

Barcroft Plaza  
6345 Columbia Pike, Falls Church, Virginia, 22041  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.83681  
Longitude: -77.15603

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	11,282	194,488	460,602
2010 Total Population	12,000	205,312	495,651
2019 Total Population	12,304	215,833	526,725
2019 Group Quarters	23	1,076	3,589
2024 Total Population	12,474	221,600	544,289
2017-2022 Annual Rate	0.27%	0.53%	0.66%
2019 Total Daytime Population	9,513	175,390	497,667
Workers	3,748	82,882	283,478
Residents	5,765	92,508	214,189
<b>Household Summary</b>			
2000 Households	4,204	78,588	187,717
2000 Average Household Size	2.67	2.45	2.43
2010 Households	4,453	83,099	203,143
2010 Average Household Size	2.69	2.46	2.42
2019 Households	4,507	86,652	214,761
2019 Average Household Size	2.72	2.48	2.44
2024 Households	4,546	88,684	221,696
2024 Average Household Size	2.74	2.49	2.44
2017-2022 Annual Rate	0.17%	0.46%	0.64%
2010 Families	3,016	46,504	112,419
2010 Average Family Size	3.19	3.17	3.13
2019 Families	3,056	48,179	117,781
2019 Average Family Size	3.22	3.20	3.16
2024 Families	3,088	49,217	121,058
2024 Average Family Size	3.23	3.21	3.16
2017-2022 Annual Rate	0.21%	0.43%	0.55%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,287	81,277	193,327
Owner Occupied Housing Units	76.2%	43.8%	50.8%
Renter Occupied Housing Units	21.9%	52.9%	46.3%
Vacant Housing Units	1.9%	3.3%	2.9%
2010 Housing Units	4,606	87,522	213,579
Owner Occupied Housing Units	77.4%	45.3%	50.8%
Renter Occupied Housing Units	19.3%	49.6%	44.3%
Vacant Housing Units	3.3%	5.1%	4.9%
2019 Housing Units	4,620	90,851	225,597
Owner Occupied Housing Units	75.8%	43.8%	48.3%
Renter Occupied Housing Units	21.7%	51.6%	46.9%
Vacant Housing Units	2.4%	4.6%	4.8%
2024 Housing Units	4,658	92,884	232,676
Owner Occupied Housing Units	77.2%	44.7%	48.9%
Renter Occupied Housing Units	20.4%	50.7%	46.3%
Vacant Housing Units	2.4%	4.5%	4.7%
<b>Median Household Income</b>			
2019	\$120,839	\$83,824	\$103,801
2024	\$131,871	\$95,422	\$112,907
<b>Median Home Value</b>			
2019	\$549,957	\$476,465	\$546,274
2024	\$586,751	\$505,291	\$581,530
<b>Per Capita Income</b>			
2019	\$61,448	\$46,442	\$57,926
2024	\$67,903	\$52,314	\$64,647
<b>Median Age</b>			
2010	42.3	35.5	35.5
2019	43.6	37.7	37.4
2024	44.4	38.6	38.3

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	4,507	86,652	214,761
<\$15,000	6.1%	6.7%	5.4%
\$15,000 - \$24,999	3.5%	5.4%	3.9%
\$25,000 - \$34,999	4.0%	6.7%	5.0%
\$35,000 - \$49,999	4.1%	10.1%	7.7%
\$50,000 - \$74,999	10.3%	15.8%	13.5%
\$75,000 - \$99,999	10.1%	12.8%	12.2%
\$100,000 - \$149,999	22.9%	19.6%	20.9%
\$150,000 - \$199,999	13.2%	10.6%	13.1%
\$200,000+	26.0%	12.3%	18.4%
Average Household Income	\$169,322	\$115,420	\$141,896
<b>2024 Households by Income</b>			
Household Income Base	4,546	88,684	221,696
<\$15,000	5.0%	5.6%	4.4%
\$15,000 - \$24,999	2.8%	4.4%	3.1%
\$25,000 - \$34,999	3.1%	5.6%	4.1%
\$35,000 - \$49,999	3.2%	8.6%	6.4%
\$50,000 - \$74,999	9.2%	14.7%	12.2%
\$75,000 - \$99,999	9.7%	13.0%	12.0%
\$100,000 - \$149,999	23.3%	21.3%	22.0%
\$150,000 - \$199,999	14.7%	12.4%	14.9%
\$200,000+	28.9%	14.3%	20.8%
Average Household Income	\$187,966	\$130,434	\$158,539
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,504	39,752	108,824
<\$50,000	0.6%	0.7%	0.5%
\$50,000 - \$99,999	0.1%	0.5%	0.4%
\$100,000 - \$149,999	0.3%	2.0%	1.0%
\$150,000 - \$199,999	0.7%	4.7%	2.4%
\$200,000 - \$249,999	2.7%	6.8%	3.9%
\$250,000 - \$299,999	2.3%	5.8%	4.1%
\$300,000 - \$399,999	12.7%	15.5%	14.0%
\$400,000 - \$499,999	23.8%	18.3%	17.7%
\$500,000 - \$749,999	33.6%	32.1%	32.4%
\$750,000 - \$999,999	14.4%	9.6%	16.2%
\$1,000,000 +	6.6%	3.0%	5.7%
Average Home Value	\$626,975	\$520,017	\$602,989
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,596	41,505	113,809
<\$50,000	0.3%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.4%	0.2%
\$100,000 - \$149,999	0.1%	1.4%	0.7%
\$150,000 - \$199,999	0.4%	3.9%	1.8%
\$200,000 - \$249,999	2.1%	6.1%	3.2%
\$250,000 - \$299,999	1.8%	5.5%	3.5%
\$300,000 - \$399,999	10.6%	14.2%	12.1%
\$400,000 - \$499,999	22.4%	17.5%	16.9%
\$500,000 - \$749,999	35.3%	34.6%	34.1%
\$750,000 - \$999,999	16.7%	11.4%	18.6%
\$1,000,000 +	7.6%	3.6%	6.4%
Average Home Value	\$662,458	\$549,460	\$634,280

**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	12,002	205,311	495,651
0 - 4	6.3%	7.5%	7.0%
5 - 9	5.3%	5.6%	5.6%
10 - 14	5.3%	4.5%	4.7%
15 - 24	9.7%	10.9%	11.0%
25 - 34	13.3%	20.6%	20.9%
35 - 44	13.8%	16.2%	16.3%
45 - 54	15.9%	13.9%	14.0%
55 - 64	15.0%	10.7%	10.9%
65 - 74	8.6%	5.4%	5.3%
75 - 84	4.7%	3.0%	2.9%
85 +	2.0%	1.7%	1.5%
18 +	79.8%	79.7%	79.8%
<b>2019 Population by Age</b>			
Total	12,305	215,834	526,725
0 - 4	5.4%	6.4%	5.9%
5 - 9	6.3%	6.1%	5.8%
10 - 14	6.9%	5.9%	5.7%
15 - 24	8.9%	10.5%	10.7%
25 - 34	9.8%	16.4%	17.6%
35 - 44	14.8%	16.5%	16.2%
45 - 54	13.3%	13.2%	13.1%
55 - 64	14.4%	11.6%	11.8%
65 - 74	11.9%	7.9%	8.0%
75 - 84	6.1%	3.8%	3.6%
85 +	2.4%	1.8%	1.7%
18 +	78.3%	78.7%	79.5%
<b>2024 Population by Age</b>			
Total	12,473	221,600	544,287
0 - 4	5.3%	6.3%	5.9%
5 - 9	6.0%	5.7%	5.5%
10 - 14	6.5%	5.5%	5.3%
15 - 24	9.5%	11.3%	11.0%
25 - 34	9.0%	15.7%	17.0%
35 - 44	14.7%	15.8%	16.1%
45 - 54	14.2%	13.2%	12.9%
55 - 64	12.7%	11.2%	11.3%
65 - 74	12.1%	8.6%	8.6%
75 - 84	7.4%	4.8%	4.5%
85 +	2.6%	1.9%	1.7%
18 +	78.5%	79.4%	80.2%
<b>2010 Population by Sex</b>			
Males	5,902	101,735	245,326
Females	6,098	103,577	250,325
<b>2019 Population by Sex</b>			
Males	6,073	107,159	261,560
Females	6,230	108,675	265,165
<b>2024 Population by Sex</b>			
Males	6,195	109,904	270,288
Females	6,280	111,696	274,001

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<b>2010 Population by Race/Ethnicity</b>			
Total	12,000	205,312	495,651
White Alone	64.0%	52.4%	60.4%
Black Alone	7.6%	17.2%	12.4%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	15.7%	13.7%	13.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.2%	11.5%	9.2%
Two or More Races	4.1%	4.5%	4.1%
Hispanic Origin	22.8%	26.4%	21.4%
Diversity Index	71.5	80.2	73.6
<b>2019 Population by Race/Ethnicity</b>			
Total	12,304	215,834	526,724
White Alone	59.3%	48.6%	56.7%
Black Alone	8.4%	18.3%	13.3%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	18.1%	15.2%	14.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.0%	12.3%	9.9%
Two or More Races	4.8%	5.0%	4.7%
Hispanic Origin	24.9%	27.9%	22.7%
Diversity Index	75.5	82.5	76.6
<b>2024 Population by Race/Ethnicity</b>			
Total	12,475	221,600	544,289
White Alone	56.6%	46.7%	54.9%
Black Alone	8.7%	18.7%	13.6%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	19.6%	16.0%	15.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.7%	12.7%	10.1%
Two or More Races	5.2%	5.2%	5.0%
Hispanic Origin	26.6%	28.9%	23.4%
Diversity Index	77.7	83.6	77.9
<b>2010 Population by Relationship and Household Type</b>			
Total	12,000	205,312	495,651
In Households	99.8%	99.5%	99.3%
In Family Households	84.0%	76.0%	74.5%
Householder	25.0%	22.7%	22.7%
Spouse	20.1%	16.4%	17.3%
Child	27.0%	25.2%	24.9%
Other relative	8.1%	7.5%	6.2%
Nonrelative	3.9%	4.2%	3.5%
In Nonfamily Households	15.8%	23.6%	24.8%
In Group Quarters	0.2%	0.5%	0.7%
Institutionalized Population	0.1%	0.4%	0.3%
Noninstitutionalized Population	0.1%	0.1%	0.4%

**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	8,928	153,644	378,970
Less than 9th Grade	7.1%	8.3%	5.9%
9th - 12th Grade, No Diploma	5.5%	4.9%	3.9%
High School Graduate	10.7%	14.9%	12.0%
GED/Alternative Credential	1.5%	1.5%	1.2%
Some College, No Degree	10.5%	13.6%	11.8%
Associate Degree	5.0%	6.0%	5.2%
Bachelor's Degree	28.3%	27.5%	30.6%
Graduate/Professional Degree	31.6%	23.4%	29.5%
<b>2019 Population 15+ by Marital Status</b>			
Total	10,029	176,399	435,094
Never Married	32.2%	38.0%	38.7%
Married	53.5%	48.6%	48.9%
Widowed	5.4%	4.0%	3.8%
Divorced	8.8%	9.4%	8.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.6%	96.9%	97.1%
Civilian Unemployed (Unemployment Rate)	2.5%	3.1%	2.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	6,612	124,837	314,822
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	8.1%	9.6%	7.0%
Manufacturing	2.4%	1.8%	1.9%
Wholesale Trade	0.4%	0.6%	0.8%
Retail Trade	5.3%	7.0%	5.9%
Transportation/Utilities	3.9%	4.6%	3.5%
Information	2.5%	2.0%	2.2%
Finance/Insurance/Real Estate	6.6%	5.6%	6.5%
Services	54.4%	56.2%	57.9%
Public Administration	16.3%	12.5%	14.1%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	6,611	124,837	314,821
White Collar	71.7%	61.8%	70.9%
Management/Business/Financial	25.0%	19.2%	24.0%
Professional	31.2%	25.0%	30.2%
Sales	7.8%	8.1%	7.6%
Administrative Support	7.7%	9.5%	9.1%
Services	16.7%	22.3%	17.6%
Blue Collar	11.6%	15.9%	11.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.5%	7.4%	5.0%
Installation/Maintenance/Repair	2.2%	2.1%	1.6%
Production	0.7%	1.6%	1.4%
Transportation/Material Moving	3.3%	4.7%	3.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,000	205,312	495,651
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	4,453	83,099	203,143
Households with 1 Person	25.4%	34.3%	33.7%
Households with 2+ People	74.6%	65.7%	66.3%
Family Households	67.7%	56.0%	55.3%
Husband-wife Families	54.3%	40.6%	42.1%
With Related Children	23.8%	19.5%	20.2%
Other Family (No Spouse Present)	13.4%	15.4%	13.2%
Other Family with Male Householder	4.2%	5.1%	4.2%
With Related Children	2.0%	2.3%	2.0%
Other Family with Female Householder	9.2%	10.3%	9.0%
With Related Children	4.1%	6.0%	5.2%
Nonfamily Households	6.8%	9.7%	11.0%
All Households with Children	30.2%	28.3%	27.7%
Multigenerational Households	4.5%	3.4%	3.0%
Unmarried Partner Households	4.4%	6.0%	5.9%
Male-female	3.3%	4.9%	4.8%
Same-sex	1.1%	1.1%	1.1%
<b>2010 Households by Size</b>			
Total	4,454	83,100	203,144
1 Person Household	25.4%	34.3%	33.7%
2 Person Household	33.4%	29.4%	30.6%
3 Person Household	14.7%	14.1%	14.3%
4 Person Household	12.9%	11.3%	11.6%
5 Person Household	6.2%	5.7%	5.3%
6 Person Household	3.6%	2.7%	2.3%
7 + Person Household	3.9%	2.5%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,453	83,098	203,143
Owner Occupied	80.1%	47.7%	53.4%
Owned with a Mortgage/Loan	63.0%	38.7%	43.8%
Owned Free and Clear	17.1%	9.0%	9.6%
Renter Occupied	19.9%	52.3%	46.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,606	87,522	213,579
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Top Tier (1A)	Enterprising Professionals	Metro Renters (3B)
<b>2.</b>	Urban Chic (2A)	Urban Chic (2A)	Laptops and Lattes (3A)
<b>3.</b>	Exurbanites (1E)	Young and Restless (11B)	Urban Chic (2A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$17,797,672	\$251,606,654	\$760,361,540
Average Spent	\$3,948.90	\$2,903.65	\$3,540.50
Spending Potential Index	184	136	165
Education: Total \$	\$16,125,376	\$196,447,018	\$608,204,636
Average Spent	\$3,577.85	\$2,267.08	\$2,832.01
Spending Potential Index	225	142	178
Entertainment/Recreation: Total \$	\$27,566,631	\$359,467,270	\$1,091,680,447
Average Spent	\$6,116.40	\$4,148.40	\$5,083.23
Spending Potential Index	187	127	155
Food at Home: Total \$	\$40,904,798	\$580,286,622	\$1,732,723,564
Average Spent	\$9,075.84	\$6,696.75	\$8,068.15
Spending Potential Index	175	129	156
Food Away from Home: Total \$	\$30,303,309	\$428,016,066	\$1,293,803,340
Average Spent	\$6,723.61	\$4,939.48	\$6,024.39
Spending Potential Index	183	134	164
Health Care: Total \$	\$47,032,834	\$605,713,596	\$1,822,940,719
Average Spent	\$10,435.51	\$6,990.19	\$8,488.23
Spending Potential Index	176	118	143
HH Furnishings & Equipment: Total \$	\$17,876,258	\$234,104,367	\$707,814,291
Average Spent	\$3,966.33	\$2,701.66	\$3,295.82
Spending Potential Index	186	127	155
Personal Care Products & Services: Total \$	\$7,376,251	\$99,301,221	\$299,880,261
Average Spent	\$1,636.62	\$1,145.98	\$1,396.34
Spending Potential Index	185	129	157
Shelter: Total \$	\$163,231,281	\$2,245,159,516	\$6,795,134,619
Average Spent	\$36,217.28	\$25,910.07	\$31,640.45
Spending Potential Index	196	140	171
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,375,415	\$263,709,410	\$808,342,228
Average Spent	\$4,742.71	\$3,043.32	\$3,763.92
Spending Potential Index	191	123	152
Travel: Total \$	\$21,116,654	\$258,152,235	\$793,383,979
Average Spent	\$4,685.30	\$2,979.18	\$3,694.26
Spending Potential Index	209	133	165
Vehicle Maintenance & Repairs: Total \$	\$9,224,660	\$123,581,410	\$368,430,676
Average Spent	\$2,046.74	\$1,426.18	\$1,715.54
Spending Potential Index	179	125	150

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.