

Leesburg Plaza
500 E Market St, Leesburg, Virginia, 20176
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10993
Longitude: -77.55405

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	12,479	30,828	36,547
2010 Total Population	15,525	51,853	79,270
2019 Total Population	16,818	58,868	91,540
2019 Group Quarters	45	714	731
2024 Total Population	18,357	65,826	103,207
2017-2022 Annual Rate	1.77%	2.26%	2.43%
2019 Total Daytime Population	24,019	61,133	88,179
Workers	16,686	33,267	43,874
Residents	7,333	27,866	44,305
Household Summary			
2000 Households	5,009	11,101	13,192
2000 Average Household Size	2.44	2.72	2.72
2010 Households	5,828	17,193	26,717
2010 Average Household Size	2.66	2.98	2.94
2019 Households	6,258	19,432	30,708
2019 Average Household Size	2.68	2.99	2.96
2024 Households	6,803	21,605	34,409
2024 Average Household Size	2.69	3.01	2.98
2017-2022 Annual Rate	1.68%	2.14%	2.30%
2010 Families	3,790	12,907	20,391
2010 Average Family Size	3.22	3.43	3.38
2019 Families	3,950	14,392	23,140
2019 Average Family Size	3.28	3.45	3.40
2024 Families	4,250	15,955	25,838
2024 Average Family Size	3.30	3.48	3.43
2017-2022 Annual Rate	1.47%	2.08%	2.23%
Housing Unit Summary			
2000 Housing Units	5,221	11,505	13,888
Owner Occupied Housing Units	52.9%	67.4%	69.3%
Renter Occupied Housing Units	43.1%	29.1%	25.6%
Vacant Housing Units	4.1%	3.5%	5.0%
2010 Housing Units	6,159	17,954	27,985
Owner Occupied Housing Units	53.1%	68.7%	72.9%
Renter Occupied Housing Units	41.5%	27.0%	22.6%
Vacant Housing Units	5.4%	4.2%	4.5%
2019 Housing Units	6,542	20,037	31,718
Owner Occupied Housing Units	56.0%	70.5%	75.3%
Renter Occupied Housing Units	39.6%	26.4%	21.5%
Vacant Housing Units	4.3%	3.0%	3.2%
2024 Housing Units	7,110	22,263	35,528
Owner Occupied Housing Units	57.9%	72.1%	76.7%
Renter Occupied Housing Units	37.8%	24.9%	20.2%
Vacant Housing Units	4.3%	3.0%	3.1%
Median Household Income			
2019	\$73,596	\$118,119	\$133,794
2024	\$83,343	\$129,199	\$147,240
Median Home Value			
2019	\$330,495	\$457,462	\$514,984
2024	\$349,899	\$488,298	\$554,516
Per Capita Income			
2019	\$36,180	\$49,201	\$55,293
2024	\$40,278	\$53,682	\$59,896
Median Age			
2010	32.2	33.9	35.3
2019	34.0	35.4	36.6
2024	34.0	35.4	36.6

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	6,258	19,432	30,708
<\$15,000	4.2%	2.5%	2.3%
\$15,000 - \$24,999	6.1%	3.4%	2.7%
\$25,000 - \$34,999	7.4%	3.5%	2.9%
\$35,000 - \$49,999	14.0%	7.4%	6.6%
\$50,000 - \$74,999	19.1%	13.4%	11.9%
\$75,000 - \$99,999	12.4%	10.9%	9.9%
\$100,000 - \$149,999	17.5%	19.3%	18.1%
\$150,000 - \$199,999	10.1%	18.6%	18.8%
\$200,000+	9.2%	21.0%	26.7%
Average Household Income	\$100,757	\$147,987	\$164,847
2024 Households by Income			
Household Income Base	6,803	21,605	34,409
<\$15,000	3.2%	1.9%	1.8%
\$15,000 - \$24,999	4.7%	2.6%	2.0%
\$25,000 - \$34,999	6.0%	2.8%	2.3%
\$35,000 - \$49,999	12.1%	6.2%	5.4%
\$50,000 - \$74,999	18.5%	12.1%	10.6%
\$75,000 - \$99,999	13.6%	10.9%	9.8%
\$100,000 - \$149,999	20.1%	20.1%	18.7%
\$150,000 - \$199,999	11.5%	20.6%	20.5%
\$200,000+	10.2%	22.9%	28.8%
Average Household Income	\$112,489	\$162,464	\$179,671
2019 Owner Occupied Housing Units by Value			
Total	3,665	14,135	23,887
<\$50,000	1.0%	0.9%	0.8%
\$50,000 - \$99,999	0.7%	0.5%	0.4%
\$100,000 - \$149,999	2.4%	1.1%	0.8%
\$150,000 - \$199,999	9.7%	3.4%	2.5%
\$200,000 - \$249,999	13.9%	5.0%	4.0%
\$250,000 - \$299,999	14.8%	7.6%	5.6%
\$300,000 - \$399,999	24.8%	20.3%	16.0%
\$400,000 - \$499,999	16.4%	19.5%	17.7%
\$500,000 - \$749,999	13.9%	34.0%	34.6%
\$750,000 - \$999,999	2.0%	5.3%	12.3%
\$1,000,000 +	0.3%	1.7%	4.1%
Average Home Value	\$364,494	\$493,866	\$563,194
2024 Owner Occupied Housing Units by Value			
Total	4,115	16,062	27,246
<\$50,000	0.6%	0.5%	0.4%
\$50,000 - \$99,999	0.4%	0.3%	0.2%
\$100,000 - \$149,999	1.9%	0.8%	0.5%
\$150,000 - \$199,999	8.2%	2.7%	1.9%
\$200,000 - \$249,999	12.8%	4.3%	3.2%
\$250,000 - \$299,999	14.1%	6.6%	4.7%
\$300,000 - \$399,999	24.0%	18.2%	14.0%
\$400,000 - \$499,999	16.8%	19.0%	16.9%
\$500,000 - \$749,999	17.1%	38.2%	37.5%
\$750,000 - \$999,999	3.4%	6.7%	14.6%
\$1,000,000 +	0.5%	2.0%	4.8%
Average Home Value	\$391,011	\$524,402	\$597,511

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	15,525	51,855	79,270
0 - 4	9.4%	8.8%	8.6%
5 - 9	7.6%	9.1%	9.6%
10 - 14	6.6%	8.5%	8.5%
15 - 24	12.6%	11.3%	10.5%
25 - 34	19.3%	14.1%	12.4%
35 - 44	15.8%	18.1%	18.7%
45 - 54	13.5%	15.7%	15.8%
55 - 64	8.6%	8.4%	8.5%
65 - 74	3.6%	3.6%	4.2%
75 - 84	2.1%	1.6%	2.3%
85 +	0.9%	0.8%	0.9%
18 +	72.6%	68.9%	68.7%
2019 Population by Age			
Total	16,818	58,867	91,540
0 - 4	8.1%	7.7%	7.4%
5 - 9	7.8%	8.7%	8.8%
10 - 14	7.3%	8.6%	8.8%
15 - 24	12.6%	11.7%	11.4%
25 - 34	15.8%	12.6%	11.1%
35 - 44	15.6%	16.7%	16.5%
45 - 54	13.2%	14.8%	15.2%
55 - 64	10.1%	10.4%	10.7%
65 - 74	5.7%	5.6%	6.2%
75 - 84	2.7%	2.2%	2.7%
85 +	1.1%	0.9%	1.2%
18 +	73.1%	70.5%	70.5%
2024 Population by Age			
Total	18,357	65,828	103,209
0 - 4	8.1%	7.8%	7.5%
5 - 9	7.5%	8.5%	8.5%
10 - 14	7.0%	8.2%	8.3%
15 - 24	12.9%	11.5%	11.2%
25 - 34	16.2%	13.3%	12.0%
35 - 44	14.7%	16.7%	16.3%
45 - 54	12.7%	13.8%	14.0%
55 - 64	10.1%	10.2%	10.7%
65 - 74	6.3%	6.2%	7.0%
75 - 84	3.4%	2.8%	3.3%
85 +	1.1%	1.0%	1.2%
18 +	73.6%	71.0%	71.2%
2010 Population by Sex			
Males	7,647	25,583	38,850
Females	7,878	26,270	40,420
2019 Population by Sex			
Males	8,308	29,042	44,884
Females	8,510	29,826	46,656
2024 Population by Sex			
Males	9,045	32,421	50,614
Females	9,312	33,404	52,594

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2010 Population by Race/Ethnicity			
Total	15,524	51,852	79,269
White Alone	64.4%	71.7%	72.5%
Black Alone	11.3%	9.3%	8.5%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	5.5%	7.8%	9.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	13.6%	6.5%	4.8%
Two or More Races	4.6%	4.3%	4.0%
Hispanic Origin	27.8%	15.6%	12.4%
Diversity Index	74.2	61.0	57.5
2019 Population by Race/Ethnicity			
Total	16,817	58,868	91,538
White Alone	58.4%	65.6%	66.7%
Black Alone	11.3%	9.8%	9.0%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	6.5%	10.4%	12.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.7%	8.5%	6.2%
Two or More Races	5.5%	5.3%	5.0%
Hispanic Origin	34.3%	19.7%	15.7%
Diversity Index	80.3	69.2	65.5
2024 Population by Race/Ethnicity			
Total	18,358	65,825	103,208
White Alone	55.0%	61.7%	62.7%
Black Alone	11.6%	10.2%	9.4%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	7.5%	12.4%	15.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	19.3%	9.3%	6.8%
Two or More Races	5.9%	5.9%	5.5%
Hispanic Origin	36.9%	21.6%	17.3%
Diversity Index	82.8	73.1	69.7
2010 Population by Relationship and Household Type			
Total	15,525	51,853	79,270
In Households	99.7%	98.8%	99.2%
In Family Households	83.0%	87.9%	89.0%
Householder	23.8%	25.0%	25.7%
Spouse	17.0%	20.4%	21.6%
Child	32.1%	35.5%	35.6%
Other relative	5.8%	4.4%	4.0%
Nonrelative	4.3%	2.6%	2.2%
In Nonfamily Households	16.8%	10.9%	10.2%
In Group Quarters	0.3%	1.2%	0.8%
Institutionalized Population	0.2%	1.0%	0.7%
Noninstitutionalized Population	0.1%	0.2%	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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2019 Population 25+ by Educational Attainment			
Total	10,791	37,241	58,237
Less than 9th Grade	10.4%	4.8%	3.8%
9th - 12th Grade, No Diploma	3.8%	2.9%	2.4%
High School Graduate	17.2%	13.2%	11.1%
GED/Alternative Credential	3.5%	2.4%	1.6%
Some College, No Degree	15.7%	14.5%	14.1%
Associate Degree	6.4%	7.1%	6.4%
Bachelor's Degree	24.7%	32.5%	34.7%
Graduate/Professional Degree	18.3%	22.7%	25.9%
2019 Population 15+ by Marital Status			
Total	12,914	44,109	68,641
Never Married	33.2%	29.4%	27.4%
Married	53.1%	59.6%	61.6%
Widowed	3.1%	2.8%	3.2%
Divorced	10.6%	8.3%	7.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.2%	97.4%
Civilian Unemployed (Unemployment Rate)	3.0%	2.8%	2.6%
2019 Employed Population 16+ by Industry			
Total	9,641	31,391	47,843
Agriculture/Mining	0.4%	0.2%	0.3%
Construction	8.3%	5.7%	5.3%
Manufacturing	3.5%	5.2%	4.9%
Wholesale Trade	1.1%	1.0%	1.1%
Retail Trade	10.6%	9.8%	8.7%
Transportation/Utilities	4.6%	4.4%	4.3%
Information	2.4%	3.5%	4.0%
Finance/Insurance/Real Estate	4.5%	5.4%	7.3%
Services	56.5%	56.0%	55.4%
Public Administration	8.2%	8.9%	8.7%
2019 Employed Population 16+ by Occupation			
Total	9,640	31,390	47,841
White Collar	63.3%	74.2%	77.5%
Management/Business/Financial	16.5%	23.5%	26.3%
Professional	24.0%	28.3%	29.6%
Sales	10.0%	11.0%	10.8%
Administrative Support	12.8%	11.4%	10.7%
Services	22.9%	15.6%	13.6%
Blue Collar	13.8%	10.2%	9.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.1%	3.1%	2.6%
Installation/Maintenance/Repair	1.5%	1.5%	1.4%
Production	2.2%	2.0%	1.8%
Transportation/Material Moving	4.8%	3.5%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	15,525	51,853	79,270
Population Inside Urbanized Area	99.8%	96.0%	91.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	0.2%	4.0%	8.5%

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2010 Households by Type			
Total	5,828	17,193	26,717
Households with 1 Person	27.7%	19.3%	18.8%
Households with 2+ People	72.3%	80.7%	81.2%
Family Households	65.0%	75.1%	76.3%
Husband-wife Families	46.6%	61.1%	64.0%
With Related Children	27.0%	38.0%	39.1%
Other Family (No Spouse Present)	18.5%	14.0%	12.3%
Other Family with Male Householder	5.6%	4.2%	3.6%
With Related Children	3.5%	2.7%	2.3%
Other Family with Female Householder	12.9%	9.7%	8.6%
With Related Children	8.6%	6.8%	6.1%
Nonfamily Households	7.3%	5.6%	4.9%
All Households with Children	39.8%	47.9%	47.9%
Multigenerational Households	3.9%	4.0%	3.8%
Unmarried Partner Households	7.1%	5.4%	4.7%
Male-female	6.5%	4.8%	4.1%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	5,828	17,194	26,716
1 Person Household	27.7%	19.3%	18.8%
2 Person Household	27.1%	26.8%	27.8%
3 Person Household	16.1%	17.7%	17.4%
4 Person Household	14.6%	20.2%	20.7%
5 Person Household	8.3%	10.1%	10.1%
6 Person Household	3.6%	3.8%	3.5%
7 + Person Household	2.6%	2.2%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	5,828	17,193	26,717
Owner Occupied	56.2%	71.8%	76.4%
Owned with a Mortgage/Loan	50.5%	66.7%	69.7%
Owned Free and Clear	5.6%	5.1%	6.6%
Renter Occupied	43.8%	28.2%	23.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,159	17,954	27,985
Housing Units Inside Urbanized Area	99.6%	96.7%	91.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.4%	3.3%	8.1%

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. NeWest Residents (13C)	Boomburbs (1C)	Boomburbs (1C)
	2. Enterprising Professionals	Professional Pride (1B)	Professional Pride (1B)
	3. Front Porches (8E)	Enterprising Professionals	Enterprising Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$16,590,959	\$72,201,910	\$125,916,817
Average Spent	\$2,651.16	\$3,715.62	\$4,100.46
Spending Potential Index	124	173	191
Education: Total \$	\$11,557,581	\$54,278,273	\$95,077,801
Average Spent	\$1,846.85	\$2,793.24	\$3,096.19
Spending Potential Index	116	175	194
Entertainment/Recreation: Total \$	\$22,858,236	\$104,615,942	\$184,573,411
Average Spent	\$3,652.64	\$5,383.69	\$6,010.60
Spending Potential Index	112	165	184
Food at Home: Total \$	\$38,544,993	\$163,669,271	\$285,516,451
Average Spent	\$6,159.31	\$8,422.67	\$9,297.79
Spending Potential Index	119	163	180
Food Away from Home: Total \$	\$28,215,644	\$123,261,359	\$215,485,469
Average Spent	\$4,508.73	\$6,343.22	\$7,017.24
Spending Potential Index	123	173	191
Health Care: Total \$	\$39,217,689	\$179,159,304	\$318,642,683
Average Spent	\$6,266.81	\$9,219.81	\$10,376.54
Spending Potential Index	106	155	175
HH Furnishings & Equipment: Total \$	\$15,457,496	\$70,743,009	\$124,839,137
Average Spent	\$2,470.04	\$3,640.54	\$4,065.36
Spending Potential Index	116	171	191
Personal Care Products & Services: Total \$	\$6,573,262	\$29,896,433	\$52,923,585
Average Spent	\$1,050.38	\$1,538.52	\$1,723.45
Spending Potential Index	118	174	194
Shelter: Total \$	\$140,035,702	\$606,487,723	\$1,058,595,559
Average Spent	\$22,377.07	\$31,210.77	\$34,472.96
Spending Potential Index	121	169	186
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,414,289	\$77,707,760	\$139,637,225
Average Spent	\$2,622.93	\$3,998.96	\$4,547.26
Spending Potential Index	106	161	183
Travel: Total \$	\$15,655,975	\$75,462,639	\$134,099,331
Average Spent	\$2,501.75	\$3,883.42	\$4,366.92
Spending Potential Index	111	173	195
Vehicle Maintenance & Repairs: Total \$	\$8,272,401	\$35,913,134	\$63,244,684
Average Spent	\$1,321.89	\$1,848.14	\$2,059.55
Spending Potential Index	116	162	180

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.