



# Site Map

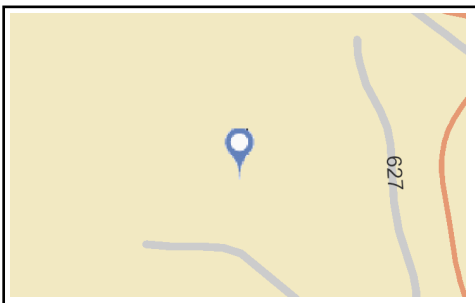
Alex Long Wiechert RE 540.371.8700

Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379

Longitude: -77.469892

Ring: 20, 40, 60 Miles





# Executive Summary

Alex Long Wiechert RE 540.371.8700

Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379

Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2010 Population</b>			
Total Population	416,290	2,428,653	6,249,514
Male Population	49.3%	49.4%	48.7%
Female Population	50.7%	50.6%	51.3%
Median Age	34.2	37.0	37.2
<b>2010 Income</b>			
Median HH Income	\$75,687	\$84,768	\$77,256
Per Capita Income	\$29,728	\$37,886	\$37,136
Average HH Income	\$85,275	\$103,059	\$97,504
<b>2010 Households</b>			
Total Households	143,683	888,578	2,358,298
Average Household Size	2.85	2.70	2.60
<b>2010 Housing</b>			
Owner Occupied Housing Units	67.3%	63.4%	58.9%
Renter Occupied Housing Units	25.0%	30.0%	33.5%
Vacant Housing Units	7.7%	6.6%	7.6%
<b>Population</b>			
1990 Population	220,680	1,679,764	4,704,746
2000 Population	307,465	2,036,693	5,455,072
2010 Population	416,290	2,428,653	6,249,514
2015 Population	447,334	2,564,112	6,530,177
1990-2000 Annual Rate	3.37%	1.95%	1.49%
2000-2010 Annual Rate	3%	1.73%	1.34%
2010-2015 Annual Rate	1.45%	1.09%	0.88%

In the identified market area, the current year population is 6,249,514. In 2000, the Census count in the market area was 5,455,072. The rate of change since 2000 was 1.34 percent annually. The five-year projection for the population in the market area is 6,530,177, representing a change of 0.88 percent annually from 2010 to 2015. Currently, the population is 48.7 percent male and 51.3 percent female.

<b>Households</b>			
1990 Households	72,242	605,142	1,761,331
2000 Households	104,863	745,364	2,068,718
2010 Households	143,683	888,578	2,358,298
2015 Households	155,225	940,121	2,466,003
1990-2000 Annual Rate	3.8%	2.11%	1.62%
2000-2010 Annual Rate	3.12%	1.73%	1.29%
2010-2015 Annual Rate	1.56%	1.13%	0.9%

The household count in this market area has changed from 2,068,718 in 2000 to 2,358,298 in the current year, a change of 1.29 percent annually. The five-year projection of households is 2,466,003, a change of 0.9 percent annually from the current year total. Average household size is currently 2.60, compared to 2.58 in the year 2000. The number of families in the current year is 1,519,907 in the market area.

## Housing

Currently, 58.9 percent of the 2,551,780 housing units in the market area are owner occupied; 33.5 percent, renter occupied; and 7.6 percent are vacant. In 2000, there were 2,183,976 housing units - 60.6 percent owner occupied, 34.2 percent renter occupied and 5.3 percent vacant. The rate of change in housing units since 2000 is 1.53 percent. Median home value in the market area is \$316,027, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 4.74 percent annually to \$398,381. From 2000 to the current year, median home value changed by 6.43 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



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Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>Median Household Income</b>			
1990 Median HH Income	\$41,648	\$49,059	\$43,920
2000 Median HH Income	\$59,512	\$66,183	\$60,147
2010 Median HH Income	\$75,687	\$84,768	\$77,256
2015 Median HH Income	\$85,903	\$101,092	\$88,776
1990-2000 Annual Rate	3.63%	3.04%	3.19%
2000-2010 Annual Rate	2.37%	2.44%	2.47%
2010-2015 Annual Rate	2.56%	3.59%	2.82%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$15,752	\$20,648	\$20,459
2000 Per Capita Income	\$23,522	\$29,956	\$29,776
2010 Per Capita Income	\$29,728	\$37,886	\$37,136
2015 Per Capita Income	\$33,798	\$43,221	\$42,528
1990-2000 Annual Rate	4.09%	3.79%	3.82%
2000-2010 Annual Rate	2.31%	2.32%	2.18%
2010-2015 Annual Rate	2.6%	2.67%	2.75%
<b>Average Household Income</b>			
1990 Average Household Income	\$46,586	\$56,597	\$53,882
2000 Average Household Income	\$68,250	\$80,919	\$77,442
2010 Average HH Income	\$85,275	\$103,059	\$97,504
2015 Average HH Income	\$96,501	\$117,355	\$111,631
1990-2000 Annual Rate	3.89%	3.64%	3.69%
2000-2010 Annual Rate	2.2%	2.39%	2.27%
2010-2015 Annual Rate	2.5%	2.63%	2.74%

### Households by Income

Current median household income is \$77,256 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$88,776 in five years. In 2000, median household income was \$60,147, compared to \$43,920 in 1990.

Current average household income is \$97,504 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$111,631 in five years. In 2000, average household income was \$77,442, compared to \$53,882 in 1990.

Current per capita income is \$37,136 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$42,528 in five years. In 2000, the per capita income was \$29,776, compared to \$20,459 in 1990.

### Population by Employment

Currently, 92.3 percent of the civilian labor force in the identified market area is employed and 7.7 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 94.0 percent of the civilian labor force, and unemployment will be 6.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 70.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 1.2 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 73.3 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 13.9 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 12.8 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 69.0 percent of the market area population drove alone to work, and 3.6 percent worked at home. The average travel time to work in 2000 was 31.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 10.4 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 20.9 percent were high school graduates only (29.6 percent in the U.S.)
- 5.9 percent had completed an Associate degree (7.7 percent in the U.S.)
- 24.7 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 21.0 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



# Demographic and Income Profile

Lat: 38.375379, Lon: -77.469892  
 Ring: 20 miles radius

Alex Long Wiechert RE 540.371.8700

Latitude: 38.375379  
 Longitude: -77.469892

Summary	2000	2010	2015
Population	307,465	416,290	447,334
Households	104,863	143,683	155,225
Families	80,693	108,419	116,268
Average Household Size	2.87	2.85	2.84
Owner Occupied Housing Units	77,525	104,698	112,912
Renter Occupied Housing Units	27,338	38,985	42,313
Median Age	32.7	34.2	34.5
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.45%	0.78%	0.76%
Households	1.56%	0.83%	0.78%
Families	1.41%	0.70%	0.64%
Owner HHS	1.52%	0.85%	0.82%
Median Household Income	2.56%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	6,890	6.6%	6,549	4.6%	5,100	3.3%
\$15,000 - \$24,999	8,099	7.7%	6,230	4.3%	4,786	3.1%
\$25,000 - \$34,999	10,642	10.2%	8,161	5.7%	6,283	4.0%
\$35,000 - \$49,999	16,253	15.5%	18,155	12.6%	12,382	8.0%
\$50,000 - \$74,999	26,294	25.1%	31,582	22.0%	34,543	22.3%
\$75,000 - \$99,999	18,033	17.2%	29,043	20.2%	28,074	18.1%
\$100,000 - \$149,999	13,616	13.0%	31,765	22.1%	46,435	29.9%
\$150,000 - \$199,999	2,947	2.8%	7,879	5.5%	11,374	7.3%
\$200,000+	1,982	1.9%	4,318	3.0%	6,247	4.0%

Median Household Income	\$59,512	\$75,687	\$85,903
Average Household Income	\$68,250	\$85,275	\$96,501
Per Capita Income	\$23,522	\$29,728	\$33,798

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	24,156	7.9%	32,753	7.9%	34,866	7.8%
5 - 9	26,623	8.7%	31,320	7.5%	33,796	7.6%
10 - 14	26,614	8.7%	30,450	7.3%	33,039	7.4%
15 - 19	23,334	7.6%	30,751	7.4%	29,778	6.7%
20 - 24	19,741	6.4%	27,740	6.7%	28,913	6.5%
25 - 34	44,198	14.4%	59,911	14.4%	66,927	15.0%
35 - 44	57,007	18.5%	60,084	14.4%	63,195	14.1%
45 - 54	41,731	13.6%	63,985	15.4%	61,572	13.8%
55 - 64	22,579	7.3%	43,491	10.4%	49,843	11.1%
65 - 74	12,589	4.1%	21,616	5.2%	29,349	6.6%
75 - 84	6,869	2.2%	10,387	2.5%	11,836	2.6%
85+	2,024	0.7%	3,802	0.9%	4,220	0.9%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	236,137	76.8%	288,425	69.3%	302,309	67.6%
Black Alone	50,726	16.5%	78,871	18.9%	87,419	19.5%
American Indian Alone	1,217	0.4%	1,703	0.4%	1,762	0.4%
Asian Alone	6,088	2.0%	15,585	3.7%	18,815	4.2%
Pacific Islander Alone	281	0.1%	425	0.1%	434	0.1%
Some Other Race Alone	5,245	1.7%	14,927	3.6%	17,309	3.9%
Two or More Races	7,771	2.5%	16,354	3.9%	19,286	4.3%
Hispanic Origin (Any Race)	13,811	4.5%	45,092	10.8%	56,416	12.6%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 19, 2010

Made with ESRI Business Analyst



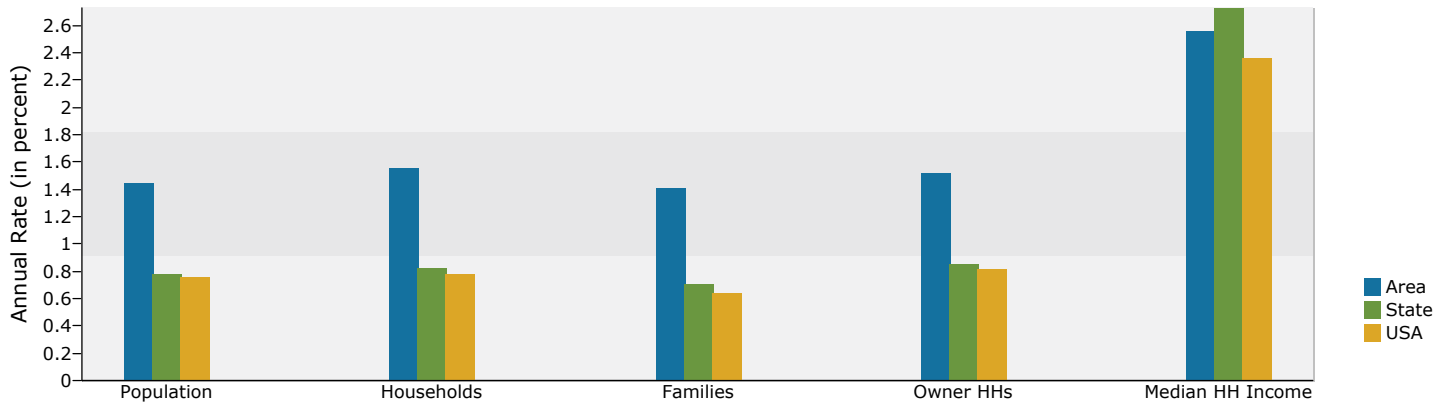
# Demographic and Income Profile

Lat: 38.375379, Lon: -77.469892  
 Ring: 20 miles radius

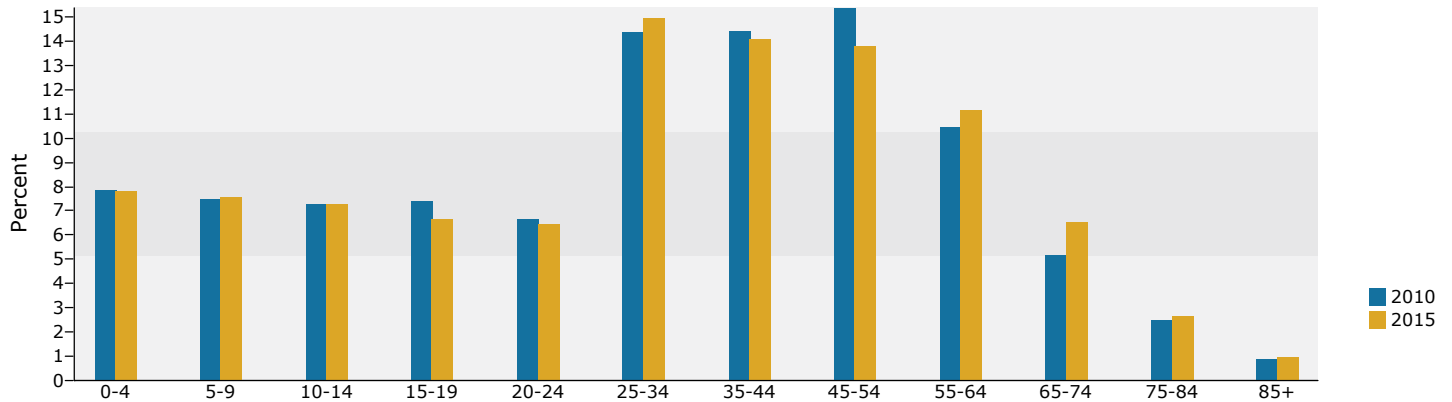
Alex Long Wiechert RE 540.371.8700

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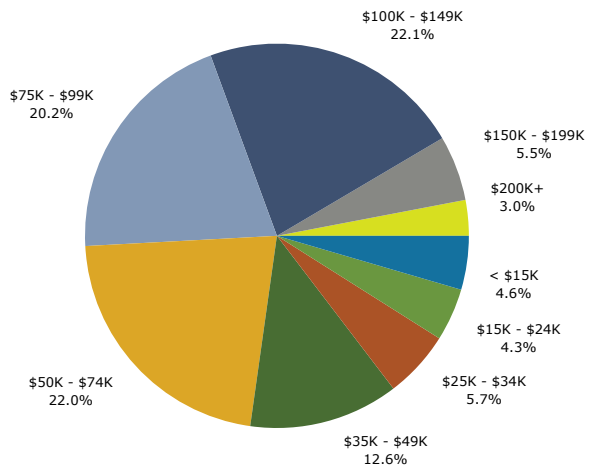
## Trends 2010-2015



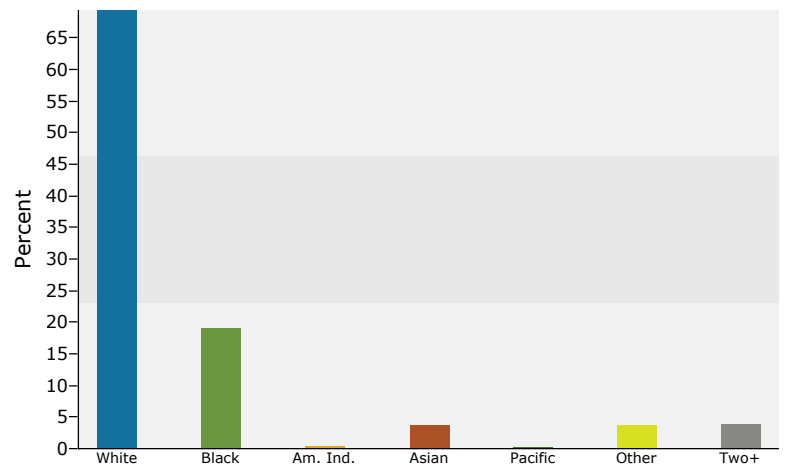
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 10.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 19, 2010

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# Demographic and Income Profile

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 Ring: 40 miles radius

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Latitude: 38.375379  
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Summary	2000	2010	2015
Population	2,036,693	2,428,653	2,564,112
Households	745,364	888,578	940,121
Families	520,101	610,539	641,502
Average Household Size	2.70	2.70	2.70
Owner Occupied Housing Units	509,977	603,423	638,132
Renter Occupied Housing Units	235,387	285,155	301,989
Median Age	34.8	37.0	37.2
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.09%	0.78%	0.76%
Households	1.13%	0.83%	0.78%
Families	0.99%	0.70%	0.64%
Owner HHS	1.12%	0.85%	0.82%
Median Household Income	3.59%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	45,715	6.1%	39,935	4.5%	29,409	3.1%
\$15,000 - \$24,999	45,582	6.1%	32,930	3.7%	24,038	2.6%
\$25,000 - \$34,999	61,595	8.3%	40,200	4.5%	29,014	3.1%
\$35,000 - \$49,999	104,541	14.0%	90,032	10.1%	57,912	6.2%
\$50,000 - \$74,999	166,943	22.4%	170,716	19.2%	179,843	19.1%
\$75,000 - \$99,999	123,006	16.5%	150,549	16.9%	139,314	14.8%
\$100,000 - \$149,999	125,567	16.8%	223,477	25.2%	286,087	30.4%
\$150,000 - \$199,999	43,130	5.8%	78,422	8.8%	109,490	11.6%
\$200,000+	30,167	4.0%	62,315	7.0%	85,012	9.0%

Median Household Income	\$66,183	\$84,768	\$101,092
Average Household Income	\$80,919	\$103,059	\$117,355
Per Capita Income	\$29,956	\$37,886	\$43,221

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	145,587	7.1%	171,150	7.0%	177,460	6.9%
5 - 9	150,429	7.4%	167,210	6.9%	176,852	6.9%
10 - 14	146,868	7.2%	167,877	6.9%	175,597	6.8%
15 - 19	130,293	6.4%	157,624	6.5%	159,253	6.2%
20 - 24	120,404	5.9%	142,846	5.9%	152,034	5.9%
25 - 34	330,706	16.2%	334,547	13.8%	360,910	14.1%
35 - 44	373,584	18.3%	378,469	15.6%	368,679	14.4%
45 - 54	303,126	14.9%	387,199	15.9%	385,700	15.0%
55 - 64	173,455	8.5%	280,409	11.5%	305,221	11.9%
65 - 74	92,205	4.5%	142,958	5.9%	191,648	7.5%
75 - 84	53,752	2.6%	70,325	2.9%	80,268	3.1%
85+	16,284	0.8%	28,039	1.2%	30,490	1.2%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,394,834	68.5%	1,529,555	63.0%	1,569,027	61.2%
Black Alone	329,249	16.2%	415,444	17.1%	441,800	17.2%
American Indian Alone	7,120	0.3%	9,617	0.4%	10,174	0.4%
Asian Alone	154,454	7.6%	232,392	9.6%	267,579	10.4%
Pacific Islander Alone	1,614	0.1%	2,611	0.1%	2,723	0.1%
Some Other Race Alone	83,934	4.1%	138,408	5.7%	158,154	6.2%
Two or More Races	65,488	3.2%	100,626	4.1%	114,655	4.5%
Hispanic Origin (Any Race)	193,369	9.5%	342,082	14.1%	407,599	15.9%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 19, 2010

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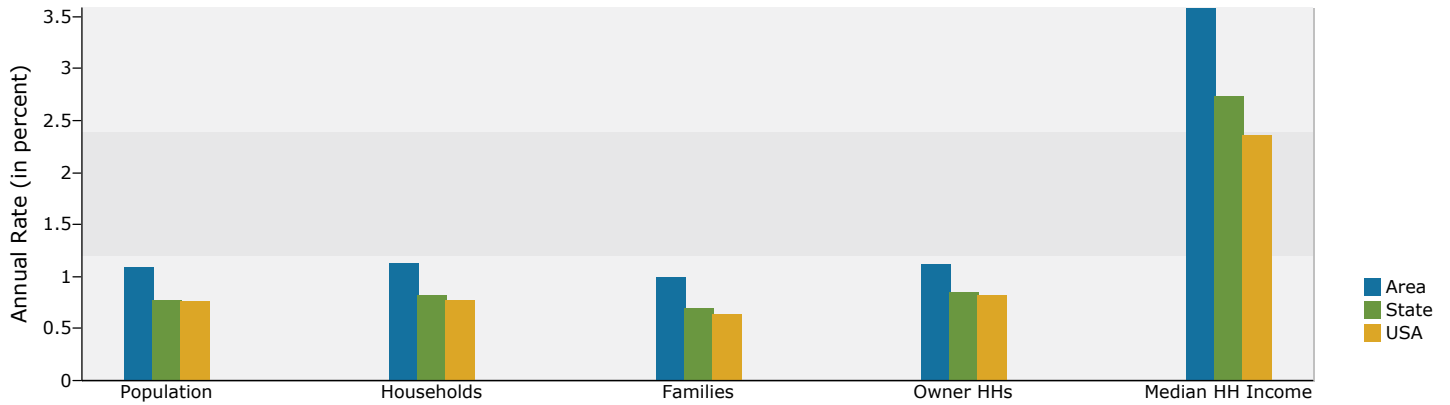
# Demographic and Income Profile

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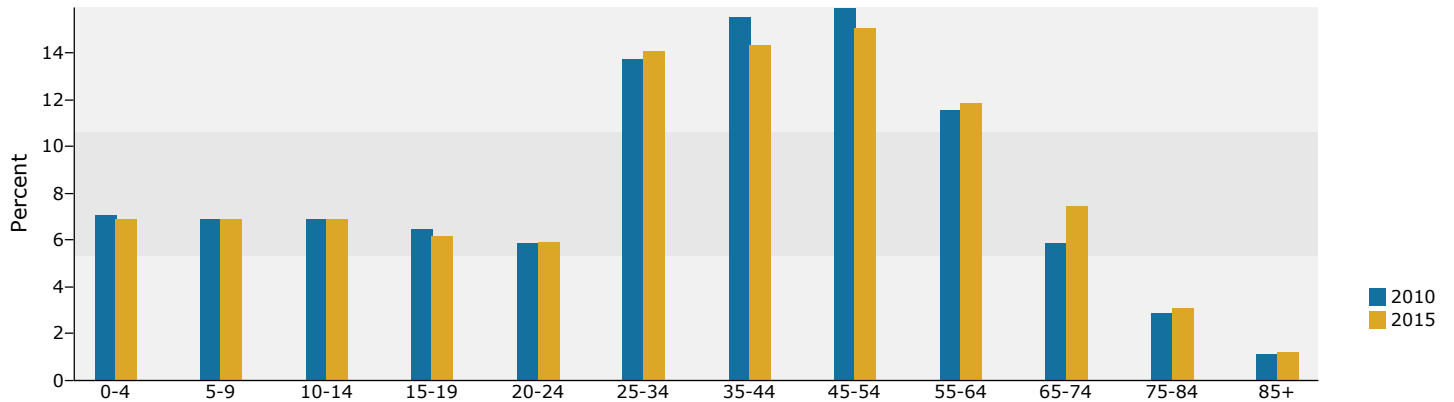
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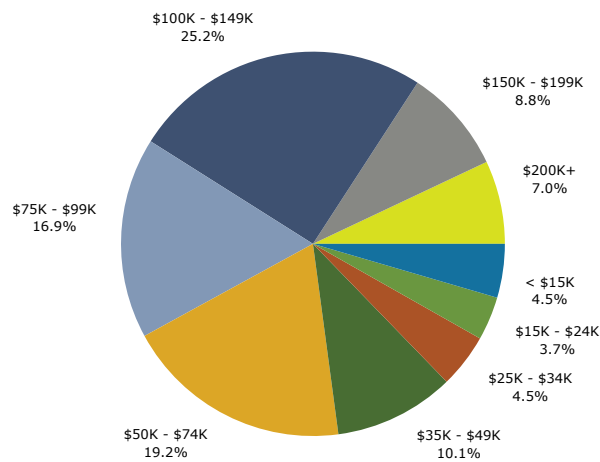
## Trends 2010-2015



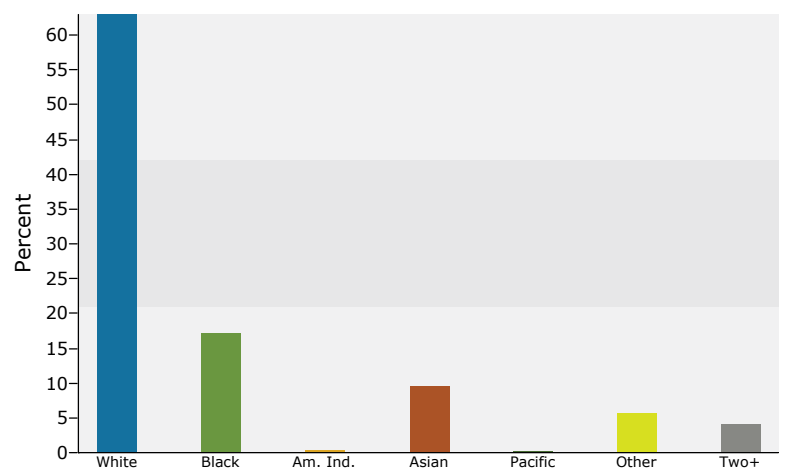
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 14.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 19, 2010

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# Demographic and Income Profile

Lat: 38.375379, Lon: -77.469892  
 Ring: 60 miles radius

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Latitude: 38.375379  
 Longitude: -77.469892

Summary	2000	2010	2015
Population	5,455,072	6,249,514	6,530,177
Households	2,068,718	2,358,298	2,466,003
Families	1,356,896	1,519,907	1,578,042
Average Household Size	2.58	2.60	2.60
Owner Occupied Housing Units	1,322,405	1,502,256	1,574,083
Renter Occupied Housing Units	746,313	856,042	891,920
Median Age	35.2	37.2	37.4
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	0.88%	0.78%	0.76%
Households	0.90%	0.83%	0.78%
Families	0.75%	0.70%	0.64%
Owner HHS	0.94%	0.85%	0.82%
Median Household Income	2.82%	2.73%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	189,316	9.1%	157,628	6.7%	124,845	5.1%
\$15,000 - \$24,999	159,585	7.7%	115,252	4.9%	90,028	3.7%
\$25,000 - \$34,999	198,031	9.6%	135,955	5.8%	102,249	4.1%
\$35,000 - \$49,999	298,708	14.4%	273,909	11.6%	198,207	8.0%
\$50,000 - \$74,999	434,474	21.0%	447,362	19.0%	485,580	19.7%
\$75,000 - \$99,999	299,155	14.4%	401,227	17.0%	373,440	15.1%
\$100,000 - \$149,999	295,122	14.3%	477,262	20.2%	614,238	24.9%
\$150,000 - \$199,999	103,649	5.0%	181,378	7.7%	245,501	10.0%
\$200,000+	92,389	4.5%	168,315	7.1%	231,905	9.4%

Median Household Income	\$60,147	\$77,256	\$88,776
Average Household Income	\$77,442	\$97,504	\$111,631
Per Capita Income	\$29,776	\$37,136	\$42,528

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	374,694	6.9%	422,263	6.8%	434,425	6.7%
5 - 9	395,937	7.3%	415,750	6.7%	435,088	6.7%
10 - 14	379,747	7.0%	415,367	6.6%	430,047	6.6%
15 - 19	347,884	6.4%	419,332	6.7%	411,241	6.3%
20 - 24	342,326	6.3%	401,891	6.4%	422,677	6.5%
25 - 34	868,827	15.9%	849,241	13.6%	924,023	14.2%
35 - 44	963,971	17.7%	932,291	14.9%	889,784	13.6%
45 - 54	788,981	14.5%	976,343	15.6%	957,753	14.7%
55 - 64	468,368	8.6%	727,132	11.6%	793,604	12.2%
65 - 74	283,958	5.2%	382,252	6.1%	501,469	7.7%
75 - 84	180,254	3.3%	212,797	3.4%	229,378	3.5%
85+	60,125	1.1%	94,855	1.5%	100,688	1.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,269,870	59.9%	3,576,057	57.2%	3,707,079	56.8%
Black Alone	1,478,388	27.1%	1,601,157	25.6%	1,604,644	24.6%
American Indian Alone	17,371	0.3%	22,991	0.4%	24,276	0.4%
Asian Alone	341,611	6.3%	507,998	8.1%	581,061	8.9%
Pacific Islander Alone	3,235	0.1%	5,513	0.1%	5,773	0.1%
Some Other Race Alone	193,813	3.6%	314,280	5.0%	358,431	5.5%
Two or More Races	150,784	2.8%	221,518	3.5%	248,913	3.8%
Hispanic Origin (Any Race)	439,598	8.1%	754,341	12.1%	895,012	13.7%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 19, 2010

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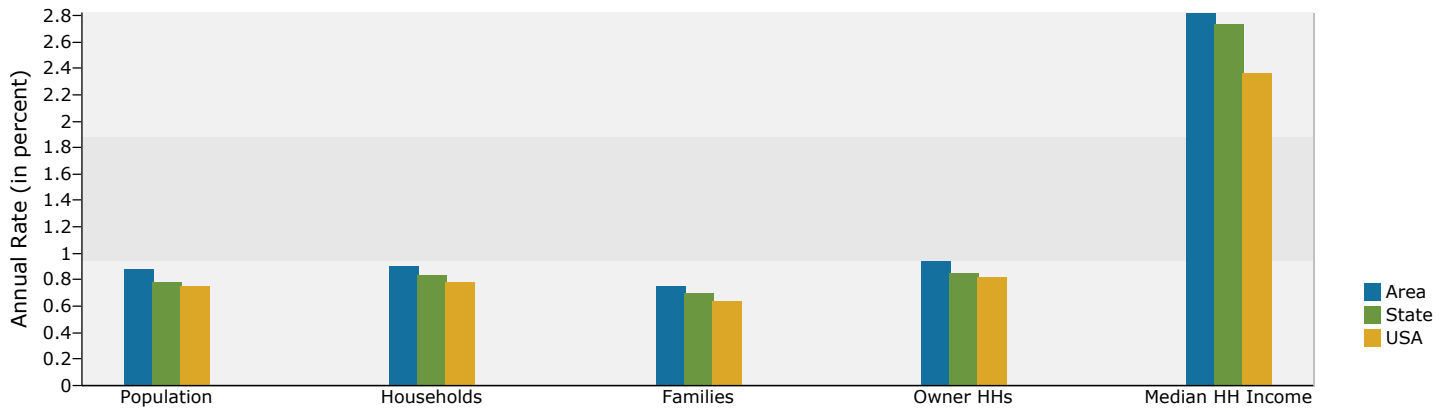
# Demographic and Income Profile

Lat: 38.375379, Lon: -77.469892  
 Ring: 60 miles radius

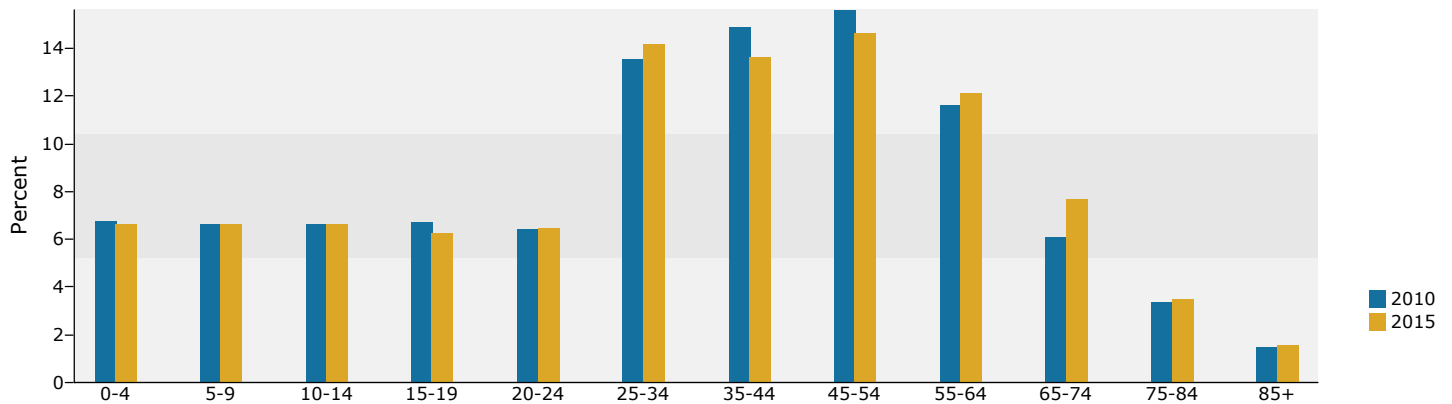
Alex Long Wiechert RE 540.371.8700

Latitude: 38.375379  
 Longitude: -77.469892

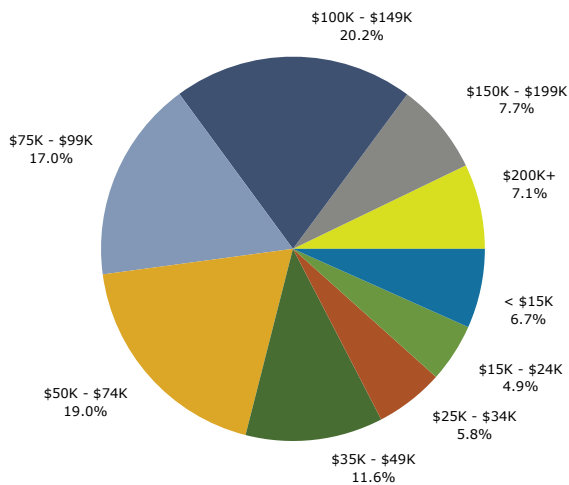
## Trends 2010-2015



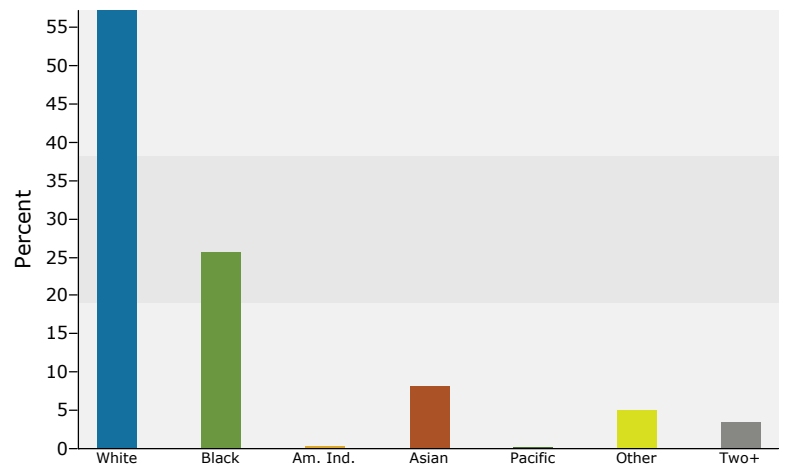
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 12.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

August 19, 2010




Made with ESRI Business Analyst



Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379  
Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
 2000 Total Population	307,465	2,036,693	5,455,072
2000 Group Quarters	6,299	26,461	121,921
2010 Total Population	416,290	2,428,653	6,249,514
2015 Total Population	447,334	2,564,112	6,530,177
2010 - 2015 Annual Rate	1.45%	1.09%	0.88%
 2000 Households	104,863	745,364	2,068,718
2000 Average Household Size	2.87	2.7	2.58
2010 Households	143,683	888,578	2,358,298
2010 Average Household Size	2.85	2.7	2.6
2015 Households	155,225	940,121	2,466,003
2015 Average Household Size	2.84	2.7	2.6
2010 - 2015 Annual Rate	1.56%	1.13%	0.9%
2000 Families	80,693	520,101	1,356,896
2000 Average Family Size	3.25	3.19	3.15
2010 Families	108,419	610,539	1,519,907
2010 Average Family Size	3.26	3.22	3.2
2015 Families	116,268	641,502	1,578,042
2015 Average Family Size	3.25	3.23	3.21
2010 - 2015 Annual Rate	1.41%	0.99%	0.75%
 <b>2000 Housing Units</b>	110,930	776,518	2,183,976
Owner Occupied Housing Units	69.9%	65.7%	60.6%
Renter Occupied Housing Units	24.6%	30.3%	34.2%
Vacant Housing Units	5.5%	4.0%	5.3%
<b>2010 Housing Units</b>	155,668	951,867	2,551,780
Owner Occupied Housing Units	67.3%	63.4%	58.9%
Renter Occupied Housing Units	25.0%	30.0%	33.5%
Vacant Housing Units	7.7%	6.6%	7.6%
<b>2015 Housing Units</b>	170,309	1,014,448	2,689,493
Owner Occupied Housing Units	66.3%	62.9%	58.5%
Renter Occupied Housing Units	24.8%	29.8%	33.2%
Vacant Housing Units	8.9%	7.3%	8.3%
<b>Median Household Income</b>			
2000	\$59,512	\$66,183	\$60,147
2010	\$75,687	\$84,768	\$77,256
2015	\$85,903	\$101,092	\$88,776
<b>Median Home Value</b>			
2000	\$140,748	\$175,038	\$166,927
2010	\$272,455	\$324,505	\$316,027
2015	\$339,570	\$409,512	\$398,381
<b>Per Capita Income</b>			
2000	\$23,522	\$29,956	\$29,776
2010	\$29,728	\$37,886	\$37,136
2015	\$33,798	\$43,221	\$42,528
<b>Median Age</b>			
2000	32.7	34.8	35.2
2010	34.2	37.0	37.2
2015	34.5	37.2	37.4

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 total population. Detail may not sum to totals due to rounding.


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379  
Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	104,756	746,246	2,070,429
< \$15,000	6.6%	6.1%	9.1%
\$15,000 - \$24,999	7.7%	6.1%	7.7%
\$25,000 - \$34,999	10.2%	8.3%	9.6%
\$35,000 - \$49,999	15.5%	14.0%	14.4%
\$50,000 - \$74,999	25.1%	22.4%	21.0%
\$75,000 - \$99,999	17.2%	16.5%	14.4%
\$100,000 - \$149,999	13.0%	16.8%	14.3%
\$150,000 - \$199,999	2.8%	5.8%	5.0%
\$200,000+	1.9%	4.0%	4.5%
Average Household Income	\$68,250	\$80,919	\$77,442
<b>2010 Households by Income</b>			
Household Income Base	143,682	888,576	2,358,288
< \$15,000	4.6%	4.5%	6.7%
\$15,000 - \$24,999	4.3%	3.7%	4.9%
\$25,000 - \$34,999	5.7%	4.5%	5.8%
\$35,000 - \$49,999	12.6%	10.1%	11.6%
\$50,000 - \$74,999	22.0%	19.2%	19.0%
\$75,000 - \$99,999	20.2%	16.9%	17.0%
\$100,000 - \$149,999	22.1%	25.2%	20.2%
\$150,000 - \$199,999	5.5%	8.8%	7.7%
\$200,000+	3.0%	7.0%	7.1%
Average Household Income	\$85,275	\$103,059	\$97,504
<b>2015 Households by Income</b>			
Household Income Base	155,224	940,119	2,465,993
< \$15,000	3.3%	3.1%	5.1%
\$15,000 - \$24,999	3.1%	2.6%	3.7%
\$25,000 - \$34,999	4.0%	3.1%	4.1%
\$35,000 - \$49,999	8.0%	6.2%	8.0%
\$50,000 - \$74,999	22.3%	19.1%	19.7%
\$75,000 - \$99,999	18.1%	14.8%	15.1%
\$100,000 - \$149,999	29.9%	30.4%	24.9%
\$150,000 - \$199,999	7.3%	11.6%	10.0%
\$200,000+	4.0%	9.0%	9.4%
Average Household Income	\$96,501	\$117,355	\$111,631
<b>2000 Owner Occupied HUs by Value</b>			
Total	77,601	510,273	1,322,523
<\$50,000	4.2%	2.6%	2.6%
\$50,000 - 99,999	17.6%	11.7%	14.1%
\$100,000 - 149,999	34.9%	23.3%	25.1%
\$150,000 - 199,999	23.0%	23.1%	21.2%
\$200,000 - \$299,999	15.9%	24.6%	20.2%
\$300,000 - 499,999	3.4%	12.1%	12.1%
\$500,000 - 999,999	0.8%	2.4%	4.0%
\$1,000,000+	0.3%	0.3%	0.7%
Average Home Value	\$159,113	\$205,357	\$212,901
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	26,841	232,273	738,960
With Cash Rent	93.7%	96.4%	96.5%
No Cash Rent	6.3%	3.6%	3.5%
Median Rent	\$662	\$811	\$728
Average Rent	\$663	\$838	\$762

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379  
Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2000 Population by Age</b>			
 Total	307,465	2,036,693	5,455,072
Age 0 - 4	7.9%	7.1%	6.9%
Age 5 - 9	8.7%	7.4%	7.3%
Age 10 - 14	8.7%	7.2%	7.0%
Age 15 - 19	7.6%	6.4%	6.4%
Age 20 - 24	6.4%	5.9%	6.3%
Age 25 - 34	14.4%	16.2%	15.9%
Age 35 - 44	18.5%	18.3%	17.7%
Age 45 - 54	13.6%	14.9%	14.5%
Age 55 - 64	7.3%	8.5%	8.6%
Age 65 - 74	4.1%	4.5%	5.2%
Age 75 - 84	2.2%	2.6%	3.3%
Age 85+	0.7%	0.8%	1.1%
Age 18+	70.0%	74.1%	75.0%
<b>2010 Population by Age</b>			
Total	416,290	2,428,653	6,249,514
Age 0 - 4	7.9%	7.0%	6.8%
Age 5 - 9	7.5%	6.9%	6.7%
Age 10 - 14	7.3%	6.9%	6.6%
Age 15 - 19	7.4%	6.5%	6.7%
Age 20 - 24	6.7%	5.9%	6.4%
Age 25 - 34	14.4%	13.8%	13.6%
Age 35 - 44	14.4%	15.6%	14.9%
Age 45 - 54	15.4%	15.9%	15.6%
Age 55 - 64	10.4%	11.5%	11.6%
Age 65 - 74	5.2%	5.9%	6.1%
Age 75 - 84	2.5%	2.9%	3.4%
Age 85+	0.9%	1.2%	1.5%
Age 18+	72.9%	75.2%	76.0%
<b>2015 Population by Age</b>			
Total	447,334	2,564,112	6,530,177
Age 0 - 4	7.8%	6.9%	6.7%
Age 5 - 9	7.6%	6.9%	6.7%
Age 10 - 14	7.4%	6.8%	6.6%
Age 15 - 19	6.7%	6.2%	6.3%
Age 20 - 24	6.5%	5.9%	6.5%
Age 25 - 34	15.0%	14.1%	14.2%
Age 35 - 44	14.1%	14.4%	13.6%
Age 45 - 54	13.8%	15.0%	14.7%
Age 55 - 64	11.1%	11.9%	12.2%
Age 65 - 74	6.6%	7.5%	7.7%
Age 75 - 84	2.6%	3.1%	3.5%
Age 85+	0.9%	1.2%	1.5%
Age 18+	73.3%	75.5%	76.4%
<b>2000 Population by Sex</b>			
Males	49.6%	49.5%	48.6%
Females	50.4%	50.5%	51.4%
<b>2010 Population by Sex</b>			
Males	49.3%	49.4%	48.7%
Females	50.7%	50.6%	51.3%
<b>2015 Population by Sex</b>			
Males	49.2%	49.3%	48.7%
Females	50.8%	50.7%	51.3%



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379  
Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	307,465	2,036,693	5,455,072
White Alone	76.8%	68.5%	59.9%
Black Alone	16.5%	16.2%	27.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	2.1%	7.7%	6.3%
Some Other Race Alone	1.7%	4.1%	3.6%
Two or More Races	2.5%	3.2%	2.8%
Hispanic Origin	4.5%	9.5%	8.1%
Diversity Index	43.6	58.5	62.8
<b>2010 Population by Race/Ethnicity</b>			
Total	416,290	2,428,653	6,249,514
White Alone	69.3%	63.0%	57.2%
Black Alone	18.9%	17.1%	25.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	3.8%	9.7%	8.2%
Some Other Race Alone	3.6%	5.7%	5.0%
Two or More Races	3.9%	4.1%	3.5%
Hispanic Origin	10.8%	14.1%	12.1%
Diversity Index	58.3	67.0	68.5
<b>2015 Population by Race/Ethnicity</b>			
Total	447,334	2,564,112	6,530,177
White Alone	67.6%	61.2%	56.8%
Black Alone	19.5%	17.2%	24.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	4.3%	10.5%	9.0%
Some Other Race Alone	3.9%	6.2%	5.5%
Two or More Races	4.3%	4.5%	3.8%
Hispanic Origin	12.6%	15.9%	13.7%
Diversity Index	61.3	69.6	70.2
<b>2000 Population 3+ by School Enrollment</b>			
 Total	293,631	1,948,951	5,231,541
Enrolled in Nursery/Preschool	2.1%	2.1%	2.0%
Enrolled in Kindergarten	1.8%	1.6%	1.5%
Enrolled in Grade 1-8	14.8%	12.4%	12.1%
Enrolled in Grade 9-12	6.6%	5.9%	5.7%
Enrolled in College	5.1%	4.6%	5.2%
Enrolled in Grad/Prof School	1.1%	1.8%	2.1%
Not Enrolled in School	68.5%	71.6%	71.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	263,276	1,621,946	4,174,911
Less than 9th Grade	3.2%	4.2%	4.5%
9th - 12th Grade, No Diploma	6.9%	5.6%	5.9%
High School Graduate	28.5%	21.1%	20.9%
Some College, No Degree	21.8%	17.8%	17.1%
Associate Degree	7.9%	6.5%	5.9%
Bachelor's Degree	19.9%	25.2%	24.7%
Graduate/Professional Degree	11.7%	19.6%	21.0%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.






Lat: 38.375379, Lon: -77.469...

# Market Profile

Alex Long Wiechert RE 540.371.8700

Latitude: 38.375379  
Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	321,767	1,922,416	4,996,134
Never Married	26.6%	29.6%	32.8%
Married	60.4%	57.1%	52.8%
Widowed	3.6%	4.0%	4.9%
Divorced	9.3%	9.3%	9.5%
<b>2000 Population 16+ by Employment Status</b>			
 Total	225,142	1,565,108	4,233,720
In Labor Force	73.7%	73.1%	70.5%
Civilian Employed	67.2%	68.8%	66.3%
Civilian Unemployed	2.6%	2.2%	3.0%
In Armed Forces	3.9%	2.0%	1.2%
Not in Labor Force	26.3%	26.9%	29.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.4%	93.1%	92.3%
Civilian Unemployed	7.6%	6.9%	7.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.3%	94.8%	94.0%
Civilian Unemployed	5.7%	5.2%	6.0%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	114,836	800,506	2,212,337
Own Children < 6 Only	8.8%	8.5%	8.0%
Employed/in Armed Forces	5.8%	5.4%	5.1%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	2.7%	2.8%	2.6%
Own Children < 6 and 6-17 Only	8.4%	6.8%	6.3%
Employed/in Armed Forces	5.1%	4.0%	3.8%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	3.1%	2.6%	2.3%
Own Children 6-17 Only	21.7%	18.3%	17.1%
Employed/in Armed Forces	16.7%	14.0%	12.9%
Unemployed	0.4%	0.3%	0.4%
Not in Labor Force	4.6%	4.0%	3.7%
No Own Children < 18	61.1%	66.3%	68.6%
Employed/in Armed Forces	35.8%	41.0%	40.1%
Unemployed	1.9%	1.5%	2.0%
Not in Labor Force	23.4%	23.9%	26.5%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	203,207	1,273,837	3,171,835
Agriculture/Mining	0.6%	0.5%	0.4%
Construction	8.9%	7.2%	6.3%
Manufacturing	3.2%	2.8%	3.1%
Wholesale Trade	2.2%	1.7%	1.7%
Retail Trade	11.3%	9.5%	8.9%
Transportation/Utilities	4.3%	3.8%	3.7%
Information	2.1%	3.3%	3.5%
Finance/Insurance/Real Estate	7.0%	6.5%	7.2%
Services	45.6%	50.9%	52.6%
Public Administration	14.8%	13.9%	12.5%


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	203,207	1,273,837	3,171,835
White Collar	65.7%	71.9%	73.3%
Management/Business/Financial	16.3%	20.7%	20.2%
Professional	24.9%	28.9%	30.6%
Sales	10.1%	9.1%	9.1%
Administrative Support	14.3%	13.1%	13.5%
Services	15.6%	14.2%	13.9%
Blue Collar	18.6%	14.0%	12.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	6.5%	5.2%	4.5%
Installation/Maintenance/Repair	4.3%	3.0%	2.7%
Production	2.5%	2.0%	2.0%
Transportation/Material Moving	5.1%	3.6%	3.4%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	157,601	1,091,541	2,810,541
Drove Alone - Car, Truck, or Van	74.6%	72.2%	69.0%
Carpooled - Car, Truck, or Van	16.8%	14.9%	13.1%
Public Transportation	2.7%	6.9%	10.4%
Walked	2.1%	1.7%	2.9%
Other Means	0.8%	0.9%	1.0%
Worked at Home	2.9%	3.4%	3.6%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	157,601	1,091,541	2,810,541
Did Not Work at Home	97.1%	96.6%	96.4%
Less than 5 minutes	2.1%	1.5%	1.5%
5 to 9 minutes	6.6%	5.4%	5.7%
10 to 19 minutes	21.6%	19.6%	21.5%
20 to 24 minutes	10.5%	11.5%	12.9%
25 to 34 minutes	14.8%	20.6%	21.4%
35 to 44 minutes	7.5%	9.6%	8.8%
45 to 59 minutes	12.3%	14.0%	12.3%
60 to 89 minutes	14.9%	10.6%	9.0%
90 or more minutes	6.8%	3.7%	3.3%
Worked at Home	2.9%	3.4%	3.6%
Average Travel Time to Work (in min)	36.3	33.5	31.8
<b>2000 Households by Vehicles Available</b>			
Total	104,914	745,451	2,068,765
None	3.9%	5.5%	10.8%
1	24.8%	30.9%	34.3%
2	43.2%	42.0%	37.1%
3	19.4%	15.5%	12.9%
4	6.2%	4.5%	3.5%
5+	2.5%	1.7%	1.3%
Average Number of Vehicles Available	2.1	1.9	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 38.375379, Lon: -77.469...



# Market Profile

Alex Long Wiechert RE 540.371.8700

Latitude: 38.375379

Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>2000 Households by Type</b>			
 Total	104,863	745,364	2,068,718
Family Households	77.0%	69.8%	65.6%
Married-couple Family	62.1%	55.7%	49.0%
With Related Children	35.0%	29.0%	24.8%
Other Family (No Spouse)	14.8%	14.1%	16.6%
With Related Children	10.8%	9.0%	10.6%
Nonfamily Households	23.0%	30.2%	34.4%
Householder Living Alone	17.4%	22.9%	26.9%
Householder Not Living Alone	5.6%	7.3%	7.5%
Households with Related Children	45.8%	38.0%	35.5%
Households with Persons 65+	14.7%	15.8%	18.3%
<b>2000 Households by Size</b>			
Total	104,863	745,364	2,068,718
1 Person Household	17.4%	22.9%	26.9%
2 Person Household	30.7%	31.9%	31.3%
3 Person Household	19.8%	17.8%	16.9%
4 Person Household	18.9%	15.8%	14.3%
5 Person Household	8.6%	7.1%	6.5%
6 Person Household	3.1%	2.7%	2.5%
7+ Person Household	1.6%	1.8%	1.7%
<b>2000 Households by Year Householder Moved In</b>			
Total	104,914	745,451	2,068,765
Moved in 1999 to March 2000	21.7%	21.5%	21.2%
Moved in 1995 to 1998	31.7%	31.3%	30.6%
Moved in 1990 to 1994	19.2%	16.6%	16.3%
Moved in 1980 to 1989	15.8%	17.0%	16.2%
Moved in 1970 to 1979	7.1%	8.0%	8.4%
Moved in 1969 or Earlier	4.4%	5.6%	7.3%
Median Year Householder Moved In	1995	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	110,966	776,541	2,184,018
1, Detached	68.8%	53.9%	49.8%
1, Attached	13.8%	19.0%	17.1%
2	1.1%	0.7%	1.2%
3 or 4	1.5%	2.0%	3.0%
5 to 9	2.8%	4.9%	6.0%
10 to 19	5.0%	7.9%	8.7%
20+	2.4%	9.5%	12.7%
Mobile Home	4.5%	1.9%	1.4%
Other	0.1%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	110,966	776,541	2,184,018
1999 to March 2000	4.7%	2.8%	2.4%
1995 to 1998	14.5%	9.0%	7.3%
1990 to 1994	16.8%	10.0%	8.4%
1980 to 1989	25.6%	22.8%	18.5%
1970 to 1979	18.5%	21.1%	18.1%
1969 or Earlier	20.0%	34.3%	45.3%
Median Year Structure Built	1985	1977	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.






Lat: 38.375379, Lon: -77.469...

Latitude: 38.375379

Longitude: -77.469892

Ring: 20, 40, 60 Miles

	20 miles radius	40 miles radius	60 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families	Enterprising Professio	Enterprising Professio
2.	Sophisticated Squires	Sophisticated Squires	Metro Renters
3.	Aspiring Young Familie	Suburban Splendor	Sophisticated Squires

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$295,659,638	\$2,235,129,157	\$5,672,105,265
Average Spent	\$2,057.72	\$2,515.40	\$2,405.17
Spending Potential Index	86	105	100
Computers & Accessories: Total \$	\$39,511,515	\$295,019,671	\$740,003,314
Average Spent	\$274.99	\$332.01	\$313.79
Spending Potential Index	125	151	143
Education: Total \$	\$219,850,393	\$1,675,778,628	\$4,231,498,271
Average Spent	\$1,530.11	\$1,885.91	\$1,794.30
Spending Potential Index	125	155	147
Entertainment/Recreation: Total \$	\$579,476,310	\$4,323,931,891	\$10,803,779,280
Average Spent	\$4,033.02	\$4,866.13	\$4,581.18
Spending Potential Index	125	151	142
Food at Home: Total \$	\$758,141,825	\$5,682,351,121	\$14,476,592,937
Average Spent	\$5,276.49	\$6,394.88	\$6,138.58
Spending Potential Index	118	143	137
Food Away from Home: Total \$	\$566,743,743	\$4,224,752,563	\$10,693,252,522
Average Spent	\$3,944.40	\$4,754.51	\$4,534.31
Spending Potential Index	123	148	141
Health Care: Total \$	\$613,616,031	\$4,535,773,129	\$11,449,574,981
Average Spent	\$4,270.62	\$5,104.53	\$4,855.02
Spending Potential Index	115	137	130
HH Furnishings & Equipment: Total \$	\$324,569,932	\$2,425,145,823	\$6,040,013,727
Average Spent	\$2,258.93	\$2,729.24	\$2,561.17
Spending Potential Index	110	133	124
Investments: Total \$	\$283,823,103	\$2,299,896,031	\$5,743,502,837
Average Spent	\$1,975.34	\$2,588.29	\$2,435.44
Spending Potential Index	114	149	140
Retail Goods: Total \$	\$4,160,711,072	\$30,856,044,957	\$77,316,796,941
Average Spent	\$28,957.57	\$34,725.20	\$32,785.00
Spending Potential Index	116	140	132
Shelter: Total \$	\$2,848,831,717	\$21,620,011,456	\$54,538,228,371
Average Spent	\$19,827.20	\$24,331.02	\$23,126.10
Spending Potential Index	126	154	146
TV/Video/Audio: Total \$	\$213,741,308	\$1,588,189,531	\$4,034,044,826
Average Spent	\$1,487.59	\$1,787.34	\$1,710.57
Spending Potential Index	120	144	138
Travel: Total \$	\$343,659,635	\$2,617,192,734	\$6,490,948,017
Average Spent	\$2,391.79	\$2,945.37	\$2,752.39
Spending Potential Index	126	156	145
Vehicle Maintenance & Repairs: Total \$	\$164,552,287	\$1,222,813,287	\$3,072,614,229
Average Spent	\$1,145.25	\$1,376.15	\$1,302.89
Spending Potential Index	121	146	138

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.