



# 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>			
2010 Total Population	3,156	29,710	65,710
2020 Total Population	4,758	40,133	85,393
2020 Group Quarters	110	213	413
2022 Total Population	4,896	42,470	88,506
2022 Group Quarters	110	213	413
2027 Total Population	5,140	44,161	91,481
2022-2027 Annual Rate	0.98%	0.78%	0.66%
2022 Total Daytime Population	4,814	37,714	77,283
Workers	2,289	16,570	31,500
Residents	2,525	21,144	45,783
<b>Household Summary</b>			
2010 Households	1,054	9,630	21,382
2010 Average Household Size	2.99	3.07	3.07
2020 Total Households	1,465	12,697	27,217
2020 Average Household Size	3.17	3.14	3.12
2022 Total Households	1,523	13,335	28,103
2022 Average Household Size	3.14	3.17	3.13
2027 Total Households	1,590	13,801	28,934
2027 Average Household Size	3.16	3.18	3.15
2022-2027 Annual Rate	0.86%	0.69%	0.58%
2010 Families	880	7,839	17,723
2010 Average Family Size	3.28	3.41	3.37
2022 Total Families	1,242	10,692	23,008
2022 Average Family Size	3.48	3.53	3.46
2027 Total Families	1,296	11,036	23,633
2027 Average Family Size	3.50	3.55	3.48
2022-2027 Annual Rate	0.85%	0.64%	0.54%
<b>Housing Unit Summary</b>			
2000 Housing Units	357	3,445	6,774
Owner Occupied Housing Units	86.0%	85.3%	86.9%
Renter Occupied Housing Units	10.6%	9.6%	8.8%
Vacant Housing Units	3.4%	5.1%	4.3%
2010 Housing Units	1,089	9,981	22,177
Owner Occupied Housing Units	87.8%	81.9%	85.0%
Renter Occupied Housing Units	9.0%	14.6%	11.4%
Vacant Housing Units	3.2%	3.5%	3.6%
2020 Housing Units	1,525	13,060	27,909
Vacant Housing Units	3.9%	2.8%	2.5%
2022 Housing Units	1,590	13,670	28,734
Owner Occupied Housing Units	89.6%	84.6%	87.5%
Renter Occupied Housing Units	6.2%	13.0%	10.4%
Vacant Housing Units	4.2%	2.5%	2.2%
2027 Housing Units	1,675	14,242	29,740
Owner Occupied Housing Units	89.2%	84.7%	87.3%
Renter Occupied Housing Units	5.7%	12.2%	10.0%
Vacant Housing Units	5.1%	3.1%	2.7%
<b>Median Household Income</b>			
2022	\$200,001	\$140,424	\$147,336
2027	\$200,001	\$151,457	\$158,620
<b>Median Home Value</b>			
2022	\$650,311	\$513,333	\$536,108
2027	\$668,340	\$557,028	\$573,751
<b>Per Capita Income</b>			
2022	\$75,187	\$57,714	\$60,101
2027	\$81,410	\$61,834	\$65,855
<b>Median Age</b>			
2010	39.2	34.3	36.4
2022	40.9	36.2	37.8
2027	41.8	35.8	37.5

**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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<b>2022 Households by Income</b>			
Household Income Base	1,523	13,334	28,101
<\$15,000	1.7%	1.7%	1.5%
\$15,000 - \$24,999	0.5%	1.4%	1.5%
\$25,000 - \$34,999	3.9%	2.2%	1.9%
\$35,000 - \$49,999	2.2%	2.7%	3.2%
\$50,000 - \$74,999	4.4%	7.8%	7.4%
\$75,000 - \$99,999	5.4%	10.7%	10.2%
\$100,000 - \$149,999	19.9%	27.1%	25.3%
\$150,000 - \$199,999	11.7%	16.0%	17.3%
\$200,000+	50.2%	30.4%	31.8%
Average Household Income	\$250,339	\$185,027	\$189,275
<b>2027 Households by Income</b>			
Household Income Base	1,590	13,800	28,932
<\$15,000	1.3%	1.2%	1.1%
\$15,000 - \$24,999	0.3%	1.0%	1.0%
\$25,000 - \$34,999	2.8%	1.5%	1.3%
\$35,000 - \$49,999	1.3%	1.6%	2.1%
\$50,000 - \$74,999	2.3%	4.4%	4.7%
\$75,000 - \$99,999	3.4%	8.5%	8.0%
\$100,000 - \$149,999	21.4%	30.9%	26.9%
\$150,000 - \$199,999	16.9%	21.3%	21.5%
\$200,000+	50.3%	29.7%	33.5%
Average Household Income	\$271,232	\$199,351	\$208,205
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,424	11,560	25,126
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.4%	0.3%
\$250,000 - \$299,999	0.8%	2.2%	1.8%
\$300,000 - \$399,999	3.9%	14.3%	12.6%
\$400,000 - \$499,999	7.7%	30.6%	28.2%
\$500,000 - \$749,999	62.1%	43.9%	47.5%
\$750,000 - \$999,999	17.7%	6.7%	7.7%
\$1,000,000 - \$1,499,999	7.1%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.4%	0.3%	0.2%
Average Home Value	\$692,481	\$553,164	\$563,948
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,494	12,069	25,955
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.1%	0.1%
\$250,000 - \$299,999	0.3%	1.0%	0.8%
\$300,000 - \$399,999	1.6%	8.6%	7.5%
\$400,000 - \$499,999	5.5%	28.7%	25.6%
\$500,000 - \$749,999	63.3%	50.7%	54.3%
\$750,000 - \$999,999	21.6%	8.9%	9.9%
\$1,000,000 - \$1,499,999	7.4%	1.5%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.3%	0.3%	0.2%
Average Home Value	\$714,876	\$584,357	\$594,534

**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.

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<b>2010 Population by Age</b>			
Total	3,159	29,711	65,711
0 - 4	6.0%	8.8%	8.0%
5 - 9	8.7%	9.6%	9.7%
10 - 14	8.0%	8.3%	8.6%
15 - 24	10.8%	10.4%	9.9%
25 - 34	9.9%	14.1%	11.3%
35 - 44	18.3%	19.3%	18.7%
45 - 54	18.2%	14.6%	14.6%
55 - 64	11.5%	8.2%	9.5%
65 - 74	6.2%	4.3%	6.4%
75 - 84	2.0%	1.9%	2.6%
85 +	0.3%	0.6%	0.6%
18 +	71.9%	68.8%	69.0%
<b>2022 Population by Age</b>			
Total	4,896	42,472	88,506
0 - 4	5.5%	7.5%	7.0%
5 - 9	6.7%	8.1%	8.1%
10 - 14	8.8%	8.2%	8.4%
15 - 24	10.6%	11.2%	11.3%
25 - 34	9.8%	13.0%	11.0%
35 - 44	14.7%	16.4%	15.5%
45 - 54	16.0%	14.1%	14.2%
55 - 64	12.9%	10.4%	11.1%
65 - 74	9.7%	7.1%	8.8%
75 - 84	3.6%	3.1%	3.8%
85 +	1.6%	1.0%	1.0%
18 +	74.5%	71.8%	72.1%
<b>2027 Population by Age</b>			
Total	5,140	44,160	91,481
0 - 4	5.5%	7.7%	7.2%
5 - 9	6.6%	8.1%	7.9%
10 - 14	7.0%	7.6%	7.7%
15 - 24	10.5%	10.5%	10.5%
25 - 34	10.5%	14.7%	12.7%
35 - 44	14.9%	16.5%	15.7%
45 - 54	15.2%	12.6%	12.6%
55 - 64	12.6%	9.9%	10.6%
65 - 74	9.7%	7.2%	9.0%
75 - 84	5.6%	4.0%	5.0%
85 +	1.8%	1.2%	1.2%
18 +	76.5%	72.5%	73.0%
<b>2010 Population by Sex</b>			
Males	1,620	14,696	32,413
Females	1,536	15,014	33,297
<b>2022 Population by Sex</b>			
Males	2,464	20,969	43,689
Females	2,432	21,501	44,816
<b>2027 Population by Sex</b>			
Males	2,579	21,784	45,127
Females	2,561	22,378	46,354

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,156	29,710	65,710
White Alone	66.3%	68.4%	72.8%
Black Alone	12.3%	10.9%	9.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	15.8%	12.9%	10.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.4%	2.9%	2.3%
Two or More Races	3.9%	4.6%	4.1%
Hispanic Origin	6.4%	10.1%	9.0%
Diversity Index	57.5	59.2	53.7
<b>2020 Population by Race/Ethnicity</b>			
Total	4,758	40,133	85,393
White Alone	55.2%	56.2%	62.1%
Black Alone	12.6%	11.3%	9.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	19.4%	16.8%	13.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.2%	4.3%	3.6%
Two or More Races	9.2%	11.1%	10.9%
Hispanic Origin	9.1%	11.6%	10.6%
Diversity Index	69.3	70.5	65.5
<b>2022 Population by Race/Ethnicity</b>			
Total	4,896	42,469	88,507
White Alone	55.6%	55.4%	61.3%
Black Alone	12.4%	11.3%	9.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	19.3%	17.2%	13.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.1%	4.4%	3.7%
Two or More Races	9.3%	11.3%	11.2%
Hispanic Origin	9.0%	11.7%	10.7%
Diversity Index	69.0	71.1	66.2
<b>2027 Population by Race/Ethnicity</b>			
Total	5,140	44,163	91,482
White Alone	53.5%	53.1%	59.2%
Black Alone	12.6%	11.6%	10.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	20.4%	18.2%	14.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.2%	4.7%	4.0%
Two or More Races	9.9%	12.1%	12.0%
Hispanic Origin	8.9%	11.7%	10.8%
Diversity Index	70.3	72.6	67.9
<b>2010 Population by Relationship and Household Type</b>			
Total	3,156	29,710	65,710
In Households	100.0%	99.6%	99.7%
In Family Households	93.0%	91.6%	92.5%
Householder	27.9%	26.3%	26.9%
Spouse	25.1%	22.5%	23.6%
Child	34.4%	36.5%	36.1%
Other relative	4.1%	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%	0.4%	0.3%
Institutionalized Population	0.0%	0.4%	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>2022 Population 25+ by Educational Attainment</b>			
Total	3,349	27,592	57,814
Less than 9th Grade	0.0%	1.2%	1.2%
9th - 12th Grade, No Diploma	2.7%	2.2%	2.2%
High School Graduate	13.8%	13.5%	12.8%
GED/Alternative Credential	0.7%	1.2%	1.6%
Some College, No Degree	9.1%	14.8%	15.5%
Associate Degree	9.2%	9.5%	9.1%
Bachelor's Degree	37.5%	35.3%	34.4%
Graduate/Professional Degree	26.9%	22.2%	23.2%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,868	32,337	67,785
Never Married	18.6%	26.3%	24.7%
Married	71.4%	62.9%	64.4%
Widowed	2.4%	4.2%	4.6%
Divorced	7.6%	6.7%	6.3%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,448	21,999	44,013
Population 16+ Employed	97.8%	97.3%	97.3%
Population 16+ Unemployment rate	2.2%	2.7%	2.7%
Population 16-24 Employed	7.2%	9.7%	9.7%
Population 16-24 Unemployment rate	9.4%	9.9%	10.1%
Population 25-54 Employed	66.3%	71.3%	69.5%
Population 25-54 Unemployment rate	1.3%	1.6%	1.6%
Population 55-64 Employed	19.3%	13.9%	15.1%
Population 55-64 Unemployment rate	0.2%	1.6%	1.6%
Population 65+ Employed	7.1%	5.1%	5.6%
Population 65+ Unemployment rate	7.1%	6.0%	4.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,395	21,412	42,840
Agriculture/Mining	0.7%	0.3%	0.4%
Construction	3.0%	6.1%	6.7%
Manufacturing	5.1%	3.6%	3.4%
Wholesale Trade	1.3%	1.3%	1.6%
Retail Trade	9.0%	9.2%	9.2%
Transportation/Utilities	4.2%	3.9%	3.9%
Information	1.9%	1.7%	1.7%
Finance/Insurance/Real Estate	9.4%	6.2%	6.1%
Services	54.3%	56.8%	55.9%
Public Administration	11.2%	10.8%	11.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,393	21,412	42,841
White Collar	82.8%	78.2%	78.1%
Management/Business/Financial	33.5%	26.9%	26.7%
Professional	29.8%	32.6%	33.0%
Sales	9.9%	9.5%	9.7%
Administrative Support	9.6%	9.2%	8.7%
Services	12.3%	11.9%	11.8%
Blue Collar	4.8%	9.9%	10.1%
Farming/Forestry/Fishing	0.5%	0.2%	0.2%
Construction/Extraction	0.9%	2.2%	2.9%
Installation/Maintenance/Repair	1.0%	1.5%	1.4%
Production	1.2%	1.5%	1.4%
Transportation/Material Moving	1.1%	4.5%	4.2%

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<b>2010 Households by Type</b>			
Total	1,053	9,629	21,383
Households with 1 Person	12.2%	13.8%	13.2%
Households with 2+ People	87.8%	86.2%	86.8%
Family Households	83.6%	81.4%	82.9%
Husband-wife Families	75.0%	69.7%	72.7%
With Related Children	39.1%	42.6%	41.7%
Other Family (No Spouse Present)	8.5%	11.7%	10.2%
Other Family with Male Householder	3.0%	3.4%	3.1%
With Related Children	1.6%	1.9%	1.8%
Other Family with Female Householder	5.5%	8.3%	7.1%
With Related Children	2.9%	5.7%	4.7%
Nonfamily Households	4.3%	4.7%	3.9%
All Households with Children	43.9%	50.5%	48.6%
Multigenerational Households	4.6%	5.2%	4.7%
Unmarried Partner Households	2.8%	4.2%	3.8%
Male-female	2.5%	3.6%	3.1%
Same-sex	0.4%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	1,055	9,629	21,382
1 Person Household	12.1%	13.8%	13.2%
2 Person Household	35.3%	28.9%	31.2%
3 Person Household	17.3%	18.9%	17.5%
4 Person Household	19.7%	21.5%	21.3%
5 Person Household	10.7%	10.6%	10.5%
6 Person Household	2.7%	4.0%	3.9%
7 + Person Household	2.2%	2.3%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,054	9,630	21,382
Owner Occupied	90.7%	84.8%	88.2%
Owned with a Mortgage/Loan	84.3%	79.4%	80.2%
Owned Free and Clear	6.4%	5.5%	7.9%
Renter Occupied	9.3%	15.2%	11.8%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	135	121	122
Percent of Income for Mortgage	17.1%	19.3%	19.2%
Wealth Index	305	201	219
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,089	9,981	22,177
Housing Units Inside Urbanized Area	95.7%	94.5%	90.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.4%	5.5%	9.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,156	29,710	65,710
Population Inside Urbanized Area	96.3%	95.1%	92.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.7%	4.9%	7.2%

**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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<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)	Workday Drive (4A)	Savvy Suburbanites (1D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,355,010	\$55,185,444	\$117,967,429
Average Spent	\$5,485.89	\$4,138.39	\$4,197.68
Spending Potential Index	228	172	174
Education: Total \$	\$7,630,444	\$43,775,892	\$97,076,908
Average Spent	\$5,010.14	\$3,282.78	\$3,454.33
Spending Potential Index	255	167	176
Entertainment/Recreation: Total \$	\$12,795,769	\$83,897,567	\$180,945,112
Average Spent	\$8,401.69	\$6,291.53	\$6,438.64
Spending Potential Index	229	171	175
Food at Home: Total \$	\$20,246,140	\$135,733,622	\$291,954,882
Average Spent	\$13,293.59	\$10,178.75	\$10,388.74
Spending Potential Index	215	164	168
Food Away from Home: Total \$	\$14,910,082	\$99,906,819	\$212,945,101
Average Spent	\$9,789.94	\$7,492.07	\$7,577.31
Spending Potential Index	227	174	176
Health Care: Total \$	\$23,441,902	\$157,517,685	\$342,128,208
Average Spent	\$15,391.93	\$11,812.35	\$12,174.08
Spending Potential Index	217	167	172
HH Furnishings & Equipment: Total \$	\$9,289,366	\$61,088,921	\$131,312,526
Average Spent	\$6,099.39	\$4,581.10	\$4,672.54
Spending Potential Index	238	179	182
Personal Care Products & Services: Total \$	\$3,560,943	\$23,646,019	\$51,003,186
Average Spent	\$2,338.11	\$1,773.23	\$1,814.87
Spending Potential Index	229	174	178
Shelter: Total \$	\$80,708,611	\$524,687,858	\$1,130,283,765
Average Spent	\$52,993.18	\$39,346.67	\$40,219.33
Spending Potential Index	231	172	176
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,285,544	\$69,397,929	\$149,296,768
Average Spent	\$6,753.48	\$5,204.19	\$5,312.49
Spending Potential Index	249	192	196
Travel: Total \$	\$11,054,602	\$70,739,526	\$153,541,624
Average Spent	\$7,258.44	\$5,304.80	\$5,463.53
Spending Potential Index	253	185	190
Vehicle Maintenance & Repairs: Total \$	\$4,173,148	\$28,646,409	\$61,215,793
Average Spent	\$2,740.08	\$2,148.21	\$2,178.27
Spending Potential Index	218	171	173

**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.