



Demographic and Income Profile

Courthouse Plaza
10300 Willard Way, Fairfax, Virginia, 22030
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.84846
Longitude: -77.30284

Summary	Census 2010	2019	2024
Population	13,963	15,024	15,271
Households	4,732	5,069	5,128
Families	3,121	3,313	3,346
Average Household Size	2.56	2.57	2.59
Owner Occupied Housing Units	3,405	3,680	3,680
Renter Occupied Housing Units	1,327	1,389	1,448
Median Age	38.4	39.4	40.3
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.33%	0.80%	0.77%
Households	0.23%	0.74%	0.75%
Families	0.20%	0.69%	0.68%
Owner HHs	0.00%	0.99%	0.92%
Median Household Income	1.68%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	201	4.0%	171	3.3%
\$15,000 - \$24,999	190	3.7%	149	2.9%
\$25,000 - \$34,999	250	4.9%	202	3.9%
\$35,000 - \$49,999	273	5.4%	226	4.4%
\$50,000 - \$74,999	503	9.9%	463	9.0%
\$75,000 - \$99,999	503	9.9%	499	9.7%
\$100,000 - \$149,999	1,053	20.8%	1,103	21.5%
\$150,000 - \$199,999	784	15.5%	873	17.0%
\$200,000+	1,311	25.9%	1,442	28.1%
Median Household Income	\$124,115		\$134,872	
Average Household Income	\$160,263		\$175,759	
Per Capita Income	\$54,377		\$59,334	

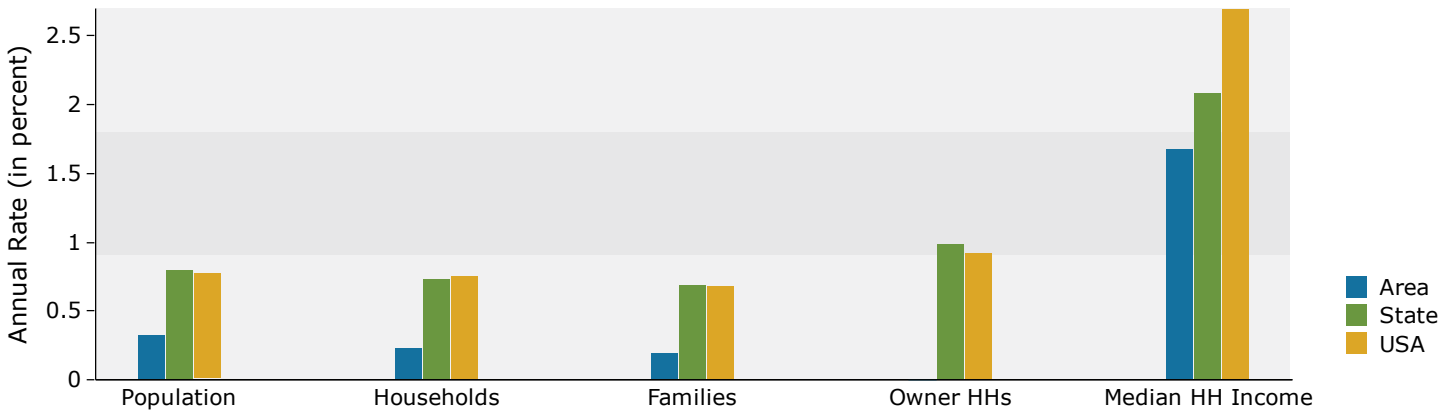
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	658	4.7%	640	4.3%	658	4.3%
5 - 9	653	4.7%	677	4.5%	672	4.4%
10 - 14	696	5.0%	740	4.9%	714	4.7%
15 - 19	874	6.3%	893	5.9%	891	5.8%
20 - 24	1,368	9.8%	1,232	8.2%	1,168	7.6%
25 - 34	2,115	15.1%	2,379	15.8%	2,272	14.9%
35 - 44	1,899	13.6%	2,032	13.5%	2,308	15.1%
45 - 54	2,068	14.8%	1,946	13.0%	1,892	12.4%
55 - 64	1,727	12.4%	2,033	13.5%	1,984	13.0%
65 - 74	999	7.2%	1,351	9.0%	1,459	9.6%
75 - 84	586	4.2%	713	4.7%	846	5.5%
85+	319	2.3%	388	2.6%	408	2.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,747	69.8%	9,561	63.6%	9,256	60.6%
Black Alone	1,087	7.8%	1,415	9.4%	1,524	10.0%
American Indian Alone	73	0.5%	76	0.5%	77	0.5%
Asian Alone	1,805	12.9%	2,439	16.2%	2,770	18.1%
Pacific Islander Alone	11	0.1%	13	0.1%	13	0.1%
Some Other Race Alone	726	5.2%	893	5.9%	948	6.2%
Two or More Races	513	3.7%	627	4.2%	682	4.5%
Hispanic Origin (Any Race)	2,229	16.0%	2,732	18.2%	2,945	19.3%

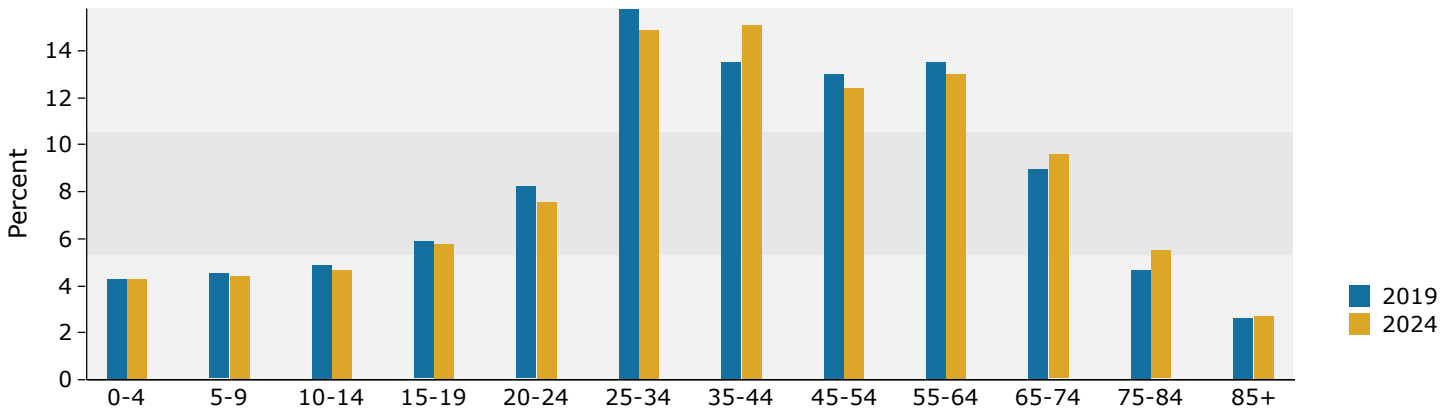
Data Note: Income is expressed in current dollars.

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

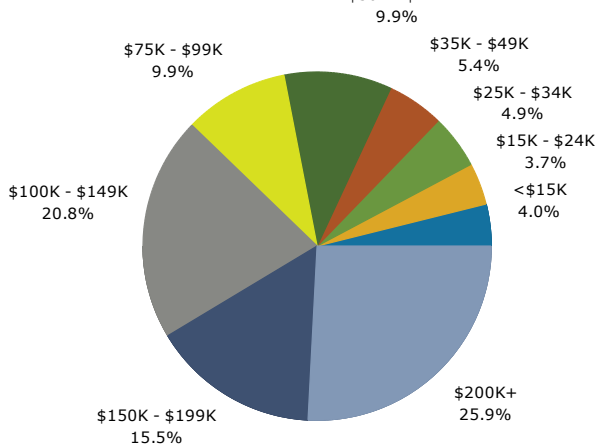
Trends 2019-2024



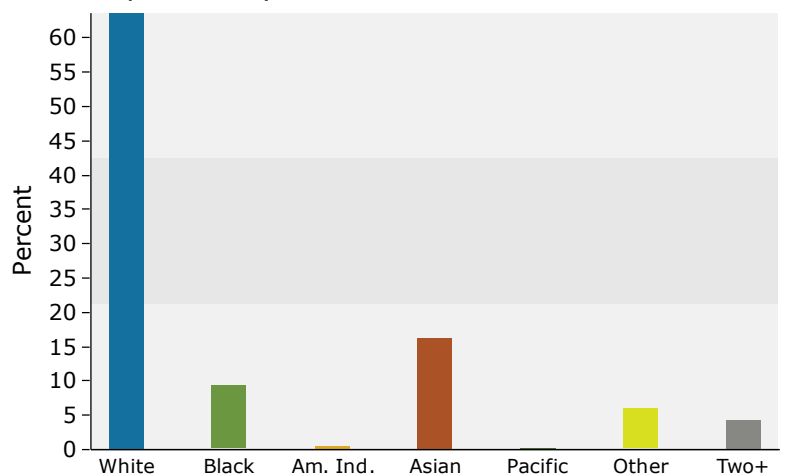
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 18.2%

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



Demographic and Income Profile

Courthouse Plaza
10300 Willard Way, Fairfax, Virginia, 22030
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84846
Longitude: -77.30284

Summary	Census 2010	2019	2024
Population	107,448	115,403	120,148
Households	38,076	40,503	42,112
Families	26,136	27,588	28,592
Average Household Size	2.64	2.66	2.67
Owner Occupied Housing Units	25,923	26,513	27,888
Renter Occupied Housing Units	12,153	13,991	14,224
Median Age	36.0	37.5	38.1
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.81%	0.80%	0.77%
Households	0.78%	0.74%	0.75%
Families	0.72%	0.69%	0.68%
Owner HHs	1.02%	0.99%	0.92%
Median Household Income	1.83%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,594	3.9%	1,324	3.1%
\$15,000 - \$24,999	1,086	2.7%	880	2.1%
\$25,000 - \$34,999	1,366	3.4%	1,131	2.7%
\$35,000 - \$49,999	2,201	5.4%	1,834	4.4%
\$50,000 - \$74,999	4,233	10.5%	3,877	9.2%
\$75,000 - \$99,999	4,585	11.3%	4,586	10.9%
\$100,000 - \$149,999	8,973	22.2%	9,468	22.5%
\$150,000 - \$199,999	6,504	16.1%	7,505	17.8%
\$200,000+	9,961	24.6%	11,506	27.3%
Median Household Income	\$123,680		\$135,390	
Average Household Income	\$164,035		\$180,784	
Per Capita Income	\$57,684		\$63,456	

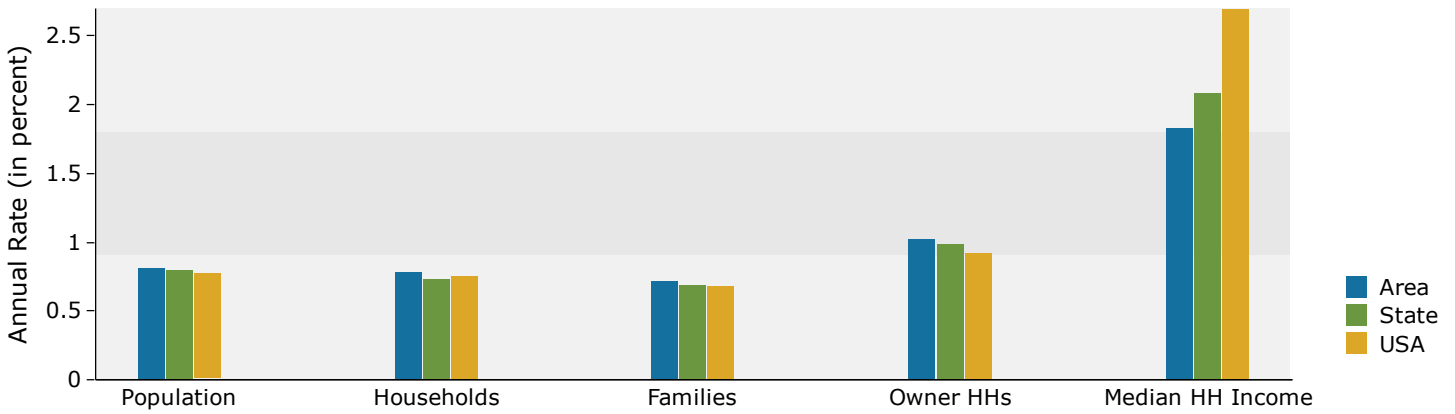
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,946	5.5%	5,637	4.9%	6,029	5.0%
5 - 9	6,115	5.7%	6,112	5.3%	6,154	5.1%
10 - 14	6,385	5.9%	6,672	5.8%	6,313	5.3%
15 - 19	8,477	7.9%	8,788	7.6%	8,689	7.2%
20 - 24	9,369	8.7%	9,490	8.2%	9,413	7.8%
25 - 34	15,906	14.8%	16,926	14.7%	18,075	15.0%
35 - 44	14,782	13.8%	15,273	13.2%	16,953	14.1%
45 - 54	16,191	15.1%	14,778	12.8%	14,500	12.1%
55 - 64	12,714	11.8%	14,995	13.0%	14,568	12.1%
65 - 74	6,646	6.2%	10,135	8.8%	11,250	9.4%
75 - 84	3,446	3.2%	4,707	4.1%	6,075	5.1%
85+	1,471	1.4%	1,889	1.6%	2,130	1.8%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	71,474	66.5%	69,798	60.5%	68,470	57.0%
Black Alone	6,496	6.0%	8,152	7.1%	8,990	7.5%
American Indian Alone	380	0.4%	386	0.3%	389	0.3%
Asian Alone	20,856	19.4%	26,878	23.3%	30,942	25.8%
Pacific Islander Alone	67	0.1%	68	0.1%	67	0.1%
Some Other Race Alone	4,027	3.7%	4,737	4.1%	5,196	4.3%
Two or More Races	4,148	3.9%	5,384	4.7%	6,094	5.1%
Hispanic Origin (Any Race)	12,613	11.7%	14,986	13.0%	16,667	13.9%

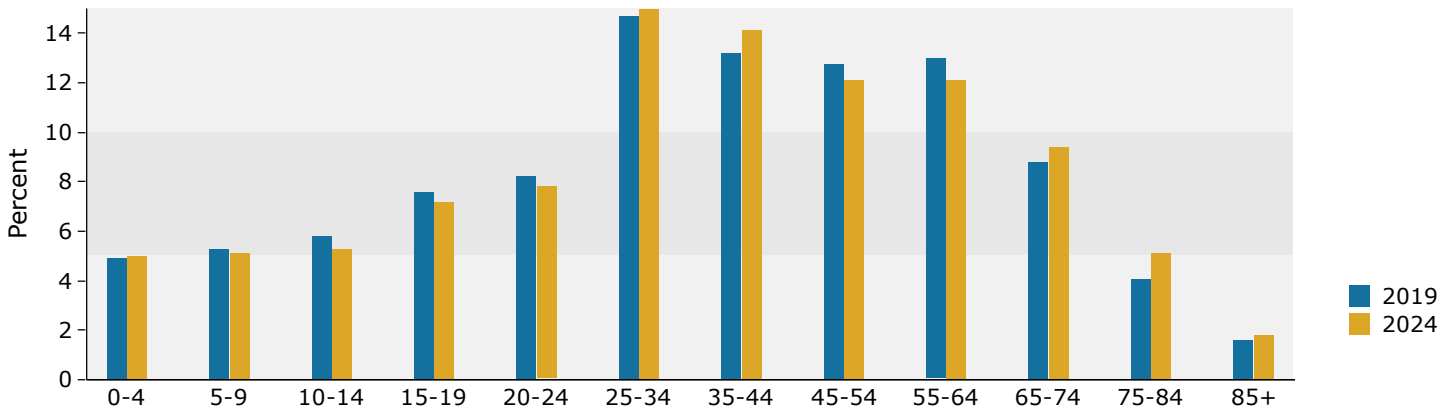
Data Note: Income is expressed in current dollars.

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

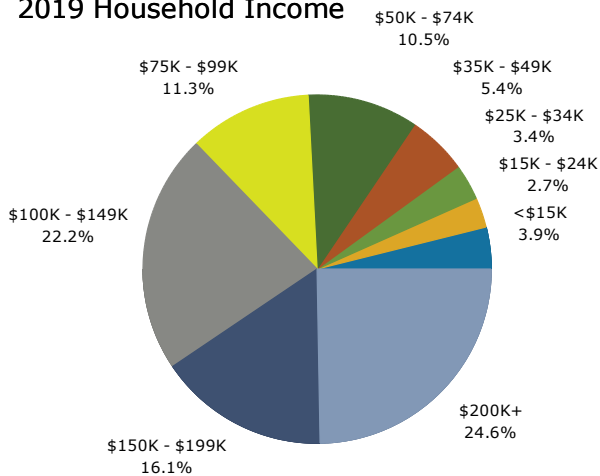
Trends 2019-2024



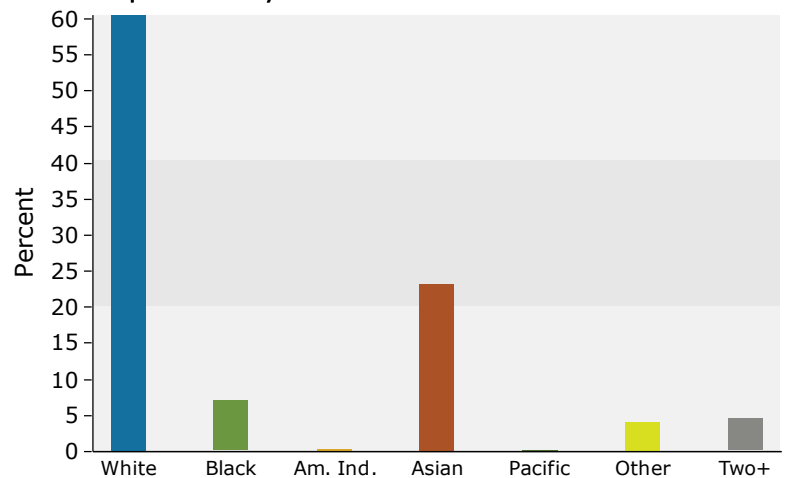
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 13.0%



Demographic and Income Profile

Courthouse Plaza
10300 Willard Way, Fairfax, Virginia, 22030
Ring: 5 mile radius

Prepared by Esri
Latitude: 38.84846
Longitude: -77.30284

Summary	Census 2010	2019	2024
Population	263,571	278,481	286,368
Households	95,101	100,499	103,285
Families	67,503	70,462	72,158
Average Household Size	2.69	2.69	2.69
Owner Occupied Housing Units	67,868	67,607	70,063
Renter Occupied Housing Units	27,233	32,892	33,222
Median Age	37.4	38.9	39.6
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.56%	0.80%	0.77%
Households	0.55%	0.74%	0.75%
Families	0.48%	0.69%	0.68%
Owner HHs	0.72%	0.99%	0.92%
Median Household Income	1.64%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	3,832	3.8%	3,193	3.1%
\$15,000 - \$24,999	2,394	2.4%	1,910	1.8%
\$25,000 - \$34,999	3,286	3.3%	2,662	2.6%
\$35,000 - \$49,999	5,377	5.4%	4,447	4.3%
\$50,000 - \$74,999	10,683	10.6%	9,656	9.3%
\$75,000 - \$99,999	11,377	11.3%	11,250	10.9%
\$100,000 - \$149,999	22,748	22.6%	24,049	23.3%
\$150,000 - \$199,999	16,033	16.0%	18,333	17.7%
\$200,000+	24,770	24.6%	27,785	26.9%
Median Household Income	\$123,973		\$134,468	
Average Household Income	\$168,294		\$184,260	
Per Capita Income	\$60,859		\$66,577	

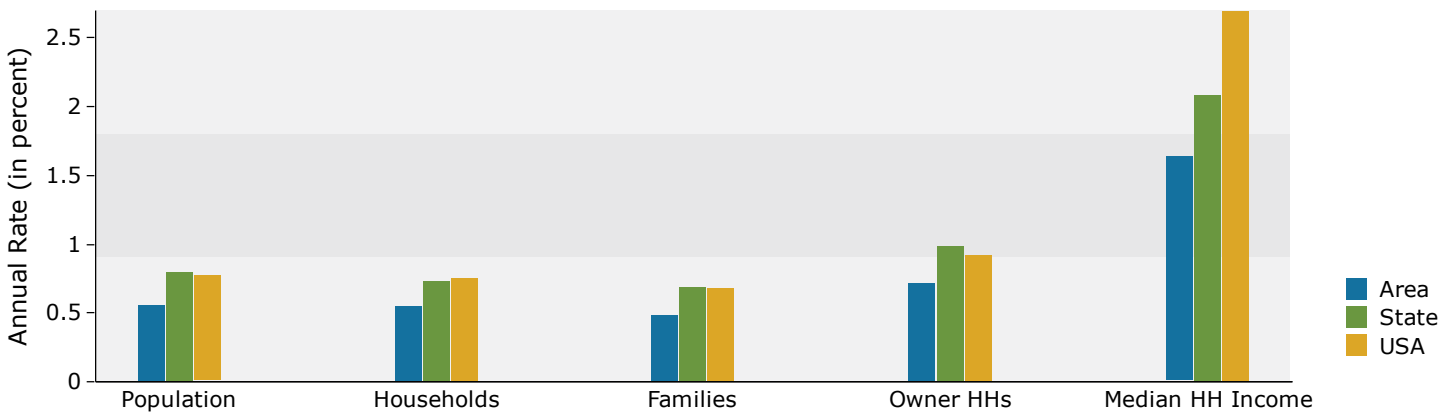
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,398	5.8%	14,100	5.1%	14,738	5.1%
5 - 9	16,329	6.2%	15,591	5.6%	15,441	5.4%
10 - 14	17,075	6.5%	17,607	6.3%	16,195	5.7%
15 - 19	18,144	6.9%	18,719	6.7%	18,115	6.3%
20 - 24	17,977	6.8%	18,347	6.6%	18,021	6.3%
25 - 34	38,020	14.4%	39,266	14.1%	41,250	14.4%
35 - 44	37,714	14.3%	37,726	13.5%	41,397	14.5%
45 - 54	41,897	15.9%	37,389	13.4%	36,198	12.6%
55 - 64	32,957	12.5%	38,090	13.7%	36,634	12.8%
65 - 74	16,838	6.4%	25,895	9.3%	28,580	10.0%
75 - 84	8,103	3.1%	11,530	4.1%	14,965	5.2%
85+	3,118	1.2%	4,223	1.5%	4,834	1.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	176,610	67.0%	170,733	61.3%	166,010	58.0%
Black Alone	14,513	5.5%	17,489	6.3%	18,986	6.6%
American Indian Alone	834	0.3%	860	0.3%	860	0.3%
Asian Alone	51,167	19.4%	64,501	23.2%	72,948	25.5%
Pacific Islander Alone	183	0.1%	173	0.1%	169	0.1%
Some Other Race Alone	10,198	3.9%	11,828	4.2%	12,948	4.5%
Two or More Races	10,065	3.8%	12,898	4.6%	14,447	5.0%
Hispanic Origin (Any Race)	31,746	12.0%	36,894	13.2%	40,608	14.2%

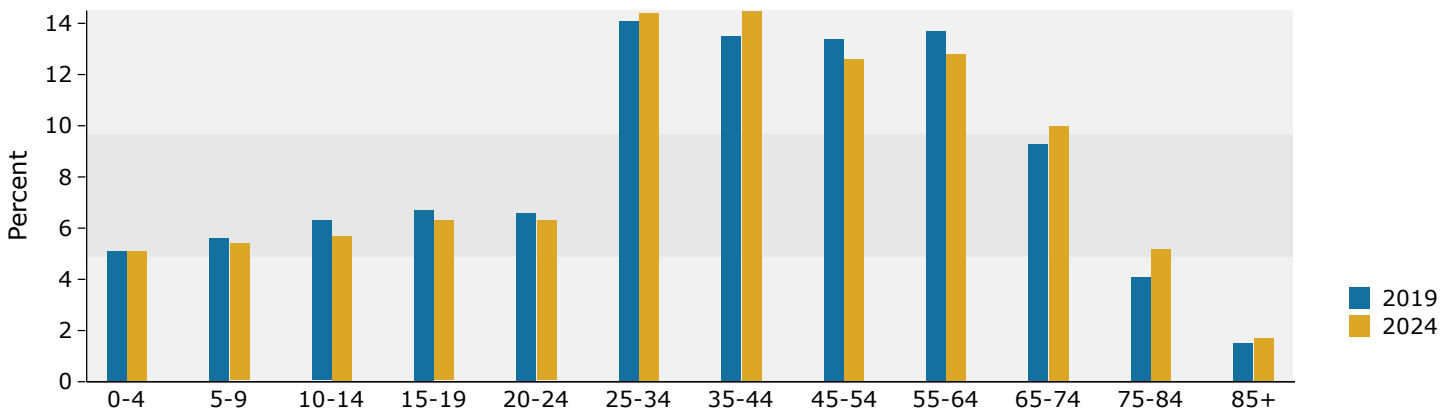
Data Note: Income is expressed in current dollars.

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

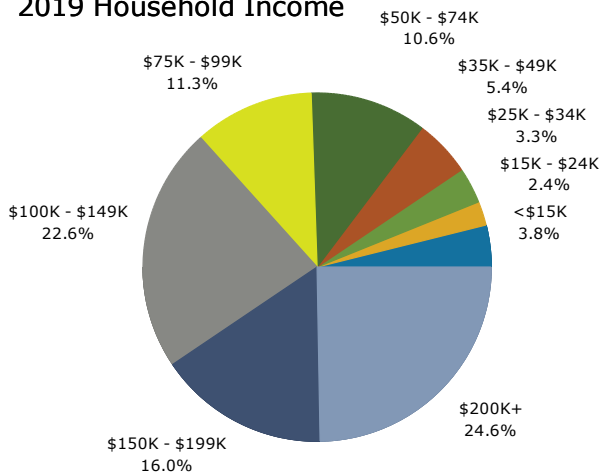
Trends 2019-2024



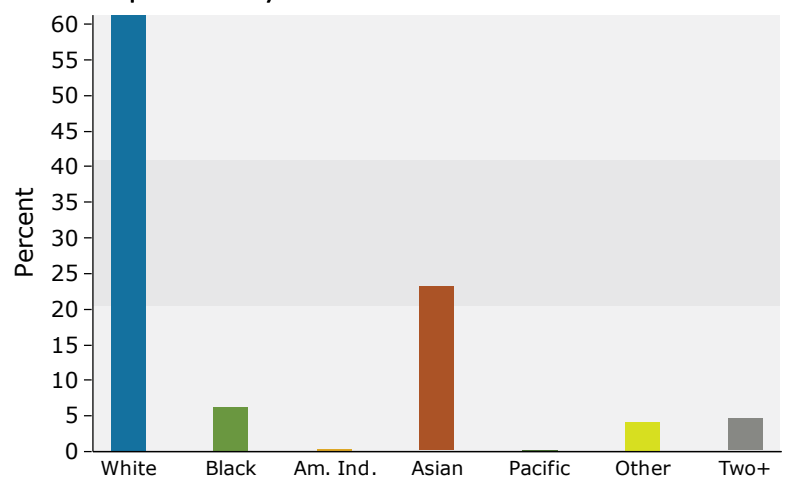
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 13.2%



Market Profile

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	12,724	91,387	233,160
2010 Total Population	13,963	107,448	263,571
2019 Total Population	15,024	115,403	278,481
2019 Group Quarters	2,009	7,551	8,098
2024 Total Population	15,271	120,148	286,368
2019-2024 Annual Rate	0.33%	0.81%	0.56%
2019 Total Daytime Population	46,640	136,851	308,388
Workers	40,638	86,163	185,149
Residents	6,002	50,688	123,239
Household Summary			
2000 Households	4,348	32,319	83,584
2000 Average Household Size	2.56	2.68	2.72
2010 Households	4,732	38,076	95,101
2010 Average Household Size	2.56	2.64	2.69
2019 Households	5,069	40,503	100,499
2019 Average Household Size	2.57	2.66	2.69
2024 Households	5,128	42,112	103,285
2024 Average Household Size	2.59	2.67	2.69
2019-2024 Annual Rate	0.23%	0.78%	0.55%
2010 Families	3,121	26,136	67,503
2010 Average Family Size	3.00	3.11	3.14
2019 Families	3,313	27,588	70,462
2019 Average Family Size	3.02	3.14	3.15
2024 Families	3,346	28,592	72,158
2024 Average Family Size	3.04	3.15	3.16
2019-2024 Annual Rate	0.20%	0.72%	0.48%
Housing Unit Summary			
2000 Housing Units	4,472	33,056	85,192
Owner Occupied Housing Units	67.3%	70.2%	72.6%
Renter Occupied Housing Units	30.0%	27.6%	25.5%
Vacant Housing Units	2.8%	2.2%	1.9%
2010 Housing Units	5,054	39,702	98,660
Owner Occupied Housing Units	67.4%	65.3%	68.8%
Renter Occupied Housing Units	26.3%	30.6%	27.6%
Vacant Housing Units	6.4%	4.1%	3.6%
2019 Housing Units	5,428	41,844	103,747
Owner Occupied Housing Units	67.8%	63.4%	65.2%
Renter Occupied Housing Units	25.6%	33.4%	31.7%
Vacant Housing Units	6.6%	3.2%	3.1%
2024 Housing Units	5,511	43,479	106,634
Owner Occupied Housing Units	66.8%	64.1%	65.7%
Renter Occupied Housing Units	26.3%	32.7%	31.2%
Vacant Housing Units	6.9%	3.1%	3.1%
Median Household Income			
2019	\$124,115	\$123,680	\$123,973
2024	\$134,872	\$135,390	\$134,468
Median Home Value			
2019	\$547,719	\$575,394	\$590,541
2024	\$585,462	\$598,106	\$610,904
Per Capita Income			
2019	\$54,377	\$57,684	\$60,859
2024	\$59,334	\$63,456	\$66,577
Median Age			
2010	38.4	36.0	37.4
2019	39.4	37.5	38.9
2024	40.3	38.1	39.6

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

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	5,069	40,503	100,499
<\$15,000	4.0%	3.9%	3.8%
\$15,000 - \$24,999	3.7%	2.7%	2.4%
\$25,000 - \$34,999	4.9%	3.4%	3.3%
\$35,000 - \$49,999	5.4%	5.4%	5.4%
\$50,000 - \$74,999	9.9%	10.5%	10.6%
\$75,000 - \$99,999	9.9%	11.3%	11.3%
\$100,000 - \$149,999	20.8%	22.2%	22.6%
\$150,000 - \$199,999	15.5%	16.1%	16.0%
\$200,000+	25.9%	24.6%	24.6%
Average Household Income	\$160,263	\$164,035	\$168,294
2024 Households by Income			
Household Income Base	5,128	42,112	103,285
<\$15,000	3.3%	3.1%	3.1%
\$15,000 - \$24,999	2.9%	2.1%	1.8%
\$25,000 - \$34,999	3.9%	2.7%	2.6%
\$35,000 - \$49,999	4.4%	4.4%	4.3%
\$50,000 - \$74,999	9.0%	9.2%	9.3%
\$75,000 - \$99,999	9.7%	10.9%	10.9%
\$100,000 - \$149,999	21.5%	22.5%	23.3%
\$150,000 - \$199,999	17.0%	17.8%	17.7%
\$200,000+	28.1%	27.3%	26.9%
Average Household Income	\$175,759	\$180,784	\$184,260
2019 Owner Occupied Housing Units by Value			
Total	3,680	26,503	67,585
<\$50,000	0.2%	0.4%	0.4%
\$50,000 - \$99,999	0.4%	0.2%	0.2%
\$100,000 - \$149,999	0.8%	0.3%	0.5%
\$150,000 - \$199,999	1.5%	0.7%	1.0%
\$200,000 - \$249,999	1.7%	1.8%	2.0%
\$250,000 - \$299,999	3.0%	2.7%	2.9%
\$300,000 - \$399,999	11.4%	9.4%	10.1%
\$400,000 - \$499,999	23.7%	21.4%	17.3%
\$500,000 - \$749,999	38.7%	43.6%	43.3%
\$750,000 - \$999,999	15.9%	14.8%	15.8%
\$1,000,000 - \$1,499,999	2.5%	3.6%	5.0%
\$1,500,000 - \$1,999,999	0.0%	0.7%	1.0%
\$2,000,000 +	0.3%	0.4%	0.5%
Average Home Value	\$581,114	\$610,966	\$629,097
2024 Owner Occupied Housing Units by Value			
Total	3,680	27,877	70,039
<\$50,000	0.1%	0.2%	0.2%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.4%	0.2%	0.3%
\$150,000 - \$199,999	0.8%	0.4%	0.6%
\$200,000 - \$249,999	1.1%	1.2%	1.6%
\$250,000 - \$299,999	2.2%	1.9%	2.3%
\$300,000 - \$399,999	9.2%	7.8%	8.5%
\$400,000 - \$499,999	21.7%	20.2%	16.4%
\$500,000 - \$749,999	42.0%	45.9%	44.9%
\$750,000 - \$999,999	19.0%	16.7%	17.7%
\$1,000,000 - \$1,499,999	3.0%	4.0%	5.6%
\$1,500,000 - \$1,999,999	0.0%	0.9%	1.2%
\$2,000,000 +	0.4%	0.4%	0.5%
Average Home Value	\$615,206	\$636,685	\$653,737

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.



Market Profile

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	13,965	107,449	263,571
0 - 4	4.7%	5.5%	5.8%
5 - 9	4.7%	5.7%	6.2%
10 - 14	5.0%	5.9%	6.5%
15 - 24	16.1%	16.6%	13.7%
25 - 34	15.1%	14.8%	14.4%
35 - 44	13.6%	13.8%	14.3%
45 - 54	14.8%	15.1%	15.9%
55 - 64	12.4%	11.8%	12.5%
65 - 74	7.2%	6.2%	6.4%
75 - 84	4.2%	3.2%	3.1%
85 +	2.3%	1.4%	1.2%
18 +	82.2%	79.1%	77.4%
2019 Population by Age			
Total	15,024	115,402	278,483
0 - 4	4.3%	4.9%	5.1%
5 - 9	4.5%	5.3%	5.6%
10 - 14	4.9%	5.8%	6.3%
15 - 24	14.1%	15.8%	13.3%
25 - 34	15.8%	14.7%	14.1%
35 - 44	13.5%	13.2%	13.5%
45 - 54	13.0%	12.8%	13.4%
55 - 64	13.5%	13.0%	13.7%
65 - 74	9.0%	8.8%	9.3%
75 - 84	4.7%	4.1%	4.1%
85 +	2.6%	1.6%	1.5%
18 +	83.2%	80.6%	79.3%
2024 Population by Age			
Total	15,272	120,149	286,368
0 - 4	4.3%	5.0%	5.1%
5 - 9	4.4%	5.1%	5.4%
10 - 14	4.7%	5.3%	5.7%
15 - 24	13.5%	15.1%	12.6%
25 - 34	14.9%	15.0%	14.4%
35 - 44	15.1%	14.1%	14.5%
45 - 54	12.4%	12.1%	12.6%
55 - 64	13.0%	12.1%	12.8%
65 - 74	9.6%	9.4%	10.0%
75 - 84	5.5%	5.1%	5.2%
85 +	2.7%	1.8%	1.7%
18 +	83.6%	81.4%	80.3%
2010 Population by Sex			
Males	7,382	53,231	130,173
Females	6,581	54,217	133,398
2019 Population by Sex			
Males	7,991	57,412	138,143
Females	7,033	57,991	140,338
2024 Population by Sex			
Males	8,128	59,796	142,124
Females	7,143	60,353	144,244

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

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	13,962	107,448	263,570
White Alone	69.8%	66.5%	67.0%
Black Alone	7.8%	6.0%	5.5%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	12.9%	19.4%	19.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.2%	3.7%	3.9%
Two or More Races	3.7%	3.9%	3.8%
Hispanic Origin	16.0%	11.7%	12.0%
Diversity Index	62.7	61.6	61.4
2019 Population by Race/Ethnicity			
Total	15,024	115,403	278,482
White Alone	63.6%	60.5%	61.3%
Black Alone	9.4%	7.1%	6.3%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	16.2%	23.3%	23.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.9%	4.1%	4.2%
Two or More Races	4.2%	4.7%	4.6%
Hispanic Origin	18.2%	13.0%	13.2%
Diversity Index	69.1	67.1	66.6
2024 Population by Race/Ethnicity			
Total	15,270	120,148	286,368
White Alone	60.6%	57.0%	58.0%
Black Alone	10.0%	7.5%	6.6%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	18.1%	25.8%	25.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	4.3%	4.5%
Two or More Races	4.5%	5.1%	5.0%
Hispanic Origin	19.3%	13.9%	14.2%
Diversity Index	71.7	69.8	69.3
2010 Population by Relationship and Household Type			
Total	13,963	107,448	263,571
In Households	86.6%	93.6%	97.2%
In Family Households	69.8%	77.8%	82.7%
Householder	21.9%	24.2%	25.6%
Spouse	17.7%	20.0%	21.3%
Child	23.0%	27.0%	29.1%
Other relative	4.5%	4.4%	4.6%
Nonrelative	2.7%	2.1%	2.1%
In Nonfamily Households	16.8%	15.8%	14.6%
In Group Quarters	13.4%	6.4%	2.8%
Institutionalized Population	11.0%	1.6%	0.8%
Noninstitutionalized Population	2.4%	4.8%	2.0%

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



Market Profile

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	10,842	78,703	194,117
Less than 9th Grade	4.3%	2.9%	2.5%
9th - 12th Grade, No Diploma	5.3%	2.5%	2.3%
High School Graduate	12.3%	9.5%	9.7%
GED/Alternative Credential	2.6%	0.9%	0.8%
Some College, No Degree	14.2%	12.0%	11.7%
Associate Degree	5.3%	5.7%	5.5%
Bachelor's Degree	26.1%	32.0%	33.4%
Graduate/Professional Degree	29.9%	34.5%	34.1%
2019 Population 15+ by Marital Status			
Total	12,967	96,981	231,184
Never Married	39.0%	36.6%	33.4%
Married	47.8%	52.3%	55.7%
Widowed	5.4%	3.7%	3.6%
Divorced	7.8%	7.3%	7.2%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	96.8%	97.1%
Civilian Unemployed (Unemployment Rate)	3.2%	3.2%	2.9%
2019 Employed Population 16+ by Industry			
Total	7,817	64,177	155,468
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.5%	4.4%	4.5%
Manufacturing	3.2%	2.7%	2.3%
Wholesale Trade	0.5%	0.9%	0.9%
Retail Trade	7.8%	7.4%	6.9%
Transportation/Utilities	2.5%	2.3%	2.8%
Information	1.6%	2.3%	2.4%
Finance/Insurance/Real Estate	7.0%	5.9%	7.2%
Services	61.6%	61.9%	60.9%
Public Administration	9.2%	12.1%	11.9%
2019 Employed Population 16+ by Occupation			
Total	7,818	64,176	155,467
White Collar	72.0%	76.7%	77.7%
Management/Business/Financial	21.4%	24.3%	25.7%
Professional	34.1%	34.1%	34.0%
Sales	6.8%	7.8%	7.9%
Administrative Support	9.6%	10.5%	10.2%
Services	18.5%	15.6%	14.4%
Blue Collar	9.5%	7.7%	7.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.8%	2.9%	2.5%
Installation/Maintenance/Repair	1.6%	1.8%	1.7%
Production	1.2%	1.2%	1.5%
Transportation/Material Moving	2.0%	1.8%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	13,963	107,448	263,571
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,733	38,076	95,101
Households with 1 Person	24.1%	22.7%	21.4%
Households with 2+ People	75.9%	77.3%	78.6%
Family Households	65.9%	68.6%	71.0%
Husband-wife Families	53.2%	56.6%	58.9%
With Related Children	22.7%	26.6%	28.3%
Other Family (No Spouse Present)	12.8%	12.0%	12.1%
Other Family with Male Householder	3.3%	3.5%	3.5%
With Related Children	1.2%	1.5%	1.6%
Other Family with Female Householder	9.4%	8.5%	8.5%
With Related Children	5.1%	4.6%	4.6%
Nonfamily Households	10.0%	8.6%	7.6%
All Households with Children	29.3%	33.0%	34.8%
Multigenerational Households	3.3%	3.1%	3.4%
Unmarried Partner Households	4.4%	4.2%	4.1%
Male-female	3.5%	3.5%	3.4%
Same-sex	0.9%	0.7%	0.6%
2010 Households by Size			
Total	4,733	38,078	95,100
1 Person Household	24.1%	22.7%	21.4%
2 Person Household	34.5%	33.3%	33.1%
3 Person Household	16.6%	17.8%	18.2%
4 Person Household	14.1%	15.7%	16.4%
5 Person Household	6.5%	6.4%	6.8%
6 Person Household	2.5%	2.4%	2.5%
7 + Person Household	1.9%	1.6%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	4,732	38,076	95,101
Owner Occupied	72.0%	68.1%	71.4%
Owned with a Mortgage/Loan	56.8%	56.1%	59.7%
Owned Free and Clear	15.1%	12.0%	11.7%
Renter Occupied	28.0%	31.9%	28.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,054	39,702	98,660
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

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.



Market Profile

Courthouse Plaza
 10300 Willard Way, Fairfax, Virginia, 22030
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84846
 Longitude: -77.30284

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Enterprising Professionals	Top Tier (1A)
2.	City Lights (8A)	Top Tier (1A)	Enterprising Professionals
3.	Enterprising Professionals (2D)	Urban Chic (2A)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$19,278,718	\$160,548,324	\$406,832,699
Average Spent	\$3,803.26	\$3,963.86	\$4,048.13
Spending Potential Index	178	185	189
Education: Total \$	\$16,523,872	\$134,415,408	\$346,575,816
Average Spent	\$3,259.79	\$3,318.65	\$3,448.55
Spending Potential Index	205	208	216
Entertainment/Recreation: Total \$	\$29,370,673	\$239,155,360	\$609,057,350
Average Spent	\$5,794.17	\$5,904.63	\$6,060.33
Spending Potential Index	177	181	185
Food at Home: Total \$	\$44,648,200	\$367,170,990	\$927,440,848
Average Spent	\$8,808.09	\$9,065.28	\$9,228.36
Spending Potential Index	170	175	178
Food Away from Home: Total \$	\$32,854,674	\$273,911,164	\$693,689,792
Average Spent	\$6,481.49	\$6,762.74	\$6,902.45
Spending Potential Index	176	184	188
Health Care: Total \$	\$50,259,786	\$405,547,703	\$1,032,839,734
Average Spent	\$9,915.13	\$10,012.78	\$10,277.11
Spending Potential Index	167	169	173
HH Furnishings & Equipment: Total \$	\$19,023,661	\$155,423,931	\$395,636,281
Average Spent	\$3,752.94	\$3,837.34	\$3,936.72
Spending Potential Index	176	180	185
Personal Care Products & Services: Total \$	\$7,892,129	\$65,430,075	\$166,413,654
Average Spent	\$1,556.94	\$1,615.44	\$1,655.87
Spending Potential Index	176	182	187
Shelter: Total \$	\$176,381,489	\$1,438,740,068	\$3,636,758,808
Average Spent	\$34,796.11	\$35,521.81	\$36,187.01
Spending Potential Index	188	192	196
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,999,695	\$178,149,478	\$459,922,336
Average Spent	\$4,340.05	\$4,398.43	\$4,576.39
Spending Potential Index	175	177	185
Travel: Total \$	\$22,130,050	\$177,945,962	\$453,505,774
Average Spent	\$4,365.76	\$4,393.40	\$4,512.54
Spending Potential Index	195	196	201
Vehicle Maintenance & Repairs: Total \$	\$9,722,439	\$79,828,960	\$204,253,390
Average Spent	\$1,918.02	\$1,970.94	\$2,032.39
Spending Potential Index	168	172	178

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.

Courthouse Plaza
10300 Willard Way, Fairfax, Virginia, 22030
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84846
Longitude: -77.30284

