



Demographic and Income Profile

Pickett Shopping Center
 9400 Main St, Fairfax, Virginia, 22031
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 38.84115
 Longitude: -77.27087

Summary	Census 2010	2019	2024
Population	10,810	11,093	11,214
Households	3,871	3,955	3,977
Families	2,841	2,898	2,923
Average Household Size	2.79	2.80	2.82
Owner Occupied Housing Units	2,666	2,676	2,752
Renter Occupied Housing Units	1,205	1,279	1,225
Median Age	41.5	43.1	42.9
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.22%	0.80%	0.77%
Households	0.11%	0.74%	0.75%
Families	0.17%	0.69%	0.68%
Owner HHs	0.56%	0.99%	0.92%
Median Household Income	1.95%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	235	5.9%	191	4.8%
\$15,000 - \$24,999	142	3.6%	113	2.8%
\$25,000 - \$34,999	123	3.1%	101	2.5%
\$35,000 - \$49,999	178	4.5%	147	3.7%
\$50,000 - \$74,999	342	8.6%	289	7.3%
\$75,000 - \$99,999	434	11.0%	410	10.3%
\$100,000 - \$149,999	861	21.8%	892	22.4%
\$150,000 - \$199,999	589	14.9%	656	16.5%
\$200,000+	1,052	26.6%	1,177	29.6%
Median Household Income	\$125,346		\$138,052	
Average Household Income	\$168,936		\$187,575	
Per Capita Income	\$60,302		\$66,570	

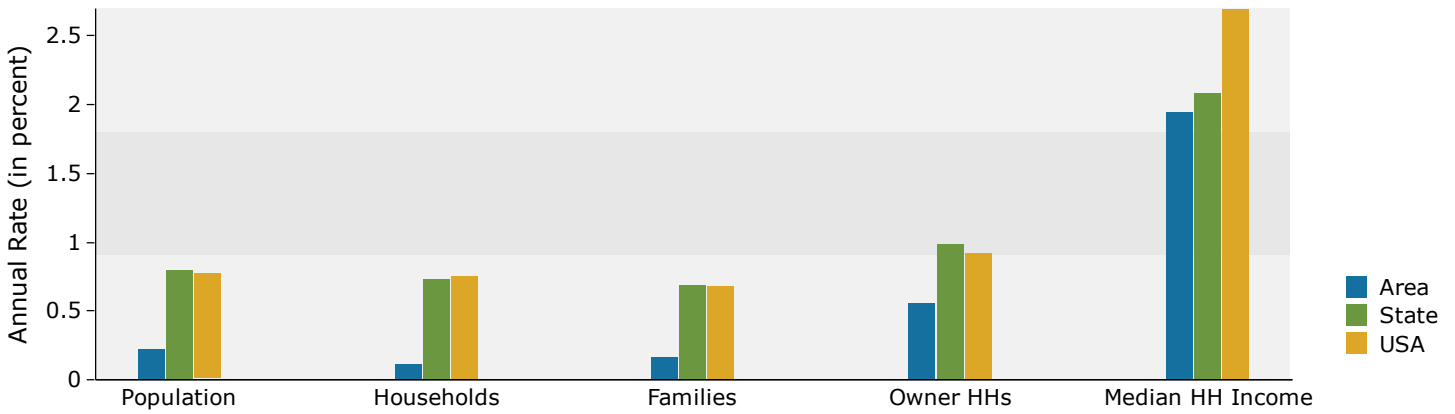
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	500	4.6%	480	4.3%	498	4.4%
5 - 9	689	6.4%	565	5.1%	580	5.2%
10 - 14	892	8.3%	674	6.1%	624	5.6%
15 - 19	822	7.6%	716	6.5%	588	5.2%
20 - 24	658	6.1%	692	6.2%	517	4.6%
25 - 34	997	9.2%	1,400	12.6%	1,556	13.9%
35 - 44	1,441	13.3%	1,249	11.3%	1,544	13.8%
45 - 54	1,923	17.8%	1,548	14.0%	1,307	11.7%
55 - 64	1,400	12.9%	1,805	16.3%	1,701	15.2%
65 - 74	812	7.5%	1,138	10.3%	1,363	12.2%
75 - 84	484	4.5%	577	5.2%	665	5.9%
85+	193	1.8%	249	2.2%	271	2.4%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,089	65.6%	6,606	59.6%	6,301	56.2%
Black Alone	463	4.3%	553	5.0%	590	5.3%
American Indian Alone	29	0.3%	29	0.3%	29	0.3%
Asian Alone	2,621	24.2%	3,188	28.7%	3,525	31.4%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	244	2.3%	277	2.5%	292	2.6%
Two or More Races	363	3.4%	437	3.9%	474	4.2%
Hispanic Origin (Any Race)	957	8.9%	1,093	9.9%	1,178	10.5%

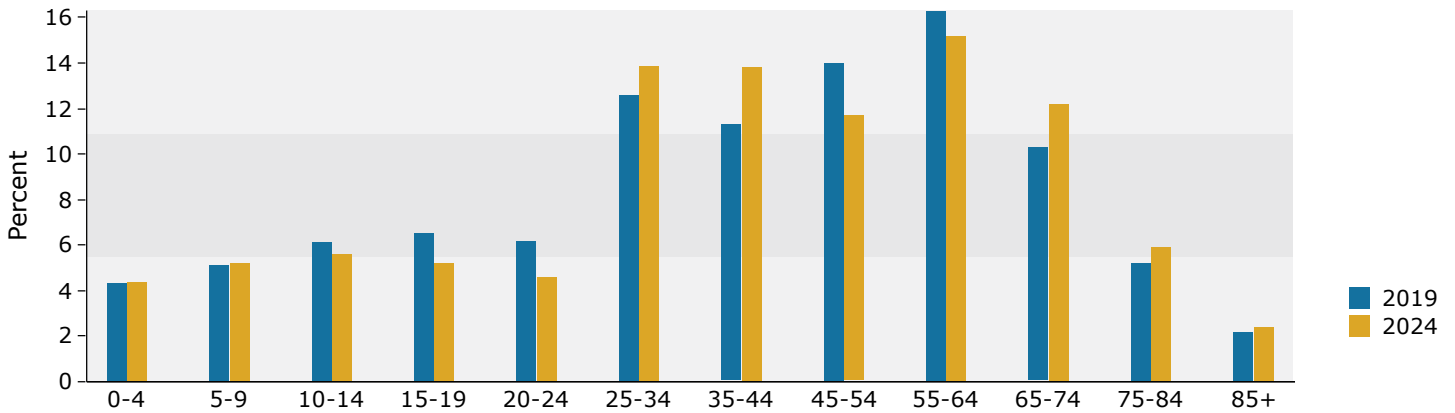
Data Note: Income is expressed in current dollars.

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

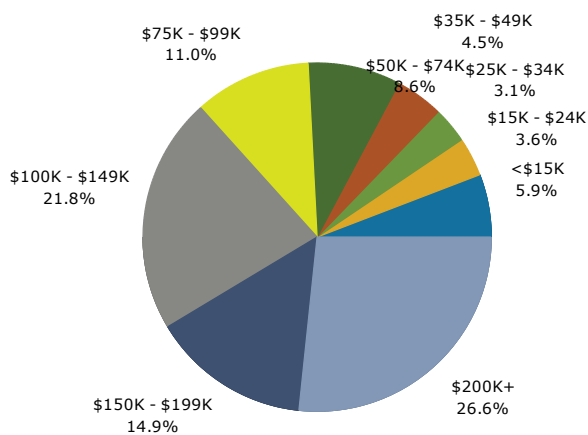
Trends 2019-2024



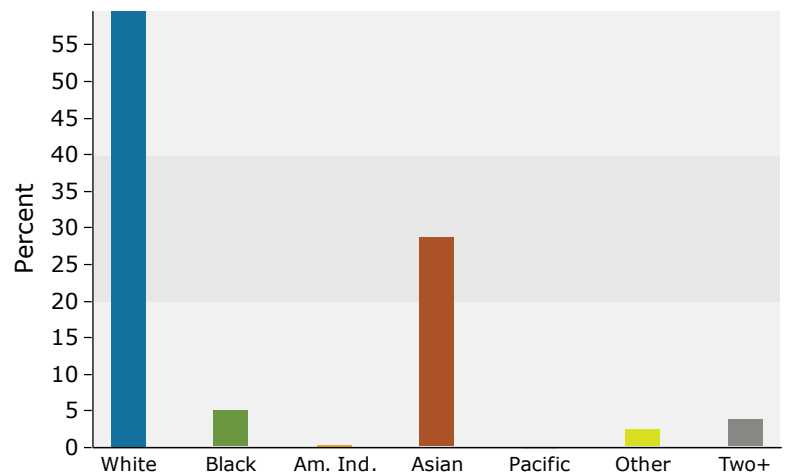
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 9.9%

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



Demographic and Income Profile

Pickett Shopping Center
 9400 Main St, Fairfax, Virginia, 22031
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 38.84115
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Summary	Census 2010	2019	2024
Population	118,101	124,940	129,043
Households	40,280	42,479	43,849
Families	29,128	30,362	31,213
Average Household Size	2.76	2.76	2.77
Owner Occupied Housing Units	29,672	30,144	31,352
Renter Occupied Housing Units	10,608	12,336	12,497
Median Age	37.4	38.5	39.3
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.65%	0.80%	0.77%
Households	0.64%	0.74%	0.75%
Families	0.55%	0.69%	0.68%
Owner HHs	0.79%	0.99%	0.92%
Median Household Income	1.68%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,668	3.9%	1,393	3.2%
\$15,000 - \$24,999	1,066	2.5%	858	2.0%
\$25,000 - \$34,999	1,331	3.1%	1,094	2.5%
\$35,000 - \$49,999	2,211	5.2%	1,850	4.2%
\$50,000 - \$74,999	4,219	9.9%	3,874	8.8%
\$75,000 - \$99,999	4,591	10.8%	4,565	10.4%
\$100,000 - \$149,999	9,725	22.9%	10,122	23.1%
\$150,000 - \$199,999	7,245	17.1%	8,237	18.8%
\$200,000+	10,425	24.5%	11,856	27.0%
Median Household Income	\$126,527		\$137,543	
Average Household Income	\$166,417		\$182,539	
Per Capita Income	\$56,749		\$62,134	

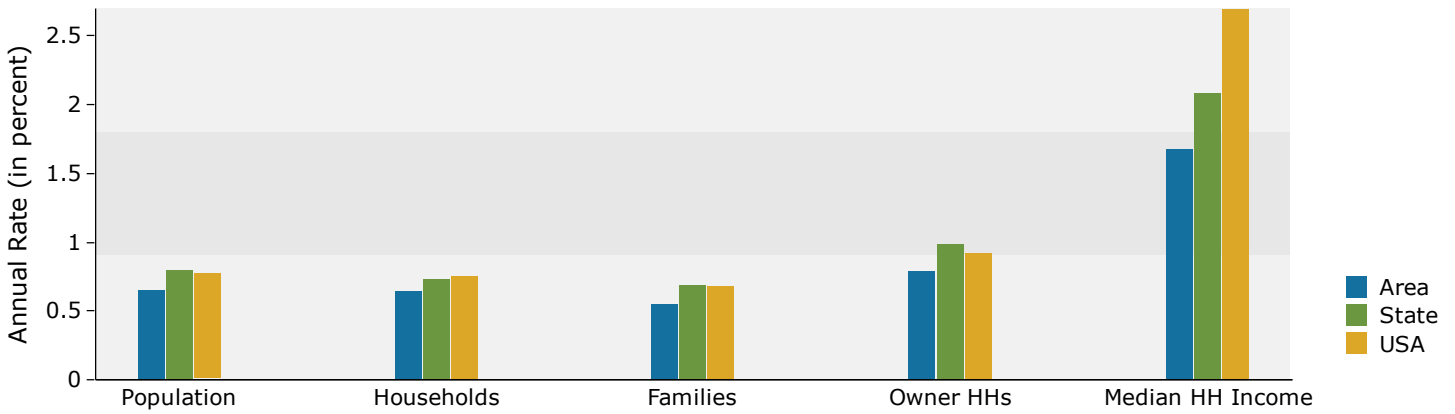
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,434	5.4%	6,061	4.9%	6,392	5.0%
5 - 9	6,971	5.9%	6,630	5.3%	6,757	5.2%
10 - 14	7,347	6.2%	7,355	5.9%	6,987	5.4%
15 - 19	9,449	8.0%	9,531	7.6%	9,256	7.2%
20 - 24	9,626	8.2%	9,762	7.8%	9,325	7.2%
25 - 34	15,605	13.2%	17,145	13.7%	17,691	13.7%
35 - 44	15,943	13.5%	16,131	12.9%	18,444	14.3%
45 - 54	18,244	15.4%	15,956	12.8%	15,566	12.1%
55 - 64	14,808	12.5%	16,848	13.5%	16,144	12.5%
65 - 74	7,964	6.7%	11,755	9.4%	12,953	10.0%
75 - 84	4,183	3.5%	5,633	4.5%	7,075	5.5%
85+	1,529	1.3%	2,132	1.7%	2,453	1.9%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	79,132	67.0%	76,360	61.1%	74,488	57.7%
Black Alone	6,480	5.5%	7,943	6.4%	8,664	6.7%
American Indian Alone	426	0.4%	449	0.4%	454	0.4%
Asian Alone	22,935	19.4%	28,922	23.1%	32,932	25.5%
Pacific Islander Alone	81	0.1%	78	0.1%	77	0.1%
Some Other Race Alone	4,540	3.8%	5,424	4.3%	5,964	4.6%
Two or More Races	4,508	3.8%	5,764	4.6%	6,463	5.0%
Hispanic Origin (Any Race)	14,857	12.6%	17,648	14.1%	19,540	15.1%

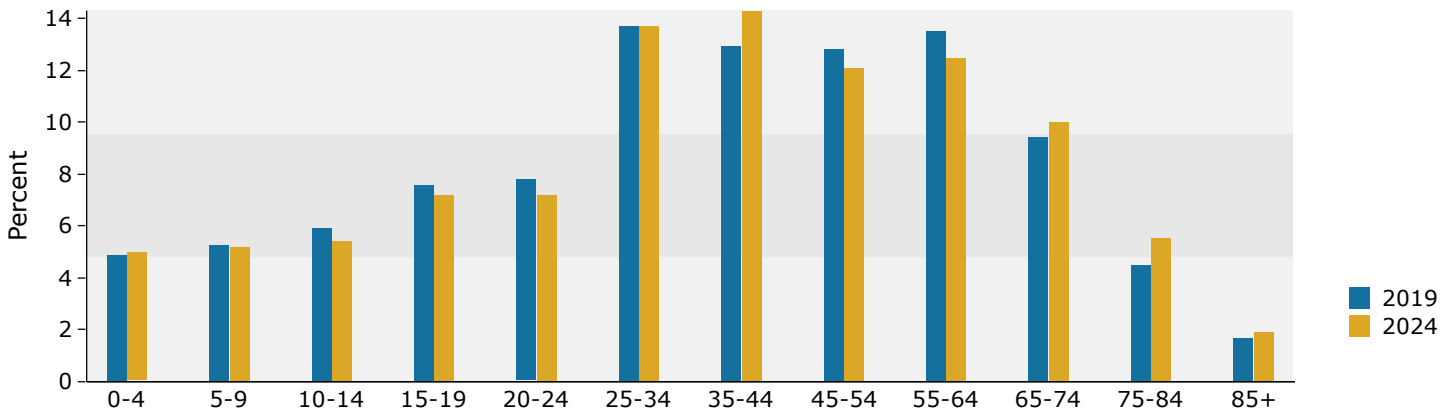
Data Note: Income is expressed in current dollars.

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

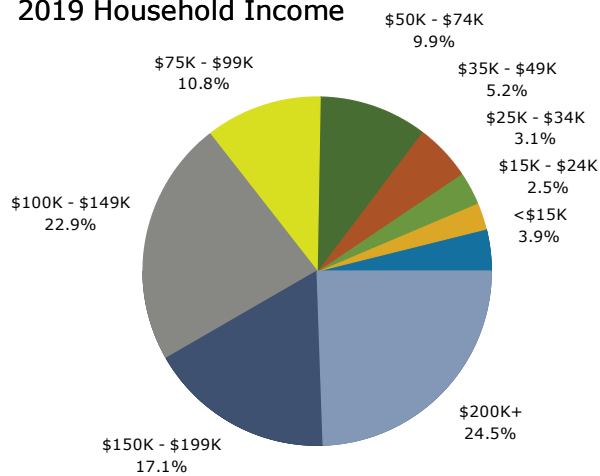
Trends 2019-2024



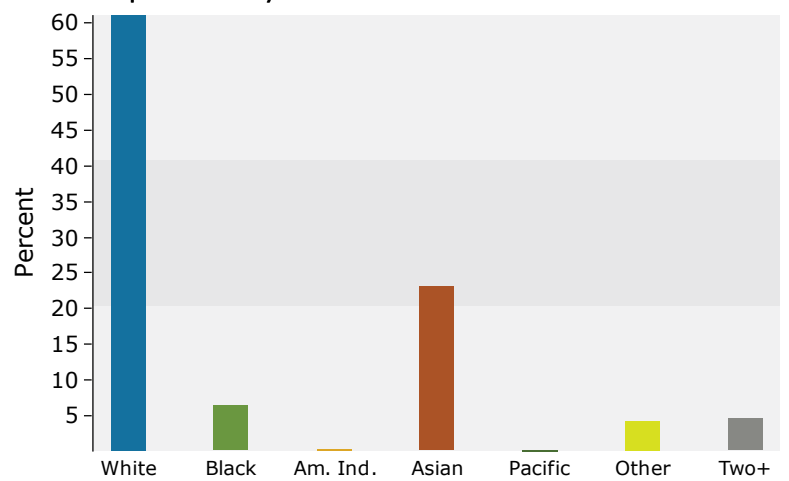
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 14.1%

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



Demographic and Income Profile

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Summary	Census 2010	2019	2024
Population	310,934	325,540	333,517
Households	110,032	114,916	117,576
Families	78,766	81,432	83,079
Average Household Size	2.76	2.76	2.77
Owner Occupied Housing Units	78,442	77,227	79,841
Renter Occupied Housing Units	31,590	37,689	37,734
Median Age	37.6	39.0	39.8
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.49%	0.80%	0.77%
Households	0.46%	0.74%	0.75%
Families	0.40%	0.69%	0.68%
Owner HHs	0.67%	0.99%	0.92%
Median Household Income	1.74%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	4,584	4.0%	3,822	3.3%
\$15,000 - \$24,999	2,953	2.6%	2,346	2.0%
\$25,000 - \$34,999	4,301	3.7%	3,534	3.0%
\$35,000 - \$49,999	7,142	6.2%	5,970	5.1%
\$50,000 - \$74,999	13,268	11.5%	11,970	10.2%
\$75,000 - \$99,999	13,482	11.7%	13,248	11.3%
\$100,000 - \$149,999	25,754	22.4%	27,029	23.0%
\$150,000 - \$199,999	17,790	15.5%	20,431	17.4%
\$200,000+	25,642	22.3%	29,226	24.9%
Median Household Income	\$117,557		\$128,143	
Average Household Income	\$157,996		\$174,512	
Per Capita Income	\$55,864		\$61,606	

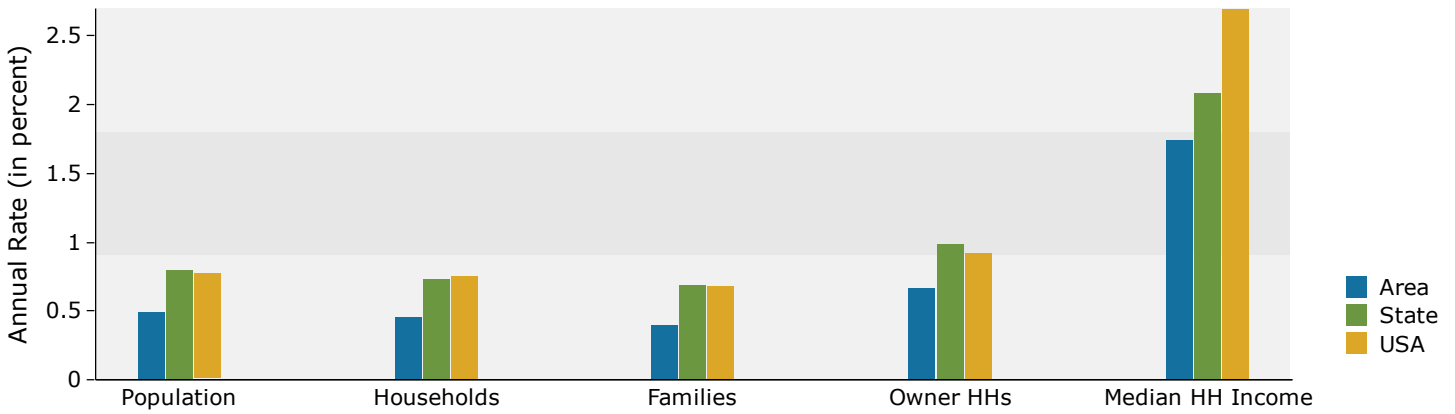
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,863	6.1%	17,250	5.3%	17,865	5.4%
5 - 9	19,205	6.2%	18,669	5.7%	18,414	5.5%
10 - 14	19,882	6.4%	20,589	6.3%	19,147	5.7%
15 - 19	21,081	6.8%	21,188	6.5%	20,777	6.2%
20 - 24	20,642	6.6%	20,722	6.4%	19,933	6.0%
25 - 34	44,486	14.3%	45,160	13.9%	46,832	14.0%
35 - 44	44,845	14.4%	45,077	13.8%	49,216	14.8%
45 - 54	49,164	15.8%	43,517	13.4%	42,419	12.7%
55 - 64	38,952	12.5%	44,370	13.6%	42,513	12.7%
65 - 74	19,832	6.4%	30,169	9.3%	33,141	9.9%
75 - 84	10,119	3.3%	13,631	4.2%	17,460	5.2%
85+	3,865	1.2%	5,195	1.6%	5,800	1.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	199,488	64.2%	191,253	58.7%	185,398	55.6%
Black Alone	18,359	5.9%	21,528	6.6%	23,081	6.9%
American Indian Alone	1,119	0.4%	1,128	0.3%	1,123	0.3%
Asian Alone	61,187	19.7%	75,507	23.2%	84,532	25.3%
Pacific Islander Alone	229	0.1%	212	0.1%	207	0.1%
Some Other Race Alone	18,416	5.9%	20,711	6.4%	22,329	6.7%
Two or More Races	12,136	3.9%	15,200	4.7%	16,848	5.1%
Hispanic Origin (Any Race)	49,414	15.9%	55,775	17.1%	60,458	18.1%

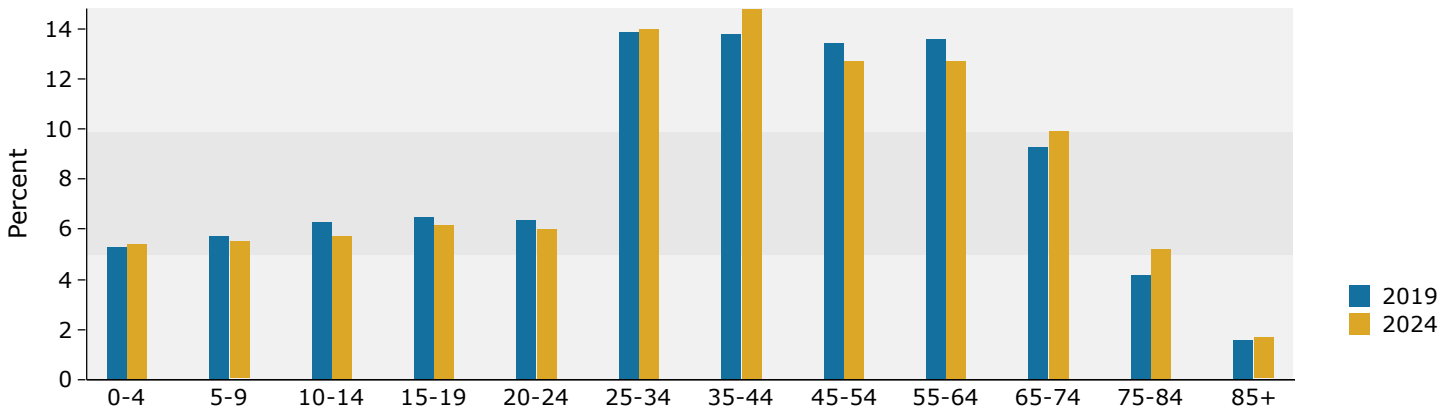
Data Note: Income is expressed in current dollars.

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

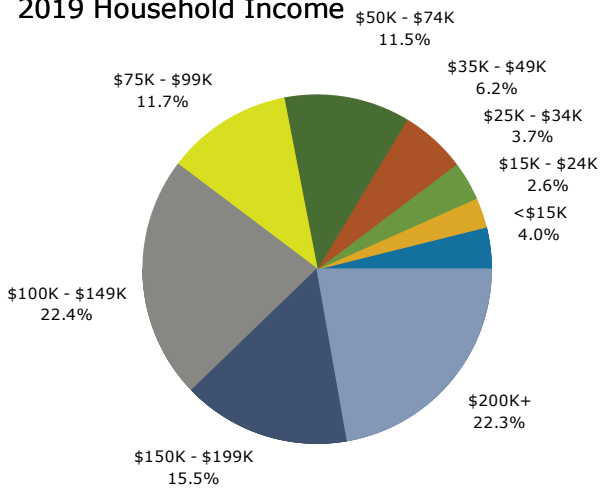
Trends 2019-2024



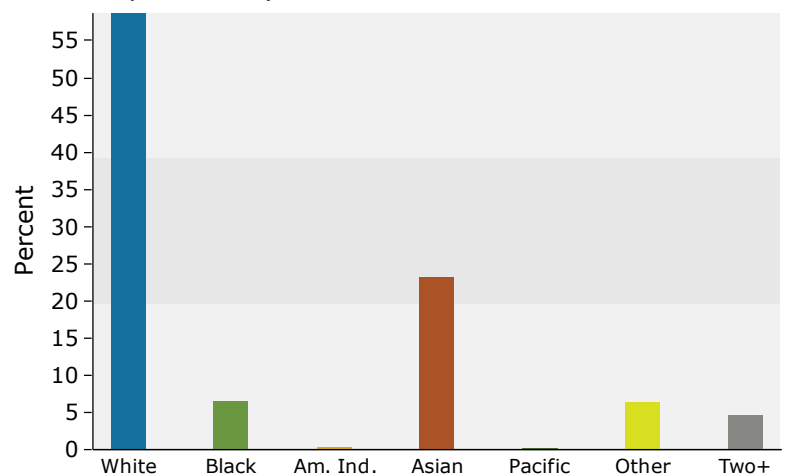
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 17.1%



Market Profile

Pickett Shopping Center
 9400 Main St, Fairfax, Virginia, 22031
 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,368	109,896	283,566
2010 Total Population	10,810	118,101	310,934
2019 Total Population	11,093	124,940	325,540
2019 Group Quarters	16	7,654	8,352
2024 Total Population	11,214	129,043	333,517
2019-2024 Annual Rate	0.22%	0.65%	0.49%
2019 Total Daytime Population	11,338	145,891	333,031
Workers	6,397	89,869	188,632
Residents	4,941	56,022	144,399
Household Summary			
2000 Households	3,787	38,076	100,717
2000 Average Household Size	2.74	2.76	2.76
2010 Households	3,871	40,280	110,032
2010 Average Household Size	2.79	2.76	2.76
2019 Households	3,955	42,479	114,916
2019 Average Household Size	2.80	2.76	2.76
2024 Households	3,977	43,849	117,576
2024 Average Household Size	2.82	2.77	2.77
2019-2024 Annual Rate	0.11%	0.64%	0.46%
2010 Families	2,841	29,128	78,766
2010 Average Family Size	3.24	3.17	3.19
2019 Families	2,898	30,362	81,432
2019 Average Family Size	3.26	3.18	3.20
2024 Families	2,923	31,213	83,079
2024 Average Family Size	3.27	3.19	3.21
2019-2024 Annual Rate	0.17%	0.55%	0.40%
Housing Unit Summary			
2000 Housing Units	3,859	38,778	102,389
Owner Occupied Housing Units	69.7%	73.0%	72.2%
Renter Occupied Housing Units	28.4%	25.2%	26.2%
Vacant Housing Units	1.9%	1.8%	1.6%
2010 Housing Units	3,976	41,738	113,865
Owner Occupied Housing Units	67.1%	71.1%	68.9%
Renter Occupied Housing Units	30.3%	25.4%	27.7%
Vacant Housing Units	2.6%	3.5%	3.4%
2019 Housing Units	4,040	43,977	118,669
Owner Occupied Housing Units	66.2%	68.5%	65.1%
Renter Occupied Housing Units	31.7%	28.1%	31.8%
Vacant Housing Units	2.1%	3.4%	3.2%
2024 Housing Units	4,039	45,388	121,424
Owner Occupied Housing Units	68.1%	69.1%	65.8%
Renter Occupied Housing Units	30.3%	27.5%	31.1%
Vacant Housing Units	1.5%	3.4%	3.2%
Median Household Income			
2019	\$125,346	\$126,527	\$117,557
2024	\$138,052	\$137,543	\$128,143
Median Home Value			
2019	\$627,440	\$573,312	\$558,705
2024	\$651,876	\$592,844	\$582,972
Per Capita Income			
2019	\$60,302	\$56,749	\$55,864
2024	\$66,570	\$62,134	\$61,606
Median Age			
2010	41.5	37.4	37.6
2019	43.1	38.5	39.0
2024	42.9	39.3	39.8

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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 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	3,955	42,479	114,916
<\$15,000	5.9%	3.9%	4.0%
\$15,000 - \$24,999	3.6%	2.5%	2.6%
\$25,000 - \$34,999	3.1%	3.1%	3.7%
\$35,000 - \$49,999	4.5%	5.2%	6.2%
\$50,000 - \$74,999	8.6%	9.9%	11.5%
\$75,000 - \$99,999	11.0%	10.8%	11.7%
\$100,000 - \$149,999	21.8%	22.9%	22.4%
\$150,000 - \$199,999	14.9%	17.1%	15.5%
\$200,000+	26.6%	24.5%	22.3%
Average Household Income	\$168,936	\$166,417	\$157,996
2024 Households by Income			
Household Income Base	3,977	43,849	117,576
<\$15,000	4.8%	3.2%	3.3%
\$15,000 - \$24,999	2.8%	2.0%	2.0%
\$25,000 - \$34,999	2.5%	2.5%	3.0%
\$35,000 - \$49,999	3.7%	4.2%	5.1%
\$50,000 - \$74,999	7.3%	8.8%	10.2%
\$75,000 - \$99,999	10.3%	10.4%	11.3%
\$100,000 - \$149,999	22.4%	23.1%	23.0%
\$150,000 - \$199,999	16.5%	18.8%	17.4%
\$200,000+	29.6%	27.0%	24.9%
Average Household Income	\$187,575	\$182,539	\$174,512
2019 Owner Occupied Housing Units by Value			
Total	2,676	30,140	77,203
<\$50,000	0.4%	0.4%	0.4%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.5%	0.5%	0.6%
\$150,000 - \$199,999	0.7%	0.8%	1.1%
\$200,000 - \$249,999	1.3%	1.6%	2.3%
\$250,000 - \$299,999	1.8%	2.0%	3.1%
\$300,000 - \$399,999	3.4%	9.5%	12.5%
\$400,000 - \$499,999	16.5%	20.5%	19.8%
\$500,000 - \$749,999	49.8%	49.9%	42.3%
\$750,000 - \$999,999	20.3%	12.4%	12.8%
\$1,000,000 - \$1,499,999	5.3%	2.2%	3.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.7%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$650,701	\$588,129	\$593,034
2024 Owner Occupied Housing Units by Value			
Total	2,752	31,348	79,815
<\$50,000	0.2%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.3%	0.3%	0.4%
\$150,000 - \$199,999	0.4%	0.5%	0.8%
\$200,000 - \$249,999	0.8%	1.1%	1.8%
\$250,000 - \$299,999	1.1%	1.5%	2.6%
\$300,000 - \$399,999	2.4%	7.9%	10.6%
\$400,000 - \$499,999	14.4%	19.2%	18.8%
\$500,000 - \$749,999	50.4%	52.2%	44.5%
\$750,000 - \$999,999	23.7%	14.5%	14.7%
\$1,000,000 - \$1,499,999	6.6%	2.5%	4.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.9%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$682,694	\$610,793	\$619,023

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

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 Latitude: 38.84115
 Longitude: -77.27087

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,810	118,101	310,936
0 - 4	4.6%	5.4%	6.1%
5 - 9	6.4%	5.9%	6.2%
10 - 14	8.3%	6.2%	6.4%
15 - 24	13.7%	16.2%	13.4%
25 - 34	9.2%	13.2%	14.3%
35 - 44	13.3%	13.5%	14.4%
45 - 54	17.8%	15.4%	15.8%
55 - 64	13.0%	12.5%	12.5%
65 - 74	7.5%	6.7%	6.4%
75 - 84	4.5%	3.5%	3.3%
85 +	1.8%	1.3%	1.2%
18 +	75.7%	78.4%	77.3%
2019 Population by Age			
Total	11,093	124,939	325,537
0 - 4	4.3%	4.9%	5.3%
5 - 9	5.1%	5.3%	5.7%
10 - 14	6.1%	5.9%	6.3%
15 - 24	12.7%	15.4%	12.9%
25 - 34	12.6%	13.7%	13.9%
35 - 44	11.3%	12.9%	13.8%
45 - 54	14.0%	12.8%	13.4%
55 - 64	16.3%	13.5%	13.6%
65 - 74	10.3%	9.4%	9.3%
75 - 84	5.2%	4.5%	4.2%
85 +	2.2%	1.7%	1.6%
18 +	80.3%	80.4%	79.0%
2024 Population by Age			
Total	11,214	129,043	333,517
0 - 4	4.4%	5.0%	5.4%
5 - 9	5.2%	5.2%	5.5%
10 - 14	5.6%	5.4%	5.7%
15 - 24	9.9%	14.4%	12.2%
25 - 34	13.9%	13.7%	14.0%
35 - 44	13.8%	14.3%	14.8%
45 - 54	11.7%	12.1%	12.7%
55 - 64	15.2%	12.5%	12.7%
65 - 74	12.2%	10.0%	9.9%
75 - 84	5.9%	5.5%	5.2%
85 +	2.4%	1.9%	1.7%
18 +	81.4%	81.1%	79.9%
2010 Population by Sex			
Males	5,289	58,519	153,856
Females	5,521	59,582	157,078
2019 Population by Sex			
Males	5,463	62,119	161,561
Females	5,630	62,820	163,979
2024 Population by Sex			
Males	5,539	64,211	165,754
Females	5,674	64,831	167,763

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

Pickett Shopping Center
 9400 Main St, Fairfax, Virginia, 22031
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.84115
 Longitude: -77.27087

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,811	118,102	310,934
White Alone	65.6%	67.0%	64.2%
Black Alone	4.3%	5.5%	5.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	24.2%	19.4%	19.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	3.8%	5.9%
Two or More Races	3.4%	3.8%	3.9%
Hispanic Origin	8.9%	12.6%	15.9%
Diversity Index	58.9	61.8	66.7
2019 Population by Race/Ethnicity			
Total	11,092	124,940	325,539
White Alone	59.6%	61.1%	58.7%
Black Alone	5.0%	6.4%	6.6%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	28.7%	23.1%	23.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	4.3%	6.4%
Two or More Races	3.9%	4.6%	4.7%
Hispanic Origin	9.8%	14.1%	17.1%
Diversity Index	63.8	67.3	71.1
2024 Population by Race/Ethnicity			
Total	11,213	129,042	333,518
White Alone	56.2%	57.7%	55.6%
Black Alone	5.3%	6.7%	6.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	31.4%	25.5%	25.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	4.6%	6.7%
Two or More Races	4.2%	5.0%	5.1%
Hispanic Origin	10.5%	15.1%	18.1%
Diversity Index	66.1	70.1	73.4
2010 Population by Relationship and Household Type			
Total	10,810	118,101	310,934
In Households	99.9%	94.1%	97.6%
In Family Households	87.6%	80.5%	83.6%
Householder	26.3%	24.7%	25.3%
Spouse	22.2%	20.4%	20.6%
Child	32.0%	28.3%	29.4%
Other relative	4.7%	4.8%	5.6%
Nonrelative	2.3%	2.3%	2.7%
In Nonfamily Households	12.3%	13.7%	14.0%
In Group Quarters	0.1%	5.9%	2.4%
Institutionalized Population	0.0%	1.5%	0.7%
Noninstitutionalized Population	0.1%	4.4%	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	7,966	85,600	227,124
Less than 9th Grade	3.7%	3.2%	3.9%
9th - 12th Grade, No Diploma	2.5%	2.8%	3.1%
High School Graduate	13.3%	10.2%	11.2%
GED/Alternative Credential	0.9%	1.0%	0.9%
Some College, No Degree	10.1%	11.7%	12.6%
Associate Degree	5.5%	5.7%	5.8%
Bachelor's Degree	28.8%	31.5%	31.8%
Graduate/Professional Degree	35.2%	33.9%	30.7%
2019 Population 15+ by Marital Status			
Total	9,372	104,892	269,032
Never Married	30.1%	35.8%	34.3%
Married	56.0%	53.4%	54.3%
Widowed	4.5%	3.7%	3.8%
Divorced	9.4%	7.1%	7.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.2%	96.5%	96.8%
Civilian Unemployed (Unemployment Rate)	2.8%	3.5%	3.2%
2019 Employed Population 16+ by Industry			
Total	6,169	68,263	181,650
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.1%	4.5%	5.7%
Manufacturing	3.1%	2.4%	2.2%
Wholesale Trade	0.7%	1.2%	1.1%
Retail Trade	7.7%	7.0%	7.1%
Transportation/Utilities	1.9%	2.4%	2.8%
Information	3.0%	2.1%	2.1%
Finance/Insurance/Real Estate	5.7%	6.0%	6.8%
Services	58.2%	62.3%	60.1%
Public Administration	14.7%	12.1%	12.1%
2019 Employed Population 16+ by Occupation			
Total	6,170	68,263	181,648
White Collar	70.0%	75.7%	73.8%
Management/Business/Financial	20.4%	23.9%	23.6%
Professional	33.8%	33.5%	31.7%
Sales	7.1%	7.6%	8.0%
Administrative Support	8.7%	10.6%	10.5%
Services	20.9%	16.2%	16.6%
Blue Collar	9.1%	8.1%	9.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.7%	2.8%	3.6%
Installation/Maintenance/Repair	2.1%	2.0%	1.9%
Production	0.7%	1.1%	1.5%
Transportation/Material Moving	2.6%	2.1%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	10,810	118,101	310,934
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	3,871	40,279	110,033
Households with 1 Person	21.4%	20.1%	21.1%
Households with 2+ People	78.6%	79.9%	78.9%
Family Households	73.4%	72.3%	71.6%
Husband-wife Families	61.7%	59.8%	58.1%
With Related Children	30.4%	28.2%	28.1%
Other Family (No Spouse Present)	11.7%	12.5%	13.4%
Other Family with Male Householder	3.0%	3.6%	4.0%
With Related Children	1.2%	1.6%	1.8%
Other Family with Female Householder	8.7%	8.9%	9.4%
With Related Children	5.0%	4.7%	5.2%
Nonfamily Households	5.2%	7.5%	7.3%
All Households with Children	36.9%	34.8%	35.5%
Multigenerational Households	3.8%	3.7%	3.9%
Unmarried Partner Households	2.8%	3.7%	4.1%
Male-female	2.0%	3.0%	3.4%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	3,870	40,279	110,032
1 Person Household	21.4%	20.1%	21.1%
2 Person Household	30.1%	32.8%	32.2%
3 Person Household	18.4%	18.4%	18.2%
4 Person Household	17.9%	16.7%	16.3%
5 Person Household	7.2%	7.3%	7.2%
6 Person Household	2.9%	2.7%	2.9%
7 + Person Household	2.1%	1.9%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	3,871	40,280	110,032
Owner Occupied	68.9%	73.7%	71.3%
Owned with a Mortgage/Loan	54.6%	59.7%	58.7%
Owned Free and Clear	14.2%	13.9%	12.5%
Renter Occupied	31.1%	26.3%	28.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,976	41,738	113,865
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.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals
2.	Exurbanites (1E)	Top Tier (1A)	Top Tier (1A)
3.	Urban Chic (2A)	Urban Chic (2A)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$15,752,043	\$168,745,435	\$436,016,063
Average Spent	\$3,982.82	\$3,972.44	\$3,794.22
Spending Potential Index	186	185	177
Education: Total \$	\$13,584,097	\$145,338,953	\$373,698,906
Average Spent	\$3,434.66	\$3,421.43	\$3,251.93
Spending Potential Index	216	215	204
Entertainment/Recreation: Total \$	\$24,027,036	\$254,955,238	\$654,440,083
Average Spent	\$6,075.10	\$6,001.91	\$5,694.94
Spending Potential Index	186	184	174
Food at Home: Total \$	\$36,048,198	\$386,473,009	\$998,487,357
Average Spent	\$9,114.59	\$9,097.98	\$8,688.85
Spending Potential Index	176	176	168
Food Away from Home: Total \$	\$27,125,461	\$287,367,100	\$741,696,751
Average Spent	\$6,858.52	\$6,764.92	\$6,454.25
Spending Potential Index	187	184	176
Health Care: Total \$	\$40,967,526	\$433,832,597	\$1,110,140,937
Average Spent	\$10,358.41	\$10,212.87	\$9,660.46
Spending Potential Index	175	172	163
HH Furnishings & Equipment: Total \$	\$15,784,527	\$165,225,489	\$423,921,825
Average Spent	\$3,991.03	\$3,889.58	\$3,688.97
Spending Potential Index	187	182	173
Personal Care Products & Services: Total \$	\$6,583,398	\$69,177,344	\$177,621,327
Average Spent	\$1,664.58	\$1,628.51	\$1,545.66
Spending Potential Index	188	184	174
Shelter: Total \$	\$142,800,275	\$1,520,872,281	\$3,924,019,712
Average Spent	\$36,106.26	\$35,802.92	\$34,146.85
Spending Potential Index	195	193	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,308,001	\$192,709,863	\$490,704,406
Average Spent	\$4,629.08	\$4,536.59	\$4,270.11
Spending Potential Index	187	183	172
Travel: Total \$	\$18,487,480	\$190,999,340	\$487,755,759
Average Spent	\$4,674.46	\$4,496.32	\$4,244.45
Spending Potential Index	208	200	189
Vehicle Maintenance & Repairs: Total \$	\$8,067,159	\$84,877,902	\$217,909,444
Average Spent	\$2,039.74	\$1,998.11	\$1,896.25
Spending Potential Index	178	175	166

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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