



Community Profile

44753-The Shops at Town Center
 19718 Germantown Rd
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.17976
 Longitude: -77.26591

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	18,037	77,392	167,001
2010 Total Population	21,885	98,438	205,596
2019 Total Population	23,403	107,571	233,569
2019 Group Quarters	11	279	1,525
2024 Total Population	24,727	111,791	246,547
2019-2024 Annual Rate	1.11%	0.77%	1.09%
2019 Total Daytime Population	22,853	80,880	192,418
Workers	13,158	32,576	85,407
Residents	9,695	48,304	107,011
Household Summary			
2000 Households	7,276	28,356	61,471
2000 Average Household Size	2.48	2.73	2.70
2010 Households	8,680	34,478	72,222
2010 Average Household Size	2.52	2.84	2.83
2019 Households	9,205	37,070	80,298
2019 Average Household Size	2.54	2.89	2.89
2024 Households	9,703	38,339	84,084
2024 Average Household Size	2.55	2.91	2.91
2019-2024 Annual Rate	1.06%	0.68%	0.93%
2010 Families	5,403	24,772	51,146
2010 Average Family Size	3.14	3.34	3.32
2019 Families	5,683	26,435	57,046
2019 Average Family Size	3.19	3.41	3.39
2024 Families	5,986	27,295	59,892
2024 Average Family Size	3.20	3.43	3.42
2019-2024 Annual Rate	1.04%	0.64%	0.98%
Housing Unit Summary			
2000 Housing Units	7,499	29,205	63,629
Owner Occupied Housing Units	53.2%	68.8%	63.3%
Renter Occupied Housing Units	43.8%	28.3%	33.3%
Vacant Housing Units	3.0%	2.9%	3.4%
2010 Housing Units	9,114	35,918	75,750
Owner Occupied Housing Units	52.2%	67.2%	63.9%
Renter Occupied Housing Units	43.0%	28.8%	31.5%
Vacant Housing Units	4.8%	4.0%	4.7%
2019 Housing Units	9,654	38,472	83,414
Owner Occupied Housing Units	51.7%	64.6%	63.3%
Renter Occupied Housing Units	43.7%	31.7%	33.0%
Vacant Housing Units	4.7%	3.6%	3.7%
2024 Housing Units	10,157	39,754	87,118
Owner Occupied Housing Units	51.9%	65.0%	64.5%
Renter Occupied Housing Units	43.6%	31.4%	32.0%
Vacant Housing Units	4.5%	3.6%	3.5%
Median Household Income			
2019	\$79,009	\$92,108	\$94,663
2024	\$85,564	\$101,798	\$104,407
Median Home Value			
2019	\$304,717	\$357,740	\$385,358
2024	\$339,670	\$386,211	\$420,848
Per Capita Income			
2019	\$36,860	\$40,736	\$42,417
2024	\$41,568	\$45,637	\$47,546
Median Age			
2010	32.4	34.0	34.6
2019	33.9	35.3	36.2
2024	33.8	35.5	36.7

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.



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2019 Households by Income			
Household Income Base	9,205	37,070	80,298
<\$15,000	6.7%	5.4%	5.2%
\$15,000 - \$24,999	5.5%	4.1%	4.1%
\$25,000 - \$34,999	6.5%	5.3%	5.6%
\$35,000 - \$49,999	8.8%	7.6%	8.0%
\$50,000 - \$74,999	18.5%	16.7%	15.9%
\$75,000 - \$99,999	18.5%	14.8%	13.5%
\$100,000 - \$149,999	20.5%	20.6%	20.2%
\$150,000 - \$199,999	9.1%	12.4%	12.6%
\$200,000+	5.8%	13.2%	14.9%
Average Household Income	\$93,645	\$117,946	\$123,266
2024 Households by Income			
Household Income Base	9,703	38,339	84,084
<\$15,000	5.6%	4.7%	4.4%
\$15,000 - \$24,999	4.3%	3.4%	3.4%
\$25,000 - \$34,999	5.8%	4.8%	5.1%
\$35,000 - \$49,999	7.9%	6.8%	7.2%
\$50,000 - \$74,999	16.9%	14.8%	14.2%
\$75,000 - \$99,999	18.7%	14.3%	13.1%
\$100,000 - \$149,999	22.2%	21.2%	20.5%
\$150,000 - \$199,999	11.4%	14.1%	14.3%
\$200,000+	7.2%	15.9%	17.9%
Average Household Income	\$105,860	\$132,767	\$139,277
2019 Owner Occupied Housing Units by Value			
Total	4,989	24,852	52,771
<\$50,000	1.7%	1.5%	1.4%
\$50,000 - \$99,999	0.4%	0.6%	1.1%
\$100,000 - \$149,999	3.0%	3.0%	3.0%
\$150,000 - \$199,999	8.5%	6.0%	5.1%
\$200,000 - \$249,999	13.4%	10.9%	8.9%
\$250,000 - \$299,999	21.6%	14.3%	11.6%
\$300,000 - \$399,999	28.7%	23.8%	22.2%
\$400,000 - \$499,999	11.9%	15.0%	17.1%
\$500,000 - \$749,999	8.8%	22.1%	23.1%
\$750,000 - \$999,999	0.7%	1.8%	5.0%
\$1,000,000 - \$1,499,999	1.2%	0.6%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$339,767	\$400,384	\$431,775
2024 Owner Occupied Housing Units by Value			
Total	5,268	25,849	56,158
<\$50,000	0.9%	0.8%	0.8%
\$50,000 - \$99,999	0.2%	0.4%	0.7%
\$100,000 - \$149,999	1.5%	1.8%	1.8%
\$150,000 - \$199,999	4.9%	3.7%	3.3%
\$200,000 - \$249,999	9.6%	8.1%	6.6%
\$250,000 - \$299,999	19.9%	13.3%	10.4%
\$300,000 - \$399,999	32.8%	25.5%	22.6%
\$400,000 - \$499,999	14.8%	16.4%	18.6%
\$500,000 - \$749,999	11.9%	26.1%	26.9%
\$750,000 - \$999,999	1.4%	2.6%	6.5%
\$1,000,000 - \$1,499,999	2.0%	0.9%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.4%	0.3%
Average Home Value	\$380,957	\$434,901	\$467,744

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.



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2010 Population by Age			
Total	21,884	98,441	205,598
0 - 4	8.9%	8.2%	8.1%
5 - 9	6.3%	7.6%	7.3%
10 - 14	5.9%	7.1%	6.8%
15 - 24	12.4%	12.3%	12.1%
25 - 34	22.2%	16.6%	16.5%
35 - 44	16.8%	17.4%	16.5%
45 - 54	14.0%	15.8%	15.4%
55 - 64	9.0%	9.5%	10.1%
65 - 74	3.1%	3.8%	4.4%
75 - 84	1.0%	1.4%	2.0%
85 +	0.4%	0.4%	1.0%
18 +	75.4%	73.0%	73.9%
2019 Population by Age			
Total	23,402	107,572	233,568
0 - 4	7.9%	7.3%	7.1%
5 - 9	6.8%	7.5%	7.4%
10 - 14	6.3%	7.2%	7.3%
15 - 24	12.0%	11.8%	11.4%
25 - 34	19.2%	15.7%	14.8%
35 - 44	17.5%	16.7%	16.1%
45 - 54	12.7%	13.9%	13.6%
55 - 64	10.2%	11.2%	11.6%
65 - 74	5.4%	6.1%	6.9%
75 - 84	1.6%	2.0%	2.6%
85 +	0.4%	0.5%	1.1%
18 +	75.9%	74.1%	74.4%
2024 Population by Age			
Total	24,728	111,791	246,549
0 - 4	7.9%	7.4%	7.2%
5 - 9	6.5%	7.1%	7.0%
10 - 14	5.9%	6.8%	6.9%
15 - 24	11.3%	11.3%	11.1%
25 - 34	20.9%	16.4%	15.0%
35 - 44	16.5%	16.7%	16.2%
45 - 54	12.6%	13.2%	13.0%
55 - 64	9.3%	10.7%	11.0%
65 - 74	6.3%	7.0%	7.9%
75 - 84	2.3%	2.7%	3.5%
85 +	0.5%	0.6%	1.2%
18 +	76.3%	74.8%	75.0%
2010 Population by Sex			
Males	10,464	47,379	99,888
Females	11,421	51,059	105,708
2019 Population by Sex			
Males	11,289	51,983	113,893
Females	12,113	55,588	119,676
2024 Population by Sex			
Males	11,944	54,112	120,372
Females	12,784	57,679	126,175

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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2010 Population by Race/Ethnicity			
Total	21,885	98,437	205,597
White Alone	47.8%	46.0%	49.1%
Black Alone	26.5%	22.4%	20.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	13.7%	19.6%	17.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	6.5%	6.7%	8.3%
Two or More Races	4.9%	4.8%	4.7%
Hispanic Origin	19.7%	18.4%	20.6%
Diversity Index	78.3	79.0	79.0
2019 Population by Race/Ethnicity			
Total	23,404	107,571	233,568
White Alone	42.3%	39.5%	43.4%
Black Alone	29.3%	25.0%	22.1%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	14.4%	21.0%	18.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.0%	8.5%	10.0%
Two or More Races	5.5%	5.5%	5.3%
Hispanic Origin	23.5%	22.4%	24.4%
Diversity Index	81.7	82.9	82.8
2024 Population by Race/Ethnicity			
Total	24,726	111,790	246,547
White Alone	39.5%	36.6%	40.5%
Black Alone	30.6%	26.2%	22.9%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	14.8%	21.5%	19.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.8%	9.5%	11.0%
Two or More Races	5.7%	5.7%	5.6%
Hispanic Origin	25.9%	24.9%	26.8%
Diversity Index	83.3	84.4	84.5
2010 Population by Relationship and Household Type			
Total	21,885	98,438	205,596
In Households	99.9%	99.6%	99.3%
In Family Households	80.6%	86.8%	85.9%
Householder	24.7%	25.2%	24.9%
Spouse	16.4%	18.4%	18.4%
Child	30.7%	34.2%	32.9%
Other relative	5.9%	6.2%	6.4%
Nonrelative	3.0%	2.8%	3.3%
In Nonfamily Households	19.3%	12.8%	13.4%
In Group Quarters	0.1%	0.4%	0.7%
Institutionalized Population	0.0%	0.2%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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.



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2019 Population 25+ by Educational Attainment			
Total	15,705	71,180	155,952
Less than 9th Grade	4.7%	4.7%	5.8%
9th - 12th Grade, No Diploma	5.0%	4.7%	4.7%
High School Graduate	14.0%	13.5%	13.3%
GED/Alternative Credential	1.4%	1.5%	1.7%
Some College, No Degree	20.4%	16.3%	15.5%
Associate Degree	9.1%	7.8%	7.0%
Bachelor's Degree	25.4%	27.5%	26.8%
Graduate/Professional Degree	19.9%	24.1%	25.1%
2019 Population 15+ by Marital Status			
Total	18,507	83,866	182,513
Never Married	38.3%	33.9%	33.0%
Married	47.8%	53.4%	54.3%
Widowed	3.0%	3.3%	3.4%
Divorced	10.9%	9.3%	9.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	96.3%	95.8%
Civilian Unemployed (Unemployment Rate)	4.2%	3.7%	4.2%
2019 Employed Population 16+ by Industry			
Total	13,906	60,391	128,426
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	7.2%	6.4%	7.0%
Manufacturing	2.0%	3.3%	3.4%
Wholesale Trade	1.2%	1.2%	1.6%
Retail Trade	9.3%	9.3%	8.3%
Transportation/Utilities	4.0%	4.1%	3.9%
Information	3.1%	2.4%	2.2%
Finance/Insurance/Real Estate	7.4%	7.0%	6.4%
Services	55.0%	56.1%	57.1%
Public Administration	10.7%	10.2%	10.0%
2019 Employed Population 16+ by Occupation			
Total	13,904	60,390	128,425
White Collar	70.0%	71.0%	69.8%
Management/Business/Financial	22.4%	20.3%	19.7%
Professional	24.0%	28.6%	30.0%
Sales	8.9%	8.7%	8.3%
Administrative Support	14.7%	13.4%	11.9%
Services	17.4%	16.3%	17.3%
Blue Collar	12.6%	12.7%	12.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.2%	4.4%	4.5%
Installation/Maintenance/Repair	2.6%	2.6%	2.4%
Production	1.2%	2.1%	2.1%
Transportation/Material Moving	3.7%	3.5%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	21,885	98,438	205,996
Population Inside Urbanized Area	100.0%	99.3%	97.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	2.4%

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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2010 Households by Type			
Total	8,681	34,477	72,222
Households with 1 Person	28.9%	21.7%	22.8%
Households with 2+ People	71.1%	78.3%	77.2%
Family Households	62.2%	71.9%	70.8%
Husband-wife Families	41.2%	52.6%	52.5%
With Related Children	22.3%	30.4%	29.3%
Other Family (No Spouse Present)	21.0%	19.2%	18.4%
Other Family with Male Householder	5.0%	4.6%	4.8%
With Related Children	3.0%	2.6%	2.7%
Other Family with Female Householder	16.0%	14.6%	13.6%
With Related Children	10.9%	9.5%	8.8%
Nonfamily Households	8.9%	6.4%	6.4%
All Households with Children	36.5%	43.0%	41.2%
Multigenerational Households	4.1%	5.7%	5.3%
Unmarried Partner Households	7.4%	5.8%	5.6%
Male-female	6.7%	5.0%	4.9%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	8,680	34,479	72,223
1 Person Household	28.9%	21.7%	22.8%
2 Person Household	29.7%	27.2%	27.7%
3 Person Household	18.1%	19.4%	18.7%
4 Person Household	13.6%	17.9%	16.8%
5 Person Household	6.1%	8.2%	8.1%
6 Person Household	2.3%	3.4%	3.4%
7 + Person Household	1.4%	2.3%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	8,680	34,478	72,222
Owner Occupied	54.8%	70.0%	67.0%
Owned with a Mortgage/Loan	51.9%	64.9%	60.8%
Owned Free and Clear	2.9%	5.0%	6.3%
Renter Occupied	45.2%	30.0%	33.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,114	35,918	75,750
Housing Units Inside Urbanized Area	100.0%	99.1%	97.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.9%	2.3%

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.

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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals
2.	Young and Restless (11B)	Boomburbs (1C)	Boomburbs (1C)
3.	Savvy Suburbanites (1D)	Professional Pride (1B)	Professional Pride (1B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$22,330,190	\$110,255,391	\$247,118,267
Average Spent	\$2,425.88	\$2,974.25	\$3,077.51
Spending Potential Index	113	139	144
Education: Total \$	\$15,868,924	\$81,955,276	\$187,815,789
Average Spent	\$1,723.95	\$2,210.82	\$2,338.98
Spending Potential Index	108	139	147
Entertainment/Recreation: Total \$	\$30,923,776	\$157,333,540	\$357,419,886
Average Spent	\$3,359.45	\$4,244.23	\$4,451.17
Spending Potential Index	103	130	136
Food at Home: Total \$	\$51,215,908	\$251,705,141	\$566,554,112
Average Spent	\$5,563.92	\$6,790.00	\$7,055.64
Spending Potential Index	108	131	136
Food Away from Home: Total \$	\$38,451,046	\$189,077,086	\$422,808,283
Average Spent	\$4,177.19	\$5,100.54	\$5,265.49
Spending Potential Index	114	139	143
Health Care: Total \$	\$52,037,017	\$266,700,005	\$610,995,905
Average Spent	\$5,653.13	\$7,194.50	\$7,609.10
Spending Potential Index	95	121	128
HH Furnishings & Equipment: Total \$	\$20,589,290	\$104,662,069	\$237,518,423
Average Spent	\$2,236.75	\$2,823.36	\$2,957.96
Spending Potential Index	105	132	139
Personal Care Products & Services: Total \$	\$8,923,937	\$44,834,443	\$101,079,149
Average Spent	\$969.47	\$1,209.45	\$1,258.80
Spending Potential Index	109	136	142
Shelter: Total \$	\$191,850,715	\$951,876,771	\$2,143,287,170
Average Spent	\$20,842.01	\$25,677.82	\$26,691.66
Spending Potential Index	113	139	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,570,022	\$112,418,007	\$260,015,845
Average Spent	\$2,343.29	\$3,032.59	\$3,238.14
Spending Potential Index	94	122	131
Travel: Total \$	\$21,724,209	\$113,814,233	\$259,469,091
Average Spent	\$2,360.04	\$3,070.25	\$3,231.33
Spending Potential Index	105	137	144
Vehicle Maintenance & Repairs: Total \$	\$10,873,447	\$53,329,404	\$121,335,200
Average Spent	\$1,181.25	\$1,438.61	\$1,511.06
Spending Potential Index	103	126	132

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.