

# MANAPORT PLAZA

MANASSAS, VA

Just Signed



The Little Gym  
BOOT BARN  
EINSTEIN BROS BAGELS



**Junior Anchor, Restaurant & Small Shops Available**

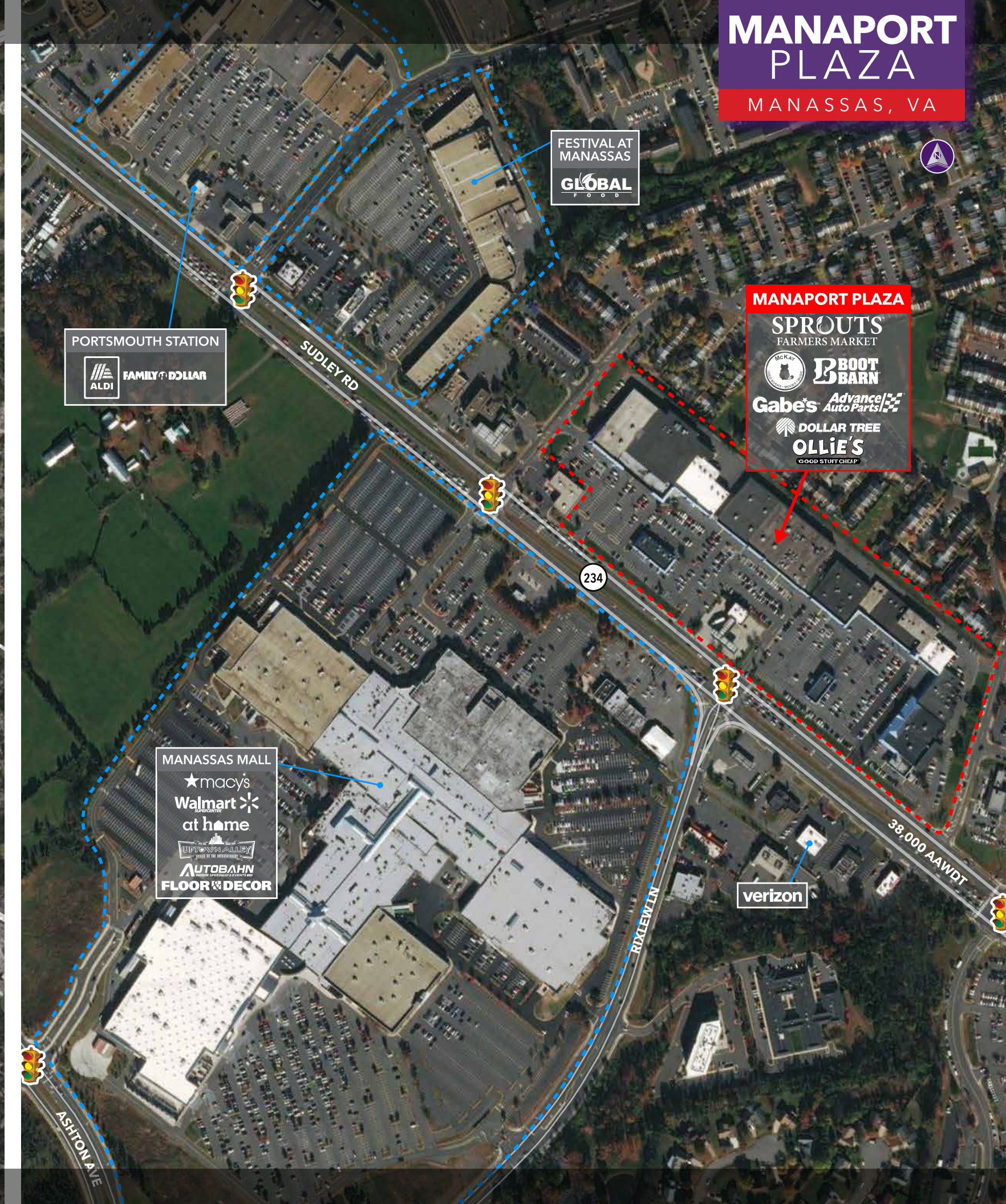
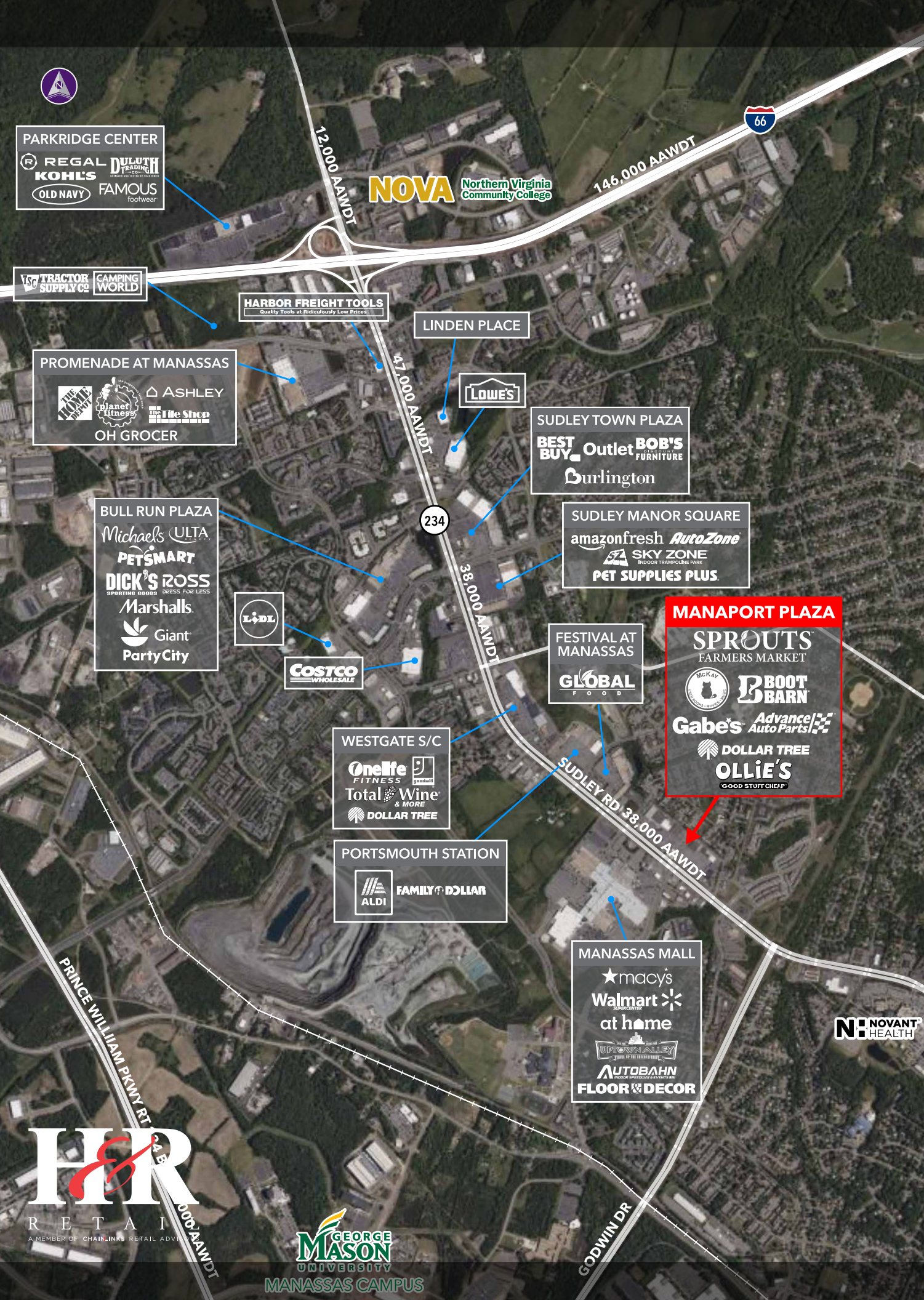
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**1,740 SF to 8,768 SF Available Spaces**

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■ AVAILABLE   
 ■ LEASED   
 ■ AT LEASE





AVAILABLE
  LEASED
  AT LEASE
  CLICK FOR RENDERINGS

# CONCEPTUAL FACADE RENOVATION



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CONCEPTUAL FACADE RENOVATION





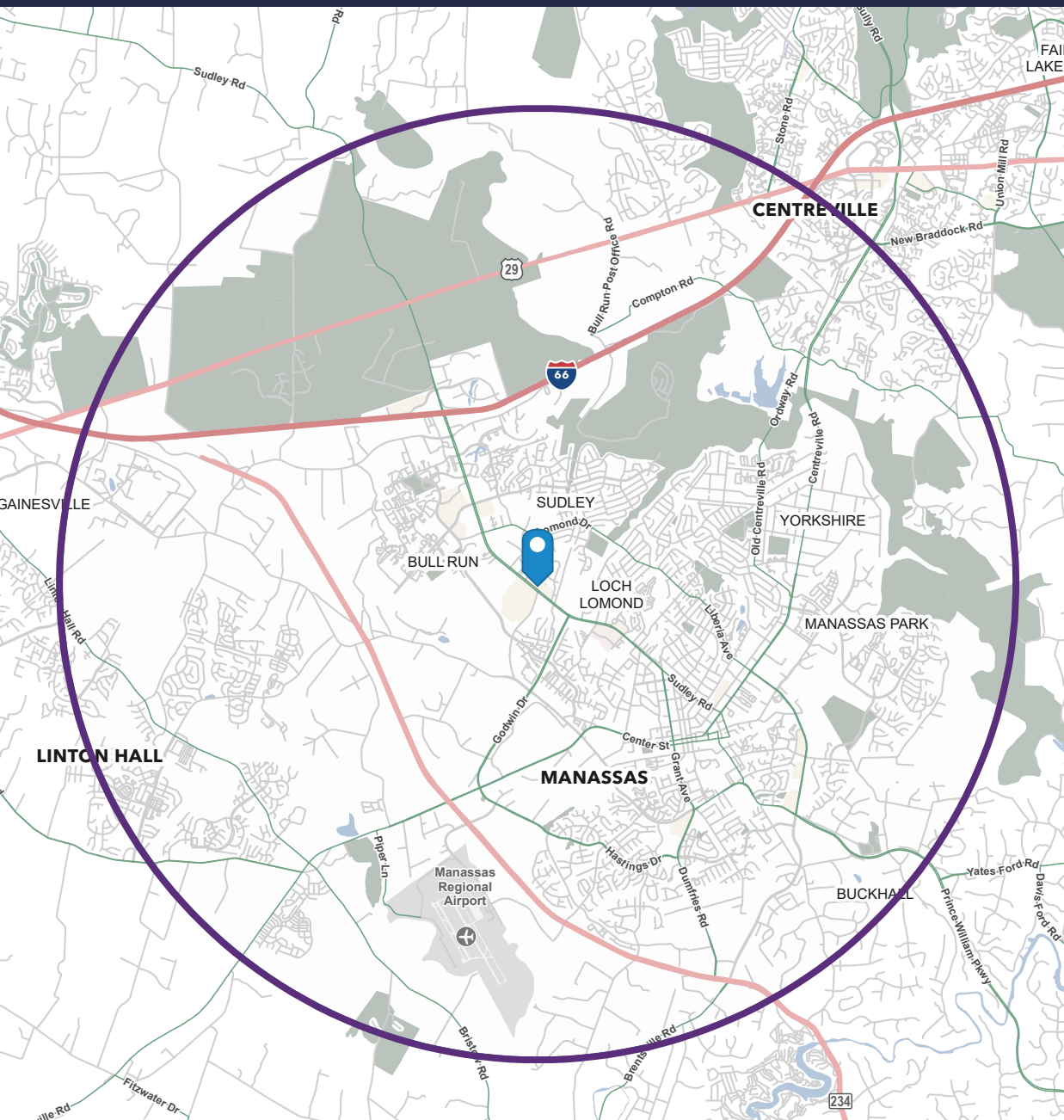
CONCEPTUAL FACADE RENOVATION



# DEMOGRAPHICS



**MANASSAS, VA**  
DEMOGRAPHIC PROFILE (2024)  
Manaport Plaza  
5 mile ring



## KEY FACTS

189,648

Population

35.0

Median Age

59,883

Households

## EDUCATION



22%

High School Diploma



26%

Bachelor's Degree



16%

Graduate/Professional Degree

## INCOME



\$113,848

Median Household Income

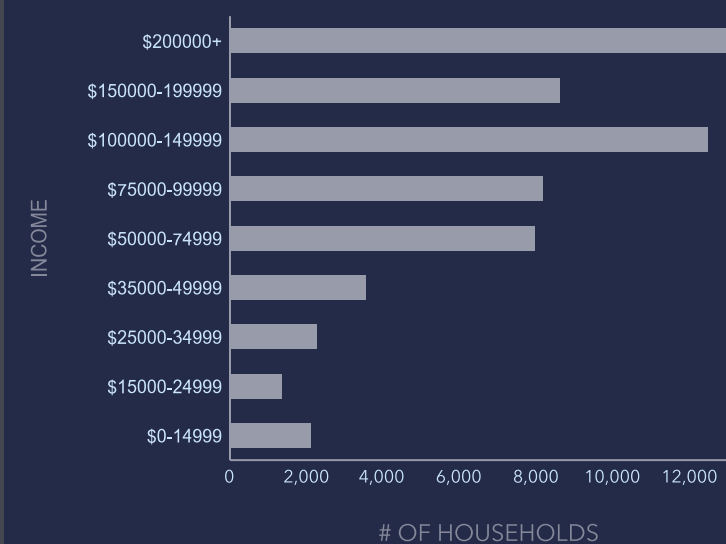


\$48,441

Per Capita Income

\$153,310

AVERAGE HH INCOME (\$)



## BUSINESS



6,400

Total Businesses



166,756

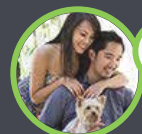
Daytime Population



376

Food Srv & Drinking Places

## TAPESTRY SEGMENTS



2D

**Entering Professionals**  
11,279 (18.8%) of households

Entering Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. Entering Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Over half hold a bachelor's degree or higher.
- Enjoy talking about and giving advice on technology.



1C

**Boomburbs**  
8,998 (15.0%) of households

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.



8C

**Bright Young Professionals**  
6,100 (10.2%) of households

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

- Concern about the environment, impacts their purchasing decisions.

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