

7770 Richmond Highway  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.74713  
Longitude: -77.08514

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	23,849	101,853	234,175
2020 Total Population	24,441	108,123	253,705
2020 Group Quarters	146	956	1,952
2024 Total Population	24,215	107,182	254,274
2024 Group Quarters	147	959	1,950
2029 Total Population	24,196	108,296	257,423
2024-2029 Annual Rate	-0.02%	0.21%	0.25%
2024 Total Daytime Population	18,890	78,167	246,477
Workers	7,276	30,287	144,358
Residents	11,614	47,880	102,119
<b>Household Summary</b>			
2010 Households	8,364	37,150	95,082
2010 Average Household Size	2.84	2.73	2.45
2020 Total Households	8,218	38,096	101,572
2020 Average Household Size	2.96	2.81	2.48
2024 Households	8,134	37,918	102,184
2024 Average Household Size	2.96	2.80	2.47
2029 Households	8,094	38,185	103,949
2029 Average Household Size	2.97	2.81	2.46
2024-2029 Annual Rate	-0.10%	0.14%	0.34%
2010 Families	5,568	25,545	57,956
2010 Average Family Size	3.43	3.25	3.10
2024 Families	5,529	26,243	61,543
2024 Average Family Size	3.60	3.40	3.21
2029 Families	5,492	26,329	61,999
2029 Average Family Size	3.61	3.42	3.21
2024-2029 Annual Rate	-0.13%	0.07%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,997	36,386	89,298
Owner Occupied Housing Units	44.6%	64.3%	60.1%
Renter Occupied Housing Units	52.4%	33.2%	36.9%
Vacant Housing Units	3.0%	2.6%	3.0%
2010 Housing Units	8,829	39,112	100,641
Owner Occupied Housing Units	41.8%	62.3%	58.1%
Renter Occupied Housing Units	52.9%	32.6%	36.3%
Vacant Housing Units	5.3%	5.0%	5.5%
2020 Housing Units	8,619	39,662	106,774
Owner Occupied Housing Units	43.0%	61.3%	56.0%
Renter Occupied Housing Units	52.3%	34.8%	39.2%
Vacant Housing Units	4.5%	3.9%	4.9%
2024 Housing Units	8,616	40,388	109,179
Owner Occupied Housing Units	45.3%	61.3%	56.2%
Renter Occupied Housing Units	49.1%	32.6%	37.4%
Vacant Housing Units	5.6%	6.1%	6.4%
2029 Housing Units	8,634	40,726	111,638
Owner Occupied Housing Units	46.1%	61.3%	55.9%
Renter Occupied Housing Units	47.6%	32.5%	37.3%
Vacant Housing Units	6.3%	6.2%	6.9%

**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 forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2024 Households by Income</b>			
Household Income Base	8,134	37,918	102,183
<\$15,000	9.9%	4.8%	4.1%
\$15,000 - \$24,999	7.8%	3.4%	2.9%
\$25,000 - \$34,999	6.6%	3.8%	3.3%
\$35,000 - \$49,999	12.1%	6.4%	4.9%
\$50,000 - \$74,999	14.0%	10.9%	9.9%
\$75,000 - \$99,999	12.2%	11.4%	11.2%
\$100,000 - \$149,999	14.7%	17.3%	19.2%
\$150,000 - \$199,999	7.5%	12.7%	14.4%
\$200,000+	15.3%	29.3%	30.0%
Average Household Income	\$115,780	\$180,316	\$184,079
<b>2029 Households by Income</b>			
Household Income Base	8,094	38,185	103,948
<\$15,000	8.2%	4.1%	3.5%
\$15,000 - \$24,999	6.0%	2.5%	2.2%
\$25,000 - \$34,999	5.1%	3.0%	2.6%
\$35,000 - \$49,999	10.4%	5.3%	4.0%
\$50,000 - \$74,999	13.5%	9.3%	8.5%
\$75,000 - \$99,999	12.7%	10.3%	9.7%
\$100,000 - \$149,999	16.3%	17.4%	19.1%
\$150,000 - \$199,999	8.8%	14.1%	15.9%
\$200,000+	19.1%	34.0%	34.7%
Average Household Income	\$136,732	\$204,772	\$208,544
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,901	24,746	61,269
<\$50,000	8.3%	1.5%	1.0%
\$50,000 - \$99,999	8.9%	1.5%	0.6%
\$100,000 - \$149,999	0.9%	0.2%	0.2%
\$150,000 - \$199,999	4.9%	1.5%	1.0%
\$200,000 - \$249,999	7.1%	2.2%	1.2%
\$250,000 - \$299,999	4.0%	2.2%	1.9%
\$300,000 - \$399,999	3.3%	4.6%	6.2%
\$400,000 - \$499,999	5.5%	7.1%	9.9%
\$500,000 - \$749,999	24.3%	33.5%	33.0%
\$750,000 - \$999,999	24.1%	28.6%	25.5%
\$1,000,000 - \$1,499,999	6.4%	12.0%	13.0%
\$1,500,000 - \$1,999,999	1.6%	3.3%	3.6%
\$2,000,000 +	0.9%	1.8%	2.8%
Average Home Value	\$571,931	\$770,874	\$795,803
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	3,984	24,957	62,307
<\$50,000	7.8%	1.3%	0.6%
\$50,000 - \$99,999	2.3%	0.4%	0.2%
\$100,000 - \$149,999	0.1%	0.0%	0.0%
\$150,000 - \$199,999	1.8%	0.4%	0.3%
\$200,000 - \$249,999	6.5%	1.5%	0.7%
\$250,000 - \$299,999	3.0%	1.7%	1.2%
\$300,000 - \$399,999	1.4%	2.5%	3.3%
\$400,000 - \$499,999	5.8%	4.6%	6.6%
\$500,000 - \$749,999	24.6%	27.6%	28.7%
\$750,000 - \$999,999	30.1%	32.8%	29.8%
\$1,000,000 - \$1,499,999	11.0%	18.7%	19.2%
\$1,500,000 - \$1,999,999	3.9%	5.4%	5.5%
\$2,000,000 +	1.6%	3.2%	3.8%
Average Home Value	\$720,169	\$897,794	\$909,866

**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.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$74,026	\$122,380	\$131,215
2029	\$86,866	\$142,783	\$151,243
<b>Median Home Value</b>			
2024	\$574,710	\$717,874	\$711,375
2029	\$715,724	\$826,633	\$819,912
<b>Per Capita Income</b>			
2024	\$39,657	\$64,017	\$74,055
2029	\$46,605	\$72,453	\$84,312
<b>Median Age</b>			
2010	32.4	37.3	37.4
2020	34.1	37.8	38.2
2024	35.4	38.7	39.0
2029	35.9	39.9	40.4
<b>2020 Population by Age</b>			
Total	24,441	108,123	253,705
0 - 4	7.6%	6.9%	6.4%
5 - 9	8.1%	7.2%	6.2%
10 - 14	8.2%	7.2%	5.9%
15 - 24	13.6%	11.7%	10.4%
25 - 34	13.7%	12.7%	15.5%
35 - 44	15.2%	15.1%	16.0%
45 - 54	13.0%	13.6%	13.5%
55 - 64	10.5%	12.6%	12.5%
65 - 74	6.3%	7.9%	8.4%
75 - 84	2.8%	3.7%	3.8%
85 +	1.0%	1.5%	1.4%
18 +	71.4%	74.6%	78.1%
<b>2024 Population by Age</b>			
Total	24,215	107,182	254,275
0 - 4	7.4%	6.7%	6.1%
5 - 9	7.5%	7.3%	6.5%
10 - 14	7.6%	6.8%	5.6%
15 - 24	14.3%	11.9%	10.4%
25 - 34	12.6%	11.8%	14.7%
35 - 44	15.1%	15.7%	16.8%
45 - 54	13.4%	13.6%	13.3%
55 - 64	10.9%	12.1%	11.9%
65 - 74	6.8%	8.5%	8.7%
75 - 84	3.2%	4.2%	4.6%
85 +	1.1%	1.6%	1.5%
18 +	72.7%	75.4%	78.7%
<b>2029 Population by Age</b>			
Total	24,197	108,298	257,424
0 - 4	7.1%	6.3%	5.7%
5 - 9	7.0%	6.7%	6.0%
10 - 14	7.1%	7.1%	6.2%
15 - 24	14.6%	11.9%	10.3%
25 - 34	13.0%	11.6%	13.3%
35 - 44	13.3%	14.0%	15.8%
45 - 54	13.7%	14.3%	14.2%
55 - 64	11.0%	11.6%	11.6%
65 - 74	7.8%	9.4%	9.5%
75 - 84	4.2%	5.4%	5.7%
85 +	1.2%	1.8%	1.7%
18 +	74.2%	76.0%	78.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024

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<b>2020 Population by Sex</b>			
Males	11,710	52,735	122,626
Females	12,731	55,388	131,079
<b>2024 Population by Sex</b>			
Males	11,760	53,153	125,163
Females	12,455	54,029	129,111
<b>2029 Population by Sex</b>			
Males	11,689	53,410	126,134
Females	12,507	54,886	131,289
<b>2010 Population by Race/Ethnicity</b>			
Total	23,849	101,853	234,175
White Alone	36.9%	58.3%	58.4%
Black Alone	32.2%	19.4%	22.0%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	7.8%	7.2%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.7%	10.5%	6.9%
Two or More Races	4.7%	4.1%	3.9%
Hispanic Origin	33.8%	22.9%	16.3%
Diversity Index	84.6	74.5	70.8
<b>2020 Population by Race/Ethnicity</b>			
Total	24,441	108,123	253,705
White Alone	24.0%	46.7%	48.3%
Black Alone	28.3%	17.7%	20.8%
American Indian Alone	1.1%	0.7%	0.6%
Asian Alone	8.6%	7.8%	9.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	24.7%	14.9%	9.8%
Two or More Races	13.3%	12.0%	11.3%
Hispanic Origin	40.1%	26.2%	19.2%
Diversity Index	88.4	82.1	78.8
<b>2024 Population by Race/Ethnicity</b>			
Total	24,215	107,181	254,275
White Alone	22.7%	44.9%	46.6%
Black Alone	28.2%	17.9%	21.1%
American Indian Alone	1.2%	0.8%	0.6%
Asian Alone	8.8%	8.1%	9.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	25.4%	15.7%	10.3%
Two or More Races	13.7%	12.6%	12.0%
Hispanic Origin	40.9%	27.4%	20.1%
Diversity Index	88.5	83.1	80.0
<b>2029 Population by Race/Ethnicity</b>			
Total	24,196	108,296	257,422
White Alone	21.7%	43.1%	44.7%
Black Alone	27.6%	17.8%	21.2%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	9.3%	8.6%	10.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	26.1%	16.5%	10.8%
Two or More Races	14.0%	13.2%	12.6%
Hispanic Origin	42.0%	28.7%	21.1%
Diversity Index	88.7	84.1	81.2

**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.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	24,441	108,123	253,705
In Households	99.4%	99.1%	99.2%
Householder	33.7%	35.4%	40.0%
Opposite-Sex Spouse	14.0%	18.2%	18.4%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	1.9%	1.6%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	33.3%	30.3%	26.3%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.0%	0.8%	0.7%
Grandchild	2.0%	1.8%	1.5%
Brother or Sister	2.3%	1.7%	1.5%
Parent	2.1%	1.6%	1.5%
Parent-in-law	0.3%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	3.2%	2.2%	1.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.3%	3.9%	3.7%
In Group Quarters	0.6%	0.9%	0.8%
Institutionalized	0.3%	0.5%	0.4%
Noninstitutionalized	0.3%	0.4%	0.3%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	15,296	72,211	181,642
Less than 9th Grade	9.1%	4.9%	2.9%
9th - 12th Grade, No Diploma	7.3%	3.7%	2.6%
High School Graduate	22.8%	16.1%	12.5%
GED/Alternative Credential	2.9%	1.8%	1.5%
Some College, No Degree	15.2%	12.3%	11.6%
Associate Degree	6.3%	6.4%	6.3%
Bachelor's Degree	20.2%	28.3%	30.6%
Graduate/Professional Degree	16.2%	26.5%	32.0%
<b>2024 Population 15+ by Marital Status</b>			
Total	18,766	85,001	208,055
Never Married	35.7%	31.0%	33.1%
Married	55.0%	57.5%	54.1%
Widowed	3.4%	4.1%	4.1%
Divorced	5.9%	7.5%	8.7%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	13,222	60,612	151,615
Population 16+ Employed	95.5%	96.6%	97.3%
Population 16+ Unemployment rate	4.5%	3.4%	2.7%
Population 16-24 Employed	13.5%	11.0%	9.6%
Population 16-24 Unemployment rate	8.1%	9.0%	8.2%
Population 25-54 Employed	66.3%	64.4%	66.6%
Population 25-54 Unemployment rate	3.0%	2.5%	2.0%
Population 55-64 Employed	15.0%	16.8%	16.0%
Population 55-64 Unemployment rate	4.2%	2.7%	2.3%
Population 65+ Employed	5.2%	7.7%	7.8%
Population 65+ Unemployment rate	13.3%	3.6%	2.9%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	12,631	58,560	147,450
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	13.3%	7.7%	5.5%
Manufacturing	1.9%	2.7%	2.3%
Wholesale Trade	1.0%	1.2%	1.0%
Retail Trade	10.9%	7.4%	6.5%
Transportation/Utilities	5.6%	3.8%	4.0%
Information	1.4%	2.1%	2.2%
Finance/Insurance/Real Estate	6.6%	6.1%	6.0%
Services	50.0%	54.5%	54.0%
Public Administration	9.0%	14.4%	18.3%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	12,632	58,561	147,450
White Collar	47.7%	66.5%	75.1%
Management/Business/Financial	14.6%	22.9%	26.8%
Professional	16.2%	29.1%	35.0%
Sales	6.7%	6.9%	6.2%
Administrative Support	10.1%	7.6%	7.2%
Services	29.7%	19.6%	14.4%
Blue Collar	22.6%	13.9%	10.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	10.7%	5.8%	3.9%
Installation/Maintenance/Repair	2.0%	2.0%	1.5%
Production	2.2%	1.7%	1.1%
Transportation/Material Moving	7.7%	4.3%	4.0%
<b>2020 Households by Type</b>			
Total	8,218	38,096	101,572
Married Couple Households	42.0%	52.3%	46.8%
With Own Children <18	23.0%	25.1%	20.4%
Without Own Children <18	19.1%	27.2%	26.4%
Cohabiting Couple Households	5.8%	4.9%	5.5%
With Own Children <18	2.9%	1.7%	1.2%
Without Own Children <18	2.9%	3.2%	4.3%
Male Householder, No Spouse/Partner	18.3%	16.2%	18.6%
Living Alone	10.7%	10.3%	13.1%
65 Years and over	2.3%	2.8%	2.8%
With Own Children <18	2.2%	1.6%	1.3%
Without Own Children <18, With Relatives	3.6%	2.7%	2.4%
No Relatives Present	1.9%	1.6%	1.7%
Female Householder, No Spouse/Partner	33.8%	26.6%	29.0%
Living Alone	14.3%	13.6%	17.7%
65 Years and over	5.3%	5.6%	5.8%
With Own Children <18	10.8%	5.7%	4.3%
Without Own Children <18, With Relatives	7.7%	6.2%	5.6%
No Relatives Present	1.0%	1.1%	1.4%
<b>2020 Households by Size</b>			
Total	8,218	38,096	101,572
1 Person Household	25.1%	23.9%	30.8%
2 Person Household	25.0%	29.1%	31.1%
3 Person Household	16.9%	16.8%	15.0%
4 Person Household	16.3%	16.3%	13.0%
5 Person Household	9.3%	8.1%	5.9%
6 Person Household	4.4%	3.4%	2.6%
7 + Person Household	3.0%	2.3%	1.8%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	8,218	38,096	101,572
Owner Occupied	45.1%	63.8%	58.8%
Owned with a Mortgage/Loan	33.7%	50.6%	47.7%
Owned Free and Clear	11.5%	13.2%	11.1%
Renter Occupied	54.9%	36.2%	41.2%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	50	66	71
Percent of Income for Mortgage	48.6%	36.7%	33.9%
Wealth Index	98	169	167
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	8,619	39,662	106,774
Urban Housing Units	100.0%	99.8%	99.9%
Rural Housing Units	0.0%	0.2%	0.1%
<b>2020 Population By Urban/ Rural Status</b>			
Total	24,441	108,123	253,705
Urban Population	100.0%	99.8%	99.9%
Rural Population	0.0%	0.2%	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.

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<b>Top 3 Tapestry Segments</b>			
1.	Bright Young Professionals	Enterprising Professionals	Enterprising Professionals (2D)
2.	Metro Fusion (11C)	Top Tier (1A)	Laptops and Lattes (3A)
3.	Diverse Convergence (13A)	Pleasantville (2B)	Pleasantville (2B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$21,727,340	\$143,611,424	\$398,745,917
Average Spent	\$2,671.18	\$3,787.42	\$3,902.23
Spending Potential Index	112	159	164
Education: Total \$	\$14,147,877	\$112,402,847	\$308,291,692
Average Spent	\$1,739.35	\$2,964.37	\$3,017.03
Spending Potential Index	101	172	175
Entertainment/Recreation: Total \$	\$32,784,237	\$239,041,095	\$658,175,488
Average Spent	\$4,030.52	\$6,304.16	\$6,441.08
Spending Potential Index	99	154	157
Food at Home: Total \$	\$64,079,673	\$433,789,938	\$1,193,741,506
Average Spent	\$7,878.00	\$11,440.21	\$11,682.27
Spending Potential Index	108	157	160
Food Away from Home: Total \$	\$35,169,990	\$240,235,412	\$666,794,449
Average Spent	\$4,323.82	\$6,335.66	\$6,525.43
Spending Potential Index	111	163	168
Health Care: Total \$	\$59,211,433	\$417,890,799	\$1,143,086,099
Average Spent	\$7,279.50	\$11,020.91	\$11,186.55
Spending Potential Index	95	143	145
HH Furnishings & Equipment: Total \$	\$25,912,990	\$183,080,830	\$505,336,123
Average Spent	\$3,185.76	\$4,828.34	\$4,945.35
Spending Potential Index	101	153	156
Personal Care Products & Services: Total \$	\$8,746,290	\$61,380,861	\$170,533,971
Average Spent	\$1,075.28	\$1,618.78	\$1,668.89
Spending Potential Index	108	163	168
Shelter: Total \$	\$234,691,839	\$1,669,433,975	\$4,597,350,144
Average Spent	\$28,853.19	\$44,027.48	\$44,990.90
Spending Potential Index	108	165	169
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,791,484	\$191,352,723	\$517,661,806
Average Spent	\$3,170.82	\$5,046.49	\$5,065.98
Spending Potential Index	90	144	145
Travel: Total \$	\$24,350,762	\$185,195,039	\$511,069,790
Average Spent	\$2,993.70	\$4,884.09	\$5,001.47
Spending Potential Index	99	161	165
Vehicle Maintenance & Repairs: Total \$	\$12,402,399	\$83,909,329	\$231,665,215
Average Spent	\$1,524.76	\$2,212.92	\$2,267.14
Spending Potential Index	103	149	153

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.