



Market Profile

VDF
Area: 5.56 square miles

Prepared by Esri

Population Summary	
2000 Total Population	18,446
2010 Total Population	18,228
2016 Total Population	18,215
2016 Group Quarters	80
2021 Total Population	18,207
2016-2021 Annual Rate	-0.01%
2016 Total Daytime Population	36,989
Workers	27,785
Residents	9,204
Household Summary	
2000 Households	6,478
2000 Average Household Size	2.81
2010 Households	6,640
2010 Average Household Size	2.73
2016 Households	6,698
2016 Average Household Size	2.71
2021 Households	6,725
2021 Average Household Size	2.70
2016-2021 Annual Rate	0.08%
2010 Families	5,168
2010 Average Family Size	3.17
2016 Families	5,168
2016 Average Family Size	3.16
2021 Families	5,166
2021 Average Family Size	3.15
2016-2021 Annual Rate	-0.01%
Housing Unit Summary	
2000 Housing Units	6,572
Owner Occupied Housing Units	90.2%
Renter Occupied Housing Units	8.4%
Vacant Housing Units	1.4%
2010 Housing Units	6,909
Owner Occupied Housing Units	85.1%
Renter Occupied Housing Units	11.0%
Vacant Housing Units	3.9%
2016 Housing Units	6,989
Owner Occupied Housing Units	83.5%
Renter Occupied Housing Units	12.3%
Vacant Housing Units	4.2%
2021 Housing Units	7,042
Owner Occupied Housing Units	82.9%
Renter Occupied Housing Units	12.6%
Vacant Housing Units	4.5%
Median Household Income	
2016	\$133,116
2021	\$144,928
Median Home Value	
2016	\$590,003
2021	\$606,720
Per Capita Income	
2016	\$68,404
2021	\$73,657
Median Age	
2010	42.6
2016	44.0
2021	45.3

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.



2016 Households by Income	
Household Income Base	6,698
< \$15,000	2.9%
\$15,000 - \$24,999	3.3%
\$25,000 - \$34,999	4.0%
\$35,000 - \$49,999	5.7%
\$50,000 - \$74,999	8.8%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	15.2%
\$200,000+	29.7%
Average Household Income	\$186,285

2021 Households by Income	
Household Income Base	6,725
< \$15,000	2.7%
\$15,000 - \$24,999	2.8%
\$25,000 - \$34,999	5.1%
\$35,000 - \$49,999	3.0%
\$50,000 - \$74,999	6.3%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	21.8%
\$150,000 - \$199,999	17.2%
\$200,000+	31.2%
Average Household Income	\$199,802

2016 Owner Occupied Housing Units by Value	
Total	5,836
< \$50,000	1.9%
\$50,000 - \$99,999	0.4%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	1.3%
\$200,000 - \$249,999	2.3%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	12.7%
\$400,000 - \$499,999	16.9%
\$500,000 - \$749,999	29.4%
\$750,000 - \$999,999	21.5%
\$1,000,000 +	9.6%
Average Home Value	\$631,362

2021 Owner Occupied Housing Units by Value	
Total	5,836
< \$50,000	0.6%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	1.9%
\$250,000 - \$299,999	3.3%
\$300,000 - \$399,999	14.4%
\$400,000 - \$499,999	16.3%
\$500,000 - \$749,999	28.9%
\$750,000 - \$999,999	24.0%
\$1,000,000 +	9.5%
Average Home Value	\$647,717

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	18,226
0 - 4	5.8%
5 - 9	9.3%
10 - 14	9.0%
15 - 24	10.3%
25 - 34	5.2%
35 - 44	14.4%
45 - 54	18.5%
55 - 64	13.5%
65 - 74	7.7%
75 - 84	4.6%
85 +	1.8%
18 +	70.2%

2016 Population by Age	
Total	18,215
0 - 4	5.2%
5 - 9	7.6%
10 - 14	9.7%
15 - 24	11.9%
25 - 34	5.9%
35 - 44	11.1%
45 - 54	16.5%
55 - 64	15.4%
65 - 74	9.7%
75 - 84	4.9%
85 +	2.2%
18 +	71.9%

2021 Population by Age	
Total	18,207
0 - 4	5.0%
5 - 9	7.1%
10 - 14	8.2%
15 - 24	11.6%
25 - 34	7.0%
35 - 44	10.6%
45 - 54	15.3%
55 - 64	15.6%
65 - 74	11.3%
75 - 84	5.9%
85 +	2.4%
18 +	73.9%

2010 Population by Sex	
Males	8,820
Females	9,408

2016 Population by Sex	
Males	8,816
Females	9,399

2021 Population by Sex	
Males	8,817
Females	9,389

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



2010 Population by Race/Ethnicity	
Total	18,228
White Alone	93.6%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	3.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.1%
Hispanic Origin	2.9%
Diversity Index	17.2

2016 Population by Race/Ethnicity	
Total	18,216
White Alone	92.3%
Black Alone	0.7%
American Indian Alone	0.1%
Asian Alone	4.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.3%
Hispanic Origin	3.6%
Diversity Index	20.5

2021 Population by Race/Ethnicity	
Total	18,207
White Alone	90.9%
Black Alone	0.7%
American Indian Alone	0.1%
Asian Alone	5.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.4%
Hispanic Origin	4.2%
Diversity Index	23.8

2010 Population by Relationship and Household Type	
Total	18,228
In Households	99.5%
In Family Households	90.6%
Householder	28.2%
Spouse	24.9%
Child	35.6%
Other relative	1.3%
Nonrelative	0.6%
In Nonfamily Households	8.9%
In Group Quarters	0.5%
Institutionalized Population	0.4%
Noninstitutionalized Population	0.0%

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	11,956
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	0.9%
High School Graduate	7.8%
GED/Alternative Credential	0.2%
Some College, No Degree	10.8%
Associate Degree	2.9%
Bachelor's Degree	36.7%
Graduate/Professional Degree	39.7%
2016 Population 15+ by Marital Status	
Total	14,127
Never Married	20.8%
Married	65.1%
Widowed	5.1%
Divorced	9.0%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.1%
Civilian Unemployed	3.9%
2016 Employed Population 16+ by Industry	
Total	9,177
Agriculture/Mining	0.0%
Construction	2.5%
Manufacturing	10.0%
Wholesale Trade	5.5%
Retail Trade	9.0%
Transportation/Utilities	1.1%
Information	2.4%
Finance/Insurance/Real Estate	12.8%
Services	56.0%
Public Administration	0.6%
2016 Employed Population 16+ by Occupation	
Total	9,181
White Collar	85.7%
Management/Business/Financial	26.7%
Professional	35.0%
Sales	15.9%
Administrative Support	8.1%
Services	9.6%
Blue Collar	4.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.3%
Installation/Maintenance/Repair	0.6%
Production	1.9%
Transportation/Material Moving	0.9%
2010 Population By Urban/ Rural Status	
Total Population	18,228
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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



2010 Households by Type	
Total	6,640
Households with 1 Person	20.1%
Households with 2+ People	79.9%
Family Households	77.8%
Husband-wife Families	68.8%
With Related Children	36.4%
Other Family (No Spouse Present)	9.1%
Other Family with Male Householder	1.9%
With Related Children	1.3%
Other Family with Female Householder	7.2%
With Related Children	4.4%
Nonfamily Households	2.1%
All Households with Children	42.2%
Multigenerational Households	1.3%
Unmarried Partner Households	2.2%
Male-female	1.8%
Same-sex	0.4%
2010 Households by Size	
Total	6,640
1 Person Household	20.1%
2 Person Household	31.6%
3 Person Household	16.0%
4 Person Household	21.3%
5 Person Household	8.9%
6 Person Household	1.7%
7 + Person Household	0.5%
2010 Households by Tenure and Mortgage Status	
Total	6,640
Owner Occupied	88.6%
Owned with a Mortgage/Loan	65.0%
Owned Free and Clear	23.6%
Renter Occupied	11.4%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,909
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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.



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Top 3 Tapestry Segments

1. Top Tier (1A)
2. Professional Pride (1B)
3. Exurbanites (1E)

2016 Consumer Spending

Apparel & Services: Total \$	\$30,821,404
Average Spent	\$4,601.58
Spending Potential Index	229
Education: Total \$	\$27,101,566
Average Spent	\$4,046.22
Spending Potential Index	286
Entertainment/Recreation: Total \$	\$45,533,168
Average Spent	\$6,798.02
Spending Potential Index	233
Food at Home: Total \$	\$69,114,288
Average Spent	\$10,318.65
Spending Potential Index	207
Food Away from Home: Total \$	\$46,245,142
Average Spent	\$6,904.32
Spending Potential Index	223
Health Care: Total \$	\$79,635,798
Average Spent	\$11,889.49
Spending Potential Index	224
HH Furnishings & Equipment: Total \$	\$27,961,628
Average Spent	\$4,174.62
Spending Potential Index	236
Personal Care Products & Services: Total \$	\$11,528,931
Average Spent	\$1,721.25
Spending Potential Index	235
Shelter: Total \$	\$242,464,752
Average Spent	\$36,199.57
Spending Potential Index	232
Support Payments/Cash Contributions/Gifts in Kind: Total	\$38,263,838
Average Spent	\$5,712.73
Spending Potential Index	246
Travel: Total \$	\$34,077,893
Average Spent	\$5,087.77
Spending Potential Index	273
Vehicle Maintenance & Repairs: Total \$	\$15,536,152
Average Spent	\$2,319.52
Spending Potential Index	224

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 12, 2017