



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	Census 2020	2022	2027
Population	16,020	20,005	20,500	21,069
Households	7,216	9,375	9,607	9,889
Families	3,871	-	4,754	4,865
Average Household Size	2.19	2.11	2.11	2.11
Owner Occupied Housing Units	4,343	-	4,625	4,773
Renter Occupied Housing Units	2,872	-	4,982	5,116
Median Age	39.7	-	42.8	43.7

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.55%	0.18%	0.25%
Households	0.58%	0.19%	0.31%
Families	0.46%	0.16%	0.28%
Owner HHs	0.63%	0.47%	0.53%
Median Household Income	3.26%	2.48%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	610	6.3%	505	5.1%
\$15,000 - \$24,999	407	4.2%	325	3.3%
\$25,000 - \$34,999	455	4.7%	363	3.7%
\$35,000 - \$49,999	575	6.0%	377	3.8%
\$50,000 - \$74,999	1,107	11.5%	1,080	10.9%
\$75,000 - \$99,999	1,288	13.4%	1,325	13.4%
\$100,000 - \$149,999	1,754	18.3%	1,593	16.1%
\$150,000 - \$199,999	981	10.2%	960	9.7%
\$200,000+	2,430	25.3%	3,361	34.0%
Median Household Income	\$107,348		\$126,027	
Average Household Income	\$164,333		\$199,893	
Per Capita Income	\$77,859		\$94,687	

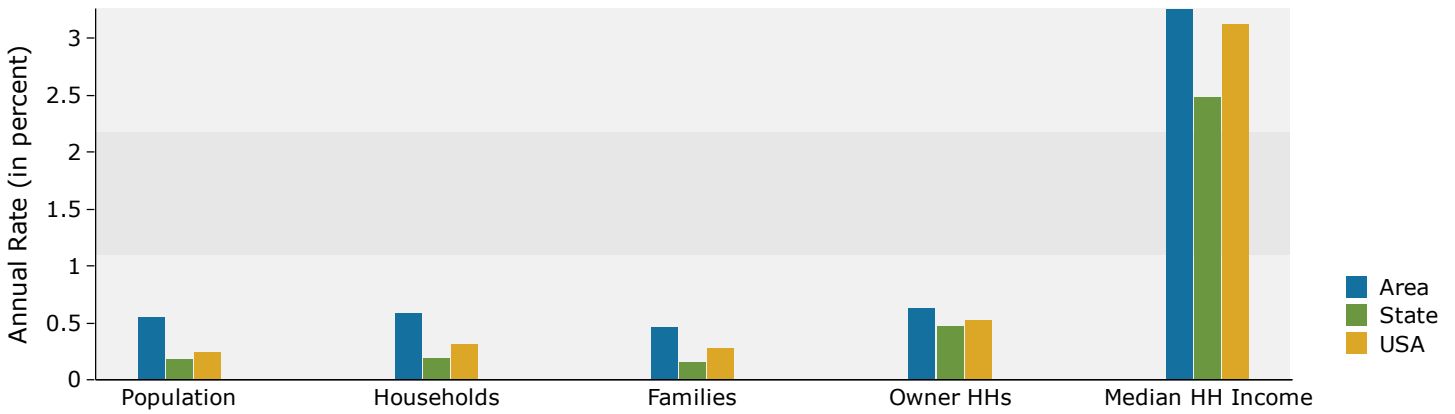
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	886	5.5%	930	4.5%	924	4.4%
5 - 9	709	4.4%	939	4.6%	898	4.3%
10 - 14	632	3.9%	969	4.7%	920	4.4%
15 - 19	636	4.0%	808	3.9%	848	4.0%
20 - 24	901	5.6%	950	4.6%	1,090	5.2%
25 - 34	3,043	19.0%	2,952	14.4%	2,996	14.2%
35 - 44	2,413	15.1%	3,379	16.5%	3,285	15.6%
45 - 54	2,250	14.0%	2,536	12.4%	2,767	13.1%
55 - 64	1,979	12.4%	2,712	13.2%	2,511	11.9%
65 - 74	1,224	7.6%	2,214	10.8%	2,332	11.1%
75 - 84	921	5.7%	1,424	6.9%	1,721	8.2%
85+	427	2.7%	686	3.3%	776	3.7%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	10,825	67.6%	10,761	53.8%	10,798	52.7%	10,466	49.7%
Black Alone	1,100	6.9%	1,861	9.3%	1,938	9.5%	2,082	9.9%
American Indian Alone	54	0.3%	68	0.3%	71	0.3%	75	0.4%
Asian Alone	2,537	15.8%	3,388	16.9%	3,526	17.2%	3,787	18.0%
Pacific Islander Alone	8	0.0%	20	0.1%	20	0.1%	19	0.1%
Some Other Race Alone	906	5.7%	1,408	7.0%	1,524	7.4%	1,778	8.4%
Two or More Races	590	3.7%	2,499	12.5%	2,623	12.8%	2,862	13.6%
Hispanic Origin (Any Race)	2,655	16.6%	3,300	16.5%	3,429	16.7%	3,631	17.2%

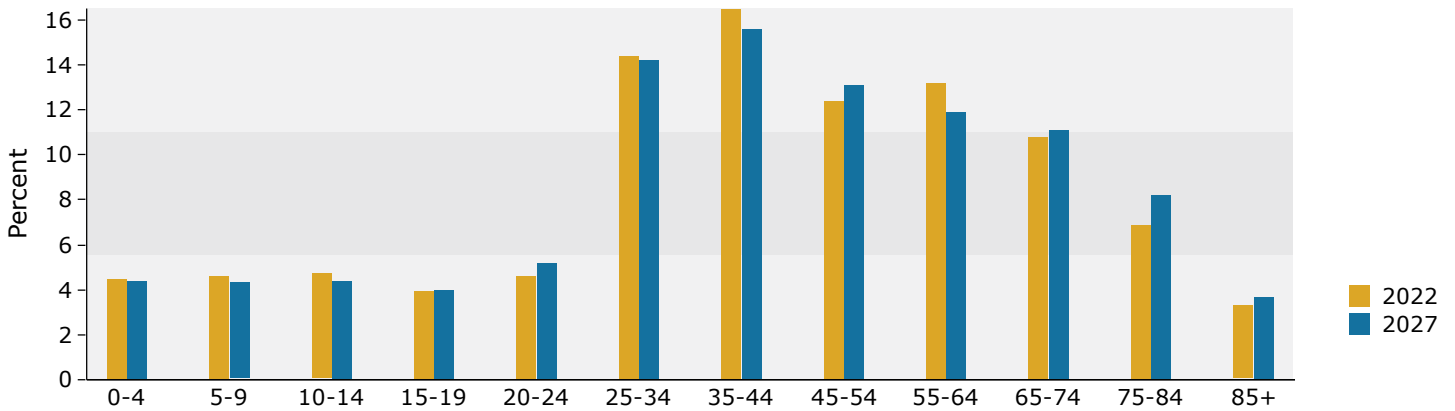
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

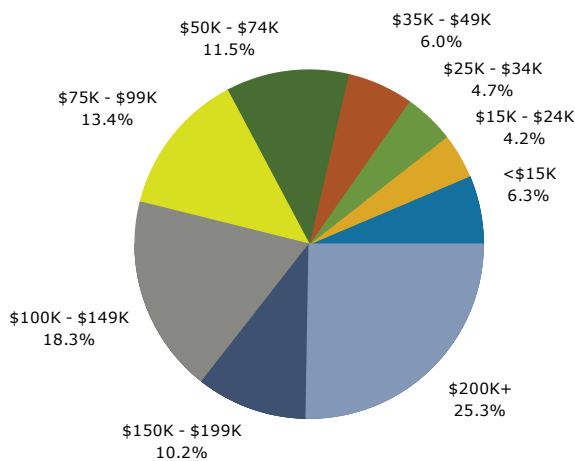
Trends 2022-2027



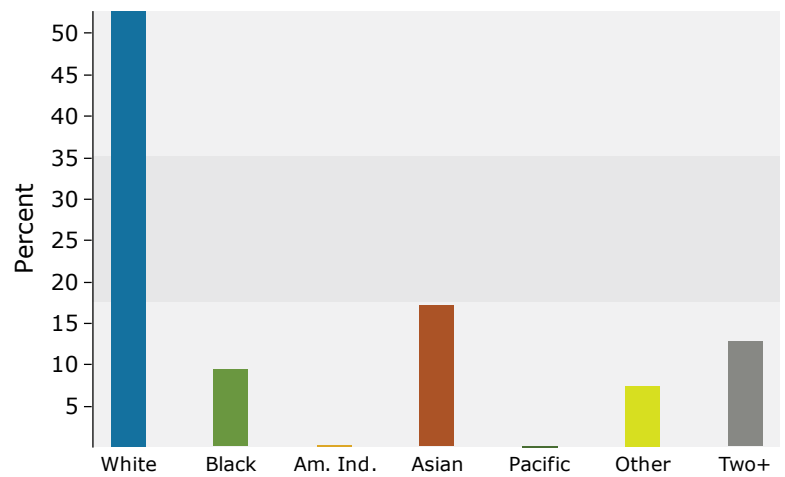
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 16.7%



Demographic and Income Profile

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

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Summary	Census 2010	Census 2020	2022	2027
Population	150,623	164,429	166,702	168,495
Households	56,014	60,439	61,286	61,990
Families	35,511	-	37,306	37,680
Average Household Size	2.65	2.68	2.68	2.68
Owner Occupied Housing Units	37,120	-	38,514	39,157
Renter Occupied Housing Units	18,894	-	22,772	22,833
Median Age	38.4	-	40.4	41.4

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.21%	0.18%	0.25%
Households	0.23%	0.19%	0.31%
Families	0.20%	0.16%	0.28%
Owner HHs	0.33%	0.47%	0.53%
Median Household Income	3.32%	2.48%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	3,061	5.0%	2,523	4.1%
\$15,000 - \$24,999	2,255	3.7%	1,794	2.9%
\$25,000 - \$34,999	2,602	4.2%	2,290	3.7%
\$35,000 - \$49,999	3,468	5.7%	2,630	4.2%
\$50,000 - \$74,999	7,192	11.7%	6,059	9.8%
\$75,000 - \$99,999	7,875	12.9%	7,335	11.8%
\$100,000 - \$149,999	11,516	18.8%	11,094	17.9%
\$150,000 - \$199,999	7,587	12.4%	8,451	13.6%
\$200,000+	15,725	25.7%	19,811	32.0%
Median Household Income	\$113,812		\$133,977	
Average Household Income	\$171,479		\$201,099	
Per Capita Income	\$63,556		\$74,538	

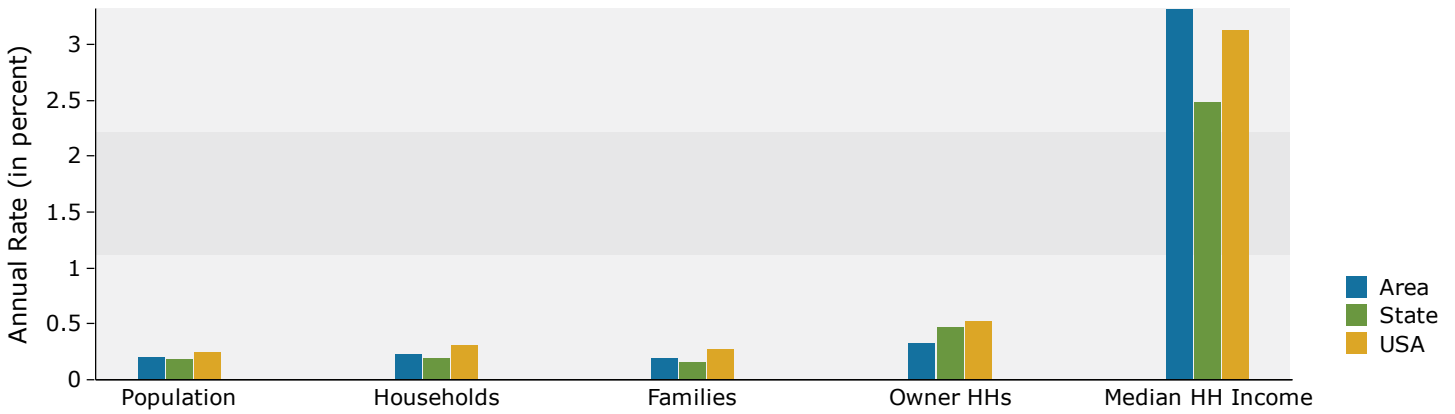
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,941	6.6%	9,155	5.5%	9,220	5.5%
5 - 9	9,050	6.0%	10,006	6.0%	9,488	5.6%
10 - 14	8,456	5.6%	10,847	6.5%	9,904	5.9%
15 - 19	7,934	5.3%	8,852	5.3%	9,362	5.6%
20 - 24	8,752	5.8%	8,370	5.0%	8,874	5.3%
25 - 34	23,334	15.5%	21,943	13.2%	21,139	12.5%
35 - 44	22,561	15.0%	25,149	15.1%	25,354	15.0%
45 - 54	22,101	14.7%	21,519	12.9%	22,352	13.3%
55 - 64	17,301	11.5%	20,910	12.5%	19,864	11.8%
65 - 74	9,951	6.6%	16,000	9.6%	17,094	10.1%
75 - 84	7,202	4.8%	9,140	5.5%	10,779	6.4%
85+	4,039	2.7%	4,809	2.9%	5,067	3.0%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	93,699	62.2%	76,968	46.8%	76,786	46.1%	73,381	43.6%
Black Alone	13,522	9.0%	16,647	10.1%	16,898	10.1%	17,328	10.3%
American Indian Alone	709	0.5%	1,325	0.8%	1,374	0.8%	1,454	0.9%
Asian Alone	20,539	13.6%	24,271	14.8%	24,704	14.8%	25,536	15.2%
Pacific Islander Alone	101	0.1%	105	0.1%	104	0.1%	102	0.1%
Some Other Race Alone	15,680	10.4%	23,856	14.5%	24,877	14.9%	27,370	16.2%
Two or More Races	6,371	4.2%	21,257	12.9%	21,959	13.2%	23,324	13.8%
Hispanic Origin (Any Race)	36,320	24.1%	43,439	26.4%	44,333	26.6%	46,102	27.4%

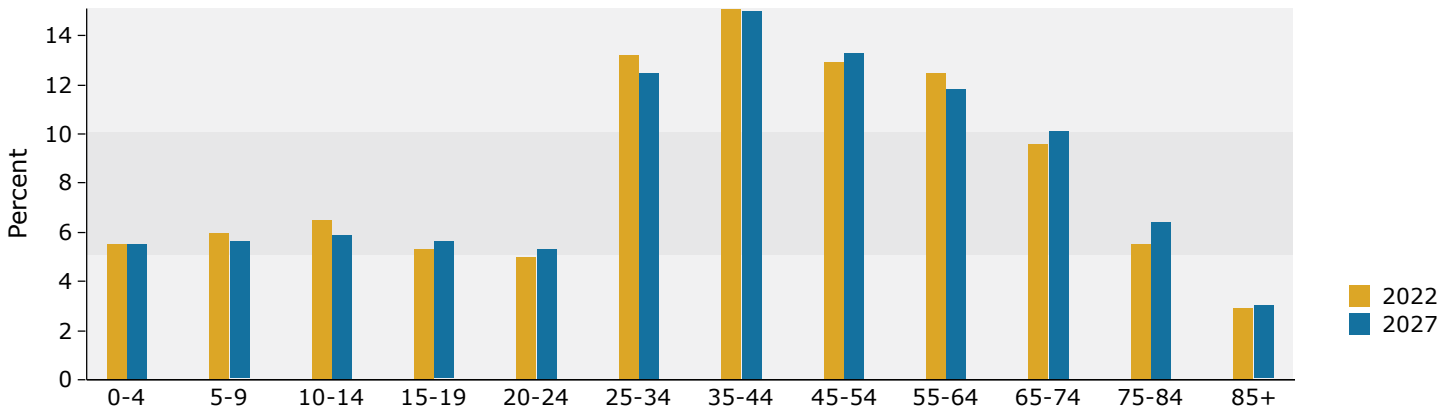
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

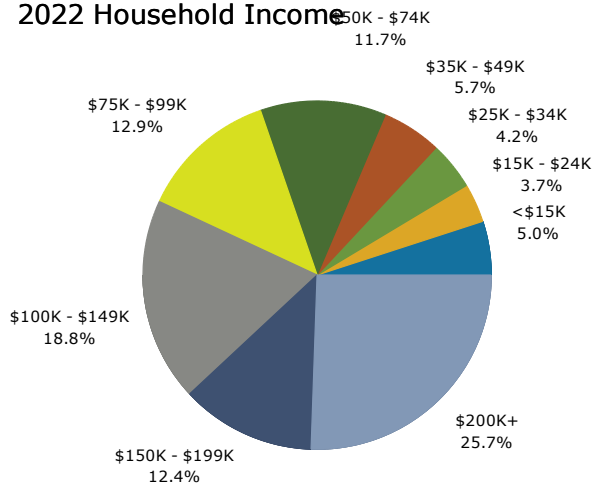
Trends 2022-2027



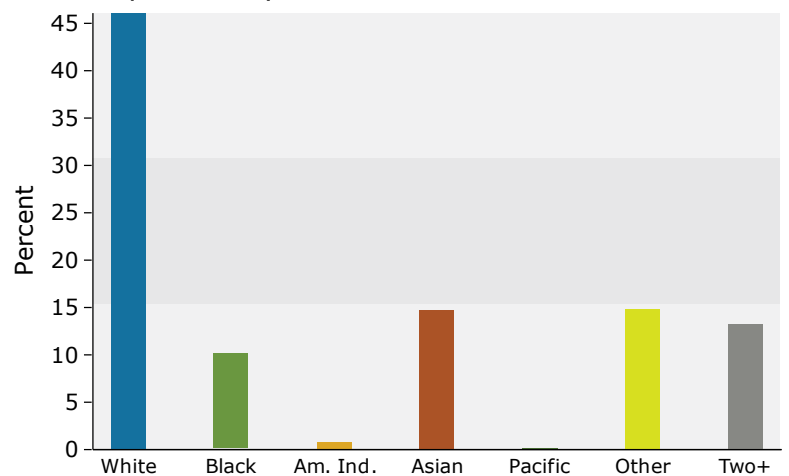
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 26.6%



Demographic and Income Profile

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Ring: 5 mile radius

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Summary	Census 2010	Census 2020	2022	2027
Population	359,687	392,470	397,503	403,214
Households	137,476	147,384	149,375	151,688
Families	88,876	-	92,721	93,790
Average Household Size	2.58	2.63	2.63	2.63
Owner Occupied Housing Units	92,530	-	97,072	98,565
Renter Occupied Housing Units	44,950	-	52,303	53,123
Median Age	40.1	-	42.0	42.6

Trends: 2022-2027 Annual Rate	Area	State	National
Population	0.29%	0.18%	0.25%
Households	0.31%	0.19%	0.31%
Families	0.23%	0.16%	0.28%
Owner HHs	0.31%	0.47%	0.53%
Median Household Income	3.38%	2.48%	3.12%

Households by Income	2022		2027	
	Number	Percent	Number	Percent
<\$15,000	7,645	5.1%	6,157	4.1%
\$15,000 - \$24,999	5,669	3.8%	4,494	3.0%
\$25,000 - \$34,999	6,658	4.5%	5,616	3.7%
\$35,000 - \$49,999	8,009	5.4%	6,409	4.2%
\$50,000 - \$74,999	16,097	10.8%	13,847	9.1%
\$75,000 - \$99,999	17,186	11.5%	16,277	10.7%
\$100,000 - \$149,999	25,716	17.2%	25,513	16.8%
\$150,000 - \$199,999	18,355	12.3%	20,494	13.5%
\$200,000+	44,034	29.5%	52,875	34.9%

Median Household Income	\$121,427	\$143,396
Average Household Income	\$187,583	\$215,615
Per Capita Income	\$70,616	\$81,233

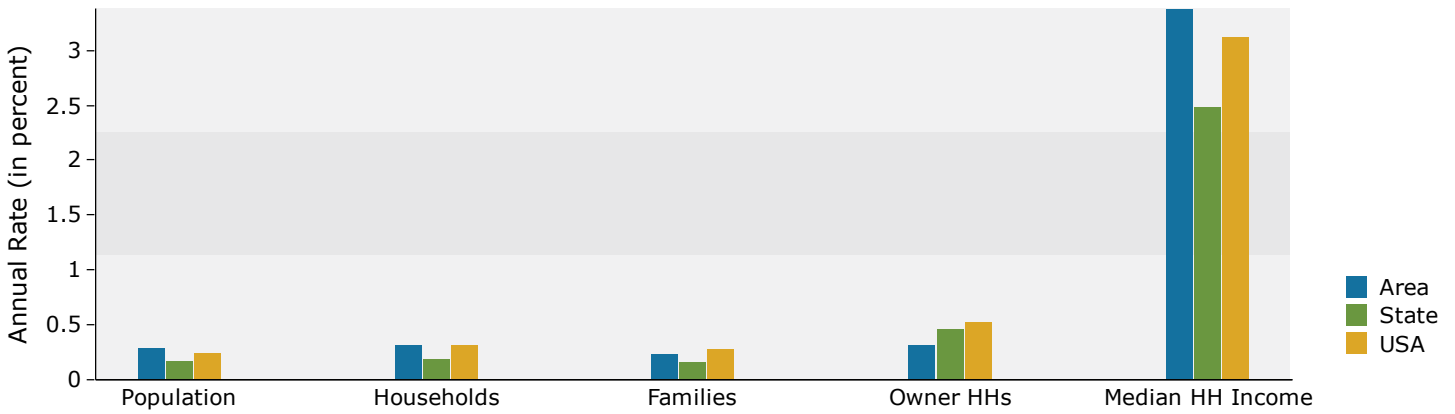
Population by Age	Census 2010		2022		2027	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	22,564	6.3%	20,802	5.2%	21,243	5.3%
5 - 9	22,363	6.2%	23,213	5.8%	22,521	5.6%
10 - 14	21,730	6.0%	25,707	6.5%	23,476	5.8%
15 - 19	19,658	5.5%	22,110	5.6%	21,911	5.4%
20 - 24	19,318	5.4%	20,054	5.0%	20,730	5.1%
25 - 34	48,881	13.6%	49,107	12.4%	49,718	12.3%
35 - 44	50,801	14.1%	53,548	13.5%	55,568	13.8%
45 - 54	53,121	14.8%	50,140	12.6%	50,504	12.5%
55 - 64	44,408	12.3%	51,928	13.1%	48,720	12.1%
65 - 74	26,959	7.5%	42,534	10.7%	44,960	11.2%
75 - 84	19,336	5.4%	25,232	6.3%	30,007	7.4%
85+	10,546	2.9%	13,129	3.3%	13,856	3.4%

Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	226,471	63.0%	191,727	48.9%	191,076	48.1%	184,326	45.7%
Black Alone	45,555	12.7%	51,717	13.2%	52,724	13.3%	54,141	13.4%
American Indian Alone	1,453	0.4%	2,571	0.7%	2,662	0.7%	2,848	0.7%
Asian Alone	43,674	12.1%	53,402	13.6%	54,318	13.7%	56,375	14.0%
Pacific Islander Alone	201	0.1%	226	0.1%	225	0.1%	221	0.1%
Some Other Race Alone	28,423	7.9%	45,350	11.6%	47,513	12.0%	52,862	13.1%
Two or More Races	13,911	3.9%	47,476	12.1%	48,985	12.3%	52,442	13.0%
Hispanic Origin (Any Race)	67,917	18.9%	85,156	21.7%	86,972	21.9%	90,864	22.5%

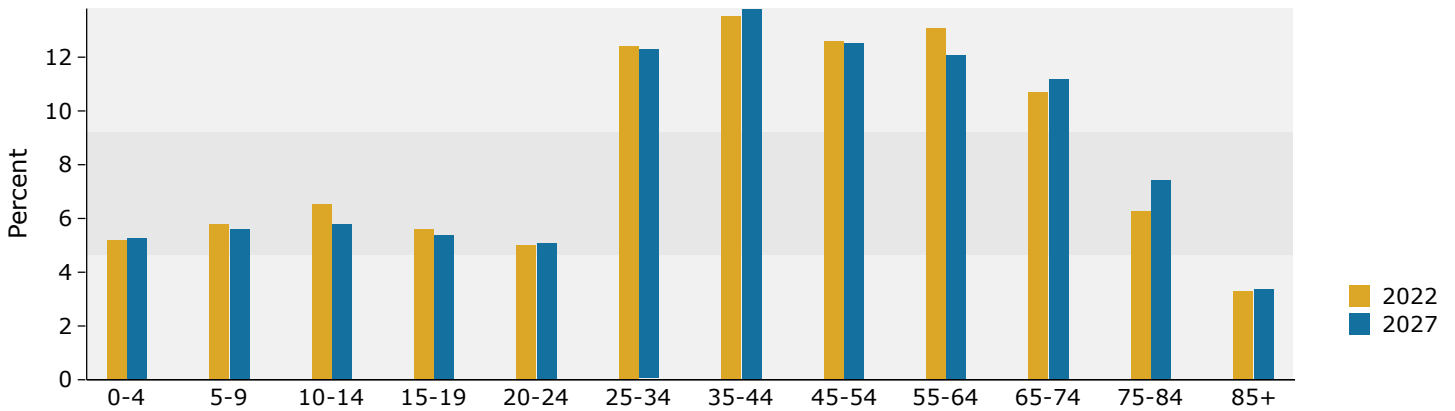
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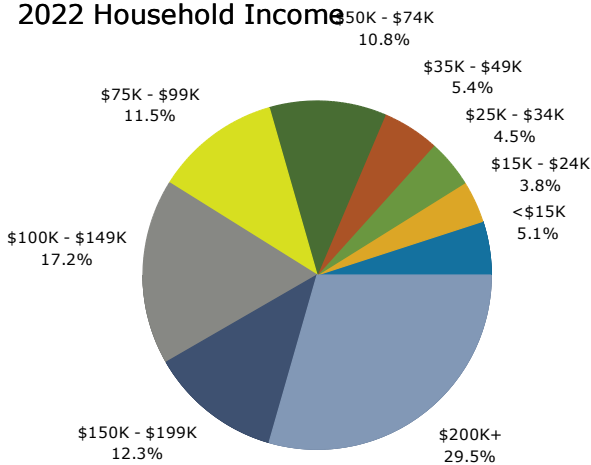
Trends 2022-2027



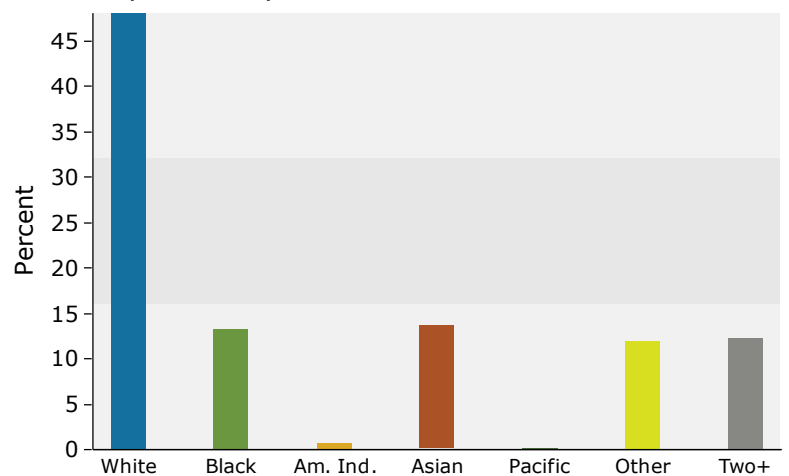
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin: 21.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.