



NATIONAL  
RECREATION AND PARK  
ASSOCIATION

# NRPA Facility Market Report

## NRPA Headquarters

22377 Belmont Ridge Rd, Ashburn, Virginia, 20148

Drive Time: 15 minute radius

Prepared by NRPA

Latitude: 38.99769

Longitude: -77.53285

Park and recreation agencies offer a diverse set of parks, facilities 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, park and recreation professionals seek information and insights that empower them to make decisions on the optimal programming and service offerings for their communities. The NRPA Facility Market Report offers an array of data that provides your agency with a greater understanding of the residents served by the chosen facility.

## About the Residents Living Within the Prescribed Distance

Summary	Census 2010		2022		2027	
Population	139,786		227,734		246,345	
Households	46,382		74,654		80,527	
Families	36,094		57,304		61,598	
Average Household Size	3.01		3.05		3.06	
Owner Occupied Housing Units	36,155		58,367		63,489	
Renter Occupied Housing Units	10,227		16,286		17,038	
Median Age	33.2		35.2		35.0	
Median Household Income			\$169,803		\$183,003	

Race and Ethnicity	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
White Alone	89,176	63.8%	111,229	48.8%	120,018	48.7%
Black Alone	11,345	8.1%	18,175	8.0%	18,587	7.5%
American Indian Alone	401	0.3%	684	0.3%	758	0.3%
Asian Alone	28,721	20.5%	64,645	28.4%	68,911	28.0%
Pacific Islander Alone	63	0.0%	160	0.1%	175	0.1%
Some Other Race Alone	4,064	2.9%	9,145	4.0%	10,465	4.2%
Two or More Races	6,015	4.3%	23,698	10.4%	27,431	11.1%
Hispanic Origin (Any Race)	13,157	9.4%	23,909	10.5%	26,491	10.8%

Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,150	10.1%	18,834	8.3%	20,460	8.3%
5 - 9	14,265	10.2%	21,154	9.3%	22,263	9.0%
10 - 14	11,383	8.1%	20,640	9.1%	20,767	8.4%
15 - 19	7,965	5.7%	14,661	6.4%	16,327	6.6%
20 - 24	4,891	3.5%	9,933	4.4%	10,242	4.2%
25 - 34	21,763	15.6%	27,781	12.2%	33,141	13.5%
35 - 44	29,579	21.2%	42,648	18.7%	43,267	17.6%
45 - 54	19,897	14.2%	32,282	14.2%	34,153	13.9%
55 - 64	9,448	6.8%	21,334	9.4%	22,713	9.2%
65 - 74	4,086	2.9%	12,075	5.3%	14,519	5.9%
75 - 84	1,794	1.3%	4,838	2.1%	6,618	2.7%
85+	566	0.4%	1,555	0.7%	1,874	0.8%

While the information within this report is not intended to be indicative of the entire population served by your site, it gives your agency insights on the potential market for the facility with a particular focus on those living within the chosen distance. *Note: 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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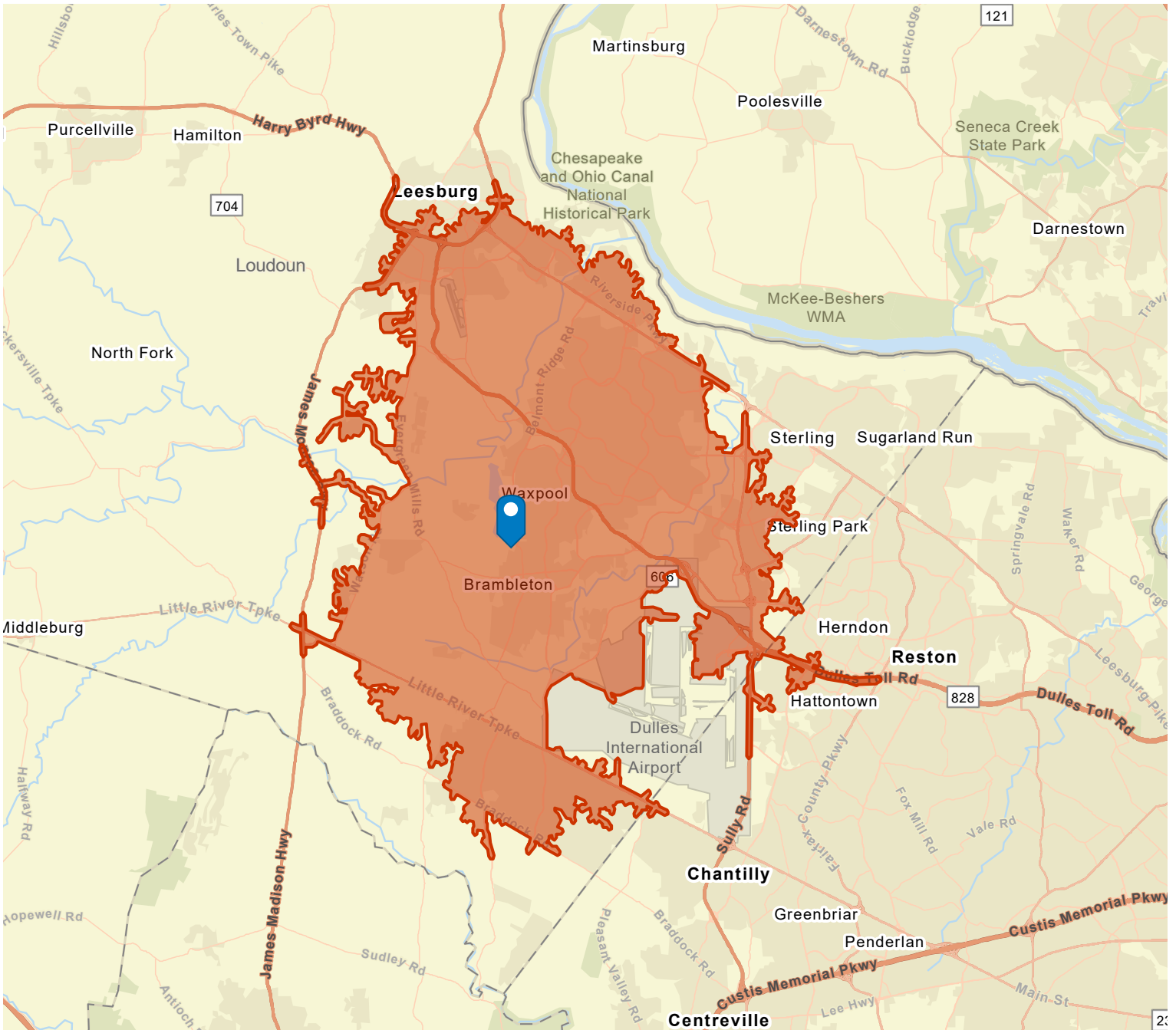
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## Map Highlighting the Prescribed Distance of Analysis



Source: ACS, Esri, Esri-MRI-Simmons, Esri-U.S. BLS, U.S. Census

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National Recreation and Park Association

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## Additional Insights About the Residents Living Within the Prescribed Distance

POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT		Number	Percent
Total		194,026	100.0%
Enrolled in school		61,757	31.8%
Enrolled in nursery school, preschool		4,240	2.2%
Enrolled in kindergarten		3,234	1.7%
Enrolled in grade 1 to grade 4		14,920	7.7%
Enrolled in grade 5 to grade 8		14,782	7.6%
Enrolled in grade 9 to grade 12		12,614	6.5%
Not enrolled in school		132,269	68.2%

HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE		Number	Percent
Households with Pop 65+		11,139	16.8%
1-Person		2,957	4.5%
2+ Person Family		7,665	11.6%
2+ Person Nonfamily		517	0.8%

2022 Labor Force						
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio
16+	163,607	115,995	2,446	2.1%	72.4%	71
16-24	21,096	11,293	698	5.8%	56.8%	54
25-54	102,711	85,755	1,451	1.7%	84.9%	83
55-64	21,334	15,460	265	1.7%	73.7%	72
65+	18,468	3,487	32	0.9%	19.1%	19

HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS		Number	Percent
Total		66,130	100.0%
With Food Stamps/SNAP		1,705	2.6%
With No Food Stamps/SNAP		64,425	97.4%

Home & Household Operations	Spending Potential Index*	Average Amount Spent	Total
Mortgage Payment and Basics	215	\$26,021.55	\$1,942,612,981
Utilities, Fuel, and Public Services	180	\$10,194.80	\$761,082,731
Child Care	241	\$1,454.26	\$108,566,334

\*The Spending Potential Index (SPI) represents the amount spent in the area relative to a national average of 100. An SPI of 110 means that the area spends 10 percent more than the national average, on that good or service. An SPI of 90 means that the area spends 10 percent less than the national average, on that good or service.

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for anxiety/panic	8,162	5.2%	72
Used prescription drug for arthritis/osteoarthritis	3,925	2.5%	76
Used prescription drug for depression	7,779	4.9%	72
Used prescription drug for diabetes (non-insulin depend)	5,776	3.7%	66
Used prescription drug for heartburn/acid reflux	8,636	5.5%	83
Used prescription drug for high blood pressure	21,030	13.4%	91
Used prescription drug for high cholesterol	14,356	9.1%	86
Used prescription drug for migraine headache	5,107	3.2%	108

\*The Market Potential Index (MPI) represents the relative likelihood of usage in comparison to the national average. This measure is indexed to 100, meaning an MPI greater than 100 indicates a higher than average likelihood (relative to the whole U.S.) in the use of medication for the specified reasons.



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## Personal Interests, Activities and Spending Habits of the Residents Living Within the Prescribed Distance

The following sections summarize the personal interests, activities and spending habits of residents living within the chosen distance of the facility. These tables include predictors of recreation activity and spending that better inform programming decision making for your facility.

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Typically spend 7+ hours exercising per week	40,737	25.9%	111
Typically spend 4-6 hours exercising per week	42,707	27.1%	125
Typically spend 1-3 hours exercising per week	37,598	23.9%	99
Exercise at home 2+ times per week	74,928	47.6%	117
Exercise at club 2+ times per week	28,113	17.9%	130
Participated in aerobics in last 12 months	16,845	10.7%	128
Participated in backpacking in last 12 months	8,152	5.2%	143
Participated in baseball in last 12 months	4,497	2.9%	98
Participated in basketball in last 12 months	11,397	7.2%	107
Participated in bicycling (mountain) in last 12 months	8,254	5.2%	139
Participated in bicycling (road) in last 12 months	22,892	14.6%	129
Participated in football in last 12 months	4,913	3.1%	101
Participated in Frisbee in last 12 months	6,905	4.4%	121
Participated in golf in last 12 months	16,456	10.5%	133
Participated in hiking in last 12 months	33,996	21.6%	135
Participated in jogging/running in last 12 months	25,892	16.5%	148
Participated in soccer in last 12 months	6,499	4.1%	105
Participated in softball in last 12 months	2,524	1.6%	84
Participated in swimming in last 12 months	30,228	19.2%	123
Participated in tennis in last 12 months	8,801	5.6%	148
Participated in volleyball in last 12 months	4,625	2.9%	112
Participated in walking for exercise in last 12 months	58,497	37.2%	119
Participated in weight lifting in last 12 months	26,295	16.7%	132
Participated in yoga in last 12 months	20,723	13.2%	127
Spent on sports/rec equip in last 12 months: \$1-99	12,339	7.8%	125
Spent on sports/rec equip in last 12 months: \$100-\$249	10,162	6.5%	112
Spent on sports/rec equip in last 12 months: \$250+	17,347	11.0%	129

While all of the leisure activities presented in the table may not be relevant to your facility, these data provide your agency with guidance on the leisure interests of your patrons, as well as their ability/willingness to pay for those experiences. For example, a population that has a Spending Potential Index (SPI) over 100 for "Fees for Recreational Lessons" may indicate a significant opportunity—and/or a greater willingness to pay—for high quality fee-based recreation programs at your facility.

	Spending Potential	Average Amount	Total
	Index	Spent	
<b>Entertainment/Recreation Fees and Admissions</b>	216	\$1,821.19	\$135,959,056
Tickets to Theatre/Operas/Concerts	192	\$176.44	\$13,171,711
Tickets to Parks or Museums	216	\$83.42	\$6,227,862
Admission to Sporting Events, excl.Trips	219	\$160.37	\$11,972,584
Fees for Participant Sports, excl.Trips	229	\$300.44	\$22,429,118
Fees for Recreational Lessons	232	\$371.48	\$27,732,812
Membership Fees for Social/Recreation/Civic Clubs	208	\$588.19	\$43,910,426

Source: ACS, Esri, Esri-MRI-Simmons, Esri-U.S. BLS, U.S. Census