



Executive Summary

Greater Valley
Area: 315.28 square miles

Prepared by Esri

Population

2000 Population	66,208
2010 Population	86,003
2020 Population	105,802
2025 Population	114,946
2000-2010 Annual Rate	2.65%
2010-2020 Annual Rate	2.04%
2020-2025 Annual Rate	1.67%
2020 Male Population	51.4%
2020 Female Population	48.6%
2020 Median Age	30.0

In the identified area, the current year population is 105,802. In 2010, the Census count in the area was 86,003. The rate of change since 2010 was 2.04% annually. The five-year projection for the population in the area is 114,946 representing a change of 1.67% annually from 2020 to 2025. Currently, the population is 51.4% male and 48.6% female.

Median Age

The median age in this area is 30.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	70.3%
2020 Black Alone	10.8%
2020 American Indian/Alaska Native Alone	1.3%
2020 Asian Alone	2.7%
2020 Pacific Islander Alone	0.7%
2020 Other Race	6.6%
2020 Two or More Races	7.6%
2020 Hispanic Origin (Any Race)	21.5%

Persons of Hispanic origin represent 21.5% of the population in the identified area compared to 18.8% 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 66.4 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	68
2000 Households	20,129
2010 Households	26,876
2020 Total Households	33,362
2025 Total Households	36,444
2000-2010 Annual Rate	2.93%
2010-2020 Annual Rate	2.13%
2020-2025 Annual Rate	1.78%
2020 Average Household Size	2.97

The household count in this area has changed from 26,876 in 2010 to 33,362 in the current year, a change of 2.13% annually. The five-year projection of households is 36,444, a change of 1.78% annually from the current year total. Average household size is currently 2.97, compared to 2.97 in the year 2010. The number of families in the current year is 26,492 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

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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Mortgage Income

2020 Percent of Income for Mortgage 17.0%

Median Household Income

2020 Median Household Income \$62,433

2025 Median Household Income \$68,052

2020-2025 Annual Rate 1.74%

Average Household Income

2020 Average Household Income \$75,721

2025 Average Household Income \$84,469

2020-2025 Annual Rate 2.21%

Per Capita Income

2020 Per Capita Income \$25,152

2025 Per Capita Income \$27,958

2020-2025 Annual Rate 2.14%

Households by Income

Current median household income is \$62,433 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$68,052 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$75,721 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$84,469 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$25,152 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$27,958 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 148

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

2020 Total Housing Units 34,140

2020 Owner Occupied Housing Units 23,966

2020 Renter Occupied Housing Units 9,396

2020 Vacant Housing Units 778

2025 Total Housing Units 37,185

2025 Owner Occupied Housing Units 26,540

2025 Renter Occupied Housing Units 9,904

2025 Vacant Housing Units 741

Currently, 70.2% of the 34,140 housing units in the area are owner occupied; 27.5%, renter occupied; and 2.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% 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 8.28%. Median home value in the area is \$254,343, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 5.23% annually to \$328,214.

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Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	29.3%	Population	105,802	114,946
Middleburg (4C)	11.8%	Households	33,362	36,444
Home Improvement (4B)	9.5%	Families	26,492	28,862
Military Proximity (14A)	9.4%	Median Age	30.0	30.7
Soccer Moms (4A)	7.3%	Median Household Income	\$62,433	\$68,052
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$1,855.11	\$61,890,086
Men's		85	\$357.53	\$11,927,829
Women's		84	\$631.36	\$21,063,584
Children's		96	\$305.81	\$10,202,467
Footwear		87	\$417.37	\$13,924,173
Watches & Jewelry		84	\$98.17	\$3,275,234
Apparel Products and Services (1)		77	\$44.87	\$1,496,801
Computer				
Computers and Hardware for Home Use		86	\$140.44	\$4,685,384
Portable Memory		85	\$3.30	\$110,193
Computer Software		85	\$8.29	\$276,519
Computer Accessories		89	\$15.70	\$523,758
Entertainment & Recreation		84	\$2,721.81	\$90,805,085
Fees and Admissions		86	\$616.89	\$20,580,657
Membership Fees for Clubs (2)		83	\$198.61	\$6,625,886
Fees for Participant Sports, excl. Trips		92	\$90.90	\$3,032,720
Tickets to Theatre/Operas/Concerts		80	\$64.53	\$2,152,929
Tickets to Movies		94	\$54.03	\$1,802,599
Tickets to Parks or Museums		88	\$28.89	\$963,824
Admission to Sporting Events, excl. Trips		84	\$52.65	\$1,756,660
Fees for Recreational Lessons		87	\$126.62	\$4,224,307
Dating Services		80	\$0.65	\$21,733
TV/Video/Audio		84	\$981.01	\$32,728,583
Cable and Satellite Television Services		81	\$654.98	\$21,851,348
Televisions		90	\$97.61	\$3,256,308
Satellite Dishes		97	\$1.14	\$38,014
VCRs, Video Cameras, and DVD Players		93	\$4.88	\$162,682
Miscellaneous Video Equipment		88	\$21.92	\$731,447
Video Cassettes and DVDs		92	\$9.17	\$306,052
Video Game Hardware/Accessories		94	\$26.78	\$893,335
Video Game Software		96	\$15.84	\$528,379
Rental/Streaming/Downloaded Video		95	\$51.16	\$1,706,739
Installation of Televisions		86	\$0.93	\$31,109
Audio (3)		89	\$94.74	\$3,160,638
Rental and Repair of TV/Radio/Sound Equipment		77	\$1.87	\$62,531
Pets		80	\$554.73	\$18,506,973
Toys/Games/Crafts/Hobbies (4)		91	\$110.49	\$3,686,307
Recreational Vehicles and Fees (5)		71	\$110.52	\$3,687,125
Sports/Recreation/Exercise Equipment (6)		95	\$192.11	\$6,409,267
Photo Equipment and Supplies (7)		87	\$44.55	\$1,486,441
Reading (8)		81	\$87.70	\$2,925,926
Catered Affairs (9)		80	\$23.79	\$793,806
Food		85	\$7,743.49	\$258,338,197
Food at Home		84	\$4,495.08	\$149,964,780
Bakery and Cereal Products		84	\$583.98	\$19,482,808
Meats, Poultry, Fish, and Eggs		84	\$976.12	\$32,565,157
Dairy Products		83	\$457.11	\$15,250,171
Fruits and Vegetables		84	\$878.61	\$29,312,293
Snacks and Other Food at Home (10)		85	\$1,599.26	\$53,354,352
Food Away from Home		86	\$3,248.41	\$108,373,417
Alcoholic Beverages		83	\$519.20	\$17,321,490

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

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	\$19,963.25	\$666,013,951
Value of Retirement Plans	81	\$76,933.33	\$2,566,649,658
Value of Other Financial Assets	75	\$6,097.00	\$203,408,091
Vehicle Loan Amount excluding Interest	93	\$2,730.34	\$91,089,676
Value of Credit Card Debt	86	\$2,224.84	\$74,225,191
Health			
Nonprescription Drugs	81	\$120.42	\$4,017,326
Prescription Drugs	82	\$286.71	\$9,565,285
Eyeglasses and Contact Lenses	80	\$75.06	\$2,504,259
Home			
Mortgage Payment and Basics (11)	85	\$8,907.79	\$297,181,547
Maintenance and Remodeling Services	82	\$2,093.43	\$69,841,092
Maintenance and Remodeling Materials (12)	79	\$437.58	\$14,598,409
Utilities, Fuel, and Public Services	85	\$4,135.17	\$137,957,607
Household Furnishings and Equipment			
Household Textiles (13)	85	\$86.51	\$2,886,069
Furniture	88	\$561.93	\$18,747,084
Rugs	85	\$29.97	\$999,849
Major Appliances (14)	88	\$313.84	\$10,470,377
Housewares (15)	85	\$82.91	\$2,766,162
Small Appliances	85	\$42.21	\$1,408,303
Luggage	88	\$12.99	\$433,455
Telephones and Accessories	82	\$72.31	\$2,412,378
Household Operations			
Child Care	94	\$483.99	\$16,146,801
Lawn and Garden (16)	80	\$389.93	\$13,008,886
Moving/Storage/Freight Express	87	\$52.15	\$1,739,723
Housekeeping Supplies (17)	86	\$664.36	\$22,164,246
Insurance			
Owners and Renters Insurance	85	\$511.38	\$17,060,723
Vehicle Insurance	87	\$1,574.84	\$52,539,947
Life/Other Insurance	82	\$444.77	\$14,838,417
Health Insurance	84	\$3,127.70	\$104,346,364
Personal Care Products (18)	87	\$433.63	\$14,466,880
School Books and Supplies (19)	88	\$130.30	\$4,347,197
Smoking Products	78	\$313.54	\$10,460,190
Transportation			
Payments on Vehicles excluding Leases	91	\$2,339.37	\$78,045,898
Gasoline and Motor Oil	87	\$2,060.77	\$68,751,500
Vehicle Maintenance and Repairs	85	\$985.70	\$32,884,958
Travel			
Airline Fares	83	\$497.77	\$16,606,653
Lodging on Trips	82	\$530.87	\$17,710,948
Auto/Truck Rental on Trips	84	\$24.33	\$811,597
Food and Drink on Trips	84	\$482.56	\$16,099,308

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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