

Community Profile

The Shops at Russell Branch
1390 Russell Branch Pkwy SE, Leesburg, Virginia, 20175
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09297
Longitude: -77.53019

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,404	62,087	105,281
2020 Total Population	10,763	68,763	121,497
2020 Group Quarters	5	212	568
2024 Total Population	11,639	73,250	128,899
2024 Group Quarters	5	215	572
2029 Total Population	12,571	78,071	137,153
2024-2029 Annual Rate	1.55%	1.28%	1.25%
2024 Total Daytime Population	11,999	78,537	130,572
Workers	7,432	47,216	75,035
Residents	4,567	31,321	55,537
Household Summary			
2010 Households	2,785	21,167	35,604
2010 Average Household Size	3.31	2.92	2.94
2020 Total Households	3,423	23,311	41,377
2020 Average Household Size	3.14	2.94	2.92
2024 Households	3,772	24,990	44,227
2024 Average Household Size	3.08	2.92	2.90
2029 Households	4,107	26,808	47,394
2029 Average Household Size	3.06	2.90	2.88
2024-2029 Annual Rate	1.72%	1.41%	1.39%
2010 Families	2,285	15,852	27,101
2010 Average Family Size	3.62	3.37	3.38
2024 Families	2,951	18,513	32,954
2024 Average Family Size	3.55	3.46	3.42
2029 Families	3,200	19,766	35,120
2029 Average Family Size	3.53	3.44	3.40
2024-2029 Annual Rate	1.63%	1.32%	1.28%
Housing Unit Summary			
2000 Housing Units	961	10,535	19,806
Owner Occupied Housing Units	79.5%	64.8%	73.7%
Renter Occupied Housing Units	18.2%	29.8%	22.4%
Vacant Housing Units	2.3%	5.4%	4.0%
2010 Housing Units	2,874	22,178	37,042
Owner Occupied Housing Units	74.1%	69.8%	73.3%
Renter Occupied Housing Units	22.8%	25.6%	22.9%
Vacant Housing Units	3.1%	4.6%	3.9%
2020 Housing Units	3,525	24,085	42,723
Owner Occupied Housing Units	68.7%	69.8%	72.5%
Renter Occupied Housing Units	28.4%	26.9%	24.3%
Vacant Housing Units	3.5%	3.1%	3.2%
2024 Housing Units	3,855	25,598	45,321
Owner Occupied Housing Units	73.4%	72.6%	74.7%
Renter Occupied Housing Units	24.4%	25.0%	22.9%
Vacant Housing Units	2.2%	2.4%	2.4%
2029 Housing Units	4,176	27,393	48,462
Owner Occupied Housing Units	75.4%	72.7%	75.2%
Renter Occupied Housing Units	22.9%	25.2%	22.6%
Vacant Housing Units	1.7%	2.1%	2.2%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	3,772	24,990	44,227
<\$15,000	2.8%	2.0%	2.1%
\$15,000 - \$24,999	2.5%	2.3%	1.8%
\$25,000 - \$34,999	1.9%	2.9%	2.3%
\$35,000 - \$49,999	3.3%	4.8%	3.7%
\$50,000 - \$74,999	4.0%	8.6%	7.0%
\$75,000 - \$99,999	8.2%	9.8%	8.8%
\$100,000 - \$149,999	22.5%	18.1%	17.9%
\$150,000 - \$199,999	18.3%	16.7%	17.0%
\$200,000+	36.5%	34.9%	39.4%
Average Household Income	\$199,926	\$192,776	\$208,453
2029 Households by Income			
Household Income Base	4,107	26,808	47,394
<\$15,000	2.2%	1.6%	1.7%
\$15,000 - \$24,999	1.7%	1.7%	1.3%
\$25,000 - \$34,999	1.3%	2.2%	1.7%
\$35,000 - \$49,999	2.3%	3.8%	2.9%
\$50,000 - \$74,999	3.1%	7.4%	5.9%
\$75,000 - \$99,999	6.9%	8.9%	7.7%
\$100,000 - \$149,999	22.7%	18.2%	17.6%
\$150,000 - \$199,999	19.9%	18.2%	18.1%
\$200,000+	39.7%	38.0%	43.0%
Average Household Income	\$219,766	\$211,807	\$228,934
2024 Owner Occupied Housing Units by Value			
Total	2,830	18,589	33,859
<\$50,000	0.5%	0.9%	0.6%
\$50,000 - \$99,999	0.1%	0.4%	0.3%
\$100,000 - \$149,999	0.1%	0.1%	0.2%
\$150,000 - \$199,999	0.2%	1.5%	0.9%
\$200,000 - \$249,999	1.1%	1.2%	0.8%
\$250,000 - \$299,999	0.8%	2.2%	1.4%
\$300,000 - \$399,999	9.6%	6.2%	4.4%
\$400,000 - \$499,999	9.5%	10.4%	8.8%
\$500,000 - \$749,999	35.9%	30.0%	29.6%
\$750,000 - \$999,999	36.2%	31.3%	35.6%
\$1,000,000 - \$1,499,999	5.4%	11.8%	12.7%
\$1,500,000 - \$1,999,999	0.5%	2.3%	2.8%
\$2,000,000 +	0.1%	1.6%	1.9%
Average Home Value	\$701,078	\$766,034	\$809,856
2029 Owner Occupied Housing Units by Value			
Total	3,149	19,903	36,442
<\$50,000	0.2%	0.4%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.3%	0.2%
\$200,000 - \$249,999	0.3%	0.3%	0.2%
\$250,000 - \$299,999	0.3%	1.0%	0.6%
\$300,000 - \$399,999	6.2%	4.2%	2.7%
\$400,000 - \$499,999	8.4%	8.5%	6.5%
\$500,000 - \$749,999	29.9%	26.8%	25.2%
\$750,000 - \$999,999	43.3%	35.7%	40.2%
\$1,000,000 - \$1,499,999	10.4%	16.6%	17.3%
\$1,500,000 - \$1,999,999	0.8%	3.8%	4.2%
\$2,000,000 +	0.2%	2.1%	2.5%
Average Home Value	\$773,587	\$859,635	\$896,186

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$159,966	\$153,511	\$165,257
2029	\$169,798	\$163,488	\$176,710
Median Home Value			
2024	\$695,497	\$725,161	\$771,141
2029	\$776,432	\$807,815	\$838,105
Per Capita Income			
2024	\$64,713	\$65,509	\$71,503
2029	\$71,694	\$72,447	\$79,097
Median Age			
2010	32.1	34.4	35.0
2020	35.6	36.9	37.9
2024	36.6	37.9	38.8
2029	37.3	38.8	39.6
2020 Population by Age			
Total	10,763	68,763	121,497
0 - 4	6.5%	5.8%	5.7%
5 - 9	7.4%	7.0%	7.1%
10 - 14	8.5%	8.6%	8.5%
15 - 24	14.5%	14.3%	13.9%
25 - 34	12.1%	11.7%	10.8%
35 - 44	15.4%	14.3%	14.4%
45 - 54	17.8%	16.5%	16.5%
55 - 64	11.3%	11.7%	12.2%
65 - 74	4.0%	5.8%	6.2%
75 - 84	1.8%	3.3%	3.4%
85 +	0.6%	1.1%	1.2%
18 +	72.3%	73.1%	73.3%
2024 Population by Age			
Total	11,641	73,251	128,900
0 - 4	6.3%	5.7%	5.6%
5 - 9	7.3%	6.7%	6.8%
10 - 14	7.9%	7.6%	7.6%
15 - 24	14.1%	14.1%	13.6%
25 - 34	12.0%	11.7%	11.0%
35 - 44	15.9%	14.8%	15.0%
45 - 54	16.1%	15.7%	15.6%
55 - 64	12.7%	12.3%	12.5%
65 - 74	4.9%	6.5%	6.9%
75 - 84	2.1%	3.6%	3.9%
85 +	0.7%	1.3%	1.4%
18 +	73.8%	75.0%	75.3%
2029 Population by Age			
Total	12,570	78,072	137,156
0 - 4	6.2%	5.6%	5.5%
5 - 9	6.6%	6.2%	6.2%
10 - 14	7.5%	7.3%	7.3%
15 - 24	12.8%	13.0%	12.5%
25 - 34	13.6%	12.6%	12.3%
35 - 44	15.0%	14.3%	14.4%
45 - 54	15.0%	15.0%	14.9%
55 - 64	13.0%	12.3%	12.3%
65 - 74	6.9%	8.0%	8.4%
75 - 84	2.6%	4.1%	4.5%
85 +	0.8%	1.6%	1.7%
18 +	75.4%	76.5%	76.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	5,222	33,614	59,313
Females	5,541	35,149	62,184
2024 Population by Sex			
Males	5,771	36,489	64,079
Females	5,868	36,761	64,820
2029 Population by Sex			
Males	6,193	38,693	67,825
Females	6,378	39,377	69,328
2010 Population by Race/Ethnicity			
Total	9,403	62,087	105,281
White Alone	65.2%	69.4%	72.2%
Black Alone	10.8%	9.5%	8.2%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	13.2%	10.6%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.0%	5.7%	4.3%
Two or More Races	5.4%	4.4%	4.1%
Hispanic Origin	14.0%	14.2%	11.6%
Diversity Index	65.1	61.6	56.8
2020 Population by Race/Ethnicity			
Total	10,763	68,763	121,497
White Alone	54.8%	58.0%	60.2%
Black Alone	10.1%	8.4%	7.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	16.0%	12.7%	14.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.4%	9.7%	7.0%
Two or More Races	11.3%	10.7%	10.4%
Hispanic Origin	15.2%	17.7%	14.2%
Diversity Index	73.7	73.0	69.3
2024 Population by Race/Ethnicity			
Total	11,639	73,249	128,898
White Alone	50.7%	55.4%	57.6%
Black Alone	10.5%	8.5%	7.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	18.1%	14.0%	16.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.4%	10.4%	7.4%
Two or More Races	12.0%	11.3%	11.0%
Hispanic Origin	16.5%	18.6%	14.9%
Diversity Index	76.7	75.1	71.6
2029 Population by Race/Ethnicity			
Total	12,572	78,072	137,153
White Alone	48.0%	52.8%	55.0%
Black Alone	10.6%	8.6%	7.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	19.6%	15.1%	17.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.9%	11.1%	8.0%
Two or More Races	12.5%	11.9%	11.6%
Hispanic Origin	17.6%	19.9%	15.9%
Diversity Index	78.4	77.2	73.8

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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2020 Population by Relationship and Household Type			
Total	10,763	68,763	121,497
In Households	100.0%	99.7%	99.5%
Householder	32.0%	33.8%	34.0%
Opposite-Sex Spouse	20.5%	20.3%	21.2%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.4%	1.6%	1.4%
Same-Sex Unmarried Partner	0.1%	0.0%	0.1%
Biological Child	35.3%	33.4%	33.5%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	0.9%	1.0%	0.9%
Grandchild	0.9%	1.1%	0.9%
Brother or Sister	1.4%	1.1%	1.0%
Parent	2.4%	1.7%	1.6%
Parent-in-law	0.6%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	1.5%	1.6%	1.3%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.0%	2.5%	2.2%
In Group Quarters	0.0%	0.3%	0.5%
Institutionalized	0.0%	0.2%	0.4%
Noninstitutionalized	0.0%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	7,504	48,215	85,557
Less than 9th Grade	2.1%	2.3%	1.7%
9th - 12th Grade, No Diploma	1.7%	2.4%	2.1%
High School Graduate	8.6%	11.9%	10.5%
GED/Alternative Credential	3.0%	2.0%	1.5%
Some College, No Degree	12.4%	11.8%	11.2%
Associate Degree	6.4%	6.5%	6.0%
Bachelor's Degree	42.2%	37.6%	38.7%
Graduate/Professional Degree	23.7%	25.5%	28.4%
2024 Population 15+ by Marital Status			
Total	9,140	58,513	103,128
Never Married	31.8%	29.9%	28.8%
Married	58.3%	57.8%	59.7%
Widowed	2.4%	3.5%	3.5%
Divorced	7.5%	8.8%	8.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,244	43,226	75,833
Population 16+ Employed	97.4%	97.7%	97.5%
Population 16+ Unemployment rate	2.6%	2.3%	2.5%
Population 16-24 Employed	13.2%	13.1%	12.5%
Population 16-24 Unemployment rate	5.5%	5.2%	7.7%
Population 25-54 Employed	64.1%	64.8%	64.7%
Population 25-54 Unemployment rate	2.0%	1.7%	1.6%
Population 55-64 Employed	16.4%	16.7%	17.5%
Population 55-64 Unemployment rate	3.3%	2.4%	1.8%
Population 65+ Employed	6.3%	5.5%	5.3%
Population 65+ Unemployment rate	0.0%	2.0%	2.8%

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January 31, 2025

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2024 Employed Population 16+ by Industry			
Total	7,057	42,233	73,927
Agriculture/Mining	0.0%	0.5%	0.6%
Construction	4.1%	4.7%	4.4%
Manufacturing	4.8%	5.0%	4.6%
Wholesale Trade	0.7%	1.0%	1.0%
Retail Trade	9.8%	8.3%	7.2%
Transportation/Utilities	6.7%	4.6%	4.4%
Information	3.9%	3.8%	4.2%
Finance/Insurance/Real Estate	5.8%	6.1%	6.6%
Services	57.9%	57.6%	59.0%
Public Administration	6.4%	8.3%	8.0%
2024 Employed Population 16+ by Occupation			
Total	7,057	42,234	73,930
White Collar	82.1%	78.6%	81.1%
Management/Business/Financial	27.2%	28.5%	30.4%
Professional	36.6%	33.8%	35.6%
Sales	9.6%	8.1%	7.2%
Administrative Support	8.6%	8.2%	7.9%
Services	11.2%	13.8%	11.7%
Blue Collar	6.7%	7.6%	7.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	1.7%	2.2%	2.1%
Installation/Maintenance/Repair	1.1%	0.8%	0.8%
Production	0.9%	1.4%	1.3%
Transportation/Material Moving	3.0%	2.9%	2.9%
2020 Households by Type			
Total	3,423	23,311	41,377
Married Couple Households	63.8%	60.4%	62.6%
With Own Children <18	36.6%	32.3%	33.2%
Without Own Children <18	27.2%	28.1%	29.4%
Cohabiting Couple Households	4.4%	4.8%	4.3%
With Own Children <18	1.6%	1.7%	1.4%
Without Own Children <18	2.7%	3.1%	3.0%
Male Householder, No Spouse/Partner	12.3%	13.4%	12.4%
Living Alone	7.5%	8.3%	8.0%
65 Years and over	1.2%	1.6%	1.7%
With Own Children <18	1.8%	1.8%	1.6%
Without Own Children <18, With Relatives	1.7%	2.1%	1.8%
No Relatives Present	1.4%	1.2%	1.0%
Female Householder, No Spouse/Partner	19.5%	21.3%	20.6%
Living Alone	8.2%	11.4%	11.6%
65 Years and over	2.2%	5.0%	5.3%
With Own Children <18	5.2%	4.5%	4.1%
Without Own Children <18, With Relatives	5.1%	4.6%	4.2%
No Relatives Present	1.0%	0.8%	0.8%
2020 Households by Size			
Total	3,423	23,311	41,377
1 Person Household	15.7%	19.8%	19.6%
2 Person Household	24.2%	26.9%	27.3%
3 Person Household	19.5%	17.2%	17.6%
4 Person Household	21.7%	20.4%	21.0%
5 Person Household	12.1%	10.1%	9.4%
6 Person Household	4.4%	3.7%	3.5%
7 + Person Household	2.3%	1.9%	1.7%

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2020 Households by Tenure and Mortgage Status			
Total	3,423	23,311	41,377
Owner Occupied	70.7%	72.2%	74.9%
Owned with a Mortgage/Loan	65.8%	63.0%	64.9%
Owned Free and Clear	4.9%	9.2%	10.0%
Renter Occupied	29.3%	27.8%	25.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	90	83	84
Percent of Income for Mortgage	27.2%	29.6%	29.2%
Wealth Index	181	181	199
2020 Housing Units By Urban/ Rural Status			
Total	3,525	24,085	42,723
Urban Housing Units	98.6%	98.5%	95.4%
Rural Housing Units	1.4%	1.5%	4.6%
2020 Population By Urban/ Rural Status			
Total	10,763	68,763	121,497
Urban Population	99.2%	98.5%	94.9%
Rural Population	0.8%	1.5%	5.1%

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.	Up and Coming Families (7A)	Enterprising Professionals	Professional Pride (1B)
3.	Professional Pride (1B)	NeWest Residents (13C)	Enterprising Professionals (2D)
2024 Consumer Spending			
Apparel & Services: Total \$	\$15,809,081	\$100,572,584	\$189,479,097
Average Spent	\$4,191.17	\$4,024.51	\$4,284.24
Spending Potential Index	176	169	180
Education: Total \$	\$11,699,832	\$74,772,271	\$145,792,167
Average Spent	\$3,101.76	\$2,992.09	\$3,296.45
Spending Potential Index	179	173	191
Entertainment/Recreation: Total \$	\$26,766,849	\$171,274,061	\$327,532,821
Average Spent	\$7,096.20	\$6,853.70	\$7,405.72
Spending Potential Index	173	168	181
Food at Home: Total \$	\$46,004,044	\$297,387,061	\$561,390,854
Average Spent	\$12,196.19	\$11,900.24	\$12,693.40
Spending Potential Index	167	163	174
Food Away from Home: Total \$	\$26,779,609	\$170,204,124	\$322,023,562
Average Spent	\$7,099.58	\$6,810.89	\$7,281.15
Spending Potential Index	182	175	187
Health Care: Total \$	\$46,800,304	\$300,587,701	\$572,995,084
Average Spent	\$12,407.29	\$12,028.32	\$12,955.78
Spending Potential Index	161	156	168
HH Furnishings & Equipment: Total \$	\$20,742,380	\$132,348,083	\$252,057,397
Average Spent	\$5,499.04	\$5,296.04	\$5,699.17
Spending Potential Index	174	167	180
Personal Care Products & Services: Total \$	\$6,522,891	\$42,384,349	\$80,473,216
Average Spent	\$1,729.29	\$1,696.05	\$1,819.55
Spending Potential Index	174	170	183
Shelter: Total \$	\$177,465,271	\$1,145,369,176	\$2,178,029,061
Average Spent	\$47,048.06	\$45,833.10	\$49,246.59
Spending Potential Index	176	172	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,011,801	\$146,593,384	\$282,078,610
Average Spent	\$6,100.69	\$5,866.08	\$6,377.97
Spending Potential Index	174	167	182
Travel: Total \$	\$20,808,566	\$132,543,193	\$255,375,680
Average Spent	\$5,516.59	\$5,303.85	\$5,774.20
Spending Potential Index	182	175	190
Vehicle Maintenance & Repairs: Total \$	\$9,286,285	\$59,925,690	\$113,001,657
Average Spent	\$2,461.90	\$2,397.99	\$2,555.04
Spending Potential Index	166	162	172

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 31, 2025