Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

Latitude: 38.98637
Longitude: -77.09692

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	20,075	132,989	397,372
2010 Total Population	22,659	141,070	418,899
2022 Total Population	27,643	154,868	466,152
2022 Group Quarters	61	2,464	9,342
2027 Total Population	29,745	156,752	468,669
2019-2024 Annual Rate	1.48%	0.24%	0.11%
2022 Total Daytime Population	48,997	197,549	512,606
Workers	37,805	125,552	306,920
Residents	11,192	71,997	205,686
Household Summary			
2000 Households	9,719	56,644	169,689
2000 Average Household Size	2.04	2.29	2.27
2010 Households	10,863	59,400	177,196
2010 Average Household Size	2.08	2.34	2.32
2022 Households	13,339	63,720	194,373
2022 Average Household Size	2.07	2.39	2.35
2027 Households	14,468	64,827	197,095
2027 Average Household Size	2.05	2.38	2.33
2019-2024 Annual Rate	1.64%	0.35%	0.28%
2010 Families	5,362	35,703	97,049
2010 Average Family Size	2.87	2.99	3.03
2022 Families	5,857	36,595	101,931
2022 Average Family Size	3.00	3.14	3.16
2027 Families	6,229	37,044	102,914
2027 Average Family Size	2.99	3.12	3.14
2019-2024 Annual Rate	1.24%	0.24%	0.19%
Housing Unit Summary			
2000 Housing Units	10,031	58,544	176,489
Owner Occupied Housing Units	47.8%	66.8%	57.5%
Renter Occupied Housing Units	49.1%	30.0%	38.6%
Vacant Housing Units	3.1%	3.2%	3.9%
2010 Housing Units	11,699	63,298	189,323
Owner Occupied Housing Units	46.1%	63.2%	55.5%
Renter Occupied Housing Units	46.8%	30.6%	38.1%
Vacant Housing Units	7.1%	6.2%	6.4%
2022 Housing Units	15,261	69,040	209,262
Owner Occupied Housing Units	38.4%	60.6%	53.5%
Renter Occupied Housing Units	49.0%	31.7%	39.4%
Vacant Housing Units	12.6%	7.7%	7.1%

September 12, 2022

MILLER WALKER
RETAIL REAL ESTATE

Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2027 Housing Units	16,702	71,931	218,196
Owner Occupied Housing Units	35.7%	58.7%	52.2%
Renter Occupied Housing Units	51.0%	31.4%	38.2%
Vacant Housing Units	13.4%	9.9%	9.7%
Median Household Income			
2022	$146,134	$184,097	$136,102
2027	$166,085	$200,001	$159,151
Median Home Value			
2022	$949,245	$907,224	$769,368
2027	$974,931	$937,256	$818,010
Per Capita Income			
2022	$105,966	$107,693	$86,916
2027	$119,993	$122,238	$99,655
Median Age			
2010	39.6	42.7	39.3
2022	40.6	44.1	40.9
2027	40.7	44.0	41.4

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2022

MILLER ● WALKER
RETAIL REAL ESTATE

Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	13,339	63,720	194,369
<$15,000	5.5%	3.2%	5.1%
$15,000 - $24,999	2.8%	2.3%	3.1%
$25,000 - $34,999	3.4%	2.5%	3.5%
$35,000 - $49,999	3.7%	3.2%	5.1%
$50,000 - $74,999	10.6%	7.6%	10.0%
$75,000 - $99,999	8.7%	8.2%	10.2%
$100,000 - $149,999	16.3%	14.0%	16.6%
$150,000 - $199,999	11.7%	12.2%	12.0%
$200,000+	37.3%	46.8%	34.4%
Average Household Income	$220,475	$260,282	$207,533
2027 Households by Income			
Household Income Base	14,468	64,827	197,091
<$15,000	4.1%	2.4%	3.8%
$15,000 - $24,999	2.1%	1.6%	2.2%
$25,000 - $34,999	3.0%	1.8%	2.6%
$35,000 - $49,999	2.8%	2.1%	3.9%
$50,000 - $74,999	7.9%	6.3%	8.8%
$75,000 - $99,999	9.0%	7.8%	9.5%
$100,000 - $149,999	16.0%	12.4%	16.1%
$150,000 - $199,999	13.1%	12.5%	13.6%
$200,000+	42.0%	53.1%	39.5%
Average Household Income	$247,702	$294,126	$236,063
2022 Owner Occupied Housing Units by Value			
Total	5,866	41,857	111,895
<$50,000	0.3%	0.2%	0.4%
$50,000 - $99,999	0.0%	0.0%	0.0%
$100,000 - $149,999	0.0%	0.1%	0.2%
$150,000 - $199,999	0.1%	0.4%	0.5%
$200,000 - $249,999	0.4%	0.7%	1.2%
$250,000 - $299,999	0.8%	0.9%	1.8%
$300,000 - $399,999	3.6%	2.9%	8.0%
$400,000 - $499,999	4.8%	3.7%	12.5%
$500,000 - $749,999	15.8%	18.7%	23.4%
$750,000 - $999,999	30.5%	35.7%	25.3%
$1,000,000 - $1,499,999	24.5%	23.9%	16.5%
$1,500,000 - $1,999,999	12.9%	8.9%	5.8%
$2,000,000 +	6.5%	4.0%	4.2%
Average Home Value	$1,079,304	$1,004,543	$865,472
2027 Owner Occupied Housing Units by Value			

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2022

MILLER WALKER
RETAIL REAL ESTATE

Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Total	5,957	42,236	113,808
<$50,000	0.2%	0.1%	0.2%
$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%	0.1%	0.2%
$200,000 - $249,999	0.2%	0.4%	0.5%
$250,000 - $299,999	0.4%	0.6%	1.0%
$300,000 - $399,999	2.6%	2.2%	5.8%
$400,000 - $499,999	4.1%	3.1%	11.8%
$500,000 - $749,999	15.1%	17.6%	23.2%
$750,000 - $999,999	30.6%	34.6%	25.9%
$1,000,000 - $1,499,999	26.3%	26.0%	18.0%
$1,500,000 - $1,999,999	14.5%	10.5%	7.0%
$2,000,000 +	6.1%	4.8%	6.2%
Average Home Value	$1,111,075	$1,053,621	$935,560

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.

September 12, 2022

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

Latitude: 38.98637
Longitude: -77.09692

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	22,657	141,069	418,898
0 - 4	4.9%	5.7%	5.8%
5 - 9	5.8%	6.6%	5.6%
10 - 14	5.5%	6.3%	5.2%
15 - 24	9.3%	9.7%	11.6%
25 - 34	18.0%	11.2%	15.7%
35 - 44	14.5%	13.8%	14.2%
45 - 54	14.7%	15.2%	14.3%
55 - 64	13.3%	14.0%	12.9%
65 - 74	7.5%	8.4%	7.4%
75 - 84	4.1%	5.5%	4.6%
85 +	2.5%	3.5%	2.5%
18 +	80.9%	77.6%	80.2%
2022 Population by Age			
Total	27,644	154,870	466,152
0 - 4	4.0%	4.8%	4.8%
5 - 9	4.4%	5.7%	5.3%
10 - 14	4.8%	6.4%	5.7%
15 - 24	10.9%	10.9%	11.5%
25 - 34	16.7%	11.2%	14.4%
35 - 44	15.0%	12.0%	13.6%
45 - 54	12.2%	12.5%	12.3%
55 - 64	12.8%	13.8%	12.9%
65 - 74	11.2%	12.3%	11.0%
75 - 84	5.6%	6.9%	5.8%
85 +	2.4%	3.5%	2.7%
18 +	83.7%	79.3%	80.9%
2027 Population by Age			

September 12, 2022

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Total	29,744	156,753	468,670
0 - 4	4.1%	4.9%	4.9%
5 - 9	4.4%	5.7%	5.1%
10 - 14	4.2%	5.8%	5.1%
15 - 24	10.6%	10.5%	11.5%
25 - 34	18.1%	11.5%	14.4%
35 - 44	15.1%	12.9%	13.9%
45 - 54	11.6%	11.8%	12.0%
55 - 64	11.4%	12.7%	11.9%
65 - 74	11.0%	12.3%	11.2%
75 - 84	7.0%	8.3%	7.1%
85 +	2.4%	3.7%	2.8%
18 +	84.7%	80.1%	81.7%
2010 Population by Sex			
Males	10,617	65,921	196,537
Females	12,042	75,148	222,361
2022 Population by Sex			
Males	13,177	73,805	221,953
Females	14,466	81,063	244,199
2027 Population by Sex			
Males	14,218	75,032	223,932
Females	15,527	81,720	244,737

September 12, 2022

Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	22,660	141,069	418,899
White Alone	84.0%	82.0%	66.0%
Black Alone	3.6%	5.7%	17.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	8.3%	7.4%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.7%	5.4%
Two or More Races	2.6%	3.0%	3.6%
Hispanic Origin	7.0%	7.5%	13.6%
Diversity Index	37.8	41.3	63.6
2022 Population by Race/Ethnicity			
Total	27,642	154,868	466,153
White Alone	69.5%	69.5%	55.2%
Black Alone	5.5%	6.9%	16.4%
American Indian Alone	0.3%	0.2%	0.5%
Asian Alone	11.6%	9.7%	9.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	2.8%	7.6%
Two or More Races	10.4%	10.9%	11.3%
Hispanic Origin	9.3%	9.4%	15.9%
Diversity Index	57.6	57.7	73.8
2027 Population by Race/Ethnicity			
Total	29,744	156,754	468,668
White Alone	67.0%	67.5%	53.4%
Black Alone	5.7%	7.0%	16.2%
American Indian Alone	0.3%	0.2%	0.5%
Asian Alone	12.2%	10.2%	9.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%	8.3%
Two or More Races	11.4%	11.8%	12.1%
Hispanic Origin	9.7%	9.8%	16.4%
Diversity Index	60.4	60.0	75.2
2010 Population by Relationship and Household Type			

September 12, 2022

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

Latitude: 38.98637
Longitude: -77.09692

	1 mile	3 miles	5 miles
Total	22,659	141,070	418,898
In Households	99.5%	98.6%	98.0%
In Family Households	69.2%	77.3%	72.8%
Householder	23.6%	25.3%	23.2%
Spouse	20.0%	21.8%	18.1%
Child	22.7%	26.6%	24.8%
Other relative	1.6%	1.9%	4.0%
Nonrelative	1.2%	1.6%	2.6%
In Nonfamily Households	30.4%	21.2%	25.2%
In Group Quarters	0.5%	1.4%	2.0%
Institutionalized Population	0.2%	0.9%	0.7%
Noninstitutionalized Population	0.2%	0.6%	1.3%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2022

Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	20,998	111,793	338,988
Less than 9th Grade	1.3%	1.3%	3.1%
9th - 12th Grade, No Diploma	0.4%	0.8%	2.5%
High School Graduate	3.3%	4.0%	7.3%
GED/Alternative Credential	0.2%	0.5%	1.1%
Some College, No Degree	4.1%	5.2%	8.5%
Associate Degree	3.4%	2.7%	3.5%
Bachelor's Degree	32.2%	30.4%	28.9%
Graduate/Professional Degree	55.2%	55.1%	45.1%
2022 Population 15+ by Marital Status			
Total	24,005	128,735	392,476
Never Married	38.0%	28.7%	37.1%
Married	50.1%	58.6%	50.9%
Widowed	4.2%	5.5%	4.4%
Divorced	7.7%	7.2%	7.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Employed	97.2%	97.4%	96.4%
Civilian Unemployed (Unemployment Rate)	2.8%	2.6%	3.6%
2022 Employed Population 16+ by Industry			
Total	16,251	82,413	261,733
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	1.9%	2.1%	3.8%
Manufacturing	2.1%	1.5%	1.5%
Wholesale Trade	0.6%	0.5%	0.6%
Retail Trade	3.0%	3.2%	4.2%
Transportation/Utilities	1.4%	1.4%	2.4%
Information	3.4%	3.5%	3.0%
Finance/Insurance/Real Estate	8.6%	8.8%	7.3%
Services	62.8%	62.0%	61.9%
Public Administration	16.1%	16.8%	15.3%
2022 Employed Population 16+ by Occupation			

September 12, 2022

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Total	16,249	82,411	261,732
White Collar	91.9%	92.0%	84.2%
Management/Business/Financial	31.1%	33.2%	29.6%
Professional	50.2%	48.5%	42.7%
Sales	5.2%	5.5%	5.5%
Administrative Support	5.5%	4.8%	6.3%
Services	5.1%	5.3%	9.6%
Blue Collar	3.0%	2.7%	6.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.8%	0.8%	2.2%
Installation/Maintenance/Repair	0.5%	0.4%	0.7%
Production	0.6%	0.5%	0.8%
Transportation/Material Moving	1.1%	1.0%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	22,659	141,070	418,899
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

September 12, 2022

Bethesda, Maryland
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	10,863	59,400	177,194
Households with 1 Person	40.1%	32.2%	35.2%
Households with 2+ People	59.9%	67.8%	64.8%
Family Households	49.4%	60.1%	54.8%
Husband-wife Families	41.9%	51.6%	42.9%
With Related Children	19.0%	24.5%	19.8%
Other Family (No Spouse Present)	7.4%	8.5%	11.9%
Other Family with Male Householder	1.8%	2.1%	3.1%
With Related Children	1.0%	1.1%	1.4%
Other Family with Female Householder	5.6%	6.4%	8.8%
With Related Children	3.1%	3.4%	4.7%
Nonfamily Households	10.5%	7.7%	10.1%
All Households with Children	23.1%	29.1%	26.2%
Multigenerational Households	0.7%	1.2%	2.4%
Unmarried Partner Households	5.2%	4.1%	5.4%
Male-female	4.3%	3.0%	4.1%
Same-sex	0.8%	1.0%	1.3%
2010 Households by Size			
Total	10,864	59,400	177,194
1 Person Household	40.1%	32.2%	35.2%
2 Person Household	33.1%	32.8%	31.6%
3 Person Household	11.8%	13.9%	13.7%
4 Person Household	10.1%	13.8%	11.7%
5 Person Household	3.6%	5.2%	4.8%
6 Person Household	0.9%	1.5%	1.8%
7 + Person Household	0.3%	0.5%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	10,864	59,400	177,196
Owner Occupied	49.6%	67.3%	59.3%
Owned with a Mortgage/Loan	37.9%	49.7%	45.3%
Owned Free and Clear	11.7%	17.6%	14.0%
Renter Occupied	50.4%	32.7%	40.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,699	63,298	189,323
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2022

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	1 mile	3 miles	5 miles

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2022

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

Latitude: 38.98637
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
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)
2022 Consumer Spending			

September 12, 2022

MILLER ● WALKER
RETAIL REAL ESTATE

Community Profile

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Apparel & Services: Total $	$68,610,383	$371,418,046	$928,567,093
Average Spent	$5,143.59	$5,828.91	$4,777.24
Spending Potential Index	214	242	198
Education: Total $	$64,116,649	$369,448,314	$886,691,438
Average Spent	$4,806.71	$5,798.00	$4,561.80
Spending Potential Index	245	296	233
Entertainment/Recreation: Total $	$97,011,432	$549,027,726	$1,335,106,213
Average Spent	$7,272.77	$8,616.25	$6,868.78
Spending Potential Index	198	235	187
Food at Home: Total $	$164,010,943	$900,640,502	$2,258,430,586
Average Spent	$12,295.60	$14,134.35	$11,619.06
Spending Potential Index	199	228	188
Food Away from Home: Total $	$122,538,401	$658,751,063	$1,652,198,495
Average Spent	$9,186.48	$10,338.22	$8,500.14
Spending Potential Index	213	240	197
Health Care: Total $	$170,085,954	$981,208,815	$2,366,120,614
Average Spent	$12,751.03	$15,398.76	$12,173.09
Spending Potential Index	180	217	172
HH Furnishings & Equipment: Total $	$68,262,607	$389,214,022	$939,348,656
Average Spent	$5,117.52	$6,108.19	$4,832.71
Spending Potential Index	200	238	189
Personal Care Products & Services: Total $	$28,102,092	$155,700,997	$384,014,266
Average Spent	$2,106.76	$2,443.52	$1,975.66
Spending Potential Index	207	240	194
Shelter: Total $	$671,843,539	$3,699,788,274	$9,225,700,870
Average Spent	$50,366.86	$58,063.22	$47,463.90
Spending Potential Index	220	254	207
Support Payments/Cash Contributions/Gifts in Kind: Total $	$66,296,046	$397,382,129	$918,811,365
Average Spent	$4,970.09	$6,236.38	$4,727.05
Spending Potential Index	183	230	174
Travel: Total $	$80,670,712	$470,339,137	$1,115,332,776
Average Spent	$6,047.73	$7,381.34	$5,738.11
Spending Potential Index	211	257	200
Vehicle Maintenance & Repairs: Total $	$31,058,592	$172,594,141	$423,597,979
Average Spent	$2,328.40	$2,708.63	$2,179.30
Spending Potential Index	185	215	173

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2022

Bethesda, Maryland
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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