

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	2024	2029
Population	16,077	19,697	20,887	21,599
Households	7,218	9,235	9,737	10,051
Families	3,894	4,874	5,008	5,163
Average Household Size	2.20	2.11	2.13	2.13
Owner Occupied Housing Units	4,362	4,369	4,614	4,759
Renter Occupied Housing Units	2,856	4,866	5,123	5,292
Median Age	39.5	39.5	39.8	41.1

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.67%	0.21%	0.38%
Households	0.64%	0.45%	0.64%
Families	0.61%	0.35%	0.56%
Owner HHs	0.62%	0.94%	0.97%
Median Household Income	2.61%	1.95%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	498	5.1%	453	4.5%
\$15,000 - \$24,999	235	2.4%	181	1.8%
\$25,000 - \$34,999	504	5.2%	418	4.2%
\$35,000 - \$49,999	539	5.5%	425	4.2%
\$50,000 - \$74,999	802	8.2%	662	6.6%
\$75,000 - \$99,999	1,007	10.3%	937	9.3%
\$100,000 - \$149,999	2,211	22.7%	2,248	22.4%
\$150,000 - \$199,999	1,345	13.8%	1,514	15.1%
\$200,000+	2,595	26.7%	3,214	32.0%

Median Household Income	\$123,731	\$140,741
Average Household Income	\$176,148	\$203,345
Per Capita Income	\$82,231	\$94,697

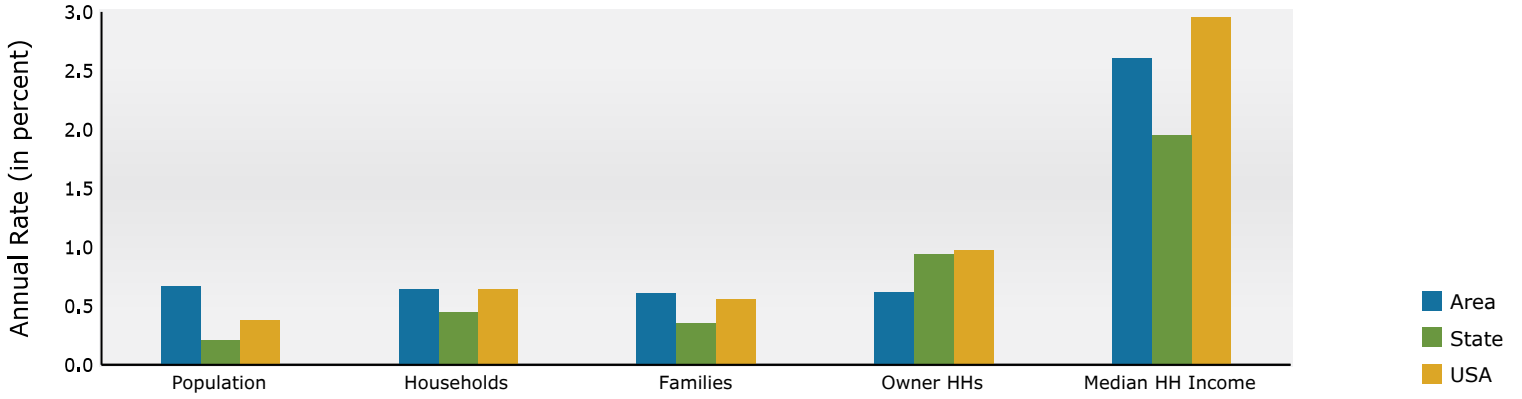
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	888	5.5%	1,013	5.1%	1,043	5.0%	1,016	4.7%
5 - 9	720	4.5%	1,011	5.1%	1,127	5.4%	1,061	4.9%
10 - 14	640	4.0%	970	4.9%	970	4.6%	1,097	5.1%
15 - 19	653	4.1%	854	4.3%	906	4.3%	936	4.3%
20 - 24	914	5.7%	958	4.9%	1,074	5.1%	1,144	5.3%
25 - 34	3,062	19.0%	3,479	17.7%	3,478	16.6%	3,350	15.5%
35 - 44	2,418	15.0%	3,212	16.3%	3,579	17.1%	3,515	16.3%
45 - 54	2,259	14.1%	2,389	12.1%	2,658	12.7%	2,904	13.4%
55 - 64	1,954	12.2%	2,371	12.0%	2,226	10.7%	2,248	10.4%
65 - 74	1,218	7.6%	1,821	9.2%	1,990	9.5%	2,152	10.0%
75 - 84	921	5.7%	1,143	5.8%	1,291	6.2%	1,513	7.0%
85+	428	2.7%	475	2.4%	547	2.6%	664	3.1%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	10,812	67.3%	10,578	53.7%	10,784	51.6%	10,591	49.0%
Black Alone	1,102	6.9%	1,809	9.2%	1,976	9.5%	2,079	9.6%
American Indian Alone	56	0.3%	67	0.3%	77	0.4%	82	0.4%
Asian Alone	2,559	15.9%	3,339	17.0%	3,724	17.8%	4,123	19.1%
Pacific Islander Alone	8	0.0%	17	0.1%	16	0.1%	18	0.1%
Some Other Race Alone	939	5.8%	1,424	7.2%	1,566	7.5%	1,715	7.9%
Two or More Races	600	3.7%	2,463	12.5%	2,744	13.1%	2,991	13.8%
Hispanic Origin (Any Race)	2,736	17.0%	3,305	16.8%	3,649	17.5%	3,989	18.5%

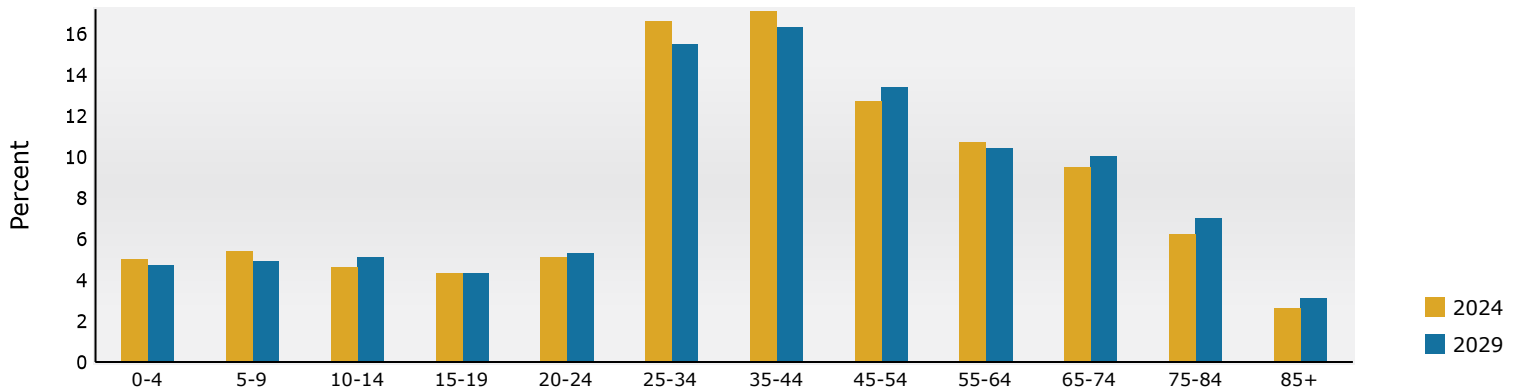
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

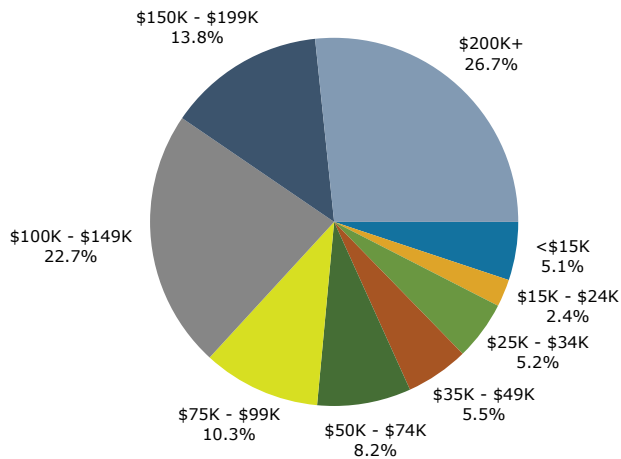
Trends 2024-2029



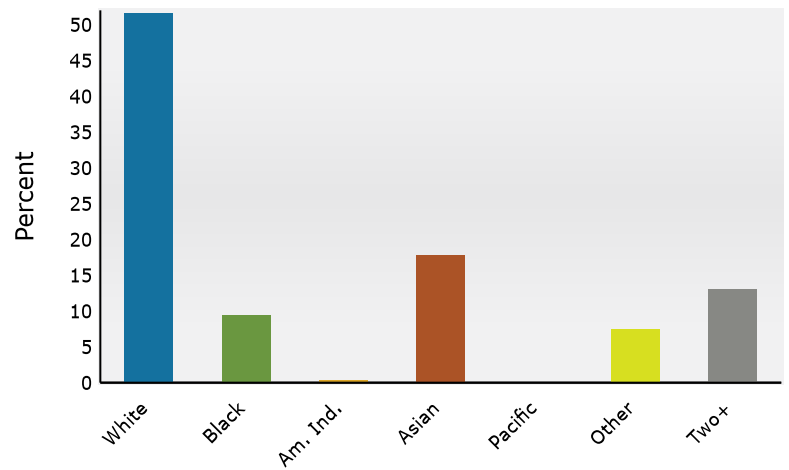
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 17.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

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Ring: 3 mile radius

Prepared by Esri
Latitude: 39.04529
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Summary	Census 2010	Census 2020	2024	2029
Population	150,592	164,441	166,509	170,351
Households	55,993	60,448	61,311	63,004
Families	35,498	39,383	38,870	39,572
Average Household Size	2.65	2.68	2.68	2.66
Owner Occupied Housing Units	37,115	37,089	38,688	39,334
Renter Occupied Housing Units	18,878	23,359	22,623	23,670
Median Age	38.4	39.0	39.8	41.0

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.46%	0.21%	0.38%
Households	0.55%	0.45%	0.64%
Families	0.36%	0.35%	0.56%
Owner HHs	0.33%	0.94%	0.97%
Median Household Income	3.03%	1.95%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	3,109	5.1%	2,989	4.7%
\$15,000 - \$24,999	1,767	2.9%	1,380	2.2%
\$25,000 - \$34,999	2,310	3.8%	1,946	3.1%
\$35,000 - \$49,999	3,388	5.5%	2,738	4.3%
\$50,000 - \$74,999	6,333	10.3%	5,313	8.4%
\$75,000 - \$99,999	6,493	10.6%	6,138	9.7%
\$100,000 - \$149,999	11,268	18.4%	11,283	17.9%
\$150,000 - \$199,999	8,304	13.5%	9,273	14.7%
\$200,000+	18,334	29.9%	21,940	34.8%

Median Household Income	\$127,648	\$148,207
Average Household Income	\$183,928	\$209,038
Per Capita Income	\$68,134	\$77,765

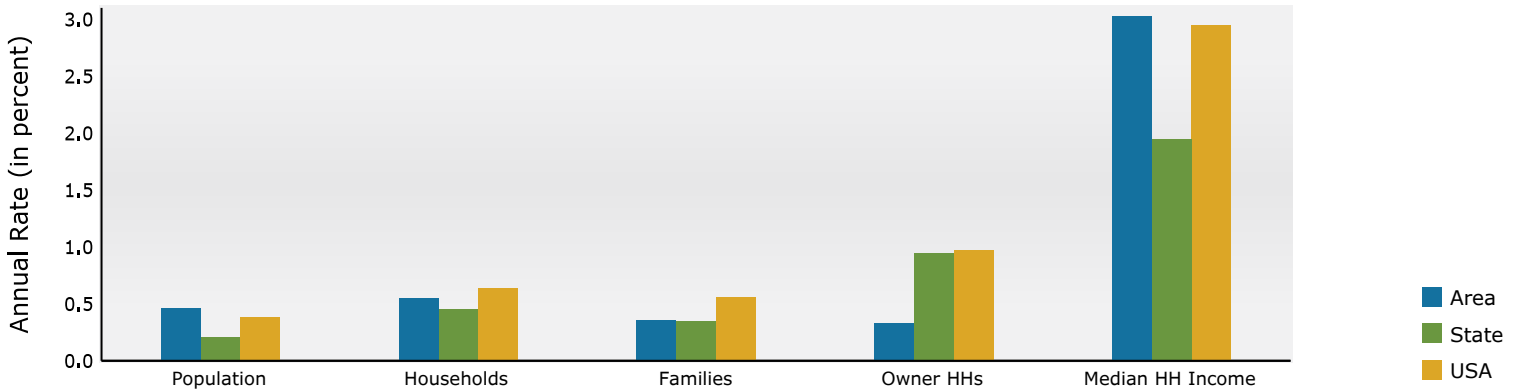
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,940	6.6%	9,261	5.6%	9,114	5.5%	8,844	5.2%
5 - 9	9,052	6.0%	10,072	6.1%	10,295	6.2%	9,627	5.7%
10 - 14	8,454	5.6%	10,453	6.4%	10,038	6.0%	10,799	6.3%
15 - 19	7,935	5.3%	9,699	5.9%	9,281	5.6%	9,437	5.5%
20 - 24	8,749	5.8%	9,354	5.7%	9,845	5.9%	9,336	5.5%
25 - 34	23,328	15.5%	23,161	14.1%	22,404	13.5%	22,007	12.9%
35 - 44	22,560	15.0%	24,553	14.9%	26,201	15.7%	25,404	14.9%
45 - 54	22,096	14.7%	21,530	13.1%	22,228	13.3%	23,695	13.9%
55 - 64	17,293	11.5%	20,302	12.3%	19,049	11.4%	19,093	11.2%
65 - 74	9,948	6.6%	14,556	8.9%	15,292	9.2%	16,503	9.7%
75 - 84	7,200	4.8%	7,523	4.6%	8,626	5.2%	10,851	6.4%
85+	4,036	2.7%	3,975	2.4%	4,136	2.5%	4,755	2.8%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	93,719	62.2%	76,989	46.8%	75,294	45.2%	73,174	43.0%
Black Alone	13,480	9.0%	16,635	10.1%	17,097	10.3%	17,688	10.4%
American Indian Alone	708	0.5%	1,326	0.8%	1,477	0.9%	1,546	0.9%
Asian Alone	20,551	13.6%	24,284	14.8%	25,572	15.4%	27,986	16.4%
Pacific Islander Alone	101	0.1%	105	0.1%	100	0.1%	99	0.1%
Some Other Race Alone	15,664	10.4%	23,843	14.5%	24,668	14.8%	26,132	15.3%
Two or More Races	6,369	4.2%	21,260	12.9%	22,300	13.4%	23,727	13.9%
Hispanic Origin (Any Race)	36,300	24.1%	43,429	26.4%	45,036	27.0%	47,723	28.0%

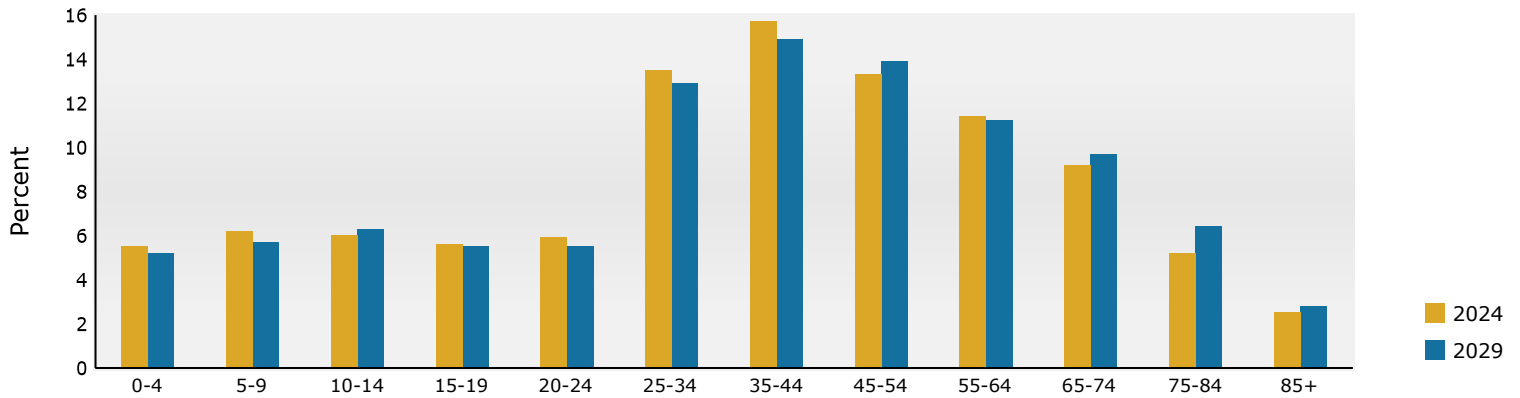
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

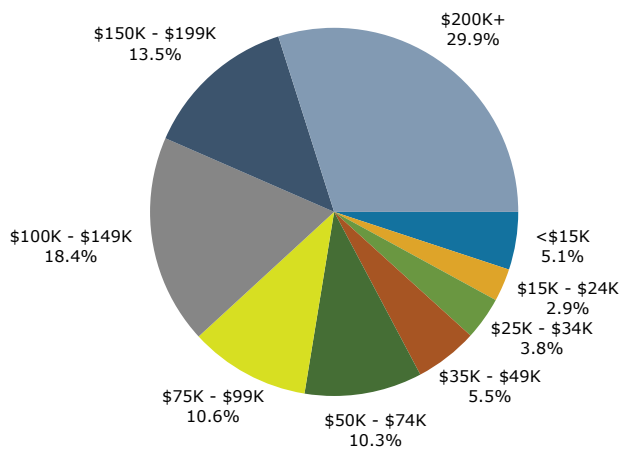
Trends 2024-2029



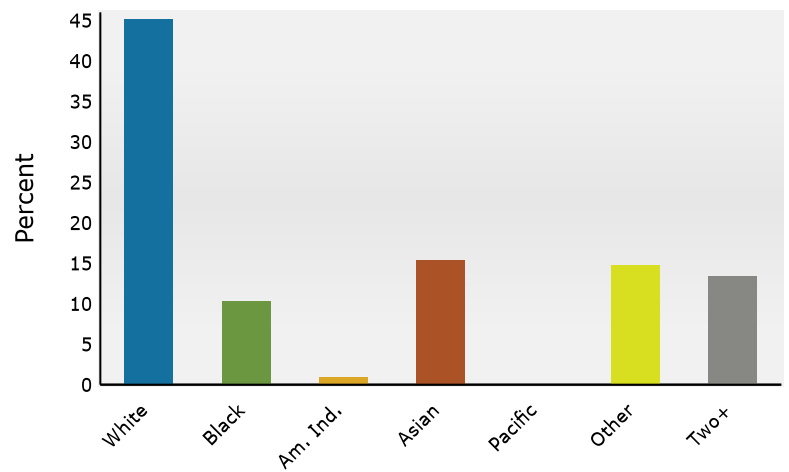
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 27.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

Demographic and Income Profile

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Ring: 5 mile radius

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Latitude: 39.04529
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Summary	Census 2010	Census 2020	2024	2029
Population	359,145	391,754	397,326	407,112
Households	137,243	147,098	149,589	153,970
Families	88,675	97,180	95,892	97,610
Average Household Size	2.58	2.63	2.62	2.61
Owner Occupied Housing Units	92,293	93,226	96,344	97,950
Renter Occupied Housing Units	44,950	53,872	53,245	56,020
Median Age	40.1	40.3	40.9	42.0

Trends: 2024-2029 Annual Rate	Area	State	National
Population	0.49%	0.21%	0.38%
Households	0.58%	0.45%	0.64%
Families	0.36%	0.35%	0.56%
Owner HHs	0.33%	0.94%	0.97%
Median Household Income	2.81%	1.95%	2.95%

Households by Income	2024		2029	
	Number	Percent	Number	Percent
<\$15,000	7,436	5.0%	6,839	4.4%
\$15,000 - \$24,999	4,984	3.3%	3,999	2.6%
\$25,000 - \$34,999	5,776	3.9%	4,932	3.2%
\$35,000 - \$49,999	8,310	5.6%	6,889	4.5%
\$50,000 - \$74,999	14,383	9.6%	12,451	8.1%
\$75,000 - \$99,999	14,828	9.9%	14,214	9.2%
\$100,000 - \$149,999	24,436	16.3%	24,413	15.9%
\$150,000 - \$199,999	19,230	12.9%	21,194	13.8%
\$200,000+	50,199	33.6%	59,033	38.3%

Median Household Income	\$135,722	\$155,922
Average Household Income	\$195,179	\$220,167
Per Capita Income	\$73,572	\$83,352

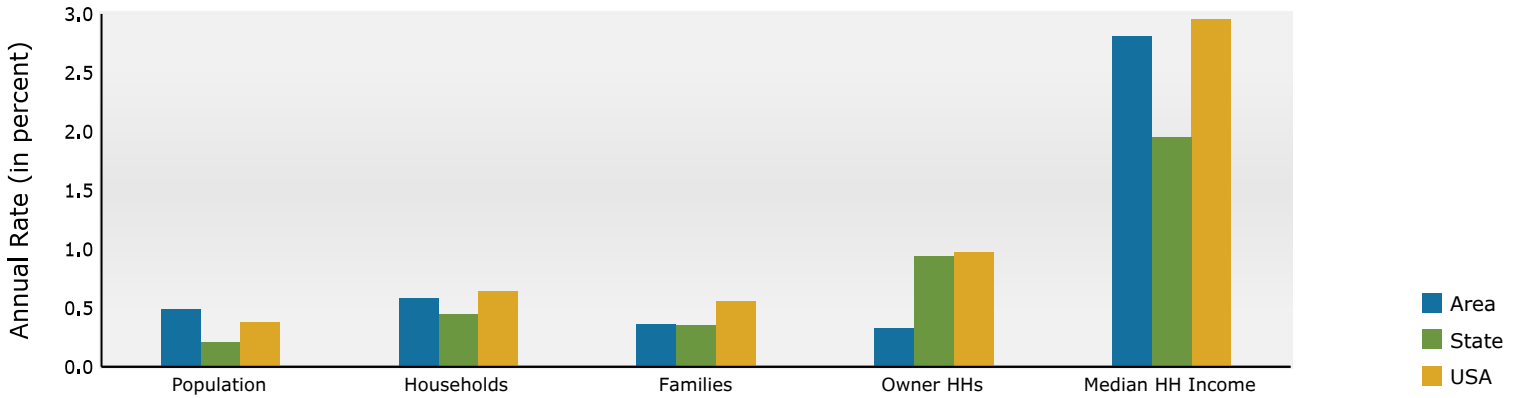
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	22,543	6.3%	21,598	5.5%	21,273	5.4%	20,717	5.1%
5 - 9	22,321	6.2%	24,023	6.1%	24,165	6.1%	22,457	5.5%
10 - 14	21,680	6.0%	25,684	6.6%	24,168	6.1%	25,314	6.2%
15 - 19	19,618	5.5%	23,889	6.1%	22,980	5.8%	22,960	5.6%
20 - 24	19,303	5.4%	21,754	5.6%	23,344	5.9%	22,280	5.5%
25 - 34	48,886	13.6%	49,468	12.6%	49,789	12.5%	51,713	12.7%
35 - 44	50,753	14.1%	54,042	13.8%	56,959	14.3%	54,639	13.4%
45 - 54	53,019	14.8%	51,164	13.1%	52,076	13.1%	54,418	13.4%
55 - 64	44,304	12.3%	49,052	12.5%	46,384	11.7%	46,389	11.4%
65 - 74	26,894	7.5%	38,388	9.8%	39,600	10.0%	41,936	10.3%
75 - 84	19,294	5.4%	21,754	5.6%	25,157	6.3%	30,994	7.6%
85+	10,530	2.9%	10,939	2.8%	11,430	2.9%	13,293	3.3%

Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	225,910	62.9%	191,210	48.8%	186,850	47.0%	182,684	44.9%
Black Alone	45,629	12.7%	51,731	13.2%	53,789	13.5%	55,359	13.6%
American Indian Alone	1,456	0.4%	2,571	0.7%	2,889	0.7%	3,058	0.8%
Asian Alone	43,612	12.1%	53,306	13.6%	56,520	14.2%	62,184	15.3%
Pacific Islander Alone	201	0.1%	225	0.1%	207	0.1%	204	0.1%
Some Other Race Alone	28,432	7.9%	45,319	11.6%	47,184	11.9%	50,266	12.3%
Two or More Races	13,905	3.9%	47,391	12.1%	49,888	12.6%	53,357	13.1%
Hispanic Origin (Any Race)	67,919	18.9%	85,078	21.7%	88,882	22.4%	94,873	23.3%

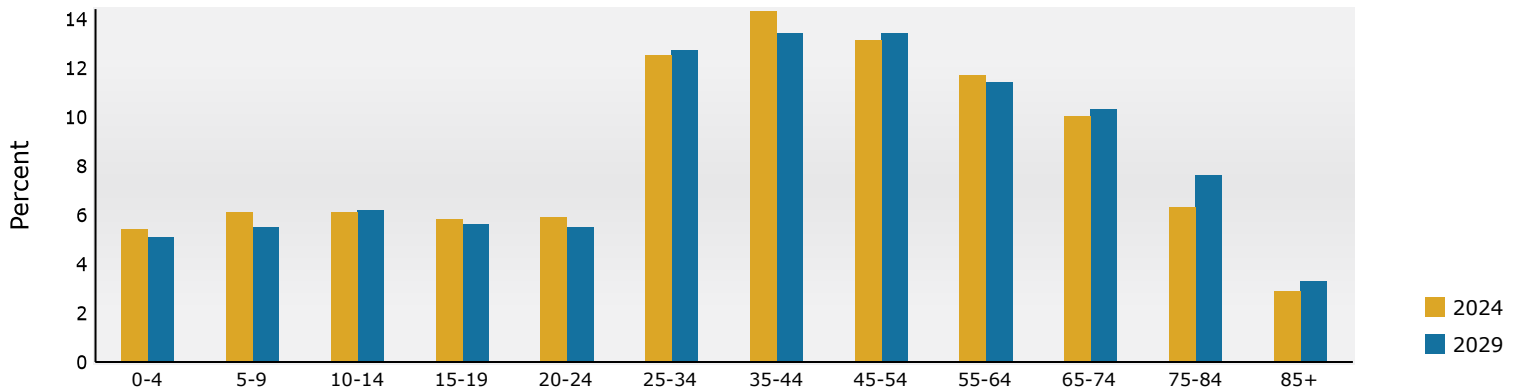
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

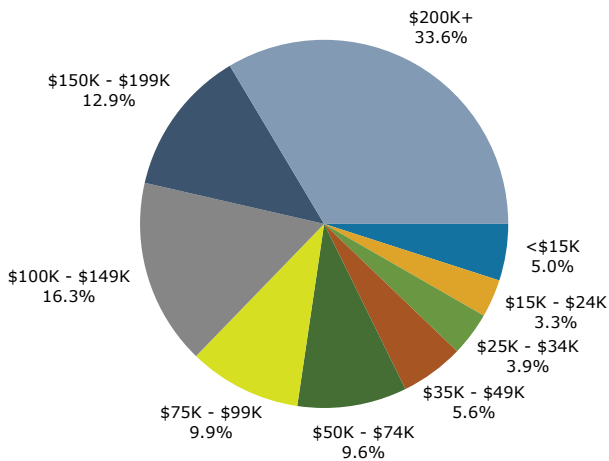
Trends 2024-2029



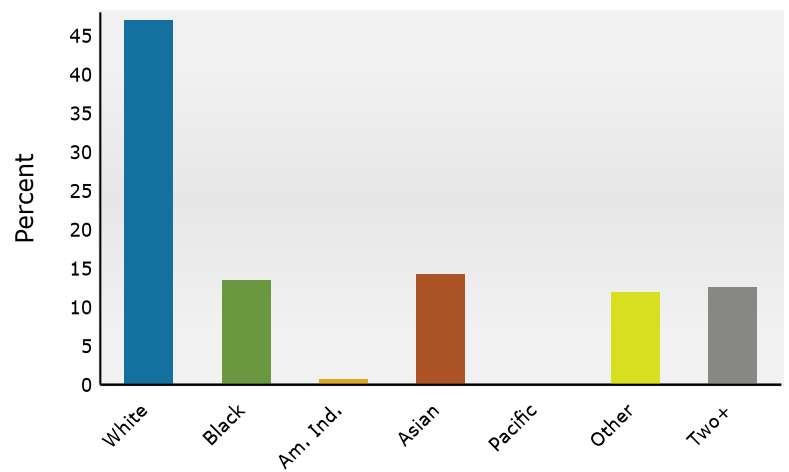
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 22.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.