



Market Profile

42530 Tall Cedars Pkwy, Chantilly, Virginia, 20152
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.93070
 Longitude: -77.52977

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	1,930	7,918	21,127
2010 Total Population	10,206	37,228	71,042
2018 Total Population	15,279	64,644	124,636
2018 Group Quarters	2	8	18
2023 Total Population	18,674	80,250	153,295
2018-2023 Annual Rate	4.09%	4.42%	4.23%
2018 Total Daytime Population	11,781	51,887	130,312
Workers	4,435	19,271	68,700
Residents	7,346	32,616	61,612
Household Summary			
2000 Households	818	2,856	7,145
2000 Average Household Size	2.36	2.77	2.95
2010 Households	3,476	11,456	22,235
2010 Average Household Size	2.94	3.25	3.19
2018 Households	5,290	19,853	37,733
2018 Average Household Size	2.89	3.26	3.30
2023 Households	6,441	24,527	46,054
2023 Average Household Size	2.90	3.27	3.33
2018-2023 Annual Rate	4.02%	4.32%	4.07%
2010 Families	2,664	9,608	18,324
2010 Average Family Size	3.36	3.56	3.52
2018 Families	4,004	16,294	30,825
2018 Average Family Size	3.34	3.61	3.67
2023 Families	4,873	20,055	37,540
2023 Average Family Size	3.36	3.64	3.70
2018-2023 Annual Rate	4.01%	4.24%	4.02%
Housing Unit Summary			
2000 Housing Units	835	2,957	7,385
Owner Occupied Housing Units	85.5%	85.1%	83.3%
Renter Occupied Housing Units	12.5%	11.5%	13.4%
Vacant Housing Units	2.0%	3.4%	3.3%
2010 Housing Units	3,597	11,845	23,054
Owner Occupied Housing Units	79.3%	85.9%	81.5%
Renter Occupied Housing Units	17.3%	10.8%	14.9%
Vacant Housing Units	3.4%	3.3%	3.6%
2018 Housing Units	5,438	20,196	38,666
Owner Occupied Housing Units	82.5%	90.2%	86.6%
Renter Occupied Housing Units	14.7%	8.1%	10.9%
Vacant Housing Units	2.7%	1.7%	2.4%
2023 Housing Units	6,531	24,802	47,034
Owner Occupied Housing Units	85.5%	91.3%	88.1%
Renter Occupied Housing Units	13.1%	7.6%	9.8%
Vacant Housing Units	1.4%	1.1%	2.1%
Median Household Income			
2018	\$122,486	\$144,464	\$146,537
2023	\$131,917	\$155,284	\$157,541
Median Home Value			
2018	\$425,422	\$542,288	\$566,897
2023	\$456,470	\$575,810	\$598,543
Per Capita Income			
2018	\$46,944	\$50,570	\$50,878
2023	\$53,297	\$57,039	\$57,279
Median Age			
2010	32.4	32.4	32.8
2018	34.0	33.7	34.0
2023	33.2	33.1	33.7

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	5,290	19,853	37,732
<\$15,000	2.7%	1.6%	1.7%
\$15,000 - \$24,999	0.9%	0.9%	1.1%
\$25,000 - \$34,999	2.0%	1.3%	1.8%
\$35,000 - \$49,999	6.1%	3.7%	4.0%
\$50,000 - \$74,999	10.1%	8.3%	8.6%
\$75,000 - \$99,999	11.2%	8.0%	8.7%
\$100,000 - \$149,999	29.6%	28.3%	25.4%
\$150,000 - \$199,999	20.3%	21.4%	20.6%
\$200,000+	17.0%	26.5%	28.2%
Average Household Income	\$140,289	\$165,765	\$168,013
2023 Households by Income			
Household Income Base	6,441	24,527	46,053
<\$15,000	2.3%	1.4%	1.4%
\$15,000 - \$24,999	0.7%	0.7%	0.9%
\$25,000 - \$34,999	1.5%	1.0%	1.3%
\$35,000 - \$49,999	4.8%	2.9%	3.1%
\$50,000 - \$74,999	8.4%	6.9%	7.2%
\$75,000 - \$99,999	10.0%	6.9%	7.7%
\$100,000 - \$149,999	30.1%	27.0%	24.3%
\$150,000 - \$199,999	21.0%	21.0%	20.1%
\$200,000+	21.1%	32.1%	34.0%
Average Household Income	\$159,837	\$187,969	\$190,639
2018 Owner Occupied Housing Units by Value			
Total	4,488	18,213	33,493
<\$50,000	0.2%	0.3%	0.6%
\$50,000 - \$99,999	1.0%	0.5%	0.7%
\$100,000 - \$149,999	1.6%	1.4%	1.3%
\$150,000 - \$199,999	0.3%	0.5%	1.1%
\$200,000 - \$249,999	6.3%	2.8%	2.6%
\$250,000 - \$299,999	7.2%	4.5%	4.4%
\$300,000 - \$399,999	28.0%	17.5%	14.3%
\$400,000 - \$499,999	21.1%	15.8%	14.4%
\$500,000 - \$749,999	26.8%	39.8%	40.3%
\$750,000 - \$999,999	5.6%	12.6%	15.2%
\$1,000,000 - \$1,499,999	0.9%	3.3%	4.1%
\$1,500,000 - \$1,999,999	0.9%	0.6%	0.6%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$474,677	\$575,313	\$596,991
2023 Owner Occupied Housing Units by Value			
Total	5,582	22,649	41,446
<\$50,000	0.1%	0.2%	0.4%
\$50,000 - \$99,999	0.7%	0.3%	0.5%
\$100,000 - \$149,999	0.9%	0.8%	0.8%
\$150,000 - \$199,999	0.2%	0.3%	0.8%
\$200,000 - \$249,999	4.9%	2.1%	1.9%
\$250,000 - \$299,999	5.8%	3.5%	3.4%
\$300,000 - \$399,999	24.7%	14.6%	12.0%
\$400,000 - \$499,999	22.4%	15.6%	13.8%
\$500,000 - \$749,999	30.7%	41.8%	41.7%
\$750,000 - \$999,999	7.0%	15.3%	18.1%
\$1,000,000 - \$1,499,999	1.0%	4.1%	5.0%
\$1,500,000 - \$1,999,999	1.6%	0.9%	0.9%
\$2,000,000 +	0.0%	0.6%	0.8%
Average Home Value	\$509,392	\$612,639	\$635,119

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	10,208	37,230	71,043
0 - 4	11.9%	11.9%	11.1%
5 - 9	9.7%	11.6%	10.7%
10 - 14	6.6%	7.9%	7.7%
15 - 24	7.8%	7.6%	8.6%
25 - 34	20.3%	16.1%	16.1%
35 - 44	22.3%	23.4%	21.8%
45 - 54	11.6%	12.4%	13.2%
55 - 64	6.0%	5.8%	6.9%
65 - 74	2.6%	2.4%	2.7%
75 - 84	1.0%	0.7%	0.9%
85 +	0.2%	0.2%	0.2%
18 +	68.6%	65.1%	66.7%
2018 Population by Age			
Total	15,279	64,644	124,635
0 - 4	9.2%	9.3%	9.0%
5 - 9	10.4%	11.0%	10.4%
10 - 14	9.2%	10.3%	9.8%
15 - 24	10.0%	10.0%	10.4%
25 - 34	12.6%	11.2%	11.8%
35 - 44	20.8%	20.4%	19.3%
45 - 54	14.2%	14.7%	14.6%
55 - 64	7.8%	7.8%	8.6%
65 - 74	3.9%	3.9%	4.4%
75 - 84	1.4%	1.2%	1.4%
85 +	0.4%	0.3%	0.4%
18 +	67.4%	65.4%	66.6%
2023 Population by Age			
Total	18,675	80,250	153,295
0 - 4	9.0%	9.0%	8.8%
5 - 9	9.6%	10.1%	9.7%
10 - 14	9.4%	10.1%	9.6%
15 - 24	11.1%	11.4%	11.3%
25 - 34	13.8%	12.0%	12.4%
35 - 44	18.1%	18.2%	17.8%
45 - 54	14.8%	15.0%	14.5%
55 - 64	8.0%	7.9%	8.7%
65 - 74	4.3%	4.3%	4.9%
75 - 84	1.7%	1.5%	1.8%
85 +	0.4%	0.3%	0.4%
18 +	67.5%	65.7%	66.9%
2010 Population by Sex			
Males	4,968	18,337	35,158
Females	5,238	18,891	35,884
2018 Population by Sex			
Males	7,404	31,646	61,349
Females	7,875	32,998	63,287
2023 Population by Sex			
Males	9,034	39,237	75,388
Females	9,640	41,012	77,907

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 Race/Ethnicity			
Total	10,205	37,228	71,040
White Alone	54.6%	57.5%	57.2%
Black Alone	8.1%	7.0%	7.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	29.5%	28.7%	28.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	2.1%	3.1%
Two or More Races	4.6%	4.4%	4.3%
Hispanic Origin	9.2%	7.6%	9.2%
Diversity Index	67.4	64.1	65.7
2018 Population by Race/Ethnicity			
Total	15,280	64,644	124,634
White Alone	47.3%	50.4%	50.5%
Black Alone	8.2%	7.4%	7.0%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	35.0%	33.8%	33.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.9%	2.8%	3.2%
Two or More Races	5.4%	5.3%	5.1%
Hispanic Origin	11.7%	9.7%	9.8%
Diversity Index	72.0	69.2	69.1
2023 Population by Race/Ethnicity			
Total	18,674	80,250	153,295
White Alone	41.1%	44.1%	44.8%
Black Alone	8.2%	7.5%	7.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	40.3%	39.2%	38.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.3%	3.2%	3.4%
Two or More Races	5.8%	5.7%	5.6%
Hispanic Origin	12.8%	10.6%	10.4%
Diversity Index	73.7	71.3	70.9
2010 Population by Relationship and Household Type			
Total	10,206	37,228	71,042
In Households	100.0%	100.0%	100.0%
In Family Households	89.5%	93.2%	92.4%
Householder	25.9%	25.8%	25.8%
Spouse	21.9%	22.8%	22.4%
Child	34.8%	38.4%	37.5%
Other relative	5.3%	4.8%	4.9%
Nonrelative	1.7%	1.4%	1.8%
In Nonfamily Households	10.5%	6.8%	7.5%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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. 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 Population 25+ by Educational Attainment			
Total	9,343	38,451	75,305
Less than 9th Grade	1.6%	1.6%	1.7%
9th - 12th Grade, No Diploma	1.7%	1.6%	1.8%
High School Graduate	10.6%	7.5%	7.9%
GED/Alternative Credential	0.8%	0.7%	0.9%
Some College, No Degree	14.2%	12.2%	12.2%
Associate Degree	6.3%	5.2%	5.2%
Bachelor's Degree	40.0%	42.2%	41.3%
Graduate/Professional Degree	24.8%	29.1%	28.9%
2018 Population 15+ by Marital Status			
Total	10,866	44,943	88,320
Never Married	25.5%	22.2%	23.3%
Married	63.0%	68.5%	67.4%
Widowed	3.4%	2.6%	2.8%
Divorced	8.1%	6.7%	6.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	98.4%	98.3%	97.7%
Civilian Unemployed (Unemployment Rate)	1.6%	1.7%	2.3%
2018 Employed Population 16+ by Industry			
Total	8,010	32,378	63,888
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.8%	4.7%	4.2%
Manufacturing	3.5%	4.2%	4.2%
Wholesale Trade	1.4%	1.2%	1.4%
Retail Trade	7.2%	8.3%	8.6%
Transportation/Utilities	4.2%	3.2%	2.9%
Information	2.5%	3.6%	4.1%
Finance/Insurance/Real Estate	8.8%	7.9%	7.5%
Services	57.6%	58.0%	58.8%
Public Administration	8.1%	8.8%	8.1%
2018 Employed Population 16+ by Occupation			
Total	8,013	32,377	63,887
White Collar	81.6%	82.8%	82.0%
Management/Business/Financial	28.6%	28.3%	27.8%
Professional	29.8%	34.3%	34.5%
Sales	12.1%	11.0%	10.5%
Administrative Support	11.1%	9.3%	9.2%
Services	10.1%	10.0%	10.3%
Blue Collar	8.4%	7.2%	7.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.4%	1.8%	1.6%
Installation/Maintenance/Repair	2.7%	2.2%	2.2%
Production	0.2%	0.9%	1.6%
Transportation/Material Moving	2.1%	2.1%	2.2%
2010 Population By Urban/ Rural Status			
Total Population	10,206	37,228	71,042
Population Inside Urbanized Area	97.4%	97.1%	94.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.6%	2.9%	6.0%

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	3,476	11,455	22,235
Households with 1 Person	17.1%	11.6%	12.7%
Households with 2+ People	82.9%	88.4%	87.3%
Family Households	76.6%	83.9%	82.4%
Husband-wife Families	64.7%	73.8%	71.4%
With Related Children	44.2%	53.3%	49.5%
Other Family (No Spouse Present)	11.9%	10.0%	11.0%
Other Family with Male Householder	3.4%	2.9%	3.2%
With Related Children	2.2%	1.9%	2.0%
Other Family with Female Householder	8.5%	7.1%	7.8%
With Related Children	5.7%	5.0%	5.3%
Nonfamily Households	6.2%	4.5%	4.9%
All Households with Children	52.4%	60.4%	57.1%
Multigenerational Households	4.6%	5.0%	5.1%
Unmarried Partner Households	4.7%	3.8%	4.1%
Male-female	4.1%	3.3%	3.6%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	3,476	11,457	22,236
1 Person Household	17.1%	11.6%	12.7%
2 Person Household	26.0%	22.8%	23.9%
3 Person Household	21.1%	21.0%	21.2%
4 Person Household	22.3%	27.6%	25.7%
5 Person Household	8.7%	11.3%	10.7%
6 Person Household	3.2%	3.8%	3.8%
7 + Person Household	1.6%	1.9%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	3,476	11,456	22,235
Owner Occupied	82.1%	88.8%	84.5%
Owned with a Mortgage/Loan	79.3%	86.3%	80.4%
Owned Free and Clear	2.8%	2.6%	4.1%
Renter Occupied	17.9%	11.2%	15.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,597	11,845	23,054
Housing Units Inside Urbanized Area	97.0%	97.0%	93.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.0%	3.0%	6.2%

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.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
3.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$20,084,817	\$88,922,501	\$170,089,307
Average Spent	\$3,796.75	\$4,479.05	\$4,507.71
Spending Potential Index	175	206	207
Education: Total \$	\$12,778,445	\$56,646,718	\$110,832,420
Average Spent	\$2,415.59	\$2,853.31	\$2,937.28
Spending Potential Index	167	197	203
Entertainment/Recreation: Total \$	\$27,829,959	\$123,550,058	\$237,826,860
Average Spent	\$5,260.86	\$6,223.24	\$6,302.89
Spending Potential Index	163	193	196
Food at Home: Total \$	\$42,267,660	\$184,277,626	\$354,404,923
Average Spent	\$7,990.11	\$9,282.10	\$9,392.44
Spending Potential Index	159	185	187
Food Away from Home: Total \$	\$32,070,345	\$141,100,242	\$269,935,991
Average Spent	\$6,062.45	\$7,107.25	\$7,153.84
Spending Potential Index	173	202	204
Health Care: Total \$	\$45,809,656	\$203,827,175	\$394,454,677
Average Spent	\$8,659.67	\$10,266.82	\$10,453.84
Spending Potential Index	151	179	183
HH Furnishings & Equipment: Total \$	\$18,636,815	\$83,170,368	\$159,601,121
Average Spent	\$3,523.03	\$4,189.31	\$4,229.75
Spending Potential Index	169	201	202
Personal Care Products & Services: Total \$	\$7,547,952	\$33,425,246	\$64,094,355
Average Spent	\$1,426.83	\$1,683.64	\$1,698.63
Spending Potential Index	172	203	205
Shelter: Total \$	\$146,698,713	\$636,684,612	\$1,225,992,969
Average Spent	\$27,731.33	\$32,069.94	\$32,491.27
Spending Potential Index	165	191	194
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,808,541	\$92,594,790	\$179,774,402
Average Spent	\$3,933.56	\$4,664.02	\$4,764.38
Spending Potential Index	158	188	192
Travel: Total \$	\$19,960,425	\$89,719,095	\$172,656,659
Average Spent	\$3,773.24	\$4,519.17	\$4,575.75
Spending Potential Index	175	210	212
Vehicle Maintenance & Repairs: Total \$	\$9,091,651	\$40,099,084	\$77,159,520
Average Spent	\$1,718.65	\$2,019.80	\$2,044.88
Spending Potential Index	160	188	190

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.