DEVELOPMENT SERVICES DEPARTMENT REPORT
PROJECT VALUATION AND FEE REPORT

March 1-31, 2021

Description	Projects	Valuation	Fees	Detail
Commercial Remodel/Repair	3	$1,458,331.00	$14,057.60	Walmart, Manor RX, Community Care
Residential Deck/Patio	2	$11,100.00	$274.00	
Residential Electric	14	$255,656.84	$321.00	
Residential Fence	2	$8,400.00	$214.00	
Residential Foundation Repair	3	$6,500.00	$291.00	
Residential Irrigation	56	$129,337.82	$5,992.00	
Residential Mechanical-HVAC	3	$20,100.00	$0.00	
Residential New	21	$7,358,937.10	$123,387.00	
Residential Plumbing	13	$48,039.95	$227.00	
Residential Swimming Pool/Spa	3	$176,000.00	$1,206.00	
Right of Way	1		$469.00	
Totals	121	$9,472,402.71	$146,438.60	

Total Certificate of Occupancies Issued: 77
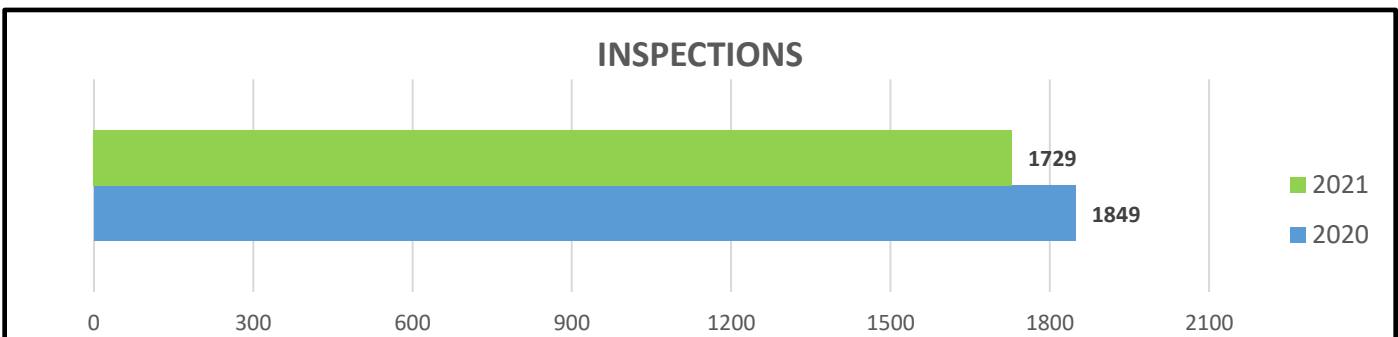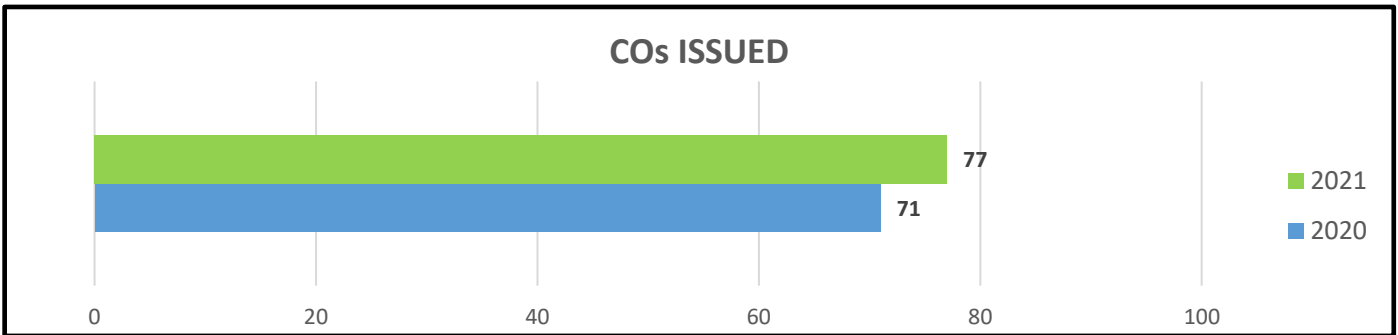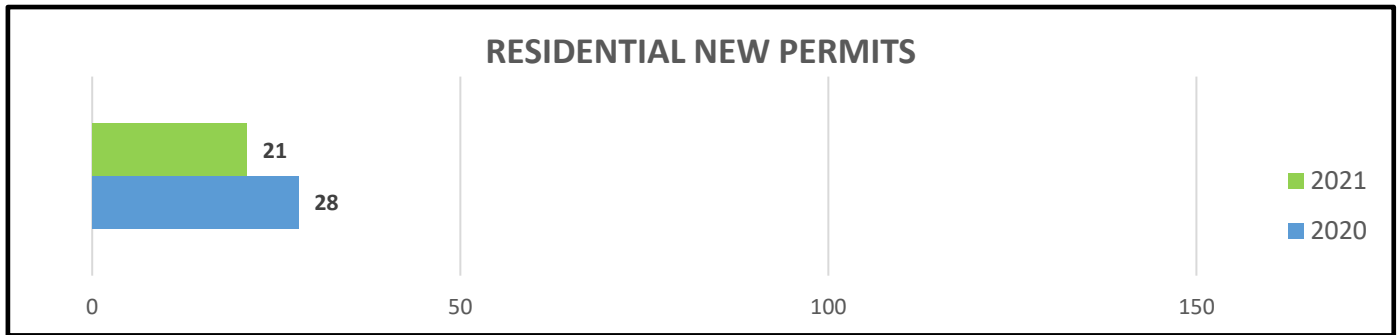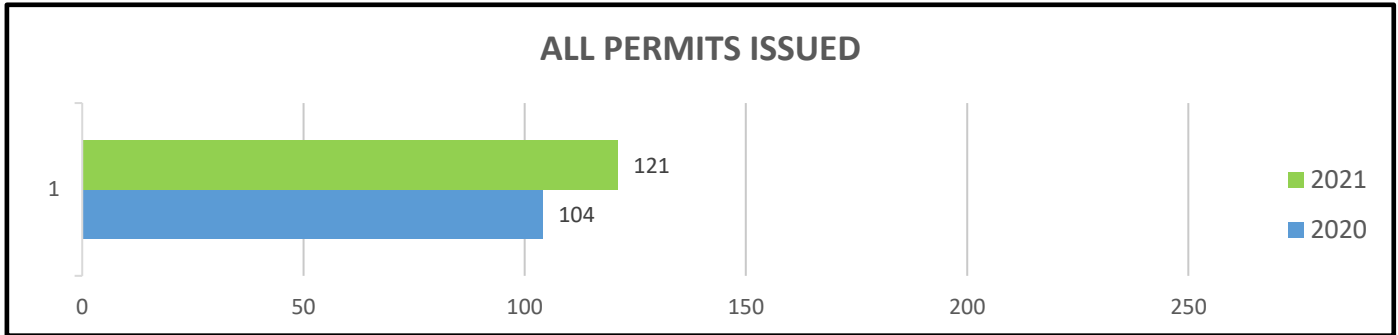
Total Inspections(Comm & Res):   1,729

Tom Bolt, City Manager

CITY OF MANOR
EST. 1872
TEXAS

City of Manor Texas

EST. 1872

March 2021

DEPARTMENT OF DEVELOPMENT SERVICES
THOMAS BOLT, DIRECTOR

ALL PERMITS ISSUED

- 2021: 121
- 2020: 104

RESIDENTIAL NEW PERMITS

- 2021: 21
- 2020: 28

COs ISSUED

- 2021: 77
- 2020: 71

INSPECTIONS

- 2021: 1729
- 2020: 1849

*Charts displayed at different scales

Manor
Area: 30.53 square miles

Data for all businesses in area

Total Businesses:	312
Total Employees:	3,489
Total Residential Population:	20,244
Employee/Residential Population Ratio (per 100 Residents)	17

by SIC Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture & Mining	9	2.9%	42	1.2%
Construction	34	10.9%	421	12.1%
Manufacturing	10	3.2%	77	2.2%
Transportation	13	4.2%	174	5.0%
Communication	5	1.6%	19	0.5%
Utility	3	1.0%	56	1.6%
Wholesale Trade	15	4.8%	107	3.1%
Retail Trade Summary	78	25.0%	827	23.7%
Home Improvement	7	2.2%	31	0.9%
General Merchandise Stores	3	1.0%	70	2.0%
Food Stores	10	3.2%	58	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket	15	4.8%	99	2.8%
Apparel & Accessory Stores	2	0.6%	8	0.2%
Furniture & Home Furnishings	3	1.0%	36	1.0%
Eating & Drinking Places	27	8.7%	416	11.9%
Miscellaneous Retail	11	3.5%	109	3.1%
Finance, Insurance, Real Estate Summary	13	4.2%	55	1.6%
Banks, Savings & Lending Institutions	4	1.3%	22	0.6%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	1.0%	10	0.3%
Real Estate, Holding, Other Investment Offices	6	1.9%	23	0.7%
Services Summary	92	29.5%	1,611	46.2%
Hotels & Lodging	1	0.3%	14	0.4%
Automotive Services	8	2.6%	27	0.8%
Motion Pictures & Amusements	8	2.6%	91	2.6%
Health Services	13	4.2%	98	2.8%
Legal Services	2	0.6%	12	0.3%
Education Institutions & Libraries	9	2.9%	1,077	30.9%
Other Services	52	16.7%	292	8.4%
Government	6	1.9%	91	2.6%
Unclassified Establishments	33	10.6%	7	0.2%
Totals	312	100.0%	3,489	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.3%	8	0.2%
Mining	0	0.0%	0	0.0%
Utilities	1	0.3%	2	0.1%
Construction	36	11.5%	443	12.7%
Manufacturing	11	3.5%	90	2.6%
Wholesale Trade	15	4.8%	107	3.1%
Retail Trade	47	15.1%	391	11.2%
Motor Vehicle & Parts Dealers	14	4.5%	92	2.6%
Furniture & Home Furnishings Stores	1	0.3%	28	0.8%
Electronics & Appliance Stores	0	0.0%	5	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	7	2.2%	31	0.9%
Food & Beverage Stores	9	2.9%	44	1.3%
Health & Personal Care Stores	4	1.3%	22	0.6%
Gasoline Stations	2	0.6%	7	0.2%
Clothing & Clothing Accessories Stores	2	0.6%	8	0.2%
Sport Goods, Hobby, Book, & Music Stores	2	0.6%	6	0.2%
General Merchandise Stores	3	1.0%	70	2.0%
Miscellaneous Store Retailers	1	0.3%	2	0.1%
Nonstore Retailers	2	0.6%	75	2.1%
Transportation & Warehousing	10	3.2%	160	4.6%
Information	5	1.6%	19	0.5%
Finance & Insurance	7	2.2%	32	0.9%
Central Bank/Credit Intermediation & Related Activities	4	1.3%	22	0.6%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	3	1.0%	10	0.3%
Real Estate, Rental & Leasing	10	3.2%	23	0.7%
Professional, Scientific & Tech Services	13	4.2%	62	1.8%
Legal Services	2	0.6%	12	0.3%
Management of Companies & Enterprises	2	0.6%	12	0.3%
Administrative & Support & Waste Management & Remediation	13	4.2%	97	2.8%
Educational Services	9	2.9%	1,077	30.9%
Health Care & Social Assistance	20	6.4%	197	5.6%
Arts, Entertainment & Recreation	7	2.2%	91	2.6%
Accommodation & Food Services	30	9.6%	438	12.6%
Accommodation	1	0.3%	14	0.4%
Food Services & Drinking Places	29	9.3%	424	12.2%
Other Services (except Public Administration)	35	11.2%	140	4.0%
Automotive Repair & Maintenance	6	1.9%	20	0.6%
Public Administration	6	1.9%	91	2.6%
Unclassified Establishments	33	10.6%	7	0.2%
Total	312	100.0%	3,489	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

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2020 Labor Force

Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	14,582	9,895	993	9.1%	74.7%	67.9%
16-24	2,338	1,007	179	15.1%	50.7%	43.1%
25-54	9,030	7,289	648	8.2%	87.9%	80.7%
55-64	1,764	1,135	132	10.4%	71.8%	64.3%
65+	1,450	465	34	6.8%	34.4%	32.1%

Industry	Employed	Percent	US Percent	Location Quotient
Total	9,895	100.0%	100.0%	-
Agriculture/Forestry/Fishing	11	0.1%	1.3%	0.08
Mining/Quarrying/Oil & Gas	94	0.9%	0.5%	1.80
Construction	660	6.7%	7.4%	0.91
Manufacturing	1,045	10.6%	10.6%	1.00
Wholesale Trade	296	3.0%	2.5%	1.20
Retail Trade	923	9.3%	9.7%	0.96
Transportation/Warehousing	501	5.1%	4.7%	1.09
Utilities	182	1.8%	0.9%	2.00
Information	245	2.5%	1.8%	1.39
Finance/Insurance	514	5.2%	4.9%	1.06
Real Estate/Rental/Leasing	177	1.8%	2.1%	0.86
Professional/Scientific/Tech	905	9.1%	8.2%	1.11
Management of Companies	20	0.2%	0.1%	2.00
Admin/Support/Waste Management	363	3.7%	3.9%	0.95
Educational Services	1,317	13.3%	9.7%	1.37
Health Care/Social Assistance	1,057	10.7%	15.1%	**0.71**
Arts/Entertainment/Recreation	56	0.6%	1.6%	**0.38**
Accommodation/Food Services	425	4.3%	5.6%	**0.77**
Other Services (Excluding Public)	493	5.0%	4.6%	1.09
Public Administration	612	6.2%	4.8%	1.29

Industry areas that Manor are below the national average that should be targeted

Occupation	Employed	Percent	US Percent	Location Quotient
Total	9,895	100.0%	100.0%	-
White Collar	6,588	66.6%	61.8%	1.08
Management	852	8.6%	10.2%	0.84
Business/Financial	597	6.0%	5.1%	1.18
Computer/Mathematical	490	5.0%	3.0%	1.67
Architecture/Engineering	261	2.6%	2.0%	1.30
Life/Physical/Social Sciences	293	3.0%	0.9%	3.33
Community/Social Service	182	1.8%	1.8%	1.00
Legal	150	1.5%	1.2%	1.25
Education/Training/Library	630	6.4%	6.4%	1.00
Arts/Design/Entertainment	169	1.7%	1.8%	0.94
Healthcare Practitioner	412	4.2%	6.3%	0.67
Sales and Sales Related	1,001	10.1%	9.7%	1.04
Office/Administrative Support	1,551	15.7%	13.3%	1.18
Blue Collar	2,023	20.4%	21.4%	0.96
Farming/Fishing/Forestry	3	0.0%	0.8%	0.00
Construction/Extraction	465	4.7%	5.4%	0.87
Installation/Maintenance/Repair	395	4.0%	3.1%	1.29
Production	393	4.0%	5.9%	0.68
Transportation/Material Moving	767	7.8%	6.1%	1.28
Services	1,285	13.0%	16.8%	0.77
Healthcare Support	154	1.6%	2.7%	0.59
Protective Service	166	1.7%	2.2%	0.77
Food Preparation/Serving	298	3.0%	4.4%	0.68
Building Maintenance	386	3.9%	3.9%	1.00
Personal Care/Service	281	2.8%	3.6%	0.78

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Explore the Esri Labor Force Learn Lesson for more information on how to use and interpret the estimates in this report.

Source: Esri forecasts for 2020 and 2025.

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Population Summary

2000 Total Population	2,440
2010 Total Population	9,133
2020 Total Population	20,244
2020 Group Quarters	16
2025 Total Population	25,984
2020-2025 Annual Rate	5.12%
2020 Total Daytime Population	17,054
Workers	6,618
Residents	10,436

Household Summary

2000 Households	821
2000 Average Household Size	2.97
2010 Households	2,839
2010 Average Household Size	3.21
2020 Households	6,115
2020 Average Household Size	3.31
2025 Households	7,896
2025 Average Household Size	3.29
2020-2025 Annual Rate	5.25%
2010 Families	2,217
2010 Average Family Size	3.63
2020 Families	4,726
2020 Average Family Size	3.75
2025 Families	6,077
2025 Average Family Size	3.74
2020-2025 Annual Rate	5.16%

Housing Unit Summary

2000 Housing Units	878
Owner Occupied Housing Units	75.6%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	6.5%
2010 Housing Units	3,054
Owner Occupied Housing Units	77.2%
Renter Occupied Housing Units	15.8%
Vacant Housing Units	7.0%
2020 Housing Units	6,468
Owner Occupied Housing Units	86.4%
Renter Occupied Housing Units	8.1%
Vacant Housing Units	5.5%
2025 Housing Units	8,178
Owner Occupied Housing Units	87.3%
Renter Occupied Housing Units	9.3%
Vacant Housing Units	3.4%

Median Household Income

2020	$68,797
2025	$76,151

Median Home Value

2020	$194,091
2025	$221,445

Per Capita Income

2020	$24,989
2025	$28,083

Median Age

2010	30.3
2020	31.8
2025	30.9

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income	
Household Income Base	6,115
<$15,000	6.6%
$15,000 - $24,999	6.4%
$25,000 - $34,999	7.3%
$35,000 - $49,999	12.2%
$50,000 - $74,999	21.4%
$75,000 - $99,999	16.6%
$100,000 - $149,999	20.9%
$150,000 - $199,999	4.3%
$200,000+	4.2%
Average Household Income	$82,895
2025 Households by Income	
Household Income Base	7,896
<$15,000	6.0%
$15,000 - $24,999	5.6%
$25,000 - $34,999	6.3%
$35,000 - $49,999	11.3%
$50,000 - $74,999	19.8%
$75,000 - $99,999	15.7%
$100,000 - $149,999	22.7%
$150,000 - $199,999	6.4%
$200,000+	6.2%
Average Household Income	$92,603
2020 Owner Occupied Housing Units by Value	
Total	5,588
<$50,000	7.9%
$50,000 - $99,999	5.0%
$100,000 - $149,999	14.0%
$150,000 - $199,999	26.3%
$200,000 - $249,999	19.9%
$250,000 - $299,999	11.0%
$300,000 - $399,999	9.9%
$400,000 - $499,999	5.5%
$500,000 - $749,999	0.4%
$750,000 - $999,999	0.1%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$208,870
2025 Owner Occupied Housing Units by Value	
Total	7,139
<$50,000	5.7%
$50,000 - $99,999	4.0%
$100,000 - $149,999	9.6%
$150,000 - $199,999	21.5%
$200,000 - $249,999	21.6%
$250,000 - $299,999	13.6%
$300,000 - $399,999	14.8%
$400,000 - $499,999	8.4%
$500,000 - $749,999	0.6%
$750,000 - $999,999	0.1%
$1,000,000 - $1,499,999	0.1%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.1%
Average Home Value	$237,096

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age

Total	9,133
0 - 4	10.4%
5 - 9	9.9%
10 - 14	9.2%
15 - 24	12.0%
25 - 34	18.4%
35 - 44	16.2%
45 - 54	11.7%
55 - 64	6.8%
65 - 74	3.4%
75 - 84	1.6%
85 +	0.4%
18 +	65.8%

2020 Population by Age

Total	20,243
0 - 4	9.4%
5 - 9	8.8%
10 - 14	8.3%
15 - 24	13.1%
25 - 34	15.9%
35 - 44	16.8%
45 - 54	11.9%
55 - 64	8.7%
65 - 74	4.9%
75 - 84	1.8%
85 +	0.5%
18 +	69.2%

2025 Population by Age

Total	25,983
0 - 4	9.7%
5 - 9	9.6%
10 - 14	8.5%
15 - 24	12.7%
25 - 34	16.6%
35 - 44	17.1%
45 - 54	11.2%
55 - 64	7.6%
65 - 74	4.8%
75 - 84	1.8%
85 +	0.4%
18 +	67.6%

2010 Population by Sex

Males	4,480
Females	4,653

2020 Population by Sex

Males	9,910
Females	10,334

2025 Population by Sex

Males	12,657
Females	13,327

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	9,134
White Alone	50.5%
Black Alone	25.7%
American Indian Alone	1.0%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	16.7%
Two or More Races	4.1%
Hispanic Origin	43.5%
Diversity Index	83.6
2020 Population by Race/Ethnicity	
Total	20,244
White Alone	50.9%
Black Alone	22.1%
American Indian Alone	0.8%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	18.6%
Two or More Races	5.1%
Hispanic Origin	46.2%
Diversity Index	84.5
2025 Population by Race/Ethnicity	
Total	25,984
White Alone	51.7%
Black Alone	21.3%
American Indian Alone	0.8%
Asian Alone	3.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	17.5%
Two or More Races	5.4%
Hispanic Origin	45.3%
Diversity Index	84.2
2010 Population by Relationship and Household Type	
Total	9,133
In Households	99.8%
In Family Households	90.8%
Householder	24.2%
Spouse	17.8%
Child	39.7%
Other relative	6.4%
Nonrelative	2.7%
In Nonfamily Households	9.0%
In Group Quarters	0.2%
Institutionalized Population	0.1%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment	
Total	12,243
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	6.4%
High School Graduate	16.4%
GED/Alternative Credential	4.9%
Some College, No Degree	21.3%
Associate Degree	9.3%
Bachelor's Degree	24.8%
Graduate/Professional Degree	11.9%
2020 Population 15+ by Marital Status	
Total	14,899
Never Married	32.7%
Married	50.9%
Widowed	4.1%
Divorced	12.3%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	10,888
Population 16+ Employed	90.9%
Population 16+ Unemployment rate	9.1%
Population 16-24 Employed	10.2%
Population 16-24 Unemployment rate	15.1%
Population 25-54 Employed	73.7%
Population 25-54 Unemployment rate	8.2%
Population 55-64 Employed	11.5%
Population 55-64 Unemployment rate	10.4%
Population 65+ Employed	4.7%
Population 65+ Unemployment rate	6.8%
2020 Employed Population 16+ by Industry	
Total	9,895
Agriculture/Mining	1.1%
Construction	6.7%
Manufacturing	10.6%
Wholesale Trade	3.0%
Retail Trade	9.3%
Transportation/Utilities	6.9%
Information	2.5%
Finance/Insurance/Real Estate	7.0%
Services	46.9%
Public Administration	6.2%
2020 Employed Population 16+ by Occupation	
Total	9,896
White Collar	66.6%
Management/Business/Financial	14.6%
Professional	26.1%
Sales	10.1%
Administrative Support	15.7%
Services	13.0%
Blue Collar	20.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	4.0%
Production	4.0%
Transportation/Material Moving	7.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type

Total	2,839
Households with 1 Person	16.0%
Households with 2+ People	84.0%
Family Households	78.1%
Husband-wife Families	57.6%
With Related Children	35.8%
Other Family (No Spouse Present)	20.6%
Other Family with Male Householder	5.9%
With Related Children	3.8%
Other Family with Female Householder	14.7%
With Related Children	11.1%
Nonfamily Households	5.9%
All Households with Children	51.2%
Multigenerational Households	7.7%
Unmarried Partner Households	7.6%
Male-female	6.2%
Same-sex	1.4%

2010 Households by Size

Total	2,837
1 Person Household	16.0%
2 Person Household	26.7%
3 Person Household	18.2%
4 Person Household	17.3%
5 Person Household	10.8%
6 Person Household	6.1%
7 + Person Household	5.0%

2010 Households by Tenure and Mortgage Status

Total	2,839
Owner Occupied	83.0%
Owned with a Mortgage/Loan	70.7%
Owned Free and Clear	12.3%
Renter Occupied	17.0%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	155
Percent of Income for Mortgage	11.8%
Wealth Index	76

2010 Housing Units By Urban/ Rural Status

Total Housing Units	3,054
Housing Units Inside Urbanized Area	21.1%
Housing Units Inside Urbanized Cluster	57.6%
Rural Housing Units	21.4%

2010 Population By Urban/ Rural Status

Total Population	9,133
Population Inside Urbanized Area	20.5%
Population Inside Urbanized Cluster	58.9%
Rural Population	20.6%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments	
1.	Up and Coming Families (7A)
2.	American Dreamers (7C)
3.	Middleburg (4C)
2020 Consumer Spending	
Apparel & Services: Total $	$12,682,580
Average Spent	$2,074.01
Spending Potential Index	97
Education: Total $	$8,750,049
Average Spent	$1,430.92
Spending Potential Index	80
Entertainment/Recreation: Total $	$18,127,153
Average Spent	$2,964.37
Spending Potential Index	91
Food at Home: Total $	$30,113,302
Average Spent	$4,924.50
Spending Potential Index	92
Food Away from Home: Total $	$21,990,890
Average Spent	$3,596.22
Spending Potential Index	95
Health Care: Total $	$32,323,354
Average Spent	$5,285.91
Spending Potential Index	92
HH Furnishings & Equipment: Total $	$13,098,379
Average Spent	$2,142.01
Spending Potential Index	98
Personal Care Products & Services: Total $	$5,467,091
Average Spent	$894.05
Spending Potential Index	97
Shelter: Total $	$107,199,811
Average Spent	$17,530.63
Spending Potential Index	90
Support Payments/Cash Contributions/Gifts in Kind: Total $	$14,293,234
Average Spent	$2,337.41
Spending Potential Index	100
Travel: Total $	$13,393,234
Average Spent	$2,190.23
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total $	$6,558,576
Average Spent	$1,072.54
Spending Potential Index	93

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 08, 2021

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: $72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 31.4 US: 38.2

■ Indicates US
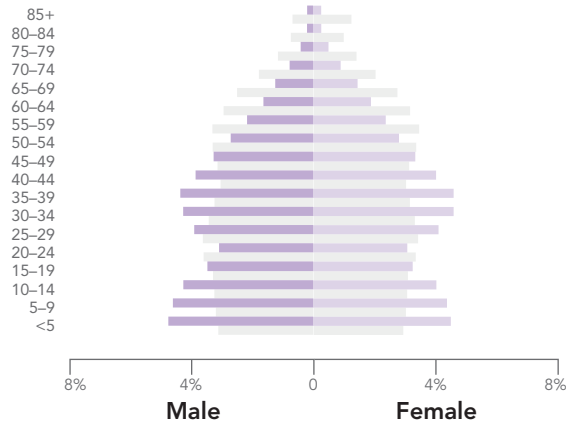
| | Male | Female |

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
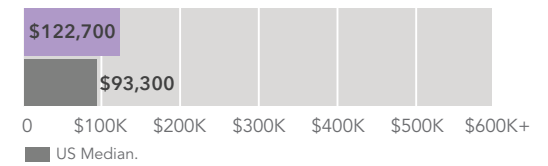
Diversity Index: 73.9 US: 64.0

Group	This market	US Average
Hispanic*	27.3%	18.1%
Multiple	4.5%	3.4%
Other	8.9%	6.8%
Asian and Pac. Islander	6.9%	5.8%
American Indian	0.7%	1.0%
Black	15.3%	12.8%
White	63.7%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$72,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$122,700
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	104
Food	105
Apparel & Services	110
Transportation	106
Health Care	100
Entertainment & Recreation	105
Education	93
Pensions & Social Security	111
Other	105

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Healthcare Practitioners And Technical
Management
Office And Administrative Support
Education, Training, And Library
Sales And Related

Median Earnings
Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$194,400
US Median: $207,300
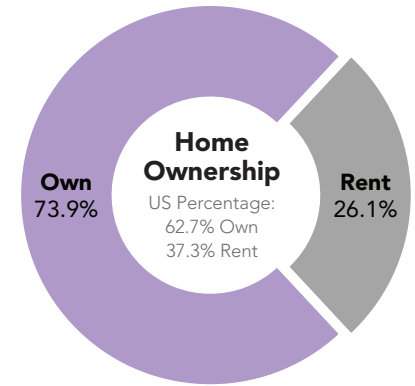
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.9%
Rent 26.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,115,600

Population Growth (Annual %)
-0.5% — 3.0%
2.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
966

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **85** — 350
Wealth Index

0 — **116** — 350
Socioeconomic Status Index

0 — **180** — 350
Housing Affordability Index
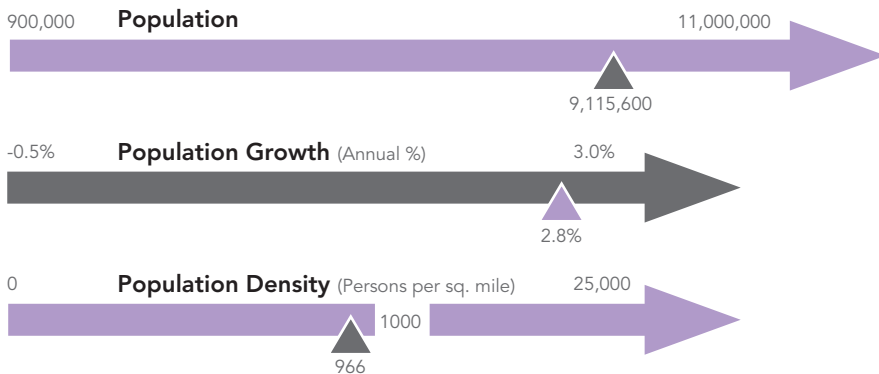
SEGMENT DENSITY

This map illustrates the density and distribution of the *Up and Coming Families* Tapestry Segment by households.
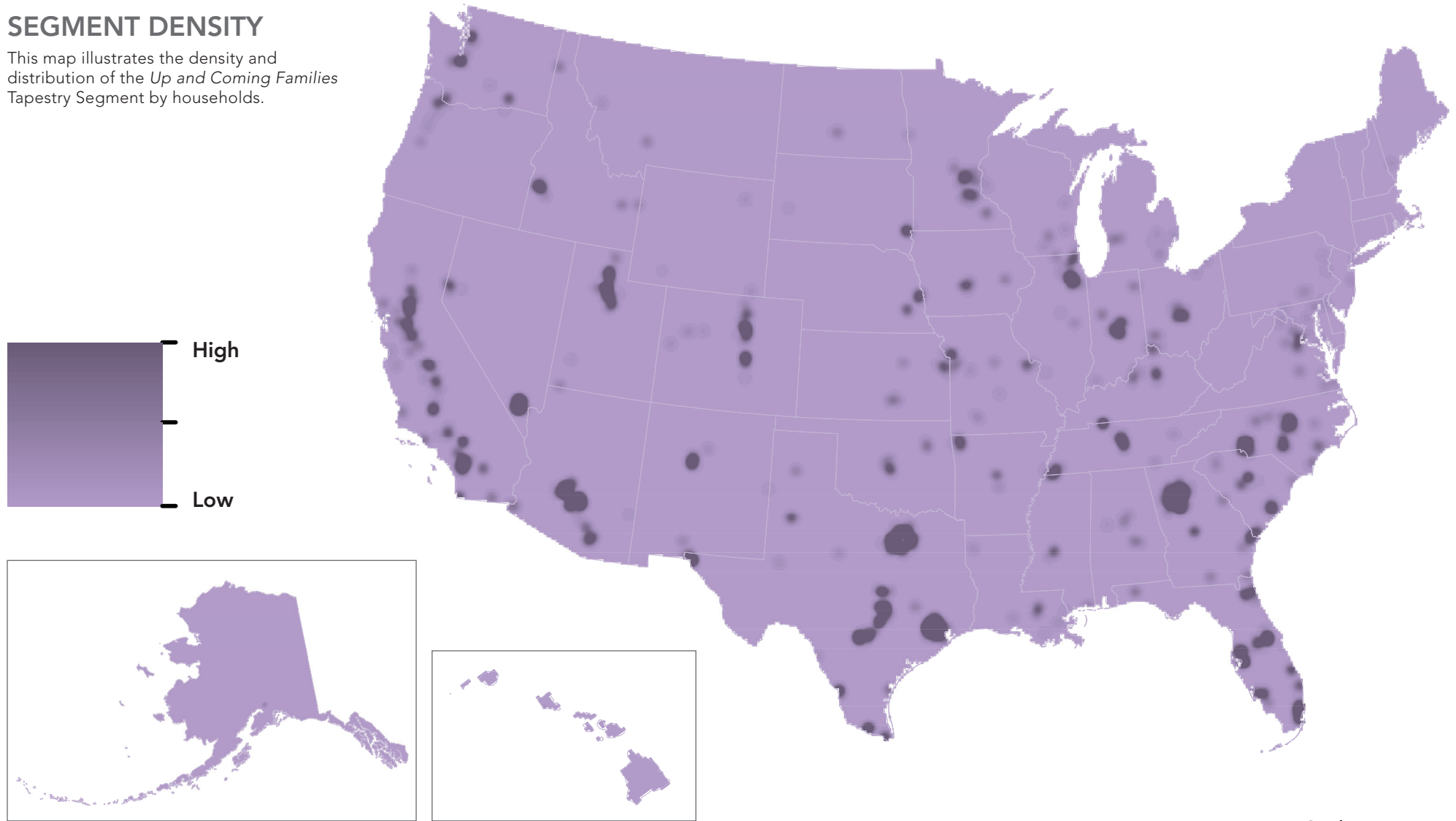
High

Low

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American Dreamers

7C

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: $50,900

WHO ARE WE?

Located throughout the South and West, most *American Dreamers* residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

OUR NEIGHBORHOOD

- *American Dreamers* residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common (Index 201).

- Average household size is higher at 3.19 (Index 123).

- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.

- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).

- Three quarters of all housing were built since 1970.

- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.

- Most households have one or two vehicles available and a longer commute to work.

SOCIOECONOMIC TRAITS

- While nearly 17% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.

- Unemployment is higher at 7.4% (Index 136); labor force participation is also higher at 66%.

- Most *American Dreamers* residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market (Index 116).

- They tend to spend money carefully and focus more on necessities.

- They are captivated by new technology, particularly feature-rich smartphones.

- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.
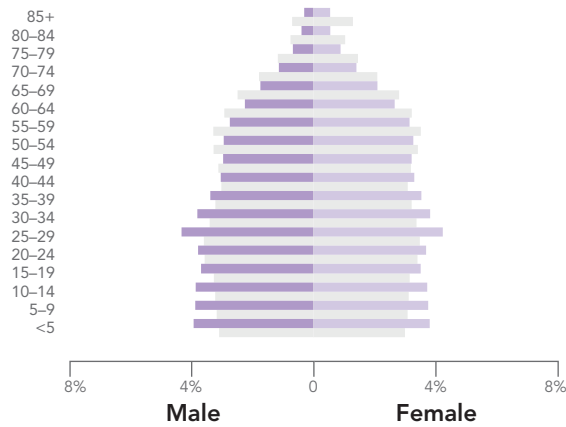
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION

esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 32.5 US: 38.2

■ Indicates US

Male   Female
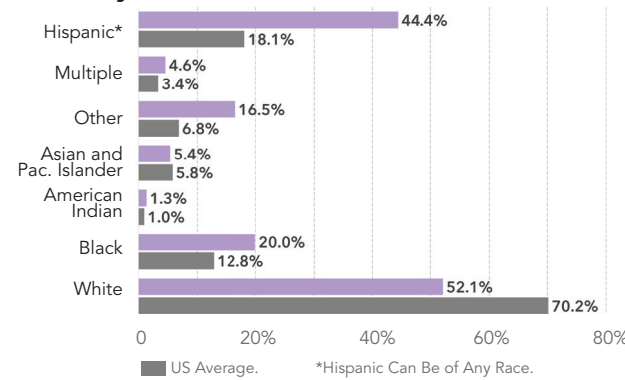
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
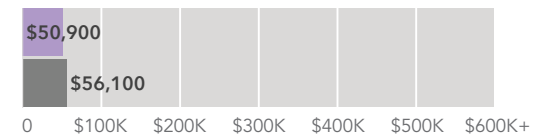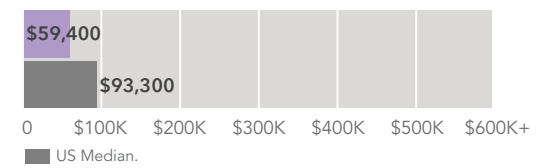
Diversity Index: 84.1 US: 64.0

Hispanic*	44.4% / 18.1%
Multiple	4.6% / 3.4%
Other	16.5% / 6.8%
Asian and Pac. Islander	5.4% / 5.8%
American Indian	1.3% / 1.0%
Black	20.0% / 12.8%
White	52.1% / 70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
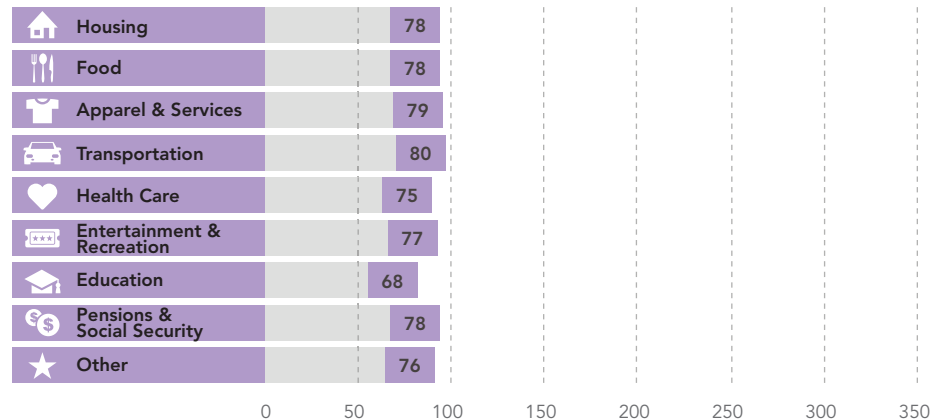
Median Household Income

$50,900
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$59,400
$93,300

0   $100K $200K $300K $400K $500K $600K+
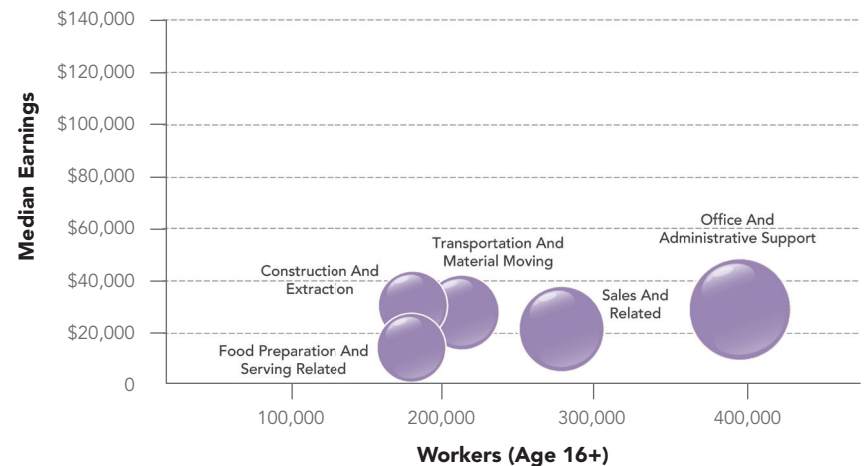
■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	78
Food	78
Apparel & Services	79
Transportation	80
Health Care	75
Entertainment & Recreation	77
Education	68
Pensions & Social Security	78
Other	76

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Construction And Extraction
Transportation And Material Moving
Office And Administrative Support
Sales And Related
Food Preparation And Serving Related

Median Earnings
Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.

- Cell phones are preferred over landlines.

- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.

- Residents listen to urban or Hispanic radio.

- During the summer, family outings to theme parks are especially popular.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

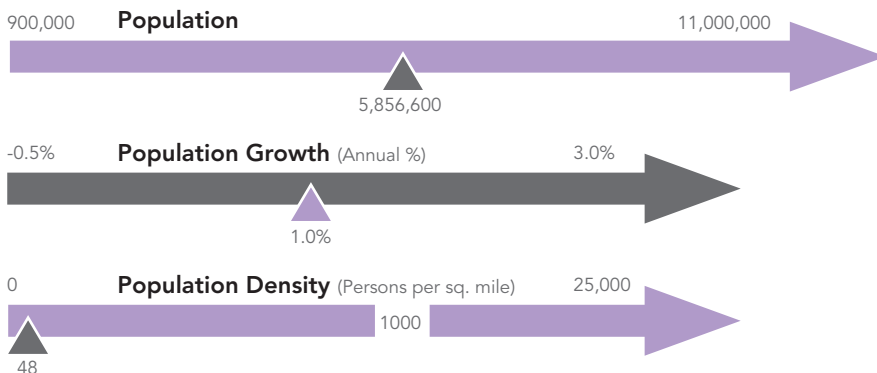**Typical Housing:**
Single Family

Median Value:
$145,900
US Median: $207,300
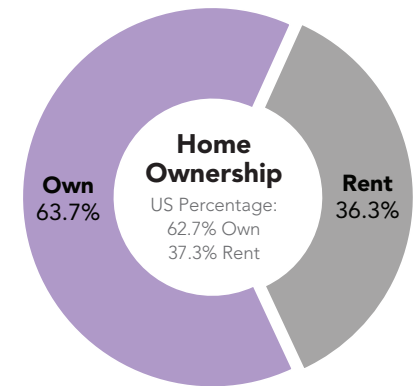
Home Ownership
US Percentage:
62.7% Own
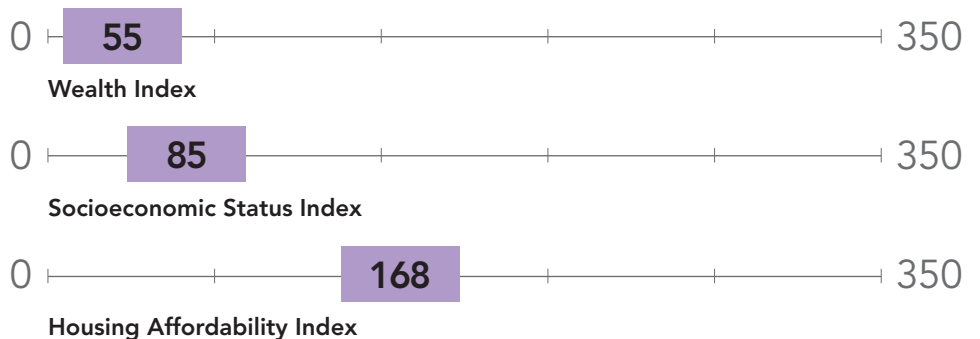37.3% Rent

Own 63.7%
Rent 36.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
5,856,600

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
48

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
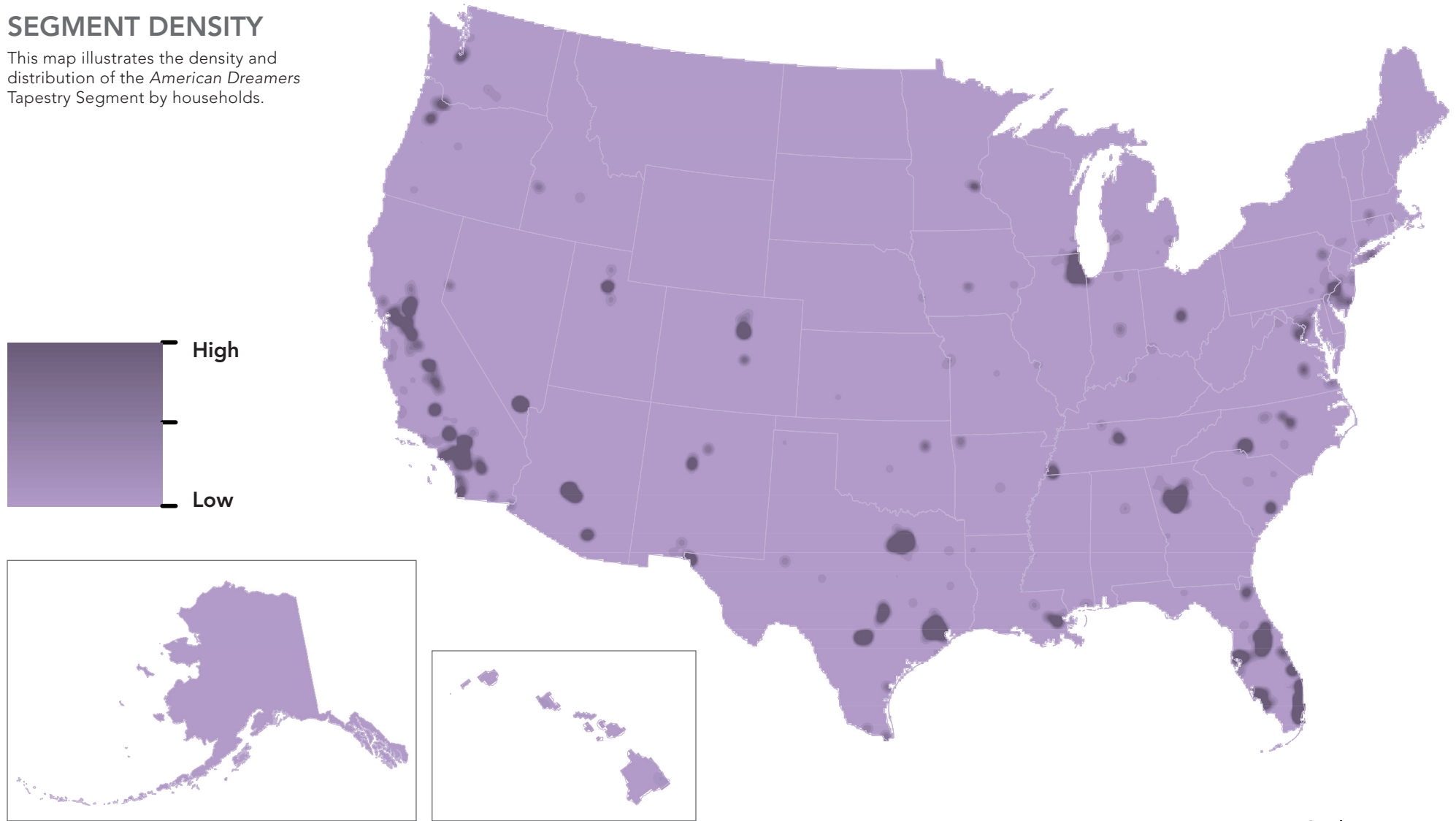
0 — **55** — 350
Wealth Index

0 — **85** — 350
Socioeconomic Status Index

0 — **168** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *American Dreamers* Tapestry Segment by households.

High

Low

G826513
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Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

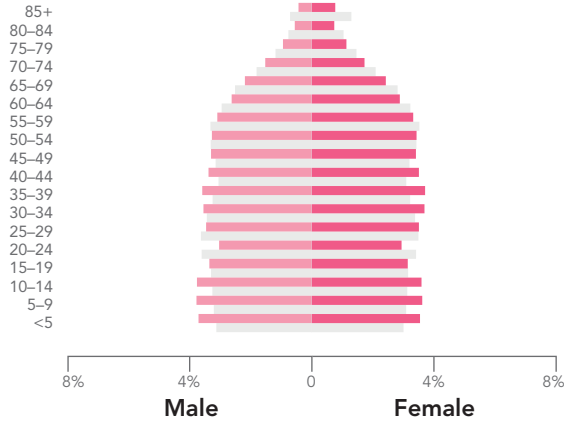## TAPESTRY™ SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
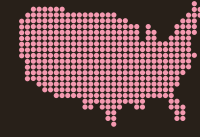
AGE BY SEX (Esri data)
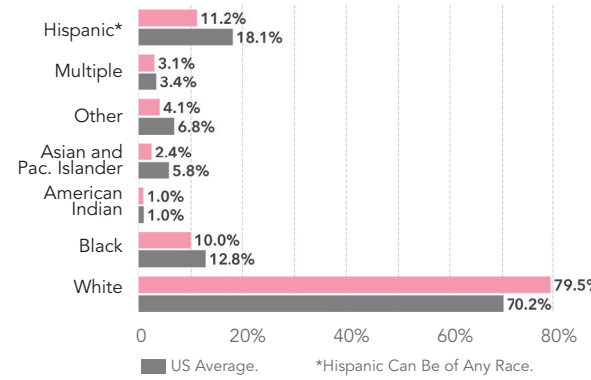
Median Age: 36.1   US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.5   US: 64.0

Race/Ethnicity	Middleburg	US Average
Hispanic*	11.2%	18.1%
Multiple	3.1%	3.4%
Other	4.1%	6.8%
Asian and Pac. Islander	2.4%	5.8%
American Indian	1.0%	1.0%
Black	10.0%	12.8%
White	79.5%	70.2%

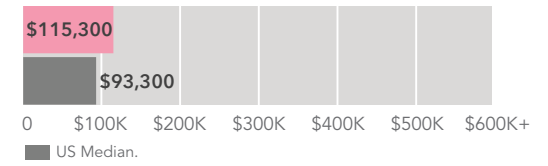■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
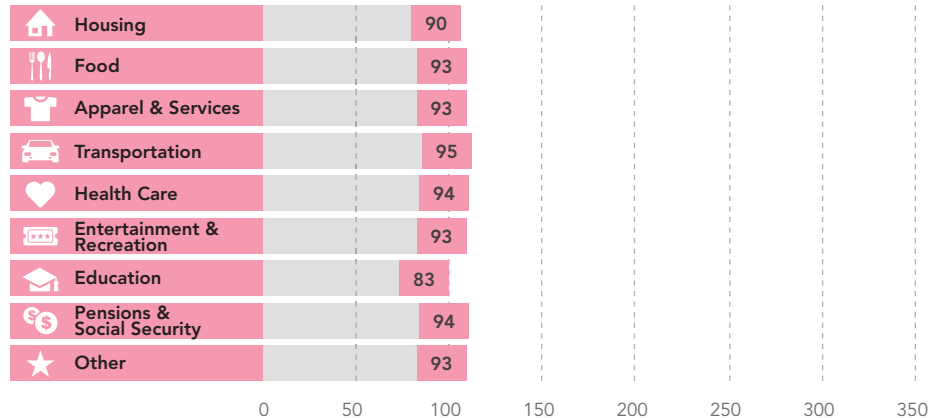
Median Household Income

$59,800
$56,100
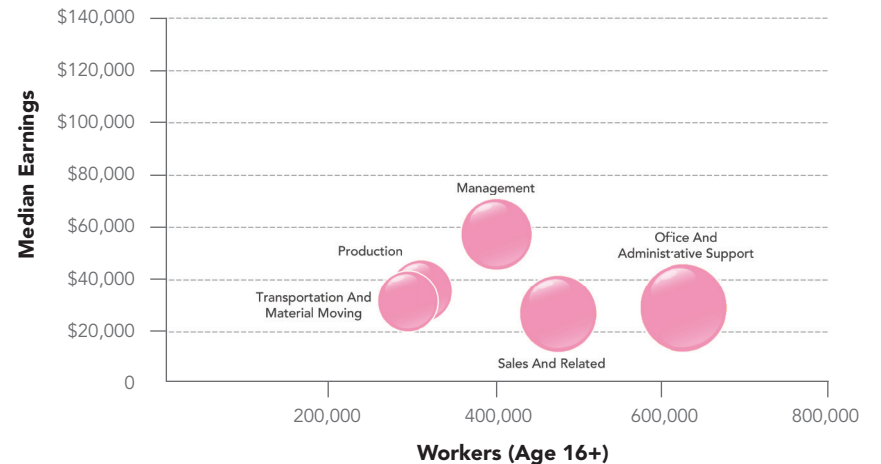
Median Net Worth

$115,300
$93,300

■ US Median.

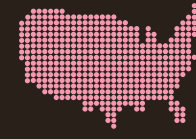## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	90
Food	93
Apparel & Services	93
Transportation	95
Health Care	94
Entertainment & Recreation	93
Education	83
Pensions & Social Security	94
Other	93

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.
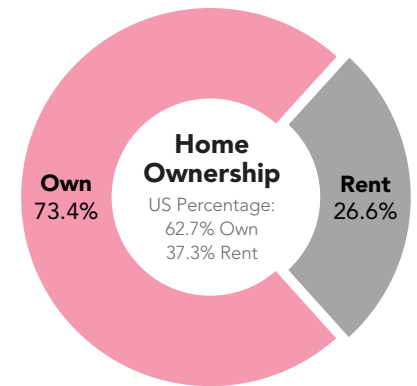
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
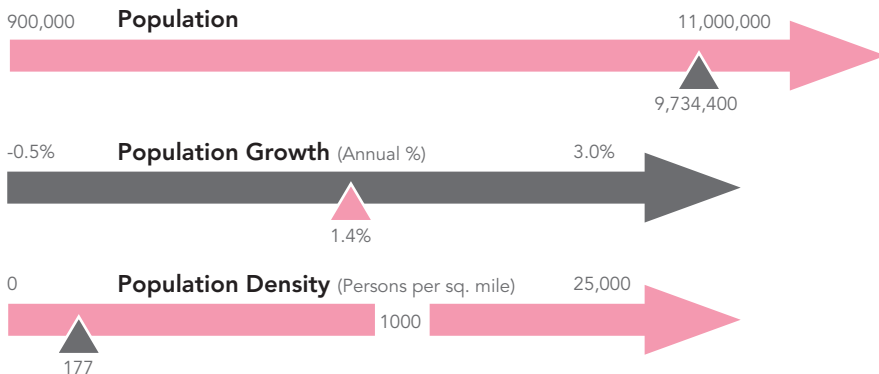
Typical Housing:
Single Family

Median Value:
$175,000
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.4%
Rent 26.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,734,400

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
177

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **86** — 350
Wealth Index

0 — **106** — 350
Socioeconomic Status Index

0 — **166** — 350
Housing Affordability Index

4C

LifeMode Group: Family Landscapes
Middleburg

TAPESTRY SEGMENTATION
esri.com/tapestry
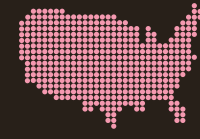
SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.
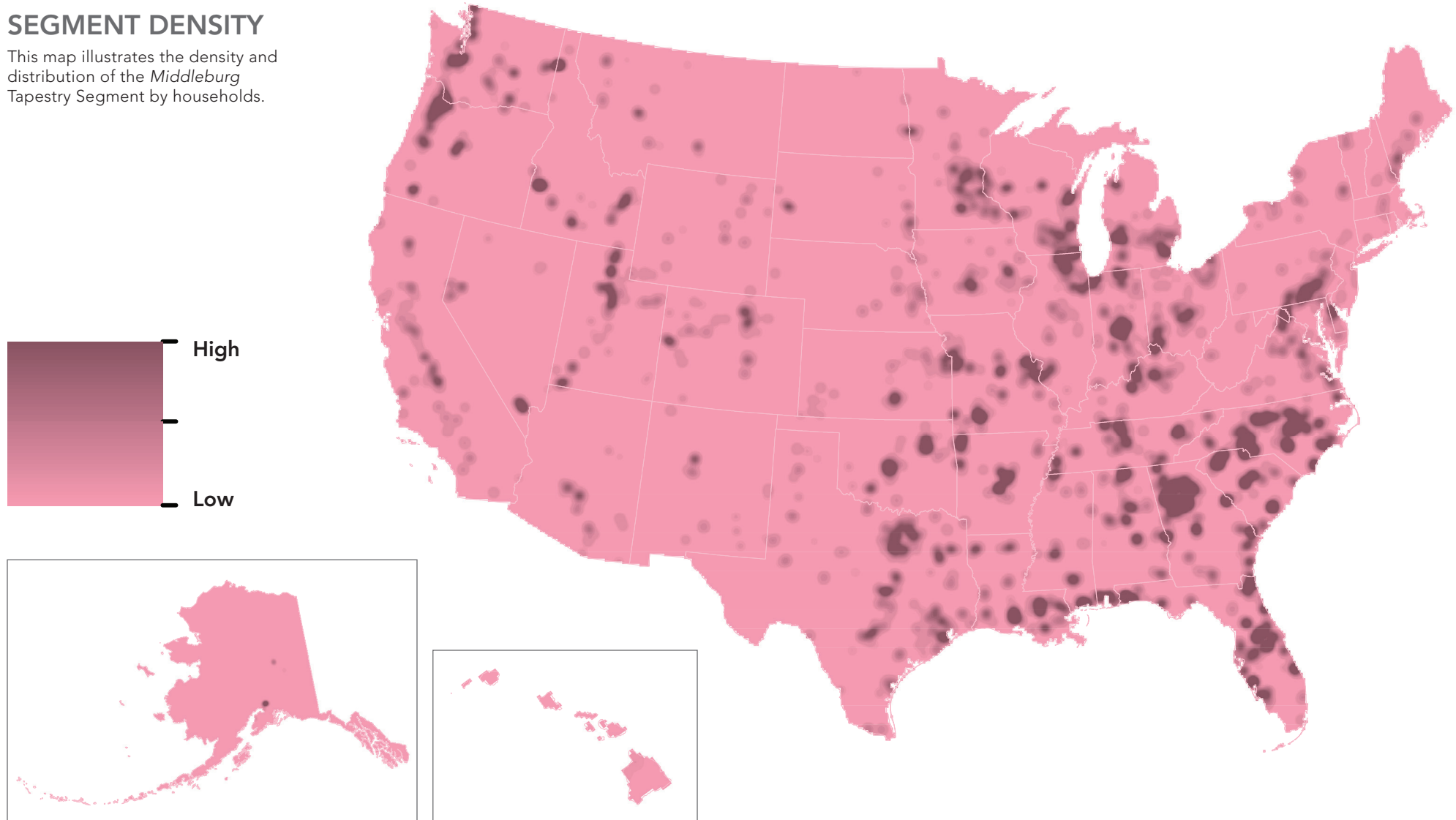
High

Low

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Summary	Census 2010	2020	2025
Population	9,133	20,244	25,984
Households	2,839	6,115	7,896
Families	2,217	4,726	6,077
Average Household Size	3.21	3.31	3.29
Owner Occupied Housing Units	2,357	5,588	7,139
Renter Occupied Housing Units	482	527	757
Median Age	30.3	31.8	30.9

Trends: 2020-2025 Annual Rate	Area	State	National
Population	5.12%	1.54%	0.72%
Households	5.25%	1.51%	0.72%
Families	5.16%	1.47%	0.64%
Owner HHs	5.02%	1.53%	0.72%
Median Household Income	2.05%	1.43%	1.60%

		2020		2025	
Households by Income		Number	Percent	Number	Percent
<$15,000		403	6.6%	474	6.0%
$15,000 - $24,999		392	6.4%	441	5.6%
$25,000 - $34,999		444	7.3%	501	6.3%
$35,000 - $49,999		749	12.2%	890	11.3%
$50,000 - $74,999		1,309	21.4%	1,565	19.8%
$75,000 - $99,999		1,017	16.6%	1,237	15.7%
$100,000 - $149,999		1,279	20.9%	1,793	22.7%
$150,000 - $199,999		266	4.3%	504	6.4%
$200,000+		258	4.2%	492	6.2%
Median Household Income		$68,797		$76,151	
Average Household Income		$82,895		$92,603	
Per Capita Income		$24,989		$28,083	

	Census 2010		2020		2025	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	951	10.4%	1,899	9.4%	2,515	9.7%
5 - 9	907	9.9%	1,772	8.8%	2,497	9.6%
10 - 14	844	9.2%	1,673	8.3%	2,214	8.5%
15 - 19	618	6.8%	1,407	7.0%	1,831	7.0%
20 - 24	477	5.2%	1,248	6.2%	1,468	5.6%
25 - 34	1,683	18.4%	3,226	15.9%	4,304	16.6%
35 - 44	1,476	16.2%	3,396	16.8%	4,452	17.1%
45 - 54	1,064	11.6%	2,408	11.9%	2,902	11.2%
55 - 64	622	6.8%	1,764	8.7%	1,982	7.6%
65 - 74	309	3.4%	984	4.9%	1,246	4.8%
75 - 84	145	1.6%	358	1.8%	466	1.8%
85+	38	0.4%	108	0.5%	106	0.4%

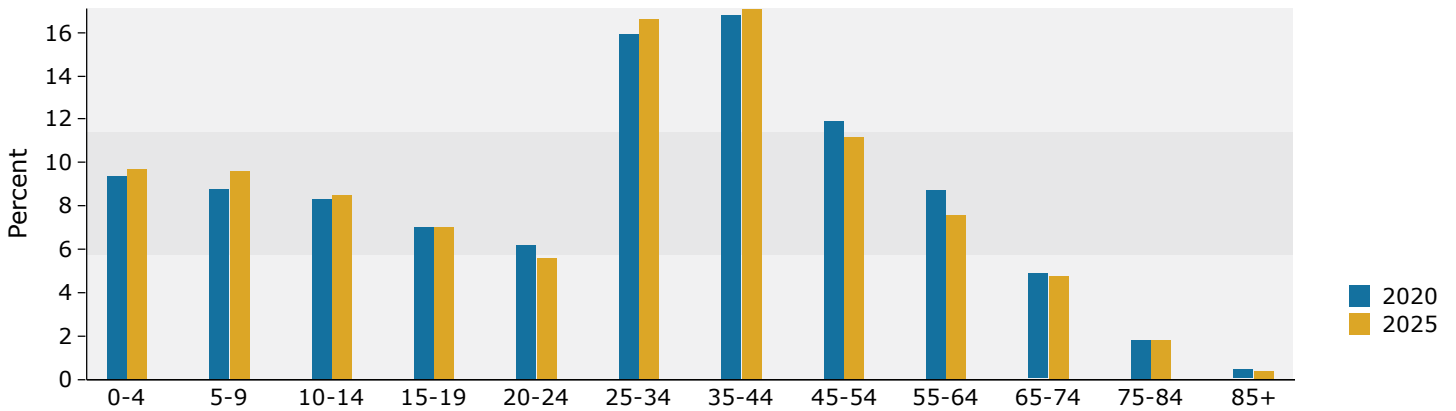|	Census 2010		2020		2025	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	4,616	50.5%	10,305	50.9%	13,445	51.7%
Black Alone	2,344	25.7%	4,484	22.1%	5,532	21.3%
American Indian Alone	95	1.0%	159	0.8%	208	0.8%
Asian Alone	170	1.9%	469	2.3%	797	3.1%
Pacific Islander Alone	12	0.1%	24	0.1%	37	0.1%
Some Other Race Alone	1,525	16.7%	3,773	18.6%	4,554	17.5%
Two or More Races	372	4.1%	1,030	5.1%	1,411	5.4%
Hispanic Origin (Any Race)	3,976	43.5%	9,361	46.2%	11,770	45.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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Trends 2020-2025

Annual Rate (in percent) — categories: Population, Households, Families, Owner HHs, Median HH Income. Legend: Area, State, USA.

Population by Age

Percent by age groups: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+. Legend: 2020, 2025.

2020 Household Income

- $35K - $49K: 12.2%
- $25K - $34K: 7.3%
- $15K - $24K: 6.4%
- <$15K: 6.6%
- $200K+: 4.2%
- $150K - $199K: 4.3%
- $100K - $149K: 20.9%
- $75K - $99K: 16.6%
- $50K - $74K: 21.4%

2020 Population by Race

Percent by race: White, Black, Am. Ind., Asian, Pacific, Other, Two+.
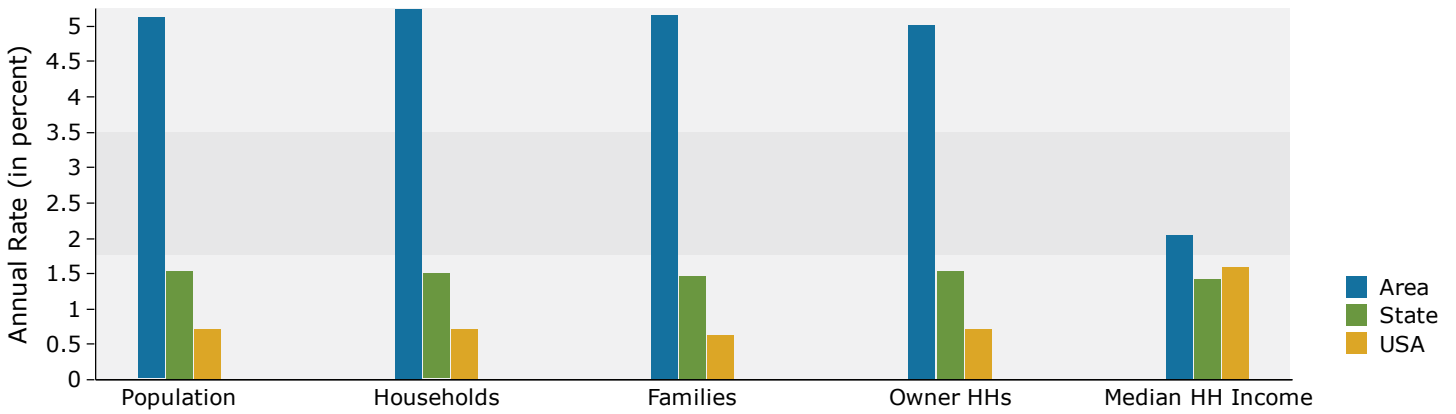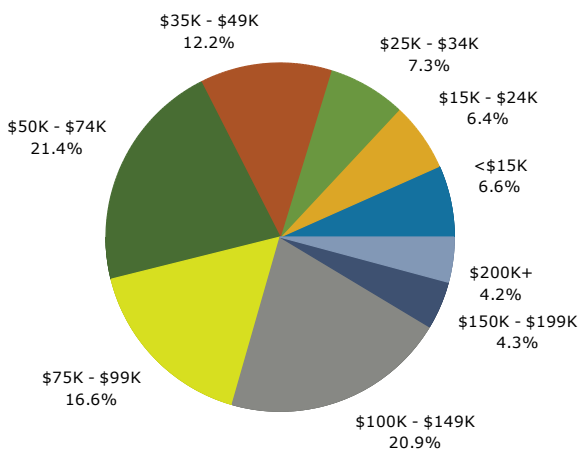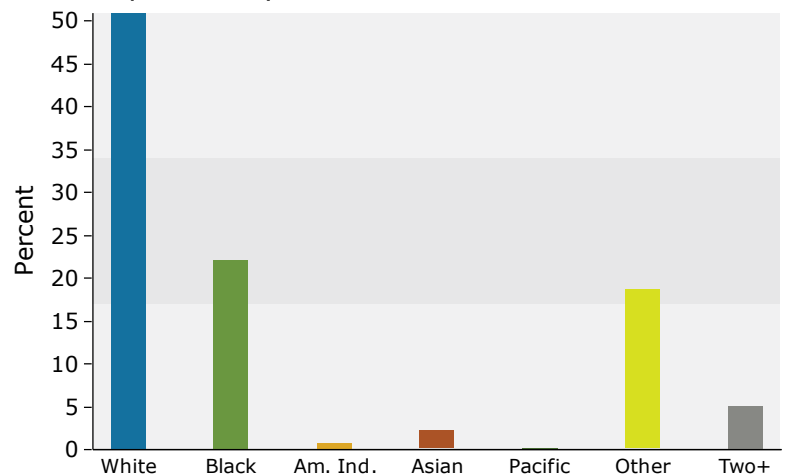
2020 Percent Hispanic Origin: 46.2%

	Census 2010	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	9,133	20,244	25,984	5,740	5.12%
Median Age	30.3	31.8	30.9	-0.9	-0.57%
Households	2,839	6,115	7,896	1,781	5.25%
Average Household Size	3.21	3.31	3.29	-0.02	-0.12%

2020 Households by Disposable Income	Number	Percent
Total	6,115	100.0%
<$15,000	470	7.7%
$15,000-$24,999	482	7.9%
$25,000-$34,999	593	9.7%
$35,000-$49,999	955	15.6%
$50,000-$74,999	1,551	25.4%
$75,000-$99,999	982	16.1%
$100,000-$149,999	806	13.2%
$150,000-$199,999	148	2.4%
$200,000+	127	2.1%
Median Disposable Income	$56,434	
Average Disposable Income	$67,614	

2020 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	147	1,285	1,749	1,294	933	450	257
<$15,000	9	89	101	97	73	51	49
$15,000-$24,999	8	78	104	69	89	73	61
$25,000-$34,999	25	151	154	119	70	43	32
$35,000-$49,999	31	241	257	169	153	68	35
$50,000-$74,999	36	365	407	332	262	100	50
$75,000-$99,999	22	170	366	217	148	42	19
$100,000-$149,999	14	162	273	211	90	45	11
$150,000-$199,999	0	16	49	46	23	13	1
$200,000+	1	14	38	36	23	15	0
Median Disposable Income	$50,000	$53,700	$63,304	$61,795	$55,200	$47,135	$30,224
Average Disposable Income	$58,205	$62,957	$73,243	$74,445	$65,971	$61,400	$40,410

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Manor

Area: 30.53 square miles

Summary	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	20,244	25,984	5,740	5.12%
Households	6,115	7,896	1,781	5.25%
Median Age	31.8	30.9	-0.9	-0.57%
Average Household Size	3.31	3.29	-0.02	-0.12%

	2020		2025	
Households by Income	**Number**	**Percent**	**Number**	**Percent**
Household	6,115	100%	7,896	100%
<$15,000	403	6.6%	474	6.0%
$15,000-$24,999	392	6.4%	441	5.6%
$25,000-$34,999	444	7.3%	501	6.3%
$35,000-$49,999	749	12.2%	890	11.3%
$50,000-$74,999	1,309	21.4%	1,565	19.8%
$75,000-$99,999	1,017	16.6%	1,237	15.7%
$100,000-$149,999	1,279	20.9%	1,793	22.7%
$150,000-$199,999	266	4.3%	504	6.4%
$200,000+	258	4.2%	492	6.2%
Median Household Income	$68,797		$76,151	
Average Household Income	$82,895		$92,603	
Per Capita Income	$24,989		$28,083	

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2020 Households by Income and Age of Householder

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	147	1,285	1,749	1,294	933	450	257
<$15,000	9	74	93	92	58	39	38
$15,000-$24,999	6	48	92	61	71	59	55
$25,000-$34,999	18	89	106	75	65	54	35
$35,000-$49,999	31	177	228	144	93	40	35
$50,000-$74,999	30	283	325	274	244	108	45
$75,000-$99,999	25	253	255	234	166	51	32
$100,000-$149,999	23	284	484	247	164	63	15
$150,000-$199,999	3	46	70	108	26	11	2
$200,000+	1	32	96	59	44	24	1
Median HH Income	$55,452	$71,507	$77,269	$75,074	$65,916	$55,290	$35,309
Average HH Income	$66,814	$80,241	$90,400	$88,661	$81,397	$74,054	$46,187

Percent Distribution

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<$15,000	6.1%	5.8%	5.3%	7.1%	6.2%	8.7%	14.8%
$15,000-$24,999	4.1%	3.7%	5.3%	4.7%	7.6%	13.1%	21.4%
$25,000-$34,999	12.2%	6.9%	6.1%	5.8%	7.0%	12.0%	13.6%
$35,000-$49,999	21.1%	13.8%	13.0%	11.1%	10.0%	8.9%	13.6%
$50,000-$74,999	20.4%	22.0%	18.6%	21.2%	26.2%	24.0%	17.5%
$75,000-$99,999	17.0%	19.7%	14.6%	18.1%	17.8%	11.3%	12.5%
$100,000-$149,999	15.6%	22.1%	27.7%	19.1%	17.6%	14.0%	5.8%
$150,000-$199,999	2.0%	3.6%	4.0%	8.3%	2.8%	2.4%	0.8%
$200,000+	0.7%	2.5%	5.5%	4.6%	4.7%	5.3%	0.4%

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Area: 30.53 square miles

2025 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	173	1,763	2,355	1,607	1,087	593	319
<$15,000	11	92	113	97	63	50	48
$15,000-$24,999	5	61	114	63	71	67	59
$25,000-$34,999	19	110	123	76	65	64	44
$35,000-$49,999	34	226	282	158	95	48	46
$50,000-$74,999	38	374	385	308	270	133	57
$75,000-$99,999	29	331	322	269	185	63	38
$100,000-$149,999	30	423	690	328	205	96	21
$150,000-$199,999	3	87	134	205	51	21	3
$200,000+	2	59	192	103	82	52	1
Median HH Income	$58,296	$75,984	$85,714	$82,641	$72,243	$60,129	$36,825
Average HH Income	$72,540	$87,122	$100,881	$100,188	$92,056	$85,609	$49,031
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<$15,000	6.4%	5.2%	4.8%	6.0%	5.8%	8.4%	15.0%
$15,000-$24,999	2.9%	3.5%	4.8%	3.9%	6.5%	11.3%	18.5%
$25,000-$34,999	11.0%	6.2%	5.2%	4.7%	6.0%	10.8%	13.8%
$35,000-$49,999	19.7%	12.8%	12.0%	9.8%	8.7%	8.1%	14.4%
$50,000-$74,999	22.0%	21.2%	16.3%	19.2%	24.8%	22.4%	17.9%
$75,000-$99,999	16.8%	18.8%	13.7%	16.7%	17.0%	10.6%	11.9%
$100,000-$149,999	17.3%	24.0%	29.3%	20.4%	18.9%	16.2%	6.6%
$150,000-$199,999	1.7%	4.9%	5.7%	12.8%	4.7%	3.5%	0.9%
$200,000+	1.2%	3.3%	8.2%	6.4%	7.5%	8.8%	0.3%

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	77.5%	Population	20,244	25,984
American Dreamers (7C)	21.6%	Households	6,115	7,896
Middleburg (4C)	0.8%	Families	4,726	6,077
Down the Road (10D)	0.1%	Median Age	31.8	30.9
	0.0%	Median Household Income	$68,797	$76,151

	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Apparel and Services	$12,682,580	$18,314,750	$5,632,170
Men's	$2,441,890	$3,526,517	$1,084,627
Women's	$4,181,095	$6,029,332	$1,848,237
Children's	$2,263,279	$3,280,949	$1,017,670
Footwear	$2,847,351	$4,109,935	$1,262,584
Watches & Jewelry	$659,889	$952,464	$292,575
Apparel Products and Services (1)	$289,076	$415,553	$126,477
Computer			
Computers and Hardware for Home Use	$977,769	$1,411,087	$433,318
Portable Memory	$23,119	$33,296	$10,177
Computer Software	$56,925	$82,103	$25,178
Computer Accessories	$107,202	$155,135	$47,933
Entertainment & Recreation	$18,127,153	$26,186,122	$8,058,969
Fees and Admissions	$4,199,741	$6,068,245	$1,868,504
Membership Fees for Clubs (2)	$1,276,594	$1,841,023	$564,429
Fees for Participant Sports, excl. Trips	$649,843	$939,760	$289,917
Tickets to Theatre/Operas/Concerts	$403,004	$581,383	$178,379
Tickets to Movies	$405,541	$586,944	$181,403
Tickets to Parks or Museums	$202,380	$292,182	$89,802
Admission to Sporting Events, excl. Trips	$349,020	$504,150	$155,130
Fees for Recreational Lessons	$909,475	$1,317,265	$407,790
Dating Services	$3,884	$5,538	$1,654
TV/Video/Audio	$6,492,004	$9,366,377	$2,874,373
Cable and Satellite Television Services	$4,210,186	$6,065,061	$1,854,875
Televisions	$690,206	$998,139	$307,933
Satellite Dishes	$8,391	$12,152	$3,761
VCRs, Video Cameras, and DVD Players	$35,568	$51,504	$15,936
Miscellaneous Video Equipment	$146,664	$211,892	$65,228
Video Cassettes and DVDs	$64,703	$93,697	$28,994
Video Game Hardware/Accessories	$188,871	$273,465	$84,594
Video Game Software	$111,070	$161,057	$49,987
Rental/Streaming/Downloaded Video	$361,833	$523,915	$162,082
Installation of Televisions	$6,592	$9,512	$2,920
Audio (3)	$656,922	$950,182	$293,260
Rental and Repair of TV/Radio/Sound Equipment	$10,999	$15,800	$4,801
Pets	$3,580,837	$5,169,302	$1,588,465
Toys/Games/Crafts/Hobbies (4)	$764,888	$1,108,292	$343,404
Recreational Vehicles and Fees (5)	$662,663	$956,335	$293,672
Sports/Recreation/Exercise Equipment (6)	$1,415,795	$2,056,055	$640,260
Photo Equipment and Supplies (7)	$295,456	$428,041	$132,585
Reading (8)	$566,748	$817,849	$251,101
Catered Affairs (9)	$149,020	$215,627	$66,607
Food	$52,104,192	$75,157,262	$23,053,070
Food at Home	$30,113,302	$43,430,749	$13,317,447
Bakery and Cereal Products	$3,906,711	$5,638,100	$1,731,389
Meats, Poultry, Fish, and Eggs	$6,546,054	$9,432,467	$2,886,413
Dairy Products	$3,030,460	$4,371,117	$1,340,657
Fruits and Vegetables	$5,909,713	$8,519,077	$2,609,364
Snacks and Other Food at Home (10)	$10,720,363	$15,469,987	$4,749,624
Food Away from Home	$21,990,890	$31,726,513	$9,735,623
Alcoholic Beverages	$3,425,728	$4,939,336	$1,513,608

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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	$127,539,201	$184,132,746	$56,593,545
Value of Retirement Plans	$484,205,541	$699,146,501	$214,940,960
Value of Other Financial Assets	$38,271,942	$54,849,499	$16,577,557
Vehicle Loan Amount excluding Interest	$19,088,323	$27,606,781	$8,518,458
Value of Credit Card Debt	$14,853,827	$21,442,703	$6,588,876
Health			
Nonprescription Drugs	$772,638	$1,113,705	$341,067
Prescription Drugs	$1,847,317	$2,667,609	$820,292
Eyeglasses and Contact Lenses	$479,745	$692,485	$212,740
Home			
Mortgage Payment and Basics (11)	$62,263,409	$89,930,896	$27,667,487
Maintenance and Remodeling Services	$14,140,943	$20,387,179	$6,246,236
Maintenance and Remodeling Materials (12)	$2,944,430	$4,246,190	$1,301,760
Utilities, Fuel, and Public Services	$27,761,865	$40,033,166	$12,271,301
Household Furnishings and Equipment			
Household Textiles (13)	$578,747	$835,594	$256,847
Furniture	$3,881,717	$5,611,041	$1,729,324
Rugs	$189,835	$275,791	$85,956
Major Appliances (14)	$2,188,655	$3,163,446	$974,791
Housewares (15)	$565,511	$817,012	$251,501
Small Appliances	$281,608	$406,369	$124,761
Luggage	$88,432	$127,650	$39,218
Telephones and Accessories	$458,514	$661,631	$203,117
Household Operations			
Child Care	$3,404,097	$4,930,523	$1,526,426
Lawn and Garden (16)	$2,566,688	$3,700,785	$1,134,097
Moving/Storage/Freight Express	$349,398	$503,598	$154,200
Housekeeping Supplies (17)	$4,575,060	$6,604,814	$2,029,754
Insurance			
Owners and Renters Insurance	$3,512,381	$5,075,669	$1,563,288
Vehicle Insurance	$10,819,652	$15,609,714	$4,790,062
Life/Other Insurance	$2,851,699	$4,119,227	$1,267,528
Health Insurance	$20,764,820	$29,968,066	$9,203,246
Personal Care Products (18)	$2,962,908	$4,278,107	$1,315,199
School Books and Supplies (19)	$896,788	$1,294,631	$397,843
Smoking Products	$1,855,172	$2,673,755	$818,583
Transportation			
Payments on Vehicles excluding Leases	$16,396,792	$23,712,163	$7,315,371
Gasoline and Motor Oil	$14,102,693	$20,339,059	$6,236,366
Vehicle Maintenance and Repairs	$6,558,576	$9,474,847	$2,916,271
Travel			
Airline Fares	$3,341,330	$4,814,326	$1,472,996
Lodging on Trips	$3,460,955	$4,993,088	$1,532,133
Auto/Truck Rental on Trips	$164,579	$237,397	$72,818
Food and Drink on Trips	$3,225,153	$4,654,555	$1,429,402

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. 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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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(1) Apparel Products and Services includes 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 health clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

(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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Demographic Summary	2020	2025
Population	20,244	25,984
Population 18+	14,010	17,575
Households	6,115	7,896
Median Household Income	$68,797	$76,151

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,603	47.1%	98
Bought any women's clothing in last 12 months	6,385	45.6%	104
Bought clothing for child <13 years in last 6 months	5,012	35.8%	136
Bought any shoes in last 12 months	7,256	51.8%	99
Bought costume jewelry in last 12 months	2,475	17.7%	104
Bought any fine jewelry in last 12 months	2,581	18.4%	102
Bought a watch in last 12 months	2,269	16.2%	106
Automobiles (Households)			
HH owns/leases any vehicle	5,499	89.9%	105
HH bought/leased new vehicle last 12 months	596	9.7%	103
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	12,538	89.5%	105
Bought/changed motor oil in last 12 months	6,882	49.1%	105
Had tune-up in last 12 months	3,714	26.5%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,045	71.7%	100
Drank regular cola in last 6 months	6,534	46.6%	107
Drank beer/ale in last 6 months	5,614	40.1%	97
Cameras (Adults)			
Own digital point & shoot camera/camcorder	983	7.0%	83
Own digital SLR camera/camcorder	1,086	7.8%	102
Printed digital photos in last 12 months	3,082	22.0%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	5,264	37.6%	112
Have a smartphone	13,219	94.4%	108
Have a smartphone: Android phone (any brand)	6,119	43.7%	106
Have a smartphone: Apple iPhone	6,957	49.7%	111
Number of cell phones in household: 1	1,247	20.4%	67
Number of cell phones in household: 2	2,303	37.7%	98
Number of cell phones in household: 3+	2,515	41.1%	142
HH has cell phone only (no landline telephone)	4,132	67.6%	112
Computers (Households)			
HH owns a computer	4,912	80.3%	109
HH owns desktop computer	2,386	39.0%	111
HH owns laptop/notebook	3,890	63.6%	111
HH owns any Apple/Mac brand computer	1,255	20.5%	108
HH owns any PC/non-Apple brand computer	4,161	68.0%	112
HH purchased most recent computer in a store	2,288	37.4%	106
HH purchased most recent computer online	811	13.3%	94
HH spent $1-$499 on most recent home computer	802	13.1%	89
HH spent $500-$999 on most recent home computer	1,024	16.7%	104
HH spent $1,000-$1,499 on most recent home computer	614	10.0%	104
HH spent $1,500-$1,999 on most recent home computer	287	4.7%	105
HH spent $2,000+ on most recent home computer	279	4.6%	112

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	9,327	66.6%	107
Bought brewed coffee at convenience store in last 30 days	1,797	12.8%	97
Bought cigarettes at convenience store in last 30 days	1,246	8.9%	85
Bought gas at convenience store in last 30 days	5,805	41.4%	111
Spent at convenience store in last 30 days: $1-19	892	6.4%	94
Spent at convenience store in last 30 days: $20-$39	1,438	10.3%	111
Spent at convenience store in last 30 days: $40-$50	1,210	8.6%	108
Spent at convenience store in last 30 days: $51-$99	657	4.7%	86
Spent at convenience store in last 30 days: $100+	3,489	24.9%	110
Entertainment (Adults)			
Attended a movie in last 6 months	9,330	66.6%	114
Went to live theater in last 12 months	1,237	8.8%	78
Went to a bar/night club in last 12 months	2,167	15.5%	91
Dined out in last 12 months	7,113	50.8%	100
Gambled at a casino in last 12 months	1,987	14.2%	104
Visited a theme park in last 12 months	3,315	23.7%	126
Viewed movie (video-on-demand) in last 30 days	2,294	16.4%	99
Viewed TV show (video-on-demand) in last 30 days	1,573	11.2%	96
Watched any pay-per-view TV in last 12 months	1,385	9.9%	112
Downloaded a movie over the Internet in last 30 days	1,761	12.6%	125
Downloaded any individual song in last 6 months	2,788	19.9%	106
Watched a movie online in the last 30 days	5,095	36.4%	121
Watched a TV program online in last 30 days	3,172	22.6%	112
Played a video/electronic game (console) in last 12 months	1,332	9.5%	105
Played a video/electronic game (portable) in last 12 months	530	3.8%	88
Financial (Adults)			
Have home mortgage (1st)	5,097	36.4%	119
Used ATM/cash machine in last 12 months	7,432	53.0%	101
Own any stock	772	5.5%	78
Own U.S. savings bond	396	2.8%	67
Own shares in mutual fund (stock)	674	4.8%	68
Own shares in mutual fund (bonds)	427	3.0%	64
Have interest checking account	3,391	24.2%	85
Have non-interest checking account	4,000	28.6%	99
Have savings account	8,192	58.5%	103
Have 401K retirement savings plan	2,187	15.6%	97
Own/used any credit/debit card in last 12 months	11,554	82.5%	103
Avg monthly credit card expenditures: $1-110	1,613	11.5%	101
Avg monthly credit card expenditures: $111-$225	1,108	7.9%	109
Avg monthly credit card expenditures: $226-$450	1,161	8.3%	120
Avg monthly credit card expenditures: $451-$700	737	5.3%	85
Avg monthly credit card expenditures: $701-$1,000	637	4.5%	77
Avg monthly credit card expenditures: $1,001+	1,556	11.1%	91
Did banking online in last 12 months	6,154	43.9%	112
Did banking on mobile device in last 12 months	4,704	33.6%	118
Paid bills online in last 12 months	8,336	59.5%	116

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	4,270	69.8%	102
HH used bread in last 6 months	5,783	94.6%	101
HH used chicken (fresh or frozen) in last 6 months	4,399	71.9%	106
HH used turkey (fresh or frozen) in last 6 months	843	13.8%	92
HH used fish/seafood (fresh or frozen) in last 6 months	3,550	58.1%	106
HH used fresh fruit/vegetables in last 6 months	5,228	85.5%	102
HH used fresh milk in last 6 months	5,122	83.8%	99
HH used organic food in last 6 months	1,520	24.9%	103
Health (Adults)			
Exercise at home 2+ times per week	4,154	29.7%	108
Exercise at club 2+ times per week	2,314	16.5%	117
Visited a doctor in last 12 months	10,141	72.4%	95
Used vitamin/dietary supplement in last 6 months	7,268	51.9%	97
Home (Households)			
HH did any home improvement in last 12 months	1,790	29.3%	107
HH used any maid/professional cleaning service in last 12 months	987	16.1%	108
HH purchased low ticket HH furnishings in last 12 months	1,050	17.2%	99
HH purchased big ticket HH furnishings in last 12 months	1,466	24.0%	106
HH bought any small kitchen appliance in last 12 months	1,402	22.9%	101
HH bought any large kitchen appliance in last 12 months	944	15.4%	117
Insurance (Adults/Households)			
Currently carry life insurance	6,037	43.1%	99
Carry medical/hospital/accident insurance	9,970	71.2%	96
Carry homeowner insurance	6,338	45.2%	98
Carry renter's insurance	1,379	9.8%	113
HH has auto insurance: 1 vehicle in household covered	1,686	27.6%	91
HH has auto insurance: 2 vehicles in household covered	2,069	33.8%	122
HH has auto insurance: 3+ vehicles in household covered	1,417	23.2%	103
Pets (Households)			
Household owns any pet	3,708	60.6%	113
Household owns any cat	1,136	18.6%	81
Household owns any dog	3,088	50.5%	123
Psychographics (Adults)			
Buying American is important to me	4,418	31.5%	86
Usually buy items on credit rather than wait	1,767	12.6%	93
Usually buy based on quality - not price	2,302	16.4%	90
Price is usually more important than brand name	3,794	27.1%	97
Usually use coupons for brands I buy often	2,030	14.5%	91
Am interested in how to help the environment	2,741	19.6%	99
Usually pay more for environ safe product	2,138	15.3%	103
Usually value green products over convenience	1,636	11.7%	102
Likely to buy a brand that supports a charity	5,043	36.0%	101
Reading (Adults)			
Bought digital book in last 12 months	1,882	13.4%	102
Bought hardcover book in last 12 months	2,849	20.3%	102
Bought paperback book in last 12 month	4,006	28.6%	102
Read any daily newspaper (paper version)	1,389	9.9%	62
Read any digital newspaper in last 30 days	5,618	40.1%	97
Read any magazine (paper/electronic version) in last 6 months	12,900	92.1%	101

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	11,024	78.7%	107
Went to family restaurant/steak house: 4+ times a month	3,923	28.0%	107
Went to fast food/drive-in restaurant in last 6 months	13,027	93.0%	103
Went to fast food/drive-in restaurant 9+ times/month	5,646	40.3%	103
Fast food restaurant last 6 months: eat in	5,213	37.2%	104
Fast food restaurant last 6 months: home delivery	1,328	9.5%	112
Fast food restaurant last 6 months: take-out/drive-thru	7,230	51.6%	113
Fast food restaurant last 6 months: take-out/walk-in	3,147	22.5%	108
Television & Electronics (Adults/Households)			
Own any tablet	8,019	57.2%	114
Own any e-reader	1,568	11.2%	116
Own e-reader/tablet: iPad	4,732	33.8%	115
HH has Internet connectable TV	2,051	33.5%	106
Own any portable MP3 player	2,497	17.8%	112
HH owns 1 TV	1,028	16.8%	79
HH owns 2 TVs	1,500	24.5%	93
HH owns 3 TVs	1,512	24.7%	117
HH owns 4+ TVs	1,258	20.6%	122
HH subscribes to cable TV	2,386	39.0%	94
HH subscribes to fiber optic	291	4.8%	74
HH owns portable GPS navigation device	1,170	19.1%	94
HH purchased video game system in last 12 months	604	9.9%	116
HH owns any Internet video device for TV	2,055	33.6%	121
Travel (Adults)			
Took domestic trip in continental US last 12 months	7,486	53.4%	102
Took 3+ domestic non-business trips in last 12 months	1,712	12.2%	102
Spent on domestic vacations in last 12 months: $1-999	1,737	12.4%	115
Spent on domestic vacations in last 12 months: $1,000-$1,499	844	6.0%	97
Spent on domestic vacations in last 12 months: $1,500-$1,999	619	4.4%	114
Spent on domestic vacations in last 12 months: $2,000-$2,999	572	4.1%	93
Spent on domestic vacations in last 12 months: $3,000+	719	5.1%	80
Domestic travel in last 12 months: used general travel website	949	6.8%	102
Took foreign trip (including Alaska and Hawaii) in last 3 years	4,260	30.4%	105
Took 3+ foreign trips by plane in last 3 years	652	4.7%	80
Spent on foreign vacations in last 12 months: $1-999	748	5.3%	107
Spent on foreign vacations in last 12 months: $1,000-$2,999	650	4.6%	107
Spent on foreign vacations in last 12 months: $3,000+	785	5.6%	84
Foreign travel in last 3 years: used general travel website	690	4.9%	84
Nights spent in hotel/motel in last 12 months: any	6,576	46.9%	104
Took cruise of more than one day in last 3 years	1,414	10.1%	110
Member of any frequent flyer program	2,451	17.5%	95
Member of any hotel rewards program	2,713	19.4%	102

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