

Pike 7 Plaza
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.92158
Longitude: -77.23625

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	11,020	89,896	231,623
2020 Total Population	15,292	102,395	256,192
2020 Group Quarters	26	244	1,098
2024 Total Population	17,317	105,929	260,275
2024 Group Quarters	25	245	1,099
2029 Total Population	18,902	109,769	265,771
2024-2029 Annual Rate	1.77%	0.71%	0.42%
2024 Total Daytime Population	75,699	174,074	345,178
Workers	69,398	129,833	233,244
Residents	6,301	44,241	111,934
Household Summary			
2010 Households	5,264	35,001	87,414
2010 Average Household Size	2.09	2.56	2.64
2020 Total Households	7,409	40,210	95,546
2020 Average Household Size	2.06	2.54	2.67
2024 Households	8,446	41,983	97,179
2024 Average Household Size	2.05	2.52	2.67
2029 Households	9,188	43,673	99,240
2029 Average Household Size	2.05	2.51	2.67
2024-2029 Annual Rate	1.70%	0.79%	0.42%
2010 Families	2,836	23,651	60,076
2010 Average Family Size	2.82	3.09	3.14
2024 Families	4,087	26,535	65,103
2024 Average Family Size	2.93	3.18	3.28
2029 Families	4,431	27,201	65,885
2029 Average Family Size	2.95	3.19	3.29
2024-2029 Annual Rate	1.63%	0.50%	0.24%
Housing Unit Summary			
2000 Housing Units	5,294	32,753	82,456
Owner Occupied Housing Units	48.3%	65.4%	68.6%
Renter Occupied Housing Units	42.7%	31.3%	28.5%
Vacant Housing Units	8.9%	3.3%	2.9%
2010 Housing Units	5,900	37,076	91,805
Owner Occupied Housing Units	47.1%	63.6%	66.3%
Renter Occupied Housing Units	42.2%	30.8%	28.9%
Vacant Housing Units	10.8%	5.6%	4.8%
2020 Housing Units	8,158	42,447	100,462
Owner Occupied Housing Units	33.4%	54.9%	60.2%
Renter Occupied Housing Units	57.4%	39.8%	34.9%
Vacant Housing Units	8.8%	5.4%	4.9%
2024 Housing Units	9,467	45,324	103,627
Owner Occupied Housing Units	33.5%	54.3%	60.5%
Renter Occupied Housing Units	55.7%	38.4%	33.2%
Vacant Housing Units	10.8%	7.4%	6.2%
2029 Housing Units	9,942	46,533	105,738
Owner Occupied Housing Units	35.3%	54.4%	60.4%
Renter Occupied Housing Units	57.1%	39.4%	33.4%
Vacant Housing Units	7.6%	6.1%	6.1%

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	8,446	41,983	97,179
<\$15,000	6.0%	4.6%	4.1%
\$15,000 - \$24,999	1.9%	1.8%	2.0%
\$25,000 - \$34,999	2.0%	1.7%	1.9%
\$35,000 - \$49,999	2.7%	3.5%	3.4%
\$50,000 - \$74,999	8.2%	6.6%	7.1%
\$75,000 - \$99,999	13.1%	10.1%	9.3%
\$100,000 - \$149,999	19.1%	14.9%	14.8%
\$150,000 - \$199,999	15.0%	14.0%	14.0%
\$200,000+	31.9%	42.8%	43.6%
Average Household Income	\$196,253	\$234,802	\$235,196
2029 Households by Income			
Household Income Base	9,188	43,673	99,240
<\$15,000	5.0%	3.9%	3.4%
\$15,000 - \$24,999	1.4%	1.3%	1.4%
\$25,000 - \$34,999	1.7%	1.3%	1.4%
\$35,000 - \$49,999	2.3%	2.7%	2.6%
\$50,000 - \$74,999	7.0%	5.6%	6.0%
\$75,000 - \$99,999	10.7%	8.6%	7.9%
\$100,000 - \$149,999	19.1%	14.7%	14.3%
\$150,000 - \$199,999	16.3%	15.0%	14.9%
\$200,000+	36.4%	47.0%	48.1%
Average Household Income	\$220,664	\$259,635	\$261,244
2024 Owner Occupied Housing Units by Value			
Total	3,170	24,588	62,719
<\$50,000	0.5%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.5%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	2.0%	0.7%	0.5%
\$250,000 - \$299,999	0.8%	0.8%	0.6%
\$300,000 - \$399,999	5.7%	2.8%	2.3%
\$400,000 - \$499,999	4.8%	1.9%	2.9%
\$500,000 - \$749,999	22.5%	11.9%	17.1%
\$750,000 - \$999,999	26.4%	29.7%	30.2%
\$1,000,000 - \$1,499,999	23.5%	33.2%	28.7%
\$1,500,000 - \$1,999,999	8.3%	11.5%	10.8%
\$2,000,000 +	5.0%	6.9%	6.6%
Average Home Value	\$971,601	\$1,129,993	\$1,091,654
2029 Owner Occupied Housing Units by Value			
Total	3,506	25,318	63,884
<\$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	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.0%	0.0%	0.0%
\$250,000 - \$299,999	0.1%	0.1%	0.1%
\$300,000 - \$399,999	1.3%	1.3%	0.8%
\$400,000 - \$499,999	4.0%	1.5%	1.7%
\$500,000 - \$749,999	24.6%	9.6%	13.7%
\$750,000 - \$999,999	25.7%	25.9%	28.8%
\$1,000,000 - \$1,499,999	28.0%	39.2%	33.9%
\$1,500,000 - \$1,999,999	11.4%	15.3%	14.1%
\$2,000,000 +	4.8%	7.1%	7.0%
Average Home Value	\$1,058,500	\$1,214,947	\$1,174,921

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	\$139,199	\$170,915	\$173,391
2029	\$156,368	\$187,483	\$192,030
Median Home Value			
2024	\$874,851	\$1,025,236	\$968,139
2029	\$943,182	\$1,147,343	\$1,072,988
Per Capita Income			
2024	\$93,579	\$92,889	\$87,772
2029	\$105,144	\$103,116	\$97,494
Median Age			
2010	38.8	39.1	39.0
2020	36.8	38.5	38.9
2024	36.5	38.8	39.4
2029	38.5	40.1	40.6
2020 Population by Age			
Total	15,292	102,395	256,192
0 - 4	4.3%	5.0%	5.4%
5 - 9	4.9%	6.2%	6.5%
10 - 14	5.0%	6.7%	7.0%
15 - 24	10.7%	11.9%	12.0%
25 - 34	22.1%	15.0%	13.6%
35 - 44	15.7%	14.4%	14.2%
45 - 54	12.5%	14.1%	14.2%
55 - 64	10.5%	12.2%	12.3%
65 - 74	7.3%	8.2%	8.5%
75 - 84	4.8%	4.5%	4.6%
85 +	2.2%	1.7%	1.7%
18 +	83.0%	78.0%	76.8%
2024 Population by Age			
Total	17,316	105,928	260,276
0 - 4	4.2%	4.9%	5.3%
5 - 9	4.2%	5.9%	6.3%
10 - 14	4.5%	6.1%	6.5%
15 - 24	10.0%	11.6%	11.8%
25 - 34	24.4%	15.9%	13.9%
35 - 44	16.4%	15.1%	14.8%
45 - 54	12.2%	14.0%	14.3%
55 - 64	9.6%	11.4%	11.6%
65 - 74	7.0%	8.2%	8.5%
75 - 84	5.1%	5.0%	5.1%
85 +	2.3%	1.9%	1.9%
18 +	84.7%	79.5%	78.1%
2029 Population by Age			
Total	18,901	109,768	265,772
0 - 4	4.0%	4.6%	5.0%
5 - 9	3.8%	5.2%	5.6%
10 - 14	4.3%	6.2%	6.6%
15 - 24	10.1%	11.0%	11.3%
25 - 34	20.2%	14.7%	13.2%
35 - 44	18.8%	15.3%	14.5%
45 - 54	12.7%	14.4%	14.5%
55 - 64	9.9%	11.7%	12.0%
65 - 74	7.8%	8.9%	9.2%
75 - 84	5.8%	5.8%	6.0%
85 +	2.6%	2.2%	2.2%
18 +	85.4%	80.5%	79.0%

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	7,559	50,689	126,210
Females	7,733	51,706	129,982
2024 Population by Sex			
Males	8,765	53,487	130,543
Females	8,552	52,442	129,732
2029 Population by Sex			
Males	9,528	55,186	132,593
Females	9,374	54,583	133,178
2010 Population by Race/Ethnicity			
Total	11,020	89,897	231,623
White Alone	66.9%	70.0%	69.3%
Black Alone	3.3%	3.3%	3.8%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	24.3%	19.6%	18.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	3.1%	4.5%
Two or More Races	4.1%	3.7%	3.7%
Hispanic Origin	6.3%	9.4%	12.3%
Diversity Index	55.0	55.9	59.3
2020 Population by Race/Ethnicity			
Total	15,292	102,395	256,192
White Alone	52.8%	56.9%	56.8%
Black Alone	5.0%	4.1%	4.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	31.4%	25.1%	22.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.1%	3.8%	5.8%
Two or More Races	8.6%	9.9%	10.7%
Hispanic Origin	6.9%	9.8%	12.9%
Diversity Index	66.3	67.1	69.9
2024 Population by Race/Ethnicity			
Total	17,318	105,929	260,275
White Alone	50.6%	54.8%	54.9%
Black Alone	5.3%	4.3%	4.3%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	32.5%	26.2%	23.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	4.0%	6.0%
Two or More Races	9.0%	10.4%	11.3%
Hispanic Origin	7.4%	10.3%	13.4%
Diversity Index	67.8	68.7	71.4
2029 Population by Race/Ethnicity			
Total	18,903	109,770	265,770
White Alone	47.9%	51.9%	52.3%
Black Alone	5.5%	4.4%	4.3%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	34.5%	28.3%	24.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	4.2%	6.3%
Two or More Races	9.4%	10.9%	11.8%
Hispanic Origin	7.8%	10.8%	14.0%
Diversity Index	69.1	70.5	73.0

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.

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2020 Population by Relationship and Household Type			
Total	15,292	102,395	256,192
In Households	99.8%	99.8%	99.6%
Householder	47.7%	39.1%	37.3%
Opposite-Sex Spouse	19.3%	21.0%	20.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.7%	1.8%	1.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	22.0%	28.2%	29.2%
Adopted Child	0.4%	0.5%	0.6%
Stepchild	0.3%	0.4%	0.5%
Grandchild	0.4%	0.7%	0.8%
Brother or Sister	0.9%	0.9%	1.0%
Parent	1.2%	1.3%	1.4%
Parent-in-law	0.4%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.6%	1.0%	1.3%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.4%	3.7%	3.9%
In Group Quarters	0.2%	0.2%	0.4%
Institutionalized	0.1%	0.1%	0.2%
Noninstitutionalized	0.1%	0.1%	0.2%
2024 Population 25+ by Educational Attainment			
Total	13,345	75,717	182,561
Less than 9th Grade	0.6%	1.3%	2.1%
9th - 12th Grade, No Diploma	0.6%	1.0%	1.8%
High School Graduate	4.7%	5.8%	7.5%
GED/Alternative Credential	0.6%	0.7%	0.8%
Some College, No Degree	7.4%	6.9%	7.3%
Associate Degree	3.6%	3.4%	3.9%
Bachelor's Degree	38.5%	35.7%	33.1%
Graduate/Professional Degree	43.9%	45.1%	43.5%
2024 Population 15+ by Marital Status			
Total	15,080	87,989	213,237
Never Married	34.8%	30.7%	30.4%
Married	52.3%	57.6%	58.6%
Widowed	4.2%	4.1%	4.1%
Divorced	8.7%	7.6%	7.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,579	64,134	153,217
Population 16+ Employed	95.7%	97.0%	97.4%
Population 16+ Unemployment rate	4.3%	3.0%	2.6%
Population 16-24 Employed	8.8%	10.3%	10.5%
Population 16-24 Unemployment rate	13.6%	6.5%	6.8%
Population 25-54 Employed	74.0%	68.0%	66.2%
Population 25-54 Unemployment rate	3.1%	2.2%	1.9%
Population 55-64 Employed	11.2%	15.0%	15.9%
Population 55-64 Unemployment rate	1.7%	2.6%	1.9%
Population 65+ Employed	6.0%	6.6%	7.4%
Population 65+ Unemployment rate	9.0%	5.7%	4.2%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	11,079	62,232	149,187
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	0.9%	2.4%	3.5%
Manufacturing	1.8%	2.3%	2.8%
Wholesale Trade	0.7%	0.7%	0.7%
Retail Trade	3.4%	4.4%	5.2%
Transportation/Utilities	1.7%	2.0%	2.3%
Information	2.9%	2.9%	2.6%
Finance/Insurance/Real Estate	10.7%	9.3%	8.3%
Services	67.2%	62.9%	60.7%
Public Administration	10.6%	12.9%	13.7%
2024 Employed Population 16+ by Occupation			
Total	11,079	62,234	149,187
White Collar	92.2%	88.7%	85.3%
Management/Business/Financial	34.2%	33.9%	32.2%
Professional	45.7%	44.1%	41.8%
Sales	5.1%	4.9%	5.2%
Administrative Support	7.3%	5.8%	6.1%
Services	5.0%	7.2%	8.9%
Blue Collar	2.9%	4.1%	5.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.3%	0.8%	1.8%
Installation/Maintenance/Repair	0.6%	0.6%	0.8%
Production	1.1%	1.1%	1.2%
Transportation/Material Moving	0.8%	1.6%	2.0%
2020 Households by Type			
Total	7,409	40,210	95,546
Married Couple Households	41.1%	54.2%	56.5%
With Own Children <18	17.2%	25.8%	27.3%
Without Own Children <18	23.9%	28.4%	29.1%
Cohabiting Couple Households	5.8%	4.8%	4.6%
With Own Children <18	0.3%	0.6%	0.8%
Without Own Children <18	5.5%	4.2%	3.8%
Male Householder, No Spouse/Partner	24.7%	17.9%	16.1%
Living Alone	19.1%	12.3%	10.5%
65 Years and over	2.5%	2.3%	2.5%
With Own Children <18	1.2%	1.2%	1.3%
Without Own Children <18, With Relatives	1.8%	2.2%	2.3%
No Relatives Present	2.7%	2.2%	2.0%
Female Householder, No Spouse/Partner	28.3%	23.2%	22.8%
Living Alone	19.3%	14.2%	13.5%
65 Years and over	6.7%	5.6%	6.0%
With Own Children <18	3.3%	3.1%	3.4%
Without Own Children <18, With Relatives	3.6%	4.3%	4.5%
No Relatives Present	2.1%	1.6%	1.5%
2020 Households by Size			
Total	7,409	40,210	95,546
1 Person Household	38.4%	26.5%	23.9%
2 Person Household	32.5%	31.0%	30.6%
3 Person Household	12.6%	16.3%	16.8%
4 Person Household	10.5%	16.3%	17.6%
5 Person Household	3.7%	6.2%	6.9%
6 Person Household	1.5%	2.4%	2.7%
7 + Person Household	0.8%	1.3%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	7,409	40,210	95,546
Owner Occupied	36.8%	58.0%	63.3%
Owned with a Mortgage/Loan	25.7%	42.6%	47.2%
Owned Free and Clear	11.1%	15.4%	16.1%
Renter Occupied	63.2%	42.0%	36.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	65	69
Percent of Income for Mortgage	39.3%	37.5%	34.9%
Wealth Index	152	211	217
2020 Housing Units By Urban/ Rural Status			
Total	8,158	42,447	100,462
Urban Housing Units	100.0%	99.9%	99.6%
Rural Housing Units	0.0%	0.1%	0.4%
2020 Population By Urban/ Rural Status			
Total	15,292	102,395	256,192
Urban Population	100.0%	99.9%	99.5%
Rural Population	0.0%	0.1%	0.5%

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.	Metro Renters (3B)	Top Tier (1A)	Top Tier (1A)
2.	Golden Years (9B)	Metro Renters (3B)	Enterprising Professionals (2D)
3.	Top Tier (1A)	Enterprising Professionals	Metro Renters (3B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$35,272,354	\$203,356,616	\$466,000,462
Average Spent	\$4,176.22	\$4,843.78	\$4,795.28
Spending Potential Index	175	203	201
Education: Total \$	\$28,030,160	\$171,095,424	\$394,221,917
Average Spent	\$3,318.75	\$4,075.35	\$4,056.66
Spending Potential Index	192	236	235
Entertainment/Recreation: Total \$	\$57,519,786	\$343,453,131	\$797,779,166
Average Spent	\$6,810.30	\$8,180.77	\$8,209.38
Spending Potential Index	166	200	201
Food at Home: Total \$	\$103,734,372	\$605,513,927	\$1,401,529,483
Average Spent	\$12,282.07	\$14,422.84	\$14,422.14
Spending Potential Index	168	198	198
Food Away from Home: Total \$	\$58,911,765	\$341,448,416	\$786,830,620
Average Spent	\$6,975.11	\$8,133.02	\$8,096.71
Spending Potential Index	179	209	208
Health Care: Total \$	\$96,451,889	\$590,105,966	\$1,371,401,346
Average Spent	\$11,419.83	\$14,055.83	\$14,112.12
Spending Potential Index	148	183	183
HH Furnishings & Equipment: Total \$	\$43,815,415	\$260,616,258	\$603,433,701
Average Spent	\$5,187.71	\$6,207.66	\$6,209.51
Spending Potential Index	164	196	196
Personal Care Products & Services: Total \$	\$15,018,778	\$87,511,261	\$202,162,316
Average Spent	\$1,778.21	\$2,084.45	\$2,080.31
Spending Potential Index	179	209	209
Shelter: Total \$	\$404,948,808	\$2,365,296,836	\$5,495,825,671
Average Spent	\$47,945.63	\$56,339.40	\$56,553.63
Spending Potential Index	180	211	212
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$43,699,803	\$278,087,063	\$646,941,209
Average Spent	\$5,174.02	\$6,623.80	\$6,657.21
Spending Potential Index	148	189	190
Travel: Total \$	\$45,722,783	\$270,566,750	\$629,399,447
Average Spent	\$5,413.54	\$6,444.67	\$6,476.70
Spending Potential Index	178	212	214
Vehicle Maintenance & Repairs: Total \$	\$19,587,147	\$116,689,292	\$269,632,385
Average Spent	\$2,319.10	\$2,779.44	\$2,774.60
Spending Potential Index	157	188	187

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.