

Demographic and Income Profile

Watson + 1/2 mile
Area: 3.62 Square miles

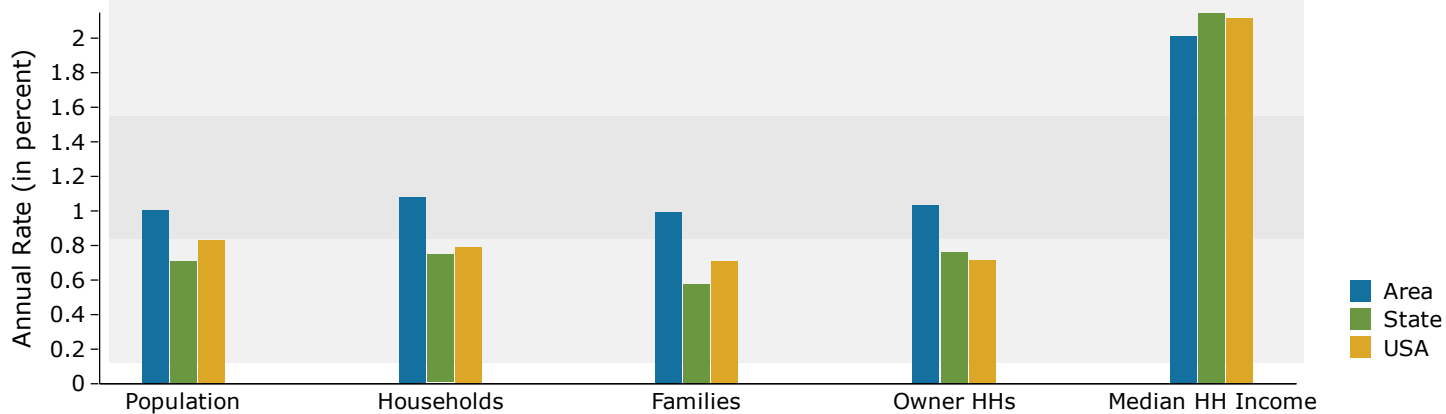
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Summary	Census 2010	2017	2022			
Population	3,863	4,019	4,226			
Households	1,345	1,410	1,488			
Families	1,085	1,126	1,183			
Average Household Size	2.87	2.85	2.84			
Owner Occupied Housing Units	1,196	1,219	1,284			
Renter Occupied Housing Units	149	190	204			
Median Age	32.8	34.9	36.3			
Trends: 2017 - 2022 Annual Rate	Area	State	National			
Population	1.01%	0.71%	0.83%			
Households	1.08%	0.75%	0.79%			
Families	0.99%	0.58%	0.71%			
Owner HHs	1.04%	0.76%	0.72%			
Median Household Income	2.02%	2.15%	2.12%			
Households by Income	2017		2022			
	Number	Percent	Number	Percent		
<\$15,000	115	8.2%	124	8.3%		
\$15,000 - \$24,999	79	5.6%	81	5.4%		
\$25,000 - \$34,999	94	6.7%	88	5.9%		
\$35,000 - \$49,999	188	13.3%	156	10.5%		
\$50,000 - \$74,999	247	17.5%	230	15.5%		
\$75,000 - \$99,999	223	15.8%	246	16.5%		
\$100,000 - \$149,999	328	23.3%	394	26.5%		
\$150,000 - \$199,999	115	8.2%	142	9.5%		
\$200,000+	21	1.5%	26	1.7%		
Median Household Income		\$72,482		\$80,111		
Average Household Income		\$80,536		\$89,877		
Per Capita Income		\$27,960		\$31,345		
Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	295	7.6%	292	7.3%	299	7.1%
5 - 9	335	8.7%	300	7.5%	312	7.4%
10 - 14	357	9.2%	314	7.8%	322	7.6%
15 - 19	309	8.0%	287	7.1%	287	6.8%
20 - 24	203	5.3%	246	6.1%	208	4.9%
25 - 34	565	14.6%	575	14.3%	599	14.2%
35 - 44	654	16.9%	626	15.6%	662	15.7%
45 - 54	508	13.1%	568	14.1%	587	13.9%
55 - 64	333	8.6%	415	10.3%	466	11.0%
65 - 74	202	5.2%	254	6.3%	302	7.1%
75 - 84	86	2.2%	115	2.9%	146	3.5%
85+	17	0.4%	25	0.6%	36	0.9%
Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,717	96.2%	3,807	94.7%	3,950	93.5%
Black Alone	69	1.8%	107	2.7%	144	3.4%
American Indian Alone	13	0.3%	16	0.4%	19	0.4%
Asian Alone	26	0.7%	39	1.0%	50	1.2%
Pacific Islander Alone	0	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	14	0.4%	18	0.4%	23	0.5%
Two or More Races	23	0.6%	31	0.8%	39	0.9%
Hispanic Origin (Any Race)	82	2.1%	114	2.8%	146	3.5%

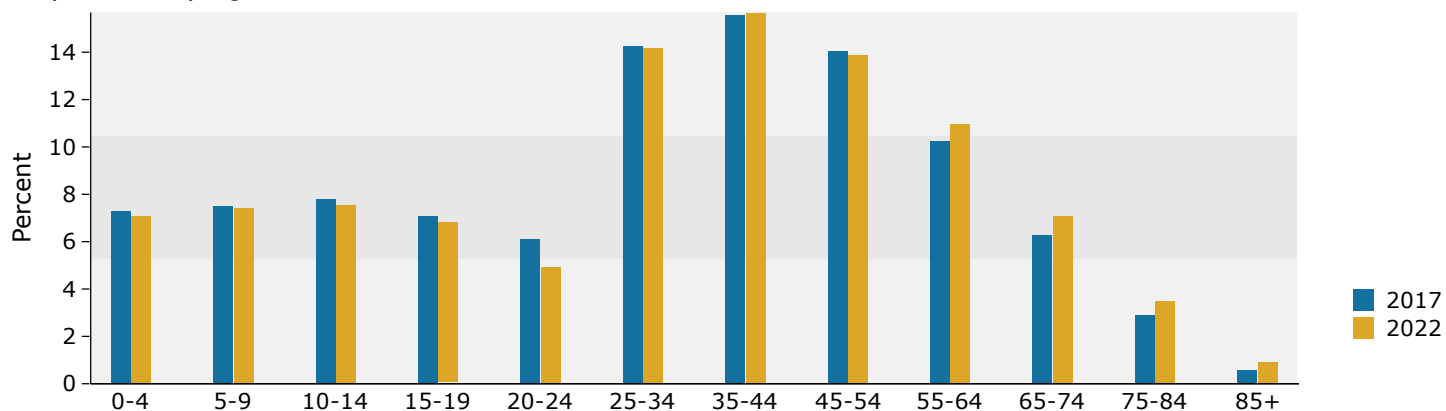
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

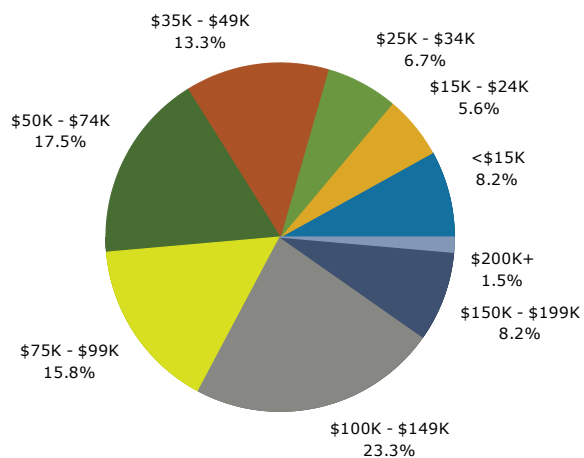
Trends 2017-2022



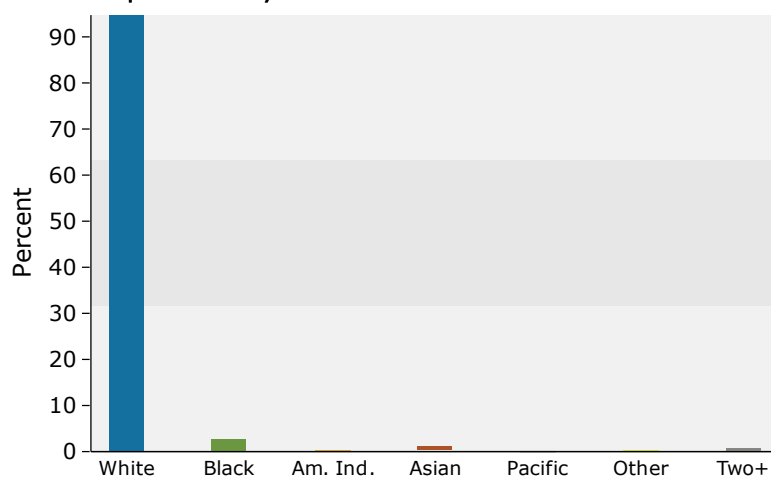
Population by Age



2017 Household Income



2017 Population by Race



2017 Percent Hispanic Origin: 2.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

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Population Summary

2000 Total Population	2,489
2010 Total Population	3,863
2017 Total Population	4,019
2017 Group Quarters	2
2022 Total Population	4,226
2017-2022 Annual Rate	1.01%
2017 Total Daytime Population	3,890
Workers	1,673
Residents	2,217

Household Summary

2000 Households	857
2000 Average Household Size	2.90
2010 Households	1,345
2010 Average Household Size	2.87
2017 Households	1,410
2017 Average Household Size	2.85
2022 Households	1,488
2022 Average Household Size	2.84
2017-2022 Annual Rate	1.08%
2010 Families	1,085
2010 Average Family Size	3.20
2017 Families	1,126
2017 Average Family Size	3.18
2022 Families	1,183
2022 Average Family Size	3.18
2017-2022 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%
2017 Housing Units	1,480
Owner Occupied Housing Units	82.4%
Renter Occupied Housing Units	12.8%
Vacant Housing Units	4.7%
2022 Housing Units	1,564
Owner Occupied Housing Units	82.1%
Renter Occupied Housing Units	13.0%
Vacant Housing Units	4.9%

Median Household Income

2017	\$72,482
2022	\$80,111

Median Home Value

2017	\$188,807
2022	\$227,304

Per Capita Income

2017	\$27,960
2022	\$31,345

Median Age

2010	32.8
2017	34.9
2022	36.3

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Households by Income

Household Income Base	1,410
<\$15,000	8.2%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	23.3%
\$150,000 - \$199,999	8.2%
\$200,000+	1.5%

Average Household Income \$80,536

2022 Households by Income

Household Income Base	1,488
<\$15,000	8.3%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	26.5%
\$150,000 - \$199,999	9.5%
\$200,000+	1.7%

Average Household Income \$89,877

2017 Owner Occupied Housing Units by Value

Total	1,219
<\$50,000	5.3%
\$50,000 - \$99,999	6.3%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	25.1%
\$200,000 - \$249,999	15.8%
\$250,000 - \$299,999	13.5%
\$300,000 - \$399,999	8.3%
\$400,000 - \$499,999	5.7%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%

Average Home Value \$209,434

2022 Owner Occupied Housing Units by Value

Total	1,284
<\$50,000	3.0%
\$50,000 - \$99,999	3.8%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	21.3%
\$200,000 - \$249,999	16.9%
\$250,000 - \$299,999	16.1%
\$300,000 - \$399,999	11.8%
\$400,000 - \$499,999	11.8%
\$500,000 - \$749,999	2.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.6%

Average Home Value \$253,696

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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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%

2017 Population by Age

Total	4,017
0 - 4	7.3%
5 - 9	7.5%
10 - 14	7.8%
15 - 24	13.3%
25 - 34	14.3%
35 - 44	15.6%
45 - 54	14.1%
55 - 64	10.3%
65 - 74	6.3%
75 - 84	2.9%
85 +	0.6%
18 +	73.0%

2022 Population by Age

Total	4,226
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.6%
15 - 24	11.7%
25 - 34	14.2%
35 - 44	15.7%
45 - 54	13.9%
55 - 64	11.0%
65 - 74	7.1%
75 - 84	3.5%
85 +	0.9%
18 +	73.6%

2010 Population by Sex

Males	1,891
Females	1,972

2017 Population by Sex

Males	1,949
Females	2,071

2022 Population by Sex

Males	2,040
Females	2,186

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

2017 Population by Race/Ethnicity

Total	4,019
White Alone	94.7%
Black Alone	2.7%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	0.8%
Hispanic Origin	2.8%
Diversity Index	15.1

2022 Population by Race/Ethnicity

Total	4,226
White Alone	93.5%
Black Alone	3.4%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.9%
Hispanic Origin	3.5%
Diversity Index	18.3

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Population 25+ by Educational Attainment

Total	2,579
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	6.0%
High School Graduate	36.6%
GED/Alternative Credential	8.2%
Some College, No Degree	15.2%
Associate Degree	9.5%
Bachelor's Degree	18.8%
Graduate/Professional Degree	3.1%

2017 Population 15+ by Marital Status

Total	3,113
Never Married	27.8%
Married	54.7%
Widowed	6.2%
Divorced	11.3%

2017 Civilian Population 16+ in Labor Force

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

2017 Employed Population 16+ by Industry

Total	1,831
Agriculture/Mining	1.4%
Construction	8.4%
Manufacturing	9.1%
Wholesale Trade	2.5%
Retail Trade	14.0%
Transportation/Utilities	6.6%
Information	0.4%
Finance/Insurance/Real Estate	8.1%
Services	42.8%
Public Administration	6.7%

2017 Employed Population 16+ by Occupation

Total	1,829
White Collar	61.3%
Management/Business/Financial	14.3%
Professional	21.7%
Sales	10.4%
Administrative Support	15.0%
Services	16.5%
Blue Collar	22.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	5.8%
Production	6.9%
Transportation/Material Moving	5.6%

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%

2010 Households by Size

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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Area: 3.62 Square miles

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Top 3 Tapestry Segments

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

2017 Consumer Spending

Apparel & Services: Total \$	\$3,056,980
Average Spent	\$2,168.07
Spending Potential Index	100
Education: Total \$	\$1,962,026
Average Spent	\$1,391.51
Spending Potential Index	96
Entertainment/Recreation: Total \$	\$4,381,813
Average Spent	\$3,107.67
Spending Potential Index	100
Food at Home: Total \$	\$6,879,382
Average Spent	\$4,878.99
Spending Potential Index	97
Food Away from Home: Total \$	\$4,735,327
Average Spent	\$3,358.39
Spending Potential Index	101
Health Care: Total \$	\$7,870,745
Average Spent	\$5,582.09
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$2,796,899
Average Spent	\$1,983.62
Spending Potential Index	102
Personal Care Products & Services: Total \$	\$1,127,416
Average Spent	\$799.59
Spending Potential Index	100
Shelter: Total \$	\$22,028,605
Average Spent	\$15,623.12
Spending Potential Index	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,338,691
Average Spent	\$2,367.87
Spending Potential Index	101
Travel: Total \$	\$2,955,155
Average Spent	\$2,095.85
Spending Potential Index	101
Vehicle Maintenance & Repairs: Total \$	\$1,496,560
Average Spent	\$1,061.39
Spending Potential Index	99

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.