Community Profile

The Rushmore
1220 Pennsylvania Ave SE, Washington, District of Columbia, 20003
Walk Time: 5, 10, 15 minute radii

Latitude: 38.88222
Longitude: -76.98941

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	2,425	9,659	17,956
2010 Total Population	2,728	10,741	19,608
2021 Total Population	3,692	12,818	22,660
2021 Group Quarters	49	653	778
2026 Total Population	4,080	13,576	23,698
2019-2024 Annual Rate	2.02%	1.16%	0.90%
2021 Total Daytime Population	3,991	14,746	24,450
Workers	2,494	10,217	16,875
Residents	1,497	4,529	7,575
Household Summary			
2000 Households	1,111	4,540	9,041
2000 Average Household Size	2.13	2.04	1.93
2010 Households	1,351	4,985	9,476
2010 Average Household Size	1.98	2.02	1.98
2021 Households	1,771	5,813	10,697
2021 Average Household Size	2.06	2.09	2.05
2026 Households	1,937	6,119	11,371
2026 Average Household Size	2.08	2.11	2.02
2019-2024 Annual Rate	1.81%	1.03%	1.23%
2010 Families	539	2,045	3,753
2010 Average Family Size	2.83	2.79	2.76
2021 Families	710	2,385	4,199
2021 Average Family Size	2.90	2.88	2.84
2026 Families	777	2,514	4,470
2026 Average Family Size	2.92	2.90	2.78
2019-2024 Annual Rate	1.82%	1.06%	1.26%
Housing Unit Summary			
2000 Housing Units	1,185	4,856	9,767
Owner Occupied Housing Units	41.2%	46.8%	45.5%
Renter Occupied Housing Units	52.7%	46.7%	47.1%
Vacant Housing Units	6.2%	6.5%	7.4%
2010 Housing Units	1,447	5,351	10,253
Owner Occupied Housing Units	46.6%	49.1%	48.4%
Renter Occupied Housing Units	46.8%	44.1%	44.0%
Vacant Housing Units	6.6%	6.8%	7.6%
2021 Housing Units	2,063	6,360	11,589
Owner Occupied Housing Units	41.4%	47.7%	48.2%
Renter Occupied Housing Units	44.4%	43.7%	44.1%
Vacant Housing Units	14.2%	8.6%	7.7%

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2026 Housing Units	2,219	6,642	12,229
Owner Occupied Housing Units	42.5%	50.0%	49.6%
Renter Occupied Housing Units	44.8%	42.2%	43.4%
Vacant Housing Units	12.7%	7.9%	7.0%
Median Household Income			
2021	$143,288	$150,896	$150,963
2026	$166,117	$168,500	$164,403
Median Home Value			
2021	$789,646	$851,162	$896,942
2026	$945,017	$958,895	$1,024,330
Per Capita Income			
2021	$92,485	$93,454	$96,266
2026	$106,757	$105,420	$108,294
Median Age			
2010	34.2	34.2	34.9
2021	38.0	37.3	37.6
2026	36.5	36.2	36.9

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	1,771	5,813	10,697
<$15,000	9.9%	6.8%	5.2%
$15,000 - $24,999	3.4%	2.6%	2.6%
$25,000 - $34,999	2.2%	1.5%	1.8%
$35,000 - $49,999	3.6%	3.6%	3.9%
$50,000 - $74,999	6.3%	8.2%	8.5%
$75,000 - $99,999	6.5%	7.7%	8.7%
$100,000 - $149,999	19.9%	19.3%	18.8%
$150,000 - $199,999	12.3%	13.6%	15.5%
$200,000+	35.7%	36.7%	34.9%
Average Household Income	$197,469	$205,600	$203,165
2026 Households by Income			
Household Income Base	1,937	6,119	11,371
<$15,000	7.0%	5.0%	4.0%
$15,000 - $24,999	2.1%	1.8%	1.7%
$25,000 - $34,999	1.3%	0.9%	1.2%
$35,000 - $49,999	2.4%	2.9%	3.2%
$50,000 - $74,999	5.0%	6.6%	7.2%
$75,000 - $99,999	5.8%	6.6%	7.9%
$100,000 - $149,999	21.2%	19.6%	18.7%
$150,000 - $199,999	13.8%	14.9%	17.0%
$200,000+	41.6%	41.7%	39.1%
Average Household Income	$230,004	$233,426	$227,914
2021 Owner Occupied Housing Units by Value			
Total	855	3,032	5,584
<$50,000	0.0%	0.1%	0.1%
$50,000 - $99,999	0.0%	0.0%	0.0%
$100,000 - $149,999	0.0%	0.1%	0.1%
$150,000 - $199,999	0.0%	0.0%	0.0%
$200,000 - $249,999	0.1%	0.1%	0.1%
$250,000 - $299,999	0.1%	0.1%	0.2%
$300,000 - $399,999	1.8%	3.1%	2.8%
$400,000 - $499,999	10.6%	5.7%	4.6%
$500,000 - $749,999	32.4%	26.7%	23.0%
$750,000 - $999,999	31.3%	34.8%	32.6%
$1,000,000 - $1,499,999	18.2%	23.0%	28.1%
$1,500,000 - $1,999,999	2.9%	4.5%	6.4%
$2,000,000 +	2.5%	1.8%	2.1%
Average Home Value	$865,877	$915,548	$969,855
2026 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	943	3,318	6,062
<$50,000	0.0%	0.0%	0.0%
$50,000 - $99,999	0.0%	0.0%	0.0%
$100,000 - $149,999	0.0%	0.0%	0.0%
$150,000 - $199,999	0.0%	0.0%	0.0%
$200,000 - $249,999	0.0%	0.0%	0.0%
$250,000 - $299,999	0.0%	0.0%	0.0%
$300,000 - $399,999	0.4%	1.1%	0.8%
$400,000 - $499,999	4.9%	2.8%	2.1%
$500,000 - $749,999	20.7%	18.1%	14.3%
$750,000 - $999,999	30.9%	33.5%	30.8%
$1,000,000 - $1,499,999	32.3%	34.7%	40.0%
$1,500,000 - $1,999,999	5.9%	6.6%	8.8%
$2,000,000 +	5.0%	3.2%	3.2%
Average Home Value	$1,041,949	$1,043,897	$1,096,441

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,728	10,742	19,609
0 - 4	5.9%	5.8%	5.7%
5 - 9	4.6%	3.9%	3.7%
10 - 14	3.6%	3.0%	2.5%
15 - 24	10.9%	13.6%	11.4%
25 - 34	27.5%	25.8%	27.0%
35 - 44	16.7%	16.7%	16.9%
45 - 54	11.9%	11.7%	11.9%
55 - 64	10.5%	10.7%	11.0%
65 - 74	5.4%	5.6%	6.3%
75 - 84	2.1%	2.2%	2.4%
85 +	1.0%	1.1%	1.2%
18 +	83.8%	85.7%	86.7%
2021 Population by Age			
Total	3,692	12,818	22,662
0 - 4	4.8%	4.8%	4.7%
5 - 9	4.4%	4.2%	4.0%
10 - 14	4.3%	4.1%	3.7%
15 - 24	12.1%	13.9%	11.8%
25 - 34	18.1%	18.3%	20.4%
35 - 44	19.9%	18.4%	18.3%
45 - 54	12.8%	12.5%	12.2%
55 - 64	10.5%	10.8%	11.3%
65 - 74	8.3%	8.3%	8.6%
75 - 84	3.8%	3.6%	3.8%
85 +	1.1%	1.1%	1.2%
18 +	84.0%	84.8%	85.6%
2026 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	4,081	13,575	23,699
0 - 4	4.9%	4.9%	4.8%
5 - 9	3.9%	3.9%	3.8%
10 - 14	3.3%	3.3%	3.1%
15 - 24	12.2%	14.4%	12.4%
25 - 34	23.6%	21.6%	22.8%
35 - 44	15.0%	15.1%	15.7%
45 - 54	13.5%	12.6%	12.1%
55 - 64	9.5%	10.1%	10.5%
65 - 74	8.1%	8.1%	8.5%
75 - 84	4.9%	4.7%	4.7%
85 +	1.2%	1.3%	1.4%
18 +	86.2%	86.2%	86.6%
2010 Population by Sex			
Males	1,305	5,391	9,623
Females	1,423	5,350	9,985
2021 Population by Sex			
Males	1,806	6,410	11,145
Females	1,886	6,408	11,514
2026 Population by Sex			
Males	2,000	6,779	11,660
Females	2,079	6,797	12,038

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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2010 Population by Race/Ethnicity			
Total	2,728	10,740	19,608
White Alone	51.6%	62.0%	66.6%
Black Alone	40.7%	31.3%	26.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.0%	2.7%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.8%	0.9%	1.0%
Two or More Races	3.5%	2.7%	2.7%
Hispanic Origin	4.9%	4.8%	4.6%
Diversity Index	60.8	56.1	53.0
2021 Population by Race/Ethnicity			
Total	3,691	12,817	22,659
White Alone	62.3%	68.4%	72.1%
Black Alone	28.0%	23.4%	19.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.2%	3.5%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.1%	1.1%
Two or More Races	4.1%	3.2%	3.0%
Hispanic Origin	6.4%	6.1%	5.8%
Diversity Index	58.8	53.6	50.0
2026 Population by Race/Ethnicity			
Total	4,080	13,576	23,699
White Alone	66.1%	70.9%	74.2%
Black Alone	23.3%	20.1%	17.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	4.9%	4.0%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.2%	1.2%
Two or More Races	4.3%	3.4%	3.2%
Hispanic Origin	7.2%	6.8%	6.4%
Diversity Index	57.2	52.4	48.9
2010 Population by Relationship and Household Type			

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Total	2,728	10,741	19,608
In Households	98.2%	93.7%	95.9%
In Family Households	58.1%	55.1%	54.6%
Householder	19.4%	19.0%	19.2%
Spouse	11.5%	12.6%	13.6%
Child	21.4%	18.7%	17.5%
Other relative	3.4%	2.8%	2.5%
Nonrelative	2.3%	1.9%	1.8%
In Nonfamily Households	40.1%	38.7%	41.3%
In Group Quarters	1.8%	6.3%	4.1%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	1.8%	6.2%	3.9%

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.

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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2021 Population 25+ by Educational Attainment			
Total	2,748	9,361	17,148
Less than 9th Grade	2.6%	1.3%	1.0%
9th - 12th Grade, No Diploma	3.5%	2.1%	1.5%
High School Graduate	11.1%	7.7%	6.1%
GED/Alternative Credential	0.9%	0.6%	0.6%
Some College, No Degree	8.6%	7.3%	6.8%
Associate Degree	1.2%	1.0%	1.7%
Bachelor's Degree	29.5%	33.7%	34.3%
Graduate/Professional Degree	42.6%	46.2%	48.0%
2021 Population 15+ by Marital Status			
Total	3,193	11,147	19,826
Never Married	48.5%	45.5%	44.5%
Married	43.3%	46.7%	47.5%
Widowed	2.0%	2.2%	2.2%
Divorced	6.2%	5.6%	5.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Employed	93.1%	94.8%	95.8%
Civilian Unemployed (Unemployment Rate)	6.9%	5.2%	4.2%
2021 Employed Population 16+ by Industry			
Total	2,158	7,636	14,385
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	0.4%	1.0%	1.2%
Manufacturing	1.9%	1.7%	1.6%
Wholesale Trade	0.7%	0.4%	0.2%
Retail Trade	1.0%	0.9%	0.9%
Transportation/Utilities	0.2%	0.5%	0.9%
Information	5.1%	4.2%	4.4%
Finance/Insurance/Real Estate	6.3%	5.8%	6.3%
Services	54.2%	57.2%	58.8%
Public Administration	30.3%	28.3%	25.5%
2021 Employed Population 16+ by Occupation			

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Total	2,155	7,637	14,386
White Collar	96.0%	95.2%	94.8%
Management/Business/Financial	44.2%	41.9%	40.0%
Professional	43.4%	46.5%	47.4%
Sales	3.8%	3.0%	3.1%
Administrative Support	4.6%	3.8%	4.4%
Services	2.8%	3.3%	3.5%
Blue Collar	1.1%	1.5%	1.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.0%	0.3%	0.3%
Installation/Maintenance/Repair	0.8%	0.5%	0.5%
Production	0.2%	0.5%	0.4%
Transportation/Material Moving	0.0%	0.2%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	2,728	10,741	19,608
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	1,351	4,985	9,476
Households with 1 Person	42.9%	40.9%	41.9%
Households with 2+ People	57.1%	59.1%	58.1%
Family Households	39.9%	41.0%	39.6%
Husband-wife Families	23.9%	27.1%	28.2%
With Related Children	8.3%	9.9%	10.4%
Other Family (No Spouse Present)	16.0%	14.0%	11.4%
Other Family with Male Householder	2.7%	2.6%	2.4%
With Related Children	1.3%	1.3%	1.2%
Other Family with Female Householder	13.2%	11.3%	9.0%
With Related Children	8.5%	6.8%	5.0%
Nonfamily Households	17.2%	18.1%	18.5%
All Households with Children	18.1%	18.1%	16.7%
Multigenerational Households	3.0%	2.4%	1.9%
Unmarried Partner Households	9.0%	9.7%	9.3%
Male-female	6.5%	6.6%	6.3%
Same-sex	2.5%	3.1%	3.0%
2010 Households by Size			
Total	1,352	4,984	9,477
1 Person Household	42.9%	40.9%	41.9%
2 Person Household	33.0%	34.9%	34.6%
3 Person Household	12.3%	12.8%	12.7%
4 Person Household	7.2%	7.2%	7.1%
5 Person Household	2.7%	2.6%	2.3%
6 Person Household	0.9%	0.8%	0.8%
7 + Person Household	1.1%	0.8%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	1,351	4,985	9,476
Owner Occupied	49.9%	52.7%	52.4%
Owned with a Mortgage/Loan	44.7%	45.7%	44.8%
Owned Free and Clear	5.2%	6.9%	7.6%
Renter Occupied	50.1%	47.3%	47.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,447	5,351	10,253
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.

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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.	Trendsetters (3C)	Trendsetters (3C)	Trendsetters (3C)
3.	Top Tier (1A)	City Commons (11E)	Metro Renters (3B)
2021 Consumer Spending			

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Apparel & Services: Total $	$8,367,285	$28,728,985	$52,064,119
Average Spent	$4,724.61	$4,942.20	$4,867.17
Spending Potential Index	223	233	230
Education: Total $	$7,634,022	$26,028,428	$47,365,083
Average Spent	$4,310.57	$4,477.62	$4,427.88
Spending Potential Index	250	259	257
Entertainment/Recreation: Total $	$11,387,635	$39,082,906	$70,924,183
Average Spent	$6,430.06	$6,723.36	$6,630.29
Spending Potential Index	199	208	205
Food at Home: Total $	$20,013,389	$68,387,760	$123,102,058
Average Spent	$11,300.61	$11,764.62	$11,508.09
Spending Potential Index	207	216	211
Food Away from Home: Total $	$15,138,725	$51,326,183	$92,722,174
Average Spent	$8,548.12	$8,829.55	$8,668.05
Spending Potential Index	225	233	228
Health Care: Total $	$18,876,289	$65,951,903	$119,669,106
Average Spent	$10,658.55	$11,345.59	$11,187.17
Spending Potential Index	171	182	179
HH Furnishings & Equipment: Total $	$7,799,371	$26,965,066	$49,167,355
Average Spent	$4,403.94	$4,638.75	$4,596.37
Spending Potential Index	195	206	204
Personal Care Products & Services: Total $	$3,341,814	$11,488,809	$20,842,339
Average Spent	$1,886.96	$1,976.40	$1,948.43
Spending Potential Index	210	220	217
Shelter: Total $	$84,365,125	$283,434,405	$511,025,009
Average Spent	$47,637.00	$48,758.71	$47,772.74
Spending Potential Index	236	242	237
Support Payments/Cash Contributions/Gifts in Kind: Total $	$7,152,996	$24,832,136	$45,553,616
Average Spent	$4,038.96	$4,271.83	$4,258.54
Spending Potential Index	169	179	178
Travel: Total $	$9,315,332	$31,728,080	$57,907,134
Average Spent	$5,259.93	$5,458.12	$5,413.40
Spending Potential Index	208	216	214
Vehicle Maintenance & Repairs: Total $	$3,464,155	$12,041,765	$21,769,734
Average Spent	$1,956.04	$2,071.52	$2,035.13
Spending Potential Index	177	187	184

January 11, 2022

The Rushmore
1220 Pennsylvania Ave SE, Washington, District of Columbia, 20003
Walk Time: 5, 10, 15 minute radii

	5 minutes	10 minutes	15 minutes

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.

January 11, 2022