

## Market Profile

21 Main St, Warrenton, Virginia, 20186 2  
 21 Main St, Warrenton, Virginia, 20186  
 Rings: 5, 10, 15 mile radii

Prepared by Esri  
 Latitude: 38.71383  
 Longitude: -77.79488

	5 miles	10 miles	15 miles
<b>Population Summary</b>			
2010 Total Population	24,287	54,736	152,194
2020 Total Population	25,996	64,803	182,402
2020 Group Quarters	316	482	927
2025 Total Population	27,272	69,024	193,278
2025 Group Quarters	316	483	937
2030 Total Population	27,935	72,813	200,340
2025-2030 Annual Rate	0.48%	1.07%	0.72%
2025 Total Daytime Population	29,913	60,448	171,631
Workers	16,680	27,687	83,697
Residents	13,233	32,761	87,934
<b>Household Summary</b>			
2010 Households	8,890	19,518	51,402
2010 Average Household Size	2.69	2.79	2.95
2020 Total Households	9,614	22,822	61,245
2020 Average Household Size	2.67	2.82	2.96
2025 Households	10,131	24,375	65,217
2025 Average Household Size	2.66	2.81	2.95
2030 Households	10,417	25,783	67,900
2030 Average Household Size	2.65	2.81	2.94
2025-2030 Annual Rate	0.56%	1.13%	0.81%
2010 Families	6,482	14,895	40,740
2010 Average Family Size	3.17	3.19	3.31
2025 Families	7,135	18,228	50,426
2025 Average Family Size	3.23	3.30	3.39
2030 Families	7,299	19,216	52,306
2030 Average Family Size	3.23	3.30	3.38
2025-2030 Annual Rate	0.46%	1.06%	0.73%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,369	15,740	30,176
Owner Occupied Housing Units	73.3%	76.0%	76.9%
Renter Occupied Housing Units	22.7%	19.7%	18.2%
Vacant Housing Units	4.1%	4.3%	5.0%
2010 Housing Units	9,357	20,669	54,215
Owner Occupied Housing Units	72.2%	75.6%	77.9%
Renter Occupied Housing Units	22.9%	18.8%	16.9%
Vacant Housing Units	5.0%	5.6%	5.2%
2020 Housing Units	10,071	23,912	63,907
Owner Occupied Housing Units	75.1%	79.1%	79.7%
Renter Occupied Housing Units	20.4%	16.3%	16.2%
Vacant Housing Units	4.7%	4.6%	4.2%
2025 Housing Units	10,590	25,452	67,594
Owner Occupied Housing Units	77.6%	81.6%	81.9%
Renter Occupied Housing Units	18.0%	14.2%	14.6%
Vacant Housing Units	4.3%	4.2%	3.5%
2030 Housing Units	10,851	26,897	70,411
Owner Occupied Housing Units	79.2%	83.1%	83.0%
Renter Occupied Housing Units	16.8%	12.8%	13.4%
Vacant Housing Units	4.0%	4.1%	3.6%

**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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2025 Households by Income</b>			
Household Income Base	10,131	24,375	65,207
<\$15,000	4.3%	4.0%	3.1%
\$15,000 - \$24,999	1.8%	1.9%	1.4%
\$25,000 - \$34,999	2.1%	2.5%	2.5%
\$35,000 - \$49,999	4.5%	3.8%	3.4%
\$50,000 - \$74,999	16.0%	11.9%	10.1%
\$75,000 - \$99,999	13.3%	12.6%	10.9%
\$100,000 - \$149,999	16.6%	16.5%	16.5%
\$150,000 - \$199,999	17.0%	17.2%	18.1%
\$200,000+	24.4%	29.5%	34.0%
Average Household Income	\$154,634	\$167,763	\$180,896
<b>2030 Households by Income</b>			
Household Income Base	10,417	25,783	67,890
<\$15,000	3.9%	3.5%	2.7%
\$15,000 - \$24,999	1.4%	1.5%	1.1%
\$25,000 - \$34,999	1.8%	2.0%	2.0%
\$35,000 - \$49,999	3.7%	3.1%	2.7%
\$50,000 - \$74,999	14.1%	10.2%	8.5%
\$75,000 - \$99,999	12.6%	11.4%	9.6%
\$100,000 - \$149,999	15.8%	15.5%	15.0%
\$150,000 - \$199,999	17.5%	17.6%	18.1%
\$200,000+	29.4%	35.3%	40.3%
Average Household Income	\$169,059	\$183,491	\$197,043
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	8,222	20,771	55,334
<\$50,000	0.8%	0.7%	1.0%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.5%	0.3%	0.1%
\$150,000 - \$199,999	0.6%	0.7%	0.5%
\$200,000 - \$249,999	0.9%	0.8%	0.6%
\$250,000 - \$299,999	1.4%	1.4%	1.0%
\$300,000 - \$399,999	7.6%	8.2%	6.5%
\$400,000 - \$499,999	18.7%	16.7%	13.8%
\$500,000 - \$749,999	47.3%	41.9%	43.0%
\$750,000 - \$999,999	16.5%	21.3%	25.2%
\$1,000,000 - \$1,499,999	4.0%	5.6%	5.8%
\$1,500,000 - \$1,999,999	1.0%	1.3%	1.2%
\$2,000,000 +	0.7%	1.0%	1.0%
Average Home Value	\$641,155	\$674,514	\$696,409
<b>2030 Owner Occupied Housing Units by Value</b>			
Total	8,598	22,352	58,446
<\$50,000	0.6%	0.5%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.1%	0.0%
\$150,000 - \$199,999	0.2%	0.2%	0.1%
\$200,000 - \$249,999	0.3%	0.3%	0.3%
\$250,000 - \$299,999	0.7%	0.7%	0.5%
\$300,000 - \$399,999	4.2%	5.4%	4.2%
\$400,000 - \$499,999	13.9%	12.8%	9.8%
\$500,000 - \$749,999	47.2%	39.9%	39.9%
\$750,000 - \$999,999	23.0%	27.5%	32.2%
\$1,000,000 - \$1,499,999	6.8%	8.8%	9.0%
\$1,500,000 - \$1,999,999	1.6%	2.3%	1.9%
\$2,000,000 +	1.2%	1.5%	1.5%
Average Home Value	\$718,509	\$753,731	\$770,199

**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.

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<b>Median Household Income</b>			
2025	\$123,224	\$138,592	\$154,273
2030	\$138,610	\$156,172	\$169,348
<b>Median Home Value</b>			
2025	\$602,956	\$625,819	\$652,512
2030	\$658,436	\$687,752	\$715,746
<b>Per Capita Income</b>			
2025	\$57,160	\$58,998	\$61,070
2030	\$62,732	\$64,674	\$66,813
<b>Median Age</b>			
2010	41.0	40.8	37.3
2020	42.5	41.6	39.5
2025	42.8	42.1	40.4
2030	43.3	42.6	40.8
<b>2020 Population by Age</b>			
Total	25,996	64,803	182,402
0 - 4	5.1%	5.5%	5.7%
5 - 9	6.3%	6.6%	7.1%
10 - 14	6.6%	7.0%	8.1%
15 - 24	12.5%	12.3%	13.1%
25 - 34	10.5%	10.1%	10.0%
35 - 44	11.8%	12.6%	13.6%
45 - 54	14.0%	14.4%	15.2%
55 - 64	15.0%	14.9%	13.0%
65 - 74	10.4%	9.9%	8.4%
75 - 84	5.5%	4.9%	4.6%
85 +	2.2%	1.7%	1.3%
18 +	77.4%	76.2%	74.2%
<b>2025 Population by Age</b>			
Total	27,273	69,024	193,278
0 - 4	4.9%	5.3%	5.5%
5 - 9	5.9%	6.4%	6.5%
10 - 14	6.7%	6.9%	7.2%
15 - 24	11.4%	11.4%	12.5%
25 - 34	11.3%	11.0%	11.5%
35 - 44	12.5%	12.9%	13.2%
45 - 54	12.4%	12.9%	13.8%
55 - 64	14.6%	14.5%	13.4%
65 - 74	11.3%	10.8%	9.2%
75 - 84	6.8%	6.1%	5.6%
85 +	2.3%	1.8%	1.5%
18 +	78.8%	77.6%	76.5%
<b>2030 Population by Age</b>			
Total	27,936	72,813	200,341
0 - 4	5.0%	5.3%	5.5%
5 - 9	5.5%	5.9%	6.0%
10 - 14	6.2%	6.6%	6.7%
15 - 24	10.4%	10.5%	11.4%
25 - 34	12.2%	11.8%	13.0%
35 - 44	12.8%	13.2%	12.9%
45 - 54	12.2%	12.7%	13.2%
55 - 64	12.9%	12.9%	12.5%
65 - 74	12.4%	11.8%	10.5%
75 - 84	7.6%	7.0%	6.3%
85 +	2.8%	2.3%	1.9%
18 +	79.6%	78.3%	77.9%

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<b>2020 Population by Sex</b>			
Males	12,678	31,886	89,856
Females	13,318	32,917	92,546
<b>2025 Population by Sex</b>			
Males	13,477	34,335	96,231
Females	13,795	34,689	97,047
<b>2030 Population by Sex</b>			
Males	13,769	36,074	99,352
Females	14,166	36,739	100,988
<b>2020 Population by Race/Ethnicity</b>			
Total	24,287	54,737	152,194
White Alone	84.3%	84.7%	77.8%
Black Alone	9.2%	8.2%	9.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.8%	2.3%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	1.9%	2.7%
Two or More Races	2.4%	2.6%	3.5%
Hispanic Origin	5.5%	5.5%	8.5%
Diversity Index	35.4	35.1	47.8
<b>2020 Population by Race/Ethnicity</b>			
Total	25,996	64,803	182,402
White Alone	78.6%	76.7%	67.6%
Black Alone	7.5%	7.3%	9.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.3%	3.6%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	3.3%	4.3%
Two or More Races	8.3%	8.7%	10.2%
Hispanic Origin	7.7%	8.8%	11.2%
Diversity Index	45.8	49.4	61.2
<b>2025 Population by Race/Ethnicity</b>			
Total	27,271	69,023	193,278
White Alone	76.5%	74.2%	64.9%
Black Alone	7.3%	7.2%	9.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.6%	4.3%	9.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	4.0%	4.9%
Two or More Races	9.5%	9.8%	11.1%
Hispanic Origin	9.9%	11.0%	13.0%
Diversity Index	50.6	54.3	64.9
<b>2030 Population by Race/Ethnicity</b>			
Total	27,935	72,812	200,341
White Alone	74.9%	72.2%	62.8%
Black Alone	7.4%	7.4%	9.0%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	2.9%	4.9%	10.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.9%	4.4%	5.4%
Two or More Races	10.3%	10.6%	11.9%
Hispanic Origin	11.0%	12.2%	14.1%
Diversity Index	53.4	57.4	67.4

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	25,996	64,803	182,402
In Households	98.8%	99.3%	99.5%
Householder	36.9%	35.2%	33.6%
Opposite-Sex Spouse	20.9%	21.8%	21.6%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.8%	1.7%	1.5%
Same-Sex Unmarried Partner	0.1%	0.0%	0.1%
Biological Child	29.3%	29.9%	32.2%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	1.0%	1.1%	1.1%
Grandchild	2.0%	2.3%	1.8%
Brother or Sister	0.7%	0.9%	0.9%
Parent	1.0%	1.2%	1.5%
Parent-in-law	0.4%	0.5%	0.6%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.5%
Other Relatives	1.0%	1.1%	1.2%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.3%	2.4%	2.2%
In Group Quarters	1.2%	0.7%	0.5%
Institutionalized	1.0%	0.5%	0.3%
Noninstitutionalized	0.2%	0.2%	0.2%
<b>2025 Population 25+ by Educational Attainment</b>			
Total	19,391	48,344	132,010
Less than 9th Grade	1.3%	1.5%	1.8%
9th - 12th Grade, No Diploma	3.8%	4.0%	3.2%
High School Graduate	18.7%	20.2%	18.3%
GED/Alternative Credential	2.6%	2.6%	2.5%
Some College, No Degree	17.8%	16.7%	15.6%
Associate Degree	5.9%	7.4%	7.5%
Bachelor's Degree	33.0%	30.1%	31.7%
Graduate/Professional Degree	17.0%	17.4%	19.4%
<b>2025 Population 15+ by Marital Status</b>			
Total	22,489	56,221	156,217
Never Married	28.7%	27.8%	27.7%
Married	54.1%	57.2%	59.9%
Widowed	7.6%	6.3%	5.1%
Divorced	9.5%	8.8%	7.4%
<b>2025 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	14,603	37,720	109,098
Population 16+ Employed	96.9%	97.3%	97.4%
Population 16+ Unemployment rate	3.1%	2.7%	2.6%
Population 16-24 Employed	9.6%	10.9%	11.9%
Population 16-24 Unemployment rate	8.7%	7.4%	6.8%
Population 25-54 Employed	60.7%	60.3%	62.3%
Population 25-54 Unemployment rate	2.6%	2.1%	1.7%
Population 55-64 Employed	21.0%	20.6%	19.0%
Population 55-64 Unemployment rate	2.9%	2.3%	2.4%
Population 65+ Employed	8.7%	8.1%	6.8%
Population 65+ Unemployment rate	0.3%	1.7%	3.4%

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<b>2025 Employed Population 16+ by Industry</b>			
Total	14,154	36,686	106,296
Agriculture/Mining	0.3%	0.7%	0.8%
Construction	8.4%	8.9%	8.8%
Manufacturing	3.9%	4.3%	3.8%
Wholesale Trade	1.2%	1.5%	1.3%
Retail Trade	8.6%	8.8%	8.6%
Transportation/Utilities	6.2%	5.6%	5.2%
Information	1.8%	1.9%	2.1%
Finance/Insurance/Real Estate	5.8%	5.6%	5.3%
Services	54.8%	52.6%	53.5%
Public Administration	9.1%	10.1%	10.6%
<b>2025 Employed Population 16+ by Occupation</b>			
Total	14,153	36,686	106,295
White Collar	70.2%	69.4%	71.4%
Management/Business/Financial	26.7%	25.0%	26.6%
Professional	27.8%	27.3%	28.1%
Sales	6.9%	7.1%	7.6%
Administrative Support	8.8%	10.0%	9.0%
Services	14.4%	15.2%	14.7%
Blue Collar	15.4%	15.5%	14.0%
Farming/Forestry/Fishing	0.2%	0.4%	0.5%
Construction/Extraction	6.4%	5.1%	4.0%
Installation/Maintenance/Repair	2.3%	2.7%	2.6%
Production	1.0%	1.6%	1.7%
Transportation/Material Moving	5.4%	5.6%	5.1%
<b>2020 Households by Type</b>			
Total	9,614	22,822	61,245
Married Couple Households	57.5%	62.3%	64.8%
With Own Children <18	23.1%	25.8%	30.4%
Without Own Children <18	34.4%	36.5%	34.4%
Cohabiting Couple Households	4.8%	4.9%	4.5%
With Own Children <18	1.4%	1.5%	1.5%
Without Own Children <18	3.4%	3.4%	3.0%
Male Householder, No Spouse/Partner	13.6%	12.9%	11.9%
Living Alone	9.1%	8.4%	7.4%
65 Years and over	3.5%	3.2%	2.4%
With Own Children <18	1.2%	1.3%	1.4%
Without Own Children <18, With Relatives	2.4%	2.4%	2.3%
No Relatives Present	0.9%	0.8%	0.9%
Female Householder, No Spouse/Partner	24.0%	20.0%	18.8%
Living Alone	14.3%	10.9%	9.9%
65 Years and over	8.5%	6.4%	5.5%
With Own Children <18	3.6%	3.1%	3.6%
Without Own Children <18, With Relatives	5.3%	5.1%	4.6%
No Relatives Present	0.9%	0.8%	0.7%
<b>2020 Households by Size</b>			
Total	9,614	22,822	61,245
1 Person Household	23.4%	19.4%	17.3%
2 Person Household	31.9%	32.8%	30.4%
3 Person Household	16.3%	17.5%	17.7%
4 Person Household	16.3%	16.9%	18.9%
5 Person Household	7.8%	8.1%	9.4%
6 Person Household	2.7%	3.3%	3.9%
7 + Person Household	1.7%	2.0%	2.3%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	9,614	22,822	61,245
Owner Occupied	78.7%	82.9%	83.1%
Owned with a Mortgage/Loan	63.1%	67.4%	69.6%
Owned Free and Clear	15.5%	15.5%	13.6%
Renter Occupied	21.3%	17.1%	16.9%
<b>2025 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	80	86	91
Percent of Income for Mortgage	30.6%	28.3%	26.5%
Wealth Index	159	175	186
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	10,071	23,912	63,907
Urban Housing Units	72.0%	53.4%	66.1%
Rural Housing Units	28.0%	46.6%	33.9%
<b>2020 Population By Urban/ Rural Status</b>			
Total	25,996	64,803	182,402
Urban Population	73.1%	55.5%	69.3%
Rural Population	26.9%	44.5%	30.7%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (L1)	Savvy Suburbanites (L1)	Professional Pride (L2)
2.	Dreambelt (K5)	Professional Pride (L2)	Savvy Suburbanites (L1)
3.	Burbs and Beyond (K8)	Burbs and Beyond (K8)	Boomburbs (H2)
<b>2025 Consumer Spending</b>			
Apparel & Services: Total \$	\$31,800,944	\$82,905,468	\$242,243,195
Average Spent	\$3,138.97	\$3,401.25	\$3,714.42
Spending Potential Index	128	139	152
Education: Total \$	\$26,046,819	\$67,003,523	\$184,871,323
Average Spent	\$2,571.00	\$2,748.86	\$2,834.71
Spending Potential Index	144	154	159
Entertainment/Recreation: Total \$	\$55,159,769	\$143,298,958	\$410,769,041
Average Spent	\$5,444.65	\$5,878.93	\$6,298.50
Spending Potential Index	133	143	153
Food at Home: Total \$	\$94,330,282	\$243,586,249	\$699,289,982
Average Spent	\$9,311.05	\$9,993.28	\$10,722.51
Spending Potential Index	125	134	144
Food Away from Home: Total \$	\$53,302,752	\$139,839,346	\$409,433,607
Average Spent	\$5,261.35	\$5,737.00	\$6,278.02
Spending Potential Index	127	139	152
Health Care: Total \$	\$101,638,018	\$262,528,207	\$747,396,873
Average Spent	\$10,032.38	\$10,770.39	\$11,460.15
Spending Potential Index	130	139	148
HH Furnishings & Equipment: Total \$	\$39,008,160	\$101,784,711	\$293,098,941
Average Spent	\$3,850.38	\$4,175.78	\$4,494.21
Spending Potential Index	132	144	155
Personal Care Products & Services: Total \$	\$13,882,844	\$36,140,811	\$104,969,834
Average Spent	\$1,370.33	\$1,482.70	\$1,609.55
Spending Potential Index	131	141	154
Shelter: Total \$	\$352,697,007	\$916,167,774	\$2,655,988,953
Average Spent	\$34,813.64	\$37,586.37	\$40,725.41
Spending Potential Index	131	141	153
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$46,088,319	\$120,900,568	\$356,937,328
Average Spent	\$4,549.24	\$4,960.02	\$5,473.07
Spending Potential Index	138	150	166
Travel: Total \$	\$51,146,459	\$133,551,266	\$383,416,727
Average Spent	\$5,048.51	\$5,479.03	\$5,879.09
Spending Potential Index	140	152	163
Vehicle Maintenance & Repairs: Total \$	\$17,423,026	\$45,132,456	\$130,357,610
Average Spent	\$1,719.77	\$1,851.59	\$1,998.83
Spending Potential Index	128	137	148

**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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 25, 2025