

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 39.02622, -77.39984

12-Apr-2021

110210-Potomac Run Plaza

Sterling, VA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2020 Estimated Population	12,642	92,381	191,099	536,861	
	2020 Daytime Population	19,008	91,931	212,718	604,798	
	2025 Population Forecast	12,639	91,358	196,127	578,135	
	2010 Census Population	11,694	88,323	173,395	453,219	
	2000 Census Population	8,878	75,969	141,953	328,930	
	1990 Census Population	4,067	48,201	83,814	219,235	
	Historical Annual Growth, 1990 to 2000	8.12%	4.65%	5.41%	4.14%	
	Historical Annual Growth, 2000 to 2010	2.79%	1.52%	2.02%	3.26%	
	Estimated Annual Growth, 2010 to 2020	0.73%	0.42%	0.91%	1.59%	
	Projected Annual Growth, 2020 to 2025	-0.01%	-0.22%	0.52%	1.49%	
	HOUSEHOLDS	2020 Estimated Households	4,313	31,558	67,164	186,329
		2025 Households Forecast	4,325	31,306	69,217	200,692
2010 Census Households		3,974	29,959	60,347	157,411	
2000 Census Households		3,046	26,142	49,146	113,891	
1990 Census Households		1,327	16,100	28,395	74,319	
Historical Annual Growth, 1990 to 2000		8.67%	4.97%	5.64%	4.36%	
Historical Annual Growth, 2000 to 2010		2.69%	1.37%	2.07%	3.29%	
Estimated Annual Growth, 2010 to 2020		0.77%	0.48%	1.00%	1.58%	
Projected Annual Growth, 2020 to 2025		0.06%	-0.16%	0.60%	1.50%	
2020 % Households With Children		35%	35%	35%	40%	
2020 Persons per Household		2.93	2.93	2.84	2.88	
INCOME 2020		HH Income \$500,000 or more	1.93%	2.08%	2.40%	3.00%
	HH Income \$250,000 to \$499,999	2.28%	2.48%	2.86%	3.60%	
	HH Income \$200,000 to \$249,999	5.33%	5.80%	6.69%	8.40%	
	HH Income \$175,000 to \$199,999	14.51%	16.95%	16.88%	20.57%	
	HH Income \$150,000 to \$174,999	10.33%	10.97%	10.38%	10.73%	
	HH Income \$100,000 to \$149,999	21.78%	21.72%	21.82%	20.49%	
	HH Income \$75,000 to \$99,999	11.04%	11.94%	12.05%	10.61%	
	HH Income \$50,000 to \$74,999	11.28%	11.92%	11.58%	9.63%	
	HH Income \$35,000 to \$49,999	8.11%	6.22%	5.59%	5.00%	
	HH Income \$25,000 to \$34,999	6.17%	4.17%	4.11%	3.09%	
	HH Income \$15,000 to \$24,999	3.35%	2.56%	2.58%	2.31%	
	HH Income \$0 to \$14,999	3.89%	3.20%	3.04%	2.57%	
	Average Household Income	\$131,023	\$144,468	\$151,674	\$174,661	
	Median Household Income	\$112,348	\$121,683	\$124,192	\$140,768	
Per Capita Income	\$44,733	\$49,392	\$53,416	\$60,695		
2000 Average Household Income	\$93,460	\$97,484	\$102,820	\$115,947		
2000 Median Household Income	\$83,074	\$84,182	\$85,989	\$91,827		
WRKPLACE 2020	Workplace Establishments	738	2,647	6,572	16,902	
	Workplace Employees (Full Time Employees)	12,110	46,674	119,330	335,187	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 39.02622, -77.39984

12-Apr-2021

110210-Potomac Run Plaza

Sterling, VA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION BY AGE 2020	Count of Pop 0 to 4 years	844	5,743	12,164	31,962
	Count of Pop 5 to 14 years	1,675	11,672	24,719	67,201
	Count of Pop 14 to 22 years	1,396	10,420	21,471	67,894
	Count of Pop 22 to 30 years	1,156	8,674	17,056	50,632
	Count of Pop 30 to 45 years	2,570	17,417	36,743	90,605
	Count of Pop 45 to 60 years	2,870	20,980	43,095	125,473
	Count of Pop 60 to 75 years	1,730	13,998	28,570	80,977
	Count of Pop 75+ years	403	3,476	7,280	22,117
	Population 0 to 4 Years	6.67%	6.22%	6.37%	5.95%
	Population 5 to 13 Years	13.25%	12.63%	12.93%	12.52%
	Population 14 to 21 Years	11.04%	11.28%	11.24%	12.65%
	Population 22 to 29 Years	9.14%	9.39%	8.93%	9.43%
	Population 30 to 44 Years	20.33%	18.85%	19.23%	16.88%
	Population 45 to 59 Years	22.70%	22.71%	22.55%	23.37%
	Population 60 to 74 Years	13.68%	15.15%	14.95%	15.08%
	Population 74 Years Plus	3.18%	3.76%	3.81%	4.12%
Median Age	38.4	39.3	39.3	39.7	
GENDER 2020	Male Population	6,303	46,160	95,051	264,800
	Female Population	6,339	46,221	96,048	272,061
RACE 2020	2020 Estimated Population	12,642	92,381	191,099	536,861
	White	57.03%	64.03%	63.24%	63.21%
	Black or African American	9.31%	7.17%	7.88%	7.64%
	Asian or Pacific Islander	17.72%	14.76%	16.53%	20.22%
	Other Races	15.94%	14.04%	12.35%	8.94%
HISPANIC	2020 Hispanic Population	2,926	20,713	37,813	70,970
	2020 Hispanic Population %	23.15%	22.42%	19.79%	13.22%
	2025 Hispanic Population Forecast	2,974	20,695	38,589	75,231
	2025 Hispanic Population % Projected	23.53%	22.65%	19.68%	13.01%
	2000 Hispanic Population %	9.00%	8.24%	10.42%	8.18%
1990 Hispanic Population %	3.70%	3.34%	4.32%	3.85%	
EDUCATION (AGE 25+) 2020	Adult Population (25 Years or Older)	8,302	61,243	126,163	349,723
	Elementary	5.56%	5.85%	4.80%	3.03%
	Some High School	5.61%	5.09%	4.27%	2.75%
	High School Graduate	15.59%	14.80%	13.27%	10.79%
	Some College	15.03%	14.70%	13.59%	12.19%
	Associates Degree	6.54%	6.42%	5.97%	5.24%
	Bachelors Degree	30.35%	31.28%	32.79%	35.21%
	Graduate Degree	21.32%	21.86%	25.31%	30.78%
% College (4+)	51.67%	53.14%	58.09%	66.00%	
HOUSING 2020	Total Housing Units	4,437	32,671	69,823	193,281
	Owner Occupied Percent	63.69%	72.49%	68.37%	72.51%
	Renter Occupied Percent	33.53%	24.10%	27.83%	23.89%
	Vacant Housing Percent	2.78%	3.41%	3.81%	3.60%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 39.02622, -77.39984

12-Apr-2021

110210-Potomac Run Plaza

Sterling, VA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
HOMES BUILT BY YEAR 2020				
Homes Built 2010 or later	0.00%	0.17%	0.29%	0.66%
Homes Built 2000 to 2009	23.91%	11.81%	17.04%	26.23%
Homes Built 1990 to 1999	41.73%	35.38%	34.52%	25.47%
Homes Built 1980 to 1989	17.64%	25.76%	24.06%	22.13%
Homes Built 1970 to 1979	10.81%	16.85%	15.85%	17.06%
Homes Built 1960 to 1979	3.63%	7.71%	5.78%	5.36%
Homes Built 1950 to 1959	0.71%	1.20%	1.19%	1.41%
Homes Built 1940 to 1949	1.54%	0.68%	0.45%	0.53%
Homes Built 1939 or earlier	0.03%	0.44%	0.82%	1.16%
HOME VALUE (OWNER OCCUPIED) 2020				
Property Value \$1,000,000 or more	5.58%	7.05%	10.82%	17.29%
Property Value \$750,000 to \$999,999	23.85%	19.98%	21.94%	24.09%
Property Value \$500,000 to \$749,999	39.89%	38.81%	34.56%	29.66%
Property Value \$400,000 to \$499,999	16.63%	16.47%	15.10%	11.21%
Property Value \$300,000 to \$399,999	7.63%	9.02%	8.88%	6.91%
Property Value \$200,000 to \$299,999	4.43%	4.24%	3.60%	3.26%
Property Value \$150,000 to \$199,999	0.41%	0.58%	0.52%	0.58%
Property Value \$100,000 to \$149,999	0.42%	0.33%	0.28%	0.43%
Property Value \$60,000 to \$99,999	0.10%	0.55%	0.36%	0.28%
Property Value \$40,000 to \$59,999	0.12%	0.11%	0.08%	0.17%
Property Value \$0 to \$39,999	0.94%	0.82%	0.54%	0.60%
Median Home Value	\$621,104	\$608,615	\$637,305	\$700,574
Median Rent per Month (Census 2000)	\$990	\$1,130	\$1,216	\$1,067
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020				
Employed Civilian Population 16+ by Occupation	7,248	51,742	105,943	296,819
Managerial/Executive	24.10%	22.89%	24.41%	28.07%
Professional Specialty	27.68%	28.63%	30.78%	33.98%
Healthcare Support	1.25%	1.44%	1.48%	1.31%
Sales	10.83%	9.76%	9.16%	8.81%
Office & Administrative Support	10.09%	9.69%	9.36%	8.65%
Protective Service	1.52%	1.82%	1.84%	1.85%
Food Preparation	4.96%	5.25%	4.83%	3.73%
Building Maintenance & Cleaning	4.31%	4.79%	4.16%	2.52%
Personal Care	2.16%	2.91%	2.85%	2.77%
Farming, Fishing, & Forestry	0.27%	0.08%	0.08%	0.09%
Construction	4.90%	6.24%	5.23%	3.64%
Production & Transportation	7.92%	6.51%	5.81%	4.58%
Percent White Collar	73.96%	72.41%	75.19%	80.82%
Percent Blue Collar	26.04%	27.59%	24.81%	19.18%
Median Employee Salary	44,882	43,679	45,243	46,610
Average Employee Salary	53,953	51,384	54,240	56,796
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	89	869	1,685	4,053
2020 Estimated Unemployed (Age 16 and Up)	436	3,529	6,635	16,474
2020 Estimated Unemployed Rate (Age 16 and Up)	5.78%	6.43%	5.93%	5.25%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 39.02622, -77.39984

12-Apr-2021

110210-Potomac Run Plaza

Sterling, VA

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
TRANSPORTATION TO WORK 2020	Drive to Work Alone	84.23%	80.07%	78.94%	78.14%
	Drive to Work Carpool	8.47%	10.75%	9.91%	8.68%
	Travel to Work by Public Transportation	0.81%	1.81%	3.29%	4.07%
	Drive to Work on Motorcycle	0.00%	0.02%	0.05%	0.10%
	Drive to Work on Bicycle	0.01%	0.23%	0.24%	0.25%
	Walk to Work	1.67%	1.46%	1.49%	1.48%
	Other Means	0.10%	0.86%	0.90%	0.75%
	Work at Home	4.70%	4.77%	5.15%	6.44%
TRAVEL TIME TO WORK 2020	Travel Time in Less than 5 minutes	3.05%	1.48%	1.64%	1.71%
	Travel to Work in 5 to 9 minutes	7.22%	7.03%	6.96%	6.25%
	Travel to Work in 10 to 14 minutes	14.74%	12.86%	12.58%	11.35%
	Travel to Work in 15 to 19 minutes	13.26%	15.12%	14.33%	13.39%
	Travel to Work in 20 to 29 minutes	21.38%	19.74%	19.63%	19.03%
	Travel to Work in 30 to 44 minutes	16.65%	20.31%	20.93%	21.81%
	Travel to Work in 45 to 59 minutes	9.30%	11.20%	11.06%	11.92%
	Travel to Work in 60 minutes or more	14.40%	12.25%	12.88%	14.54%
Average Travel Time to Work	29.0	28.6	28.0	27.8	
SPENDING PATTERNS 2020	Grocery Store Market Basket Weekly Per Capita Spending	\$60.80	\$61.12	\$60.82	\$60.38
	Apparel and Related Services	\$16.44	\$16.84	\$16.84	\$17.06
	Transportation	\$109.10	\$110.76	\$110.18	\$110.28
	Healthcare	\$57.81	\$58.74	\$58.56	\$58.76
	Entertainment	\$24.35	\$24.97	\$24.96	\$25.40
LIFESTYLE SEGMENTATION 2020	Category A - Crème de la Crème	0	12,640	52,610	239,577
	Category B - Urban Cliff Climbers	2,306	7,983	9,878	16,052
	Category C - Urban Cliff Dwellers	0	0	0	0
	Category D - Seasoned Urban Dwellers	0	0	0	0
	Category E - Thriving Alone	473	6,701	12,097	34,434
	Category F - Going it Alone	2,056	4,452	7,147	9,515
	Category G - Struggling Alone	0	0	0	0
	Category H - Single in the Suburbs	1,349	7,143	10,605	17,532
	Category I - Married in the Suburbs	6,449	44,658	74,194	133,139
	Category J - Retired in the Suburbs	0	4,120	10,137	40,523
	Category K - Living with Nature	0	0	0	5,769
	Category L - Working with Nature	0	2	92	2,811
	Category M - Harlem Gateway	0	0	0	0
	Category N - Espaniola	0	3,850	10,186	15,398
	Category O - Specialties	0	760	3,793	21,357

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.