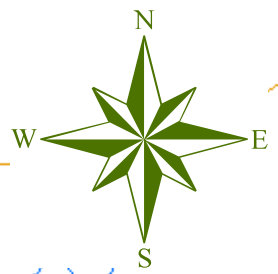


Innovation Village Economic Strategy Area



Downtown Area



Streams

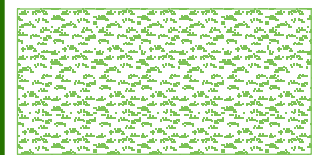


Trails/Greenways

Existing

Proposed

Parks and Openspace



0 240 480 960

1,440

Feet





Community Profile

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

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 13, 2017



Community Profile

Innovation Village
Area: 1.99 square miles

Prepared by Esri

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

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

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.

April 13, 2017



Community Profile

Innovation Village
Area: 1.99 square miles

Prepared by Esri

2010 Population by Age

Total	829
0 - 4	6.0%
5 - 9	7.5%
10 - 14	7.7%
15 - 24	12.9%
25 - 34	11.3%
35 - 44	15.9%
45 - 54	13.8%
55 - 64	11.3%
65 - 74	7.1%
75 - 84	4.5%
85 +	1.9%
18 +	73.5%

2016 Population by Age

Total	900
0 - 4	5.8%
5 - 9	5.9%
10 - 14	7.1%
15 - 24	13.3%
25 - 34	12.1%
35 - 44	13.4%
45 - 54	15.1%
55 - 64	11.8%
65 - 74	8.8%
75 - 84	4.7%
85 +	2.0%
18 +	76.3%

2021 Population by Age

Total	958
0 - 4	5.6%
5 - 9	5.9%
10 - 14	6.4%
15 - 24	12.3%
25 - 34	14.5%
35 - 44	12.2%
45 - 54	14.0%
55 - 64	12.1%
65 - 74	9.7%
75 - 84	5.2%
85 +	2.0%
18 +	77.2%

2010 Population by Sex

Males	394
Females	435

2016 Population by Sex

Males	427
Females	472

2021 Population by Sex

Males	454
Females	504

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 13, 2017



Community Profile

Innovation Village
Area: 1.99 square miles

Prepared by Esri

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.

April 13, 2017



Community Profile

Innovation Village
Area: 1.99 square miles

Prepared by Esri

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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 13, 2017



Community Profile

Innovation Village
Area: 1.99 square miles

Prepared by Esri

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	0.6%

2010 Households by Size

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%
Rural Housing Units	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 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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

April 13, 2017



Community Profile

Innovation Village
Area: 1.99 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Middleburg (4C)
2. Modest Income Homes
3. Top Tier (1A)

2016 Consumer Spending

Apparel & Services: Total \$	\$609,277
Average Spent	\$1,745.78
Spending Potential Index	87
Education: Total \$	\$387,973
Average Spent	\$1,111.67
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$892,810
Average Spent	\$2,558.19
Spending Potential Index	88
Food at Home: Total \$	\$1,522,333
Average Spent	\$4,361.99
Spending Potential Index	88
Food Away from Home: Total \$	\$960,233
Average Spent	\$2,751.38
Spending Potential Index	89
Health Care: Total \$	\$1,632,040
Average Spent	\$4,676.33
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$545,895
Average Spent	\$1,564.17
Spending Potential Index	89
Personal Care Products & Services: Total \$	\$221,696
Average Spent	\$635.23
Spending Potential Index	87
Shelter: Total \$	\$4,652,149
Average Spent	\$13,329.94
Spending Potential Index	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$717,982
Average Spent	\$2,057.26
Spending Potential Index	89
Travel: Total \$	\$551,627
Average Spent	\$1,580.59
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$316,174
Average Spent	\$905.94
Spending Potential Index	88

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.

April 13, 2017