

Summary	Census 2010	2018	2023
Population	1,212	1,449	1,551
Households	504	599	644
Families	374	435	465
Average Household Size	2.36	2.37	2.37
Owner Occupied Housing Units	426	497	540
Renter Occupied Housing Units	78	103	104
Median Age	36.8	38.7	40.5
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.37%	0.63%	0.83%
Households	1.46%	0.64%	0.79%
Families	1.34%	0.47%	0.71%
Owner HHs	1.67%	0.95%	1.16%
Median Household Income	1.09%	1.45%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	60	10.0%	57	8.9%
\$15,000 - \$24,999	64	10.7%	63	9.8%
\$25,000 - \$34,999	73	12.2%	73	11.3%
\$35,000 - \$49,999	65	10.9%	68	10.6%
\$50,000 - \$74,999	141	23.5%	147	22.8%
\$75,000 - \$99,999	55	9.2%	58	9.0%
\$100,000 - \$149,999	82	13.7%	100	15.5%
\$150,000 - \$199,999	36	6.0%	46	7.1%
\$200,000+	24	4.0%	31	4.8%
Median Household Income	\$54,686		\$57,738	
Average Household Income	\$73,468		\$82,141	
Per Capita Income	\$27,378		\$30,617	

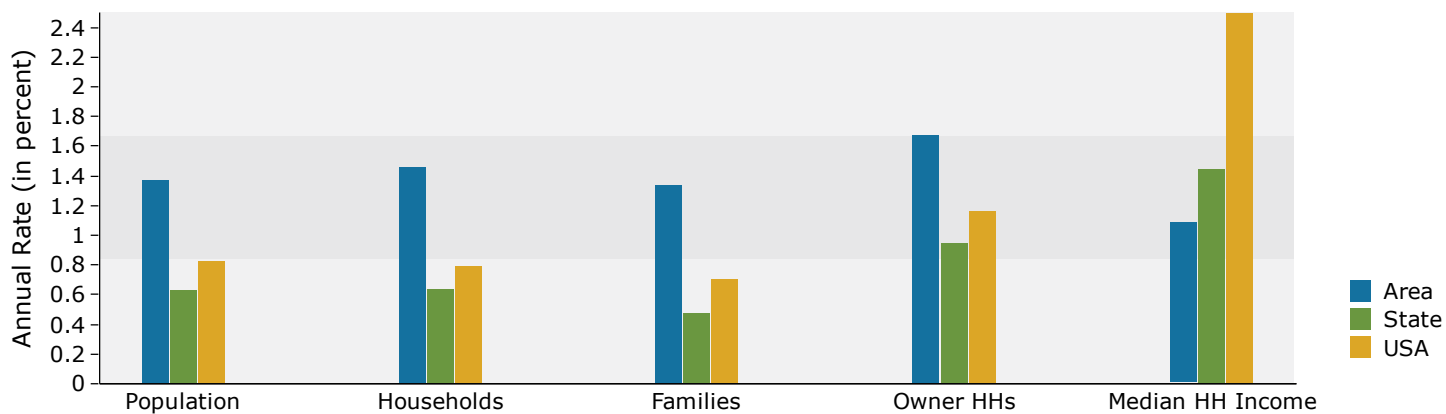
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	85	7.0%	93	6.4%	94	6.1%
5 - 9	87	7.2%	98	6.8%	102	6.6%
10 - 14	86	7.1%	98	6.8%	109	7.0%
15 - 19	88	7.3%	83	5.7%	99	6.4%
20 - 24	72	5.9%	78	5.4%	71	4.6%
25 - 34	159	13.1%	200	13.8%	183	11.8%
35 - 44	169	13.9%	197	13.6%	213	13.7%
45 - 54	187	15.4%	196	13.5%	204	13.1%
55 - 64	137	11.3%	196	13.5%	211	13.6%
65 - 74	88	7.3%	130	9.0%	161	10.4%
75 - 84	39	3.2%	60	4.1%	82	5.3%
85+	16	1.3%	20	1.4%	23	1.5%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,177	97.0%	1,393	96.1%	1,481	95.4%
Black Alone	8	0.7%	12	0.8%	16	1.0%
American Indian Alone	7	0.6%	9	0.6%	10	0.6%
Asian Alone	2	0.2%	4	0.3%	5	0.3%
Pacific Islander Alone	0	0.0%	1	0.1%	1	0.1%
Some Other Race Alone	9	0.7%	15	1.0%	19	1.2%
Two or More Races	10	0.8%	16	1.1%	20	1.3%
Hispanic Origin (Any Race)	25	2.1%	43	3.0%	56	3.6%

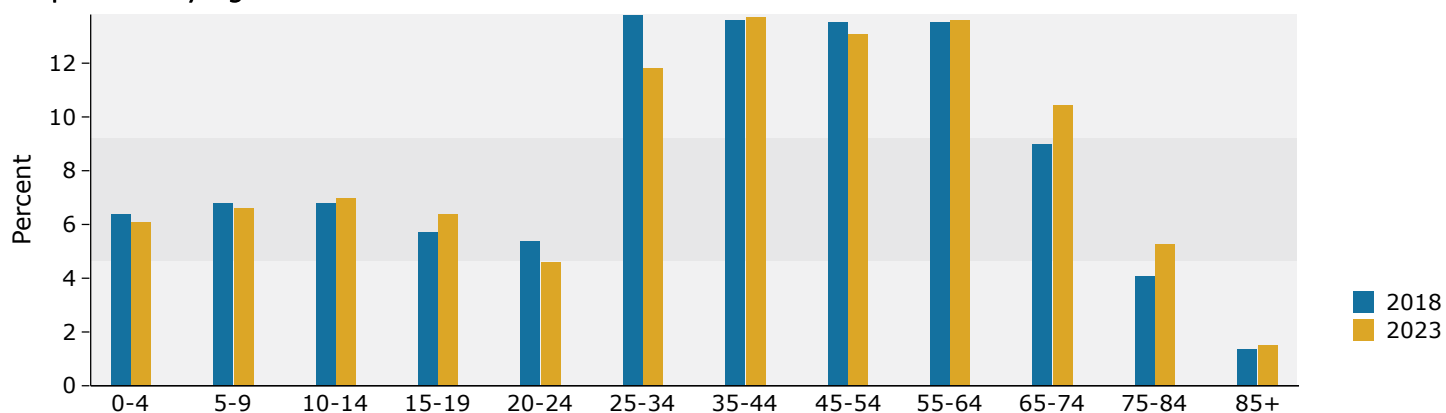
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

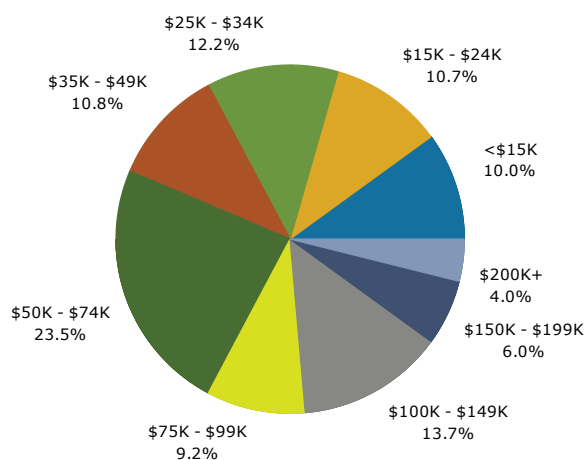
Trends 2018-2023



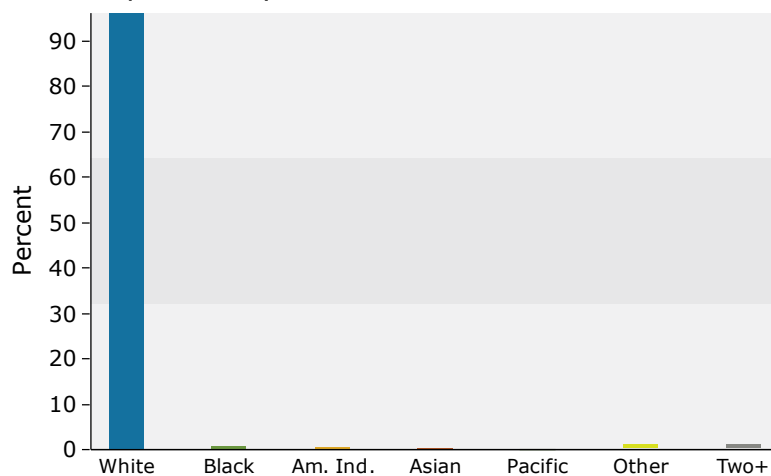
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 3.0%

Population Summary	
2000 Total Population	979
2010 Total Population	1,212
2018 Total Population	1,449
2018 Group Quarters	27
2023 Total Population	1,551
2018-2023 Annual Rate	1.37%
2018 Total Daytime Population	1,029
Workers	240
Residents	789
Household Summary	
2000 Households	395
2000 Average Household Size	2.43
2010 Households	504
2010 Average Household Size	2.36
2018 Households	599
2018 Average Household Size	2.37
2023 Households	644
2023 Average Household Size	2.37
2018-2023 Annual Rate	1.46%
2010 Families	374
2010 Average Family Size	2.73
2018 Families	435
2018 Average Family Size	2.78
2023 Families	465
2023 Average Family Size	2.78
2018-2023 Annual Rate	1.34%
Housing Unit Summary	
2000 Housing Units	491
Owner Occupied Housing Units	71.5%
Renter Occupied Housing Units	9.0%
Vacant Housing Units	19.6%
2010 Housing Units	605
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	16.7%
2018 Housing Units	707
Owner Occupied Housing Units	70.3%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	15.3%
2023 Housing Units	762
Owner Occupied Housing Units	70.9%
Renter Occupied Housing Units	13.6%
Vacant Housing Units	15.5%
Median Household Income	
2018	\$54,686
2023	\$57,738
Median Home Value	
2018	\$169,231
2023	\$198,684
Per Capita Income	
2018	\$27,378
2023	\$30,617
Median Age	
2010	36.8
2018	38.7
2023	40.5

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.

2018 Households by Income

Household Income Base	599
<\$15,000	10.0%
\$15,000 - \$24,999	10.7%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	6.0%
\$200,000+	4.0%
Average Household Income	\$73,468

2023 Households by Income

Household Income Base	644
<\$15,000	8.9%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	10.6%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	7.1%
\$200,000+	4.8%
Average Household Income	\$82,141

2018 Owner Occupied Housing Units by Value

Total	497
<\$50,000	10.1%
\$50,000 - \$99,999	16.9%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	20.9%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	10.3%
\$300,000 - \$399,999	9.7%
\$400,000 - \$499,999	4.0%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$195,766

2023 Owner Occupied Housing Units by Value

Total	540
<\$50,000	6.5%
\$50,000 - \$99,999	10.9%
\$100,000 - \$149,999	12.0%
\$150,000 - \$199,999	21.1%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	13.0%
\$400,000 - \$499,999	7.0%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	2.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$246,019

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.

2010 Population by Age

Total	1,215
0 - 4	7.0%
5 - 9	7.2%
10 - 14	7.1%
15 - 24	13.2%
25 - 34	13.1%
35 - 44	13.9%
45 - 54	15.4%
55 - 64	11.3%
65 - 74	7.2%
75 - 84	3.2%
85 +	1.3%
18 +	74.2%

2018 Population by Age

Total	1,449
0 - 4	6.4%
5 - 9	6.8%
10 - 14	6.8%
15 - 24	11.1%
25 - 34	13.8%
35 - 44	13.6%
45 - 54	13.5%
55 - 64	13.5%
65 - 74	9.0%
75 - 84	4.1%
85 +	1.4%
18 +	76.5%

2023 Population by Age

Total	1,552
0 - 4	6.1%
5 - 9	6.6%
10 - 14	7.0%
15 - 24	11.0%
25 - 34	11.8%
35 - 44	13.7%
45 - 54	13.1%
55 - 64	13.6%
65 - 74	10.4%
75 - 84	5.3%
85 +	1.5%
18 +	76.3%

2010 Population by Sex

Males	605
Females	607

2018 Population by Sex

Males	720
Females	729

2023 Population by Sex

Males	771
Females	781

2010 Population by Race/Ethnicity

Total	1,213
White Alone	97.0%
Black Alone	0.7%
American Indian Alone	0.6%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	2.1%
Diversity Index	9.5

2018 Population by Race/Ethnicity

Total	1,450
White Alone	96.1%
Black Alone	0.8%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	1.1%
Hispanic Origin	2.9%
Diversity Index	12.8

2023 Population by Race/Ethnicity

Total	1,552
White Alone	95.4%
Black Alone	1.0%
American Indian Alone	0.6%
Asian Alone	0.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	1.3%
Hispanic Origin	3.5%
Diversity Index	15.0

2010 Population by Relationship and Household Type

Total	1,212
In Households	98.3%
In Family Households	86.8%
Householder	26.7%
Spouse	20.7%
Child	33.7%
Other relative	3.1%
Nonrelative	2.6%
In Nonfamily Households	11.5%
In Group Quarters	1.7%
Institutionalized Population	1.7%
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2018 Population 25+ by Educational Attainment

Total	1,000
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	15.2%
High School Graduate	36.4%
GED/Alternative Credential	6.1%
Some College, No Degree	18.6%
Associate Degree	4.6%
Bachelor's Degree	11.9%
Graduate/Professional Degree	3.1%

2018 Population 15+ by Marital Status

Total	1,161
Never Married	28.4%
Married	54.3%
Widowed	3.3%
Divorced	14.0%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	97.7%
Civilian Unemployed (Unemployment Rate)	2.5%

2018 Employed Population 16+ by Industry

Total	670
Agriculture/Mining	1.5%
Construction	16.3%
Manufacturing	13.4%
Wholesale Trade	4.9%
Retail Trade	12.5%
Transportation/Utilities	5.4%
Information	1.9%
Finance/Insurance/Real Estate	4.3%
Services	37.2%
Public Administration	2.4%

2018 Employed Population 16+ by Occupation

Total	670
White Collar	54.0%
Management/Business/Financial	14.8%
Professional	15.5%
Sales	12.1%
Administrative Support	11.6%
Services	13.1%
Blue Collar	32.8%
Farming/Forestry/Fishing	2.2%
Construction/Extraction	10.0%
Installation/Maintenance/Repair	3.1%
Production	10.7%
Transportation/Material Moving	6.7%

2010 Population By Urban/ Rural Status

Total Population	1,212
Population Inside Urbanized Area	34.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	65.3%

2010 Households by Type

Total	504
Households with 1 Person	21.0%
Households with 2+ People	79.0%
Family Households	74.2%
Husband-wife Families	57.1%
With Related Children	27.8%
Other Family (No Spouse Present)	17.1%
Other Family with Male Householder	6.3%
With Related Children	4.0%
Other Family with Female Householder	10.7%
With Related Children	6.9%
Nonfamily Households	4.8%

All Households with Children

39.3%

Multigenerational Households

5.6%

Unmarried Partner Households

7.1%

Male-female

6.5%

Same-sex

0.6%

2010 Households by Size

Total	504
1 Person Household	21.0%
2 Person Household	32.3%
3 Person Household	18.8%
4 Person Household	15.7%
5 Person Household	7.7%
6 Person Household	2.8%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	504
Owner Occupied	84.5%
Owned with a Mortgage/Loan	49.2%
Owned Free and Clear	35.3%
Renter Occupied	15.5%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	605
Housing Units Inside Urbanized Area	37.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	63.0%

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

Top 3 Tapestry Segments

1.	Southern Satellites (10A)
2.	Middleburg (4C)
3.	Top Tier (1A)

2018 Consumer Spending

Apparel & Services: Total \$	\$1,151,882
Average Spent	\$1,923.01
Spending Potential Index	88
Education: Total \$	\$648,800
Average Spent	\$1,083.14
Spending Potential Index	75
Entertainment/Recreation: Total \$	\$1,754,111
Average Spent	\$2,928.40
Spending Potential Index	91
Food at Home: Total \$	\$2,767,563
Average Spent	\$4,620.31
Spending Potential Index	92
Food Away from Home: Total \$	\$1,889,372
Average Spent	\$3,154.21
Spending Potential Index	90
Health Care: Total \$	\$3,335,473
Average Spent	\$5,568.40
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$1,119,351
Average Spent	\$1,868.70
Spending Potential Index	89
Personal Care Products & Services: Total \$	\$446,234
Average Spent	\$744.96
Spending Potential Index	90
Shelter: Total \$	\$8,206,679
Average Spent	\$13,700.63
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,366,208
Average Spent	\$2,280.81
Spending Potential Index	92
Travel: Total \$	\$1,045,296
Average Spent	\$1,745.07
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$601,187
Average Spent	\$1,003.65
Spending Potential Index	93

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.