



# Demographic and Income Profile

Lee & Harrison Plaza  
 5400 Lee Hwy, Arlington, Virginia, 22207  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 38.89617  
 Longitude: -77.13820

Summary	Census 2010	2019	2024
Population	19,831	21,197	21,500
Households	7,354	7,706	7,749
Families	5,055	5,272	5,307
Average Household Size	2.68	2.74	2.76
Owner Occupied Housing Units	5,688	5,780	5,885
Renter Occupied Housing Units	1,666	1,926	1,864
Median Age	38.8	39.9	41.3
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.28%	0.80%	0.77%
Households	0.11%	0.74%	0.75%
Families	0.13%	0.69%	0.68%
Owner HHs	0.36%	0.99%	0.92%
Median Household Income	0.96%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	213	2.8%	206	2.7%
\$15,000 - \$24,999	202	2.6%	175	2.3%
\$25,000 - \$34,999	189	2.5%	164	2.1%
\$35,000 - \$49,999	257	3.3%	230	3.0%
\$50,000 - \$74,999	545	7.1%	519	6.7%
\$75,000 - \$99,999	410	5.3%	401	5.2%
\$100,000 - \$149,999	1,178	15.3%	1,133	14.6%
\$150,000 - \$199,999	1,150	14.9%	1,164	15.0%
\$200,000+	3,561	46.2%	3,756	48.5%
Median Household Income	\$184,461		\$193,515	
Average Household Income	\$249,769		\$266,860	
Per Capita Income	\$90,558		\$95,923	

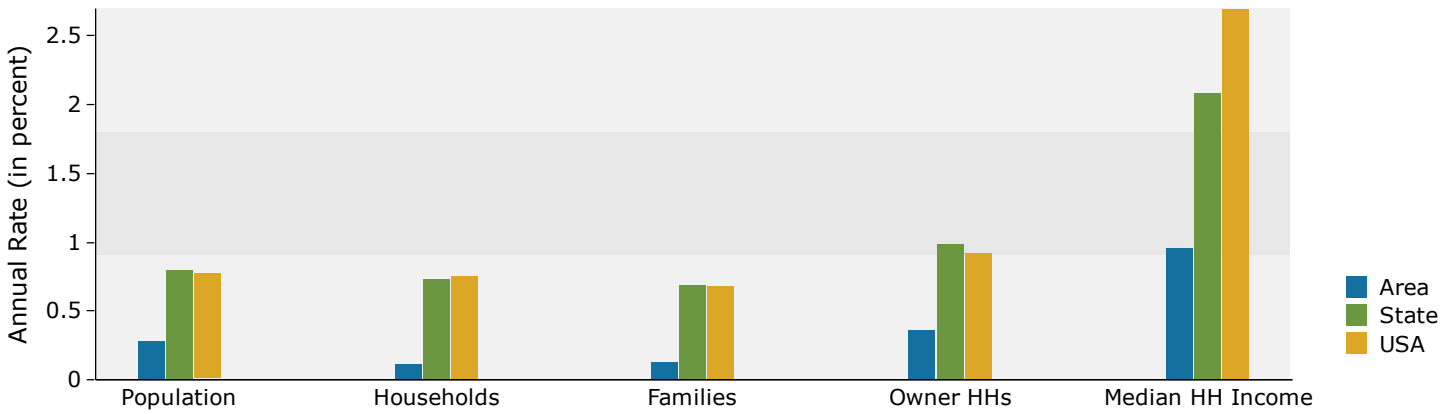
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,526	7.7%	1,324	6.2%	1,344	6.3%
5 - 9	1,496	7.5%	1,585	7.5%	1,572	7.3%
10 - 14	1,283	6.5%	1,794	8.5%	1,649	7.7%
15 - 19	1,023	5.2%	1,309	6.2%	1,399	6.5%
20 - 24	945	4.8%	876	4.1%	839	3.9%
25 - 34	2,465	12.4%	2,193	10.3%	2,063	9.6%
35 - 44	3,197	16.1%	2,944	13.9%	3,184	14.8%
45 - 54	3,096	15.6%	3,095	14.6%	3,047	14.2%
55 - 64	2,584	13.0%	2,839	13.4%	2,815	13.1%
65 - 74	1,239	6.2%	2,008	9.5%	2,087	9.7%
75 - 84	627	3.2%	856	4.0%	1,130	5.3%
85+	352	1.8%	373	1.8%	371	1.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,484	83.1%	16,941	79.9%	16,940	78.8%
Black Alone	1,009	5.1%	1,239	5.8%	1,306	6.1%
American Indian Alone	54	0.3%	53	0.3%	55	0.3%
Asian Alone	1,105	5.6%	1,453	6.9%	1,593	7.4%
Pacific Islander Alone	6	0.0%	7	0.0%	7	0.0%
Some Other Race Alone	558	2.8%	700	3.3%	728	3.4%
Two or More Races	615	3.1%	803	3.8%	871	4.1%
Hispanic Origin (Any Race)	1,716	8.7%	2,135	10.1%	2,244	10.4%

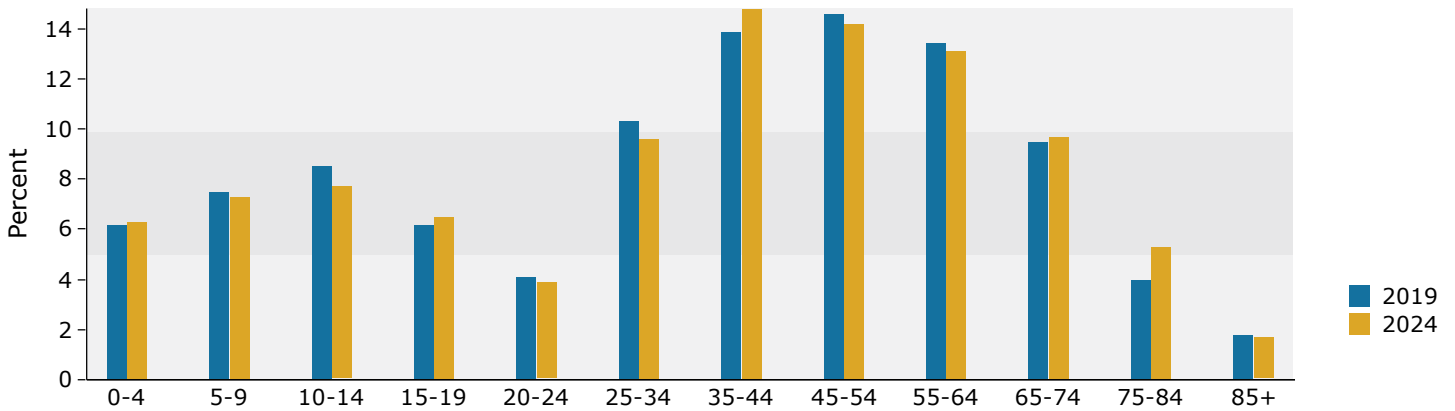
**Data Note:** Income is expressed in current dollars.

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

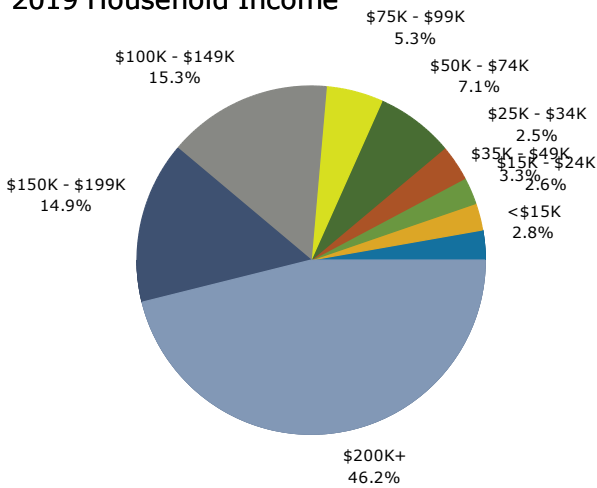
## Trends 2019-2024



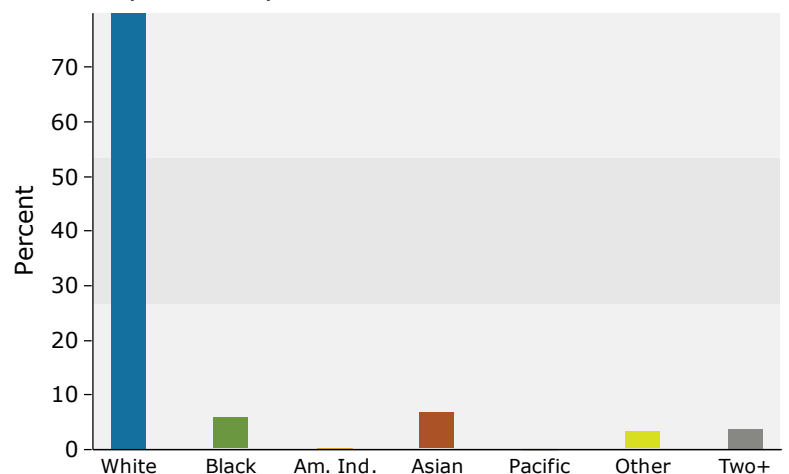
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 10.1%

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



# Demographic and Income Profile

Lee & Harrison Plaza  
 5400 Lee Hwy, Arlington, Virginia, 22207  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 38.89617  
 Longitude: -77.13820

Summary	Census 2010	2019	2024
Population	172,659	188,447	195,965
Households	71,585	77,852	80,808
Families	38,468	41,152	42,455
Average Household Size	2.38	2.39	2.39
Owner Occupied Housing Units	41,203	41,960	44,028
Renter Occupied Housing Units	30,382	35,892	36,780
Median Age	35.8	37.1	38.2
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.79%	0.80%	0.77%
Households	0.75%	0.74%	0.75%
Families	0.63%	0.69%	0.68%
Owner HHs	0.97%	0.99%	0.92%
Median Household Income	1.69%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	3,810	4.9%	3,324	4.1%
\$15,000 - \$24,999	2,485	3.2%	2,081	2.6%
\$25,000 - \$34,999	2,344	3.0%	2,023	2.5%
\$35,000 - \$49,999	3,775	4.8%	3,272	4.0%
\$50,000 - \$74,999	7,780	10.0%	7,290	9.0%
\$75,000 - \$99,999	7,633	9.8%	7,722	9.6%
\$100,000 - \$149,999	14,923	19.2%	15,835	19.6%
\$150,000 - \$199,999	10,719	13.8%	12,100	15.0%
\$200,000+	24,384	31.3%	27,162	33.6%
Median Household Income	\$133,260		\$144,939	
Average Household Income	\$190,976		\$207,910	
Per Capita Income	\$79,378		\$86,258	

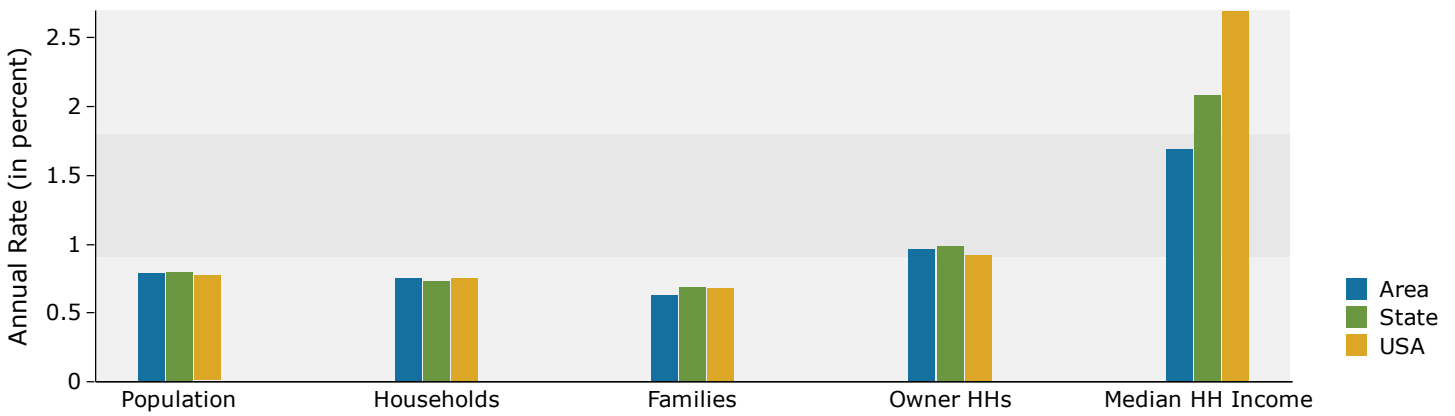
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,982	6.4%	10,135	5.4%	10,603	5.4%
5 - 9	10,184	5.9%	10,627	5.6%	10,817	5.5%
10 - 14	8,691	5.0%	11,354	6.0%	10,710	5.5%
15 - 19	7,896	4.6%	10,089	5.4%	10,321	5.3%
20 - 24	11,674	6.8%	10,176	5.4%	10,850	5.5%
25 - 34	34,669	20.1%	35,257	18.7%	34,252	17.5%
35 - 44	26,339	15.3%	27,384	14.5%	30,920	15.8%
45 - 54	23,803	13.8%	23,862	12.7%	23,908	12.2%
55 - 64	19,591	11.3%	22,597	12.0%	22,615	11.5%
65 - 74	10,007	5.8%	16,042	8.5%	17,749	9.1%
75 - 84	5,500	3.2%	7,368	3.9%	9,557	4.9%
85+	3,322	1.9%	3,557	1.9%	3,662	1.9%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	130,752	75.7%	136,715	72.5%	139,340	71.1%
Black Alone	7,981	4.6%	9,619	5.1%	10,293	5.3%
American Indian Alone	786	0.5%	777	0.4%	798	0.4%
Asian Alone	17,219	10.0%	21,663	11.5%	24,189	12.3%
Pacific Islander Alone	89	0.1%	100	0.1%	105	0.1%
Some Other Race Alone	9,468	5.5%	11,329	6.0%	12,098	6.2%
Two or More Races	6,364	3.7%	8,243	4.4%	9,142	4.7%
Hispanic Origin (Any Race)	25,146	14.6%	29,776	15.8%	31,916	16.3%

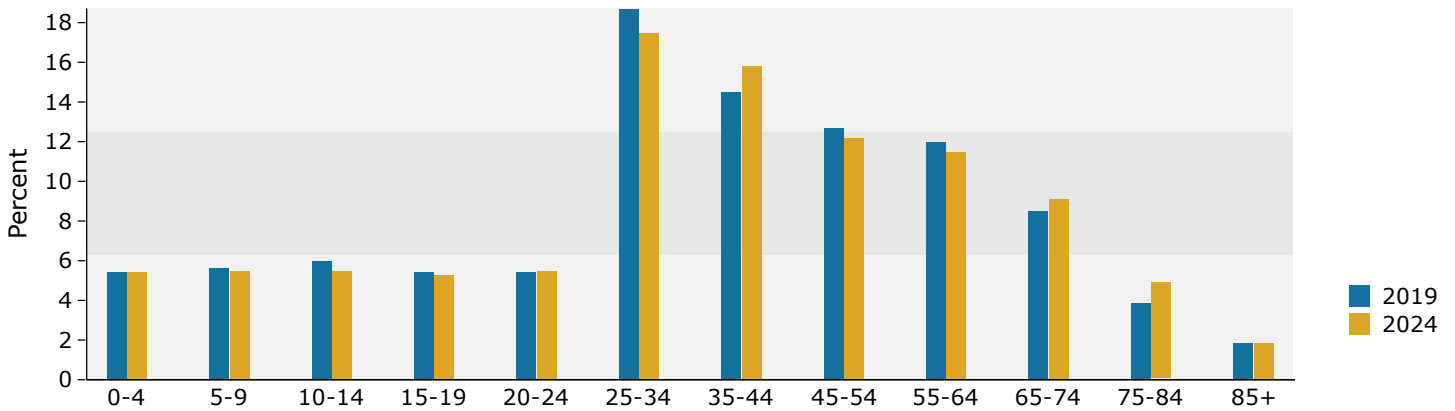
**Data Note:** Income is expressed in current dollars.

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

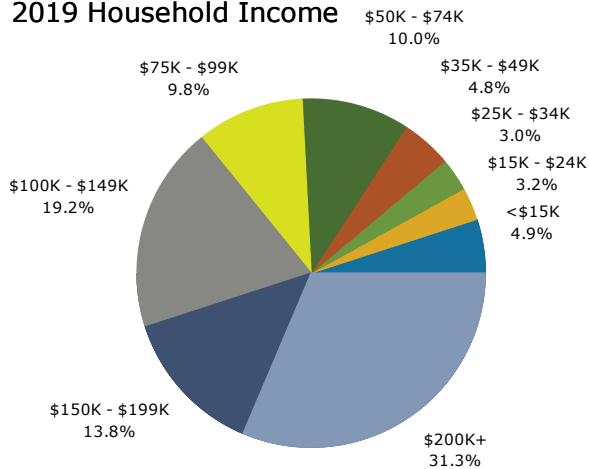
## Trends 2019-2024



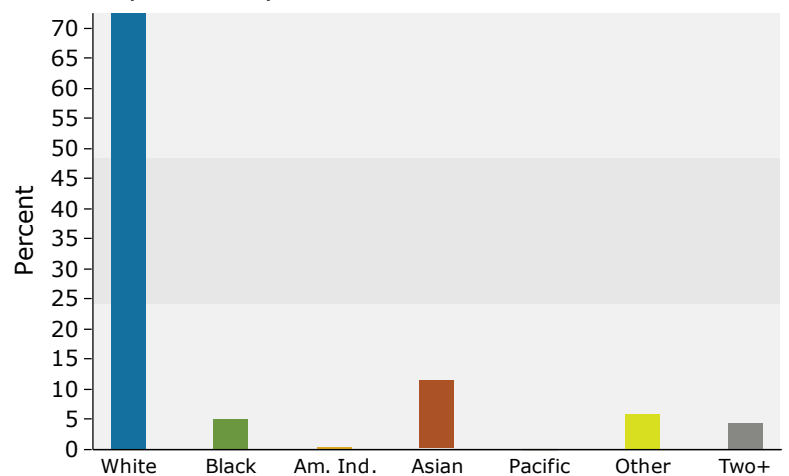
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 15.8%



# Demographic and Income Profile

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Summary	Census 2010	2019	2024
Population	493,172	533,308	554,736
Households	211,884	228,395	237,312
Families	104,472	110,871	114,593
Average Household Size	2.24	2.25	2.26
Owner Occupied Housing Units	108,561	111,576	117,521
Renter Occupied Housing Units	103,323	116,819	119,790
Median Age	34.6	36.4	37.4
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.79%	0.80%	0.77%
Households	0.77%	0.74%	0.75%
Families	0.66%	0.69%	0.68%
Owner HHs	1.04%	0.99%	0.92%
Median Household Income	1.80%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	13,797	6.0%	12,141	5.1%
\$15,000 - \$24,999	7,799	3.4%	6,541	2.8%
\$25,000 - \$34,999	9,244	4.0%	7,837	3.3%
\$35,000 - \$49,999	13,467	5.9%	11,357	4.8%
\$50,000 - \$74,999	26,539	11.6%	24,903	10.5%
\$75,000 - \$99,999	25,281	11.1%	25,975	10.9%
\$100,000 - \$149,999	44,625	19.5%	47,893	20.2%
\$150,000 - \$199,999	29,792	13.0%	34,661	14.6%
\$200,000+	57,842	25.3%	65,995	27.8%
Median Household Income	\$115,568		\$126,379	
Average Household Income	\$167,142		\$184,551	
Per Capita Income	\$71,787		\$79,165	

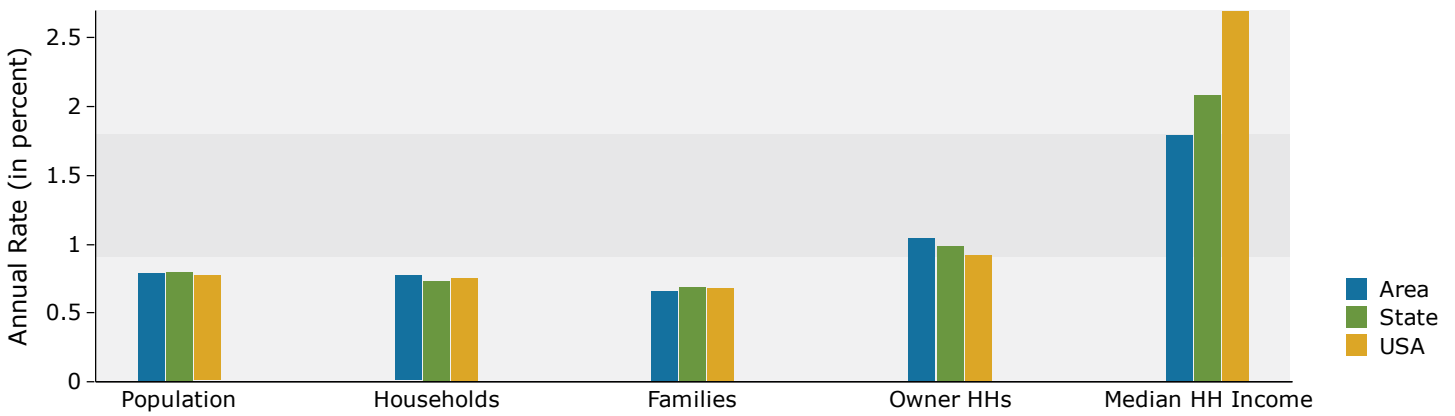
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	29,407	6.0%	27,231	5.1%	28,324	5.1%
5 - 9	24,486	5.0%	26,493	5.0%	26,613	4.8%
10 - 14	20,839	4.2%	26,700	5.0%	25,625	4.6%
15 - 19	26,122	5.3%	30,092	5.6%	30,991	5.6%
20 - 24	44,593	9.0%	40,923	7.7%	43,051	7.8%
25 - 34	104,569	21.2%	102,422	19.2%	101,184	18.2%
35 - 44	73,087	14.8%	79,663	14.9%	86,841	15.7%
45 - 54	63,673	12.9%	63,604	11.9%	64,691	11.7%
55 - 64	53,465	10.8%	61,234	11.5%	61,036	11.0%
65 - 74	28,884	5.9%	44,426	8.3%	49,125	8.9%
75 - 84	15,619	3.2%	20,831	3.9%	26,908	4.9%
85+	8,427	1.7%	9,689	1.8%	10,347	1.9%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	346,539	70.3%	359,369	67.4%	365,320	65.9%
Black Alone	37,580	7.6%	42,233	7.9%	44,693	8.1%
American Indian Alone	1,994	0.4%	1,922	0.4%	1,932	0.3%
Asian Alone	57,856	11.7%	71,586	13.4%	80,087	14.4%
Pacific Islander Alone	347	0.1%	373	0.1%	390	0.1%
Some Other Race Alone	30,330	6.1%	34,896	6.5%	37,114	6.7%
Two or More Races	18,526	3.8%	22,929	4.3%	25,200	4.5%
Hispanic Origin (Any Race)	78,513	15.9%	91,020	17.1%	98,044	17.7%

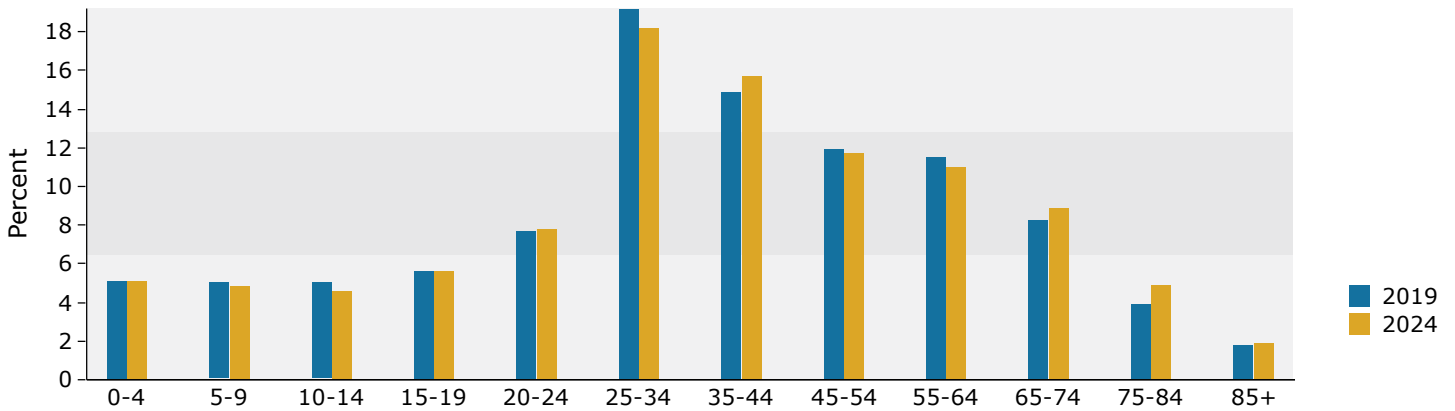
**Data Note:** Income is expressed in current dollars.

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

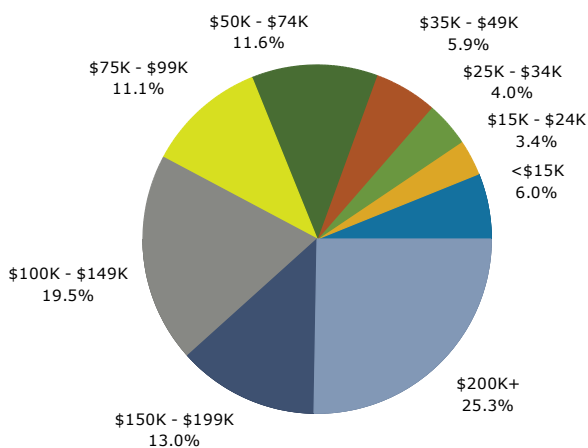
## Trends 2019-2024



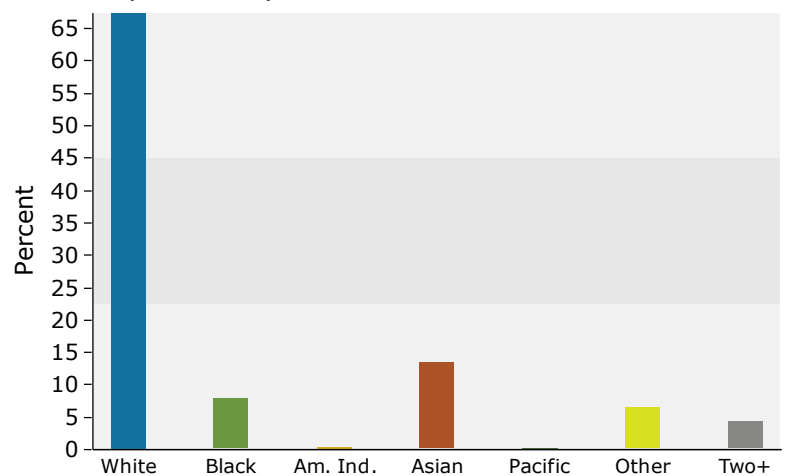
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 17.1%

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



# Market Profile

Lee & Harrison Plaza  
 5400 Lee Hwy, Arlington, Virginia, 22207  
 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	18,731	154,924	455,440
2010 Total Population	19,831	172,659	493,172
2019 Total Population	21,197	188,447	533,308
2019 Group Quarters	109	2,614	19,414
2024 Total Population	21,500	195,965	554,736
2019-2024 Annual Rate	0.28%	0.79%	0.79%
2019 Total Daytime Population	22,977	204,023	667,204
Workers	13,370	128,485	453,445
Residents	9,607	75,538	213,759
<b>Household Summary</b>			
2000 Households	7,455	64,634	197,171
2000 Average Household Size	2.50	2.35	2.22
2010 Households	7,354	71,585	211,884
2010 Average Household Size	2.68	2.38	2.24
2019 Households	7,706	77,852	228,395
2019 Average Household Size	2.74	2.39	2.25
2024 Households	7,749	80,808	237,312
2024 Average Household Size	2.76	2.39	2.26
2019-2024 Annual Rate	0.11%	0.75%	0.77%
2010 Families	5,055	38,468	104,472
2010 Average Family Size	3.16	3.08	3.01
2019 Families	5,272	41,152	110,871
2019 Average Family Size	3.22	3.11	3.04
2024 Families	5,307	42,455	114,593
2024 Average Family Size	3.25	3.12	3.05
2019-2024 Annual Rate	0.13%	0.63%	0.66%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,635	66,863	205,146
Owner Occupied Housing Units	73.9%	56.8%	48.6%
Renter Occupied Housing Units	23.8%	39.9%	47.5%
Vacant Housing Units	2.4%	3.3%	3.9%
2010 Housing Units	7,605	75,156	226,563
Owner Occupied Housing Units	74.8%	54.8%	47.9%
Renter Occupied Housing Units	21.9%	40.4%	45.6%
Vacant Housing Units	3.3%	4.8%	6.5%
2019 Housing Units	7,984	81,735	242,715
Owner Occupied Housing Units	72.4%	51.3%	46.0%
Renter Occupied Housing Units	24.1%	43.9%	48.1%
Vacant Housing Units	3.5%	4.8%	5.9%
2024 Housing Units	8,062	84,734	251,694
Owner Occupied Housing Units	73.0%	52.0%	46.7%
Renter Occupied Housing Units	23.1%	43.4%	47.6%
Vacant Housing Units	3.9%	4.6%	5.7%
<b>Median Household Income</b>			
2019	\$184,461	\$133,260	\$115,568
2024	\$193,515	\$144,939	\$126,379
<b>Median Home Value</b>			
2019	\$864,767	\$789,206	\$719,847
2024	\$877,850	\$811,837	\$758,357
<b>Per Capita Income</b>			
2019	\$90,558	\$79,378	\$71,787
2024	\$95,923	\$86,258	\$79,165
<b>Median Age</b>			
2010	38.8	35.8	34.6
2019	39.9	37.1	36.4
2024	41.3	38.2	37.4

**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.



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	1 mile	3 miles	5 miles
<b>2019 Households by Income</b>			
Household Income Base	7,706	77,852	228,386
<\$15,000	2.8%	4.9%	6.0%
\$15,000 - \$24,999	2.6%	3.2%	3.4%
\$25,000 - \$34,999	2.5%	3.0%	4.0%
\$35,000 - \$49,999	3.3%	4.8%	5.9%
\$50,000 - \$74,999	7.1%	10.0%	11.6%
\$75,000 - \$99,999	5.3%	9.8%	11.1%
\$100,000 - \$149,999	15.3%	19.2%	19.5%
\$150,000 - \$199,999	14.9%	13.8%	13.0%
\$200,000+	46.2%	31.3%	25.3%
Average Household Income	\$249,769	\$190,976	\$167,142
<b>2024 Households by Income</b>			
Household Income Base	7,749	80,808	237,303
<\$15,000	2.7%	4.1%	5.1%
\$15,000 - \$24,999	2.3%	2.6%	2.8%
\$25,000 - \$34,999	2.1%	2.5%	3.3%
\$35,000 - \$49,999	3.0%	4.0%	4.8%
\$50,000 - \$74,999	6.7%	9.0%	10.5%
\$75,000 - \$99,999	5.2%	9.6%	10.9%
\$100,000 - \$149,999	14.6%	19.6%	20.2%
\$150,000 - \$199,999	15.0%	15.0%	14.6%
\$200,000+	48.5%	33.6%	27.8%
Average Household Income	\$266,860	\$207,910	\$184,551
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	5,780	41,947	111,527
<\$50,000	0.2%	0.3%	0.4%
\$50,000 - \$99,999	0.3%	0.3%	0.3%
\$100,000 - \$149,999	0.1%	0.9%	0.6%
\$150,000 - \$199,999	0.1%	1.2%	1.2%
\$200,000 - \$249,999	0.1%	1.2%	2.3%
\$250,000 - \$299,999	0.3%	1.3%	3.2%
\$300,000 - \$399,999	0.8%	4.4%	8.6%
\$400,000 - \$499,999	1.9%	6.6%	10.8%
\$500,000 - \$749,999	25.5%	29.0%	25.7%
\$750,000 - \$999,999	45.2%	30.9%	23.4%
\$1,000,000 - \$1,499,999	19.4%	16.1%	14.4%
\$1,500,000 - \$1,999,999	5.0%	5.3%	5.1%
\$2,000,000 +	1.1%	2.5%	4.0%
Average Home Value	\$923,405	\$857,364	\$820,778
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	5,885	44,013	117,466
<\$50,000	0.1%	0.1%	0.2%
\$50,000 - \$99,999	0.1%	0.2%	0.1%
\$100,000 - \$149,999	0.1%	0.6%	0.4%
\$150,000 - \$199,999	0.1%	0.8%	0.9%
\$200,000 - \$249,999	0.0%	0.8%	1.7%
\$250,000 - \$299,999	0.2%	1.1%	2.5%
\$300,000 - \$399,999	0.5%	3.6%	7.2%
\$400,000 - \$499,999	1.4%	6.0%	10.1%
\$500,000 - \$749,999	23.2%	28.5%	26.1%
\$750,000 - \$999,999	47.7%	33.2%	25.7%
\$1,000,000 - \$1,499,999	20.3%	16.9%	15.5%
\$1,500,000 - \$1,999,999	5.2%	5.6%	5.4%
\$2,000,000 +	1.2%	2.5%	4.2%
Average Home Value	\$943,271	\$881,827	\$854,790

**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

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 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.89617  
 Longitude: -77.13820

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	19,831	172,658	493,170
0 - 4	7.7%	6.4%	6.0%
5 - 9	7.5%	5.9%	5.0%
10 - 14	6.5%	5.0%	4.2%
15 - 24	9.9%	11.3%	14.3%
25 - 34	12.4%	20.1%	21.2%
35 - 44	16.1%	15.3%	14.8%
45 - 54	15.6%	13.8%	12.9%
55 - 64	13.0%	11.3%	10.8%
65 - 74	6.2%	5.8%	5.9%
75 - 84	3.2%	3.2%	3.2%
85 +	1.8%	1.9%	1.7%
18 +	74.5%	79.8%	82.3%
<b>2019 Population by Age</b>			
Total	21,196	188,448	533,308
0 - 4	6.2%	5.4%	5.1%
5 - 9	7.5%	5.6%	5.0%
10 - 14	8.5%	6.0%	5.0%
15 - 24	10.3%	10.8%	13.3%
25 - 34	10.3%	18.7%	19.2%
35 - 44	13.9%	14.5%	14.9%
45 - 54	14.6%	12.7%	11.9%
55 - 64	13.4%	12.0%	11.5%
65 - 74	9.5%	8.5%	8.3%
75 - 84	4.0%	3.9%	3.9%
85 +	1.8%	1.9%	1.8%
18 +	73.7%	79.7%	82.2%
<b>2024 Population by Age</b>			
Total	21,500	195,964	554,736
0 - 4	6.3%	5.4%	5.1%
5 - 9	7.3%	5.5%	4.8%
10 - 14	7.7%	5.5%	4.6%
15 - 24	10.4%	10.8%	13.3%
25 - 34	9.6%	17.5%	18.2%
35 - 44	14.8%	15.8%	15.7%
45 - 54	14.2%	12.2%	11.7%
55 - 64	13.1%	11.5%	11.0%
65 - 74	9.7%	9.1%	8.9%
75 - 84	5.3%	4.9%	4.9%
85 +	1.7%	1.9%	1.9%
18 +	74.4%	80.4%	82.8%
<b>2010 Population by Sex</b>			
Males	9,698	86,015	240,637
Females	10,133	86,644	252,535
<b>2019 Population by Sex</b>			
Males	10,440	94,351	261,632
Females	10,757	94,095	271,676
<b>2024 Population by Sex</b>			
Males	10,629	98,211	272,543
Females	10,871	97,754	282,193

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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	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	19,831	172,659	493,172
White Alone	83.1%	75.7%	70.3%
Black Alone	5.1%	4.6%	7.6%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	5.6%	10.0%	11.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	5.5%	6.1%
Two or More Races	3.1%	3.7%	3.8%
Hispanic Origin	8.7%	14.6%	15.9%
Diversity Index	41.3	56.0	62.4
<b>2019 Population by Race/Ethnicity</b>			
Total	21,196	188,446	533,308
White Alone	79.9%	72.5%	67.4%
Black Alone	5.8%	5.1%	7.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	6.9%	11.5%	13.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.3%	6.0%	6.5%
Two or More Races	3.8%	4.4%	4.3%
Hispanic Origin	10.1%	15.8%	17.1%
Diversity Index	47.0	60.2	65.7
<b>2024 Population by Race/Ethnicity</b>			
Total	21,500	195,965	554,736
White Alone	78.8%	71.1%	65.9%
Black Alone	6.1%	5.3%	8.1%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	7.4%	12.3%	14.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	6.2%	6.7%
Two or More Races	4.1%	4.7%	4.5%
Hispanic Origin	10.4%	16.3%	17.7%
Diversity Index	48.8	61.9	67.3
<b>2010 Population by Relationship and Household Type</b>			
Total	19,831	172,659	493,172
In Households	99.5%	98.5%	96.1%
In Family Households	82.2%	71.0%	66.3%
Householder	25.4%	22.3%	21.2%
Spouse	21.6%	18.4%	17.0%
Child	30.7%	24.2%	21.5%
Other relative	2.8%	3.6%	4.1%
Nonrelative	1.7%	2.4%	2.6%
In Nonfamily Households	17.2%	27.5%	29.8%
In Group Quarters	0.5%	1.5%	3.9%
Institutionalized Population	0.0%	0.6%	0.4%
Noninstitutionalized Population	0.5%	0.9%	3.5%

**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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<b>2019 Population 25+ by Educational Attainment</b>			
Total	14,309	136,065	381,869
Less than 9th Grade	2.2%	3.7%	3.9%
9th - 12th Grade, No Diploma	1.3%	2.0%	2.5%
High School Graduate	6.8%	7.4%	7.9%
GED/Alternative Credential	1.2%	0.9%	0.9%
Some College, No Degree	7.6%	7.6%	8.6%
Associate Degree	2.4%	3.2%	3.8%
Bachelor's Degree	32.5%	33.4%	31.8%
Graduate/Professional Degree	46.0%	41.7%	40.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	16,494	156,331	452,884
Never Married	28.4%	38.0%	42.2%
Married	61.0%	51.2%	46.9%
Widowed	3.2%	3.7%	3.4%
Divorced	7.4%	7.0%	7.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	98.2%	97.8%	97.3%
Civilian Unemployed (Unemployment Rate)	1.8%	2.2%	2.7%
<b>2019 Employed Population 16+ by Industry</b>			
Total	11,705	113,704	322,728
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	2.6%	4.4%	4.7%
Manufacturing	2.2%	2.2%	2.0%
Wholesale Trade	0.7%	0.7%	0.8%
Retail Trade	3.1%	3.8%	4.4%
Transportation/Utilities	1.4%	1.6%	2.1%
Information	2.6%	2.7%	2.7%
Finance/Insurance/Real Estate	7.5%	7.7%	7.7%
Services	61.1%	60.5%	59.7%
Public Administration	18.7%	16.1%	15.9%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	11,705	113,704	322,730
White Collar	86.9%	82.0%	79.5%
Management/Business/Financial	33.6%	31.0%	28.0%
Professional	40.0%	37.0%	35.8%
Sales	6.8%	6.7%	7.0%
Administrative Support	6.6%	7.3%	8.7%
Services	9.1%	11.9%	13.2%
Blue Collar	4.0%	6.1%	7.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.9%	2.8%	3.1%
Installation/Maintenance/Repair	0.2%	0.8%	1.0%
Production	0.7%	1.0%	1.0%
Transportation/Material Moving	1.2%	1.4%	2.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,831	172,659	493,172
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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<b>2010 Households by Type</b>			
Total	7,354	71,585	211,884
Households with 1 Person	22.5%	33.3%	37.7%
Households with 2+ People	77.5%	66.7%	62.3%
Family Households	68.7%	53.7%	49.3%
Husband-wife Families	58.5%	44.4%	39.6%
With Related Children	31.9%	21.7%	18.2%
Other Family (No Spouse Present)	10.3%	9.4%	9.7%
Other Family with Male Householder	2.7%	3.0%	3.1%
With Related Children	1.3%	1.3%	1.3%
Other Family with Female Householder	7.5%	6.4%	6.6%
With Related Children	4.1%	3.6%	3.6%
Nonfamily Households	8.8%	13.0%	13.0%
All Households with Children	37.4%	26.9%	23.4%
Multigenerational Households	2.0%	1.8%	1.9%
Unmarried Partner Households	4.0%	5.4%	5.7%
Male-female	2.8%	4.4%	4.6%
Same-sex	1.2%	1.1%	1.1%
<b>2010 Households by Size</b>			
Total	7,355	71,585	211,884
1 Person Household	22.5%	33.3%	37.7%
2 Person Household	30.8%	31.5%	31.4%
3 Person Household	17.8%	14.0%	12.9%
4 Person Household	18.8%	13.1%	10.6%
5 Person Household	7.0%	5.1%	4.3%
6 Person Household	1.8%	1.8%	1.7%
7 + Person Household	1.3%	1.3%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,354	71,585	211,884
Owner Occupied	77.3%	57.6%	51.2%
Owned with a Mortgage/Loan	61.2%	45.6%	40.4%
Owned Free and Clear	16.2%	12.0%	10.9%
Renter Occupied	22.7%	42.4%	48.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,605	75,156	226,563
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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<b>Top 3 Tapestry Segments</b>			
1.	Top Tier (1A)	Top Tier (1A)	Metro Renters (3B)
2.	Urban Chic (2A)	Metro Renters (3B)	Laptops and Lattes (3A)
3.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Top Tier (1A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$44,245,253	\$364,728,205	\$951,558,852
Average Spent	\$5,741.66	\$4,684.89	\$4,166.29
Spending Potential Index	268	219	194
Education: Total \$	\$42,398,863	\$304,949,941	\$769,246,065
Average Spent	\$5,502.06	\$3,917.05	\$3,368.05
Spending Potential Index	345	246	211
Entertainment/Recreation: Total \$	\$69,164,200	\$531,278,110	\$1,364,136,310
Average Spent	\$8,975.37	\$6,824.21	\$5,972.71
Spending Potential Index	275	209	183
Food at Home: Total \$	\$99,542,216	\$820,979,827	\$2,142,834,806
Average Spent	\$12,917.49	\$10,545.39	\$9,382.14
Spending Potential Index	250	204	181
Food Away from Home: Total \$	\$75,072,299	\$620,049,184	\$1,619,663,327
Average Spent	\$9,742.06	\$7,964.46	\$7,091.50
Spending Potential Index	265	217	193
Health Care: Total \$	\$116,460,312	\$883,003,746	\$2,263,492,183
Average Spent	\$15,112.94	\$11,342.08	\$9,910.43
Spending Potential Index	255	191	167
HH Furnishings & Equipment: Total \$	\$44,329,972	\$342,754,208	\$881,631,630
Average Spent	\$5,752.66	\$4,402.64	\$3,860.12
Spending Potential Index	270	206	181
Personal Care Products & Services: Total \$	\$18,448,562	\$144,948,653	\$374,542,265
Average Spent	\$2,394.05	\$1,861.85	\$1,639.89
Spending Potential Index	270	210	185
Shelter: Total \$	\$403,742,411	\$3,266,109,420	\$8,467,066,047
Average Spent	\$52,393.25	\$41,952.80	\$37,072.03
Spending Potential Index	283	227	200
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$55,706,736	\$405,816,480	\$1,027,865,899
Average Spent	\$7,229.01	\$5,212.67	\$4,500.39
Spending Potential Index	291	210	181
Travel: Total \$	\$53,542,178	\$392,690,268	\$993,040,560
Average Spent	\$6,948.12	\$5,044.06	\$4,347.91
Spending Potential Index	310	225	194
Vehicle Maintenance & Repairs: Total \$	\$22,807,170	\$177,470,245	\$457,862,941
Average Spent	\$2,959.66	\$2,279.58	\$2,004.70
Spending Potential Index	259	199	175

**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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