

# Warrenton, Virginia: Retail Market



## OVERVIEW

Warrenton, which is the county seat of picturesque Fauquier County, is located 25 miles to the west of Fairfax, Virginia.

Residents of the local retail trade area have relatively high levels of disposable income. Consumers spend considerably higher than average on computers, financial products, household services, education, travel, communications equipment, among other specialized goods and services.

Primary commercial corridors/districts include Old Town Warrenton, Broadview Avenue/Lee Highway, Blackwell Road, and Walker Drive.

Warrenton's community and business leaders are committed to enhancing the local business climate. Toward that end, the community is investing in commercial gateways and pedestrian connectivity.

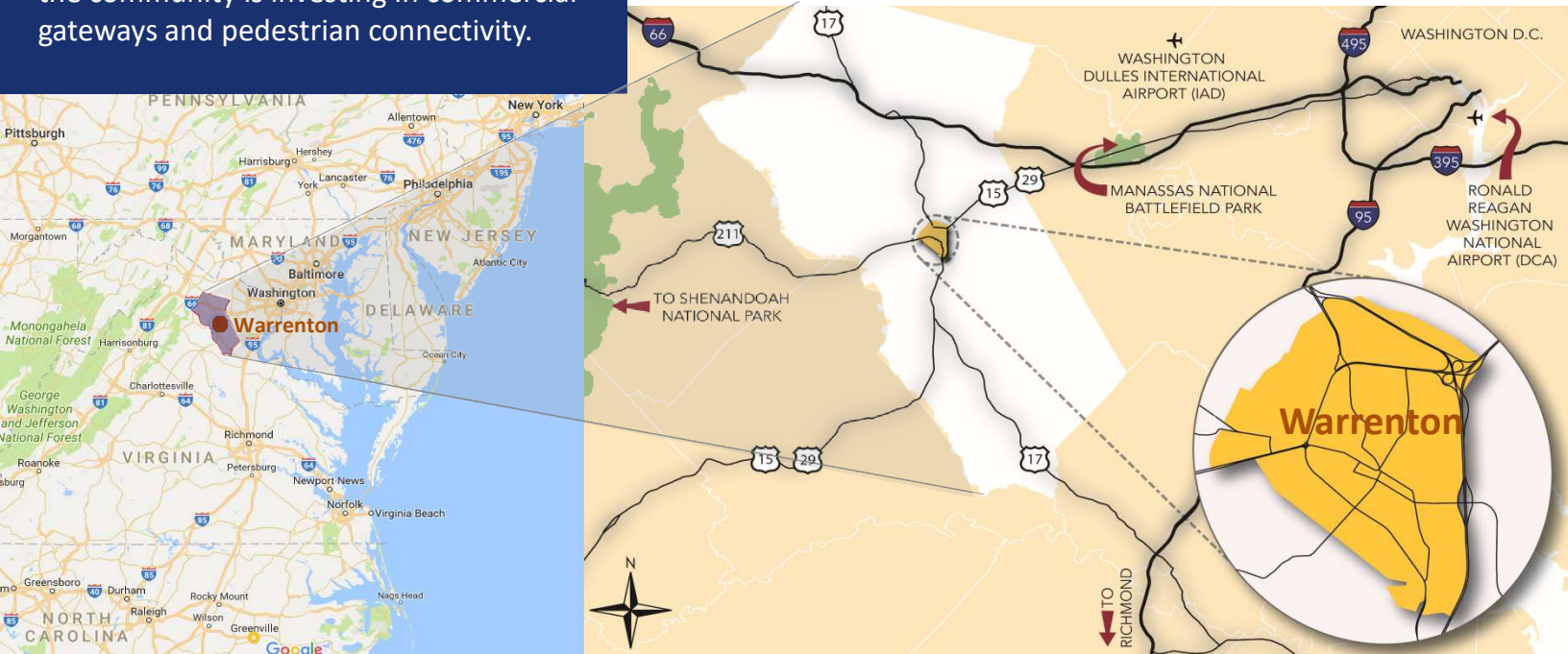
Population	2017 (est.)	2022 (proj.)
5-mile radius (from Main St.)	25,316	26,737
10-mile radius (from Main St.)	60,378	64,687
20-mile radius (from Main St.)	375,191	410,443

Households	5-mile	10-mile	20-mile
Ave household size	2.72	2.81	3.02
Owner occupied housing units	74.0%	79.0%	73.7%
Median household income	\$100,613	\$102,330	\$101,063
Media age	42.5	42.1	36.6

Income	5-mile	10-mile	20-mile
\$0-\$24,999	10.4%	8.5%	8.7%
\$25,000-\$49,999	11.9%	12.0%	12.5%
\$50,000-\$99,999	27.1%	27.8%	27.9%
\$100,000-\$199,999	36.8%	36.7%	36.7%
\$200,000+	13.7%	15.0%	14.1%

Race (ESRI Demographic Profile)	5-mile	10-mile	20-mile
White Alone	82.8%	82.7%	66.3%
Black Alone	8.9%	8.0%	11.0%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	2.4%	3.3%	9.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.3%	2.3%	8.2%
Two or More Races	3.1%	3.3%	4.7%
	[100.0%]	[100.0%]	[100.0%]
Hispanic Origin (Any Race)	7.0%	7.1%	19.0%

STATISTICS



**Contact:**  
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**Data sources:**  
ESRI Business Analyst, 2017  
(U.S. Census 2010, ESRI forecasts)