



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			
2000 Total Population	3,271	26,317	56,359
2010 Total Population	9,464	60,639	108,441
2019 Total Population	12,193	68,335	126,053
2019 Group Quarters	274	441	796
2024 Total Population	14,022	76,293	142,248
2019-2024 Annual Rate	2.83%	2.23%	2.45%
2019 Total Daytime Population	12,571	68,972	118,133
Workers	6,449	36,506	58,130
Residents	6,122	32,466	60,003
Household Summary			
2000 Households	1,065	9,705	19,719
2000 Average Household Size	3.02	2.67	2.83
2010 Households	2,843	20,161	36,614
2010 Average Household Size	3.24	2.99	2.94
2019 Households	3,669	22,604	42,557
2019 Average Household Size	3.25	3.00	2.94
2024 Households	4,206	25,081	47,810
2024 Average Household Size	3.27	3.02	2.96
2019-2024 Annual Rate	2.77%	2.10%	2.36%
2010 Families	2,330	15,423	27,875
2010 Average Family Size	3.54	3.41	3.39
2019 Families	2,982	17,025	31,975
2019 Average Family Size	3.55	3.44	3.40
2024 Families	3,407	18,814	35,762
2024 Average Family Size	3.57	3.47	3.42
2019-2024 Annual Rate	2.70%	2.02%	2.26%
Housing Unit Summary			
2000 Housing Units	1,092	10,247	20,533
Owner Occupied Housing Units	87.1%	65.5%	73.5%
Renter Occupied Housing Units	10.4%	29.2%	22.5%
Vacant Housing Units	2.5%	5.3%	4.0%
2010 Housing Units	2,947	21,049	38,124
Owner Occupied Housing Units	72.5%	69.8%	72.8%
Renter Occupied Housing Units	24.0%	26.0%	23.3%
Vacant Housing Units	3.5%	4.2%	4.0%
2019 Housing Units	3,733	23,296	43,754
Owner Occupied Housing Units	70.8%	71.6%	75.4%
Renter Occupied Housing Units	27.5%	25.4%	21.9%
Vacant Housing Units	1.7%	3.0%	2.7%
2024 Housing Units	4,278	25,835	49,150
Owner Occupied Housing Units	71.7%	73.1%	76.7%
Renter Occupied Housing Units	26.6%	24.0%	20.6%
Vacant Housing Units	1.7%	2.9%	2.7%
Median Household Income			
2019	\$137,944	\$127,376	\$136,639
2024	\$152,103	\$140,383	\$150,209
Median Home Value			
2019	\$509,425	\$494,775	\$521,250
2024	\$539,539	\$531,074	\$558,544
Per Capita Income			
2019	\$47,448	\$51,954	\$56,123
2024	\$52,802	\$56,598	\$60,876
Median Age			
2010	31.9	33.7	34.8
2019	33.3	35.3	36.2
2024	33.5	35.2	36.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	3,669	22,604	42,557
<\$15,000	1.4%	2.3%	2.2%
\$15,000 - \$24,999	3.4%	3.0%	2.5%
\$25,000 - \$34,999	2.3%	3.2%	2.7%
\$35,000 - \$49,999	5.1%	7.0%	5.9%
\$50,000 - \$74,999	8.7%	12.7%	11.7%
\$75,000 - \$99,999	9.5%	10.0%	10.2%
\$100,000 - \$149,999	23.7%	18.4%	18.5%
\$150,000 - \$199,999	22.0%	19.0%	19.1%
\$200,000+	23.9%	24.3%	27.2%
Average Household Income	\$160,621	\$157,213	\$165,745
2024 Households by Income			
Household Income Base	4,206	25,081	47,810
<\$15,000	1.1%	1.8%	1.8%
\$15,000 - \$24,999	2.4%	2.3%	1.9%
\$25,000 - \$34,999	1.8%	2.5%	2.2%
\$35,000 - \$49,999	3.8%	5.7%	4.8%
\$50,000 - \$74,999	7.1%	11.4%	10.4%
\$75,000 - \$99,999	8.8%	9.9%	9.9%
\$100,000 - \$149,999	23.4%	19.1%	18.9%
\$150,000 - \$199,999	24.2%	20.8%	20.9%
\$200,000+	27.4%	26.5%	29.3%
Average Household Income	\$179,256	\$172,275	\$180,621
2019 Owner Occupied Housing Units by Value			
Total	2,644	16,684	32,982
<\$50,000	0.5%	0.9%	0.8%
\$50,000 - \$99,999	0.7%	0.5%	0.4%
\$100,000 - \$149,999	0.7%	1.0%	0.7%
\$150,000 - \$199,999	1.0%	3.0%	2.5%
\$200,000 - \$249,999	2.0%	4.4%	3.5%
\$250,000 - \$299,999	6.5%	6.4%	5.1%
\$300,000 - \$399,999	20.9%	16.7%	16.9%
\$400,000 - \$499,999	15.8%	18.1%	16.7%
\$500,000 - \$749,999	49.7%	34.1%	39.0%
\$750,000 - \$999,999	2.0%	10.8%	10.4%
\$1,000,000 - \$1,499,999	0.1%	3.5%	3.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.1%	0.4%	0.5%
Average Home Value	\$501,191	\$538,888	\$551,740
2024 Owner Occupied Housing Units by Value			
Total	3,069	18,881	37,704
<\$50,000	0.2%	0.5%	0.4%
\$50,000 - \$99,999	0.3%	0.2%	0.2%
\$100,000 - \$149,999	0.4%	0.7%	0.4%
\$150,000 - \$199,999	0.7%	2.3%	1.8%
\$200,000 - \$249,999	1.4%	3.7%	2.8%
\$250,000 - \$299,999	5.0%	5.6%	4.1%
\$300,000 - \$399,999	18.1%	15.1%	14.4%
\$400,000 - \$499,999	15.0%	17.4%	15.9%
\$500,000 - \$749,999	56.1%	37.6%	42.5%
\$750,000 - \$999,999	2.5%	12.4%	12.7%
\$1,000,000 - \$1,499,999	0.1%	3.9%	4.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.1%	0.5%	0.6%
Average Home Value	\$526,255	\$567,765	\$586,690

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	9,470	60,640	108,441
0 - 4	10.1%	9.1%	8.5%
5 - 9	10.3%	9.8%	9.5%
10 - 14	9.0%	8.4%	8.7%
15 - 24	11.4%	10.9%	10.5%
25 - 34	14.6%	13.9%	13.0%
35 - 44	20.3%	19.4%	18.9%
45 - 54	15.0%	15.4%	16.0%
55 - 64	6.2%	7.9%	8.3%
65 - 74	2.2%	3.4%	3.9%
75 - 84	0.7%	1.3%	1.9%
85 +	0.2%	0.5%	0.7%
18 +	65.7%	68.2%	68.6%
2019 Population by Age			
Total	12,191	68,334	126,054
0 - 4	8.8%	8.0%	7.4%
5 - 9	10.5%	9.3%	8.7%
10 - 14	9.4%	8.9%	8.8%
15 - 24	11.0%	11.2%	11.5%
25 - 34	12.8%	12.1%	11.6%
35 - 44	19.9%	18.0%	16.7%
45 - 54	15.0%	15.0%	15.2%
55 - 64	7.5%	9.8%	10.9%
65 - 74	3.7%	5.3%	5.9%
75 - 84	1.1%	1.8%	2.4%
85 +	0.3%	0.6%	1.0%
18 +	66.6%	69.5%	70.6%
2024 Population by Age			
Total	14,020	76,293	142,248
0 - 4	8.9%	8.0%	7.5%
5 - 9	10.2%	9.1%	8.4%
10 - 14	9.4%	8.5%	8.3%
15 - 24	11.2%	11.2%	11.2%
25 - 34	12.6%	12.9%	12.8%
35 - 44	20.1%	17.8%	16.3%
45 - 54	14.4%	14.1%	14.0%
55 - 64	7.4%	9.6%	10.8%
65 - 74	4.1%	5.9%	6.7%
75 - 84	1.5%	2.3%	3.0%
85 +	0.3%	0.6%	1.0%
18 +	66.6%	70.0%	71.3%
2010 Population by Sex			
Males	4,695	29,884	53,090
Females	4,769	30,755	55,351
2019 Population by Sex			
Males	5,994	33,653	61,709
Females	6,199	34,682	64,344
2024 Population by Sex			
Males	6,860	37,524	69,635
Females	7,162	38,769	72,613

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	9,465	60,639	108,441
White Alone	65.1%	68.9%	72.0%
Black Alone	11.0%	9.6%	8.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	12.8%	10.8%	11.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	5.8%	4.3%
Two or More Races	5.3%	4.4%	4.1%
Hispanic Origin	14.6%	14.4%	11.7%
Diversity Index	66.1	62.6	57.4
2019 Population by Race/Ethnicity			
Total	12,193	68,335	126,052
White Alone	58.0%	62.4%	65.7%
Black Alone	11.2%	10.1%	8.9%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	17.1%	14.0%	14.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.7%	7.6%	5.6%
Two or More Races	6.5%	5.5%	5.0%
Hispanic Origin	18.1%	18.3%	15.0%
Diversity Index	73.4	70.6	65.7
2024 Population by Race/Ethnicity			
Total	14,022	76,293	142,249
White Alone	53.5%	58.2%	61.4%
Black Alone	11.4%	10.5%	9.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	20.1%	16.5%	17.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.3%	8.3%	6.2%
Two or More Races	7.2%	6.1%	5.6%
Hispanic Origin	19.7%	20.0%	16.5%
Diversity Index	76.8	74.4	69.9
2010 Population by Relationship and Household Type			
Total	9,464	60,639	108,441
In Households	97.5%	99.4%	99.4%
In Family Households	89.8%	89.2%	89.1%
Householder	24.3%	25.3%	25.8%
Spouse	20.0%	20.8%	21.6%
Child	38.0%	36.2%	35.9%
Other relative	5.0%	4.4%	3.8%
Nonrelative	2.6%	2.4%	2.0%
In Nonfamily Households	7.7%	10.2%	10.3%
In Group Quarters	2.5%	0.6%	0.6%
Institutionalized Population	1.8%	0.5%	0.5%
Noninstitutionalized Population	0.7%	0.1%	0.1%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	7,345	42,790	80,184
Less than 9th Grade	4.8%	4.6%	3.2%
9th - 12th Grade, No Diploma	3.8%	2.6%	2.1%
High School Graduate	11.2%	11.6%	10.6%
GED/Alternative Credential	1.8%	2.0%	1.4%
Some College, No Degree	14.1%	14.4%	13.7%
Associate Degree	7.2%	6.6%	6.9%
Bachelor's Degree	35.8%	33.7%	35.5%
Graduate/Professional Degree	21.3%	24.5%	26.7%
2019 Population 15+ by Marital Status			
Total	8,686	50,448	94,646
Never Married	32.9%	28.5%	27.9%
Married	59.4%	61.1%	61.2%
Widowed	1.1%	2.3%	2.9%
Divorced	6.6%	8.1%	8.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.4%	97.5%
Civilian Unemployed (Unemployment Rate)	3.0%	2.6%	2.5%
2019 Employed Population 16+ by Industry			
Total	6,124	36,297	66,800
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	3.9%	5.6%	4.8%
Manufacturing	6.3%	5.0%	4.2%
Wholesale Trade	0.4%	1.0%	1.0%
Retail Trade	11.7%	8.8%	8.3%
Transportation/Utilities	6.1%	4.3%	4.1%
Information	3.3%	3.7%	4.0%
Finance/Insurance/Real Estate	7.3%	7.0%	7.5%
Services	54.9%	55.6%	57.1%
Public Administration	5.9%	8.7%	8.8%
2019 Employed Population 16+ by Occupation			
Total	6,123	36,296	66,799
White Collar	77.8%	75.4%	78.0%
Management/Business/Financial	24.0%	25.1%	26.4%
Professional	30.1%	28.4%	30.5%
Sales	13.6%	10.7%	10.5%
Administrative Support	10.1%	11.1%	10.6%
Services	11.5%	15.2%	13.9%
Blue Collar	10.7%	9.4%	8.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.6%	3.1%	2.2%
Installation/Maintenance/Repair	2.1%	1.4%	1.3%
Production	2.1%	1.8%	1.7%
Transportation/Material Moving	3.8%	3.1%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	9,464	60,639	108,441
Population Inside Urbanized Area	97.3%	98.1%	95.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	2.7%	1.9%	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,843	20,161	36,613
Households with 1 Person	12.5%	18.1%	18.9%
Households with 2+ People	87.5%	81.9%	81.1%
Family Households	82.0%	76.5%	76.1%
Husband-wife Families	67.6%	62.8%	63.8%
With Related Children	47.3%	40.0%	39.7%
Other Family (No Spouse Present)	14.4%	13.7%	12.3%
Other Family with Male Householder	4.4%	4.0%	3.5%
With Related Children	2.9%	2.5%	2.2%
Other Family with Female Householder	10.0%	9.7%	8.8%
With Related Children	7.7%	6.9%	6.2%
Nonfamily Households	5.6%	5.4%	4.9%
All Households with Children	58.5%	49.8%	48.5%
Multigenerational Households	4.9%	4.2%	3.7%
Unmarried Partner Households	5.9%	5.2%	4.5%
Male-female	5.2%	4.6%	4.0%
Same-sex	0.7%	0.6%	0.5%
2010 Households by Size			
Total	2,843	20,161	36,614
1 Person Household	12.5%	18.1%	18.9%
2 Person Household	23.3%	26.7%	27.2%
3 Person Household	18.3%	17.8%	17.9%
4 Person Household	26.3%	21.2%	21.1%
5 Person Household	12.5%	10.4%	9.7%
6 Person Household	4.7%	3.8%	3.4%
7 + Person Household	2.3%	2.0%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	2,843	20,161	36,614
Owner Occupied	75.1%	72.9%	75.8%
Owned with a Mortgage/Loan	73.5%	68.8%	70.0%
Owned Free and Clear	1.6%	4.1%	5.8%
Renter Occupied	24.9%	27.1%	24.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,947	21,049	38,124
Housing Units Inside Urbanized Area	99.7%	98.6%	95.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.3%	1.4%	4.2%

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.	Up and Coming Families (7A)	Enterprising Professionals	Professional Pride (1B)
3.	Professional Pride (1B)	Professional Pride (1B)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,718,970	\$89,870,551	\$175,135,888
Average Spent	\$4,011.71	\$3,975.87	\$4,115.33
Spending Potential Index	187	186	192
Education: Total \$	\$10,629,760	\$66,061,973	\$132,252,058
Average Spent	\$2,897.18	\$2,922.58	\$3,107.65
Spending Potential Index	182	183	195
Entertainment/Recreation: Total \$	\$21,607,036	\$129,357,001	\$256,817,545
Average Spent	\$5,889.08	\$5,722.75	\$6,034.67
Spending Potential Index	180	175	185
Food at Home: Total \$	\$32,803,593	\$202,620,932	\$396,592,628
Average Spent	\$8,940.74	\$8,963.94	\$9,319.09
Spending Potential Index	173	173	180
Food Away from Home: Total \$	\$25,264,565	\$153,668,278	\$300,006,957
Average Spent	\$6,885.95	\$6,798.28	\$7,049.53
Spending Potential Index	187	185	192
Health Care: Total \$	\$37,181,358	\$220,935,146	\$442,724,844
Average Spent	\$10,133.92	\$9,774.16	\$10,403.10
Spending Potential Index	171	165	175
HH Furnishings & Equipment: Total \$	\$14,941,226	\$88,144,906	\$173,405,104
Average Spent	\$4,072.29	\$3,899.53	\$4,074.66
Spending Potential Index	191	183	191
Personal Care Products & Services: Total \$	\$6,282,841	\$37,288,979	\$73,669,343
Average Spent	\$1,712.41	\$1,649.66	\$1,731.07
Spending Potential Index	193	186	195
Shelter: Total \$	\$119,710,786	\$747,419,480	\$1,474,133,116
Average Spent	\$32,627.63	\$33,065.81	\$34,639.03
Spending Potential Index	176	179	187
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,343,147	\$95,951,466	\$193,207,236
Average Spent	\$4,454.39	\$4,244.89	\$4,539.96
Spending Potential Index	180	171	183
Travel: Total \$	\$15,766,840	\$93,124,641	\$187,305,458
Average Spent	\$4,297.31	\$4,119.83	\$4,401.28
Spending Potential Index	191	184	196
Vehicle Maintenance & Repairs: Total \$	\$7,315,773	\$44,621,574	\$87,332,760
Average Spent	\$1,993.94	\$1,974.06	\$2,052.14
Spending Potential Index	174	173	179

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.