



## Demographic and Income Profile

Rolling Valley Mall  
9230 Old Keene Mill Rd, Burke, Virginia, 22015  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 38.77541  
Longitude: -77.26357

Summary	Census 2010	2019	2024
Population	15,772	15,796	15,879
Households	5,291	5,280	5,291
Families	4,378	4,370	4,382
Average Household Size	2.98	2.99	3.00
Owner Occupied Housing Units	4,492	4,350	4,420
Renter Occupied Housing Units	799	929	871
Median Age	39.9	41.6	42.7
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.10%	0.80%	0.77%
Households	0.04%	0.74%	0.75%
Families	0.05%	0.69%	0.68%
Owner HHs	0.32%	0.99%	0.92%
Median Household Income	1.85%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	171	3.2%	140	2.6%
\$15,000 - \$24,999	103	2.0%	81	1.5%
\$25,000 - \$34,999	122	2.3%	94	1.8%
\$35,000 - \$49,999	266	5.0%	212	4.0%
\$50,000 - \$74,999	463	8.8%	398	7.5%
\$75,000 - \$99,999	603	11.4%	561	10.6%
\$100,000 - \$149,999	1,336	25.3%	1,318	24.9%
\$150,000 - \$199,999	1,059	20.1%	1,169	22.1%
\$200,000+	1,156	21.9%	1,318	24.9%

Median Household Income	\$129,025	\$141,419
Average Household Income	\$161,478	\$178,780
Per Capita Income	\$53,275	\$58,833

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	868	5.5%	780	4.9%	787	5.0%
5 - 9	992	6.3%	841	5.3%	823	5.2%
10 - 14	1,278	8.1%	1,041	6.6%	938	5.9%
15 - 19	1,200	7.6%	1,003	6.4%	896	5.6%
20 - 24	848	5.4%	813	5.1%	668	4.2%
25 - 34	1,740	11.0%	1,990	12.6%	1,915	12.1%
35 - 44	2,170	13.8%	2,086	13.2%	2,486	15.7%
45 - 54	2,797	17.7%	2,195	13.9%	2,022	12.7%
55 - 64	2,340	14.8%	2,461	15.6%	2,303	14.5%
65 - 74	1,083	6.9%	1,742	11.0%	1,846	11.6%
75 - 84	373	2.4%	693	4.4%	993	6.3%
85+	83	0.5%	150	0.9%	202	1.3%

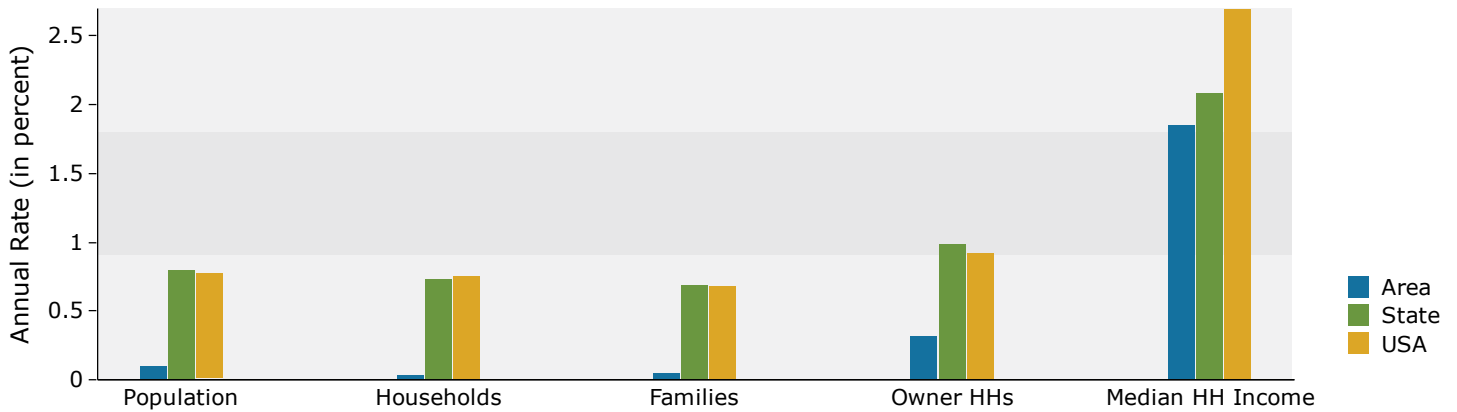
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,225	64.8%	9,421	59.6%	8,982	56.6%
Black Alone	1,240	7.9%	1,375	8.7%	1,447	9.1%
American Indian Alone	32	0.2%	32	0.2%	32	0.2%
Asian Alone	2,999	19.0%	3,490	22.1%	3,815	24.0%
Pacific Islander Alone	5	0.0%	5	0.0%	5	0.0%
Some Other Race Alone	637	4.0%	701	4.4%	756	4.8%
Two or More Races	634	4.0%	771	4.9%	842	5.3%
Hispanic Origin (Any Race)	2,090	13.3%	2,309	14.6%	2,492	15.7%

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

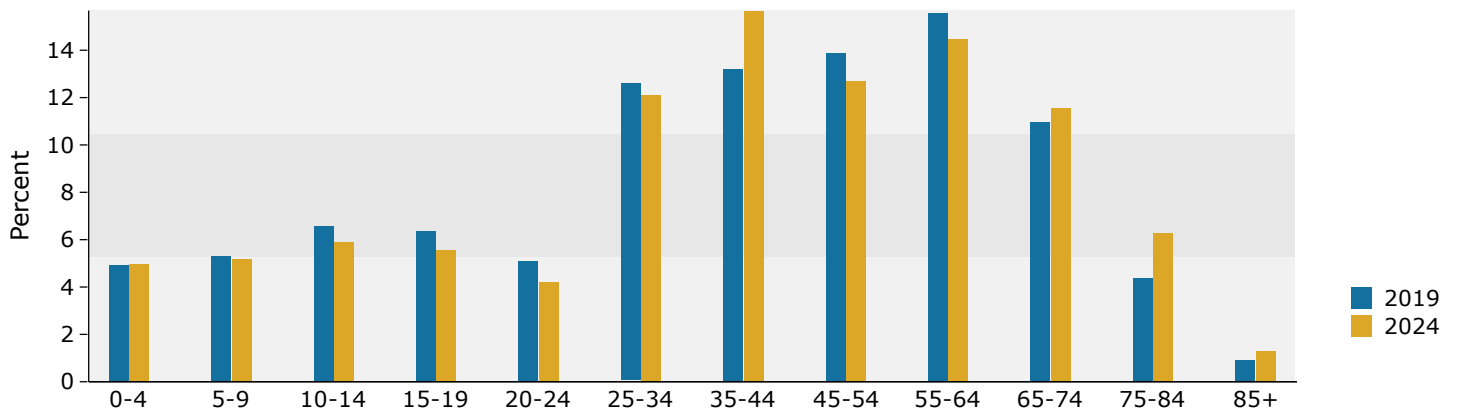
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

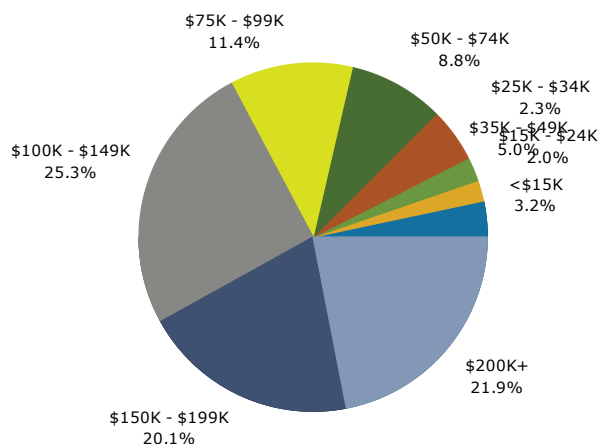
## Trends 2019-2024



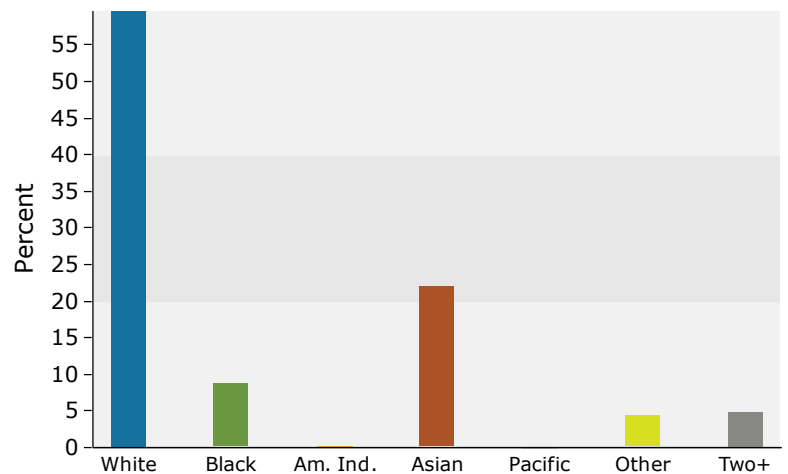
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 14.6%



## Demographic and Income Profile

Rolling Valley Mall  
9230 Old Keene Mill Rd, Burke, Virginia, 22015  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 38.77541  
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Summary	Census 2010	2019	2024
Population	111,650	111,615	112,091
Households	38,332	38,118	38,139
Families	30,904	30,749	30,797
Average Household Size	2.91	2.92	2.94
Owner Occupied Housing Units	32,711	31,642	32,065
Renter Occupied Housing Units	5,621	6,476	6,074
Median Age	40.6	42.4	43.1
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.09%	0.80%	0.77%
Households	0.01%	0.74%	0.75%
Families	0.03%	0.69%	0.68%
Owner HHs	0.27%	0.99%	0.92%
Median Household Income	1.62%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	976	2.6%	840	2.2%
\$15,000 - \$24,999	627	1.6%	494	1.3%
\$25,000 - \$34,999	907	2.4%	721	1.9%
\$35,000 - \$49,999	1,668	4.4%	1,353	3.5%
\$50,000 - \$74,999	3,600	9.4%	3,137	8.2%
\$75,000 - \$99,999	4,387	11.5%	4,131	10.8%
\$100,000 - \$149,999	9,396	24.6%	9,274	24.3%
\$150,000 - \$199,999	7,064	18.5%	7,695	20.2%
\$200,000+	9,494	24.9%	10,494	27.5%

Median Household Income	\$132,120	\$143,182
Average Household Income	\$173,403	\$189,571
Per Capita Income	\$59,269	\$64,558

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,247	5.6%	5,544	5.0%	5,622	5.0%
5 - 9	7,282	6.5%	6,480	5.8%	6,274	5.6%
10 - 14	8,707	7.8%	7,685	6.9%	7,003	6.2%
15 - 19	8,267	7.4%	7,171	6.4%	6,602	5.9%
20 - 24	5,656	5.1%	5,614	5.0%	4,708	4.2%
25 - 34	11,563	10.4%	12,701	11.4%	12,780	11.4%
35 - 44	15,502	13.9%	14,122	12.7%	16,133	14.4%
45 - 54	19,902	17.8%	15,727	14.1%	14,646	13.1%
55 - 64	16,979	15.2%	17,934	16.1%	16,421	14.6%
65 - 74	7,707	6.9%	12,437	11.1%	13,480	12.0%
75 - 84	2,971	2.7%	4,826	4.3%	6,721	6.0%
85+	868	0.8%	1,375	1.2%	1,700	1.5%

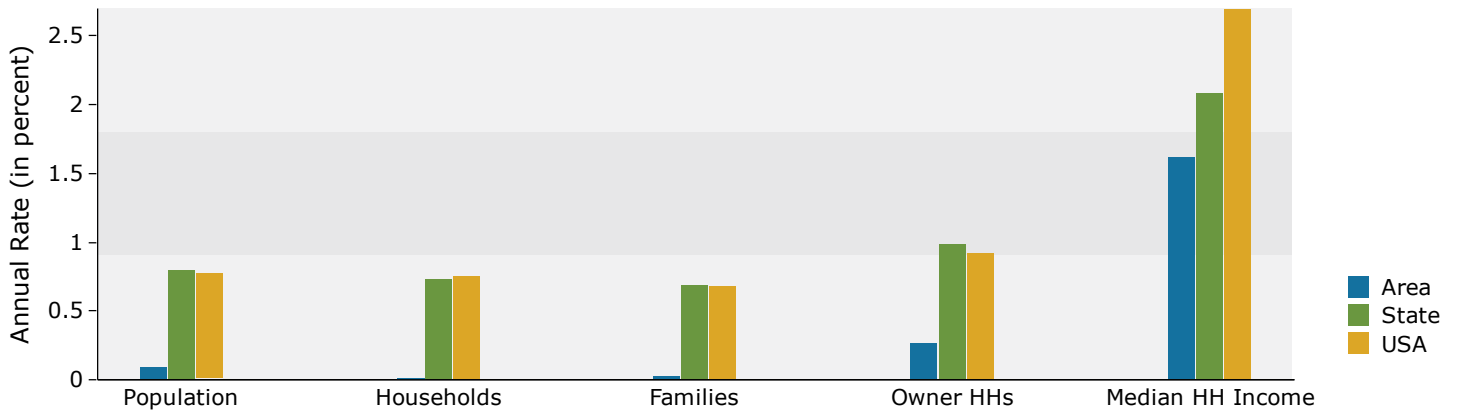
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	77,968	69.8%	72,509	65.0%	69,434	61.9%
Black Alone	7,189	6.4%	8,072	7.2%	8,573	7.6%
American Indian Alone	304	0.3%	300	0.3%	295	0.3%
Asian Alone	18,044	16.2%	21,204	19.0%	23,380	20.9%
Pacific Islander Alone	105	0.1%	94	0.1%	92	0.1%
Some Other Race Alone	3,779	3.4%	4,222	3.8%	4,579	4.1%
Two or More Races	4,262	3.8%	5,215	4.7%	5,739	5.1%
Hispanic Origin (Any Race)	13,466	12.1%	15,015	13.5%	16,317	14.6%

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

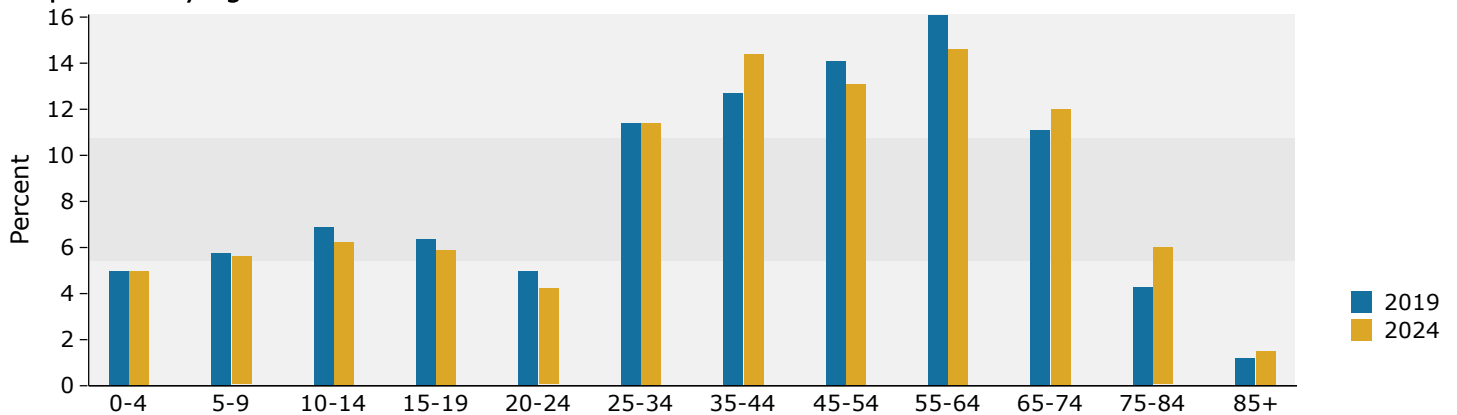
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

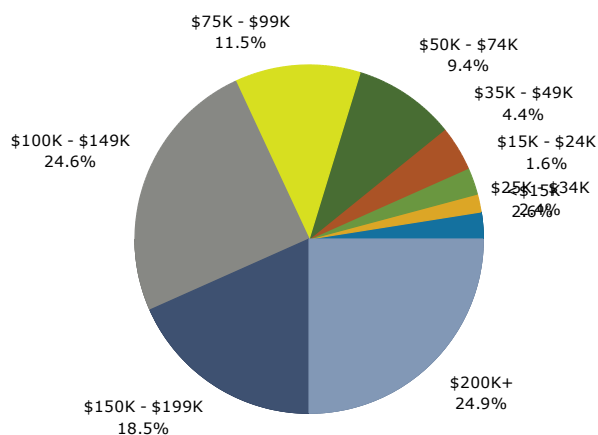
## Trends 2019-2024



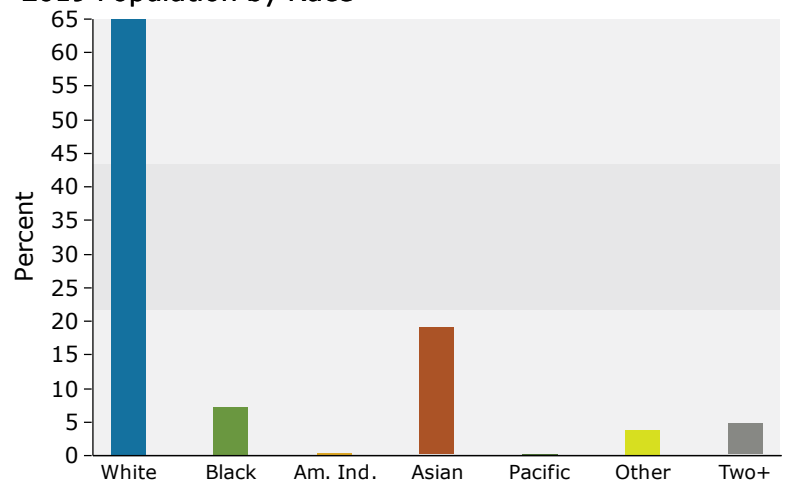
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 13.5%



## Demographic and Income Profile

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Latitude: 38.77541  
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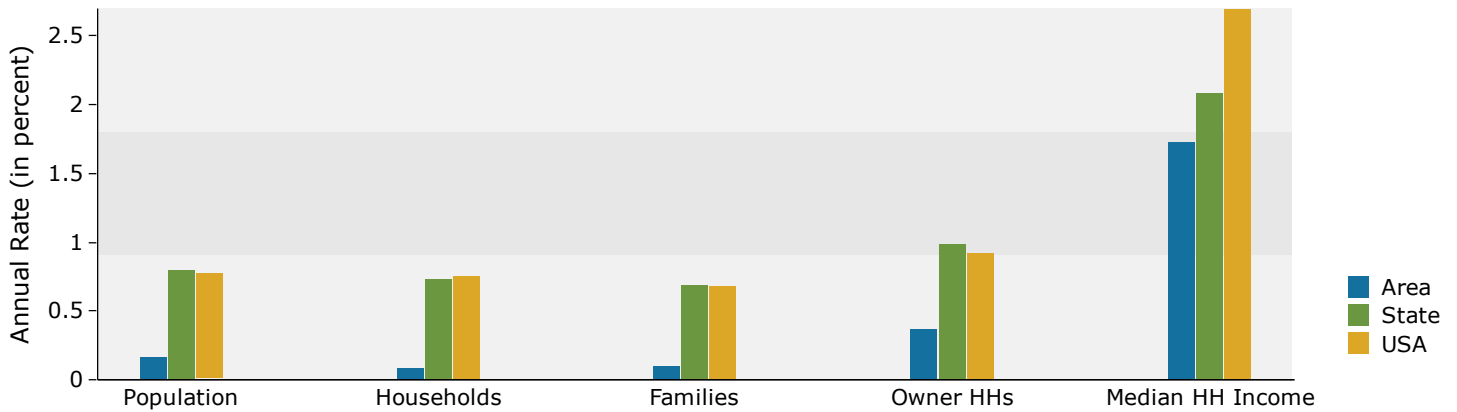
Summary	Census 2010	2019	2024				
Population	240,132	243,706	245,821				
Households	80,310	80,536	80,856				
Families	62,601	62,825	63,154				
Average Household Size	2.92	2.95	2.97				
Owner Occupied Housing Units	63,696	61,851	62,994				
Renter Occupied Housing Units	16,614	18,685	17,862				
Median Age	39.3	40.9	41.8				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.17%	0.80%	0.77%				
Households	0.08%	0.74%	0.75%				
Families	0.10%	0.69%	0.68%				
Owner HHs	0.37%	0.99%	0.92%				
Median Household Income	1.73%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	2,910	3.6%	2,413	3.0%		
	\$15,000 - \$24,999	1,838	2.3%	1,442	1.8%		
	\$25,000 - \$34,999	2,530	3.1%	2,029	2.5%		
	\$35,000 - \$49,999	4,319	5.4%	3,557	4.4%		
	\$50,000 - \$74,999	8,805	10.9%	7,772	9.6%		
	\$75,000 - \$99,999	9,079	11.3%	8,712	10.8%		
	\$100,000 - \$149,999	18,297	22.7%	18,508	22.9%		
	\$150,000 - \$199,999	13,480	16.7%	14,919	18.5%		
	\$200,000+	19,274	23.9%	21,501	26.6%		
Median Household Income	\$124,212		\$135,321				
Average Household Income	\$165,908		\$182,613				
Per Capita Income	\$55,021		\$60,276				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	13,665	5.7%	12,282	5.0%	12,500	5.1%
	5 - 9	15,390	6.4%	13,995	5.7%	13,557	5.5%
	10 - 14	17,535	7.3%	16,284	6.7%	14,920	6.1%
	15 - 19	19,088	7.9%	17,817	7.3%	16,854	6.9%
	20 - 24	14,935	6.2%	14,975	6.1%	13,538	5.5%
	25 - 34	26,364	11.0%	28,101	11.5%	28,354	11.5%
	35 - 44	32,745	13.6%	30,191	12.4%	33,907	13.8%
	45 - 54	40,820	17.0%	33,333	13.7%	31,085	12.6%
	55 - 64	32,968	13.7%	36,638	15.0%	34,173	13.9%
	65 - 74	15,798	6.6%	24,873	10.2%	27,571	11.2%
	75 - 84	7,697	3.2%	10,908	4.5%	14,440	5.9%
	85+	3,129	1.3%	4,308	1.8%	4,921	2.0%
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	155,958	64.9%	146,003	59.9%	139,848	56.9%
	Black Alone	17,370	7.2%	19,697	8.1%	20,875	8.5%
	American Indian Alone	811	0.3%	786	0.3%	763	0.3%
	Asian Alone	43,481	18.1%	51,238	21.0%	56,261	22.9%
	Pacific Islander Alone	215	0.1%	195	0.1%	189	0.1%
	Some Other Race Alone	12,471	5.2%	13,764	5.6%	14,715	6.0%
	Two or More Races	9,826	4.1%	12,022	4.9%	13,171	5.4%
	Hispanic Origin (Any Race)	35,050	14.6%	38,668	15.9%	41,496	16.9%

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

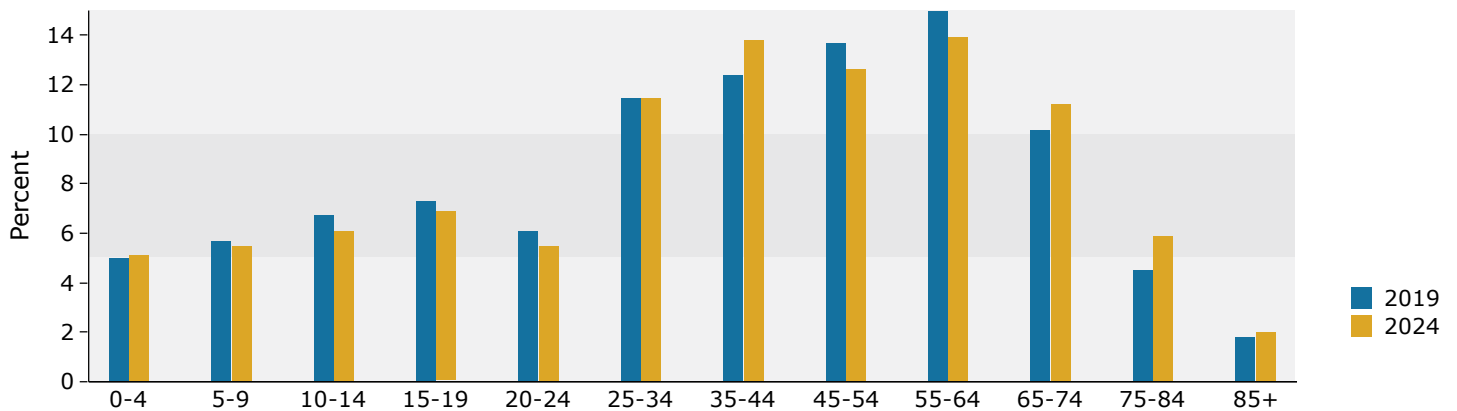
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

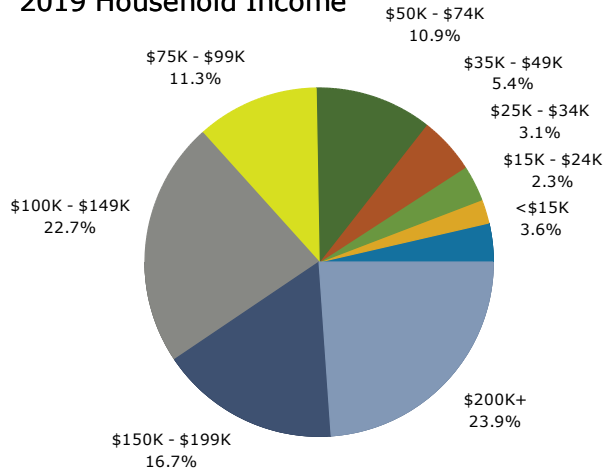
## Trends 2019-2024



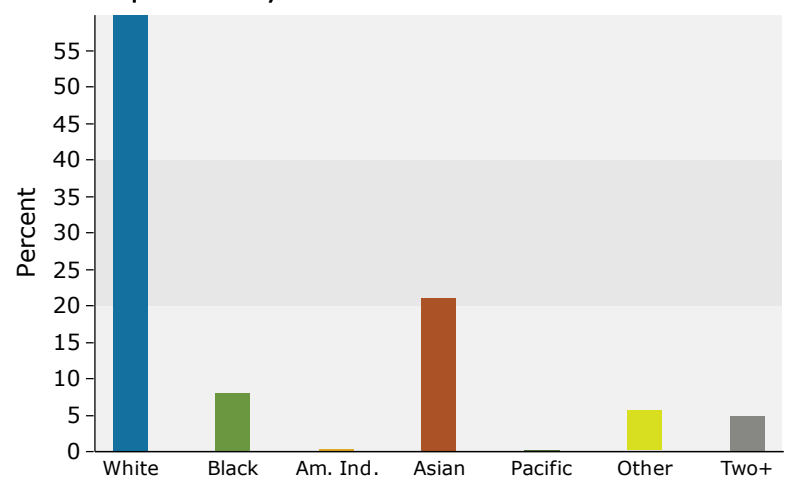
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 15.9%



## Market Profile

Rolling Valley Mall  
9230 Old Keene Mill Rd, Burke, Virginia, 22015  
Rings: 1, 3, 5 mile radii

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Latitude: 38.77541  
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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	15,953	111,825	228,095
2010 Total Population	15,772	111,650	240,132
2019 Total Population	15,796	111,615	243,706
2019 Group Quarters	7	152	6,052
2024 Total Population	15,879	112,091	245,821
2019-2024 Annual Rate	0.10%	0.09%	0.17%
2019 Total Daytime Population	9,801	69,415	207,791
Workers	2,655	18,371	94,412
Residents	7,146	51,044	113,379
<b>Household Summary</b>			
2000 Households	5,220	37,531	75,874
2000 Average Household Size	3.06	2.97	2.93
2010 Households	5,291	38,332	80,310
2010 Average Household Size	2.98	2.91	2.92
2019 Households	5,280	38,118	80,536
2019 Average Household Size	2.99	2.92	2.95
2024 Households	5,291	38,139	80,856
2024 Average Household Size	3.00	2.94	2.97
2019-2024 Annual Rate	0.04%	0.01%	0.08%
2010 Families	4,378	30,904	62,601
2010 Average Family Size	3.25	3.23	3.27
2019 Families	4,370	30,749	62,825
2019 Average Family Size	3.26	3.24	3.30
2024 Families	4,382	30,797	63,154
2024 Average Family Size	3.27	3.25	3.31
2019-2024 Annual Rate	0.05%	0.03%	0.10%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,269	37,882	76,901
Owner Occupied Housing Units	83.8%	84.2%	79.7%
Renter Occupied Housing Units	15.3%	14.9%	18.9%
Vacant Housing Units	0.9%	0.9%	1.3%
2010 Housing Units	5,394	39,100	82,445
Owner Occupied Housing Units	83.3%	83.7%	77.3%
Renter Occupied Housing Units	14.8%	14.4%	20.2%
Vacant Housing Units	1.9%	2.0%	2.6%
2019 Housing Units	5,406	39,157	82,954
Owner Occupied Housing Units	80.5%	80.8%	74.6%
Renter Occupied Housing Units	17.2%	16.5%	22.5%
Vacant Housing Units	2.3%	2.7%	2.9%
2024 Housing Units	5,419	39,236	83,398
Owner Occupied Housing Units	81.6%	81.7%	75.5%
Renter Occupied Housing Units	16.1%	15.5%	21.4%
Vacant Housing Units	2.4%	2.8%	3.0%
<b>Median Household Income</b>			
2019	\$129,025	\$132,120	\$124,212
2024	\$141,419	\$143,182	\$135,321
<b>Median Home Value</b>			
2019	\$499,749	\$535,436	\$543,786
2024	\$524,175	\$558,631	\$567,179
<b>Per Capita Income</b>			
2019	\$53,275	\$59,269	\$55,021
2024	\$58,833	\$64,558	\$60,276
<b>Median Age</b>			
2010	39.9	40.6	39.3
2019	41.6	42.4	40.9
2024	42.7	43.1	41.8

**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.

February 26, 2020



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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>2019 Households by Income</b>			
Household Income Base	5,280	38,118	80,534
<\$15,000	3.2%	2.6%	3.6%
\$15,000 - \$24,999	2.0%	1.6%	2.3%
\$25,000 - \$34,999	2.3%	2.4%	3.1%
\$35,000 - \$49,999	5.0%	4.4%	5.4%
\$50,000 - \$74,999	8.8%	9.4%	10.9%
\$75,000 - \$99,999	11.4%	11.5%	11.3%
\$100,000 - \$149,999	25.3%	24.6%	22.7%
\$150,000 - \$199,999	20.1%	18.5%	16.7%
\$200,000+	21.9%	24.9%	23.9%
Average Household Income	\$161,478	\$173,403	\$165,908
<b>2024 Households by Income</b>			
Household Income Base	5,291	38,139	80,854
<\$15,000	2.6%	2.2%	3.0%
\$15,000 - \$24,999	1.5%	1.3%	1.8%
\$25,000 - \$34,999	1.8%	1.9%	2.5%
\$35,000 - \$49,999	4.0%	3.5%	4.4%
\$50,000 - \$74,999	7.5%	8.2%	9.6%
\$75,000 - \$99,999	10.6%	10.8%	10.8%
\$100,000 - \$149,999	24.9%	24.3%	22.9%
\$150,000 - \$199,999	22.1%	20.2%	18.5%
\$200,000+	24.9%	27.5%	26.6%
Average Household Income	\$178,780	\$189,571	\$182,613
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,350	31,642	61,837
<\$50,000	0.6%	0.5%	0.5%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.3%	0.4%	0.4%
\$150,000 - \$199,999	0.3%	0.9%	1.0%
\$200,000 - \$249,999	1.3%	2.3%	2.1%
\$250,000 - \$299,999	3.6%	3.2%	3.3%
\$300,000 - \$399,999	21.1%	15.0%	14.3%
\$400,000 - \$499,999	22.9%	21.0%	20.6%
\$500,000 - \$749,999	44.3%	46.0%	43.3%
\$750,000 - \$999,999	5.1%	9.4%	11.8%
\$1,000,000 - \$1,499,999	0.5%	0.9%	2.1%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$520,099	\$549,241	\$566,971
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,420	32,065	62,979
<\$50,000	0.3%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.2%	0.3%	0.3%
\$150,000 - \$199,999	0.2%	0.7%	0.7%
\$200,000 - \$249,999	0.9%	1.9%	1.8%
\$250,000 - \$299,999	3.0%	2.8%	2.8%
\$300,000 - \$399,999	18.5%	12.7%	12.1%
\$400,000 - \$499,999	22.4%	19.8%	19.7%
\$500,000 - \$749,999	48.0%	49.3%	45.9%
\$750,000 - \$999,999	6.0%	10.9%	13.6%
\$1,000,000 - \$1,499,999	0.6%	1.0%	2.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$538,184	\$570,174	\$589,131

**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

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Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.77541  
Longitude: -77.26357

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	15,773	111,649	240,132
0 - 4	5.5%	5.6%	5.7%
5 - 9	6.3%	6.5%	6.4%
10 - 14	8.1%	7.8%	7.3%
15 - 24	13.0%	12.5%	14.2%
25 - 34	11.0%	10.4%	11.0%
35 - 44	13.8%	13.9%	13.6%
45 - 54	17.7%	17.8%	17.0%
55 - 64	14.8%	15.2%	13.7%
65 - 74	6.9%	6.9%	6.6%
75 - 84	2.4%	2.7%	3.2%
85 +	0.5%	0.8%	1.3%
18 +	74.8%	74.9%	75.8%
<b>2019 Population by Age</b>			
Total	15,795	111,616	243,705
0 - 4	4.9%	5.0%	5.0%
5 - 9	5.3%	5.8%	5.7%
10 - 14	6.6%	6.9%	6.7%
15 - 24	11.5%	11.5%	13.5%
25 - 34	12.6%	11.4%	11.5%
35 - 44	13.2%	12.7%	12.4%
45 - 54	13.9%	14.1%	13.7%
55 - 64	15.6%	16.1%	15.0%
65 - 74	11.0%	11.1%	10.2%
75 - 84	4.4%	4.3%	4.5%
85 +	0.9%	1.2%	1.8%
18 +	79.2%	78.3%	78.5%
<b>2024 Population by Age</b>			
Total	15,879	112,090	245,820
0 - 4	5.0%	5.0%	5.1%
5 - 9	5.2%	5.6%	5.5%
10 - 14	5.9%	6.2%	6.1%
15 - 24	9.8%	10.1%	12.4%
25 - 34	12.1%	11.4%	11.5%
35 - 44	15.7%	14.4%	13.8%
45 - 54	12.7%	13.1%	12.6%
55 - 64	14.5%	14.6%	13.9%
65 - 74	11.6%	12.0%	11.2%
75 - 84	6.3%	6.0%	5.9%
85 +	1.3%	1.5%	2.0%
18 +	80.4%	79.4%	79.6%
<b>2010 Population by Sex</b>			
Males	7,693	54,613	117,827
Females	8,079	57,037	122,305
<b>2019 Population by Sex</b>			
Males	7,685	54,557	119,642
Females	8,111	57,059	124,064
<b>2024 Population by Sex</b>			
Males	7,744	54,893	120,875
Females	8,135	57,198	124,946

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

Rolling Valley Mall  
9230 Old Keene Mill Rd, Burke, Virginia, 22015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.77541  
Longitude: -77.26357

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	15,772	111,651	240,132
White Alone	64.8%	69.8%	64.9%
Black Alone	7.9%	6.4%	7.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	19.0%	16.2%	18.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.0%	3.4%	5.2%
Two or More Races	4.0%	3.8%	4.1%
Hispanic Origin	13.3%	12.1%	14.6%
Diversity Index	64.4	59.2	65.5
<b>2019 Population by Race/Ethnicity</b>			
Total	15,795	111,616	243,705
White Alone	59.6%	65.0%	59.9%
Black Alone	8.7%	7.2%	8.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	22.1%	19.0%	21.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.4%	3.8%	5.6%
Two or More Races	4.9%	4.7%	4.9%
Hispanic Origin	14.6%	13.5%	15.9%
Diversity Index	69.1	64.5	70.0
<b>2024 Population by Race/Ethnicity</b>			
Total	15,879	112,092	245,822
White Alone	56.6%	61.9%	56.9%
Black Alone	9.1%	7.6%	8.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	24.0%	20.9%	22.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.8%	4.1%	6.0%
Two or More Races	5.3%	5.1%	5.4%
Hispanic Origin	15.7%	14.6%	16.9%
Diversity Index	71.6	67.5	72.4
<b>2010 Population by Relationship and Household Type</b>			
Total	15,772	111,650	240,132
In Households	100.0%	99.9%	97.7%
In Family Households	92.4%	91.2%	87.9%
Householder	27.5%	27.7%	26.1%
Spouse	23.0%	23.4%	21.6%
Child	34.3%	33.5%	31.9%
Other relative	5.4%	4.7%	5.6%
Nonrelative	2.1%	1.9%	2.5%
In Nonfamily Households	7.6%	8.7%	9.9%
In Group Quarters	0.0%	0.1%	2.3%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.0%	0.0%	2.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

February 26, 2020



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	11,317	79,121	168,354
Less than 9th Grade	1.8%	1.7%	3.4%
9th - 12th Grade, No Diploma	1.7%	1.9%	2.8%
High School Graduate	11.5%	10.5%	12.1%
GED/Alternative Credential	1.4%	1.0%	1.0%
Some College, No Degree	12.4%	12.4%	13.3%
Associate Degree	7.3%	6.5%	6.6%
Bachelor's Degree	34.0%	33.3%	30.9%
Graduate/Professional Degree	29.9%	32.7%	29.9%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,134	91,905	201,145
Never Married	29.2%	28.2%	31.9%
Married	59.1%	61.1%	57.1%
Widowed	3.8%	3.7%	4.4%
Divorced	7.8%	7.0%	6.6%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.2%	97.2%	96.6%
Civilian Unemployed (Unemployment Rate)	3.8%	2.8%	3.4%
<b>2019 Employed Population 16+ by Industry</b>			
Total	8,544	60,089	130,468
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	3.9%	4.5%	5.7%
Manufacturing	2.0%	1.9%	1.9%
Wholesale Trade	1.5%	1.1%	1.1%
Retail Trade	6.5%	7.0%	7.7%
Transportation/Utilities	3.2%	3.4%	3.4%
Information	1.6%	1.9%	2.0%
Finance/Insurance/Real Estate	6.9%	6.7%	6.5%
Services	59.0%	56.9%	57.9%
Public Administration	15.1%	16.4%	13.8%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	8,541	60,091	130,469
White Collar	78.8%	79.0%	73.5%
Management/Business/Financial	22.0%	24.1%	22.1%
Professional	33.4%	34.6%	31.3%
Sales	8.5%	8.3%	8.7%
Administrative Support	14.8%	12.1%	11.5%
Services	13.0%	12.8%	16.3%
Blue Collar	8.2%	8.3%	10.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	1.2%	2.1%	3.4%
Installation/Maintenance/Repair	2.0%	1.7%	1.9%
Production	1.8%	1.4%	1.6%
Transportation/Material Moving	3.1%	2.9%	3.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,772	111,650	240,132
Population Inside Urbanized Area	100.0%	99.7%	98.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.5%

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	5,291	38,333	80,310
Households with 1 Person	13.4%	15.3%	17.4%
Households with 2+ People	86.6%	84.7%	82.6%
Family Households	82.7%	80.6%	77.9%
Husband-wife Families	69.4%	67.9%	64.6%
With Related Children	34.2%	32.6%	31.2%
Other Family (No Spouse Present)	13.3%	12.7%	13.3%
Other Family with Male Householder	3.7%	3.4%	3.8%
With Related Children	1.7%	1.6%	1.9%
Other Family with Female Householder	9.7%	9.3%	9.5%
With Related Children	5.1%	5.4%	5.6%
Nonfamily Households	3.9%	4.1%	4.7%
All Households with Children	41.3%	39.9%	39.0%
Multigenerational Households	5.0%	4.4%	4.7%
Unmarried Partner Households	2.8%	2.8%	3.2%
Male-female	2.2%	2.2%	2.6%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	5,291	38,333	80,310
1 Person Household	13.4%	15.3%	17.4%
2 Person Household	31.5%	32.5%	31.4%
3 Person Household	19.7%	19.9%	18.9%
4 Person Household	21.2%	19.3%	18.2%
5 Person Household	8.7%	8.1%	8.2%
6 Person Household	3.6%	3.0%	3.3%
7 + Person Household	2.1%	1.9%	2.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,291	38,332	80,310
Owner Occupied	84.9%	85.3%	79.3%
Owned with a Mortgage/Loan	73.4%	73.3%	66.7%
Owned Free and Clear	11.5%	12.0%	12.7%
Renter Occupied	15.1%	14.7%	20.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,394	39,100	82,445
Housing Units Inside Urbanized Area	100.0%	99.7%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.5%

**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.

February 26, 2020



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<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (1D)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$19,909,592	\$153,773,648	\$314,017,031
Average Spent	\$3,770.76	\$4,034.15	\$3,899.09
Spending Potential Index	176	188	182
Education: Total \$	\$17,771,425	\$140,183,753	\$279,999,177
Average Spent	\$3,365.80	\$3,677.63	\$3,476.70
Spending Potential Index	211	231	218
Entertainment/Recreation: Total \$	\$31,012,540	\$239,656,058	\$483,959,960
Average Spent	\$5,873.59	\$6,287.21	\$6,009.24
Spending Potential Index	180	192	184
Food at Home: Total \$	\$46,181,248	\$353,143,926	\$723,180,252
Average Spent	\$8,746.45	\$9,264.49	\$8,979.59
Spending Potential Index	169	179	174
Food Away from Home: Total \$	\$33,811,402	\$260,998,860	\$533,551,437
Average Spent	\$6,403.67	\$6,847.13	\$6,625.01
Spending Potential Index	174	186	180
Health Care: Total \$	\$53,772,918	\$412,052,458	\$831,009,448
Average Spent	\$10,184.26	\$10,809.92	\$10,318.48
Spending Potential Index	172	182	174
HH Furnishings & Equipment: Total \$	\$20,031,168	\$154,612,347	\$313,105,678
Average Spent	\$3,793.78	\$4,056.15	\$3,887.77
Spending Potential Index	178	190	182
Personal Care Products & Services: Total \$	\$8,287,660	\$64,189,822	\$130,190,886
Average Spent	\$1,569.63	\$1,683.98	\$1,616.56
Spending Potential Index	177	190	182
Shelter: Total \$	\$180,326,343	\$1,390,038,516	\$2,841,298,871
Average Spent	\$34,152.72	\$36,466.72	\$35,279.86
Spending Potential Index	185	197	191
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,623,289	\$184,515,102	\$369,845,070
Average Spent	\$4,474.11	\$4,840.63	\$4,592.29
Spending Potential Index	180	195	185
Travel: Total \$	\$23,216,503	\$181,032,048	\$364,102,943
Average Spent	\$4,397.06	\$4,749.25	\$4,521.00
Spending Potential Index	196	212	201
Vehicle Maintenance & Repairs: Total \$	\$10,226,331	\$78,945,796	\$160,806,048
Average Spent	\$1,936.81	\$2,071.09	\$1,996.70
Spending Potential Index	169	181	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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