

# NRPA Facility Market Report: Health and Wellness

Analysis of:  
**Herndon Community Center**  
**814 Ferndale Ave**  
**Herndon, VA 20190**

Park and recreation agencies provide a diverse set of offerings and program activities to meet the needs of their communities. But, the offerings that work well for one agency, or even one part of an agency's service area, may not be the best fit elsewhere. As a result, a better understanding of the people most likely served by particular park and recreation facilities — including their greatest needs and desire — is necessary to make decisions on the optimal program and service offerings.

One resource is the **NRPA Facility Market Report: Health and Wellness** for the Herndon Community Center. This report offers an array of data that provides your agency with a greater understanding of the residents it serves, with a particular focus on their health and wellness-related behaviors, conditions and interests.

## Key Findings About the Herndon Community Center:

# 130,860

Number of residents living within a 10-minute drive of the facility per Census 2010

# 8.3%

Percentage of adult population living within a 10-minute drive of the facility that use prescription drugs for high cholesterol

# 25.7%

Percentage of adult population living within a 10-minute drive of the facility that exercise at least seven hours per week

**Figure 1: Map of 3-, 5- and 10-Minute Drives from the Facility**

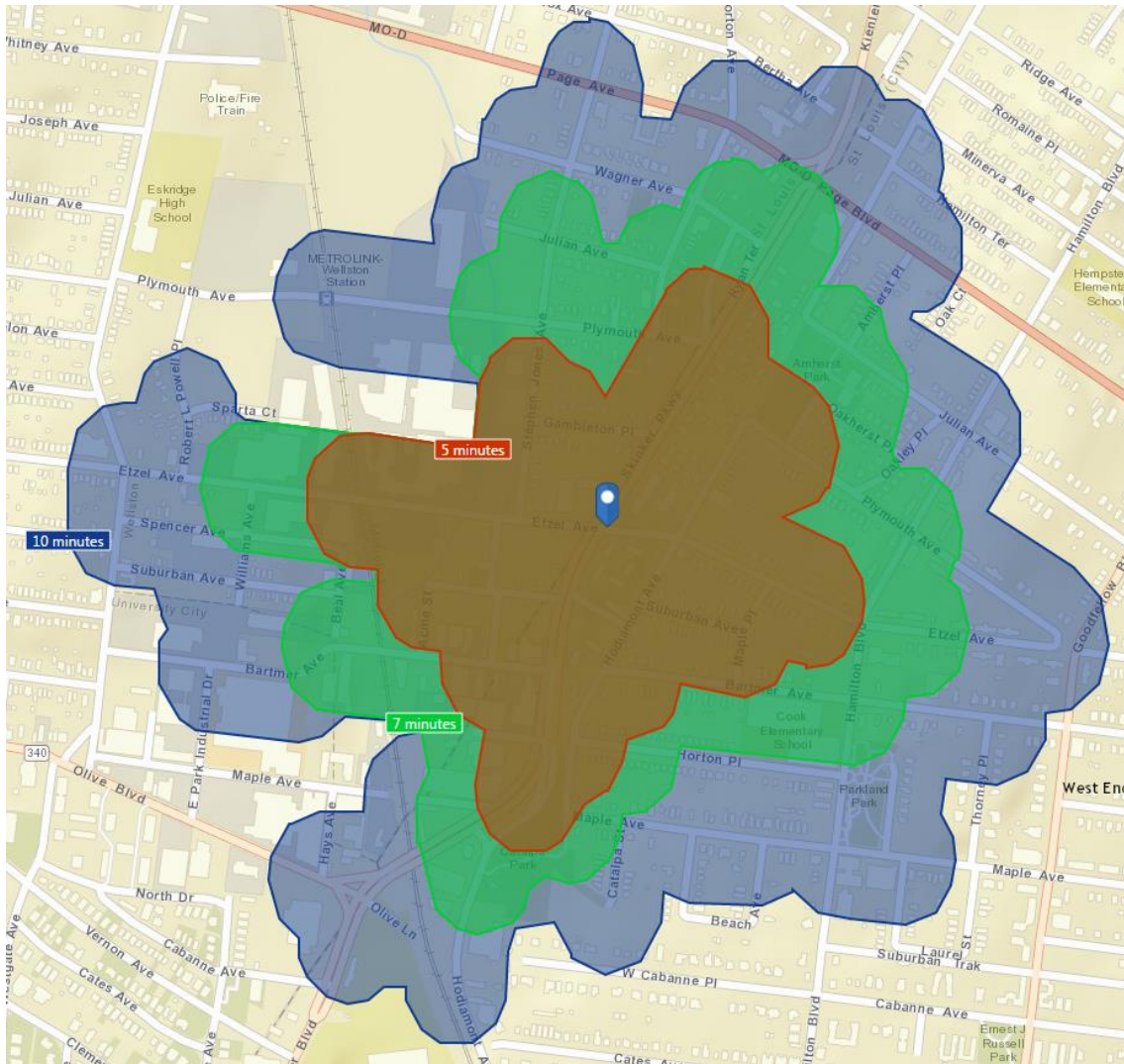


Figure 1 illustrates the physical accessibility, in terms of driving times, of the Herndon Community Center. The highlighted areas show the driving times to the facility, broken down into 3- (brown), 5- (green) and 10-minute (blue) estimated drive time intervals. Although usage and constituent population will vary by the facility type, the 10-minute drive time area is presented as a *general* guideline on the size of the population most likely to visit the facility. That is, those residing within the area shaded blue may represent the most likely users of common facilities such as recreation and community centers, athletic fields, playgrounds, tennis courts, senior centers and aquatic facilities.

## About the Residents Who Live Within a 10-Minute Drive of the Facility

**Figure 2: 2010 Census Data and 2019 & 2024 Forecast Data of People Residing Within a 10-Minute Drive of the Facility**

Summary	Census 2010	2019 Forecast	2024 Forecast
<b>Population</b>	130,860	135,064	142,122
<b>Households</b>	47,693	49,316	51,922
<b>Families</b>	32,167	33,001	34,568
<b>Average Household Size</b>	2.74	2.73	2.73
<b>Owner-Occupied Homes</b>	30,036	29,493	30,900
<b>Renter-Occupied Homes</b>	17,657	19,823	21,022
<b>Median Age</b>	34.1	35.7	36.9

Households by Income	2019 Forecast	2024 Forecast
<b>Median Household Income</b>	\$81,973	\$90,891
<b>Average Household Income</b>	\$107,063	\$119,167
<b>Per Capita Income</b>	\$41,983	\$46,850

Figure 2 summarizes Census data of the residents living within a 10-minute drive of the facility, including population, home ownership status, households by income and ethnicity. The 2010 data represents United States Census data, while the 2019 and 2024 figures are projections developed by Esri. The projections are based on forecasts for births, deaths, international and domestic migration and other factors that influence population shifts. These projections, which naturally are subject to revision, assist your agency in its planning of future programming at the facility over the coming years.

**Figure 3: Race and Ethnicity of People Residing Within a 10-Minute Drive of the Facility**

Race and Ethnicity	Census 2010		2019 Forecast		2024 Forecast	
	Number	Percent	Number	Percent	Number	Percent
<b>White Alone</b>	18,843	75.6%	19,119	73.2%	19,784	70.4%
<b>Black Alone</b>	1,787	7.2%	1,976	7.6%	2,204	7.8%
<b>American-Indian Alone</b>	76	0.3%	82	0.3%	89	0.3%
<b>Asian Alone</b>	3,189	12.8%	3,723	14.3%	4,551	16.2%
<b>Pacific Islander Alone</b>	4	0.0%	5	0.0%	6	0.0%
<b>Some Other Race Alone</b>	480	1.9%	560	2.1%	680	2.4%
<b>Two or More Races</b>	561	2.2%	660	2.5%	803	2.9%
<b>Hispanic Origin (Any Race)</b>	1,544	6.2%	1,758	6.7%	2,105	7.5%

Although most injuries and diseases are colorblind in terms of race, some health concerns disproportionately affect certain ethnic groups because of differences in genetics, diet, lifestyle behaviors, socioeconomic factors and more. Providing affordable health programs that cater to your community's racial and ethnic makeup through targeted information, fitness opportunities, and

alternatives to unhealthy and unsafe practices, your agency can play a vital role in the overall health of community members.

**Figure 4: Forecasted Age Trends of People Residing Within a 10-Minute Drive of the Facility**

Population by Age	Census 2010		2019 Forecast		2024 Forecast	
	Number	Percent	Number	Percent	Number	Percent
<b>0 - 4</b>	10,788	8.2%	10,023	7.4%	10,242	7.2%
<b>5 - 9</b>	8,851	6.8%	10,501	7.8%	9,892	7.0%
<b>10 - 14</b>	7,877	6.0%	8,858	6.6%	10,206	7.2%
<b>15 - 19</b>	6,986	5.3%	7,123	5.3%	7,751	5.5%
<b>20 - 24</b>	7,391	5.6%	7,214	5.3%	6,863	4.8%
<b>25 - 34</b>	25,844	19.7%	22,156	16.4%	21,227	14.9%
<b>35 - 44</b>	22,247	17.0%	23,444	17.4%	24,818	17.5%
<b>45 - 54</b>	19,043	14.6%	18,826	13.9%	19,569	13.8%
<b>55 - 64</b>	13,538	10.3%	15,399	11.4%	16,299	11.5%
<b>65 - 74</b>	5,406	4.1%	8,029	5.9%	10,413	7.3%
<b>75 - 84</b>	2,085	1.6%	2,614	1.9%	3,790	2.7%
<b>85+</b>	803	0.6%	877	0.6%	1,052	0.7%

From a recreation programming and planning perspective, the classification of youth and young adults into small age groups aid your agency with programing decisions for children and young adults. Whereas adults within a 10-year age range (e.g., ages 35 to 44) may likely share similar recreation interests, the similarly large size age groups may not make as much sense for children and young adults. For example, recreation interests of 5 year olds have few similarities of those of 15 year olds. Hence, the five-year age ranges for the younger age groupings provide your agency with more valuable insights about the relative size of the youth population when considering their recreation needs.

### Health-Related Interests, Activities and Spending Habits

Figures 5-7 summarize the weekly exercise habits, at-home gym equipment ownership and participation in select recreation activities among residents living within a 10-minute drive of the facility. These tables include predictors of exercise activity and recreational activity participation that better inform programming decisions for your facility.

Pay particular attention to the Market Potential Index, or MPI. The MPI represents the relative likelihood of adults living near your facility to engage in a particular activity in comparison to the U.S. average. This measure is indexed to 100 so that an MPI greater than 100 indicates a greater-than-average likelihood (relative to the entire United States) to participate in the activity, while an MPI of less than 100 suggests a less-than-average likelihood to engage in the activity.

**Figure 5: Weekly Exercise Habits of People Residing Within a 10-Minute Drive of the Facility**

	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Spends 7+ hours exercising per week</b>	26,007	25.7%	113
<b>Spends 4-6 hours exercising per week</b>	25,705	25.4%	117
<b>Spends 1-3 hours exercising per week</b>	21,691	21.4%	107
<b>Exercise at home 2+ times per week</b>	8,747	35.0%	123
<b>Exercise at club 2+ times per week</b>	4,311	17.3%	133

Figure 5 shows the weekly exercise habits of people within a 10-minute drive of your facility. The percentages are the proportion of adults living within a 10-minute drive of the facility that exercise the indicated number of hours or in the indicated specific locations. An MPI value larger than 100 indicates a greater percentage of the adult population living within a 10-minute drive of the facility participates in the indicated field at a higher rate than the United States as a whole.

**Figure 6: Ownership Rates of Select Equipment for People Residing Within a 10-Minute Drive of the Facility**

	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Own elliptical</b>	1,540	6.2%	156
<b>Own stationary bicycle</b>	1,762	7.1%	125
<b>Own treadmill</b>	3,664	14.7%	143
<b>Own weight lifting equipment</b>	4,500	18.0%	140

Figure 6 presents data on the expected number of adults who own certain pieces of home gym equipment among residents living within a 10-minute drive of the facility. Using this data, you can identify specific interests in exercise equipment by residents in your facility's service area. This information can help create programming that encourages your residents to maintain healthy lifestyles based on activities they already show a personal interest in.

**Figure 7: Participation Rates of Select Recreation Activities of People Residing Within a 10-Minute Drive of the Facility**

	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Participated in aerobics in last 12 months</b>	5,894	11.8%	132
<b>Participated in bicycling (mountain) in last 12 months</b>	2,494	5.0%	124
<b>Participated in bicycling (road) in last 12 months</b>	6,397	12.8%	130
<b>Participated in hiking in last 12 months</b>	3,049	13.6%	136
<b>Participated in jogging/running in last 12 months</b>	8,935	17.8%	140
<b>Participated in swimming in last 12 months</b>	10,070	20.1%	127

<b>Participated in walking for exercise in last 12 months</b>	16,428	32.8%	117
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Figure 7 summarizes the level of participation in select recreation activities among adult residents living within a 10-minute drive of the facility. Knowing what kind of activities the locals are engaging in can help your agency tailor programs that people will actively want to participate in. This provides another avenue your agency can explore in order to increase in the number of opportunities for physical activity.

**Figure 8: Prescription Drug Usage of People Residing Within a 10-Minute Drive of the Facility**

<b>Used prescription drug for:</b>	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Anxiety/Panic</b>	906	4.0%	90
<b>Arthritis/Osteoarthritis</b>	520	2.3%	75
<b>Depression</b>	948	4.2%	68
<b>Diabetes (insulin dependent)</b>	333	1.3%	66
<b>Diabetes (non-insulin dependent)</b>	877	3.5%	93
<b>Heartburn/acid reflux</b>	1,222	4.9%	81
<b>High blood pressure</b>	3,050	12.2%	90
<b>High cholesterol</b>	2,082	8.3%	92
<b>Migraine headache</b>	807	3.2%	101

Figure 8 shows the level of prescription drug usage for adult residents that reside within a 10-minute drive of your facility. Understanding the prescription drug usage of residents living near the facility gives your agency a high-level perspective on common health issues. Educating residence on how participating in certain health and fitness programs could be beneficial to specific medical conditions may play a significant role in reducing the rate of chronic illnesses and health conditions like diabetes, hypertension and high cholesterol.

**Figure 9: Doctor Visitation Levels of People Residing Within a 10-Minute Drive of the Facility**

	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Visited doctor in last 12 months</b>	18,433	82.1%	109
<b>Visited doctor in last 12 months: 6+ times</b>	7,865	35.0%	119

Figure 9 summarizes the occurrence and frequency of nearby residents when it comes to doctor visitation in the last 12 months. These figures may suggest the number of local residents that may have chronic health issues where parks and recreation can be a part of the solution. At the same time, doctors are trusted advisers to most people. High levels of doctor visits strengthens the case for park and recreation agencies forming and expanding relationships with local medical practitioners, as those practitioners can recommend or prescribe that their patients improve their level of activity by visiting their local parks.



**Figure 10: Dietary Control Habits of People Residing Within a 10-Minute Drive of the Facility**

	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Diet control to maintain weight</b>	129	13.5%	124
<b>Diet control for physical fitness</b>	132	13.9%	136

Figure 10 summarizes the dietary control habits of the population living within a 10-minute drive of the facility. By having insight on the percentage of adults who are actively controlling their diet to maintain weight or for physical fitness, your agency can design specific workshops that focus on the nutritional education and physical activity habits that lead to a healthy lifestyle.

**Figure 11: Dietary Habits of People Residing Within a 10-Minute Drive of the Facility**

	<b>Expected Number of Adults</b>	<b>Percent</b>	<b>MPI</b>
<b>Buy foods specifically labeled as fat-free</b>	132	13.9%	136
<b>Buy foods specifically labeled as low-calorie</b>	512	2.3%	102
<b>Buy foods specifically labeled as sugar-free</b>	2,185	9.7%	96
<b>Went to fast food/drive-in restaurant in last 6 months</b>	48,462	90.4%	100
<b>Went to fast food/drive-in restaurant 9+ times per month</b>	21,002	39.2%	97
<b>Spent at fast food/drive-in last 6 months: \$201+</b>	5,965	11.1%	91

Figure 11 summarizes the dietary choices made by nearby residents. By applying nutrition standards to the food and beverages you sell and serve to kids and other patrons, your agency can be a model for healthy eating behaviors in the community. Offering evidence-based education materials about nutrition and physical activity to residents will also encourage residents to lead a healthy and active lifestyle.

### Health Characteristics on a County and State Level

There are other important data that can tell the full story of the overall health and wellness of your community's residents. These can include information about incidences of obesity and diabetes along with the percentage of adults that smoke. Unfortunately, these data are not consistently available in detail to the Census-tract level as are the other data presented within this report. As an alternative, we present these data for the county and state in which your agency operates.

**Figure 12: Additional Health Characteristics of the People Residing Within the County of the Facility**

Report Area	Total Population Age 20+	Adults with BMI > 30.0 (Obese)	Percent Adults with BMI > 30.0 (Obese)
Loudon County, VA	32,938	10,639	33.8%
Virginia	2,172,420	747,964	34.7%

Report Area	Total Population Age 20+	Population with Diagnosed Diabetes	Population with Diagnosed Diabetes, Age-Adjusted Rate
Loudon County, VA	32,988	5,278	11.8%
Virginia	2,172,116	270,151	11.28%

Report Area	Total Population Age 18+	Total Adults Regularly Smoking Cigarettes	Percent Population Smoking Cigarettes (Crude)	Percent Population Smoking Cigarettes (Age-Adjusted)
Loudon County, VA	34,007	8,128	23.9%	28.6%
Virginia	2,187,717	490,049	22.4%	23%

Figure 12 shows details about the total adult population smoking cigarettes, the diabetes diagnosis rate and prevalence of obesity. The cigarette usage indicator is relevant because tobacco use is linked to leading causes of death, such as cancer and cardiovascular disease. Diabetes and obesity are an increasingly common problem in the United States. A lack of exercise, poor diet and a sedentary lifestyle are most often to blame. There is a solution with little to no cost that is available in nearly every town, city and community — local parks and recreation.

While all of the habits and activities presented in these tables may not be relevant to your facility, these data provide your agency with guidance on the interests and behaviors of your patrons, as well as some background on health-related activities and dietary choices.



## Final Thoughts

While the information within this report is not intended to be indicative of the entire population served by Herndon Community Center, it gives your agency insights on the potential market for the facility with a particular focus on those living within a 10-minute drive. *One note of caution:* The analysis provided within this report is meant to be for informational purposes only and does not represent a recommendation by NRPA for the facility's operations.

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