

Plaza del Mercado
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09159
Longitude: -77.04742

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	13,123	105,089	279,452
2020 Total Population	14,404	113,483	301,481
2020 Group Quarters	380	913	2,868
2024 Total Population	14,894	114,704	301,941
2024 Group Quarters	379	914	2,860
2029 Total Population	15,118	114,778	304,143
2024-2029 Annual Rate	0.30%	0.01%	0.15%
2024 Total Daytime Population	10,729	80,515	272,734
Workers	3,338	24,056	131,119
Residents	7,391	56,459	141,615
Household Summary			
2010 Households	4,653	36,935	99,778
2010 Average Household Size	2.74	2.82	2.77
2020 Total Households	4,896	38,760	106,314
2020 Average Household Size	2.86	2.90	2.81
2024 Households	4,913	38,762	105,965
2024 Average Household Size	2.95	2.94	2.82
2029 Households	4,953	38,632	106,512
2029 Average Household Size	2.98	2.95	2.83
2024-2029 Annual Rate	0.16%	-0.07%	0.10%
2010 Families	3,171	25,341	68,247
2010 Average Family Size	3.31	3.32	3.29
2024 Families	3,451	26,701	71,604
2024 Average Family Size	3.60	3.55	3.44
2029 Families	3,488	26,597	71,756
2029 Average Family Size	3.62	3.57	3.45
2024-2029 Annual Rate	0.21%	-0.08%	0.04%
Housing Unit Summary			
2000 Housing Units	4,799	37,357	97,112
Owner Occupied Housing Units	67.2%	71.2%	68.5%
Renter Occupied Housing Units	30.6%	25.6%	28.7%
Vacant Housing Units	2.2%	3.2%	2.8%
2010 Housing Units	4,829	38,969	105,057
Owner Occupied Housing Units	64.7%	68.2%	64.8%
Renter Occupied Housing Units	31.7%	26.5%	30.2%
Vacant Housing Units	3.6%	5.2%	5.0%
2020 Housing Units	5,122	40,481	110,826
Owner Occupied Housing Units	64.3%	68.3%	62.5%
Renter Occupied Housing Units	31.3%	27.4%	33.4%
Vacant Housing Units	4.4%	4.3%	4.0%
2024 Housing Units	5,154	40,548	110,817
Owner Occupied Housing Units	65.7%	69.5%	63.5%
Renter Occupied Housing Units	29.6%	26.1%	32.1%
Vacant Housing Units	4.7%	4.4%	4.4%
2029 Housing Units	5,199	40,739	111,971
Owner Occupied Housing Units	67.0%	70.3%	63.8%
Renter Occupied Housing Units	28.3%	24.5%	31.3%
Vacant Housing Units	4.7%	5.2%	4.9%

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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2024 Households by Income			
Household Income Base	4,913	38,762	105,960
<\$15,000	7.3%	5.0%	5.5%
\$15,000 - \$24,999	4.2%	4.9%	3.6%
\$25,000 - \$34,999	4.3%	5.4%	4.8%
\$35,000 - \$49,999	8.4%	7.1%	6.2%
\$50,000 - \$74,999	8.6%	11.9%	11.0%
\$75,000 - \$99,999	15.8%	11.5%	11.7%
\$100,000 - \$149,999	18.4%	17.9%	18.4%
\$150,000 - \$199,999	12.8%	12.1%	13.4%
\$200,000+	20.1%	24.1%	25.4%
Average Household Income	\$137,054	\$153,896	\$161,683
2029 Households by Income			
Household Income Base	4,953	38,632	106,507
<\$15,000	5.3%	4.1%	4.9%
\$15,000 - \$24,999	4.0%	4.0%	2.8%
\$25,000 - \$34,999	4.1%	4.7%	4.0%
\$35,000 - \$49,999	7.3%	5.9%	5.1%
\$50,000 - \$74,999	7.7%	10.2%	9.3%
\$75,000 - \$99,999	13.7%	10.6%	10.9%
\$100,000 - \$149,999	18.1%	17.9%	18.1%
\$150,000 - \$199,999	15.0%	13.6%	14.9%
\$200,000+	24.9%	28.9%	30.3%
Average Household Income	\$158,945	\$176,816	\$185,569
2024 Owner Occupied Housing Units by Value			
Total	3,387	28,173	70,330
<\$50,000	1.4%	2.4%	1.7%
\$50,000 - \$99,999	0.1%	1.4%	0.8%
\$100,000 - \$149,999	0.1%	1.7%	0.9%
\$150,000 - \$199,999	0.7%	2.2%	1.2%
\$200,000 - \$249,999	1.9%	2.5%	1.5%
\$250,000 - \$299,999	2.0%	2.8%	1.8%
\$300,000 - \$399,999	14.9%	11.1%	8.8%
\$400,000 - \$499,999	20.2%	18.5%	17.1%
\$500,000 - \$749,999	45.4%	41.0%	45.8%
\$750,000 - \$999,999	11.0%	11.2%	14.5%
\$1,000,000 - \$1,499,999	1.0%	2.7%	3.8%
\$1,500,000 - \$1,999,999	0.2%	1.0%	1.0%
\$2,000,000 +	1.1%	1.4%	1.1%
Average Home Value	\$574,439	\$580,610	\$624,565
2029 Owner Occupied Housing Units by Value			
Total	3,482	28,636	71,423
<\$50,000	0.7%	1.5%	0.9%
\$50,000 - \$99,999	0.0%	0.8%	0.3%
\$100,000 - \$149,999	0.0%	0.6%	0.2%
\$150,000 - \$199,999	0.1%	1.2%	0.5%
\$200,000 - \$249,999	0.5%	1.3%	0.7%
\$250,000 - \$299,999	0.7%	1.4%	0.8%
\$300,000 - \$399,999	8.0%	7.0%	5.0%
\$400,000 - \$499,999	17.9%	16.7%	14.1%
\$500,000 - \$749,999	52.0%	47.4%	50.0%
\$750,000 - \$999,999	16.7%	15.4%	19.7%
\$1,000,000 - \$1,499,999	1.6%	3.8%	5.2%
\$1,500,000 - \$1,999,999	0.2%	1.3%	1.3%
\$2,000,000 +	1.5%	1.7%	1.2%
Average Home Value	\$642,368	\$648,724	\$685,240

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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Median Household Income			
2024	\$102,350	\$108,305	\$115,097
2029	\$117,403	\$124,246	\$132,532
Median Home Value			
2024	\$547,627	\$544,501	\$588,810
2029	\$606,512	\$603,206	\$636,754
Per Capita Income			
2024	\$45,402	\$52,113	\$56,877
2029	\$52,270	\$59,635	\$65,138
Median Age			
2010	39.2	40.3	38.9
2020	41.1	41.2	39.7
2024	41.7	42.1	40.4
2029	42.3	43.2	41.4
2020 Population by Age			
Total	14,404	113,483	301,481
0 - 4	5.8%	5.6%	5.8%
5 - 9	6.2%	6.1%	6.2%
10 - 14	6.2%	6.3%	6.3%
15 - 24	12.4%	11.8%	11.7%
25 - 34	11.4%	11.8%	13.1%
35 - 44	13.1%	13.0%	13.9%
45 - 54	12.8%	11.9%	12.4%
55 - 64	13.2%	12.9%	13.0%
65 - 74	11.0%	10.7%	9.9%
75 - 84	5.3%	6.5%	5.2%
85 +	2.6%	3.3%	2.5%
18 +	77.8%	78.0%	77.8%
2024 Population by Age			
Total	14,893	114,704	301,943
0 - 4	5.6%	5.4%	5.7%
5 - 9	6.0%	5.9%	6.2%
10 - 14	6.0%	6.0%	6.0%
15 - 24	12.1%	11.7%	11.6%
25 - 34	11.8%	11.5%	12.8%
35 - 44	13.0%	13.4%	14.6%
45 - 54	12.7%	12.0%	12.4%
55 - 64	12.3%	11.9%	12.0%
65 - 74	11.5%	11.2%	10.2%
75 - 84	6.5%	7.5%	6.0%
85 +	2.8%	3.4%	2.6%
18 +	78.9%	79.0%	78.6%
2029 Population by Age			
Total	15,120	114,777	304,140
0 - 4	5.4%	5.3%	5.4%
5 - 9	5.5%	5.5%	5.7%
10 - 14	6.1%	6.0%	6.2%
15 - 24	11.2%	11.3%	11.1%
25 - 34	13.0%	11.8%	12.7%
35 - 44	12.1%	12.5%	13.9%
45 - 54	12.6%	12.3%	12.9%
55 - 64	11.4%	11.1%	11.2%
65 - 74	11.6%	11.5%	10.6%
75 - 84	8.0%	8.9%	7.3%
85 +	3.0%	3.8%	2.9%
18 +	79.5%	79.7%	79.1%

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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2020 Population by Sex			
Males	6,748	54,314	144,919
Females	7,656	59,169	156,562
2024 Population by Sex			
Males	7,103	55,720	147,699
Females	7,791	58,984	154,242
2029 Population by Sex			
Males	7,211	55,644	148,335
Females	7,907	59,134	155,808
2010 Population by Race/Ethnicity			
Total	13,124	105,089	279,451
White Alone	38.4%	48.1%	51.7%
Black Alone	35.7%	21.7%	20.3%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	13.2%	12.2%	12.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.0%	13.1%	10.5%
Two or More Races	4.2%	4.4%	4.2%
Hispanic Origin	18.9%	27.9%	23.0%
Diversity Index	79.1	81.3	78.2
2020 Population by Race/Ethnicity			
Total	14,404	113,483	301,481
White Alone	24.2%	31.7%	37.3%
Black Alone	35.7%	21.0%	21.1%
American Indian Alone	0.8%	1.0%	0.8%
Asian Alone	12.7%	12.5%	12.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.8%	20.3%	15.5%
Two or More Races	12.9%	13.5%	12.3%
Hispanic Origin	24.8%	33.2%	26.7%
Diversity Index	85.1	87.8	85.4
2024 Population by Race/Ethnicity			
Total	14,894	114,704	301,940
White Alone	22.8%	30.0%	35.5%
Black Alone	36.0%	21.6%	21.4%
American Indian Alone	0.9%	1.1%	0.9%
Asian Alone	13.0%	12.9%	13.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	14.2%	20.7%	16.0%
Two or More Races	13.1%	13.7%	12.7%
Hispanic Origin	25.5%	33.9%	27.6%
Diversity Index	85.4	88.1	86.1
2029 Population by Race/Ethnicity			
Total	15,117	114,778	304,143
White Alone	21.0%	28.1%	33.4%
Black Alone	35.8%	21.5%	21.4%
American Indian Alone	0.9%	1.1%	1.0%
Asian Alone	13.6%	13.5%	14.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	15.2%	21.7%	16.8%
Two or More Races	13.5%	14.0%	13.1%
Hispanic Origin	26.9%	35.1%	28.8%
Diversity Index	85.9	88.6	86.8

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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2020 Population by Relationship and Household Type			
Total	14,404	113,483	301,481
In Households	97.4%	99.2%	99.0%
Householder	34.0%	34.3%	35.3%
Opposite-Sex Spouse	16.1%	17.1%	17.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.5%	1.5%	1.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.4%	27.8%	28.3%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	1.1%	0.9%	0.8%
Grandchild	2.1%	2.1%	1.9%
Brother or Sister	2.0%	2.1%	1.9%
Parent	2.4%	2.2%	1.9%
Parent-in-law	0.7%	0.6%	0.5%
Son-in-law or Daughter-in-law	0.5%	0.6%	0.5%
Other Relatives	2.9%	3.4%	2.9%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	3.8%	5.7%	5.1%
In Group Quarters	2.6%	0.8%	1.0%
Institutionalized	2.1%	0.5%	0.6%
Noninstitutionalized	0.5%	0.3%	0.3%
2024 Population 25+ by Educational Attainment			
Total	10,486	81,320	213,113
Less than 9th Grade	7.9%	7.9%	5.9%
9th - 12th Grade, No Diploma	5.6%	4.6%	4.1%
High School Graduate	16.1%	18.6%	15.6%
GED/Alternative Credential	1.7%	1.6%	1.5%
Some College, No Degree	12.1%	12.6%	12.2%
Associate Degree	6.1%	6.7%	6.3%
Bachelor's Degree	27.0%	25.0%	27.1%
Graduate/Professional Degree	23.5%	23.0%	27.3%
2024 Population 15+ by Marital Status			
Total	12,281	94,755	248,123
Never Married	36.0%	33.9%	33.8%
Married	47.4%	51.1%	52.0%
Widowed	6.6%	6.0%	5.2%
Divorced	10.0%	8.9%	9.0%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,871	60,946	166,454
Population 16+ Employed	96.2%	97.1%	97.5%
Population 16+ Unemployment rate	3.8%	2.9%	2.5%
Population 16-24 Employed	12.4%	11.4%	10.1%
Population 16-24 Unemployment rate	5.3%	6.1%	7.6%
Population 25-54 Employed	62.9%	62.1%	64.6%
Population 25-54 Unemployment rate	3.3%	2.4%	1.8%
Population 55-64 Employed	16.5%	16.9%	16.6%
Population 55-64 Unemployment rate	4.9%	3.4%	2.5%
Population 65+ Employed	8.2%	9.5%	8.6%
Population 65+ Unemployment rate	3.1%	1.2%	1.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	7,569	59,171	162,224
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	8.2%	10.3%	7.9%
Manufacturing	2.7%	2.7%	2.5%
Wholesale Trade	0.3%	0.6%	0.7%
Retail Trade	7.9%	8.2%	7.0%
Transportation/Utilities	4.2%	3.1%	3.6%
Information	2.0%	1.9%	2.1%
Finance/Insurance/Real Estate	3.5%	4.5%	4.4%
Services	59.5%	58.5%	60.0%
Public Administration	11.5%	10.1%	11.7%
2024 Employed Population 16+ by Occupation			
Total	7,570	59,171	162,225
White Collar	64.4%	62.2%	69.2%
Management/Business/Financial	21.7%	18.3%	21.3%
Professional	25.9%	29.0%	34.6%
Sales	8.0%	6.8%	6.0%
Administrative Support	8.9%	8.1%	7.3%
Services	20.8%	20.2%	17.2%
Blue Collar	14.9%	17.6%	13.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.9%	7.5%	5.3%
Installation/Maintenance/Repair	4.0%	3.2%	2.3%
Production	1.5%	1.7%	1.6%
Transportation/Material Moving	5.4%	5.1%	4.3%
2020 Households by Type			
Total	4,896	38,760	106,314
Married Couple Households	48.2%	50.5%	50.2%
With Own Children <18	21.0%	20.4%	21.5%
Without Own Children <18	27.2%	30.1%	28.6%
Cohabiting Couple Households	4.2%	4.5%	4.7%
With Own Children <18	1.9%	2.1%	1.7%
Without Own Children <18	2.3%	2.4%	3.0%
Male Householder, No Spouse/Partner	14.0%	14.0%	15.5%
Living Alone	8.0%	7.9%	9.5%
65 Years and over	3.5%	4.1%	3.4%
With Own Children <18	1.9%	1.5%	1.5%
Without Own Children <18, With Relatives	2.7%	3.1%	3.0%
No Relatives Present	1.4%	1.5%	1.5%
Female Householder, No Spouse/Partner	33.7%	31.1%	29.7%
Living Alone	15.7%	17.2%	16.1%
65 Years and over	10.1%	12.4%	9.0%
With Own Children <18	6.5%	4.6%	4.8%
Without Own Children <18, With Relatives	10.1%	8.1%	7.5%
No Relatives Present	1.3%	1.1%	1.2%
2020 Households by Size			
Total	4,896	38,760	106,314
1 Person Household	23.7%	25.1%	25.5%
2 Person Household	25.6%	27.8%	28.7%
3 Person Household	18.0%	15.8%	16.5%
4 Person Household	16.7%	15.1%	15.1%
5 Person Household	8.3%	8.3%	7.6%
6 Person Household	4.0%	4.0%	3.5%
7 + Person Household	3.5%	3.9%	3.1%

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2020 Households by Tenure and Mortgage Status			
Total	4,896	38,760	106,314
Owner Occupied	67.3%	71.4%	65.1%
Owned with a Mortgage/Loan	55.1%	50.9%	48.6%
Owned Free and Clear	12.2%	20.5%	16.5%
Renter Occupied	32.7%	28.6%	34.9%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	73	78	77
Percent of Income for Mortgage	33.5%	31.5%	32.0%
Wealth Index	125	162	158
2020 Housing Units By Urban/ Rural Status			
Total	5,122	40,481	110,826
Urban Housing Units	100.0%	100.0%	99.5%
Rural Housing Units	0.0%	0.0%	0.5%
2020 Population By Urban/ Rural Status			
Total	14,404	113,483	301,481
Urban Population	100.0%	100.0%	99.4%
Rural Population	0.0%	0.0%	0.6%

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.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
2.	City Lights (8A)	The Elders (9C)	Savvy Suburbanites (1D)
3.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	City Lights (8A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,778,231	\$121,752,117	\$352,849,014
Average Spent	\$2,804.44	\$3,141.02	\$3,329.86
Spending Potential Index	118	132	140
Education: Total \$	\$10,543,363	\$90,463,002	\$273,076,624
Average Spent	\$2,146.01	\$2,333.81	\$2,577.05
Spending Potential Index	124	135	149
Entertainment/Recreation: Total \$	\$23,630,464	\$209,749,460	\$600,034,976
Average Spent	\$4,809.78	\$5,411.21	\$5,662.58
Spending Potential Index	118	132	138
Food at Home: Total \$	\$43,218,232	\$379,536,416	\$1,080,486,585
Average Spent	\$8,796.71	\$9,791.46	\$10,196.64
Spending Potential Index	120	134	140
Food Away from Home: Total \$	\$23,589,124	\$207,779,646	\$596,886,626
Average Spent	\$4,801.37	\$5,360.40	\$5,632.87
Spending Potential Index	123	138	145
Health Care: Total \$	\$40,768,498	\$375,757,409	\$1,051,869,430
Average Spent	\$8,298.09	\$9,693.96	\$9,926.57
Spending Potential Index	108	126	129
HH Furnishings & Equipment: Total \$	\$17,879,159	\$161,122,811	\$458,690,476
Average Spent	\$3,639.15	\$4,156.72	\$4,328.70
Spending Potential Index	115	131	137
Personal Care Products & Services: Total \$	\$6,184,602	\$54,680,636	\$155,133,611
Average Spent	\$1,258.82	\$1,410.68	\$1,464.01
Spending Potential Index	126	142	147
Shelter: Total \$	\$170,353,039	\$1,484,900,095	\$4,229,780,071
Average Spent	\$34,673.93	\$38,308.14	\$39,916.77
Spending Potential Index	130	144	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,462,457	\$174,333,032	\$479,383,612
Average Spent	\$3,554.34	\$4,497.52	\$4,523.98
Spending Potential Index	101	128	129
Travel: Total \$	\$18,476,510	\$163,130,065	\$469,254,779
Average Spent	\$3,760.74	\$4,208.50	\$4,428.39
Spending Potential Index	124	139	146
Vehicle Maintenance & Repairs: Total \$	\$8,242,491	\$74,609,763	\$209,732,284
Average Spent	\$1,677.69	\$1,924.82	\$1,979.26
Spending Potential Index	113	130	134

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.