



Demographic and Income Profile

McLean Plaza
1451 Chain Bridge Rd, Mc Lean, Virginia, 22101
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.93195
Longitude: -77.17995

Summary	Census 2010	2019	2024				
Population	11,521	11,896	12,102				
Households	4,526	4,646	4,715				
Families	3,191	3,269	3,318				
Average Household Size	2.54	2.56	2.56				
Owner Occupied Housing Units	3,450	3,453	3,588				
Renter Occupied Housing Units	1,076	1,193	1,127				
Median Age	45.4	47.9	48.4				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.34%	0.80%	0.77%				
Households	0.30%	0.74%	0.75%				
Families	0.30%	0.69%	0.68%				
Owner HHs	0.77%	0.99%	0.92%				
Median Household Income	0.66%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	334	7.2%	320	6.8%		
	\$15,000 - \$24,999	135	2.9%	118	2.5%		
	\$25,000 - \$34,999	82	1.8%	72	1.5%		
	\$35,000 - \$49,999	172	3.7%	153	3.2%		
	\$50,000 - \$74,999	362	7.8%	345	7.3%		
	\$75,000 - \$99,999	294	6.3%	297	6.3%		
	\$100,000 - \$149,999	736	15.8%	738	15.7%		
	\$150,000 - \$199,999	687	14.8%	740	15.7%		
\$200,000+	1,843	39.7%	1,930	40.9%			
Median Household Income	\$162,120		\$167,561				
Average Household Income	\$227,162		\$241,648				
Per Capita Income	\$87,950		\$93,357				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	611	5.3%	546	4.6%	566	4.7%
	5 - 9	813	7.1%	713	6.0%	737	6.1%
	10 - 14	891	7.7%	908	7.6%	827	6.8%
	15 - 19	729	6.3%	835	7.0%	758	6.3%
	20 - 24	345	3.0%	515	4.3%	431	3.6%
	25 - 34	749	6.5%	825	6.9%	942	7.8%
	35 - 44	1,545	13.4%	1,143	9.6%	1,332	11.0%
	45 - 54	1,937	16.8%	1,701	14.3%	1,549	12.8%
	55 - 64	1,759	15.3%	1,872	15.7%	1,823	15.1%
	65 - 74	1,116	9.7%	1,547	13.0%	1,600	13.2%
	75 - 84	712	6.2%	887	7.5%	1,103	9.1%
	85+	314	2.7%	403	3.4%	435	3.6%
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	8,982	78.0%	8,688	73.0%	8,456	69.9%
	Black Alone	206	1.8%	248	2.1%	272	2.2%
	American Indian Alone	11	0.1%	11	0.1%	11	0.1%
	Asian Alone	1,888	16.4%	2,394	20.1%	2,732	22.6%
	Pacific Islander Alone	9	0.1%	9	0.1%	9	0.1%
	Some Other Race Alone	102	0.9%	118	1.0%	131	1.1%
	Two or More Races	323	2.8%	429	3.6%	490	4.0%
	Hispanic Origin (Any Race)	635	5.5%	759	6.4%	856	7.1%

Data Note: Income is expressed in current dollars.

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

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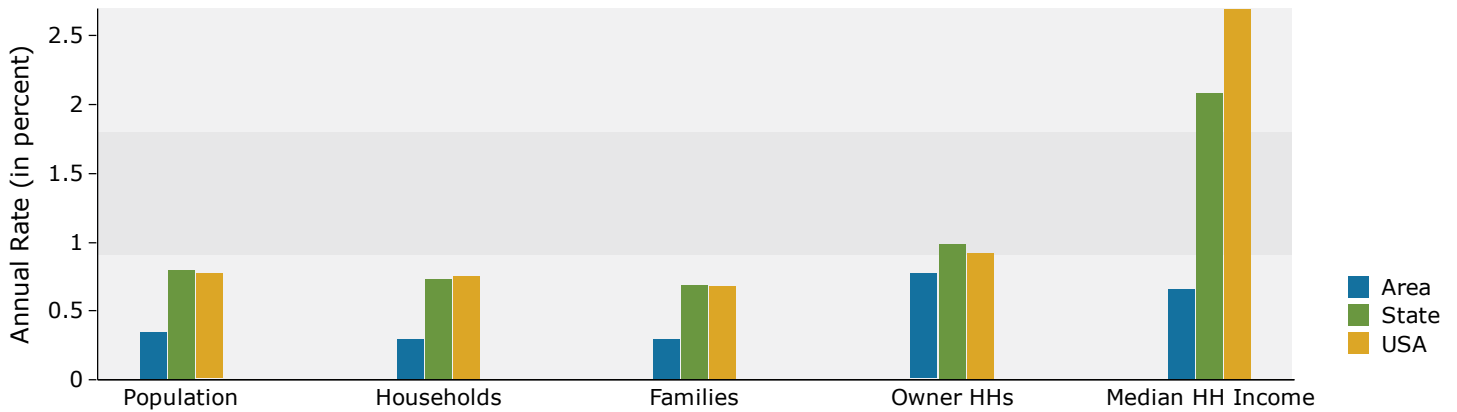


Demographic and Income Profile

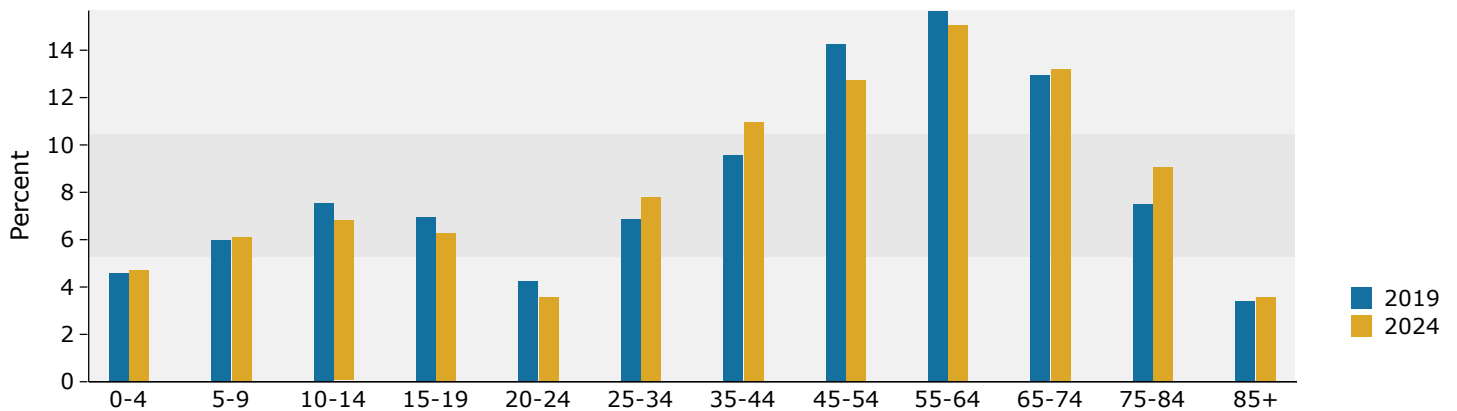
McLean Plaza
1451 Chain Bridge Rd, Mc Lean, Virginia, 22101
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.93195
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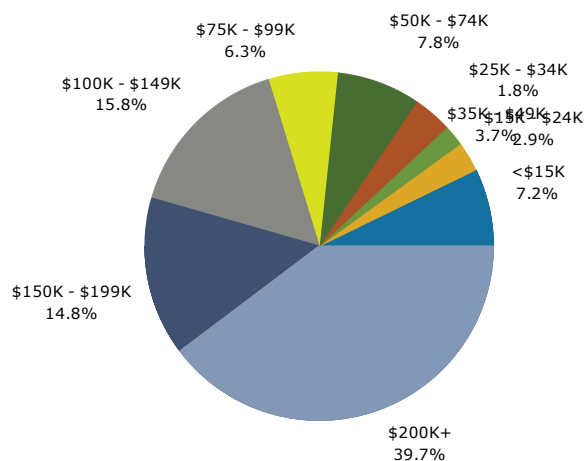
Trends 2019-2024



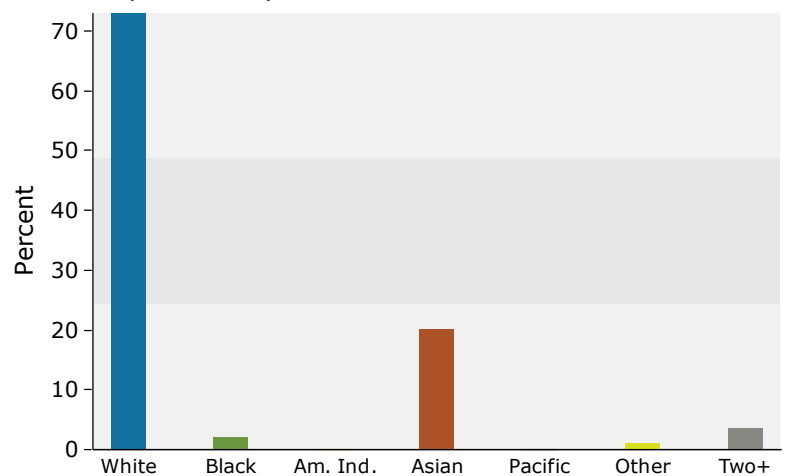
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 6.4%



Demographic and Income Profile

McLean Plaza
1451 Chain Bridge Rd, Mc Lean, Virginia, 22101
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.93195
Longitude: -77.17995

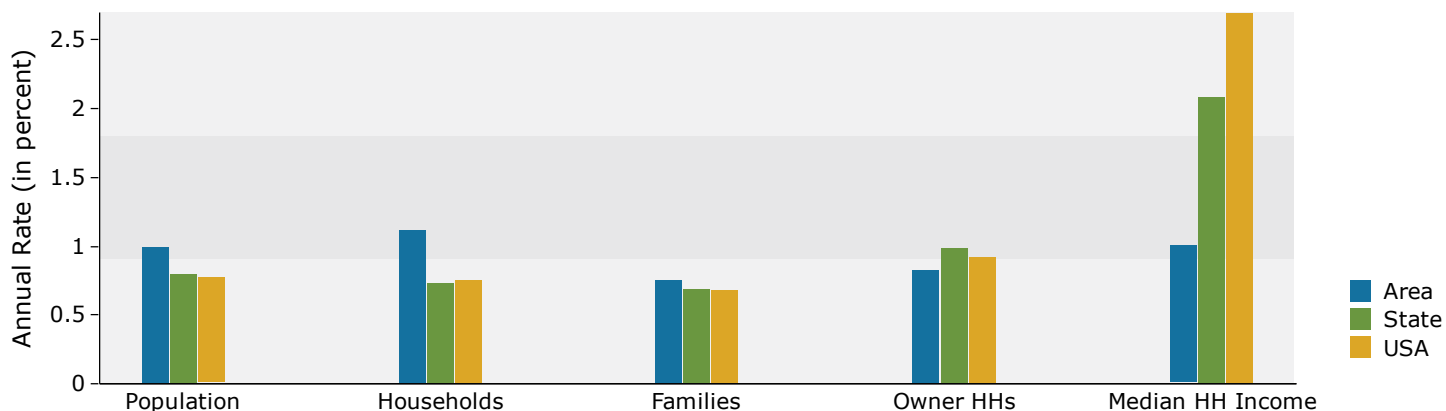
Summary	Census 2010	2019	2024				
Population	85,223	92,447	97,168				
Households	33,448	36,502	38,590				
Families	22,435	23,779	24,681				
Average Household Size	2.54	2.52	2.51				
Owner Occupied Housing Units	23,163	23,016	23,993				
Renter Occupied Housing Units	10,285	13,486	14,597				
Median Age	40.6	41.4	41.8				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	1.00%	0.80%	0.77%				
Households	1.12%	0.74%	0.75%				
Families	0.75%	0.69%	0.68%				
Owner HHs	0.83%	0.99%	0.92%				
Median Household Income	1.01%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	1,358	3.7%	1,260	3.3%		
	\$15,000 - \$24,999	819	2.2%	707	1.8%		
	\$25,000 - \$34,999	988	2.7%	845	2.2%		
	\$35,000 - \$49,999	1,401	3.8%	1,241	3.2%		
	\$50,000 - \$74,999	3,628	9.9%	3,442	8.9%		
	\$75,000 - \$99,999	3,490	9.6%	3,829	9.9%		
	\$100,000 - \$149,999	7,106	19.5%	7,643	19.8%		
	\$150,000 - \$199,999	4,979	13.6%	5,678	14.7%		
	\$200,000+	12,731	34.9%	13,944	36.1%		
Median Household Income	\$144,682		\$152,141				
Average Household Income	\$207,417		\$220,485				
Per Capita Income	\$81,842		\$87,511				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	5,233	6.1%	4,832	5.2%	5,113	5.3%
	5 - 9	5,772	6.8%	5,692	6.2%	5,782	6.0%
	10 - 14	5,769	6.8%	6,660	7.2%	6,181	6.4%
	15 - 19	4,860	5.7%	5,607	6.1%	5,580	5.7%
	20 - 24	3,548	4.2%	4,362	4.7%	4,511	4.6%
	25 - 34	10,902	12.8%	10,967	11.9%	12,570	12.9%
	35 - 44	12,371	14.5%	12,147	13.1%	13,349	13.7%
	45 - 54	13,548	15.9%	12,760	13.8%	12,479	12.8%
	55 - 64	11,284	13.2%	12,909	14.0%	12,811	13.2%
	65 - 74	6,450	7.6%	9,594	10.4%	10,437	10.7%
	75 - 84	3,658	4.3%	4,788	5.2%	6,074	6.3%
	85+	1,828	2.1%	2,129	2.3%	2,279	2.3%
	Race and Ethnicity	Census 2010		2019		2024	
Number		Percent	Number	Percent	Number	Percent	
White Alone		63,769	74.8%	64,197	69.4%	64,227	66.1%
Black Alone		2,296	2.7%	2,965	3.2%	3,394	3.5%
American Indian Alone		213	0.2%	216	0.2%	216	0.2%
Asian Alone		14,026	16.5%	18,712	20.2%	22,069	22.7%
Pacific Islander Alone		56	0.1%	59	0.1%	59	0.1%
Some Other Race Alone		1,854	2.2%	2,193	2.4%	2,428	2.5%
Two or More Races		3,010	3.5%	4,106	4.4%	4,775	4.9%
Hispanic Origin (Any Race)		6,923	8.1%	8,381	9.1%	9,467	9.7%

Data Note: Income is expressed in current dollars.

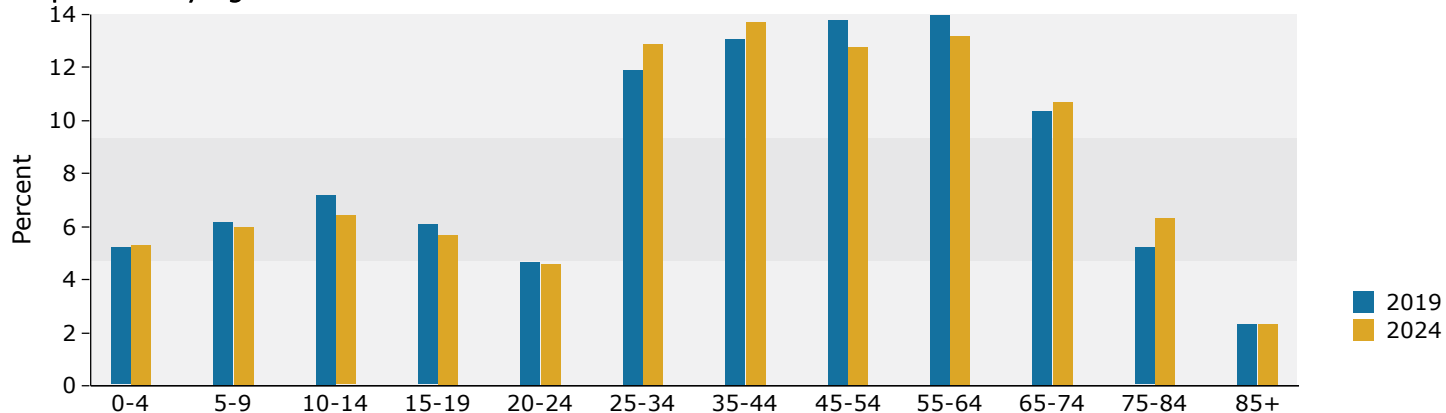
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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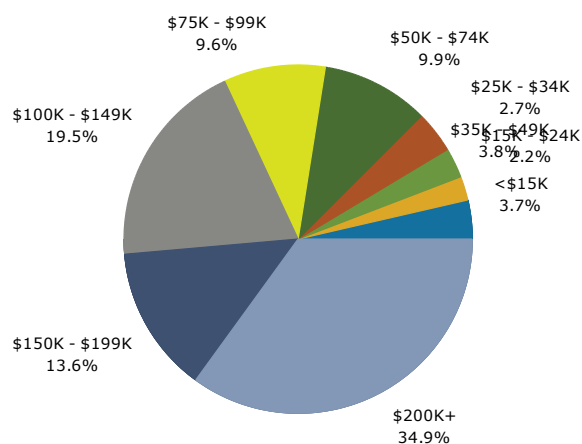
Trends 2019-2024



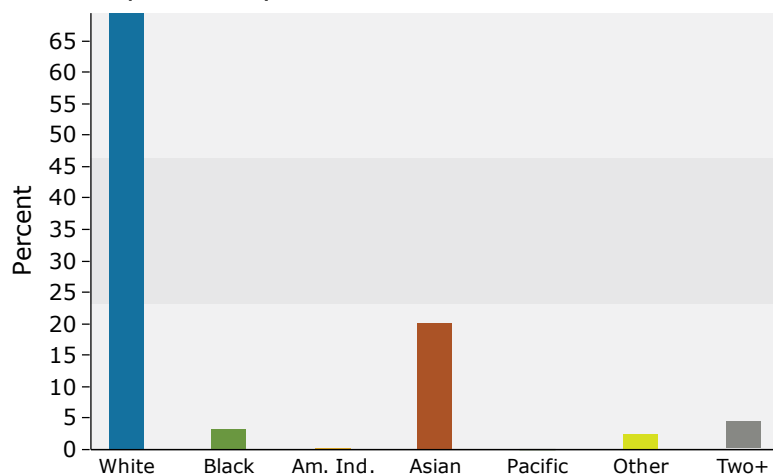
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 9.1%



Demographic and Income Profile

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Ring: 5 mile radius

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Summary	Census 2010	2019	2024				
Population	270,990	292,905	303,805				
Households	101,790	110,081	114,207				
Families	68,830	73,168	75,359				
Average Household Size	2.61	2.61	2.61				
Owner Occupied Housing Units	72,056	72,090	74,892				
Renter Occupied Housing Units	29,734	37,991	39,315				
Median Age	39.3	40.4	41.1				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.73%	0.80%	0.77%				
Households	0.74%	0.74%	0.75%				
Families	0.59%	0.69%	0.68%				
Owner HHs	0.77%	0.99%	0.92%				
Median Household Income	1.00%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	4,104	3.7%	3,687	3.2%		
	\$15,000 - \$24,999	2,813	2.6%	2,398	2.1%		
	\$25,000 - \$34,999	3,114	2.8%	2,665	2.3%		
	\$35,000 - \$49,999	5,159	4.7%	4,490	3.9%		
	\$50,000 - \$74,999	9,960	9.0%	9,334	8.2%		
	\$75,000 - \$99,999	10,143	9.2%	10,447	9.1%		
	\$100,000 - \$149,999	19,941	18.1%	21,071	18.5%		
	\$150,000 - \$199,999	14,932	13.6%	16,722	14.6%		
	\$200,000+	39,914	36.3%	43,390	38.0%		
Median Household Income	\$149,309		\$156,957				
Average Household Income	\$210,239		\$225,409				
Per Capita Income	\$79,284		\$85,041				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	17,249	6.4%	15,824	5.4%	16,526	5.4%
	5 - 9	18,434	6.8%	18,189	6.2%	18,393	6.1%
	10 - 14	17,597	6.5%	20,693	7.1%	19,264	6.3%
	15 - 19	17,035	6.3%	20,095	6.9%	20,093	6.6%
	20 - 24	13,752	5.1%	15,121	5.2%	15,358	5.1%
	25 - 34	35,369	13.1%	35,115	12.0%	37,580	12.4%
	35 - 44	39,354	14.5%	37,962	13.0%	41,410	13.6%
	45 - 54	41,937	15.5%	39,940	13.6%	38,798	12.8%
	55 - 64	35,285	13.0%	40,292	13.8%	39,800	13.1%
	65 - 74	19,250	7.1%	29,626	10.1%	32,280	10.6%
	75 - 84	10,593	3.9%	13,989	4.8%	17,876	5.9%
	85+	5,135	1.9%	6,059	2.1%	6,426	2.1%
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	202,068	74.6%	205,409	70.1%	205,185	67.5%
	Black Alone	9,918	3.7%	12,038	4.1%	13,163	4.3%
	American Indian Alone	743	0.3%	746	0.3%	750	0.2%
	Asian Alone	37,415	13.8%	48,893	16.7%	56,057	18.5%
	Pacific Islander Alone	132	0.0%	138	0.0%	140	0.0%
	Some Other Race Alone	11,376	4.2%	13,400	4.6%	14,625	4.8%
	Two or More Races	9,339	3.4%	12,281	4.2%	13,884	4.6%
Hispanic Origin (Any Race)	31,797	11.7%	38,164	13.0%	42,262	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.

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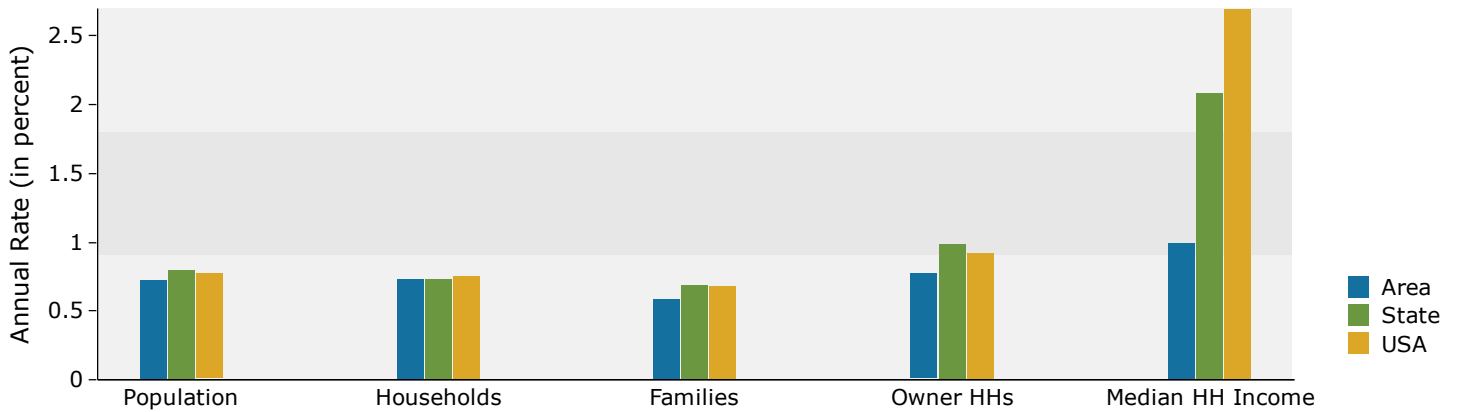


Demographic and Income Profile

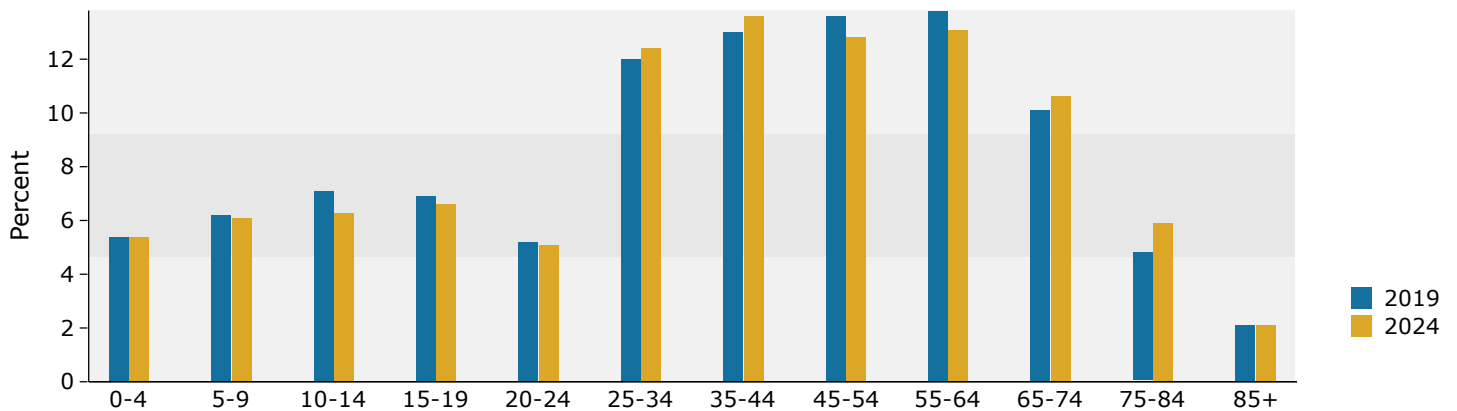
McLean Plaza
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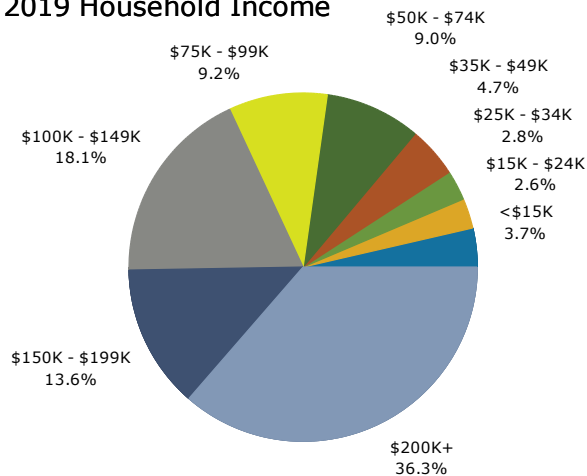
Trends 2019-2024



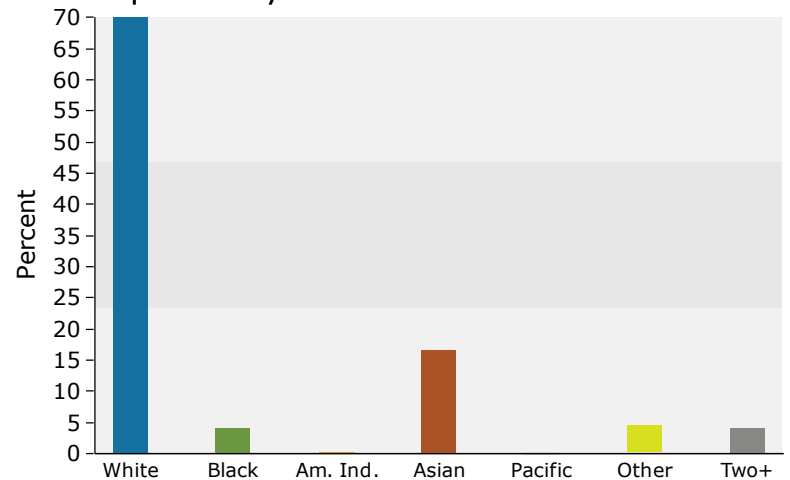
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 13.0%

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

February 26, 2020



Market Profile

McLean Plaza
1451 Chain Bridge Rd, Mc Lean, Virginia, 22101
Rings: 1, 3, 5 mile radii

Prepared by Esri
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,449	77,058	250,490
2010 Total Population	11,521	85,223	270,990
2019 Total Population	11,896	92,447	292,905
2019 Group Quarters	11	338	5,276
2024 Total Population	12,102	97,168	303,805
2019-2024 Annual Rate	0.34%	1.00%	0.73%
2019 Total Daytime Population	19,027	139,240	365,172
Workers	12,862	95,073	229,453
Residents	6,165	44,167	135,719
Household Summary			
2000 Households	4,222	31,228	96,111
2000 Average Household Size	2.47	2.46	2.55
2010 Households	4,526	33,448	101,790
2010 Average Household Size	2.54	2.54	2.61
2019 Households	4,646	36,502	110,081
2019 Average Household Size	2.56	2.52	2.61
2024 Households	4,715	38,590	114,207
2024 Average Household Size	2.56	2.51	2.61
2019-2024 Annual Rate	0.30%	1.12%	0.74%
2010 Families	3,191	22,435	68,830
2010 Average Family Size	3.06	3.08	3.12
2019 Families	3,269	23,779	73,168
2019 Average Family Size	3.08	3.10	3.14
2024 Families	3,318	24,681	75,359
2024 Average Family Size	3.08	3.11	3.15
2019-2024 Annual Rate	0.30%	0.75%	0.59%
Housing Unit Summary			
2000 Housing Units	4,359	32,446	99,069
Owner Occupied Housing Units	74.9%	66.6%	69.0%
Renter Occupied Housing Units	22.0%	29.6%	28.0%
Vacant Housing Units	3.2%	3.8%	3.0%
2010 Housing Units	4,737	35,593	107,054
Owner Occupied Housing Units	72.8%	65.1%	67.3%
Renter Occupied Housing Units	22.7%	28.9%	27.8%
Vacant Housing Units	4.5%	6.0%	4.9%
2019 Housing Units	4,835	37,934	114,487
Owner Occupied Housing Units	71.4%	60.7%	63.0%
Renter Occupied Housing Units	24.7%	35.6%	33.2%
Vacant Housing Units	3.9%	3.8%	3.8%
2024 Housing Units	4,889	39,982	118,636
Owner Occupied Housing Units	73.4%	60.0%	63.1%
Renter Occupied Housing Units	23.1%	36.5%	33.1%
Vacant Housing Units	3.6%	3.5%	3.7%
Median Household Income			
2019	\$162,120	\$144,682	\$149,309
2024	\$167,561	\$152,141	\$156,957
Median Home Value			
2019	\$888,256	\$860,793	\$846,971
2024	\$913,127	\$878,855	\$872,723
Per Capita Income			
2019	\$87,950	\$81,842	\$79,284
2024	\$93,357	\$87,511	\$85,041
Median Age			
2010	45.4	40.6	39.3
2019	47.9	41.4	40.4
2024	48.4	41.8	41.1

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.

February 26, 2020



Market Profile

McLean Plaza
1451 Chain Bridge Rd, Mc Lean, Virginia, 22101
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.93195
Longitude: -77.17995

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	4,646	36,500	110,079
<\$15,000	7.2%	3.7%	3.7%
\$15,000 - \$24,999	2.9%	2.2%	2.6%
\$25,000 - \$34,999	1.8%	2.7%	2.8%
\$35,000 - \$49,999	3.7%	3.8%	4.7%
\$50,000 - \$74,999	7.8%	9.9%	9.0%
\$75,000 - \$99,999	6.3%	9.6%	9.2%
\$100,000 - \$149,999	15.8%	19.5%	18.1%
\$150,000 - \$199,999	14.8%	13.6%	13.6%
\$200,000+	39.7%	34.9%	36.3%
Average Household Income	\$227,162	\$207,417	\$210,239
2024 Households by Income			
Household Income Base	4,715	38,588	114,205
<\$15,000	6.8%	3.3%	3.2%
\$15,000 - \$24,999	2.5%	1.8%	2.1%
\$25,000 - \$34,999	1.5%	2.2%	2.3%
\$35,000 - \$49,999	3.2%	3.2%	3.9%
\$50,000 - \$74,999	7.3%	8.9%	8.2%
\$75,000 - \$99,999	6.3%	9.9%	9.1%
\$100,000 - \$149,999	15.7%	19.8%	18.5%
\$150,000 - \$199,999	15.7%	14.7%	14.6%
\$200,000+	40.9%	36.1%	38.0%
Average Household Income	\$241,648	\$220,485	\$225,409
2019 Owner Occupied Housing Units by Value			
Total	3,453	23,011	72,085
<\$50,000	0.3%	0.2%	0.2%
\$50,000 - \$99,999	0.2%	0.2%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.4%
\$150,000 - \$199,999	0.3%	0.5%	0.5%
\$200,000 - \$249,999	0.2%	1.3%	1.0%
\$250,000 - \$299,999	0.3%	1.9%	1.4%
\$300,000 - \$399,999	4.3%	4.6%	4.6%
\$400,000 - \$499,999	1.3%	6.1%	6.2%
\$500,000 - \$749,999	25.7%	21.9%	24.1%
\$750,000 - \$999,999	31.1%	29.7%	29.4%
\$1,000,000 - \$1,499,999	19.7%	18.7%	19.9%
\$1,500,000 - \$1,999,999	9.6%	8.4%	6.6%
\$2,000,000 +	6.8%	6.4%	5.5%
Average Home Value	\$1,023,885	\$973,851	\$947,914
2024 Owner Occupied Housing Units by Value			
Total	3,588	23,988	74,887
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.1%	0.2%
\$150,000 - \$199,999	0.1%	0.3%	0.4%
\$200,000 - \$249,999	0.1%	1.0%	0.7%
\$250,000 - \$299,999	0.2%	1.5%	1.1%
\$300,000 - \$399,999	3.3%	3.8%	3.9%
\$400,000 - \$499,999	1.2%	5.6%	5.7%
\$500,000 - \$749,999	23.4%	21.3%	23.1%
\$750,000 - \$999,999	32.8%	31.6%	30.0%
\$1,000,000 - \$1,499,999	20.8%	19.6%	21.9%
\$1,500,000 - \$1,999,999	10.7%	8.7%	7.1%
\$2,000,000 +	7.1%	6.5%	5.8%
Average Home Value	\$1,057,967	\$996,765	\$979,012

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.

February 26, 2020



Market Profile

McLean Plaza
1451 Chain Bridge Rd, Mc Lean, Virginia, 22101
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.93195
Longitude: -77.17995

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	11,524	85,222	270,990
0 - 4	5.3%	6.1%	6.4%
5 - 9	7.1%	6.8%	6.8%
10 - 14	7.7%	6.8%	6.5%
15 - 24	9.3%	9.9%	11.4%
25 - 34	6.5%	12.8%	13.1%
35 - 44	13.4%	14.5%	14.5%
45 - 54	16.8%	15.9%	15.5%
55 - 64	15.3%	13.2%	13.0%
65 - 74	9.7%	7.6%	7.1%
75 - 84	6.2%	4.3%	3.9%
85 +	2.7%	2.1%	1.9%
18 +	75.1%	76.1%	76.5%
2019 Population by Age			
Total	11,895	92,447	292,905
0 - 4	4.6%	5.2%	5.4%
5 - 9	6.0%	6.2%	6.2%
10 - 14	7.6%	7.2%	7.1%
15 - 24	11.3%	10.8%	12.0%
25 - 34	6.9%	11.9%	12.0%
35 - 44	9.6%	13.1%	13.0%
45 - 54	14.3%	13.8%	13.6%
55 - 64	15.7%	14.0%	13.8%
65 - 74	13.0%	10.4%	10.1%
75 - 84	7.5%	5.2%	4.8%
85 +	3.4%	2.3%	2.1%
18 +	77.3%	77.3%	77.4%
2024 Population by Age			
Total	12,103	97,166	303,804
0 - 4	4.7%	5.3%	5.4%
5 - 9	6.1%	6.0%	6.1%
10 - 14	6.8%	6.4%	6.3%
15 - 24	9.8%	10.4%	11.7%
25 - 34	7.8%	12.9%	12.4%
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65 - 74	13.2%	10.7%	10.6%
75 - 84	9.1%	6.3%	5.9%
85 +	3.6%	2.3%	2.1%
18 +	78.4%	78.6%	78.4%
2010 Population by Sex			
Males	5,465	41,368	132,496
Females	6,056	43,855	138,494
2019 Population by Sex			
Males	5,714	45,126	143,902
Females	6,182	47,321	149,003
2024 Population by Sex			
Males	5,828	47,447	149,477
Females	6,275	49,721	154,328

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 Population by Race/Ethnicity			
Total	11,521	85,224	270,991
White Alone	78.0%	74.8%	74.6%
Black Alone	1.8%	2.7%	3.7%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	16.4%	16.5%	13.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.9%	2.2%	4.2%
Two or More Races	2.8%	3.5%	3.4%
Hispanic Origin	5.5%	8.1%	11.7%
Diversity Index	43.1	50.0	54.3
2019 Population by Race/Ethnicity			
Total	11,897	92,448	292,905
White Alone	73.0%	69.4%	70.1%
Black Alone	2.1%	3.2%	4.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	20.1%	20.2%	16.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.0%	2.4%	4.6%
Two or More Races	3.6%	4.4%	4.2%
Hispanic Origin	6.4%	9.1%	13.0%
Diversity Index	49.4	56.2	59.7
2024 Population by Race/Ethnicity			
Total	12,101	97,168	303,804
White Alone	69.9%	66.1%	67.5%
Black Alone	2.2%	3.5%	4.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	22.6%	22.7%	18.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.1%	2.5%	4.8%
Two or More Races	4.0%	4.9%	4.6%
Hispanic Origin	7.1%	9.7%	13.9%
Diversity Index	53.1	59.6	62.6
2010 Population by Relationship and Household Type			
Total	11,521	85,223	270,990
In Households	99.9%	99.6%	98.1%
In Family Households	86.2%	82.9%	81.4%
Householder	27.5%	26.3%	25.4%
Spouse	23.7%	22.5%	21.5%
Child	31.0%	29.1%	28.6%
Other relative	2.6%	3.2%	3.6%
Nonrelative	1.4%	1.8%	2.3%
In Nonfamily Households	13.7%	16.7%	16.7%
In Group Quarters	0.1%	0.4%	1.9%
Institutionalized Population	0.0%	0.2%	0.3%
Noninstitutionalized Population	0.1%	0.1%	1.7%

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	8,379	65,293	202,984
Less than 9th Grade	1.2%	1.7%	2.7%
9th - 12th Grade, No Diploma	0.8%	1.2%	1.9%
High School Graduate	4.5%	6.2%	7.1%
GED/Alternative Credential	0.2%	0.5%	0.7%
Some College, No Degree	8.9%	7.7%	8.2%
Associate Degree	2.3%	3.3%	3.6%
Bachelor's Degree	28.6%	32.0%	31.4%
Graduate/Professional Degree	53.4%	47.3%	44.4%
2019 Population 15+ by Marital Status			
Total	9,729	75,262	238,198
Never Married	21.9%	28.1%	30.9%
Married	64.0%	60.7%	58.1%
Widowed	7.1%	4.8%	4.1%
Divorced	7.1%	6.4%	6.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.2%	97.2%
Civilian Unemployed (Unemployment Rate)	3.0%	2.8%	2.8%
2019 Employed Population 16+ by Industry			
Total	5,803	48,860	159,282
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	1.6%	3.3%	3.8%
Manufacturing	3.2%	2.7%	2.3%
Wholesale Trade	0.2%	0.5%	0.8%
Retail Trade	3.9%	4.5%	4.7%
Transportation/Utilities	0.6%	1.5%	1.7%
Information	1.8%	2.9%	2.8%
Finance/Insurance/Real Estate	8.9%	9.3%	8.4%
Services	59.0%	60.9%	61.3%
Public Administration	20.5%	14.3%	14.1%
2019 Employed Population 16+ by Occupation			
Total	5,802	48,859	159,283
White Collar	88.3%	85.8%	82.4%
Management/Business/Financial	32.5%	30.3%	29.1%
Professional	41.2%	40.2%	37.8%
Sales	7.2%	7.4%	7.6%
Administrative Support	7.4%	7.8%	7.9%
Services	8.1%	9.0%	11.6%
Blue Collar	3.6%	5.3%	6.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.2%	1.7%	2.2%
Installation/Maintenance/Repair	0.7%	1.0%	0.9%
Production	0.5%	1.1%	1.3%
Transportation/Material Moving	1.2%	1.4%	1.6%
2010 Population By Urban/ Rural Status			
Total Population	11,521	85,223	270,990
Population Inside Urbanized Area	100.0%	99.6%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	0.3%

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	4,526	33,447	101,789
Households with 1 Person	25.9%	26.2%	24.6%
Households with 2+ People	74.1%	73.8%	75.4%
Family Households	70.5%	67.1%	67.6%
Husband-wife Families	60.8%	57.5%	57.2%
With Related Children	29.3%	28.3%	28.5%
Other Family (No Spouse Present)	9.7%	9.6%	10.4%
Other Family with Male Householder	2.3%	2.9%	3.1%
With Related Children	1.2%	1.3%	1.5%
Other Family with Female Householder	7.3%	6.8%	7.3%
With Related Children	4.0%	3.7%	4.1%
Nonfamily Households	3.6%	6.7%	7.8%
All Households with Children	34.7%	33.5%	34.3%
Multigenerational Households	2.1%	2.2%	2.4%
Unmarried Partner Households	2.3%	3.4%	3.9%
Male-female	1.6%	2.7%	3.0%
Same-sex	0.6%	0.7%	0.9%
2010 Households by Size			
Total	4,526	33,446	101,789
1 Person Household	25.9%	26.2%	24.6%
2 Person Household	31.3%	32.5%	32.4%
3 Person Household	16.7%	16.5%	16.7%
4 Person Household	16.8%	15.6%	16.3%
5 Person Household	6.3%	6.1%	6.5%
6 Person Household	2.2%	2.1%	2.2%
7 + Person Household	0.8%	1.0%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	4,526	33,448	101,790
Owner Occupied	76.2%	69.3%	70.8%
Owned with a Mortgage/Loan	55.9%	52.8%	54.9%
Owned Free and Clear	20.3%	16.4%	15.9%
Renter Occupied	23.8%	30.7%	29.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,737	35,593	107,054
Housing Units Inside Urbanized Area	100.0%	99.6%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	0.3%

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.	Top Tier (1A)	Top Tier (1A)	Top Tier (1A)
2.	Golden Years (9B)	Enterprising Professionals	Urban Chic (2A)
3.	Laptops and Lattes (3A)	Metro Renters (3B)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$23,843,748	\$179,197,954	\$548,452,889
Average Spent	\$5,132.10	\$4,909.26	\$4,982.27
Spending Potential Index	240	229	233
Education: Total \$	\$23,434,139	\$159,580,821	\$490,278,155
Average Spent	\$5,043.94	\$4,371.84	\$4,453.79
Spending Potential Index	317	274	279
Entertainment/Recreation: Total \$	\$38,193,011	\$272,191,015	\$830,952,988
Average Spent	\$8,220.62	\$7,456.88	\$7,548.56
Spending Potential Index	251	228	231
Food at Home: Total \$	\$54,305,978	\$405,350,610	\$1,239,318,812
Average Spent	\$11,688.76	\$11,104.89	\$11,258.24
Spending Potential Index	226	215	218
Food Away from Home: Total \$	\$40,396,343	\$305,097,800	\$931,382,017
Average Spent	\$8,694.87	\$8,358.39	\$8,460.88
Spending Potential Index	237	227	230
Health Care: Total \$	\$65,772,743	\$460,814,806	\$1,398,691,603
Average Spent	\$14,156.85	\$12,624.37	\$12,706.02
Spending Potential Index	239	213	214
HH Furnishings & Equipment: Total \$	\$24,399,557	\$175,902,415	\$535,295,684
Average Spent	\$5,251.73	\$4,818.98	\$4,862.74
Spending Potential Index	246	226	228
Personal Care Products & Services: Total \$	\$10,183,002	\$74,104,665	\$224,677,587
Average Spent	\$2,191.78	\$2,030.15	\$2,041.02
Spending Potential Index	247	229	230
Shelter: Total \$	\$217,732,940	\$1,605,860,800	\$4,943,490,951
Average Spent	\$46,864.60	\$43,993.78	\$44,907.76
Spending Potential Index	253	238	243
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,735,399	\$212,957,074	\$648,668,133
Average Spent	\$6,830.69	\$5,834.12	\$5,892.64
Spending Potential Index	275	235	238
Travel: Total \$	\$29,427,015	\$205,241,053	\$628,272,811
Average Spent	\$6,333.84	\$5,622.73	\$5,707.37
Spending Potential Index	282	251	254
Vehicle Maintenance & Repairs: Total \$	\$12,908,627	\$91,438,760	\$276,035,995
Average Spent	\$2,778.44	\$2,505.03	\$2,507.57
Spending Potential Index	243	219	219

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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