



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>Population Summary</b>			
2000 Total Population	269,784	1,189,606	2,974,396
2010 Total Population	280,507	1,270,744	3,237,198
2019 Total Population	307,791	1,411,087	3,530,489
2019 Group Quarters	3,855	37,583	79,361
2024 Total Population	321,983	1,488,613	3,687,674
2019-2024 Annual Rate	0.91%	1.08%	0.87%
2019 Total Daytime Population	296,489	1,903,508	3,981,873
Workers	153,327	1,301,394	2,406,010
Residents	143,162	602,114	1,575,863
<b>Household Summary</b>			
2000 Households	107,994	496,049	1,157,140
2000 Average Household Size	2.46	2.33	2.51
2010 Households	114,446	539,964	1,258,900
2010 Average Household Size	2.42	2.28	2.51
2019 Households	125,092	600,596	1,370,874
2019 Average Household Size	2.43	2.29	2.52
2024 Households	131,109	634,816	1,432,301
2024 Average Household Size	2.43	2.29	2.52
2019-2024 Annual Rate	0.94%	1.11%	0.88%
2010 Families	67,715	274,014	748,073
2010 Average Family Size	3.10	3.09	3.18
2019 Families	72,301	296,234	796,781
2019 Average Family Size	3.14	3.12	3.22
2024 Families	74,851	309,498	825,449
2024 Average Family Size	3.15	3.13	3.23
2019-2024 Annual Rate	0.70%	0.88%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	114,540	532,560	1,218,654
Owner Occupied Housing Units	50.9%	43.3%	54.8%
Renter Occupied Housing Units	43.4%	49.8%	40.1%
Vacant Housing Units	5.7%	6.9%	5.0%
2010 Housing Units	124,106	587,909	1,351,077
Owner Occupied Housing Units	49.6%	43.7%	54.0%
Renter Occupied Housing Units	42.6%	48.1%	39.1%
Vacant Housing Units	7.8%	8.2%	6.8%
2019 Housing Units	133,896	647,691	1,460,040
Owner Occupied Housing Units	48.4%	42.2%	52.3%
Renter Occupied Housing Units	45.1%	50.5%	41.6%
Vacant Housing Units	6.6%	7.3%	6.1%
2024 Housing Units	139,748	682,221	1,522,893
Owner Occupied Housing Units	48.8%	42.8%	52.8%
Renter Occupied Housing Units	45.0%	50.3%	41.3%
Vacant Housing Units	6.2%	6.9%	5.9%
<b>Median Household Income</b>			
2019	\$91,606	\$90,920	\$98,776
2024	\$102,670	\$102,355	\$107,022
<b>Median Home Value</b>			
2019	\$442,498	\$466,778	\$461,495
2024	\$484,766	\$520,285	\$496,850
<b>Per Capita Income</b>			
2019	\$51,990	\$53,864	\$53,153
2024	\$58,360	\$60,921	\$59,020
<b>Median Age</b>			
2010	36.7	34.6	35.9
2019	38.2	36.3	37.4
2024	38.7	37.0	38.2

**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.



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>2019 Households by Income</b>			
Household Income Base	125,089	600,582	1,370,855
<\$15,000	8.8%	9.7%	7.3%
\$15,000 - \$24,999	4.8%	5.1%	4.5%
\$25,000 - \$34,999	5.9%	5.5%	5.1%
\$35,000 - \$49,999	8.4%	7.7%	7.6%
\$50,000 - \$74,999	13.8%	13.6%	13.8%
\$75,000 - \$99,999	11.6%	12.0%	12.3%
\$100,000 - \$149,999	19.1%	19.4%	19.7%
\$150,000 - \$199,999	12.0%	11.3%	12.0%
\$200,000+	15.7%	15.6%	17.9%
Average Household Income	\$127,880	\$126,277	\$136,696
<b>2024 Households by Income</b>			
Household Income Base	131,106	634,802	1,432,282
<\$15,000	7.6%	8.4%	6.3%
\$15,000 - \$24,999	4.1%	4.4%	3.8%
\$25,000 - \$34,999	5.0%	4.6%	4.4%
\$35,000 - \$49,999	7.1%	6.3%	6.3%
\$50,000 - \$74,999	12.7%	12.6%	12.7%
\$75,000 - \$99,999	11.7%	12.3%	12.4%
\$100,000 - \$149,999	20.0%	20.3%	20.5%
\$150,000 - \$199,999	13.8%	13.1%	13.6%
\$200,000+	17.8%	18.0%	20.0%
Average Household Income	\$143,292	\$142,559	\$151,757
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	64,731	273,359	762,708
<\$50,000	1.7%	1.4%	1.3%
\$50,000 - \$99,999	1.6%	1.2%	1.0%
\$100,000 - \$149,999	2.2%	2.1%	1.9%
\$150,000 - \$199,999	5.0%	4.7%	4.2%
\$200,000 - \$249,999	9.0%	7.9%	7.3%
\$250,000 - \$299,999	9.8%	8.1%	8.4%
\$300,000 - \$399,999	15.5%	15.9%	17.2%
\$400,000 - \$499,999	12.2%	13.0%	14.0%
\$500,000 - \$749,999	22.9%	23.0%	22.1%
\$750,000 - \$999,999	13.4%	13.3%	12.4%
\$1,000,000 - \$1,499,999	4.7%	6.1%	6.4%
\$1,500,000 - \$1,999,999	1.2%	1.8%	2.0%
\$2,000,000 +	0.9%	1.5%	1.7%
Average Home Value	\$528,386	\$568,106	\$572,730
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	68,213	291,530	803,808
<\$50,000	1.2%	1.0%	0.9%
\$50,000 - \$99,999	1.5%	1.1%	0.8%
\$100,000 - \$149,999	1.5%	1.4%	1.3%
\$150,000 - \$199,999	3.4%	3.3%	2.9%
\$200,000 - \$249,999	6.9%	6.1%	5.7%
\$250,000 - \$299,999	8.8%	7.2%	7.6%
\$300,000 - \$399,999	15.9%	15.3%	17.0%
\$400,000 - \$499,999	13.0%	12.8%	14.4%
\$500,000 - \$749,999	24.8%	24.7%	23.9%
\$750,000 - \$999,999	15.6%	16.2%	14.3%
\$1,000,000 - \$1,499,999	5.4%	7.1%	7.3%
\$1,500,000 - \$1,999,999	1.2%	2.1%	2.2%
\$2,000,000 +	1.1%	1.8%	1.9%
Average Home Value	\$566,067	\$616,300	\$611,413

**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.



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>2010 Population by Age</b>			
Total	280,505	1,270,744	3,237,198
0 - 4	7.1%	6.3%	6.4%
5 - 9	6.0%	5.2%	5.9%
10 - 14	5.8%	4.9%	5.8%
15 - 24	12.3%	14.1%	13.9%
25 - 34	16.1%	20.2%	16.8%
35 - 44	15.0%	14.9%	14.7%
45 - 54	14.6%	13.7%	14.5%
55 - 64	12.4%	10.8%	11.4%
65 - 74	6.5%	5.6%	6.0%
75 - 84	3.0%	2.8%	3.2%
85 +	1.1%	1.3%	1.5%
18 +	77.3%	80.3%	78.2%
<b>2019 Population by Age</b>			
Total	307,792	1,411,087	3,530,490
0 - 4	6.2%	5.5%	5.6%
5 - 9	6.2%	5.3%	5.7%
10 - 14	6.1%	5.2%	5.9%
15 - 24	11.3%	12.5%	12.7%
25 - 34	15.3%	19.4%	16.3%
35 - 44	14.1%	14.9%	14.1%
45 - 54	12.9%	12.3%	12.8%
55 - 64	12.7%	11.8%	12.5%
65 - 74	9.4%	8.2%	8.7%
75 - 84	4.1%	3.6%	4.0%
85 +	1.4%	1.5%	1.7%
18 +	78.2%	81.2%	79.4%
<b>2024 Population by Age</b>			
Total	321,983	1,488,613	3,687,676
0 - 4	6.2%	5.5%	5.7%
5 - 9	5.8%	5.0%	5.5%
10 - 14	5.8%	4.8%	5.5%
15 - 24	11.3%	12.4%	12.4%
25 - 34	15.5%	18.9%	16.1%
35 - 44	14.3%	15.4%	14.8%
45 - 54	12.4%	11.9%	12.2%
55 - 64	12.1%	11.2%	11.8%
65 - 74	9.7%	8.8%	9.3%
75 - 84	5.3%	4.6%	5.0%
85 +	1.6%	1.6%	1.8%
18 +	78.8%	81.8%	80.1%
<b>2010 Population by Sex</b>			
Males	133,354	612,361	1,563,897
Females	147,153	658,383	1,673,301
<b>2019 Population by Sex</b>			
Males	146,567	682,680	1,711,128
Females	161,224	728,407	1,819,361
<b>2024 Population by Sex</b>			
Males	153,538	721,299	1,789,888
Females	168,445	767,314	1,897,786

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	280,506	1,270,745	3,237,198
White Alone	37.5%	42.0%	46.6%
Black Alone	49.2%	42.5%	34.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.3%	6.4%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	5.3%	6.7%
Two or More Races	2.9%	3.3%	3.6%
Hispanic Origin	11.9%	12.4%	14.8%
Diversity Index	69.5	71.8	74.5
<b>2019 Population by Race/Ethnicity</b>			
Total	307,790	1,411,086	3,530,488
White Alone	36.9%	41.6%	44.0%
Black Alone	47.5%	40.8%	33.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.0%	7.3%	9.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.6%	6.0%	8.0%
Two or More Races	3.5%	3.8%	4.3%
Hispanic Origin	14.1%	14.0%	17.5%
Diversity Index	72.4	73.9	77.5
<b>2024 Population by Race/Ethnicity</b>			
Total	321,983	1,488,612	3,687,675
White Alone	36.9%	41.5%	42.8%
Black Alone	46.2%	39.6%	33.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	5.4%	7.8%	10.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.3%	6.4%	8.7%
Two or More Races	3.8%	4.1%	4.6%
Hispanic Origin	15.6%	15.0%	19.1%
Diversity Index	74.0	75.0	79.0
<b>2010 Population by Relationship and Household Type</b>			
Total	280,507	1,270,744	3,237,198
In Households	98.7%	97.1%	97.6%
In Family Households	78.0%	69.5%	76.6%
Householder	24.1%	21.6%	23.1%
Spouse	15.0%	13.5%	16.1%
Child	30.1%	26.1%	28.5%
Other relative	5.6%	5.4%	5.8%
Nonrelative	3.2%	2.9%	3.2%
In Nonfamily Households	20.6%	27.6%	21.0%
In Group Quarters	1.3%	2.9%	2.4%
Institutionalized Population	0.6%	0.8%	0.6%
Noninstitutionalized Population	0.7%	2.2%	1.8%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	215,905	1,009,608	2,471,847
Less than 9th Grade	4.8%	4.4%	5.0%
9th - 12th Grade, No Diploma	5.5%	5.0%	4.6%
High School Graduate	17.7%	15.7%	15.0%
GED/Alternative Credential	2.6%	2.3%	1.9%
Some College, No Degree	17.8%	14.8%	14.9%
Associate Degree	5.2%	4.8%	5.2%
Bachelor's Degree	22.5%	25.3%	25.3%
Graduate/Professional Degree	24.0%	27.8%	28.1%
<b>2019 Population 15+ by Marital Status</b>			
Total	250,837	1,185,625	2,918,739
Never Married	41.5%	47.7%	41.6%
Married	44.3%	39.1%	45.4%
Widowed	4.3%	4.0%	4.3%
Divorced	9.9%	9.1%	8.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.8%	95.0%	95.5%
Civilian Unemployed (Unemployment Rate)	6.2%	5.0%	4.5%
<b>2019 Employed Population 16+ by Industry</b>			
Total	164,101	807,902	1,964,980
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	6.0%	5.1%	6.1%
Manufacturing	1.8%	1.8%	1.9%
Wholesale Trade	0.8%	0.8%	0.9%
Retail Trade	6.6%	5.7%	6.3%
Transportation/Utilities	4.5%	4.1%	4.2%
Information	2.0%	2.4%	2.3%
Finance/Insurance/Real Estate	6.1%	6.4%	6.4%
Services	54.4%	55.4%	55.8%
Public Administration	17.6%	18.1%	16.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	164,101	807,902	1,964,979
White Collar	68.1%	72.7%	71.5%
Management/Business/Financial	20.4%	23.8%	22.1%
Professional	27.9%	30.2%	30.6%
Sales	7.5%	7.0%	7.3%
Administrative Support	12.3%	11.7%	11.5%
Services	19.8%	16.7%	16.8%
Blue Collar	12.1%	10.6%	11.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.4%	3.7%	4.3%
Installation/Maintenance/Repair	2.1%	1.8%	2.0%
Production	1.2%	1.2%	1.5%
Transportation/Material Moving	4.3%	3.9%	3.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	280,507	1,270,744	3,237,198
Population Inside Urbanized Area	99.8%	99.6%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	0.2%	0.4%	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>2010 Households by Type</b>			
Total	114,446	539,964	1,258,901
Households with 1 Person	33.3%	37.9%	31.3%
Households with 2+ People	66.7%	62.1%	68.7%
Family Households	59.2%	50.7%	59.4%
Husband-wife Families	36.8%	31.8%	41.3%
With Related Children	16.2%	14.0%	19.7%
Other Family (No Spouse Present)	22.4%	19.0%	18.1%
Other Family with Male Householder	4.8%	4.2%	4.5%
With Related Children	2.5%	2.1%	2.2%
Other Family with Female Householder	17.6%	14.7%	13.6%
With Related Children	11.5%	9.3%	8.4%
Nonfamily Households	7.5%	11.3%	9.2%
All Households with Children	30.7%	25.8%	30.7%
Multigenerational Households	5.0%	4.1%	4.5%
Unmarried Partner Households	6.7%	7.0%	6.0%
Male-female	5.7%	5.7%	4.9%
Same-sex	1.0%	1.3%	1.1%
<b>2010 Households by Size</b>			
Total	114,447	539,964	1,258,901
1 Person Household	33.3%	37.9%	31.3%
2 Person Household	30.6%	30.1%	30.1%
3 Person Household	15.3%	13.8%	15.4%
4 Person Household	11.0%	9.7%	12.3%
5 Person Household	5.5%	4.6%	6.0%
6 Person Household	2.4%	2.1%	2.6%
7 + Person Household	2.0%	1.8%	2.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	114,446	539,964	1,258,900
Owner Occupied	53.8%	47.6%	58.0%
Owned with a Mortgage/Loan	45.2%	40.0%	48.2%
Owned Free and Clear	8.6%	7.6%	9.8%
Renter Occupied	46.2%	52.4%	42.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	124,106	587,909	1,351,077
Housing Units Inside Urbanized Area	99.9%	99.6%	98.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	0.1%	0.4%	1.5%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



# Community Profile

National Harbor  
 165 Waterfront St, Oxon Hill, Maryland, 20745  
 Rings: 5, 10, 20 mile radii

Prepared by Esri  
 Latitude: 38.78419  
 Longitude: -77.01677

	5 miles	10 miles	20 miles
<b>Top 3 Tapestry Segments</b>			
1.	Laptops and Lattes (3A)	Laptops and Lattes (3A)	Metro Renters (3B)
2.	Pleasantville (2B)	Metro Renters (3B)	Laptops and Lattes (3A)
3.	Top Tier (1A)	City Strivers (11A)	Top Tier (1A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$399,555,093	\$1,928,126,347	\$4,661,040,377
Average Spent	\$3,194.09	\$3,210.35	\$3,400.05
Spending Potential Index	149	150	159
Education: Total \$	\$314,667,858	\$1,481,009,162	\$3,710,778,066
Average Spent	\$2,515.49	\$2,465.90	\$2,706.87
Spending Potential Index	158	155	170
Entertainment/Recreation: Total \$	\$581,370,001	\$2,736,459,956	\$6,773,581,989
Average Spent	\$4,647.54	\$4,556.24	\$4,941.07
Spending Potential Index	142	139	151
Food at Home: Total \$	\$924,972,138	\$4,418,536,111	\$10,715,809,993
Average Spent	\$7,394.33	\$7,356.92	\$7,816.77
Spending Potential Index	143	142	151
Food Away from Home: Total \$	\$671,231,472	\$3,247,620,636	\$7,882,882,384
Average Spent	\$5,365.90	\$5,407.33	\$5,750.26
Spending Potential Index	146	147	156
Health Care: Total \$	\$1,000,622,325	\$4,633,167,538	\$11,543,351,279
Average Spent	\$7,999.09	\$7,714.28	\$8,420.43
Spending Potential Index	135	130	142
HH Furnishings & Equipment: Total \$	\$373,797,876	\$1,761,195,998	\$4,386,076,719
Average Spent	\$2,988.18	\$2,932.41	\$3,199.47
Spending Potential Index	140	138	150
Personal Care Products & Services: Total \$	\$157,741,741	\$748,899,727	\$1,851,933,458
Average Spent	\$1,261.01	\$1,246.93	\$1,350.91
Spending Potential Index	142	141	152
Shelter: Total \$	\$3,535,468,626	\$17,011,622,852	\$41,343,763,906
Average Spent	\$28,262.95	\$28,324.57	\$30,158.69
Spending Potential Index	153	153	163
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$438,991,697	\$2,038,310,467	\$5,077,361,405
Average Spent	\$3,509.35	\$3,393.81	\$3,703.74
Spending Potential Index	142	137	149
Travel: Total \$	\$409,932,132	\$1,921,350,701	\$4,859,198,567
Average Spent	\$3,277.05	\$3,199.07	\$3,544.60
Spending Potential Index	146	143	158
Vehicle Maintenance & Repairs: Total \$	\$194,688,923	\$919,336,700	\$2,281,606,855
Average Spent	\$1,556.37	\$1,530.71	\$1,664.34
Spending Potential Index	136	134	145

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.