	\$9,086,178
Average Spent	\$1,936.53
Spending Potential Index	90
Education: Total \$	\$5,159,248
Average Spent	\$1,099.58
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$12,902,571
Average Spent	\$2,749.91
Spending Potential Index	88
Food at Home: Total \$	\$21,196,919
Average Spent	\$4,517.67
Spending Potential Index	90
Food Away from Home: Total \$	\$14,220,963
Average Spent	\$3,030.90
Spending Potential Index	91
Health Care: Total \$	\$23,432,653
Average Spent	\$4,994.17
Spending Potential Index	89
HH Furnishings & Equipment: Total \$	\$8,227,508
Average Spent	\$1,753.52
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$3,321,045
Average Spent	\$707.81
Spending Potential Index	89
Shelter: Total \$	\$64,821,430
Average Spent	\$13,815.31
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,768,342
Average Spent	\$2,081.91
Spending Potential Index	89
Travel: Total \$	\$8,104,133
Average Spent	\$1,727.22
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$4,503,399
Average Spent	\$959.80
Spending Potential Index	90

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.