	5 Miles	10 Miles	30 Miles
Population Summary			
2000 Total Population	27,076	36,625	423,580
2010 Total Population	25,269	35,960	475,315
2020 Total Population	24,652	35,978	507,841
2020 Group Quarters	196	202	13,877
2025 Total Population	24,372	36,059	525,117
2020-2025 Annual Rate	-0.23%	0.04%	0.67%
2020 Total Daytime Population	23,044	35,362	492,448
Workers	8,977	14,744	200,376
Residents	14,067	20,618	292,072
Household Summary			
2000 Households	10,852	14,554	165,762
2000 Average Household Size	2.48	2.50	2.48
2010 Households	10,236	14,416	187,578
2010 Average Household Size	2.45	2.48	2.46
2020 Households	10,062	14,510	201,016
2020 Average Household Size	2.43	2.47	2.46
2025 Households	9,974	14,565	208,137
2025 Average Household Size	2.42	2.46	2.46
2020-2025 Annual Rate	-0.18%	0.08%	0.70%
2010 Families	6,857	9,859	121,630
2010 Average Family Size	3.01	3.02	3.03
2020 Families	6,607	9,743	127,552
2020 Average Family Size	3.01	3.02	3.05
2025 Families	6,498	9,710	130,949
2025 Average Family Size	3.01	3.02	3.06
2020-2025 Annual Rate	-0.33%	-0.07%	0.53%
Housing Unit Summary			
2000 Housing Units	12,027	16,422	182,836
Owner Occupied Housing Units	64.9%	66.2%	57.9%
Renter Occupied Housing Units	25.3%	22.4%	32.8%
Vacant Housing Units	9.8%	11.4%	9.3%
2010 Housing Units	12,467	17,524	211,849
Owner Occupied Housing Units	54.6%	57.2%	53.5%
Renter Occupied Housing Units	27.5%	25.1%	35.1%
Vacant Housing Units	17.9%	17.7%	11.5%
2020 Housing Units	12,355	17,741	228,546
Owner Occupied Housing Units	50.3%	53.4%	48.6%
Renter Occupied Housing Units	31.1%	28.4%	39.3%
Vacant Housing Units	18.6%	18.2%	12.0%
2025 Housing Units	12,460	18,034	237,465
Owner Occupied Housing Units	49.3%	52.8%	48.4%
Renter Occupied Housing Units	30.7%	28.0%	39.3%
Vacant Housing Units	20.0%	19.2%	12.4%
Median Household Income			
2020	$41,128	$43,284	$48,668
2025	$44,328	$47,302	$52,303
Median Home Value			
2020	$95,283	$111,934	$165,815
2025	$97,688	$121,981	$180,462
Per Capita Income			
2020	$23,373	$24,231	$27,435
2025	$25,872	$26,849	$30,429
Median Age			
2010	39.8	39.6	34.6
2020	41.7	41.7	36.2
2025	43.0	43.1	37.3

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.

December 10, 2020

Latitude: 32.817
Longitude: -85.204

	5 Miles	10 Miles	30 Miles
2020 Households by Income			
Household Income Base	10,062	14,510	201,015
<$15,000	16.2%	15.8%	16.5%
$15,000 - $24,999	15.2%	13.9%	11.5%
$25,000 - $34,999	11.1%	10.8%	10.5%
$35,000 - $49,999	15.4%	15.0%	12.4%
$50,000 - $74,999	17.0%	16.3%	16.4%
$75,000 - $99,999	10.5%	11.5%	11.3%
$100,000 - $149,999	10.4%	11.6%	12.9%
$150,000 - $199,999	2.3%	3.0%	4.4%
$200,000+	1.9%	2.1%	4.1%
Average Household Income	$57,152	$60,238	$69,023
2025 Households by Income			
Household Income Base	9,974	14,565	208,136
<$15,000	15.0%	14.5%	15.3%
$15,000 - $24,999	14.2%	12.9%	10.9%
$25,000 - $34,999	10.3%	10.0%	9.9%
$35,000 - $49,999	15.1%	14.6%	11.9%
$50,000 - $74,999	17.5%	16.9%	16.3%
$75,000 - $99,999	11.1%	12.0%	11.7%
$100,000 - $149,999	11.9%	13.2%	14.1%
$150,000 - $199,999	2.6%	3.5%	5.2%
$200,000+	2.3%	2.5%	4.8%
Average Household Income	$63,094	$66,655	$76,491
2020 Owner Occupied Housing Units by Value			
Total	6,218	9,470	111,149
<$50,000	19.7%	18.2%	10.7%
$50,000 - $99,999	33.5%	28.4%	16.8%
$100,000 - $149,999	14.8%	14.5%	17.3%
$150,000 - $199,999	15.3%	15.8%	16.6%
$200,000 - $249,999	4.4%	6.6%	11.5%
$250,000 - $299,999	4.2%	4.2%	8.7%
$300,000 - $399,999	5.6%	8.4%	9.3%
$400,000 - $499,999	1.6%	2.1%	3.7%
$500,000 - $749,999	0.4%	1.4%	3.7%
$750,000 - $999,999	0.3%	0.4%	1.0%
$1,000,000 - $1,499,999	0.0%	0.0%	0.2%
$1,500,000 - $1,999,999	0.1%	0.2%	0.2%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$131,975	$152,181	$208,535
2025 Owner Occupied Housing Units by Value			
Total	6,149	9,516	114,832
<$50,000	18.6%	16.7%	9.4%
$50,000 - $99,999	32.9%	27.1%	15.0%
$100,000 - $149,999	14.9%	14.2%	15.8%
$150,000 - $199,999	15.3%	15.7%	16.0%
$200,000 - $249,999	4.5%	7.0%	12.1%
$250,000 - $299,999	4.5%	4.6%	9.7%
$300,000 - $399,999	6.3%	9.9%	10.9%
$400,000 - $499,999	2.0%	2.5%	4.5%
$500,000 - $749,999	0.5%	1.7%	4.6%
$750,000 - $999,999	0.4%	0.5%	1.2%
$1,000,000 - $1,499,999	0.0%	0.0%	0.3%
$1,500,000 - $1,999,999	0.1%	0.2%	0.3%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$137,409	$162,830	$225,882

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.

December 10, 2020

Latitude: 32.817
Longitude: -85.204

	5 Miles	10 Miles	30 Miles
2010 Population by Age			
Total	25,270	35,961	475,318
0 - 4	6.3%	6.2%	6.6%
5 - 9	6.2%	6.4%	6.5%
10 - 14	6.9%	7.1%	6.7%
15 - 24	12.9%	12.8%	17.3%
25 - 34	11.3%	11.3%	13.3%
35 - 44	13.2%	13.5%	12.7%
45 - 54	13.8%	14.1%	13.7%
55 - 64	13.2%	13.5%	11.3%
65 - 74	8.6%	8.5%	6.5%
75 - 84	5.3%	4.7%	3.9%
85 +	2.2%	1.9%	1.5%
18 +	75.9%	75.6%	75.9%
2020 Population by Age			
Total	24,652	35,978	507,841
0 - 4	5.7%	5.7%	6.0%
5 - 9	6.2%	6.1%	6.2%
10 - 14	6.2%	6.2%	6.2%
15 - 24	11.1%	11.2%	15.7%
25 - 34	12.7%	12.7%	14.4%
35 - 44	12.0%	12.1%	12.3%
45 - 54	12.7%	12.9%	11.8%
55 - 64	13.7%	13.9%	12.3%
65 - 74	11.5%	11.8%	9.3%
75 - 84	5.9%	5.4%	4.3%
85 +	2.4%	2.0%	1.7%
18 +	78.3%	78.4%	78.1%
2025 Population by Age			
Total	24,371	36,058	525,119
0 - 4	5.5%	5.5%	5.9%
5 - 9	5.9%	5.9%	5.9%
10 - 14	6.5%	6.4%	6.2%
15 - 24	10.9%	10.9%	15.4%
25 - 34	11.1%	11.2%	13.4%
35 - 44	12.4%	12.5%	12.9%
45 - 54	12.4%	12.6%	11.4%
55 - 64	13.3%	13.5%	11.5%
65 - 74	12.4%	12.6%	10.1%
75 - 84	7.3%	7.0%	5.4%
85 +	2.4%	2.0%	1.7%
18 +	78.3%	78.5%	78.3%
2010 Population by Sex			
Males	11,916	17,179	229,414
Females	13,353	18,781	245,901
2020 Population by Sex			
Males	11,730	17,296	246,743
Females	12,922	18,682	261,098
2025 Population by Sex			
Males	11,643	17,392	255,732
Females	12,728	18,666	269,385

December 10, 2020

Latitude: 32.817
Longitude: -85.204

	5 Miles	10 Miles	30 Miles
2010 Population by Race/Ethnicity			
Total	25,268	35,959	475,314
White Alone	58.6%	63.9%	62.1%
Black Alone	38.5%	33.4%	32.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.7%	0.7%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.6%	1.5%
Two or More Races	1.2%	1.2%	1.9%
Hispanic Origin	1.8%	1.6%	3.8%
Diversity Index	52.6	49.7	54.6
2020 Population by Race/Ethnicity			
Total	24,653	35,977	507,840
White Alone	55.6%	61.5%	58.9%
Black Alone	39.4%	34.0%	33.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.8%	1.6%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.0%	1.8%
Two or More Races	1.6%	1.6%	2.5%
Hispanic Origin	3.1%	2.6%	4.8%
Diversity Index	56.4	53.1	58.4
2025 Population by Race/Ethnicity			
Total	24,372	36,059	525,119
White Alone	54.1%	60.3%	57.4%
Black Alone	39.5%	34.1%	33.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.4%	2.1%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	1.3%	1.9%
Two or More Races	1.9%	1.9%	2.9%
Hispanic Origin	4.0%	3.3%	5.5%
Diversity Index	58.4	55.0	60.3
2010 Population by Relationship and Household Type			
Total	25,269	35,960	475,315
In Households	99.2%	99.4%	97.2%
In Family Households	84.1%	85.0%	79.6%
Householder	27.2%	27.4%	25.6%
Spouse	16.5%	17.6%	16.8%
Child	33.5%	33.4%	31.3%
Other relative	4.6%	4.3%	3.9%
Nonrelative	2.3%	2.3%	2.0%
In Nonfamily Households	15.2%	14.5%	17.6%
In Group Quarters	0.8%	0.6%	2.8%
Institutionalized Population	0.3%	0.2%	1.4%
Noninstitutionalized Population	0.4%	0.3%	1.4%

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.

December 10, 2020

Latitude: 32.817
Longitude: -85.204

	5 Miles	10 Miles	30 Miles
2020 Population 25+ by Educational Attainment			
Total	17,452	25,464	335,031
Less than 9th Grade	3.8%	3.8%	3.4%
9th - 12th Grade, No Diploma	11.5%	9.9%	8.5%
High School Graduate	28.2%	26.8%	22.4%
GED/Alternative Credential	7.6%	8.4%	5.6%
Some College, No Degree	22.8%	24.1%	23.5%
Associate Degree	9.5%	9.6%	9.2%
Bachelor's Degree	12.1%	12.1%	16.4%
Graduate/Professional Degree	4.4%	5.3%	11.0%
2020 Population 15+ by Marital Status			
Total	20,187	29,496	414,885
Never Married	32.1%	29.6%	36.1%
Married	47.0%	49.6%	45.8%
Widowed	9.0%	8.5%	6.1%
Divorced	11.9%	12.3%	12.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,042	17,414	243,139
Population 16+ Employed	88.4%	88.8%	86.2%
Population 16+ Unemployment rate	11.6%	11.2%	13.8%
Population 16-24 Employed	12.0%	11.3%	14.0%
Population 16-24 Unemployment rate	19.3%	19.7%	23.8%
Population 25-54 Employed	63.9%	64.8%	64.5%
Population 25-54 Unemployment rate	10.9%	10.4%	12.2%
Population 55-64 Employed	16.7%	17.2%	15.7%
Population 55-64 Unemployment rate	9.0%	8.9%	11.4%
Population 65+ Employed	7.3%	6.7%	5.8%
Population 65+ Unemployment rate	8.7%	8.5%	10.2%
2020 Employed Population 16+ by Industry			
Total	10,650	15,469	209,545
Agriculture/Mining	0.7%	0.7%	0.6%
Construction	5.6%	7.1%	5.8%
Manufacturing	30.0%	28.5%	15.7%
Wholesale Trade	2.9%	3.0%	1.8%
Retail Trade	8.9%	8.7%	9.6%
Transportation/Utilities	3.4%	4.0%	4.5%
Information	3.1%	2.6%	1.6%
Finance/Insurance/Real Estate	4.1%	4.9%	8.3%
Services	37.7%	37.0%	46.7%
Public Administration	3.7%	3.6%	5.3%
2020 Employed Population 16+ by Occupation			
Total	10,652	15,469	209,546
White Collar	47.7%	48.9%	59.6%
Management/Business/Financial	11.7%	11.4%	13.0%
Professional	13.3%	14.6%	23.2%
Sales	8.8%	7.9%	10.1%
Administrative Support	13.9%	14.9%	13.4%
Services	12.9%	12.2%	16.0%
Blue Collar	39.4%	39.0%	24.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	4.8%	5.0%	4.4%
Installation/Maintenance/Repair	4.8%	5.9%	3.6%
Production	20.9%	19.2%	9.8%
Transportation/Material Moving	8.8%	8.7%	6.3%

December 10, 2020

	5 Miles	10 Miles	30 Miles
2010 Households by Type			
Total	10,236	14,416	187,579
Households with 1 Person	29.5%	27.9%	28.2%
Households with 2+ People	70.5%	72.1%	71.8%
Family Households	67.0%	68.4%	64.8%
Husband-wife Families	40.8%	44.0%	42.6%
With Related Children	16.2%	17.8%	18.8%
Other Family (No Spouse Present)	26.2%	24.3%	22.2%
Other Family with Male Householder	5.8%	5.7%	4.8%
With Related Children	3.2%	3.1%	2.5%
Other Family with Female Householder	20.4%	18.6%	17.5%
With Related Children	13.0%	12.0%	11.8%
Nonfamily Households	3.5%	3.7%	6.9%
All Households with Children	32.8%	33.4%	33.4%
Multigenerational Households	6.1%	6.1%	4.6%
Unmarried Partner Households	5.7%	5.5%	5.3%
Male-female	5.1%	4.9%	4.8%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	10,236	14,416	187,578
1 Person Household	29.5%	27.9%	28.2%
2 Person Household	32.0%	32.9%	32.6%
3 Person Household	17.3%	17.1%	17.5%
4 Person Household	12.3%	12.7%	13.0%
5 Person Household	5.5%	5.8%	5.6%
6 Person Household	2.3%	2.3%	2.0%
7 + Person Household	1.2%	1.3%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	10,236	14,416	187,578
Owner Occupied	66.5%	69.5%	60.4%
Owned with a Mortgage/Loan	37.8%	40.6%	41.1%
Owned Free and Clear	28.7%	28.9%	19.3%
Renter Occupied	33.5%	30.5%	39.6%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	259	230	169
Percent of Income for Mortgage	9.7%	10.8%	14.2%
Wealth Index	50	54	67
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,467	17,524	211,849
Housing Units Inside Urbanized Area	0.0%	0.1%	58.8%
Housing Units Inside Urbanized Cluster	80.4%	59.7%	12.8%
Rural Housing Units	19.6%	40.2%	28.4%
2010 Population By Urban/ Rural Status			
Total Population	25,269	35,960	475,315
Population Inside Urbanized Area	0.0%	0.1%	58.4%
Population Inside Urbanized Cluster	78.2%	57.7%	12.6%
Rural Population	21.8%	42.3%	29.0%

December 10, 2020

	5 Miles	10 Miles	30 Miles
Top 3 Tapestry Segments			
1.	Rural Bypasses (10E)	Rural Bypasses (10E)	Middleburg (4C)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Green Acres (6A)
2020 Consumer Spending			
Apparel & Services: Total $	$13,334,326	$20,369,140	$335,253,164
Average Spent	$1,325.22	$1,403.80	$1,667.79
Spending Potential Index	62	65	78
Education: Total $	$9,652,667	$14,747,545	$268,981,486
Average Spent	$959.32	$1,016.37	$1,338.11
Spending Potential Index	54	57	75
Entertainment/Recreation: Total $	$22,714,731	$34,096,694	$511,484,610
Average Spent	$2,257.48	$2,349.88	$2,544.50
Spending Potential Index	69	72	78
Food at Home: Total $	$37,839,575	$56,831,389	$849,288,202
Average Spent	$3,760.64	$3,916.70	$4,224.98
Spending Potential Index	70	73	79
Food Away from Home: Total $	$24,530,141	$37,373,679	$594,936,716
Average Spent	$2,437.90	$2,575.72	$2,959.65
Spending Potential Index	65	68	79
Health Care: Total $	$42,181,623	$63,388,516	$925,204,071
Average Spent	$4,192.17	$4,368.61	$4,602.64
Spending Potential Index	73	76	80
HH Furnishings & Equipment: Total $	$14,447,484	$21,956,154	$344,257,705
Average Spent	$1,435.85	$1,513.17	$1,712.59
Spending Potential Index	66	69	78
Personal Care Products & Services: Total $	$5,666,406	$8,706,378	$144,486,883
Average Spent	$563.15	$600.03	$718.78
Spending Potential Index	61	65	78
Shelter: Total $	$110,504,977	$169,361,315	$2,901,394,272
Average Spent	$10,982.41	$11,672.04	$14,433.65
Spending Potential Index	57	60	75
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,798,595	$25,539,843	$374,191,659
Average Spent	$1,669.51	$1,760.15	$1,861.50
Spending Potential Index	71	75	79
Travel: Total $	$13,894,558	$21,470,193	$356,016,370
Average Spent	$1,380.89	$1,479.68	$1,771.08
Spending Potential Index	57	61	73
Vehicle Maintenance & Repairs: Total $	$8,403,969	$12,548,771	$189,834,957
Average Spent	$835.22	$864.84	$944.38
Spending Potential Index	72	75	81

December 10, 2020