

Demographic and Income Profile

White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Ring: 1 mile radius



Summary	Census 2020	2025	2030
Total Population	19,697	21,204	22,869
Total Households	9,235	9,895	10,693
Family Households	4,874	5,057	5,415
Average Household Size	2.11	2.12	2.12
Owner Occupied Housing Units	4,369	4,655	4,998
Renter Occupied Housing Units	4,866	5,240	5,695
Median Age	39.5	40.6	41.4

Trends 2025 - 2030	Area	State	National
Population	1.5%	0.3%	0.4%
Households	1.6%	0.4%	0.6%
Family Population	1.4%	0.3%	0.5%
Owner Occupied Housing Units	1.4%	0.8%	0.0%
Median Household Income	2.4%	2.1%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	573	5.8%	547	5.1%
\$15,000-\$24,999	152	1.5%	122	1.1%
\$25,000-\$34,999	349	3.5%	308	2.9%
\$35,000-\$49,999	650	6.6%	580	5.4%
\$50,000-\$74,999	929	9.4%	890	8.3%
\$75,000-\$99,999	918	9.3%	897	8.4%
\$100,000-\$149,999	2,154	21.8%	2,220	20.8%
\$150,000-\$199,999	1,387	14.0%	1,535	14.4%
\$200,000 or greater	2,782	28.1%	3,594	33.6%
Median Household Income	\$126,800	-	\$142,937	-
Average Household Income	\$175,586	-	\$194,160	-
Per Capita Income	\$82,042	-	\$90,806	-

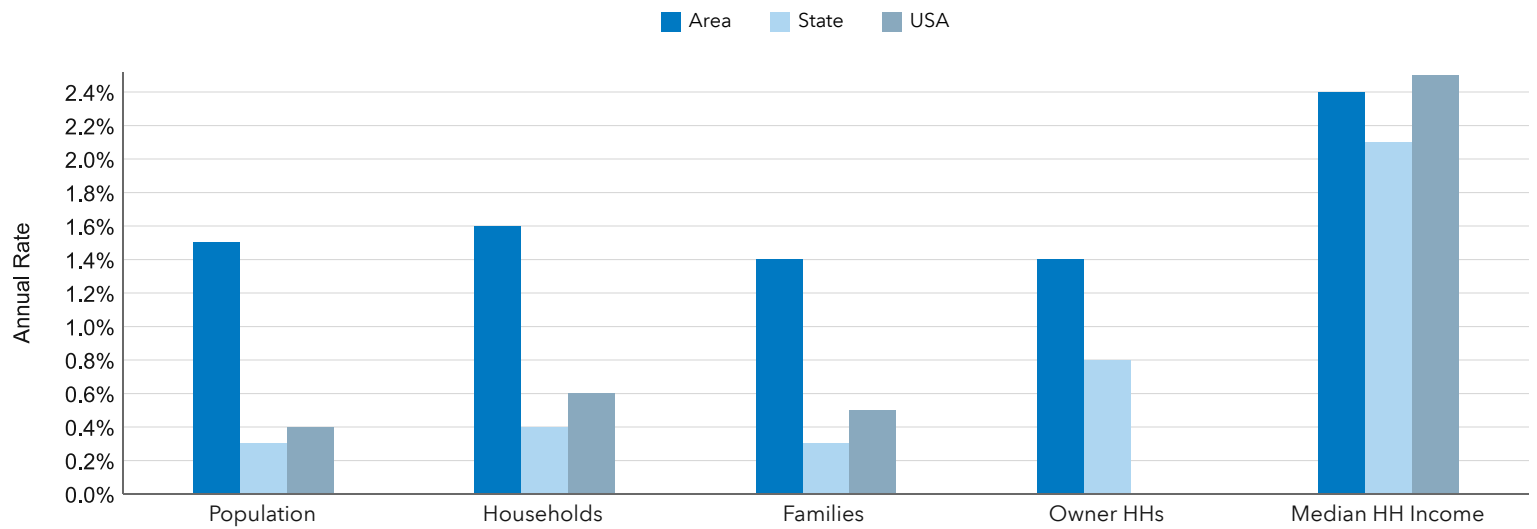
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,013	5.1%	1,001	4.7%	1,043	4.6%
5-9	1,011	5.1%	1,086	5.1%	1,032	4.5%
10-14	970	4.9%	1,099	5.2%	1,218	5.3%
15-19	854	4.3%	1,082	5.1%	1,138	5.0%
20-24	958	4.9%	1,280	6.0%	1,708	7.5%
25-29	1,540	7.8%	1,318	6.2%	1,659	7.3%
30-34	1,939	9.8%	1,663	7.8%	1,465	6.4%
35-39	1,751	8.9%	1,845	8.7%	1,648	7.2%
40-44	1,461	7.4%	1,759	8.3%	1,925	8.4%
45-49	1,248	6.3%	1,496	7.1%	1,752	7.7%
50-54	1,141	5.8%	1,329	6.3%	1,467	6.4%
55-59	1,194	6.1%	1,174	5.5%	1,310	5.7%
60-64	1,177	6.0%	1,184	5.6%	1,182	5.2%
65-69	954	4.8%	1,110	5.2%	1,093	4.8%
70-74	867	4.4%	896	4.2%	1,079	4.7%
75-79	659	3.4%	791	3.7%	811	3.5%
80-84	484	2.5%	558	2.6%	683	3.0%
Age 85+	475	2.4%	534	2.5%	655	2.9%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,578	53.7%	10,905	51.4%	11,127	48.7%
Black Alone	1,809	9.2%	2,013	9.5%	2,254	9.9%
American Indian	67	0.3%	81	0.4%	89	0.4%
Asian Alone	3,339	16.9%	3,772	17.8%	4,395	19.2%
Pacific Islander	17	0.1%	17	0.1%	17	0.1%
Some Other Race	1,424	7.2%	1,600	7.5%	1,805	7.9%
Two or More Races	2,463	12.5%	2,817	13.3%	3,182	13.9%
Hispanic (Any Race)	3,305	16.8%	3,737	17.6%	4,229	18.5%

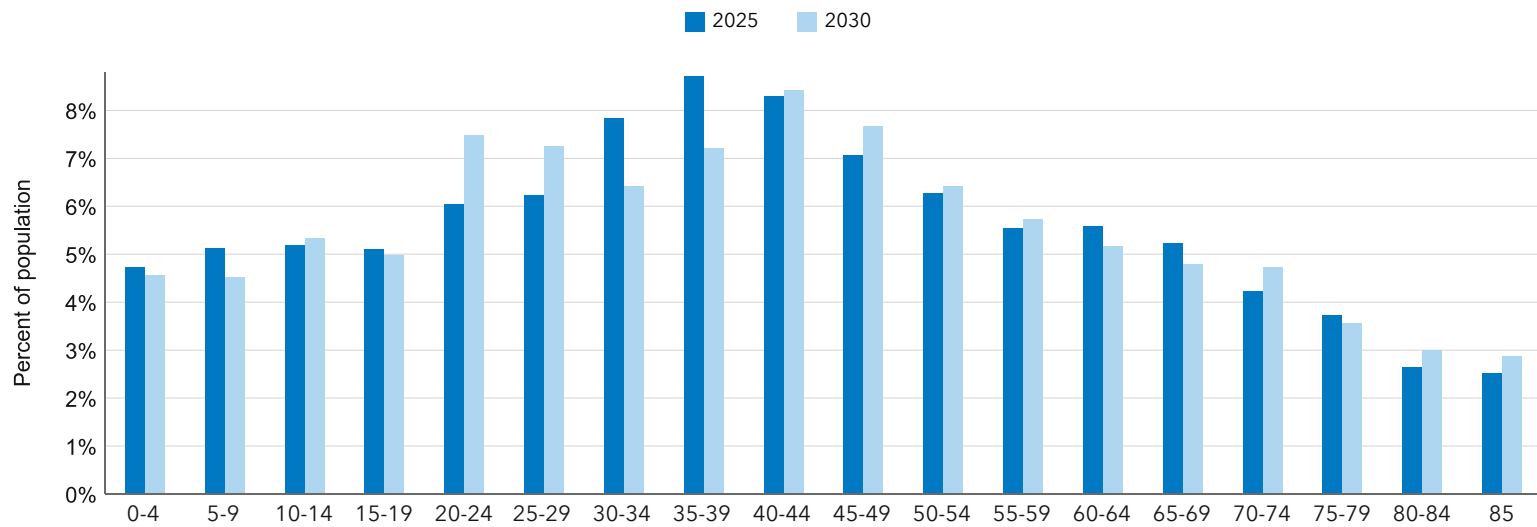
Key Indicators for 2025



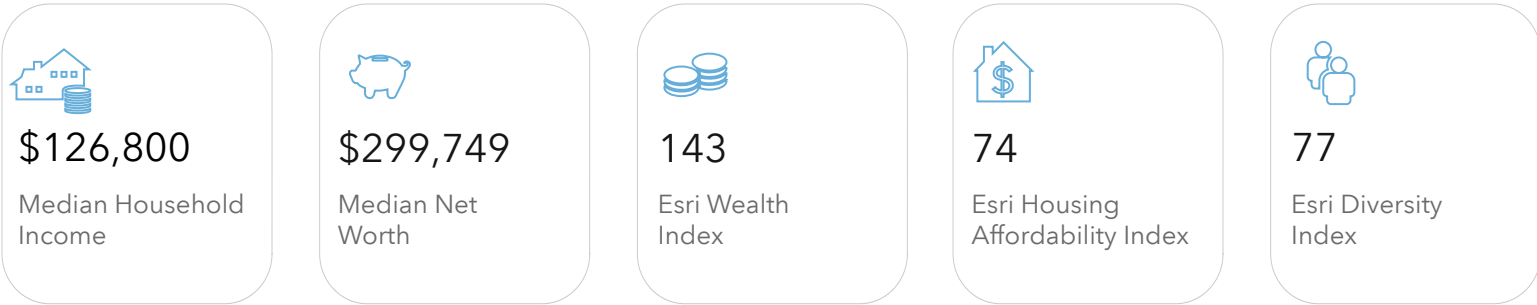
Trends: 2025 - 2030 Annual Rate



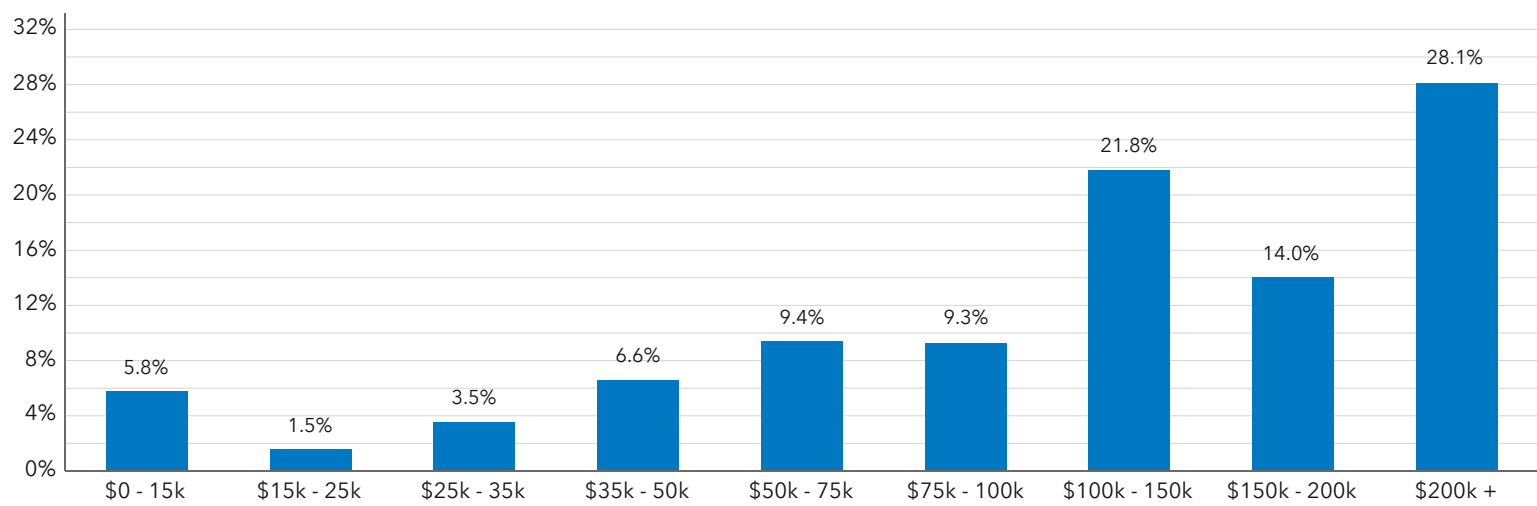
Population by Age



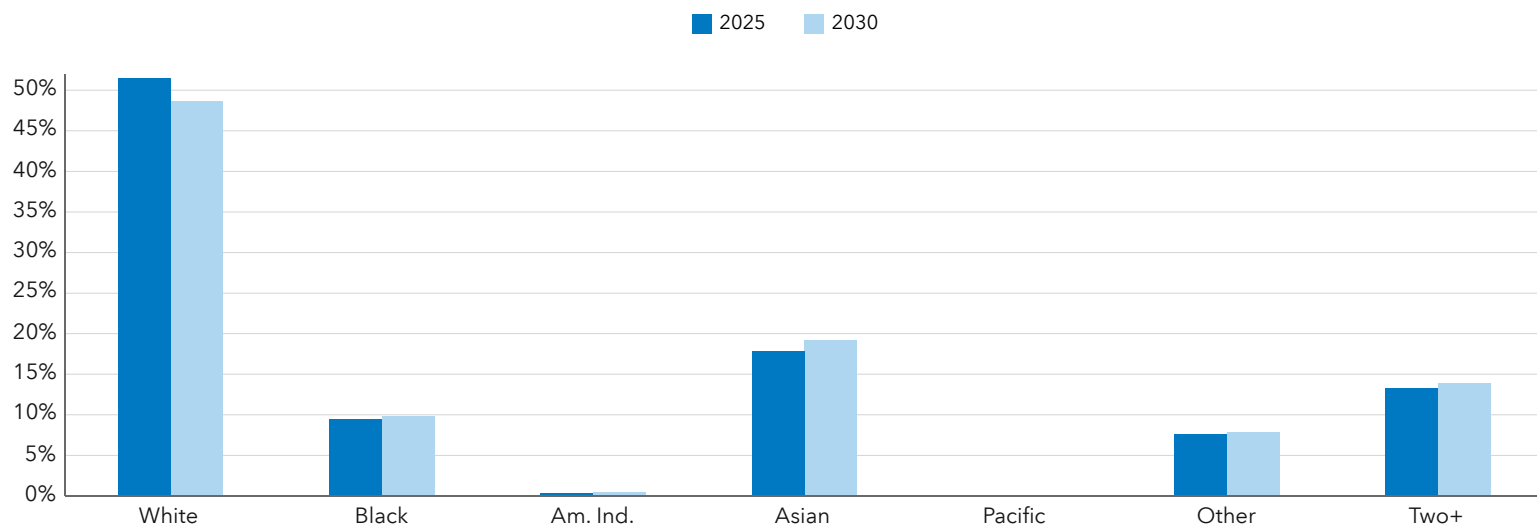
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Ring: 3 mile radius



Summary	Census 2020	2025	2030
Total Population	164,441	168,185	172,035
Total Households	60,448	62,019	63,685
Family Households	39,383	39,185	39,923
Average Household Size	2.68	2.67	2.66
Owner Occupied Housing Units	37,089	38,495	39,446
Renter Occupied Housing Units	23,359	23,524	24,239
Median Age	39.0	40.2	41.3

Trends 2025 - 2030	Area	State	National
Population	0.5%	0.3%	0.4%
Households	0.5%	0.4%	0.6%
Family Population	0.4%	0.3%	0.5%
Owner Occupied Housing Units	0.5%	0.8%	0.0%
Median Household Income	3.0%	2.1%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	3,664	5.9%	3,386	5.3%
\$15,000-\$24,999	1,292	2.1%	1,004	1.6%
\$25,000-\$34,999	1,537	2.5%	1,292	2.0%
\$35,000-\$49,999	3,913	6.3%	3,277	5.2%
\$50,000-\$74,999	6,766	10.9%	5,956	9.3%
\$75,000-\$99,999	6,144	9.9%	5,507	8.7%
\$100,000-\$149,999	10,849	17.5%	10,566	16.6%
\$150,000-\$199,999	8,373	13.5%	8,780	13.8%
\$200,000 or greater	19,476	31.4%	23,912	37.5%
Median Household Income	\$132,291	-	\$153,686	-
Average Household Income	\$183,341	-	\$201,773	-
Per Capita Income	\$67,879	-	\$74,967	-

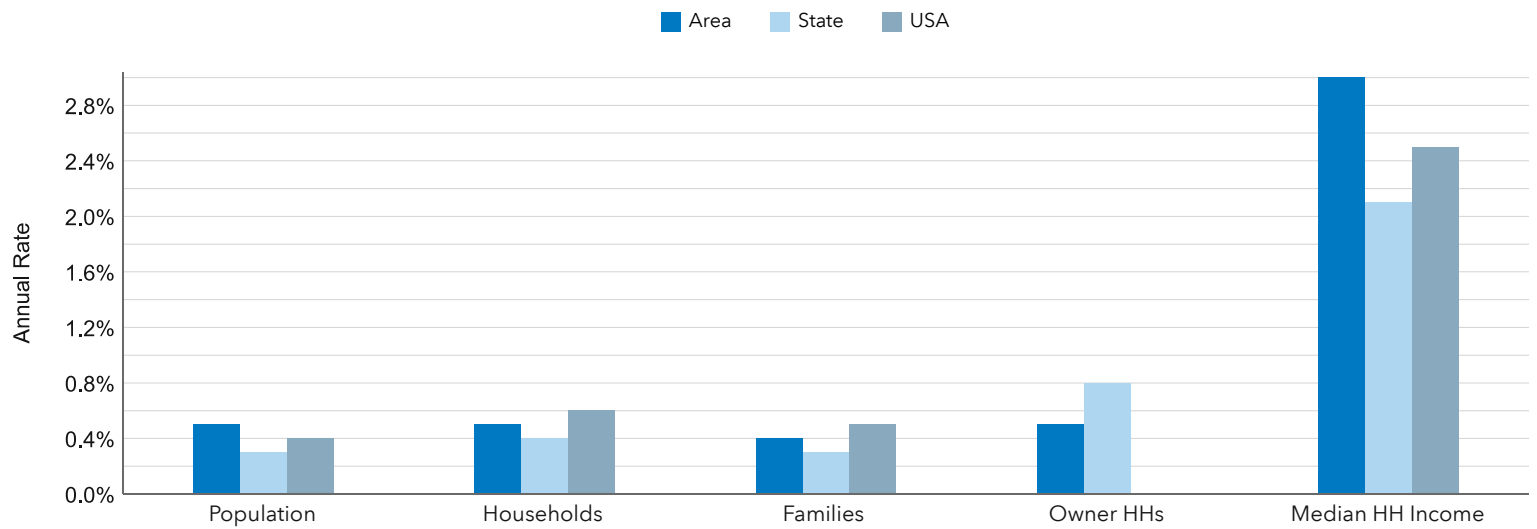
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	9,261	5.6%	8,853	5.3%	8,749	5.1%
5-9	10,072	6.1%	10,239	6.1%	9,385	5.5%
10-14	10,453	6.4%	10,578	6.3%	10,819	6.3%
15-19	9,699	5.9%	9,987	5.9%	10,047	5.8%
20-24	9,354	5.7%	9,624	5.7%	10,436	6.1%
25-29	10,698	6.5%	10,265	6.1%	10,686	6.2%
30-34	12,463	7.6%	11,442	6.8%	10,945	6.4%
35-39	12,792	7.8%	12,479	7.4%	11,644	6.8%
40-44	11,761	7.2%	13,020	7.7%	12,721	7.4%
45-49	11,019	6.7%	11,610	6.9%	12,799	7.4%
50-54	10,511	6.4%	10,991	6.5%	11,278	6.6%
55-59	10,595	6.4%	9,981	5.9%	10,393	6.0%
60-64	9,707	5.9%	9,719	5.8%	9,331	5.4%
65-69	8,139	5.0%	8,704	5.2%	8,795	5.1%
70-74	6,417	3.9%	7,365	4.4%	7,983	4.6%
75-79	4,417	2.7%	5,641	3.4%	6,582	3.8%
80-84	3,106	1.9%	3,664	2.2%	4,740	2.8%
Age 85+	3,975	2.4%	4,024	2.4%	4,704	2.7%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	76,989	46.8%	75,653	45.0%	73,489	42.7%
Black Alone	16,635	10.1%	17,390	10.3%	17,979	10.4%
American Indian	1,326	0.8%	1,563	0.9%	1,637	0.9%
Asian Alone	24,284	14.8%	25,803	15.3%	28,146	16.4%
Pacific Islander	105	0.1%	103	0.1%	102	0.1%
Some Other Race	23,843	14.5%	24,985	14.9%	26,553	15.4%
Two or More Races	21,260	12.9%	22,686	13.5%	24,130	14.0%
Hispanic (Any Race)	43,429	26.4%	45,711	27.2%	48,535	28.2%

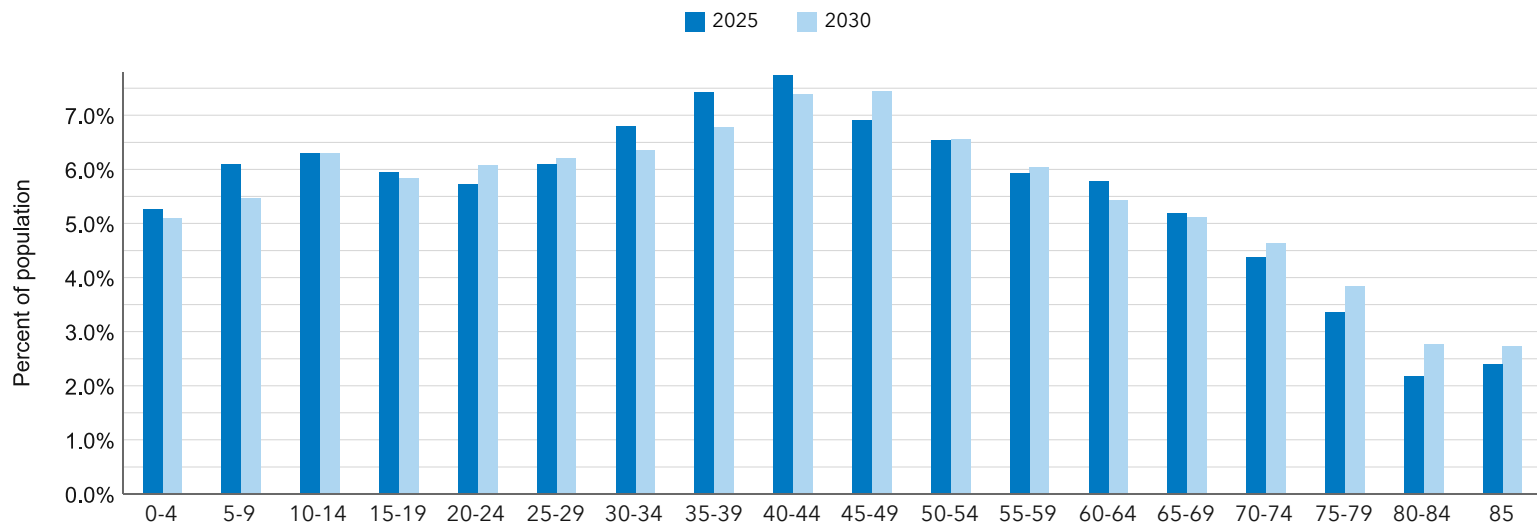
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



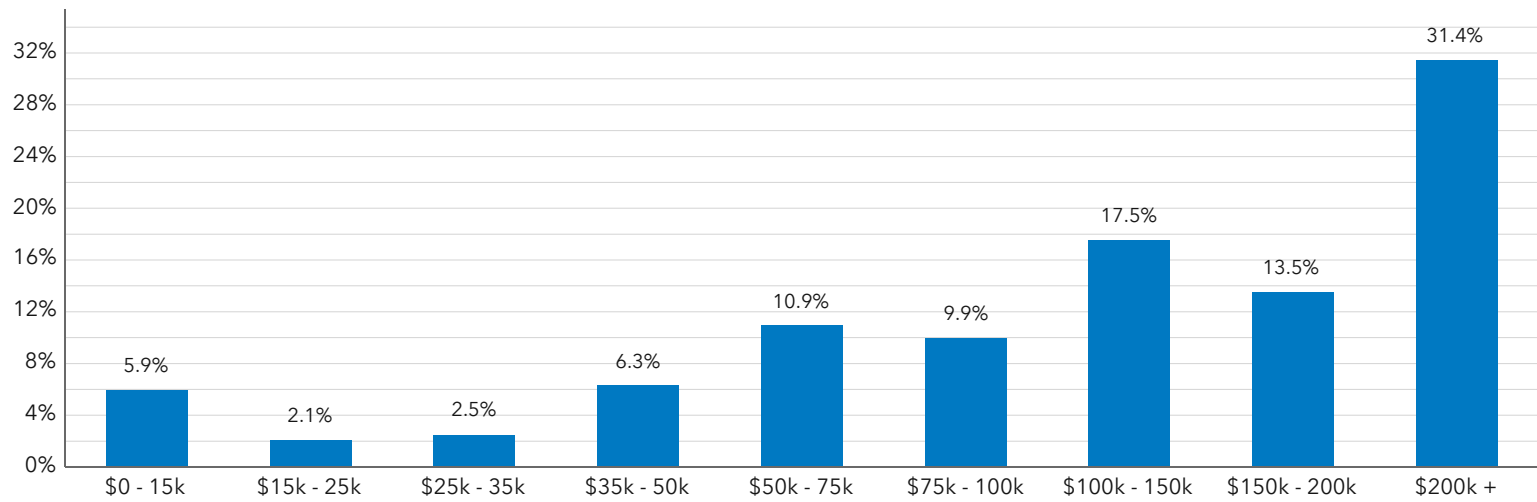
Population by Age



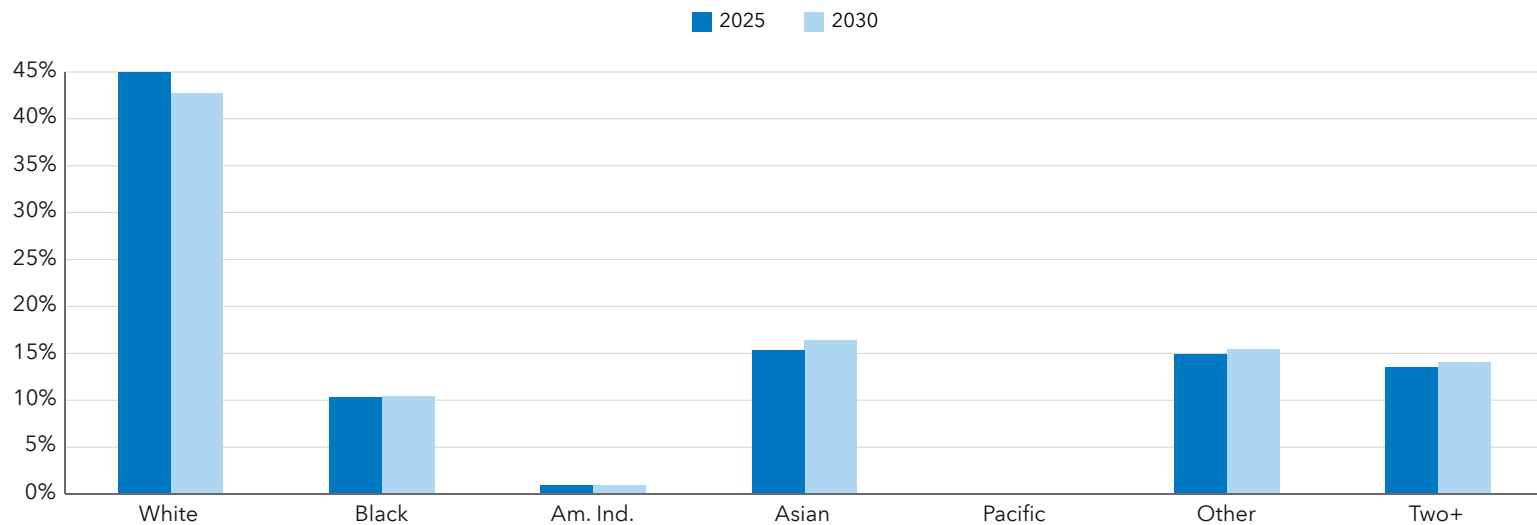
Key Indicators for 2025



Households by Income for 2025



Population by Race



Demographic and Income Profile

White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Ring: 5 mile radius



Summary	Census 2020	2025	2030
Total Population	391,754	398,504	406,408
Total Households	147,098	149,987	153,521
Family Households	97,180	95,795	97,076
Average Household Size	2.63	2.62	2.62
Owner Occupied Housing Units	93,226	95,388	97,109
Renter Occupied Housing Units	53,872	54,599	56,412
Median Age	40.3	41.3	42.1

Trends 2025 - 2030	Area	State	National
Population	0.4%	0.3%	0.4%
Households	0.5%	0.4%	0.6%
Family Population	0.3%	0.3%	0.5%
Owner Occupied Housing Units	0.4%	0.8%	0.0%
Median Household Income	3.0%	2.1%	2.5%

Households by Income	2025		2030	
	Number	Percent	Number	Percent
Less than \$15,000	8,837	5.9%	7,901	5.2%
\$15,000-\$24,999	3,747	2.5%	3,006	2.0%
\$25,000-\$34,999	3,875	2.6%	3,255	2.1%
\$35,000-\$49,999	9,271	6.2%	7,872	5.1%
\$50,000-\$74,999	15,836	10.6%	14,174	9.2%
\$75,000-\$99,999	13,745	9.2%	12,332	8.0%
\$100,000-\$149,999	23,405	15.6%	22,536	14.7%
\$150,000-\$199,999	18,675	12.4%	19,113	12.4%
\$200,000 or greater	52,590	35.1%	63,325	41.3%
Median Household Income	\$139,920	-	\$162,149	-
Average Household Income	\$199,043	-	\$216,238	-
Per Capita Income	\$74,965	-	\$81,732	-

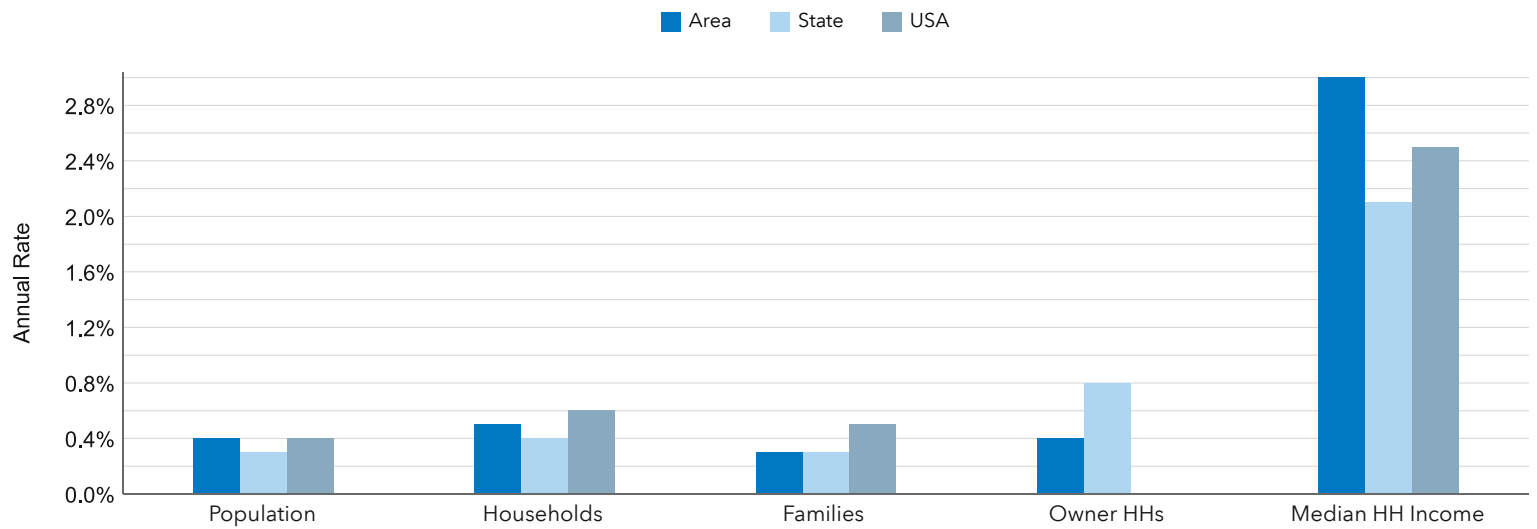
Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	21,598	5.5%	20,593	5.2%	20,419	5.0%
5-9	24,023	6.1%	23,874	6.0%	21,860	5.4%
10-14	25,684	6.6%	25,138	6.3%	25,091	6.2%
15-19	23,889	6.1%	24,281	6.1%	23,844	5.9%
20-24	21,754	5.5%	22,947	5.8%	24,502	6.0%
25-29	23,213	5.9%	23,930	6.0%	25,471	6.3%
30-34	26,255	6.7%	24,856	6.2%	25,242	6.2%
35-39	27,713	7.1%	26,475	6.6%	25,458	6.3%
40-44	26,329	6.7%	28,317	7.1%	27,086	6.7%
45-49	25,752	6.6%	26,104	6.5%	28,144	6.9%
50-54	25,412	6.5%	25,746	6.5%	25,709	6.3%
55-59	25,369	6.5%	24,012	6.0%	24,293	6.0%
60-64	23,683	6.0%	23,413	5.9%	22,567	5.5%
65-69	21,024	5.4%	21,730	5.5%	21,876	5.4%
70-74	17,364	4.4%	19,227	4.8%	20,153	5.0%
75-79	12,852	3.3%	15,583	3.9%	17,630	4.3%
80-84	8,902	2.3%	10,915	2.7%	13,431	3.3%
Age 85+	10,939	2.8%	11,360	2.9%	13,631	3.4%

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	191,210	48.8%	186,170	46.7%	181,116	44.6%
Black Alone	51,731	13.2%	54,227	13.6%	55,387	13.6%
American Indian	2,571	0.7%	3,069	0.8%	3,249	0.8%
Asian Alone	53,306	13.6%	56,642	14.2%	61,821	15.2%
Pacific Islander	225	0.1%	220	0.1%	219	0.1%
Some Other Race	45,319	11.6%	47,751	12.0%	50,899	12.5%
Two or More Races	47,391	12.1%	50,426	12.7%	53,717	13.2%
Hispanic (Any Race)	85,078	21.7%	90,017	22.6%	96,003	23.6%

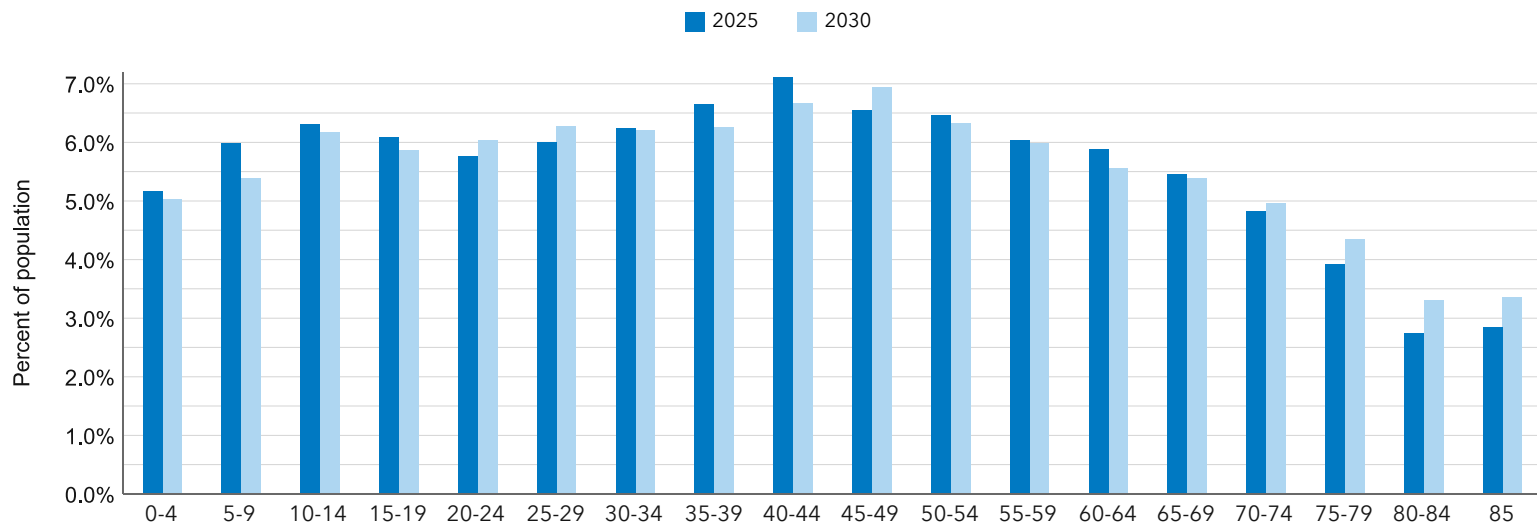
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



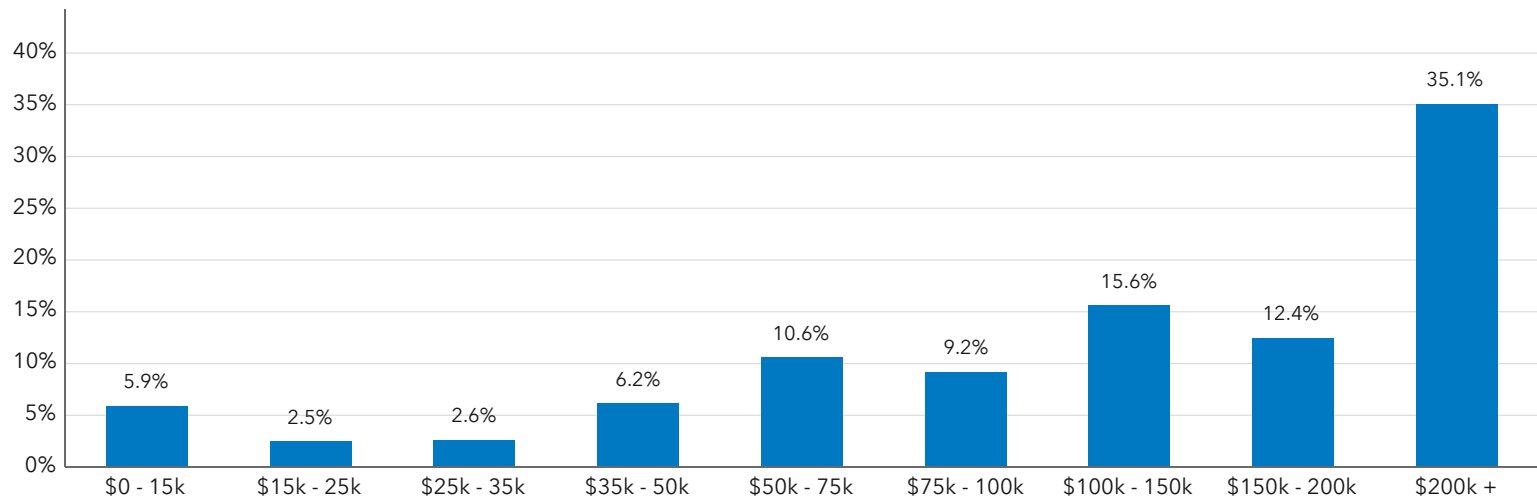
Population by Age



Key Indicators for 2025



Households by Income for 2025



Population by Race

