

BoConcept
Rings: 0.25, 0.5, 1 mile radii

Latitude: 38.90488
Longitude: -77.06731

	0.25 miles	0.5 miles	1 mile
Population Summary			
2000 Total Population	1,858	8,936	31,030
2010 Total Population	2,913	6,041	35,499
2023 Total Population	2,312	9,100	39,906
2023 Group Quarters	581	4,873	5,705
2028 Total Population	2,218	8,875	41,689
2019-2024 Annual Rate	-0.83%	-0.50%	0.88%
2023 Total Daytime Population	6,741	22,850	105,816
Workers	5,936	18,059	91,005
Residents	805	4,791	14,811
Household Summary			
2000 Households	1,030	2,304	15,248
2000 Average Household Size	1.80	1.96	1.65
2010 Households	1,043	2,278	16,626
2010 Average Household Size	2.03	2.14	1.75
2023 Households	948	2,109	19,600
2023 Average Household Size	1.83	2.00	1.74
2028 Households	907	2,017	20,735
2028 Average Household Size	1.80	1.98	1.74
2019-2024 Annual Rate	-0.88%	-0.89%	1.13%
2010 Families	304	857	4,854
2010 Average Family Size	2.26	2.56	2.47
2023 Families	267	771	5,349
2023 Average Family Size	2.13	2.53	2.63
2028 Families	255	736	5,629
2028 Average Family Size	2.11	2.52	2.63
2019-2024 Annual Rate	-0.92%	-0.92%	1.03%
Housing Unit Summary			
2000 Housing Units	1,077	2,490	16,644
Owner Occupied Housing Units	46.3%	51.0%	37.7%
Renter Occupied Housing Units	49.3%	41.6%	54.0%
Vacant Housing Units	4.4%	7.5%	8.4%
2010 Housing Units	1,139	2,559	18,948
Owner Occupied Housing Units	42.7%	48.1%	37.9%
Renter Occupied Housing Units	49.0%	41.0%	49.8%
Vacant Housing Units	8.4%	11.0%	12.3%
2023 Housing Units	1,152	2,554	23,189
Owner Occupied Housing Units	51.0%	54.4%	38.3%
Renter Occupied Housing Units	31.2%	28.2%	46.3%
Vacant Housing Units	17.7%	17.4%	15.5%

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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2028 Housing Units	1,152	2,554	24,611
Owner Occupied Housing Units	52.4%	55.5%	38.1%
Renter Occupied Housing Units	26.3%	23.5%	46.2%
Vacant Housing Units	21.3%	21.0%	15.7%
Median Household Income			
2023	\$136,418	\$190,385	\$128,322
2028	\$158,080	\$200,001	\$146,626
Median Home Value			
2023	\$1,112,335	\$1,268,085	\$1,011,882
2028	\$1,186,983	\$1,356,405	\$1,127,068
Per Capita Income			
2023	\$81,642	\$65,587	\$101,341
2028	\$93,800	\$72,870	\$113,352
Median Age			
2010	23.9	26.2	28.6
2023	26.8	22.9	31.9
2028	26.8	22.8	32.6

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.

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2023 Households by Income			
Household Income Base	948	2,109	19,600
<\$15,000	9.0%	6.1%	9.4%
\$15,000 - \$24,999	2.0%	1.3%	2.9%
\$25,000 - \$34,999	2.2%	1.3%	2.7%
\$35,000 - \$49,999	0.2%	1.2%	2.9%
\$50,000 - \$74,999	11.9%	13.9%	12.2%
\$75,000 - \$99,999	5.1%	4.2%	10.4%
\$100,000 - \$149,999	24.4%	16.3%	14.7%
\$150,000 - \$199,999	10.5%	6.9%	9.5%
\$200,000+	34.6%	48.9%	35.4%
Average Household Income	\$217,151	\$264,988	\$207,079
2028 Households by Income			
Household Income Base	907	2,017	20,735
<\$15,000	6.8%	4.6%	7.4%
\$15,000 - \$24,999	1.5%	0.9%	2.2%
\$25,000 - \$34,999	1.8%	1.1%	2.2%
\$35,000 - \$49,999	0.2%	0.9%	2.5%
\$50,000 - \$74,999	9.8%	11.0%	11.1%
\$75,000 - \$99,999	5.0%	4.0%	10.3%
\$100,000 - \$149,999	22.4%	14.6%	15.1%
\$150,000 - \$199,999	12.2%	7.7%	11.0%
\$200,000+	40.2%	55.3%	38.3%
Average Household Income	\$250,199	\$301,817	\$228,831
2023 Owner Occupied Housing Units by Value			
Total	588	1,383	8,868
<\$50,000	0.0%	0.1%	0.8%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	1.0%	0.5%	0.7%
\$150,000 - \$199,999	0.0%	0.1%	0.9%
\$200,000 - \$249,999	0.0%	0.0%	1.0%
\$250,000 - \$299,999	0.0%	1.0%	1.3%
\$300,000 - \$399,999	0.0%	0.1%	4.0%
\$400,000 - \$499,999	1.9%	2.5%	7.6%
\$500,000 - \$749,999	31.6%	17.5%	17.1%
\$750,000 - \$999,999	6.8%	10.0%	15.8%
\$1,000,000 - \$1,499,999	38.6%	34.0%	28.9%
\$1,500,000 - \$1,999,999	8.3%	9.0%	9.2%
\$2,000,000 +	11.7%	25.3%	12.5%
Average Home Value	\$1,159,354	\$1,361,994	\$1,106,662
2028 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.

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Total	604	1,410	9,368
<\$50,000	0.0%	0.0%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.2%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.0%	0.3%
\$200,000 - \$249,999	0.0%	0.0%	0.3%
\$250,000 - \$299,999	0.0%	0.1%	0.4%
\$300,000 - \$399,999	0.0%	0.1%	2.4%
\$400,000 - \$499,999	1.3%	1.6%	5.5%
\$500,000 - \$749,999	27.3%	14.8%	15.8%
\$750,000 - \$999,999	6.3%	8.9%	16.9%
\$1,000,000 - \$1,499,999	40.1%	34.3%	32.3%
\$1,500,000 - \$1,999,999	9.9%	9.6%	9.8%
\$2,000,000 +	15.1%	30.5%	16.1%
Average Home Value	\$1,243,554	\$1,462,181	\$1,219,396

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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2010 Population by Age			
Total	2,914	6,040	35,500
0 - 4	1.8%	3.2%	2.9%
5 - 9	1.0%	1.9%	1.5%
10 - 14	0.8%	1.3%	1.2%
15 - 24	58.6%	41.6%	33.4%
25 - 34	11.9%	14.5%	23.9%
35 - 44	7.1%	9.1%	10.3%
45 - 54	5.3%	7.8%	7.9%
55 - 64	6.5%	9.7%	8.5%
65 - 74	4.7%	7.1%	6.2%
75 - 84	1.7%	3.0%	3.0%
85 +	0.4%	0.8%	1.2%
18 +	96.0%	92.7%	93.6%
2023 Population by Age			
Total	2,311	9,102	39,906
0 - 4	1.7%	1.6%	2.6%
5 - 9	0.9%	1.1%	1.8%
10 - 14	0.7%	0.9%	1.4%
15 - 24	37.1%	58.8%	23.7%
25 - 34	32.0%	13.7%	27.7%
35 - 44	6.7%	5.8%	12.0%
45 - 54	4.5%	3.9%	7.4%
55 - 64	6.6%	5.6%	8.6%
65 - 74	6.7%	5.5%	9.0%
75 - 84	2.7%	2.5%	4.4%
85 +	0.4%	0.6%	1.4%
18 +	96.1%	90.5%	91.9%
2028 Population by Age			

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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Total	2,217	8,875	41,689
0 - 4	1.8%	1.6%	2.7%
5 - 9	0.9%	1.0%	1.9%
10 - 14	0.8%	0.8%	1.4%
15 - 24	37.7%	59.9%	23.6%
25 - 34	30.4%	13.2%	25.7%
35 - 44	7.0%	5.5%	13.5%
45 - 54	4.4%	4.0%	7.8%
55 - 64	6.0%	4.8%	7.7%
65 - 74	7.1%	5.4%	8.9%
75 - 84	3.4%	3.0%	5.1%
85 +	0.5%	0.7%	1.7%
18 +	96.0%	90.5%	92.0%
2010 Population by Sex			
Males	1,405	2,887	16,889
Females	1,508	3,154	18,610
2023 Population by Sex			
Males	1,110	4,301	19,496
Females	1,202	4,799	20,410
2028 Population by Sex			
Males	1,061	4,190	20,385
Females	1,157	4,685	21,304

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2010 Population by Race/Ethnicity			
Total	2,912	6,040	35,499
White Alone	85.4%	87.2%	80.9%
Black Alone	3.3%	3.0%	3.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	7.7%	6.6%	10.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	0.9%	1.3%
Two or More Races	2.6%	2.3%	3.1%
Hispanic Origin	6.9%	6.3%	7.1%
Diversity Index	35.8	32.5	42.0
2023 Population by Race/Ethnicity			
Total	2,312	9,099	39,906
White Alone	75.0%	69.9%	67.9%
Black Alone	4.5%	5.9%	5.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.7%	11.2%	14.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	3.3%	2.8%
Two or More Races	9.0%	9.4%	9.8%
Hispanic Origin	8.4%	9.7%	9.8%
Diversity Index	50.9	57.6	59.3
2028 Population by Race/Ethnicity			
Total	2,218	8,873	41,689
White Alone	74.4%	69.3%	66.4%
Black Alone	4.4%	5.8%	5.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.0%	11.6%	14.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	3.4%	3.0%
Two or More Races	9.2%	9.5%	10.2%
Hispanic Origin	8.5%	9.8%	10.2%
Diversity Index	51.6	58.2	60.9
2010 Population by Relationship and Household Type			

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Total	2,913	6,041	35,499
In Households	72.6%	80.8%	81.9%
In Family Households	24.4%	37.6%	34.7%
Householder	9.6%	14.2%	13.5%
Spouse	7.9%	12.3%	11.5%
Child	5.1%	8.8%	7.3%
Other relative	0.9%	1.0%	1.4%
Nonrelative	0.8%	1.3%	1.0%
In Nonfamily Households	48.2%	43.2%	47.1%
In Group Quarters	27.4%	19.2%	18.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	27.4%	19.2%	18.1%

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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2023 Population 25+ by Educational Attainment			
Total	1,377	3,420	28,117
Less than 9th Grade	1.4%	1.8%	0.9%
9th - 12th Grade, No Diploma	0.0%	0.0%	0.8%
High School Graduate	2.1%	2.7%	1.8%
GED/Alternative Credential	0.0%	0.4%	0.3%
Some College, No Degree	4.6%	6.1%	5.0%
Associate Degree	0.0%	0.7%	1.5%
Bachelor's Degree	21.6%	25.5%	32.2%
Graduate/Professional Degree	70.2%	63.0%	57.4%
2023 Population 15+ by Marital Status			
Total	2,234	8,772	37,582
Never Married	72.6%	74.2%	56.6%
Married	20.4%	19.5%	32.8%
Widowed	3.1%	2.9%	3.5%
Divorced	3.8%	3.4%	7.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	94.6%	96.5%
Civilian Unemployed (Unemployment Rate)	3.7%	5.4%	3.5%
2023 Employed Population 16+ by Industry			
Total	1,530	4,412	25,356
Agriculture/Mining	0.0%	0.0%	0.0%
Construction	1.0%	0.8%	1.1%
Manufacturing	0.5%	0.9%	1.8%
Wholesale Trade	0.9%	0.5%	0.7%
Retail Trade	0.9%	3.0%	2.8%
Transportation/Utilities	0.0%	0.4%	1.1%
Information	2.6%	3.4%	3.6%
Finance/Insurance/Real Estate	7.6%	8.6%	9.3%
Services	75.0%	71.2%	64.9%
Public Administration	11.4%	11.2%	14.7%
2023 Employed Population 16+ by Occupation			

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Total	1,531	4,410	25,355
White Collar	93.3%	90.3%	93.5%
Management/Business/Financial	40.8%	30.3%	37.9%
Professional	41.6%	45.4%	45.0%
Sales	2.7%	4.6%	4.1%
Administrative Support	8.1%	10.0%	6.5%
Services	5.2%	8.1%	4.6%
Blue Collar	1.6%	1.5%	1.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.0%	0.0%	0.2%
Installation/Maintenance/Repair	0.0%	0.1%	0.1%
Production	0.0%	0.0%	0.4%
Transportation/Material Moving	1.6%	1.4%	1.2%
2010 Population By Urban/ Rural Status			
Total Population	2,913	6,041	35,499
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%

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2010 Households by Type			
Total	1,042	2,278	16,626
Households with 1 Person	37.4%	37.7%	51.0%
Households with 2+ People	62.6%	62.3%	49.0%
Family Households	29.2%	37.6%	29.2%
Husband-wife Families	24.0%	32.4%	24.9%
With Related Children	6.0%	9.5%	7.0%
Other Family (No Spouse Present)	5.2%	5.2%	4.3%
Other Family with Male Householder	2.0%	1.7%	1.4%
With Related Children	0.7%	0.7%	0.5%
Other Family with Female Householder	3.2%	3.5%	2.9%
With Related Children	1.2%	1.6%	1.3%
Nonfamily Households	33.4%	24.7%	19.9%
All Households with Children	8.1%	11.9%	8.8%
Multigenerational Households	0.5%	0.5%	0.4%
Unmarried Partner Households	6.7%	6.3%	6.5%
Male-female	4.8%	4.5%	5.1%
Same-sex	1.9%	1.8%	1.4%
2010 Households by Size			
Total	1,043	2,278	16,625
1 Person Household	37.1%	37.7%	51.0%
2 Person Household	34.0%	36.3%	33.3%
3 Person Household	11.7%	11.3%	8.1%
4 Person Household	8.5%	8.2%	4.9%
5 Person Household	4.5%	3.7%	1.7%
6 Person Household	3.1%	2.2%	0.8%
7 + Person Household	1.1%	0.7%	0.2%
2010 Households by Tenure and Mortgage Status			
Total	1,044	2,279	16,626
Owner Occupied	46.6%	54.0%	43.2%
Owned with a Mortgage/Loan	36.2%	40.6%	32.2%
Owned Free and Clear	10.2%	13.4%	11.0%
Renter Occupied	53.4%	46.0%	56.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,139	2,559	18,948
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.

Community Profile

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0.25 miles

0.5 miles

1 mile

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.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
2.	Top Tier (1A)	Dorms to Diplomas (14C)	Metro Renters (3B)
3.	Professional Pride (1B)	Top Tier (1A)	Golden Years (9B)
2023 Consumer Spending			

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Apparel & Services: Total \$	\$4,587,690	\$12,447,826	\$90,482,800
Average Spent	\$4,839.34	\$5,902.24	\$4,616.47
Spending Potential Index	220	268	210
Education: Total \$	\$4,260,646	\$11,565,716	\$80,320,113
Average Spent	\$4,494.35	\$5,483.98	\$4,097.96
Spending Potential Index	251	306	229
Entertainment/Recreation: Total \$	\$6,683,908	\$18,130,186	\$133,471,452
Average Spent	\$7,050.54	\$8,596.58	\$6,809.77
Spending Potential Index	186	227	180
Food at Home: Total \$	\$12,734,746	\$34,546,962	\$254,282,798
Average Spent	\$13,433.28	\$16,380.73	\$12,973.61
Spending Potential Index	198	241	191
Food Away from Home: Total \$	\$7,343,767	\$19,932,707	\$148,413,116
Average Spent	\$7,746.59	\$9,451.26	\$7,572.10
Spending Potential Index	208	254	203
Health Care: Total \$	\$11,392,153	\$30,906,830	\$233,191,982
Average Spent	\$12,017.04	\$14,654.73	\$11,897.55
Spending Potential Index	163	199	162
HH Furnishings & Equipment: Total \$	\$5,790,563	\$15,704,643	\$113,063,097
Average Spent	\$6,108.19	\$7,446.49	\$5,768.53
Spending Potential Index	207	252	195
Personal Care Products & Services: Total \$	\$1,826,050	\$4,954,630	\$36,905,095
Average Spent	\$1,926.21	\$2,349.28	\$1,882.91
Spending Potential Index	201	246	197
Shelter: Total \$	\$49,606,282	\$134,574,121	\$984,181,252
Average Spent	\$52,327.30	\$63,809.45	\$50,213.33
Spending Potential Index	211	258	203
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,090,519	\$13,799,347	\$99,408,303
Average Spent	\$5,369.75	\$6,543.08	\$5,071.85
Spending Potential Index	172	209	162
Travel: Total \$	\$4,257,761	\$11,544,729	\$83,895,517
Average Spent	\$4,491.31	\$5,474.03	\$4,280.38
Spending Potential Index	200	243	190
Vehicle Maintenance & Repairs: Total \$	\$2,077,258	\$5,643,624	\$44,085,059
Average Spent	\$2,191.20	\$2,675.97	\$2,249.24
Spending Potential Index	167	204	172

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0.25 miles

0.5 miles

1 mile

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.