

NRPA Facility Market Report: Youth Profile

**Analysis of:
Herndon Community Center
814 Ferndale Ave
Herndon, VA 20170**

Park and recreation agencies offer 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, 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: Youth Profile** for the Herndon Community Center. This report offers an array of data that provides your agency with a greater understanding of the residents under the age of 18 served by the facility, with a particular focus on their family structure.

Key Findings About the Herndon Community Center:

1,234

Number of residents under age 18 living within a ten-minute drive of the facility per Census 2010

37.8%

Percentage of Households with Children living within a ten-minute drive of the facility per Census 2010

25.7%

Percentage of Households with one or more people under 18 years of age

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

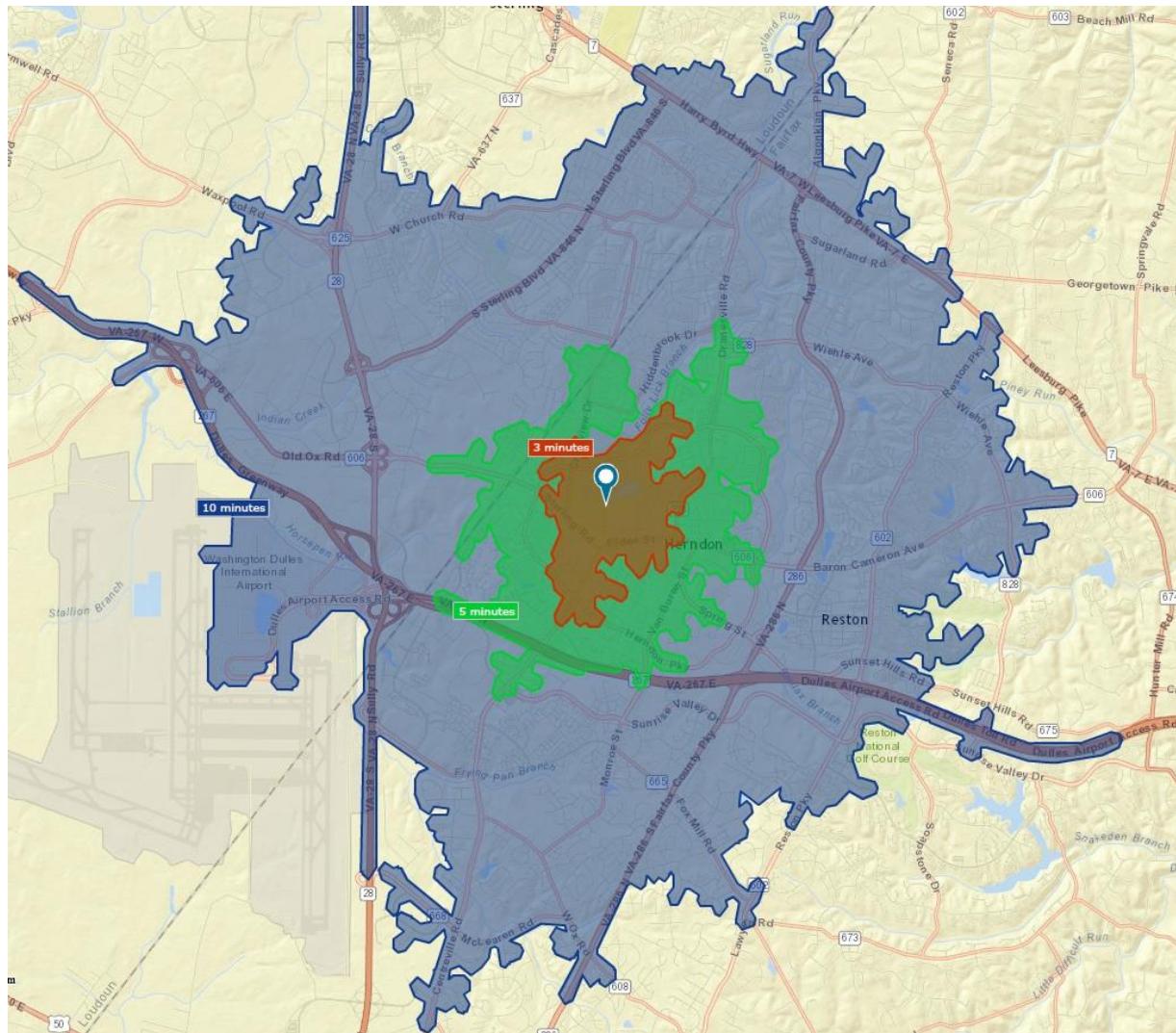


Figure 1 illustrates the physical accessibility, in terms of driving times, of the Herndon Community Center. The highlighted areas show the driving times of the facility, broken down into three- (brown), five- (green) and ten- (blue) minute estimated drive time intervals. Although usage and constituent 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 Ten-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
Population	101,644	107,592	112,962
Households	36,852	38,862	40,788
Families	24,801	25,663	26,700
Average Household Size	2.75	2.76	2.76
Owner-Occupied Homes	22,751	22,991	24,389
Renter-Occupied Homes	14,101	15,871	16,399
Median Age	33.7	35.5	36.0
Households with Children	37.8%		
<hr/>			
Households by Income		2019 Forecast	2024 Forecast
Median Household Income		\$107,622	\$114,871
Average Household Income		\$135,250	\$152,542
Per Capita Income		\$48,923	\$55,178

Figure 2 summarizes Census data of the residents living within a ten-minute drive of the facility, including population, household formation and home ownership status. The 2010 data represents actual 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. Households with children include any households with members under age 18, related or not.

Figure 3: Race and Ethnicity of Youth 19 and Under Residing Within a Ten-Minute Drive of the Facility

Race and Ethnicity	2019 Forecast	
	Number	Percent
White Alone	150	19.48%
Black Alone	3	13.04%
American Indian Alone	0	0.00%
Asian Alone	3	17.65%
Pacific Islander Alone	0	0.00%
Some Other Race Alone	0	0.00%
Two or More Races	6	46.15%
Hispanic Origin (Any Race)	7	28.00%

Figure 3 shows the race and ethnicity of youth aged 19 and under living near the facility. Racial-ethnic disparities in physical activity present important challenges to population health. Public parks provide access to free or low-cost physical activity opportunities, but it is unclear to what extent parks are utilized by various race-ethnic groups in diverse urban settings. The percentage indicates how much of a given races population is under the age of 19.

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

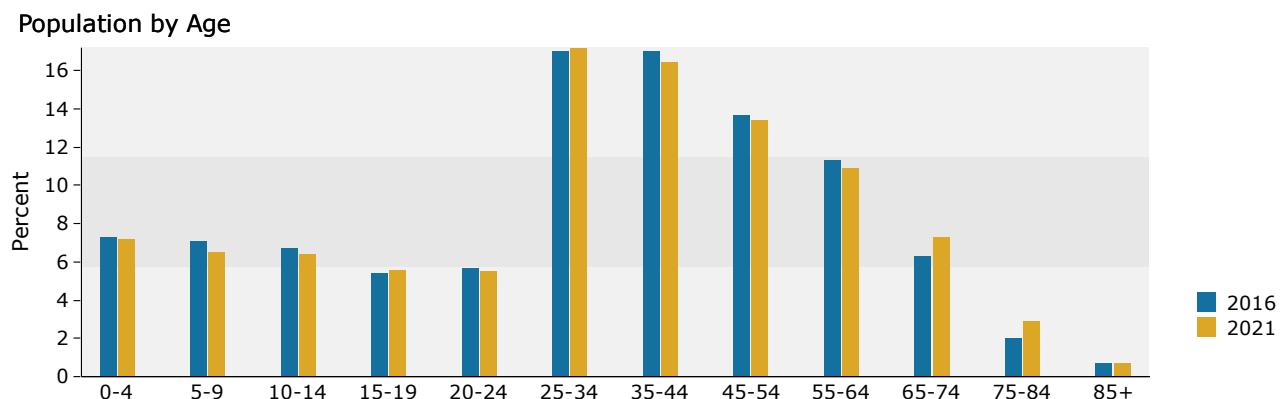


Figure 5: Census 2010 Data and Forecasted Age Trends of People Residing Within a Ten-Minute Drive of the Facility

Population by Age	Census 2010		2019 Forecast		2024 Forecast	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,573	8.4%	7,806	7.3%	8,138	7.2%
5 - 9	6,729	6.6%	7,589	7.1%	7,305	6.5%
10 - 14	5,947	5.9%	7,183	6.7%	7,204	6.4%
15 - 19	5,320	5.2%	5,796	5.4%	6,344	5.6%
20 - 24	5,880	5.8%	6,163	5.7%	6,235	5.5%
25 - 34	21,097	20.8%	18,269	17.0%	19,423	17.2%
35 - 44	17,353	17.1%	18,257	17.0%	18,526	16.4%
45 - 54	14,656	14.4%	14,736	13.7%	15,106	13.4%
55 - 64	10,201	10.0%	12,175	11.3%	12,366	10.9%
65 - 74	3,823	3.8%	6,741	6.3%	8,245	7.3%
75 - 84	1,450	1.4%	2,156	2.0%	3,234	2.9%
85+	616	0.6%	722	0.7%	835	0.7%

Figures 4 and 5 provide a 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 youth and young adults into small age groups aid your agency with programing decisions for children and young adults. Whereas adults within a ten-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 a five-year old have few similarities of those of a 15-year old, hence the five-year age groupings.

School Enrollment, Households with Children, Primary Language Spoken, and Child Care Expenditures

Figures 6 - 9 summarize the School Enrollment, Households, Primary Language Spoken, and Child Care Expenditures of youth living within a ten-minute drive of the facility. These tables include predictors of family structure as well as insight into family financial responsibilities.

Pay attention to the Spending Potential Index, or SPI. The SPI represents the relative likelihood of adults living near your facility to spend on a particular service in comparison to the U.S. average. This measure is indexed to 100, so that an SPI greater than 100 indicates a greater than average likelihood (relative to the whole U.S.) to pay for a service while an SPI less than 100 suggests a less than average likelihood to pay for a service.

Figure 6: School Enrollment of Youth Over the Age of Three Residing Within a Ten-Minute Drive of the Facility

Population Age 3+ by School Enrollment	2013 – 2017 ACS Estimate	Percent
Total	102,276	100.0%
Enrolled in School	26,638	26.0%
Enrolled in nursery school, preschool	2,258	2.2%
Enrolled in kindergarten	1,718	1.7%
Enrolled in grade 1 to grade 4	6,033	5.9%
Enrolled in grade 5 to grade 8	5,089	5.0%
Enrolled in grade 9 to grade 12	5,224	5.1%
Not enrolled in school	75,639	74.0%

Figure 6 shows school enrollment for children living within a ten-minute drive of your facility. This figure gives insight into the types of programs that may be in highest demand based on the prevalence of a certain grade level. Additionally, knowing the number of students entering into certain grade levels may be able to give your agency that ability to mirror school curricula during out-of-school time programs more efficiently.

Figure 7: Households with Youth Under the Age of 18 Residing Within a Ten-Minute Drive of the Facility

Households by Presence of People Under 18 Years	2013 – 2017 ACS Estimate	Percent
Households with one or more people under 18 years	14,178	37.7%
Family households	14,119	37.5%
Married-couple family	10,935	29.1%
Male householder, no wife present	1,124	3.0%
Female householder, no husband present	2,060	5.5%
Nonfamily households	59	0.2%

Figure 7 presents data on the number of households with people under 18 years of age living within a ten-minute drive of the facility. Using this data, you can estimate the interests or needs of residents in your facility's service area, helping inform programming and planning decisions.

Figure 8: Language Spoken at Home by Residents Aged 5-17 Years Residing Within a Ten-Minute Drive of the Facility

5 to 17 years:	2013 – 2017 ACS Estimate	Percent
Speak only English	9,194	52%
Speak Spanish	4,549	26%
Speak English "very well" or "well"	4,541	
Speak English "not well"	6	
Speak English "not at all"	2	
Speak other Indo-European languages	1,821	10%
Speak English "very well" or "well"	1,749	
Speak English "not well"	17	
Speak English "not at all"	55	
Speak Asian and Pacific Island languages	1,654	9%
Speak English "very well" or "well"	1,539	
Speak English "not well"	87	
Speak English "not at all"	29	
Speak other languages	497	3%
Speak English "very well" or "well"	437	
Speak English "not well"	60	
Speak English "not at all"	0	

Figure 8 presents data on the primary language spoken at home among residents aged 5-17 years living within a ten-minute drive of the facility. The primary language breakdown represents the percentage of total population aged 5-17 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. Additionally, this data could assist in staffing decisions.

Figure 9: Child Care Expenditures for People Residing Within a Ten-Minute Drive of the Facility

	Spending Potential Index	Average Annual Amount Spent	Total
Household Operations	162	\$3,220.00	\$125,135,724
- Child Care	182	\$935.39	\$36,350,999

Figure 9 summarizes the level of expenditures for nearby resident's child care by presenting the Spending Potential Index (SPI) and average annual spending. The SPI is indexed such that a reading of 100 represents average spending among all U.S. households. Hence, a reading above 100 means residents living within a ten-minute drive of the facility spends more on child care than the average U.S. household. This data could assist in establishing a fee structure for families with children enrolled in full-day and/or out-of-school time programs.

Figure 10: Households by Food Stamps / SNAP Status Within a Ten-Minute Drive of the Facility

	2013 – 2017 ACS Estimate	Percent
Total	53,689	100.0%
With Food Stamps/SNAP	6,296	11.7%
With No Food Stamps/SNAP	47,393	88.3%

Figure 10 shows households by Food Stamp/SNAP status located within a ten-minute drive of the facility. The Supplemental Nutrition Assistance Program (SNAP), administered by the US Department of Agriculture, offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. Through NRPA programs such as Commit to Health, parks and recreation agencies are one of the largest providers of out-of-school time meals- having served more than 85 million meals since 2010.

Final Thoughts

Park and recreation agencies strive to serve the members of their community regardless of age. Whether through summer camps or out-of-school time programs, age-appropriate playground equipment or community engagement activities, making parks and recreation a part of youth's lives can foster a life-long love and support for the services you provide.

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 youth and their family 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.

The Premier Membership Advantage

This report is only one example of the many benefits and resources available to you as a Premier member of NRPA. Your all-inclusive membership gives your agency maximum value and convenience to NRPA's exceptional benefits and resources including:

- Up to 30% discount on NRPA products and services.
- A bulk purchasing discount on conference registration, certification, online learning and more.
- Monthly free Premier-exclusive webinars.
- Access to approximately \$4.5 million in grant opportunities annually.
- Member discounts on insurance, background screenings, accessibility audits and more.

For a full list of your membership benefits, please visit www.nrpa.org/Member-Benefits

© COPYRIGHT 2020 National Recreation and Park Association. Portions of this document includes intellectual property of Esri and its licensors and are used herein under license. © COPYRIGHT 2020 Esri and its licensors.