



Innovation Village Area: 1.99 square miles Prepared by Esri

Population Summary	
2000 Total Population	541
2010 Total Population	829
2016 Total Population	900
2016 Group Quarters	31
2021 Total Population	958
2016-2021 Annual Rate	1.26%
2016 Total Daytime Population	883
Workers	407
Residents	476
Household Summary	
2000 Households	216
2000 Average Household Size	2.39
2010 Households	323
2010 Average Household Size	2.47
2016 Households	349
2016 Average Household Size	2.49
2021 Households	373
2021 Average Household Size	2.49
2016-2021 Annual Rate	1.34%
2010 Families	235
2010 Average Family Size	2.90
2016 Families	252
2016 Average Family Size	2.94
2021 Families	268
2021 Average Family Size	2.94
2016-2021 Annual Rate	1.24%
Housing Unit Summary	
2000 Housing Units	238
Owner Occupied Housing Units	71.8%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	9.2%
2010 Housing Units	357
Owner Occupied Housing Units	69.7%
Renter Occupied Housing Units	20.7%
Vacant Housing Units	9.5%
2016 Housing Units	366
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	4.6%
2021 Housing Units	385
Owner Occupied Housing Units	71.2%
Renter Occupied Housing Units	25.5%
Vacant Housing Units	3.1%
Median Household Income	
2016	\$56,768
2021	\$60,377
Median Home Value	
2016	\$138,947
2021	\$136,481
Per Capita Income	+
2016	\$25,250
2021	\$27,386
Median Age	+=+,,000
2010	37.9
2016	39.6
2021	39.3

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.



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2016 Households by Income	
Household Income Base	349
<\$15,000	10.3%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	4.6%
\$200,000+	0.6%
Average Household Income	\$67,476
2021 Households by Income	407,170
Household Income Base	373
<\$15,000	9.9%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	13.9%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	5.6%
\$200,000+	0.8%
Average Household Income	\$73,334
2016 Owner Occupied Housing Units by Value	<i><i><i></i></i></i>
Total	258
<\$50,000	4.7%
\$50,000 - \$99,999	16.7%
\$100,000 - \$149,999	36.8%
\$150,000 - \$199,999	19.4%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	3.9%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$154,651
2021 Owner Occupied Housing Units by Value	
Total	274
<\$50,000	3.3%
\$50,000 - \$99,999	10.9%
\$100,000 - \$149,999	49.3%
\$150,000 - \$199,999	7.7%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	12.8%
\$300,000 - \$399,999	6.9%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	1.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$168,545

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	
0 - 4	
5 - 9	
10 - 14	
15 - 24	1
25 - 34	1
35 - 44	1
45 - 54	1
55 - 64	1
65 - 74	
75 - 84	
85 +	
18 +	7
2016 Population by Age	
Total	
0 - 4	
5 - 9	
10 - 14	
15 - 24	1
25 - 34	1
35 - 44	1
45 - 54	1
55 - 64	1
65 - 74	
75 - 84	
85 +	
18 +	7
2021 Population by Age	
Total	
0 - 4	
5 - 9	
10 - 14	-
15 - 24	1
25 - 34 35 - 44	1
45 - 54	-
55 - 64	1
65 - 74	· · · · · · · · · · · · · · · · · · ·
75 - 84 85 +	
18 +	7
	1
2010 Population by Sex	
Males	
Females	
2016 Population by Sex	
Males	
Females 2021 Population by Sex	
AUX L PODULATION NV SEX	
Males	



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2010 Population by Race/Ethnicity	
Total	830
White Alone	26.0%
Black Alone	68.1%
American Indian Alone	0.5%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.2%
Two or More Races	2.2%
Hispanic Origin	5.2%
Diversity Index	52.0
2016 Population by Race/Ethnicity	
Total	901
White Alone	23.5%
Black Alone	69.8%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	2.4%
Hispanic Origin	5.7%
Diversity Index	51.4
2021 Population by Race/Ethnicity	
Total	957
White Alone	21.4%
Black Alone	71.3%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	2.7%
Hispanic Origin	6.4%
Diversity Index	51.3
2010 Population by Relationship and Household Type	
Total	829
In Households	96.4%
In Family Households	84.3%
Householder	26.5%
Spouse	17.2%
Child	34.4%
Other relative	4.0%
Nonrelative	2.1%
In Nonfamily Households	12.1%
In Group Quarters	3.6%
Institutionalized Population	3.0%
Noninstitutionalized Population	0.6%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	611
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	4.7%
High School Graduate	22.4%
GED/Alternative Credential	1.6%
Some College, No Degree	21.1%
Associate Degree	8.3%
Bachelor's Degree	26.4%
Graduate/Professional Degree	13.1%
2016 Population 15+ by Marital Status	
Total	730
Never Married	38.1%
Married	49.5%
Widowed	4.7%
Divorced	7.8%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	94.1%
Civilian Unemployed	6.1%
2016 Employed Population 16+ by Industry	
Total	432
Agriculture/Mining	0.0%
Construction	4.9%
Manufacturing	6.0%
Wholesale Trade	2.1%
Retail Trade	12.5%
Transportation/Utilities	8.1%
Information	3.2%
Finance/Insurance/Real Estate	6.2%
Services	51.4%
Public Administration	5.8%
2016 Employed Population 16+ by Occupation	
Total	431
White Collar	63.4%
Management/Business/Financial	16.4%
Professional	29.2%
Sales	10.4%
Administrative Support	7.4%
Services	16.7%
Blue Collar	19.7%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	4.6%
Production	4.6%
Transportation/Material Moving	6.2%
2010 Population By Urban/ Rural Status	
Total Population	829
Population Inside Urbanized Area	81.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	18.1%



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2010 Households by Type	
Total	323
Households with 1 Person	23.2%
Households with 2+ People	76.8%
Family Households	72.8%
Husband-wife Families	47.4%
With Related Children	22.6%
Other Family (No Spouse Present)	25.1%
Other Family with Male Householder	5.6%
With Related Children	3.1%
Other Family with Female Householder	19.8%
With Related Children	13.0%
Nonfamily Households	4.0%
All Households with Children	39.3%
Multigenerational Households	5.0%
Unmarried Partner Households	5.0%
Male-female	4.3%
Same-sex	4.5%
2010 Households by Size	0.070
Total	323
1 Person Household	23.2%
2 Person Household	32.8%
3 Person Household	18.6%
4 Person Household	14.2%
5 Person Household	7.4%
6 Person Household	2.8%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	323
Owner Occupied	77.1%
Owned with a Mortgage/Loan	63.5%
Owned Free and Clear	13.3%
Renter Occupied	22.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	357
Housing Units Inside Urbanized Area	79.0%
Housing Units Inside Urbanized Cluster	0.0%
	21.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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.



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1.Middleburg (AC)2.Modest Income Homes3.Top Tier (JA)ZOIS Consumer Spending\$5(00),277Average Spent\$1,745,78Spending Potential Index\$1,745,78Spending Potential Index\$1,745,78Spending Potential Index\$1,745,78Spending Potential Index\$1,745,78Spending Potential Index\$1,111,67Spending Potential Index\$1,255,819Spending Potential Index\$2,558,19Spending Potential Index\$1,522,333Average Spent\$1,522,333Average Spent\$1,522,333Average Spent\$1,522,333Average Spent\$2,558,19Spending Potential Index\$88Food Away from Home: Total \$\$1,632,193Spending Potential Index\$89Food Away from Home: Total \$\$96(0,233Average Spent\$2,751,33Spending Potential Index\$89Prosonal Quertial Index\$89Health Care: Total \$\$1,522,040Average Spent\$1,522,040Average Spent\$2,751,33Spending Potential Index\$89Personal Care Products & Services: Total \$\$545,895Average Spent\$2,553,29Average Spent\$635,23Spending Potential Index\$87Spending Potential Index\$635,23Spending Potential Index\$635,23Spending Potential Index\$635,23Spending Potential Index\$635,23Spending Potential Index\$635,23	Top 3 Tapestry Segments		
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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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
 Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.