

NRPA Facility Market Report: Older Adults Profile

**Analysis of:
Herndon Community Center
814 Ferndale Ave
Herndon, VA 20180**

Park and recreation agencies are a major provider of services for older adults in their communities, offering a diverse set of programs and activities to meet specific needs. 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 program and service offerings for their communities.

In your hands is the **NRPA Facility Market Report: Older Adults Profile** for the Herndon Community Center. This report offers an array of data that provides your agency with a greater understanding of the residents 50 and over served by the facility, with a particular focus on their habits and lifestyles.

Key Findings About the Herndon Community Center:

104,735

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

24,199

Number of residents aged 50+ living within a ten-minute drive of the facility per Census 2010

25.7%

Percentage of Householders aged 55+ living within a ten-minute drive of the facility per Census 2010.

Figure 1: Map of Three-, Five- and Ten-Minute Drives from the Facility

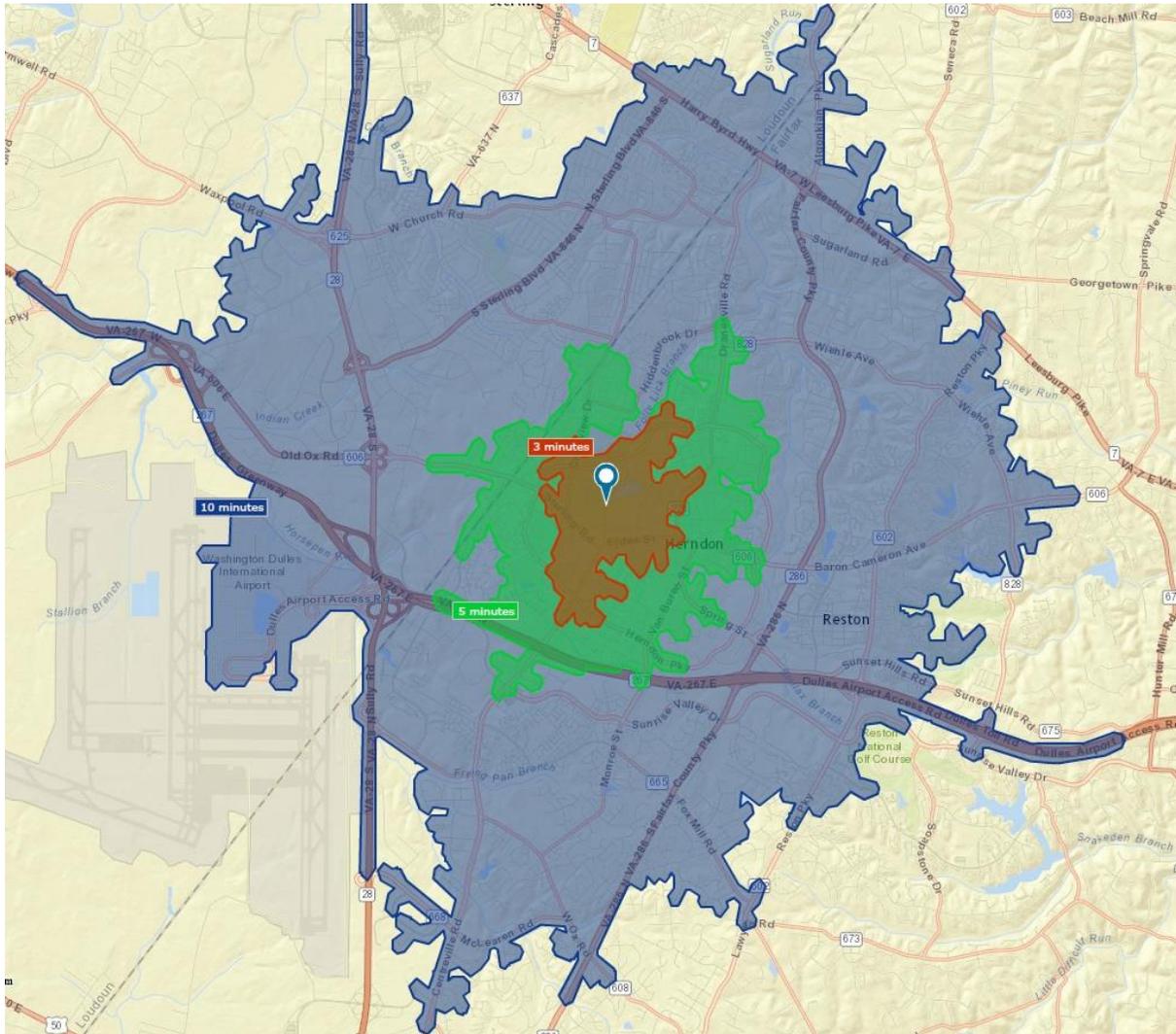


Figure 1 illustrates the physical accessibility, in terms of driving times, of the Herndon Community Center. The highlighted areas show the driving times of the facility, broken down into three- (brown), five- (green) and ten- (blue) minute estimated drive time intervals. Although usage and constituent population will vary by the facility type, the ten-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 2018 & 2023 Estimate Data of People Residing Within a 10-Minute Drive of the Facility

Summary	Census 2010	2018 Estimate	2023 Estimate
Total Population	104,735	110,537	116,307
Population 50+	24,199	29,572	32,984
Population 65 - 74	4,043	6,917	8,744
Population 75+	2,189	2,901	4,113
Median Age	33.8	35.5	36.2
Households	38,204	40,233	42,244
% Householders 55+	25.7%	31.3%	33.3%
Median Home Value	-	\$417,477	\$445,122
Median Household Income	-	\$104,866	\$111,520
Median Household Income 55 - 64		\$112,160	
Median Household Income 65 - 74		\$86,639	
Median Household Income 75+		\$52,476	

Race and Ethnicity	Census 2010		2018 Estimate		2023 Estimate	
	Number	Percent	Number	Percent	Number	Percent
White Alone	58,201	55.6%	56,266	50.9%	55,201	47.5%
Black Alone	9,410	9.0%	10,391	9.4%	11,174	9.6%
American Indian Alone	448	0.4%	454	0.4%	461	0.4%
Asian Alone	21,868	20.9%	25,777	23.3%	29,381	25.3%
Pacific Islander Alone	65	0.1%	77	0.1%	86	0.1%
Some Other Race Alone	10,179	9.7%	12,127	11.0%	13,877	11.9%
Two or More Races	4,564	4.4%	5,445	4.9%	6,127	5.3%
Hispanic Origin (Any Race)	21,627	20.6%	25,265	22.9%	28,599	24.6%

Figure 2 summarizes Census data of the residents living within a ten-minute drive of the facility, including population 50+, household formation and household income. The 2010 data represents actual United States Census data of all ages, while the 2018 and 2023 figures are projections developed by Esri. The projections are based on estimates 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: Estimated Age Trends of People Residing Within a Ten-Minute Drive of the Facility

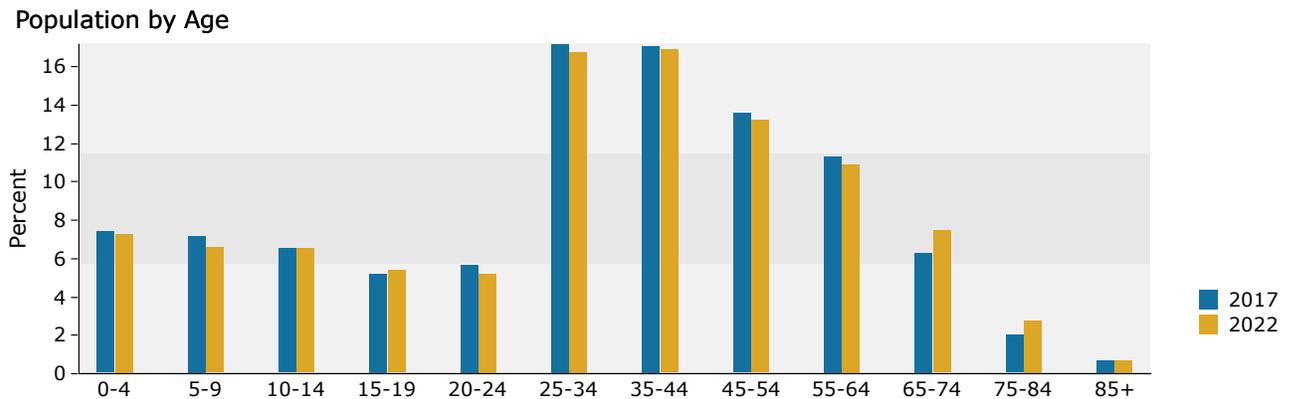


Figure 4: Census 2010 Data and Estimated Age Trends of People Residing Within a Ten-Minute Drive of the Facility

Population by Age	Census 2010		2018 Estimate		2023 Estimate	
	Number	Percent	Number	Percent	Number	Percent
35 - 44	17,887	17.1%	18,867	17.1%	19,690	16.9%
45 - 54	15,055	14.4%	15,084	13.6%	15,363	13.2%
55 - 64	10,623	10.1%	12,451	11.3%	12,710	10.9%
65 - 74	4,043	3.9%	6,917	6.3%	8,744	7.5%
75 and Over	2,189	2.1%	2,901	2.7%	4,113	3.5%
55+	16,855	16.1%	22,269	20.3%	25,567	21.9%
65+	6,232	6.0%	9,818	9.0%	12,857	11.0%

Figures 3 and 4 provide an age distribution of the population living with a ten-minute drive of the facility by age groups, as reported in United States Census and American Community Survey (ACS) data.

Note that the age ranges are not of equal size. The age groups ranging from birth to 24 years old are grouped into five-year increments, ages 25 to 84 are grouped into ten-year increments and individuals 85 years and older are placed into a single age group.

From a recreation programming and planning perspective, the classification of older adults into ten-year increments helps your agency with programming decisions. Adults within a ten-year age differential (e.g., ages 55 to 64) may likely share similar recreation interests giving your agency the ability to create programs that cater to a wider range of people. Agencies typically have their own classification methods for older adults when developing catered programs and services. A recent NRPA survey on Healthy Aging in Parks revealed that forty-four percent of park and recreation agencies target adults as young as 50 years old for their older adult programming with another 40 percent of agencies indicating their older adult target age begins at 55 years old.

Household Information

Figure 5: 2011-2015 American Community Survey Estimates for Households by Presence of People Aged 65+ Residing Within a Ten-Minute Drive of the Facility

Households by presence of people 65+	2011 – 2015 ACS Estimate	Percent
Households with Pop 65+	5,805	15.1%
1-Person	1,965	5.1%
2+ Person Family	3,616	9.4%
2+ Person Nonfamily	223	0.6%

Figure 5 outlines households by presence of people 65+ living within a ten-minute drive of the facility based on American Community Survey (ACS) estimates. Households with older residents may require a different approach when making decisions related to programming that appeals to their demographic, as well as, the methods used in communication.

Figure 6: Estimated 2018 Households by Income and Age of Householder 55+ Residing Within a Ten-Minute Drive of the Facility

	55-64	Percent	65-74	Percent	75+	Percent
Total	7,001	100%	3,938	100%	1,662	100%
<\$15,000	272	3.9%	178	4.5%	201	12.1%
\$15,000-\$24,999	221	3.2%	238	6.0%	216	13.0%
\$25,000-\$34,999	201	2.9%	188	4.8%	164	9.9%
\$35,000-\$49,999	376	5.4%	321	8.2%	236	14.2%
\$50,000-\$74,999	746	10.7%	556	14.1%	344	20.7%
\$75,000-\$99,999	836	11.9%	579	14.7%	142	8.5%
\$100,000-\$149,999	1,694	24.2%	910	23.1%	201	12.1%
\$150,000-\$199,999	1,012	14.5%	406	10.3%	63	3.8%
\$200,000+	1,644	23.5%	563	14.3%	95	5.7%
Median HH Income	\$112,160		\$86,639		\$52,476	

Figure 6 summarizes household income and related age of residents living within a ten-minute drive of the facility. Park and recreation agencies are in a unique position to ensure that the needs of underserved older adults are being met. Targeted strategies towards older adults may include: providing low-cost nutritional meals, transportation to and from senior centers, recreation centers and other needed service providers, social activities, and low-cost/free fitness programs, to name a few.

Figure 7: Language Spoken at Home by Residents Aged 65+ Residing Within a Ten-Minute Drive of the Facility

65+ years:	2011 – 2015	
	ACS Estimate	Percent
Speak only English	5,505	64%
Speak Spanish	783	15%
Speak English "very well" or "well"	351	
Speak English "not well"	162	
Speak English "not at all"	269	
Speak other Indo-European languages	757	8%
Speak English "very well" or "well"	547	
Speak English "not well"	93	
Speak English "not at all"	117	
Speak Asian and Pacific Island languages	890	8%
Speak English "very well" or "well"	464	
Speak English "not well"	315	
Speak English "not at all"	111	
Speak other languages	122	5%
Speak English "very well" or "well"	39	
Speak English "not well"	66	
Speak English "not at all"	17	

Figure 7 presents data on the primary language spoken at home among residents aged 65+ living within a ten-minute drive of the facility. The primary language breakdown represents the percentage of total population aged 65+ by proficiency. Knowing the primary language your residents are speaking can inform your agency in successfully tailoring marketing or promotional materials resulting in the most effective communication between you and your residents.

Insurance Coverage

Figure 8: 2011-2015 American Community Survey Estimates for Residents Aged 65+ by Type of Insurance Coverage Within a Ten-Minute Drive of the Facility

65+ years:	2011 – 2015	
	ACS Estimate	Percent
65+ years:	7,947	100%
One Type of Health Insurance:	1,951	25%
2+ Types of Health Insurance:	5,507	69%
No Health Insurance Coverage:	489	6%

Figure 8 shows the type of insurance coverage for people older than 65 who live within a ten-minute drive of your facility. With relatively small operating budgets for older-adult programming, many agencies impose membership fees to offset costs associated with these targeted programs and services. However, the coverage of programs and services by health insurance plans is an increasing trend that allows for reimbursement to agencies so that services can be offered at little to no cost. In the NRPA Healthy Aging survey, thirty-nine percent of agencies indicated that they offer fitness membership programs that are covered by many health insurance companies.

Final Thoughts

Park and recreation agencies provide older adults with opportunities to socialize with others, stay healthy and active, and learn something new. 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 older adults living within a ten-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. To see a full list of research survey results and offerings, like those mentioned with this report, please visit www.nrpa.org/research.

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