

Bethesda Row  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.98124  
Longitude: -77.09676

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	22,271	136,366	429,136
2020 Total Population	26,426	148,815	473,308
2020 Group Quarters	49	2,417	9,522
2024 Total Population	29,129	149,532	472,222
2024 Group Quarters	49	2,354	9,087
2029 Total Population	33,513	156,240	482,928
2024-2029 Annual Rate	2.84%	0.88%	0.45%
2024 Total Daytime Population	59,377	198,312	527,364
Workers	47,969	132,251	331,671
Residents	11,408	66,061	195,693
<b>Household Summary</b>			
2010 Households	10,717	57,162	184,189
2010 Average Household Size	2.07	2.35	2.28
2020 Total Households	12,681	60,532	199,903
2020 Average Household Size	2.08	2.42	2.32
2024 Households	14,317	61,898	200,668
2024 Average Household Size	2.03	2.38	2.31
2029 Households	16,758	65,459	207,044
2029 Average Household Size	2.00	2.35	2.29
2024-2029 Annual Rate	3.20%	1.13%	0.63%
2010 Families	5,336	34,457	97,866
2010 Average Family Size	2.86	2.99	3.01
2024 Families	7,016	37,507	107,149
2024 Average Family Size	2.88	3.08	3.12
2029 Families	7,885	38,894	109,225
2029 Average Family Size	2.86	3.07	3.12
2024-2029 Annual Rate	2.36%	0.73%	0.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	9,925	56,973	183,778
Owner Occupied Housing Units	48.6%	66.5%	56.0%
Renter Occupied Housing Units	48.2%	30.4%	39.9%
Vacant Housing Units	3.2%	3.1%	4.1%
2010 Housing Units	11,551	60,867	197,449
Owner Occupied Housing Units	46.2%	63.3%	54.1%
Renter Occupied Housing Units	46.6%	30.6%	39.2%
Vacant Housing Units	7.2%	6.1%	6.7%
2020 Housing Units	13,689	64,282	213,370
Owner Occupied Housing Units	39.9%	60.9%	51.0%
Renter Occupied Housing Units	52.7%	33.3%	42.7%
Vacant Housing Units	7.6%	5.8%	6.3%
2024 Housing Units	15,516	66,366	216,783
Owner Occupied Housing Units	39.8%	61.0%	51.4%
Renter Occupied Housing Units	52.5%	32.3%	41.2%
Vacant Housing Units	7.7%	6.7%	7.4%
2029 Housing Units	17,633	70,099	224,946
Owner Occupied Housing Units	35.7%	58.4%	50.9%
Renter Occupied Housing Units	59.3%	35.0%	41.2%
Vacant Housing Units	5.0%	6.6%	8.0%

**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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<b>2024 Households by Income</b>			
Household Income Base	14,317	61,898	200,664
<\$15,000	4.0%	3.9%	5.0%
\$15,000 - \$24,999	3.3%	2.5%	3.1%
\$25,000 - \$34,999	2.8%	2.6%	3.3%
\$35,000 - \$49,999	5.0%	3.6%	4.8%
\$50,000 - \$74,999	9.1%	7.2%	9.9%
\$75,000 - \$99,999	8.1%	7.2%	9.2%
\$100,000 - \$149,999	13.9%	12.4%	15.8%
\$150,000 - \$199,999	13.8%	11.2%	11.9%
\$200,000+	39.9%	49.5%	37.1%
Average Household Income	\$219,109	\$253,632	\$208,401
<b>2029 Households by Income</b>			
Household Income Base	16,758	65,459	207,040
<\$15,000	3.8%	3.4%	4.1%
\$15,000 - \$24,999	2.5%	2.0%	2.4%
\$25,000 - \$34,999	2.3%	2.2%	2.7%
\$35,000 - \$49,999	4.1%	3.0%	4.0%
\$50,000 - \$74,999	7.9%	6.1%	8.7%
\$75,000 - \$99,999	7.9%	6.6%	8.6%
\$100,000 - \$149,999	13.8%	11.7%	15.3%
\$150,000 - \$199,999	14.8%	11.5%	12.5%
\$200,000+	43.0%	53.7%	41.6%
Average Household Income	\$239,299	\$278,432	\$233,249
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	6,177	40,443	111,377
<\$50,000	1.0%	0.3%	0.6%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.2%	0.3%	0.2%
\$150,000 - \$199,999	0.0%	0.5%	0.5%
\$200,000 - \$249,999	0.3%	0.7%	0.9%
\$250,000 - \$299,999	0.3%	0.4%	1.1%
\$300,000 - \$399,999	2.9%	1.6%	4.0%
\$400,000 - \$499,999	1.7%	1.3%	5.2%
\$500,000 - \$749,999	10.0%	9.9%	21.7%
\$750,000 - \$999,999	17.5%	23.5%	23.4%
\$1,000,000 - \$1,499,999	31.3%	34.7%	23.7%
\$1,500,000 - \$1,999,999	19.9%	17.8%	11.4%
\$2,000,000 +	14.8%	9.0%	7.0%
Average Home Value	\$1,308,553	\$1,230,620	\$1,037,993
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	6,293	40,937	114,402
<\$50,000	0.3%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.2%
\$200,000 - \$249,999	0.0%	0.2%	0.3%
\$250,000 - \$299,999	0.1%	0.2%	0.5%
\$300,000 - \$399,999	1.4%	0.8%	2.2%
\$400,000 - \$499,999	1.3%	0.9%	3.9%
\$500,000 - \$749,999	8.5%	8.5%	20.6%
\$750,000 - \$999,999	19.3%	23.7%	25.3%
\$1,000,000 - \$1,499,999	36.2%	38.7%	26.8%
\$1,500,000 - \$1,999,999	21.1%	19.0%	12.8%
\$2,000,000 +	11.7%	7.9%	7.0%
Average Home Value	\$1,317,853	\$1,261,829	\$1,095,560

**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	\$160,830	\$197,018	\$145,649
2029	\$172,692	\$200,001	\$163,732
<b>Median Home Value</b>			
2024	\$1,255,556	\$1,165,692	\$915,673
2029	\$1,261,962	\$1,201,398	\$966,871
<b>Per Capita Income</b>			
2024	\$106,899	\$105,551	\$88,695
2029	\$118,931	\$117,258	\$100,124
<b>Median Age</b>			
2010	39.9	42.7	39.0
2020	39.8	43.0	38.9
2024	39.6	43.1	39.2
2029	40.3	44.2	40.5
<b>2020 Population by Age</b>			
Total	26,426	148,815	473,308
0 - 4	4.2%	4.8%	5.2%
5 - 9	4.9%	6.2%	5.6%
10 - 14	5.4%	7.0%	5.8%
15 - 24	11.6%	12.4%	12.1%
25 - 34	16.7%	9.8%	15.4%
35 - 44	13.6%	12.3%	14.5%
45 - 54	13.3%	14.2%	12.8%
55 - 64	12.6%	12.7%	11.7%
65 - 74	10.4%	11.0%	9.6%
75 - 84	5.2%	6.4%	5.1%
85 +	2.0%	3.1%	2.2%
18 +	81.9%	77.7%	80.0%
<b>2024 Population by Age</b>			
Total	29,129	149,534	472,222
0 - 4	4.2%	4.7%	5.1%
5 - 9	4.4%	5.9%	5.6%
10 - 14	4.5%	6.4%	5.4%
15 - 24	11.2%	12.4%	11.8%
25 - 34	18.8%	10.8%	15.7%
35 - 44	14.5%	12.5%	15.0%
45 - 54	12.2%	13.8%	12.8%
55 - 64	11.7%	12.1%	10.9%
65 - 74	10.3%	10.8%	9.4%
75 - 84	6.2%	7.4%	5.8%
85 +	2.0%	3.3%	2.3%
18 +	84.0%	79.2%	80.8%
<b>2029 Population by Age</b>			
Total	33,512	156,239	482,929
0 - 4	3.9%	4.5%	4.8%
5 - 9	3.9%	5.3%	5.1%
10 - 14	4.1%	6.2%	5.7%
15 - 24	10.0%	11.6%	11.5%
25 - 34	19.3%	11.8%	14.6%
35 - 44	15.1%	11.6%	14.6%
45 - 54	11.9%	13.5%	13.3%
55 - 64	11.0%	12.0%	10.9%
65 - 74	10.8%	11.0%	9.6%
75 - 84	7.6%	8.7%	7.0%
85 +	2.4%	3.8%	2.7%
18 +	85.4%	80.5%	81.3%

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<b>2020 Population by Sex</b>			
Males	12,365	69,847	222,419
Females	14,061	78,968	250,889
<b>2024 Population by Sex</b>			
Males	13,897	71,330	225,939
Females	15,232	78,202	246,283
<b>2029 Population by Sex</b>			
Males	15,995	74,270	230,387
Females	17,519	81,970	252,541
<b>2010 Population by Race/Ethnicity</b>			
Total	22,271	136,366	429,136
White Alone	84.1%	82.8%	66.1%
Black Alone	3.5%	5.3%	17.9%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	8.4%	7.2%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.5%	5.2%
Two or More Races	2.6%	2.9%	3.6%
Hispanic Origin	6.9%	7.2%	12.9%
Diversity Index	37.7	39.7	63.0
<b>2020 Population by Race/Ethnicity</b>			
Total	26,426	148,815	473,308
White Alone	70.4%	71.2%	56.7%
Black Alone	5.4%	6.5%	16.6%
American Indian Alone	0.2%	0.2%	0.5%
Asian Alone	11.2%	9.2%	8.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	2.4%	6.8%
Two or More Races	10.1%	10.5%	10.9%
Hispanic Origin	9.1%	9.1%	14.9%
Diversity Index	56.4	55.6	72.2
<b>2024 Population by Race/Ethnicity</b>			
Total	29,129	149,532	472,222
White Alone	67.9%	69.5%	55.3%
Black Alone	5.8%	6.6%	16.6%
American Indian Alone	0.3%	0.2%	0.5%
Asian Alone	12.4%	9.9%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.7%	2.5%	7.0%
Two or More Races	10.8%	11.1%	11.4%
Hispanic Origin	9.8%	9.6%	15.6%
Diversity Index	59.4	57.9	73.5
<b>2029 Population by Race/Ethnicity</b>			
Total	33,512	156,240	482,928
White Alone	64.8%	67.0%	53.3%
Black Alone	6.3%	6.9%	16.7%
American Indian Alone	0.3%	0.3%	0.6%
Asian Alone	14.1%	11.1%	9.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.9%	2.7%	7.4%
Two or More Races	11.5%	12.0%	12.1%
Hispanic Origin	10.7%	10.5%	16.5%
Diversity Index	63.0	60.9	75.2

**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.

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<b>2020 Population by Relationship and Household Type</b>			
Total	26,426	148,815	473,308
In Households	99.8%	98.4%	98.0%
Householder	47.6%	40.7%	42.2%
Opposite-Sex Spouse	19.9%	21.4%	17.6%
Same-Sex Spouse	0.2%	0.3%	0.5%
Opposite-Sex Unmarried Partner	2.5%	1.3%	2.1%
Same-Sex Unmarried Partner	0.2%	0.2%	0.3%
Biological Child	23.0%	27.7%	24.3%
Adopted Child	0.6%	0.8%	0.6%
Stepchild	0.4%	0.4%	0.4%
Grandchild	0.4%	0.4%	1.1%
Brother or Sister	0.5%	0.5%	1.0%
Parent	0.7%	0.7%	1.0%
Parent-in-law	0.2%	0.3%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.1%	0.2%
Other Relatives	0.4%	0.5%	1.3%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.1%	3.1%	5.1%
In Group Quarters	0.2%	1.6%	2.0%
Institutionalized	0.0%	0.5%	0.4%
Noninstitutionalized	0.1%	1.1%	1.6%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	22,076	105,581	340,326
Less than 9th Grade	0.6%	0.9%	2.2%
9th - 12th Grade, No Diploma	0.7%	0.9%	1.9%
High School Graduate	2.9%	3.5%	6.3%
GED/Alternative Credential	0.2%	0.3%	1.0%
Some College, No Degree	3.9%	4.3%	6.9%
Associate Degree	2.0%	1.9%	2.9%
Bachelor's Degree	31.9%	29.2%	29.2%
Graduate/Professional Degree	57.8%	58.9%	49.7%
<b>2024 Population 15+ by Marital Status</b>			
Total	25,324	124,088	396,118
Never Married	37.0%	27.5%	37.0%
Married	50.7%	58.9%	49.9%
Widowed	4.5%	5.6%	4.3%
Divorced	7.8%	7.9%	8.9%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	17,892	84,533	285,703
Population 16+ Employed	98.8%	98.2%	97.3%
Population 16+ Unemployment rate	1.2%	1.8%	2.7%
Population 16-24 Employed	7.8%	8.8%	9.1%
Population 16-24 Unemployment rate	3.0%	5.8%	8.1%
Population 25-54 Employed	67.4%	59.7%	66.2%
Population 25-54 Unemployment rate	1.0%	1.3%	2.1%
Population 55-64 Employed	14.6%	17.9%	14.2%
Population 55-64 Unemployment rate	1.7%	1.2%	2.1%
Population 65+ Employed	10.1%	13.7%	10.4%
Population 65+ Unemployment rate	0.7%	1.9%	2.1%

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September 23, 2024

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<b>2024 Employed Population 16+ by Industry</b>			
Total	17,675	83,010	277,983
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	2.2%	1.6%	2.3%
Manufacturing	2.3%	2.4%	2.0%
Wholesale Trade	0.3%	0.5%	0.5%
Retail Trade	3.7%	3.2%	4.0%
Transportation/Utilities	0.5%	1.1%	2.1%
Information	2.6%	4.0%	3.6%
Finance/Insurance/Real Estate	6.1%	7.4%	6.1%
Services	64.7%	62.3%	62.4%
Public Administration	17.2%	17.5%	16.9%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	17,674	83,011	277,984
White Collar	94.7%	92.4%	87.0%
Management/Business/Financial	33.6%	32.5%	30.2%
Professional	52.2%	51.4%	46.9%
Sales	4.2%	4.4%	4.8%
Administrative Support	4.7%	4.1%	5.2%
Services	4.2%	5.6%	8.8%
Blue Collar	1.1%	2.0%	4.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.2%	0.3%	1.0%
Installation/Maintenance/Repair	0.1%	0.3%	0.5%
Production	0.4%	0.6%	0.6%
Transportation/Material Moving	0.3%	0.8%	2.0%
<b>2020 Households by Type</b>			
Total	12,681	60,532	199,903
Married Couple Households	42.4%	53.4%	42.8%
With Own Children <18	17.4%	25.0%	19.4%
Without Own Children <18	25.0%	28.4%	23.4%
Cohabiting Couple Households	5.6%	3.8%	5.7%
With Own Children <18	0.5%	0.6%	1.0%
Without Own Children <18	5.2%	3.2%	4.8%
Male Householder, No Spouse/Partner	19.9%	14.5%	18.7%
Living Alone	15.6%	10.7%	13.6%
65 Years and over	3.1%	3.6%	3.5%
With Own Children <18	1.2%	1.1%	1.1%
Without Own Children <18, With Relatives	1.5%	1.4%	1.9%
No Relatives Present	1.6%	1.3%	2.1%
Female Householder, No Spouse/Partner	32.0%	28.3%	32.8%
Living Alone	23.6%	20.0%	21.8%
65 Years and over	8.1%	10.2%	8.5%
With Own Children <18	2.9%	3.0%	3.5%
Without Own Children <18, With Relatives	3.5%	3.6%	4.9%
No Relatives Present	2.0%	1.7%	2.5%
<b>2020 Households by Size</b>			
Total	12,681	60,532	199,903
1 Person Household	39.2%	30.7%	35.4%
2 Person Household	32.3%	30.3%	29.9%
3 Person Household	11.9%	14.5%	13.8%
4 Person Household	10.4%	15.7%	12.8%
5 Person Household	4.2%	6.1%	5.1%
6 Person Household	1.4%	1.8%	1.8%
7 + Person Household	0.6%	0.8%	1.2%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	12,681	60,532	199,903
Owner Occupied	43.1%	64.7%	54.4%
Owned with a Mortgage/Loan	29.9%	45.4%	39.9%
Owned Free and Clear	13.2%	19.3%	14.5%
Renter Occupied	56.9%	35.3%	45.6%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	50	67	63
Percent of Income for Mortgage	48.9%	37.0%	39.4%
Wealth Index	187	249	187
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	13,689	64,282	213,370
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	26,426	148,815	473,308
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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<b>Top 3 Tapestry Segments</b>			
1.	Metro Renters (3B)	Top Tier (1A)	Top Tier (1A)
2.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Metro Renters (3B)
3.	Top Tier (1A)	Metro Renters (3B)	Laptops and Lattes (3A)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$68,130,748	\$319,718,105	\$886,681,745
Average Spent	\$4,758.73	\$5,165.24	\$4,418.65
Spending Potential Index	200	217	186
Education: Total \$	\$53,622,779	\$274,859,040	\$714,453,204
Average Spent	\$3,745.39	\$4,440.52	\$3,560.37
Spending Potential Index	217	257	206
Entertainment/Recreation: Total \$	\$108,732,042	\$548,456,223	\$1,456,125,321
Average Spent	\$7,594.61	\$8,860.65	\$7,256.39
Spending Potential Index	186	217	177
Food at Home: Total \$	\$199,069,977	\$959,428,119	\$2,631,107,237
Average Spent	\$13,904.45	\$15,500.15	\$13,111.74
Spending Potential Index	190	212	180
Food Away from Home: Total \$	\$112,792,173	\$538,031,723	\$1,474,111,421
Average Spent	\$7,878.20	\$8,692.23	\$7,346.02
Spending Potential Index	202	223	189
Health Care: Total \$	\$183,236,104	\$945,798,105	\$2,487,125,439
Average Spent	\$12,798.50	\$15,279.95	\$12,394.23
Spending Potential Index	166	199	161
HH Furnishings & Equipment: Total \$	\$83,070,710	\$413,598,314	\$1,106,024,805
Average Spent	\$5,802.24	\$6,681.93	\$5,511.71
Spending Potential Index	183	211	174
Personal Care Products & Services: Total \$	\$28,729,347	\$138,380,983	\$377,502,066
Average Spent	\$2,006.66	\$2,235.63	\$1,881.23
Spending Potential Index	202	225	189
Shelter: Total \$	\$768,513,731	\$3,750,595,926	\$10,181,105,468
Average Spent	\$53,678.41	\$60,593.17	\$50,736.07
Spending Potential Index	201	227	190
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$82,023,225	\$450,452,417	\$1,136,474,489
Average Spent	\$5,729.08	\$7,277.33	\$5,663.46
Spending Potential Index	164	208	162
Travel: Total \$	\$85,761,288	\$432,715,893	\$1,146,324,228
Average Spent	\$5,990.17	\$6,990.79	\$5,712.54
Spending Potential Index	197	230	188
Vehicle Maintenance & Repairs: Total \$	\$37,591,592	\$184,200,362	\$498,223,100
Average Spent	\$2,625.66	\$2,975.87	\$2,482.82
Spending Potential Index	177	201	168

**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.