

# Market Profile

22046 (Falls Church)  
Geography: ZIP Code

Prepared by Jonathan Hunolt

<b>Population Summary</b>	
2000 Total Population	13,736
2010 Total Population	15,811
2016 Total Population	16,753
2016 Group Quarters	55
2021 Total Population	17,530
2016-2021 Annual Rate	0.91%
<b>Household Summary</b>	
2000 Households	5,555
2000 Average Household Size	2.46
2010 Households	6,170
2010 Average Household Size	2.55
2016 Households	6,501
2016 Average Household Size	2.57
2021 Households	6,784
2021 Average Household Size	2.58
2016-2021 Annual Rate	0.86%
2010 Families	4,029
2010 Average Family Size	3.16
2016 Families	4,212
2016 Average Family Size	3.19
2021 Families	4,377
2021 Average Family Size	3.20
2016-2021 Annual Rate	0.77%
<b>Housing Unit Summary</b>	
2000 Housing Units	5,700
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	30.2%
Vacant Housing Units	2.5%
2010 Housing Units	6,505
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	31.5%
Vacant Housing Units	5.1%
2016 Housing Units	6,869
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	5.4%
2021 Housing Units	7,173
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	5.4%
<b>Median Household Income</b>	
2016	\$110,956
2021	\$122,526
<b>Median Home Value</b>	
2016	\$666,250
2021	\$678,162
<b>Per Capita Income</b>	
2016	\$58,815
2021	\$64,521
<b>Median Age</b>	
2010	39.2
2016	40.0
2021	40.4

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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## 2016 Households by Income

Household Income Base	6,501
<\$15,000	3.6%
\$15,000 - \$24,999	2.4%
\$25,000 - \$34,999	4.1%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	22.1%
\$150,000 - \$199,999	12.3%
\$200,000+	22.3%

Average Household Income \$151,297

## 2021 Households by Income

Household Income Base	6,784
<\$15,000	3.6%
\$15,000 - \$24,999	2.3%
\$25,000 - \$34,999	3.2%
\$35,000 - \$49,999	6.9%
\$50,000 - \$74,999	10.2%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	23.9%
\$150,000 - \$199,999	14.8%
\$200,000+	24.7%

Average Household Income \$166,466

## 2016 Owner Occupied Housing Units by Value

Total	4,236
<\$50,000	0.1%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.4%
\$150,000 - \$199,999	2.0%
\$200,000 - \$249,999	1.7%
\$250,000 - \$299,999	2.6%
\$300,000 - \$399,999	7.5%
\$400,000 - \$499,999	11.5%
\$500,000 - \$749,999	33.1%
\$750,000 - \$999,999	30.8%
\$1,000,000 +	8.1%

Average Home Value \$672,816

## 2021 Owner Occupied Housing Units by Value

Total	4,397
<\$50,000	0.0%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	1.7%
\$150,000 - \$199,999	1.0%
\$200,000 - \$249,999	0.3%
\$250,000 - \$299,999	1.5%
\$300,000 - \$399,999	6.4%
\$400,000 - \$499,999	13.9%
\$500,000 - \$749,999	32.7%
\$750,000 - \$999,999	32.6%
\$1,000,000 +	8.0%

Average Home Value \$684,779

**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.

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2010 Population by Age	
Total	15,812
0 - 4	6.4%
5 - 9	6.7%
10 - 14	7.2%
15 - 24	10.4%
25 - 34	13.2%
35 - 44	15.3%
45 - 54	16.6%
55 - 64	13.7%
65 - 74	5.8%
75 - 84	3.0%
85 +	1.7%
18 +	75.4%
2016 Population by Age	
Total	16,753
0 - 4	5.8%
5 - 9	6.5%
10 - 14	6.9%
15 - 24	12.1%
25 - 34	12.0%
35 - 44	13.7%
45 - 54	15.1%
55 - 64	14.4%
65 - 74	8.5%
75 - 84	3.4%
85 +	1.6%
18 +	76.6%
2021 Population by Age	
Total	17,530
0 - 4	5.8%
5 - 9	6.1%
10 - 14	6.5%
15 - 24	10.4%
25 - 34	13.4%
35 - 44	14.2%
45 - 54	13.9%
55 - 64	13.7%
65 - 74	10.4%
75 - 84	4.1%
85 +	1.6%
18 +	77.9%
2010 Population by Sex	
Males	7,724
Females	8,087
2016 Population by Sex	
Males	8,185
Females	8,568
2021 Population by Sex	
Males	8,575
Females	8,955

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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## 2010 Population by Race/Ethnicity

Total	15,811
White Alone	77.1%
Black Alone	4.0%
American Indian Alone	0.3%
Asian Alone	11.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	3.6%
Hispanic Origin	11.9%
Diversity Index	51.9

## 2016 Population by Race/Ethnicity

Total	16,753
White Alone	74.6%
Black Alone	4.7%
American Indian Alone	0.3%
Asian Alone	11.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.1%
Two or More Races	4.3%
Hispanic Origin	12.8%
Diversity Index	55.5

## 2021 Population by Race/Ethnicity

Total	17,530
White Alone	72.3%
Black Alone	5.4%
American Indian Alone	0.4%
Asian Alone	12.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.4%
Two or More Races	5.0%
Hispanic Origin	13.7%
Diversity Index	58.6

## 2010 Population by Relationship and Household Type

Total	15,810
In Households	99.7%
In Family Households	82.3%
Householder	25.8%
Spouse	21.1%
Child	30.3%
Other relative	3.3%
Nonrelative	1.9%
In Nonfamily Households	17.3%
In Group Quarters	0.3%
Institutionalized Population	0.1%
Noninstitutionalized Population	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.

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<b>2016 Population 25+ by Educational Attainment</b>	
Total	11,510
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	3.0%
High School Graduate	10.1%
GED/Alternative Credential	0.6%
Some College, No Degree	10.7%
Associate Degree	3.2%
Bachelor's Degree	30.3%
Graduate/Professional Degree	40.3%
<b>2016 Population 15+ by Marital Status</b>	
Total	13,537
Never Married	34.3%
Married	52.8%
Widowed	4.2%
Divorced	8.7%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.6%
Civilian Unemployed	3.4%
<b>2016 Employed Population 16+ by Industry</b>	
Total	9,789
Agriculture/Mining	0.1%
Construction	3.2%
Manufacturing	2.8%
Wholesale Trade	0.8%
Retail Trade	5.9%
Transportation/Utilities	2.5%
Information	1.7%
Finance/Insurance/Real Estate	6.0%
Services	59.0%
Public Administration	18.0%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	9,789
White Collar	78.4%
Management/Business/Financial	27.5%
Professional	36.7%
Sales	4.8%
Administrative Support	9.4%
Services	15.8%
Blue Collar	5.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.5%
Installation/Maintenance/Repair	1.1%
Production	1.0%
Transportation/Material Moving	2.2%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	15,811
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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## 2010 Households by Type

Total	6,170
Households with 1 Person	28.1%
Households with 2+ People	71.9%
Family Households	65.3%
Husband-wife Families	53.3%
With Related Children	27.7%
Other Family (No Spouse Present)	12.0%
Other Family with Male Householder	3.1%
With Related Children	1.6%
Other Family with Female Householder	8.9%
With Related Children	5.6%
Nonfamily Households	6.6%

All Households with Children 35.1%

Multigenerational Households	2.3%
Unmarried Partner Households	3.8%
Male-female	3.0%
Same-sex	0.8%

## 2010 Households by Size

Total	6,171
1 Person Household	28.1%
2 Person Household	29.8%
3 Person Household	17.4%
4 Person Household	15.8%
5 Person Household	6.1%
6 Person Household	2.0%
7 + Person Household	0.8%

## 2010 Households by Tenure and Mortgage Status

Total	6,170
Owner Occupied	66.8%
Owned with a Mortgage/Loan	54.5%
Owned Free and Clear	12.3%
Renter Occupied	33.2%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	6,505
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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## Top 3 Tapestry Segments

1. Enterprising Professionals
2. Urban Chic (2A)
3. Top Tier (1A)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$25,315,376
Average Spent	\$3,894.07
Spending Potential Index	193
Education: Total \$	\$20,530,308
Average Spent	\$3,158.02
Spending Potential Index	223
Entertainment/Recreation: Total \$	\$36,164,225
Average Spent	\$5,562.87
Spending Potential Index	191
Food at Home: Total \$	\$57,546,784
Average Spent	\$8,851.99
Spending Potential Index	178
Food Away from Home: Total \$	\$38,176,360
Average Spent	\$5,872.38
Spending Potential Index	190
Health Care: Total \$	\$61,610,126
Average Spent	\$9,477.02
Spending Potential Index	179
HH Furnishings & Equipment: Total \$	\$22,173,625
Average Spent	\$3,410.80
Spending Potential Index	193
Personal Care Products & Services: Total \$	\$9,222,979
Average Spent	\$1,418.70
Spending Potential Index	194
Shelter: Total \$	\$200,024,830
Average Spent	\$30,768.32
Spending Potential Index	198
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$28,542,704
Average Spent	\$4,390.51
Spending Potential Index	189
Travel: Total \$	\$25,651,396
Average Spent	\$3,945.76
Spending Potential Index	212
Vehicle Maintenance & Repairs: Total \$	\$12,356,390
Average Spent	\$1,900.69
Spending Potential Index	184

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.