

Bethesda Row
4827 Bethesda Ave, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.98091
Longitude: -77.09689

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	19,518	129,168	408,342
2010 Total Population	21,922	136,131	428,150
2019 Total Population	25,243	145,406	466,177
2019 Group Quarters	169	2,646	8,577
2024 Total Population	27,925	150,892	483,567
2017-2022 Annual Rate	2.04%	0.74%	0.74%
2019 Total Daytime Population	52,827	196,348	516,422
Workers	43,005	130,299	317,506
Residents	9,822	66,049	198,916
Household Summary			
2000 Households	9,409	55,157	176,686
2000 Average Household Size	2.04	2.27	2.24
2010 Households	10,515	57,080	184,155
2010 Average Household Size	2.07	2.34	2.28
2019 Households	12,337	60,745	199,787
2019 Average Household Size	2.03	2.35	2.29
2024 Households	13,908	63,138	206,900
2024 Average Household Size	2.00	2.35	2.30
2017-2022 Annual Rate	2.43%	0.78%	0.70%
2010 Families	5,219	34,400	97,700
2010 Average Family Size	2.86	2.97	3.00
2019 Families	5,729	35,795	103,798
2019 Average Family Size	2.88	3.01	3.04
2024 Families	6,191	36,780	106,872
2024 Average Family Size	2.87	3.03	3.05
2017-2022 Annual Rate	1.56%	0.54%	0.59%
Housing Unit Summary			
2000 Housing Units	9,761	56,817	184,296
Owner Occupied Housing Units	47.8%	66.6%	55.7%
Renter Occupied Housing Units	48.5%	30.5%	40.2%
Vacant Housing Units	3.6%	2.9%	4.1%
2010 Housing Units	11,379	60,670	197,368
Owner Occupied Housing Units	45.6%	63.5%	54.0%
Renter Occupied Housing Units	46.8%	30.6%	39.3%
Vacant Housing Units	7.6%	5.9%	6.7%
2019 Housing Units	13,073	63,732	209,966
Owner Occupied Housing Units	42.3%	62.0%	53.0%
Renter Occupied Housing Units	52.1%	33.3%	42.2%
Vacant Housing Units	5.6%	4.7%	4.8%
2024 Housing Units	14,621	66,091	216,877
Owner Occupied Housing Units	39.4%	61.7%	53.7%
Renter Occupied Housing Units	55.7%	33.8%	41.7%
Vacant Housing Units	4.9%	4.5%	4.6%
Median Household Income			
2019	\$122,130	\$157,642	\$114,233
2024	\$130,870	\$164,731	\$124,487
Median Home Value			
2019	\$970,993	\$926,146	\$770,267
2024	\$969,949	\$959,896	\$815,839
Per Capita Income			
2019	\$90,718	\$92,459	\$73,772
2024	\$98,091	\$98,814	\$80,598
Median Age			
2010	39.8	42.7	39.0
2019	40.5	44.1	40.1
2024	40.3	44.0	40.8

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	12,337	60,745	199,785
<\$15,000	5.5%	3.5%	6.2%
\$15,000 - \$24,999	3.1%	2.5%	4.1%
\$25,000 - \$34,999	3.2%	3.0%	4.2%
\$35,000 - \$49,999	5.4%	4.7%	6.1%
\$50,000 - \$74,999	13.8%	9.1%	12.2%
\$75,000 - \$99,999	10.4%	8.8%	10.6%
\$100,000 - \$149,999	16.2%	15.8%	17.6%
\$150,000 - \$199,999	12.0%	13.2%	11.7%
\$200,000+	30.5%	39.3%	27.2%
Average Household Income	\$186,587	\$222,040	\$172,151
2024 Households by Income			
Household Income Base	13,908	63,138	206,898
<\$15,000	4.5%	3.1%	5.4%
\$15,000 - \$24,999	2.5%	2.1%	3.6%
\$25,000 - \$34,999	2.8%	2.7%	3.6%
\$35,000 - \$49,999	4.8%	4.0%	4.9%
\$50,000 - \$74,999	12.6%	8.5%	11.2%
\$75,000 - \$99,999	10.9%	8.9%	10.7%
\$100,000 - \$149,999	17.0%	15.7%	18.1%
\$150,000 - \$199,999	13.5%	14.1%	13.1%
\$200,000+	31.3%	40.9%	29.4%
Average Household Income	\$197,877	\$236,909	\$188,408
2019 Owner Occupied Housing Units by Value			
Total	5,532	39,527	111,206
<\$50,000	0.5%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.2%	0.2%	0.3%
\$150,000 - \$199,999	0.1%	0.5%	0.7%
\$200,000 - \$249,999	1.0%	0.8%	1.7%
\$250,000 - \$299,999	1.3%	1.1%	2.5%
\$300,000 - \$399,999	5.0%	3.1%	9.3%
\$400,000 - \$499,999	5.0%	3.1%	10.2%
\$500,000 - \$749,999	16.8%	17.7%	22.6%
\$750,000 - \$999,999	22.7%	32.6%	23.2%
\$1,000,000 +	27.3%	26.6%	18.3%
Average Home Value	\$1,093,979	\$1,029,126	\$869,158
2024 Owner Occupied Housing Units by Value			
Total	5,759	40,767	116,379
<\$50,000	0.2%	0.1%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.0%	0.3%	0.4%
\$200,000 - \$249,999	0.5%	0.5%	1.0%
\$250,000 - \$299,999	0.8%	0.8%	1.8%
\$300,000 - \$399,999	4.0%	2.5%	7.6%
\$400,000 - \$499,999	4.7%	2.8%	9.6%
\$500,000 - \$749,999	17.0%	15.8%	22.6%
\$750,000 - \$999,999	25.8%	32.3%	24.9%
\$1,000,000 +	27.3%	30.1%	20.5%
Average Home Value	\$1,103,700	\$1,070,338	\$913,722

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	21,923	136,135	428,148
0 - 4	4.6%	5.7%	5.7%
5 - 9	5.7%	6.6%	5.4%
10 - 14	5.6%	6.3%	5.1%
15 - 24	9.7%	10.3%	11.7%
25 - 34	17.8%	11.0%	16.4%
35 - 44	14.1%	13.6%	14.3%
45 - 54	14.6%	15.0%	14.2%
55 - 64	13.7%	14.1%	12.9%
65 - 74	7.7%	8.5%	7.4%
75 - 84	4.2%	5.4%	4.6%
85 +	2.3%	3.5%	2.4%
18 +	80.9%	77.8%	80.7%
2019 Population by Age			
Total	25,243	145,406	466,176
0 - 4	3.9%	4.9%	4.9%
5 - 9	4.4%	5.8%	5.2%
10 - 14	5.0%	6.4%	5.5%
15 - 24	11.4%	11.3%	11.5%
25 - 34	16.8%	11.2%	15.6%
35 - 44	13.8%	11.4%	13.3%
45 - 54	12.4%	12.8%	12.5%
55 - 64	13.4%	14.5%	13.3%
65 - 74	11.2%	11.7%	10.4%
75 - 84	5.3%	6.3%	5.2%
85 +	2.4%	3.8%	2.7%
18 +	83.4%	79.2%	81.3%
2024 Population by Age			
Total	27,924	150,892	483,567
0 - 4	4.0%	5.0%	5.0%
5 - 9	4.3%	5.7%	5.0%
10 - 14	4.2%	5.8%	5.0%
15 - 24	10.8%	10.7%	11.3%
25 - 34	18.7%	11.6%	15.5%
35 - 44	14.8%	12.5%	13.9%
45 - 54	11.2%	11.8%	11.9%
55 - 64	12.0%	13.5%	12.4%
65 - 74	11.1%	12.2%	10.9%
75 - 84	6.6%	7.6%	6.3%
85 +	2.4%	3.7%	2.7%
18 +	84.8%	80.1%	82.1%
2010 Population by Sex			
Males	10,305	63,416	201,064
Females	11,617	72,715	227,086
2019 Population by Sex			
Males	12,001	68,324	220,417
Females	13,242	77,082	245,760
2024 Population by Sex			
Males	13,329	71,219	229,452
Females	14,597	79,672	254,115

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2010 Population by Race/Ethnicity			
Total	21,923	136,130	428,149
White Alone	83.8%	82.8%	66.1%
Black Alone	3.6%	5.4%	18.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	8.5%	7.2%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.3%	1.5%	5.1%
Two or More Races	2.7%	2.9%	3.6%
Hispanic Origin	6.9%	7.1%	12.9%
Diversity Index	38.0	39.9	63.3
2019 Population by Race/Ethnicity			
Total	25,243	145,407	466,177
White Alone	78.3%	79.7%	63.7%
Black Alone	5.0%	5.7%	17.0%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	11.1%	8.9%	8.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	2.0%	6.5%
Two or More Races	3.5%	3.6%	4.2%
Hispanic Origin	10.0%	9.6%	16.4%
Diversity Index	48.4	46.6	68.0
2024 Population by Race/Ethnicity			
Total	27,925	150,892	483,566
White Alone	75.0%	77.7%	62.3%
Black Alone	5.9%	6.0%	16.5%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	12.7%	9.9%	8.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.2%	2.3%	7.3%
Two or More Races	4.0%	3.9%	4.6%
Hispanic Origin	12.1%	11.3%	18.6%
Diversity Index	54.2	50.7	70.5
2010 Population by Relationship and Household Type			
Total	21,922	136,131	428,150
In Households	99.3%	98.1%	98.0%
In Family Households	69.4%	76.8%	71.1%
Householder	23.7%	25.2%	22.8%
Spouse	20.1%	21.8%	17.8%
Child	22.9%	26.4%	24.2%
Other relative	1.5%	1.8%	3.8%
Nonrelative	1.2%	1.6%	2.5%
In Nonfamily Households	29.8%	21.3%	26.9%
In Group Quarters	0.7%	1.9%	2.0%
Institutionalized Population	0.2%	0.8%	0.6%
Noninstitutionalized Population	0.6%	1.1%	1.4%

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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2019 Population 25+ by Educational Attainment			
Total	19,008	104,181	339,999
Less than 9th Grade	1.1%	1.0%	3.5%
9th - 12th Grade, No Diploma	0.8%	0.9%	2.6%
High School Graduate	4.0%	4.0%	7.5%
GED/Alternative Credential	0.4%	0.6%	1.2%
Some College, No Degree	5.6%	6.5%	9.4%
Associate Degree	2.9%	2.8%	3.3%
Bachelor's Degree	30.1%	29.2%	27.6%
Graduate/Professional Degree	55.2%	55.1%	44.9%
2019 Population 15+ by Marital Status			
Total	21,891	120,567	393,437
Never Married	34.8%	28.9%	38.6%
Married	52.3%	57.8%	48.8%
Widowed	4.8%	6.0%	4.8%
Divorced	8.0%	7.3%	7.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.3%	96.3%
Civilian Unemployed (Unemployment Rate)	3.0%	2.7%	3.7%
2019 Employed Population 16+ by Industry			
Total	15,494	80,092	270,976
Agriculture/Mining	0.3%	0.2%	0.1%
Construction	1.8%	1.8%	3.2%
Manufacturing	2.1%	1.7%	1.6%
Wholesale Trade	0.6%	0.5%	0.6%
Retail Trade	2.9%	2.9%	3.9%
Transportation/Utilities	1.5%	1.3%	2.1%
Information	4.1%	3.8%	3.2%
Finance/Insurance/Real Estate	9.1%	9.4%	7.8%
Services	61.0%	60.4%	60.5%
Public Administration	16.5%	18.0%	17.0%
2019 Employed Population 16+ by Occupation			
Total	15,496	80,091	270,977
White Collar	89.7%	89.8%	82.0%
Management/Business/Financial	28.0%	29.3%	26.6%
Professional	47.8%	47.7%	40.7%
Sales	6.6%	6.4%	6.3%
Administrative Support	7.3%	6.4%	8.4%
Services	7.2%	7.6%	12.1%
Blue Collar	3.1%	2.6%	5.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.7%	0.7%	2.0%
Installation/Maintenance/Repair	0.6%	0.5%	0.9%
Production	0.7%	0.6%	0.8%
Transportation/Material Moving	1.0%	0.9%	2.2%
2010 Population By Urban/ Rural Status			
Total Population	21,922	136,131	428,150
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	10,515	57,079	184,155
Households with 1 Person	40.1%	31.8%	36.2%
Households with 2+ People	59.9%	68.2%	63.8%
Family Households	49.6%	60.3%	53.1%
Husband-wife Families	42.2%	52.1%	41.3%
With Related Children	18.8%	24.7%	18.9%
Other Family (No Spouse Present)	7.4%	8.1%	11.7%
Other Family with Male Householder	1.8%	2.0%	3.0%
With Related Children	1.0%	1.0%	1.4%
Other Family with Female Householder	5.7%	6.1%	8.7%
With Related Children	3.1%	3.2%	4.6%
Nonfamily Households	10.3%	7.9%	10.8%
All Households with Children	23.0%	29.1%	25.1%
Multigenerational Households	0.7%	1.2%	2.3%
Unmarried Partner Households	5.1%	4.1%	5.7%
Male-female	4.3%	3.0%	4.3%
Same-sex	0.8%	1.1%	1.4%
2010 Households by Size			
Total	10,514	57,080	184,153
1 Person Household	40.1%	31.8%	36.2%
2 Person Household	33.2%	33.0%	31.5%
3 Person Household	11.8%	14.1%	13.5%
4 Person Household	9.9%	14.0%	11.3%
5 Person Household	3.8%	5.3%	4.6%
6 Person Household	1.0%	1.5%	1.7%
7 + Person Household	0.3%	0.4%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	10,515	57,080	184,155
Owner Occupied	49.4%	67.5%	57.9%
Owned with a Mortgage/Loan	37.3%	49.8%	44.3%
Owned Free and Clear	12.1%	17.7%	13.6%
Renter Occupied	50.6%	32.5%	42.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,379	60,670	197,368
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%

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.	Top Tier (1A)	Laptops and Lattes (3A)	Laptops and Lattes (3A)
3.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$57,256,014	\$320,495,178	\$844,272,375
Average Spent	\$4,641.00	\$5,276.08	\$4,225.86
Spending Potential Index	217	246	197
Education: Total \$	\$46,771,055	\$285,592,085	\$707,139,638
Average Spent	\$3,791.12	\$4,701.49	\$3,539.47
Spending Potential Index	238	295	222
Entertainment/Recreation: Total \$	\$82,133,226	\$484,000,031	\$1,232,755,674
Average Spent	\$6,657.47	\$7,967.73	\$6,170.35
Spending Potential Index	204	244	189
Food at Home: Total \$	\$127,393,113	\$718,458,405	\$1,907,272,027
Average Spent	\$10,326.10	\$11,827.45	\$9,546.53
Spending Potential Index	200	229	184
Food Away from Home: Total \$	\$97,447,788	\$543,528,893	\$1,428,566,428
Average Spent	\$7,898.82	\$8,947.71	\$7,150.45
Spending Potential Index	215	243	195
Health Care: Total \$	\$135,653,119	\$811,624,180	\$2,055,356,916
Average Spent	\$10,995.63	\$13,361.17	\$10,287.74
Spending Potential Index	185	225	173
HH Furnishings & Equipment: Total \$	\$53,141,009	\$310,374,340	\$789,726,425
Average Spent	\$4,307.45	\$5,109.46	\$3,952.84
Spending Potential Index	202	240	185
Personal Care Products & Services: Total \$	\$22,562,381	\$130,388,670	\$333,409,718
Average Spent	\$1,828.84	\$2,146.49	\$1,668.83
Spending Potential Index	206	242	188
Shelter: Total \$	\$505,455,031	\$2,883,902,449	\$7,588,648,308
Average Spent	\$40,970.66	\$47,475.55	\$37,983.69
Spending Potential Index	221	257	205
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$62,939,871	\$386,156,147	\$944,240,196
Average Spent	\$5,101.72	\$6,357.00	\$4,726.23
Spending Potential Index	206	256	191
Travel: Total \$	\$59,860,884	\$364,574,946	\$904,976,234
Average Spent	\$4,852.14	\$6,001.73	\$4,529.71
Spending Potential Index	216	267	202
Vehicle Maintenance & Repairs: Total \$	\$27,692,035	\$160,205,641	\$408,509,860
Average Spent	\$2,244.63	\$2,637.35	\$2,044.73
Spending Potential Index	196	231	179

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.