

Population

2018 Population	101,244
2023 Population	111,841
2010-2018 Annual Rate	2.00%
2018-2023 Annual Rate	2.01%
2018 Male Population	51.3%
2018 Female Population	48.7%
2018 Median Age	29.8

In the identified area, the current year population is 101,244. In 2010, the Census count in the area was 86,003. The rate of change since 2010 was 2.00% annually. The five-year projection for the population in the area is 111,841 representing a change of 2.01% annually from 2018 to 2023. Currently, the population is 51.3% male and 48.7% female.

Median Age

The median age in this area is 29.8, compared to U.S. median age of 38.3.

Race and Ethnicity

2018 White Alone	70.8%
2018 Black Alone	10.7%
2018 American Indian/Alaska Native Alone	1.3%
2018 Asian Alone	2.5%
2018 Pacific Islander Alone	0.8%
2018 Other Race	6.3%
2018 Two or More Races	7.5%
2018 Hispanic Origin (Any Race)	20.8%

Persons of Hispanic origin represent 20.8% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.5 in the identified area, compared to 64.3 for the U.S. as a whole.

Households

2018 Total Households	32,010
2023 Total Households	35,518
2000-2010 Annual Rate	2.93%
2010-2018 Annual Rate	2.14%
2018-2023 Annual Rate	2.10%
2018 Average Household Size	2.98

The household count in this area has changed from 26,876 in 2010 to 32,010 in the current year, a change of 2.14% annually. The five-year projection of households is 35,518, a change of 2.10% annually from the current year total. Average household size is currently 2.98, compared to 2.97 in the year 2010. The number of families in the current year is 25,506 in the specified area.



Executive Summary R2

Greater Valley
Area: 315.28 square miles

Prepared by Esri

Median Household Income

2018 Median Household Income	\$59,785
2023 Median Household Income	\$68,316
2018-2023 Annual Rate	2.70%

Average Household Income

2018 Average Household Income	\$72,525
2023 Average Household Income	\$83,445
2018-2023 Annual Rate	2.84%

Per Capita Income

2018 Per Capita Income	\$24,173
2023 Per Capita Income	\$27,628
2018-2023 Annual Rate	2.71%

Households by Income

Current median household income is \$59,785 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$68,316 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$72,525 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$83,445 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$24,173 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$27,628 in five years, compared to \$36,530 for all U.S. households

Housing

2018 Total Housing Units	32,989
2018 Owner Occupied Housing Units	22,555
2018 Renter Occupied Housing Units	9,455
2018 Vacant Housing Units	979
2023 Total Housing Units	36,616
2023 Owner Occupied Housing Units	26,156
2023 Renter Occupied Housing Units	9,363
2023 Vacant Housing Units	1,098

Currently, 68.4% of the 32,989 housing units in the area are owner occupied; 28.7%, renter occupied; and 3.0% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 28,544 housing units in the area - 64.2% owner occupied, 30.0% renter occupied, and 5.8% vacant. The annual rate of change in housing units since 2010 is 6.64%. Median home value in the area is \$242,365, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 6.59% annually to \$333,392.



Retail Goods and Services Expenditures

Greater Valley
Area: 315.28 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Up and Coming Families (7A)	28.5%	Population	101,244	111,841
Middleburg (4C)	11.9%	Households	32,010	35,518
Home Improvement (4B)	9.8%	Families	25,506	28,236
Military Proximity (14A)	9.1%	Median Age	29.8	30.6
Soccer Moms (4A)	7.6%	Median Household Income	\$59,785	\$68,316
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$1,931.70	\$61,833,754
Men's		86	\$357.24	\$11,435,398
Women's		87	\$644.50	\$20,630,359
Children's		95	\$307.96	\$9,857,642
Footwear		89	\$417.48	\$13,363,457
Watches & Jewelry		90	\$128.28	\$4,106,292
Apparel Products and Services (1)		92	\$76.25	\$2,440,606
Computer				
Computers and Hardware for Home Use		89	\$152.09	\$4,868,434
Portable Memory		93	\$5.04	\$161,234
Computer Software		88	\$9.29	\$297,217
Computer Accessories		90	\$16.88	\$540,431
Entertainment & Recreation		86	\$2,778.96	\$88,954,515
Fees and Admissions		88	\$603.01	\$19,302,454
Membership Fees for Clubs (2)		86	\$195.11	\$6,245,339
Fees for Participant Sports, excl. Trips		90	\$101.56	\$3,250,979
Tickets to Theatre/Operas/Concerts		82	\$54.42	\$1,742,082
Tickets to Movies/Museums/Parks		91	\$72.94	\$2,334,652
Admission to Sporting Events, excl. Trips		86	\$51.26	\$1,640,934
Fees for Recreational Lessons		92	\$127.11	\$4,068,754
Dating Services		93	\$0.62	\$19,715
TV/Video/Audio		86	\$1,116.73	\$35,746,491
Cable and Satellite Television Services		84	\$811.25	\$25,968,000
Televisions		88	\$104.38	\$3,341,053
Satellite Dishes		90	\$1.59	\$50,925
VCRs, Video Cameras, and DVD Players		90	\$4.97	\$159,143
Miscellaneous Video Equipment		87	\$12.58	\$402,751
Video Cassettes and DVDs		91	\$11.27	\$360,867
Video Game Hardware/Accessories		91	\$27.26	\$872,641
Video Game Software		91	\$13.65	\$436,933
Streaming/Downloaded Video		93	\$30.95	\$990,729
Rental of Video Cassettes and DVDs		92	\$11.74	\$375,713
Installation of Televisions		88	\$0.81	\$26,075
Audio (3)		89	\$83.22	\$2,663,918
Rental and Repair of TV/Radio/Sound Equipment		89	\$3.05	\$97,743
Pets		84	\$534.06	\$17,095,203
Toys/Games/Crafts/Hobbies (4)		90	\$104.00	\$3,328,972
Recreational Vehicles and Fees (5)		84	\$92.25	\$2,953,013
Sports/Recreation/Exercise Equipment (6)		90	\$160.35	\$5,132,886
Photo Equipment and Supplies (7)		95	\$50.65	\$1,621,437
Reading (8)		83	\$93.20	\$2,983,485
Catered Affairs (9)		92	\$24.70	\$790,574
Food		88	\$7,485.09	\$239,597,604
Food at Home		87	\$4,342.81	\$139,013,314
Bakery and Cereal Products		86	\$568.79	\$18,207,082
Meats, Poultry, Fish, and Eggs		86	\$972.89	\$31,142,154
Dairy Products		85	\$442.32	\$14,158,580
Fruits and Vegetables		86	\$850.54	\$27,225,707
Snacks and Other Food at Home (10)		87	\$1,508.27	\$48,279,791
Food Away from Home		89	\$3,142.28	\$100,584,290
Alcoholic Beverages		86	\$483.16	\$15,465,892

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Greater Valley
Area: 315.28 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$4,002.77	\$128,128,790
Value of Retirement Plans	82	\$19,039.41	\$609,451,625
Value of Other Financial Assets	79	\$1,120.02	\$35,851,746
Vehicle Loan Amount excluding Interest	91	\$2,538.37	\$81,253,155
Value of Credit Card Debt	88	\$520.02	\$16,645,988
Health			
Nonprescription Drugs	85	\$113.40	\$3,629,909
Prescription Drugs	82	\$296.63	\$9,495,279
Eyeglasses and Contact Lenses	85	\$78.87	\$2,524,762
Home			
Mortgage Payment and Basics (11)	89	\$7,705.92	\$246,666,372
Maintenance and Remodeling Services	86	\$1,763.65	\$56,454,439
Maintenance and Remodeling Materials (12)	84	\$413.44	\$13,234,307
Utilities, Fuel, and Public Services	86	\$4,260.27	\$136,371,103
Household Furnishings and Equipment			
Household Textiles (13)	87	\$86.20	\$2,759,303
Furniture	89	\$545.24	\$17,453,152
Rugs	79	\$19.39	\$620,533
Major Appliances (14)	88	\$306.78	\$9,819,937
Housewares (15)	85	\$88.30	\$2,826,516
Small Appliances	85	\$41.77	\$1,336,992
Luggage	91	\$12.47	\$399,319
Telephones and Accessories	90	\$63.37	\$2,028,469
Household Operations			
Child Care	95	\$488.82	\$15,646,991
Lawn and Garden (16)	85	\$365.41	\$11,696,738
Moving/Storage/Freight Express	94	\$60.54	\$1,937,997
Housekeeping Supplies (17)	86	\$617.03	\$19,751,097
Insurance			
Owners and Renters Insurance	86	\$487.83	\$15,615,322
Vehicle Insurance	87	\$1,093.31	\$34,996,778
Life/Other Insurance	84	\$349.50	\$11,187,427
Health Insurance	85	\$3,217.32	\$102,986,459
Personal Care Products (18)	88	\$429.39	\$13,744,853
School Books and Supplies (19)	91	\$135.92	\$4,350,891
Smoking Products	80	\$333.24	\$10,667,144
Transportation			
Payments on Vehicles excluding Leases	91	\$2,181.31	\$69,823,872
Gasoline and Motor Oil	89	\$2,131.41	\$68,226,331
Vehicle Maintenance and Repairs	88	\$941.19	\$30,127,482
Travel			
Airline Fares	86	\$454.30	\$14,542,093
Lodging on Trips	86	\$493.11	\$15,784,573
Auto/Truck Rental on Trips	88	\$24.46	\$782,940
Food and Drink on Trips	87	\$450.01	\$14,404,663

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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February 26, 2019