

DEMOGRAPHIC PROFILE EXPANDED

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups

Prepared For

Roadside Development

Lat/Lon: 39.13647/-77.69236

September 2006

RF5

Business Route 7 & Berlin Turnpike Purcellville, VA	3.00 mi radius	5.00 mi radius	10.00 mi radius
Population			
Estimated Population (2006)	10,167	17,909	93,107
Census Population (1990)	4,145	8,107	37,645
Census Population (2000)	6,456	11,850	59,032
Projected Population (2011)	13,422	23,137	119,660
Forecasted Population (2016)	16,221	27,782	144,911
Historical Annual Growth (1990 to 2000)	2,311 5.6%	3,743 4.6%	21,387 5.7%
Historical Annual Growth (2000 to 2006)	3,711 9.6%	6,059 8.5%	34,075 9.6%
Projected Annual Growth (2006 to 2011)	3,255 6.4%	5,228 5.8%	26,553 5.7%
Est. Population Density (2006)	360.37 <i>psm</i>	229.21 <i>psm</i>	299.51 <i>psm</i>
Trade Area Size	28.21 <i>sq mi</i>	78.13 <i>sq mi</i>	310.86 <i>sq mi</i>
Households			
Estimated Households (2006)	3,510	6,232	33,103
Census Households (1990)	1,509	2,913	14,032
Census Households (2000)	2,237	4,142	21,332
Projected Households (2011)	4,692	8,147	42,818
Forecasted Households (2016)	5,380	9,284	49,084
Households with Children (2006)	1,553 44.2%	2,635 42.3%	13,911 42.0%
Average Household Size (2006)	2.89	2.87	2.79
Average Household Income			
Est. Average Household Income (2006)	\$92,670	\$103,736	\$99,659
Proj. Average Household Income (2011)	\$99,427	\$110,901	\$107,851
Average Family Income (2006)	\$102,881	\$114,495	\$110,663
Median Household Income			
Est. Median Household Income (2006)	\$83,717	\$92,255	\$87,947
Proj. Median Household Income (2011)	\$91,270	\$100,482	\$97,222
Median Family Income (2006)	\$96,349	\$103,525	\$98,267
Per Capita Income			
Est. Per Capita Income (2006)	\$32,512	\$36,419	\$35,794
Proj. Per Capita Income (2011)	\$35,172	\$39,314	\$38,889
Per Capita Income Est. 5 year change	\$2,660 8.2%	\$2,896 8.0%	\$3,095 8.6%
Other Income			
Est. Median Disposable Income (2006)	\$66,628	\$72,416	\$69,162
Est. Median Disposable Income (2011)	\$71,830	\$78,348	\$75,869
Disposable Income Est. 5 year change	\$5,202 7.8%	\$5,932 8.2%	\$6,707 9.7%
Est. Median Household Net Worth (2006)	\$56,438	\$60,185	\$54,992
Daytime Demos			
Total Number of Businesses (2006)	449	661	3,064
Total Number of Employees (2006)	2,946	4,096	25,333
Company Headqtrs: Businesses (2006)	1 0.2%	1 0.2%	6 0.2%
Company Headqtrs: Employees (2006)	1 0.0%	1 0.0%	138 0.5%
Unemployment Rate (2006)	1.30%	1.40%	1.90%
Employee Population per Business	6.6 to 1	6.2 to 1	8.3 to 1
Residential Population per Business	22.6 to 1	27.1 to 1	30.4 to 1

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Race & Ethnicity

	3.00 mi radius		5.00 mi radius		10.00 mi radius	
White (2006)	9,380	92.3%	16,746	93.5%	82,347	88.4%
Black or African American (2006)	494	4.9%	666	3.7%	5,639	6.1%
American Indian & Alaska Native (2006)	7	0.1%	18	0.1%	138	0.1%
Asian (2006)	120	1.2%	211	1.2%	2,604	2.8%
Hawaiian & Pacific Islander (2006)	5	0.1%	12	0.1%	70	0.1%
Other Race (2006)	52	0.5%	78	0.4%	1,074	1.2%
Two or More Races (2006)	109	1.1%	177	1.0%	1,235	1.3%
Not Hispanic or Latino Population (2006)	9,798	96.4%	17,293	96.6%	86,936	93.4%
Hispanic or Latino Population (2006)	369	3.6%	616	3.4%	6,171	6.6%
Not of Hispanic Origin Population (1990)	4,097	98.8%	8,020	98.9%	37,060	98.4%
Hispanic Origin Population (1990)	48	1.2%	87	1.1%	585	1.6%
Not Hispanic or Latino Population (2000)	6,329	98.0%	11,633	98.2%	56,821	96.3%
Hispanic or Latino Population (2000)	127	2.0%	217	1.8%	2,211	3.7%
Not Hispanic or Latino Population (2011)	12,837	95.6%	22,176	95.8%	110,311	92.2%
Hispanic or Latino Population (2011)	584	4.4%	961	4.2%	9,349	7.8%
Hist. Hispanic Ann Growth (1990 to 2006)	321	41.9%	529	38.1%	5,586	59.7%
Proj. Hispanic Ann Growth (2006 to 2011)	216	11.7%	345	11.2%	3,178	10.3%

Age Distribution

Age 0 to 4 yrs (2006)	655	6.4%	1,100	6.1%	7,302	7.8%
Age 5 to 9 yrs (2006)	845	8.3%	1,409	7.9%	7,377	7.9%
Age 10 to 14 yrs (2006)	999	9.8%	1,716	9.6%	7,615	8.2%
Age 15 to 19 yrs (2006)	850	8.4%	1,437	8.0%	6,498	7.0%
Age 20 to 24 yrs (2006)	440	4.3%	737	4.1%	5,308	5.7%
Age 25 to 29 yrs (2006)	420	4.1%	678	3.8%	5,467	5.9%
Age 30 to 34 yrs (2006)	516	5.1%	835	4.7%	6,365	6.8%
Age 35 to 39 yrs (2006)	727	7.1%	1,274	7.1%	7,822	8.4%
Age 40 to 44 yrs (2006)	958	9.4%	1,697	9.5%	8,639	9.3%
Age 45 to 49 yrs (2006)	906	8.9%	1,704	9.5%	8,100	8.7%
Age 50 to 54 yrs (2006)	756	7.4%	1,450	8.1%	6,520	7.0%
Age 55 to 59 yrs (2006)	595	5.8%	1,156	6.5%	5,304	5.7%
Age 60 to 64 yrs (2006)	527	5.2%	1,012	5.7%	4,139	4.4%
Age 65 to 74 yrs (2006)	563	5.5%	1,021	5.7%	4,014	4.3%
Age 75 to 84 yrs (2006)	289	2.8%	482	2.7%	1,799	1.9%
Age 85 yrs plus (2006)	123	1.2%	200	1.1%	837	0.9%
Median Age (2006)	36.5	yrs	37.9	yrs	34.9	yrs

Gender Age Distribution

Female Population (2006)	5,151	50.7%	9,041	50.5%	46,608	50.1%
Age 0 to 19 yrs (2006)	1,615	31.4%	2,746	30.4%	13,890	29.8%
Age 20 to 64 yrs (2006)	3,003	58.3%	5,397	59.7%	29,099	62.4%
Age 65 yrs plus (2006)	533	10.3%	898	9.9%	3,618	7.8%
Female Median Age (2006)	37.5	yrs	38.6	yrs	35.5	yrs
Male Population (2006)	5,016	49.3%	8,868	49.5%	46,499	49.9%
Age 0 to 19 yrs (2006)	1,733	34.6%	2,916	32.9%	14,901	32.0%
Age 20 to 64 yrs (2006)	2,841	56.6%	5,146	58.0%	28,566	61.4%
Age 65 yrs plus (2006)	442	8.8%	805	9.1%	3,032	6.5%
Male Median Age (2006)	35.0	yrs	37.0	yrs	34.2	yrs

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Household Income Distribution

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HH Income \$200,000 or More (2006)	228	6.5%	551	8.8%	2,732	8.3%
HH Income \$150,000 to \$199,999 (2006)	316	9.0%	656	10.5%	3,131	9.5%
HH Income \$100,000 to \$149,999 (2006)	786	22.4%	1,531	24.6%	7,549	22.8%
HH Income \$75,000 to \$99,999 (2006)	603	17.2%	975	15.7%	5,525	16.7%
HH Income \$50,000 to \$74,999 (2006)	645	18.4%	1,021	16.4%	5,819	17.6%
HH Income \$35,000 to \$49,999 (2006)	341	9.7%	552	8.9%	3,147	9.5%
HH Income \$25,000 to \$34,999 (2006)	239	6.8%	361	5.8%	2,111	6.4%
HH Income \$15,000 to \$24,999 (2006)	209	6.0%	332	5.3%	1,515	4.6%
HH Income \$0 to \$14,999 (2006)	143	4.1%	251	4.0%	1,574	4.8%
HH Income \$35,000+ (2006)	2,919	83.2%	5,288	84.8%	27,903	84.3%
HH Income \$75,000+ (2006)	1,933	55.1%	3,714	59.6%	18,937	57.2%

Housing

Total Housing Units (2006)	3,633		6,476		34,865	
Housing Units, Occupied (2006)	3,510	96.6%	6,232	96.2%	33,103	94.9%
<i>Housing Units, Owner-Occupied (2006)</i>	2,841	80.9%	5,187	83.2%	25,547	77.2%
<i>Housing Units, Renter-Occupied (2006)</i>	669	19.1%	1,045	16.8%	7,556	22.8%
Housing Units, Vacant (2006)	123	3.4%	244	3.8%	1,761	5.1%
Median Years in Residence (2006)	2.6	<i>yrs</i>	2.7	<i>yrs</i>	2.8	<i>yrs</i>

Marital Status

Never Married (2006)	1,553	20.3%	2,661	19.4%	14,182	20.0%
Now Married (2006)	4,996	65.2%	9,145	66.8%	45,205	63.8%
Separated (2006)	183	2.4%	288	2.1%	2,536	3.6%
Widowed (2006)	399	5.2%	674	4.9%	2,865	4.0%
Divorced (2006)	536	7.0%	915	6.7%	6,030	8.5%

Household Type

Population Family (2006)	9,225	90.7%	16,296	91.0%	81,840	87.9%
Population Non-Family (2006)	910	8.9%	1,568	8.8%	10,515	11.3%
Population Group Qtrs (2006)	33	0.3%	44	0.2%	752	0.8%
Family Households (2006)	2,742	78.1%	4,907	78.7%	24,765	74.8%
Married Couple With Children (2006)	1,254	25.1%	2,187	23.9%	11,165	24.7%
Average Family Household Size (2006)	3.36		3.32		3.30	
Non-Family Households (2006)	768	21.9%	1,325	21.3%	8,339	25.2%

Household Size

1 Person Household (2006)	615	17.5%	1,030	16.5%	6,269	18.9%
2 Person Households (2006)	1,100	31.3%	2,084	33.4%	10,570	31.9%
3 Person Households (2006)	643	18.3%	1,147	18.4%	6,100	18.4%
4 Person Households (2006)	686	19.6%	1,162	18.6%	6,237	18.8%
5 Person Households (2006)	303	8.6%	530	8.5%	2,672	8.1%
6+ Person Households (2006)	163	4.6%	279	4.5%	1,254	3.8%

Household Vehicles

Total Vehicles Available (2006)	7,630		14,314		71,879	
Household: 0 Vehicles Available (2006)	109	3.1%	171	2.7%	825	2.5%
Household: 1 Vehicles Available (2006)	699	19.9%	1,052	16.9%	7,128	21.5%
Household: 2+ Vehicles Available (2006)	2,702	77.0%	5,009	80.4%	25,150	76.0%
Average Vehicles Per Household (2006)	2.2		2.3		2.2	

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Labor Force

Est. Labor: Population Age 16+ (2006)	7,498	13,395	69,424
Est. Civilian Employed (2006)	5,101 68.0%	9,156 68.4%	49,985 72.0%
Est. Civilian Unemployed (2006)	99 1.3%	183 1.4%	1,306 1.9%
Est. in Armed Forces (2006)	8 0.1%	15 0.1%	177 0.3%
Est. not in Labor Force (2006)	2,290 30.5%	4,042 30.2%	17,956 25.9%

Occupation

Occupation: Population Age 16+ (2000)	3,170	5,939	31,275
Mgmt, Business, & Financial Operations (2000)	648 20.4%	1,310 22.1%	6,816 21.8%
Professional and Related (2000)	829 26.2%	1,586 26.7%	8,226 26.3%
Service (2000)	436 13.7%	760 12.8%	3,773 12.1%
Sales and Office (2000)	839 26.5%	1,489 25.1%	7,758 24.8%
Farming, Fishing, and Forestry (2000)	7 0.2%	26 0.4%	166 0.5%
Construct, Extraction, & Maintenance (2000)	216 6.8%	430 7.2%	2,485 7.9%
Production, Transp. & Material Moving (2000)	195 6.2%	338 5.7%	2,051 6.6%
Percent White Collar Workers (2000)	73.1%	73.8%	72.9%
Percent Blue Collar Workers (2000)	26.9%	26.2%	27.1%

Consumer Expenditure (in \$,000,000s)

Total Household Expenditure (2006)	\$236	\$453	\$2,335
Total Non-Retail Expenditures (2006)	\$133 56.4%	\$255 56.4%	\$1,318 56.4%
Total Retail Expenditures (2006)	\$103 43.6%	\$197 43.6%	\$1,017 43.6%
Apparel (2006)	\$3 1.5%	\$7 1.5%	\$34 1.5%
Contributions (2006)	\$10 4.2%	\$20 4.4%	\$100 4.3%
Education (2006)	\$6 2.7%	\$13 2.8%	\$66 2.8%
Entertainment (2006)	\$14 5.9%	\$27 5.9%	\$137 5.9%
Food And Beverages (2006)	\$36 15.4%	\$69 15.3%	\$358 15.3%
Furnishings And Equipment (2006)	\$11 4.7%	\$22 4.8%	\$111 4.7%
Gifts (2006)	\$7 2.9%	\$14 3.0%	\$70 3.0%
Health Care (2006)	\$14 5.9%	\$27 5.9%	\$137 5.9%
Household Operations (2006)	\$9 4.0%	\$18 4.1%	\$94 4.0%
Miscellaneous Expenses (2006)	\$4 1.7%	\$7 1.7%	\$39 1.7%
Personal Care (2006)	\$3 1.5%	\$7 1.5%	\$35 1.5%
Personal Insurance (2006)	\$3 1.1%	\$5 1.2%	\$27 1.2%
Reading (2006)	\$1 0.3%	\$2 0.3%	\$8 0.3%
Shelter (2006)	\$48 20.2%	\$92 20.3%	\$472 20.2%
Tobacco (2006)	\$1 0.6%	\$3 0.6%	\$13 0.6%
Transportation (2006)	\$48 20.5%	\$92 20.3%	\$476 20.4%
Utilities (2006)	\$16 6.8%	\$30 6.7%	\$158 6.8%

Educational Attainment

Adult Population (25 Years or Older) (2006)	6,378	11,510	59,007
Elementary (0 to 8) (2006)	171 2.7%	313 2.7%	1,506 2.6%
Some High School (9 to 11) (2006)	327 5.1%	502 4.4%	2,856 4.8%
High School Graduate (12) (2006)	1,351 21.2%	2,252 19.6%	11,573 19.6%
Some College (13 to 16) (2006)	1,329 20.8%	2,368 20.6%	12,242 20.7%
Associate Degree Only (2006)	485 7.6%	884 7.7%	4,537 7.7%
Bachelor Degree Only (2006)	1,839 28.8%	3,468 30.1%	17,501 29.7%
Graduate Degree (2006)	877 13.7%	1,722 15.0%	8,793 14.9%

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Units In Structure

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1 Detached Unit (2000)	1,866	80.3%	3,752	86.8%	15,555	69.2%
1 Attached Unit (2000)	286	12.3%	336	7.8%	3,265	14.5%
2 to 4 Units (2000)	82	3.5%	112	2.6%	406	1.8%
5 to 9 Units (2000)	80	3.4%	97	2.2%	1,049	4.7%
10 to 19 Units (2000)	1	0.1%	3	0.1%	1,411	6.3%
20 to 49 Units (2000)	0		0		221	1.0%
50 or more Units (2000)	0		0		312	1.4%
Mobile Home or Trailer (2000)	9	0.4%	20	0.5%	255	1.1%
Other Structure (2000)	0		3	0.1%	14	0.1%

Homes Built By Year

Homes Built 1999 to 2000	193	8.3%	328	7.6%	1,513	6.7%
Homes Built 1995 to 1998	318	13.7%	619	14.3%	3,585	15.9%
Homes Built 1990 to 1994	270	11.6%	425	9.8%	3,344	14.9%
Homes Built 1980 to 1989	380	16.4%	701	16.2%	4,889	21.7%
Homes Built 1970 to 1979	259	11.1%	544	12.6%	3,361	14.9%
Homes Built 1960 to 1969	174	7.5%	322	7.4%	1,685	7.5%
Homes Built 1950 to 1959	205	8.8%	346	8.0%	1,079	4.8%
Homes Built Before 1949	525	22.6%	1,037	24.0%	3,033	13.5%

Home Values

Home Values \$1,000,000 or More (2000)	8	0.5%	16	0.6%	44	0.3%
Home Values \$500,000 to \$999,999 (2000)	36	2.3%	119	4.4%	423	3.3%
Home Values \$400,000 to \$499,999 (2000)	72	4.6%	191	7.0%	607	4.7%
Home Values \$300,000 to \$399,999 (2000)	130	8.4%	296	10.9%	1,476	11.4%
Home Values \$200,000 to \$299,999 (2000)	546	35.1%	891	32.7%	3,696	28.6%
Home Values \$150,000 to \$199,999 (2000)	345	22.2%	593	21.7%	2,667	20.7%
Home Values \$100,000 to \$149,999 (2000)	388	24.9%	544	20.0%	2,724	21.1%
Home Values \$70,000 to \$99,999 (2000)	23	1.5%	62	2.3%	982	7.6%
Home Values \$50,000 to \$69,999 (2000)	1	0.1%	5	0.2%	193	1.5%
Home Values \$25,000 to \$49,999 (2000)	1	0.1%	5	0.2%	68	0.5%
Home Values \$0 to \$24,999 (2000)	4	0.3%	5	0.2%	30	0.2%
Owner Occupied Median Home Value (2000)	\$203,310		\$224,257		\$211,945	
Renter Occupied Median Rent (2000)	\$718		\$739		\$754	

Transportation To Work

Drive to Work Alone (2000)	2,622	82.6%	4,877	82.0%	25,270	80.5%
Drive to Work in Carpool (2000)	225	7.1%	441	7.4%	3,079	9.8%
Travel to Work - Public Transportation (2000)	24	0.7%	57	1.0%	403	1.3%
Drive to Work on Motorcycle (2000)	0		0		3	0.0%
Walk or Bicycle to Work (2000)	49	1.6%	86	1.5%	533	1.7%
Other Means (2000)	16	0.5%	34	0.6%	184	0.6%
Work at Home (2000)	239	7.5%	454	7.6%	1,910	6.1%

Travel Time

Travel to Work in 14 Minutes or Less (2000)	655	22.3%	1,120	20.4%	6,313	21.4%
Travel to Work in 14 to 29 Minutes (2000)	832	28.4%	1,486	27.0%	7,919	26.9%
Travel to Work in 30 to 59 Minutes (2000)	1,079	36.7%	2,118	38.5%	10,909	37.0%
Travel to Work in 60 Minutes or More (2000)	369	12.6%	771	14.0%	4,332	14.7%
Average Travel Time to Work (2000)	28.4	mins	29.5	mins	30.1	mins

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