



# Community Profile

The Shops at Stonewall  
 7901 Stonewall Shops Sq, Gainesville, Virginia, 20155  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.78609  
 Longitude: -77.64995

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	629	8,803	18,928
2010 Total Population	2,687	28,414	66,096
2019 Total Population	3,919	37,846	83,281
2019 Group Quarters	0	103	186
2024 Total Population	4,524	42,267	91,724
2019-2024 Annual Rate	2.91%	2.23%	1.95%
2019 Total Daytime Population	3,804	32,230	70,686
Workers	1,903	14,506	29,197
Residents	1,901	17,724	41,489
<b>Household Summary</b>			
2000 Households	227	3,116	6,477
2000 Average Household Size	2.77	2.83	2.91
2010 Households	879	9,189	21,451
2010 Average Household Size	3.06	3.08	3.07
2019 Households	1,234	11,987	26,506
2019 Average Household Size	3.18	3.15	3.13
2024 Households	1,411	13,344	29,113
2024 Average Household Size	3.21	3.16	3.14
2019-2024 Annual Rate	2.72%	2.17%	1.89%
2010 Families	734	7,499	17,791
2010 Average Family Size	3.35	3.41	3.38
2019 Families	1,008	9,713	21,809
2019 Average Family Size	3.51	3.49	3.46
2024 Families	1,144	10,783	23,876
2024 Average Family Size	3.56	3.50	3.47
2019-2024 Annual Rate	2.56%	2.11%	1.83%
<b>Housing Unit Summary</b>			
2000 Housing Units	236	3,290	6,780
Owner Occupied Housing Units	85.2%	84.9%	86.7%
Renter Occupied Housing Units	11.0%	9.8%	8.9%
Vacant Housing Units	3.8%	5.3%	4.5%
2010 Housing Units	904	9,520	22,260
Owner Occupied Housing Units	87.8%	81.5%	85.0%
Renter Occupied Housing Units	9.4%	15.0%	11.4%
Vacant Housing Units	2.8%	3.5%	3.6%
2019 Housing Units	1,255	12,281	27,263
Owner Occupied Housing Units	92.0%	87.0%	89.2%
Renter Occupied Housing Units	6.3%	10.6%	8.1%
Vacant Housing Units	1.7%	2.4%	2.8%
2024 Housing Units	1,436	13,668	29,945
Owner Occupied Housing Units	92.5%	87.9%	89.8%
Renter Occupied Housing Units	5.8%	9.7%	7.4%
Vacant Housing Units	1.7%	2.4%	2.8%
<b>Median Household Income</b>			
2019	\$161,560	\$130,756	\$136,922
2024	\$167,345	\$143,635	\$149,176
<b>Median Home Value</b>			
2019	\$605,517	\$458,856	\$477,952
2024	\$623,907	\$478,938	\$499,412
<b>Per Capita Income</b>			
2019	\$67,953	\$50,389	\$53,263
2024	\$70,806	\$55,326	\$57,920
<b>Median Age</b>			
2010	38.7	34.0	36.4
2019	39.0	35.5	37.8
2024	39.1	35.2	37.7

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



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<b>2019 Households by Income</b>			
Household Income Base	1,234	11,987	26,506
<\$15,000	2.4%	1.7%	1.4%
\$15,000 - \$24,999	1.1%	1.4%	1.7%
\$25,000 - \$34,999	4.4%	2.9%	2.3%
\$35,000 - \$49,999	2.3%	2.8%	3.4%
\$50,000 - \$74,999	9.1%	9.2%	8.9%
\$75,000 - \$99,999	7.7%	13.4%	13.2%
\$100,000 - \$149,999	18.3%	26.0%	23.6%
\$150,000 - \$199,999	16.5%	19.8%	20.1%
\$200,000+	38.4%	22.8%	25.4%
Average Household Income	\$212,669	\$161,128	\$167,190
<b>2024 Households by Income</b>			
Household Income Base	1,411	13,344	29,113
<\$15,000	2.5%	1.5%	1.2%
\$15,000 - \$24,999	1.0%	1.2%	1.3%
\$25,000 - \$34,999	4.0%	2.3%	1.9%
\$35,000 - \$49,999	1.9%	2.3%	2.7%
\$50,000 - \$74,999	7.9%	7.4%	7.5%
\$75,000 - \$99,999	7.2%	12.1%	12.3%
\$100,000 - \$149,999	17.9%	25.4%	23.2%
\$150,000 - \$199,999	17.9%	21.9%	21.8%
\$200,000+	39.8%	25.8%	28.0%
Average Household Income	\$223,780	\$177,698	\$182,317
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,155	10,681	24,309
<\$50,000	0.3%	0.5%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	0.3%	0.5%	0.4%
\$200,000 - \$249,999	1.1%	2.9%	2.0%
\$250,000 - \$299,999	4.2%	6.5%	5.3%
\$300,000 - \$399,999	10.1%	21.2%	18.4%
\$400,000 - \$499,999	13.2%	31.0%	29.8%
\$500,000 - \$749,999	49.4%	31.3%	36.6%
\$750,000 - \$999,999	19.4%	5.3%	5.8%
\$1,000,000 - \$1,499,999	2.1%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$613,668	\$491,618	\$512,382
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,329	12,021	26,902
<\$50,000	0.1%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.2%	0.3%	0.2%
\$200,000 - \$249,999	0.7%	2.1%	1.4%
\$250,000 - \$299,999	2.9%	5.0%	4.0%
\$300,000 - \$399,999	8.0%	17.7%	15.2%
\$400,000 - \$499,999	12.6%	31.1%	29.1%
\$500,000 - \$749,999	51.6%	35.8%	41.2%
\$750,000 - \$999,999	21.8%	6.7%	7.4%
\$1,000,000 - \$1,499,999	2.1%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$634,827	\$518,416	\$538,606

**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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<b>2010 Population by Age</b>			
Total	2,689	28,416	66,095
0 - 4	6.4%	8.8%	8.0%
5 - 9	8.8%	9.7%	9.7%
10 - 14	7.5%	8.3%	8.7%
15 - 24	10.7%	10.5%	9.8%
25 - 34	10.5%	14.3%	11.3%
35 - 44	18.6%	19.4%	18.7%
45 - 54	17.8%	14.6%	14.7%
55 - 64	11.3%	8.1%	9.5%
65 - 74	6.0%	4.1%	6.4%
75 - 84	1.9%	1.7%	2.6%
85 +	0.3%	0.5%	0.6%
18 +	71.9%	68.7%	69.0%
<b>2019 Population by Age</b>			
Total	3,920	37,845	83,280
0 - 4	6.1%	7.9%	7.2%
5 - 9	7.3%	8.3%	8.2%
10 - 14	8.9%	8.2%	8.4%
15 - 24	10.2%	11.1%	10.9%
25 - 34	11.0%	13.6%	11.0%
35 - 44	15.8%	16.7%	15.5%
45 - 54	16.5%	14.4%	14.5%
55 - 64	13.0%	10.1%	10.8%
65 - 74	8.2%	6.3%	8.7%
75 - 84	2.4%	2.5%	3.9%
85 +	0.6%	0.8%	1.0%
18 +	73.5%	71.2%	71.8%
<b>2024 Population by Age</b>			
Total	4,525	42,264	91,725
0 - 4	6.3%	8.2%	7.3%
5 - 9	7.2%	8.2%	8.0%
10 - 14	7.4%	7.5%	7.7%
15 - 24	10.3%	10.5%	10.2%
25 - 34	12.2%	15.3%	12.4%
35 - 44	16.8%	17.1%	15.8%
45 - 54	15.0%	12.6%	12.6%
55 - 64	11.9%	9.8%	10.6%
65 - 74	8.5%	6.7%	9.0%
75 - 84	3.7%	3.3%	5.2%
85 +	0.7%	0.9%	1.2%
18 +	74.7%	71.9%	72.8%
<b>2010 Population by Sex</b>			
Males	1,389	14,061	32,602
Females	1,298	14,353	33,494
<b>2019 Population by Sex</b>			
Males	2,016	18,664	41,009
Females	1,903	19,182	42,272
<b>2024 Population by Sex</b>			
Males	2,325	20,828	45,109
Females	2,199	21,439	46,615

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,688	28,414	66,096
White Alone	63.7%	68.1%	72.9%
Black Alone	13.4%	11.0%	9.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	17.2%	13.1%	10.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.5%	2.8%	2.3%
Two or More Races	4.0%	4.6%	4.1%
Hispanic Origin	6.6%	10.1%	9.0%
Diversity Index	60.2	59.6	53.8
<b>2019 Population by Race/Ethnicity</b>			
Total	3,921	37,847	83,281
White Alone	55.5%	61.8%	67.0%
Black Alone	15.4%	12.0%	10.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	21.4%	16.0%	13.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	4.0%	3.3%
Two or More Races	5.2%	5.8%	5.2%
Hispanic Origin	9.8%	13.9%	12.5%
Diversity Index	68.9	67.9	62.6
<b>2024 Population by Race/Ethnicity</b>			
Total	4,525	42,266	91,723
White Alone	51.4%	58.2%	63.7%
Black Alone	16.3%	12.6%	11.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	23.6%	17.6%	15.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	4.6%	3.9%
Two or More Races	5.9%	6.6%	6.0%
Hispanic Origin	11.4%	15.9%	14.5%
Diversity Index	72.3	71.7	66.9
<b>2010 Population by Relationship and Household Type</b>			
Total	2,687	28,414	66,096
In Households	100.0%	99.7%	99.7%
In Family Households	93.0%	91.7%	92.5%
Householder	27.8%	26.2%	26.9%
Spouse	24.9%	22.4%	23.6%
Child	34.5%	36.6%	36.1%
Other relative	4.3%	4.7%	4.2%
Nonrelative	1.5%	1.8%	1.6%
In Nonfamily Households	7.0%	8.0%	7.2%
In Group Quarters	0.0%	0.3%	0.3%
Institutionalized Population	0.0%	0.3%	0.2%
Noninstitutionalized Population	0.0%	0.0%	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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	2,645	24,396	54,388
Less than 9th Grade	2.8%	1.6%	1.5%
9th - 12th Grade, No Diploma	2.6%	1.8%	1.8%
High School Graduate	12.6%	13.1%	12.5%
GED/Alternative Credential	2.2%	1.3%	1.4%
Some College, No Degree	15.0%	17.3%	17.5%
Associate Degree	6.8%	8.5%	8.8%
Bachelor's Degree	32.0%	35.5%	33.6%
Graduate/Professional Degree	25.9%	20.8%	22.8%
<b>2019 Population 15+ by Marital Status</b>			
Total	3,044	28,595	63,485
Never Married	22.3%	26.1%	24.2%
Married	69.1%	64.2%	65.7%
Widowed	3.2%	3.3%	3.6%
Divorced	5.4%	6.4%	6.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	97.5%	97.5%
Civilian Unemployed (Unemployment Rate)	2.3%	2.5%	2.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,057	20,318	42,150
Agriculture/Mining	0.8%	0.3%	0.3%
Construction	2.6%	6.0%	6.5%
Manufacturing	4.4%	3.5%	3.3%
Wholesale Trade	1.6%	1.4%	1.6%
Retail Trade	7.5%	9.0%	8.9%
Transportation/Utilities	4.1%	3.7%	3.4%
Information	2.1%	1.9%	1.9%
Finance/Insurance/Real Estate	9.7%	6.1%	6.1%
Services	55.8%	56.6%	56.1%
Public Administration	11.4%	11.6%	11.9%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,056	20,318	42,149
White Collar	81.6%	75.8%	75.7%
Management/Business/Financial	28.6%	24.1%	24.1%
Professional	29.9%	28.9%	29.5%
Sales	11.0%	11.7%	11.7%
Administrative Support	12.1%	11.1%	10.5%
Services	13.6%	14.7%	14.8%
Blue Collar	4.8%	9.5%	9.5%
Farming/Forestry/Fishing	0.8%	0.2%	0.2%
Construction/Extraction	0.7%	2.3%	3.0%
Installation/Maintenance/Repair	1.4%	1.7%	1.6%
Production	0.9%	1.7%	1.5%
Transportation/Material Moving	0.9%	3.6%	3.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,687	28,414	66,096
Population Inside Urbanized Area	95.7%	95.6%	92.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.3%	4.4%	7.6%

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<b>2010 Households by Type</b>			
Total	879	9,189	21,451
Households with 1 Person	12.1%	13.5%	13.2%
Households with 2+ People	87.9%	86.5%	86.8%
Family Households	83.5%	81.6%	82.9%
Husband-wife Families	74.9%	69.7%	72.8%
With Related Children	39.5%	43.0%	41.9%
Other Family (No Spouse Present)	8.6%	11.9%	10.2%
Other Family with Male Householder	3.0%	3.4%	3.1%
With Related Children	1.7%	1.9%	1.8%
Other Family with Female Householder	5.7%	8.4%	7.0%
With Related Children	3.1%	5.9%	4.6%
Nonfamily Households	4.4%	4.9%	3.9%
All Households with Children	44.4%	51.1%	48.7%
Multigenerational Households	4.9%	5.3%	4.7%
Unmarried Partner Households	3.0%	4.2%	3.7%
Male-female	2.6%	3.6%	3.1%
Same-sex	0.3%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	881	9,190	21,450
1 Person Household	12.0%	13.5%	13.2%
2 Person Household	34.8%	28.6%	31.2%
3 Person Household	17.8%	19.2%	17.5%
4 Person Household	20.0%	21.7%	21.4%
5 Person Household	10.2%	10.7%	10.5%
6 Person Household	2.7%	4.0%	3.9%
7 + Person Household	2.4%	2.3%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	879	9,189	21,451
Owner Occupied	90.3%	84.4%	88.2%
Owned with a Mortgage/Loan	84.3%	79.4%	80.3%
Owned Free and Clear	6.0%	5.1%	7.9%
Renter Occupied	9.7%	15.6%	11.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	904	9,520	22,260
Housing Units Inside Urbanized Area	94.8%	94.9%	90.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.2%	5.1%	9.4%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Top Tier (1A) Up and Coming Families (7A)		Silver & Gold (9A)
3.	Professional Pride (1B)	Soccer Moms (4A)	Savvy Suburbanites (1D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,301,938	\$47,776,429	\$107,857,101
Average Spent	\$5,106.92	\$3,985.69	\$4,069.16
Spending Potential Index	238	186	190
Education: Total \$	\$5,250,561	\$34,624,175	\$80,063,417
Average Spent	\$4,254.91	\$2,888.48	\$3,020.58
Spending Potential Index	267	181	190
Entertainment/Recreation: Total \$	\$9,529,129	\$70,937,542	\$163,079,426
Average Spent	\$7,722.15	\$5,917.87	\$6,152.55
Spending Potential Index	236	181	188
Food at Home: Total \$	\$13,962,915	\$107,897,944	\$246,400,707
Average Spent	\$11,315.17	\$9,001.25	\$9,296.04
Spending Potential Index	219	174	180
Food Away from Home: Total \$	\$10,755,751	\$82,146,857	\$185,388,145
Average Spent	\$8,716.17	\$6,853.00	\$6,994.20
Spending Potential Index	237	186	190
Health Care: Total \$	\$16,212,278	\$123,626,198	\$287,954,477
Average Spent	\$13,137.99	\$10,313.36	\$10,863.75
Spending Potential Index	221	174	183
HH Furnishings & Equipment: Total \$	\$6,407,197	\$48,611,445	\$110,437,396
Average Spent	\$5,192.22	\$4,055.35	\$4,166.51
Spending Potential Index	244	190	195
Personal Care Products & Services: Total \$	\$2,692,123	\$20,474,094	\$46,589,999
Average Spent	\$2,181.62	\$1,708.02	\$1,757.72
Spending Potential Index	246	193	198
Shelter: Total \$	\$53,204,446	\$395,148,999	\$908,542,406
Average Spent	\$43,115.43	\$32,964.80	\$34,276.86
Spending Potential Index	233	178	185
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,415,541	\$54,047,564	\$126,095,437
Average Spent	\$6,009.35	\$4,508.85	\$4,757.24
Spending Potential Index	242	182	192
Travel: Total \$	\$7,181,316	\$51,877,690	\$120,119,434
Average Spent	\$5,819.54	\$4,327.83	\$4,531.78
Spending Potential Index	259	193	202
Vehicle Maintenance & Repairs: Total \$	\$3,179,840	\$24,058,624	\$55,008,734
Average Spent	\$2,576.86	\$2,007.06	\$2,075.33
Spending Potential Index	225	175	181

**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.