

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%