



Prince William County

Virginia • Southeast • County Intelligence Report

POPULATION
503K

HOME VALUE
\$530,100

INCOME
\$131,402

EXECUTIVE AI SUMMARY



AI GENERATED READOUT

County outlook

Overview: Prince William County, located in Northern Virginia, is a rapidly growing and diverse community known for its vibrant suburban neighborhoods, expansive parks, and strong economy. Its proximity to Washington, D.C., and affordable housing options attract a wide range of residents. The county boasts thriving industries in technology, defense, and healthcare, positioning it as a leading location for business growth and development in the region.

Prince William County, Virginia, offers a high quality of life with its diverse population, strong economy, and excellent educational institutions. The county's strategic location near Washington, D.C., combined with its affordable housing options, makes it an attractive destination for residents and businesses alike. Recent investments in infrastructure and a focus on economic development have further bolstered its growth and appeal. With a commitment to sustainability and community well-being, Prince William County continues to thrive as a dynamic and prosperous region.

Signal: Prince William County combines livability fundamentals, real estate stability, and regional economic access into a concise market profile.

KEY HIGHLIGHTS

- ✓ Home to six campuses of higher education, including George Mason University Science & Technology Campus and Northern Virginia Community College.
- ✓ The county secured over \$100 million in external funding for transportation and mobility projects in 2022.
- ✓ High schools rank among the top 9% in the nation according to Newsweek/Washington Post "Challenge Index".

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DESIGNED FOR EXECUTIVE SCANNING



POPULATION PROFILE

Demographics

+4.3% POPULATION CHANGE

POPULATION

503K

+4.3% YoY

MEDIAN INCOME

\$131,402

Household median

BACHELOR'S+

44.9%

Adults 25+

EMPLOYMENT

70%

Labor participation

MEDIAN AGE

36.3

years

POVERTY RATE

6.6%

share below poverty line

70

employment

Employment strength

Employed residents relative to working-age benchmark.

44.9

bachelor+

Education base

Bachelor's degree or higher as a share of adults.

Racial Diversity

share of population

White		60.2%
Black or African American		21.8%
Asian		11.5%
Two or More Races		5.2%
Other		1.3%



HOUSING AND OWNERSHIP

Real Estate Market

HOT MARKET

MEDIAN HOME VALUE

\$530,100

+5.2% YoY

MEDIAN RENT / MO

\$2,067

Monthly rent

HOMEOWNERSHIP

74.3%

Owner occupied

AVG PROPERTY TAX

\$2,714

annual

HOUSING UNITS

166K

Estimated total units

74.3

owners

Ownership base

Signal of community stability and resident tenure.

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SCHOOLS AND OUTCOMES

Education

90.1% GRADUATION

TOTAL SCHOOLS

90

Public and private

STUDENT:TEACHER

15:1

Classroom ratio

GRADUATION RATE

90.1%

High school completion

SPENDING / STUDENT

\$12,000

annual

90.1

grad rate

Outcome momentum

Graduation performance signals education pipeline health.

TOP RATED SCHOOLS	TYPE	RATING
Colgan High School	High	9/10
Buckland Mills Elementary School	Elementary	8/10
Gainesville Middle School	Middle	8/10



RISK AND TREND

Public Safety

BELOW AVERAGE

35

CRIME INDEX

LOWER = SAFER

VIOLENT CRIME

200

per 100K residents

PROPERTY CRIME

1500

per 100K residents

VS NATIONAL

below average

trend: decreasing



EMPLOYERS AND INDUSTRY MIX

Business & Economy

3.5% UNEMPLOYMENT

TOTAL BUSINESSES

9K

active establishments

UNEMPLOYMENT RATE

3.5%

labor market

Top Industries

	share of businesses
Defense and Aerospace	15%
Information Technology	12%
Healthcare	10%

Notable Employers

regional anchors

Lockheed Martin

Boeing

Sentara Northern Virginia Medical Center

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GOVERNANCE & LIFESTYLE

Local Insights

0.94% TAX RATE

PROPERTY TAX

Effective Rate	0.94%
Avg Annual Bill	\$4,999
Assessment	Annual

Prince William County's effective property tax rate is slightly above the Virginia state average, with median annual taxes of \$4,999 on a median home value of \$530,100.

COMMUTE & TRANSIT

Avg Commute	28 min
Public Transit	good
Road Quality	7/10

The county offers a mix of roadways and public transit options, resulting in an average commute time of 28 minutes.

HEALTHCARE ACCESS

Hospitals	3
Urgent Care	8
Ambulance	good
Mental Health	good

POLITICAL CLIMATE

Political Lean	Democratic
Leadership	Collaborative
Library Funding	Adequate

Prince William County exhibits a Democratic political lean with a collaborative leadership style and adequate library funding.

Natural Hazard Risk Profile

zoning & environmental exposure

FLOOD RISK

MODERATE

FIRE RISK

MODERATE

SEISMIC RISK

LOW

ZONING

MODERATE

CLIMATE & RISK

Environment

AQI: GOOD

AIR QUALITY INDEX

50

Good

WATER QUALITY

85/100

Generally good water quality with occasional advisories during heavy rainfall.

FLOOD RISK

moderate

FEMA classification

WILDFIRE RISK

low

Fire zone level

Climate Summary: Prince William County experiences a moderate climate with four distinct seasons. Winters are cold with occasional snowfall, while summers are warm and humid. The area is susceptible to occasional flooding and storms, particularly during the summer months.

ECONOMY & GROWTH

Economic Growth

+3.2% WAGE GROWTH

NEW BUSINESSES (12MO)

500

formations

WAGE GROWTH

+3.2%

year-over-year

GDP PER CAPITA

\$55,000

estimated

5YR BIZ SURVIVAL

80%

survival rate

INDUSTRY	GROWTH
Defense and Aerospace	+5.1%
Information Technology	+4.5%
Healthcare	+3.8%

Spending & Outlook

Consumer Spending Index

105 (nat avg=100)

The economic outlook for Prince William County remains positive, with continued growth in key industries and a supportive environment for new businesses. Investments in infrastructure and education are expected to further enhance the county's economic resilience and attractiveness.

CONNECTIVITY & SERVICES

Infrastructure

98% BROADBAND

AVG INTERNET SPEED

150 Mbps

download

EV CHARGING STATIONS

100

public

AIRPORTS WITHIN 50MI

3

commercial

ACTIVE PROJECTS

10

public investment

Quality Scores

out of 100

Road Quality		85/100
Public Transit		70/100
Digital Infrastructure		90/100
Utility Reliability		95/100

Infrastructure Summary:

Prince William County boasts robust infrastructure, including high broadband coverage and reliable utilities. Ongoing projects aim to enhance transportation and digital connectivity, supporting the county's growth and quality of life.

FUTURE & PROJECTS

Development Plans

RAPID GROWTH

Overview

Growth Outlook

Rapid

Active Permits

15

The county is experiencing rapid growth with several active development projects underway.

PROJECT	TYPE	TIMELINE
Potomac Shores Development	Mixed-use residential and commercial	2026-2030
Route 28 Corridor Improvement	Transportation infrastructure	2026-2028

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