

Summary	Census 2010	2019	2024
Population	1,212	1,405	1,479
Households	504	583	616
Families	374	423	445
Average Household Size	2.36	2.37	2.36
Owner Occupied Housing Units	426	475	506
Renter Occupied Housing Units	78	108	110
Median Age	36.8	39.0	40.7
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.03%	0.41%	0.77%
Households	1.11%	0.43%	0.75%
Families	1.02%	0.26%	0.68%
Owner HHs	1.27%	0.73%	0.92%
Median Household Income	1.95%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	33	5.7%	30	4.9%
\$15,000 - \$24,999	67	11.5%	63	10.2%
\$25,000 - \$34,999	63	10.8%	62	10.1%
\$35,000 - \$49,999	84	14.4%	83	13.5%
\$50,000 - \$74,999	92	15.8%	98	15.9%
\$75,000 - \$99,999	96	16.5%	102	16.6%
\$100,000 - \$149,999	82	14.1%	97	15.7%
\$150,000 - \$199,999	45	7.7%	58	9.4%
\$200,000+	21	3.6%	23	3.7%
Median Household Income	\$59,864		\$65,938	
Average Household Income	\$78,293		\$86,333	
Per Capita Income	\$28,484		\$31,526	

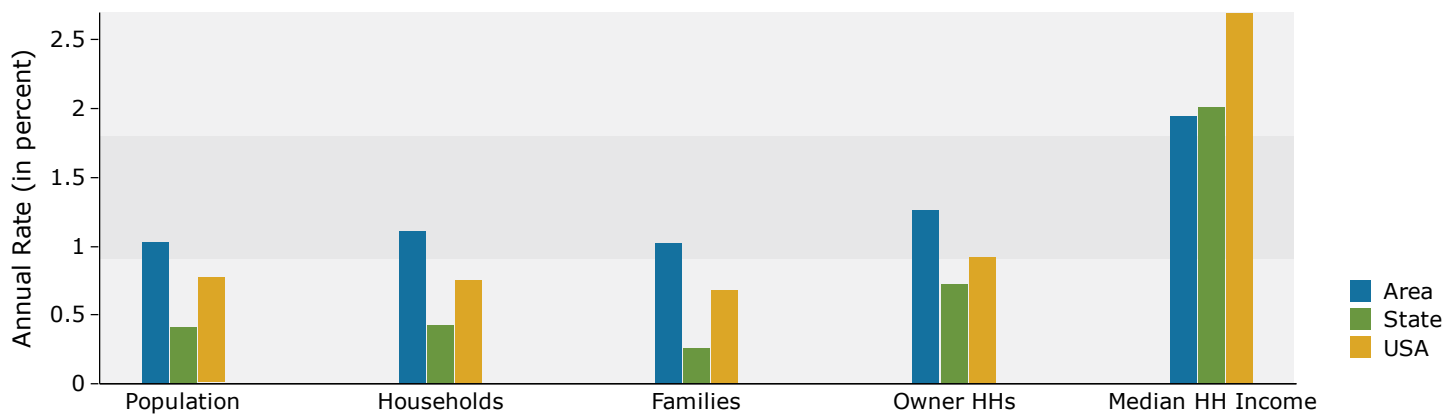
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	85	7.0%	89	6.3%	90	6.1%
5 - 9	87	7.2%	94	6.7%	96	6.5%
10 - 14	86	7.1%	95	6.8%	103	7.0%
15 - 19	88	7.3%	80	5.7%	94	6.4%
20 - 24	72	5.9%	72	5.1%	67	4.5%
25 - 34	159	13.1%	196	13.9%	171	11.6%
35 - 44	169	13.9%	191	13.6%	204	13.8%
45 - 54	187	15.4%	187	13.3%	195	13.2%
55 - 64	137	11.3%	193	13.7%	199	13.5%
65 - 74	88	7.3%	130	9.2%	157	10.6%
75 - 84	39	3.2%	61	4.3%	80	5.4%
85+	16	1.3%	19	1.4%	22	1.5%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,177	97.0%	1,351	96.2%	1,412	95.5%
Black Alone	8	0.7%	12	0.9%	15	1.0%
American Indian Alone	7	0.6%	8	0.6%	9	0.6%
Asian Alone	2	0.2%	3	0.2%	4	0.3%
Pacific Islander Alone	0	0.0%	1	0.1%	1	0.1%
Some Other Race Alone	9	0.7%	14	1.0%	18	1.2%
Two or More Races	10	0.8%	16	1.1%	20	1.4%
Hispanic Origin (Any Race)	25	2.1%	42	3.0%	51	3.4%

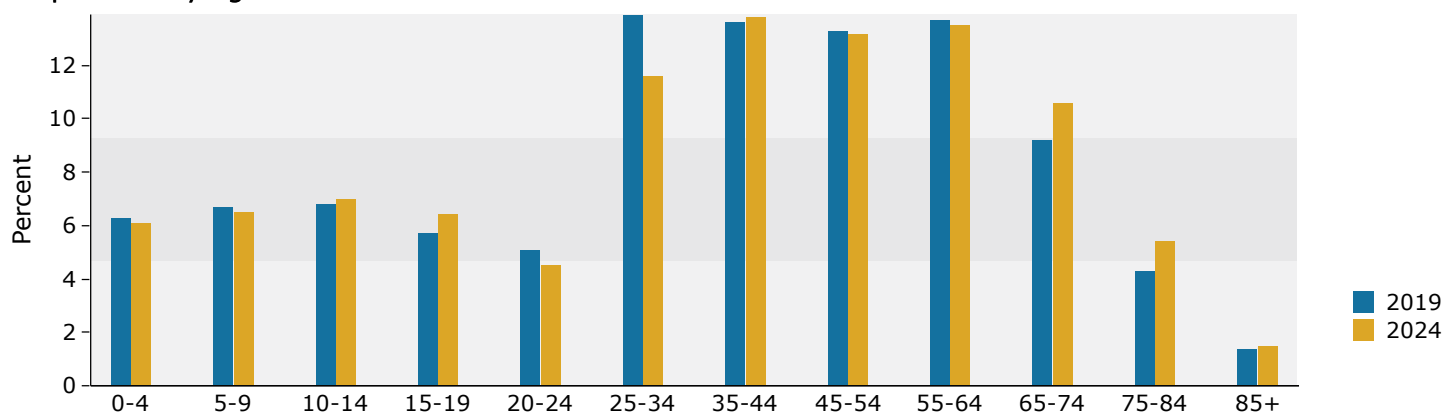
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

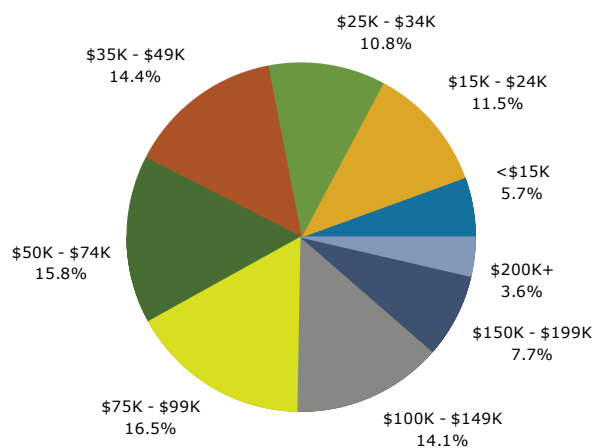
## Trends 2019-2024



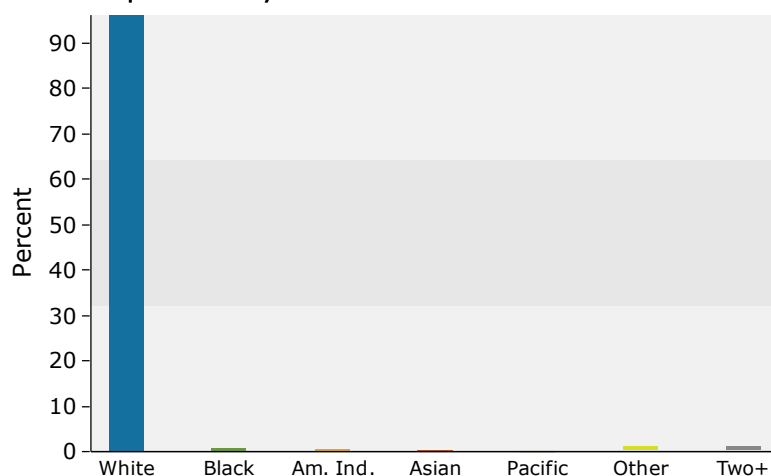
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 3.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

## Population Summary

2000 Total Population	979
2010 Total Population	1,212
2019 Total Population	1,405
2019 Group Quarters	26
2024 Total Population	1,479
2019-2024 Annual Rate	1.03%
2019 Total Daytime Population	965
Workers	251
Residents	714

## Household Summary

2000 Households	395
2000 Average Household Size	2.43
2010 Households	504
2010 Average Household Size	2.36
2019 Households	583
2019 Average Household Size	2.37
2024 Households	616
2024 Average Household Size	2.36
2019-2024 Annual Rate	1.11%
2010 Families	374
2010 Average Family Size	2.73
2019 Families	423
2019 Average Family Size	2.76
2024 Families	445
2024 Average Family Size	2.76
2019-2024 Annual Rate	1.02%

## 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%
2019 Housing Units	700
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	16.7%
2024 Housing Units	752
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	18.1%

## Median Household Income

2019	\$59,864
2024	\$65,938

## Median Home Value

2019	\$179,452
2024	\$213,587

## Per Capita Income

2019	\$28,484
2024	\$31,526

## Median Age

2010	36.8
2019	39.0
2024	40.7

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

## 2019 Households by Income

Household Income Base	583
<\$15,000	5.7%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	15.8%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	7.7%
\$200,000+	3.6%
Average Household Income	\$78,293

## 2024 Households by Income

Household Income Base	616
<\$15,000	4.9%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	9.4%
\$200,000+	3.7%
Average Household Income	\$86,333

## 2019 Owner Occupied Housing Units by Value

Total	475
<\$50,000	14.7%
\$50,000 - \$99,999	15.6%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	15.4%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	9.7%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$183,966

## 2024 Owner Occupied Housing Units by Value

Total	506
<\$50,000	9.5%
\$50,000 - \$99,999	10.3%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	27.3%
\$250,000 - \$299,999	12.1%
\$300,000 - \$399,999	6.5%
\$400,000 - \$499,999	6.5%
\$500,000 - \$749,999	5.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$224,310

**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 2019 and 2024 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%

## 2019 Population by Age

Total	1,407
0 - 4	6.3%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	10.8%
25 - 34	13.9%
35 - 44	13.6%
45 - 54	13.3%
55 - 64	13.7%
65 - 74	9.2%
75 - 84	4.3%
85 +	1.4%
18 +	76.5%

## 2024 Population by Age

Total	1,478
0 - 4	6.1%
5 - 9	6.5%
10 - 14	7.0%
15 - 24	10.9%
25 - 34	11.6%
35 - 44	13.8%
45 - 54	13.2%
55 - 64	13.5%
65 - 74	10.6%
75 - 84	5.4%
85 +	1.5%
18 +	76.5%

## 2010 Population by Sex

Males	605
Females	607

## 2019 Population by Sex

Males	697
Females	708

## 2024 Population by Sex

Males	732
Females	747

## 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

## 2019 Population by Race/Ethnicity

Total	1,405
White Alone	96.2%
Black Alone	0.9%
American Indian Alone	0.6%
Asian Alone	0.2%
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

## 2024 Population by Race/Ethnicity

Total	1,479
White Alone	95.5%
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	1.4%
Hispanic Origin	3.4%
Diversity Index	14.9

## 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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

## 2019 Population 25+ by Educational Attainment

Total	976
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	12.2%
High School Graduate	35.0%
GED/Alternative Credential	7.0%
Some College, No Degree	22.8%
Associate Degree	4.8%
Bachelor's Degree	10.5%
Graduate/Professional Degree	3.8%

## 2019 Population 15+ by Marital Status

Total	1,127
Never Married	25.4%
Married	58.5%
Widowed	4.9%
Divorced	11.3%

## 2019 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%
Civilian Unemployed (Unemployment Rate)	5.0%

## 2019 Employed Population 16+ by Industry

Total	706
Agriculture/Mining	0.1%
Construction	13.5%
Manufacturing	18.3%
Wholesale Trade	4.2%
Retail Trade	10.5%
Transportation/Utilities	3.8%
Information	0.6%
Finance/Insurance/Real Estate	6.2%
Services	39.9%
Public Administration	3.0%

## 2019 Employed Population 16+ by Occupation

Total	706
White Collar	49.0%
Management/Business/Financial	9.9%
Professional	16.1%
Sales	9.5%
Administrative Support	13.5%
Services	17.6%
Blue Collar	33.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	11.2%
Installation/Maintenance/Repair	6.4%
Production	9.9%
Transportation/Material Moving	5.9%

## 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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



## Top 3 Tapestry Segments

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

## 2019 Consumer Spending

Apparel & Services: Total \$	\$1,129,914
Average Spent	\$1,938.10
Spending Potential Index	90
Education: Total \$	\$746,894
Average Spent	\$1,281.12
Spending Potential Index	80
Entertainment/Recreation: Total \$	\$1,774,147
Average Spent	\$3,043.13
Spending Potential Index	93
Food at Home: Total \$	\$2,841,910
Average Spent	\$4,874.63
Spending Potential Index	94
Food Away from Home: Total \$	\$1,971,832
Average Spent	\$3,382.22
Spending Potential Index	92
Health Care: Total \$	\$3,404,468
Average Spent	\$5,839.57
Spending Potential Index	98
HH Furnishings & Equipment: Total \$	\$1,130,494
Average Spent	\$1,939.10
Spending Potential Index	91
Personal Care Products & Services: Total \$	\$477,520
Average Spent	\$819.07
Spending Potential Index	92
Shelter: Total \$	\$8,803,431
Average Spent	\$15,100.22
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,392,770
Average Spent	\$2,388.97
Spending Potential Index	96
Travel: Total \$	\$1,110,800
Average Spent	\$1,905.32
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$612,831
Average Spent	\$1,051.17
Spending Potential Index	92

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.