



Demographic and Income Profile

Turnpike Shopping Center
9500 Main St, Fairfax, Virginia, 22031
Ring: 1 mile radius

Prepared by Esri
Latitude: 38.84142
Longitude: -77.27294

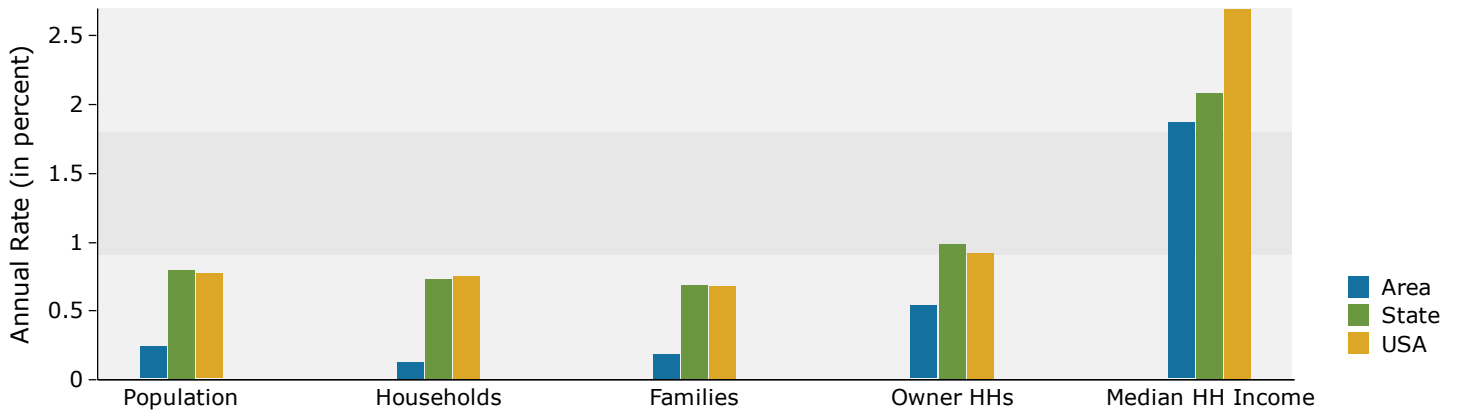
Summary	Census 2010	2019	2024				
Population	10,135	10,385	10,508				
Households	3,661	3,736	3,761				
Families	2,685	2,735	2,761				
Average Household Size	2.76	2.78	2.79				
Owner Occupied Housing Units	2,484	2,498	2,566				
Renter Occupied Housing Units	1,177	1,238	1,194				
Median Age	41.1	42.4	42.2				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.24%	0.80%	0.77%				
Households	0.13%	0.74%	0.75%				
Families	0.19%	0.69%	0.68%				
Owner HHs	0.54%	0.99%	0.92%				
Median Household Income	1.87%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	207	5.5%	170	4.5%		
	\$15,000 - \$24,999	129	3.5%	104	2.8%		
	\$25,000 - \$34,999	113	3.0%	93	2.5%		
	\$35,000 - \$49,999	171	4.6%	142	3.8%		
	\$50,000 - \$74,999	340	9.1%	287	7.6%		
	\$75,000 - \$99,999	422	11.3%	399	10.6%		
	\$100,000 - \$149,999	830	22.2%	862	22.9%		
	\$150,000 - \$199,999	546	14.6%	609	16.2%		
	\$200,000+	978	26.2%	1,096	29.1%		
	Median Household Income	\$124,068		\$136,086			
Average Household Income	\$167,665		\$185,896				
Per Capita Income	\$59,942		\$66,066				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	476	4.7%	456	4.4%	475	4.5%
	5 - 9	646	6.4%	533	5.1%	547	5.2%
	10 - 14	831	8.2%	631	6.1%	585	5.6%
	15 - 19	765	7.5%	668	6.4%	551	5.2%
	20 - 24	635	6.3%	657	6.3%	493	4.7%
	25 - 34	974	9.6%	1,345	13.0%	1,501	14.3%
	35 - 44	1,367	13.5%	1,197	11.5%	1,474	14.0%
	45 - 54	1,795	17.7%	1,448	13.9%	1,235	11.8%
	55 - 64	1,313	13.0%	1,666	16.0%	1,562	14.9%
	65 - 74	749	7.4%	1,053	10.1%	1,252	11.9%
	75 - 84	426	4.2%	519	5.0%	602	5.7%
	85+	160	1.6%	211	2.0%	232	2.2%
	Race and Ethnicity	Census 2010		2019		2024	
Number		Percent	Number	Percent	Number	Percent	
White Alone		6,582	64.9%	6,111	58.8%	5,831	55.5%
Black Alone		456	4.5%	546	5.3%	583	5.5%
American Indian Alone		28	0.3%	28	0.3%	29	0.3%
Asian Alone		2,479	24.5%	3,010	29.0%	3,326	31.6%
Pacific Islander Alone		2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone		236	2.3%	266	2.6%	281	2.7%
Two or More Races		353	3.5%	422	4.1%	457	4.3%
Hispanic Origin (Any Race)		928	9.2%	1,055	10.2%	1,138	10.8%

Data Note: Income is expressed in current dollars.

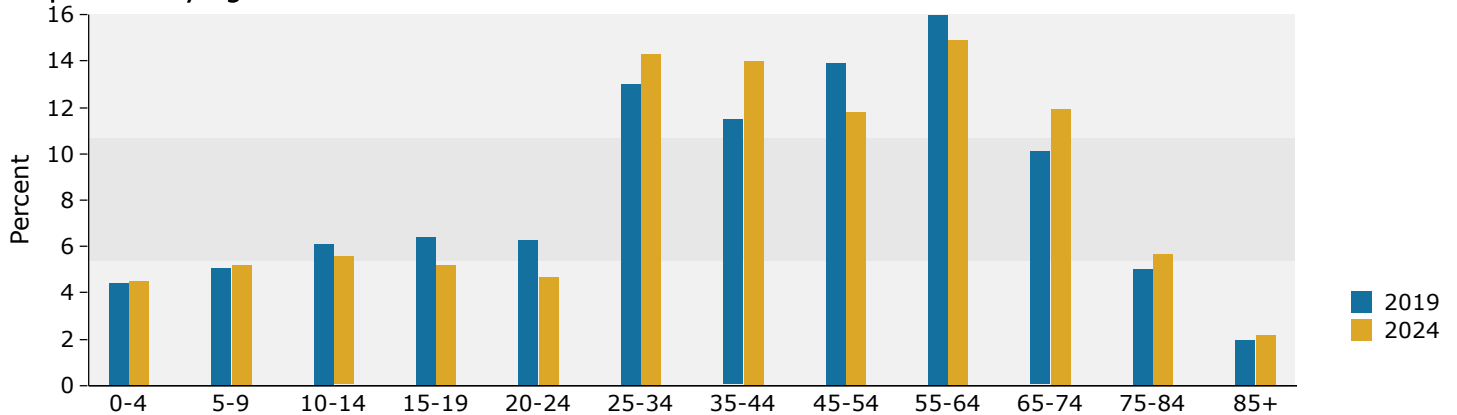
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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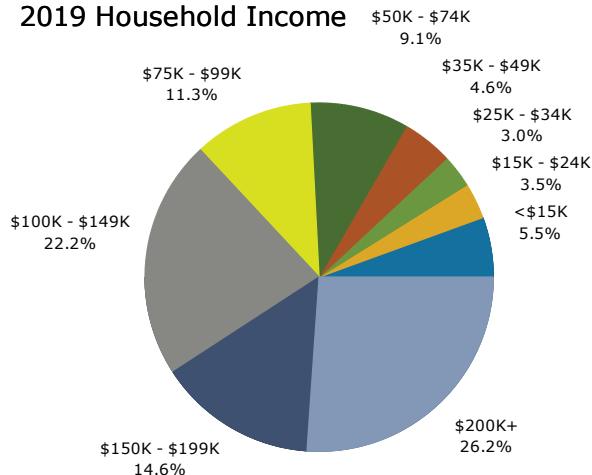
Trends 2019-2024



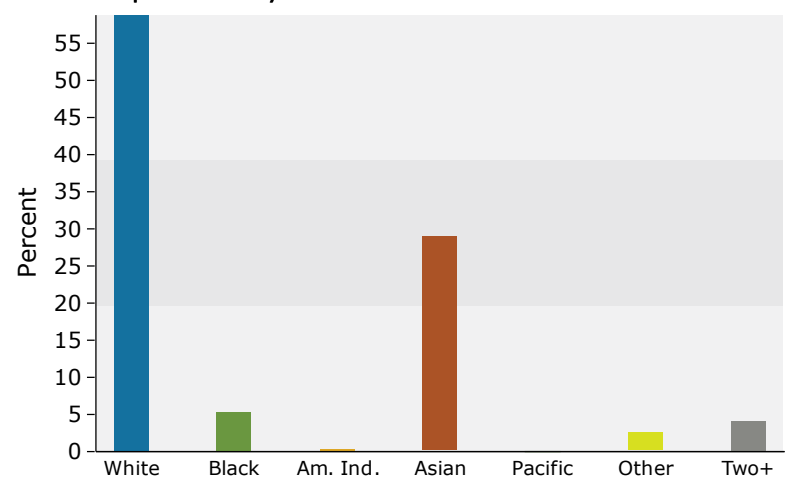
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 10.2%



Demographic and Income Profile

Turnpike Shopping Center
9500 Main St, Fairfax, Virginia, 22031
Ring: 3 mile radius

Prepared by Esri
Latitude: 38.84142
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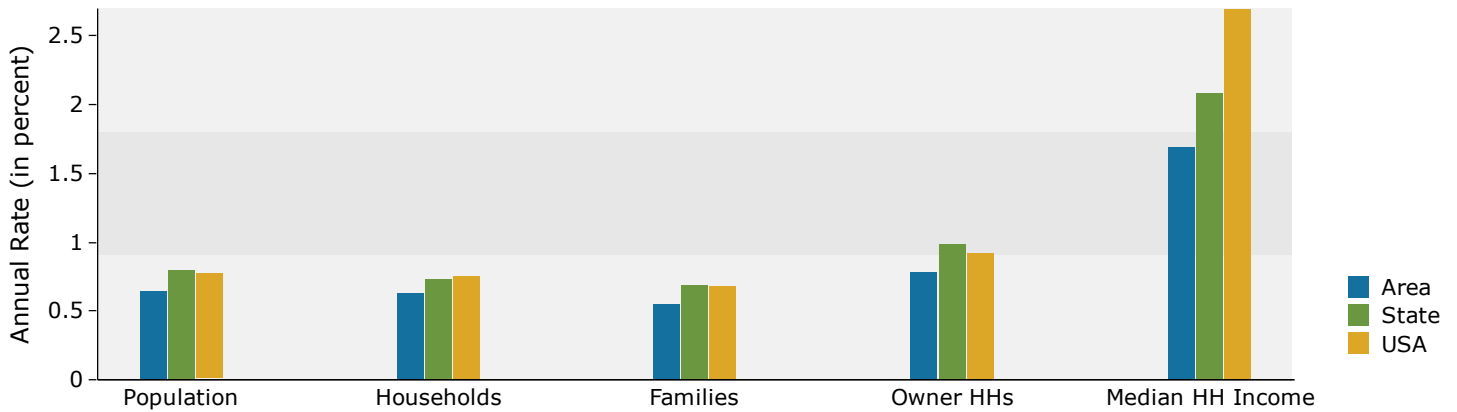
Summary	Census 2010	2019	2024				
Population	118,477	125,315	129,392				
Households	40,444	42,642	44,002				
Families	29,246	30,478	31,323				
Average Household Size	2.76	2.76	2.77				
Owner Occupied Housing Units	29,772	30,239	31,441				
Renter Occupied Housing Units	10,672	12,403	12,561				
Median Age	37.3	38.5	39.3				
Trends: 2019 - 2024 Annual Rate	Area	State	National				
Population	0.64%	0.80%	0.77%				
Households	0.63%	0.74%	0.75%				
Families	0.55%	0.69%	0.68%				
Owner HHs	0.78%	0.99%	0.92%				
Median Household Income	1.69%	2.09%	2.70%				
Households by Income	2019		2024				
	Number	Percent	Number	Percent			
	<\$15,000	1,655	3.9%	1,383	3.1%		
	\$15,000 - \$24,999	1,073	2.5%	864	2.0%		
	\$25,000 - \$34,999	1,330	3.1%	1,095	2.5%		
	\$35,000 - \$49,999	2,232	5.2%	1,868	4.2%		
	\$50,000 - \$74,999	4,277	10.0%	3,922	8.9%		
	\$75,000 - \$99,999	4,626	10.8%	4,597	10.4%		
	\$100,000 - \$149,999	9,764	22.9%	10,159	23.1%		
	\$150,000 - \$199,999	7,251	17.0%	8,245	18.7%		
\$200,000+	10,433	24.5%	11,871	27.0%			
Median Household Income	\$126,237		\$137,243				
Average Household Income	\$166,078		\$182,221				
Per Capita Income	\$56,652		\$62,046				
Population by Age	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	6,461	5.5%	6,082	4.9%	6,409	5.0%
	5 - 9	7,000	5.9%	6,670	5.3%	6,778	5.2%
	10 - 14	7,394	6.2%	7,395	5.9%	7,026	5.4%
	15 - 19	9,494	8.0%	9,552	7.6%	9,289	7.2%
	20 - 24	9,682	8.2%	9,762	7.8%	9,325	7.2%
	25 - 34	15,663	13.2%	17,212	13.7%	17,673	13.7%
	35 - 44	16,000	13.5%	16,235	13.0%	18,597	14.4%
	45 - 54	18,343	15.5%	16,025	12.8%	15,640	12.1%
	55 - 64	14,795	12.5%	16,904	13.5%	16,205	12.5%
	65 - 74	7,956	6.7%	11,731	9.4%	12,939	10.0%
	75 - 84	4,163	3.5%	5,622	4.5%	7,064	5.5%
	85+	1,525	1.3%	2,125	1.7%	2,445	1.9%
Race and Ethnicity	Census 2010		2019		2024		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	79,436	67.0%	76,639	61.2%	74,741	57.8%
	Black Alone	6,497	5.5%	7,965	6.4%	8,689	6.7%
	American Indian Alone	427	0.4%	450	0.4%	455	0.4%
	Asian Alone	22,910	19.3%	28,903	23.1%	32,912	25.4%
	Pacific Islander Alone	80	0.1%	78	0.1%	77	0.1%
	Some Other Race Alone	4,585	3.9%	5,475	4.4%	6,014	4.6%
	Two or More Races	4,542	3.8%	5,803	4.6%	6,504	5.0%
	Hispanic Origin (Any Race)	14,932	12.6%	17,737	14.2%	19,626	15.2%

Data Note: Income is expressed in current dollars.

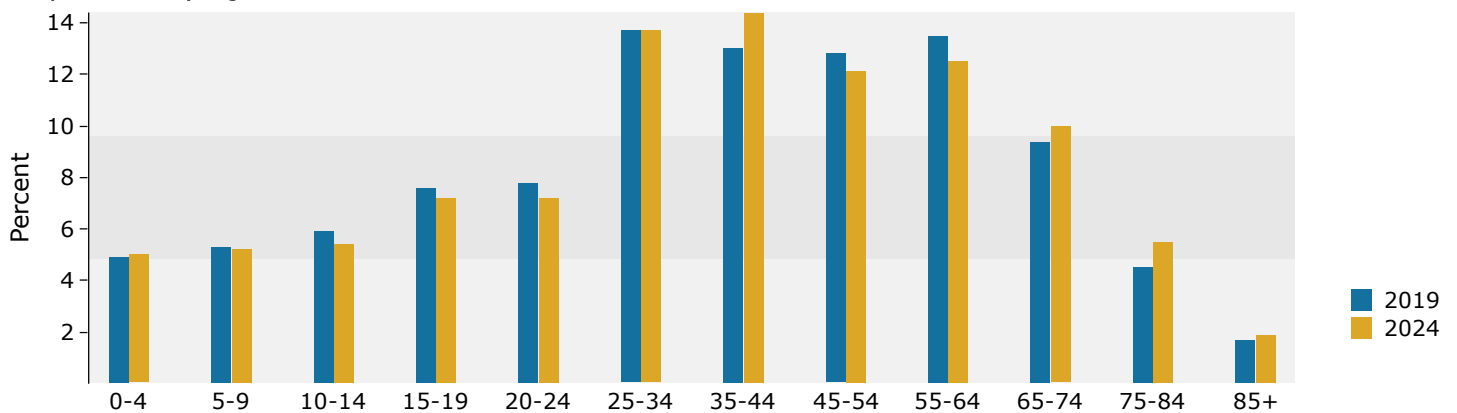
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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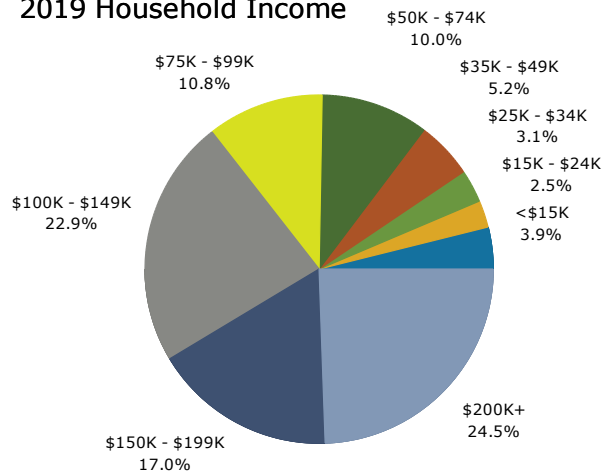
Trends 2019-2024



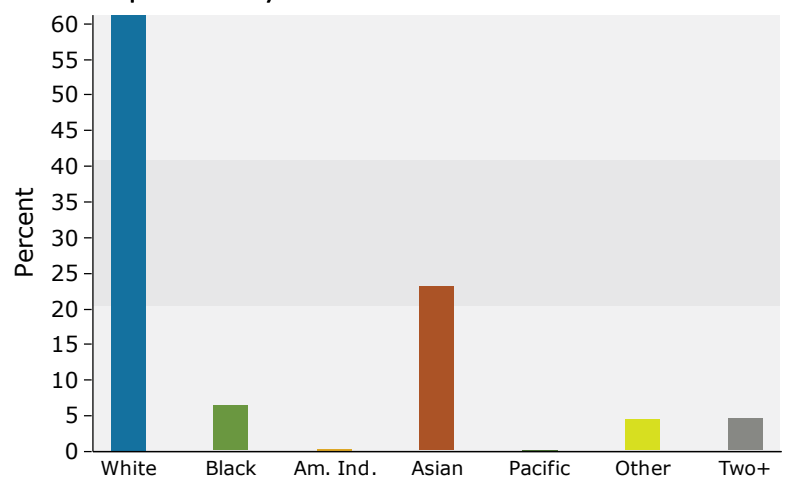
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 14.2%



Demographic and Income Profile

Turnpike Shopping Center
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Ring: 5 mile radius

Prepared by Esri
Latitude: 38.84142
Longitude: -77.27294

Summary	Census 2010	2019	2024
Population	308,291	322,891	330,866
Households	109,172	114,076	116,743
Families	78,126	80,804	82,452
Average Household Size	2.76	2.76	2.76
Owner Occupied Housing Units	77,684	76,509	79,111
Renter Occupied Housing Units	31,488	37,567	37,632
Median Age	37.5	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	1.73%	2.09%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	4,540	4.0%	3,787	3.2%
\$15,000 - \$24,999	2,924	2.6%	2,323	2.0%
\$25,000 - \$34,999	4,262	3.7%	3,503	3.0%
\$35,000 - \$49,999	7,075	6.2%	5,917	5.1%
\$50,000 - \$74,999	13,154	11.5%	11,874	10.2%
\$75,000 - \$99,999	13,411	11.8%	13,186	11.3%
\$100,000 - \$149,999	25,548	22.4%	26,829	23.0%
\$150,000 - \$199,999	17,614	15.4%	20,234	17.3%
\$200,000+	25,548	22.4%	29,091	24.9%

Median Household Income	\$117,629	\$128,178
Average Household Income	\$158,373	\$174,846
Per Capita Income	\$56,068	\$61,804

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	18,671	6.1%	17,081	5.3%	17,705	5.4%
5 - 9	19,047	6.2%	18,492	5.7%	18,249	5.5%
10 - 14	19,728	6.4%	20,408	6.3%	18,964	5.7%
15 - 19	20,930	6.8%	21,052	6.5%	20,615	6.2%
20 - 24	20,521	6.7%	20,631	6.4%	19,838	6.0%
25 - 34	44,147	14.3%	44,903	13.9%	46,642	14.1%
35 - 44	44,443	14.4%	44,646	13.8%	48,797	14.7%
45 - 54	48,757	15.8%	43,136	13.4%	42,019	12.7%
55 - 64	38,619	12.5%	44,021	13.6%	42,164	12.7%
65 - 74	19,667	6.4%	29,919	9.3%	32,869	9.9%
75 - 84	9,968	3.2%	13,494	4.2%	17,288	5.2%
85+	3,791	1.2%	5,108	1.6%	5,717	1.7%

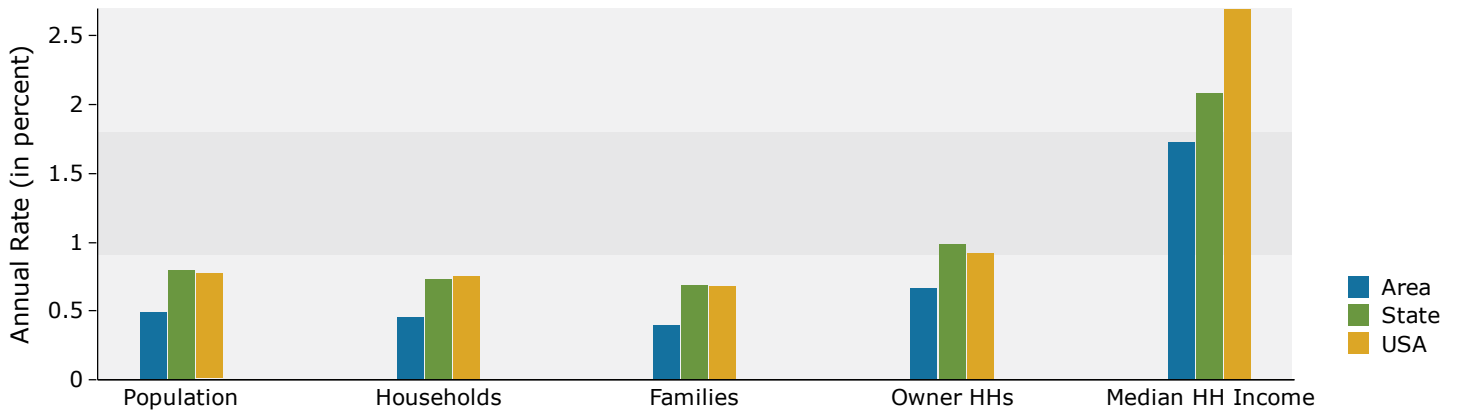
Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	198,045	64.2%	189,950	58.8%	184,177	55.7%
Black Alone	18,201	5.9%	21,354	6.6%	22,901	6.9%
American Indian Alone	1,100	0.4%	1,110	0.3%	1,105	0.3%
Asian Alone	60,660	19.7%	74,901	23.2%	83,881	25.4%
Pacific Islander Alone	227	0.1%	210	0.1%	205	0.1%
Some Other Race Alone	18,035	5.8%	20,295	6.3%	21,884	6.6%
Two or More Races	12,024	3.9%	15,071	4.7%	16,713	5.1%
Hispanic Origin (Any Race)	48,557	15.8%	54,846	17.0%	59,472	18.0%

Data Note: Income is expressed in current dollars.

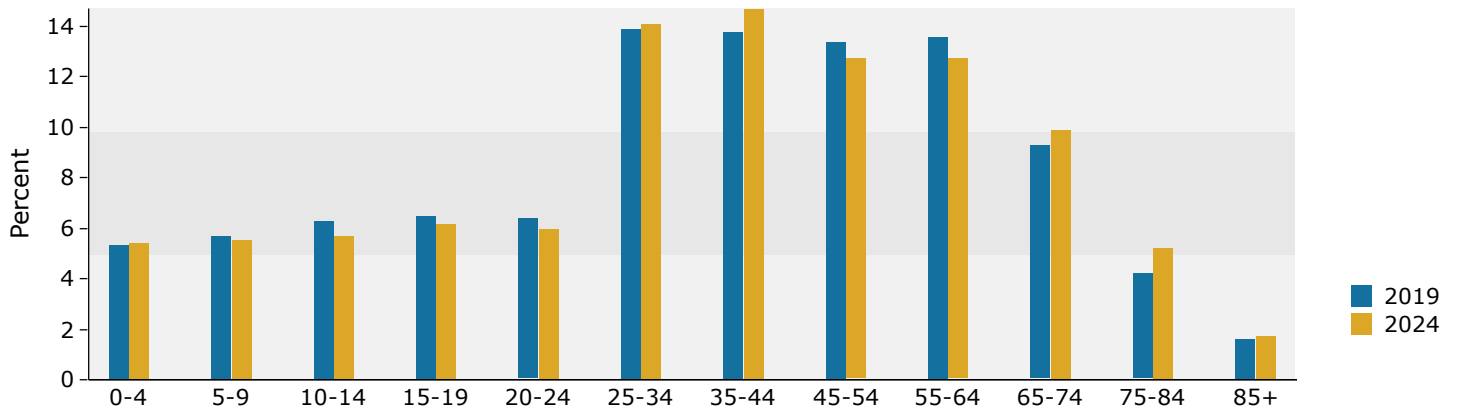
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

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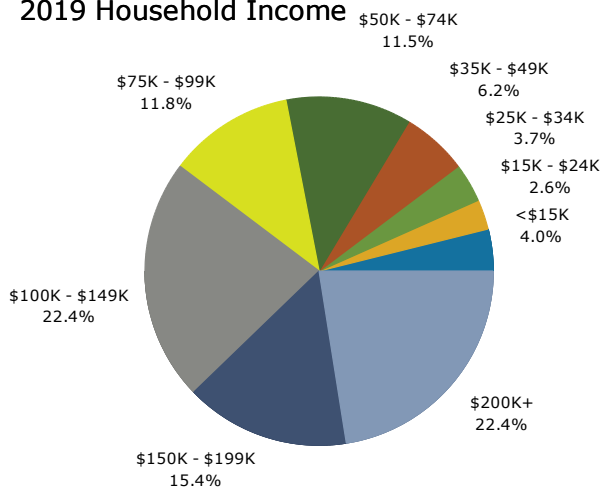
Trends 2019-2024



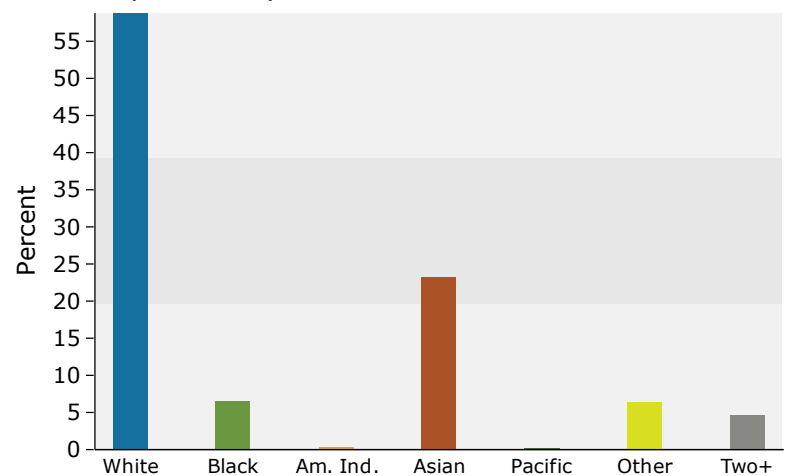
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 17.0%



Market Profile

Turnpike Shopping Center
9500 Main St, Fairfax, Virginia, 22031
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84142
Longitude: -77.27294

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,743	110,129	280,683
2010 Total Population	10,135	118,477	308,291
2019 Total Population	10,385	125,315	322,891
2019 Group Quarters	16	7,657	8,289
2024 Total Population	10,508	129,392	330,866
2019-2024 Annual Rate	0.24%	0.64%	0.49%
2019 Total Daytime Population	10,844	146,084	334,837
Workers	6,268	89,951	191,587
Residents	4,576	56,133	143,250
Household Summary			
2000 Households	3,591	38,189	99,669
2000 Average Household Size	2.71	2.76	2.76
2010 Households	3,661	40,444	109,172
2010 Average Household Size	2.76	2.76	2.76
2019 Households	3,736	42,642	114,076
2019 Average Household Size	2.78	2.76	2.76
2024 Households	3,761	44,002	116,743
2024 Average Household Size	2.79	2.77	2.76
2019-2024 Annual Rate	0.13%	0.63%	0.46%
2010 Families	2,685	29,246	78,126
2010 Average Family Size	3.21	3.17	3.19
2019 Families	2,735	30,478	80,804
2019 Average Family Size	3.23	3.18	3.20
2024 Families	2,761	31,323	82,452
2024 Average Family Size	3.23	3.19	3.21
2019-2024 Annual Rate	0.19%	0.55%	0.40%
Housing Unit Summary			
2000 Housing Units	3,658	38,894	101,329
Owner Occupied Housing Units	68.5%	72.9%	72.1%
Renter Occupied Housing Units	29.6%	25.2%	26.2%
Vacant Housing Units	1.8%	1.8%	1.6%
2010 Housing Units	3,759	41,905	112,986
Owner Occupied Housing Units	66.1%	71.0%	68.8%
Renter Occupied Housing Units	31.3%	25.5%	27.9%
Vacant Housing Units	2.6%	3.5%	3.4%
2019 Housing Units	3,819	44,141	117,796
Owner Occupied Housing Units	65.4%	68.5%	65.0%
Renter Occupied Housing Units	32.4%	28.1%	31.9%
Vacant Housing Units	2.2%	3.4%	3.2%
2024 Housing Units	3,819	45,549	120,558
Owner Occupied Housing Units	67.2%	69.0%	65.6%
Renter Occupied Housing Units	31.3%	27.6%	31.2%
Vacant Housing Units	1.5%	3.4%	3.2%
Median Household Income			
2019	\$124,068	\$126,237	\$117,629
2024	\$136,086	\$137,243	\$128,178
Median Home Value			
2019	\$625,104	\$573,221	\$560,036
2024	\$650,975	\$593,022	\$584,138
Per Capita Income			
2019	\$59,942	\$56,652	\$56,068
2024	\$66,066	\$62,046	\$61,804
Median Age			
2010	41.1	37.3	37.5
2019	42.4	38.5	39.0
2024	42.2	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.

February 26, 2020



Market Profile

Turnpike Shopping Center
9500 Main St, Fairfax, Virginia, 22031
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	3,736	42,642	114,076
<\$15,000	5.5%	3.9%	4.0%
\$15,000 - \$24,999	3.5%	2.5%	2.6%
\$25,000 - \$34,999	3.0%	3.1%	3.7%
\$35,000 - \$49,999	4.6%	5.2%	6.2%
\$50,000 - \$74,999	9.1%	10.0%	11.5%
\$75,000 - \$99,999	11.3%	10.8%	11.8%
\$100,000 - \$149,999	22.2%	22.9%	22.4%
\$150,000 - \$199,999	14.6%	17.0%	15.4%
\$200,000+	26.2%	24.5%	22.4%
Average Household Income	\$167,665	\$166,078	\$158,373
2024 Households by Income			
Household Income Base	3,761	44,002	116,743
<\$15,000	4.5%	3.1%	3.2%
\$15,000 - \$24,999	2.8%	2.0%	2.0%
\$25,000 - \$34,999	2.5%	2.5%	3.0%
\$35,000 - \$49,999	3.8%	4.2%	5.1%
\$50,000 - \$74,999	7.6%	8.9%	10.2%
\$75,000 - \$99,999	10.6%	10.4%	11.3%
\$100,000 - \$149,999	22.9%	23.1%	23.0%
\$150,000 - \$199,999	16.2%	18.7%	17.3%
\$200,000+	29.1%	27.0%	24.9%
Average Household Income	\$185,896	\$182,221	\$174,846
2019 Owner Occupied Housing Units by Value			
Total	2,498	30,235	76,485
<\$50,000	0.4%	0.4%	0.4%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.6%	0.5%	0.6%
\$150,000 - \$199,999	0.8%	0.8%	1.1%
\$200,000 - \$249,999	1.4%	1.5%	2.3%
\$250,000 - \$299,999	1.8%	2.1%	3.1%
\$300,000 - \$399,999	3.7%	9.8%	12.4%
\$400,000 - \$499,999	17.0%	20.2%	19.7%
\$500,000 - \$749,999	48.3%	49.7%	42.2%
\$750,000 - \$999,999	20.3%	12.5%	13.0%
\$1,000,000 - \$1,499,999	5.5%	2.2%	3.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.7%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$648,989	\$588,040	\$595,057
2024 Owner Occupied Housing Units by Value			
Total	2,566	31,437	79,085
<\$50,000	0.2%	0.2%	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	0.9%	1.1%	1.8%
\$250,000 - \$299,999	1.1%	1.5%	2.6%
\$300,000 - \$399,999	2.7%	8.1%	10.5%
\$400,000 - \$499,999	14.9%	19.0%	18.7%
\$500,000 - \$749,999	48.9%	52.0%	44.3%
\$750,000 - \$999,999	23.7%	14.6%	15.0%
\$1,000,000 - \$1,499,999	6.9%	2.5%	4.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.9%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$682,285	\$611,006	\$620,886

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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9500 Main St, Fairfax, Virginia, 22031
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84142
Longitude: -77.27294

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	10,134	118,476	308,292
0 - 4	4.7%	5.5%	6.1%
5 - 9	6.4%	5.9%	6.2%
10 - 14	8.2%	6.2%	6.4%
15 - 24	13.8%	16.2%	13.4%
25 - 34	9.6%	13.2%	14.3%
35 - 44	13.5%	13.5%	14.4%
45 - 54	17.7%	15.5%	15.8%
55 - 64	13.0%	12.5%	12.5%
65 - 74	7.4%	6.7%	6.4%
75 - 84	4.2%	3.5%	3.2%
85 +	1.6%	1.3%	1.2%
18 +	75.7%	78.4%	77.3%
2019 Population by Age			
Total	10,384	125,315	322,891
0 - 4	4.4%	4.9%	5.3%
5 - 9	5.1%	5.3%	5.7%
10 - 14	6.1%	5.9%	6.3%
15 - 24	12.8%	15.4%	12.9%
25 - 34	13.0%	13.7%	13.9%
35 - 44	11.5%	13.0%	13.8%
45 - 54	13.9%	12.8%	13.4%
55 - 64	16.0%	13.5%	13.6%
65 - 74	10.1%	9.4%	9.3%
75 - 84	5.0%	4.5%	4.2%
85 +	2.0%	1.7%	1.6%
18 +	80.2%	80.4%	79.0%
2024 Population by Age			
Total	10,509	129,390	330,867
0 - 4	4.5%	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	14.3%	13.7%	14.1%
35 - 44	14.0%	14.4%	14.7%
45 - 54	11.8%	12.1%	12.7%
55 - 64	14.9%	12.5%	12.7%
65 - 74	11.9%	10.0%	9.9%
75 - 84	5.7%	5.5%	5.2%
85 +	2.2%	1.9%	1.7%
18 +	81.2%	81.1%	80.0%
2010 Population by Sex			
Males	4,965	58,715	152,532
Females	5,170	59,762	155,759
2019 Population by Sex			
Males	5,114	62,313	160,242
Females	5,271	63,002	162,649
2024 Population by Sex			
Males	5,187	64,389	164,423
Females	5,321	65,003	166,442

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

Turnpike Shopping Center
9500 Main St, Fairfax, Virginia, 22031
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.84142
Longitude: -77.27294

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,136	118,477	308,292
White Alone	64.9%	67.0%	64.2%
Black Alone	4.5%	5.5%	5.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	24.5%	19.3%	19.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	3.9%	5.8%
Two or More Races	3.5%	3.8%	3.9%
Hispanic Origin	9.2%	12.6%	15.8%
Diversity Index	59.7	61.8	66.6
2019 Population by Race/Ethnicity			
Total	10,385	125,313	322,891
White Alone	58.8%	61.2%	58.8%
Black Alone	5.3%	6.4%	6.6%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	29.0%	23.1%	23.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	4.4%	6.3%
Two or More Races	4.1%	4.6%	4.7%
Hispanic Origin	10.2%	14.2%	17.0%
Diversity Index	64.6	67.4	71.0
2024 Population by Race/Ethnicity			
Total	10,509	129,392	330,866
White Alone	55.5%	57.8%	55.7%
Black Alone	5.5%	6.7%	6.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	31.6%	25.4%	25.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.7%	4.6%	6.6%
Two or More Races	4.3%	5.0%	5.1%
Hispanic Origin	10.8%	15.2%	18.0%
Diversity Index	66.8	70.1	73.3
2010 Population by Relationship and Household Type			
Total	10,135	118,477	308,291
In Households	99.9%	94.1%	97.6%
In Family Households	87.5%	80.5%	83.5%
Householder	26.4%	24.7%	25.3%
Spouse	22.1%	20.4%	20.6%
Child	31.9%	28.3%	29.4%
Other relative	4.8%	4.8%	5.5%
Nonrelative	2.3%	2.3%	2.7%
In Nonfamily Households	12.4%	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	7,441	85,853	225,227
Less than 9th Grade	3.7%	3.2%	3.8%
9th - 12th Grade, No Diploma	2.6%	2.8%	3.1%
High School Graduate	12.9%	10.2%	11.1%
GED/Alternative Credential	0.9%	1.0%	0.9%
Some College, No Degree	10.5%	11.7%	12.6%
Associate Degree	5.6%	5.6%	5.8%
Bachelor's Degree	29.3%	31.6%	31.9%
Graduate/Professional Degree	34.5%	33.8%	30.8%
2019 Population 15+ by Marital Status			
Total	8,764	105,168	266,909
Never Married	31.0%	35.9%	34.3%
Married	55.3%	53.3%	54.3%
Widowed	4.2%	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	5,832	68,545	180,130
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.3%	4.5%	5.6%
Manufacturing	3.1%	2.5%	2.2%
Wholesale Trade	0.8%	1.2%	1.1%
Retail Trade	7.9%	7.1%	7.2%
Transportation/Utilities	1.9%	2.4%	2.8%
Information	2.7%	2.1%	2.1%
Finance/Insurance/Real Estate	6.0%	5.9%	6.8%
Services	58.6%	62.3%	60.1%
Public Administration	13.8%	11.9%	12.1%
2019 Employed Population 16+ by Occupation			
Total	5,831	68,546	180,127
White Collar	69.5%	75.7%	74.0%
Management/Business/Financial	19.9%	23.8%	23.6%
Professional	33.8%	33.5%	31.8%
Sales	7.3%	7.7%	8.0%
Administrative Support	8.6%	10.7%	10.5%
Services	21.0%	16.2%	16.5%
Blue Collar	9.5%	8.1%	9.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.0%	2.8%	3.5%
Installation/Maintenance/Repair	2.2%	2.0%	1.9%
Production	0.5%	1.1%	1.5%
Transportation/Material Moving	2.8%	2.1%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	10,135	118,477	308,291
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	3,661	40,444	109,173
Households with 1 Person	21.2%	20.1%	21.1%
Households with 2+ People	78.8%	79.9%	78.9%
Family Households	73.3%	72.3%	71.6%
Husband-wife Families	61.4%	59.8%	58.2%
With Related Children	30.2%	28.2%	28.1%
Other Family (No Spouse Present)	11.9%	12.5%	13.4%
Other Family with Male Householder	3.1%	3.6%	4.0%
With Related Children	1.3%	1.6%	1.8%
Other Family with Female Householder	8.8%	9.0%	9.4%
With Related Children	5.2%	4.8%	5.2%
Nonfamily Households	5.5%	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	2.9%	3.7%	4.1%
Male-female	2.1%	3.0%	3.4%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	3,661	40,443	109,174
1 Person Household	21.2%	20.1%	21.1%
2 Person Household	30.5%	32.8%	32.2%
3 Person Household	18.4%	18.4%	18.2%
4 Person Household	17.8%	16.8%	16.3%
5 Person Household	7.1%	7.3%	7.2%
6 Person Household	3.0%	2.7%	2.8%
7 + Person Household	2.1%	1.9%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	3,661	40,444	109,172
Owner Occupied	67.9%	73.6%	71.2%
Owned with a Mortgage/Loan	54.1%	59.8%	58.7%
Owned Free and Clear	13.7%	13.9%	12.5%
Renter Occupied	32.1%	26.4%	28.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,759	41,905	112,986
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.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
3.	Exurbanites (1E)	Urban Chic (2A)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,825,798	\$168,999,189	\$434,036,913
Average Spent	\$3,968.36	\$3,963.21	\$3,804.80
Spending Potential Index	185	185	178
Education: Total \$	\$12,759,826	\$145,654,357	\$371,741,063
Average Spent	\$3,415.37	\$3,415.75	\$3,258.71
Spending Potential Index	214	214	204
Entertainment/Recreation: Total \$	\$22,501,358	\$255,509,132	\$651,142,605
Average Spent	\$6,022.85	\$5,991.96	\$5,707.97
Spending Potential Index	184	183	175
Food at Home: Total \$	\$33,856,701	\$387,204,152	\$993,721,164
Average Spent	\$9,062.29	\$9,080.35	\$8,711.04
Spending Potential Index	175	175	168
Food Away from Home: Total \$	\$25,508,406	\$287,766,091	\$738,345,455
Average Spent	\$6,827.73	\$6,748.42	\$6,472.40
Spending Potential Index	186	184	176
Health Care: Total \$	\$38,191,704	\$435,034,006	\$1,104,360,657
Average Spent	\$10,222.62	\$10,202.01	\$9,680.92
Spending Potential Index	172	172	163
HH Furnishings & Equipment: Total \$	\$14,770,023	\$165,560,144	\$421,804,332
Average Spent	\$3,953.43	\$3,882.56	\$3,697.57
Spending Potential Index	185	182	173
Personal Care Products & Services: Total \$	\$6,165,555	\$69,302,050	\$176,798,639
Average Spent	\$1,650.31	\$1,625.21	\$1,549.83
Spending Potential Index	186	183	175
Shelter: Total \$	\$134,347,979	\$1,523,145,330	\$3,904,590,468
Average Spent	\$35,960.38	\$35,719.37	\$34,227.97
Spending Potential Index	194	193	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,018,319	\$193,136,757	\$488,283,780
Average Spent	\$4,555.22	\$4,529.26	\$4,280.34
Spending Potential Index	184	183	173
Travel: Total \$	\$17,297,701	\$191,345,322	\$485,157,407
Average Spent	\$4,630.01	\$4,487.25	\$4,252.93
Spending Potential Index	206	200	190
Vehicle Maintenance & Repairs: Total \$	\$7,522,937	\$85,047,118	\$216,882,342
Average Spent	\$2,013.63	\$1,994.44	\$1,901.21
Spending Potential Index	176	174	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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