



# Executive Summary

Greater Valley  
Area: 315.28 square miles

Prepared by Esri

## Population

2000 Population	66,208
2010 Population	86,003
2017 Population	98,376
2022 Population	108,995
2000-2010 Annual Rate	2.65%
2010-2017 Annual Rate	1.87%
2017-2022 Annual Rate	2.07%
2017 Male Population	51.3%
2017 Female Population	48.7%
2017 Median Age	29.7

In the identified area, the current year population is 98,376. In 2010, the Census count in the area was 86,003. The rate of change since 2010 was 1.87% annually. The five-year projection for the population in the area is 108,995 representing a change of 2.07% annually from 2017 to 2022. Currently, the population is 51.3% male and 48.7% female.

## Median Age

The median age in this area is 29.7, compared to U.S. median age of 38.2.

## Race and Ethnicity

2017 White Alone	70.5%
2017 Black Alone	11.0%
2017 American Indian/Alaska Native Alone	1.3%
2017 Asian Alone	2.6%
2017 Pacific Islander Alone	0.9%
2017 Other Race	6.3%
2017 Two or More Races	7.4%
2017 Hispanic Origin (Any Race)	20.6%

Persons of Hispanic origin represent 20.6% of the population in the identified area compared to 18.1% 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 65.7 in the identified area, compared to 64.0 for the U.S. as a whole.

## Households

2000 Households	20,129
2010 Households	26,876
2017 Total Households	31,077
2022 Total Households	34,591
2000-2010 Annual Rate	2.93%
2010-2017 Annual Rate	2.02%
2017-2022 Annual Rate	2.17%
2017 Average Household Size	2.98

The household count in this area has changed from 26,876 in 2010 to 31,077 in the current year, a change of 2.02% annually. The five-year projection of households is 34,591, a change of 2.17% 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 24,824 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022. Esri converted Census 2000 data into 2010 geography.



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## Median Household Income

2017 Median Household Income	\$59,222
2022 Median Household Income	\$66,083
2017-2022 Annual Rate	2.22%

## Average Household Income

2017 Average Household Income	\$71,771
2022 Average Household Income	\$83,382
2017-2022 Annual Rate	3.04%

## Per Capita Income

2017 Per Capita Income	\$23,900
2022 Per Capita Income	\$27,572
2017-2022 Annual Rate	2.90%

## Households by Income

Current median household income is \$59,222 in the area, compared to \$56,124 for all U.S. households. Median household income is projected to be \$66,083 in five years, compared to \$62,316 for all U.S. households

Current average household income is \$71,771 in this area, compared to \$80,675 for all U.S. households. Average household income is projected to be \$83,382 in five years, compared to \$91,585 for all U.S. households

Current per capita income is \$23,900 in the area, compared to the U.S. per capita income of \$30,820. The per capita income is projected to be \$27,572 in five years, compared to \$34,828 for all U.S. households

## Housing

2000 Total Housing Units	20,831
2000 Owner Occupied Housing Units	14,355
2000 Renter Occupied Housing Units	5,773
2000 Vacant Housing Units	703
2010 Total Housing Units	28,544
2010 Owner Occupied Housing Units	18,321
2010 Renter Occupied Housing Units	8,555
2010 Vacant Housing Units	1,668
2017 Total Housing Units	32,138
2017 Owner Occupied Housing Units	20,669
2017 Renter Occupied Housing Units	10,408
2017 Vacant Housing Units	1,061
2022 Total Housing Units	35,893
2022 Owner Occupied Housing Units	23,319
2022 Renter Occupied Housing Units	11,272
2022 Vacant Housing Units	1,302

Currently, 64.3% of the 32,138 housing units in the area are owner occupied; 32.4%, renter occupied; and 3.3% are vacant. Currently, in the U.S., 55.6% of the housing units in the area are owner occupied; 33.1% are renter occupied; and 11.3% 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 5.41%. Median home value in the area is \$213,617, compared to a median home value of \$207,344 for the U.S. In five years, median value is projected to change by 5.94% annually to \$285,080.

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# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Up and Coming Families (7A)	27.6%	Population	98,376	108,995
Middleburg (4C)	11.6%	Households	31,077	34,591
Home Improvement (4B)	10.2%	Families	24,824	27,598
Military Proximity (14A)	9.3%	Median Age	29.7	30.4
Soccer Moms (4A)	7.7%	Median Household Income	\$59,222	\$66,083
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$1,968.09	\$61,162,288
Men's		89	\$376.64	\$11,704,857
Women's		88	\$652.73	\$20,285,034
Children's		98	\$328.83	\$10,219,099
Footwear		92	\$427.06	\$13,271,897
Watches & Jewelry		89	\$105.14	\$3,267,339
Apparel Products and Services (1)		95	\$77.68	\$2,414,062
<b>Computer</b>				
Computers and Hardware for Home Use		92	\$158.27	\$4,918,666
Portable Memory		93	\$4.94	\$153,590
Computer Software		92	\$10.67	\$331,635
Computer Accessories		90	\$16.28	\$505,977
<b>Entertainment &amp; Recreation</b>		89	\$2,770.86	\$86,109,949
Fees and Admissions		91	\$579.50	\$18,009,156
Membership Fees for Clubs (2)		88	\$186.21	\$5,786,988
Fees for Participant Sports, excl. Trips		93	\$92.75	\$2,882,325
Tickets to Theatre/Operas/Concerts		85	\$50.60	\$1,572,472
Tickets to Movies/Museums/Parks		95	\$73.16	\$2,273,495
Admission to Sporting Events, excl. Trips		89	\$49.81	\$1,547,902
Fees for Recreational Lessons		95	\$126.23	\$3,922,888
Dating Services		91	\$0.74	\$23,085
TV/Video/Audio		88	\$1,125.34	\$34,972,125
Cable and Satellite Television Services		86	\$821.79	\$25,538,695
Televisions		90	\$107.88	\$3,352,475
Satellite Dishes		101	\$1.47	\$45,728
VCRs, Video Cameras, and DVD Players		91	\$5.93	\$184,171
Miscellaneous Video Equipment		91	\$8.76	\$272,170
Video Cassettes and DVDs		91	\$13.95	\$433,536
Video Game Hardware/Accessories		94	\$27.45	\$852,946
Video Game Software		97	\$15.07	\$468,208
Streaming/Downloaded Video		94	\$24.16	\$750,938
Rental of Video Cassettes and DVDs		95	\$14.50	\$450,705
Installation of Televisions		96	\$0.85	\$26,536
Audio (3)		90	\$80.06	\$2,487,926
Rental and Repair of TV/Radio/Sound Equipment		86	\$3.48	\$108,090
Pets		87	\$516.71	\$16,057,882
Toys/Games/Crafts/Hobbies (4)		92	\$111.79	\$3,474,207
Recreational Vehicles and Fees (5)		89	\$91.22	\$2,834,696
Sports/Recreation/Exercise Equipment (6)		92	\$158.09	\$4,912,974
Photo Equipment and Supplies (7)		95	\$52.92	\$1,644,508
Reading (8)		85	\$106.05	\$3,295,741
Catered Affairs (9)		96	\$29.24	\$908,661
<b>Food</b>		90	\$7,516.10	\$233,577,723
Food at Home		89	\$4,457.06	\$138,512,194
Bakery and Cereal Products		88	\$582.42	\$18,099,780
Meats, Poultry, Fish, and Eggs		89	\$1,014.38	\$31,523,832
Dairy Products		87	\$463.22	\$14,395,478
Fruits and Vegetables		88	\$862.26	\$26,796,438
Snacks and Other Food at Home (10)		89	\$1,534.79	\$47,696,666
Food Away from Home		92	\$3,059.03	\$95,065,530
Alcoholic Beverages		88	\$489.77	\$15,220,463

**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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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	82	\$5,072.01	\$157,622,704
Value of Retirement Plans	83	\$20,117.81	\$625,201,199
Value of Other Financial Assets	82	\$1,069.69	\$33,242,654
Vehicle Loan Amount excluding Interest	93	\$2,526.15	\$78,505,206
Value of Credit Card Debt	89	\$520.81	\$16,185,327
<b>Health</b>			
Nonprescription Drugs	85	\$108.48	\$3,371,154
Prescription Drugs	84	\$324.72	\$10,091,374
Eyeglasses and Contact Lenses	86	\$81.42	\$2,530,385
<b>Home</b>			
Mortgage Payment and Basics (11)	92	\$7,890.71	\$245,219,671
Maintenance and Remodeling Services	87	\$1,683.77	\$52,326,461
Maintenance and Remodeling Materials (12)	86	\$346.94	\$10,781,867
Utilities, Fuel, and Public Services	88	\$4,414.57	\$137,191,475
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	89	\$84.62	\$2,629,654
Furniture	92	\$526.47	\$16,361,262
Rugs	83	\$19.26	\$598,648
Major Appliances (14)	90	\$290.28	\$9,020,910
Housewares (15)	89	\$84.60	\$2,629,037
Small Appliances	87	\$42.20	\$1,311,585
Luggage	90	\$10.72	\$333,071
Telephones and Accessories	94	\$64.74	\$2,011,972
<b>Household Operations</b>			
Child Care	99	\$475.95	\$14,790,997
Lawn and Garden (16)	86	\$360.06	\$11,189,740
Moving/Storage/Freight Express	91	\$58.46	\$1,816,900
Housekeeping Supplies (17)	89	\$630.62	\$19,597,803
<b>Insurance</b>			
Owners and Renters Insurance	87	\$446.99	\$13,891,172
Vehicle Insurance	89	\$1,051.90	\$32,689,792
Life/Other Insurance	85	\$364.90	\$11,340,075
Health Insurance	87	\$3,185.49	\$98,995,525
Personal Care Products (18)	90	\$421.57	\$13,101,221
School Books and Supplies (19)	94	\$145.44	\$4,519,735
Smoking Products	81	\$339.43	\$10,548,317
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,109.55	\$65,558,381
Gasoline and Motor Oil	91	\$2,513.19	\$78,102,403
Vehicle Maintenance and Repairs	89	\$951.32	\$29,564,303
<b>Travel</b>			
Airline Fares	88	\$450.33	\$13,994,920
Lodging on Trips	87	\$457.63	\$14,221,903
Auto/Truck Rental on Trips	90	\$23.76	\$738,270
Food and Drink on Trips	88	\$435.77	\$13,542,538

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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