

Pike 7
8350 Leesburg Pike, Vienna, Virginia, 22182
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.92079
Longitude: -77.23317

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,331	82,272	213,569
2010 Total Population	10,649	91,286	235,126
2019 Total Population	15,403	100,989	256,706
2019 Group Quarters	10	196	835
2024 Total Population	18,434	106,595	269,389
2017-2022 Annual Rate	3.66%	1.09%	0.97%
2019 Total Daytime Population	81,042	171,246	332,139
Workers	74,346	124,854	214,986
Residents	6,696	46,392	117,153
Household Summary			
2000 Households	4,516	32,478	81,106
2000 Average Household Size	2.07	2.53	2.62
2010 Households	5,056	35,231	88,377
2010 Average Household Size	2.10	2.59	2.65
2019 Households	7,533	39,479	97,054
2019 Average Household Size	2.04	2.55	2.64
2024 Households	9,113	41,917	102,048
2024 Average Household Size	2.02	2.54	2.63
2017-2022 Annual Rate	3.88%	1.21%	1.01%
2010 Families	2,694	23,959	60,919
2010 Average Family Size	2.86	3.10	3.14
2019 Families	3,728	26,068	65,505
2019 Average Family Size	2.85	3.11	3.15
2024 Families	4,322	27,225	68,212
2024 Average Family Size	2.84	3.11	3.16
2017-2022 Annual Rate	3.00%	0.87%	0.81%
Housing Unit Summary			
2000 Housing Units	4,934	33,657	83,465
Owner Occupied Housing Units	46.9%	64.9%	68.7%
Renter Occupied Housing Units	44.7%	31.6%	28.4%
Vacant Housing Units	8.5%	3.5%	2.8%
2010 Housing Units	5,653	37,371	92,737
Owner Occupied Housing Units	46.8%	63.5%	66.4%
Renter Occupied Housing Units	42.7%	30.8%	28.9%
Vacant Housing Units	10.6%	5.7%	4.7%
2019 Housing Units	7,587	40,851	100,485
Owner Occupied Housing Units	39.6%	57.9%	61.0%
Renter Occupied Housing Units	59.7%	38.7%	35.5%
Vacant Housing Units	0.7%	3.4%	3.4%
2024 Housing Units	9,163	43,189	105,390
Owner Occupied Housing Units	37.5%	57.7%	61.2%
Renter Occupied Housing Units	61.9%	39.4%	35.6%
Vacant Housing Units	0.5%	2.9%	3.2%
Median Household Income			
2019	\$110,681	\$131,904	\$133,631
2024	\$117,868	\$141,447	\$144,227
Median Home Value			
2019	\$664,871	\$754,310	\$724,967
2024	\$693,709	\$785,774	\$747,068
Per Capita Income			
2019	\$75,561	\$73,860	\$71,884
2024	\$84,180	\$80,186	\$77,713
Median Age			
2010	38.7	39.2	38.9
2019	39.4	40.3	40.1
2024	38.0	41.1	40.9

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	7,533	39,479	97,052
<\$15,000	8.0%	4.3%	3.8%
\$15,000 - \$24,999	2.3%	2.3%	2.5%
\$25,000 - \$34,999	4.3%	3.1%	3.0%
\$35,000 - \$49,999	3.4%	4.2%	5.0%
\$50,000 - \$74,999	13.3%	10.1%	10.4%
\$75,000 - \$99,999	11.5%	10.7%	10.2%
\$100,000 - \$149,999	23.6%	21.1%	20.1%
\$150,000 - \$199,999	11.1%	13.5%	14.3%
\$200,000+	22.4%	30.7%	30.7%
Average Household Income	\$155,350	\$188,895	\$190,032
2024 Households by Income			
Household Income Base	9,113	41,917	102,046
<\$15,000	6.0%	3.7%	3.2%
\$15,000 - \$24,999	1.8%	1.8%	2.0%
\$25,000 - \$34,999	3.0%	2.4%	2.4%
\$35,000 - \$49,999	2.9%	3.4%	4.1%
\$50,000 - \$74,999	11.3%	8.9%	9.3%
\$75,000 - \$99,999	13.8%	10.8%	10.1%
\$100,000 - \$149,999	24.0%	21.4%	20.7%
\$150,000 - \$199,999	12.7%	14.8%	15.7%
\$200,000+	24.4%	32.6%	32.6%
Average Household Income	\$171,108	\$203,879	\$205,082
2019 Owner Occupied Housing Units by Value			
Total	3,002	23,666	61,325
<\$50,000	0.3%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.3%	0.1%	0.4%
\$150,000 - \$199,999	0.5%	0.5%	0.6%
\$200,000 - \$249,999	1.2%	1.4%	1.5%
\$250,000 - \$299,999	3.8%	2.0%	1.8%
\$300,000 - \$399,999	12.8%	4.7%	6.3%
\$400,000 - \$499,999	10.7%	7.8%	10.5%
\$500,000 - \$749,999	30.9%	32.8%	31.7%
\$750,000 - \$999,999	25.3%	27.6%	25.6%
\$1,000,000 +	9.7%	14.0%	13.1%
Average Home Value	\$732,828	\$858,097	\$824,895
2024 Owner Occupied Housing Units by Value			
Total	3,437	24,911	64,540
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.2%	0.1%	0.2%
\$150,000 - \$199,999	0.3%	0.3%	0.4%
\$200,000 - \$249,999	0.8%	1.0%	1.0%
\$250,000 - \$299,999	3.0%	1.6%	1.4%
\$300,000 - \$399,999	10.8%	4.0%	5.4%
\$400,000 - \$499,999	10.5%	7.0%	10.0%
\$500,000 - \$749,999	31.3%	31.7%	31.8%
\$750,000 - \$999,999	28.1%	29.9%	27.6%
\$1,000,000 +	10.2%	15.1%	13.6%
Average Home Value	\$758,646	\$884,883	\$846,361

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	10,646	91,286	235,126
0 - 4	5.0%	6.2%	6.4%
5 - 9	5.7%	6.7%	6.8%
10 - 14	5.3%	6.6%	6.5%
15 - 24	9.0%	10.1%	10.5%
25 - 34	18.8%	14.3%	14.2%
35 - 44	16.4%	15.0%	14.9%
45 - 54	14.5%	16.1%	15.9%
55 - 64	11.2%	12.4%	12.8%
65 - 74	7.5%	7.2%	6.9%
75 - 84	4.8%	3.9%	3.6%
85 +	1.8%	1.5%	1.6%
18 +	80.9%	76.6%	76.4%
2019 Population by Age			
Total	15,404	100,989	256,708
0 - 4	4.0%	5.3%	5.4%
5 - 9	4.3%	6.0%	6.2%
10 - 14	4.9%	6.9%	6.9%
15 - 24	11.5%	10.7%	11.0%
25 - 34	17.9%	12.9%	12.9%
35 - 44	15.0%	14.3%	13.9%
45 - 54	13.3%	14.0%	13.9%
55 - 64	12.2%	13.8%	13.7%
65 - 74	9.5%	9.6%	9.7%
75 - 84	5.3%	4.8%	4.5%
85 +	2.2%	1.8%	1.8%
18 +	83.3%	78.0%	77.6%
2024 Population by Age			
Total	18,434	106,594	269,390
0 - 4	4.1%	5.3%	5.5%
5 - 9	3.9%	5.8%	6.0%
10 - 14	3.9%	6.1%	6.2%
15 - 24	12.0%	10.4%	10.6%
25 - 34	21.9%	13.7%	13.5%
35 - 44	14.3%	14.7%	14.4%
45 - 54	11.7%	13.2%	13.2%
55 - 64	11.1%	13.1%	13.0%
65 - 74	9.3%	10.1%	10.2%
75 - 84	5.8%	5.6%	5.5%
85 +	2.1%	2.0%	1.9%
18 +	85.4%	79.2%	78.6%
2010 Population by Sex			
Males	5,147	44,921	115,831
Females	5,502	46,365	119,295
2019 Population by Sex			
Males	7,542	49,850	126,948
Females	7,861	51,139	129,758
2024 Population by Sex			
Males	8,966	52,608	133,262
Females	9,468	53,987	136,128

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2010 Population by Race/Ethnicity			
Total	10,649	91,287	235,127
White Alone	66.5%	69.9%	69.4%
Black Alone	3.3%	3.3%	3.8%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	24.5%	19.7%	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	4.3%	3.7%	3.7%
Hispanic Origin	6.3%	9.5%	12.4%
Diversity Index	55.6	56.2	59.6
2019 Population by Race/Ethnicity			
Total	15,404	100,990	256,708
White Alone	59.7%	64.0%	64.0%
Black Alone	4.1%	3.8%	4.3%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	29.5%	23.9%	21.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	3.3%	4.9%
Two or More Races	5.2%	4.6%	4.5%
Hispanic Origin	6.8%	10.4%	13.5%
Diversity Index	61.1	61.9	64.8
2024 Population by Race/Ethnicity			
Total	18,433	106,596	269,389
White Alone	55.6%	60.5%	60.8%
Black Alone	4.5%	4.1%	4.6%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	32.7%	26.6%	24.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	3.5%	5.2%
Two or More Races	5.7%	5.1%	4.9%
Hispanic Origin	7.4%	11.1%	14.4%
Diversity Index	63.9	64.8	67.6
2010 Population by Relationship and Household Type			
Total	10,649	91,286	235,126
In Households	99.9%	99.8%	99.7%
In Family Households	73.5%	83.4%	83.8%
Householder	25.0%	26.2%	25.9%
Spouse	20.7%	22.3%	21.7%
Child	23.4%	29.0%	29.4%
Other relative	3.4%	4.0%	4.4%
Nonrelative	1.1%	1.9%	2.4%
In Nonfamily Households	26.4%	16.4%	15.9%
In Group Quarters	0.1%	0.2%	0.3%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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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2019 Population 25+ by Educational Attainment			
Total	11,600	71,827	180,909
Less than 9th Grade	0.7%	2.3%	2.8%
9th - 12th Grade, No Diploma	1.0%	1.5%	2.3%
High School Graduate	5.6%	7.1%	7.8%
GED/Alternative Credential	0.2%	0.5%	0.6%
Some College, No Degree	8.8%	8.5%	9.4%
Associate Degree	6.4%	4.4%	4.4%
Bachelor's Degree	34.5%	33.0%	32.5%
Graduate/Professional Degree	42.8%	42.6%	40.2%
2019 Population 15+ by Marital Status			
Total	13,368	82,652	209,167
Never Married	30.1%	30.2%	30.8%
Married	56.1%	59.5%	58.2%
Widowed	3.9%	4.1%	3.9%
Divorced	9.9%	6.2%	7.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.4%	97.2%	97.2%
Civilian Unemployed (Unemployment Rate)	2.6%	2.8%	2.8%
2019 Employed Population 16+ by Industry			
Total	8,809	55,390	141,492
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	2.2%	3.4%	3.9%
Manufacturing	1.9%	2.5%	2.5%
Wholesale Trade	1.4%	0.8%	1.0%
Retail Trade	6.1%	5.2%	5.2%
Transportation/Utilities	2.1%	2.0%	1.9%
Information	3.5%	2.7%	2.5%
Finance/Insurance/Real Estate	11.2%	9.1%	8.1%
Services	60.8%	61.8%	61.8%
Public Administration	10.6%	12.4%	13.0%
2019 Employed Population 16+ by Occupation			
Total	8,810	55,389	141,493
White Collar	88.7%	83.9%	80.6%
Management/Business/Financial	29.9%	29.3%	28.4%
Professional	40.5%	38.2%	35.7%
Sales	10.0%	8.5%	7.8%
Administrative Support	8.3%	8.0%	8.8%
Services	7.8%	10.1%	12.7%
Blue Collar	3.5%	6.0%	6.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.9%	1.7%	2.4%
Installation/Maintenance/Repair	1.0%	1.3%	1.3%
Production	0.3%	1.4%	1.3%
Transportation/Material Moving	1.2%	1.7%	1.7%
2010 Population By Urban/ Rural Status			
Total Population	10,649	91,286	235,126
Population Inside Urbanized Area	100.0%	99.9%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.6%

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2010 Households by Type			
Total	5,056	35,231	88,376
Households with 1 Person	38.9%	24.6%	23.6%
Households with 2+ People	61.1%	75.4%	76.4%
Family Households	53.3%	68.0%	68.9%
Husband-wife Families	44.0%	57.7%	57.8%
With Related Children	19.5%	28.3%	28.6%
Other Family (No Spouse Present)	9.3%	10.3%	11.1%
Other Family with Male Householder	2.5%	3.1%	3.4%
With Related Children	0.8%	1.4%	1.5%
Other Family with Female Householder	6.7%	7.2%	7.7%
With Related Children	3.5%	3.8%	4.3%
Nonfamily Households	7.8%	7.4%	7.4%
All Households with Children	24.0%	33.7%	34.6%
Multigenerational Households	1.4%	2.6%	3.0%
Unmarried Partner Households	4.2%	3.6%	3.9%
Male-female	3.6%	3.0%	3.2%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	5,056	35,231	88,376
1 Person Household	38.9%	24.6%	23.6%
2 Person Household	32.4%	32.9%	32.4%
3 Person Household	13.2%	17.0%	17.2%
4 Person Household	10.4%	15.8%	16.0%
5 Person Household	3.6%	6.3%	6.7%
6 Person Household	1.0%	2.2%	2.5%
7 + Person Household	0.5%	1.2%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	5,056	35,231	88,377
Owner Occupied	52.3%	67.3%	69.7%
Owned with a Mortgage/Loan	40.8%	53.0%	55.6%
Owned Free and Clear	11.5%	14.3%	14.1%
Renter Occupied	47.7%	32.7%	30.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,653	37,371	92,737
Housing Units Inside Urbanized Area	100.0%	99.9%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	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)	Enterprising Professionals	Enterprising Professionals
3.	Top Tier (1A)	Metro Renters (3B)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$29,298,298	\$177,951,107	\$440,753,508
Average Spent	\$3,889.33	\$4,507.49	\$4,541.32
Spending Potential Index	182	210	212
Education: Total \$	\$22,881,570	\$155,366,611	\$385,135,948
Average Spent	\$3,037.51	\$3,935.42	\$3,968.26
Spending Potential Index	191	247	249
Entertainment/Recreation: Total \$	\$42,021,539	\$268,161,753	\$662,521,737
Average Spent	\$5,578.33	\$6,792.52	\$6,826.32
Spending Potential Index	171	208	209
Food at Home: Total \$	\$66,619,355	\$402,900,364	\$998,980,951
Average Spent	\$8,843.67	\$10,205.43	\$10,293.04
Spending Potential Index	171	197	199
Food Away from Home: Total \$	\$50,230,347	\$302,927,435	\$749,265,245
Average Spent	\$6,668.04	\$7,673.13	\$7,720.09
Spending Potential Index	181	209	210
Health Care: Total \$	\$71,152,856	\$453,534,418	\$1,117,038,383
Average Spent	\$9,445.49	\$11,487.99	\$11,509.45
Spending Potential Index	159	194	194
HH Furnishings & Equipment: Total \$	\$27,488,616	\$173,480,076	\$427,872,922
Average Spent	\$3,649.09	\$4,394.24	\$4,408.61
Spending Potential Index	171	206	207
Personal Care Products & Services: Total \$	\$11,723,554	\$73,069,411	\$180,092,534
Average Spent	\$1,556.29	\$1,850.84	\$1,855.59
Spending Potential Index	176	209	209
Shelter: Total \$	\$258,155,191	\$1,591,180,965	\$3,957,491,659
Average Spent	\$34,269.90	\$40,304.49	\$40,776.18
Spending Potential Index	185	218	220
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$31,732,805	\$207,234,256	\$508,798,304
Average Spent	\$4,212.51	\$5,249.23	\$5,242.42
Spending Potential Index	170	212	211
Travel: Total \$	\$30,098,554	\$200,949,453	\$497,293,145
Average Spent	\$3,995.56	\$5,090.03	\$5,123.88
Spending Potential Index	178	227	228
Vehicle Maintenance & Repairs: Total \$	\$14,831,967	\$89,642,795	\$220,631,439
Average Spent	\$1,968.93	\$2,270.65	\$2,273.29
Spending Potential Index	172	198	199

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.