



# Market Profile

Avonlea  
 Loudoun County Pkwy, Chantilly, Virginia, 20152  
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
 Latitude: 38.92931  
 Longitude: -77.51891

	5 minutes	10 minutes	15 minutes
<b>Population Summary</b>			
2000 Total Population	3,867	10,627	87,291
2010 Total Population	20,276	56,154	161,253
2020 Total Population	41,004	113,415	241,933
2020 Group Quarters	6	16	62
2025 Total Population	49,098	133,997	277,422
2020-2025 Annual Rate	3.67%	3.39%	2.78%
2020 Total Daytime Population	38,025	114,270	255,813
Workers	17,559	56,702	138,889
Residents	20,466	57,568	116,924
<b>Household Summary</b>			
2000 Households	1,486	3,773	29,341
2000 Average Household Size	2.60	2.82	2.97
2010 Households	6,473	17,517	52,589
2010 Average Household Size	3.13	3.21	3.07
2020 Households	12,621	34,800	77,182
2020 Average Household Size	3.25	3.26	3.13
2025 Households	15,022	40,945	88,123
2025 Average Household Size	3.27	3.27	3.15
2020-2025 Annual Rate	3.54%	3.31%	2.69%
2010 Families	5,238	14,474	41,583
2010 Average Family Size	3.49	3.53	3.43
2020 Families	10,288	28,257	60,655
2020 Average Family Size	3.60	3.61	3.52
2025 Families	12,259	33,151	69,021
2025 Average Family Size	3.62	3.63	3.54
2020-2025 Annual Rate	3.57%	3.25%	2.62%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,520	3,962	30,203
Owner Occupied Housing Units	85.3%	84.3%	79.8%
Renter Occupied Housing Units	12.4%	11.0%	17.3%
Vacant Housing Units	2.2%	4.8%	2.9%
2010 Housing Units	6,736	18,235	54,435
Owner Occupied Housing Units	82.6%	81.2%	75.6%
Renter Occupied Housing Units	13.5%	14.9%	21.0%
Vacant Housing Units	3.9%	3.9%	3.4%
2020 Housing Units	12,877	35,600	78,941
Owner Occupied Housing Units	88.5%	88.0%	79.3%
Renter Occupied Housing Units	9.5%	9.8%	18.5%
Vacant Housing Units	2.0%	2.2%	2.2%
2025 Housing Units	15,312	41,735	89,930
Owner Occupied Housing Units	89.1%	88.9%	78.6%
Renter Occupied Housing Units	9.0%	9.2%	19.4%
Vacant Housing Units	1.9%	1.9%	2.0%
<b>Median Household Income</b>			
2020	\$157,720	\$165,925	\$153,024
2025	\$165,726	\$175,936	\$161,611
<b>Median Home Value</b>			
2020	\$509,401	\$557,682	\$538,709
2025	\$535,542	\$579,660	\$563,352
<b>Per Capita Income</b>			
2020	\$57,049	\$59,558	\$58,797
2025	\$61,815	\$64,532	\$63,666
<b>Median Age</b>			
2010	32.5	32.3	33.5
2020	33.6	33.6	34.7
2025	32.8	33.1	34.5

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	12,621	34,800	77,181
<\$15,000	1.4%	1.2%	1.8%
\$15,000 - \$24,999	1.9%	1.2%	1.9%
\$25,000 - \$34,999	1.6%	1.8%	2.2%
\$35,000 - \$49,999	3.1%	3.5%	4.2%
\$50,000 - \$74,999	7.9%	7.2%	8.4%
\$75,000 - \$99,999	9.3%	7.6%	9.3%
\$100,000 - \$149,999	20.7%	20.3%	20.8%
\$150,000 - \$199,999	20.0%	18.3%	16.8%
\$200,000+	34.2%	39.0%	34.6%
Average Household Income	\$184,709	\$195,733	\$184,217
<b>2025 Households by Income</b>			
Household Income Base	15,022	40,945	88,122
<\$15,000	1.3%	1.1%	1.6%
\$15,000 - \$24,999	1.7%	1.1%	1.7%
\$25,000 - \$34,999	1.2%	1.4%	1.9%
\$35,000 - \$49,999	2.5%	2.9%	3.7%
\$50,000 - \$74,999	6.9%	6.2%	7.4%
\$75,000 - \$99,999	8.5%	6.9%	8.7%
\$100,000 - \$149,999	19.7%	19.1%	20.0%
\$150,000 - \$199,999	20.6%	18.7%	17.2%
\$200,000+	37.6%	42.5%	37.9%
Average Household Income	\$201,312	\$212,838	\$200,341
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	11,401	31,306	62,553
<\$50,000	0.7%	1.4%	1.1%
\$50,000 - \$99,999	0.5%	0.6%	0.4%
\$100,000 - \$149,999	1.2%	1.1%	0.7%
\$150,000 - \$199,999	1.1%	1.2%	1.3%
\$200,000 - \$249,999	1.3%	1.0%	2.1%
\$250,000 - \$299,999	5.3%	3.5%	3.7%
\$300,000 - \$399,999	18.7%	13.1%	15.5%
\$400,000 - \$499,999	19.8%	18.7%	18.9%
\$500,000 - \$749,999	39.7%	41.1%	40.3%
\$750,000 - \$999,999	10.0%	14.7%	12.6%
\$1,000,000 - \$1,499,999	1.2%	2.6%	2.5%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.4%
\$2,000,000 +	0.4%	0.6%	0.4%
Average Home Value	\$539,877	\$586,085	\$568,824
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	13,639	37,078	70,668
<\$50,000	0.4%	1.1%	0.8%
\$50,000 - \$99,999	0.3%	0.4%	0.3%
\$100,000 - \$149,999	0.7%	0.7%	0.5%
\$150,000 - \$199,999	0.6%	0.8%	0.9%
\$200,000 - \$249,999	0.9%	0.7%	1.5%
\$250,000 - \$299,999	4.3%	2.8%	3.1%
\$300,000 - \$399,999	17.1%	11.7%	14.0%
\$400,000 - \$499,999	19.7%	18.2%	18.4%
\$500,000 - \$749,999	41.9%	42.7%	41.9%
\$750,000 - \$999,999	11.8%	16.7%	14.7%
\$1,000,000 - \$1,499,999	1.4%	2.9%	3.0%
\$1,500,000 - \$1,999,999	0.4%	0.5%	0.5%
\$2,000,000 +	0.5%	0.8%	0.6%
Average Home Value	\$564,768	\$611,165	\$594,667

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	20,277	56,156	161,251
0 - 4	12.0%	12.0%	9.4%
5 - 9	10.7%	11.4%	9.3%
10 - 14	7.4%	7.5%	8.0%
15 - 24	7.7%	7.7%	10.2%
25 - 34	17.8%	17.2%	15.9%
35 - 44	22.9%	23.0%	19.7%
45 - 54	12.0%	12.0%	15.1%
55 - 64	5.9%	5.9%	8.0%
65 - 74	2.6%	2.4%	3.0%
75 - 84	0.8%	0.7%	1.1%
85 +	0.2%	0.2%	0.3%
18 +	66.5%	65.7%	69.0%
<b>2020 Population by Age</b>			
Total	41,003	113,418	241,934
0 - 4	9.7%	9.4%	8.2%
5 - 9	10.3%	10.3%	9.0%
10 - 14	9.7%	9.9%	9.0%
15 - 24	9.9%	10.5%	11.1%
25 - 34	12.4%	11.8%	13.2%
35 - 44	20.5%	19.5%	17.8%
45 - 54	13.9%	14.5%	14.6%
55 - 64	7.7%	8.2%	10.1%
65 - 74	4.0%	4.3%	5.0%
75 - 84	1.4%	1.4%	1.7%
85 +	0.3%	0.3%	0.4%
18 +	66.2%	66.1%	69.5%
<b>2025 Population by Age</b>			
Total	49,099	134,001	277,423
0 - 4	9.7%	9.4%	8.3%
5 - 9	10.1%	10.1%	8.7%
10 - 14	9.1%	9.2%	8.3%
15 - 24	10.9%	11.3%	11.1%
25 - 34	13.8%	13.2%	14.3%
35 - 44	18.2%	17.6%	17.1%
45 - 54	14.1%	14.2%	13.8%
55 - 64	7.7%	8.3%	9.7%
65 - 74	4.3%	4.6%	5.8%
75 - 84	1.7%	1.8%	2.3%
85 +	0.4%	0.4%	0.5%
18 +	66.5%	66.6%	70.2%
<b>2010 Population by Sex</b>			
Males	9,910	27,735	80,023
Females	10,366	28,419	81,230
<b>2020 Population by Sex</b>			
Males	20,073	55,799	119,572
Females	20,931	57,616	122,360
<b>2025 Population by Sex</b>			
Males	24,029	65,821	136,953
Females	25,069	68,176	140,469

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	20,275	56,155	161,253
White Alone	54.1%	55.6%	60.3%
Black Alone	7.5%	7.1%	7.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	31.2%	29.9%	24.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.4%	2.7%	3.8%
Two or More Races	4.5%	4.5%	4.1%
Hispanic Origin	8.2%	8.3%	10.8%
Diversity Index	66.4	65.8	65.5
<b>2020 Population by Race/Ethnicity</b>			
Total	41,005	113,415	241,933
White Alone	46.0%	47.1%	51.9%
Black Alone	7.3%	7.2%	7.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	37.8%	37.0%	30.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	3.0%	4.0%
Two or More Races	5.3%	5.4%	5.1%
Hispanic Origin	10.1%	9.3%	11.5%
Diversity Index	70.5	69.8	70.5
<b>2025 Population by Race/Ethnicity</b>			
Total	49,098	133,996	277,422
White Alone	40.9%	42.2%	47.1%
Black Alone	7.3%	7.3%	8.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	42.5%	41.2%	34.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	3.2%	4.2%
Two or More Races	5.6%	5.8%	5.5%
Hispanic Origin	10.6%	9.7%	12.1%
Diversity Index	71.4	70.9	72.5
<b>2010 Population by Relationship and Household Type</b>			
Total	20,276	56,154	161,253
In Households	100.0%	100.0%	100.0%
In Family Households	91.8%	92.6%	90.7%
Householder	25.9%	25.8%	25.8%
Spouse	22.3%	22.6%	21.9%
Child	36.9%	37.8%	36.0%
Other relative	5.1%	4.8%	4.8%
Nonrelative	1.5%	1.6%	2.1%
In Nonfamily Households	8.2%	7.4%	9.3%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Population 25+ by Educational Attainment</b>			
Total	24,751	68,045	151,864
Less than 9th Grade	1.6%	1.8%	1.9%
9th - 12th Grade, No Diploma	1.5%	1.9%	2.2%
High School Graduate	8.2%	7.3%	9.4%
GED/Alternative Credential	1.4%	1.3%	1.1%
Some College, No Degree	10.7%	10.7%	11.7%
Associate Degree	5.6%	5.3%	5.8%
Bachelor's Degree	39.7%	39.6%	37.4%
Graduate/Professional Degree	31.4%	32.1%	30.4%
<b>2020 Population 15+ by Marital Status</b>			
Total	28,799	79,987	178,734
Never Married	22.7%	22.3%	26.5%
Married	68.0%	68.6%	63.5%
Widowed	3.2%	2.6%	2.9%
Divorced	6.1%	6.5%	7.0%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	22,088	60,090	136,028
Population 16+ Employed	92.7%	92.7%	91.9%
Population 16+ Unemployment rate	7.3%	7.3%	8.1%
Population 16-24 Employed	7.5%	8.3%	8.9%
Population 16-24 Unemployment rate	11.0%	11.0%	13.9%
Population 25-54 Employed	78.1%	76.9%	72.8%
Population 25-54 Unemployment rate	7.1%	6.9%	7.5%
Population 55-64 Employed	11.6%	11.8%	14.2%
Population 55-64 Unemployment rate	6.5%	6.8%	7.3%
Population 65+ Employed	2.8%	2.9%	4.1%
Population 65+ Unemployment rate	6.4%	7.3%	7.4%
<b>2020 Employed Population 16+ by Industry</b>			
Total	20,471	55,725	125,067
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.2%	5.1%	5.2%
Manufacturing	3.1%	3.8%	3.9%
Wholesale Trade	1.8%	1.4%	1.2%
Retail Trade	5.6%	5.8%	6.3%
Transportation/Utilities	3.8%	3.1%	4.3%
Information	2.8%	3.3%	3.4%
Finance/Insurance/Real Estate	8.9%	8.8%	7.7%
Services	59.2%	59.3%	59.1%
Public Administration	9.7%	9.2%	8.6%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	20,468	55,726	125,064
White Collar	82.1%	81.5%	79.9%
Management/Business/Financial	28.5%	27.9%	26.2%
Professional	36.6%	36.2%	35.3%
Sales	9.1%	8.7%	8.6%
Administrative Support	8.0%	8.6%	9.9%
Services	8.9%	9.5%	10.9%
Blue Collar	9.0%	9.0%	9.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	2.3%	2.5%
Installation/Maintenance/Repair	2.3%	2.2%	1.8%
Production	1.7%	2.1%	2.0%
Transportation/Material Moving	2.3%	2.2%	2.9%

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June 14, 2021



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<b>2010 Households by Type</b>			
Total	6,473	17,517	52,590
Households with 1 Person	13.9%	12.5%	15.3%
Households with 2+ People	86.1%	87.5%	84.7%
Family Households	80.9%	82.6%	79.1%
Husband-wife Families	69.9%	72.3%	67.2%
With Related Children	49.5%	51.9%	43.7%
Other Family (No Spouse Present)	11.0%	10.3%	11.9%
Other Family with Male Householder	3.1%	3.0%	3.5%
With Related Children	2.0%	1.9%	2.0%
Other Family with Female Householder	7.9%	7.3%	8.4%
With Related Children	5.3%	5.1%	5.6%
Nonfamily Households	5.2%	4.9%	5.6%
All Households with Children	57.2%	59.2%	51.6%
Multigenerational Households	5.1%	5.1%	4.5%
Unmarried Partner Households	4.0%	4.2%	4.3%
Male-female	3.6%	3.7%	3.7%
Same-sex	0.5%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	6,471	17,517	52,590
1 Person Household	13.9%	12.5%	15.3%
2 Person Household	24.3%	23.1%	25.7%
3 Person Household	21.0%	21.3%	20.6%
4 Person Household	25.4%	26.7%	23.2%
5 Person Household	10.0%	10.8%	9.6%
6 Person Household	3.6%	3.7%	3.5%
7 + Person Household	1.9%	2.0%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,473	17,517	52,589
Owner Occupied	85.9%	84.5%	78.3%
Owned with a Mortgage/Loan	83.4%	81.3%	73.6%
Owned Free and Clear	2.5%	3.2%	4.6%
Renter Occupied	14.1%	15.5%	21.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	165	159	152
Percent of Income for Mortgage	13.5%	14.0%	14.7%
Wealth Index	213	232	225
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,736	18,235	54,435
Housing Units Inside Urbanized Area	98.1%	96.0%	96.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.9%	4.0%	3.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	20,276	56,154	161,253
Population Inside Urbanized Area	98.4%	95.9%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.6%	4.1%	3.8%

**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.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
3.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$56,505,389	\$164,514,653	\$339,749,604
Average Spent	\$4,477.09	\$4,727.43	\$4,401.93
Spending Potential Index	209	220	205
Education: Total \$	\$45,913,230	\$135,134,126	\$294,043,891
Average Spent	\$3,637.84	\$3,883.16	\$3,809.75
Spending Potential Index	203	217	213
Entertainment/Recreation: Total \$	\$80,982,090	\$237,554,257	\$493,490,913
Average Spent	\$6,416.46	\$6,826.27	\$6,393.86
Spending Potential Index	197	210	197
Food at Home: Total \$	\$130,473,271	\$379,647,035	\$792,634,956
Average Spent	\$10,337.79	\$10,909.40	\$10,269.69
Spending Potential Index	194	204	192
Food Away from Home: Total \$	\$99,032,384	\$287,155,725	\$594,926,435
Average Spent	\$7,846.64	\$8,251.60	\$7,708.10
Spending Potential Index	208	219	204
Health Care: Total \$	\$136,242,702	\$401,450,048	\$830,740,057
Average Spent	\$10,794.92	\$11,535.92	\$10,763.39
Spending Potential Index	188	201	187
HH Furnishings & Equipment: Total \$	\$56,574,705	\$166,567,762	\$340,937,435
Average Spent	\$4,482.58	\$4,786.43	\$4,417.32
Spending Potential Index	205	219	202
Personal Care Products & Services: Total \$	\$24,371,496	\$71,223,431	\$146,162,229
Average Spent	\$1,931.03	\$2,046.65	\$1,893.73
Spending Potential Index	210	223	206
Shelter: Total \$	\$497,305,181	\$1,437,831,912	\$3,038,079,101
Average Spent	\$39,402.99	\$41,317.01	\$39,362.53
Spending Potential Index	203	213	203
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$60,033,305	\$178,601,489	\$357,754,456
Average Spent	\$4,756.62	\$5,132.23	\$4,635.21
Spending Potential Index	203	219	198
Travel: Total \$	\$63,696,638	\$186,605,107	\$391,070,520
Average Spent	\$5,046.88	\$5,362.22	\$5,066.86
Spending Potential Index	209	222	210
Vehicle Maintenance & Repairs: Total \$	\$27,443,824	\$80,633,286	\$166,778,927
Average Spent	\$2,174.46	\$2,317.05	\$2,160.85
Spending Potential Index	188	200	186

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.