



# 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

Summary	Census 2010	2020	2025
Population	17,821	21,663	22,993
Households	8,006	10,088	10,775
Families	4,296	5,107	5,404
Average Household Size	2.19	2.12	2.10
Owner Occupied Housing Units	4,835	4,965	5,173
Renter Occupied Housing Units	3,171	5,122	5,602
Median Age	39.9	41.1	41.5
Trends: 2020-2025 Annual Rate	Area	State	National
Population	1.20%	0.51%	0.72%
Households	1.33%	0.48%	0.72%
Families	1.14%	0.42%	0.64%
Owner HHs	0.82%	0.53%	0.72%
Median Household Income	1.20%	1.24%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	616	6.1%	578	5.4%
\$15,000 - \$24,999	405	4.0%	369	3.4%
\$25,000 - \$34,999	468	4.6%	453	4.2%
\$35,000 - \$49,999	776	7.7%	757	7.0%
\$50,000 - \$74,999	1,305	12.9%	1,251	11.6%
\$75,000 - \$99,999	1,212	12.0%	1,269	11.8%
\$100,000 - \$149,999	2,208	21.9%	2,456	22.8%
\$150,000 - \$199,999	1,126	11.2%	1,327	12.3%
\$200,000+	1,971	19.5%	2,316	21.5%
Median Household Income	\$103,882		\$110,244	
Average Household Income	\$141,745		\$155,865	
Per Capita Income	\$66,540		\$73,534	

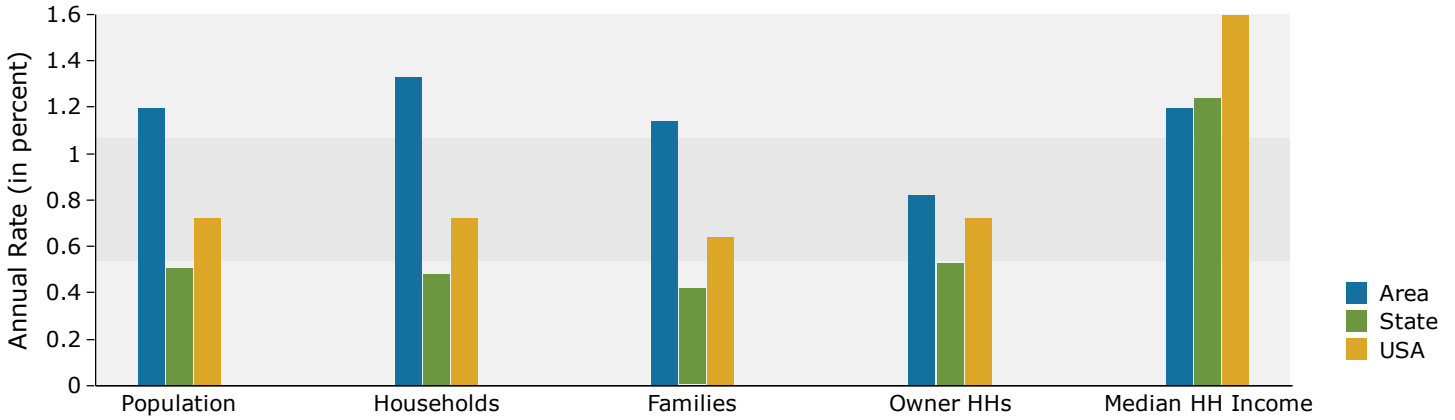
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	974	5.5%	1,000	4.6%	1,042	4.5%
5 - 9	783	4.4%	976	4.5%	987	4.3%
10 - 14	696	3.9%	1,017	4.7%	995	4.3%
15 - 19	705	4.0%	882	4.1%	956	4.2%
20 - 24	1,013	5.7%	1,134	5.2%	1,282	5.6%
25 - 34	3,366	18.9%	3,644	16.8%	3,886	16.9%
35 - 44	2,652	14.9%	3,407	15.7%	3,525	15.3%
45 - 54	2,496	14.0%	2,750	12.7%	2,945	12.8%
55 - 64	2,218	12.4%	2,705	12.5%	2,604	11.3%
65 - 74	1,365	7.7%	2,192	10.1%	2,409	10.5%
75 - 84	1,026	5.8%	1,242	5.7%	1,560	6.8%
85+	528	3.0%	717	3.3%	803	3.5%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,089	67.8%	13,234	61.1%	13,278	57.7%
Black Alone	1,225	6.9%	1,983	9.2%	2,344	10.2%
American Indian Alone	62	0.3%	78	0.4%	88	0.4%
Asian Alone	2,806	15.7%	3,963	18.3%	4,506	19.6%
Pacific Islander Alone	11	0.1%	14	0.1%	15	0.1%
Some Other Race Alone	982	5.5%	1,443	6.7%	1,684	7.3%
Two or More Races	645	3.6%	948	4.4%	1,078	4.7%
Hispanic Origin (Any Race)	2,882	16.2%	4,321	19.9%	5,114	22.2%

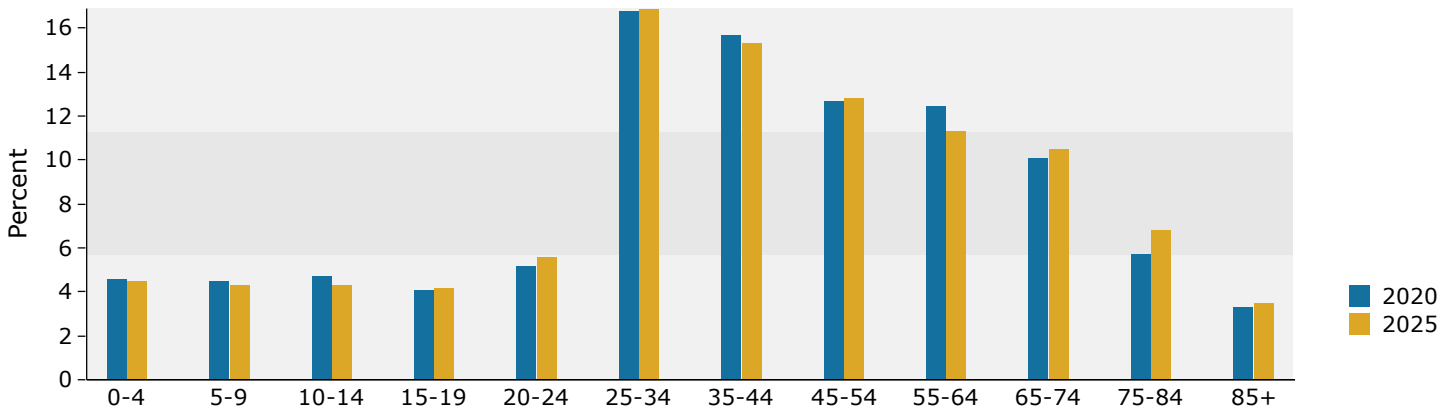
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

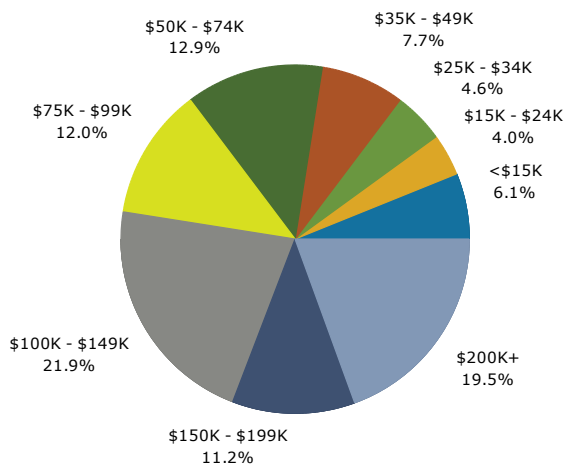
## Trends 2020-2025



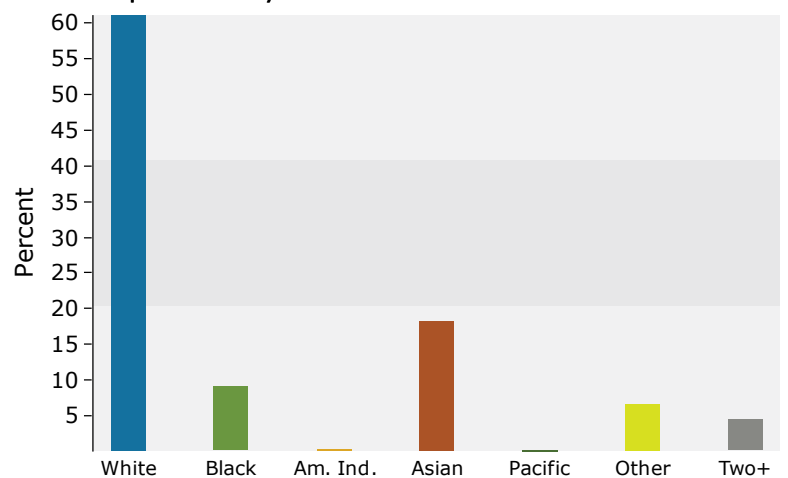
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 19.9%



# Demographic and Income Profile

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

Prepared by Esri  
 Latitude: 39.04529  
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Summary	Census 2010	2020	2025
Population	148,457	160,721	165,115
Households	55,357	59,800	61,413
Families	35,051	37,124	37,979
Average Household Size	2.65	2.66	2.66
Owner Occupied Housing Units	36,784	36,750	37,250
Renter Occupied Housing Units	18,573	23,050	24,163
Median Age	38.5	39.9	41.0
Trends: 2020-2025 Annual Rate	Area	State	National
Population	0.54%	0.51%	0.72%
Households	0.53%	0.48%	0.72%
Families	0.46%	0.42%	0.64%
Owner HHs	0.27%	0.53%	0.72%
Median Household Income	1.14%	1.24%	1.60%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	3,306	5.5%	3,052	5.0%
\$15,000 - \$24,999	2,236	3.7%	2,027	3.3%
\$25,000 - \$34,999	2,702	4.5%	2,488	4.1%
\$35,000 - \$49,999	4,350	7.3%	4,155	6.8%
\$50,000 - \$74,999	7,626	12.8%	7,185	11.7%
\$75,000 - \$99,999	8,006	13.4%	7,870	12.8%
\$100,000 - \$149,999	12,838	21.5%	13,472	21.9%
\$150,000 - \$199,999	6,892	11.5%	7,870	12.8%
\$200,000+	11,846	19.8%	13,293	21.6%
Median Household Income	\$104,326		\$110,418	
Average Household Income	\$146,112		\$159,385	
Per Capita Income	\$54,531		\$59,457	

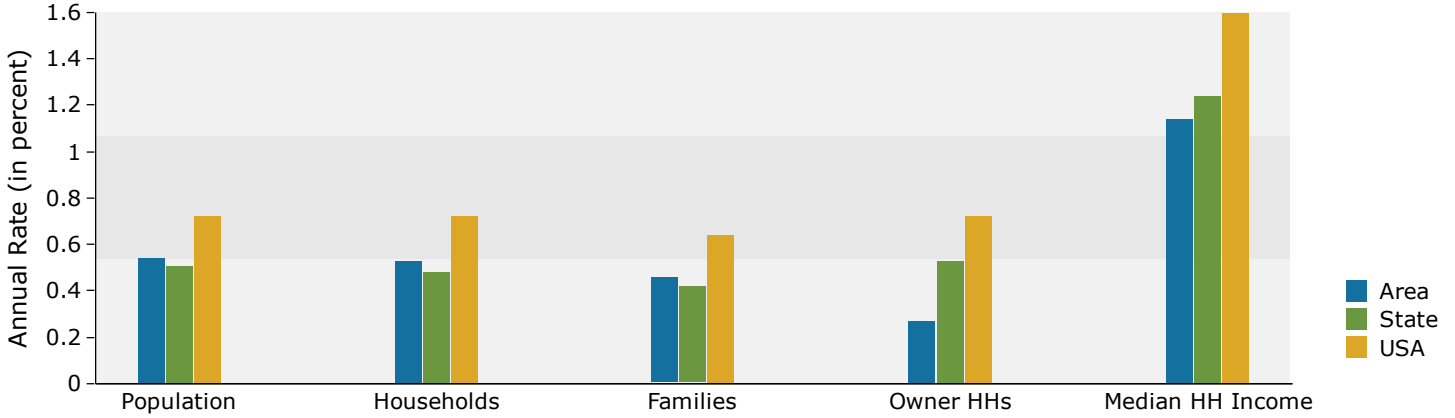
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,783	6.6%	9,104	5.7%	9,275	5.6%
5 - 9	8,925	6.0%	9,751	6.1%	9,382	5.7%
10 - 14	8,328	5.6%	10,590	6.6%	9,827	6.0%
15 - 19	7,785	5.2%	8,526	5.3%	9,366	5.7%
20 - 24	8,531	5.7%	8,005	5.0%	8,301	5.0%
25 - 34	22,975	15.5%	22,078	13.7%	21,459	13.0%
35 - 44	22,279	15.0%	23,816	14.8%	24,794	15.0%
45 - 54	21,803	14.7%	21,420	13.3%	21,919	13.3%
55 - 64	17,082	11.5%	20,360	12.7%	20,030	12.1%
65 - 74	9,839	6.6%	14,637	9.1%	16,360	9.9%
75 - 84	7,120	4.8%	7,826	4.9%	9,564	5.8%
85+	4,008	2.7%	4,608	2.9%	4,838	2.9%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	92,612	62.4%	90,600	56.4%	88,324	53.5%
Black Alone	13,128	8.8%	16,710	10.4%	18,216	11.0%
American Indian Alone	692	0.5%	816	0.5%	896	0.5%
Asian Alone	20,239	13.6%	24,271	15.1%	26,166	15.8%
Pacific Islander Alone	100	0.1%	120	0.1%	125	0.1%
Some Other Race Alone	15,418	10.4%	20,153	12.5%	22,550	13.7%
Two or More Races	6,267	4.2%	8,051	5.0%	8,838	5.4%
Hispanic Origin (Any Race)	35,779	24.1%	46,725	29.1%	52,549	31.8%

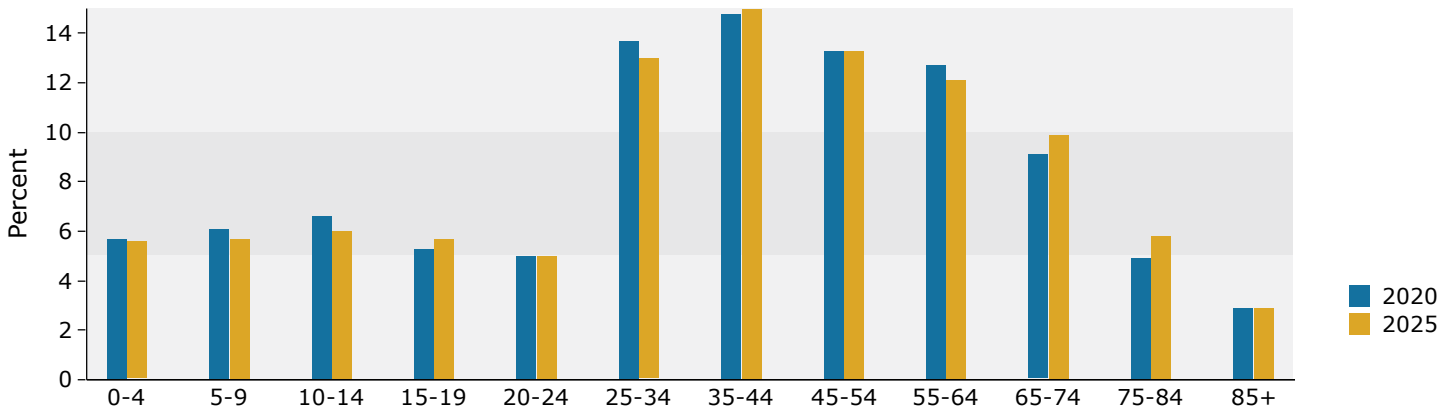
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

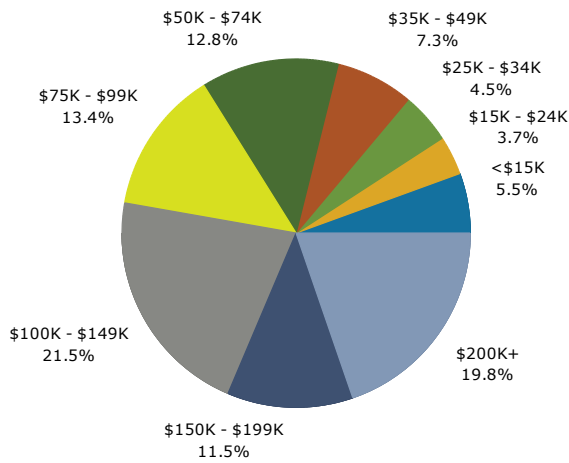
## Trends 2020-2025



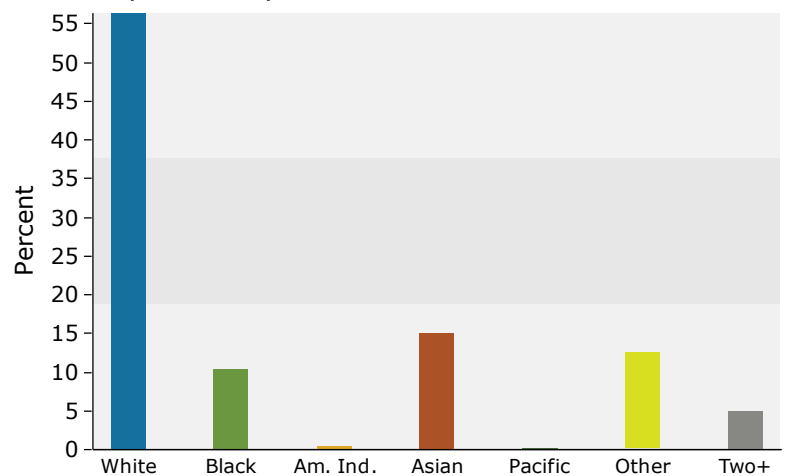
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 29.1%



# Demographic and Income Profile

White Flint Plaza  
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 Ring: 5 mile radius

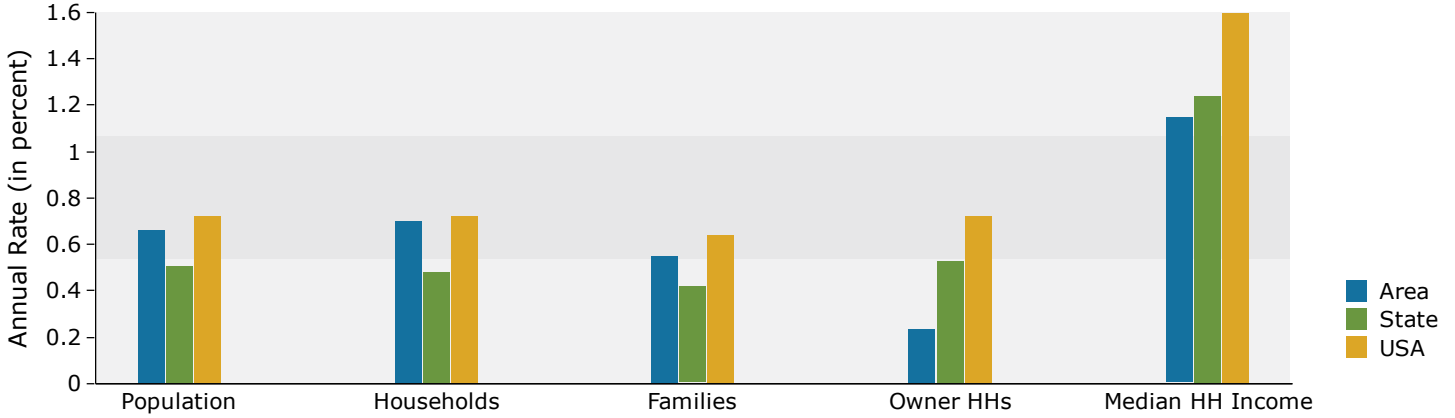
Prepared by Esri  
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Summary	Census 2010		2020		2025	
Population	360,949		384,916		397,766	
Households	137,875		146,848		152,064	
Families	89,149		93,224		95,829	
Average Household Size	2.58		2.59		2.59	
Owner Occupied Housing Units	92,855		93,157		94,294	
Renter Occupied Housing Units	45,020		53,691		57,770	
Median Age	40.1		41.6		42.3	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.66%		0.51%		0.72%	
Households	0.70%		0.48%		0.72%	
Families	0.55%		0.42%		0.64%	
Owner HHs	0.24%		0.53%		0.72%	
Median Household Income	1.15%		1.24%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			8,593	5.9%	7,965	5.2%
\$15,000 - \$24,999			5,613	3.8%	5,208	3.4%
\$25,000 - \$34,999			6,396	4.4%	5,888	3.9%
\$35,000 - \$49,999			10,073	6.9%	9,768	6.4%
\$50,000 - \$74,999			17,282	11.8%	16,788	11.0%
\$75,000 - \$99,999			17,758	12.1%	17,844	11.7%
\$100,000 - \$149,999			28,675	19.5%	30,016	19.7%
\$150,000 - \$199,999			17,540	11.9%	19,630	12.9%
\$200,000+			34,918	23.8%	38,957	25.6%
Median Household Income			\$109,728		\$116,181	
Average Household Income			\$161,214		\$174,777	
Per Capita Income			\$61,525		\$66,844	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	22,624	6.3%	20,674	5.4%	21,367	5.4%
5 - 9	22,426	6.2%	22,652	5.9%	22,262	5.6%
10 - 14	21,809	6.0%	25,248	6.6%	23,235	5.8%
15 - 19	19,727	5.5%	21,650	5.6%	22,162	5.6%
20 - 24	19,374	5.4%	19,709	5.1%	20,235	5.1%
25 - 34	49,009	13.6%	48,279	12.5%	50,425	12.7%
35 - 44	50,925	14.1%	50,949	13.2%	54,218	13.6%
45 - 54	53,337	14.8%	50,128	13.0%	49,911	12.5%
55 - 64	44,612	12.4%	51,069	13.3%	49,645	12.5%
65 - 74	27,073	7.5%	39,352	10.2%	43,747	11.0%
75 - 84	19,435	5.4%	22,219	5.8%	27,197	6.8%
85+	10,599	2.9%	12,987	3.4%	13,359	3.4%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	227,180	62.9%	219,565	57.0%	216,003	54.3%
Black Alone	45,813	12.7%	55,815	14.5%	60,424	15.2%
American Indian Alone	1,461	0.4%	1,685	0.4%	1,850	0.5%
Asian Alone	43,837	12.1%	52,745	13.7%	57,640	14.5%
Pacific Islander Alone	201	0.1%	224	0.1%	234	0.1%
Some Other Race Alone	28,496	7.9%	37,023	9.6%	41,815	10.5%
Two or More Races	13,961	3.9%	17,859	4.6%	19,800	5.0%
Hispanic Origin (Any Race)	68,096	18.9%	89,118	23.2%	101,622	25.5%

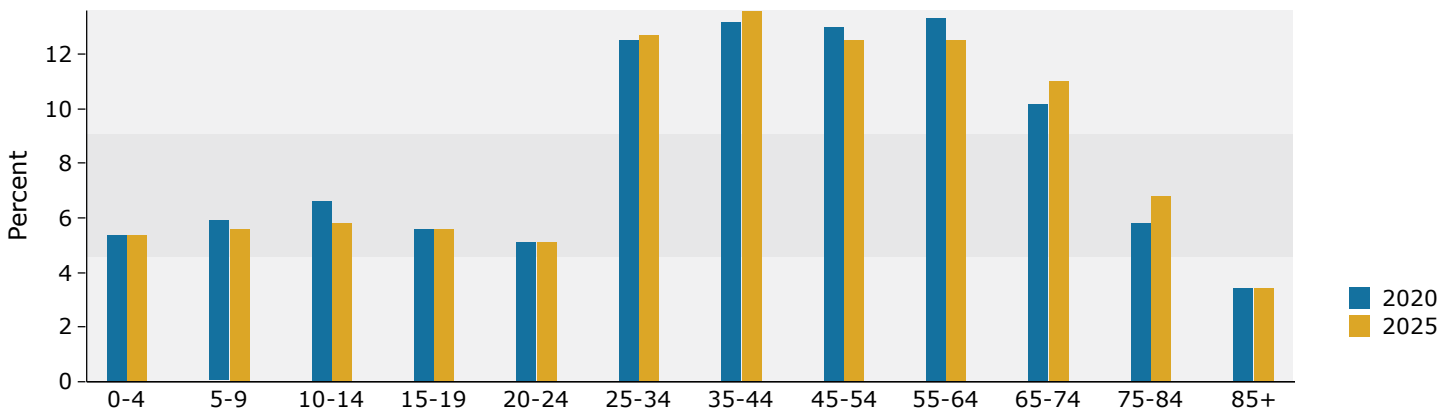
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

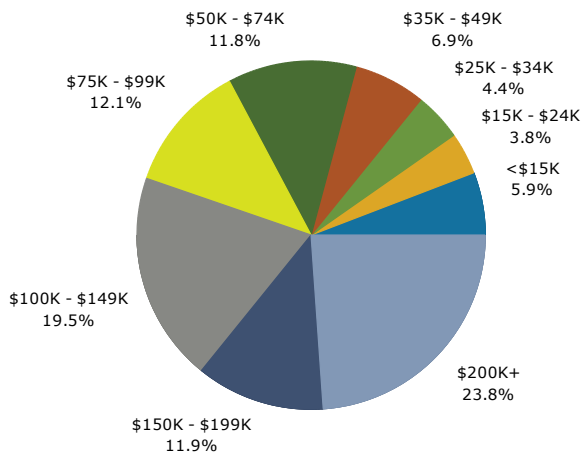
## Trends 2020-2025



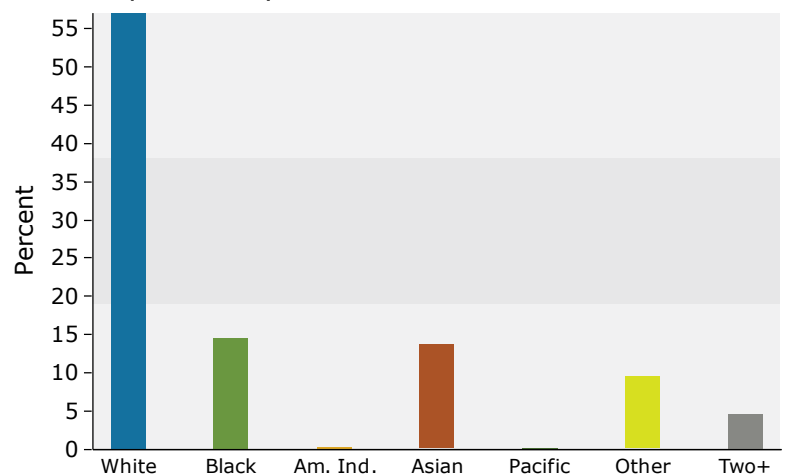
## Population by Age



## 2020 Household Income



## 2020 Population by Race



2020 Percent Hispanic Origin: 23.2%