



Demographic and Income Profile

Rose Hill Plaza
6100 Rose Hill Dr, Alexandria, Virginia, 22310
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.78555
Longitude: -77.12129

Summary	Census 2010	2019	2024
Population	12,917	12,995	13,086
Households	4,797	4,772	4,785
Families	3,369	3,346	3,356
Average Household Size	2.68	2.71	2.72
Owner Occupied Housing Units	3,598	3,432	3,489
Renter Occupied Housing Units	1,199	1,340	1,296
Median Age	39.4	40.8	40.5
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.14%	0.80%	0.77%
Households	0.05%	0.74%	0.75%
Families	0.06%	0.69%	0.68%
Owner HHs	0.33%	0.99%	0.92%
Median Household Income	2.45%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	161	3.4%	126	2.6%
\$15,000 - \$24,999	103	2.2%	76	1.6%
\$25,000 - \$34,999	125	2.6%	97	2.0%
\$35,000 - \$49,999	327	6.9%	255	5.3%
\$50,000 - \$74,999	486	10.2%	409	8.5%
\$75,000 - \$99,999	600	12.6%	556	11.6%
\$100,000 - \$149,999	1,093	22.9%	1,080	22.6%
\$150,000 - \$199,999	756	15.8%	847	17.7%
\$200,000+	1,120	23.5%	1,339	28.0%

Median Household Income	\$121,320	\$136,931
Average Household Income	\$153,717	\$174,586
Per Capita Income	\$56,359	\$63,724

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	913	7.1%	750	5.8%	771	5.9%
5 - 9	828	6.4%	839	6.5%	793	6.1%
10 - 14	743	5.8%	904	7.0%	820	6.3%
15 - 19	736	5.7%	739	5.7%	750	5.7%
20 - 24	619	4.8%	669	5.1%	673	5.1%
25 - 34	1,708	13.2%	1,615	12.4%	1,821	13.9%
35 - 44	2,175	16.8%	1,699	13.1%	1,704	13.0%
45 - 54	2,243	17.4%	1,961	15.1%	1,755	13.4%
55 - 64	1,634	12.6%	1,887	14.5%	1,813	13.9%
65 - 74	772	6.0%	1,215	9.4%	1,322	10.1%
75 - 84	403	3.1%	529	4.1%	664	5.1%
85+	145	1.1%	187	1.4%	198	1.5%

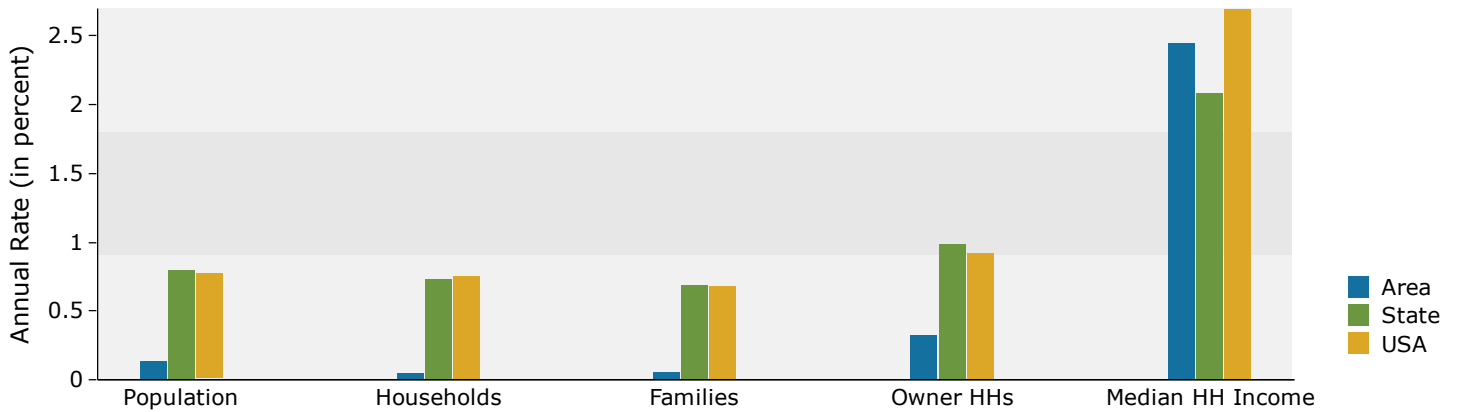
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,625	66.8%	7,983	61.4%	7,625	58.3%
Black Alone	1,580	12.2%	1,806	13.9%	1,927	14.7%
American Indian Alone	33	0.3%	32	0.2%	32	0.2%
Asian Alone	1,510	11.7%	1,794	13.8%	1,989	15.2%
Pacific Islander Alone	17	0.1%	15	0.1%	14	0.1%
Some Other Race Alone	655	5.1%	743	5.7%	813	6.2%
Two or More Races	499	3.9%	623	4.8%	687	5.2%
Hispanic Origin (Any Race)	1,758	13.6%	1,998	15.4%	2,191	16.7%

Data Note: Income is expressed in current dollars.

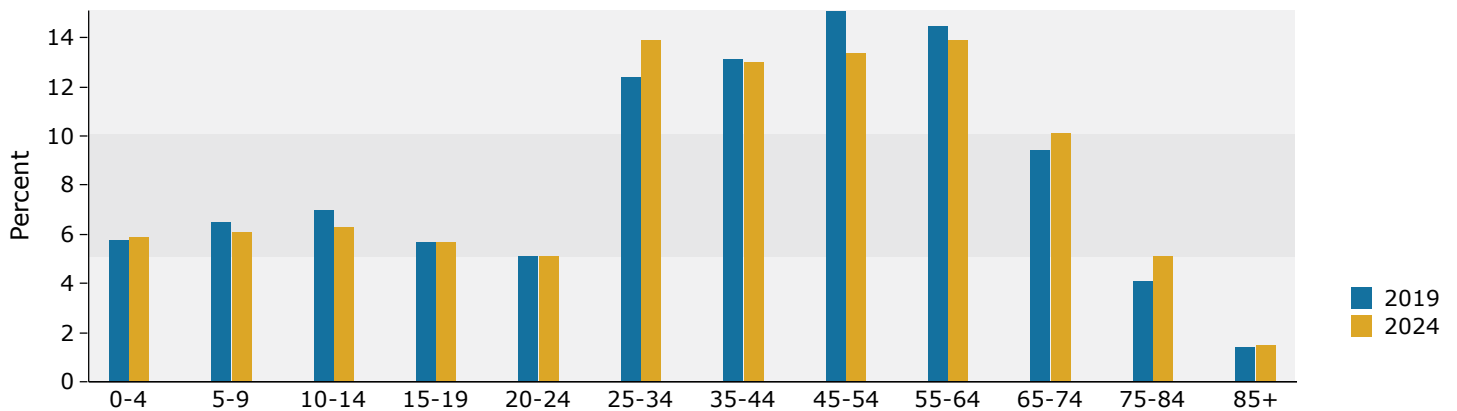
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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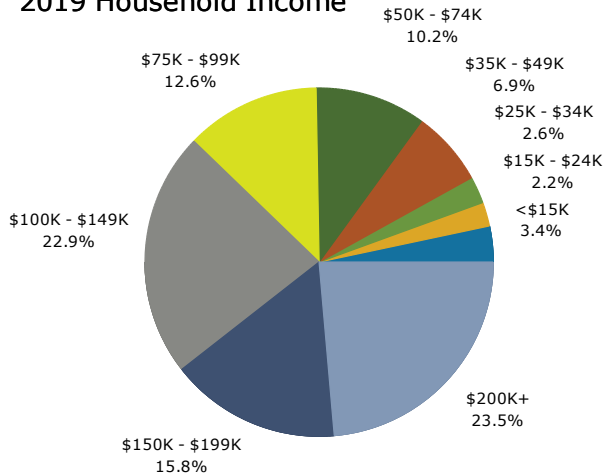
Trends 2019-2024



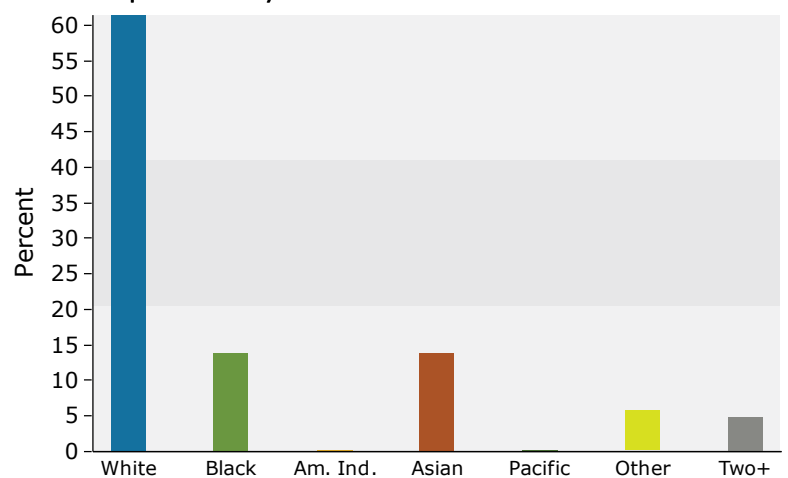
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 15.4%



Demographic and Income Profile

Rose Hill Plaza
6100 Rose Hill Dr, Alexandria, Virginia, 22310
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.78555
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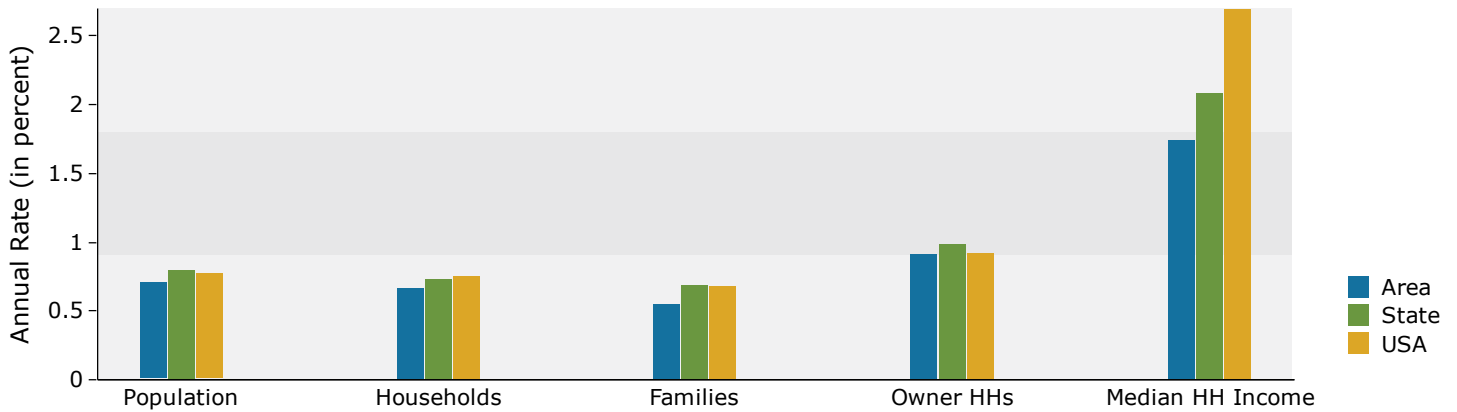
Summary	Census 2010	2019	2024				
Population	159,823	170,822	176,997				
Households	67,032	70,994	73,399				
Families	37,539	39,239	40,320				
Average Household Size	2.37	2.40	2.40				
Owner Occupied Housing Units	35,277	35,790	37,455				
Renter Occupied Housing Units	31,755	35,204	35,944				
Median Age	35.7	37.8	38.2				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.71%	0.80%	0.77%				
Households	0.67%	0.74%	0.75%				
Families	0.55%	0.69%	0.68%				
Owner HHs	0.91%	0.99%	0.92%				
Median Household Income	1.74%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	3,382	4.8%	2,836	3.9%		
	\$15,000 - \$24,999	2,866	4.0%	2,329	3.2%		
	\$25,000 - \$34,999	3,728	5.3%	3,149	4.3%		
	\$35,000 - \$49,999	6,411	9.0%	5,557	7.6%		
	\$50,000 - \$74,999	10,395	14.6%	9,825	13.4%		
	\$75,000 - \$99,999	9,372	13.2%	9,641	13.1%		
	\$100,000 - \$149,999	15,674	22.1%	17,087	23.3%		
	\$150,000 - \$199,999	9,082	12.8%	10,765	14.7%		
\$200,000+	10,084	14.2%	12,209	16.6%			
Median Household Income	\$97,769		\$106,600				
Average Household Income	\$125,505		\$141,424				
Per Capita Income	\$52,488		\$59,023				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	11,724	7.3%	10,545	6.2%	10,828	6.1%
	5 - 9	8,940	5.6%	10,283	6.0%	9,971	5.6%
	10 - 14	7,597	4.8%	9,993	5.8%	9,654	5.5%
	15 - 19	7,694	4.8%	8,571	5.0%	9,314	5.3%
	20 - 24	9,485	5.9%	10,020	5.9%	10,838	6.1%
	25 - 34	32,414	20.3%	27,730	16.2%	29,285	16.5%
	35 - 44	27,145	17.0%	28,019	16.4%	27,101	15.3%
	45 - 54	23,540	14.7%	23,618	13.8%	23,919	13.5%
	55 - 64	17,416	10.9%	20,675	12.1%	20,635	11.7%
	65 - 74	8,162	5.1%	13,579	7.9%	15,407	8.7%
	75 - 84	4,114	2.6%	5,690	3.3%	7,676	4.3%
	85+	1,593	1.0%	2,101	1.2%	2,369	1.3%
	Race and Ethnicity	Census 2010		2019		2024	
Number		Percent	Number	Percent	Number	Percent	
White Alone		87,364	54.7%	86,087	50.4%	85,564	48.3%
Black Alone		34,809	21.8%	39,424	23.1%	41,693	23.6%
American Indian Alone		667	0.4%	657	0.4%	661	0.4%
Asian Alone		16,832	10.5%	20,375	11.9%	22,513	12.7%
Pacific Islander Alone		144	0.1%	139	0.1%	142	0.1%
Some Other Race Alone		13,213	8.3%	15,738	9.2%	17,232	9.7%
Two or More Races		6,794	4.3%	8,402	4.9%	9,193	5.2%
Hispanic Origin (Any Race)		30,983	19.4%	36,338	21.3%	39,797	22.5%

Data Note: Income is expressed in current dollars.

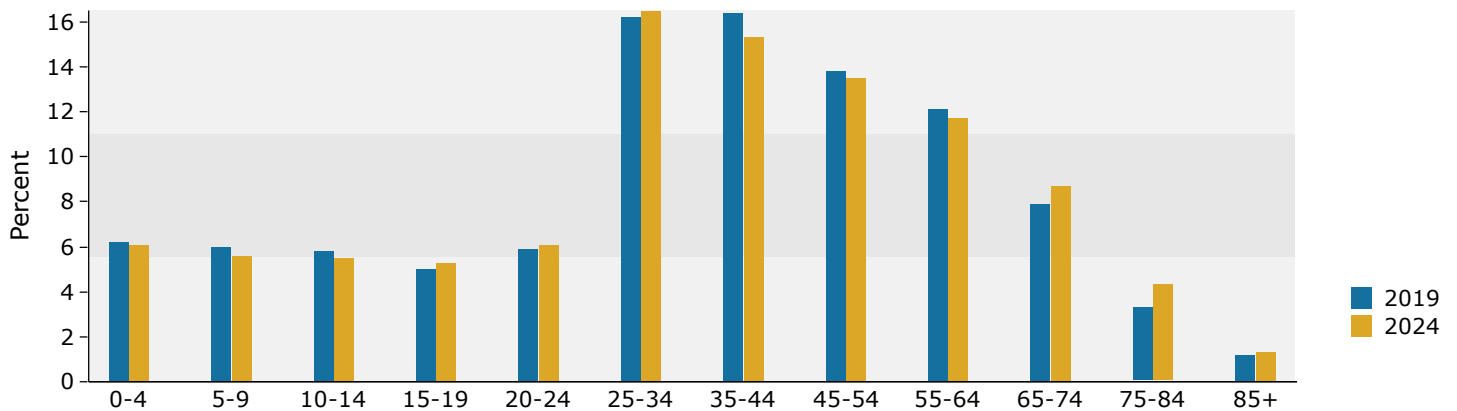
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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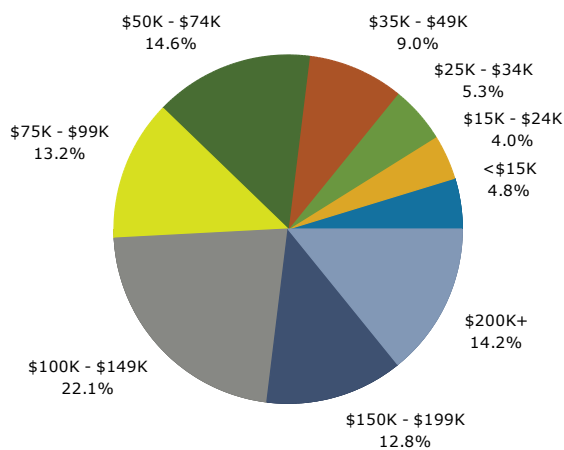
Trends 2019-2024



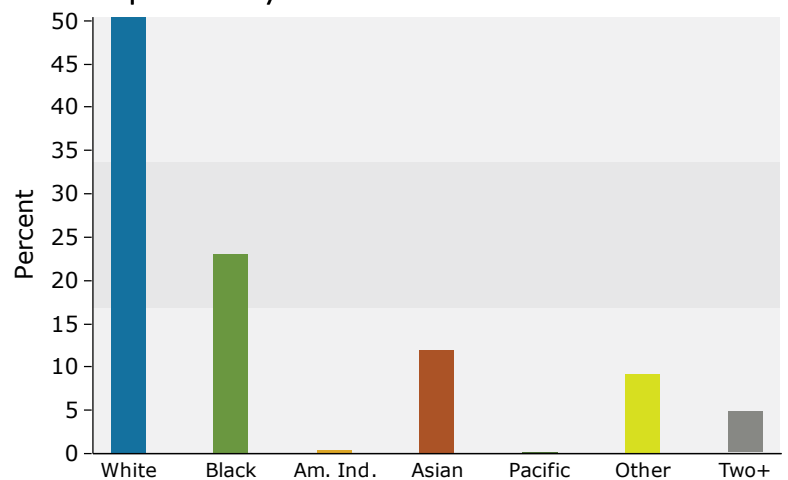
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 21.3%



Demographic and Income Profile

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Ring: 5 mile radius

Prepared by Esri
Latitude: 38.78555
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Summary	Census 2010	2019	2024
Population	420,124	448,138	463,647
Households	175,225	186,068	192,369
Families	97,531	102,153	105,051
Average Household Size	2.38	2.39	2.39
Owner Occupied Housing Units	93,887	95,499	100,177
Renter Occupied Housing Units	81,338	90,568	92,192
Median Age	36.1	38.0	38.7
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.68%	0.80%	0.77%
Households	0.67%	0.74%	0.75%
Families	0.56%	0.69%	0.68%
Owner HHs	0.96%	0.99%	0.92%
Median Household Income	1.67%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	10,373	5.6%	8,789	4.6%
\$15,000 - \$24,999	7,504	4.0%	6,172	3.2%
\$25,000 - \$34,999	9,755	5.2%	8,256	4.3%
\$35,000 - \$49,999	14,656	7.9%	12,639	6.6%
\$50,000 - \$74,999	26,061	14.0%	24,368	12.7%
\$75,000 - \$99,999	22,965	12.3%	23,440	12.2%
\$100,000 - \$149,999	40,398	21.7%	43,885	22.8%
\$150,000 - \$199,999	24,538	13.2%	29,170	15.2%
\$200,000+	29,818	16.0%	35,651	18.5%

Median Household Income	\$101,346	\$110,073
Average Household Income	\$133,326	\$150,188
Per Capita Income	\$55,394	\$62,346

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	30,692	7.3%	27,743	6.2%	28,500	6.1%
5 - 9	23,845	5.7%	26,756	6.0%	26,104	5.6%
10 - 14	20,101	4.8%	25,788	5.8%	25,024	5.4%
15 - 19	19,745	4.7%	22,078	4.9%	23,667	5.1%
20 - 24	24,303	5.8%	25,171	5.6%	27,071	5.8%
25 - 34	83,201	19.8%	72,867	16.3%	75,476	16.3%
35 - 44	69,757	16.6%	72,238	16.1%	71,157	15.3%
45 - 54	60,734	14.5%	60,098	13.4%	60,811	13.1%
55 - 64	46,475	11.1%	54,367	12.1%	53,858	11.6%
65 - 74	22,310	5.3%	36,380	8.1%	41,143	8.9%
75 - 84	12,415	3.0%	16,597	3.7%	22,049	4.8%
85+	6,545	1.6%	8,055	1.8%	8,785	1.9%

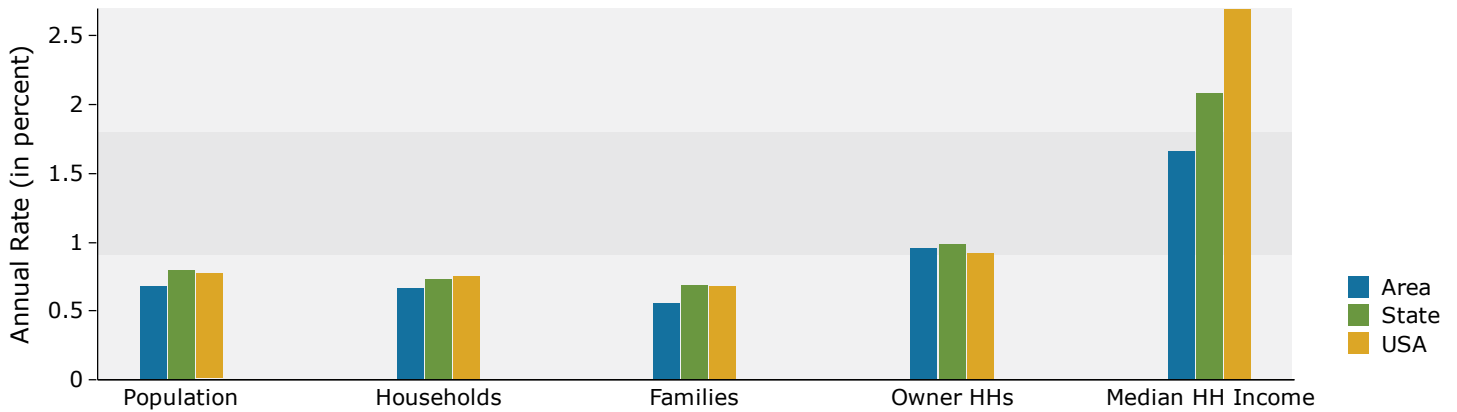
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	241,552	57.5%	241,635	53.9%	241,809	52.2%
Black Alone	76,525	18.2%	87,237	19.5%	92,584	20.0%
American Indian Alone	2,122	0.5%	2,034	0.5%	2,021	0.4%
Asian Alone	42,876	10.2%	50,957	11.4%	55,884	12.1%
Pacific Islander Alone	422	0.1%	405	0.1%	410	0.1%
Some Other Race Alone	39,206	9.3%	44,635	10.0%	47,833	10.3%
Two or More Races	17,422	4.1%	21,236	4.7%	23,107	5.0%
Hispanic Origin (Any Race)	89,226	21.2%	101,006	22.5%	108,644	23.4%

Data Note: Income is expressed in current dollars.

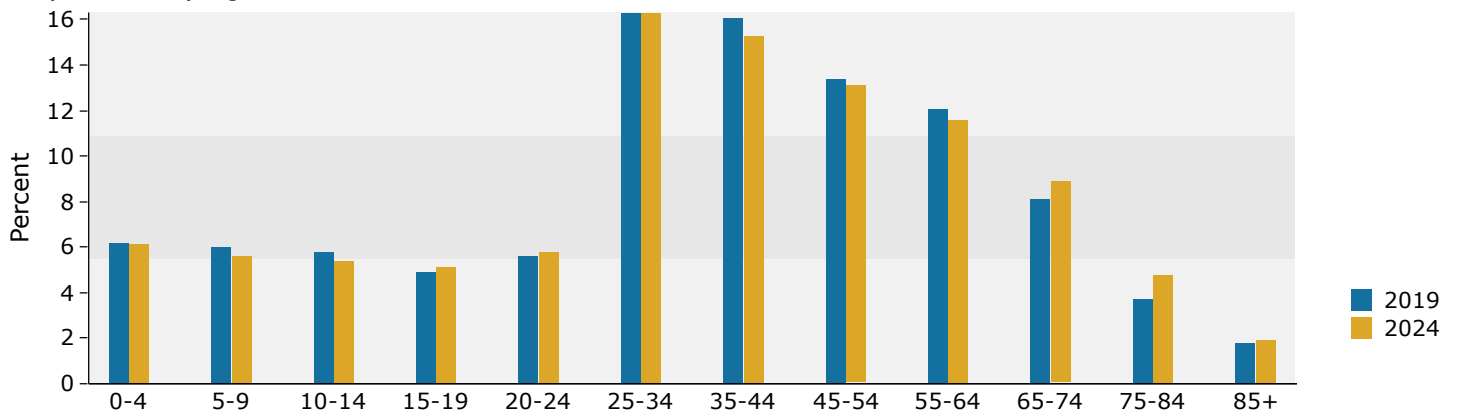
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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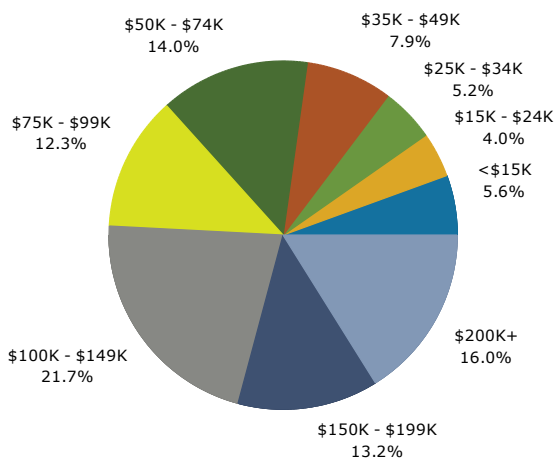
Trends 2019-2024



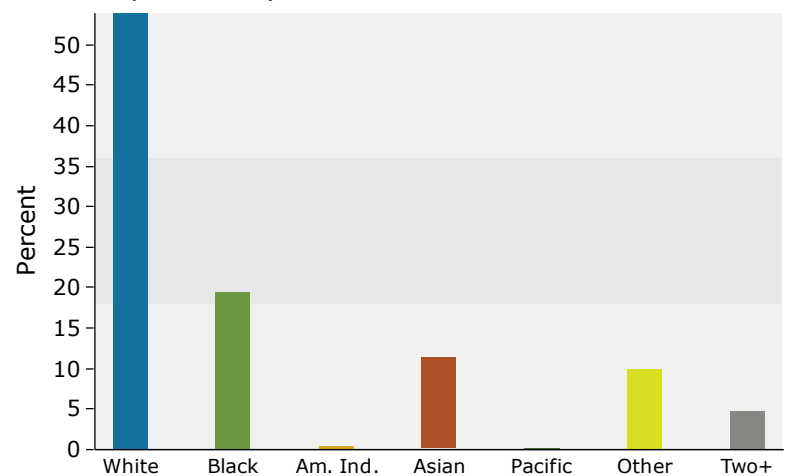
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 22.5%



Market Profile

Rose Hill Plaza
6100 Rose Hill Dr, Alexandria, Virginia, 22310
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.78555
Longitude: -77.12129

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,348	145,306	388,040
2010 Total Population	12,917	159,823	420,124
2019 Total Population	12,995	170,822	448,138
2019 Group Quarters	63	700	3,302
2024 Total Population	13,086	176,997	463,647
2019-2024 Annual Rate	0.14%	0.71%	0.68%
2019 Total Daytime Population	8,993	142,616	423,331
Workers	3,086	72,919	235,937
Residents	5,907	69,697	187,394
Household Summary			
2000 Households	4,392	61,277	161,996
2000 Average Household Size	2.57	2.36	2.38
2010 Households	4,797	67,032	175,225
2010 Average Household Size	2.68	2.37	2.38
2019 Households	4,772	70,994	186,068
2019 Average Household Size	2.71	2.40	2.39
2024 Households	4,785	73,399	192,369
2024 Average Household Size	2.72	2.40	2.39
2019-2024 Annual Rate	0.05%	0.67%	0.67%
2010 Families	3,369	37,539	97,531
2010 Average Family Size	3.17	3.10	3.11
2019 Families	3,346	39,239	102,153
2019 Average Family Size	3.20	3.13	3.14
2024 Families	3,356	40,320	105,051
2024 Average Family Size	3.21	3.14	3.15
2019-2024 Annual Rate	0.06%	0.55%	0.56%
Housing Unit Summary			
2000 Housing Units	4,487	63,196	167,158
Owner Occupied Housing Units	77.4%	48.4%	50.6%
Renter Occupied Housing Units	20.5%	48.6%	46.3%
Vacant Housing Units	2.1%	3.0%	3.1%
2010 Housing Units	4,946	70,505	185,316
Owner Occupied Housing Units	72.7%	50.0%	50.7%
Renter Occupied Housing Units	24.2%	45.0%	43.9%
Vacant Housing Units	3.0%	4.9%	5.4%
2019 Housing Units	5,002	74,011	195,638
Owner Occupied Housing Units	68.6%	48.4%	48.8%
Renter Occupied Housing Units	26.8%	47.6%	46.3%
Vacant Housing Units	4.6%	4.1%	4.9%
2024 Housing Units	5,048	76,369	201,940
Owner Occupied Housing Units	69.1%	49.0%	49.6%
Renter Occupied Housing Units	25.7%	47.1%	45.7%
Vacant Housing Units	5.2%	3.9%	4.7%
Median Household Income			
2019	\$121,320	\$97,769	\$101,346
2024	\$136,931	\$106,600	\$110,073
Median Home Value			
2019	\$533,795	\$458,721	\$491,975
2024	\$587,768	\$484,746	\$531,908
Per Capita Income			
2019	\$56,359	\$52,488	\$55,394
2024	\$63,724	\$59,023	\$62,346
Median Age			
2010	39.4	35.7	36.1
2019	40.8	37.8	38.0
2024	40.5	38.2	38.7

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

Rose Hill Plaza
6100 Rose Hill Dr, Alexandria, Virginia, 22310
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.78555
Longitude: -77.12129

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	4,772	70,994	186,068
<\$15,000	3.4%	4.8%	5.6%
\$15,000 - \$24,999	2.2%	4.0%	4.0%
\$25,000 - \$34,999	2.6%	5.3%	5.2%
\$35,000 - \$49,999	6.9%	9.0%	7.9%
\$50,000 - \$74,999	10.2%	14.6%	14.0%
\$75,000 - \$99,999	12.6%	13.2%	12.3%
\$100,000 - \$149,999	22.9%	22.1%	21.7%
\$150,000 - \$199,999	15.8%	12.8%	13.2%
\$200,000+	23.5%	14.2%	16.0%
Average Household Income	\$153,717	\$125,505	\$133,326
2024 Households by Income			
Household Income Base	4,785	73,399	192,369
<\$15,000	2.6%	3.9%	4.6%
\$15,000 - \$24,999	1.6%	3.2%	3.2%
\$25,000 - \$34,999	2.0%	4.3%	4.3%
\$35,000 - \$49,999	5.3%	7.6%	6.6%
\$50,000 - \$74,999	8.5%	13.4%	12.7%
\$75,000 - \$99,999	11.6%	13.1%	12.2%
\$100,000 - \$149,999	22.6%	23.3%	22.8%
\$150,000 - \$199,999	17.7%	14.7%	15.2%
\$200,000+	28.0%	16.6%	18.5%
Average Household Income	\$174,586	\$141,424	\$150,188
2019 Owner Occupied Housing Units by Value			
Total	3,426	35,757	95,441
<\$50,000	0.6%	0.8%	1.0%
\$50,000 - \$99,999	0.2%	0.6%	0.6%
\$100,000 - \$149,999	0.4%	1.1%	1.1%
\$150,000 - \$199,999	0.8%	3.3%	2.6%
\$200,000 - \$249,999	0.4%	5.8%	4.3%
\$250,000 - \$299,999	1.3%	5.9%	5.1%
\$300,000 - \$399,999	14.8%	18.7%	16.9%
\$400,000 - \$499,999	26.9%	23.5%	20.2%
\$500,000 - \$749,999	34.8%	29.3%	30.0%
\$750,000 - \$999,999	17.8%	7.8%	12.7%
\$1,000,000 - \$1,499,999	2.1%	2.4%	4.2%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.9%
\$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$579,159	\$504,694	\$560,430
2024 Owner Occupied Housing Units by Value			
Total	3,482	37,418	100,113
<\$50,000	0.2%	0.5%	0.6%
\$50,000 - \$99,999	0.1%	0.4%	0.4%
\$100,000 - \$149,999	0.2%	0.8%	0.8%
\$150,000 - \$199,999	0.4%	2.7%	2.0%
\$200,000 - \$249,999	0.2%	5.1%	3.6%
\$250,000 - \$299,999	0.8%	5.1%	4.4%
\$300,000 - \$399,999	11.1%	16.2%	14.6%
\$400,000 - \$499,999	23.8%	22.7%	19.3%
\$500,000 - \$749,999	37.5%	32.9%	32.4%
\$750,000 - \$999,999	22.8%	9.9%	15.2%
\$1,000,000 - \$1,499,999	2.8%	2.9%	4.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	1.1%
\$2,000,000 +	0.0%	0.4%	0.7%
Average Home Value	\$619,413	\$536,279	\$593,290

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: 38.78555
Longitude: -77.12129

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	12,919	159,822	420,125
0 - 4	7.1%	7.3%	7.3%
5 - 9	6.4%	5.6%	5.7%
10 - 14	5.8%	4.8%	4.8%
15 - 24	10.5%	10.7%	10.5%
25 - 34	13.2%	20.3%	19.8%
35 - 44	16.8%	17.0%	16.6%
45 - 54	17.4%	14.7%	14.5%
55 - 64	12.6%	10.9%	11.1%
65 - 74	6.0%	5.1%	5.3%
75 - 84	3.1%	2.6%	3.0%
85 +	1.1%	1.0%	1.6%
18 +	76.9%	79.2%	79.2%
2019 Population by Age			
Total	12,994	170,824	448,138
0 - 4	5.8%	6.2%	6.2%
5 - 9	6.5%	6.0%	6.0%
10 - 14	7.0%	5.8%	5.8%
15 - 24	10.8%	10.9%	10.5%
25 - 34	12.4%	16.2%	16.3%
35 - 44	13.1%	16.4%	16.1%
45 - 54	15.1%	13.8%	13.4%
55 - 64	14.5%	12.1%	12.1%
65 - 74	9.4%	7.9%	8.1%
75 - 84	4.1%	3.3%	3.7%
85 +	1.4%	1.2%	1.8%
18 +	77.1%	78.8%	79.0%
2024 Population by Age			
Total	13,084	176,997	463,645
0 - 4	5.9%	6.1%	6.1%
5 - 9	6.1%	5.6%	5.6%
10 - 14	6.3%	5.5%	5.4%
15 - 24	10.9%	11.4%	10.9%
25 - 34	13.9%	16.5%	16.3%
35 - 44	13.0%	15.3%	15.3%
45 - 54	13.4%	13.5%	13.1%
55 - 64	13.9%	11.7%	11.6%
65 - 74	10.1%	8.7%	8.9%
75 - 84	5.1%	4.3%	4.8%
85 +	1.5%	1.3%	1.9%
18 +	78.1%	79.5%	79.7%
2010 Population by Sex			
Males	6,434	77,703	204,966
Females	6,483	82,120	215,158
2019 Population by Sex			
Males	6,512	83,451	219,038
Females	6,482	87,370	229,100
2024 Population by Sex			
Males	6,582	86,424	226,364
Females	6,504	90,573	237,283

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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Market Profile

Rose Hill Plaza
6100 Rose Hill Dr, Alexandria, Virginia, 22310
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.78555
Longitude: -77.12129

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	12,919	159,823	420,125
White Alone	66.8%	54.7%	57.5%
Black Alone	12.2%	21.8%	18.2%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	11.7%	10.5%	10.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	8.3%	9.3%
Two or More Races	3.9%	4.3%	4.1%
Hispanic Origin	13.6%	19.4%	21.2%
Diversity Index	63.7	75.4	75.1
2019 Population by Race/Ethnicity			
Total	12,996	170,822	448,139
White Alone	61.4%	50.4%	53.9%
Black Alone	13.9%	23.1%	19.5%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	13.8%	11.9%	11.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.7%	9.2%	10.0%
Two or More Races	4.8%	4.9%	4.7%
Hispanic Origin	15.4%	21.3%	22.5%
Diversity Index	69.2	78.6	77.8
2024 Population by Race/Ethnicity			
Total	13,087	176,998	463,648
White Alone	58.3%	48.3%	52.2%
Black Alone	14.7%	23.6%	20.0%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	15.2%	12.7%	12.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	9.7%	10.3%
Two or More Races	5.2%	5.2%	5.0%
Hispanic Origin	16.7%	22.5%	23.4%
Diversity Index	72.3	80.1	79.1
2010 Population by Relationship and Household Type			
Total	12,917	159,823	420,124
In Households	99.6%	99.6%	99.3%
In Family Households	85.0%	75.8%	75.6%
Householder	26.0%	23.6%	23.2%
Spouse	21.4%	17.3%	17.3%
Child	29.9%	25.5%	25.6%
Other relative	5.3%	6.3%	6.2%
Nonrelative	2.4%	3.1%	3.3%
In Nonfamily Households	14.6%	23.8%	23.7%
In Group Quarters	0.4%	0.4%	0.7%
Institutionalized Population	0.0%	0.1%	0.4%
Noninstitutionalized Population	0.4%	0.3%	0.3%

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	9,093	121,410	320,601
Less than 9th Grade	3.4%	5.0%	6.2%
9th - 12th Grade, No Diploma	3.5%	4.2%	4.4%
High School Graduate	12.8%	13.5%	12.6%
GED/Alternative Credential	1.5%	1.6%	1.4%
Some College, No Degree	14.9%	14.2%	13.0%
Associate Degree	6.0%	6.2%	5.6%
Bachelor's Degree	29.7%	28.7%	28.5%
Graduate/Professional Degree	28.3%	26.5%	28.3%
2019 Population 15+ by Marital Status			
Total	10,502	140,001	367,852
Never Married	27.4%	37.3%	37.1%
Married	58.1%	49.0%	49.5%
Widowed	5.2%	3.6%	3.9%
Divorced	9.3%	10.2%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	96.9%	96.9%
Civilian Unemployed (Unemployment Rate)	3.7%	3.1%	3.1%
2019 Employed Population 16+ by Industry			
Total	6,969	100,312	260,358
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	5.3%	6.6%	7.7%
Manufacturing	2.7%	2.0%	2.0%
Wholesale Trade	1.2%	0.8%	0.8%
Retail Trade	6.6%	7.2%	6.7%
Transportation/Utilities	4.2%	5.0%	4.0%
Information	2.8%	2.2%	2.1%
Finance/Insurance/Real Estate	8.8%	6.6%	5.8%
Services	52.0%	54.3%	55.2%
Public Administration	16.4%	15.3%	15.5%
2019 Employed Population 16+ by Occupation			
Total	6,968	100,314	260,355
White Collar	77.7%	68.6%	68.6%
Management/Business/Financial	24.8%	21.7%	21.7%
Professional	33.4%	28.2%	29.2%
Sales	8.5%	8.4%	8.0%
Administrative Support	11.1%	10.2%	9.6%
Services	11.1%	19.2%	18.6%
Blue Collar	11.2%	12.3%	12.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.7%	4.6%	5.6%
Installation/Maintenance/Repair	2.4%	1.9%	1.8%
Production	1.8%	1.4%	1.4%
Transportation/Material Moving	4.3%	4.3%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	12,917	159,823	420,124
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	4,797	67,032	175,225
Households with 1 Person	22.6%	34.4%	35.1%
Households with 2+ People	77.4%	65.6%	64.9%
Family Households	70.2%	56.0%	55.7%
Husband-wife Families	57.7%	41.1%	41.4%
With Related Children	27.7%	19.2%	19.4%
Other Family (No Spouse Present)	12.5%	14.9%	14.2%
Other Family with Male Householder	3.9%	4.4%	4.2%
With Related Children	1.9%	2.2%	2.1%
Other Family with Female Householder	8.6%	10.5%	10.0%
With Related Children	4.5%	6.3%	6.1%
Nonfamily Households	7.1%	9.6%	9.2%
All Households with Children	34.4%	28.1%	27.9%
Multigenerational Households	4.1%	3.2%	3.2%
Unmarried Partner Households	4.8%	6.2%	6.0%
Male-female	3.6%	5.1%	4.9%
Same-sex	1.2%	1.1%	1.1%
2010 Households by Size			
Total	4,798	67,030	175,224
1 Person Household	22.6%	34.4%	35.1%
2 Person Household	33.6%	31.4%	30.6%
3 Person Household	17.8%	14.3%	13.9%
4 Person Household	14.8%	10.7%	10.8%
5 Person Household	6.1%	5.0%	5.1%
6 Person Household	2.5%	2.1%	2.3%
7 + Person Household	2.5%	1.9%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	4,797	67,032	175,225
Owner Occupied	75.0%	52.6%	53.6%
Owned with a Mortgage/Loan	62.1%	44.9%	44.6%
Owned Free and Clear	12.9%	7.7%	8.9%
Renter Occupied	25.0%	47.4%	46.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,946	70,505	185,316
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.	Pleasantville (2B)	Enterprising Professionals	Laptops and Lattes (3A)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Enterprising Professionals
3.	Urban Chic (2A)	Metro Renters (3B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$17,557,654	\$224,794,745	\$620,644,236
Average Spent	\$3,679.31	\$3,166.39	\$3,335.58
Spending Potential Index	172	148	156
Education: Total \$	\$15,186,647	\$172,411,267	\$489,649,251
Average Spent	\$3,182.45	\$2,428.53	\$2,631.56
Spending Potential Index	200	152	165
Entertainment/Recreation: Total \$	\$26,557,325	\$320,593,784	\$890,756,325
Average Spent	\$5,565.24	\$4,515.79	\$4,787.26
Spending Potential Index	170	138	146
Food at Home: Total \$	\$40,264,018	\$517,500,316	\$1,419,327,525
Average Spent	\$8,437.56	\$7,289.35	\$7,628.00
Spending Potential Index	163	141	147
Food Away from Home: Total \$	\$29,715,026	\$383,429,574	\$1,054,903,320
Average Spent	\$6,226.95	\$5,400.87	\$5,669.45
Spending Potential Index	169	147	154
Health Care: Total \$	\$44,924,832	\$541,843,495	\$1,495,501,846
Average Spent	\$9,414.26	\$7,632.24	\$8,037.39
Spending Potential Index	159	129	135
HH Furnishings & Equipment: Total \$	\$17,131,018	\$209,870,819	\$578,304,803
Average Spent	\$3,589.90	\$2,956.18	\$3,108.03
Spending Potential Index	168	139	146
Personal Care Products & Services: Total \$	\$7,090,556	\$89,345,194	\$245,022,447
Average Spent	\$1,485.87	\$1,258.49	\$1,316.84
Spending Potential Index	168	142	149
Shelter: Total \$	\$159,375,622	\$1,985,510,477	\$5,529,935,882
Average Spent	\$33,398.08	\$27,967.30	\$29,719.97
Spending Potential Index	180	151	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,388,626	\$233,576,189	\$660,779,878
Average Spent	\$4,063.00	\$3,290.08	\$3,551.28
Spending Potential Index	164	133	143
Travel: Total \$	\$19,806,328	\$229,138,891	\$643,824,936
Average Spent	\$4,150.53	\$3,227.58	\$3,460.16
Spending Potential Index	185	144	154
Vehicle Maintenance & Repairs: Total \$	\$8,618,276	\$110,681,605	\$301,012,498
Average Spent	\$1,806.01	\$1,559.03	\$1,617.76
Spending Potential Index	158	136	141

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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