

Summary	Census 2010	2018	2023
Population	3,863	4,082	4,306
Households	1,345	1,429	1,512
Families	1,085	1,138	1,197
Average Household Size	2.87	2.86	2.85
Owner Occupied Housing Units	1,196	1,255	1,338
Renter Occupied Housing Units	149	174	174
Median Age	32.8	35.2	36.5
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.07%	0.63%	0.83%
Households	1.14%	0.64%	0.79%
Families	1.02%	0.47%	0.71%
Owner HHs	1.29%	0.95%	1.16%
Median Household Income	1.17%	1.45%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	125	8.7%	123	8.1%
\$15,000 - \$24,999	93	6.5%	93	6.2%
\$25,000 - \$34,999	102	7.1%	102	6.7%
\$35,000 - \$49,999	207	14.5%	212	14.0%
\$50,000 - \$74,999	246	17.2%	252	16.7%
\$75,000 - \$99,999	209	14.6%	209	13.8%
\$100,000 - \$149,999	312	21.8%	355	23.5%
\$150,000 - \$199,999	117	8.2%	141	9.3%
\$200,000+	20	1.4%	24	1.6%
Median Household Income	\$67,393		\$71,431	
Average Household Income	\$78,150		\$84,414	
Per Capita Income	\$27,070		\$29,347	

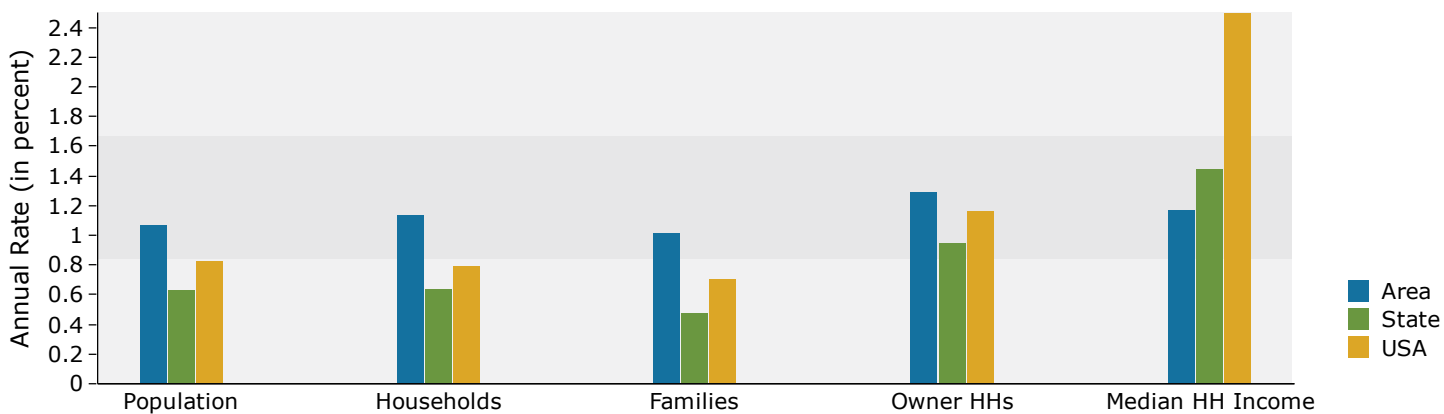
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	295	7.6%	291	7.1%	298	6.9%
5 - 9	335	8.7%	303	7.4%	312	7.2%
10 - 14	357	9.2%	312	7.6%	326	7.6%
15 - 19	309	8.0%	287	7.0%	287	6.7%
20 - 24	203	5.3%	247	6.1%	208	4.8%
25 - 34	565	14.6%	587	14.4%	618	14.4%
35 - 44	654	16.9%	626	15.3%	670	15.6%
45 - 54	508	13.1%	582	14.3%	595	13.8%
55 - 64	333	8.6%	435	10.7%	482	11.2%
65 - 74	202	5.2%	263	6.4%	318	7.4%
75 - 84	86	2.2%	121	3.0%	153	3.6%
85+	17	0.4%	28	0.7%	38	0.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,717	96.2%	3,869	94.8%	4,032	93.6%
Black Alone	69	1.8%	103	2.5%	136	3.2%
American Indian Alone	13	0.3%	15	0.4%	18	0.4%
Asian Alone	26	0.7%	40	1.0%	54	1.3%
Pacific Islander Alone	0	0.0%	1	0.0%	2	0.0%
Some Other Race Alone	14	0.4%	19	0.5%	24	0.6%
Two or More Races	23	0.6%	34	0.8%	41	1.0%
Hispanic Origin (Any Race)	82	2.1%	116	2.8%	149	3.5%

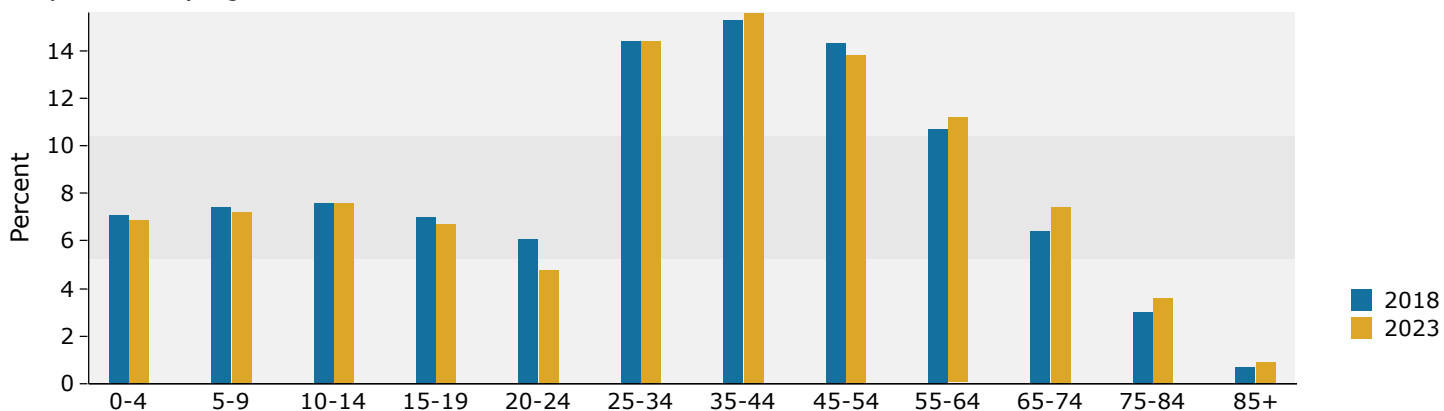
Data Note: Income is expressed in current dollars.

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

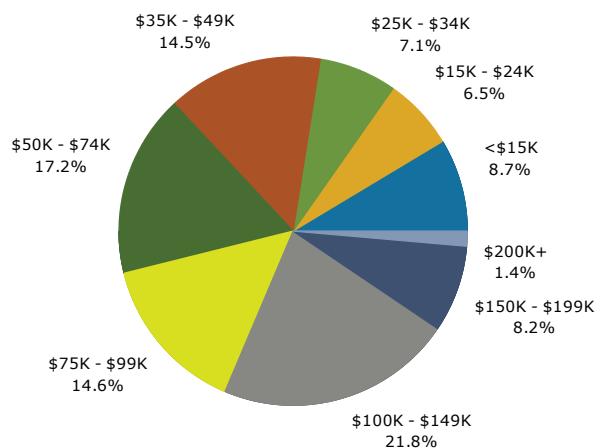
Trends 2018-2023



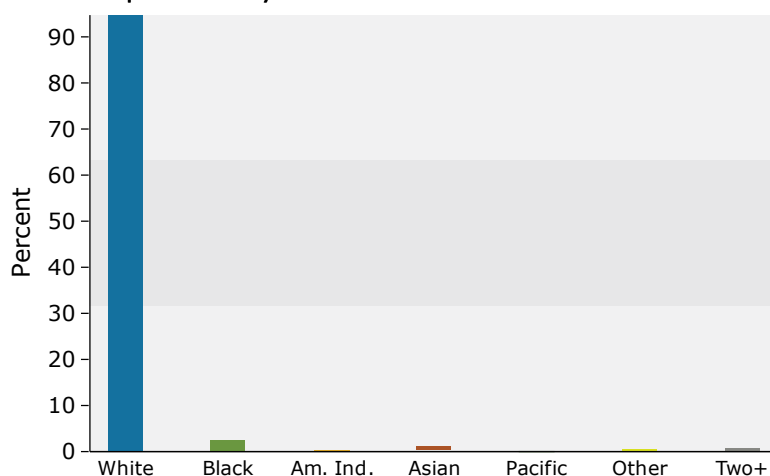
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 2.8%

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

Population Summary

2000 Total Population	2,489
2010 Total Population	3,863
2018 Total Population	4,082
2018 Group Quarters	2
2023 Total Population	4,306
2018-2023 Annual Rate	1.07%
2018 Total Daytime Population	3,717
Workers	1,533
Residents	2,184

Household Summary

2000 Households	857
2000 Average Household Size	2.90
2010 Households	1,345
2010 Average Household Size	2.87
2018 Households	1,429
2018 Average Household Size	2.86
2023 Households	1,512
2023 Average Household Size	2.85
2018-2023 Annual Rate	1.14%
2010 Families	1,085
2010 Average Family Size	3.20
2018 Families	1,138
2018 Average Family Size	3.21
2023 Families	1,197
2023 Average Family Size	3.21
2018-2023 Annual Rate	1.02%

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%
2018 Housing Units	1,501
Owner Occupied Housing Units	83.6%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	4.8%
2023 Housing Units	1,594
Owner Occupied Housing Units	83.9%
Renter Occupied Housing Units	10.9%
Vacant Housing Units	5.1%

Median Household Income

2018	\$67,393
2023	\$71,431

Median Home Value

2018	\$194,894
2023	\$216,993

Per Capita Income

2018	\$27,070
2023	\$29,347

Median Age

2010	32.8
2018	35.2
2023	36.5

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	1,429
<\$15,000	8.7%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	8.2%
\$200,000+	1.4%
Average Household Income	\$78,150

2023 Households by Income

Household Income Base	1,512
<\$15,000	8.1%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	14.0%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	23.5%
\$150,000 - \$199,999	9.3%
\$200,000+	1.6%
Average Household Income	\$84,414

2018 Owner Occupied Housing Units by Value

Total	1,255
<\$50,000	7.1%
\$50,000 - \$99,999	6.9%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	18.7%
\$200,000 - \$249,999	21.8%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	7.6%
\$400,000 - \$499,999	4.9%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$206,270

2023 Owner Occupied Housing Units by Value

Total	1,338
<\$50,000	4.5%
\$50,000 - \$99,999	4.7%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	18.0%
\$200,000 - \$249,999	22.9%
\$250,000 - \$299,999	14.3%
\$300,000 - \$399,999	9.9%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$238,004

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	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%

2018 Population by Age

Total	4,082
0 - 4	7.1%
5 - 9	7.4%
10 - 14	7.6%
15 - 24	13.1%
25 - 34	14.4%
35 - 44	15.3%
45 - 54	14.3%
55 - 64	10.7%
65 - 74	6.4%
75 - 84	3.0%
85 +	0.7%
18 +	73.4%

2023 Population by Age

Total	4,305
0 - 4	6.9%
5 - 9	7.2%
10 - 14	7.6%
15 - 24	11.5%
25 - 34	14.4%
35 - 44	15.6%
45 - 54	13.8%
55 - 64	11.2%
65 - 74	7.4%
75 - 84	3.6%
85 +	0.9%
18 +	74.0%

2010 Population by Sex

Males	1,891
Females	1,972

2018 Population by Sex

Males	1,975
Females	2,107

2023 Population by Sex

Males	2,077
Females	2,230

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

2018 Population by Race/Ethnicity

Total	4,081
White Alone	94.8%
Black Alone	2.5%
American Indian Alone	0.4%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.8%
Hispanic Origin	2.8%
Diversity Index	15.1

2023 Population by Race/Ethnicity

Total	4,307
White Alone	93.6%
Black Alone	3.2%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	3.5%
Diversity Index	18.1

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

2018 Population 25+ by Educational Attainment

Total	2,643
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	36.7%
GED/Alternative Credential	7.0%
Some College, No Degree	16.5%
Associate Degree	8.2%
Bachelor's Degree	17.7%
Graduate/Professional Degree	3.9%

2018 Population 15+ by Marital Status

Total	3,175
Never Married	28.2%
Married	53.3%
Widowed	4.5%
Divorced	14.0%

2018 Civilian Population 16+ in Labor Force

Civilian Employed	96.3%
Civilian Unemployed (Unemployment Rate)	3.7%

2018 Employed Population 16+ by Industry

Total	1,926
Agriculture/Mining	1.3%
Construction	8.7%
Manufacturing	8.6%
Wholesale Trade	2.7%
Retail Trade	14.6%
Transportation/Utilities	6.8%
Information	0.5%
Finance/Insurance/Real Estate	7.9%
Services	42.3%
Public Administration	6.4%

2018 Employed Population 16+ by Occupation

Total	1,926
White Collar	61.5%
Management/Business/Financial	14.2%
Professional	21.8%
Sales	10.5%
Administrative Support	15.1%
Services	16.3%
Blue Collar	22.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	6.1%
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%

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

Top 3 Tapestry Segments

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

2018 Consumer Spending

Apparel & Services: Total \$	\$2,907,054
Average Spent	\$2,034.33
Spending Potential Index	94
Education: Total \$	\$1,886,032
Average Spent	\$1,319.83
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$4,286,522
Average Spent	\$2,999.67
Spending Potential Index	93
Food at Home: Total \$	\$6,535,792
Average Spent	\$4,573.68
Spending Potential Index	91
Food Away from Home: Total \$	\$4,724,425
Average Spent	\$3,306.11
Spending Potential Index	94
Health Care: Total \$	\$7,658,120
Average Spent	\$5,359.08
Spending Potential Index	94
HH Furnishings & Equipment: Total \$	\$2,844,061
Average Spent	\$1,990.25
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$1,125,357
Average Spent	\$787.51
Spending Potential Index	95
Shelter: Total \$	\$21,492,253
Average Spent	\$15,040.07
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,219,370
Average Spent	\$2,252.88
Spending Potential Index	91
Travel: Total \$	\$2,905,162
Average Spent	\$2,033.00
Spending Potential Index	94
Vehicle Maintenance & Repairs: Total \$	\$1,430,937
Average Spent	\$1,001.36
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.