



# Market Profile

VDF  
Area: 5.56 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	18,446
2010 Total Population	18,228
2018 Total Population	18,966
2018 Group Quarters	99
2023 Total Population	19,167
2018-2023 Annual Rate	0.21%
2018 Total Daytime Population	34,634
Workers	25,435
Residents	9,199
<b>Household Summary</b>	
2000 Households	6,478
2000 Average Household Size	2.81
2010 Households	6,640
2010 Average Household Size	2.73
2018 Households	7,021
2018 Average Household Size	2.69
2023 Households	7,121
2023 Average Household Size	2.68
2018-2023 Annual Rate	0.28%
2010 Families	5,168
2010 Average Family Size	3.17
2018 Families	5,404
2018 Average Family Size	3.15
2023 Families	5,462
2023 Average Family Size	3.15
2018-2023 Annual Rate	0.21%
<b>Housing Unit Summary</b>	
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%
2018 Housing Units	7,332
Owner Occupied Housing Units	80.7%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	4.2%
2023 Housing Units	7,507
Owner Occupied Housing Units	80.6%
Renter Occupied Housing Units	14.3%
Vacant Housing Units	5.1%
<b>Median Household Income</b>	
2018	\$144,998
2023	\$150,983
<b>Median Home Value</b>	
2018	\$590,471
2023	\$634,647
<b>Per Capita Income</b>	
2018	\$72,937
2023	\$78,095
<b>Median Age</b>	
2010	42.6
2018	44.6
2023	44.9

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>	
Household Income Base	7,021
<\$15,000	3.0%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	4.8%
\$50,000 - \$74,999	7.2%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	19.7%
\$150,000 - \$199,999	15.8%
\$200,000+	32.8%
Average Household Income	\$197,333
<b>2023 Households by Income</b>	
Household Income Base	7,121
<\$15,000	3.0%
\$15,000 - \$24,999	3.2%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	4.7%
\$50,000 - \$74,999	6.8%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	15.8%
\$200,000+	34.6%
Average Household Income	\$210,749
<b>2018 Owner Occupied Housing Units by Value</b>	
Total	5,916
<\$50,000	1.0%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	1.4%
\$200,000 - \$249,999	2.2%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	13.2%
\$400,000 - \$499,999	16.1%
\$500,000 - \$749,999	32.9%
\$750,000 - \$999,999	20.0%
\$1,000,000 - \$1,499,999	7.3%
\$1,500,000 - \$1,999,999	1.0%
\$2,000,000 +	0.7%
Average Home Value	\$642,243
<b>2023 Owner Occupied Housing Units by Value</b>	
Total	6,049
<\$50,000	0.3%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	1.4%
\$250,000 - \$299,999	2.3%
\$300,000 - \$399,999	10.8%
\$400,000 - \$499,999	15.4%
\$500,000 - \$749,999	34.9%
\$750,000 - \$999,999	24.5%
\$1,000,000 - \$1,499,999	7.5%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	0.8%
Average Home Value	\$681,286

**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 2018 and 2023 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%
2018 Population by Age	
Total	18,965
0 - 4	5.1%
5 - 9	7.9%
10 - 14	9.0%
15 - 24	11.3%
25 - 34	5.9%
35 - 44	11.4%
45 - 54	16.3%
55 - 64	15.1%
65 - 74	10.3%
75 - 84	5.4%
85 +	2.4%
18 +	72.3%
2023 Population by Age	
Total	19,166
0 - 4	5.1%
5 - 9	7.7%
10 - 14	8.2%
15 - 24	10.6%
25 - 34	6.7%
35 - 44	11.9%
45 - 54	14.8%
55 - 64	14.5%
65 - 74	11.3%
75 - 84	6.5%
85 +	2.6%
18 +	73.6%
2010 Population by Sex	
Males	8,820
Females	9,408
2018 Population by Sex	
Males	9,203
Females	9,763
2023 Population by Sex	
Males	9,322
Females	9,845

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
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
<b>2018 Population by Race/Ethnicity</b>	
Total	18,966
White Alone	91.6%
Black Alone	0.7%
American Indian Alone	0.1%
Asian Alone	5.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.3%
Hispanic Origin	3.7%
Diversity Index	21.8
<b>2023 Population by Race/Ethnicity</b>	
Total	19,168
White Alone	89.9%
Black Alone	0.7%
American Indian Alone	0.1%
Asian Alone	6.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.6%
Hispanic Origin	4.4%
Diversity Index	25.7
<b>2010 Population by Relationship and Household Type</b>	
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Population 25+ by Educational Attainment</b>	
Total	12,668
Less than 9th Grade	0.8%
9th - 12th Grade, No Diploma	0.9%
High School Graduate	6.3%
GED/Alternative Credential	0.2%
Some College, No Degree	11.8%
Associate Degree	2.7%
Bachelor's Degree	38.2%
Graduate/Professional Degree	39.1%
<b>2018 Population 15+ by Marital Status</b>	
Total	14,807
Never Married	21.3%
Married	64.8%
Widowed	4.9%
Divorced	9.0%
<b>2018 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.8%
Civilian Unemployed (Unemployment Rate)	2.2%
<b>2018 Employed Population 16+ by Industry</b>	
Total	9,952
Agriculture/Mining	0.0%
Construction	2.8%
Manufacturing	9.9%
Wholesale Trade	5.6%
Retail Trade	8.7%
Transportation/Utilities	1.2%
Information	2.0%
Finance/Insurance/Real Estate	12.8%
Services	56.3%
Public Administration	0.7%
<b>2018 Employed Population 16+ by Occupation</b>	
Total	9,951
White Collar	86.0%
Management/Business/Financial	26.5%
Professional	35.2%
Sales	16.1%
Administrative Support	8.3%
Services	9.2%
Blue Collar	4.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.4%
Installation/Maintenance/Repair	0.6%
Production	1.8%
Transportation/Material Moving	0.9%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	18,228
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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<b>2010 Households by Type</b>	
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%
<b>2010 Households by Size</b>	
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%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	6,640
Owner Occupied	88.6%
Owned with a Mortgage/Loan	65.0%
Owned Free and Clear	23.6%
Renter Occupied	11.4%
<b>2010 Housing Units By Urban/ Rural Status</b>	
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 2018 and 2023 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)

## 2018 Consumer Spending

Apparel & Services: Total \$	\$34,060,583
Average Spent	\$4,851.24
Spending Potential Index	223
Education: Total \$	\$27,647,386
Average Spent	\$3,937.81
Spending Potential Index	272
Entertainment/Recreation: Total \$	\$51,147,440
Average Spent	\$7,284.92
Spending Potential Index	226
Food at Home: Total \$	\$72,036,396
Average Spent	\$10,260.13
Spending Potential Index	204
Food Away from Home: Total \$	\$53,639,017
Average Spent	\$7,639.80
Spending Potential Index	218
Health Care: Total \$	\$88,268,052
Average Spent	\$12,572.01
Spending Potential Index	220
HH Furnishings & Equipment: Total \$	\$33,649,321
Average Spent	\$4,792.67
Spending Potential Index	229
Personal Care Products & Services: Total \$	\$13,246,495
Average Spent	\$1,886.70
Spending Potential Index	228
Shelter: Total \$	\$263,292,506
Average Spent	\$37,500.71
Spending Potential Index	223
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,323,229
Average Spent	\$6,312.95
Spending Potential Index	254
Travel: Total \$	\$39,379,369
Average Spent	\$5,608.80
Spending Potential Index	260
Vehicle Maintenance & Repairs: Total \$	\$16,195,826
Average Spent	\$2,306.77
Spending Potential Index	214

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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