

Tower Shopping Center
6801 Bland St, Springfield, Virginia, 22150
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.78082
Longitude: -77.18368

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	12,573	100,147	305,259
2010 Total Population	14,228	113,392	331,629
2019 Total Population	14,523	115,670	339,646
2019 Group Quarters	80	337	1,269
2024 Total Population	14,653	117,124	344,530
2017-2022 Annual Rate	0.18%	0.25%	0.29%
2019 Total Daytime Population	18,751	126,929	301,332
Workers	11,929	74,546	151,649
Residents	6,822	52,383	149,683
Household Summary			
2000 Households	3,992	38,093	114,915
2000 Average Household Size	3.15	2.62	2.65
2010 Households	4,157	42,755	123,955
2010 Average Household Size	3.41	2.65	2.67
2019 Households	4,120	43,041	125,789
2019 Average Household Size	3.51	2.68	2.69
2024 Households	4,125	43,377	127,111
2024 Average Household Size	3.53	2.69	2.70
2017-2022 Annual Rate	0.02%	0.16%	0.21%
2010 Families	2,930	27,921	82,529
2010 Average Family Size	3.83	3.24	3.22
2019 Families	2,908	28,074	83,345
2019 Average Family Size	3.93	3.28	3.26
2024 Families	2,916	28,318	84,158
2024 Average Family Size	3.96	3.29	3.27
2017-2022 Annual Rate	0.05%	0.17%	0.19%
Housing Unit Summary			
2000 Housing Units	4,087	38,925	117,540
Owner Occupied Housing Units	71.4%	70.6%	63.7%
Renter Occupied Housing Units	26.2%	27.2%	34.1%
Vacant Housing Units	2.3%	2.1%	2.2%
2010 Housing Units	4,387	44,384	128,591
Owner Occupied Housing Units	59.1%	66.8%	62.9%
Renter Occupied Housing Units	35.7%	29.5%	33.5%
Vacant Housing Units	5.2%	3.7%	3.6%
2019 Housing Units	4,394	44,707	130,376
Owner Occupied Housing Units	56.3%	64.3%	60.7%
Renter Occupied Housing Units	37.5%	32.0%	35.7%
Vacant Housing Units	6.2%	3.7%	3.5%
2024 Housing Units	4,422	45,063	131,781
Owner Occupied Housing Units	57.5%	65.7%	61.8%
Renter Occupied Housing Units	35.8%	30.6%	34.7%
Vacant Housing Units	6.7%	3.7%	3.5%
Median Household Income			
2019	\$92,421	\$109,661	\$105,748
2024	\$105,044	\$119,381	\$114,520
Median Home Value			
2019	\$440,667	\$461,264	\$479,159
2024	\$457,670	\$483,565	\$504,748
Per Capita Income			
2019	\$34,263	\$51,075	\$50,399
2024	\$39,915	\$57,343	\$56,242
Median Age			
2010	35.6	38.2	37.3
2019	38.1	40.4	39.2
2024	40.0	41.3	40.0

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	4,120	43,039	125,787
<\$15,000	5.7%	3.5%	4.4%
\$15,000 - \$24,999	4.3%	2.7%	3.3%
\$25,000 - \$34,999	5.0%	3.8%	4.4%
\$35,000 - \$49,999	6.8%	6.7%	7.9%
\$50,000 - \$74,999	17.3%	12.8%	13.5%
\$75,000 - \$99,999	14.5%	13.4%	12.5%
\$100,000 - \$149,999	23.2%	25.2%	23.0%
\$150,000 - \$199,999	12.2%	15.5%	14.4%
\$200,000+	11.1%	16.4%	16.6%
Average Household Income	\$113,590	\$137,345	\$136,111
2024 Households by Income			
Household Income Base	4,125	43,375	127,109
<\$15,000	4.2%	2.8%	3.6%
\$15,000 - \$24,999	3.4%	2.1%	2.6%
\$25,000 - \$34,999	3.8%	3.0%	3.6%
\$35,000 - \$49,999	5.3%	5.4%	6.5%
\$50,000 - \$74,999	15.2%	11.1%	12.1%
\$75,000 - \$99,999	14.4%	12.7%	12.2%
\$100,000 - \$149,999	24.3%	25.7%	23.8%
\$150,000 - \$199,999	14.6%	17.7%	16.4%
\$200,000+	14.9%	19.5%	19.2%
Average Household Income	\$133,515	\$154,933	\$152,466
2019 Owner Occupied Housing Units by Value			
Total	2,470	28,717	79,151
<\$50,000	1.0%	0.7%	0.7%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.4%	0.4%	0.8%
\$150,000 - \$199,999	1.1%	1.7%	2.2%
\$200,000 - \$249,999	1.1%	3.9%	3.9%
\$250,000 - \$299,999	4.5%	4.9%	4.7%
\$300,000 - \$399,999	25.9%	20.6%	17.9%
\$400,000 - \$499,999	39.5%	28.9%	24.8%
\$500,000 - \$749,999	18.2%	30.6%	35.5%
\$750,000 - \$999,999	7.0%	6.8%	7.6%
\$1,000,000 +	1.3%	1.2%	1.4%
Average Home Value	\$479,775	\$498,226	\$513,697
2024 Owner Occupied Housing Units by Value			
Total	2,540	29,578	81,387
<\$50,000	0.5%	0.4%	0.4%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.2%	0.2%	0.6%
\$150,000 - \$199,999	0.6%	1.2%	1.8%
\$200,000 - \$249,999	0.7%	3.2%	3.4%
\$250,000 - \$299,999	3.2%	4.1%	4.0%
\$300,000 - \$399,999	21.6%	17.5%	15.2%
\$400,000 - \$499,999	40.0%	27.8%	23.7%
\$500,000 - \$749,999	21.7%	34.6%	39.0%
\$750,000 - \$999,999	9.4%	8.9%	9.5%
\$1,000,000 +	1.8%	1.6%	1.8%
Average Home Value	\$512,662	\$527,930	\$541,137

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	14,228	113,395	331,632
0 - 4	6.6%	6.8%	6.8%
5 - 9	6.4%	6.2%	6.2%
10 - 14	5.9%	5.7%	6.0%
15 - 24	13.2%	10.7%	11.4%
25 - 34	16.9%	15.5%	15.9%
35 - 44	15.0%	16.0%	15.7%
45 - 54	14.4%	15.9%	15.7%
55 - 64	9.8%	11.8%	12.0%
65 - 74	4.7%	5.7%	5.8%
75 - 84	4.0%	3.7%	3.1%
85 +	3.0%	2.0%	1.4%
18 +	77.6%	77.7%	77.2%
2019 Population by Age			
Total	14,523	115,670	339,645
0 - 4	5.9%	5.7%	5.9%
5 - 9	6.0%	6.1%	6.2%
10 - 14	6.4%	6.5%	6.5%
15 - 24	11.7%	10.6%	11.1%
25 - 34	15.0%	12.9%	13.8%
35 - 44	14.7%	14.8%	14.8%
45 - 54	13.3%	14.2%	13.8%
55 - 64	11.5%	13.4%	13.2%
65 - 74	7.4%	8.8%	8.9%
75 - 84	4.6%	4.5%	4.1%
85 +	3.5%	2.5%	1.7%
18 +	78.0%	78.2%	77.9%
2024 Population by Age			
Total	14,653	117,123	344,530
0 - 4	5.9%	5.7%	5.9%
5 - 9	5.6%	5.8%	5.9%
10 - 14	6.1%	6.0%	6.0%
15 - 24	11.9%	10.6%	11.0%
25 - 34	13.1%	13.3%	13.9%
35 - 44	15.4%	14.2%	14.7%
45 - 54	12.9%	13.7%	13.4%
55 - 64	11.6%	12.7%	12.4%
65 - 74	8.4%	9.8%	9.7%
75 - 84	5.6%	5.6%	5.2%
85 +	3.6%	2.6%	1.9%
18 +	78.8%	79.1%	78.7%
2010 Population by Sex			
Males	7,324	54,952	162,068
Females	6,904	58,440	169,561
2019 Population by Sex			
Males	7,457	56,120	166,368
Females	7,066	59,550	173,278
2024 Population by Sex			
Males	7,513	56,843	168,962
Females	7,140	60,281	175,568

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2010 Population by Race/Ethnicity			
Total	14,228	113,393	331,629
White Alone	45.3%	57.7%	57.1%
Black Alone	7.6%	12.6%	14.7%
American Indian Alone	1.0%	0.5%	0.4%
Asian Alone	24.3%	17.6%	15.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	16.3%	7.1%	7.6%
Two or More Races	5.3%	4.3%	4.3%
Hispanic Origin	32.3%	17.6%	18.9%
Diversity Index	84.8	73.0	74.2
2019 Population by Race/Ethnicity			
Total	14,524	115,671	339,646
White Alone	40.9%	52.6%	52.4%
Black Alone	8.0%	13.9%	15.9%
American Indian Alone	0.9%	0.5%	0.4%
Asian Alone	26.7%	20.1%	17.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.4%	7.7%	8.3%
Two or More Races	6.0%	5.1%	5.1%
Hispanic Origin	34.0%	19.0%	20.4%
Diversity Index	86.5	76.7	77.6
2024 Population by Race/Ethnicity			
Total	14,653	117,125	344,531
White Alone	38.5%	49.8%	49.8%
Black Alone	8.2%	14.4%	16.4%
American Indian Alone	0.9%	0.4%	0.4%
Asian Alone	28.1%	21.6%	19.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.1%	8.1%	8.8%
Two or More Races	6.3%	5.5%	5.4%
Hispanic Origin	35.1%	20.1%	21.6%
Diversity Index	87.3	78.6	79.4
2010 Population by Relationship and Household Type			
Total	14,228	113,392	331,629
In Households	99.5%	99.7%	99.7%
In Family Households	86.0%	82.9%	83.4%
Householder	21.4%	24.6%	24.9%
Spouse	16.2%	19.3%	19.3%
Child	29.0%	28.4%	29.3%
Other relative	12.1%	7.3%	6.8%
Nonrelative	7.2%	3.3%	3.2%
In Nonfamily Households	13.5%	16.8%	16.2%
In Group Quarters	0.5%	0.3%	0.3%
Institutionalized Population	0.4%	0.2%	0.2%
Noninstitutionalized Population	0.1%	0.0%	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	10,165	82,170	238,878
Less than 9th Grade	11.7%	4.5%	4.9%
9th - 12th Grade, No Diploma	4.5%	4.1%	3.8%
High School Graduate	16.6%	14.0%	14.1%
GED/Alternative Credential	1.7%	1.1%	1.2%
Some College, No Degree	13.8%	14.0%	14.4%
Associate Degree	7.3%	6.7%	6.7%
Bachelor's Degree	28.2%	30.0%	29.1%
Graduate/Professional Degree	16.2%	25.7%	25.7%
2019 Population 15+ by Marital Status			
Total	11,859	94,439	276,533
Never Married	39.4%	33.6%	33.9%
Married	48.7%	52.4%	53.4%
Widowed	6.7%	5.3%	4.3%
Divorced	5.2%	8.7%	8.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	96.6%	96.7%
Civilian Unemployed (Unemployment Rate)	3.8%	3.4%	3.3%
2019 Employed Population 16+ by Industry			
Total	7,820	63,250	189,262
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	9.6%	7.2%	7.2%
Manufacturing	2.3%	1.9%	1.9%
Wholesale Trade	1.8%	0.9%	0.9%
Retail Trade	9.7%	7.6%	7.6%
Transportation/Utilities	4.6%	4.0%	4.4%
Information	1.8%	2.1%	2.0%
Finance/Insurance/Real Estate	5.3%	6.4%	6.1%
Services	55.1%	54.6%	55.0%
Public Administration	9.7%	15.1%	14.8%
2019 Employed Population 16+ by Occupation			
Total	7,822	63,251	189,263
White Collar	55.9%	69.1%	68.4%
Management/Business/Financial	16.2%	21.3%	21.0%
Professional	19.0%	28.3%	28.0%
Sales	10.3%	9.0%	8.5%
Administrative Support	10.4%	10.6%	10.9%
Services	24.6%	17.8%	19.1%
Blue Collar	19.4%	13.1%	12.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.7%	5.0%	4.9%
Installation/Maintenance/Repair	3.4%	2.4%	2.0%
Production	2.7%	1.7%	1.5%
Transportation/Material Moving	5.6%	3.9%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	14,228	113,392	331,629
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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2010 Households by Type			
Total	4,157	42,755	123,955
Households with 1 Person	22.8%	27.7%	26.3%
Households with 2+ People	77.2%	72.3%	73.7%
Family Households	70.5%	65.3%	66.6%
Husband-wife Families	53.1%	51.4%	51.7%
With Related Children	27.6%	24.8%	25.1%
Other Family (No Spouse Present)	17.4%	13.9%	14.9%
Other Family with Male Householder	6.7%	4.1%	4.4%
With Related Children	3.7%	2.1%	2.2%
Other Family with Female Householder	10.7%	9.8%	10.5%
With Related Children	6.2%	5.7%	6.2%
Nonfamily Households	6.7%	7.0%	7.2%
All Households with Children	38.5%	32.9%	33.9%
Multigenerational Households	7.2%	4.4%	4.3%
Unmarried Partner Households	4.9%	4.6%	4.9%
Male-female	4.3%	3.7%	3.9%
Same-sex	0.7%	0.9%	0.9%
2010 Households by Size			
Total	4,158	42,756	123,955
1 Person Household	22.8%	27.7%	26.3%
2 Person Household	24.3%	30.6%	30.8%
3 Person Household	14.8%	15.8%	16.4%
4 Person Household	14.1%	13.4%	14.2%
5 Person Household	9.5%	6.4%	6.7%
6 Person Household	6.0%	3.0%	3.0%
7 + Person Household	8.5%	3.0%	2.7%
2010 Households by Tenure and Mortgage Status			
Total	4,157	42,755	123,955
Owner Occupied	62.3%	69.4%	65.2%
Owned with a Mortgage/Loan	49.5%	58.3%	54.9%
Owned Free and Clear	12.9%	11.1%	10.3%
Renter Occupied	37.7%	30.6%	34.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,387	44,384	128,591
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.

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Enterprising Professionals	Enterprising Professionals
2.	Urban Villages (7B)	Pleasantville (2B)	Pleasantville (2B)
3.	Pacific Heights (2C)	Urban Chic (2A)	Top Tier (1A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$11,426,441	\$142,939,338	\$418,304,510
Average Spent	\$2,773.41	\$3,321.00	\$3,325.45
Spending Potential Index	129	155	155
Education: Total \$	\$9,585,820	\$119,238,440	\$344,842,671
Average Spent	\$2,326.66	\$2,770.35	\$2,741.44
Spending Potential Index	146	174	172
Entertainment/Recreation: Total \$	\$16,775,600	\$212,941,090	\$618,011,889
Average Spent	\$4,071.75	\$4,947.40	\$4,913.08
Spending Potential Index	125	151	150
Food at Home: Total \$	\$26,488,881	\$329,242,711	\$964,135,869
Average Spent	\$6,429.34	\$7,649.51	\$7,664.71
Spending Potential Index	124	148	148
Food Away from Home: Total \$	\$19,447,407	\$243,555,606	\$712,115,566
Average Spent	\$4,720.24	\$5,658.69	\$5,661.19
Spending Potential Index	128	154	154
Health Care: Total \$	\$28,274,652	\$361,500,071	\$1,050,376,778
Average Spent	\$6,862.78	\$8,398.97	\$8,350.31
Spending Potential Index	116	142	141
HH Furnishings & Equipment: Total \$	\$10,989,951	\$138,373,360	\$402,119,521
Average Spent	\$2,667.46	\$3,214.92	\$3,196.78
Spending Potential Index	125	151	150
Personal Care Products & Services: Total \$	\$4,530,087	\$57,928,923	\$168,942,181
Average Spent	\$1,099.54	\$1,345.90	\$1,343.06
Spending Potential Index	124	152	151
Shelter: Total \$	\$105,323,999	\$1,294,807,218	\$3,748,147,749
Average Spent	\$25,564.08	\$30,083.11	\$29,797.10
Spending Potential Index	138	163	161
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,933,701	\$156,803,980	\$456,916,026
Average Spent	\$2,896.53	\$3,643.13	\$3,632.40
Spending Potential Index	117	147	146
Travel: Total \$	\$12,625,023	\$158,683,623	\$453,017,724
Average Spent	\$3,064.33	\$3,686.80	\$3,601.41
Spending Potential Index	137	164	160
Vehicle Maintenance & Repairs: Total \$	\$5,614,212	\$70,974,792	\$209,009,930
Average Spent	\$1,362.67	\$1,649.00	\$1,661.59
Spending Potential Index	119	144	145

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.