



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	9,176	60,779	106,401
2020 Total Population	10,425	67,408	122,563
2020 Group Quarters	4	212	568
2022 Total Population	11,250	71,021	128,571
2022 Group Quarters	4	212	568
2027 Total Population	12,024	75,782	137,743
2022-2027 Annual Rate	1.34%	1.31%	1.39%
2022 Total Daytime Population	11,832	73,134	126,340
Workers	6,052	38,279	62,928
Residents	5,780	34,855	63,412
Household Summary			
2010 Households	2,700	20,283	35,944
2010 Average Household Size	3.33	2.98	2.94
2020 Total Households	3,302	22,394	41,679
2020 Average Household Size	3.16	3.00	2.93
2022 Total Households	3,634	23,610	43,749
2022 Average Household Size	3.09	3.00	2.93
2027 Total Households	3,885	25,102	46,763
2027 Average Household Size	3.09	3.01	2.93
2022-2027 Annual Rate	1.34%	1.23%	1.34%
2010 Families	2,205	15,453	27,408
2010 Average Family Size	3.64	3.41	3.38
2022 Total Families	2,904	17,464	32,404
2022 Average Family Size	3.41	3.46	3.41
2027 Total Families	3,100	18,495	34,490
2027 Average Family Size	3.41	3.48	3.42
2022-2027 Annual Rate	1.31%	1.15%	1.26%
Housing Unit Summary			
2000 Housing Units	979	10,491	20,317
Owner Occupied Housing Units	87.3%	65.6%	73.6%
Renter Occupied Housing Units	10.3%	29.1%	22.5%
Vacant Housing Units	2.3%	5.3%	3.9%
2010 Housing Units	2,787	21,203	37,394
Owner Occupied Housing Units	72.6%	69.4%	73.4%
Renter Occupied Housing Units	24.2%	26.3%	22.7%
Vacant Housing Units	3.1%	4.3%	3.9%
2020 Housing Units	3,404	23,096	43,024
Vacant Housing Units	3.0%	3.0%	3.1%
2022 Housing Units	3,719	24,168	44,826
Owner Occupied Housing Units	71.0%	72.9%	76.0%
Renter Occupied Housing Units	26.7%	24.8%	21.6%
Vacant Housing Units	2.3%	2.3%	2.4%
2027 Housing Units	4,025	25,911	48,324
Owner Occupied Housing Units	71.4%	72.8%	75.9%
Renter Occupied Housing Units	25.2%	24.1%	20.8%
Vacant Housing Units	3.5%	3.1%	3.2%
Median Household Income			
2022	\$162,239	\$152,362	\$160,550
2027	\$178,482	\$164,397	\$173,442
Median Home Value			
2022	\$569,079	\$584,261	\$606,563
2027	\$610,024	\$628,007	\$647,065
Per Capita Income			
2022	\$63,982	\$63,044	\$68,386
2027	\$73,290	\$69,567	\$75,308
Median Age			
2010	31.9	33.8	34.9
2022	33.5	35.5	36.6
2027	33.5	35.4	36.5

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income			
Household Income Base	3,634	23,610	43,749
<\$15,000	0.9%	2.0%	1.9%
\$15,000 - \$24,999	2.4%	2.0%	1.6%
\$25,000 - \$34,999	3.9%	3.6%	3.0%
\$35,000 - \$49,999	2.5%	5.2%	4.3%
\$50,000 - \$74,999	6.1%	8.7%	7.9%
\$75,000 - \$99,999	8.8%	10.5%	10.2%
\$100,000 - \$149,999	18.5%	16.9%	16.6%
\$150,000 - \$199,999	21.6%	17.0%	16.6%
\$200,000+	35.3%	34.1%	37.9%
Average Household Income	\$196,530	\$189,988	\$201,414
2027 Households by Income			
Household Income Base	3,885	25,102	46,763
<\$15,000	0.6%	1.4%	1.3%
\$15,000 - \$24,999	1.5%	1.4%	1.2%
\$25,000 - \$34,999	2.6%	3.0%	2.3%
\$35,000 - \$49,999	1.5%	4.4%	3.5%
\$50,000 - \$74,999	3.5%	7.7%	7.0%
\$75,000 - \$99,999	7.7%	10.1%	9.3%
\$100,000 - \$149,999	16.0%	15.0%	15.1%
\$150,000 - \$199,999	25.3%	19.0%	18.8%
\$200,000+	41.4%	37.9%	41.6%
Average Household Income	\$225,212	\$210,377	\$222,298
2022 Owner Occupied Housing Units by Value			
Total	2,641	17,622	34,047
<\$50,000	0.4%	0.6%	0.4%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.3%	1.5%	1.1%
\$200,000 - \$249,999	0.9%	1.6%	1.3%
\$250,000 - \$299,999	1.5%	4.3%	2.8%
\$300,000 - \$399,999	18.7%	12.2%	10.7%
\$400,000 - \$499,999	12.9%	16.2%	14.6%
\$500,000 - \$749,999	54.7%	39.3%	43.9%
\$750,000 - \$999,999	5.7%	19.4%	20.5%
\$1,000,000 - \$1,499,999	4.5%	3.5%	3.3%
\$1,500,000 - \$1,999,999	0.2%	0.7%	0.7%
\$2,000,000 +	0.1%	0.3%	0.4%
Average Home Value	\$583,195	\$613,399	\$630,999
2027 Owner Occupied Housing Units by Value			
Total	2,872	18,870	36,692
<\$50,000	0.2%	0.3%	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	0.1%	0.6%	0.4%
\$200,000 - \$249,999	0.3%	0.8%	0.6%
\$250,000 - \$299,999	0.6%	2.9%	1.7%
\$300,000 - \$399,999	12.7%	9.1%	7.2%
\$400,000 - \$499,999	10.3%	14.3%	12.2%
\$500,000 - \$749,999	58.7%	43.0%	47.1%
\$750,000 - \$999,999	7.5%	23.1%	25.1%
\$1,000,000 - \$1,499,999	9.2%	4.7%	4.3%
\$1,500,000 - \$1,999,999	0.3%	0.9%	0.8%
\$2,000,000 +	0.1%	0.4%	0.4%
Average Home Value	\$648,799	\$659,821	\$677,465

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	9,175	60,780	106,401
0 - 4	10.2%	9.1%	8.5%
5 - 9	10.4%	9.8%	9.5%
10 - 14	9.0%	8.3%	8.7%
15 - 24	11.1%	10.8%	10.5%
25 - 34	14.8%	13.9%	13.0%
35 - 44	20.4%	19.3%	18.9%
45 - 54	14.9%	15.3%	16.1%
55 - 64	6.1%	8.0%	8.3%
65 - 74	2.2%	3.5%	3.8%
75 - 84	0.7%	1.4%	2.0%
85 +	0.2%	0.5%	0.7%
18 +	65.7%	68.3%	68.5%
2022 Population by Age			
Total	11,249	71,019	128,574
0 - 4	8.8%	7.8%	7.3%
5 - 9	10.5%	9.1%	8.5%
10 - 14	9.7%	8.8%	8.8%
15 - 24	10.6%	11.3%	11.5%
25 - 34	12.7%	12.1%	11.5%
35 - 44	19.9%	17.9%	16.8%
45 - 54	14.4%	14.4%	14.7%
55 - 64	7.8%	9.8%	10.8%
65 - 74	4.3%	5.8%	6.4%
75 - 84	1.2%	2.2%	2.7%
85 +	0.3%	0.7%	1.1%
18 +	66.6%	70.1%	71.0%
2027 Population by Age			
Total	12,024	75,783	137,744
0 - 4	8.9%	8.0%	7.4%
5 - 9	10.1%	8.9%	8.3%
10 - 14	9.6%	8.3%	8.2%
15 - 24	11.0%	11.2%	11.0%
25 - 34	12.6%	13.0%	12.7%
35 - 44	19.6%	17.4%	16.3%
45 - 54	14.2%	14.0%	13.9%
55 - 64	7.6%	9.5%	10.5%
65 - 74	4.4%	6.2%	7.1%
75 - 84	1.6%	2.7%	3.4%
85 +	0.3%	0.8%	1.2%
18 +	66.5%	70.6%	71.8%
2010 Population by Sex			
Males	4,538	29,939	52,106
Females	4,638	30,839	54,295
2022 Population by Sex			
Males	5,445	34,864	62,822
Females	5,805	36,156	65,749
2027 Population by Sex			
Males	5,798	37,186	67,318
Females	6,226	38,597	70,425

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	9,176	60,780	106,401
White Alone	64.5%	69.0%	72.2%
Black Alone	11.1%	9.7%	8.3%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	13.2%	10.7%	10.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.4%	5.8%	4.3%
Two or More Races	5.4%	4.4%	4.1%
Hispanic Origin	14.7%	14.5%	11.7%
Diversity Index	66.1	62.2	56.9
2020 Population by Race/Ethnicity			
Total	10,425	67,408	122,563
White Alone	54.1%	57.6%	60.1%
Black Alone	10.4%	8.4%	7.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	15.8%	12.8%	14.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.9%	9.9%	7.0%
Two or More Races	11.4%	10.9%	10.4%
Hispanic Origin	16.0%	17.9%	14.2%
Diversity Index	74.5	73.4	69.4
2022 Population by Race/Ethnicity			
Total	11,250	71,020	128,571
White Alone	53.3%	57.4%	60.2%
Black Alone	10.3%	8.1%	7.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	15.3%	12.2%	14.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.7%	10.4%	7.3%
Two or More Races	12.0%	11.3%	10.8%
Hispanic Origin	17.2%	18.7%	14.8%
Diversity Index	75.7	73.9	69.7
2027 Population by Race/Ethnicity			
Total	12,024	75,782	137,742
White Alone	53.1%	56.8%	59.8%
Black Alone	9.7%	7.6%	6.7%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	15.0%	12.0%	13.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.1%	11.0%	7.7%
Two or More Races	12.8%	12.1%	11.6%
Hispanic Origin	17.7%	19.3%	15.2%
Diversity Index	76.0	74.6	70.3
2010 Population by Relationship and Household Type			
Total	9,176	60,778	106,401
In Households	98.0%	99.4%	99.4%
In Family Households	90.1%	89.0%	89.1%
Householder	24.4%	25.3%	25.8%
Spouse	20.0%	20.8%	21.6%
Child	38.1%	36.0%	35.9%
Other relative	5.1%	4.5%	3.8%
Nonrelative	2.6%	2.4%	2.0%
In Nonfamily Households	7.9%	10.4%	10.2%
In Group Quarters	2.0%	0.6%	0.6%
Institutionalized Population	1.5%	0.5%	0.5%
Noninstitutionalized Population	0.6%	0.1%	0.2%

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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2022 Population 25+ by Educational Attainment			
Total	6,804	44,773	82,252
Less than 9th Grade	3.0%	3.0%	2.3%
9th - 12th Grade, No Diploma	1.7%	3.0%	2.3%
High School Graduate	10.2%	12.0%	10.6%
GED/Alternative Credential	1.7%	1.8%	1.4%
Some College, No Degree	11.4%	12.3%	12.2%
Associate Degree	8.1%	7.4%	7.2%
Bachelor's Degree	39.7%	35.8%	37.0%
Graduate/Professional Degree	24.3%	24.7%	27.1%
2022 Population 15+ by Marital Status			
Total	7,995	52,764	96,976
Never Married	31.7%	29.7%	28.2%
Married	61.3%	60.9%	61.6%
Widowed	1.0%	2.6%	3.2%
Divorced	6.0%	6.9%	7.0%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,621	37,363	67,111
Population 16+ Employed	97.2%	97.5%	97.6%
Population 16+ Unemployment rate	2.8%	2.5%	2.4%
Population 16-24 Employed	10.1%	11.0%	10.7%
Population 16-24 Unemployment rate	11.3%	6.2%	6.7%
Population 25-54 Employed	74.9%	71.1%	69.7%
Population 25-54 Unemployment rate	1.8%	2.1%	1.9%
Population 55-64 Employed	11.1%	13.9%	15.5%
Population 55-64 Unemployment rate	2.4%	2.2%	1.7%
Population 65+ Employed	3.9%	4.0%	4.0%
Population 65+ Unemployment rate	0.0%	0.1%	0.8%
2022 Employed Population 16+ by Industry			
Total	5,463	36,424	65,525
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	4.5%	5.9%	5.0%
Manufacturing	6.3%	5.1%	4.4%
Wholesale Trade	0.3%	1.1%	1.0%
Retail Trade	12.5%	9.2%	8.7%
Transportation/Utilities	6.4%	4.7%	4.4%
Information	2.7%	3.3%	3.7%
Finance/Insurance/Real Estate	6.9%	6.9%	7.6%
Services	55.1%	55.4%	56.8%
Public Administration	5.2%	8.1%	8.1%
2022 Employed Population 16+ by Occupation			
Total	5,465	36,423	65,527
White Collar	79.3%	77.6%	80.5%
Management/Business/Financial	25.7%	27.7%	29.3%
Professional	33.8%	31.8%	33.7%
Sales	11.6%	8.9%	8.9%
Administrative Support	8.3%	9.2%	8.7%
Services	8.8%	12.2%	10.8%
Blue Collar	11.9%	10.2%	8.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.3%	3.1%	2.2%
Installation/Maintenance/Repair	1.6%	1.1%	1.1%
Production	1.6%	1.6%	1.5%
Transportation/Material Moving	5.3%	4.3%	3.8%

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2010 Households by Type			
Total	2,700	20,283	35,947
Households with 1 Person	12.6%	18.4%	18.8%
Households with 2+ People	87.4%	81.6%	81.2%
Family Households	81.7%	76.2%	76.2%
Husband-wife Families	67.0%	62.5%	64.0%
With Related Children	46.9%	39.6%	39.8%
Other Family (No Spouse Present)	14.7%	13.7%	12.3%
Other Family with Male Householder	4.5%	4.0%	3.5%
With Related Children	3.0%	2.5%	2.2%
Other Family with Female Householder	10.2%	9.7%	8.8%
With Related Children	7.8%	6.9%	6.2%
Nonfamily Households	5.7%	5.5%	4.9%
All Households with Children	58.4%	49.4%	48.6%
Multigenerational Households	4.9%	4.2%	3.7%
Unmarried Partner Households	6.0%	5.2%	4.5%
Male-female	5.3%	4.6%	4.0%
Same-sex	0.7%	0.6%	0.5%
2010 Households by Size			
Total	2,700	20,282	35,945
1 Person Household	12.7%	18.4%	18.8%
2 Person Household	23.3%	26.8%	27.2%
3 Person Household	18.5%	17.7%	17.9%
4 Person Household	26.0%	21.0%	21.2%
5 Person Household	12.3%	10.3%	9.8%
6 Person Household	4.7%	3.8%	3.4%
7 + Person Household	2.4%	2.0%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	2,697	20,284	35,946
Owner Occupied	75.0%	72.5%	76.4%
Owned with a Mortgage/Loan	73.5%	68.3%	70.6%
Owned Free and Clear	1.6%	4.2%	5.8%
Renter Occupied	25.0%	27.5%	23.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	125	115	117
Percent of Income for Mortgage	18.5%	20.2%	19.9%
Wealth Index	185	190	217
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,787	21,203	37,394
Housing Units Inside Urbanized Area	99.8%	99.0%	95.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.3%	0.9%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	9,176	60,779	106,401
Population Inside Urbanized Area	97.8%	98.6%	95.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	2.2%	1.4%	4.4%

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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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Boomburbs (1C)
2.	Up and Coming Families (7A)	Enterprising Professionals (2D)	Professional Pride (1B)
3.	Professional Pride (1B)	NeWest Residents (13C)	Enterprising Professionals (2D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$16,090,319	\$103,091,237	\$199,665,212
Average Spent	\$4,427.72	\$4,366.42	\$4,563.88
Spending Potential Index	184	181	189
Education: Total \$	\$12,470,604	\$84,536,735	\$166,769,528
Average Spent	\$3,431.65	\$3,580.55	\$3,811.96
Spending Potential Index	175	183	194
Entertainment/Recreation: Total \$	\$24,230,563	\$151,158,971	\$297,364,433
Average Spent	\$6,667.74	\$6,402.33	\$6,797.06
Spending Potential Index	182	174	185
Food at Home: Total \$	\$39,166,003	\$252,570,961	\$491,214,558
Average Spent	\$10,777.66	\$10,697.63	\$11,228.02
Spending Potential Index	174	173	181
Food Away from Home: Total \$	\$29,157,186	\$186,155,314	\$360,294,072
Average Spent	\$8,023.44	\$7,884.60	\$8,235.48
Spending Potential Index	186	183	191
Health Care: Total \$	\$45,039,202	\$277,579,372	\$550,928,235
Average Spent	\$12,393.84	\$11,756.86	\$12,592.93
Spending Potential Index	175	166	178
HH Furnishings & Equipment: Total \$	\$17,771,499	\$109,141,302	\$214,572,240
Average Spent	\$4,890.34	\$4,622.67	\$4,904.62
Spending Potential Index	191	180	191
Personal Care Products & Services: Total \$	\$6,825,016	\$43,089,381	\$84,599,838
Average Spent	\$1,878.10	\$1,825.05	\$1,933.75
Spending Potential Index	184	179	190
Shelter: Total \$	\$151,669,399	\$981,619,785	\$1,911,564,017
Average Spent	\$41,736.21	\$41,576.44	\$43,693.89
Spending Potential Index	182	182	191
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,173,061	\$117,484,193	\$233,208,527
Average Spent	\$5,551.20	\$4,976.04	\$5,330.60
Spending Potential Index	204	183	196
Travel: Total \$	\$20,309,131	\$125,197,959	\$249,594,956
Average Spent	\$5,588.64	\$5,302.75	\$5,705.16
Spending Potential Index	195	185	199
Vehicle Maintenance & Repairs: Total \$	\$8,332,724	\$51,725,418	\$100,451,872
Average Spent	\$2,292.99	\$2,190.83	\$2,296.10
Spending Potential Index	182	174	182

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.