

Summary	Census 2010	2019	2024
Population	3,863	4,226	4,417
Households	1,345	1,488	1,561
Families	1,085	1,182	1,233
Average Household Size	2.87	2.84	2.83
Owner Occupied Housing Units	1,196	1,293	1,364
Renter Occupied Housing Units	149	195	197
Median Age	32.8	35.4	36.6
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.89%	0.41%	0.77%
Households	0.96%	0.43%	0.75%
Families	0.85%	0.26%	0.68%
Owner HHs	1.07%	0.73%	0.92%
Median Household Income	1.51%	2.01%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	96	6.5%	94	6.0%
\$15,000 - \$24,999	133	8.9%	128	8.2%
\$25,000 - \$34,999	51	3.4%	50	3.2%
\$35,000 - \$49,999	227	15.3%	217	13.9%
\$50,000 - \$74,999	306	20.6%	311	19.9%
\$75,000 - \$99,999	181	12.2%	178	11.4%
\$100,000 - \$149,999	298	20.0%	341	21.8%
\$150,000 - \$199,999	179	12.0%	223	14.3%
\$200,000+	17	1.1%	18	1.2%
Median Household Income	\$67,487		\$72,732	
Average Household Income	\$81,318		\$88,675	
Per Capita Income	\$28,176		\$30,857	

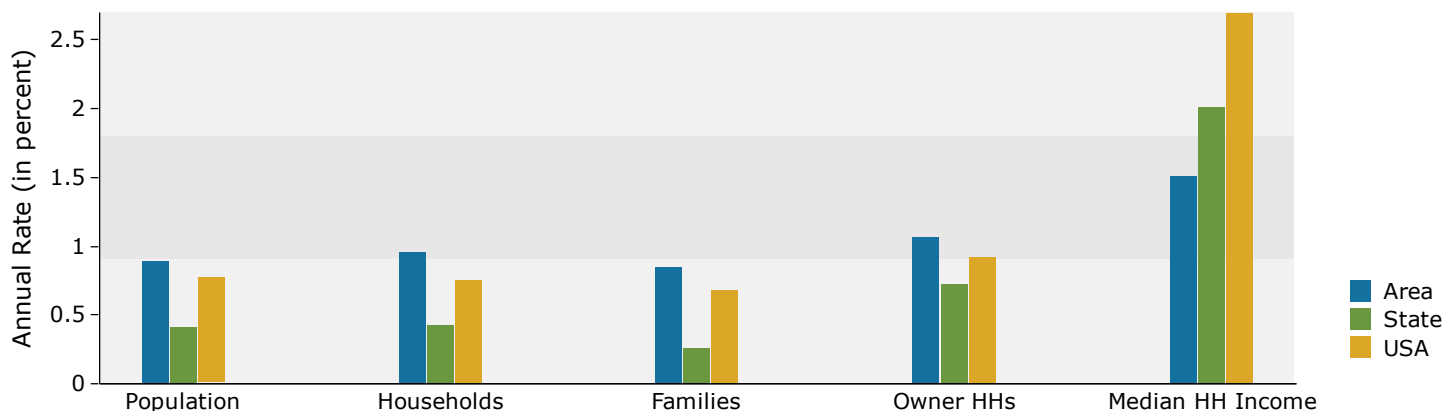
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	295	7.6%	297	7.0%	306	6.9%
5 - 9	335	8.7%	315	7.5%	318	7.2%
10 - 14	357	9.2%	317	7.5%	337	7.6%
15 - 19	309	8.0%	290	6.9%	290	6.6%
20 - 24	203	5.3%	249	5.9%	210	4.8%
25 - 34	565	14.6%	617	14.6%	639	14.5%
35 - 44	654	16.9%	643	15.2%	681	15.4%
45 - 54	508	13.1%	601	14.2%	603	13.7%
55 - 64	333	8.6%	458	10.8%	497	11.3%
65 - 74	202	5.2%	278	6.6%	331	7.5%
75 - 84	86	2.2%	129	3.1%	162	3.7%
85+	17	0.4%	30	0.7%	42	1.0%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,717	96.2%	4,004	94.7%	4,138	93.7%
Black Alone	69	1.8%	110	2.6%	140	3.2%
American Indian Alone	13	0.3%	16	0.4%	18	0.4%
Asian Alone	26	0.7%	41	1.0%	52	1.2%
Pacific Islander Alone	0	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	14	0.4%	20	0.5%	24	0.5%
Two or More Races	23	0.6%	35	0.8%	44	1.0%
Hispanic Origin (Any Race)	82	2.1%	123	2.9%	152	3.4%

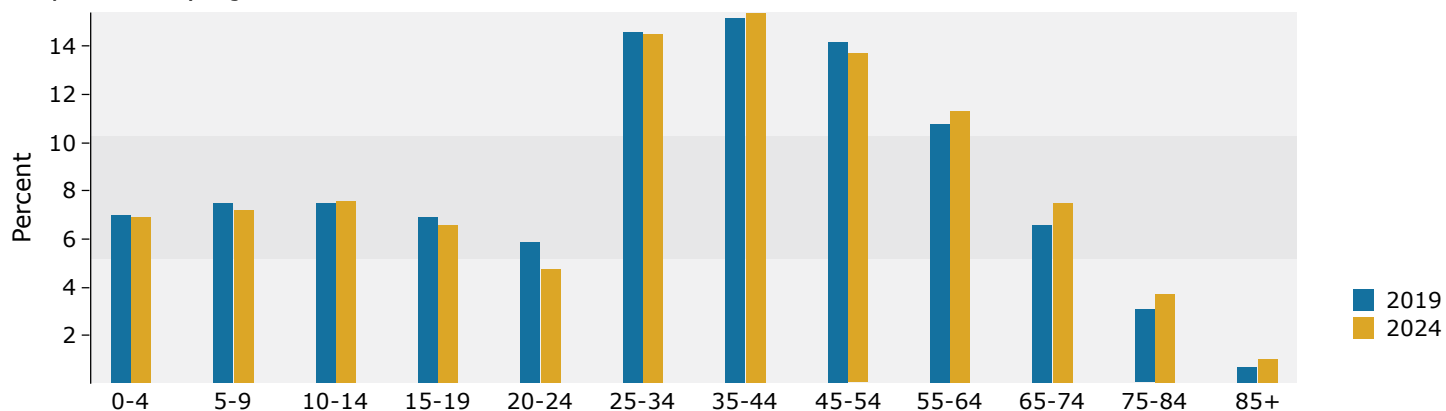
Data Note: Income is expressed in current dollars.

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

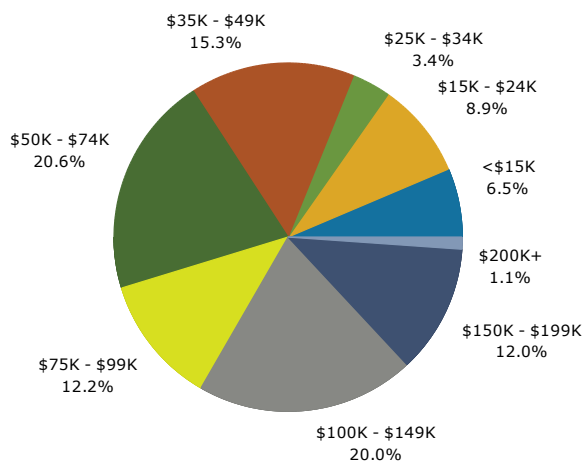
Trends 2019-2024



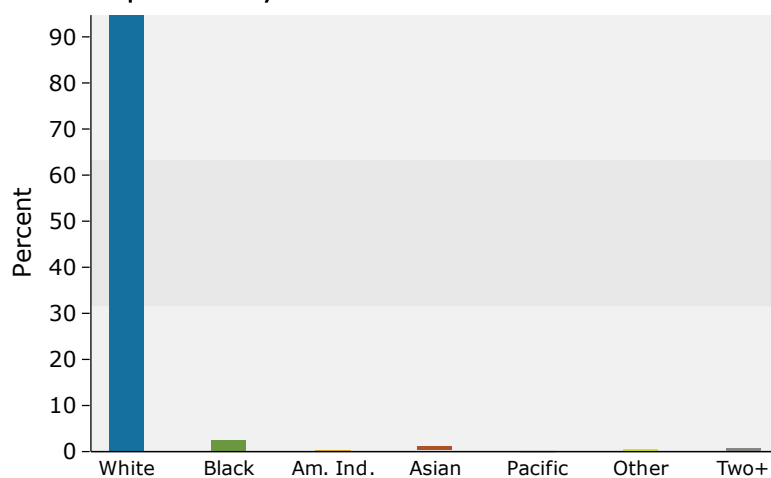
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.9%

Population Summary

2000 Total Population	2,489
2010 Total Population	3,863
2019 Total Population	4,226
2019 Group Quarters	2
2024 Total Population	4,417
2019-2024 Annual Rate	0.89%
2019 Total Daytime Population	3,579
Workers	1,289
Residents	2,290

Household Summary

2000 Households	857
2000 Average Household Size	2.90
2010 Households	1,345
2010 Average Household Size	2.87
2019 Households	1,488
2019 Average Household Size	2.84
2024 Households	1,561
2024 Average Household Size	2.83
2019-2024 Annual Rate	0.96%
2010 Families	1,085
2010 Average Family Size	3.20
2019 Families	1,182
2019 Average Family Size	3.19
2024 Families	1,233
2024 Average Family Size	3.18
2019-2024 Annual Rate	0.85%

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%
2019 Housing Units	1,587
Owner Occupied Housing Units	81.5%
Renter Occupied Housing Units	12.3%
Vacant Housing Units	6.2%
2024 Housing Units	1,693
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	11.6%
Vacant Housing Units	7.8%

Median Household Income

2019	\$67,487
2024	\$72,732

Median Home Value

2019	\$166,397
2024	\$182,666

Per Capita Income

2019	\$28,176
2024	\$30,857

Median Age

2010	32.8
2019	35.4
2024	36.6

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	1,488
<\$15,000	6.5%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	20.0%
\$150,000 - \$199,999	12.0%
\$200,000+	1.1%
Average Household Income	\$81,318

2024 Households by Income

Household Income Base	1,561
<\$15,000	6.0%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	14.3%
\$200,000+	1.2%
Average Household Income	\$88,675

2019 Owner Occupied Housing Units by Value

Total	1,293
<\$50,000	7.9%
\$50,000 - \$99,999	10.7%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	26.3%
\$200,000 - \$249,999	13.9%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	6.3%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$178,654

2024 Owner Occupied Housing Units by Value

Total	1,364
<\$50,000	5.4%
\$50,000 - \$99,999	7.8%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	26.5%
\$200,000 - \$249,999	16.1%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	8.9%
\$400,000 - \$499,999	1.8%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$201,394

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	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%
2019 Population by Age	
Total	4,224
0 - 4	7.0%
5 - 9	7.5%
10 - 14	7.5%
15 - 24	12.8%
25 - 34	14.6%
35 - 44	15.2%
45 - 54	14.2%
55 - 64	10.8%
65 - 74	6.6%
75 - 84	3.1%
85 +	0.7%
18 +	73.7%
2024 Population by Age	
Total	4,416
0 - 4	6.9%
5 - 9	7.2%
10 - 14	7.6%
15 - 24	11.3%
25 - 34	14.5%
35 - 44	15.4%
45 - 54	13.7%
55 - 64	11.3%
65 - 74	7.5%
75 - 84	3.7%
85 +	1.0%
18 +	74.1%
2010 Population by Sex	
Males	1,891
Females	1,972
2019 Population by Sex	
Males	2,041
Females	2,185
2024 Population by Sex	
Males	2,122
Females	2,295

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	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

2019 Population by Race/Ethnicity

Total	4,227
White Alone	94.7%
Black Alone	2.6%
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	2.9%
Diversity Index	15.3

2024 Population by Race/Ethnicity

Total	4,417
White Alone	93.7%
Black Alone	3.2%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	3.4%
Diversity Index	18.0

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

2019 Population 25+ by Educational Attainment

Total	2,757
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	5.1%
High School Graduate	36.1%
GED/Alternative Credential	8.0%
Some College, No Degree	21.5%
Associate Degree	8.0%
Bachelor's Degree	15.3%
Graduate/Professional Degree	3.2%

2019 Population 15+ by Marital Status

Total	3,296
Never Married	29.4%
Married	53.5%
Widowed	5.0%
Divorced	12.1%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%
Civilian Unemployed (Unemployment Rate)	5.6%

2019 Employed Population 16+ by Industry

Total	1,971
Agriculture/Mining	2.1%
Construction	10.5%
Manufacturing	11.1%
Wholesale Trade	2.5%
Retail Trade	14.6%
Transportation/Utilities	9.1%
Information	0.4%
Finance/Insurance/Real Estate	5.5%
Services	37.3%
Public Administration	6.8%

2019 Employed Population 16+ by Occupation

Total	1,971
White Collar	58.3%
Management/Business/Financial	11.4%
Professional	19.7%
Sales	11.9%
Administrative Support	15.4%
Services	15.6%
Blue Collar	26.0%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	6.0%
Production	8.6%
Transportation/Material Moving	6.3%

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

Top 3 Tapestry Segments

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

2019 Consumer Spending

Apparel & Services: Total \$	\$2,931,725
Average Spent	\$1,970.25
Spending Potential Index	92
Education: Total \$	\$2,105,193
Average Spent	\$1,414.78
Spending Potential Index	89
Entertainment/Recreation: Total \$	\$4,518,497
Average Spent	\$3,036.62
Spending Potential Index	93
Food at Home: Total \$	\$7,003,077
Average Spent	\$4,706.37
Spending Potential Index	91
Food Away from Home: Total \$	\$5,102,782
Average Spent	\$3,429.29
Spending Potential Index	93
Health Care: Total \$	\$8,352,497
Average Spent	\$5,613.24
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$3,038,464
Average Spent	\$2,041.98
Spending Potential Index	96
Personal Care Products & Services: Total \$	\$1,277,205
Average Spent	\$858.34
Spending Potential Index	97
Shelter: Total \$	\$24,587,080
Average Spent	\$16,523.58
Spending Potential Index	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,467,852
Average Spent	\$2,330.55
Spending Potential Index	94
Travel: Total \$	\$3,154,989
Average Spent	\$2,120.29
Spending Potential Index	94
Vehicle Maintenance & Repairs: Total \$	\$1,579,426
Average Spent	\$1,061.44
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 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.