



Population Summary	
2000 Total Population	1,313
2010 Total Population	2,185
2019 Total Population	2,442
2019 Group Quarters	0
2024 Total Population	2,568
2019-2024 Annual Rate	1.01%
2019 Total Daytime Population	3,209
Workers	1,837
Residents	1,372
Household Summary	
2000 Households	524
2000 Average Household Size	2.50
2010 Households	841
2010 Average Household Size	2.60
2019 Households	929
2019 Average Household Size	2.63
2024 Households	975
2024 Average Household Size	2.63
2019-2024 Annual Rate	0.97%
2010 Families	626
2010 Average Family Size	2.99
2019 Families	684
2019 Average Family Size	3.04
2024 Families	716
2024 Average Family Size	3.05
2019-2024 Annual Rate	0.92%
Housing Unit Summary	
2000 Housing Units	1,127
Owner Occupied Housing Units	44.0%
Renter Occupied Housing Units	2.5%
Vacant Housing Units	53.5%
2010 Housing Units	1,679
Owner Occupied Housing Units	45.0%
Renter Occupied Housing Units	5.1%
Vacant Housing Units	49.9%
2019 Housing Units	1,813
Owner Occupied Housing Units	45.2%
Renter Occupied Housing Units	6.1%
Vacant Housing Units	48.8%
2024 Housing Units	1,894
Owner Occupied Housing Units	45.4%
Renter Occupied Housing Units	6.1%
Vacant Housing Units	48.5%
Median Household Income	
2019	\$62,306
2024	\$69,578
Median Home Value	
2019	\$246,212
2024	\$295,833
Per Capita Income	
2019	\$30,973
2024	\$34,961
Median Age	
2010	37.6
2019	43.5
2024	44.5

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



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2019 Households by Income

Household Income Base	927
<\$15,000	5.1%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	7.8%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	17.0%
\$150,000 - \$199,999	3.9%
\$200,000+	4.2%
Average Household Income	\$80,311

2024 Households by Income

Household Income Base	975
<\$15,000	4.7%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	20.9%
\$150,000 - \$199,999	5.7%
\$200,000+	4.9%
Average Household Income	\$90,646

2019 Owner Occupied Housing Units by Value

Total	817
<\$50,000	1.3%
\$50,000 - \$99,999	2.7%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	20.7%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	10.6%
\$300,000 - \$399,999	13.5%
\$400,000 - \$499,999	7.1%
\$500,000 - \$749,999	12.9%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.6%
Average Home Value	\$327,326

2024 Owner Occupied Housing Units by Value

Total	859
<\$50,000	1.0%
\$50,000 - \$99,999	1.9%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	11.9%
\$300,000 - \$399,999	17.6%
\$400,000 - \$499,999	9.0%
\$500,000 - \$749,999	15.7%
\$750,000 - \$999,999	5.2%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.7%
Average Home Value	\$370,314

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	2,185
0 - 4	7.7%
5 - 9	8.8%
10 - 14	7.8%
15 - 24	8.2%
25 - 34	12.9%
35 - 44	16.0%
45 - 54	13.8%
55 - 64	11.6%
65 - 74	8.9%
75 - 84	3.1%
85 +	1.1%
18 +	71.7%
2019 Population by Age	
Total	2,441
0 - 4	6.3%
5 - 9	6.5%
10 - 14	7.1%
15 - 24	11.6%
25 - 34	8.8%
35 - 44	11.5%
45 - 54	14.0%
55 - 64	14.1%
65 - 74	12.2%
75 - 84	6.6%
85 +	1.4%
18 +	75.9%
2024 Population by Age	
Total	2,570
0 - 4	6.2%
5 - 9	6.3%
10 - 14	7.0%
15 - 24	11.1%
25 - 34	8.9%
35 - 44	11.1%
45 - 54	13.3%
55 - 64	13.5%
65 - 74	12.8%
75 - 84	8.1%
85 +	1.7%
18 +	76.3%
2010 Population by Sex	
Males	1,105
Females	1,080
2019 Population by Sex	
Males	1,227
Females	1,214
2024 Population by Sex	
Males	1,293
Females	1,277

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	2,185
White Alone	98.8%
Black Alone	0.2%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.1%
Two or More Races	0.5%
Hispanic Origin	0.3%
Diversity Index	3.1

2019 Population by Race/Ethnicity

Total	2,441
White Alone	97.7%
Black Alone	0.4%
American Indian Alone	0.5%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	1.1%
Diversity Index	6.8

2024 Population by Race/Ethnicity

Total	2,568
White Alone	97.2%
Black Alone	0.5%
American Indian Alone	0.5%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.1%
Hispanic Origin	1.5%
Diversity Index	8.3

2010 Population by Relationship and Household Type

Total	2,185
In Households	100.0%
In Family Households	87.6%
Householder	28.6%
Spouse	24.8%
Child	31.6%
Other relative	0.7%
Nonrelative	1.9%
In Nonfamily Households	12.4%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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	1,671
Less than 9th Grade	0.4%
9th - 12th Grade, No Diploma	1.9%
High School Graduate	24.4%
GED/Alternative Credential	2.4%
Some College, No Degree	27.6%
Associate Degree	11.8%
Bachelor's Degree	21.5%
Graduate/Professional Degree	10.0%
2019 Population 15+ by Marital Status	
Total	1,954
Never Married	20.8%
Married	59.4%
Widowed	7.4%
Divorced	12.4%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	98.1%
Civilian Unemployed (Unemployment Rate)	1.9%
2019 Employed Population 16+ by Industry	
Total	1,082
Agriculture/Mining	0.9%
Construction	9.6%
Manufacturing	8.8%
Wholesale Trade	3.0%
Retail Trade	10.4%
Transportation/Utilities	4.1%
Information	3.9%
Finance/Insurance/Real Estate	7.0%
Services	46.0%
Public Administration	6.4%
2019 Employed Population 16+ by Occupation	
Total	1,080
White Collar	60.7%
Management/Business/Financial	14.5%
Professional	19.0%
Sales	14.0%
Administrative Support	13.2%
Services	21.7%
Blue Collar	17.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	3.1%
Production	6.2%
Transportation/Material Moving	3.0%
2010 Population By Urban/ Rural Status	
Total Population	2,185
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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 Households by Type	
Total	841
Households with 1 Person	20.6%
Households with 2+ People	79.4%
Family Households	74.4%
Husband-wife Families	64.3%
With Related Children	29.4%
Other Family (No Spouse Present)	10.1%
Other Family with Male Householder	3.8%
With Related Children	3.0%
Other Family with Female Householder	6.3%
With Related Children	4.4%
Nonfamily Households	5.0%
All Households with Children	37.6%
Multigenerational Households	1.5%
Unmarried Partner Households	5.8%
Male-female	5.4%
Same-sex	0.5%
2010 Households by Size	
Total	841
1 Person Household	20.6%
2 Person Household	38.9%
3 Person Household	14.1%
4 Person Household	16.5%
5 Person Household	6.7%
6 Person Household	2.9%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	841
Owner Occupied	89.8%
Owned with a Mortgage/Loan	72.3%
Owned Free and Clear	17.5%
Renter Occupied	10.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,679
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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



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Top 3 Tapestry Segments

- 1. Middleburg (4C)
- 2. Rural Resort Dwellers (6E)
- 3. Top Tier (1A)

2019 Consumer Spending

Apparel & Services: Total \$	\$1,784,448
Average Spent	\$1,920.83
Spending Potential Index	90
Education: Total \$	\$1,162,718
Average Spent	\$1,251.58
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$2,955,343
Average Spent	\$3,181.21
Spending Potential Index	97
Food at Home: Total \$	\$4,607,450
Average Spent	\$4,959.58
Spending Potential Index	96
Food Away from Home: Total \$	\$3,146,599
Average Spent	\$3,387.08
Spending Potential Index	92
Health Care: Total \$	\$5,597,034
Average Spent	\$6,024.79
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$1,863,207
Average Spent	\$2,005.60
Spending Potential Index	94
Personal Care Products & Services: Total \$	\$757,819
Average Spent	\$815.74
Spending Potential Index	92
Shelter: Total \$	\$15,007,551
Average Spent	\$16,154.52
Spending Potential Index	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,185,507
Average Spent	\$2,352.54
Spending Potential Index	95
Travel: Total \$	\$1,895,019
Average Spent	\$2,039.85
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$1,033,160
Average Spent	\$1,112.12
Spending Potential Index	97

**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.