



Community Profile

OutsideBusStopServiceAreas
Area: 24.95 square miles

Prepared by Esri

Population Summary	
2000 Total Population	32,337
2010 Total Population	36,559
2021 Total Population	41,398
2021 Group Quarters	980
2026 Total Population	43,471
2021-2026 Annual Rate	0.98%
2021 Total Daytime Population	36,843
Workers	13,018
Residents	23,825
Household Summary	
2000 Households	11,531
2000 Average Household Size	2.76
2010 Households	13,207
2010 Average Household Size	2.70
2021 Households	14,930
2021 Average Household Size	2.71
2026 Households	15,694
2026 Average Household Size	2.71
2021-2026 Annual Rate	1.00%
2010 Families	9,286
2010 Average Family Size	3.20
2021 Families	10,299
2021 Average Family Size	3.23
2026 Families	10,764
2026 Average Family Size	3.24
2021-2026 Annual Rate	0.89%
Housing Unit Summary	
2000 Housing Units	12,249
Owner Occupied Housing Units	69.1%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	5.9%
2010 Housing Units	14,092
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	6.3%
2021 Housing Units	15,601
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	4.3%
2026 Housing Units	16,346
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	29.5%
Vacant Housing Units	4.0%
Median Household Income	
2021	\$54,233
2026	\$60,237
Median Home Value	
2021	\$190,571
2026	\$377,485
Per Capita Income	
2021	\$24,672
2026	\$27,904
Median Age	
2010	31.1
2021	33.4
2026	34.2

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income

Household Income Base	14,930
<\$15,000	9.5%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	5.0%
\$200,000+	1.8%
Average Household Income	\$67,816

2026 Households by Income

Household Income Base	15,694
<\$15,000	7.6%
\$15,000 - \$24,999	9.5%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	6.2%
\$200,000+	2.0%
Average Household Income	\$76,681

2021 Owner Occupied Housing Units by Value

Total	10,161
<\$50,000	6.9%
\$50,000 - \$99,999	4.0%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	27.4%
\$200,000 - \$249,999	7.0%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	15.0%
\$400,000 - \$499,999	8.1%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	4.9%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	0.0%
Average Home Value	\$279,581

2026 Owner Occupied Housing Units by Value

Total	10,866
<\$50,000	2.4%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	5.7%
\$200,000 - \$249,999	4.0%
\$250,000 - \$299,999	7.3%
\$300,000 - \$399,999	31.7%
\$400,000 - \$499,999	21.7%
\$500,000 - \$749,999	10.4%
\$750,000 - \$999,999	8.3%
\$1,000,000 - \$1,499,999	1.5%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	0.0%
Average Home Value	\$429,524

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.

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2010 Population by Age	
Total	36,558
0 - 4	9.0%
5 - 9	8.2%
10 - 14	7.3%
15 - 24	15.4%
25 - 34	15.7%
35 - 44	11.2%
45 - 54	11.8%
55 - 64	10.7%
65 - 74	5.8%
75 - 84	3.5%
85 +	1.4%
18 +	71.4%
2021 Population by Age	
Total	41,399
0 - 4	8.1%
5 - 9	7.7%
10 - 14	7.4%
15 - 24	14.1%
25 - 34	15.2%
35 - 44	13.1%
45 - 54	9.5%
55 - 64	10.4%
65 - 74	8.9%
75 - 84	4.0%
85 +	1.6%
18 +	72.8%
2026 Population by Age	
Total	43,472
0 - 4	8.0%
5 - 9	7.6%
10 - 14	7.1%
15 - 24	14.3%
25 - 34	14.0%
35 - 44	13.6%
45 - 54	10.2%
55 - 64	9.2%
65 - 74	9.4%
75 - 84	5.0%
85 +	1.7%
18 +	73.2%
2010 Population by Sex	
Males	18,093
Females	18,466
2021 Population by Sex	
Males	20,580
Females	20,818
2026 Population by Sex	
Males	21,671
Females	21,799

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	36,559
White Alone	91.1%
Black Alone	0.6%
American Indian Alone	1.8%
Asian Alone	1.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.2%
Two or More Races	2.6%
Hispanic Origin	7.1%
Diversity Index	28.0

2021 Population by Race/Ethnicity

Total	41,398
White Alone	88.3%
Black Alone	0.9%
American Indian Alone	2.1%
Asian Alone	1.7%
Pacific Islander Alone	0.4%
Some Other Race Alone	3.1%
Two or More Races	3.5%
Hispanic Origin	10.0%
Diversity Index	36.0

2026 Population by Race/Ethnicity

Total	43,472
White Alone	87.0%
Black Alone	1.1%
American Indian Alone	2.2%
Asian Alone	1.9%
Pacific Islander Alone	0.4%
Some Other Race Alone	3.5%
Two or More Races	4.0%
Hispanic Origin	11.7%
Diversity Index	39.9

2010 Population by Relationship and Household Type

Total	36,559
In Households	97.6%
In Family Households	83.6%
Householder	25.5%
Spouse	19.5%
Child	33.9%
Other relative	2.4%
Nonrelative	2.3%
In Nonfamily Households	14.1%
In Group Quarters	2.4%
Institutionalized Population	1.3%
Noninstitutionalized Population	1.1%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment

Total	25,937
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	4.8%
High School Graduate	20.2%
GED/Alternative Credential	3.3%
Some College, No Degree	28.3%
Associate Degree	10.2%
Bachelor's Degree	21.1%
Graduate/Professional Degree	10.4%

2021 Population 15+ by Marital Status

Total	31,792
Never Married	29.1%
Married	52.4%
Widowed	4.8%
Divorced	13.6%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	18,479
Population 16+ Employed	95.2%
Population 16+ Unemployment rate	4.8%
Population 16-24 Employed	15.7%
Population 16-24 Unemployment rate	5.8%
Population 25-54 Employed	67.5%
Population 25-54 Unemployment rate	4.5%
Population 55-64 Employed	12.2%
Population 55-64 Unemployment rate	6.6%
Population 65+ Employed	4.6%
Population 65+ Unemployment rate	1.7%

2021 Employed Population 16+ by Industry

Total	17,586
Agriculture/Mining	1.0%
Construction	7.9%
Manufacturing	7.2%
Wholesale Trade	2.2%
Retail Trade	13.7%
Transportation/Utilities	5.1%
Information	1.4%
Finance/Insurance/Real Estate	8.5%
Services	46.2%
Public Administration	6.8%

2021 Employed Population 16+ by Occupation

Total	17,585
White Collar	65.9%
Management/Business/Financial	17.2%
Professional	25.2%
Sales	9.4%
Administrative Support	14.1%
Services	13.6%
Blue Collar	20.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	2.6%
Production	4.3%
Transportation/Material Moving	7.2%

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2010 Households by Type	
Total	13,207
Households with 1 Person	23.2%
Households with 2+ People	76.8%
Family Households	70.3%
Husband-wife Families	53.8%
With Related Children	25.9%
Other Family (No Spouse Present)	16.6%
Other Family with Male Householder	5.1%
With Related Children	3.5%
Other Family with Female Householder	11.5%
With Related Children	7.9%
Nonfamily Households	6.5%
All Households with Children	37.9%
Multigenerational Households	2.7%
Unmarried Partner Households	6.7%
Male-female	6.1%
Same-sex	0.6%
2010 Households by Size	
Total	13,207
1 Person Household	23.2%
2 Person Household	33.5%
3 Person Household	16.2%
4 Person Household	13.9%
5 Person Household	7.3%
6 Person Household	3.8%
7 + Person Household	2.0%
2010 Households by Tenure and Mortgage Status	
Total	13,207
Owner Occupied	69.9%
Owned with a Mortgage/Loan	50.1%
Owned Free and Clear	19.7%
Renter Occupied	30.1%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	153
Percent of Income for Mortgage	14.7%
Wealth Index	60
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	14,092
Housing Units Inside Urbanized Area	98.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	2.0%
2010 Population By Urban/ Rural Status	
Total Population	36,559
Population Inside Urbanized Area	98.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.0%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Middleburg (4C)
2. Set to Impress (11D)
3. Down the Road (10D)

2021 Consumer Spending

Apparel & Services: Total \$	\$23,688,978
Average Spent	\$1,586.67
Spending Potential Index	75
Education: Total \$	\$18,146,298
Average Spent	\$1,215.43
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$35,686,562
Average Spent	\$2,390.26
Spending Potential Index	74
Food at Home: Total \$	\$60,167,213
Average Spent	\$4,029.95
Spending Potential Index	74
Food Away from Home: Total \$	\$42,197,019
Average Spent	\$2,826.32
Spending Potential Index	74
Health Care: Total \$	\$69,723,547
Average Spent	\$4,670.03
Spending Potential Index	75
HH Furnishings & Equipment: Total \$	\$25,169,455
Average Spent	\$1,685.83
Spending Potential Index	75
Personal Care Products & Services: Total \$	\$10,040,407
Average Spent	\$672.50
Spending Potential Index	75
Shelter: Total \$	\$219,692,911
Average Spent	\$14,714.86
Spending Potential Index	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,878,566
Average Spent	\$1,800.31
Spending Potential Index	75
Travel: Total \$	\$27,561,068
Average Spent	\$1,846.02
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$12,671,494
Average Spent	\$848.73
Spending Potential Index	77

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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