

Demographic and Income Profile

Walker + 1/2 mile
Area: 20.85 Square miles

Prepared by Esri

Summary	Census 2010	2018	2023
Population	11,951	13,358	14,585
Households	4,361	4,929	5,403
Families	3,240	3,591	3,903
Average Household Size	2.74	2.71	2.70
Owner Occupied Housing Units	3,325	3,672	4,058
Renter Occupied Housing Units	1,036	1,257	1,344
Median Age	33.9	35.5	36.1
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.77%	0.63%	0.83%
Households	1.85%	0.64%	0.79%
Families	1.68%	0.47%	0.71%
Owner HHs	2.02%	0.95%	1.16%
Median Household Income	1.44%	1.45%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	604	12.3%	579	10.7%
\$15,000 - \$24,999	565	11.5%	558	10.3%
\$25,000 - \$34,999	399	8.1%	407	7.5%
\$35,000 - \$49,999	584	11.8%	615	11.4%
\$50,000 - \$74,999	1,025	20.8%	1,113	20.6%
\$75,000 - \$99,999	748	15.2%	816	15.1%
\$100,000 - \$149,999	675	13.7%	862	16.0%
\$150,000 - \$199,999	221	4.5%	301	5.6%
\$200,000+	109	2.2%	152	2.8%
Median Household Income	\$55,551		\$59,656	
Average Household Income	\$68,183		\$76,405	
Per Capita Income	\$25,117		\$28,250	

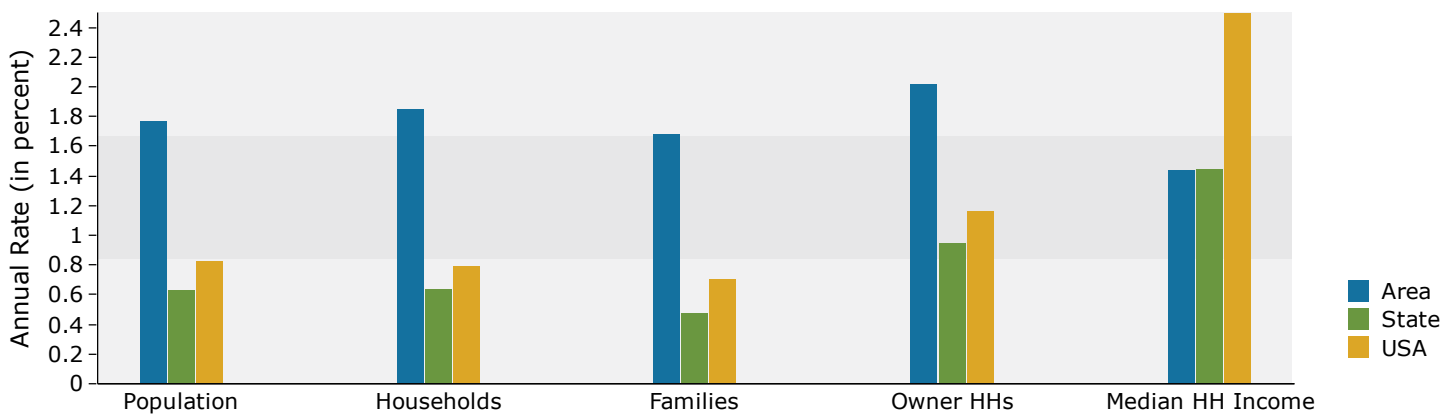
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	922	7.7%	964	7.2%	1,036	7.1%
5 - 9	872	7.3%	967	7.2%	1,064	7.3%
10 - 14	910	7.6%	924	6.9%	1,067	7.3%
15 - 19	956	8.0%	806	6.0%	918	6.3%
20 - 24	738	6.2%	853	6.4%	757	5.2%
25 - 34	1,770	14.8%	2,058	15.4%	2,207	15.1%
35 - 44	1,690	14.1%	1,870	14.0%	2,126	14.6%
45 - 54	1,723	14.4%	1,712	12.8%	1,754	12.0%
55 - 64	1,226	10.3%	1,605	12.0%	1,688	11.6%
65 - 74	734	6.1%	1,044	7.8%	1,239	8.5%
75 - 84	330	2.8%	441	3.3%	589	4.0%
85+	80	0.7%	113	0.8%	140	1.0%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,820	90.5%	11,664	87.3%	12,357	84.7%
Black Alone	664	5.6%	994	7.4%	1,324	9.1%
American Indian Alone	60	0.5%	75	0.6%	86	0.6%
Asian Alone	79	0.7%	128	1.0%	183	1.3%
Pacific Islander Alone	4	0.0%	14	0.1%	20	0.1%
Some Other Race Alone	166	1.4%	244	1.8%	320	2.2%
Two or More Races	158	1.3%	239	1.8%	295	2.0%
Hispanic Origin (Any Race)	377	3.2%	553	4.1%	725	5.0%

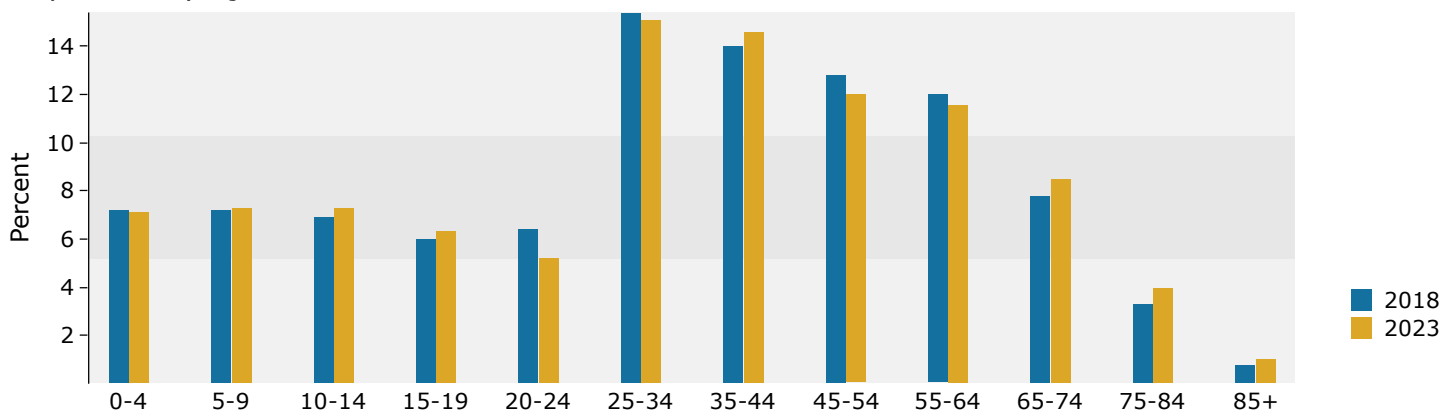
Data Note: Income is expressed in current dollars.

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

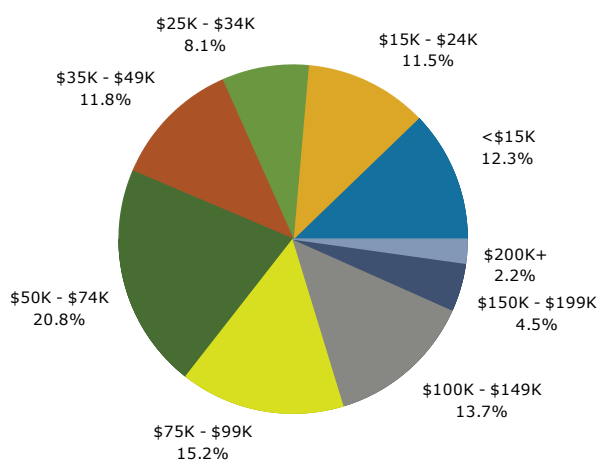
Trends 2018-2023



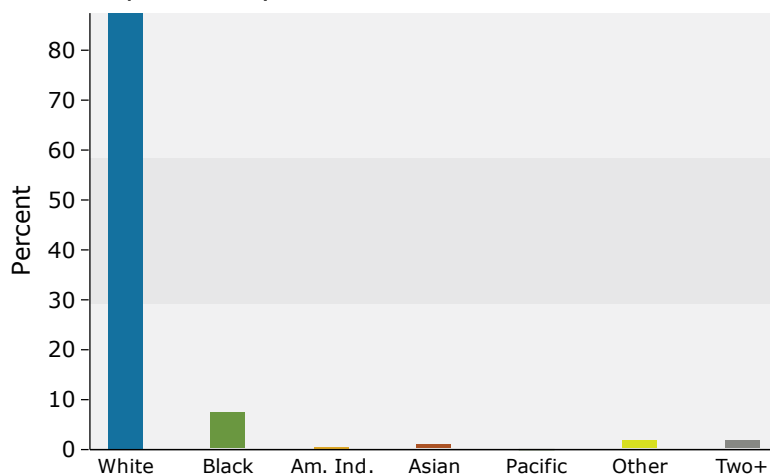
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 4.1%

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

Population Summary	
2000 Total Population	9,067
2010 Total Population	11,951
2018 Total Population	13,358
2018 Group Quarters	13
2023 Total Population	14,585
2018-2023 Annual Rate	1.77%
2018 Total Daytime Population	10,807
Workers	4,329
Residents	6,478
Household Summary	
2000 Households	3,217
2000 Average Household Size	2.81
2010 Households	4,361
2010 Average Household Size	2.74
2018 Households	4,929
2018 Average Household Size	2.71
2023 Households	5,403
2023 Average Household Size	2.70
2018-2023 Annual Rate	1.85%
2010 Families	3,240
2010 Average Family Size	3.14
2018 Families	3,591
2018 Average Family Size	3.15
2023 Families	3,903
2023 Average Family Size	3.15
2018-2023 Annual Rate	1.68%
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%
2018 Housing Units	5,203
Owner Occupied Housing Units	70.6%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	5.3%
2023 Housing Units	5,722
Owner Occupied Housing Units	70.9%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	5.6%
Median Household Income	
2018	\$55,551
2023	\$59,656
Median Home Value	
2018	\$196,232
2023	\$211,276
Per Capita Income	
2018	\$25,117
2023	\$28,250
Median Age	
2010	33.9
2018	35.5
2023	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

2018 Households by Income

Household Income Base	4,929
<\$15,000	12.3%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	15.2%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	4.5%
\$200,000+	2.2%
Average Household Income	\$68,183

2023 Households by Income

Household Income Base	5,403
<\$15,000	10.7%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	11.4%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	5.6%
\$200,000+	2.8%
Average Household Income	\$76,405

2018 Owner Occupied Housing Units by Value

Total	3,672
<\$50,000	12.0%
\$50,000 - \$99,999	9.6%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	19.3%
\$200,000 - \$249,999	32.0%
\$250,000 - \$299,999	9.3%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	0.4%
\$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	\$184,604

2023 Owner Occupied Housing Units by Value

Total	4,058
<\$50,000	7.9%
\$50,000 - \$99,999	6.5%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	35.7%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	5.8%
\$500,000 - \$749,999	0.5%
\$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	\$208,372

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	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%

2018 Population by Age

Total	13,357
0 - 4	7.2%
5 - 9	7.2%
10 - 14	6.9%
15 - 24	12.4%
25 - 34	15.4%
35 - 44	14.0%
45 - 54	12.8%
55 - 64	12.0%
65 - 74	7.8%
75 - 84	3.3%
85 +	0.8%
18 +	75.0%

2023 Population by Age

Total	14,585
0 - 4	7.1%
5 - 9	7.3%
10 - 14	7.3%
15 - 24	11.5%
25 - 34	15.1%
35 - 44	14.6%
45 - 54	12.0%
55 - 64	11.6%
65 - 74	8.5%
75 - 84	4.0%
85 +	1.0%
18 +	74.4%

2010 Population by Sex

Males	5,849
Females	6,102

2018 Population by Sex

Males	6,536
Females	6,822

2023 Population by Sex

Males	7,156
Females	7,429

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

2018 Population by Race/Ethnicity

Total	13,358
White Alone	87.3%
Black Alone	7.4%
American Indian Alone	0.6%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	1.8%
Hispanic Origin	4.1%
Diversity Index	29.3

2023 Population by Race/Ethnicity

Total	14,585
White Alone	84.7%
Black Alone	9.1%
American Indian Alone	0.6%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	2.0%
Hispanic Origin	5.0%
Diversity Index	34.2

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

2018 Population 25+ by Educational Attainment

Total	8,844
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	31.8%
GED/Alternative Credential	5.9%
Some College, No Degree	23.8%
Associate Degree	7.5%
Bachelor's Degree	15.4%
Graduate/Professional Degree	4.6%

2018 Population 15+ by Marital Status

Total	10,502
Never Married	28.6%
Married	48.6%
Widowed	7.0%
Divorced	15.8%

2018 Civilian Population 16+ in Labor Force

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

2018 Employed Population 16+ by Industry

Total	6,993
Agriculture/Mining	1.7%
Construction	18.0%
Manufacturing	8.6%
Wholesale Trade	1.3%
Retail Trade	9.8%
Transportation/Utilities	3.1%
Information	3.3%
Finance/Insurance/Real Estate	6.5%
Services	42.6%
Public Administration	5.1%

2018 Employed Population 16+ by Occupation

Total	6,993
White Collar	57.5%
Management/Business/Financial	14.8%
Professional	15.7%
Sales	8.4%
Administrative Support	18.7%
Services	13.3%
Blue Collar	29.2%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	9.1%
Installation/Maintenance/Repair	7.0%
Production	8.3%
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%

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%

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 2018 and 2023 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

2018 Consumer Spending

Apparel & Services: Total \$	\$9,008,367
Average Spent	\$1,827.63
Spending Potential Index	84
Education: Total \$	\$5,236,800
Average Spent	\$1,062.45
Spending Potential Index	73
Entertainment/Recreation: Total \$	\$13,130,181
Average Spent	\$2,663.86
Spending Potential Index	83
Food at Home: Total \$	\$20,806,044
Average Spent	\$4,221.15
Spending Potential Index	84
Food Away from Home: Total \$	\$14,686,829
Average Spent	\$2,979.68
Spending Potential Index	85
Health Care: Total \$	\$23,729,431
Average Spent	\$4,814.25
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$8,701,264
Average Spent	\$1,765.32
Spending Potential Index	85
Personal Care Products & Services: Total \$	\$3,461,978
Average Spent	\$702.37
Spending Potential Index	85
Shelter: Total \$	\$65,955,338
Average Spent	\$13,381.08
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,798,330
Average Spent	\$1,987.89
Spending Potential Index	80
Travel: Total \$	\$8,411,335
Average Spent	\$1,706.50
Spending Potential Index	79
Vehicle Maintenance & Repairs: Total \$	\$4,511,425
Average Spent	\$915.28
Spending Potential Index	85

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.