



# Executive Summary

Prepared by Alexander Long

King George Commerical

Latitude: 38.273246

Longitude: -77.195277

Ring: 3, 5, 10 Miles

	3 miles radius	5 miles radius	10 miles radius
<b>2010 Population</b>			
Total Population	6,458	12,469	27,835
Male Population	49.8%	49.5%	49.6%
Female Population	50.2%	50.5%	50.4%
Median Age	37.6	38.7	37.9
<b>2010 Income</b>			
Median HH Income	\$61,203	\$63,232	\$61,614
Per Capita Income	\$25,198	\$26,493	\$26,584
Average HH Income	\$68,972	\$72,092	\$71,308
<b>2010 Households</b>			
Total Households	2,243	4,520	10,294
Average Household Size	2.85	2.73	2.67
<b>2010 Housing</b>			
Owner Occupied Housing Units	62.9%	64.9%	63.0%
Renter Occupied Housing Units	24.5%	20.7%	23.2%
Vacant Housing Units	12.6%	14.4%	13.7%
<b>Population</b>			
1990 Population	3,634	6,630	16,397
2000 Population	4,448	8,360	19,722
2010 Population	6,458	12,469	27,835
2015 Population	7,701	14,705	32,192
1990-2000 Annual Rate	2.04%	2.35%	1.86%
2000-2010 Annual Rate	3.7%	3.98%	3.42%
2010-2015 Annual Rate	3.58%	3.35%	2.95%

In the identified market area, the current year population is 27,835. In 2000, the Census count in the market area was 19,722. The rate of change since 2000 was 3.42 percent annually. The five-year projection for the population in the market area is 32,192, representing a change of 2.95 percent annually from 2010 to 2015. Currently, the population is 49.6 percent male and 50.4 percent female.

<b>Households</b>			
1990 Households	1,211	2,294	5,740
2000 Households	1,540	2,998	7,186
2010 Households	2,243	4,520	10,294
2015 Households	2,685	5,353	11,964
1990-2000 Annual Rate	2.43%	2.71%	2.27%
2000-2010 Annual Rate	3.74%	4.09%	3.57%
2010-2015 Annual Rate	3.66%	3.44%	3.05%

The household count in this market area has changed from 7,186 in 2000 to 10,294 in the current year, a change of 3.57 percent annually. The five-year projection of households is 11,964, a change of 3.05 percent annually from the current year total. Average household size is currently 2.67, compared to 2.69 in the year 2000. The number of families in the current year is 7,498 in the market area.

## Housing

Currently, 63.0 percent of the 11,934 housing units in the market area are owner occupied; 23.2 percent, renter occupied; and 13.7 percent are vacant. In 2000, there were 8,086 housing units - 66.3 percent owner occupied, 22.8 percent renter occupied and 10.9 percent vacant. The rate of change in housing units since 2000 is 3.87 percent. Median home value in the market area is \$232,204, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 4.33 percent annually to \$287,008. From 2000 to the current year, median home value changed by 6.33 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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<b>Median Household Income</b>			
1990 Median HH Income	\$36,599	\$36,920	\$34,905
2000 Median HH Income	\$49,379	\$51,206	\$49,732
2010 Median HH Income	\$61,203	\$63,232	\$61,614
2015 Median HH Income	\$66,590	\$69,084	\$68,045
1990-2000 Annual Rate	3.04%	3.33%	3.6%
2000-2010 Annual Rate	2.12%	2.08%	2.11%
2010-2015 Annual Rate	1.7%	1.79%	2.01%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$16,792	\$16,693	\$15,149
2000 Per Capita Income	\$20,528	\$21,776	\$21,937
2010 Per Capita Income	\$25,198	\$26,493	\$26,584
2015 Per Capita Income	\$28,724	\$30,263	\$30,652
1990-2000 Annual Rate	2.03%	2.69%	3.77%
2000-2010 Annual Rate	2.02%	1.93%	1.89%
2010-2015 Annual Rate	2.65%	2.7%	2.89%
<b>Average Household Income</b>			
1990 Average Household Income	\$47,415	\$46,731	\$41,954
2000 Average Household Income	\$58,142	\$60,759	\$59,968
2010 Average HH Income	\$68,972	\$72,092	\$71,308
2015 Average HH Income	\$78,413	\$82,060	\$81,907
1990-2000 Annual Rate	2.06%	2.66%	3.64%
2000-2010 Annual Rate	1.68%	1.68%	1.7%
2010-2015 Annual Rate	2.6%	2.62%	2.81%
<b>Households by Income</b>			
Current median household income is \$61,614 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$68,045 in five years. In 2000, median household income was \$49,732, compared to \$34,905 in 1990.			
Current average household income is \$71,308 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$81,907 in five years. In 2000, average household income was \$59,968, compared to \$41,954 in 1990.			
Current per capita income is \$26,584 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$30,652 in five years. In 2000, the per capita income was \$21,937, compared to \$15,149 in 1990.			
<b>Population by Employment</b>			
Total Businesses	233	353	750
Total Employees	1,337	1,890	5,649

Currently, 91.4 percent of the civilian labor force in the identified market area is employed and 8.6 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 93.5 percent of the civilian labor force, and unemployment will be 6.5 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, 68.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 3.5 percent were in the Armed Forces.

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

- 61.9 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 14.5 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 23.6 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 78.6 percent of the market area population drove alone to work, and 2.9 percent worked at home. The average travel time to work in 2000 was 32.1 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:

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