

Community Profile

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

Prepared by Esri
Latitude: 38.89398
Longitude: -77.18869

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,350	143,131	361,566
2020 Total Population	16,843	159,772	398,219
2020 Group Quarters	115	946	3,535
2024 Total Population	17,757	161,710	406,721
2024 Group Quarters	116	946	3,533
2029 Total Population	18,936	165,594	415,970
2024-2029 Annual Rate	1.29%	0.48%	0.45%
2024 Total Daytime Population	14,199	200,414	482,775
Workers	6,940	132,115	313,141
Residents	7,259	68,299	169,634
Household Summary			
2010 Households	5,982	54,652	139,192
2010 Average Household Size	2.56	2.61	2.58
2020 Total Households	6,134	60,092	150,753
2020 Average Household Size	2.73	2.64	2.62
2024 Households	6,428	60,678	154,238
2024 Average Household Size	2.74	2.65	2.61
2029 Households	6,847	62,023	157,378
2029 Average Household Size	2.75	2.65	2.62
2024-2029 Annual Rate	1.27%	0.44%	0.40%
2010 Families	3,885	35,654	87,518
2010 Average Family Size	3.14	3.15	3.15
2024 Families	4,387	39,147	95,963
2024 Average Family Size	3.38	3.30	3.30
2029 Families	4,652	39,675	97,092
2029 Average Family Size	3.38	3.33	3.33
2024-2029 Annual Rate	1.18%	0.27%	0.23%
Housing Unit Summary			
2000 Housing Units	5,792	51,728	132,797
Owner Occupied Housing Units	69.1%	62.9%	61.1%
Renter Occupied Housing Units	28.6%	34.6%	35.7%
Vacant Housing Units	2.3%	2.5%	3.1%
2010 Housing Units	6,281	57,339	146,262
Owner Occupied Housing Units	67.9%	61.2%	59.2%
Renter Occupied Housing Units	27.4%	34.1%	35.9%
Vacant Housing Units	4.8%	4.7%	4.8%
2020 Housing Units	6,358	62,833	159,461
Owner Occupied Housing Units	68.6%	55.1%	53.8%
Renter Occupied Housing Units	27.9%	40.6%	40.7%
Vacant Housing Units	3.6%	4.5%	5.4%
2024 Housing Units	6,739	64,412	165,036
Owner Occupied Housing Units	67.4%	55.9%	54.3%
Renter Occupied Housing Units	28.0%	38.3%	39.1%
Vacant Housing Units	4.6%	5.8%	6.5%
2029 Housing Units	7,247	65,980	168,862
Owner Occupied Housing Units	63.1%	55.4%	54.2%
Renter Occupied Housing Units	31.3%	38.6%	39.0%
Vacant Housing Units	5.5%	6.0%	6.8%

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	6,428	60,678	154,238
<\$15,000	2.5%	4.0%	5.0%
\$15,000 - \$24,999	2.4%	2.3%	2.7%
\$25,000 - \$34,999	2.0%	2.3%	2.9%
\$35,000 - \$49,999	2.5%	3.8%	4.0%
\$50,000 - \$74,999	7.2%	7.5%	7.7%
\$75,000 - \$99,999	8.6%	10.7%	9.8%
\$100,000 - \$149,999	15.1%	16.0%	15.6%
\$150,000 - \$199,999	13.6%	14.4%	13.1%
\$200,000+	46.0%	39.1%	39.2%
Average Household Income	\$243,477	\$218,759	\$216,530
2029 Households by Income			
Household Income Base	6,847	62,023	157,378
<\$15,000	2.0%	3.3%	4.1%
\$15,000 - \$24,999	1.6%	1.6%	2.0%
\$25,000 - \$34,999	1.5%	1.7%	2.2%
\$35,000 - \$49,999	1.9%	2.9%	3.2%
\$50,000 - \$74,999	5.8%	6.4%	6.5%
\$75,000 - \$99,999	7.0%	9.3%	8.4%
\$100,000 - \$149,999	14.0%	15.6%	15.4%
\$150,000 - \$199,999	14.5%	15.3%	14.2%
\$200,000+	51.7%	43.9%	44.0%
Average Household Income	\$273,392	\$244,957	\$242,736
2024 Owner Occupied Housing Units by Value			
Total	4,542	35,998	89,602
<\$50,000	0.1%	0.1%	0.4%
\$50,000 - \$99,999	0.1%	0.1%	0.0%
\$100,000 - \$149,999	0.1%	0.1%	0.2%
\$150,000 - \$199,999	0.4%	0.4%	0.6%
\$200,000 - \$249,999	1.9%	0.5%	1.0%
\$250,000 - \$299,999	0.8%	0.7%	0.9%
\$300,000 - \$399,999	1.5%	2.3%	2.3%
\$400,000 - \$499,999	2.7%	2.7%	3.7%
\$500,000 - \$749,999	13.6%	18.3%	18.3%
\$750,000 - \$999,999	32.1%	32.1%	29.8%
\$1,000,000 - \$1,499,999	33.7%	28.6%	27.3%
\$1,500,000 - \$1,999,999	11.1%	9.8%	10.1%
\$2,000,000 +	1.7%	4.4%	5.4%
Average Home Value	\$1,044,617	\$1,047,326	\$1,044,940
2029 Owner Occupied Housing Units by Value			
Total	4,576	36,550	91,506
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.1%	0.1%	0.4%
\$250,000 - \$299,999	0.2%	0.1%	0.4%
\$300,000 - \$399,999	0.7%	1.1%	1.2%
\$400,000 - \$499,999	1.4%	1.6%	2.5%
\$500,000 - \$749,999	11.0%	13.5%	13.9%
\$750,000 - \$999,999	29.3%	30.7%	28.9%
\$1,000,000 - \$1,499,999	40.5%	34.9%	33.0%
\$1,500,000 - \$1,999,999	15.0%	13.0%	13.6%
\$2,000,000 +	1.8%	4.8%	5.8%
Average Home Value	\$1,143,577	\$1,137,107	\$1,139,477

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.

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Median Household Income			
2024	\$182,314	\$159,486	\$156,997
2029	\$200,001	\$176,503	\$175,346
Median Home Value			
2024	\$972,432	\$944,053	\$939,455
2029	\$1,089,546	\$1,038,622	\$1,036,668
Per Capita Income			
2024	\$89,262	\$81,954	\$82,092
2029	\$100,001	\$91,614	\$91,799
Median Age			
2010	39.5	37.2	37.3
2020	40.2	37.5	37.5
2024	40.9	38.2	37.8
2029	41.9	39.5	39.0
2020 Population by Age			
Total	16,843	159,772	398,219
0 - 4	5.2%	6.0%	5.7%
5 - 9	7.2%	6.6%	6.4%
10 - 14	7.9%	6.9%	6.6%
15 - 24	11.2%	11.6%	12.3%
25 - 34	11.0%	15.0%	15.4%
35 - 44	14.8%	15.1%	14.5%
45 - 54	15.4%	14.0%	13.5%
55 - 64	12.3%	11.5%	11.5%
65 - 74	9.2%	7.8%	8.2%
75 - 84	4.3%	3.9%	4.2%
85 +	1.5%	1.6%	1.8%
18 +	75.4%	76.3%	77.4%
2024 Population by Age			
Total	17,758	161,709	406,723
0 - 4	5.2%	5.7%	5.5%
5 - 9	6.5%	6.6%	6.2%
10 - 14	7.3%	6.5%	6.1%
15 - 24	12.0%	11.6%	11.6%
25 - 34	11.4%	14.8%	16.4%
35 - 44	14.4%	15.6%	15.0%
45 - 54	15.4%	14.2%	13.5%
55 - 64	12.1%	11.0%	10.9%
65 - 74	8.9%	7.8%	8.1%
75 - 84	5.1%	4.4%	4.7%
85 +	1.7%	1.7%	1.9%
18 +	76.8%	77.4%	78.6%
2029 Population by Age			
Total	18,935	165,594	415,971
0 - 4	5.0%	5.4%	5.2%
5 - 9	5.8%	6.0%	5.6%
10 - 14	7.0%	6.8%	6.3%
15 - 24	12.1%	11.5%	11.3%
25 - 34	11.2%	13.3%	15.2%
35 - 44	12.9%	15.2%	14.8%
45 - 54	15.4%	14.7%	13.9%
55 - 64	13.0%	11.5%	11.1%
65 - 74	9.2%	8.5%	8.6%
75 - 84	6.3%	5.3%	5.6%
85 +	2.0%	1.9%	2.2%
18 +	78.0%	78.1%	79.2%

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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2020 Population by Sex			
Males	8,179	78,941	196,735
Females	8,664	80,831	201,484
2024 Population by Sex			
Males	8,848	81,292	204,401
Females	8,909	80,418	202,320
2029 Population by Sex			
Males	9,445	82,782	207,764
Females	9,491	82,812	208,205
2010 Population by Race/Ethnicity			
Total	15,351	143,131	361,566
White Alone	78.2%	67.7%	67.0%
Black Alone	3.2%	4.1%	5.4%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	12.0%	17.1%	16.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	6.8%	7.1%
Two or More Races	3.6%	3.9%	3.9%
Hispanic Origin	9.6%	16.7%	17.8%
Diversity Index	48.0	64.2	65.7
2020 Population by Race/Ethnicity			
Total	16,843	159,772	398,219
White Alone	65.4%	55.7%	54.4%
Black Alone	3.2%	4.3%	5.7%
American Indian Alone	0.4%	0.7%	0.8%
Asian Alone	14.9%	19.5%	18.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	8.3%	9.2%
Two or More Races	12.0%	11.5%	11.3%
Hispanic Origin	11.1%	17.1%	18.2%
Diversity Index	62.6	73.5	75.1
2024 Population by Race/Ethnicity			
Total	17,757	161,710	406,720
White Alone	64.0%	53.9%	52.8%
Black Alone	3.4%	4.5%	5.9%
American Indian Alone	0.4%	0.7%	0.8%
Asian Alone	15.0%	20.1%	19.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	8.6%	9.4%
Two or More Races	12.9%	12.1%	11.9%
Hispanic Origin	11.6%	17.7%	18.6%
Diversity Index	64.0	74.8	76.2
2029 Population by Race/Ethnicity			
Total	18,935	165,595	415,970
White Alone	62.1%	51.6%	50.6%
Black Alone	3.5%	4.5%	6.0%
American Indian Alone	0.4%	0.7%	0.8%
Asian Alone	15.7%	21.5%	20.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.4%	8.9%	9.7%
Two or More Races	13.7%	12.7%	12.4%
Hispanic Origin	12.3%	18.4%	19.3%
Diversity Index	66.1	76.3	77.6

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	16,843	159,772	398,219
In Households	99.3%	99.4%	99.1%
Householder	37.3%	37.6%	37.9%
Opposite-Sex Spouse	21.2%	19.6%	19.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.3%	1.9%	1.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	30.3%	28.5%	27.5%
Adopted Child	0.8%	0.6%	0.5%
Stepchild	0.5%	0.5%	0.5%
Grandchild	0.8%	0.9%	0.9%
Brother or Sister	0.7%	1.2%	1.3%
Parent	1.0%	1.3%	1.4%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.8%	1.6%	1.6%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.5%	4.6%	5.4%
In Group Quarters	0.7%	0.6%	0.9%
Institutionalized	0.4%	0.3%	0.4%
Noninstitutionalized	0.3%	0.3%	0.5%
2024 Population 25+ by Educational Attainment			
Total	12,266	112,462	287,003
Less than 9th Grade	1.4%	3.6%	3.7%
9th - 12th Grade, No Diploma	0.7%	2.7%	2.5%
High School Graduate	8.3%	9.0%	9.4%
GED/Alternative Credential	0.7%	1.1%	1.1%
Some College, No Degree	7.7%	7.7%	7.8%
Associate Degree	3.2%	3.8%	4.0%
Bachelor's Degree	29.6%	31.3%	32.5%
Graduate/Professional Degree	48.5%	40.8%	38.9%
2024 Population 15+ by Marital Status			
Total	14,389	131,294	333,979
Never Married	30.7%	32.3%	34.7%
Married	58.9%	56.2%	54.1%
Widowed	3.6%	4.1%	4.0%
Divorced	6.9%	7.4%	7.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,784	96,623	244,883
Population 16+ Employed	98.2%	97.3%	97.4%
Population 16+ Unemployment rate	1.8%	2.7%	2.6%
Population 16-24 Employed	11.0%	10.6%	10.6%
Population 16-24 Unemployment rate	3.6%	6.3%	6.5%
Population 25-54 Employed	64.0%	67.9%	67.6%
Population 25-54 Unemployment rate	0.5%	2.1%	1.9%
Population 55-64 Employed	17.1%	14.9%	14.6%
Population 55-64 Unemployment rate	2.7%	2.1%	2.2%
Population 65+ Employed	7.9%	6.7%	7.2%
Population 65+ Unemployment rate	7.1%	4.9%	3.2%

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2024 Employed Population 16+ by Industry			
Total	10,592	93,991	238,630
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	3.3%	4.7%	4.9%
Manufacturing	2.9%	2.2%	2.5%
Wholesale Trade	0.5%	0.6%	0.6%
Retail Trade	4.6%	5.2%	5.1%
Transportation/Utilities	1.4%	2.3%	2.5%
Information	1.9%	2.6%	2.5%
Finance/Insurance/Real Estate	7.6%	7.3%	7.6%
Services	58.4%	60.3%	60.9%
Public Administration	19.2%	14.6%	13.3%
2024 Employed Population 16+ by Occupation			
Total	10,591	93,989	238,630
White Collar	89.0%	81.8%	81.0%
Management/Business/Financial	33.2%	30.3%	31.1%
Professional	45.2%	39.9%	38.6%
Sales	4.9%	5.3%	5.1%
Administrative Support	5.7%	6.4%	6.0%
Services	7.4%	10.7%	11.0%
Blue Collar	3.6%	7.5%	8.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.2%	2.6%	3.0%
Installation/Maintenance/Repair	0.5%	0.9%	1.1%
Production	0.8%	1.3%	1.3%
Transportation/Material Moving	1.0%	2.5%	2.5%
2020 Households by Type			
Total	6,134	60,092	150,753
Married Couple Households	58.0%	52.9%	50.9%
With Own Children <18	30.6%	26.7%	24.7%
Without Own Children <18	27.3%	26.2%	26.1%
Cohabiting Couple Households	3.6%	5.4%	5.3%
With Own Children <18	0.5%	1.0%	1.0%
Without Own Children <18	3.1%	4.4%	4.3%
Male Householder, No Spouse/Partner	14.9%	17.6%	18.6%
Living Alone	9.8%	11.4%	12.0%
65 Years and over	2.7%	2.5%	2.7%
With Own Children <18	1.3%	1.4%	1.3%
Without Own Children <18, With Relatives	2.0%	2.4%	2.4%
No Relatives Present	1.8%	2.4%	2.8%
Female Householder, No Spouse/Partner	23.6%	24.2%	25.2%
Living Alone	14.3%	14.2%	14.7%
65 Years and over	6.9%	5.8%	6.2%
With Own Children <18	3.3%	3.7%	3.7%
Without Own Children <18, With Relatives	4.6%	4.6%	4.6%
No Relatives Present	1.3%	1.7%	2.2%
2020 Households by Size			
Total	6,134	60,092	150,753
1 Person Household	24.2%	25.6%	26.7%
2 Person Household	28.7%	29.7%	30.1%
3 Person Household	17.1%	16.4%	16.0%
4 Person Household	18.7%	17.2%	16.3%
5 Person Household	7.5%	6.9%	6.8%
6 Person Household	2.8%	2.7%	2.6%
7 + Person Household	1.1%	1.4%	1.6%

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2020 Households by Tenure and Mortgage Status			
Total	6,134	60,092	150,753
Owner Occupied	71.1%	57.6%	56.9%
Owned with a Mortgage/Loan	55.7%	43.8%	42.6%
Owned Free and Clear	15.4%	13.8%	14.3%
Renter Occupied	28.9%	42.4%	43.1%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	71	65	65
Percent of Income for Mortgage	33.4%	37.1%	37.5%
Wealth Index	232	193	191
2020 Housing Units By Urban/ Rural Status			
Total	6,358	62,833	159,461
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	16,843	159,772	398,219
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.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Enterprising Professionals	Urban Chic (2A)
3.	Enterprising Professionals (2D)	Urban Chic (2A)	Metro Renters (3B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$31,079,967	\$275,174,519	\$696,456,123
Average Spent	\$4,835.09	\$4,535.00	\$4,515.46
Spending Potential Index	203	190	190
Education: Total \$	\$27,282,277	\$226,096,183	\$566,923,442
Average Spent	\$4,244.29	\$3,726.16	\$3,675.64
Spending Potential Index	246	216	213
Entertainment/Recreation: Total \$	\$54,723,564	\$462,511,463	\$1,164,068,063
Average Spent	\$8,513.31	\$7,622.39	\$7,547.22
Spending Potential Index	208	186	185
Food at Home: Total \$	\$94,061,076	\$824,175,521	\$2,086,355,658
Average Spent	\$14,633.02	\$13,582.77	\$13,526.86
Spending Potential Index	200	186	185
Food Away from Home: Total \$	\$52,970,151	\$462,544,216	\$1,168,168,570
Average Spent	\$8,240.53	\$7,622.93	\$7,573.81
Spending Potential Index	212	196	195
Health Care: Total \$	\$93,750,546	\$793,470,538	\$1,997,489,171
Average Spent	\$14,584.71	\$13,076.74	\$12,950.69
Spending Potential Index	190	170	168
HH Furnishings & Equipment: Total \$	\$41,147,883	\$351,458,569	\$885,265,884
Average Spent	\$6,401.35	\$5,792.19	\$5,739.61
Spending Potential Index	202	183	181
Personal Care Products & Services: Total \$	\$13,602,389	\$118,539,703	\$299,430,825
Average Spent	\$2,116.12	\$1,953.59	\$1,941.36
Spending Potential Index	213	196	195
Shelter: Total \$	\$372,495,566	\$3,216,968,065	\$8,115,413,334
Average Spent	\$57,948.91	\$53,017.04	\$52,616.17
Spending Potential Index	217	199	197
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,278,492	\$368,496,604	\$920,399,925
Average Spent	\$7,043.95	\$6,072.99	\$5,967.40
Spending Potential Index	201	173	170
Travel: Total \$	\$43,486,422	\$364,103,235	\$914,923,245
Average Spent	\$6,765.16	\$6,000.58	\$5,931.89
Spending Potential Index	223	198	196
Vehicle Maintenance & Repairs: Total \$	\$18,115,852	\$158,131,997	\$399,491,263
Average Spent	\$2,818.27	\$2,606.08	\$2,590.10
Spending Potential Index	190	176	175

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.

September 23, 2024