

Demographic and Income Profile

Walker + 1/2 mile
Area: 20.85 Square miles

Prepared by Esri

Summary	Census 2010	2019	2024
Population	11,951	13,182	14,041
Households	4,361	4,866	5,200
Families	3,240	3,540	3,753
Average Household Size	2.74	2.71	2.70
Owner Occupied Housing Units	3,325	3,551	3,847
Renter Occupied Housing Units	1,036	1,315	1,353
Median Age	33.9	35.9	36.4
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.27%	0.41%	0.77%
Households	1.34%	0.43%	0.75%
Families	1.18%	0.26%	0.68%
Owner HHs	1.61%	0.73%	0.92%
Median Household Income	2.01%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	499	10.3%	477	9.2%
\$15,000 - \$24,999	683	14.0%	650	12.5%
\$25,000 - \$34,999	321	6.6%	319	6.1%
\$35,000 - \$49,999	501	10.3%	498	9.6%
\$50,000 - \$74,999	798	16.4%	850	16.3%
\$75,000 - \$99,999	903	18.6%	957	18.4%
\$100,000 - \$149,999	877	18.0%	1,063	20.4%
\$150,000 - \$199,999	242	5.0%	332	6.4%
\$200,000+	44	0.9%	53	1.0%
Median Household Income	\$61,190		\$67,579	
Average Household Income	\$69,393		\$76,810	
Per Capita Income	\$25,511		\$28,329	

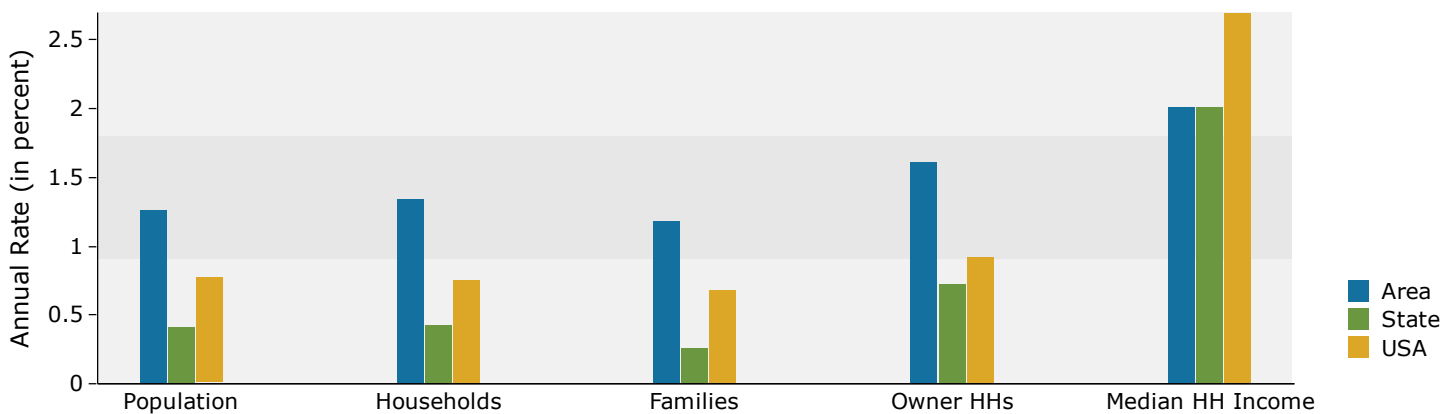
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	922	7.7%	932	7.1%	989	7.0%
5 - 9	872	7.3%	945	7.2%	1,009	7.2%
10 - 14	910	7.6%	915	6.9%	1,023	7.3%
15 - 19	956	8.0%	780	5.9%	889	6.3%
20 - 24	738	6.2%	799	6.1%	720	5.1%
25 - 34	1,770	14.8%	2,048	15.5%	2,101	15.0%
35 - 44	1,690	14.1%	1,857	14.1%	2,044	14.6%
45 - 54	1,723	14.4%	1,669	12.7%	1,694	12.1%
55 - 64	1,226	10.3%	1,612	12.2%	1,616	11.5%
65 - 74	734	6.1%	1,051	8.0%	1,216	8.7%
75 - 84	330	2.8%	456	3.5%	597	4.3%
85+	80	0.7%	116	0.9%	142	1.0%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,820	90.5%	11,481	87.1%	11,898	84.7%
Black Alone	664	5.6%	1,017	7.7%	1,295	9.2%
American Indian Alone	60	0.5%	69	0.5%	76	0.5%
Asian Alone	79	0.7%	128	1.0%	165	1.2%
Pacific Islander Alone	4	0.0%	13	0.1%	17	0.1%
Some Other Race Alone	166	1.4%	239	1.8%	292	2.1%
Two or More Races	158	1.3%	235	1.8%	299	2.1%
Hispanic Origin (Any Race)	377	3.2%	549	4.2%	672	4.8%

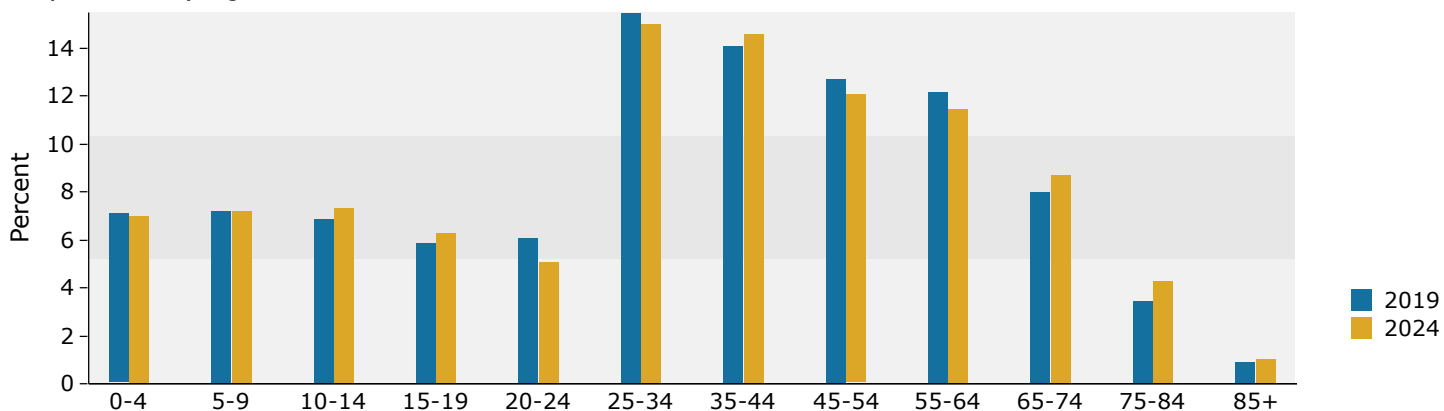
Data Note: Income is expressed in current dollars.

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

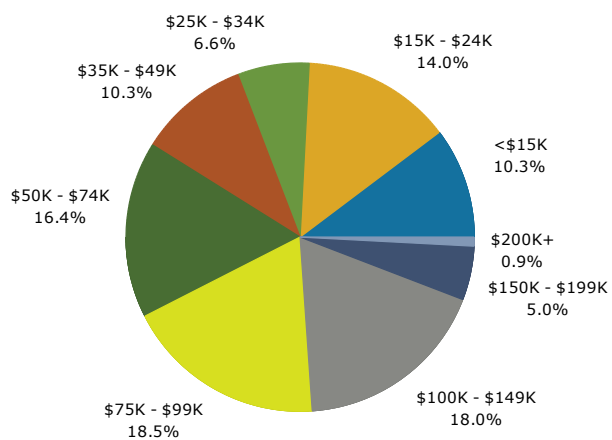
Trends 2019-2024



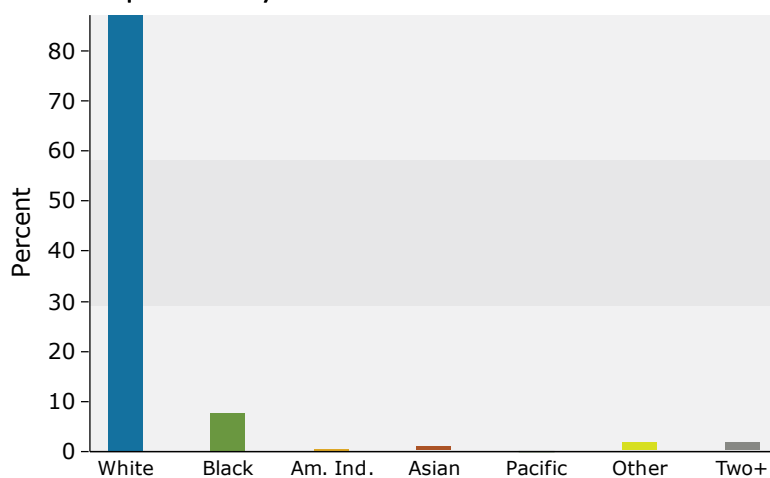
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 4.2%

Population Summary

2000 Total Population	9,067
2010 Total Population	11,951
2019 Total Population	13,182
2019 Group Quarters	13
2024 Total Population	14,041
2019-2024 Annual Rate	1.27%
2019 Total Daytime Population	11,640
Workers	4,699
Residents	6,941

Household Summary

2000 Households	3,217
2000 Average Household Size	2.81
2010 Households	4,361
2010 Average Household Size	2.74
2019 Households	4,866
2019 Average Household Size	2.71
2024 Households	5,200
2024 Average Household Size	2.70
2019-2024 Annual Rate	1.34%
2010 Families	3,240
2010 Average Family Size	3.14
2019 Families	3,540
2019 Average Family Size	3.14
2024 Families	3,753
2024 Average Family Size	3.14
2019-2024 Annual Rate	1.18%

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%
2019 Housing Units	5,231
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	7.0%
2024 Housing Units	5,680
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	8.5%

Median Household Income

2019	\$61,190
2024	\$67,579

Median Home Value

2019	\$165,235
2024	\$178,758

Per Capita Income

2019	\$25,511
2024	\$28,329

Median Age

2010	33.9
2019	35.9
2024	36.4

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	4,866
<\$15,000	10.3%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	6.6%
\$35,000 - \$49,999	10.3%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	18.6%
\$100,000 - \$149,999	18.0%
\$150,000 - \$199,999	5.0%
\$200,000+	0.9%
Average Household Income	\$69,393

2024 Households by Income

Household Income Base	5,200
<\$15,000	9.2%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	16.3%
\$75,000 - \$99,999	18.4%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	6.4%
\$200,000+	1.0%
Average Household Income	\$76,810

2019 Owner Occupied Housing Units by Value

Total	3,551
<\$50,000	7.5%
\$50,000 - \$99,999	16.1%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	31.1%
\$200,000 - \$249,999	14.7%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	2.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$164,965

2024 Owner Occupied Housing Units by Value

Total	3,847
<\$50,000	5.2%
\$50,000 - \$99,999	11.4%
\$100,000 - \$149,999	15.4%
\$150,000 - \$199,999	31.3%
\$200,000 - \$249,999	17.9%
\$250,000 - \$299,999	12.9%
\$300,000 - \$399,999	3.2%
\$400,000 - \$499,999	2.4%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$183,864

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	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%
2019 Population by Age	
Total	13,180
0 - 4	7.1%
5 - 9	7.2%
10 - 14	6.9%
15 - 24	12.0%
25 - 34	15.5%
35 - 44	14.1%
45 - 54	12.7%
55 - 64	12.2%
65 - 74	8.0%
75 - 84	3.5%
85 +	0.9%
18 +	75.3%
2024 Population by Age	
Total	14,040
0 - 4	7.0%
5 - 9	7.2%
10 - 14	7.3%
15 - 24	11.5%
25 - 34	15.0%
35 - 44	14.6%
45 - 54	12.1%
55 - 64	11.5%
65 - 74	8.7%
75 - 84	4.3%
85 +	1.0%
18 +	74.6%
2010 Population by Sex	
Males	5,849
Females	6,102
2019 Population by Sex	
Males	6,452
Females	6,729
2024 Population by Sex	
Males	6,880
Females	7,161

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 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

2019 Population by Race/Ethnicity

Total	13,182
White Alone	87.1%
Black Alone	7.7%
American Indian Alone	0.5%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	1.8%
Hispanic Origin	4.2%
Diversity Index	29.6

2024 Population by Race/Ethnicity

Total	14,042
White Alone	84.7%
Black Alone	9.2%
American Indian Alone	0.5%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.1%
Two or More Races	2.1%
Hispanic Origin	4.8%
Diversity Index	33.9

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

2019 Population 25+ by Educational Attainment

Total	8,811
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	30.8%
GED/Alternative Credential	6.9%
Some College, No Degree	23.1%
Associate Degree	7.6%
Bachelor's Degree	15.2%
Graduate/Professional Degree	5.1%

2019 Population 15+ by Marital Status

Total	10,389
Never Married	28.8%
Married	50.3%
Widowed	7.5%
Divorced	13.4%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	93.8%
Civilian Unemployed (Unemployment Rate)	6.2%

2019 Employed Population 16+ by Industry

Total	6,338
Agriculture/Mining	0.3%
Construction	14.0%
Manufacturing	9.8%
Wholesale Trade	2.0%
Retail Trade	9.9%
Transportation/Utilities	4.4%
Information	3.4%
Finance/Insurance/Real Estate	8.0%
Services	39.5%
Public Administration	8.6%

2019 Employed Population 16+ by Occupation

Total	6,340
White Collar	56.6%
Management/Business/Financial	15.6%
Professional	13.8%
Sales	9.1%
Administrative Support	18.0%
Services	16.8%
Blue Collar	26.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	11.2%
Installation/Maintenance/Repair	5.9%
Production	6.5%
Transportation/Material Moving	2.9%

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 2019 and 2024 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 (7A)

2019 Consumer Spending

Apparel & Services: Total \$	\$8,512,179
Average Spent	\$1,749.32
Spending Potential Index	82
Education: Total \$	\$5,402,714
Average Spent	\$1,110.30
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$12,793,670
Average Spent	\$2,629.20
Spending Potential Index	80
Food at Home: Total \$	\$20,705,368
Average Spent	\$4,255.11
Spending Potential Index	82
Food Away from Home: Total \$	\$14,742,647
Average Spent	\$3,029.73
Spending Potential Index	82
Health Care: Total \$	\$23,871,569
Average Spent	\$4,905.79
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$8,623,781
Average Spent	\$1,772.25
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$3,651,258
Average Spent	\$750.36
Spending Potential Index	85
Shelter: Total \$	\$69,444,925
Average Spent	\$14,271.46
Spending Potential Index	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,822,146
Average Spent	\$2,018.53
Spending Potential Index	81
Travel: Total \$	\$8,521,614
Average Spent	\$1,751.26
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$4,615,189
Average Spent	\$948.46
Spending Potential Index	83

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.