



Executive Summary

Mesa Ridge Corridor 4.65sqmiles
Area: 4.65 square miles

Prepared by Esri

Population

2000 Population	7,469
2010 Population	15,847
2020 Population	19,904
2025 Population	22,678
2000-2010 Annual Rate	7.81%
2010-2020 Annual Rate	2.25%
2020-2025 Annual Rate	2.64%
2020 Male Population	49.1%
2020 Female Population	50.9%
2020 Median Age	30.9

In the identified area, the current year population is 19,904. In 2010, the Census count in the area was 15,847. The rate of change since 2010 was 2.25% annually. The five-year projection for the population in the area is 22,678 representing a change of 2.64% annually from 2020 to 2025. Currently, the population is 49.1% male and 50.9% female.

Median Age

The median age in this area is 30.9, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	67.1%
2020 Black Alone	11.9%
2020 American Indian/Alaska Native Alone	1.6%
2020 Asian Alone	3.0%
2020 Pacific Islander Alone	0.7%
2020 Other Race	7.0%
2020 Two or More Races	8.7%
2020 Hispanic Origin (Any Race)	22.2%

Persons of Hispanic origin represent 22.2% 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 69.5 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	74
2000 Households	2,320
2010 Households	5,111
2020 Total Households	6,533
2025 Total Households	7,450
2000-2010 Annual Rate	8.22%
2010-2020 Annual Rate	2.42%
2020-2025 Annual Rate	2.66%
2020 Average Household Size	3.05

The household count in this area has changed from 5,111 in 2010 to 6,533 in the current year, a change of 2.42% annually. The five-year projection of households is 7,450, a change of 2.66% annually from the current year total. Average household size is currently 3.05, compared to 3.10 in the year 2010. The number of families in the current year is 5,385 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.



Executive Summary

Mesa Ridge Corridor 4.65sqmiles
Area: 4.65 square miles

Prepared by Esri

Mortgage Income

2020 Percent of Income for Mortgage 15.9%

Median Household Income

2020 Median Household Income \$75,590

2025 Median Household Income \$81,078

2020-2025 Annual Rate 1.41%

Average Household Income

2020 Average Household Income \$86,108

2025 Average Household Income \$96,547

2020-2025 Annual Rate 2.31%

Per Capita Income

2020 Per Capita Income \$27,923

2025 Per Capita Income \$31,357

2020-2025 Annual Rate 2.35%

Households by Income

Current median household income is \$75,590 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$81,078 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$86,108 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$96,547 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$27,923 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$31,357 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index 157

2000 Total Housing Units 2,383

2000 Owner Occupied Housing Units 1,870

2000 Renter Occupied Housing Units 451

2000 Vacant Housing Units 62

2010 Total Housing Units 5,390

2010 Owner Occupied Housing Units 3,904

2010 Renter Occupied Housing Units 1,207

2010 Vacant Housing Units 279

2020 Total Housing Units 6,602

2020 Owner Occupied Housing Units 5,125

2020 Renter Occupied Housing Units 1,408

2020 Vacant Housing Units 69

2025 Total Housing Units 7,507

2025 Owner Occupied Housing Units 5,941

2025 Renter Occupied Housing Units 1,509

2025 Vacant Housing Units 57

Currently, 77.6% of the 6,602 housing units in the area are owner occupied; 21.3%, renter occupied; and 1.0% 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 5,390 housing units in the area - 72.4% owner occupied, 22.4% renter occupied, and 5.2% vacant. The annual rate of change in housing units since 2010 is 9.43%. Median home value in the area is \$287,230, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 4.29% annually to \$354,403.

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.



Retail Goods and Services Expenditures

Mesa Ridge Corridor 4.65sqmiles
Area: 4.65 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Up and Coming Families (7A)	75.9%	Population	19,904	22,678
Middleburg (4C)	14.7%	Households	6,533	7,450
Comfortable Empty Nesters (5A)	5.3%	Families	5,385	6,125
Home Improvement (4B)	4.0%	Median Age	30.9	30.5
	0.0%	Median Household Income	\$75,590	\$81,078
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,137.91	\$13,966,953
Men's		98	\$411.25	\$2,686,693
Women's		94	\$710.54	\$4,641,965
Children's		119	\$377.62	\$2,466,983
Footwear		100	\$477.17	\$3,117,331
Watches & Jewelry		97	\$112.50	\$734,989
Apparel Products and Services (1)		84	\$48.83	\$318,991
Computer				
Computers and Hardware for Home Use		100	\$163.03	\$1,065,067
Portable Memory		98	\$3.81	\$24,871
Computer Software		97	\$9.43	\$61,614
Computer Accessories		104	\$18.39	\$120,123
Entertainment & Recreation		96	\$3,108.16	\$20,305,614
Fees and Admissions		100	\$714.09	\$4,665,137
Membership Fees for Clubs (2)		92	\$219.62	\$1,434,810
Fees for Participant Sports, excl. Trips		112	\$110.14	\$719,576
Tickets to Theatre/Operas/Concerts		86	\$69.76	\$455,720
Tickets to Movies		117	\$66.87	\$436,869
Tickets to Parks or Museums		102	\$33.67	\$219,976
Admission to Sporting Events, excl. Trips		96	\$60.47	\$395,070
Fees for Recreational Lessons		105	\$152.91	\$998,929
Dating Services		79	\$0.64	\$4,186
TV/Video/Audio		95	\$1,108.04	\$7,238,834
Cable and Satellite Television Services		89	\$722.01	\$4,716,888
Televisions		108	\$116.49	\$761,039
Satellite Dishes		122	\$1.43	\$9,368
VCRs, Video Cameras, and DVD Players		115	\$5.98	\$39,076
Miscellaneous Video Equipment		102	\$25.50	\$166,582
Video Cassettes and DVDs		110	\$11.01	\$71,914
Video Game Hardware/Accessories		111	\$31.54	\$206,082
Video Game Software		114	\$18.73	\$122,349
Rental/Streaming/Downloaded Video		113	\$60.87	\$397,639
Installation of Televisions		106	\$1.14	\$7,449
Audio (3)		105	\$111.43	\$727,974
Rental and Repair of TV/Radio/Sound Equipment		79	\$1.91	\$12,475
Pets		89	\$620.18	\$4,051,631
Toys/Games/Crafts/Hobbies (4)		107	\$130.33	\$851,477
Recreational Vehicles and Fees (5)		76	\$118.57	\$774,590
Sports/Recreation/Exercise Equipment (6)		119	\$242.11	\$1,581,719
Photo Equipment and Supplies (7)		100	\$50.97	\$333,003
Reading (8)		91	\$97.92	\$639,684
Catered Affairs (9)		87	\$25.95	\$169,540
Food		96	\$8,785.21	\$57,393,805
Food at Home		95	\$5,083.57	\$33,210,946
Bakery and Cereal Products		95	\$662.08	\$4,325,392
Meats, Poultry, Fish, and Eggs		94	\$1,099.89	\$7,185,588
Dairy Products		93	\$513.70	\$3,355,974
Fruits and Vegetables		95	\$992.61	\$6,484,749
Snacks and Other Food at Home (10)		96	\$1,815.28	\$11,859,242
Food Away from Home		98	\$3,701.65	\$24,182,859
Alcoholic Beverages		94	\$582.66	\$3,806,498

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



Retail Goods and Services Expenditures

Mesa Ridge Corridor 4.65sqmiles
Area: 4.65 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	93	\$22,706.25	\$148,339,948
Value of Retirement Plans	91	\$86,413.91	\$564,542,094
Value of Other Financial Assets	82	\$6,669.40	\$43,571,164
Vehicle Loan Amount excluding Interest	111	\$3,239.96	\$21,166,662
Value of Credit Card Debt	98	\$2,537.00	\$16,574,199
Health			
Nonprescription Drugs	90	\$133.43	\$871,714
Prescription Drugs	93	\$324.08	\$2,117,233
Eyeglasses and Contact Lenses	89	\$83.60	\$546,180
Home			
Mortgage Payment and Basics (11)	102	\$10,666.46	\$69,683,972
Maintenance and Remodeling Services	95	\$2,437.69	\$15,925,432
Maintenance and Remodeling Materials (12)	92	\$507.64	\$3,316,406
Utilities, Fuel, and Public Services	96	\$4,698.23	\$30,693,545
Household Furnishings and Equipment			
Household Textiles (13)	97	\$98.63	\$644,369
Furniture	103	\$658.79	\$4,303,889
Rugs	98	\$34.57	\$225,857
Major Appliances (14)	104	\$373.49	\$2,439,991
Housewares (15)	99	\$96.39	\$629,744
Small Appliances	96	\$47.55	\$310,627
Luggage	102	\$14.92	\$97,440
Telephones and Accessories	90	\$79.50	\$519,405
Household Operations			
Child Care	112	\$575.69	\$3,760,989
Lawn and Garden (16)	91	\$445.60	\$2,911,084
Moving/Storage/Freight Express	97	\$58.08	\$379,414
Housekeeping Supplies (17)	100	\$774.08	\$5,057,053
Insurance			
Owners and Renters Insurance	102	\$608.96	\$3,978,367
Vehicle Insurance	101	\$1,813.44	\$11,847,183
Life/Other Insurance	93	\$502.80	\$3,284,764
Health Insurance	96	\$3,568.47	\$23,312,831
Personal Care Products (18)	100	\$500.08	\$3,267,037
School Books and Supplies (19)	102	\$149.90	\$979,291
Smoking Products	80	\$322.66	\$2,107,949
Transportation			
Payments on Vehicles excluding Leases	108	\$2,785.56	\$18,198,031
Gasoline and Motor Oil	100	\$2,361.65	\$15,428,644
Vehicle Maintenance and Repairs	97	\$1,123.56	\$7,340,198
Travel			
Airline Fares	94	\$562.44	\$3,674,388
Lodging on Trips	92	\$597.38	\$3,902,672
Auto/Truck Rental on Trips	97	\$27.84	\$181,874
Food and Drink on Trips	96	\$550.45	\$3,596,067

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