

# Community Profile

Pike & Rose  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.04914  
Longitude: -77.11772

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	18,110	145,169	335,157
2020 Total Population	22,931	158,498	364,633
2020 Group Quarters	547	1,839	5,113
2024 Total Population	23,938	161,004	370,692
2024 Group Quarters	546	1,837	5,097
2029 Total Population	25,104	164,568	380,551
2024-2029 Annual Rate	0.96%	0.44%	0.53%
2024 Total Daytime Population	58,620	191,142	435,987
Workers	48,123	120,113	265,736
Residents	10,497	71,029	170,251
<b>Household Summary</b>			
2010 Households	8,832	55,334	127,361
2010 Average Household Size	1.98	2.59	2.59
2020 Total Households	11,386	59,925	136,679
2020 Average Household Size	1.97	2.61	2.63
2024 Households	11,793	61,065	139,359
2024 Average Household Size	1.98	2.61	2.62
2029 Households	12,397	62,677	143,828
2029 Average Household Size	1.98	2.60	2.61
2024-2029 Annual Rate	1.00%	0.52%	0.63%
2010 Families	4,266	34,907	82,993
2010 Average Family Size	2.76	3.18	3.16
2024 Families	5,514	38,311	89,524
2024 Average Family Size	2.87	3.31	3.29
2029 Families	5,779	38,990	91,294
2029 Average Family Size	2.87	3.31	3.30
2024-2029 Annual Rate	0.94%	0.35%	0.39%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,068	53,416	122,987
Owner Occupied Housing Units	41.0%	67.2%	67.8%
Renter Occupied Housing Units	54.4%	29.9%	29.2%
Vacant Housing Units	4.6%	3.0%	3.0%
2010 Housing Units	9,530	58,551	134,871
Owner Occupied Housing Units	38.4%	62.2%	63.8%
Renter Occupied Housing Units	54.3%	32.3%	30.6%
Vacant Housing Units	7.3%	5.5%	5.6%
2020 Housing Units	11,964	62,555	143,472
Owner Occupied Housing Units	30.8%	58.1%	60.3%
Renter Occupied Housing Units	64.3%	37.7%	34.9%
Vacant Housing Units	4.9%	4.1%	4.7%
2024 Housing Units	12,506	64,306	147,328
Owner Occupied Housing Units	32.2%	59.1%	60.9%
Renter Occupied Housing Units	62.1%	35.8%	33.7%
Vacant Housing Units	5.7%	5.0%	5.4%
2029 Housing Units	12,973	65,855	151,753
Owner Occupied Housing Units	32.1%	58.8%	60.1%
Renter Occupied Housing Units	63.5%	36.4%	34.6%
Vacant Housing Units	4.4%	4.8%	5.2%

**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	11,793	61,065	139,351
<\$15,000	8.2%	5.0%	5.0%
\$15,000 - \$24,999	3.2%	2.8%	3.4%
\$25,000 - \$34,999	4.8%	3.9%	3.8%
\$35,000 - \$49,999	5.8%	5.7%	5.4%
\$50,000 - \$74,999	10.2%	10.4%	9.8%
\$75,000 - \$99,999	10.7%	10.2%	9.7%
\$100,000 - \$149,999	20.5%	17.5%	16.4%
\$150,000 - \$199,999	11.5%	13.6%	12.9%
\$200,000+	25.1%	30.9%	33.5%
Average Household Income	\$166,410	\$187,248	\$195,581
<b>2029 Households by Income</b>			
Household Income Base	12,397	62,677	143,820
<\$15,000	7.9%	4.7%	4.5%
\$15,000 - \$24,999	2.5%	2.1%	2.7%
\$25,000 - \$34,999	3.9%	3.2%	3.1%
\$35,000 - \$49,999	4.5%	4.5%	4.4%
\$50,000 - \$74,999	8.4%	8.5%	8.2%
\$75,000 - \$99,999	10.2%	9.4%	9.0%
\$100,000 - \$149,999	20.7%	17.1%	15.9%
\$150,000 - \$199,999	12.6%	14.7%	13.8%
\$200,000+	29.3%	35.8%	38.4%
Average Household Income	\$190,022	\$212,432	\$220,902
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,015	38,007	89,637
<\$50,000	1.4%	1.4%	1.3%
\$50,000 - \$99,999	0.4%	0.2%	0.6%
\$100,000 - \$149,999	0.1%	0.3%	0.7%
\$150,000 - \$199,999	0.1%	0.9%	1.1%
\$200,000 - \$249,999	0.7%	1.9%	1.5%
\$250,000 - \$299,999	1.2%	2.2%	1.7%
\$300,000 - \$399,999	4.3%	8.6%	6.6%
\$400,000 - \$499,999	9.2%	13.2%	10.9%
\$500,000 - \$749,999	38.6%	33.2%	30.4%
\$750,000 - \$999,999	31.5%	22.0%	23.4%
\$1,000,000 - \$1,499,999	9.3%	11.3%	13.6%
\$1,500,000 - \$1,999,999	2.4%	3.4%	5.5%
\$2,000,000 +	0.8%	1.5%	2.7%
Average Home Value	\$754,862	\$735,584	\$806,117
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	4,154	38,698	91,226
<\$50,000	0.5%	0.7%	0.8%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.2%
\$150,000 - \$199,999	0.0%	0.2%	0.4%
\$200,000 - \$249,999	0.1%	0.7%	0.7%
\$250,000 - \$299,999	0.3%	1.1%	0.8%
\$300,000 - \$399,999	1.8%	5.2%	4.0%
\$400,000 - \$499,999	6.8%	11.5%	9.4%
\$500,000 - \$749,999	39.7%	35.6%	32.4%
\$750,000 - \$999,999	36.7%	26.1%	26.9%
\$1,000,000 - \$1,499,999	11.0%	13.8%	15.9%
\$1,500,000 - \$1,999,999	2.6%	3.9%	5.9%
\$2,000,000 +	0.5%	1.3%	2.3%
Average Home Value	\$800,656	\$794,821	\$853,204

**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	\$112,817	\$130,234	\$136,012
2029	\$125,679	\$151,320	\$156,289
<b>Median Home Value</b>			
2024	\$710,917	\$660,874	\$710,813
2029	\$754,997	\$715,275	\$759,233
<b>Per Capita Income</b>			
2024	\$81,476	\$71,184	\$73,699
2029	\$93,148	\$81,083	\$83,657
<b>Median Age</b>			
2010	39.6	39.1	40.4
2020	38.9	39.6	40.7
2024	39.0	40.4	41.3
2029	40.2	41.7	42.4
<b>2020 Population by Age</b>			
Total	22,931	158,498	364,633
0 - 4	4.8%	5.5%	5.4%
5 - 9	5.1%	6.1%	6.1%
10 - 14	4.6%	6.4%	6.6%
15 - 24	9.0%	11.2%	11.7%
25 - 34	19.5%	13.8%	12.4%
35 - 44	16.1%	14.8%	13.6%
45 - 54	10.9%	13.1%	13.2%
55 - 64	10.7%	12.5%	12.6%
65 - 74	9.1%	9.1%	9.8%
75 - 84	6.2%	4.9%	5.7%
85 +	4.1%	2.6%	2.9%
18 +	82.9%	78.2%	78.0%
<b>2024 Population by Age</b>			
Total	23,938	161,003	370,691
0 - 4	4.8%	5.4%	5.2%
5 - 9	4.8%	6.1%	6.0%
10 - 14	4.3%	6.0%	6.1%
15 - 24	9.6%	11.1%	11.7%
25 - 34	19.1%	13.2%	12.4%
35 - 44	16.8%	15.6%	14.2%
45 - 54	11.8%	13.4%	13.2%
55 - 64	9.5%	11.6%	11.8%
65 - 74	9.1%	9.5%	10.0%
75 - 84	6.4%	5.5%	6.5%
85 +	3.9%	2.6%	3.0%
18 +	83.5%	79.0%	79.1%
<b>2029 Population by Age</b>			
Total	25,104	164,566	380,550
0 - 4	4.6%	5.1%	5.0%
5 - 9	4.5%	5.6%	5.4%
10 - 14	4.3%	6.3%	6.1%
15 - 24	10.0%	10.7%	11.1%
25 - 34	16.9%	12.6%	12.7%
35 - 44	17.1%	14.8%	13.3%
45 - 54	12.7%	14.0%	13.3%
55 - 64	9.5%	11.3%	11.6%
65 - 74	9.3%	10.0%	10.4%
75 - 84	7.1%	6.8%	7.7%
85 +	4.1%	3.0%	3.4%
18 +	84.0%	79.6%	80.0%

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<b>2020 Population by Sex</b>			
Males	10,586	76,294	174,471
Females	12,345	82,204	190,162
<b>2024 Population by Sex</b>			
Males	11,261	78,830	180,336
Females	12,677	82,174	190,356
<b>2029 Population by Sex</b>			
Males	11,788	80,121	184,403
Females	13,316	84,447	196,148
<b>2010 Population by Race/Ethnicity</b>			
Total	18,109	145,169	335,156
White Alone	65.0%	63.4%	63.3%
Black Alone	7.8%	8.6%	11.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	20.2%	14.6%	13.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	8.7%	7.8%
Two or More Races	3.0%	4.1%	3.8%
Hispanic Origin	11.5%	21.6%	18.8%
Diversity Index	62.5	70.9	69.5
<b>2020 Population by Race/Ethnicity</b>			
Total	22,931	158,498	364,633
White Alone	51.8%	48.2%	48.7%
Black Alone	11.3%	9.8%	12.2%
American Indian Alone	0.4%	0.7%	0.7%
Asian Alone	20.2%	16.0%	14.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.7%	12.6%	11.6%
Two or More Races	10.7%	12.6%	12.1%
Hispanic Origin	13.4%	23.9%	21.8%
Diversity Index	74.2	80.9	80.1
<b>2024 Population by Race/Ethnicity</b>			
Total	23,937	161,004	370,693
White Alone	49.7%	46.5%	47.0%
Black Alone	11.6%	10.0%	12.5%
American Indian Alone	0.4%	0.8%	0.7%
Asian Alone	21.1%	16.7%	15.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.9%	12.9%	11.8%
Two or More Races	11.3%	13.1%	12.6%
Hispanic Origin	14.1%	24.5%	22.4%
Diversity Index	75.7	81.9	81.1
<b>2029 Population by Race/Ethnicity</b>			
Total	25,103	164,568	380,552
White Alone	46.7%	44.1%	44.8%
Black Alone	11.9%	10.1%	12.6%
American Indian Alone	0.4%	0.8%	0.8%
Asian Alone	22.7%	17.8%	16.4%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.4%	13.4%	12.3%
Two or More Races	11.9%	13.7%	13.1%
Hispanic Origin	15.1%	25.5%	23.3%
Diversity Index	77.5	83.0	82.3

**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	22,931	158,498	364,633
In Households	97.6%	98.8%	98.6%
Householder	48.9%	37.8%	37.5%
Opposite-Sex Spouse	17.5%	18.3%	18.9%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.4%	1.7%	1.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	20.8%	27.1%	27.6%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.4%	0.6%	0.6%
Grandchild	0.5%	1.4%	1.3%
Brother or Sister	1.0%	1.4%	1.4%
Parent	1.4%	1.6%	1.6%
Parent-in-law	0.2%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.4%	0.4%
Other Relatives	0.8%	2.1%	2.0%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.8%	5.0%	4.4%
In Group Quarters	2.4%	1.2%	1.4%
Institutionalized	2.3%	0.9%	0.9%
Noninstitutionalized	0.1%	0.3%	0.5%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	18,312	114,998	263,487
Less than 9th Grade	2.0%	4.9%	4.4%
9th - 12th Grade, No Diploma	2.0%	3.4%	3.2%
High School Graduate	6.8%	11.4%	11.1%
GED/Alternative Credential	0.5%	1.3%	1.1%
Some College, No Degree	7.5%	9.5%	9.3%
Associate Degree	3.6%	4.9%	4.6%
Bachelor's Degree	33.2%	27.8%	28.1%
Graduate/Professional Degree	44.4%	36.7%	38.1%
<b>2024 Population 15+ by Marital Status</b>			
Total	20,600	132,898	306,770
Never Married	36.0%	32.9%	31.9%
Married	47.2%	53.1%	54.4%
Widowed	6.8%	5.1%	5.3%
Divorced	10.1%	8.9%	8.4%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	13,699	92,437	205,226
Population 16+ Employed	98.2%	98.0%	98.0%
Population 16+ Unemployment rate	1.8%	2.0%	2.0%
Population 16-24 Employed	8.8%	9.1%	9.4%
Population 16-24 Unemployment rate	3.1%	5.7%	5.6%
Population 25-54 Employed	71.8%	66.0%	64.3%
Population 25-54 Unemployment rate	1.5%	1.5%	1.6%
Population 55-64 Employed	11.2%	15.7%	16.4%
Population 55-64 Unemployment rate	2.4%	2.1%	1.8%
Population 65+ Employed	8.2%	9.2%	9.9%
Population 65+ Unemployment rate	1.7%	1.4%	1.5%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	13,455	90,617	201,063
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.5%	6.0%	6.0%
Manufacturing	2.0%	2.4%	2.5%
Wholesale Trade	0.4%	0.6%	0.6%
Retail Trade	4.5%	6.2%	6.0%
Transportation/Utilities	2.3%	2.6%	2.5%
Information	3.2%	2.6%	2.5%
Finance/Insurance/Real Estate	5.2%	5.6%	5.9%
Services	63.8%	61.2%	60.7%
Public Administration	16.2%	12.7%	13.2%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	13,456	90,617	201,061
White Collar	86.5%	76.2%	77.3%
Management/Business/Financial	26.8%	23.9%	25.0%
Professional	49.6%	40.3%	40.6%
Sales	4.6%	5.9%	5.9%
Administrative Support	5.5%	6.1%	5.7%
Services	8.0%	13.5%	13.1%
Blue Collar	5.5%	10.3%	9.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.3%	4.1%	4.0%
Installation/Maintenance/Repair	1.4%	2.0%	1.6%
Production	1.0%	1.3%	1.1%
Transportation/Material Moving	1.8%	2.8%	2.9%
<b>2020 Households by Type</b>			
Total	11,386	59,925	136,679
Married Couple Households	35.9%	49.0%	51.0%
With Own Children <18	14.6%	22.6%	22.8%
Without Own Children <18	21.2%	26.4%	28.1%
Cohabiting Couple Households	5.5%	4.8%	4.4%
With Own Children <18	0.8%	1.2%	1.2%
Without Own Children <18	4.7%	3.6%	3.2%
Male Householder, No Spouse/Partner	22.2%	16.8%	15.5%
Living Alone	17.3%	11.2%	10.3%
65 Years and over	3.8%	3.2%	3.4%
With Own Children <18	1.3%	1.4%	1.4%
Without Own Children <18, With Relatives	1.8%	2.6%	2.4%
No Relatives Present	1.8%	1.7%	1.5%
Female Householder, No Spouse/Partner	36.5%	29.4%	29.0%
Living Alone	26.7%	17.9%	17.8%
65 Years and over	11.0%	8.3%	9.5%
With Own Children <18	3.8%	4.1%	4.1%
Without Own Children <18, With Relatives	4.3%	5.9%	5.8%
No Relatives Present	1.7%	1.4%	1.4%
<b>2020 Households by Size</b>			
Total	11,386	59,925	136,679
1 Person Household	44.0%	29.0%	28.1%
2 Person Household	29.9%	29.0%	29.5%
3 Person Household	11.2%	15.9%	15.6%
4 Person Household	9.3%	14.8%	15.3%
5 Person Household	3.4%	6.2%	6.6%
6 Person Household	1.3%	2.8%	2.8%
7 + Person Household	0.9%	2.3%	2.2%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	11,386	59,925	136,679
Owner Occupied	32.4%	60.7%	63.3%
Owned with a Mortgage/Loan	21.9%	44.3%	45.3%
Owned Free and Clear	10.5%	16.3%	18.0%
Renter Occupied	67.6%	39.3%	36.7%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	62	77	75
Percent of Income for Mortgage	39.4%	31.8%	32.7%
Wealth Index	129	174	188
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	11,964	62,555	143,472
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	22,931	158,498	364,633
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.	Golden Years (9B)	Pleasantville (2B)	Pleasantville (2B)
3.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$42,993,354	\$234,882,990	\$560,296,127
Average Spent	\$3,645.67	\$3,846.44	\$4,020.52
Spending Potential Index	153	161	169
Education: Total \$	\$32,724,761	\$190,398,818	\$452,178,526
Average Spent	\$2,774.93	\$3,117.97	\$3,244.70
Spending Potential Index	161	180	188
Entertainment/Recreation: Total \$	\$68,352,322	\$399,756,059	\$954,689,260
Average Spent	\$5,796.01	\$6,546.40	\$6,850.57
Spending Potential Index	142	160	167
Food at Home: Total \$	\$125,804,520	\$711,034,224	\$1,698,920,018
Average Spent	\$10,667.73	\$11,643.89	\$12,190.96
Spending Potential Index	146	159	167
Food Away from Home: Total \$	\$70,743,884	\$396,109,047	\$944,923,886
Average Spent	\$5,998.80	\$6,486.68	\$6,780.50
Spending Potential Index	154	167	174
Health Care: Total \$	\$116,660,947	\$690,612,198	\$1,665,078,913
Average Spent	\$9,892.39	\$11,309.46	\$11,948.13
Spending Potential Index	129	147	155
HH Furnishings & Equipment: Total \$	\$52,390,752	\$303,676,941	\$726,355,379
Average Spent	\$4,442.53	\$4,973.01	\$5,212.12
Spending Potential Index	140	157	165
Personal Care Products & Services: Total \$	\$17,995,236	\$102,133,646	\$244,145,937
Average Spent	\$1,525.93	\$1,672.54	\$1,751.92
Spending Potential Index	153	168	176
Shelter: Total \$	\$480,981,079	\$2,786,591,704	\$6,622,192,482
Average Spent	\$40,785.30	\$45,633.21	\$47,518.94
Spending Potential Index	153	171	178
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$52,111,017	\$316,339,917	\$774,787,232
Average Spent	\$4,418.81	\$5,180.38	\$5,559.65
Spending Potential Index	126	148	159
Travel: Total \$	\$53,386,161	\$314,806,921	\$747,777,813
Average Spent	\$4,526.94	\$5,155.28	\$5,365.84
Spending Potential Index	149	170	177
Vehicle Maintenance & Repairs: Total \$	\$23,894,117	\$136,848,995	\$329,032,464
Average Spent	\$2,026.13	\$2,241.04	\$2,361.04
Spending Potential Index	137	151	159

**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