

<b>Population Summary</b>	
2000 Total Population	33,876
2010 Total Population	87,046
2015 Total Population	97,015
2015 Group Quarters	177
2020 Total Population	107,529
2015-2020 Annual Rate	2.08%
<b>Household Summary</b>	
2000 Households	12,843
2000 Average Household Size	2.62
2010 Households	29,302
2010 Average Household Size	2.96
2015 Households	32,260
2015 Average Household Size	3.00
2020 Households	35,617
2020 Average Household Size	3.01
2015-2020 Annual Rate	2.00%
2010 Families	22,088
2010 Average Family Size	3.33
2015 Families	24,205
2015 Average Family Size	3.38
2020 Families	26,637
2020 Average Family Size	3.39
2015-2020 Annual Rate	1.93%
<b>Housing Unit Summary</b>	
2000 Housing Units	14,640
Owner Occupied Housing Units	73.5%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	12.3%
2010 Housing Units	39,109
Owner Occupied Housing Units	48.5%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	25.1%
2015 Housing Units	43,311
Owner Occupied Housing Units	44.9%
Renter Occupied Housing Units	29.6%
Vacant Housing Units	25.5%
2020 Housing Units	47,683
Owner Occupied Housing Units	44.3%
Renter Occupied Housing Units	30.4%
Vacant Housing Units	25.3%
<b>Median Household Income</b>	
2015	\$44,364
2020	\$51,169
<b>Median Home Value</b>	
2015	\$101,238
2020	\$125,449
<b>Per Capita Income</b>	
2015	\$18,781
2020	\$21,188
<b>Median Age</b>	
2010	32.5
2015	33.2
2020	33.2

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

<b>2015 Households by Income</b>	
Household Income Base	32,260
<\$15,000	9.1%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	22.0%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	1.8%
\$200,000+	1.4%
Average Household Income	\$56,322
<b>2020 Households by Income</b>	
Household Income Base	35,617
<\$15,000	8.4%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	20.8%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	2.3%
\$200,000+	1.7%
Average Household Income	\$63,786
<b>2015 Owner Occupied Housing Units by Value</b>	
Total	19,428
<\$50,000	12.1%
\$50,000 - \$99,999	37.2%
\$100,000 - \$149,999	30.7%
\$150,000 - \$199,999	12.3%
\$200,000 - \$249,999	4.1%
\$250,000 - \$299,999	1.6%
\$300,000 - \$399,999	1.1%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.2%
Average Home Value	\$114,755
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	21,141
<\$50,000	8.4%
\$50,000 - \$99,999	28.0%
\$100,000 - \$149,999	26.9%
\$150,000 - \$199,999	19.7%
\$200,000 - \$249,999	8.9%
\$250,000 - \$299,999	3.6%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.2%
Average Home Value	\$144,805

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

<b>2010 Population by Age</b>	
Total	87,045
0 - 4	8.7%
5 - 9	8.4%
10 - 14	8.3%
15 - 24	13.8%
25 - 34	14.4%
35 - 44	14.1%
45 - 54	12.7%
55 - 64	9.1%
65 - 74	5.9%
75 - 84	3.3%
85 +	1.2%
18 +	70.0%
<b>2015 Population by Age</b>	
Total	97,018
0 - 4	8.3%
5 - 9	8.0%
10 - 14	7.7%
15 - 24	14.1%
25 - 34	14.6%
35 - 44	13.4%
45 - 54	12.3%
55 - 64	9.9%
65 - 74	7.2%
75 - 84	3.4%
85 +	1.3%
18 +	71.7%
<b>2020 Population by Age</b>	
Total	107,527
0 - 4	8.4%
5 - 9	7.9%
10 - 14	7.8%
15 - 24	13.1%
25 - 34	15.8%
35 - 44	13.4%
45 - 54	10.9%
55 - 64	10.0%
65 - 74	7.6%
75 - 84	3.8%
85 +	1.3%
18 +	71.8%
<b>2010 Population by Sex</b>	
Males	42,851
Females	44,194
<b>2015 Population by Sex</b>	
Males	47,691
Females	49,325
<b>2020 Population by Sex</b>	
Males	52,713
Females	54,815

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## 2010 Population by Race/Ethnicity

Total	87,046
White Alone	67.8%
Black Alone	19.1%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.2%
Two or More Races	3.3%
Hispanic Origin	34.0%
Diversity Index	72.7

## 2015 Population by Race/Ethnicity

Total	97,015
White Alone	65.7%
Black Alone	20.1%
American Indian Alone	0.4%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.8%
Two or More Races	3.6%
Hispanic Origin	36.4%
Diversity Index	74.7

## 2020 Population by Race/Ethnicity

Total	107,528
White Alone	63.0%
Black Alone	21.4%
American Indian Alone	0.5%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.7%
Two or More Races	3.9%
Hispanic Origin	38.6%
Diversity Index	76.8

## 2010 Population by Relationship and Household Type

Total	87,046
In Households	99.8%
In Family Households	88.6%
Householder	25.4%
Spouse	17.3%
Child	35.4%
Other relative	6.4%
Nonrelative	4.1%
In Nonfamily Households	11.2%
In Group Quarters	0.2%
Institutionalized Population	0.1%
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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

<b>2015 Population 25+ by Educational Attainment</b>	
Total	60,070
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	12.3%
High School Graduate	31.4%
GED/Alternative Credential	5.1%
Some College, No Degree	20.1%
Associate Degree	9.2%
Bachelor's Degree	10.0%
Graduate/Professional Degree	4.1%
<b>2015 Population 15+ by Marital Status</b>	
Total	73,715
Never Married	34.5%
Married	47.5%
Widowed	4.8%
Divorced	13.2%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	89.0%
Civilian Unemployed	11.0%
<b>2015 Employed Population 16+ by Industry</b>	
Total	40,413
Agriculture/Mining	0.9%
Construction	10.9%
Manufacturing	3.9%
Wholesale Trade	2.5%
Retail Trade	13.1%
Transportation/Utilities	6.7%
Information	2.0%
Finance/Insurance/Real Estate	5.6%
Services	49.7%
Public Administration	4.7%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	40,413
White Collar	50.3%
Management/Business/Financial	9.0%
Professional	14.3%
Sales	11.5%
Administrative Support	15.6%
Services	23.8%
Blue Collar	25.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.6%
Installation/Maintenance/Repair	6.3%
Production	3.6%
Transportation/Material Moving	7.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

<b>2010 Households by Type</b>	
Total	29,302
Households with 1 Person	18.3%
Households with 2+ People	81.7%
Family Households	75.4%
Husband-wife Families	51.2%
With Related Children	26.2%
Other Family (No Spouse Present)	24.2%
Other Family with Male Householder	7.7%
With Related Children	5.4%
Other Family with Female Householder	16.5%
With Related Children	12.4%
Nonfamily Households	6.4%
All Households with Children	44.8%
Multigenerational Households	6.4%
Unmarried Partner Households	10.7%
Male-female	9.9%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	29,302
1 Person Household	18.3%
2 Person Household	30.1%
3 Person Household	18.3%
4 Person Household	16.4%
5 Person Household	9.8%
6 Person Household	4.2%
7 + Person Household	2.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	29,302
Owner Occupied	64.7%
Owned with a Mortgage/Loan	50.6%
Owned Free and Clear	14.1%
Renter Occupied	35.3%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

## Top 3 Tapestry Segments

<b>1.</b>	Up and Coming Families
<b>2.</b>	American Dreamers (7C)
<b>3.</b>	Middleburg (4C)

## 2015 Consumer Spending

Apparel & Services: Total \$	\$57,665,730
Average Spent	\$1,787.53
Spending Potential Index	77
Computers & Accessories: Total \$	\$6,475,135
Average Spent	\$200.72
Spending Potential Index	79
Education: Total \$	\$33,875,822
Average Spent	\$1,050.09
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$79,971,272
Average Spent	\$2,478.96
Spending Potential Index	75
Food at Home: Total \$	\$128,585,519
Average Spent	\$3,985.91
Spending Potential Index	76
Food Away from Home: Total \$	\$81,828,790
Average Spent	\$2,536.54
Spending Potential Index	77
Health Care: Total \$	\$112,171,704
Average Spent	\$3,477.11
Spending Potential Index	73
HH Furnishings & Equipment: Total \$	\$45,968,701
Average Spent	\$1,424.94
Spending Potential Index	77
Investments: Total \$	\$64,674,581
Average Spent	\$2,004.79
Spending Potential Index	73
Retail Goods: Total \$	\$627,782,302
Average Spent	\$19,460.08
Spending Potential Index	76
Shelter: Total \$	\$401,494,361
Average Spent	\$12,445.58
Spending Potential Index	76
TV/Video/Audio: Total \$	\$32,084,253
Average Spent	\$994.55
Spending Potential Index	76
Travel: Total \$	\$46,250,886
Average Spent	\$1,433.69
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$27,637,526
Average Spent	\$856.71
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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.