



Demographic and Income Profile

Scout On The Circle
9444 Arlington Blvd, Fairfax, Virginia, 22031
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.86503
Longitude: -77.27066

Summary	Census 2010	2019	2024				
Population	16,795	19,035	21,807				
Households	6,544	7,275	8,273				
Families	4,047	4,488	5,101				
Average Household Size	2.56	2.61	2.63				
Owner Occupied Housing Units	3,439	3,798	4,585				
Renter Occupied Housing Units	3,105	3,477	3,688				
Median Age	34.5	36.2	36.6				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	2.76%	0.80%	0.77%				
Households	2.60%	0.74%	0.75%				
Families	2.59%	0.69%	0.68%				
Owner HHs	3.84%	0.99%	0.92%				
Median Household Income	1.87%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	387	5.3%	335	4.0%		
	\$15,000 - \$24,999	210	2.9%	187	2.3%		
	\$25,000 - \$34,999	243	3.3%	222	2.7%		
	\$35,000 - \$49,999	481	6.6%	421	5.1%		
	\$50,000 - \$74,999	937	12.9%	955	11.5%		
	\$75,000 - \$99,999	938	12.9%	1,043	12.6%		
	\$100,000 - \$149,999	1,686	23.2%	1,935	23.4%		
	\$150,000 - \$199,999	1,088	15.0%	1,407	17.0%		
	\$200,000+	1,308	18.0%	1,767	21.4%		
Median Household Income	\$109,136		\$119,717				
Average Household Income	\$139,328		\$156,894				
Per Capita Income	\$52,437		\$58,559				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	1,072	6.4%	1,076	5.7%	1,271	5.8%
	5 - 9	925	5.5%	1,047	5.5%	1,172	5.4%
	10 - 14	837	5.0%	1,034	5.4%	1,111	5.1%
	15 - 19	795	4.7%	915	4.8%	1,047	4.8%
	20 - 24	1,448	8.6%	1,492	7.8%	1,584	7.3%
	25 - 34	3,470	20.7%	3,565	18.7%	4,138	19.0%
	35 - 44	2,402	14.3%	2,935	15.4%	3,422	15.7%
	45 - 54	2,273	13.5%	2,271	11.9%	2,601	11.9%
	55 - 64	1,849	11.0%	2,138	11.2%	2,260	10.4%
	65 - 74	936	5.6%	1,514	8.0%	1,780	8.2%
	75 - 84	521	3.1%	729	3.8%	1,034	4.7%
	85+	268	1.6%	319	1.7%	387	1.8%
	Race and Ethnicity	Census 2010		2019		2024	
Number		Percent	Number	Percent	Number	Percent	
White Alone		9,452	56.3%	9,626	50.6%	10,365	47.5%
Black Alone		1,147	6.8%	1,412	7.4%	1,663	7.6%
American Indian Alone		64	0.4%	64	0.3%	70	0.3%
Asian Alone		4,570	27.2%	5,995	31.5%	7,389	33.9%
Pacific Islander Alone		8	0.0%	8	0.0%	8	0.0%
Some Other Race Alone		845	5.0%	998	5.2%	1,185	5.4%
Two or More Races		710	4.2%	931	4.9%	1,127	5.2%
Hispanic Origin (Any Race)		2,589	15.4%	3,116	16.4%	3,732	17.1%

Data Note: Income is expressed in current dollars.

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

February 26, 2020

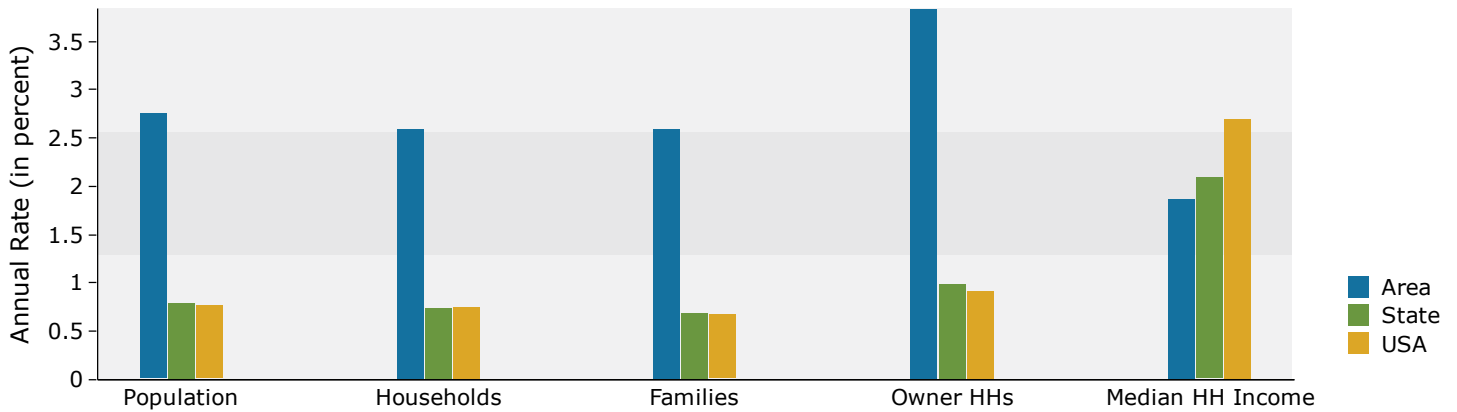


Demographic and Income Profile

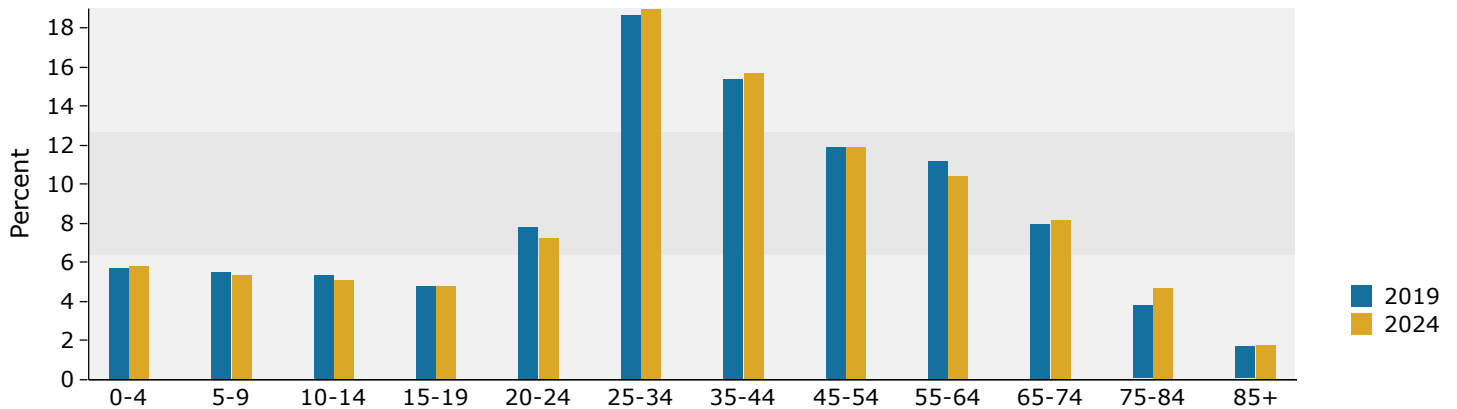
Scout On The Circle
9444 Arlington Blvd, Fairfax, Virginia, 22031
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.86503
Longitude: -77.27066

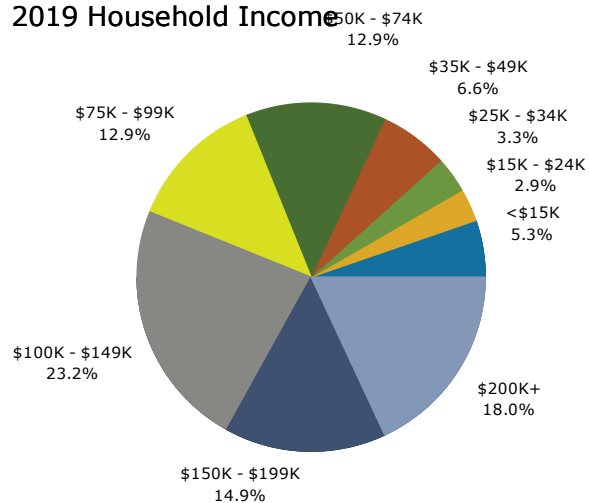
Trends 2019-2024



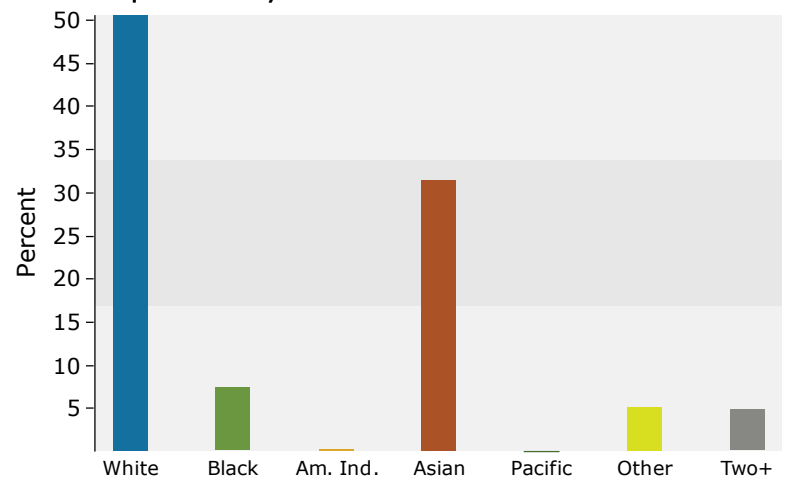
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 16.4%



Demographic and Income Profile

Scout On The Circle
9444 Arlington Blvd, Fairfax, Virginia, 22031
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.86503
Longitude: -77.27066

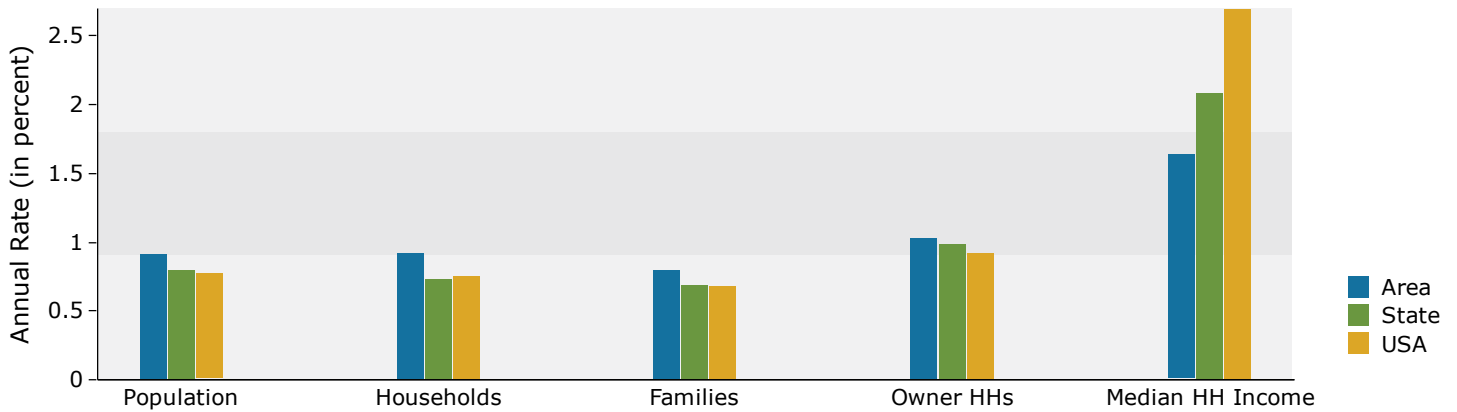
Summary	Census 2010	2019	2024				
Population	111,018	121,063	126,693				
Households	40,888	44,946	47,061				
Families	28,094	30,273	31,511				
Average Household Size	2.65	2.63	2.63				
Owner Occupied Housing Units	27,690	28,132	29,610				
Renter Occupied Housing Units	13,198	16,814	17,452				
Median Age	37.8	38.8	39.4				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.91%	0.80%	0.77%				
Households	0.92%	0.74%	0.75%				
Families	0.80%	0.69%	0.68%				
Owner HHs	1.03%	0.99%	0.92%				
Median Household Income	1.64%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	1,839	4.1%	1,541	3.3%		
	\$15,000 - \$24,999	1,143	2.5%	924	2.0%		
	\$25,000 - \$34,999	1,526	3.4%	1,262	2.7%		
	\$35,000 - \$49,999	2,398	5.3%	2,002	4.3%		
	\$50,000 - \$74,999	4,724	10.5%	4,369	9.3%		
	\$75,000 - \$99,999	4,961	11.0%	5,002	10.6%		
	\$100,000 - \$149,999	10,191	22.7%	11,043	23.5%		
	\$150,000 - \$199,999	6,985	15.5%	8,167	17.4%		
\$200,000+	11,179	24.9%	12,752	27.1%			
Median Household Income	\$123,573		\$134,033				
Average Household Income	\$166,799		\$182,679				
Per Capita Income	\$62,038		\$67,964				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	6,597	5.9%	6,238	5.2%	6,640	5.2%
	5 - 9	6,877	6.2%	6,697	5.5%	6,881	5.4%
	10 - 14	6,787	6.1%	7,357	6.1%	6,998	5.5%
	15 - 19	6,534	5.9%	7,070	5.8%	6,930	5.5%
	20 - 24	7,174	6.5%	7,722	6.4%	7,631	6.0%
	25 - 34	17,082	15.4%	18,509	15.3%	19,806	15.6%
	35 - 44	16,031	14.4%	16,845	13.9%	18,776	14.8%
	45 - 54	17,370	15.6%	15,931	13.2%	15,806	12.5%
	55 - 64	13,523	12.2%	16,190	13.4%	15,738	12.4%
	65 - 74	7,230	6.5%	10,936	9.0%	12,332	9.7%
	75 - 84	4,097	3.7%	5,318	4.4%	6,662	5.3%
85+	1,716	1.5%	2,252	1.9%	2,492	2.0%	
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	73,607	66.3%	72,906	60.2%	71,869	56.7%
	Black Alone	5,581	5.0%	6,959	5.7%	7,686	6.1%
	American Indian Alone	444	0.4%	472	0.4%	480	0.4%
	Asian Alone	22,243	20.0%	29,314	24.2%	33,851	26.7%
	Pacific Islander Alone	51	0.0%	53	0.0%	54	0.0%
	Some Other Race Alone	4,852	4.4%	5,839	4.8%	6,492	5.1%
	Two or More Races	4,240	3.8%	5,519	4.6%	6,261	4.9%
Hispanic Origin (Any Race)	14,129	12.7%	17,056	14.1%	19,093	15.1%	

Data Note: Income is expressed in current dollars.

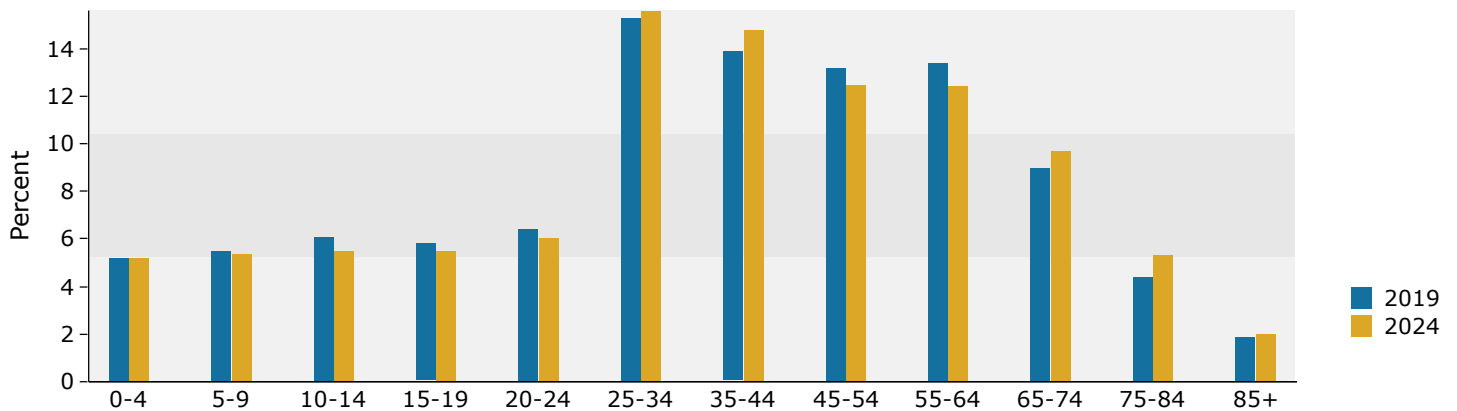
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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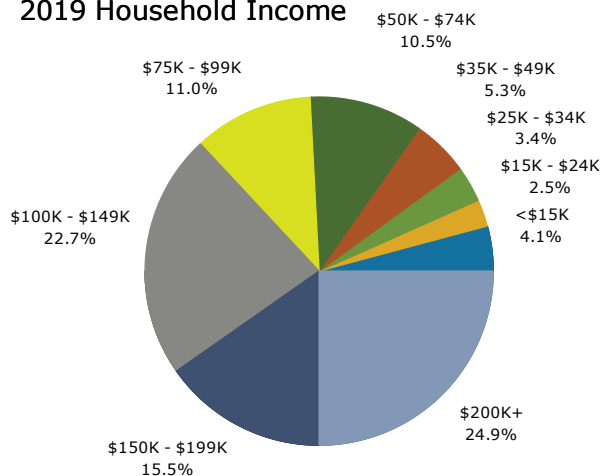
Trends 2019-2024



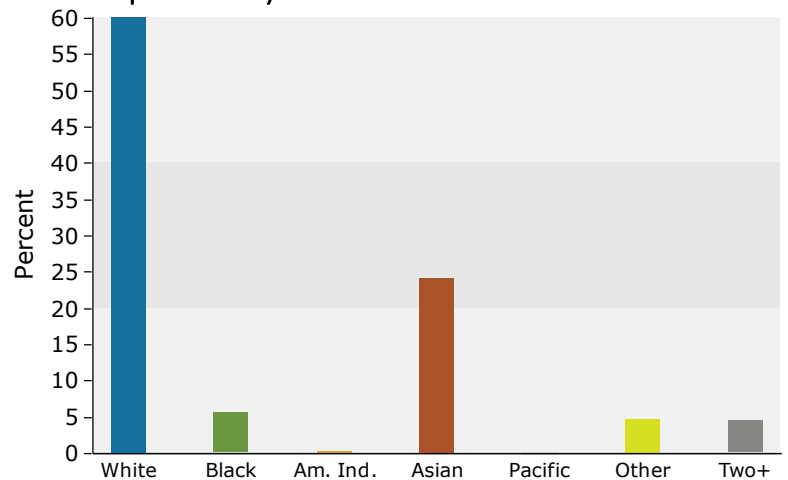
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 14.1%



Demographic and Income Profile

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Latitude: 38.86503
Longitude: -77.27066

Summary	Census 2010	2019	2024
Population	301,262	322,145	333,632
Households	108,878	116,796	121,229
Families	75,723	79,832	82,208
Average Household Size	2.70	2.69	2.69
Owner Occupied Housing Units	74,006	73,782	76,854
Renter Occupied Housing Units	34,872	43,014	44,375
Median Age	37.2	38.6	39.3
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.70%	0.80%	0.77%
Households	0.75%	0.74%	0.75%
Families	0.59%	0.69%	0.68%
Owner HHs	0.82%	0.99%	0.92%
Median Household Income	1.68%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	4,860	4.2%	4,110	3.4%
\$15,000 - \$24,999	3,158	2.7%	2,536	2.1%
\$25,000 - \$34,999	4,292	3.7%	3,557	2.9%
\$35,000 - \$49,999	7,162	6.1%	6,078	5.0%
\$50,000 - \$74,999	13,320	11.4%	12,225	10.1%
\$75,000 - \$99,999	13,316	11.4%	13,571	11.2%
\$100,000 - \$149,999	25,672	22.0%	27,393	22.6%
\$150,000 - \$199,999	17,401	14.9%	20,203	16.7%
\$200,000+	27,616	23.6%	31,555	26.0%

Median Household Income	\$118,723	\$129,007
Average Household Income	\$162,446	\$178,651
Per Capita Income	\$58,952	\$64,965

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,620	6.2%	17,246	5.4%	17,995	5.4%
5 - 9	18,814	6.2%	18,542	5.8%	18,477	5.5%
10 - 14	18,591	6.2%	20,207	6.3%	18,897	5.7%
15 - 19	19,314	6.4%	20,633	6.4%	20,369	6.1%
20 - 24	20,091	6.7%	20,481	6.4%	20,520	6.2%
25 - 34	45,766	15.2%	46,442	14.4%	48,753	14.6%
35 - 44	44,154	14.7%	45,544	14.1%	49,918	15.0%
45 - 54	46,542	15.4%	42,781	13.3%	42,205	12.7%
55 - 64	36,530	12.1%	42,455	13.2%	41,296	12.4%
65 - 74	19,290	6.4%	29,219	9.1%	32,222	9.7%
75 - 84	9,861	3.3%	13,564	4.2%	17,287	5.2%
85+	3,688	1.2%	5,030	1.6%	5,692	1.7%

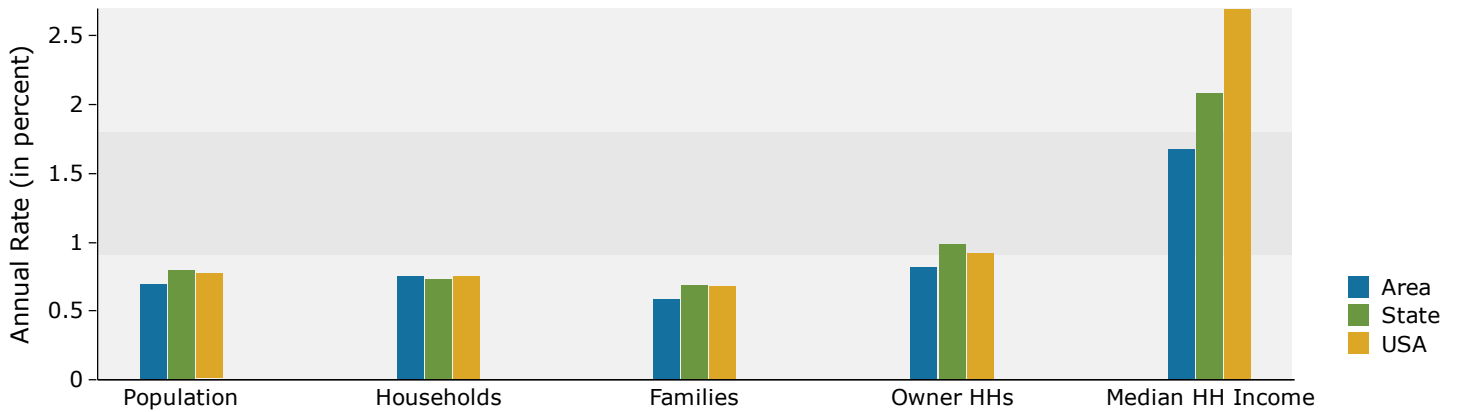
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	195,349	64.8%	191,471	59.4%	187,667	56.2%
Black Alone	15,990	5.3%	19,195	6.0%	20,837	6.2%
American Indian Alone	1,098	0.4%	1,114	0.3%	1,111	0.3%
Asian Alone	59,497	19.7%	75,436	23.4%	85,644	25.7%
Pacific Islander Alone	189	0.1%	182	0.1%	179	0.1%
Some Other Race Alone	17,437	5.8%	19,744	6.1%	21,339	6.4%
Two or More Races	11,701	3.9%	15,004	4.7%	16,856	5.1%
Hispanic Origin (Any Race)	46,612	15.5%	53,177	16.5%	57,944	17.4%

Data Note: Income is expressed in current dollars.

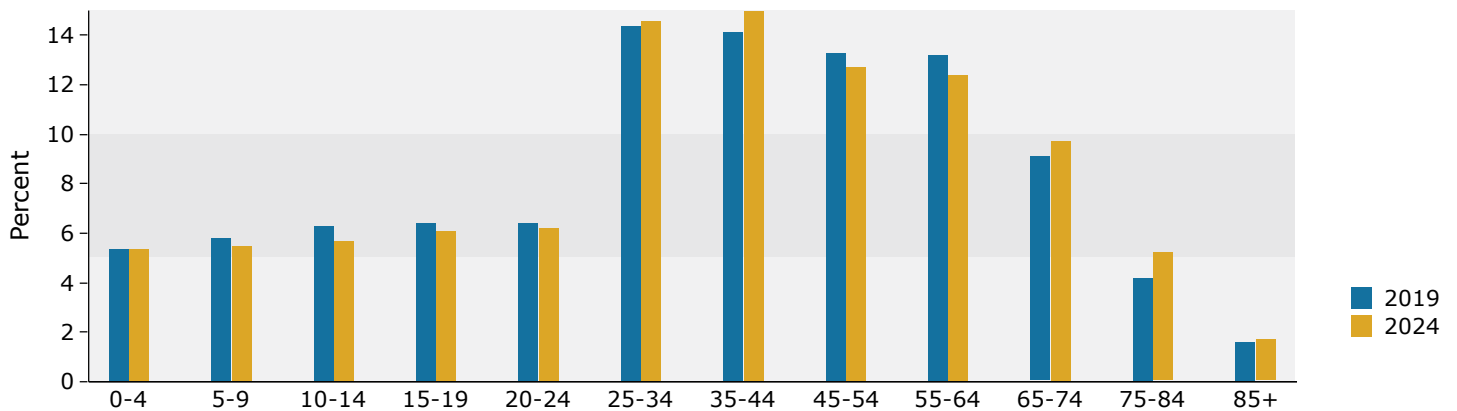
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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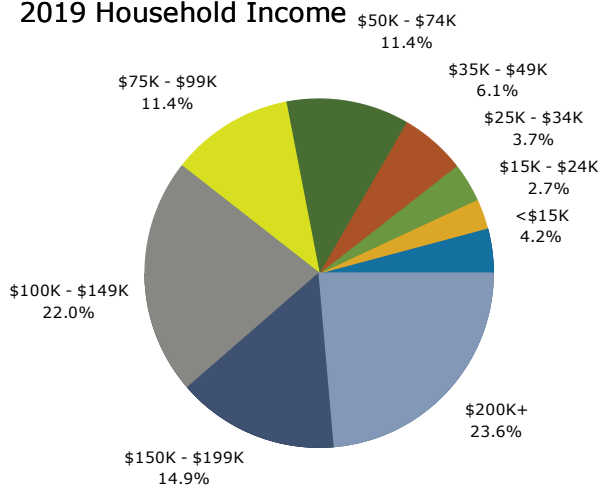
Trends 2019-2024



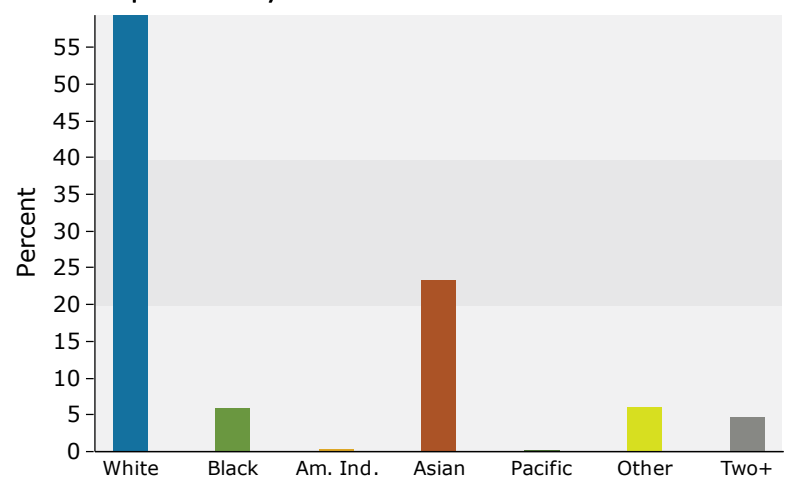
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 16.5%



Market Profile

Scout On The Circle
9444 Arlington Blvd, Fairfax, Virginia, 22031
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.86503
Longitude: -77.27066

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	15,101	100,289	271,500
2010 Total Population	16,795	111,018	301,262
2019 Total Population	19,035	121,063	322,145
2019 Group Quarters	57	2,813	8,068
2024 Total Population	21,807	126,693	333,632
2019-2024 Annual Rate	2.76%	0.91%	0.70%
2019 Total Daytime Population	18,654	168,347	396,420
Workers	10,428	115,818	254,274
Residents	8,226	52,529	142,146
Household Summary			
2000 Households	5,823	36,761	99,015
2000 Average Household Size	2.56	2.66	2.69
2010 Households	6,544	40,888	108,878
2010 Average Household Size	2.56	2.65	2.70
2019 Households	7,275	44,946	116,796
2019 Average Household Size	2.61	2.63	2.69
2024 Households	8,273	47,061	121,229
2024 Average Household Size	2.63	2.63	2.69
2019-2024 Annual Rate	2.60%	0.92%	0.75%
2010 Families	4,047	28,094	75,723
2010 Average Family Size	3.07	3.12	3.16
2019 Families	4,488	30,273	79,832
2019 Average Family Size	3.12	3.12	3.17
2024 Families	5,101	31,511	82,208
2024 Average Family Size	3.15	3.12	3.18
2019-2024 Annual Rate	2.59%	0.80%	0.59%
Housing Unit Summary			
2000 Housing Units	6,038	37,629	101,266
Owner Occupied Housing Units	53.8%	68.0%	68.3%
Renter Occupied Housing Units	42.7%	29.7%	29.5%
Vacant Housing Units	3.6%	2.3%	2.2%
2010 Housing Units	6,868	42,714	113,735
Owner Occupied Housing Units	50.1%	64.8%	65.1%
Renter Occupied Housing Units	45.2%	30.9%	30.7%
Vacant Housing Units	4.7%	4.3%	4.3%
2019 Housing Units	7,567	46,526	120,711
Owner Occupied Housing Units	50.2%	60.5%	61.1%
Renter Occupied Housing Units	45.9%	36.1%	35.6%
Vacant Housing Units	3.9%	3.4%	3.2%
2024 Housing Units	8,527	48,652	125,152
Owner Occupied Housing Units	53.8%	60.9%	61.4%
Renter Occupied Housing Units	43.3%	35.9%	35.5%
Vacant Housing Units	3.0%	3.3%	3.1%
Median Household Income			
2019	\$109,136	\$123,573	\$118,723
2024	\$119,717	\$134,033	\$129,007
Median Home Value			
2019	\$530,712	\$609,696	\$594,689
2024	\$559,840	\$628,956	\$617,241
Per Capita Income			
2019	\$52,437	\$62,038	\$58,952
2024	\$58,559	\$67,964	\$64,965
Median Age			
2010	34.5	37.8	37.2
2019	36.2	38.8	38.6
2024	36.6	39.4	39.3

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

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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	7,275	44,946	116,796
<\$15,000	5.3%	4.1%	4.2%
\$15,000 - \$24,999	2.9%	2.5%	2.7%
\$25,000 - \$34,999	3.3%	3.4%	3.7%
\$35,000 - \$49,999	6.6%	5.3%	6.1%
\$50,000 - \$74,999	12.9%	10.5%	11.4%
\$75,000 - \$99,999	12.9%	11.0%	11.4%
\$100,000 - \$149,999	23.2%	22.7%	22.0%
\$150,000 - \$199,999	15.0%	15.5%	14.9%
\$200,000+	18.0%	24.9%	23.6%
Average Household Income	\$139,328	\$166,799	\$162,446
2024 Households by Income			
Household Income Base	8,273	47,061	121,229
<\$15,000	4.0%	3.3%	3.4%
\$15,000 - \$24,999	2.3%	2.0%	2.1%
\$25,000 - \$34,999	2.7%	2.7%	2.9%
\$35,000 - \$49,999	5.1%	4.3%	5.0%
\$50,000 - \$74,999	11.5%	9.3%	10.1%
\$75,000 - \$99,999	12.6%	10.6%	11.2%
\$100,000 - \$149,999	23.4%	23.5%	22.6%
\$150,000 - \$199,999	17.0%	17.4%	16.7%
\$200,000+	21.4%	27.1%	26.0%
Average Household Income	\$156,894	\$182,679	\$178,651
2019 Owner Occupied Housing Units by Value			
Total	3,798	28,128	73,754
<\$50,000	0.3%	0.3%	0.4%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.7%	0.5%	0.5%
\$150,000 - \$199,999	0.9%	0.9%	1.0%
\$200,000 - \$249,999	2.1%	1.9%	2.0%
\$250,000 - \$299,999	0.9%	2.1%	2.5%
\$300,000 - \$399,999	10.4%	7.2%	10.0%
\$400,000 - \$499,999	29.6%	17.1%	17.6%
\$500,000 - \$749,999	41.3%	45.3%	41.4%
\$750,000 - \$999,999	12.3%	17.9%	17.0%
\$1,000,000 - \$1,499,999	1.4%	5.4%	5.6%
\$1,500,000 - \$1,999,999	0.0%	0.9%	1.1%
\$2,000,000 +	0.1%	0.3%	0.6%
Average Home Value	\$565,037	\$645,387	\$638,833
2024 Owner Occupied Housing Units by Value			
Total	4,585	29,606	76,824
<\$50,000	0.1%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.3%	0.3%	0.3%
\$150,000 - \$199,999	0.4%	0.5%	0.7%
\$200,000 - \$249,999	1.2%	1.3%	1.6%
\$250,000 - \$299,999	0.5%	1.5%	2.0%
\$300,000 - \$399,999	8.7%	6.2%	8.5%
\$400,000 - \$499,999	27.9%	16.2%	16.6%
\$500,000 - \$749,999	45.6%	46.2%	42.8%
\$750,000 - \$999,999	13.8%	20.2%	19.1%
\$1,000,000 - \$1,499,999	1.4%	6.0%	6.2%
\$1,500,000 - \$1,999,999	0.0%	1.0%	1.3%
\$2,000,000 +	0.1%	0.3%	0.7%
Average Home Value	\$586,838	\$669,684	\$664,948

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



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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.86503
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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	16,792	111,018	301,261
0 - 4	6.4%	5.9%	6.2%
5 - 9	5.5%	6.2%	6.2%
10 - 14	5.0%	6.1%	6.2%
15 - 24	13.4%	12.3%	13.1%
25 - 34	20.7%	15.4%	15.2%
35 - 44	14.3%	14.4%	14.7%
45 - 54	13.5%	15.6%	15.4%
55 - 64	11.0%	12.2%	12.1%
65 - 74	5.6%	6.5%	6.4%
75 - 84	3.1%	3.7%	3.3%
85 +	1.6%	1.5%	1.2%
18 +	80.2%	78.0%	77.6%
2019 Population by Age			
Total	19,035	121,065	322,144
0 - 4	5.7%	5.2%	5.4%
5 - 9	5.5%	5.5%	5.8%
10 - 14	5.4%	6.1%	6.3%
15 - 24	12.6%	12.2%	12.8%
25 - 34	18.7%	15.3%	14.4%
35 - 44	15.4%	13.9%	14.1%
45 - 54	11.9%	13.2%	13.3%
55 - 64	11.2%	13.4%	13.2%
65 - 74	8.0%	9.0%	9.1%
75 - 84	3.8%	4.4%	4.2%
85 +	1.7%	1.9%	1.6%
18 +	80.4%	79.7%	79.0%
2024 Population by Age			
Total	21,807	126,692	333,631
0 - 4	5.8%	5.2%	5.4%
5 - 9	5.4%	5.4%	5.5%
10 - 14	5.1%	5.5%	5.7%
15 - 24	12.1%	11.5%	12.3%
25 - 34	19.0%	15.6%	14.6%
35 - 44	15.7%	14.8%	15.0%
45 - 54	11.9%	12.5%	12.7%
55 - 64	10.4%	12.4%	12.4%
65 - 74	8.2%	9.7%	9.7%
75 - 84	4.7%	5.3%	5.2%
85 +	1.8%	2.0%	1.7%
18 +	80.7%	80.5%	80.0%
2010 Population by Sex			
Males	8,477	55,496	149,663
Females	8,318	55,522	151,599
2019 Population by Sex			
Males	9,634	60,830	160,535
Females	9,401	60,232	161,610
2024 Population by Sex			
Males	10,983	63,663	166,343
Females	10,824	63,029	167,289

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

Scout On The Circle
9444 Arlington Blvd, Fairfax, Virginia, 22031
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.86503
Longitude: -77.27066

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	16,796	111,018	301,261
White Alone	56.3%	66.3%	64.8%
Black Alone	6.8%	5.0%	5.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	27.2%	20.0%	19.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.0%	4.4%	5.8%
Two or More Races	4.2%	3.8%	3.9%
Hispanic Origin	15.4%	12.7%	15.5%
Diversity Index	70.8	62.5	65.9
2019 Population by Race/Ethnicity			
Total	19,034	121,062	322,146
White Alone	50.6%	60.2%	59.4%
Black Alone	7.4%	5.7%	6.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	31.5%	24.2%	23.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.2%	4.8%	6.1%
Two or More Races	4.9%	4.6%	4.7%
Hispanic Origin	16.4%	14.1%	16.5%
Diversity Index	73.8	67.8	70.2
2024 Population by Race/Ethnicity			
Total	21,807	126,693	333,633
White Alone	47.5%	56.7%	56.2%
Black Alone	7.6%	6.1%	6.2%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	33.9%	26.7%	25.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.4%	5.1%	6.4%
Two or More Races	5.2%	4.9%	5.1%
Hispanic Origin	17.1%	15.1%	17.4%
Diversity Index	75.2	70.5	72.5
2010 Population by Relationship and Household Type			
Total	16,795	111,018	301,262
In Households	99.7%	97.7%	97.6%
In Family Households	76.9%	81.3%	82.2%
Householder	23.7%	25.3%	25.1%
Spouse	18.6%	20.8%	20.5%
Child	25.7%	28.0%	28.6%
Other relative	6.1%	4.8%	5.4%
Nonrelative	2.8%	2.4%	2.7%
In Nonfamily Households	22.8%	16.4%	15.3%
In Group Quarters	0.3%	2.3%	2.4%
Institutionalized Population	0.2%	1.6%	0.7%
Noninstitutionalized Population	0.2%	0.7%	1.8%

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	13,472	85,979	225,035
Less than 9th Grade	4.0%	3.2%	3.7%
9th - 12th Grade, No Diploma	2.6%	2.7%	2.9%
High School Graduate	8.2%	9.2%	10.4%
GED/Alternative Credential	0.6%	0.9%	0.9%
Some College, No Degree	11.3%	10.8%	11.6%
Associate Degree	6.2%	5.0%	5.6%
Bachelor's Degree	30.6%	32.5%	32.3%
Graduate/Professional Degree	36.5%	35.6%	32.7%
2019 Population 15+ by Marital Status			
Total	15,878	100,771	266,150
Never Married	36.4%	33.6%	34.6%
Married	52.4%	54.7%	54.3%
Widowed	2.4%	3.9%	3.6%
Divorced	8.7%	7.8%	7.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.1%	96.8%
Civilian Unemployed (Unemployment Rate)	2.5%	2.9%	3.2%
2019 Employed Population 16+ by Industry			
Total	10,961	68,029	181,004
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	4.3%	4.1%	5.4%
Manufacturing	3.2%	2.6%	2.4%
Wholesale Trade	1.1%	1.0%	1.1%
Retail Trade	6.4%	6.0%	6.9%
Transportation/Utilities	2.7%	2.3%	2.5%
Information	2.2%	2.2%	2.4%
Finance/Insurance/Real Estate	4.9%	7.1%	7.0%
Services	65.8%	62.4%	60.6%
Public Administration	9.4%	12.3%	11.8%
2019 Employed Population 16+ by Occupation			
Total	10,961	68,030	181,003
White Collar	76.3%	77.5%	75.2%
Management/Business/Financial	26.2%	26.6%	24.5%
Professional	33.9%	33.8%	32.6%
Sales	7.0%	7.2%	8.1%
Administrative Support	9.2%	9.8%	9.9%
Services	14.6%	15.1%	16.0%
Blue Collar	9.1%	7.4%	8.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.4%	2.6%	3.4%
Installation/Maintenance/Repair	2.2%	2.0%	1.7%
Production	1.1%	1.1%	1.5%
Transportation/Material Moving	2.5%	1.8%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	16,795	111,018	301,262
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	6,544	40,888	108,878
Households with 1 Person	25.9%	22.9%	22.5%
Households with 2+ People	74.1%	77.1%	77.5%
Family Households	61.8%	68.7%	69.5%
Husband-wife Families	48.5%	56.5%	56.8%
With Related Children	22.5%	27.0%	27.5%
Other Family (No Spouse Present)	13.3%	12.2%	12.8%
Other Family with Male Householder	4.5%	3.6%	4.0%
With Related Children	1.9%	1.6%	1.7%
Other Family with Female Householder	8.8%	8.6%	8.8%
With Related Children	4.7%	4.6%	4.8%
Nonfamily Households	12.2%	8.4%	7.9%
All Households with Children	29.4%	33.4%	34.4%
Multigenerational Households	3.3%	3.3%	3.5%
Unmarried Partner Households	4.8%	4.1%	4.3%
Male-female	4.0%	3.4%	3.5%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,545	40,889	108,877
1 Person Household	25.9%	22.8%	22.5%
2 Person Household	32.1%	33.2%	32.4%
3 Person Household	17.1%	17.7%	17.7%
4 Person Household	14.2%	15.6%	15.8%
5 Person Household	6.0%	6.5%	6.8%
6 Person Household	2.7%	2.5%	2.7%
7 + Person Household	2.0%	1.7%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	6,544	40,888	108,878
Owner Occupied	52.6%	67.7%	68.0%
Owned with a Mortgage/Loan	43.3%	54.6%	55.3%
Owned Free and Clear	9.3%	13.1%	12.7%
Renter Occupied	47.4%	32.3%	32.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,868	42,714	113,735
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.	Metro Renters (3B)	Top Tier (1A)	Top Tier (1A)
3.	Downtown Melting Pot (8D)	Urban Chic (2A)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$25,386,694	\$181,151,068	\$457,892,388
Average Spent	\$3,489.58	\$4,030.42	\$3,920.45
Spending Potential Index	163	188	183
Education: Total \$	\$19,748,579	\$152,937,640	\$388,761,349
Average Spent	\$2,714.58	\$3,402.70	\$3,328.55
Spending Potential Index	170	214	209
Entertainment/Recreation: Total \$	\$36,303,194	\$269,555,619	\$682,942,757
Average Spent	\$4,990.13	\$5,997.32	\$5,847.31
Spending Potential Index	153	183	179
Food at Home: Total \$	\$57,864,009	\$412,661,558	\$1,045,373,610
Average Spent	\$7,953.82	\$9,181.27	\$8,950.42
Spending Potential Index	154	177	173
Food Away from Home: Total \$	\$43,189,469	\$308,817,636	\$779,495,463
Average Spent	\$5,936.70	\$6,870.86	\$6,673.99
Spending Potential Index	162	187	182
Health Care: Total \$	\$60,882,331	\$455,380,879	\$1,155,926,077
Average Spent	\$8,368.71	\$10,131.73	\$9,896.97
Spending Potential Index	141	171	167
HH Furnishings & Equipment: Total \$	\$23,553,631	\$175,005,995	\$442,852,763
Average Spent	\$3,237.61	\$3,893.69	\$3,791.68
Spending Potential Index	152	183	178
Personal Care Products & Services: Total \$	\$10,080,938	\$73,615,026	\$186,249,277
Average Spent	\$1,385.70	\$1,637.85	\$1,594.65
Spending Potential Index	156	185	180
Shelter: Total \$	\$224,971,014	\$1,624,337,756	\$4,104,334,157
Average Spent	\$30,923.85	\$36,139.76	\$35,141.05
Spending Potential Index	167	195	190
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,090,557	\$202,884,353	\$513,475,064
Average Spent	\$3,586.33	\$4,513.96	\$4,396.34
Spending Potential Index	145	182	177
Travel: Total \$	\$26,393,940	\$200,815,649	\$507,606,202
Average Spent	\$3,628.03	\$4,467.93	\$4,346.09
Spending Potential Index	162	199	194
Vehicle Maintenance & Repairs: Total \$	\$12,061,453	\$90,274,401	\$228,555,385
Average Spent	\$1,657.93	\$2,008.51	\$1,956.88
Spending Potential Index	145	176	171

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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