

Mount Vernon Plaza  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.74981  
Longitude: -77.08428

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	24,923	105,856	246,247
2020 Total Population	25,837	112,287	267,213
2020 Group Quarters	294	955	2,070
2024 Total Population	25,614	111,320	267,833
2024 Group Quarters	295	959	2,068
2029 Total Population	25,622	112,405	271,283
2024-2029 Annual Rate	0.01%	0.19%	0.26%
2024 Total Daytime Population	19,523	80,444	259,401
Workers	7,360	30,897	152,893
Residents	12,163	49,547	106,508
<b>Household Summary</b>			
2010 Households	8,767	39,384	101,239
2010 Average Household Size	2.83	2.68	2.41
2020 Total Households	8,671	40,411	108,513
2020 Average Household Size	2.95	2.75	2.44
2024 Households	8,594	40,174	109,237
2024 Average Household Size	2.95	2.75	2.43
2029 Households	8,565	40,404	111,237
2029 Average Household Size	2.96	2.76	2.42
2024-2029 Annual Rate	-0.07%	0.11%	0.36%
2010 Families	5,834	26,567	60,621
2010 Average Family Size	3.42	3.23	3.09
2024 Families	5,803	27,285	64,628
2024 Average Family Size	3.61	3.38	3.19
2029 Families	5,772	27,354	65,180
2029 Average Family Size	3.62	3.40	3.19
2024-2029 Annual Rate	-0.11%	0.05%	0.17%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,345	38,892	95,556
Owner Occupied Housing Units	40.8%	63.4%	58.4%
Renter Occupied Housing Units	56.2%	33.9%	38.4%
Vacant Housing Units	3.0%	2.7%	3.1%
2010 Housing Units	9,246	41,558	107,239
Owner Occupied Housing Units	39.6%	61.7%	56.8%
Renter Occupied Housing Units	55.2%	33.0%	37.7%
Vacant Housing Units	5.2%	5.2%	5.6%
2020 Housing Units	9,082	42,118	114,177
Owner Occupied Housing Units	40.8%	60.8%	54.7%
Renter Occupied Housing Units	54.7%	35.1%	40.4%
Vacant Housing Units	4.4%	4.0%	5.0%
2024 Housing Units	9,093	42,800	116,802
Owner Occupied Housing Units	43.0%	61.0%	54.9%
Renter Occupied Housing Units	51.5%	32.9%	38.6%
Vacant Housing Units	5.5%	6.1%	6.5%
2029 Housing Units	9,119	43,139	119,510
Owner Occupied Housing Units	44.0%	61.0%	54.7%
Renter Occupied Housing Units	49.9%	32.7%	38.4%
Vacant Housing Units	6.1%	6.3%	6.9%

**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:** 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	8,594	40,174	109,236
<\$15,000	9.0%	4.8%	4.2%
\$15,000 - \$24,999	7.9%	3.2%	3.1%
\$25,000 - \$34,999	6.5%	3.5%	3.5%
\$35,000 - \$49,999	12.5%	6.3%	4.9%
\$50,000 - \$74,999	14.5%	11.1%	10.2%
\$75,000 - \$99,999	13.1%	11.7%	11.1%
\$100,000 - \$149,999	15.3%	17.4%	19.1%
\$150,000 - \$199,999	6.4%	12.7%	14.4%
\$200,000+	14.7%	29.2%	29.5%
Average Household Income	\$113,109	\$179,733	\$182,073
<b>2029 Households by Income</b>			
Household Income Base	8,565	40,404	111,236
<\$15,000	7.6%	4.0%	3.6%
\$15,000 - \$24,999	6.0%	2.4%	2.4%
\$25,000 - \$34,999	5.0%	2.8%	2.8%
\$35,000 - \$49,999	10.8%	5.2%	3.9%
\$50,000 - \$74,999	13.9%	9.5%	8.6%
\$75,000 - \$99,999	13.5%	10.5%	9.7%
\$100,000 - \$149,999	17.1%	17.5%	19.0%
\$150,000 - \$199,999	7.6%	14.1%	15.9%
\$200,000+	18.5%	33.8%	34.0%
Average Household Income	\$133,650	\$203,910	\$206,337
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,908	26,080	64,105
<\$50,000	8.2%	1.4%	0.9%
\$50,000 - \$99,999	8.9%	1.4%	0.6%
\$100,000 - \$149,999	0.8%	0.2%	0.2%
\$150,000 - \$199,999	4.4%	1.4%	1.0%
\$200,000 - \$249,999	6.2%	2.1%	1.3%
\$250,000 - \$299,999	3.6%	2.3%	2.1%
\$300,000 - \$399,999	4.3%	4.6%	6.3%
\$400,000 - \$499,999	6.0%	7.3%	9.8%
\$500,000 - \$749,999	25.5%	33.7%	32.8%
\$750,000 - \$999,999	23.9%	28.5%	25.2%
\$1,000,000 - \$1,499,999	5.7%	11.6%	13.2%
\$1,500,000 - \$1,999,999	1.4%	3.4%	3.6%
\$2,000,000 +	1.0%	2.1%	2.8%
Average Home Value	\$570,977	\$774,556	\$795,409
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	4,011	26,306	65,296
<\$50,000	7.8%	1.2%	0.6%
\$50,000 - \$99,999	2.3%	0.4%	0.1%
\$100,000 - \$149,999	0.1%	0.0%	0.0%
\$150,000 - \$199,999	1.8%	0.4%	0.3%
\$200,000 - \$249,999	6.3%	1.4%	0.8%
\$250,000 - \$299,999	2.8%	1.6%	1.2%
\$300,000 - \$399,999	2.0%	2.3%	3.4%
\$400,000 - \$499,999	5.8%	4.6%	6.5%
\$500,000 - \$749,999	25.9%	27.8%	28.6%
\$750,000 - \$999,999	30.2%	32.9%	29.6%
\$1,000,000 - \$1,499,999	9.7%	18.1%	19.5%
\$1,500,000 - \$1,999,999	3.5%	5.5%	5.6%
\$2,000,000 +	1.8%	3.8%	3.8%
Average Home Value	\$711,394	\$907,156	\$910,749

**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	\$74,012	\$122,129	\$129,516
2029	\$85,782	\$142,189	\$149,963
<b>Median Home Value</b>			
2024	\$574,274	\$716,813	\$710,954
2029	\$704,074	\$828,194	\$821,061
<b>Per Capita Income</b>			
2024	\$38,166	\$64,809	\$74,242
2029	\$44,912	\$73,238	\$84,579
<b>Median Age</b>			
2010	31.8	37.5	37.3
2020	33.8	37.9	38.2
2024	35.0	38.9	39.0
2029	35.4	40.1	40.4
<b>2020 Population by Age</b>			
Total	25,837	112,287	267,213
0 - 4	7.7%	6.8%	6.4%
5 - 9	8.1%	7.1%	6.1%
10 - 14	8.3%	7.1%	5.8%
15 - 24	13.7%	11.5%	10.3%
25 - 34	14.2%	12.9%	15.8%
35 - 44	15.6%	15.1%	16.1%
45 - 54	13.0%	13.5%	13.5%
55 - 64	10.1%	12.5%	12.4%
65 - 74	5.9%	8.0%	8.4%
75 - 84	2.6%	3.9%	3.8%
85 +	0.9%	1.5%	1.3%
18 +	71.4%	75.0%	78.4%
<b>2024 Population by Age</b>			
Total	25,613	111,320	267,834
0 - 4	7.5%	6.6%	6.1%
5 - 9	7.5%	7.2%	6.4%
10 - 14	7.6%	6.7%	5.5%
15 - 24	14.4%	11.8%	10.4%
25 - 34	13.0%	11.9%	15.0%
35 - 44	15.6%	15.8%	16.8%
45 - 54	13.4%	13.5%	13.3%
55 - 64	10.8%	12.0%	11.8%
65 - 74	6.3%	8.6%	8.7%
75 - 84	2.9%	4.4%	4.5%
85 +	1.0%	1.6%	1.5%
18 +	72.7%	75.7%	79.0%
<b>2029 Population by Age</b>			
Total	25,623	112,406	271,284
0 - 4	7.2%	6.2%	5.7%
5 - 9	7.0%	6.6%	5.9%
10 - 14	7.1%	7.0%	6.1%
15 - 24	14.8%	11.8%	10.4%
25 - 34	13.3%	11.6%	13.5%
35 - 44	13.6%	14.1%	15.8%
45 - 54	13.8%	14.3%	14.2%
55 - 64	11.0%	11.6%	11.6%
65 - 74	7.2%	9.5%	9.5%
75 - 84	3.9%	5.5%	5.7%
85 +	1.1%	1.8%	1.7%
18 +	74.1%	76.3%	79.2%

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<b>2020 Population by Sex</b>			
Males	12,493	54,749	129,011
Females	13,344	57,538	138,202
<b>2024 Population by Sex</b>			
Males	12,553	55,179	131,688
Females	13,061	56,141	136,145
<b>2029 Population by Sex</b>			
Males	12,502	55,370	132,774
Females	13,120	57,036	138,510
<b>2010 Population by Race/Ethnicity</b>			
Total	24,923	105,856	246,246
White Alone	36.1%	58.9%	58.0%
Black Alone	32.7%	18.8%	22.5%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	7.8%	7.2%	8.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.8%	10.4%	6.8%
Two or More Races	4.8%	4.0%	3.9%
Hispanic Origin	34.3%	22.8%	16.3%
Diversity Index	84.8	74.1	70.9
<b>2020 Population by Race/Ethnicity</b>			
Total	25,837	112,287	267,213
White Alone	23.1%	47.3%	48.1%
Black Alone	28.3%	17.3%	21.2%
American Indian Alone	1.1%	0.7%	0.6%
Asian Alone	8.4%	7.9%	9.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	26.1%	14.7%	9.7%
Two or More Races	12.9%	12.0%	11.3%
Hispanic Origin	41.1%	26.0%	19.1%
Diversity Index	88.4	81.8	78.8
<b>2024 Population by Race/Ethnicity</b>			
Total	25,614	111,321	267,834
White Alone	21.9%	45.4%	46.4%
Black Alone	28.2%	17.5%	21.5%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	8.6%	8.1%	9.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	26.8%	15.5%	10.3%
Two or More Races	13.3%	12.6%	11.9%
Hispanic Origin	42.0%	27.1%	20.0%
Diversity Index	88.5	82.9	80.0
<b>2029 Population by Race/Ethnicity</b>			
Total	25,623	112,406	271,283
White Alone	20.8%	43.6%	44.5%
Black Alone	27.7%	17.4%	21.5%
American Indian Alone	1.1%	0.8%	0.6%
Asian Alone	9.1%	8.7%	9.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	27.6%	16.3%	10.8%
Two or More Races	13.7%	13.2%	12.5%
Hispanic Origin	43.0%	28.4%	21.0%
Diversity Index	88.6	83.9	81.2

**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	25,837	112,287	267,213
In Households	98.9%	99.1%	99.2%
Householder	33.6%	35.9%	40.5%
Opposite-Sex Spouse	13.6%	18.2%	18.2%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.0%	1.7%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	33.0%	29.8%	25.9%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.9%	0.8%	0.7%
Grandchild	2.0%	1.7%	1.5%
Brother or Sister	2.4%	1.7%	1.5%
Parent	2.2%	1.6%	1.5%
Parent-in-law	0.3%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	3.1%	2.2%	1.8%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	4.5%	3.9%	3.7%
In Group Quarters	1.1%	0.9%	0.8%
Institutionalized	0.2%	0.4%	0.4%
Noninstitutionalized	1.0%	0.4%	0.4%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	16,140	75,494	192,013
Less than 9th Grade	10.2%	4.8%	2.9%
9th - 12th Grade, No Diploma	7.9%	3.6%	2.6%
High School Graduate	22.3%	15.9%	12.6%
GED/Alternative Credential	2.5%	1.8%	1.5%
Some College, No Degree	15.4%	12.2%	11.6%
Associate Degree	6.7%	6.4%	6.3%
Bachelor's Degree	20.0%	28.4%	30.6%
Graduate/Professional Degree	15.0%	26.9%	31.9%
<b>2024 Population 15+ by Marital Status</b>			
Total	19,842	88,584	219,808
Never Married	37.3%	31.4%	33.8%
Married	54.3%	56.7%	53.4%
Widowed	2.9%	4.1%	4.1%
Divorced	5.5%	7.8%	8.8%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	14,081	63,058	161,111
Population 16+ Employed	95.9%	96.6%	97.3%
Population 16+ Unemployment rate	4.1%	3.4%	2.7%
Population 16-24 Employed	13.3%	10.8%	9.6%
Population 16-24 Unemployment rate	8.1%	9.2%	7.9%
Population 25-54 Employed	66.7%	64.7%	66.8%
Population 25-54 Unemployment rate	2.7%	2.5%	2.0%
Population 55-64 Employed	14.4%	16.8%	15.8%
Population 55-64 Unemployment rate	3.9%	2.7%	2.4%
Population 65+ Employed	5.5%	7.7%	7.8%
Population 65+ Unemployment rate	11.6%	3.5%	2.8%

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<b>2024 Employed Population 16+ by Industry</b>			
Total	13,499	60,933	156,754
Agriculture/Mining	0.4%	0.1%	0.2%
Construction	12.6%	7.7%	5.5%
Manufacturing	2.5%	2.7%	2.3%
Wholesale Trade	1.2%	1.3%	1.0%
Retail Trade	10.9%	7.3%	6.4%
Transportation/Utilities	6.5%	3.8%	3.9%
Information	1.2%	2.0%	2.2%
Finance/Insurance/Real Estate	6.1%	6.1%	6.0%
Services	49.6%	54.3%	54.5%
Public Administration	9.0%	14.7%	18.1%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	13,498	60,931	156,752
White Collar	48.0%	67.0%	75.1%
Management/Business/Financial	13.6%	23.3%	27.0%
Professional	16.8%	29.4%	34.8%
Sales	7.4%	6.9%	6.2%
Administrative Support	10.3%	7.3%	7.1%
Services	29.2%	19.3%	14.4%
Blue Collar	22.8%	13.7%	10.5%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	10.7%	5.8%	3.8%
Installation/Maintenance/Repair	2.0%	1.9%	1.5%
Production	2.6%	1.8%	1.1%
Transportation/Material Moving	7.3%	4.2%	4.0%
<b>2020 Households by Type</b>			
Total	8,671	40,411	108,513
Married Couple Households	41.3%	51.4%	45.9%
With Own Children <18	22.8%	24.3%	19.8%
Without Own Children <18	18.5%	27.1%	26.0%
Cohabiting Couple Households	6.1%	5.0%	5.6%
With Own Children <18	3.0%	1.6%	1.2%
Without Own Children <18	3.1%	3.4%	4.4%
Male Householder, No Spouse/Partner	19.1%	16.7%	19.0%
Living Alone	11.2%	10.8%	13.6%
65 Years and over	2.2%	3.0%	2.8%
With Own Children <18	2.3%	1.6%	1.3%
Without Own Children <18, With Relatives	3.6%	2.7%	2.4%
No Relatives Present	1.9%	1.6%	1.8%
Female Householder, No Spouse/Partner	33.6%	26.9%	29.5%
Living Alone	14.0%	14.3%	18.1%
65 Years and over	4.9%	5.9%	5.9%
With Own Children <18	10.9%	5.5%	4.3%
Without Own Children <18, With Relatives	7.6%	6.1%	5.6%
No Relatives Present	1.1%	1.1%	1.5%
<b>2020 Households by Size</b>			
Total	8,671	40,411	108,513
1 Person Household	25.2%	25.1%	31.7%
2 Person Household	25.0%	29.2%	31.1%
3 Person Household	17.1%	16.5%	14.7%
4 Person Household	16.4%	15.8%	12.6%
5 Person Household	9.1%	7.8%	5.7%
6 Person Household	4.3%	3.3%	2.5%
7 + Person Household	3.1%	2.3%	1.7%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	8,671	40,411	108,513
Owner Occupied	42.7%	63.4%	57.5%
Owned with a Mortgage/Loan	32.0%	49.9%	46.6%
Owned Free and Clear	10.7%	13.5%	10.9%
Renter Occupied	57.3%	36.6%	42.5%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	50	66	71
Percent of Income for Mortgage	48.6%	36.7%	34.4%
Wealth Index	95	169	163
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	9,082	42,118	114,177
Urban Housing Units	100.0%	99.8%	99.9%
Rural Housing Units	0.0%	0.2%	0.1%
<b>2020 Population By Urban/ Rural Status</b>			
Total	25,837	112,287	267,213
Urban Population	100.0%	99.8%	99.9%
Rural Population	0.0%	0.2%	0.1%

**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 Fusion (11C)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Bright Young Professionals	Top Tier (1A)	Laptops and Lattes (3A)
3.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$22,611,632	\$151,643,585	\$424,154,539
Average Spent	\$2,631.10	\$3,774.67	\$3,882.88
Spending Potential Index	110	158	163
Education: Total \$	\$14,515,342	\$118,604,519	\$325,286,977
Average Spent	\$1,689.01	\$2,952.27	\$2,977.81
Spending Potential Index	98	171	172
Entertainment/Recreation: Total \$	\$33,745,416	\$252,553,770	\$695,648,305
Average Spent	\$3,926.63	\$6,286.50	\$6,368.25
Spending Potential Index	96	154	156
Food at Home: Total \$	\$66,618,312	\$458,655,315	\$1,267,089,538
Average Spent	\$7,751.72	\$11,416.72	\$11,599.45
Spending Potential Index	106	156	159
Food Away from Home: Total \$	\$36,557,289	\$253,685,717	\$707,774,221
Average Spent	\$4,253.82	\$6,314.67	\$6,479.25
Spending Potential Index	109	162	167
Health Care: Total \$	\$60,787,969	\$442,304,661	\$1,209,151,580
Average Spent	\$7,073.30	\$11,009.72	\$11,069.07
Spending Potential Index	92	143	144
HH Furnishings & Equipment: Total \$	\$26,774,265	\$193,291,390	\$534,986,265
Average Spent	\$3,115.46	\$4,811.36	\$4,897.48
Spending Potential Index	98	152	155
Personal Care Products & Services: Total \$	\$9,084,310	\$64,933,858	\$180,907,492
Average Spent	\$1,057.05	\$1,616.32	\$1,656.10
Spending Potential Index	106	162	166
Shelter: Total \$	\$243,466,175	\$1,764,237,878	\$4,867,473,990
Average Spent	\$28,329.79	\$43,914.92	\$44,558.84
Spending Potential Index	106	165	167
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,241,174	\$202,066,232	\$545,317,794
Average Spent	\$3,053.43	\$5,029.78	\$4,992.06
Spending Potential Index	87	144	142
Travel: Total \$	\$25,062,047	\$195,598,901	\$539,065,028
Average Spent	\$2,916.23	\$4,868.79	\$4,934.82
Spending Potential Index	96	161	163
Vehicle Maintenance & Repairs: Total \$	\$12,854,184	\$88,642,996	\$245,947,132
Average Spent	\$1,495.72	\$2,206.48	\$2,251.50
Spending Potential Index	101	149	152

**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.