Demographic and Income Profile

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

Summary	Census 2010	2019	2024
Population	17,821	21,646	22,956
Households	8,006	10,037	10,699
Families	4,296	5,098	5,385
Average Household Size	2.19	2.12	2.12
Owner Occupied Housing Units	4,835	5,072	5,429
Renter Occupied Housing Units	3,171	4,966	5,271
Median Age	39.9	41.6	42.7

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.18%	0.58%	0.77%
Households	1.29%	0.53%	0.75%
Families	1.10%	0.47%	0.68%
Owner HHs	1.37%	0.79%	0.92%
Median Household Income	1.67%	1.92%	2.70%

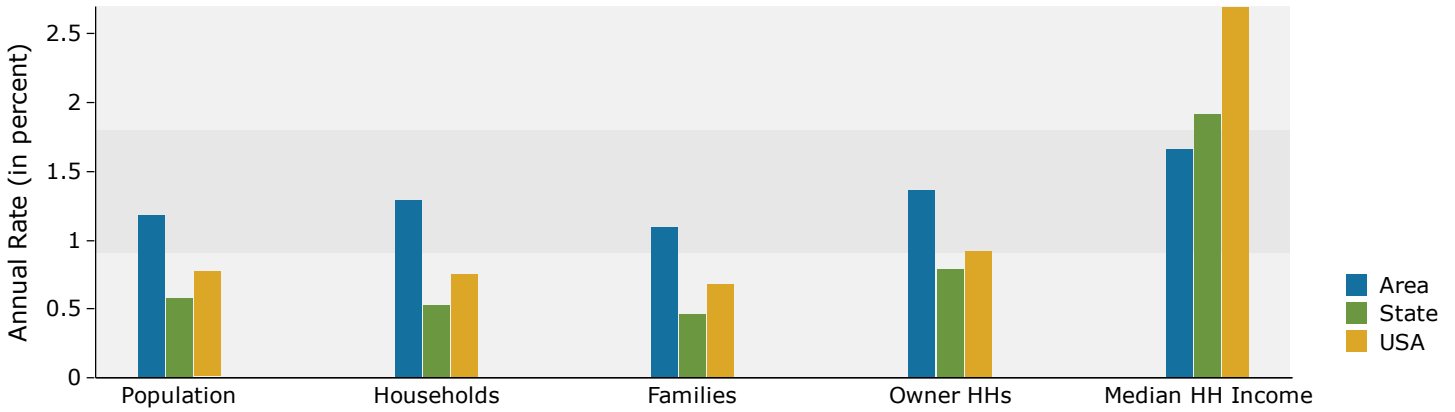|	2019		2024	
Households by Income	Number	Percent	Number	Percent
<$15,000	501	5.0%	443	4.1%
$15,000 - $24,999	405	4.0%	342	3.2%
$25,000 - $34,999	503	5.0%	486	4.5%
$35,000 - $49,999	819	8.2%	757	7.1%
$50,000 - $74,999	1,447	14.4%	1,343	12.6%
$75,000 - $99,999	1,128	11.2%	1,153	10.8%
$100,000 - $149,999	2,227	22.2%	2,479	23.2%
$150,000 - $199,999	1,226	12.2%	1,505	14.1%
$200,000+	1,781	17.7%	2,191	20.5%
Median Household Income	$103,124		$112,004	
Average Household Income	$137,505		$154,824	
Per Capita Income	$64,307		$72,703	

	Census 2010		2019		2024	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	974	5.5%	1,008	4.7%	1,038	4.5%
5 - 9	783	4.4%	934	4.3%	944	4.1%
10 - 14	696	3.9%	954	4.4%	957	4.2%
15 - 19	705	4.0%	827	3.8%	906	3.9%
20 - 24	1,013	5.7%	1,100	5.1%	1,141	5.0%
25 - 34	3,366	18.9%	3,680	17.0%	3,713	16.2%
35 - 44	2,652	14.9%	3,334	15.4%	3,552	15.5%
45 - 54	2,496	14.0%	2,647	12.2%	2,808	12.2%
55 - 64	2,218	12.4%	2,829	13.1%	2,765	12.0%
65 - 74	1,365	7.7%	2,200	10.2%	2,500	10.9%
75 - 84	1,026	5.8%	1,372	6.3%	1,755	7.6%
85+	528	3.0%	761	3.5%	875	3.8%

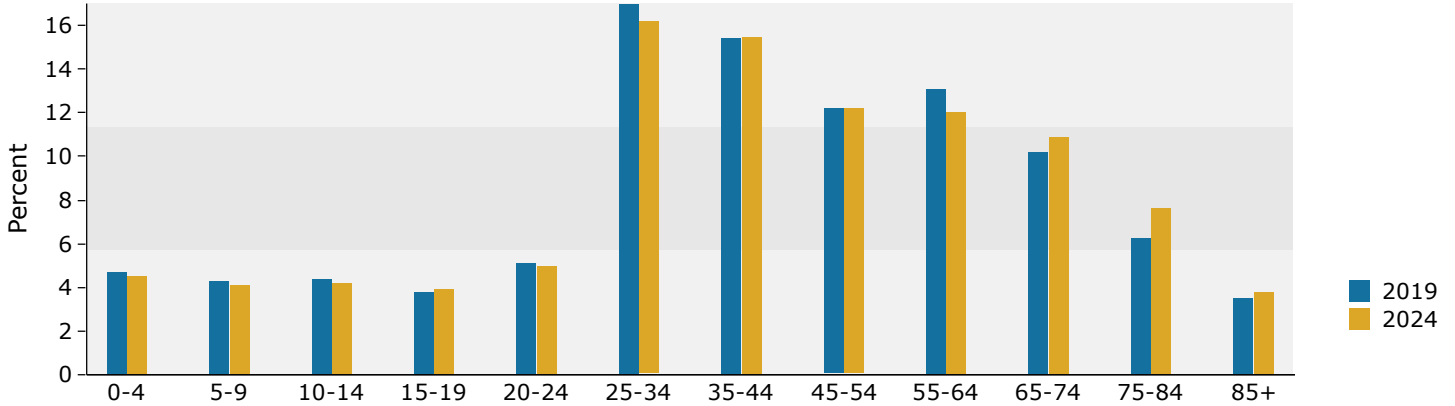|	Census 2010		2019		2024	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	12,089	67.8%	13,294	61.4%	13,351	58.2%
Black Alone	1,225	6.9%	1,948	9.0%	2,266	9.9%
American Indian Alone	62	0.3%	76	0.4%	83	0.4%
Asian Alone	2,806	15.7%	3,957	18.3%	4,504	19.6%
Pacific Islander Alone	11	0.1%	14	0.1%	14	0.1%
Some Other Race Alone	982	5.5%	1,417	6.5%	1,658	7.2%
Two or More Races	645	3.6%	941	4.3%	1,079	4.7%
Hispanic Origin (Any Race)	2,882	16.2%	4,247	19.6%	5,046	22.0%

Data Note: Income is expressed in current dollars.

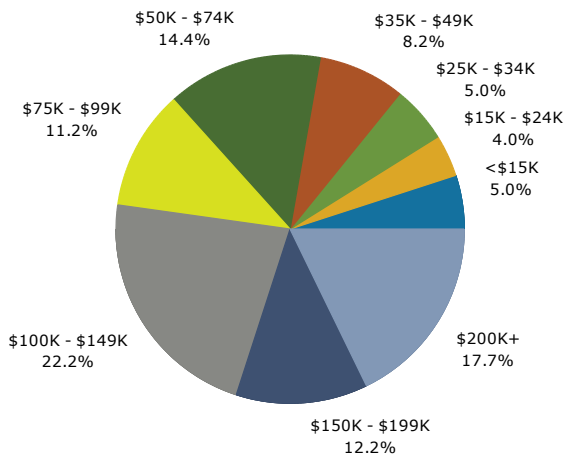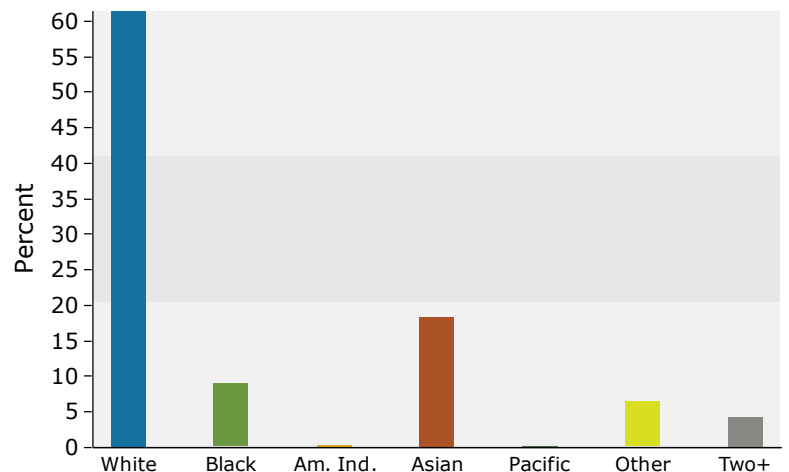**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

Demographic and Income Profile

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

Prepared by Esri
Latitude: 39.04529
Longitude: -77.10497

Trends 2019-2024

Population by Age

2019 Household Income

2019 Population by Race

2019 Percent Hispanic Origin: 19.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

Demographic and Income Profile

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

Summary	Census 2010	2019	2024
Population	148,457	161,832	166,931
Households	55,357	60,158	61,928
Families	35,051	37,386	38,346
Average Household Size	2.65	2.66	2.67
Owner Occupied Housing Units	36,784	37,412	38,773
Renter Occupied Housing Units	18,573	22,746	23,156
Median Age	38.5	39.9	41.1
Trends: 2019 - 2024 Annual Rate	**Area**	**State**	**National**
Population	0.62%	0.58%	0.77%
Households	0.58%	0.53%	0.75%
Families	0.51%	0.47%	0.68%
Owner HHs	0.72%	0.79%	0.92%
Median Household Income	1.62%	1.92%	2.70%

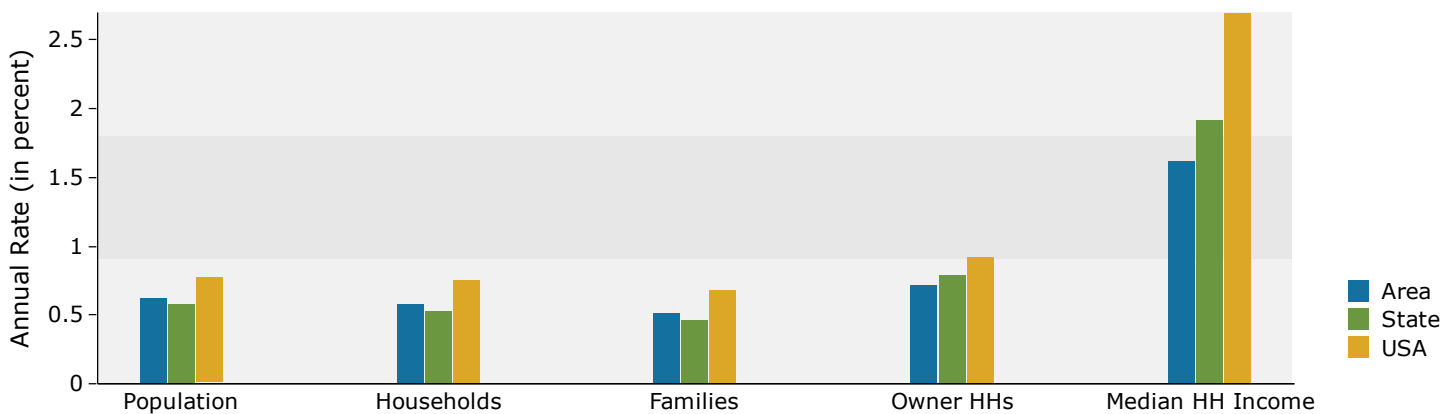|			2019		2024	
Households by Income			Number	Percent	Number	Percent
<$15,000			2,868	4.8%	2,484	4.0%
$15,000 - $24,999			2,386	4.0%	2,000	3.2%
$25,000 - $34,999			2,980	5.0%	2,771	4.5%
$35,000 - $49,999			4,544	7.6%	4,103	6.6%
$50,000 - $74,999			8,482	14.1%	7,785	12.6%
$75,000 - $99,999			8,022	13.3%	7,904	12.8%
$100,000 - $149,999			12,470	20.7%	13,249	21.4%
$150,000 - $199,999			7,281	12.1%	8,665	14.0%
$200,000+			11,125	18.5%	12,966	20.9%
Median Household Income			$102,071		$110,636	
Average Household Income			$142,018		$157,950	
Per Capita Income			$52,956		$58,774	

	Census 2010		2019		2024	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,783	6.6%	9,246	5.7%	9,438	5.7%
5 - 9	8,925	6.0%	9,860	6.1%	9,522	5.7%
10 - 14	8,328	5.6%	10,357	6.4%	9,970	6.0%
15 - 19	7,785	5.2%	8,390	5.2%	9,179	5.5%
20 - 24	8,531	5.7%	7,847	4.8%	7,964	4.8%
25 - 34	22,975	15.5%	22,701	14.0%	21,942	13.1%
35 - 44	22,279	15.0%	23,731	14.7%	25,086	15.0%
45 - 54	21,803	14.7%	21,377	13.2%	21,820	13.1%
55 - 64	17,082	11.5%	20,692	12.8%	20,497	12.3%
65 - 74	9,839	6.6%	14,735	9.1%	16,684	10.0%
75 - 84	7,120	4.8%	8,133	5.0%	9,844	5.9%
85+	4,008	2.7%	4,764	2.9%	4,985	3.0%

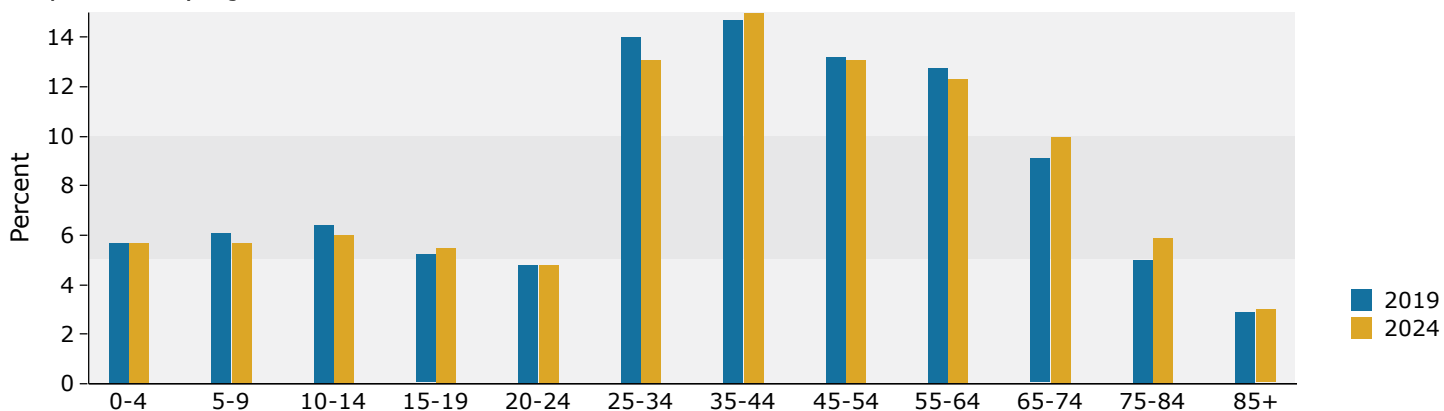|	Census 2010		2019		2024	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	92,612	62.4%	91,719	56.7%	89,751	53.8%
Black Alone	13,128	8.8%	16,649	10.3%	18,214	10.9%
American Indian Alone	692	0.5%	796	0.5%	867	0.5%
Asian Alone	20,239	13.6%	24,501	15.1%	26,535	15.9%
Pacific Islander Alone	100	0.1%	119	0.1%	121	0.1%
Some Other Race Alone	15,418	10.4%	20,011	12.4%	22,564	13.5%
Two or More Races	6,267	4.2%	8,035	5.0%	8,879	5.3%
Hispanic Origin (Any Race)	35,779	24.1%	46,443	28.7%	52,645	31.5%

Data Note: Income is expressed in current dollars.

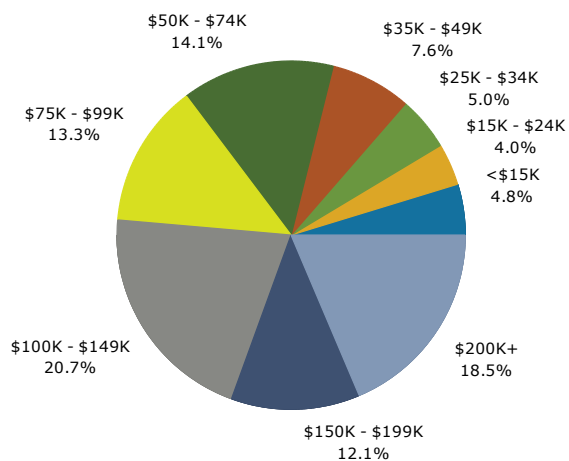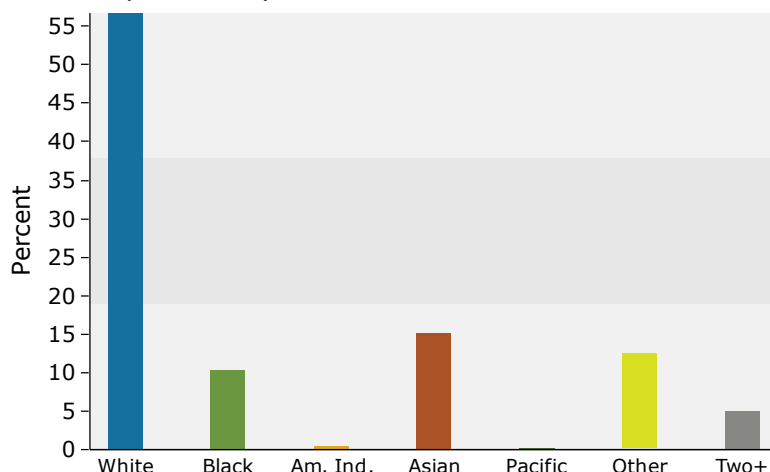**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

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

Trends 2019-2024

Population by Age

2019 Household Income

2019 Population by Race

2019 Percent Hispanic Origin: 28.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

February 26, 2020

Demographic and Income Profile

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

Prepared by Esri
Latitude: 39.04529
Longitude: -77.10497

Summary	Census 2010	2019	2024
Population	360,949	387,942	401,148
Households	137,875	147,792	152,800
Families	89,149	93,971	96,534
Average Household Size	2.58	2.59	2.59
Owner Occupied Housing Units	92,855	94,709	97,968
Renter Occupied Housing Units	45,020	53,082	54,832
Median Age	40.1	41.6	42.2

Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.67%	0.58%	0.77%
Households	0.67%	0.53%	0.75%
Families	0.54%	0.47%	0.68%
Owner HHs	0.68%	0.79%	0.92%
Median Household Income	1.71%	1.92%	2.70%

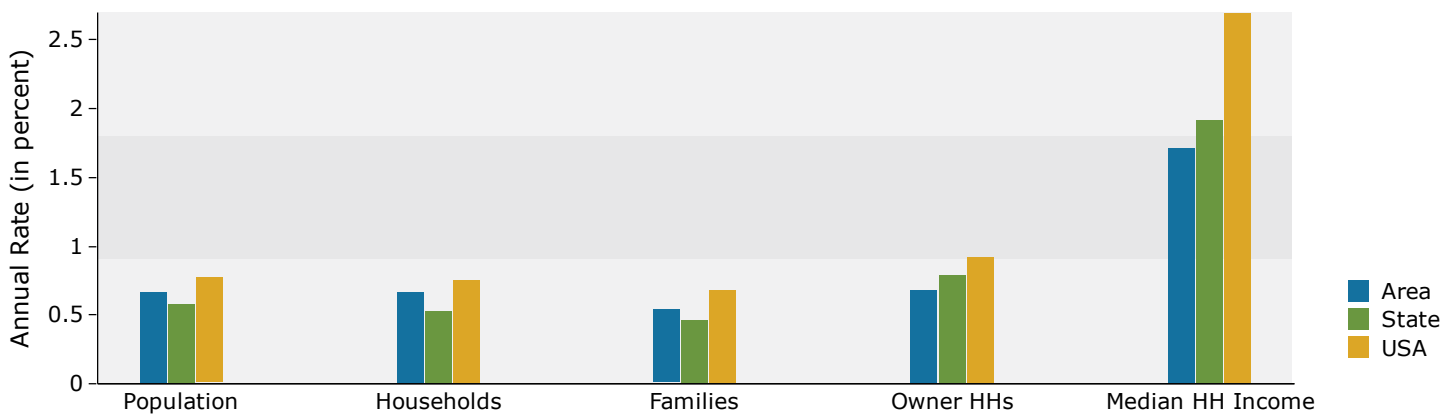| Households by Income	2019		2024	
	Number	Percent	Number	Percent
<$15,000	7,663	5.2%	6,573	4.3%
$15,000 - $24,999	6,170	4.2%	5,204	3.4%
$25,000 - $34,999	6,950	4.7%	6,440	4.2%
$35,000 - $49,999	10,848	7.3%	9,894	6.5%
$50,000 - $74,999	19,137	12.9%	17,982	11.8%
$75,000 - $99,999	17,817	12.1%	17,936	11.7%
$100,000 - $149,999	27,820	18.8%	29,630	19.4%
$150,000 - $199,999	18,596	12.6%	21,848	14.3%
$200,000+	32,791	22.2%	37,292	24.4%
Median Household Income	$106,720		$116,163	
Average Household Income	$155,665		$171,278	
Per Capita Income	$59,322		$65,265	

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	22,624	6.3%	20,998	5.4%	21,708	5.4%
5 - 9	22,426	6.2%	23,122	6.0%	22,732	5.7%
10 - 14	21,809	6.0%	25,115	6.5%	23,759	5.9%
15 - 19	19,727	5.5%	21,442	5.5%	22,087	5.5%
20 - 24	19,374	5.4%	19,457	5.0%	19,624	4.9%
25 - 34	49,009	13.6%	49,400	12.7%	51,073	12.7%
35 - 44	50,925	14.1%	51,142	13.2%	54,819	13.7%
45 - 54	53,337	14.8%	50,531	13.0%	50,282	12.5%
55 - 64	44,612	12.4%	51,972	13.4%	50,742	12.6%
65 - 74	27,073	7.5%	39,340	10.1%	43,913	10.9%
75 - 84	19,435	5.4%	22,413	5.8%	27,060	6.7%
85+	10,599	2.9%	13,010	3.4%	13,348	3.3%

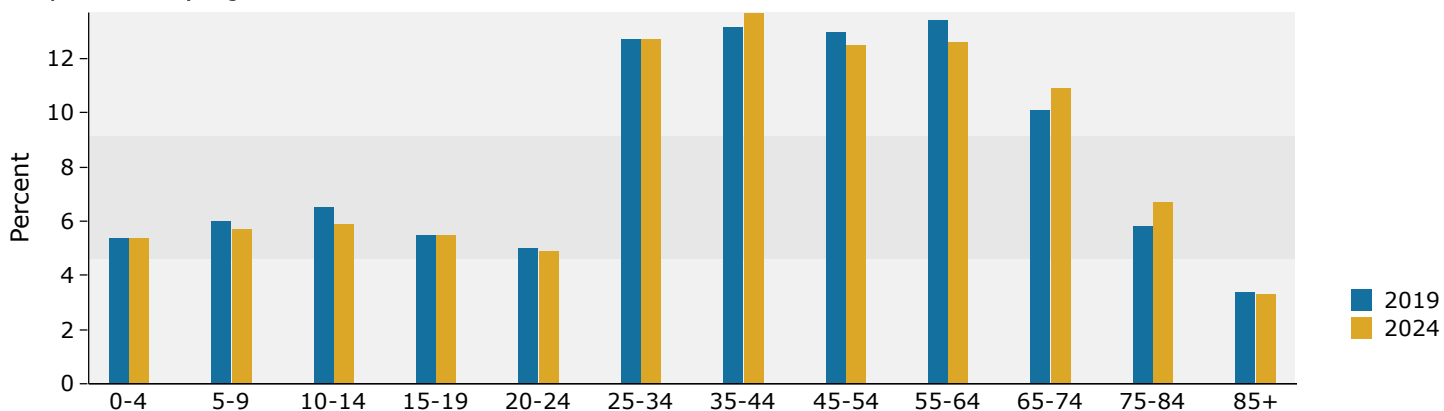| Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	227,180	62.9%	222,163	57.3%	217,982	54.3%
Black Alone	45,813	12.7%	55,960	14.4%	60,980	15.2%
American Indian Alone	1,461	0.4%	1,645	0.4%	1,791	0.4%
Asian Alone	43,837	12.1%	53,320	13.7%	58,487	14.6%
Pacific Islander Alone	201	0.1%	224	0.1%	228	0.1%
Some Other Race Alone	28,496	7.9%	36,826	9.5%	41,863	10.4%
Two or More Races	13,961	3.9%	17,804	4.6%	19,819	4.9%
Hispanic Origin (Any Race)	68,096	18.9%	88,651	22.9%	101,729	25.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.
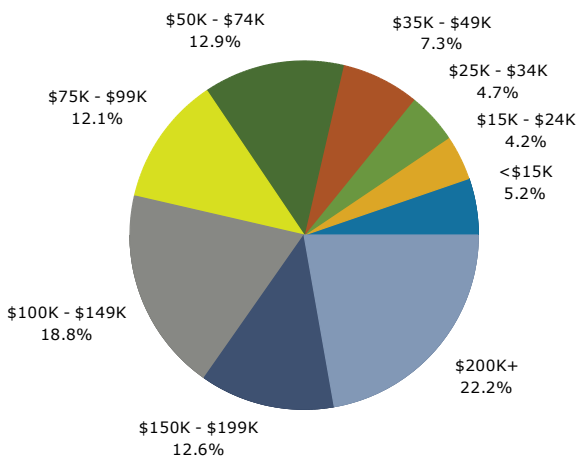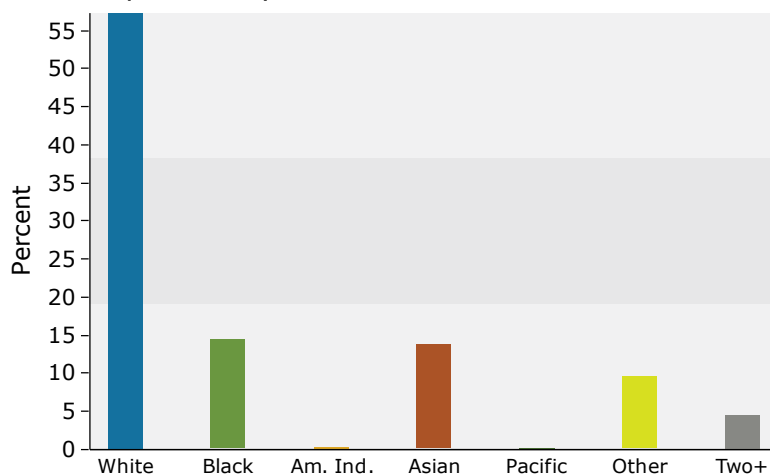
February 26, 2020

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

Trends 2019-2024

Legend: Area, State, USA

Population by Age

Legend: 2019, 2024

2019 Household Income

- $50K - $74K: 12.9%
- $35K - $49K: 7.3%
- $25K - $34K: 4.7%
- $15K - $24K: 4.2%
- <$15K: 5.2%
- $75K - $99K: 12.1%
- $100K - $149K: 18.8%
- $150K - $199K: 12.6%
- $200K+: 22.2%

2019 Population by Race

Categories: White, Black, Am. Ind., Asian, Pacific, Other, Two+

2019 Percent Hispanic Origin: 22.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	16,290	134,384	335,338
2010 Total Population	17,821	148,457	360,949
2019 Total Population	21,646	161,832	387,942
2019 Group Quarters	327	1,869	4,757
2024 Total Population	22,956	166,931	401,148
2019-2024 Annual Rate	1.18%	0.62%	0.67%
2019 Total Daytime Population	35,172	198,346	436,415
Workers	25,868	125,554	256,643
Residents	9,304	72,792	179,772
Household Summary			
2000 Households	7,156	51,935	130,559
2000 Average Household Size	2.22	2.55	2.53
2010 Households	8,006	55,357	137,875
2010 Average Household Size	2.19	2.65	2.58
2019 Households	10,037	60,158	147,792
2019 Average Household Size	2.12	2.66	2.59
2024 Households	10,699	61,928	152,800
2024 Average Household Size	2.12	2.67	2.59
2019-2024 Annual Rate	1.29%	0.58%	0.67%
2010 Families	4,296	35,051	89,149
2010 Average Family Size	2.89	3.23	3.16
2019 Families	5,098	37,386	93,971
2019 Average Family Size	2.87	3.28	3.20
2024 Families	5,385	38,346	96,534
2024 Average Family Size	2.87	3.29	3.21
2019-2024 Annual Rate	1.10%	0.51%	0.54%
Housing Unit Summary			
2000 Housing Units	7,555	53,498	134,575
Owner Occupied Housing Units	56.5%	68.0%	67.3%
Renter Occupied Housing Units	38.3%	29.1%	29.7%
Vacant Housing Units	5.3%	2.9%	3.0%
2010 Housing Units	8,558	58,562	145,951
Owner Occupied Housing Units	56.5%	62.8%	63.6%
Renter Occupied Housing Units	37.1%	31.7%	30.8%
Vacant Housing Units	6.5%	5.5%	5.5%
2019 Housing Units	10,494	63,043	155,064
Owner Occupied Housing Units	48.3%	59.3%	61.1%
Renter Occupied Housing Units	47.3%	36.1%	34.2%
Vacant Housing Units	4.4%	4.6%	4.7%
2024 Housing Units	11,107	64,772	160,028
Owner Occupied Housing Units	48.9%	59.9%	61.2%
Renter Occupied Housing Units	47.5%	35.8%	34.3%
Vacant Housing Units	3.7%	4.4%	4.5%
Median Household Income			
2019	$103,124	$102,071	$106,720
2024	$112,004	$110,636	$116,163
Median Home Value			
2019	$483,957	$455,730	$513,996
2024	$516,451	$481,069	$545,963
Per Capita Income			
2019	$64,307	$52,956	$59,322
2024	$72,703	$58,774	$65,265
Median Age			
2010	39.9	38.5	40.1
2019	41.6	39.9	41.6
2024	42.7	41.1	42.2

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.

February 26, 2020

Market Profile

White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.04529
Longitude: -77.10497

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	10,037	60,158	147,792
<$15,000	5.0%	4.8%	5.2%
$15,000 - $24,999	4.0%	4.0%	4.2%
$25,000 - $34,999	5.0%	5.0%	4.7%
$35,000 - $49,999	8.2%	7.6%	7.3%
$50,000 - $74,999	14.4%	14.1%	12.9%
$75,000 - $99,999	11.2%	13.3%	12.1%
$100,000 - $149,999	22.2%	20.7%	18.8%
$150,000 - $199,999	12.2%	12.1%	12.6%
$200,000+	17.7%	18.5%	22.2%
Average Household Income	$137,505	$142,018	$155,665
2024 Households by Income			
Household Income Base	10,699	61,928	152,800
<$15,000	4.1%	4.0%	4.3%
$15,000 - $24,999	3.2%	3.2%	3.4%
$25,000 - $34,999	4.5%	4.5%	4.2%
$35,000 - $49,999	7.1%	6.6%	6.5%
$50,000 - $74,999	12.6%	12.6%	11.8%
$75,000 - $99,999	10.8%	12.8%	11.7%
$100,000 - $149,999	23.2%	21.4%	19.4%
$150,000 - $199,999	14.1%	14.0%	14.3%
$200,000+	20.5%	20.9%	24.4%
Average Household Income	$154,824	$157,950	$171,278
2019 Owner Occupied Housing Units by Value			
Total	5,069	37,409	94,688
<$50,000	0.8%	0.7%	0.8%
$50,000 - $99,999	0.2%	0.1%	0.9%
$100,000 - $149,999	0.7%	0.5%	1.5%
$150,000 - $199,999	2.4%	2.2%	2.2%
$200,000 - $249,999	2.1%	5.1%	3.5%
$250,000 - $299,999	4.0%	7.8%	5.6%
$300,000 - $399,999	23.0%	24.7%	17.9%
$400,000 - $499,999	20.0%	15.6%	16.2%
$500,000 - $749,999	32.2%	23.7%	24.2%
$750,000 - $999,999	11.2%	12.3%	15.1%
$1,000,000 - $1,499,999	3.0%	5.7%	8.5%
$1,500,000 - $1,999,999	0.2%	0.9%	2.0%
$2,000,000 +	0.1%	0.5%	1.5%
Average Home Value	$535,380	$548,763	$625,001
2024 Owner Occupied Housing Units by Value			
Total	5,425	38,769	97,944
<$50,000	0.3%	0.3%	0.4%
$50,000 - $99,999	0.1%	0.0%	0.6%
$100,000 - $149,999	0.3%	0.2%	0.9%
$150,000 - $199,999	1.1%	1.2%	1.3%
$200,000 - $249,999	1.1%	3.5%	2.4%
$250,000 - $299,999	2.8%	6.5%	4.8%
$300,000 - $399,999	20.9%	24.4%	17.4%
$400,000 - $499,999	21.0%	17.0%	17.5%
$500,000 - $749,999	34.9%	25.2%	25.4%
$750,000 - $999,999	14.4%	13.2%	15.3%
$1,000,000 - $1,499,999	2.7%	6.8%	10.1%
$1,500,000 - $1,999,999	0.2%	1.0%	2.2%
$2,000,000 +	0.1%	0.6%	1.7%
Average Home Value	$564,273	$578,672	$657,492

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.

February 26, 2020

Market Profile

White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.04529
Longitude: -77.10497

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	17,821	148,456	360,950
0 - 4	5.5%	6.6%	6.3%
5 - 9	4.4%	6.0%	6.2%
10 - 14	3.9%	5.6%	6.0%
15 - 24	9.6%	11.0%	10.8%
25 - 34	18.9%	15.5%	13.6%
35 - 44	14.9%	15.0%	14.1%
45 - 54	14.0%	14.7%	14.8%
55 - 64	12.4%	11.5%	12.4%
65 - 74	7.7%	6.6%	7.5%
75 - 84	5.8%	4.8%	5.4%
85 +	3.0%	2.7%	2.9%
18 +	83.5%	78.3%	77.7%
2019 Population by Age			
Total	21,646	161,833	387,942
0 - 4	4.7%	5.7%	5.4%
5 - 9	4.3%	6.1%	6.0%
10 - 14	4.4%	6.4%	6.5%
15 - 24	8.9%	10.0%	10.5%
25 - 34	17.0%	14.0%	12.7%
35 - 44	15.4%	14.7%	13.2%
45 - 54	12.2%	13.2%	13.0%
55 - 64	13.1%	12.8%	13.4%
65 - 74	10.2%	9.1%	10.1%
75 - 84	6.3%	5.0%	5.8%
85 +	3.5%	2.9%	3.4%
18 +	84.2%	78.4%	78.5%
2024 Population by Age			
Total	22,954	166,931	401,147
0 - 4	4.5%	5.7%	5.4%
5 - 9	4.1%	5.7%	5.7%
10 - 14	4.2%	6.0%	5.9%
15 - 24	8.9%	10.3%	10.4%
25 - 34	16.2%	13.1%	12.7%
35 - 44	15.5%	15.0%	13.7%
45 - 54	12.2%	13.1%	12.5%
55 - 64	12.0%	12.3%	12.6%
65 - 74	10.9%	10.0%	10.9%
75 - 84	7.6%	5.9%	6.7%
85 +	3.8%	3.0%	3.3%
18 +	84.6%	79.1%	79.4%
2010 Population by Sex			
Males	8,499	71,967	172,226
Females	9,322	76,490	188,723
2019 Population by Sex			
Males	10,352	78,676	186,235
Females	11,294	83,156	201,707
2024 Population by Sex			
Males	10,982	81,334	193,360
Females	11,973	85,597	207,788

February 26, 2020

Market Profile

White Flint Plaza
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Rings: 1, 3, 5 mile radii

Prepared by Esri
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Longitude: -77.10497

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	17,820	148,456	360,949
White Alone	67.8%	62.4%	62.9%
Black Alone	6.9%	8.8%	12.7%
American Indian Alone	0.3%	0.5%	0.4%
Asian Alone	15.7%	13.6%	12.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	10.4%	7.9%
Two or More Races	3.6%	4.2%	3.9%
Hispanic Origin	16.2%	24.1%	18.9%
Diversity Index	64.3	73.6	70.4
2019 Population by Race/Ethnicity			
Total	21,647	161,830	387,942
White Alone	61.4%	56.7%	57.3%
Black Alone	9.0%	10.3%	14.4%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	18.3%	15.1%	13.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.5%	12.4%	9.5%
Two or More Races	4.3%	5.0%	4.6%
Hispanic Origin	19.6%	28.7%	22.9%
Diversity Index	71.3	79.0	76.2
2024 Population by Race/Ethnicity			
Total	22,955	166,931	401,150
White Alone	58.2%	53.8%	54.3%
Black Alone	9.9%	10.9%	15.2%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	19.6%	15.9%	14.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.2%	13.5%	10.4%
Two or More Races	4.7%	5.3%	4.9%
Hispanic Origin	22.0%	31.5%	25.4%
Diversity Index	74.6	81.5	78.9
2010 Population by Relationship and Household Type			
Total	17,821	148,457	360,949
In Households	98.2%	98.8%	98.7%
In Family Households	71.9%	80.6%	81.3%
Householder	24.3%	23.7%	24.7%
Spouse	19.2%	18.5%	19.5%
Child	21.6%	27.8%	28.4%
Other relative	4.4%	6.4%	5.5%
Nonrelative	2.3%	4.3%	3.3%
In Nonfamily Households	26.3%	18.2%	17.4%
In Group Quarters	1.8%	1.2%	1.3%
Institutionalized Population	1.6%	0.9%	0.9%
Noninstitutionalized Population	0.1%	0.3%	0.4%

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.

February 26, 2020

Market Profile

White Flint Plaza
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Prepared by Esri
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	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	16,824	116,134	277,808
Less than 9th Grade	3.0%	7.2%	5.4%
9th - 12th Grade, No Diploma	2.7%	4.2%	3.5%
High School Graduate	10.4%	12.3%	11.3%
GED/Alternative Credential	1.6%	1.4%	1.1%
Some College, No Degree	13.0%	12.4%	12.0%
Associate Degree	4.2%	4.8%	4.8%
Bachelor's Degree	30.3%	27.0%	27.0%
Graduate/Professional Degree	34.9%	30.7%	34.9%
2019 Population 15+ by Marital Status			
Total	18,750	132,370	318,708
Never Married	32.3%	34.0%	31.8%
Married	50.5%	51.8%	53.9%
Widowed	7.2%	5.5%	5.8%
Divorced	9.9%	8.7%	8.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	95.8%	95.9%
Civilian Unemployed (Unemployment Rate)	3.0%	4.2%	4.1%
2019 Employed Population 16+ by Industry			
Total	12,514	90,351	210,984
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	4.3%	7.5%	6.4%
Manufacturing	2.4%	2.1%	2.1%
Wholesale Trade	0.8%	1.0%	0.9%
Retail Trade	5.7%	5.9%	5.9%
Transportation/Utilities	2.3%	2.4%	2.7%
Information	2.5%	2.5%	2.6%
Finance/Insurance/Real Estate	7.2%	6.7%	6.7%
Services	57.9%	59.5%	59.5%
Public Administration	16.7%	12.4%	13.1%
2019 Employed Population 16+ by Occupation			
Total	12,514	90,352	210,985
White Collar	81.2%	70.9%	74.4%
Management/Business/Financial	23.4%	20.1%	21.6%
Professional	40.1%	33.3%	35.9%
Sales	7.0%	7.9%	7.6%
Administrative Support	10.7%	9.6%	9.3%
Services	11.8%	18.0%	15.9%
Blue Collar	7.0%	11.2%	9.7%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	2.5%	5.5%	4.3%
Installation/Maintenance/Repair	0.8%	1.6%	1.4%
Production	1.2%	1.5%	1.3%
Transportation/Material Moving	2.4%	2.6%	2.6%
2010 Population By Urban/ Rural Status			
Total Population	17,821	148,457	360,949
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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White Flint Plaza
5100 Nicholson Ln, Kensington, Maryland, 20895
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	8,007	55,357	137,875
Households with 1 Person	37.4%	28.8%	28.3%
Households with 2+ People	62.6%	71.2%	71.7%
Family Households	53.7%	63.3%	64.7%
Husband-wife Families	42.3%	49.4%	51.0%
With Related Children	16.3%	23.9%	24.0%
Other Family (No Spouse Present)	11.4%	13.9%	13.7%
Other Family with Male Householder	3.0%	3.9%	3.5%
With Related Children	1.2%	1.8%	1.7%
Other Family with Female Householder	8.4%	10.0%	10.2%
With Related Children	4.0%	5.4%	5.7%
Nonfamily Households	9.0%	7.9%	7.0%
All Households with Children	21.7%	31.6%	31.7%
Multigenerational Households	2.1%	4.1%	3.6%
Unmarried Partner Households	5.4%	4.9%	4.4%
Male-female	4.6%	4.0%	3.6%
Same-sex	0.8%	0.9%	0.8%
2010 Households by Size			
Total	8,004	55,357	137,874
1 Person Household	37.4%	28.8%	28.3%
2 Person Household	34.5%	30.5%	31.4%
3 Person Household	13.2%	15.1%	15.5%
4 Person Household	9.0%	13.1%	13.5%
5 Person Household	3.5%	6.2%	6.2%
6 Person Household	1.3%	2.8%	2.6%
7 + Person Household	1.1%	3.4%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	8,006	55,357	137,875
Owner Occupied	60.4%	66.4%	67.3%
Owned with a Mortgage/Loan	45.6%	50.8%	50.5%
Owned Free and Clear	14.8%	15.7%	16.9%
Renter Occupied	39.6%	33.6%	32.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,558	58,562	145,951
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	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.
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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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Pleasantville (2B)	Top Tier (1A)
2.	City Lights (8A)	Top Tier (1A)	Pleasantville (2B)
3.	Laptops and Lattes (3A)	Metro Renters (3B)	Metro Renters (3B)
2019 Consumer Spending			
Apparel & Services: Total $	$34,052,859	$206,211,682	$552,082,868
Average Spent	$3,392.73	$3,427.83	$3,735.54
Spending Potential Index	158	160	174
Education: Total $	$27,696,624	$175,979,050	$470,728,919
Average Spent	$2,759.45	$2,925.28	$3,185.08
Spending Potential Index	173	184	200
Entertainment/Recreation: Total $	$49,548,985	$307,865,171	$831,049,134
Average Spent	$4,936.63	$5,117.61	$5,623.10
Spending Potential Index	151	157	172
Food at Home: Total $	$77,584,485	$474,346,462	$1,274,328,248
Average Spent	$7,729.85	$7,885.01	$8,622.44
Spending Potential Index	149	152	167
Food Away from Home: Total $	$57,798,386	$349,887,196	$937,759,859
Average Spent	$5,758.53	$5,816.14	$6,345.13
Spending Potential Index	157	158	173
Health Care: Total $	$83,053,444	$522,044,435	$1,422,982,255
Average Spent	$8,274.73	$8,677.89	$9,628.28
Spending Potential Index	139	146	162
HH Furnishings & Equipment: Total $	$31,879,181	$198,774,772	$535,850,094
Average Spent	$3,176.17	$3,304.21	$3,625.70
Spending Potential Index	149	155	170
Personal Care Products & Services: Total $	$13,425,566	$82,803,696	$224,770,500
Average Spent	$1,337.61	$1,376.44	$1,520.86
Spending Potential Index	151	155	172
Shelter: Total $	$306,991,479	$1,876,630,364	$5,017,426,168
Average Spent	$30,585.98	$31,195.03	$33,949.24
Spending Potential Index	165	169	183
Support Payments/Cash Contributions/Gifts in Kind: Total $	$37,044,803	$229,731,535	$637,056,232
Average Spent	$3,690.82	$3,818.80	$4,310.49
Spending Potential Index	149	154	174
Travel: Total $	$36,129,971	$228,281,539	$617,016,570
Average Spent	$3,599.68	$3,794.70	$4,174.90
Spending Potential Index	160	169	186
Vehicle Maintenance & Repairs: Total $	$16,532,551	$102,919,598	$278,963,027
Average Spent	$1,647.16	$1,710.82	$1,887.54
Spending Potential Index	144	150	165

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Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.04529

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0   0.6   1.2
Miles