



**POTOMAC TOWN CENTER**

**ROADSIDE DEVELOPMENT**

**BLACKROCK**

**POTOMAC TOWN CENTER**  
 I-95 AND DALE BOULEVARD  
 WOODBRIDGE, VA 22191

	10 Minute Drive-Time	15 Minute Drive-Time	20 Minute Drive-Time	Primary Trade Area
Top 5 Tapestry Segments	15.9% Sophisticated Squires 14.0% Aspiring Young Families 13.7% Enterprising Professionals 12.3% Up & Coming Families 7.8% Main Street, USA	20.3% Sophisticated Squires 14.9% Enterprising Professionals 13.1% Up & Coming Families 9.7% Aspiring Young Families 7.2% In Style	19.9% Sophisticated Squires 13.5% Up & Coming Families 11.5% Enterprising Professionals 10.0% Suburban Splendor 8.6% Boomburbs	18.2% Sophisticated Squires 13.5% Up & Coming Families 12.0% Suburban Splendor 10.2% Enterprising Professionals 8.8% Aspiring Young Families
2007 Population - Estimated	129,651	222,320	293,056	336,129
2007 Population - Postal Count	136,417	235,828	301,003	369,446
2007 Households - Estimated	45,212	78,198	100,775	113,981
2007 Households - Postal Count	46,831	79,392	100,270	121,556
Population Growth Since 2000	33.84%	37.64%	31.15%	33.53%
Average Household Size	2.86	2.84	2.9	2.92
Projected 5 Year Annual Growth	3.95%	3.59%	3.36%	3.35%
Business Population	30,073	43,716	67,212	60,542
Median Age	32.7 years	33.2 years	34.0 years	34.0 years
Pop. Age Under 5	8.4%	8.2%	8.0%	8.0%
Pop. Age 5 - 11	10.8%	11.0%	11.4%	11.4%
Pop. Age 12 - 17	9.3%	9.7%	9.6%	9.7%
Pop. Age 18 - 24	9.7%	9.3%	8.8%	9.1%
Pop. Age 25 - 34	14.8%	14.4%	13.4%	13.2%
Pop. Age 35 - 44	16.8%	17.0%	17.1%	16.7%
Pop. Age 45 - 54	14.6%	15.1%	15.8%	15.8%
Pop. Age 55 - 64	8.8%	9.4%	10.0%	10.1%
Pop. Age 65+	6.6%	6.1%	5.9%	6.1%
White/Blue Collar	63.8%/36.2%	66.6%/33.4%	69%/31%	68.9%/31.1%
Education Level				
4+ Years of College	26.2%	29.9%	34.1%	34.0%
<4 Years of College	33.8%	33.8%	32.1%	32.5%
Average Household Income	\$86,092	\$92,682	\$102,654	\$105,983
Median Household Income	\$70,881	\$76,541	\$82,265	\$83,281
HH Income \$35,000 - \$49,999	14.2% or 6,650 HHs	12.6% or 10,003 HHs	11.2% or 11,230 HHs	11.0% or 13,371 HHs
HH Income \$50,000+	71.0% or 33,250 HHs	74.8% or 59,385 HHs	77.4% or 77,609 HHs	77.3% or 93,963 HHs
HH Income \$75,000+	46.8% or 21,917 HHs	51.5% or 40,887 HHs	56.0% or 56,151 HHs	56.5% or 68,679 HHs
HH Income \$100,000+	30.2% or 14,143 HHs	34.7% or 27,549 HHs	39.3% or 39,406 HHs	40.3% or 48,987 HHs
HH Income \$150,000+	9.9% or 4,636 HHs	12.4% or 9,845 HHs	16.0% or 16,043 HHs	17.4% or 21,151 HHs
HH Income \$200,000+	3.4% or 1,592 HHs	4.2% or 3,334 HHs	6.3% or 6,317 HHs	7.3% or 8,874 HHs
Median Home Value	\$321,696	\$338,607	\$358,658	\$369,831
Homeowners %	61.4%	64.2%	68.2%	68.5%
Ethnicity				
White	52.9%	55.1%	56.6%	60.6%
African American	26.8%	25.9%	24.2%	22.5%
Asian of Pacific Islander	6.3%	6.4%	7.7%	6.2%
Hispanic Origin	17.4%	15.4%	14.0%	12.8%

In addition, within the Potomac Town Center Primary Trade Area, there are 14,636 residential units currently approved, which represents an increase in population of 43,615 residents. There are an additional 1,508 residential units currently in the zoning process awaiting approval.