



Executive Summary

US Hwy 85 Business Corridor
Area: 14.29 square miles

Prepared by Esri

Population

2000 Population	28,802
2010 Population	33,093
2020 Population	38,752
2025 Population	41,652
2000-2010 Annual Rate	1.40%
2010-2020 Annual Rate	1.55%
2020-2025 Annual Rate	1.45%
2020 Male Population	48.6%
2020 Female Population	51.4%
2020 Median Age	35.7

In the identified area, the current year population is 38,752. In 2010, the Census count in the area was 33,093. The rate of change since 2010 was 1.55% annually. The five-year projection for the population in the area is 41,652 representing a change of 1.45% annually from 2020 to 2025. Currently, the population is 48.6% male and 51.4% female.

Median Age

The median age in this area is 35.7, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	69.9%
2020 Black Alone	10.9%
2020 American Indian/Alaska Native Alone	1.1%
2020 Asian Alone	3.2%
2020 Pacific Islander Alone	0.7%
2020 Other Race	6.6%
2020 Two or More Races	7.7%
2020 Hispanic Origin (Any Race)	21.1%

Persons of Hispanic origin represent 21.1% 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 66.6 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	74
2000 Households	9,676
2010 Households	11,429
2020 Total Households	13,348
2025 Total Households	14,347
2000-2010 Annual Rate	1.68%
2010-2020 Annual Rate	1.53%
2020-2025 Annual Rate	1.45%
2020 Average Household Size	2.89

The household count in this area has changed from 11,429 in 2010 to 13,348 in the current year, a change of 1.53% annually. The five-year projection of households is 14,347, a change of 1.45% annually from the current year total. Average household size is currently 2.89, compared to 2.88 in the year 2010. The number of families in the current year is 10,392 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 14.9%

Median Household Income

2020 Median Household Income \$65,212

2025 Median Household Income \$70,919

2020-2025 Annual Rate 1.69%

Average Household Income

2020 Average Household Income \$78,092

2025 Average Household Income \$86,592

2020-2025 Annual Rate 2.09%

Per Capita Income

2020 Per Capita Income \$26,860

2025 Per Capita Income \$29,780

2020-2025 Annual Rate 2.09%

Households by Income

Current median household income is \$65,212 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$70,919 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$78,092 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$86,592 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$26,860 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$29,780 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 168

2000 Total Housing Units 9,862

2000 Owner Occupied Housing Units 8,029

2000 Renter Occupied Housing Units 1,647

2000 Vacant Housing Units 186

2010 Total Housing Units 11,937

2010 Owner Occupied Housing Units 9,150

2010 Renter Occupied Housing Units 2,279

2010 Vacant Housing Units 508

2020 Total Housing Units 13,586

2020 Owner Occupied Housing Units 10,990

2020 Renter Occupied Housing Units 2,358

2020 Vacant Housing Units 238

2025 Total Housing Units 14,557

2025 Owner Occupied Housing Units 11,918

2025 Renter Occupied Housing Units 2,429

2025 Vacant Housing Units 210

Currently, 80.9% of the 13,586 housing units in the area are owner occupied; 17.4% are renter occupied; and 1.8% 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 11,937 housing units in the area - 76.7% owner occupied, 19.1% renter occupied, and 4.3% vacant. The annual rate of change in housing units since 2010 is 5.92%. Median home value in the area is \$232,648, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.86% annually to \$294,914.

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Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Home Improvement (4B)	21.3%	Population	38,752	41,652
Soccer Moms (4A)	18.3%	Households	13,348	14,347
Up and Coming Families (7A)	15.7%	Families	10,392	11,131
Rustbelt Traditions (5D)	10.6%	Median Age	35.7	36.1
Middleburg (4C)	8.1%	Median Household Income	\$65,212	\$70,919
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$1,865.59	\$24,901,877
Men's		86	\$360.37	\$4,810,240
Women's		86	\$650.61	\$8,684,394
Children's		92	\$292.68	\$3,906,709
Footwear		86	\$414.38	\$5,531,088
Watches & Jewelry		86	\$100.22	\$1,337,765
Apparel Products and Services (1)		82	\$47.32	\$631,680
Computer				
Computers and Hardware for Home Use		86	\$140.69	\$1,877,923
Portable Memory		84	\$3.27	\$43,708
Computer Software		85	\$8.23	\$109,912
Computer Accessories		93	\$16.42	\$219,236
Entertainment & Recreation		87	\$2,821.63	\$37,663,061
Fees and Admissions		90	\$642.37	\$8,574,379
Membership Fees for Clubs (2)		87	\$209.59	\$2,797,605
Fees for Participant Sports, excl. Trips		96	\$94.58	\$1,262,473
Tickets to Theatre/Operas/Concerts		86	\$69.26	\$924,437
Tickets to Movies		92	\$52.64	\$702,658
Tickets to Parks or Museums		87	\$28.51	\$380,515
Admission to Sporting Events, excl. Trips		89	\$56.17	\$749,732
Fees for Recreational Lessons		90	\$130.95	\$1,747,871
Dating Services		84	\$0.68	\$9,087
TV/Video/Audio		86	\$1,007.12	\$13,443,079
Cable and Satellite Television Services		84	\$683.12	\$9,118,239
Televisions		90	\$97.48	\$1,301,185
Satellite Dishes		101	\$1.18	\$15,719
VCRs, Video Cameras, and DVD Players		93	\$4.84	\$64,660
Miscellaneous Video Equipment		92	\$22.97	\$306,629
Video Cassettes and DVDs		92	\$9.18	\$122,569
Video Game Hardware/Accessories		89	\$25.20	\$336,413
Video Game Software		91	\$14.95	\$199,492
Rental/Streaming/Downloaded Video		92	\$49.47	\$660,282
Installation of Televisions		95	\$1.03	\$13,701
Audio (3)		90	\$95.81	\$1,278,848
Rental and Repair of TV/Radio/Sound Equipment		78	\$1.90	\$25,343
Pets		83	\$578.15	\$7,717,204
Toys/Games/Crafts/Hobbies (4)		90	\$109.82	\$1,465,933
Recreational Vehicles and Fees (5)		81	\$126.28	\$1,685,644
Sports/Recreation/Exercise Equipment (6)		96	\$193.92	\$2,588,437
Photo Equipment and Supplies (7)		89	\$45.28	\$604,363
Reading (8)		87	\$93.42	\$1,246,910
Catered Affairs (9)		84	\$25.26	\$337,111
Food		86	\$7,795.49	\$104,054,135
Food at Home		85	\$4,547.00	\$60,693,386
Bakery and Cereal Products		85	\$591.94	\$7,901,150
Meats, Poultry, Fish, and Eggs		84	\$986.35	\$13,165,857
Dairy Products		85	\$466.29	\$6,224,019
Fruits and Vegetables		85	\$889.73	\$11,876,053
Snacks and Other Food at Home (10)		86	\$1,612.70	\$21,526,308
Food Away from Home		86	\$3,248.48	\$43,360,749
Alcoholic Beverages		87	\$539.34	\$7,199,062

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.

January 21, 2021



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	93	\$22,753.89	\$303,718,979
Value of Retirement Plans	93	\$88,356.38	\$1,179,380,958
Value of Other Financial Assets	87	\$7,130.77	\$95,181,500
Vehicle Loan Amount excluding Interest	92	\$2,680.80	\$35,783,264
Value of Credit Card Debt	89	\$2,306.52	\$30,787,442
Health			
Nonprescription Drugs	85	\$125.52	\$1,675,399
Prescription Drugs	87	\$306.04	\$4,085,032
Eyeglasses and Contact Lenses	86	\$80.74	\$1,077,704
Home			
Mortgage Payment and Basics (11)	93	\$9,781.12	\$130,558,369
Maintenance and Remodeling Services	91	\$2,329.88	\$31,099,288
Maintenance and Remodeling Materials (12)	88	\$482.48	\$6,440,094
Utilities, Fuel, and Public Services	86	\$4,211.50	\$56,215,109
Household Furnishings and Equipment			
Household Textiles (13)	88	\$88.76	\$1,184,722
Furniture	90	\$578.05	\$7,715,837
Rugs	96	\$33.63	\$448,878
Major Appliances (14)	91	\$327.82	\$4,375,719
Housewares (15)	88	\$84.88	\$1,132,941
Small Appliances	86	\$42.45	\$566,610
Luggage	90	\$13.18	\$175,982
Telephones and Accessories	87	\$77.12	\$1,029,407
Household Operations			
Child Care	92	\$474.46	\$6,333,123
Lawn and Garden (16)	88	\$428.15	\$5,714,923
Moving/Storage/Freight Express	83	\$50.12	\$669,012
Housekeeping Supplies (17)	87	\$676.75	\$9,033,317
Insurance			
Owners and Renters Insurance	92	\$551.65	\$7,363,459
Vehicle Insurance	87	\$1,559.30	\$20,813,493
Life/Other Insurance	89	\$484.28	\$6,464,108
Health Insurance	88	\$3,275.74	\$43,724,540
Personal Care Products (18)	88	\$437.45	\$5,839,119
School Books and Supplies (19)	86	\$127.40	\$1,700,469
Smoking Products	78	\$312.50	\$4,171,279
Transportation			
Payments on Vehicles excluding Leases	91	\$2,335.40	\$31,172,978
Gasoline and Motor Oil	86	\$2,036.71	\$27,186,021
Vehicle Maintenance and Repairs	87	\$1,011.68	\$13,503,867
Travel			
Airline Fares	87	\$520.34	\$6,945,452
Lodging on Trips	88	\$569.13	\$7,596,709
Auto/Truck Rental on Trips	88	\$25.45	\$339,653
Food and Drink on Trips	88	\$504.71	\$6,736,822

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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