

Old Keene Mill Shopping Center  
8424 Old Keene Mill Rd, Springfield, Virginia, 22152  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.77879  
Longitude: -77.23569

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	14,581	117,020	268,089
2010 Total Population	15,049	121,093	287,106
2019 Total Population	15,025	121,336	292,399
2019 Group Quarters	6	410	2,547
2024 Total Population	15,081	121,899	295,706
2017-2022 Annual Rate	0.07%	0.09%	0.23%
2019 Total Daytime Population	11,055	86,375	245,803
Workers	4,123	29,749	111,911
Residents	6,932	56,626	133,892
<b>Household Summary</b>			
2000 Households	5,185	39,419	92,127
2000 Average Household Size	2.81	2.96	2.87
2010 Households	5,400	41,282	99,062
2010 Average Household Size	2.79	2.92	2.88
2019 Households	5,350	41,007	99,660
2019 Average Household Size	2.81	2.95	2.91
2024 Households	5,346	41,027	100,310
2024 Average Household Size	2.82	2.96	2.92
2017-2022 Annual Rate	-0.01%	0.01%	0.13%
2010 Families	4,104	32,155	74,710
2010 Average Family Size	3.20	3.28	3.27
2019 Families	4,073	31,960	75,215
2019 Average Family Size	3.22	3.31	3.31
2024 Families	4,076	32,012	75,790
2024 Average Family Size	3.23	3.32	3.32
2017-2022 Annual Rate	0.01%	0.03%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,245	39,948	93,435
Owner Occupied Housing Units	80.6%	81.9%	77.2%
Renter Occupied Housing Units	18.2%	16.8%	21.4%
Vacant Housing Units	1.1%	1.3%	1.4%
2010 Housing Units	5,517	42,244	101,817
Owner Occupied Housing Units	80.0%	79.1%	74.9%
Renter Occupied Housing Units	17.9%	18.6%	22.3%
Vacant Housing Units	2.1%	2.3%	2.7%
2019 Housing Units	5,523	42,232	102,656
Owner Occupied Housing Units	76.5%	76.2%	72.1%
Renter Occupied Housing Units	20.4%	20.9%	25.0%
Vacant Housing Units	3.1%	2.9%	2.9%
2024 Housing Units	5,529	42,330	103,402
Owner Occupied Housing Units	77.6%	77.3%	73.2%
Renter Occupied Housing Units	19.1%	19.7%	23.8%
Vacant Housing Units	3.3%	3.1%	3.0%
<b>Median Household Income</b>			
2019	\$122,147	\$121,945	\$120,175
2024	\$133,371	\$132,166	\$131,456
<b>Median Home Value</b>			
2019	\$485,324	\$504,621	\$525,507
2024	\$511,812	\$532,241	\$554,300
<b>Per Capita Income</b>			
2019	\$56,771	\$54,107	\$53,987
2024	\$62,376	\$59,433	\$59,603
<b>Median Age</b>			
2010	40.3	40.3	39.1
2019	41.9	42.3	40.7
2024	41.8	43.1	41.6

**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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<b>2019 Households by Income</b>			
Household Income Base	5,350	41,005	99,658
<\$15,000	2.8%	3.3%	3.7%
\$15,000 - \$24,999	1.4%	2.0%	2.4%
\$25,000 - \$34,999	2.3%	2.8%	3.4%
\$35,000 - \$49,999	3.9%	5.3%	5.9%
\$50,000 - \$74,999	12.3%	11.0%	11.2%
\$75,000 - \$99,999	14.5%	11.9%	11.7%
\$100,000 - \$149,999	23.2%	24.8%	23.1%
\$150,000 - \$199,999	17.4%	17.4%	16.6%
\$200,000+	22.2%	21.5%	22.2%
Average Household Income	\$159,815	\$160,204	\$158,201
<b>2024 Households by Income</b>			
Household Income Base	5,346	41,025	100,308
<\$15,000	2.4%	2.8%	3.0%
\$15,000 - \$24,999	1.1%	1.6%	1.9%
\$25,000 - \$34,999	1.8%	2.2%	2.7%
\$35,000 - \$49,999	3.1%	4.3%	4.8%
\$50,000 - \$74,999	10.7%	9.6%	9.8%
\$75,000 - \$99,999	13.7%	11.2%	11.1%
\$100,000 - \$149,999	22.9%	24.9%	23.2%
\$150,000 - \$199,999	19.2%	19.2%	18.4%
\$200,000+	25.1%	24.2%	25.1%
Average Household Income	\$176,287	\$176,714	\$175,484
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,225	32,181	73,997
<\$50,000	0.4%	0.6%	0.5%
\$50,000 - \$99,999	0.4%	0.2%	0.2%
\$100,000 - \$149,999	0.3%	0.3%	0.4%
\$150,000 - \$199,999	2.5%	1.0%	1.0%
\$200,000 - \$249,999	6.1%	2.1%	2.2%
\$250,000 - \$299,999	5.1%	2.8%	3.7%
\$300,000 - \$399,999	13.0%	16.2%	15.7%
\$400,000 - \$499,999	26.0%	26.1%	22.0%
\$500,000 - \$749,999	38.1%	43.4%	41.8%
\$750,000 - \$999,999	7.7%	6.6%	10.6%
\$1,000,000 +	0.1%	0.7%	1.6%
Average Home Value	\$509,091	\$529,616	\$551,541
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,288	32,698	75,684
<\$50,000	0.2%	0.3%	0.2%
\$50,000 - \$99,999	0.3%	0.1%	0.1%
\$100,000 - \$149,999	0.2%	0.2%	0.3%
\$150,000 - \$199,999	2.2%	0.7%	0.7%
\$200,000 - \$249,999	5.5%	1.7%	1.8%
\$250,000 - \$299,999	5.0%	2.4%	3.0%
\$300,000 - \$399,999	10.8%	13.6%	13.1%
\$400,000 - \$499,999	23.8%	24.9%	21.0%
\$500,000 - \$749,999	42.0%	46.9%	44.9%
\$750,000 - \$999,999	9.5%	8.1%	12.6%
\$1,000,000 +	0.1%	0.8%	2.0%
Average Home Value	\$531,116	\$550,986	\$576,617

**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.

# Community Profile

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<b>2010 Population by Age</b>			
Total	15,051	121,090	287,108
0 - 4	5.6%	5.9%	6.1%
5 - 9	6.1%	6.6%	6.5%
10 - 14	7.7%	7.3%	7.1%
15 - 24	12.5%	12.0%	12.5%
25 - 34	10.7%	11.1%	12.2%
35 - 44	14.5%	14.1%	14.5%
45 - 54	17.6%	16.9%	17.0%
55 - 64	13.4%	14.1%	13.4%
65 - 74	6.7%	6.7%	6.3%
75 - 84	4.1%	3.6%	3.1%
85 +	0.9%	1.7%	1.3%
18 +	75.3%	75.6%	75.8%
<b>2019 Population by Age</b>			
Total	15,025	121,337	292,398
0 - 4	5.0%	5.2%	5.4%
5 - 9	5.6%	6.0%	6.0%
10 - 14	6.7%	6.9%	6.7%
15 - 24	12.3%	11.1%	11.9%
25 - 34	11.7%	11.3%	12.2%
35 - 44	12.6%	12.9%	13.3%
45 - 54	14.6%	13.9%	14.0%
55 - 64	15.4%	14.9%	14.7%
65 - 74	9.7%	10.5%	9.8%
75 - 84	4.7%	5.0%	4.3%
85 +	1.7%	2.3%	1.7%
18 +	78.7%	78.0%	78.0%
<b>2024 Population by Age</b>			
Total	15,079	121,900	295,705
0 - 4	5.1%	5.2%	5.4%
5 - 9	5.3%	5.7%	5.8%
10 - 14	5.9%	6.3%	6.1%
15 - 24	10.9%	10.3%	11.0%
25 - 34	13.8%	11.0%	12.4%
35 - 44	13.2%	14.1%	14.3%
45 - 54	13.0%	13.1%	13.0%
55 - 64	14.7%	13.8%	13.6%
65 - 74	10.6%	11.3%	10.9%
75 - 84	5.5%	6.5%	5.6%
85 +	1.9%	2.6%	1.9%
18 +	80.0%	79.0%	79.0%
<b>2010 Population by Sex</b>			
Males	7,261	59,508	140,600
Females	7,788	61,585	146,506
<b>2019 Population by Sex</b>			
Males	7,249	59,596	143,258
Females	7,775	61,740	149,140
<b>2024 Population by Sex</b>			
Males	7,293	59,950	145,097
Females	7,788	61,949	150,609

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<b>2010 Population by Race/Ethnicity</b>			
Total	15,049	121,093	287,106
White Alone	67.9%	65.1%	62.0%
Black Alone	7.4%	6.6%	9.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	16.2%	18.0%	18.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	5.9%	5.7%
Two or More Races	4.0%	4.0%	4.2%
Hispanic Origin	13.6%	16.1%	15.6%
Diversity Index	62.4	66.4	68.6
<b>2019 Population by Race/Ethnicity</b>			
Total	15,024	121,335	292,399
White Alone	63.1%	60.3%	56.8%
Black Alone	8.3%	7.2%	10.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	18.8%	20.8%	21.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.5%	6.4%	6.2%
Two or More Races	4.9%	4.8%	5.0%
Hispanic Origin	15.1%	17.5%	16.9%
Diversity Index	67.3	70.6	72.8
<b>2024 Population by Race/Ethnicity</b>			
Total	15,081	121,899	295,705
White Alone	60.3%	57.4%	53.8%
Black Alone	8.6%	7.6%	10.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	20.4%	22.7%	23.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.9%	6.7%	6.6%
Two or More Races	5.3%	5.2%	5.4%
Hispanic Origin	16.4%	18.6%	17.9%
Diversity Index	70.1	73.1	75.0
<b>2010 Population by Relationship and Household Type</b>			
Total	15,049	121,093	287,106
In Households	100.0%	99.7%	99.2%
In Family Households	89.3%	89.9%	87.9%
Householder	27.3%	26.5%	26.0%
Spouse	22.0%	22.1%	21.2%
Child	33.0%	32.5%	31.8%
Other relative	5.1%	6.1%	6.1%
Nonrelative	1.9%	2.8%	2.8%
In Nonfamily Households	10.6%	9.8%	11.3%
In Group Quarters	0.0%	0.3%	0.8%
Institutionalized Population	0.0%	0.3%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.6%

**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	10,575	85,913	204,716
Less than 9th Grade	2.1%	3.2%	4.0%
9th - 12th Grade, No Diploma	1.8%	2.9%	3.0%
High School Graduate	11.2%	12.8%	12.7%
GED/Alternative Credential	1.1%	1.0%	1.0%
Some College, No Degree	14.2%	13.3%	13.4%
Associate Degree	6.0%	6.7%	6.7%
Bachelor's Degree	32.5%	31.2%	30.8%
Graduate/Professional Degree	31.1%	28.9%	28.5%
<b>2019 Population 15+ by Marital Status</b>			
Total	12,422	99,428	239,553
Never Married	29.2%	28.9%	31.4%
Married	56.3%	59.3%	57.0%
Widowed	4.9%	5.0%	4.4%
Divorced	9.6%	6.8%	7.1%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	96.9%	96.8%
Civilian Unemployed (Unemployment Rate)	3.5%	3.1%	3.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	7,970	64,457	158,385
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	4.6%	5.9%	6.4%
Manufacturing	1.6%	1.9%	1.8%
Wholesale Trade	0.9%	1.1%	1.0%
Retail Trade	6.6%	7.2%	7.7%
Transportation/Utilities	3.5%	3.5%	3.6%
Information	1.3%	1.8%	2.0%
Finance/Insurance/Real Estate	9.2%	6.8%	6.3%
Services	53.8%	56.2%	56.4%
Public Administration	18.5%	15.3%	14.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	7,972	64,458	158,385
White Collar	80.5%	73.3%	72.2%
Management/Business/Financial	25.2%	21.8%	21.8%
Professional	34.1%	30.9%	30.5%
Sales	9.5%	8.4%	8.6%
Administrative Support	11.7%	12.1%	11.3%
Services	12.2%	15.9%	16.8%
Blue Collar	7.3%	10.8%	11.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	2.7%	3.6%	4.1%
Installation/Maintenance/Repair	1.4%	2.0%	2.0%
Production	1.0%	1.6%	1.6%
Transportation/Material Moving	2.0%	3.5%	3.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,049	121,093	287,106
Population Inside Urbanized Area	100.0%	100.0%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.5%

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<b>2010 Households by Type</b>			
Total	5,401	41,282	99,062
Households with 1 Person	20.0%	17.9%	19.3%
Households with 2+ People	80.0%	82.1%	80.7%
Family Households	76.0%	77.9%	75.4%
Husband-wife Families	61.5%	64.9%	61.5%
With Related Children	29.6%	31.1%	30.1%
Other Family (No Spouse Present)	14.5%	13.0%	13.9%
Other Family with Male Householder	3.6%	3.9%	4.0%
With Related Children	1.7%	1.9%	2.0%
Other Family with Female Householder	10.9%	9.1%	9.9%
With Related Children	6.3%	5.2%	5.8%
Nonfamily Households	4.0%	4.2%	5.3%
All Households with Children	38.0%	38.6%	38.3%
Multigenerational Households	4.5%	4.9%	4.7%
Unmarried Partner Households	2.9%	3.1%	3.6%
Male-female	2.2%	2.5%	2.9%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	5,399	41,283	99,061
1 Person Household	20.0%	17.9%	19.3%
2 Person Household	32.0%	31.1%	30.9%
3 Person Household	19.0%	18.3%	18.4%
4 Person Household	16.9%	18.0%	17.3%
5 Person Household	7.2%	8.2%	8.0%
6 Person Household	3.1%	3.5%	3.3%
7 + Person Household	1.9%	2.9%	2.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,400	41,282	99,062
Owner Occupied	81.7%	81.0%	77.0%
Owned with a Mortgage/Loan	68.3%	67.4%	65.4%
Owned Free and Clear	13.5%	13.6%	11.7%
Renter Occupied	18.3%	19.0%	23.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,517	42,244	101,817
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

**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)	Enterprising Professionals
	2. Top Tier (1A)	Pleasantville (2B)	Top Tier (1A)
	3. Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$20,306,823	\$153,136,991	\$374,117,499
Average Spent	\$3,795.67	\$3,734.41	\$3,753.94
Spending Potential Index	177	174	175
Education: Total \$	\$17,652,633	\$139,495,694	\$326,342,622
Average Spent	\$3,299.56	\$3,401.75	\$3,274.56
Spending Potential Index	207	213	205
Entertainment/Recreation: Total \$	\$30,851,708	\$238,161,884	\$570,035,222
Average Spent	\$5,766.67	\$5,807.83	\$5,719.80
Spending Potential Index	176	178	175
Food at Home: Total \$	\$46,496,318	\$353,476,095	\$859,981,288
Average Spent	\$8,690.90	\$8,619.90	\$8,629.15
Spending Potential Index	168	167	167
Food Away from Home: Total \$	\$34,578,662	\$259,400,838	\$636,714,588
Average Spent	\$6,463.30	\$6,325.77	\$6,388.87
Spending Potential Index	176	172	174
Health Care: Total \$	\$52,574,721	\$409,100,345	\$974,185,324
Average Spent	\$9,827.05	\$9,976.35	\$9,775.09
Spending Potential Index	166	168	165
HH Furnishings & Equipment: Total \$	\$19,963,001	\$153,092,159	\$370,093,848
Average Spent	\$3,731.40	\$3,733.32	\$3,713.56
Spending Potential Index	175	175	174
Personal Care Products & Services: Total \$	\$8,376,484	\$63,350,649	\$154,245,203
Average Spent	\$1,565.70	\$1,544.87	\$1,547.71
Spending Potential Index	177	174	175
Shelter: Total \$	\$182,449,831	\$1,399,155,013	\$3,375,211,992
Average Spent	\$34,102.77	\$34,119.91	\$33,867.27
Spending Potential Index	184	184	183
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$23,103,328	\$182,163,152	\$430,348,753
Average Spent	\$4,318.38	\$4,442.25	\$4,318.17
Spending Potential Index	174	179	174
Travel: Total \$	\$23,134,180	\$179,737,819	\$427,931,499
Average Spent	\$4,324.15	\$4,383.10	\$4,293.91
Spending Potential Index	193	195	191
Vehicle Maintenance & Repairs: Total \$	\$10,160,944	\$78,437,286	\$189,521,939
Average Spent	\$1,899.24	\$1,912.78	\$1,901.69
Spending Potential Index	166	167	166

**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.