



Market Profile

300 Park Ave, Falls Church, Virginia, 22046 3
 300 Park Ave, Falls Church, Virginia, 22046
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 38.88512
 Longitude: -77.17300

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	16,453	144,714	399,936
2010 Total Population	18,884	157,084	431,877
2018 Total Population	22,354	165,085	461,970
2018 Group Quarters	57	647	4,389
2023 Total Population	24,425	169,794	479,730
2018-2023 Annual Rate	1.79%	0.56%	0.76%
2018 Total Daytime Population	20,946	147,171	542,905
Workers	11,879	76,204	352,337
Residents	9,067	70,967	190,568
Household Summary			
2000 Households	6,535	55,667	160,547
2000 Average Household Size	2.50	2.59	2.45
2010 Households	7,258	58,287	173,664
2010 Average Household Size	2.59	2.68	2.46
2018 Households	8,541	60,563	186,284
2018 Average Household Size	2.61	2.72	2.46
2023 Households	9,294	62,054	193,771
2023 Average Household Size	2.62	2.73	2.45
2018-2023 Annual Rate	1.70%	0.49%	0.79%
2010 Families	4,717	38,151	100,101
2010 Average Family Size	3.16	3.20	3.12
2018 Families	5,490	39,445	105,338
2018 Average Family Size	3.22	3.27	3.17
2023 Families	5,956	40,317	108,555
2023 Average Family Size	3.25	3.30	3.19
2018-2023 Annual Rate	1.64%	0.44%	0.60%
Housing Unit Summary			
2000 Housing Units	6,724	57,036	165,852
Owner Occupied Housing Units	68.4%	63.2%	53.4%
Renter Occupied Housing Units	28.8%	34.4%	43.4%
Vacant Housing Units	2.8%	2.4%	3.2%
2010 Housing Units	7,667	61,101	183,225
Owner Occupied Housing Units	63.9%	61.8%	52.6%
Renter Occupied Housing Units	30.8%	33.6%	42.1%
Vacant Housing Units	5.3%	4.6%	5.2%
2018 Housing Units	8,972	63,595	196,892
Owner Occupied Housing Units	54.6%	58.8%	49.4%
Renter Occupied Housing Units	40.5%	36.4%	45.3%
Vacant Housing Units	4.8%	4.8%	5.4%
2023 Housing Units	9,766	65,449	205,603
Owner Occupied Housing Units	54.4%	59.3%	49.4%
Renter Occupied Housing Units	40.8%	35.5%	44.8%
Vacant Housing Units	4.8%	5.2%	5.8%
Median Household Income			
2018	\$115,752	\$117,201	\$108,034
2023	\$124,196	\$126,393	\$117,267
Median Home Value			
2018	\$662,704	\$636,163	\$613,906
2023	\$693,395	\$659,115	\$641,101
Per Capita Income			
2018	\$61,921	\$60,028	\$61,018
2023	\$69,151	\$67,006	\$68,748
Median Age			
2010	38.3	37.0	36.0
2018	39.5	38.3	37.4
2023	40.3	39.5	38.4

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income			
Household Income Base	8,541	60,563	186,282
<\$15,000	4.0%	3.9%	4.8%
\$15,000 - \$24,999	3.2%	3.7%	3.7%
\$25,000 - \$34,999	3.7%	3.9%	4.1%
\$35,000 - \$49,999	6.5%	6.8%	7.0%
\$50,000 - \$74,999	13.2%	11.7%	13.5%
\$75,000 - \$99,999	10.1%	11.0%	12.3%
\$100,000 - \$149,999	22.2%	20.4%	20.3%
\$150,000 - \$199,999	12.2%	13.8%	12.4%
\$200,000+	24.9%	24.8%	21.9%
Average Household Income	\$160,000	\$162,516	\$150,704
2023 Households by Income			
Household Income Base	9,294	62,054	193,769
<\$15,000	3.2%	3.1%	3.7%
\$15,000 - \$24,999	2.6%	2.9%	2.9%
\$25,000 - \$34,999	3.0%	3.1%	3.3%
\$35,000 - \$49,999	5.5%	5.8%	5.8%
\$50,000 - \$74,999	11.7%	10.4%	11.9%
\$75,000 - \$99,999	9.6%	10.6%	12.1%
\$100,000 - \$149,999	24.2%	22.1%	22.7%
\$150,000 - \$199,999	12.1%	14.0%	12.9%
\$200,000+	28.1%	27.8%	24.6%
Average Household Income	\$179,593	\$182,114	\$169,606
2018 Owner Occupied Housing Units by Value			
Total	4,903	37,366	97,129
<\$50,000	0.1%	0.2%	0.3%
\$50,000 - \$99,999	0.9%	0.6%	0.6%
\$100,000 - \$149,999	1.2%	1.6%	1.7%
\$150,000 - \$199,999	0.6%	1.7%	2.1%
\$200,000 - \$249,999	2.1%	2.0%	3.2%
\$250,000 - \$299,999	1.4%	2.6%	3.9%
\$300,000 - \$399,999	7.2%	7.6%	10.4%
\$400,000 - \$499,999	16.0%	12.5%	12.9%
\$500,000 - \$749,999	31.3%	38.8%	32.5%
\$750,000 - \$999,999	30.1%	21.6%	19.3%
\$1,000,000 - \$1,499,999	7.4%	7.8%	8.8%
\$1,500,000 - \$1,999,999	1.1%	2.1%	2.6%
\$2,000,000 +	0.5%	0.8%	1.5%
Average Home Value	\$690,346	\$684,683	\$682,023
2023 Owner Occupied Housing Units by Value			
Total	5,309	38,780	101,584
<\$50,000	0.0%	0.1%	0.2%
\$50,000 - \$99,999	0.5%	0.4%	0.4%
\$100,000 - \$149,999	0.7%	1.1%	1.2%
\$150,000 - \$199,999	0.4%	1.2%	1.5%
\$200,000 - \$249,999	1.5%	1.5%	2.7%
\$250,000 - \$299,999	1.1%	2.1%	3.3%
\$300,000 - \$399,999	6.0%	6.5%	9.3%
\$400,000 - \$499,999	15.0%	11.9%	12.4%
\$500,000 - \$749,999	32.2%	39.6%	33.7%
\$750,000 - \$999,999	32.8%	23.9%	21.5%
\$1,000,000 - \$1,499,999	8.2%	8.5%	9.5%
\$1,500,000 - \$1,999,999	1.1%	2.2%	2.7%
\$2,000,000 +	0.5%	0.9%	1.6%
Average Home Value	\$719,274	\$712,157	\$709,485

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	18,882	157,082	431,877
0 - 4	6.8%	7.5%	6.7%
5 - 9	6.6%	6.7%	5.8%
10 - 14	6.5%	5.7%	5.1%
15 - 24	10.3%	10.5%	11.1%
25 - 34	15.0%	16.6%	19.6%
35 - 44	15.5%	15.9%	15.6%
45 - 54	15.9%	14.7%	14.1%
55 - 64	12.9%	11.7%	11.2%
65 - 74	6.0%	5.9%	5.8%
75 - 84	2.9%	3.1%	3.2%
85 +	1.7%	1.7%	1.7%
18 +	76.2%	76.9%	79.3%
2018 Population by Age			
Total	22,354	165,085	461,970
0 - 4	5.9%	6.3%	5.7%
5 - 9	6.5%	6.9%	5.9%
10 - 14	6.7%	7.0%	5.9%
15 - 24	11.2%	10.4%	10.8%
25 - 34	12.8%	14.2%	17.7%
35 - 44	14.8%	15.0%	15.2%
45 - 54	14.4%	13.9%	13.1%
55 - 64	13.5%	12.5%	12.0%
65 - 74	9.0%	8.4%	8.1%
75 - 84	3.7%	3.7%	3.7%
85 +	1.6%	1.7%	1.8%
18 +	77.2%	76.4%	79.4%
2023 Population by Age			
Total	24,425	169,793	479,731
0 - 4	5.9%	6.2%	5.6%
5 - 9	6.1%	6.4%	5.5%
10 - 14	6.2%	6.6%	5.6%
15 - 24	10.4%	10.3%	10.6%
25 - 34	14.0%	13.5%	17.2%
35 - 44	14.7%	15.7%	16.0%
45 - 54	13.7%	13.6%	12.7%
55 - 64	12.8%	12.2%	11.6%
65 - 74	10.1%	9.2%	8.9%
75 - 84	4.6%	4.6%	4.6%
85 +	1.6%	1.7%	1.9%
18 +	78.2%	77.1%	80.2%
2010 Population by Sex			
Males	9,214	78,663	214,978
Females	9,670	78,421	216,899
2018 Population by Sex			
Males	10,926	82,739	230,575
Females	11,428	82,346	231,395
2023 Population by Sex			
Males	11,969	85,289	239,857
Females	12,456	84,505	239,872

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2010 Population by Race/Ethnicity			
Total	18,882	157,084	431,878
White Alone	74.7%	68.0%	65.2%
Black Alone	4.8%	4.4%	7.9%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	11.5%	14.9%	14.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.0%	8.2%	7.8%
Two or More Races	3.6%	4.0%	4.0%
Hispanic Origin	13.4%	19.7%	19.0%
Diversity Index	56.0	66.7	68.7
2018 Population by Race/Ethnicity			
Total	22,354	165,085	461,970
White Alone	70.5%	64.7%	61.9%
Black Alone	5.9%	4.8%	8.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	12.9%	16.8%	16.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.1%	8.6%	8.1%
Two or More Races	4.3%	4.6%	4.5%
Hispanic Origin	15.6%	20.8%	19.8%
Diversity Index	61.9	69.9	71.5
2023 Population by Race/Ethnicity			
Total	24,424	169,794	479,730
White Alone	67.8%	62.3%	59.7%
Black Alone	6.6%	5.1%	8.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	13.8%	18.2%	18.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.8%	9.0%	8.3%
Two or More Races	4.7%	4.9%	4.8%
Hispanic Origin	17.0%	21.7%	20.5%
Diversity Index	65.3	72.0	73.2
2010 Population by Relationship and Household Type			
Total	18,884	157,084	431,877
In Households	99.7%	99.6%	99.0%
In Family Households	81.2%	81.2%	75.4%
Householder	25.3%	24.4%	23.2%
Spouse	20.4%	19.7%	18.3%
Child	29.2%	28.2%	25.4%
Other relative	4.1%	5.4%	5.4%
Nonrelative	2.3%	3.4%	3.1%
In Nonfamily Households	18.5%	18.4%	23.6%
In Group Quarters	0.3%	0.4%	1.0%
Institutionalized Population	0.0%	0.2%	0.5%
Noninstitutionalized Population	0.3%	0.2%	0.5%

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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2018 Population 25+ by Educational Attainment			
Total	15,603	114,680	331,476
Less than 9th Grade	2.5%	5.9%	5.3%
9th - 12th Grade, No Diploma	2.9%	3.7%	3.4%
High School Graduate	8.7%	10.0%	10.1%
GED/Alternative Credential	0.7%	1.0%	0.9%
Some College, No Degree	10.0%	9.8%	10.3%
Associate Degree	3.5%	4.2%	4.4%
Bachelor's Degree	34.6%	30.1%	31.4%
Graduate/Professional Degree	37.3%	35.2%	34.1%
2018 Population 15+ by Marital Status			
Total	18,109	131,863	381,260
Never Married	33.7%	34.2%	37.7%
Married	54.5%	54.5%	50.6%
Widowed	4.1%	3.8%	3.9%
Divorced	7.7%	7.5%	7.8%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.2%	97.3%
Civilian Unemployed (Unemployment Rate)	2.5%	2.8%	2.7%
2018 Employed Population 16+ by Industry			
Total	13,472	95,497	273,982
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	5.1%	5.7%	5.7%
Manufacturing	2.3%	2.4%	2.2%
Wholesale Trade	0.7%	1.0%	1.0%
Retail Trade	5.2%	6.3%	6.2%
Transportation/Utilities	1.6%	2.2%	2.4%
Information	1.9%	2.4%	2.4%
Finance/Insurance/Real Estate	6.7%	7.1%	7.1%
Services	60.1%	60.5%	60.7%
Public Administration	16.4%	12.3%	12.1%
2018 Employed Population 16+ by Occupation			
Total	13,472	95,497	273,980
White Collar	74.8%	73.6%	74.9%
Management/Business/Financial	25.8%	25.1%	25.8%
Professional	35.6%	32.3%	32.1%
Sales	4.6%	6.8%	7.4%
Administrative Support	8.9%	9.5%	9.6%
Services	17.1%	16.8%	15.6%
Blue Collar	8.0%	9.6%	9.5%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	3.8%	4.1%	3.9%
Installation/Maintenance/Repair	1.0%	1.5%	1.4%
Production	1.5%	1.4%	1.2%
Transportation/Material Moving	1.4%	2.4%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	18,884	157,084	431,877
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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	7,258	58,287	173,663
Households with 1 Person	26.9%	25.4%	31.4%
Households with 2+ People	73.1%	74.6%	68.6%
Family Households	65.0%	65.5%	57.6%
Husband-wife Families	52.4%	52.9%	45.6%
With Related Children	26.9%	27.2%	22.2%
Other Family (No Spouse Present)	12.6%	12.5%	12.1%
Other Family with Male Householder	3.3%	4.2%	3.9%
With Related Children	1.7%	1.9%	1.8%
Other Family with Female Householder	9.3%	8.4%	8.1%
With Related Children	5.4%	4.7%	4.6%
Nonfamily Households	8.1%	9.2%	11.0%
All Households with Children	34.4%	34.3%	28.9%
Multigenerational Households	2.8%	3.1%	2.7%
Unmarried Partner Households	4.4%	4.8%	5.3%
Male-female	3.4%	3.8%	4.4%
Same-sex	1.0%	1.0%	1.0%
2010 Households by Size			
Total	7,258	58,287	173,664
1 Person Household	26.9%	25.4%	31.4%
2 Person Household	30.9%	30.6%	31.1%
3 Person Household	17.3%	16.8%	14.9%
4 Person Household	15.4%	15.7%	12.9%
5 Person Household	6.1%	6.6%	5.6%
6 Person Household	1.9%	2.6%	2.3%
7 + Person Household	1.5%	2.3%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	7,258	58,287	173,664
Owner Occupied	67.5%	64.8%	55.5%
Owned with a Mortgage/Loan	55.3%	51.6%	44.3%
Owned Free and Clear	12.2%	13.2%	11.2%
Renter Occupied	32.5%	35.2%	44.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,667	61,101	183,225
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.

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Top 3 Tapestry Segments			
1.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Urban Chic (2A)	Metro Renters (3B)
3.	City Lights (8A)	Enterprising Professionals	Urban Chic (2A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$34,907,109	\$252,212,041	\$736,334,718
Average Spent	\$4,087.00	\$4,164.46	\$3,952.75
Spending Potential Index	188	191	182
Education: Total \$	\$26,271,496	\$189,628,715	\$532,564,703
Average Spent	\$3,075.93	\$3,131.10	\$2,858.89
Spending Potential Index	213	216	198
Entertainment/Recreation: Total \$	\$50,231,772	\$362,419,828	\$1,036,363,947
Average Spent	\$5,881.25	\$5,984.18	\$5,563.35
Spending Potential Index	183	186	173
Food at Home: Total \$	\$74,711,488	\$541,024,972	\$1,593,688,301
Average Spent	\$8,747.39	\$8,933.26	\$8,555.15
Spending Potential Index	174	178	170
Food Away from Home: Total \$	\$55,054,994	\$398,320,739	\$1,171,951,797
Average Spent	\$6,445.97	\$6,576.97	\$6,291.21
Spending Potential Index	184	187	179
Health Care: Total \$	\$84,267,098	\$608,420,580	\$1,719,311,011
Average Spent	\$9,866.19	\$10,046.08	\$9,229.52
Spending Potential Index	172	175	161
HH Furnishings & Equipment: Total \$	\$32,647,325	\$236,483,237	\$675,883,513
Average Spent	\$3,822.42	\$3,904.75	\$3,628.24
Spending Potential Index	183	187	174
Personal Care Products & Services: Total \$	\$13,116,119	\$94,911,967	\$273,953,532
Average Spent	\$1,535.67	\$1,567.16	\$1,470.62
Spending Potential Index	186	189	178
Shelter: Total \$	\$276,275,656	\$1,985,781,613	\$5,811,118,900
Average Spent	\$32,346.99	\$32,788.69	\$31,194.94
Spending Potential Index	193	195	186
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$41,876,027	\$300,550,055	\$837,830,107
Average Spent	\$4,902.94	\$4,962.60	\$4,497.60
Spending Potential Index	197	200	181
Travel: Total \$	\$37,428,066	\$269,439,357	\$748,120,824
Average Spent	\$4,382.16	\$4,448.91	\$4,016.02
Spending Potential Index	203	207	186
Vehicle Maintenance & Repairs: Total \$	\$16,061,714	\$116,574,919	\$336,397,362
Average Spent	\$1,880.54	\$1,924.85	\$1,805.83
Spending Potential Index	175	179	168

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.