

Falls Plaza
1200 W Broad St, Falls Church, Virginia, 22046
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.89374
Longitude: -77.18888

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,397	128,126	332,435
2010 Total Population	15,007	142,641	362,998
2019 Total Population	16,153	157,568	393,425
2019 Group Quarters	62	547	2,695
2024 Total Population	16,837	164,549	410,679
2017-2022 Annual Rate	0.83%	0.87%	0.86%
2019 Total Daytime Population	12,884	209,251	473,916
Workers	5,953	141,062	300,316
Residents	6,931	68,189	173,600
Household Summary			
2000 Households	5,510	50,087	129,080
2000 Average Household Size	2.43	2.55	2.55
2010 Households	5,906	54,370	139,659
2010 Average Household Size	2.53	2.61	2.58
2019 Households	6,269	60,363	151,789
2019 Average Household Size	2.57	2.60	2.57
2024 Households	6,496	63,093	158,667
2024 Average Household Size	2.58	2.60	2.57
2017-2022 Annual Rate	0.71%	0.89%	0.89%
2010 Families	3,835	35,434	87,985
2010 Average Family Size	3.11	3.16	3.15
2019 Families	4,070	38,586	93,865
2019 Average Family Size	3.15	3.16	3.16
2024 Families	4,215	40,051	97,271
2024 Average Family Size	3.17	3.17	3.17
2017-2022 Annual Rate	0.70%	0.75%	0.72%
Housing Unit Summary			
2000 Housing Units	5,650	51,456	133,020
Owner Occupied Housing Units	67.7%	62.9%	61.3%
Renter Occupied Housing Units	29.8%	34.5%	35.7%
Vacant Housing Units	2.5%	2.7%	3.0%
2010 Housing Units	6,234	57,106	146,675
Owner Occupied Housing Units	66.2%	61.1%	59.4%
Renter Occupied Housing Units	28.5%	34.1%	35.8%
Vacant Housing Units	5.3%	4.8%	4.8%
2019 Housing Units	6,623	62,819	158,478
Owner Occupied Housing Units	61.4%	54.8%	55.1%
Renter Occupied Housing Units	33.2%	41.3%	40.7%
Vacant Housing Units	5.3%	3.9%	4.2%
2024 Housing Units	6,860	65,510	165,345
Owner Occupied Housing Units	62.3%	54.8%	55.5%
Renter Occupied Housing Units	32.4%	41.5%	40.4%
Vacant Housing Units	5.3%	3.7%	4.0%
Median Household Income			
2019	\$143,809	\$122,850	\$120,662
2024	\$154,343	\$133,266	\$131,235
Median Home Value			
2019	\$693,675	\$682,025	\$690,678
2024	\$723,831	\$708,147	\$714,981
Per Capita Income			
2019	\$72,843	\$66,216	\$66,969
2024	\$79,071	\$72,379	\$73,298
Median Age			
2010	39.2	37.2	37.3
2019	40.1	38.5	38.6
2024	41.0	39.5	39.5

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

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2019 Households by Income			
Household Income Base	6,269	60,363	151,787
<\$15,000	2.9%	4.0%	5.1%
\$15,000 - \$24,999	2.6%	3.2%	3.5%
\$25,000 - \$34,999	2.4%	3.6%	3.9%
\$35,000 - \$49,999	4.4%	5.8%	5.8%
\$50,000 - \$74,999	10.6%	11.0%	11.0%
\$75,000 - \$99,999	9.8%	11.0%	10.6%
\$100,000 - \$149,999	19.2%	20.6%	19.8%
\$150,000 - \$199,999	17.5%	14.6%	13.4%
\$200,000+	30.8%	26.2%	27.0%
Average Household Income	\$186,538	\$172,628	\$173,381
2024 Households by Income			
Household Income Base	6,496	63,093	158,665
<\$15,000	2.4%	3.3%	4.3%
\$15,000 - \$24,999	2.0%	2.6%	2.8%
\$25,000 - \$34,999	1.9%	2.9%	3.2%
\$35,000 - \$49,999	3.6%	4.8%	4.8%
\$50,000 - \$74,999	9.3%	9.7%	9.9%
\$75,000 - \$99,999	9.5%	10.7%	10.5%
\$100,000 - \$149,999	19.0%	21.4%	20.5%
\$150,000 - \$199,999	18.8%	16.2%	14.9%
\$200,000+	33.5%	28.4%	29.2%
Average Household Income	\$203,630	\$188,463	\$189,536
2019 Owner Occupied Housing Units by Value			
Total	4,067	34,438	87,294
<\$50,000	0.2%	0.2%	0.3%
\$50,000 - \$99,999	0.2%	0.3%	0.3%
\$100,000 - \$149,999	0.2%	0.6%	0.8%
\$150,000 - \$199,999	0.8%	0.9%	1.3%
\$200,000 - \$249,999	1.3%	1.8%	1.8%
\$250,000 - \$299,999	1.3%	2.1%	2.0%
\$300,000 - \$399,999	3.6%	7.3%	7.1%
\$400,000 - \$499,999	9.0%	11.2%	11.3%
\$500,000 - \$749,999	43.1%	35.1%	32.9%
\$750,000 - \$999,999	27.7%	26.2%	24.4%
\$1,000,000 +	10.7%	9.5%	11.7%
Average Home Value	\$742,734	\$746,097	\$773,161
2024 Owner Occupied Housing Units by Value			
Total	4,273	35,899	91,819
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.1%	0.4%	0.5%
\$150,000 - \$199,999	0.4%	0.7%	0.9%
\$200,000 - \$249,999	0.8%	1.3%	1.4%
\$250,000 - \$299,999	0.9%	1.6%	1.6%
\$300,000 - \$399,999	2.7%	6.2%	6.1%
\$400,000 - \$499,999	7.2%	10.4%	10.6%
\$500,000 - \$749,999	42.0%	34.9%	33.2%
\$750,000 - \$999,999	31.4%	28.8%	26.6%
\$1,000,000 +	12.0%	10.4%	12.4%
Average Home Value	\$776,088	\$773,034	\$798,067

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

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2010 Population by Age			
Total	15,009	142,641	362,996
0 - 4	6.6%	7.2%	6.7%
5 - 9	6.6%	6.6%	6.3%
10 - 14	6.6%	5.9%	5.7%
15 - 24	10.2%	10.2%	11.0%
25 - 34	13.9%	16.6%	16.8%
35 - 44	15.3%	15.9%	15.1%
45 - 54	16.4%	14.9%	14.8%
55 - 64	13.1%	11.8%	12.0%
65 - 74	6.3%	6.0%	6.3%
75 - 84	3.2%	3.2%	3.5%
85 +	1.7%	1.6%	1.8%
18 +	76.1%	76.9%	77.9%
2019 Population by Age			
Total	16,153	157,566	393,425
0 - 4	5.7%	6.0%	5.7%
5 - 9	6.5%	6.4%	6.0%
10 - 14	7.1%	6.8%	6.5%
15 - 24	11.0%	10.6%	10.9%
25 - 34	11.8%	14.2%	15.2%
35 - 44	14.6%	15.4%	14.5%
45 - 54	14.3%	13.7%	13.3%
55 - 64	13.7%	12.5%	12.7%
65 - 74	9.6%	8.7%	9.1%
75 - 84	4.0%	3.9%	4.3%
85 +	1.7%	1.7%	1.9%
18 +	76.8%	77.1%	78.2%
2024 Population by Age			
Total	16,840	164,548	410,680
0 - 4	5.7%	6.0%	5.7%
5 - 9	6.3%	6.1%	5.8%
10 - 14	6.4%	6.2%	5.9%
15 - 24	10.2%	10.6%	10.8%
25 - 34	13.0%	14.4%	15.1%
35 - 44	14.6%	15.5%	15.0%
45 - 54	13.5%	13.4%	12.7%
55 - 64	12.9%	12.0%	12.1%
65 - 74	10.3%	9.1%	9.6%
75 - 84	5.2%	4.9%	5.3%
85 +	1.7%	1.7%	1.9%
18 +	77.6%	78.1%	79.1%
2010 Population by Sex			
Males	7,289	70,668	180,295
Females	7,718	71,973	182,703
2019 Population by Sex			
Males	7,877	78,299	196,053
Females	8,276	79,269	197,372
2024 Population by Sex			
Males	8,233	81,833	204,759
Females	8,604	82,716	205,919

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2010 Population by Race/Ethnicity			
Total	15,007	142,642	362,998
White Alone	78.2%	67.7%	67.1%
Black Alone	3.3%	4.1%	5.4%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	12.0%	17.1%	16.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	6.8%	7.1%
Two or More Races	3.7%	3.9%	3.9%
Hispanic Origin	9.5%	16.7%	17.7%
Diversity Index	48.1	64.7	66.1
2019 Population by Race/Ethnicity			
Total	16,153	157,567	393,425
White Alone	74.9%	62.7%	62.7%
Black Alone	3.5%	4.6%	5.9%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	13.4%	20.3%	18.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	7.3%	7.5%
Two or More Races	4.5%	4.7%	4.6%
Hispanic Origin	11.4%	17.9%	18.7%
Diversity Index	53.7	69.1	69.9
2024 Population by Race/Ethnicity			
Total	16,838	164,549	410,677
White Alone	72.8%	60.0%	60.3%
Black Alone	3.7%	4.8%	6.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	14.4%	22.2%	20.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.9%	7.6%	7.7%
Two or More Races	5.0%	5.0%	4.9%
Hispanic Origin	12.5%	18.7%	19.4%
Diversity Index	56.9	71.4	71.9
2010 Population by Relationship and Household Type			
Total	15,007	142,641	362,998
In Households	99.6%	99.6%	99.3%
In Family Households	81.2%	81.3%	79.3%
Householder	25.7%	24.9%	24.2%
Spouse	21.2%	20.3%	19.6%
Child	29.2%	28.3%	27.3%
Other relative	3.3%	4.9%	5.2%
Nonrelative	1.8%	2.9%	3.1%
In Nonfamily Households	18.4%	18.3%	20.0%
In Group Quarters	0.4%	0.4%	0.7%
Institutionalized Population	0.1%	0.2%	0.3%
Noninstitutionalized Population	0.3%	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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2019 Population 25+ by Educational Attainment			
Total	11,265	110,371	278,947
Less than 9th Grade	1.3%	3.9%	5.0%
9th - 12th Grade, No Diploma	1.4%	2.8%	2.9%
High School Graduate	7.1%	9.4%	9.7%
GED/Alternative Credential	0.3%	0.9%	0.8%
Some College, No Degree	8.1%	9.5%	9.4%
Associate Degree	4.6%	4.5%	4.3%
Bachelor's Degree	33.8%	32.2%	31.3%
Graduate/Professional Degree	43.4%	36.7%	36.6%
2019 Population 15+ by Marital Status			
Total	13,044	127,124	321,709
Never Married	33.7%	33.6%	34.2%
Married	55.4%	55.2%	54.2%
Widowed	3.7%	3.7%	4.1%
Divorced	7.2%	7.5%	7.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.1%	97.2%	97.3%
Civilian Unemployed (Unemployment Rate)	2.9%	2.8%	2.7%
2019 Employed Population 16+ by Industry			
Total	9,370	90,658	222,709
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.1%	4.9%	5.7%
Manufacturing	3.6%	2.4%	2.3%
Wholesale Trade	0.4%	0.9%	0.9%
Retail Trade	5.7%	5.4%	5.2%
Transportation/Utilities	2.5%	2.1%	2.3%
Information	2.4%	2.5%	2.5%
Finance/Insurance/Real Estate	7.4%	7.6%	7.4%
Services	57.4%	60.0%	60.3%
Public Administration	17.6%	14.1%	13.4%
2019 Employed Population 16+ by Occupation			
Total	9,367	90,658	222,710
White Collar	83.9%	77.7%	76.4%
Management/Business/Financial	29.1%	26.2%	26.9%
Professional	38.3%	34.4%	33.7%
Sales	7.4%	7.9%	7.5%
Administrative Support	9.1%	9.1%	8.4%
Services	10.6%	13.9%	14.6%
Blue Collar	5.5%	8.4%	9.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.3%	3.3%	3.9%
Installation/Maintenance/Repair	0.2%	1.3%	1.4%
Production	1.9%	1.6%	1.4%
Transportation/Material Moving	2.0%	2.2%	2.2%
2010 Population By Urban/ Rural Status			
Total Population	15,007	142,641	362,998
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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2010 Households by Type			
Total	5,905	54,370	139,659
Households with 1 Person	27.1%	26.2%	27.3%
Households with 2+ People	72.9%	73.8%	72.7%
Family Households	64.9%	65.2%	63.0%
Husband-wife Families	53.6%	53.1%	50.9%
With Related Children	27.4%	27.0%	25.1%
Other Family (No Spouse Present)	11.3%	12.1%	12.1%
Other Family with Male Householder	3.0%	3.8%	3.9%
With Related Children	1.3%	1.8%	1.7%
Other Family with Female Householder	8.3%	8.2%	8.2%
With Related Children	4.9%	4.6%	4.6%
Nonfamily Households	7.9%	8.7%	9.7%
All Households with Children	33.8%	33.8%	31.8%
Multigenerational Households	2.5%	2.9%	2.9%
Unmarried Partner Households	4.2%	4.6%	4.7%
Male-female	3.3%	3.7%	3.8%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	5,907	54,369	139,658
1 Person Household	27.1%	26.2%	27.3%
2 Person Household	31.5%	31.2%	31.4%
3 Person Household	17.0%	16.8%	16.0%
4 Person Household	15.7%	15.3%	14.6%
5 Person Household	6.0%	6.3%	6.2%
6 Person Household	1.9%	2.4%	2.5%
7 + Person Household	0.7%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	5,906	54,370	139,659
Owner Occupied	69.9%	64.2%	62.4%
Owned with a Mortgage/Loan	56.6%	51.4%	49.3%
Owned Free and Clear	13.4%	12.8%	13.1%
Renter Occupied	30.1%	35.8%	37.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,234	57,106	146,675
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

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.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Enterprising Professionals	Urban Chic (2A)
3.	Enterprising Professionals	Urban Chic (2A)	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$27,772,121	\$251,609,847	\$638,882,911
Average Spent	\$4,430.07	\$4,168.28	\$4,209.02
Spending Potential Index	207	195	196
Education: Total \$	\$24,226,626	\$215,683,479	\$540,776,212
Average Spent	\$3,864.51	\$3,573.11	\$3,562.68
Spending Potential Index	242	224	224
Entertainment/Recreation: Total \$	\$42,009,618	\$373,710,184	\$943,888,404
Average Spent	\$6,701.17	\$6,191.05	\$6,218.42
Spending Potential Index	205	189	190
Food at Home: Total \$	\$62,838,081	\$570,185,147	\$1,452,234,540
Average Spent	\$10,023.62	\$9,445.94	\$9,567.46
Spending Potential Index	194	183	185
Food Away from Home: Total \$	\$47,300,289	\$427,316,405	\$1,086,440,936
Average Spent	\$7,545.11	\$7,079.11	\$7,157.57
Spending Potential Index	205	193	195
Health Care: Total \$	\$70,794,864	\$626,657,363	\$1,585,464,433
Average Spent	\$11,292.85	\$10,381.48	\$10,445.19
Spending Potential Index	190	175	176
HH Furnishings & Equipment: Total \$	\$27,232,360	\$241,389,654	\$610,537,838
Average Spent	\$4,343.97	\$3,998.97	\$4,022.28
Spending Potential Index	204	188	189
Personal Care Products & Services: Total \$	\$11,391,240	\$101,631,590	\$257,359,046
Average Spent	\$1,817.07	\$1,683.67	\$1,695.51
Spending Potential Index	205	190	191
Shelter: Total \$	\$250,050,445	\$2,258,467,318	\$5,740,110,930
Average Spent	\$39,886.82	\$37,414.76	\$37,816.38
Spending Potential Index	216	202	204
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$32,249,532	\$282,766,499	\$715,585,047
Average Spent	\$5,144.29	\$4,684.43	\$4,714.34
Spending Potential Index	207	189	190
Travel: Total \$	\$31,882,880	\$279,209,468	\$701,631,560
Average Spent	\$5,085.80	\$4,625.51	\$4,622.41
Spending Potential Index	227	206	206
Vehicle Maintenance & Repairs: Total \$	\$13,797,760	\$123,645,876	\$316,074,163
Average Spent	\$2,200.95	\$2,048.37	\$2,082.33
Spending Potential Index	192	179	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 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.