

Barcroft Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.83605
Longitude: -77.15581

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	12,262	204,284	495,576
2020 Total Population	12,496	217,504	539,153
2020 Group Quarters	135	1,803	4,811
2024 Total Population	12,244	215,834	542,400
2024 Group Quarters	136	1,802	4,814
2029 Total Population	12,152	217,666	549,277
2024-2029 Annual Rate	-0.15%	0.17%	0.25%
2024 Total Daytime Population	10,140	172,809	503,516
Workers	4,690	84,231	293,891
Residents	5,450	88,578	209,625
Household Summary			
2010 Households	4,570	82,799	202,822
2010 Average Household Size	2.68	2.46	2.43
2020 Total Households	4,510	85,891	214,376
2020 Average Household Size	2.74	2.51	2.49
2024 Households	4,416	85,192	215,120
2024 Average Household Size	2.74	2.51	2.50
2029 Households	4,367	85,806	216,992
2029 Average Household Size	2.75	2.52	2.51
2024-2029 Annual Rate	-0.22%	0.14%	0.17%
2010 Families	3,081	46,172	112,651
2010 Average Family Size	3.18	3.17	3.13
2024 Families	3,029	48,336	121,414
2024 Average Family Size	3.33	3.31	3.30
2029 Families	2,988	48,476	121,966
2029 Average Family Size	3.35	3.32	3.32
2024-2029 Annual Rate	-0.27%	0.06%	0.09%
Housing Unit Summary			
2000 Housing Units	4,524	81,000	193,440
Owner Occupied Housing Units	73.3%	43.4%	51.0%
Renter Occupied Housing Units	24.9%	53.3%	46.1%
Vacant Housing Units	1.7%	3.3%	2.9%
2010 Housing Units	4,720	87,248	213,250
Owner Occupied Housing Units	73.8%	45.1%	50.8%
Renter Occupied Housing Units	23.0%	49.8%	44.3%
Vacant Housing Units	3.2%	5.1%	4.9%
2020 Housing Units	4,682	90,050	225,520
Owner Occupied Housing Units	73.2%	42.4%	47.4%
Renter Occupied Housing Units	23.1%	53.0%	47.7%
Vacant Housing Units	3.8%	4.6%	4.9%
2024 Housing Units	4,625	90,662	228,720
Owner Occupied Housing Units	75.0%	43.6%	48.4%
Renter Occupied Housing Units	20.5%	50.4%	45.6%
Vacant Housing Units	4.5%	6.0%	5.9%
2029 Housing Units	4,626	92,064	233,295
Owner Occupied Housing Units	75.4%	43.9%	48.3%
Renter Occupied Housing Units	19.0%	49.3%	44.7%
Vacant Housing Units	5.6%	6.8%	7.0%

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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2024 Households by Income			
Household Income Base	4,416	85,191	215,119
<\$15,000	1.5%	6.3%	5.0%
\$15,000 - \$24,999	1.4%	4.1%	3.3%
\$25,000 - \$34,999	1.9%	5.2%	3.8%
\$35,000 - \$49,999	5.2%	6.0%	5.0%
\$50,000 - \$74,999	11.5%	13.1%	10.3%
\$75,000 - \$99,999	13.5%	12.8%	11.5%
\$100,000 - \$149,999	20.2%	19.6%	18.6%
\$150,000 - \$199,999	12.4%	13.3%	14.0%
\$200,000+	32.2%	19.6%	28.5%
Average Household Income	\$194,225	\$144,477	\$177,766
2029 Households by Income			
Household Income Base	4,367	85,805	216,991
<\$15,000	1.3%	5.4%	4.2%
\$15,000 - \$24,999	1.1%	3.1%	2.5%
\$25,000 - \$34,999	1.5%	4.1%	3.0%
\$35,000 - \$49,999	4.1%	4.7%	4.0%
\$50,000 - \$74,999	9.8%	11.6%	8.7%
\$75,000 - \$99,999	10.8%	11.7%	10.1%
\$100,000 - \$149,999	19.9%	20.7%	18.7%
\$150,000 - \$199,999	13.7%	15.3%	15.5%
\$200,000+	37.7%	23.4%	33.2%
Average Household Income	\$220,871	\$166,133	\$202,508
2024 Owner Occupied Housing Units by Value			
Total	3,468	39,458	110,652
<\$50,000	0.5%	1.0%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.7%	0.3%
\$150,000 - \$199,999	0.1%	2.1%	1.0%
\$200,000 - \$249,999	0.1%	3.2%	1.5%
\$250,000 - \$299,999	0.9%	3.8%	2.2%
\$300,000 - \$399,999	4.1%	8.6%	5.8%
\$400,000 - \$499,999	7.3%	9.9%	8.5%
\$500,000 - \$749,999	31.3%	30.3%	28.5%
\$750,000 - \$999,999	24.8%	24.2%	26.5%
\$1,000,000 - \$1,499,999	15.1%	10.6%	17.2%
\$1,500,000 - \$1,999,999	11.3%	3.3%	5.3%
\$2,000,000 +	4.5%	2.2%	2.5%
Average Home Value	\$950,303	\$737,976	\$844,547
2029 Owner Occupied Housing Units by Value			
Total	3,485	40,349	112,614
<\$50,000	0.0%	0.3%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.2%	0.1%
\$150,000 - \$199,999	0.0%	0.5%	0.2%
\$200,000 - \$249,999	0.0%	1.4%	0.6%
\$250,000 - \$299,999	0.1%	2.1%	1.0%
\$300,000 - \$399,999	1.5%	6.2%	3.6%
\$400,000 - \$499,999	5.9%	7.9%	5.7%
\$500,000 - \$749,999	21.7%	26.3%	23.9%
\$750,000 - \$999,999	26.3%	29.5%	29.8%
\$1,000,000 - \$1,499,999	20.6%	16.4%	23.9%
\$1,500,000 - \$1,999,999	18.5%	5.9%	7.8%
\$2,000,000 +	5.5%	3.4%	3.4%
Average Home Value	\$1,100,703	\$873,981	\$962,682

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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Median Household Income			
2024	\$132,745	\$104,237	\$125,168
2029	\$154,134	\$117,702	\$145,255
Median Home Value			
2024	\$807,491	\$669,971	\$764,365
2029	\$947,655	\$793,737	\$874,008
Per Capita Income			
2024	\$69,387	\$57,249	\$70,456
2029	\$78,605	\$65,782	\$79,938
Median Age			
2010	41.1	35.5	35.5
2020	42.0	36.5	36.3
2024	42.2	37.5	36.8
2029	43.4	38.9	38.2
2020 Population by Age			
Total	12,496	217,504	539,153
0 - 4	5.8%	6.8%	6.3%
5 - 9	5.5%	6.1%	6.1%
10 - 14	5.4%	5.6%	5.8%
15 - 24	10.2%	11.1%	11.4%
25 - 34	13.1%	17.7%	18.2%
35 - 44	13.9%	16.0%	16.0%
45 - 54	13.3%	12.6%	12.9%
55 - 64	13.8%	11.1%	11.0%
65 - 74	11.5%	7.7%	7.5%
75 - 84	5.5%	3.7%	3.5%
85 +	1.9%	1.7%	1.4%
18 +	80.4%	78.4%	78.6%
2024 Population by Age			
Total	12,245	215,835	542,399
0 - 4	5.7%	6.5%	6.1%
5 - 9	6.0%	6.3%	6.2%
10 - 14	5.1%	5.4%	5.5%
15 - 24	9.4%	10.9%	10.9%
25 - 34	13.1%	16.7%	18.4%
35 - 44	14.9%	16.6%	16.5%
45 - 54	13.0%	12.9%	13.0%
55 - 64	12.6%	10.7%	10.5%
65 - 74	11.4%	7.9%	7.5%
75 - 84	6.6%	4.3%	4.0%
85 +	2.1%	1.8%	1.5%
18 +	80.4%	78.8%	79.2%
2029 Population by Age			
Total	12,153	217,668	549,274
0 - 4	5.4%	6.1%	5.7%
5 - 9	5.6%	5.9%	5.7%
10 - 14	5.9%	6.0%	6.0%
15 - 24	9.1%	11.2%	11.0%
25 - 34	11.4%	14.5%	16.1%
35 - 44	15.0%	16.1%	16.2%
45 - 54	13.6%	13.8%	13.9%
55 - 64	11.8%	10.5%	10.5%
65 - 74	11.7%	8.6%	8.2%
75 - 84	8.0%	5.3%	5.0%
85 +	2.5%	2.0%	1.8%
18 +	80.3%	78.8%	79.3%

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2020 Population by Sex			
Males	6,089	106,353	264,617
Females	6,407	111,151	274,536
2024 Population by Sex			
Males	6,071	107,066	270,883
Females	6,173	108,768	271,517
2029 Population by Sex			
Males	5,992	107,307	272,868
Females	6,160	110,359	276,409
2010 Population by Race/Ethnicity			
Total	12,262	204,285	495,575
White Alone	62.2%	52.3%	60.3%
Black Alone	9.6%	17.3%	12.5%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	15.0%	13.6%	13.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.8%	11.5%	9.3%
Two or More Races	4.1%	4.5%	4.1%
Hispanic Origin	23.6%	26.3%	21.5%
Diversity Index	72.6	79.3	73.1
2020 Population by Race/Ethnicity			
Total	12,496	217,504	539,153
White Alone	48.2%	37.6%	47.7%
Black Alone	9.5%	18.1%	12.6%
American Indian Alone	1.0%	1.3%	0.9%
Asian Alone	17.4%	14.8%	14.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.5%	15.8%	12.4%
Two or More Races	13.3%	12.4%	12.0%
Hispanic Origin	23.0%	27.5%	22.9%
Diversity Index	80.6	85.8	81.0
2024 Population by Race/Ethnicity			
Total	12,244	215,833	542,400
White Alone	46.2%	35.8%	46.0%
Black Alone	9.6%	18.4%	12.9%
American Indian Alone	1.1%	1.3%	1.0%
Asian Alone	17.9%	15.0%	14.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.0%	16.4%	12.9%
Two or More Races	14.1%	13.0%	12.5%
Hispanic Origin	24.1%	28.5%	23.6%
Diversity Index	81.8	86.5	82.0
2029 Population by Race/Ethnicity			
Total	12,152	217,666	549,278
White Alone	43.9%	33.8%	44.0%
Black Alone	9.6%	18.3%	12.8%
American Indian Alone	1.1%	1.3%	1.0%
Asian Alone	19.0%	15.9%	15.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	11.6%	17.2%	13.5%
Two or More Races	14.7%	13.5%	13.1%
Hispanic Origin	25.3%	29.8%	24.6%
Diversity Index	83.0	87.2	83.1

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.

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2020 Population by Relationship and Household Type			
Total	12,496	217,504	539,153
In Households	98.9%	99.2%	99.1%
Householder	35.9%	39.6%	39.8%
Opposite-Sex Spouse	19.5%	15.9%	16.9%
Same-Sex Spouse	0.4%	0.3%	0.3%
Opposite-Sex Unmarried Partner	1.5%	2.2%	2.3%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	25.8%	25.4%	25.3%
Adopted Child	0.5%	0.4%	0.5%
Stepchild	0.5%	0.6%	0.6%
Grandchild	1.4%	1.2%	1.1%
Brother or Sister	2.1%	2.2%	1.8%
Parent	2.1%	2.1%	1.7%
Parent-in-law	0.6%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.4%	0.3%
Other Relatives	2.5%	2.6%	2.1%
Foster Child	0.0%	0.1%	0.0%
Other Nonrelatives	5.4%	5.6%	5.9%
In Group Quarters	1.1%	0.8%	0.9%
Institutionalized	0.4%	0.5%	0.4%
Noninstitutionalized	0.7%	0.4%	0.5%
2024 Population 25+ by Educational Attainment			
Total	9,039	152,945	387,202
Less than 9th Grade	4.2%	6.4%	4.4%
9th - 12th Grade, No Diploma	3.2%	4.0%	3.1%
High School Graduate	12.5%	15.3%	12.0%
GED/Alternative Credential	1.3%	1.6%	1.4%
Some College, No Degree	9.7%	12.1%	10.2%
Associate Degree	8.1%	6.4%	5.4%
Bachelor's Degree	28.6%	28.5%	31.4%
Graduate/Professional Degree	32.3%	25.7%	32.0%
2024 Population 15+ by Marital Status			
Total	10,193	176,442	446,090
Never Married	30.4%	38.6%	38.6%
Married	54.5%	47.4%	49.2%
Widowed	5.2%	4.5%	3.8%
Divorced	9.8%	9.5%	8.5%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,099	131,683	340,541
Population 16+ Employed	96.4%	96.8%	97.4%
Population 16+ Unemployment rate	3.6%	3.2%	2.6%
Population 16-24 Employed	9.5%	10.3%	10.1%
Population 16-24 Unemployment rate	8.8%	7.3%	6.2%
Population 25-54 Employed	62.9%	68.3%	69.5%
Population 25-54 Unemployment rate	3.1%	2.7%	2.1%
Population 55-64 Employed	17.5%	14.2%	13.6%
Population 55-64 Unemployment rate	2.6%	2.6%	2.3%
Population 65+ Employed	10.1%	7.3%	6.8%
Population 65+ Unemployment rate	2.8%	2.2%	2.8%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	6,846	127,523	331,773
Agriculture/Mining	0.5%	0.2%	0.2%
Construction	6.9%	8.0%	6.1%
Manufacturing	3.3%	2.5%	2.4%
Wholesale Trade	0.9%	0.6%	0.7%
Retail Trade	7.4%	7.3%	6.0%
Transportation/Utilities	2.4%	5.0%	3.8%
Information	1.9%	2.2%	2.3%
Finance/Insurance/Real Estate	6.1%	5.6%	6.3%
Services	56.8%	56.9%	58.0%
Public Administration	13.9%	11.8%	14.1%
2024 Employed Population 16+ by Occupation			
Total	6,845	127,524	331,773
White Collar	74.1%	66.1%	74.8%
Management/Business/Financial	28.8%	23.6%	27.9%
Professional	34.0%	29.3%	34.4%
Sales	6.5%	6.0%	5.8%
Administrative Support	4.8%	7.2%	6.7%
Services	15.4%	18.4%	14.0%
Blue Collar	10.4%	15.5%	11.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.7%	6.2%	4.2%
Installation/Maintenance/Repair	1.8%	1.9%	1.4%
Production	1.5%	1.7%	1.4%
Transportation/Material Moving	2.3%	5.6%	4.1%
2020 Households by Type			
Total	4,510	85,891	214,376
Married Couple Households	55.0%	41.0%	43.3%
With Own Children <18	21.9%	18.9%	20.4%
Without Own Children <18	33.1%	22.0%	22.9%
Cohabiting Couple Households	4.6%	5.9%	6.2%
With Own Children <18	1.1%	1.6%	1.3%
Without Own Children <18	3.5%	4.3%	4.9%
Male Householder, No Spouse/Partner	15.4%	21.7%	21.0%
Living Alone	9.3%	14.3%	13.9%
65 Years and over	3.6%	3.1%	2.8%
With Own Children <18	1.2%	1.5%	1.4%
Without Own Children <18, With Relatives	3.1%	3.1%	2.6%
No Relatives Present	1.9%	2.7%	3.1%
Female Householder, No Spouse/Partner	25.0%	31.3%	29.5%
Living Alone	14.3%	18.9%	17.9%
65 Years and over	7.7%	6.7%	5.8%
With Own Children <18	2.9%	4.8%	4.2%
Without Own Children <18, With Relatives	6.5%	5.7%	5.0%
No Relatives Present	1.4%	1.9%	2.5%
2020 Households by Size			
Total	4,510	85,891	214,376
1 Person Household	23.5%	33.2%	31.8%
2 Person Household	32.4%	28.6%	29.9%
3 Person Household	16.1%	14.6%	14.9%
4 Person Household	15.0%	12.7%	13.4%
5 Person Household	7.2%	6.3%	6.0%
6 Person Household	3.2%	2.7%	2.4%
7 + Person Household	2.5%	1.9%	1.7%

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2020 Households by Tenure and Mortgage Status			
Total	4,510	85,891	214,376
Owner Occupied	76.0%	44.4%	49.8%
Owned with a Mortgage/Loan	56.8%	34.3%	39.0%
Owned Free and Clear	19.2%	10.1%	10.8%
Renter Occupied	24.0%	55.6%	50.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	64	61	64
Percent of Income for Mortgage	38.1%	40.2%	38.2%
Wealth Index	202	120	147
2020 Housing Units By Urban/ Rural Status			
Total	4,682	90,050	225,520
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	12,496	217,504	539,153
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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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Top 3 Tapestry Segments			
1.	Top Tier (1A)	Enterprising Professionals	Metro Renters (3B)
2.	Urban Chic (2A)	Urban Chic (2A)	Laptops and Lattes (3A)
3.	City Lights (8A)	Metro Renters (3B)	Urban Chic (2A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$16,878,171	\$271,118,933	\$826,134,819
Average Spent	\$3,822.05	\$3,182.45	\$3,840.34
Spending Potential Index	160	134	161
Education: Total \$	\$14,456,679	\$196,113,568	\$626,674,840
Average Spent	\$3,273.70	\$2,302.02	\$2,913.14
Spending Potential Index	189	133	169
Entertainment/Recreation: Total \$	\$29,979,581	\$429,385,711	\$1,330,934,086
Average Spent	\$6,788.85	\$5,040.21	\$6,186.94
Spending Potential Index	166	123	151
Food at Home: Total \$	\$52,089,395	\$810,221,528	\$2,460,176,564
Average Spent	\$11,795.61	\$9,510.54	\$11,436.30
Spending Potential Index	162	130	157
Food Away from Home: Total \$	\$28,994,338	\$447,786,055	\$1,373,319,220
Average Spent	\$6,565.75	\$5,256.20	\$6,383.97
Spending Potential Index	169	135	164
Health Care: Total \$	\$51,906,172	\$751,586,140	\$2,288,184,602
Average Spent	\$11,754.12	\$8,822.26	\$10,636.78
Spending Potential Index	153	115	138
HH Furnishings & Equipment: Total \$	\$22,579,060	\$333,192,476	\$1,023,325,178
Average Spent	\$5,113.01	\$3,911.08	\$4,757.00
Spending Potential Index	162	124	150
Personal Care Products & Services: Total \$	\$7,567,574	\$114,524,894	\$351,100,997
Average Spent	\$1,713.67	\$1,344.32	\$1,632.12
Spending Potential Index	172	135	164
Shelter: Total \$	\$208,284,151	\$3,064,896,908	\$9,451,383,102
Average Spent	\$47,165.80	\$35,976.35	\$43,935.40
Spending Potential Index	177	135	165
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,308,829	\$326,207,121	\$1,013,183,352
Average Spent	\$5,504.72	\$3,829.08	\$4,709.85
Spending Potential Index	157	109	134
Travel: Total \$	\$23,774,300	\$328,486,738	\$1,036,009,007
Average Spent	\$5,383.67	\$3,855.84	\$4,815.96
Spending Potential Index	177	127	159
Vehicle Maintenance & Repairs: Total \$	\$10,069,673	\$156,516,079	\$470,709,800
Average Spent	\$2,280.27	\$1,837.22	\$2,188.13
Spending Potential Index	154	124	148

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.