



# Loudoun County: *at a glance*

DULLES INTERNATIONAL AIRPORT IS **THE BUSIEST INTERNATIONAL AIRPORT** IN THE MID-ATLANTIC REGION WITH **22 MILLION PASSENGERS ANNUALLY**.

LOUDOUN COUNTY IS HOME TO **FOUR OF THE TOP 20 GOLF COURSES IN VIRGINIA**.

**HOME TO VIRGINIA'S PRESTIGIOUS GOLD CUP** STEEPLECHASING CLASSIC EACH SPRING, LOUDOUN COUNTY IS **RANKED IN THE TOP 35 FOR EQUESTRIAN AREAS IN THE UNITED STATES** WITH THE AVERAGE FARM PRICE OF \$4.4 MILLION.

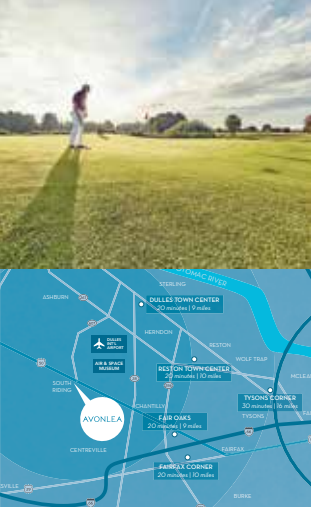
**SMITHSONIAN'S UDVAR-HAZY CENTER** IS ONE OF TWO LOCATIONS FOCUSED ON AVIATION AND SPACE HISTORY. IT IS **THE LARGEST OF THE SMITHSONIAN'S 19 MUSEUMS**. HOSTING APPROXIMATELY **8 MILLION VISITORS ANNUALLY** BETWEEN THE TWO SITES, THE COLLECTION IS THE MOST VISITED EXHIBITION IN THE UNITED STATES.

LOUDOUN COUNTY IS **HOME TO THE #1 ENTRY POINT OF THE SHENANDOAH NATIONAL PARK**, ONE OF THE TOP 20 NATIONAL PARKS IN THE NATION AND ONE OF THE THREE LARGEST ON THE EAST COAST.

LOUDOUN COUNTY RANKS HIGH COMPARED TO OTHER WASHINGTON, DC AREAS FOR LUXURY VEHICLE PURCHASES, **RANKING #1 IN SALES WITH BENTLEY, JAGUAR, LAMBORGHINI AND MASERATI**.

**70% OF ALL WORLDWIDE INTERNET TRAFFIC** FLOWS THROUGH LOUDOUN COUNTY'S 9 MILLION SQUARE FEET OF DATA CENTERS.

RESIDENTS ARE EMPLOYED IN **PROFESSIONAL JOBS SUCH AS INFORMATION TECHNOLOGY, FEDERAL, DATA CENTERS, AEROSPACE AND LIFE SCIENCES**.



# AVONLEA

FEW AREAS CAN MATCH THE SUPERIOR PSYCHOGRAPHICS OF THE AVONLEA TRADE AREA. WITHIN 15 MILES OF AVONLEA, RESIDENTS MOSTLY FALL

**BOOMBURBS\***  
Well-educated professionals with a running start on prosperity. They are the new growth market.

Average age: 34  
Household size: 3.22  
Median household income: \$105,000

**PROFESSIONAL PRIDE\***  
Well-educated professionals that prospered through the Great Recession. They are well established with an average income twice that of the national average.

Average age: 41  
Household size: 3.11  
Median household income: \$127,000

**ENTERPRISING PROFESSIONALS\***  
Well-educated and climbing the ladder, this is a fast growing group.

Average age: 35  
Average Household size: 2.46  
Median household income: \$77,000

**\*Avonlea consumer:**  
Average age: 35. Median household income: \$127,000.

HERE'S HOW AVONLEA'S NUMBERS STACK UP WITH SIMILAR DEVELOPMENTS.

**HOUSEHOLD INCOME\***

<b>Avonlea</b> .....	<b>South Riding, VA:</b>	<b>\$148,000</b>
Annapolis Town Center .....	Annapolis, MD:	\$152,000
Pike + Rose .....	Rockville, MD:	\$135,000
Avalon .....	Alpharetta, GA:	\$124,000
Southlake Town Square .....	Southlake, TX:	\$105,000
Geneva Commons .....	Chicago, IL:	\$104,000
Shoppes at Brinton Lake/Glen Eagle Square .....	Glen Mills, PA:	\$102,000
Kierland Commons .....	Scottsdale, AZ:	\$94,000
Liberty Center .....	Cincinnati, OH:	\$88,000
The Promenade Shops at Saucon Valley .....	Allentown, PA:	\$74,000

**HOUSEHOLDS WITH INCOMES > \$100,000\***

<b>Avonlea</b> .....	<b>South Riding, VA:</b>	<b>122,000</b>
Southlake Town Square .....	Southlake, TX:	105,000
Avalon .....	Alpharetta, GA:	95,000
Kierland Commons .....	Scottsdale, AZ:	79,000
Shoppes at Brinton Lake/Glen Eagle Square .....	Glen Mills, PA:	70,000
Geneva Commons .....	Chicago, IL:	55,000
Annapolis Town Center .....	Annapolis, MD:	51,000
Liberty Center .....	Cincinnati, OH:	49,000
The Promenade Shops at Saucon Valley .....	Allentown, PA:	42,000
Crocker Park .....	Cleveland, OH:	37,000

**DISPOSABLE INCOME\***

<b>Avonlea</b> .....	<b>South Riding, VA:</b>	<b>\$105,000</b>
Tysons Corner Center .....	McLean, VA:	\$103,000
Annapolis Town Center .....	Annapolis, MD:	\$97,000
Pike + Rose .....	Rockville, MD:	\$94,000
Southlake Town Square .....	Southlake, TX:	\$82,000
Kierland Commons .....	Scottsdale, AZ:	\$73,000
Fayette Mall .....	Lexington, KY:	\$69,000
The Promenade at Evergreen Walk .....	Hartford, CT:	\$57,000
Crocker Park .....	Cleveland, OH:	\$55,000

\*within 10 miles



# Demographic Comparisons:

A CLOSER LOOK AT HOW AVONLEA'S NUMBERS STACK UP WITH SIMILAR DEVELOPMENTS ACROSS THE NATION.

AVERAGE HHI		5 miles	10 miles
AVONLEA	Loudoun County, VA	\$176,000	\$148,000
Annapolis Town Center	Annapolis, MD	\$144,000	\$152,000
Avalon	Atlanta, GA	\$124,000	\$124,000
Crocker Park	Cleveland, OH	\$92,000	\$71,000
Derby Street Shoppes	Boston, MA	\$105,000	\$94,000
Geneva Commons	Chicago, IL	\$124,000	\$104,000
Kierland Commons	Scottsdale, AZ	\$106,000	\$94,000
Liberty Center	Cincinnati, OH	\$116,000	\$88,000
Pike + Rose	Rockville, MD	\$139,000	\$135,000
Reston Town Center	Reston, VA	\$160,000	\$160,000
Southlake Town Square	Dallas, TX	\$161,000	\$105,000

AVG HHI > \$100,000 ( % )		5 miles	10 miles
AVONLEA	Loudoun County, VA	79%	64%
Annapolis Town Center	Annapolis, MD	45%	51%
Avalon	Atlanta, GA	45%	45%
Crocker Park	Cleveland, OH	30%	19%
Derby Street Shoppes	Boston, MA	40%	35%
Geneva Commons	Chicago, IL	50%	39%
Kierland Commons	Scottsdale, AZ	37%	31%
Liberty Center	Cincinnati, OH	45%	29%
Pike + Rose	Rockville, MD	46%	47%
Reston Town Center	Reston, VA	62%	63%
Southlake Town Square	Dallas, TX	59%	39%

AVG HHI > \$200,000 ( % )		5 miles	10 miles
AVONLEA	Loudoun County, VA	27%	19%
Annapolis Town Center	Annapolis, MD	17%	18%
Avalon	Atlanta, GA	19%	19%
Crocker Park	Cleveland, OH	7%	4%
Derby Street Shoppes	Boston, MA	11%	8%
Geneva Commons	Chicago, IL	13%	9%
Kierland Commons	Scottsdale, AZ	12%	10%
Liberty Center	Cincinnati, OH	10%	6%
Pike + Rose	Rockville, MD	21%	20%
Reston Town Center	Reston, VA	24%	24%
Southlake Town Square	Dallas, TX	27%	10%

NET WORTH > \$500,000 ( % )		5 miles	10 miles
AVONLEA	Loudoun County, VA	57%	45%
Annapolis Town Center	Annapolis, MD	39%	46%
Avalon	Atlanta, GA	33%	36%
Crocker Park	Cleveland, OH	28%	17%
Derby Street Shoppes	Boston, MA	32%	26%
Geneva Commons	Chicago, IL	42%	32%
Kierland Commons	Scottsdale, AZ	29%	25%
Liberty Center	Cincinnati, OH	38%	24%
Pike + Rose	Rockville, MD	39%	36%
Reston Town Center	Reston, VA	46%	46%
Southlake Town Square	Dallas, TX	52%	30%

## CONSUMER EXPENDITURES

APPAREL		5 miles	10 miles
AVONLEA	Loudoun County, VA	\$5,500	\$4,700
Annapolis Town Center	Annapolis, MD	\$3,900	\$4,100
Avalon	Atlanta, GA	\$3,900	\$3,900
Crocker Park	Cleveland, OH	\$1,900	\$1,500
Derby Street Shoppes	Boston, MA	\$3,000	\$3,000
Geneva Commons	Chicago, IL	\$2,600	\$2,100
Kierland Commons	Scottsdale, AZ	\$3,200	\$2,900
Liberty Center	Cincinnati, OH	\$2,400	\$1,800
Pike + Rose	Rockville, MD	\$4,200	\$4,200
Reston Town Center	Reston, VA	\$5,000	\$5,000
Southlake Town Square	Dallas, TX	\$5,000	\$3,300

## CONSUMER EXPENDITURES

BEAUTY/HEALTH/PERSONAL		5 miles	10 miles
AVONLEA	Loudoun County, VA	\$1,100	\$928
Annapolis Town Center	Annapolis, MD	\$771	\$802
Avalon	Atlanta, GA	\$779	\$774
Crocker Park	Cleveland, OH	\$563	\$443
Derby Street Shoppes	Boston, MA	\$605	\$549
Geneva Commons	Chicago, IL	\$760	\$654
Kierland Commons	Scottsdale, AZ	\$648	\$586
Liberty Center	Cincinnati, OH	\$720	\$555
Pike + Rose	Rockville, MD	\$825	\$817
Reston Town Center	Reston, VA	\$976	\$979
Southlake Town Square	Dallas, TX	\$967	\$666

## CONSUMER EXPENDITURES

FOOD AWAY FROM HOME		5 miles	10 miles
AVONLEA	Loudoun County, VA	\$8,000	\$6,500
Annapolis Town Center	Annapolis, MD	\$5,500	\$6,000
Avalon	Atlanta, GA	\$5,500	\$5,500
Crocker Park	Cleveland, OH	\$4,000	\$3,000
Derby Street Shoppes	Boston, MA	\$4,500	\$4,000
Geneva Commons	Chicago, IL	\$5,500	\$4,500
Kierland Commons	Scottsdale, AZ	\$4,500	\$4,000
Liberty Center	Cincinnati, OH	\$5,000	\$4,000
Pike + Rose	Rockville, MD	\$6,000	\$6,000
Reston Town Center	Reston, VA	\$7,000	\$7,000
Southlake Town Square	Dallas, TX	\$7,000	\$4,500

## CONSUMER EXPENDITURES

FOOD AT HOME		5 miles	10 miles
AVONLEA	Loudoun County, VA	\$12,000	\$10,000
Annapolis Town Center	Annapolis, MD	\$8,500	\$9,000
Avalon	Atlanta, GA	\$8,500	\$8,000
Crocker Park	Cleveland, OH	\$6,000	\$5,000
Derby Street Shoppes	Boston, MA	\$7,000	\$6,500
Geneva Commons	Chicago, IL	\$8,000	\$7,000
Kierland Commons	Scottsdale, AZ	\$7,000	\$6,500
Liberty Center	Cincinnati, OH	\$8,000	\$6,000
Pike + Rose	Rockville, MD	\$9,000	\$9,000
Reston Town Center	Reston, VA	\$10,500	\$10,500
Southlake Town Square	Dallas, TX	\$10,500	\$7,000

## CONSUMER EXPENDITURES

HOME FURNISHINGS		5 miles	10 miles
AVONLEA	Loudoun County, VA	\$2,000	\$1,500
Annapolis Town Center	Annapolis, MD	\$1,300	\$1,500
Avalon	Atlanta, GA	\$1,300	\$1,300
Crocker Park	Cleveland, OH	\$1,000	\$700
Derby Street Shoppes	Boston, MA	\$1,000	\$934
Geneva Commons	Chicago, IL	\$1,300	\$1,100
Kierland Commons	Scottsdale, AZ	\$1,000	\$1,000
Liberty Center	Cincinnati, OH	\$1,200	\$1,200
Pike + Rose	Rockville, MD	\$1,400	\$1,400
Reston Town Center	Reston, VA	\$2,100	\$1,600
Southlake Town Square	Dallas, TX	\$2,000	\$1,000

\*All Consumer Expenditures are average per household.

# Psychographics: *a closer look*

THERE ARE TWO MAIN LIFEMODE GROUPS IN THE AVONLEA TRADE AREA: AFFLUENT ESTATES AND UPSCALE AVENUES. LIFEMODE GROUPS REPRESENT MARKETS THAT SHARE A COMMON EXPERIENCE OR DEMOGRAPHIC TRAIT, AS IN GENERATION OR AFFLUENCE.

### AFFLUENT ESTATES (81% of the surrounding 5 mi. population):

- Established wealth – educated, well-traveled
- Married couples with children ranging from grade school to college
- Homeowners (almost 90%)
- Accustomed to “more” and expect quality
- Value convenience and invest in time-saving services
- Active in their communities
- Enthusiastic about sports and traveling

### UPSCALE AVENUES (17% of the surrounding 5 mi. population):

- Prosperous married couples with older children
- Ambitious and hardworking
- Homeowners (70%) living in older suburban enclaves
- A more diverse population
- Financially responsible, but still indulge in gambling and lotto tickets
- Serious shoppers that appreciate quality
- Active in fitness pursuits like biking, jogging, and aerobics
- Top market for premium movie channels like HBO

More specifically, there are 3 LifeMode Segments in the trade area: **Boomburbs**, **Professional Pride**, and **Enterprising Professionals**.



# AVONLEA

