



Demographic and Income Profile

Bradlick Shopping Center
 6900 Braddock Rd, Annandale, Virginia, 22003
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.81202
 Longitude: -77.18426

Summary	Census 2010	2019	2024
Population	10,649	10,919	11,051
Households	3,547	3,563	3,582
Families	2,557	2,570	2,586
Average Household Size	2.99	3.05	3.07
Owner Occupied Housing Units	2,688	2,596	2,665
Renter Occupied Housing Units	859	967	917
Median Age	39.6	40.9	41.6
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.24%	0.80%	0.77%
Households	0.11%	0.74%	0.75%
Families	0.12%	0.69%	0.68%
Owner HHs	0.53%	0.99%	0.92%
Median Household Income	1.89%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	156	4.4%	119	3.3%
\$15,000 - \$24,999	90	2.5%	68	1.9%
\$25,000 - \$34,999	201	5.6%	153	4.3%
\$35,000 - \$49,999	213	6.0%	166	4.6%
\$50,000 - \$74,999	520	14.6%	449	12.5%
\$75,000 - \$99,999	426	12.0%	393	11.0%
\$100,000 - \$149,999	983	27.6%	1,013	28.3%
\$150,000 - \$199,999	403	11.3%	490	13.7%
\$200,000+	571	16.0%	731	20.4%
Median Household Income	\$105,612		\$115,991	
Average Household Income	\$128,368		\$149,407	
Per Capita Income	\$42,517		\$49,164	

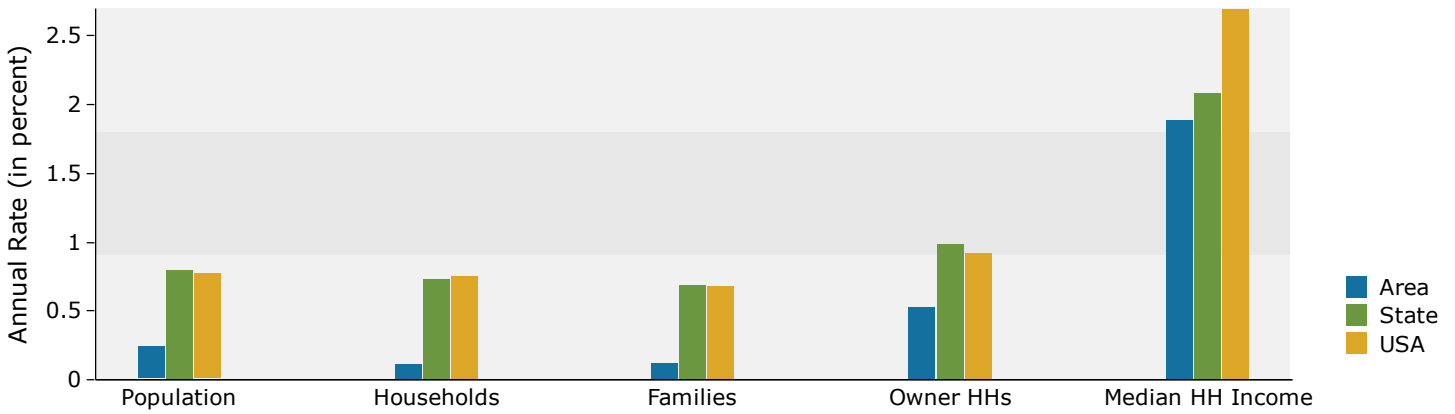
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	675	6.3%	605	5.5%	609	5.5%
5 - 9	658	6.2%	633	5.8%	604	5.5%
10 - 14	657	6.2%	693	6.3%	640	5.8%
15 - 19	653	6.1%	647	5.9%	639	5.8%
20 - 24	565	5.3%	629	5.8%	610	5.5%
25 - 34	1,426	13.4%	1,381	12.6%	1,497	13.5%
35 - 44	1,501	14.1%	1,441	13.2%	1,429	12.9%
45 - 54	1,782	16.7%	1,446	13.2%	1,411	12.8%
55 - 64	1,414	13.3%	1,604	14.7%	1,461	13.2%
65 - 74	687	6.5%	1,118	10.2%	1,278	11.6%
75 - 84	413	3.9%	495	4.5%	645	5.8%
85+	217	2.0%	227	2.1%	228	2.1%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,696	53.5%	5,262	48.2%	4,998	45.2%
Black Alone	1,027	9.6%	1,143	10.5%	1,193	10.8%
American Indian Alone	61	0.6%	58	0.5%	57	0.5%
Asian Alone	2,513	23.6%	2,927	26.8%	3,167	28.7%
Pacific Islander Alone	27	0.3%	21	0.2%	20	0.2%
Some Other Race Alone	884	8.3%	975	8.9%	1,042	9.4%
Two or More Races	442	4.2%	532	4.9%	574	5.2%
Hispanic Origin (Any Race)	2,180	20.5%	2,389	21.9%	2,546	23.0%

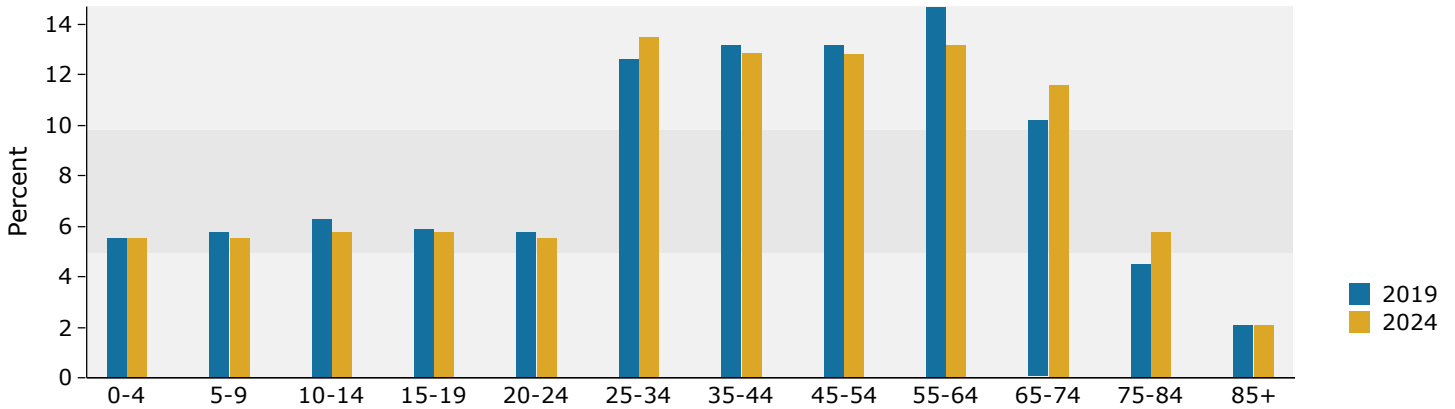
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

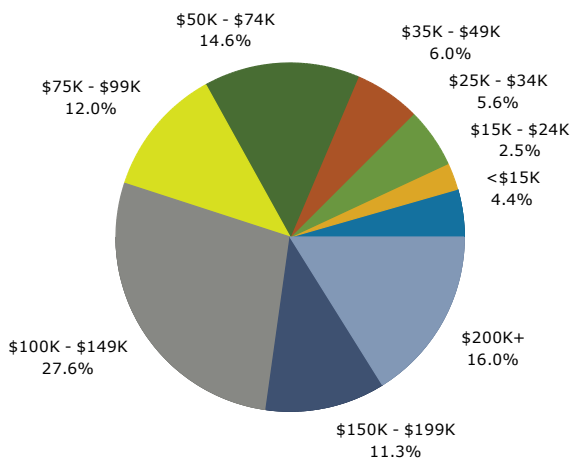
Trends 2019-2024



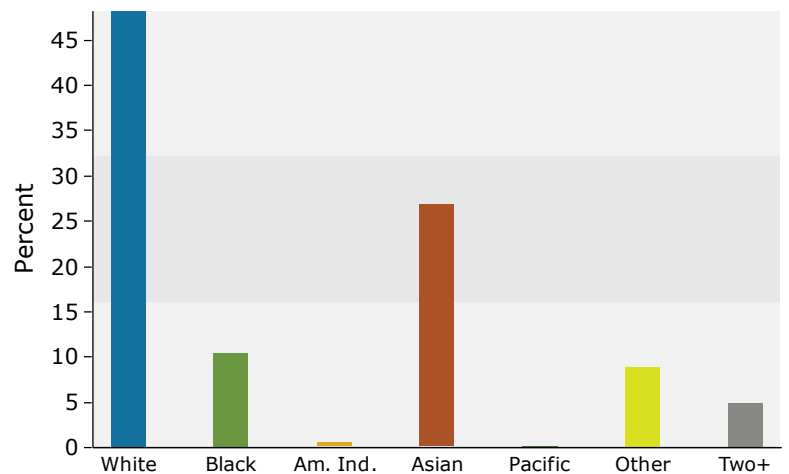
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 21.9%



Demographic and Income Profile

Bradlick Shopping Center
 6900 Braddock Rd, Annandale, Virginia, 22003
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.81202
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Summary	Census 2010	2019	2024
Population	135,028	139,004	141,123
Households	49,083	50,008	50,572
Families	32,018	32,419	32,759
Average Household Size	2.74	2.77	2.78
Owner Occupied Housing Units	29,538	28,808	29,687
Renter Occupied Housing Units	19,545	21,200	20,885
Median Age	36.9	38.7	39.7
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.30%	0.80%	0.77%
Households	0.22%	0.74%	0.75%
Families	0.21%	0.69%	0.68%
Owner HHs	0.60%	0.99%	0.92%
Median Household Income	2.36%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	2,574	5.1%	2,070	4.1%
\$15,000 - \$24,999	2,081	4.2%	1,626	3.2%
\$25,000 - \$34,999	2,815	5.6%	2,331	4.6%
\$35,000 - \$49,999	4,719	9.4%	4,026	8.0%
\$50,000 - \$74,999	8,022	16.0%	7,429	14.7%
\$75,000 - \$99,999	6,612	13.2%	6,725	13.3%
\$100,000 - \$149,999	10,543	21.1%	11,367	22.5%
\$150,000 - \$199,999	6,011	12.0%	7,100	14.0%
\$200,000+	6,631	13.3%	7,898	15.6%
Median Household Income	\$91,704		\$103,049	
Average Household Income	\$121,439		\$137,308	
Per Capita Income	\$43,856		\$49,394	

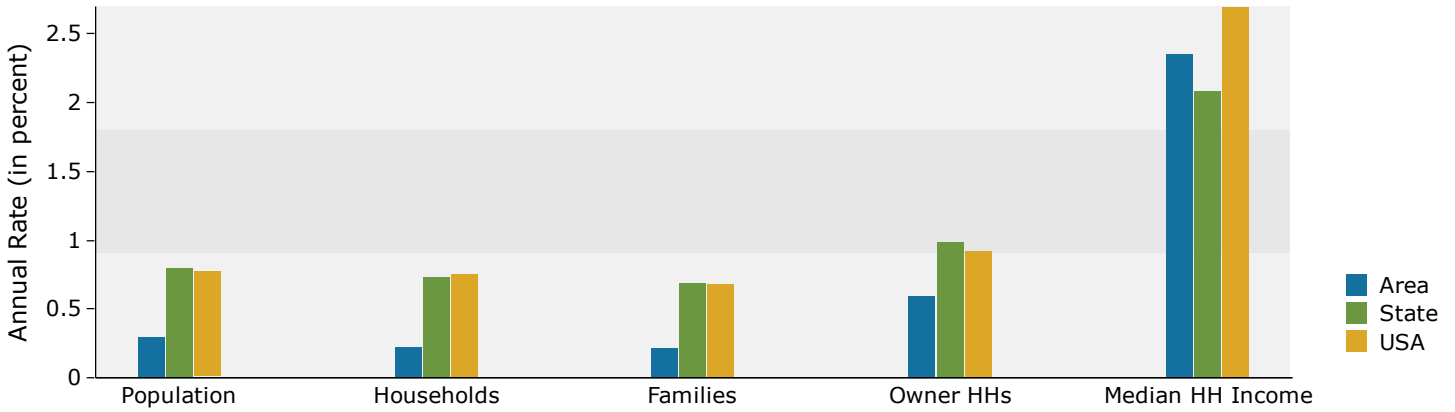
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,384	6.9%	8,367	6.0%	8,438	6.0%
5 - 9	8,171	6.1%	8,486	6.1%	8,170	5.8%
10 - 14	7,493	5.5%	8,740	6.3%	8,284	5.9%
15 - 19	7,409	5.5%	7,642	5.5%	8,010	5.7%
20 - 24	8,235	6.1%	8,089	5.8%	8,167	5.8%
25 - 34	22,767	16.9%	19,983	14.4%	19,928	14.1%
35 - 44	20,836	15.4%	20,852	15.0%	20,986	14.9%
45 - 54	20,432	15.1%	18,749	13.5%	18,794	13.3%
55 - 64	15,450	11.4%	17,590	12.7%	16,923	12.0%
65 - 74	7,970	5.9%	11,916	8.6%	13,245	9.4%
75 - 84	4,769	3.5%	5,885	4.2%	7,260	5.1%
85+	2,112	1.6%	2,707	1.9%	2,917	2.1%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	69,457	51.4%	65,356	47.0%	62,947	44.6%
Black Alone	19,552	14.5%	21,559	15.5%	22,450	15.9%
American Indian Alone	697	0.5%	661	0.5%	640	0.5%
Asian Alone	25,040	18.5%	28,726	20.7%	30,935	21.9%
Pacific Islander Alone	142	0.1%	131	0.1%	130	0.1%
Some Other Race Alone	14,319	10.6%	15,745	11.3%	16,724	11.9%
Two or More Races	5,821	4.3%	6,827	4.9%	7,297	5.2%
Hispanic Origin (Any Race)	32,926	24.4%	35,936	25.9%	38,142	27.0%

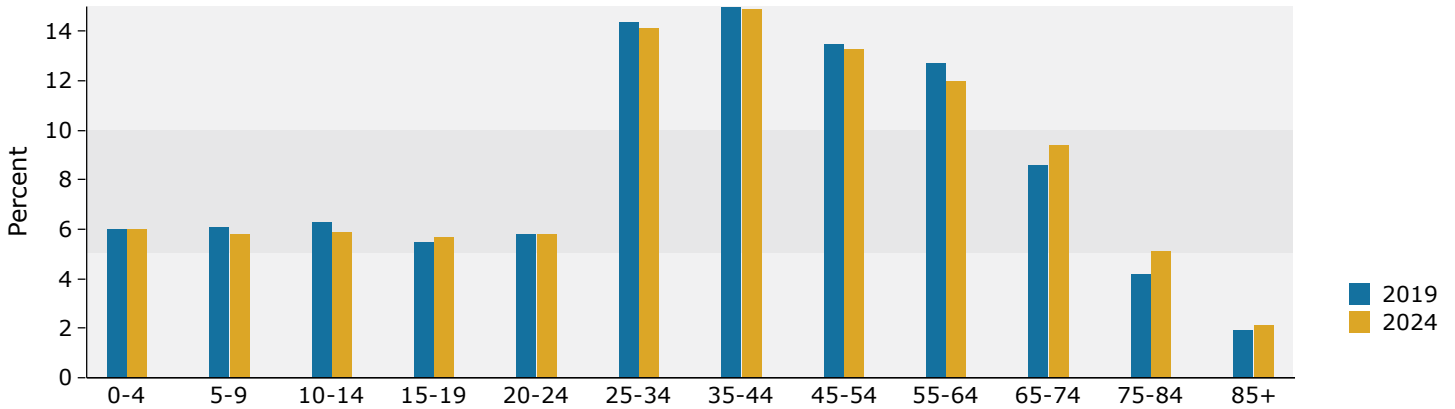
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

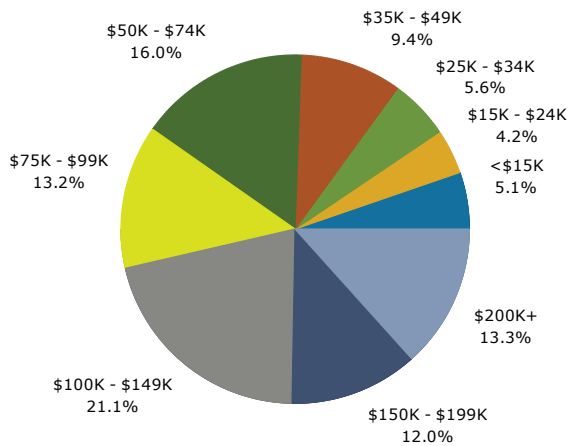
Trends 2019-2024



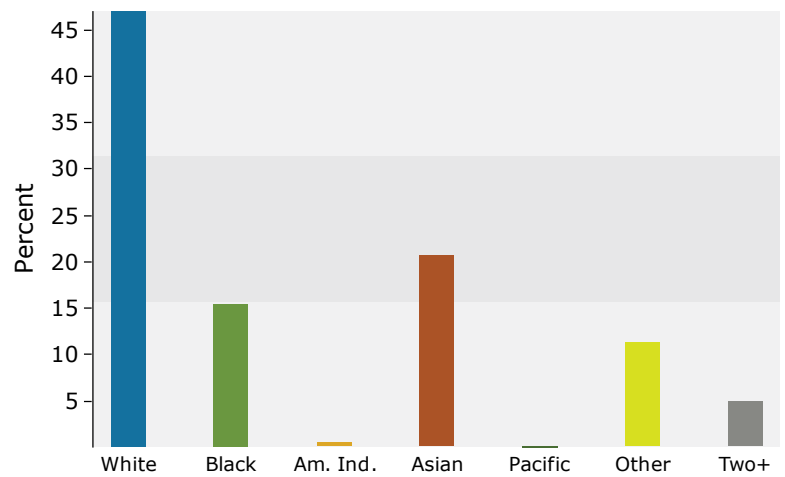
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 25.9%



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Summary	Census 2010	2019	2024
Population	413,188	428,755	437,611
Households	159,473	164,253	167,155
Families	99,070	101,343	102,920
Average Household Size	2.58	2.60	2.61
Owner Occupied Housing Units	93,669	91,963	95,101
Renter Occupied Housing Units	65,803	72,289	72,054
Median Age	36.9	38.8	39.7
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.41%	0.80%	0.77%
Households	0.35%	0.74%	0.75%
Families	0.31%	0.69%	0.68%
Owner HHs	0.67%	0.99%	0.92%
Median Household Income	1.61%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	8,838	5.4%	7,409	4.4%
\$15,000 - \$24,999	6,711	4.1%	5,465	3.3%
\$25,000 - \$34,999	8,607	5.2%	7,247	4.3%
\$35,000 - \$49,999	13,972	8.5%	11,942	7.1%
\$50,000 - \$74,999	23,340	14.2%	21,596	12.9%
\$75,000 - \$99,999	20,592	12.5%	20,701	12.4%
\$100,000 - \$149,999	35,458	21.6%	37,995	22.7%
\$150,000 - \$199,999	21,597	13.1%	25,280	15.1%
\$200,000+	25,137	15.3%	29,519	17.7%
Median Household Income	\$100,058		\$108,386	
Average Household Income	\$129,938		\$145,881	
Per Capita Income	\$49,921		\$55,879	

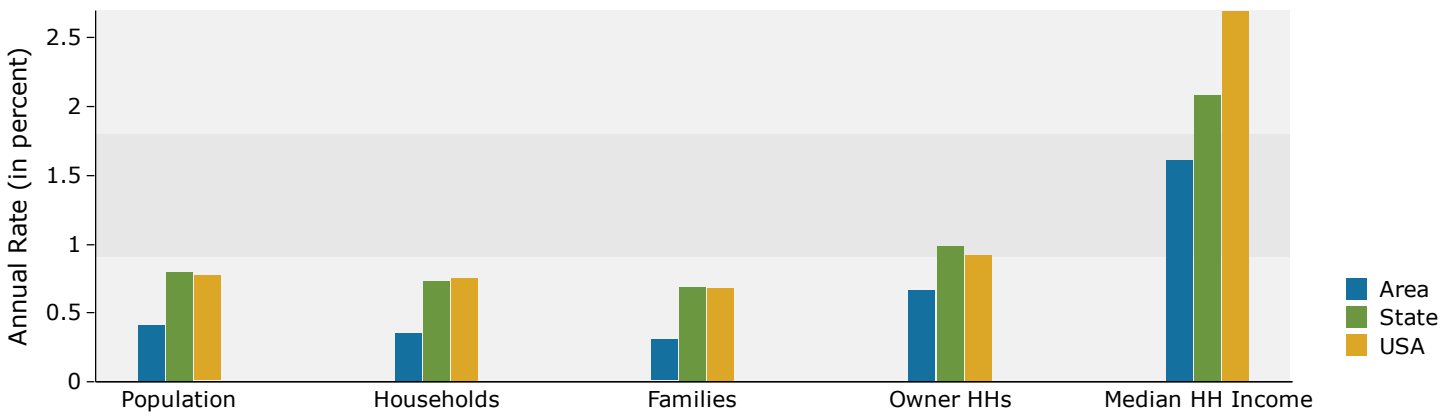
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	28,712	6.9%	25,565	6.0%	25,954	5.9%
5 - 9	24,405	5.9%	25,708	6.0%	24,897	5.7%
10 - 14	22,448	5.4%	26,313	6.1%	24,939	5.7%
15 - 19	21,877	5.3%	22,858	5.3%	23,613	5.4%
20 - 24	24,202	5.9%	23,686	5.5%	24,291	5.6%
25 - 34	72,507	17.5%	63,706	14.9%	64,443	14.7%
35 - 44	65,389	15.8%	65,657	15.3%	66,265	15.1%
45 - 54	62,019	15.0%	58,209	13.6%	57,884	13.2%
55 - 64	47,781	11.6%	54,389	12.7%	52,866	12.1%
65 - 74	23,856	5.8%	36,863	8.6%	41,033	9.4%
75 - 84	13,445	3.3%	17,607	4.1%	22,488	5.1%
85+	6,547	1.6%	8,197	1.9%	8,940	2.0%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	235,184	56.9%	224,970	52.5%	219,150	50.1%
Black Alone	55,040	13.3%	61,645	14.4%	64,928	14.8%
American Indian Alone	2,026	0.5%	1,945	0.5%	1,916	0.4%
Asian Alone	65,232	15.8%	76,574	17.9%	83,490	19.1%
Pacific Islander Alone	387	0.1%	360	0.1%	363	0.1%
Some Other Race Alone	37,705	9.1%	42,178	9.8%	44,984	10.3%
Two or More Races	17,615	4.3%	21,082	4.9%	22,780	5.2%
Hispanic Origin (Any Race)	90,696	22.0%	100,700	23.5%	107,528	24.6%

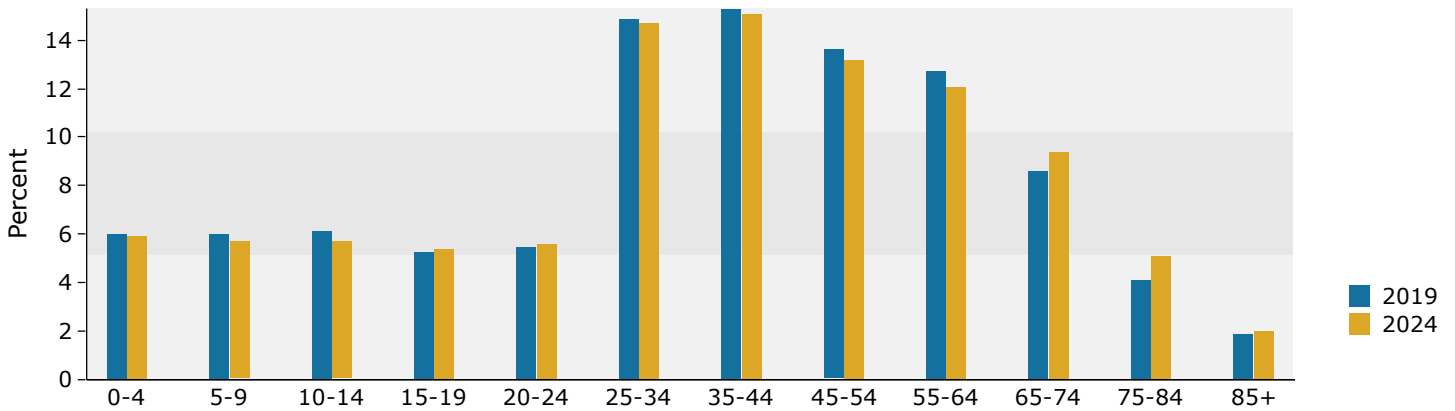
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

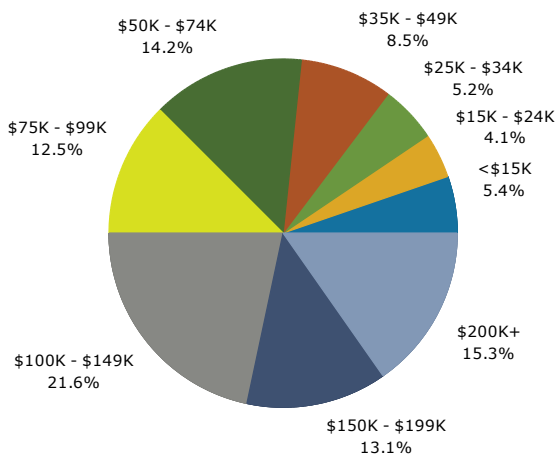
Trends 2019-2024



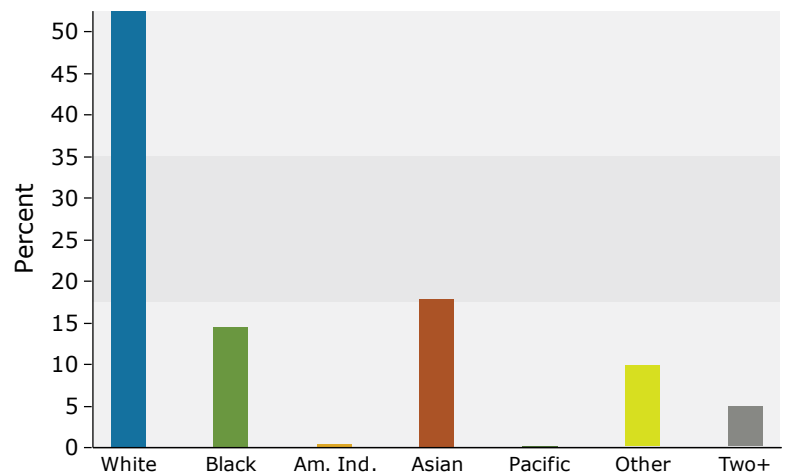
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 23.5%



Market Profile

Bradlick Shopping Center
 6900 Braddock Rd, Annandale, Virginia, 22003
 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,608	124,754	385,084
2010 Total Population	10,649	135,028	413,188
2019 Total Population	10,919	139,004	428,755
2019 Group Quarters	60	568	1,901
2024 Total Population	11,051	141,123	437,611
2019-2024 Annual Rate	0.24%	0.30%	0.41%
2019 Total Daytime Population	11,465	121,733	390,555
Workers	6,481	60,080	203,059
Residents	4,984	61,653	187,496
Household Summary			
2000 Households	3,393	46,539	149,037
2000 Average Household Size	2.80	2.66	2.57
2010 Households	3,547	49,083	159,473
2010 Average Household Size	2.99	2.74	2.58
2019 Households	3,563	50,008	164,253
2019 Average Household Size	3.05	2.77	2.60
2024 Households	3,582	50,572	167,155
2024 Average Household Size	3.07	2.78	2.61
2019-2024 Annual Rate	0.11%	0.22%	0.35%
2010 Families	2,557	32,018	99,070
2010 Average Family Size	3.44	3.30	3.20
2019 Families	2,570	32,419	101,343
2019 Average Family Size	3.50	3.34	3.23
2024 Families	2,586	32,759	102,920
2024 Average Family Size	3.53	3.35	3.24
2019-2024 Annual Rate	0.12%	0.21%	0.31%
Housing Unit Summary			
2000 Housing Units	3,488	47,660	152,936
Owner Occupied Housing Units	77.4%	60.6%	56.9%
Renter Occupied Housing Units	19.9%	37.0%	40.5%
Vacant Housing Units	2.7%	2.4%	2.5%
2010 Housing Units	3,692	51,131	166,415
Owner Occupied Housing Units	72.8%	57.8%	56.3%
Renter Occupied Housing Units	23.3%	38.2%	39.5%
Vacant Housing Units	3.9%	4.0%	4.2%
2019 Housing Units	3,695	52,118	171,167
Owner Occupied Housing Units	70.3%	55.3%	53.7%
Renter Occupied Housing Units	26.2%	40.7%	42.2%
Vacant Housing Units	3.6%	4.0%	4.0%
2024 Housing Units	3,719	52,762	174,158
Owner Occupied Housing Units	71.7%	56.3%	54.6%
Renter Occupied Housing Units	24.7%	39.6%	41.4%
Vacant Housing Units	3.7%	4.2%	4.0%
Median Household Income			
2019	\$105,612	\$91,704	\$100,058
2024	\$115,991	\$103,049	\$108,386
Median Home Value			
2019	\$474,554	\$461,367	\$487,144
2024	\$514,657	\$482,175	\$517,191
Per Capita Income			
2019	\$42,517	\$43,856	\$49,921
2024	\$49,164	\$49,394	\$55,879
Median Age			
2010	39.6	36.9	36.9
2019	40.9	38.7	38.8
2024	41.6	39.7	39.7

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

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 6900 Braddock Rd, Annandale, Virginia, 22003
 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	3,563	50,008	164,251
<\$15,000	4.4%	5.1%	5.4%
\$15,000 - \$24,999	2.5%	4.2%	4.1%
\$25,000 - \$34,999	5.6%	5.6%	5.2%
\$35,000 - \$49,999	6.0%	9.4%	8.5%
\$50,000 - \$74,999	14.6%	16.0%	14.2%
\$75,000 - \$99,999	12.0%	13.2%	12.5%
\$100,000 - \$149,999	27.6%	21.1%	21.6%
\$150,000 - \$199,999	11.3%	12.0%	13.1%
\$200,000+	16.0%	13.3%	15.3%
Average Household Income	\$128,368	\$121,439	\$129,938
2024 Households by Income			
Household Income Base	3,582	50,572	167,153
<\$15,000	3.3%	4.1%	4.4%
\$15,000 - \$24,999	1.9%	3.2%	3.3%
\$25,000 - \$34,999	4.3%	4.6%	4.3%
\$35,000 - \$49,999	4.6%	8.0%	7.1%
\$50,000 - \$74,999	12.5%	14.7%	12.9%
\$75,000 - \$99,999	11.0%	13.3%	12.4%
\$100,000 - \$149,999	28.3%	22.5%	22.7%
\$150,000 - \$199,999	13.7%	14.0%	15.1%
\$200,000+	20.4%	15.6%	17.7%
Average Household Income	\$149,407	\$137,308	\$145,881
2019 Owner Occupied Housing Units by Value			
Total	2,596	28,786	91,901
<\$50,000	0.6%	0.9%	0.6%
\$50,000 - \$99,999	0.2%	0.6%	0.4%
\$100,000 - \$149,999	0.1%	1.1%	1.1%
\$150,000 - \$199,999	1.1%	3.4%	2.8%
\$200,000 - \$249,999	1.8%	5.4%	4.5%
\$250,000 - \$299,999	2.2%	4.8%	4.8%
\$300,000 - \$399,999	23.1%	18.0%	16.0%
\$400,000 - \$499,999	28.1%	25.9%	22.8%
\$500,000 - \$749,999	29.5%	30.0%	35.6%
\$750,000 - \$999,999	8.4%	7.0%	8.8%
\$1,000,000 - \$1,499,999	4.1%	2.4%	2.1%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.3%
\$2,000,000 +	0.5%	0.3%	0.3%
Average Home Value	\$545,877	\$503,968	\$525,591
2024 Owner Occupied Housing Units by Value			
Total	2,665	29,663	95,033
<\$50,000	0.3%	0.5%	0.3%
\$50,000 - \$99,999	0.1%	0.4%	0.2%
\$100,000 - \$149,999	0.1%	0.8%	0.8%
\$150,000 - \$199,999	0.6%	2.8%	2.2%
\$200,000 - \$249,999	1.1%	4.9%	3.9%
\$250,000 - \$299,999	1.5%	4.3%	4.2%
\$300,000 - \$399,999	17.9%	15.7%	13.9%
\$400,000 - \$499,999	26.5%	25.0%	21.8%
\$500,000 - \$749,999	33.9%	33.0%	38.5%
\$750,000 - \$999,999	11.4%	8.8%	10.8%
\$1,000,000 - \$1,499,999	5.5%	3.0%	2.6%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.4%
\$2,000,000 +	0.6%	0.4%	0.3%
Average Home Value	\$593,816	\$532,877	\$553,850

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,652	135,023	413,188
0 - 4	6.3%	6.9%	6.9%
5 - 9	6.2%	6.1%	5.9%
10 - 14	6.2%	5.5%	5.4%
15 - 24	11.4%	11.6%	11.2%
25 - 34	13.4%	16.9%	17.5%
35 - 44	14.1%	15.4%	15.8%
45 - 54	16.7%	15.1%	15.0%
55 - 64	13.3%	11.4%	11.6%
65 - 74	6.4%	5.9%	5.8%
75 - 84	3.9%	3.5%	3.3%
85 +	2.0%	1.6%	1.6%
18 +	77.3%	78.0%	78.3%
2019 Population by Age			
Total	10,919	139,006	428,758
0 - 4	5.5%	6.0%	6.0%
5 - 9	5.8%	6.1%	6.0%
10 - 14	6.3%	6.3%	6.1%
15 - 24	11.7%	11.3%	10.9%
25 - 34	12.6%	14.4%	14.9%
35 - 44	13.2%	15.0%	15.3%
45 - 54	13.2%	13.5%	13.6%
55 - 64	14.7%	12.7%	12.7%
65 - 74	10.2%	8.6%	8.6%
75 - 84	4.5%	4.2%	4.1%
85 +	2.1%	1.9%	1.9%
18 +	78.7%	78.2%	78.6%
2024 Population by Age			
Total	11,051	141,122	437,613
0 - 4	5.5%	6.0%	5.9%
5 - 9	5.5%	5.8%	5.7%
10 - 14	5.8%	5.9%	5.7%
15 - 24	11.3%	11.5%	10.9%
25 - 34	13.5%	14.1%	14.7%
35 - 44	12.9%	14.9%	15.1%
45 - 54	12.8%	13.3%	13.2%
55 - 64	13.2%	12.0%	12.1%
65 - 74	11.6%	9.4%	9.4%
75 - 84	5.8%	5.1%	5.1%
85 +	2.1%	2.1%	2.0%
18 +	79.7%	78.8%	79.3%
2010 Population by Sex			
Males	5,242	66,739	203,087
Females	5,407	68,289	210,101
2019 Population by Sex			
Males	5,372	68,860	211,196
Females	5,547	70,144	217,559
2024 Population by Sex			
Males	5,439	69,974	215,632
Females	5,612	71,149	221,978

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

Bradlick Shopping Center
 6900 Braddock Rd, Annandale, Virginia, 22003
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.81202
 Longitude: -77.18426

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,650	135,028	413,189
White Alone	53.5%	51.4%	56.9%
Black Alone	9.6%	14.5%	13.3%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	23.6%	18.5%	15.8%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	8.3%	10.6%	9.1%
Two or More Races	4.2%	4.3%	4.3%
Hispanic Origin	20.5%	24.4%	22.0%
Diversity Index	76.3	79.8	75.9
2019 Population by Race/Ethnicity			
Total	10,918	139,005	428,754
White Alone	48.2%	47.0%	52.5%
Black Alone	10.5%	15.5%	14.4%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	26.8%	20.7%	17.9%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	8.9%	11.3%	9.8%
Two or More Races	4.9%	4.9%	4.9%
Hispanic Origin	21.9%	25.9%	23.5%
Diversity Index	79.3	82.3	79.0
2024 Population by Race/Ethnicity			
Total	11,051	141,123	437,611
White Alone	45.2%	44.6%	50.1%
Black Alone	10.8%	15.9%	14.8%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	28.7%	21.9%	19.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	9.4%	11.9%	10.3%
Two or More Races	5.2%	5.2%	5.2%
Hispanic Origin	23.0%	27.0%	24.6%
Diversity Index	80.7	83.5	80.5
2010 Population by Relationship and Household Type			
Total	10,649	135,028	413,188
In Households	99.5%	99.6%	99.6%
In Family Households	86.3%	82.4%	80.4%
Householder	24.2%	23.8%	24.0%
Spouse	19.0%	17.7%	18.3%
Child	30.0%	28.0%	27.5%
Other relative	9.4%	8.7%	7.0%
Nonrelative	3.7%	4.3%	3.6%
In Nonfamily Households	13.2%	17.2%	19.2%
In Group Quarters	0.5%	0.4%	0.4%
Institutionalized Population	0.5%	0.3%	0.3%
Noninstitutionalized Population	0.0%	0.1%	0.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	7,711	97,680	304,624
Less than 9th Grade	7.9%	7.2%	6.1%
9th - 12th Grade, No Diploma	6.8%	5.3%	4.3%
High School Graduate	12.8%	15.4%	14.2%
GED/Alternative Credential	1.5%	1.4%	1.3%
Some College, No Degree	14.4%	15.2%	13.6%
Associate Degree	5.8%	6.5%	6.1%
Bachelor's Degree	28.9%	27.0%	28.9%
Graduate/Professional Degree	21.8%	21.9%	25.6%
2019 Population 15+ by Marital Status			
Total	8,989	113,411	351,169
Never Married	34.2%	36.6%	35.4%
Married	52.8%	49.9%	51.3%
Widowed	4.1%	4.5%	4.4%
Divorced	8.9%	9.0%	8.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	96.5%	96.7%
Civilian Unemployed (Unemployment Rate)	3.2%	3.5%	3.3%
2019 Employed Population 16+ by Industry			
Total	6,094	78,210	242,569
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	13.5%	10.0%	7.6%
Manufacturing	1.6%	1.8%	1.9%
Wholesale Trade	1.0%	0.8%	0.9%
Retail Trade	6.3%	7.6%	7.2%
Transportation/Utilities	4.3%	4.8%	4.1%
Information	1.7%	1.8%	2.1%
Finance/Insurance/Real Estate	6.1%	6.1%	6.1%
Services	58.5%	56.1%	56.3%
Public Administration	6.9%	11.0%	13.7%
2019 Employed Population 16+ by Occupation			
Total	6,095	78,210	242,569
White Collar	58.7%	61.0%	66.9%
Management/Business/Financial	16.4%	17.8%	20.8%
Professional	23.6%	25.0%	27.5%
Sales	9.7%	8.4%	8.3%
Administrative Support	8.9%	9.7%	10.3%
Services	23.0%	22.9%	19.8%
Blue Collar	18.3%	16.1%	13.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	10.2%	7.4%	5.4%
Installation/Maintenance/Repair	2.8%	2.4%	2.1%
Production	1.6%	1.5%	1.6%
Transportation/Material Moving	3.6%	4.8%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	10,649	135,028	413,188
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,547	49,083	159,473
Households with 1 Person	20.7%	26.6%	29.7%
Households with 2+ People	79.3%	73.4%	70.3%
Family Households	72.1%	65.2%	62.1%
Husband-wife Families	56.6%	48.5%	47.4%
With Related Children	27.2%	23.5%	22.8%
Other Family (No Spouse Present)	15.5%	16.8%	14.7%
Other Family with Male Householder	4.8%	5.4%	4.6%
With Related Children	2.4%	2.6%	2.2%
Other Family with Female Householder	10.7%	11.3%	10.2%
With Related Children	5.8%	6.5%	5.9%
Nonfamily Households	7.2%	8.1%	8.2%
All Households with Children	35.9%	33.2%	31.3%
Multigenerational Households	5.9%	4.8%	3.8%
Unmarried Partner Households	4.5%	5.3%	5.2%
Male-female	3.5%	4.4%	4.3%
Same-sex	1.0%	1.0%	1.0%
2010 Households by Size			
Total	3,548	49,083	159,473
1 Person Household	20.7%	26.6%	29.7%
2 Person Household	29.2%	30.1%	30.2%
3 Person Household	17.8%	15.7%	15.4%
4 Person Household	15.4%	13.4%	13.0%
5 Person Household	8.4%	7.1%	6.2%
6 Person Household	4.1%	3.5%	2.8%
7 + Person Household	4.4%	3.6%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	3,547	49,083	159,472
Owner Occupied	75.8%	60.2%	58.7%
Owned with a Mortgage/Loan	60.6%	48.4%	48.4%
Owned Free and Clear	15.2%	11.8%	10.4%
Renter Occupied	24.2%	39.8%	41.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,692	51,131	166,415
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	City Lights (8A)	Enterprising Professionals	Enterprising Professionals
2.	Pacific Heights (2C)	Pleasantville (2B)	Urban Chic (2A)
3.	Pleasantville (2B)	Urban Chic (2A)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$10,889,343	\$149,577,614	\$526,459,250
Average Spent	\$3,056.23	\$2,991.07	\$3,205.17
Spending Potential Index	143	140	150
Education: Total \$	\$9,855,753	\$122,000,703	\$426,797,041
Average Spent	\$2,766.14	\$2,439.62	\$2,598.41
Spending Potential Index	174	153	163
Entertainment/Recreation: Total \$	\$16,492,249	\$219,235,489	\$768,120,054
Average Spent	\$4,628.75	\$4,384.01	\$4,676.44
Spending Potential Index	142	134	143
Food at Home: Total \$	\$25,286,068	\$346,546,962	\$1,211,353,027
Average Spent	\$7,096.85	\$6,929.83	\$7,374.92
Spending Potential Index	137	134	143
Food Away from Home: Total \$	\$18,326,068	\$254,288,337	\$895,849,497
Average Spent	\$5,143.44	\$5,084.95	\$5,454.08
Spending Potential Index	140	138	148
Health Care: Total \$	\$27,502,785	\$372,151,309	\$1,298,244,726
Average Spent	\$7,719.00	\$7,441.84	\$7,903.93
Spending Potential Index	130	125	133
HH Furnishings & Equipment: Total \$	\$10,511,572	\$142,977,677	\$499,221,998
Average Spent	\$2,950.20	\$2,859.10	\$3,039.35
Spending Potential Index	138	134	143
Personal Care Products & Services: Total \$	\$4,269,969	\$59,926,818	\$210,509,821
Average Spent	\$1,198.42	\$1,198.34	\$1,281.62
Spending Potential Index	135	135	145
Shelter: Total \$	\$102,809,622	\$1,344,271,307	\$4,720,671,624
Average Spent	\$28,854.79	\$26,881.13	\$28,740.25
Spending Potential Index	156	145	155
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,826,910	\$160,533,115	\$567,265,631
Average Spent	\$3,319.37	\$3,210.15	\$3,453.61
Spending Potential Index	134	129	139
Travel: Total \$	\$12,505,250	\$159,971,725	\$560,915,416
Average Spent	\$3,509.75	\$3,198.92	\$3,414.95
Spending Potential Index	156	143	152
Vehicle Maintenance & Repairs: Total \$	\$5,240,062	\$74,858,310	\$260,175,588
Average Spent	\$1,470.69	\$1,496.93	\$1,583.99
Spending Potential Index	129	131	138

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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