

Idylwood Plaza  
7501 Leesburg Pike, Falls Church, Virginia, 22043  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.90278  
Longitude: -77.20359

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	17,205	117,876	279,524
2010 Total Population	19,131	132,877	303,581
2019 Total Population	20,385	150,601	328,206
2019 Group Quarters	3	485	1,947
2024 Total Population	20,872	159,457	341,886
2017-2022 Annual Rate	0.47%	1.15%	0.82%
2019 Total Daytime Population	15,517	228,930	407,018
Workers	6,961	163,417	258,145
Residents	8,556	65,513	148,873
<b>Household Summary</b>			
2000 Households	7,319	46,971	106,361
2000 Average Household Size	2.35	2.50	2.61
2010 Households	7,822	51,836	113,267
2010 Average Household Size	2.45	2.55	2.66
2019 Households	8,222	59,504	122,734
2019 Average Household Size	2.48	2.52	2.66
2024 Households	8,375	63,300	127,927
2024 Average Household Size	2.49	2.51	2.66
2017-2022 Annual Rate	0.37%	1.24%	0.83%
2010 Families	4,658	33,187	76,559
2010 Average Family Size	3.03	3.13	3.16
2019 Families	4,914	37,079	81,497
2019 Average Family Size	3.06	3.13	3.17
2024 Families	5,012	38,965	84,323
2024 Average Family Size	3.08	3.13	3.18
2017-2022 Annual Rate	0.40%	1.00%	0.68%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,572	48,487	109,375
Owner Occupied Housing Units	47.9%	61.8%	66.2%
Renter Occupied Housing Units	48.7%	35.0%	31.0%
Vacant Housing Units	3.3%	3.1%	2.8%
2010 Housing Units	8,515	54,836	118,682
Owner Occupied Housing Units	47.5%	59.9%	64.4%
Renter Occupied Housing Units	44.4%	34.6%	31.0%
Vacant Housing Units	8.1%	5.5%	4.6%
2019 Housing Units	8,782	61,585	127,464
Owner Occupied Housing Units	45.5%	53.3%	59.8%
Renter Occupied Housing Units	48.2%	43.4%	36.5%
Vacant Housing Units	6.4%	3.4%	3.7%
2024 Housing Units	8,883	65,309	132,662
Owner Occupied Housing Units	47.6%	53.2%	60.2%
Renter Occupied Housing Units	46.7%	43.7%	36.2%
Vacant Housing Units	5.7%	3.1%	3.6%
<b>Median Household Income</b>			
2019	\$108,650	\$120,935	\$129,809
2024	\$118,529	\$130,988	\$140,700
<b>Median Home Value</b>			
2019	\$650,519	\$681,111	\$718,553
2024	\$688,420	\$709,777	\$741,384
<b>Per Capita Income</b>			
2019	\$56,813	\$67,301	\$69,793
2024	\$63,444	\$73,917	\$75,683
<b>Median Age</b>			
2010	34.5	37.4	38.3
2019	36.8	38.7	39.5
2024	38.3	39.5	40.4

**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	8,222	59,504	122,732
<\$15,000	4.0%	4.2%	4.3%
\$15,000 - \$24,999	3.4%	2.7%	2.9%
\$25,000 - \$34,999	3.4%	3.6%	3.3%
\$35,000 - \$49,999	7.1%	5.6%	5.5%
\$50,000 - \$74,999	12.0%	11.5%	10.5%
\$75,000 - \$99,999	14.5%	11.2%	10.2%
\$100,000 - \$149,999	23.0%	21.5%	19.4%
\$150,000 - \$199,999	13.7%	14.1%	13.8%
\$200,000+	19.1%	25.7%	30.1%
Average Household Income	\$142,863	\$170,179	\$186,065
<b>2024 Households by Income</b>			
Household Income Base	8,375	63,300	127,925
<\$15,000	3.4%	3.5%	3.6%
\$15,000 - \$24,999	2.7%	2.1%	2.3%
\$25,000 - \$34,999	2.8%	2.8%	2.7%
\$35,000 - \$49,999	5.7%	4.5%	4.5%
\$50,000 - \$74,999	10.4%	10.1%	9.4%
\$75,000 - \$99,999	13.8%	11.1%	10.1%
\$100,000 - \$149,999	23.5%	22.3%	19.9%
\$150,000 - \$199,999	15.6%	15.7%	15.2%
\$200,000+	22.1%	27.8%	32.1%
Average Household Income	\$160,331	\$186,031	\$201,692
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,990	32,796	76,223
<\$50,000	0.2%	0.2%	0.2%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.2%	0.5%	0.7%
\$150,000 - \$199,999	1.6%	0.7%	0.9%
\$200,000 - \$249,999	3.2%	1.9%	1.3%
\$250,000 - \$299,999	3.5%	2.4%	1.5%
\$300,000 - \$399,999	6.7%	8.1%	5.8%
\$400,000 - \$499,999	13.5%	11.6%	10.1%
\$500,000 - \$749,999	35.0%	33.6%	33.5%
\$750,000 - \$999,999	27.4%	24.8%	26.3%
\$1,000,000 +	6.5%	10.2%	12.6%
Average Home Value	\$687,704	\$758,025	\$807,422
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,220	34,735	79,856
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.3%	0.4%
\$150,000 - \$199,999	1.0%	0.5%	0.6%
\$200,000 - \$249,999	2.5%	1.3%	0.9%
\$250,000 - \$299,999	3.0%	1.9%	1.2%
\$300,000 - \$399,999	5.5%	6.9%	4.9%
\$400,000 - \$499,999	11.2%	10.8%	9.4%
\$500,000 - \$749,999	35.4%	33.5%	33.4%
\$750,000 - \$999,999	31.2%	27.3%	28.4%
\$1,000,000 +	7.6%	11.1%	13.3%
Average Home Value	\$724,627	\$787,363	\$830,344

**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	19,131	132,876	303,586
0 - 4	7.2%	6.8%	6.7%
5 - 9	5.7%	6.5%	6.7%
10 - 14	4.5%	5.9%	6.2%
15 - 24	10.8%	10.2%	10.7%
25 - 34	22.9%	16.8%	14.9%
35 - 44	16.3%	15.8%	15.1%
45 - 54	13.9%	15.0%	15.4%
55 - 64	10.1%	11.7%	12.5%
65 - 74	5.1%	6.2%	6.7%
75 - 84	2.5%	3.5%	3.6%
85 +	0.9%	1.7%	1.7%
18 +	79.8%	77.3%	76.8%
<b>2019 Population by Age</b>			
Total	20,384	150,602	328,206
0 - 4	6.3%	5.7%	5.7%
5 - 9	6.3%	6.1%	6.3%
10 - 14	6.1%	6.5%	6.9%
15 - 24	9.1%	10.7%	11.1%
25 - 34	18.3%	14.7%	13.3%
35 - 44	18.7%	15.3%	14.1%
45 - 54	12.8%	13.6%	13.7%
55 - 64	11.2%	12.6%	13.3%
65 - 74	7.0%	8.8%	9.4%
75 - 84	3.1%	4.1%	4.5%
85 +	1.0%	1.8%	1.9%
18 +	78.5%	78.0%	77.4%
<b>2024 Population by Age</b>			
Total	20,873	159,457	341,886
0 - 4	6.2%	5.7%	5.7%
5 - 9	6.0%	5.8%	6.1%
10 - 14	5.8%	5.9%	6.3%
15 - 24	9.5%	10.6%	10.9%
25 - 34	16.2%	15.3%	13.5%
35 - 44	19.5%	15.4%	14.6%
45 - 54	13.2%	13.1%	13.1%
55 - 64	10.9%	12.0%	12.6%
65 - 74	7.6%	9.3%	9.9%
75 - 84	3.9%	5.0%	5.5%
85 +	1.1%	1.9%	1.9%
18 +	78.8%	79.1%	78.3%
<b>2010 Population by Sex</b>			
Males	9,596	65,433	150,581
Females	9,535	67,444	153,000
<b>2019 Population by Sex</b>			
Males	10,199	74,425	163,260
Females	10,186	76,175	164,946
<b>2024 Population by Sex</b>			
Males	10,436	78,792	170,126
Females	10,436	80,665	171,760

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<b>2010 Population by Race/Ethnicity</b>			
Total	19,131	132,877	303,581
White Alone	63.0%	67.0%	68.9%
Black Alone	4.2%	4.0%	4.2%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	21.8%	18.7%	16.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.0%	6.0%	6.0%
Two or More Races	4.4%	3.9%	3.8%
Hispanic Origin	16.2%	15.0%	15.4%
Diversity Index	67.5	63.8	62.7
<b>2019 Population by Race/Ethnicity</b>			
Total	20,385	150,601	328,206
White Alone	57.5%	61.6%	64.2%
Black Alone	4.7%	4.5%	4.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	25.6%	22.4%	19.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.5%	6.4%	6.4%
Two or More Races	5.3%	4.7%	4.5%
Hispanic Origin	17.4%	16.0%	16.4%
Diversity Index	71.6	68.4	67.1
<b>2024 Population by Race/Ethnicity</b>			
Total	20,872	159,456	341,887
White Alone	54.3%	58.6%	61.4%
Black Alone	4.8%	4.7%	4.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	27.8%	24.6%	21.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.8%	6.7%	6.6%
Two or More Races	5.7%	5.1%	4.9%
Hispanic Origin	18.5%	16.8%	17.1%
Diversity Index	73.8	70.8	69.4
<b>2010 Population by Relationship and Household Type</b>			
Total	19,131	132,877	303,581
In Households	100.0%	99.7%	99.4%
In Family Households	76.6%	80.8%	82.5%
Householder	24.1%	25.0%	25.3%
Spouse	19.5%	20.4%	20.9%
Child	24.7%	28.0%	28.6%
Other relative	5.5%	4.7%	4.8%
Nonrelative	2.8%	2.7%	2.8%
In Nonfamily Households	23.3%	18.9%	16.9%
In Group Quarters	0.0%	0.3%	0.6%
Institutionalized Population	0.0%	0.2%	0.3%
Noninstitutionalized Population	0.0%	0.1%	0.3%

**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	14,715	106,694	229,999
Less than 9th Grade	3.5%	3.2%	4.1%
9th - 12th Grade, No Diploma	2.5%	2.5%	2.6%
High School Graduate	9.3%	8.8%	8.9%
GED/Alternative Credential	0.9%	0.7%	0.8%
Some College, No Degree	8.3%	9.3%	9.4%
Associate Degree	4.7%	4.7%	4.2%
Bachelor's Degree	33.6%	32.6%	31.5%
Graduate/Professional Degree	37.1%	38.2%	38.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	16,577	122,870	266,287
Never Married	38.0%	33.0%	31.8%
Married	52.8%	55.2%	56.9%
Widowed	3.0%	3.9%	4.0%
Divorced	6.2%	7.8%	7.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.4%	97.1%	97.2%
Civilian Unemployed (Unemployment Rate)	3.6%	2.9%	2.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	12,050	86,348	181,695
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.6%	4.4%	5.1%
Manufacturing	3.4%	2.4%	2.4%
Wholesale Trade	0.6%	1.0%	0.9%
Retail Trade	6.0%	5.6%	5.3%
Transportation/Utilities	2.4%	1.9%	2.1%
Information	3.6%	2.5%	2.5%
Finance/Insurance/Real Estate	8.0%	8.2%	7.5%
Services	57.8%	60.6%	60.7%
Public Administration	12.6%	13.3%	13.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	12,052	86,346	181,695
White Collar	77.7%	79.5%	78.0%
Management/Business/Financial	25.0%	26.8%	27.2%
Professional	36.1%	35.5%	34.7%
Sales	8.1%	8.2%	7.6%
Administrative Support	8.4%	9.0%	8.5%
Services	13.3%	12.8%	13.8%
Blue Collar	9.0%	7.6%	8.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.0%	2.8%	3.4%
Installation/Maintenance/Repair	1.3%	1.3%	1.4%
Production	2.4%	1.5%	1.4%
Transportation/Material Moving	2.3%	2.0%	1.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,131	132,877	303,581
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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<b>2010 Households by Type</b>			
Total	7,821	51,836	113,267
Households with 1 Person	29.1%	27.6%	24.3%
Households with 2+ People	70.9%	72.4%	75.7%
Family Households	59.6%	64.0%	67.6%
Husband-wife Families	48.3%	52.2%	55.9%
With Related Children	23.9%	26.2%	27.7%
Other Family (No Spouse Present)	11.3%	11.8%	11.7%
Other Family with Male Householder	4.1%	3.6%	3.7%
With Related Children	1.7%	1.6%	1.7%
Other Family with Female Householder	7.2%	8.2%	7.9%
With Related Children	3.7%	4.6%	4.4%
Nonfamily Households	11.4%	8.4%	8.1%
All Households with Children	29.5%	32.7%	34.2%
Multigenerational Households	2.7%	2.8%	3.0%
Unmarried Partner Households	5.0%	4.4%	4.2%
Male-female	4.1%	3.6%	3.3%
Same-sex	0.9%	0.8%	0.9%
<b>2010 Households by Size</b>			
Total	7,823	51,835	113,266
1 Person Household	29.1%	27.6%	24.3%
2 Person Household	32.4%	31.4%	31.8%
3 Person Household	16.4%	16.5%	16.9%
4 Person Household	13.5%	14.7%	15.8%
5 Person Household	5.0%	5.9%	6.7%
6 Person Household	2.3%	2.3%	2.6%
7 + Person Household	1.4%	1.6%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,822	51,836	113,267
Owner Occupied	51.7%	63.4%	67.5%
Owned with a Mortgage/Loan	42.5%	50.6%	53.3%
Owned Free and Clear	9.2%	12.8%	14.2%
Renter Occupied	48.3%	36.6%	32.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,515	54,836	118,682
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

**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. Enterprising Professionals	Top Tier (1A)	Top Tier (1A)
	2. Urban Chic (2A)	Enterprising Professionals	Urban Chic (2A)
	3. Professional Pride (1B)	Metro Renters (3B)	Enterprising Professionals
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$28,669,413	\$245,479,348	\$546,902,152
Average Spent	\$3,486.91	\$4,125.43	\$4,456.00
Spending Potential Index	163	193	208
Education: Total \$	\$23,387,381	\$207,430,212	\$476,462,665
Average Spent	\$2,844.49	\$3,485.99	\$3,882.08
Spending Potential Index	178	219	244
Entertainment/Recreation: Total \$	\$42,090,552	\$363,338,584	\$819,966,395
Average Spent	\$5,119.26	\$6,106.12	\$6,680.84
Spending Potential Index	157	187	204
Food at Home: Total \$	\$64,985,820	\$556,821,100	\$1,240,292,798
Average Spent	\$7,903.89	\$9,357.71	\$10,105.54
Spending Potential Index	153	181	195
Food Away from Home: Total \$	\$48,960,270	\$417,859,494	\$929,435,707
Average Spent	\$5,954.79	\$7,022.38	\$7,572.76
Spending Potential Index	162	191	206
Health Care: Total \$	\$70,692,502	\$611,189,925	\$1,380,132,686
Average Spent	\$8,597.97	\$10,271.41	\$11,244.91
Spending Potential Index	145	173	189
HH Furnishings & Equipment: Total \$	\$27,426,245	\$235,250,175	\$529,894,761
Average Spent	\$3,335.71	\$3,953.52	\$4,317.42
Spending Potential Index	156	185	202
Personal Care Products & Services: Total \$	\$11,639,865	\$99,349,855	\$222,618,166
Average Spent	\$1,415.70	\$1,669.63	\$1,813.83
Spending Potential Index	160	188	205
Shelter: Total \$	\$254,249,755	\$2,195,372,317	\$4,920,107,223
Average Spent	\$30,923.10	\$36,894.53	\$40,087.57
Spending Potential Index	167	199	217
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,907,151	\$274,967,592	\$628,797,239
Average Spent	\$3,759.08	\$4,620.99	\$5,123.25
Spending Potential Index	152	186	207
Travel: Total \$	\$31,334,690	\$269,978,001	\$615,689,871
Average Spent	\$3,811.08	\$4,537.14	\$5,016.46
Spending Potential Index	170	202	224
Vehicle Maintenance & Repairs: Total \$	\$13,801,616	\$121,397,952	\$273,066,197
Average Spent	\$1,678.62	\$2,040.16	\$2,224.86
Spending Potential Index	147	178	194

**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.