

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	12,564	71,517	92,484
2020 Total Population	13,407	78,127	103,308
2020 Group Quarters	2,037	9,087	9,451
2024 Total Population	13,327	77,987	104,810
2024 Group Quarters	2,053	9,127	9,493
2029 Total Population	13,165	78,186	106,337
2024-2029 Annual Rate	-0.24%	0.05%	0.29%
2024 Total Daytime Population	24,000	115,512	142,968
Workers	17,784	78,384	94,205
Residents	6,216	37,128	48,763
Household Summary			
2010 Households	4,768	28,035	36,496
2010 Average Household Size	2.23	2.25	2.29
2020 Total Households	5,171	31,246	41,671
2020 Average Household Size	2.20	2.21	2.25
2024 Households	5,125	31,559	42,777
2024 Average Household Size	2.20	2.18	2.23
2029 Households	5,126	32,165	44,087
2029 Average Household Size	2.17	2.15	2.20
2024-2029 Annual Rate	0.00%	0.38%	0.61%
2010 Families	2,121	12,840	17,952
2010 Average Family Size	2.88	2.88	2.92
2024 Families	2,223	14,381	21,028
2024 Average Family Size	2.96	2.97	2.99
2029 Families	2,203	14,535	21,553
2029 Average Family Size	2.93	2.94	2.96
2024-2029 Annual Rate	-0.18%	0.21%	0.49%
Housing Unit Summary			
2000 Housing Units	5,423	28,128	34,083
Owner Occupied Housing Units	29.6%	38.9%	44.1%
Renter Occupied Housing Units	66.9%	56.6%	51.4%
Vacant Housing Units	3.4%	4.4%	4.4%
2010 Housing Units	5,326	30,541	39,840
Owner Occupied Housing Units	29.7%	38.6%	42.7%
Renter Occupied Housing Units	59.8%	53.2%	48.9%
Vacant Housing Units	10.5%	8.2%	8.4%
2020 Housing Units	5,561	33,804	44,959
Owner Occupied Housing Units	29.0%	36.9%	41.4%
Renter Occupied Housing Units	64.0%	55.5%	51.3%
Vacant Housing Units	7.1%	7.5%	7.2%
2024 Housing Units	5,551	34,345	46,492
Owner Occupied Housing Units	31.2%	38.8%	42.8%
Renter Occupied Housing Units	61.1%	53.1%	49.2%
Vacant Housing Units	7.7%	8.1%	8.0%
2029 Housing Units	5,584	35,051	47,917
Owner Occupied Housing Units	32.9%	40.5%	44.2%
Renter Occupied Housing Units	58.9%	51.3%	47.8%
Vacant Housing Units	8.2%	8.2%	8.0%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Barracks Road Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.05441
Longitude: -78.49966

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	5,125	31,558	42,776
<\$15,000	14.0%	13.7%	11.4%
\$15,000 - \$24,999	7.5%	6.9%	6.0%
\$25,000 - \$34,999	8.7%	6.7%	6.3%
\$35,000 - \$49,999	8.7%	8.9%	8.2%
\$50,000 - \$74,999	14.9%	15.1%	14.9%
\$75,000 - \$99,999	10.8%	10.5%	10.7%
\$100,000 - \$149,999	13.0%	15.8%	17.0%
\$150,000 - \$199,999	9.4%	7.9%	8.8%
\$200,000+	13.1%	14.5%	16.6%
Average Household Income	\$107,482	\$112,499	\$122,876
2029 Households by Income			
Household Income Base	5,126	32,164	44,086
<\$15,000	12.6%	12.5%	10.4%
\$15,000 - \$24,999	6.0%	5.6%	4.8%
\$25,000 - \$34,999	7.3%	5.6%	5.3%
\$35,000 - \$49,999	7.7%	7.8%	7.1%
\$50,000 - \$74,999	14.4%	14.1%	13.8%
\$75,000 - \$99,999	10.7%	10.0%	10.2%
\$100,000 - \$149,999	15.1%	17.2%	18.2%
\$150,000 - \$199,999	11.3%	9.5%	10.3%
\$200,000+	14.8%	17.5%	20.1%
Average Household Income	\$122,354	\$130,458	\$142,214
2024 Owner Occupied Housing Units by Value			
Total	1,725	13,285	19,861
<\$50,000	0.3%	0.5%	1.3%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	1.8%	1.3%	1.2%
\$150,000 - \$199,999	0.9%	2.3%	2.1%
\$200,000 - \$249,999	1.2%	4.2%	3.3%
\$250,000 - \$299,999	3.7%	6.8%	5.8%
\$300,000 - \$399,999	17.3%	20.3%	19.1%
\$400,000 - \$499,999	13.2%	16.6%	18.8%
\$500,000 - \$749,999	27.9%	28.8%	29.9%
\$750,000 - \$999,999	25.6%	11.7%	10.9%
\$1,000,000 - \$1,499,999	4.1%	3.3%	4.0%
\$1,500,000 - \$1,999,999	2.3%	2.5%	1.9%
\$2,000,000 +	1.8%	1.6%	1.5%
Average Home Value	\$665,136	\$584,228	\$581,216
2029 Owner Occupied Housing Units by Value			
Total	1,829	14,153	21,159
<\$50,000	0.1%	0.3%	0.9%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.2%	0.4%	0.3%
\$150,000 - \$199,999	0.3%	1.0%	0.8%
\$200,000 - \$249,999	0.4%	2.3%	1.7%
\$250,000 - \$299,999	1.6%	4.8%	4.0%
\$300,000 - \$399,999	13.4%	15.7%	14.4%
\$400,000 - \$499,999	10.9%	14.6%	16.8%
\$500,000 - \$749,999	27.4%	32.2%	33.0%
\$750,000 - \$999,999	32.7%	16.3%	15.6%
\$1,000,000 - \$1,499,999	5.9%	5.2%	6.4%
\$1,500,000 - \$1,999,999	4.5%	4.7%	3.6%
\$2,000,000 +	2.7%	2.4%	2.3%
Average Home Value	\$771,680	\$687,180	\$680,062

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Barracks Road Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.05441
Longitude: -78.49966

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$67,013	\$72,022	\$81,007
2029	\$78,494	\$84,224	\$95,681
Median Home Value			
2024	\$603,430	\$487,568	\$490,711
2029	\$711,155	\$584,484	\$582,557
Per Capita Income			
2024	\$44,420	\$46,543	\$51,068
2029	\$50,752	\$54,660	\$59,869
Median Age			
2010	27.6	28.4	29.7
2020	28.5	29.8	31.6
2024	28.9	30.7	32.4
2029	29.3	31.7	33.7
2020 Population by Age			
Total	13,407	78,127	103,308
0 - 4	4.7%	5.0%	5.2%
5 - 9	4.3%	4.6%	4.9%
10 - 14	3.8%	4.2%	4.5%
15 - 24	27.2%	26.1%	22.6%
25 - 34	22.1%	18.7%	18.3%
35 - 44	9.0%	10.8%	11.4%
45 - 54	7.6%	8.1%	8.8%
55 - 64	7.5%	8.6%	9.3%
65 - 74	5.9%	7.5%	8.2%
75 - 84	4.4%	4.2%	4.5%
85 +	3.5%	2.2%	2.3%
18 +	84.9%	83.9%	82.8%
2024 Population by Age			
Total	13,330	77,987	104,810
0 - 4	4.6%	4.9%	5.2%
5 - 9	4.2%	4.5%	4.9%
10 - 14	3.5%	4.0%	4.3%
15 - 24	27.0%	25.9%	22.3%
25 - 34	22.9%	18.3%	17.9%
35 - 44	9.9%	11.9%	12.5%
45 - 54	7.0%	8.1%	8.8%
55 - 64	7.1%	7.9%	8.6%
65 - 74	5.9%	7.5%	8.2%
75 - 84	4.6%	4.7%	5.1%
85 +	3.4%	2.2%	2.4%
18 +	85.7%	84.3%	83.2%
2029 Population by Age			
Total	13,165	78,186	106,337
0 - 4	4.4%	4.7%	4.9%
5 - 9	3.9%	4.3%	4.6%
10 - 14	3.6%	4.2%	4.6%
15 - 24	26.4%	25.6%	21.8%
25 - 34	21.8%	16.0%	16.0%
35 - 44	10.3%	12.9%	13.1%
45 - 54	7.5%	8.9%	9.6%
55 - 64	6.6%	7.4%	8.0%
65 - 74	6.3%	7.7%	8.3%
75 - 84	5.3%	5.6%	6.3%
85 +	3.8%	2.5%	2.7%
18 +	85.8%	84.3%	83.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Barracks Road Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.05441
Longitude: -78.49966

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	6,391	36,951	48,962
Females	7,016	41,176	54,346
2024 Population by Sex			
Males	6,452	37,487	50,495
Females	6,875	40,500	54,315
2029 Population by Sex			
Males	6,348	37,449	51,013
Females	6,818	40,737	55,324
2010 Population by Race/Ethnicity			
Total	12,563	71,517	92,484
White Alone	69.5%	68.8%	71.4%
Black Alone	14.1%	17.6%	15.7%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	9.4%	7.5%	6.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.0%	2.6%	2.8%
Two or More Races	3.4%	3.2%	2.9%
Hispanic Origin	6.7%	6.5%	6.7%
Diversity Index	55.0	55.0	52.8
2020 Population by Race/Ethnicity			
Total	13,407	78,127	103,308
White Alone	61.6%	61.6%	64.4%
Black Alone	12.8%	15.2%	13.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	12.8%	11.3%	10.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.1%	3.8%	4.0%
Two or More Races	7.4%	7.7%	7.6%
Hispanic Origin	9.6%	8.4%	8.6%
Diversity Index	65.2	64.2	62.0
2024 Population by Race/Ethnicity			
Total	13,328	77,987	104,809
White Alone	60.7%	60.6%	63.5%
Black Alone	12.6%	15.1%	13.4%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	13.4%	11.8%	10.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.4%	4.1%	4.2%
Two or More Races	7.7%	8.0%	7.9%
Hispanic Origin	10.1%	8.9%	9.0%
Diversity Index	66.4	65.5	63.2
2029 Population by Race/Ethnicity			
Total	13,166	78,186	106,337
White Alone	58.8%	58.7%	61.8%
Black Alone	12.6%	15.3%	13.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	14.5%	12.7%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	5.7%	4.4%	4.5%
Two or More Races	8.0%	8.5%	8.4%
Hispanic Origin	10.8%	9.5%	9.6%
Diversity Index	68.3	67.5	65.1

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	13,407	78,127	103,308
In Households	84.8%	88.4%	90.9%
Householder	38.4%	39.9%	40.4%
Opposite-Sex Spouse	11.4%	12.7%	14.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.6%	2.6%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	17.8%	18.8%	20.2%
Adopted Child	0.4%	0.4%	0.4%
Stepchild	0.4%	0.4%	0.4%
Grandchild	0.9%	1.1%	1.1%
Brother or Sister	1.0%	0.9%	0.9%
Parent	0.8%	0.7%	0.7%
Parent-in-law	0.1%	0.1%	0.1%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	1.0%	0.9%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	9.6%	9.1%	8.1%
In Group Quarters	15.2%	11.6%	9.1%
Institutionalized	3.6%	1.6%	1.6%
Noninstitutionalized	11.6%	10.0%	7.6%
2024 Population 25+ by Educational Attainment			
Total	8,104	47,289	66,403
Less than 9th Grade	2.8%	2.4%	2.3%
9th - 12th Grade, No Diploma	5.8%	4.3%	3.7%
High School Graduate	10.7%	12.8%	12.5%
GED/Alternative Credential	1.4%	2.5%	2.1%
Some College, No Degree	10.4%	10.9%	10.5%
Associate Degree	4.3%	6.0%	5.9%
Bachelor's Degree	31.2%	29.3%	30.5%
Graduate/Professional Degree	33.5%	31.9%	32.5%
2024 Population 15+ by Marital Status			
Total	11,698	67,503	89,778
Never Married	55.3%	50.6%	46.3%
Married	33.4%	34.8%	39.1%
Widowed	5.0%	4.7%	5.2%
Divorced	6.3%	9.9%	9.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,426	42,717	58,068
Population 16+ Employed	97.8%	97.3%	97.4%
Population 16+ Unemployment rate	2.2%	2.7%	2.6%
Population 16-24 Employed	22.7%	21.0%	17.9%
Population 16-24 Unemployment rate	3.8%	3.6%	3.7%
Population 25-54 Employed	58.3%	61.1%	62.4%
Population 25-54 Unemployment rate	1.9%	2.8%	2.6%
Population 55-64 Employed	10.5%	10.9%	11.9%
Population 55-64 Unemployment rate	2.1%	1.4%	1.2%
Population 65+ Employed	8.5%	7.0%	7.9%
Population 65+ Unemployment rate	0.0%	1.7%	1.3%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	7,263	41,550	56,585
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	4.6%	3.9%	4.2%
Manufacturing	4.8%	3.8%	3.9%
Wholesale Trade	0.2%	0.6%	0.7%
Retail Trade	8.8%	8.6%	8.4%
Transportation/Utilities	3.2%	2.2%	2.4%
Information	1.4%	1.9%	1.9%
Finance/Insurance/Real Estate	4.4%	4.9%	5.3%
Services	70.8%	70.4%	68.9%
Public Administration	1.8%	3.4%	4.0%
2024 Employed Population 16+ by Occupation			
Total	7,263	41,549	56,587
White Collar	69.2%	73.1%	74.4%
Management/Business/Financial	13.2%	17.7%	19.1%
Professional	42.7%	41.6%	41.3%
Sales	5.6%	6.3%	7.1%
Administrative Support	7.7%	7.5%	6.9%
Services	20.0%	17.1%	15.8%
Blue Collar	10.7%	9.8%	9.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.3%	2.7%	2.9%
Installation/Maintenance/Repair	0.6%	0.8%	0.8%
Production	1.8%	2.6%	2.5%
Transportation/Material Moving	5.0%	3.6%	3.5%
2020 Households by Type			
Total	5,171	31,246	41,671
Married Couple Households	30.7%	32.5%	36.4%
With Own Children <18	13.0%	12.9%	14.5%
Without Own Children <18	17.7%	19.6%	21.9%
Cohabiting Couple Households	8.1%	7.1%	6.9%
With Own Children <18	1.4%	1.3%	1.3%
Without Own Children <18	6.7%	5.8%	5.6%
Male Householder, No Spouse/Partner	24.5%	24.0%	21.9%
Living Alone	15.1%	15.8%	14.5%
65 Years and over	2.3%	3.1%	3.1%
With Own Children <18	1.5%	1.3%	1.2%
Without Own Children <18, With Relatives	2.2%	2.0%	1.9%
No Relatives Present	5.7%	4.9%	4.3%
Female Householder, No Spouse/Partner	36.8%	36.4%	34.8%
Living Alone	21.1%	21.3%	20.8%
65 Years and over	6.7%	7.7%	8.0%
With Own Children <18	4.0%	4.7%	4.4%
Without Own Children <18, With Relatives	5.0%	5.1%	5.0%
No Relatives Present	6.6%	5.2%	4.6%
2020 Households by Size			
Total	5,171	31,246	41,671
1 Person Household	36.2%	37.1%	35.3%
2 Person Household	33.1%	32.6%	33.3%
3 Person Household	13.7%	13.4%	13.5%
4 Person Household	10.2%	10.4%	11.0%
5 Person Household	4.3%	4.1%	4.3%
6 Person Household	1.5%	1.5%	1.5%
7 + Person Household	1.0%	1.0%	1.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Barracks Road Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.05441
Longitude: -78.49966

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	5,171	31,246	41,671
Owner Occupied	31.2%	39.9%	44.6%
Owned with a Mortgage/Loan	19.2%	26.3%	29.8%
Owned Free and Clear	11.9%	13.6%	14.8%
Renter Occupied	68.8%	60.1%	55.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	44	59	66
Percent of Income for Mortgage	56.4%	42.4%	37.9%
Wealth Index	80	92	107
2020 Housing Units By Urban/ Rural Status			
Total	5,561	33,804	44,959
Urban Housing Units	100.0%	96.6%	93.0%
Rural Housing Units	0.0%	3.4%	7.0%
2020 Population By Urban/ Rural Status			
Total	13,407	78,127	103,308
Urban Population	100.0%	96.5%	92.7%
Rural Population	0.0%	3.5%	7.3%

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Barracks Road Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.05441
Longitude: -78.49966

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Dorms to Diplomas (14C)	Emerald City (8B)	Emerald City (8B)
2.	Set to Impress (11D)	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
3.	Laptops and Lattes (3A)	Young and Restless (11B)	College Towns (14B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$12,726,574	\$80,007,802	\$116,583,979
Average Spent	\$2,483.23	\$2,535.18	\$2,725.39
Spending Potential Index	104	106	114
Education: Total \$	\$9,816,368	\$61,156,840	\$89,364,870
Average Spent	\$1,915.39	\$1,937.86	\$2,089.09
Spending Potential Index	111	112	121
Entertainment/Recreation: Total \$	\$19,532,885	\$126,283,487	\$187,397,409
Average Spent	\$3,811.29	\$4,001.50	\$4,380.80
Spending Potential Index	93	98	107
Food at Home: Total \$	\$37,227,265	\$234,919,465	\$344,170,242
Average Spent	\$7,263.86	\$7,443.82	\$8,045.68
Spending Potential Index	99	102	110
Food Away from Home: Total \$	\$20,749,069	\$130,444,658	\$190,813,969
Average Spent	\$4,048.60	\$4,133.36	\$4,460.67
Spending Potential Index	104	106	115
Health Care: Total \$	\$34,429,842	\$225,198,240	\$336,084,985
Average Spent	\$6,718.02	\$7,135.79	\$7,856.67
Spending Potential Index	87	93	102
HH Furnishings & Equipment: Total \$	\$15,536,675	\$99,393,663	\$146,777,590
Average Spent	\$3,031.55	\$3,149.46	\$3,431.23
Spending Potential Index	96	100	108
Personal Care Products & Services: Total \$	\$5,235,580	\$32,962,107	\$48,368,777
Average Spent	\$1,021.58	\$1,044.46	\$1,130.72
Spending Potential Index	103	105	114
Shelter: Total \$	\$137,306,997	\$867,148,334	\$1,272,776,874
Average Spent	\$26,791.61	\$27,477.05	\$29,753.77
Spending Potential Index	100	103	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,762,132	\$99,245,420	\$150,173,563
Average Spent	\$2,880.42	\$3,144.76	\$3,510.61
Spending Potential Index	82	90	100
Travel: Total \$	\$14,370,026	\$93,619,683	\$139,300,376
Average Spent	\$2,803.91	\$2,966.50	\$3,256.43
Spending Potential Index	92	98	107
Vehicle Maintenance & Repairs: Total \$	\$7,565,938	\$47,417,830	\$69,618,164
Average Spent	\$1,476.28	\$1,502.51	\$1,627.47
Spending Potential Index	100	101	110

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.