

Watson + 1/2 mile
Area: 3.62 Square miles

Prepared by Esri

Summary	Census 2010	2016	2021
Population	3,863	3,998	4,193
Households	1,345	1,406	1,485
Families	1,085	1,125	1,182
Average Household Size	2.87	2.84	2.82
Owner Occupied Housing Units	1,196	1,214	1,279
Renter Occupied Housing Units	149	192	206
Median Age	32.8	34.6	36.1
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.96%	0.77%	0.84%
Households	1.10%	0.85%	0.79%
Families	0.99%	0.68%	0.72%
Owner HHs	1.05%	0.85%	0.73%
Median Household Income	3.22%	2.12%	1.86%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	113	8.0%	112	7.5%
\$15,000 - \$24,999	75	5.3%	85	5.7%
\$25,000 - \$34,999	100	7.1%	79	5.3%
\$35,000 - \$49,999	212	15.1%	160	10.8%
\$50,000 - \$74,999	260	18.5%	252	17.0%
\$75,000 - \$99,999	190	13.5%	242	16.3%
\$100,000 - \$149,999	324	23.0%	402	27.1%
\$150,000 - \$199,999	112	8.0%	131	8.8%
\$200,000+	19	1.4%	22	1.5%
Median Household Income	\$67,711		\$79,344	
Average Household Income	\$78,590		\$86,382	
Per Capita Income	\$27,336		\$30,279	

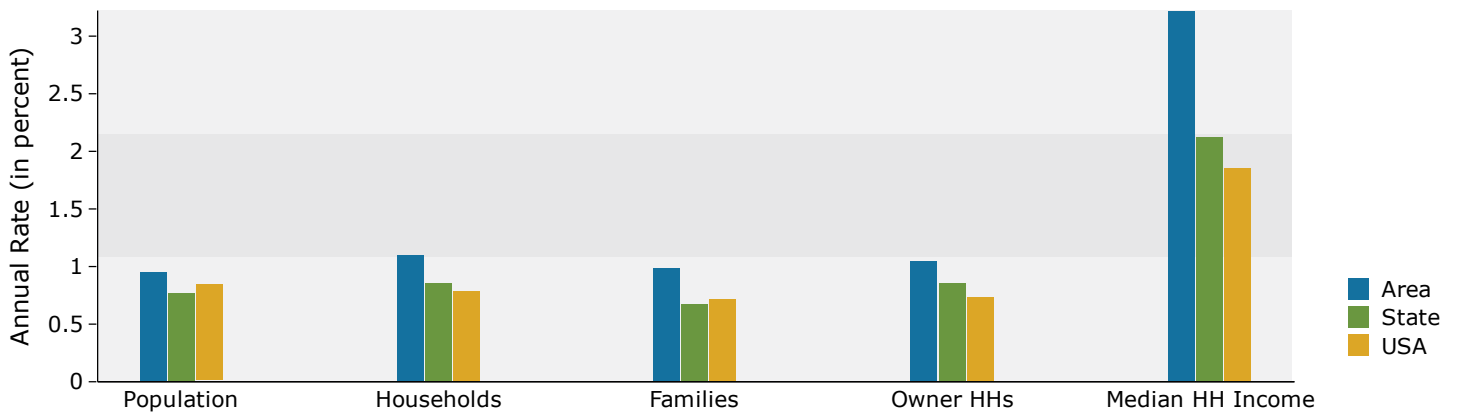
Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	295	7.6%	295	7.4%	301	7.2%
5 - 9	335	8.7%	301	7.5%	312	7.4%
10 - 14	357	9.2%	324	8.1%	322	7.7%
15 - 19	309	8.0%	295	7.4%	294	7.0%
20 - 24	203	5.3%	247	6.2%	213	5.1%
25 - 34	565	14.6%	561	14.0%	582	13.9%
35 - 44	654	16.9%	633	15.8%	662	15.8%
45 - 54	508	13.1%	560	14.0%	590	14.1%
55 - 64	333	8.6%	402	10.1%	455	10.9%
65 - 74	202	5.2%	243	6.1%	289	6.9%
75 - 84	86	2.2%	112	2.8%	138	3.3%
85+	17	0.4%	24	0.6%	35	0.8%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,717	96.2%	3,797	95.0%	3,932	93.8%
Black Alone	69	1.8%	102	2.6%	137	3.3%
American Indian Alone	13	0.3%	16	0.4%	19	0.5%
Asian Alone	26	0.7%	35	0.9%	46	1.1%
Pacific Islander Alone	0	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	14	0.4%	18	0.5%	23	0.5%
Two or More Races	23	0.6%	29	0.7%	36	0.9%
Hispanic Origin (Any Race)	82	2.1%	110	2.8%	141	3.4%

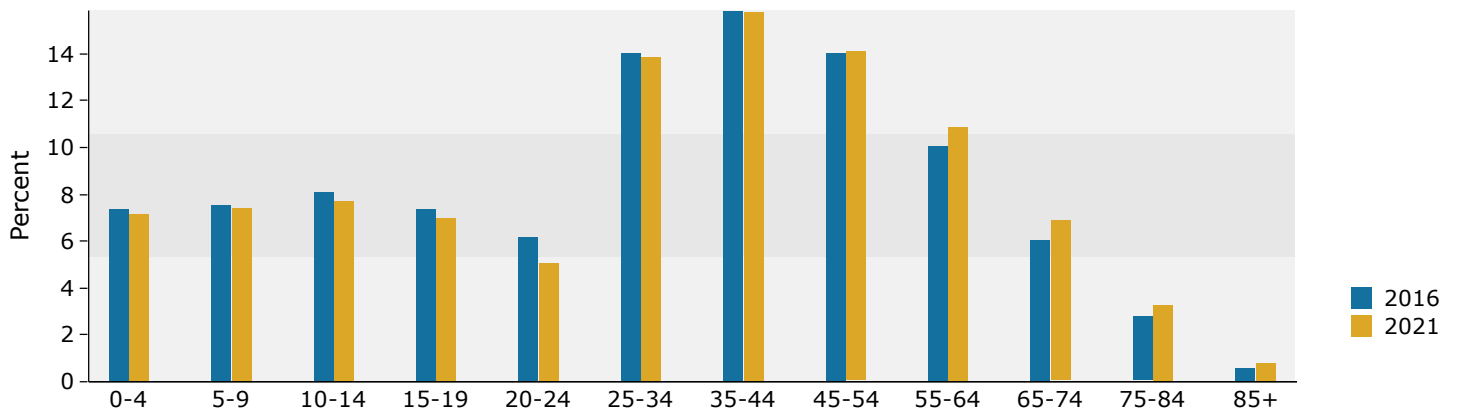
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

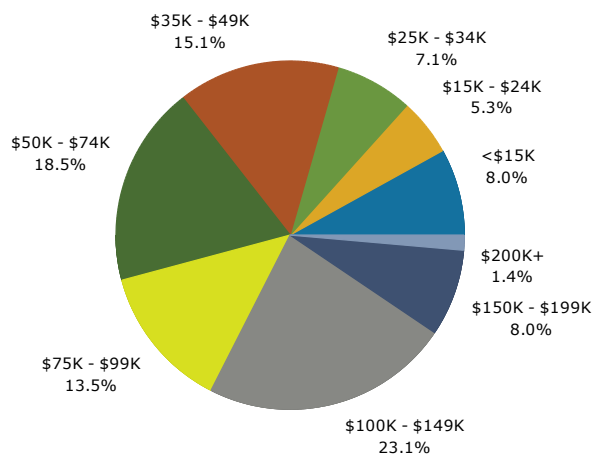
Trends 2016-2021



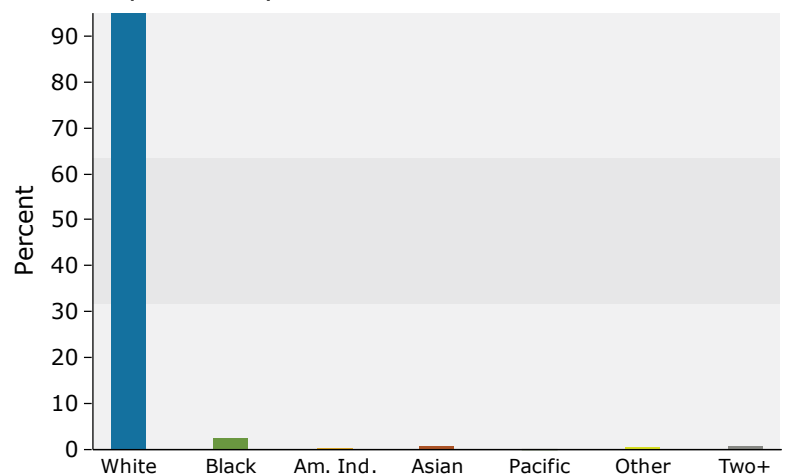
Population by Age



2016 Household Income



2016 Population by Race



2016 Percent Hispanic Origin: 2.8%

Population Summary	
2000 Total Population	2,489
2010 Total Population	3,863
2016 Total Population	3,998
2016 Group Quarters	2
2020 Total Population	4,193
2016-2021 Annual Rate	0.96%
Household Summary	
2000 Households	857
2000 Average Household Size	2.90
2010 Households	1,345
2010 Average Household Size	2.87
2016 Households	1,406
2016 Average Household Size	2.84
2021 Households	1,485
2021 Average Household Size	2.82
2016-2021 Annual Rate	1.10%
2010 Families	1,085
2010 Average Family Size	3.20
2016 Families	1,125
2016 Average Family Size	3.18
2021 Families	1,182
2021 Average Family Size	3.16
2016-2021 Annual Rate	0.99%
Housing Unit Summary	
2000 Housing Units	894
Owner Occupied Housing Units	86.7%
Renter Occupied Housing Units	9.2%
Vacant Housing Units	4.1%
2010 Housing Units	1,406
Owner Occupied Housing Units	85.1%
Renter Occupied Housing Units	10.6%
Vacant Housing Units	4.3%
2016 Housing Units	1,467
Owner Occupied Housing Units	82.8%
Renter Occupied Housing Units	13.1%
Vacant Housing Units	4.2%
2021 Housing Units	1,551
Owner Occupied Housing Units	82.5%
Renter Occupied Housing Units	13.3%
Vacant Housing Units	4.3%
Median Household Income	
2016	\$67,711
2021	\$79,344
Median Home Value	
2016	\$186,569
2021	\$235,690
Per Capita Income	
2016	\$27,336
2021	\$30,279
Median Age	
2010	32.8
2016	34.6
2021	36.1

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.

2016 Households by Income

Household Income Base	1,406
<\$15,000	8.0%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	13.5%
\$100,000 - \$149,999	23.0%
\$150,000 - \$199,999	8.0%
\$200,000+	1.4%
Average Household Income	\$78,590

2021 Households by Income

Household Income Base	1,485
<\$15,000	7.5%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	27.1%
\$150,000 - \$199,999	8.8%
\$200,000+	1.5%
Average Household Income	\$86,382

2016 Owner Occupied Housing Units by Value

Total	1,214
<\$50,000	8.9%
\$50,000 - \$99,999	7.0%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	15.6%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	8.5%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.3%
Average Home Value	\$206,286

2021 Owner Occupied Housing Units by Value

Total	1,279
<\$50,000	4.1%
\$50,000 - \$99,999	2.8%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	14.3%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	20.6%
\$300,000 - \$399,999	12.6%
\$400,000 - \$499,999	8.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.5%
Average Home Value	\$248,298

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.

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Area: 3.62 Square miles

Prepared by Esri

2010 Population by Age

Total	3,866
0 - 4	7.6%
5 - 9	8.7%
10 - 14	9.2%
15 - 24	13.2%
25 - 34	14.6%
35 - 44	16.9%
45 - 54	13.1%
55 - 64	8.6%
65 - 74	5.2%
75 - 84	2.2%
85 +	0.4%
18 +	69.3%

2016 Population by Age

Total	3,997
0 - 4	7.4%
5 - 9	7.5%
10 - 14	8.1%
15 - 24	13.6%
25 - 34	14.0%
35 - 44	15.8%
45 - 54	14.0%
55 - 64	10.1%
65 - 74	6.1%
75 - 84	2.8%
85 +	0.6%
18 +	72.4%

2021 Population by Age

Total	4,193
0 - 4	7.2%
5 - 9	7.4%
10 - 14	7.7%
15 - 24	12.1%
25 - 34	13.9%
35 - 44	15.8%
45 - 54	14.1%
55 - 64	10.9%
65 - 74	6.9%
75 - 84	3.3%
85 +	0.8%
18 +	73.2%

2010 Population by Sex

Males	1,891
Females	1,972

2016 Population by Sex

Males	1,942
Females	2,056

2021 Population by Sex

Males	2,027
Females	2,165

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

June 28, 2016

2010 Population by Race/Ethnicity

Total	3,862
White Alone	96.2%
Black Alone	1.8%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	0.6%
Hispanic Origin	2.1%
Diversity Index	11.2

2016 Population by Race/Ethnicity

Total	3,998
White Alone	95.0%
Black Alone	2.6%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.7%
Hispanic Origin	2.8%
Diversity Index	14.6

2021 Population by Race/Ethnicity

Total	4,194
White Alone	93.8%
Black Alone	3.3%
American Indian Alone	0.5%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.9%
Hispanic Origin	3.4%
Diversity Index	17.7

2010 Population by Relationship and Household Type

Total	3,863
In Households	99.9%
In Family Households	91.8%
Householder	27.6%
Spouse	21.7%
Child	38.0%
Other relative	2.4%
Nonrelative	2.0%
In Nonfamily Households	8.2%
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment

Total	2,536
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	7.0%
High School Graduate	39.1%
GED/Alternative Credential	5.0%
Some College, No Degree	18.0%
Associate Degree	6.6%
Bachelor's Degree	18.3%
Graduate/Professional Degree	3.6%

2016 Population 15+ by Marital Status

Total	3,077
Never Married	28.1%
Married	54.5%
Widowed	5.6%
Divorced	11.7%

2016 Civilian Population 16+ in Labor Force

Civilian Employed	95.3%
Civilian Unemployed	4.7%

2016 Employed Population 16+ by Industry

Total	1,831
Agriculture/Mining	1.8%
Construction	7.7%
Manufacturing	8.8%
Wholesale Trade	2.8%
Retail Trade	16.9%
Transportation/Utilities	6.7%
Information	0.5%
Finance/Insurance/Real Estate	6.8%
Services	40.9%
Public Administration	7.0%

2016 Employed Population 16+ by Occupation

Total	1,831
White Collar	60.8%
Management/Business/Financial	14.2%
Professional	20.9%
Sales	10.9%
Administrative Support	14.8%
Services	16.4%
Blue Collar	22.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	6.0%
Production	7.0%
Transportation/Material Moving	6.0%

2010 Population By Urban/ Rural Status

Total Population	3,863
Population Inside Urbanized Area	93.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	6.1%

2010 Households by Type

Total	1,345
Households with 1 Person	15.8%
Households with 2+ People	84.2%
Family Households	80.7%
Husband-wife Families	63.4%
With Related Children	36.7%
Other Family (No Spouse Present)	17.3%
Other Family with Male Householder	5.8%
With Related Children	4.5%
Other Family with Female Householder	11.5%
With Related Children	7.8%
Nonfamily Households	3.5%

All Households with Children

49.5%

Multigenerational Households

4.8%

Unmarried Partner Households

5.7%

Male-female

4.9%

Same-sex

0.8%

2010 Households by Size

Total	1,345
1 Person Household	15.8%
2 Person Household	29.3%
3 Person Household	20.4%
4 Person Household	21.8%
5 Person Household	8.9%
6 Person Household	2.7%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	1,345
Owner Occupied	88.9%
Owned with a Mortgage/Loan	69.1%
Owned Free and Clear	19.8%
Renter Occupied	11.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	1,406
Housing Units Inside Urbanized Area	93.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.8%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1.	Middleburg (4C)
2.	Soccer Moms (4A)
3.	Green Acres (6A)

2016 Consumer Spending

Apparel & Services: Total \$	\$2,824,807
Average Spent	\$2,009.11
Spending Potential Index	100
Education: Total \$	\$1,923,808
Average Spent	\$1,368.28
Spending Potential Index	97
Entertainment/Recreation: Total \$	\$4,172,216
Average Spent	\$2,967.44
Spending Potential Index	102
Food at Home: Total \$	\$6,882,944
Average Spent	\$4,895.41
Spending Potential Index	98
Food Away from Home: Total \$	\$4,407,482
Average Spent	\$3,134.77
Spending Potential Index	101
Health Care: Total \$	\$7,569,375
Average Spent	\$5,383.62
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$2,565,834
Average Spent	\$1,824.92
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$1,040,781
Average Spent	\$740.24
Spending Potential Index	101
Shelter: Total \$	\$21,680,483
Average Spent	\$15,419.97
Spending Potential Index	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,383,328
Average Spent	\$2,406.35
Spending Potential Index	104
Travel: Total \$	\$2,739,995
Average Spent	\$1,948.79
Spending Potential Index	105
Vehicle Maintenance & Repairs: Total \$	\$1,463,751
Average Spent	\$1,041.07
Spending Potential Index	101

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.