

# Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	14,736	141,660	360,668
2020 Total Population	16,132	158,767	397,165
2020 Group Quarters	107	892	3,545
2022 Total Population	16,459	160,607	403,513
2022 Group Quarters	107	892	3,546
2027 Total Population	17,145	161,215	402,321
2022-2027 Annual Rate	0.82%	0.08%	-0.06%
2022 Total Daytime Population	13,750	193,799	459,899
Workers	6,489	122,466	277,478
Residents	7,261	71,333	182,421
<b>Household Summary</b>			
2010 Households	5,766	54,279	138,854
2010 Average Household Size	2.55	2.60	2.58
2020 Total Households	5,906	59,965	150,403
2020 Average Household Size	2.71	2.63	2.62
2022 Households	5,941	60,393	152,740
2022 Average Household Size	2.75	2.64	2.62
2027 Households	6,171	60,855	152,965
2027 Average Household Size	2.76	2.63	2.61
2022-2027 Annual Rate	0.76%	0.15%	0.03%
2010 Families	3,739	35,371	87,332
2010 Average Family Size	3.12	3.14	3.15
2022 Families	3,818	37,937	92,757
2022 Average Family Size	3.39	3.25	3.24
2027 Families	3,947	37,843	92,239
2027 Average Family Size	3.41	3.25	3.23
2022-2027 Annual Rate	0.67%	-0.05%	-0.11%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,582	51,364	132,499
Owner Occupied Housing Units	67.5%	63.3%	61.1%
Renter Occupied Housing Units	30.2%	34.0%	35.7%
Vacant Housing Units	2.3%	2.7%	3.2%
2010 Housing Units	6,052	57,044	146,002
Owner Occupied Housing Units	67.6%	61.5%	59.3%
Renter Occupied Housing Units	27.7%	33.6%	35.9%
Vacant Housing Units	4.7%	4.8%	4.9%
2020 Housing Units	6,119	62,814	159,113
Vacant Housing Units	3.5%	4.5%	5.5%
2022 Housing Units	6,320	63,620	162,661
Owner Occupied Housing Units	66.2%	56.8%	55.1%
Renter Occupied Housing Units	27.8%	38.1%	38.8%
Vacant Housing Units	6.0%	5.1%	6.1%
2027 Housing Units	6,649	64,763	165,393
Owner Occupied Housing Units	62.5%	56.0%	54.6%
Renter Occupied Housing Units	30.4%	38.0%	37.9%
Vacant Housing Units	7.2%	6.0%	7.5%
<b>Median Household Income</b>			
2022	\$167,787	\$151,491	\$143,661
2027	\$185,262	\$167,002	\$162,591
<b>Median Home Value</b>			
2022	\$789,946	\$776,385	\$777,578
2027	\$830,636	\$819,036	\$822,568
<b>Per Capita Income</b>			
2022	\$83,383	\$78,151	\$77,372
2027	\$93,473	\$89,015	\$87,928
<b>Median Age</b>			
2010	39.4	37.3	37.3
2022	40.5	39.0	39.0
2027	41.6	40.2	40.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri, Esri-Data Axle, Esri-U.S. BLS, U.S. Census

## Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	5,941	60,393	152,740
<\$15,000	2.1%	3.1%	4.3%
\$15,000 - \$24,999	2.0%	2.3%	2.8%
\$25,000 - \$34,999	2.1%	2.7%	3.3%
\$35,000 - \$49,999	3.0%	5.5%	5.5%
\$50,000 - \$74,999	7.8%	8.5%	9.3%
\$75,000 - \$99,999	8.0%	9.5%	9.3%
\$100,000 - \$149,999	17.5%	17.7%	16.9%
\$150,000 - \$199,999	17.4%	16.7%	15.0%
\$200,000+	40.1%	34.0%	33.4%
Average Household Income	\$228,999	\$208,362	\$204,479
<b>2027 Households by Income</b>			
Household Income Base	6,171	60,855	152,965
<\$15,000	1.4%	2.1%	3.0%
\$15,000 - \$24,999	1.5%	1.6%	2.1%
\$25,000 - \$34,999	1.6%	2.1%	2.7%
\$35,000 - \$49,999	2.4%	4.1%	4.4%
\$50,000 - \$74,999	5.8%	6.8%	7.7%
\$75,000 - \$99,999	7.4%	8.7%	8.3%
\$100,000 - \$149,999	15.4%	16.6%	16.1%
\$150,000 - \$199,999	19.2%	19.2%	17.7%
\$200,000+	45.5%	38.9%	38.0%
Average Household Income	\$257,567	\$236,378	\$231,367
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	4,181	36,150	89,622
<\$50,000	0.0%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.2%	0.2%	0.4%
\$150,000 - \$199,999	0.4%	0.4%	1.0%
\$200,000 - \$249,999	1.3%	1.0%	1.3%
\$250,000 - \$299,999	0.6%	0.9%	0.9%
\$300,000 - \$399,999	1.5%	3.2%	3.5%
\$400,000 - \$499,999	5.5%	8.6%	9.3%
\$500,000 - \$749,999	34.4%	32.0%	29.9%
\$750,000 - \$999,999	37.6%	34.5%	31.5%
\$1,000,000 - \$1,499,999	14.9%	12.9%	14.3%
\$1,500,000 - \$1,999,999	3.1%	4.6%	4.9%
\$2,000,000 +	0.4%	1.7%	2.8%
Average Home Value	\$829,303	\$836,461	\$851,618
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	4,153	36,276	90,317
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.0%	0.4%
\$200,000 - \$249,999	0.4%	0.5%	0.6%
\$250,000 - \$299,999	0.2%	0.4%	0.5%
\$300,000 - \$399,999	0.7%	1.7%	2.0%
\$400,000 - \$499,999	3.4%	6.1%	7.1%
\$500,000 - \$749,999	31.5%	30.5%	28.9%
\$750,000 - \$999,999	42.4%	39.0%	35.9%
\$1,000,000 - \$1,499,999	17.4%	14.7%	16.1%
\$1,500,000 - \$1,999,999	3.5%	5.3%	5.7%
\$2,000,000 +	0.4%	1.7%	2.8%
Average Home Value	\$874,374	\$883,300	\$900,409

Source: Esri, Esri-Data Axle, Esri-U.S. BLS, U.S. Census

## Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

1 mile

3 miles

5 miles

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

## Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	14,736	141,662	360,669
0 - 4	6.6%	7.2%	6.7%
5 - 9	6.5%	6.6%	6.3%
10 - 14	6.6%	5.9%	5.7%
15 - 24	10.2%	10.2%	11.0%
25 - 34	13.9%	16.5%	16.9%
35 - 44	15.2%	15.9%	15.1%
45 - 54	16.4%	15.0%	14.7%
55 - 64	13.1%	11.9%	12.0%
65 - 74	6.5%	6.0%	6.3%
75 - 84	3.4%	3.3%	3.5%
85 +	1.8%	1.6%	1.8%
18 +	76.4%	76.9%	77.9%
<b>2022 Population by Age</b>			
Total	16,460	160,607	403,512
0 - 4	5.5%	5.8%	5.5%
5 - 9	6.1%	6.3%	5.9%
10 - 14	7.0%	6.9%	6.5%
15 - 24	11.1%	10.7%	10.7%
25 - 34	11.8%	13.7%	14.8%
35 - 44	14.4%	15.5%	14.9%
45 - 54	13.5%	13.2%	12.8%
55 - 64	13.7%	12.4%	12.5%
65 - 74	10.3%	9.3%	9.6%
75 - 84	4.8%	4.5%	4.8%
85 +	1.8%	1.7%	1.9%
18 +	77.3%	77.4%	78.5%
<b>2027 Population by Age</b>			
Total	17,145	161,218	402,321
0 - 4	5.5%	5.8%	5.5%
5 - 9	6.2%	6.0%	5.8%
10 - 14	6.2%	6.1%	5.8%
15 - 24	10.1%	10.7%	10.8%
25 - 34	13.1%	13.7%	14.2%
35 - 44	14.3%	15.5%	15.5%
45 - 54	12.9%	13.2%	12.7%
55 - 64	12.7%	11.8%	11.7%
65 - 74	10.9%	9.6%	9.9%
75 - 84	6.2%	5.6%	6.0%
85 +	2.0%	1.9%	2.1%
18 +	78.4%	78.4%	79.4%
<b>2010 Population by Sex</b>			
Males	7,157	70,097	179,110
Females	7,579	71,563	181,558
<b>2022 Population by Sex</b>			
Males	8,067	79,992	201,535
Females	8,393	80,615	201,978
<b>2027 Population by Sex</b>			
Males	8,432	80,348	200,968
Females	8,713	80,866	201,353

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	14,736	141,659	360,669
White Alone	78.0%	68.1%	67.1%
Black Alone	3.2%	3.9%	5.4%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	12.2%	17.1%	16.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	6.6%	7.1%
Two or More Races	3.7%	3.9%	3.9%
Hispanic Origin	9.7%	16.3%	17.7%
Diversity Index	48.3	63.7	65.6
<b>2020 Population by Race/Ethnicity</b>			
Total	16,132	158,767	397,165
White Alone	64.9%	56.0%	54.5%
Black Alone	3.2%	4.2%	5.7%
American Indian Alone	0.4%	0.6%	0.8%
Asian Alone	15.4%	19.7%	18.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	8.1%	9.1%
Two or More Races	12.0%	11.4%	11.3%
Hispanic Origin	11.2%	16.7%	18.1%
Diversity Index	63.0	73.1	75.0
<b>2022 Population by Race/Ethnicity</b>			
Total	16,458	160,607	403,513
White Alone	64.5%	55.4%	53.9%
Black Alone	3.2%	4.2%	5.8%
American Indian Alone	0.4%	0.7%	0.8%
Asian Alone	15.4%	20.0%	18.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	8.1%	9.1%
Two or More Races	12.3%	11.7%	11.5%
Hispanic Origin	11.2%	16.7%	18.0%
Diversity Index	63.3	73.4	75.3
<b>2027 Population by Race/Ethnicity</b>			
Total	17,145	161,214	402,320
White Alone	63.0%	53.4%	52.1%
Black Alone	3.2%	4.3%	5.8%
American Indian Alone	0.4%	0.7%	0.9%
Asian Alone	15.7%	20.8%	19.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.4%	8.4%	9.4%
Two or More Races	13.2%	12.3%	12.1%
Hispanic Origin	11.4%	16.9%	18.2%
Diversity Index	64.7	74.6	76.3
<b>2010 Population by Relationship and Household Type</b>			
Total	14,736	141,660	360,668
In Households	99.6%	99.7%	99.3%
In Family Households	81.1%	81.4%	79.2%
Householder	25.6%	24.9%	24.2%
Spouse	21.2%	20.4%	19.6%
Child	29.0%	28.3%	27.2%
Other relative	3.4%	4.9%	5.2%
Nonrelative	1.8%	2.9%	3.1%
In Nonfamily Households	18.5%	18.3%	20.1%
In Group Quarters	0.4%	0.3%	0.7%
Institutionalized Population	0.1%	0.2%	0.3%
Noninstitutionalized Population	0.3%	0.1%	0.4%



# Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

1 mile                      3 miles                      5 miles

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

	1 mile	3 miles	5 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	11,571	113,065	287,972
Less than 9th Grade	0.6%	3.0%	4.1%
9th - 12th Grade, No Diploma	0.6%	2.7%	2.8%
High School Graduate	7.8%	8.5%	8.9%
GED/Alternative Credential	0.5%	1.0%	1.0%
Some College, No Degree	8.0%	8.4%	8.4%
Associate Degree	4.5%	4.8%	4.6%
Bachelor's Degree	33.2%	32.6%	32.0%
Graduate/Professional Degree	44.8%	38.9%	38.1%
<b>2022 Population 15+ by Marital Status</b>			
Total	13,395	130,244	331,342
Never Married	33.2%	33.0%	35.2%
Married	56.7%	55.9%	53.6%
Widowed	3.9%	4.1%	4.2%
Divorced	6.2%	7.0%	7.0%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,524	92,154	228,205
Population 16+ Employed	97.3%	97.4%	97.4%
Population 16+ Unemployment rate	2.7%	2.6%	2.6%
Population 16-24 Employed	9.8%	9.7%	9.9%
Population 16-24 Unemployment rate	7.6%	7.3%	7.0%
Population 25-54 Employed	61.7%	65.6%	65.8%
Population 25-54 Unemployment rate	1.5%	2.0%	2.0%
Population 55-64 Employed	19.6%	17.1%	16.8%
Population 55-64 Unemployment rate	1.3%	2.0%	2.4%
Population 65+ Employed	8.9%	7.6%	7.5%
Population 65+ Unemployment rate	7.6%	3.3%	2.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	9,271	89,729	222,319
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.4%	5.0%	5.9%
Manufacturing	3.7%	2.5%	2.4%
Wholesale Trade	0.4%	0.9%	0.9%
Retail Trade	6.0%	5.7%	5.4%
Transportation/Utilities	2.9%	2.1%	2.5%
Information	2.2%	2.3%	2.3%
Finance/Insurance/Real Estate	7.1%	8.1%	7.5%
Services	57.6%	60.0%	60.4%
Public Administration	16.7%	13.4%	12.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	9,268	89,730	222,319
White Collar	86.8%	81.1%	79.5%
Management/Business/Financial	32.2%	29.5%	29.9%
Professional	41.8%	37.9%	36.7%
Sales	6.2%	6.5%	6.2%
Administrative Support	6.7%	7.2%	6.6%
Services	7.2%	10.5%	11.4%
Blue Collar	5.9%	8.4%	9.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.4%	3.1%	3.8%
Installation/Maintenance/Repair	0.2%	1.0%	1.2%
Production	1.8%	1.5%	1.3%
Transportation/Material Moving	2.5%	2.8%	2.9%

## Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	5,766	54,279	138,854
Households with 1 Person	27.1%	26.2%	27.4%
Households with 2+ People	72.9%	73.8%	72.6%
Family Households	64.8%	65.2%	62.9%
Husband-wife Families	53.7%	53.2%	50.9%
With Related Children	27.3%	27.1%	25.1%
Other Family (No Spouse Present)	11.2%	11.9%	12.0%
Other Family with Male Householder	2.9%	3.8%	3.9%
With Related Children	1.2%	1.7%	1.7%
Other Family with Female Householder	8.2%	8.2%	8.2%
With Related Children	4.8%	4.6%	4.6%
Nonfamily Households	8.0%	8.6%	9.7%
All Households with Children	33.5%	33.7%	31.7%
Multigenerational Households	2.5%	2.9%	2.9%
Unmarried Partner Households	4.2%	4.5%	4.7%
Male-female	3.3%	3.7%	3.8%
Same-sex	0.9%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	5,767	54,279	138,853
1 Person Household	27.1%	26.2%	27.4%
2 Person Household	31.6%	31.2%	31.4%
3 Person Household	17.0%	16.8%	16.0%
4 Person Household	15.6%	15.3%	14.6%
5 Person Household	6.1%	6.2%	6.2%
6 Person Household	2.0%	2.4%	2.5%
7 + Person Household	0.8%	1.8%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,766	54,279	138,856
Owner Occupied	71.0%	64.7%	62.3%
Owned with a Mortgage/Loan	57.3%	51.7%	49.3%
Owned Free and Clear	13.6%	12.9%	13.0%
Renter Occupied	29.0%	35.3%	37.7%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	93	87	83
Percent of Income for Mortgage	24.8%	27.0%	28.5%
Wealth Index	270	223	220
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,052	57,044	146,002
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,736	141,660	360,668
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%



**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

# Community Profile

Birch & Broad  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.89488  
Longitude: -77.18867

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Enterprising Professionals (2D)	Urban Chic (2A)
3.	Enterprising Professionals (2D)	Urban Chic (2A)	Metro Renters (3B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$29,906,490	\$283,418,186	\$708,879,137
Average Spent	\$5,033.92	\$4,692.90	\$4,641.08
Spending Potential Index	209	195	193
Education: Total \$	\$29,821,819	\$274,614,015	\$678,180,403
Average Spent	\$5,019.66	\$4,547.12	\$4,440.10
Spending Potential Index	256	232	226
Entertainment/Recreation: Total \$	\$45,142,292	\$417,055,506	\$1,035,510,703
Average Spent	\$7,598.43	\$6,905.69	\$6,779.56
Spending Potential Index	207	188	185
Food at Home: Total \$	\$73,569,085	\$694,119,043	\$1,738,098,680
Average Spent	\$12,383.28	\$11,493.37	\$11,379.46
Spending Potential Index	200	186	184
Food Away from Home: Total \$	\$53,614,724	\$506,284,956	\$1,269,475,242
Average Spent	\$9,024.53	\$8,383.17	\$8,311.35
Spending Potential Index	209	194	193
Health Care: Total \$	\$80,525,994	\$743,237,175	\$1,844,450,892
Average Spent	\$13,554.28	\$12,306.68	\$12,075.76
Spending Potential Index	191	174	170
HH Furnishings & Equipment: Total \$	\$31,921,042	\$294,830,954	\$729,844,673
Average Spent	\$5,373.01	\$4,881.87	\$4,778.35
Spending Potential Index	210	191	187
Personal Care Products & Services: Total \$	\$12,633,372	\$118,354,891	\$295,198,211
Average Spent	\$2,126.47	\$1,959.75	\$1,932.68
Spending Potential Index	209	192	190
Shelter: Total \$	\$303,675,193	\$2,832,301,422	\$7,091,563,755
Average Spent	\$51,115.16	\$46,897.84	\$46,428.99
Spending Potential Index	223	205	203
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$33,062,919	\$294,460,445	\$727,660,910
Average Spent	\$5,565.21	\$4,875.74	\$4,764.05
Spending Potential Index	205	180	175
Travel: Total \$	\$39,123,129	\$355,478,518	\$875,600,952
Average Spent	\$6,585.28	\$5,886.09	\$5,732.62
Spending Potential Index	229	205	200
Vehicle Maintenance & Repairs: Total \$	\$14,175,063	\$132,278,474	\$330,437,794
Average Spent	\$2,385.97	\$2,190.29	\$2,163.40
Spending Potential Index	189	174	172

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.