

Audience Profile

Jan 1 - Dec 31, 2023

Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	11,267		105,109		292,459	
Households	4,018		38,604		102,069	
Persons per Household	2.77	107	2.71	105	2.85	110
Household Median Income	\$105,193.97	151	\$85,851.71	123	\$83,090.96	120
Household Median Disposable Income	\$86,686.06	144	\$72,359.6	120	\$70,021.02	116
Household Median Discretionary Income	\$61,096.03	142	\$48,322.46	113	\$46,462.52	108
Average Income Per Person	\$46,019.08	123	\$37,921.99	102	\$35,893.32	96
Median Rent	\$1,475.59	116	\$1,742.08	137	\$1,636.89	29
Median House Value	\$702,137.55	171	\$540,672.4	132	\$562,113.82	137
Households in Poverty	421 (10.5%)	83	3,778 (9.8%)	71	10,807 (10.6%)	84
Household Median Wealth	\$82,624.35	105	\$77,778.63	99	\$75,606.97	96
Average Age	38.95	97	38.8	97	38.99	97
Median Age	37.01	96	37.7	98	37.59	98
Households with Children	1,572 (39.1%)	142	11,152 (28.9%)	105	28,817 (28.2%)	102
High School Graduate or Higher	6,728 (90.4%)	102	62,898 (89.1%)	100	170,533 (86.4%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	3,272 (44%)	24,618 (34.9%)	62,947 (31.9%)
Pop density (per sq mi)	3,498	4,032	3,960
Area (based on blockgroups)	3	26	74

Population

Population 2022 Q4	11,267	105,109	292,459
Population 2022 Q3	11,202	104,682	291,403
Population 2022 Q2	11,234	105,266	291,724
Population 2022 Q1	11,304	105,551	292,396
Population 2021 Q4	11,291	105,399	291,991
Population 2021 Q3	11,300	105,515	291,891
Population 2021 Q2	11,269	105,788	292,475
Population 2021 Q1	11,282	106,060	293,141
Population 2020 Q4	11,279	106,228	293,520
Population 5 Years Forecast	11,909	107,975	296,128
Population 10 Years Forecast	12,359	110,600	301,153
Persons per Household	2.77	2.71	2.85

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Group Quarters	144	(1.3%)	385	(<0.5%)	1,748	(0.6%)
Transient Population - Average Last 4 Quarters			563	(0.5%)	1,584	(0.5%)

Households

Households 2022 Q4	4,018		38,604		102,069
Households 2022 Q3	3,996		38,473		101,728
Households 2022 Q2	4,007		38,698		101,878
Households 2022 Q1	4,030		38,792		102,110
Households 2021 Q4	4,026		38,671		101,926
Households 2021 Q3	4,028		38,715		101,911
Households 2021 Q2	4,016		38,818		102,113
Households 2021 Q1	4,020		38,920		102,352
Households 2020 Q4	4,019		38,996		102,484
Households 5 Years Forecast	4,251		39,733		103,469
Households 10 Years Forecast	4,413		40,737		105,297

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	5,102	(45.3%)	92	94	96
Female	6,165	(54.7%)	108	106	104

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Black	9,129	(81%)	684	679	613
White	652	(5.8%)	9	6	9
Hispanic (Ethnic)	596	(5.3%)	29	61	88
Asian	555	(4.9%)	97	43	56
Other	335	(3%)	8	7	8

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Black	3,201	(79.7%)	709	701	650
White	357	(8.9%)	14	7	10
Asian	191	(4.8%)	108	34	47
Hispanic (Ethnic)	167	(4.2%)	28	66	85
Other	102	(2.5%)	47	100	109

Households Income

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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$127,066.26	130	\$102,819.95	106	\$102,245.04	105
Average Income Per Person	\$46,019.08	123	\$37,921.99	102	\$35,893.32	96
Household Median Income	\$105,193.97	151	\$85,851.71	123	\$83,090.96	120
<\$15K	217 (5.4%)	59	2,656 (6.9%)	75	8,087 (7.9%)	87
\$15K - \$25K	280 (7%)	91	1,847 (4.8%)	62	4,666 (4.6%)	59
\$25K - \$35K	141 (3.5%)	43	1,585 (4.1%)	51	5,796 (5.7%)	70
\$35K - \$50K	221 (5.5%)	48	3,473 (9%)	74	9,235 (9%)	7
\$50K - \$75K	572 (14.2%)	84	6,633 (17.2%)	102	17,812 (17.5%)	103
\$75K - \$100K	471 (11.7%)	90	6,505 (16.9%)	130	15,107 (14.8%)	114
\$100K - \$150K	876 (21.8%)	132	8,432 (21.8%)	132	21,056 (20.6%)	125
\$150K - \$175K	315 (7.8%)	149	2,670 (6.9%)	132	6,893 (6.8%)	129
\$175K - \$200K	159 (4%)	73	2,485 (6.4%)	119	6,051 (5.9%)	110
\$200K - \$250K	429 (10.7%)	286	1,302 (3.4%)	90	4,131 (4%)	108
\$250K - \$500K	184 (4.6%)	287	555 (1.4%)	90	1,762 (1.7%)	108
>\$500K	153 (3.8%)	285	461 (1.2%)	89	1,473 (1.4%)	108

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Disposable Income	\$99,813.49	35	\$80,599.51	109	\$80,124.64	108
Household Median Disposable Income	\$86,686.06	144	\$72,359.6	120	\$70,021.02	116
<\$15K	252 (6.3%)	63	2,847 (7.4%)	74	8,441 (8.3%)	83
\$15K - \$25K	283 (7%)	7	2,056 (5.3%)	59	5,803 (5.7%)	63
\$25K - \$35K	176 (4.4%)	47	2,235 (5.8%)	62	7,331 (7.2%)	7
\$35K - \$50K	290 (7.2%)	54	4,608 (11.9%)	89	12,603 (12.3%)	92
\$50K - \$75K	711 (17.7%)	96	8,405 (21.8%)	118	20,527 (20.1%)	109
\$75K - \$100K	656 (16.3%)	117	7,030 (18.2%)	131	17,341 (17%)	122
\$100K - \$150K	851 (21.2%)	135	7,757 (20.1%)	128	20,006 (19.6%)	125
\$150K - \$175K	219 (5.5%)	113	1,920 (5%)	103	4,469 (4.4%)	91
\$175K - \$200K	157 (3.9%)	251	466 (1.2%)	7	1,492 (1.5%)	94
\$200K - \$250K	170 (4.2%)	277	512 (1.3%)	87	1,625 (1.6%)	104
\$250K - \$500K	234 (5.8%)	278	709 (1.8%)	88	2,238 (2.2%)	105
>\$500K	19 (<0.5%)	258	59 (<0.5%)	83	193 (<0.5%)	103

Discretionary Households Income

Household Average Discretionary Income	\$67,032.91	129	\$54,080.66	104	\$53,165.24	103
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Household Median Discretionary Income	\$61,096.03	142	\$48,322.46	113	\$46,462.52	108
<\$10K	335 (8.3%)	8	3,081 (8%)	7	9,460 (9.3%)	91
\$10K - \$20K	391 (9.7%)	75	3,358 (8.7%)	67	9,539 (9.3%)	72
\$20K - \$30K	286 (7.1%)	57	4,204 (10.9%)	87	12,262 (12%)	96
\$30K - \$40K	293 (7.3%)	64	4,591 (11.9%)	105	12,335 (12.1%)	106
\$40K - \$50K	365 (9.1%)	95	4,889 (12.7%)	132	11,357 (11.1%)	116
\$50K - \$75K	822 (20.5%)	113	8,948 (23.2%)	128	22,259 (21.8%)	121
\$75K - \$100K	596 (14.8%)	140	5,076 (13.1%)	124	12,579 (12.3%)	116
\$100K - \$125K	300 (7.5%)	110	2,765 (7.2%)	106	6,911 (6.8%)	100
\$125K - \$150K	630 (15.7%)	356	1,552 (4%)	91	4,536 (4.4%)	101
>\$150K			140 (<0.5%)	14	831 (0.8%)	32

Households Income by Ethnicity

Average Income - White	\$136,989.35	157	\$100,852.89	116	\$104,590.54	120
Median Income - White	\$143,451.65	189	\$95,651.35	126	\$98,832.2	30
Average Income - Black	\$108,986.74	178	\$93,062.01	152	\$89,876.26	147
Median Income - Black	\$105,451.59	220	\$88,116.58	184	\$82,369.16	172

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Average Income - Asian	\$71,297.92 (69)	\$91,920.14 (89)	\$103,061.36 (99)
Median Income - Asian	\$66,527.34 (67)	\$82,646.75 (83)	\$103,728.66 (105)
Average Income - Hispanic	\$93,180.25 (31)	\$84,644.23 (119)	\$88,410.11 (124)
Median Income - Hispanic	\$90,416.05 (153)	\$76,394.65 (129)	\$81,558.27 (138)
Average Income - Other	\$92,407.13 (117)	\$92,488.43 (117)	\$95,016.59 (120)
Median Income - Other	\$90,908.45 (35)	\$86,918.84 (129)	\$88,492.11 (31)

Age

Average Age	38.95 (97)	38.8 (97)	38.99 (97)
Median Age	37.01 (96)	37.7 (98)	37.59 (98)
0-4	715 (6.3%) (104)	6,979 (6.6%) (109)	18,708 (6.4%) (105)
5-13	1,327 (11.8%) (107)	12,942 (12.3%) (112)	34,343 (11.7%) (107)
14-17	653 (5.8%) (117)	5,436 (5.2%) (105)	15,517 (5.3%) (107)
18-21	657 (5.8%) (97)	5,152 (4.9%) (8)	14,959 (5.1%) (85)
22-24	473 (4.2%) (102)	4,008 (3.8%) (93)	11,473 (3.9%) (96)
25-29	778 (6.9%) (107)	6,844 (6.5%) (100)	19,688 (6.7%) (104)
30-34	716 (6.4%) (104)	6,722 (6.4%) (105)	19,413 (6.6%) (109)

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35-39	626	(5.6%)	92	6,628	(6.3%)	105	18,699	(6.4%)	106
40-44	588	(5.2%)	86	6,774	(6.4%)	106	18,552	(6.3%)	104
45-49	649	(5.8%)	96	6,785	(6.5%)	107	18,240	(6.2%)	104
50-54	748	(6.6%)	108	6,803	(6.5%)	106	18,434	(6.3%)	103
55-59	779	(6.9%)	108	6,888	(6.6%)	102	18,927	(6.5%)	101
60-64	714	(6.3%)	98	6,617	(6.3%)	98	18,552	(6.3%)	98
65-69	628	(5.6%)	95	5,747	(5.5%)	94	16,445	(5.6%)	96
70-74	503	(4.5%)	93	4,609	(4.4%)	91	13,028	(4.5%)	92
75-79	320	(2.8%)	8	3,196	(3%)	86	8,953	(3.1%)	87
80-84	187	(1.7%)	75	1,797	(1.7%)	77	5,125	(1.8%)	7
85+	206	(1.8%)	107	1,182	(1.1%)	66	3,403	(1.2%)	68

Age - Male

Male Average Age	36.39	94	36.48	94	37.05	95			
Male Median Age	32.67	88	33.83	91	35.33	95			
0-4	368	(7.2%)	114	3,582	(7.4%)	116	9,597	(6.9%)	109
5-13	671	(13.2%)	115	6,612	(13.6%)	119	17,563	(12.7%)	111

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14-17	320	(6.3%)	122	2,785	(5.7%)	112	7,967	(5.8%)	112
18-21	336	(6.6%)	105	2,636	(5.4%)	87	7,665	(5.5%)	89
22-24	241	(4.7%)	109	2,020	(4.2%)	95	5,791	(4.2%)	96
25-29	389	(7.6%)	111	3,452	(7.1%)	104	9,967	(7.2%)	105
30-34	339	(6.6%)	104	3,367	(6.9%)	109	9,861	(7.1%)	112
35-39	265	(5.2%)	85	3,120	(6.4%)	104	9,153	(6.6%)	108
40-44	246	(4.8%)	74	3,038	(6.2%)	102	8,706	(6.3%)	102
45-49	278	(5.4%)	90	2,973	(6.1%)	101	8,361	(6%)	100
50-54	327	(6.4%)	105	2,946	(6.1%)	99	8,329	(6%)	98
55-59	335	(6.6%)	104	2,949	(6.1%)	96	8,400	(6.1%)	96
60-64	311	(6.1%)	97	2,794	(5.7%)	91	8,125	(5.9%)	93
65-69	259	(5.1%)	91	2,343	(4.8%)	87	7,022	(5.1%)	91
70-74	186	(3.6%)	6	1,790	(3.7%)	6	5,359	(3.9%)	87
75-79	117	(2.3%)	7	1,196	(2.5%)	6	3,524	(2.5%)	6
80-84	63	(1.2%)	6	654	(1.3%)	6	1,899	(1.4%)	7
85+	51	(1%)	88	365	(0.8%)	60	1,062	(0.8%)	66

Age - Female

Female Average Age	41.07		100	40.8		99	40.73		99
Female Median Age	40.78		100	41.18		101	40.74		100
0-4	347	(5.6%)	96	3,397	(6%)	103	9,111	(5.9%)	101
5-13	656	(10.6%)	100	6,330	(11.2%)	106	16,780	(10.9%)	103
14-17	333	(5.4%)	114	2,651	(4.7%)	99	7,550	(4.9%)	103
18-21	321	(5.2%)	89	2,516	(4.5%)	77	7,294	(4.7%)	6
22-24	232	(3.8%)	97	1,988	(3.5%)	91	5,682	(3.7%)	95
25-29	389	(6.3%)	103	3,392	(6%)	98	9,721	(6.3%)	103
30-34	377	(6.1%)	105	3,355	(5.9%)	102	9,552	(6.2%)	106
35-39	361	(5.9%)	100	3,508	(6.2%)	106	9,546	(6.2%)	105
40-44	342	(5.5%)	92	3,736	(6.6%)	110	9,846	(6.4%)	106
45-49	371	(6%)	100	3,812	(6.7%)	113	9,879	(6.4%)	107
50-54	421	(6.8%)	111	3,857	(6.8%)	111	10,105	(6.6%)	107
55-59	444	(7.2%)	111	3,939	(7%)	108	10,527	(6.8%)	105
60-64	403	(6.5%)	99	3,823	(6.8%)	102	10,427	(6.8%)	102
65-69	369	(6%)	98	3,404	(6%)	99	9,423	(6.1%)	100
70-74	317	(5.1%)	100	2,819	(5%)	97	7,669	(5%)	97
75-79	203	(3.3%)	85	2,000	(3.5%)	91	5,429	(3.5%)	91
80-84	124	(2%)	6	1,143	(2%)	6	3,226	(2.1%)	6
85+	155	(2.5%)	110	817	(1.4%)	63	2,341	(1.5%)	67

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Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	6,159		56,098		154,805	
Professional Specialty	1,364 (22.1%)	94	14,187 (25.3%)	107	36,418 (23.5%)	99
Managerial/Executive	1,257 (20.4%)	125	9,110 (16.2%)	99	23,180 (15%)	91
Office Admin	755 (12.3%)	110	7,137 (12.7%)	115	19,939 (12.9%)	116
Healthcare support	633 (10.3%)	314	3,055 (5.4%)	167	7,135 (4.6%)	141
Production & Transportation	517 (8.4%)	64	5,771 (10.3%)	74	16,197 (10.5%)	7
Protective	404 (6.6%)	301	2,940 (5.2%)	240	6,808 (4.4%)	202
Construction	363 (5.9%)	72	4,350 (7.8%)	95	15,694 (10.1%)	124
Food Preparation & Serving	337 (5.5%)	103	2,362 (4.2%)	71	7,177 (4.6%)	87
Sales	310 (5%)	51	3,674 (6.5%)	67	10,724 (6.9%)	71
Personal Care	183 (3%)	113	1,549 (2.8%)	105	4,236 (2.7%)	104
Building Maintenance & Cleaning	36 (0.6%)	16	1,953 (3.5%)	96	7,182 (4.6%)	28
Farming, Fishing & Forestry			10 (<0.5%)	3	115 (<0.5%)	11

Employment by Industry

Total Employees (16+ Years Old)	6,159	56,098	154,805
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Educational Services	1,753	(28.5%)	122	14,594	(26%)	112	36,203	(23.4%)	100
Public Administration	960	(15.6%)	325	7,505	(13.4%)	279	19,897	(12.9%)	268
Professional Services	492	(8%)	107	4,802	(8.6%)	114	11,783	(7.6%)	102
Wholesale Retail	464	(7.5%)	56	5,245	(9.3%)	69	15,022	(9.7%)	72
Entertainment Services	455	(7.4%)	8	4,725	(8.4%)	93	13,057	(8.4%)	93
Other Professional Services	396	(6.4%)	135	3,274	(5.8%)	123	8,935	(5.8%)	121
Agriculture/Mining/Construction	388	(6.3%)	75	3,901	(7%)	8	13,835	(8.9%)	104
Financial, Insurance & Real Estate	385	(6.3%)	94	2,537	(4.5%)	68	7,301	(4.7%)	71
Transportation	354	(5.7%)	102	3,833	(6.8%)	121	11,141	(7.2%)	128
Administrative/Waste Services	232	(3.8%)	90	3,352	(6%)	143	10,454	(6.8%)	162
Manufacturing	168	(2.7%)	27	1,193	(2.1%)	21	3,873	(2.5%)	25
Information	112	(1.8%)	97	1,087	(1.9%)	103	3,177	(2.1%)	109
Management Services				50	(<0.5%)	64	127	(<0.5%)	58

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Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	7,947	(75.3%)	97	74,399	(75.8%)	97	199,543	(72.9%)	94
Speak Other Language at Home	1,962	(18.6%)	229	12,654	(12.9%)	159	30,944	(11.3%)	139
Speak Spanish at Home	643	(6.1%)	44	11,077	(11.3%)	8	43,264	(15.8%)	113

Ancestry

Ancestry	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Other	7,242	(64.3%)	296	70,845	(67.4%)	310	179,852	(61.5%)	283
Unclassified	1,751	(15.5%)	93	14,290	(13.6%)	8	38,624	(13.2%)	7
Central American	419	(3.7%)	251	6,420	(6.1%)	412	25,165	(8.6%)	580
Middle Eastern	381	(3.4%)	536	774	(0.7%)	117	1,596	(0.5%)	87
American	365	(3.2%)	66	2,127	(2%)	41	5,256	(1.8%)	36
Other Asian	317	(2.8%)	912	461	(<0.5%)	142	1,479	(0.5%)	164
Chinese	99	(0.9%)	74	291	(<0.5%)	23	1,067	(<0.5%)	31
British	94	(0.8%)	15	575	(0.5%)	10	2,070	(0.7%)	13
South Central Asian (e.g. Indian)	88	(0.8%)	60	444	(<0.5%)	32	2,415	(0.8%)	63
Mexican	77	(0.7%)	7	2,446	(2.3%)	22	12,109	(4.1%)	40
Scottish/Irish	76	(0.7%)	10	616	(0.6%)	9	2,658	(0.9%)	13

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
German	75	(0.7%)	8	641	(0.6%)	8	2,734	(0.9%)	12
Other Hispanic	64	(0.6%)	43	958	(0.9%)	69	2,912	(1%)	7
Italian	44	(<0.5%)	13	426	(<0.5%)	14	1,184	(<0.5%)	14
South East Asian (e.g. Vietnamese)	44	(<0.5%)	24	987	(0.9%)	58	2,532	(0.9%)	54
Native American (Indian/Eskimo)	30	(<0.5%)	33	293	(<0.5%)	35	864	(<0.5%)	37
Other European (e.g. Greek/Russian)	23	(<0.5%)	6	288	(<0.5%)	9	1,274	(<0.5%)	14
Dominican	19	(<0.5%)	30	939	(0.9%)	157	3,046	(1%)	183
Scandinavian	15	(<0.5%)	7	100	(<0.5%)	5	384	(<0.5%)	7
Puerto Rican	10	(<0.5%)	3	362	(<0.5%)	13	1,189	(<0.5%)	16
Polish	9	(<0.5%)	5	83	(<0.5%)	5	418	(<0.5%)	9
French	8	(<0.5%)	6	123	(<0.5%)	9	454	(<0.5%)	12
Korean	7	(<0.5%)	15	86	(<0.5%)	19	685	(<0.5%)	55
South American	6	(<0.5%)	5	343	(<0.5%)	31	1,893	(0.6%)	61
Dutch	3	(<0.5%)	4	24	(<0.5%)	4	110	(<0.5%)	6
Cuban	1	(<0.5%)	1	113	(<0.5%)	16	275	(<0.5%)	14
Japanese				18	(<0.5%)	7	92	(<0.5%)	14

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Audience Profile

Jan 1 - Dec 31, 2023

Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	36 (<0.5%)	20	122 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	7,442	70,592	197,459
Elementary (0 to 8 Years)	314 (4.2%)	3,276 (4.6%)	13,588 (6.9%)
Some High School (9 to 11 Years)	400 (5.4%)	4,418 (6.3%)	13,338 (6.8%)
High School Graduate (12 Years)	1,536 (20.6%)	19,226 (27.2%)	56,044 (28.4%)
Some College (13 to 16 Years)	1,617 (21.7%)	14,780 (20.9%)	40,207 (20.4%)
Associates Degree Only	303 (4.1%)	4,274 (6.1%)	11,335 (5.7%)
Bachelor's Degree Only	1,685 (22.6%)	14,451 (20.5%)	36,378 (18.4%)
Graduate Degree	1,587 (21.3%)	10,167 (14.4%)	26,569 (13.5%)

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Audience Profile

Jan 1 - Dec 31, 2023

Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,018	38,604	102,069
One Person Households	1,079 (26.9%)	10,621 (27.5%)	26,511 (26%)
Married Couple	1,655 (41.2%)	14,280 (37%)	38,558 (37.8%)
Male Householder	293 (7.3%)	2,848 (7.4%)	6,920 (6.8%)
Female Householder	777 (19.3%)	9,201 (23.8%)	24,954 (24.4%)
Non Family Households	214 (5.3%)	1,654 (4.3%)	5,126 (5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,018	38,604	102,069
1 Person Household	1,079 (26.9%)	10,621 (27.5%)	26,511 (26%)
2 Person Household	1,073 (26.7%)	10,591 (27.4%)	27,169 (26.6%)
3 Person Household	710 (17.7%)	6,990 (18.1%)	18,088 (17.7%)
4 Person Household	537 (13.4%)	4,984 (12.9%)	13,687 (13.4%)
5 Person Household	318 (7.9%)	2,840 (7.4%)	8,082 (7.9%)
6 Person Household	177 (4.4%)	1,398 (3.6%)	4,263 (4.2%)
7+ Person Household	124 (3.1%)	1,180 (3.1%)	4,269 (4.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	4,253	41,365	109,099
Owner Occupied Housing	2,307	24,377	64,827
Renter Occupied Housing	1,711	14,227	37,242
Vacant Housing	235	2,761	7,030

Housing Rent

Average Rent	\$1,782.7	\$1,769.7	\$1,642.31
Median Rent	\$1,475.59	\$1,742.08	\$1,636.89
Total Cash Rents Housing	1,613	13,935	36,119
<\$300	140 (1%)	1,068 (3%)	
\$300-\$500	206 (1.5%)	911 (2.5%)	
\$500-\$750	1 (<0.5%)	250 (1.8%)	1,226 (3.4%)
\$750-\$1000	75 (4.6%)	319 (2.3%)	1,438 (4%)
\$1000-\$1500	768 (47.6%)	3,456 (24.8%)	10,032 (27.8%)
\$1500-\$2000	361 (22.4%)	5,363 (38.5%)	12,362 (34.2%)
\$2000-\$2500	116 (7.2%)	2,841 (20.4%)	5,997 (16.6%)

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Audience Profile

Jan 1 - Dec 31, 2023

Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	95	(5.9%)	145	933	(6.7%)	165	2,146	(5.9%)	146
\$3000-\$3500	87	(5.4%)	271	285	(2%)	103	640	(1.8%)	89
>\$3500	110	(6.8%)	318	142	(1%)	47	299	(0.8%)	39

Value of Owner-Occupied Housing Units

Average House Value	\$366,047.86	69	\$488,035.61	92	\$554,797.55	105			
Median House Value	\$702,137.55	171	\$540,672.4	32	\$562,113.82	137			
Owner Occupied Housing	2,307		24,377		64,827				
<\$100K	12	(0.5%)	6	593	(2.4%)	26	1,552	(2.4%)	25
\$100K - \$200K	8	(<0.5%)	3	720	(3%)	22	1,435	(2.2%)	16
\$200K - \$300K	41	(1.8%)	13	1,483	(6.1%)	43	3,340	(5.2%)	36
\$300K - \$400K	103	(4.5%)	38	3,225	(13.2%)	113	8,103	(12.5%)	107
\$400K - \$500K	337	(14.6%)	153	4,688	(19.2%)	202	11,630	(17.9%)	188
\$500K - \$1000K	1,315	(57%)	220	11,947	(49%)	189	33,500	(51.7%)	200
>\$1000K	491	(21.3%)	136	1,721	(7.1%)	45	5,267	(8.1%)	52

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Audience Profile

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Woodmore Towne Center

9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	421	(10.5%)	83	3,778	(9.8%)	7	10,807	(10.6%)	84
Households Above Poverty	3,597	(89.5%)	102	34,826	(90.2%)	103	91,262	(89.4%)	102
Households in Poverty (Married)	186	(4.6%)	208	627	(1.6%)	75	1,526	(1.5%)	67
Households in Poverty (Male Householder)	13	(<0.5%)	50	273	(0.7%)	110	653	(0.6%)	100
Households in Poverty (Female Householder)	122	(3%)	99	1,020	(2.6%)	86	3,283	(3.2%)	105
Households in Poverty (Non-Family)	93	(2.3%)	38	1,719	(4.5%)	74	5,007	(4.9%)	8
Households in Poverty (Non-Family Student)	7	(<0.5%)	28	139	(<0.5%)	58	338	(<0.5%)	53

Wealth per Household

Household Average Wealth	\$247,873.32	104	\$237,448.45	100	\$234,339.91	99			
Household Median Wealth	\$82,624.35	105	\$77,778.63	99	\$75,606.97	96			
<\$0K	704	(17.5%)	100	6,850	(17.7%)	101	18,277	(17.9%)	102
\$0K - \$5K	342	(8.5%)	98	3,357	(8.7%)	100	9,081	(8.9%)	102
\$5K - \$10K	182	(4.5%)	98	1,789	(4.6%)	101	4,786	(4.7%)	102
\$10K - \$25K	252	(6.3%)	98	2,465	(6.4%)	100	6,546	(6.4%)	100
\$25K - \$50K	268	(6.7%)	97	2,647	(6.9%)	100	6,991	(6.8%)	100

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Audience Profile

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Woodmore Towne Center

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	400	(10%)	97	3,949	(10.2%)	99	10,453	(10.2%)	100
\$100K - \$250K	713	(17.7%)	98	6,914	(17.9%)	99	18,221	(17.9%)	99
\$250K - \$500K	532	(13.2%)	101	5,019	(13%)	100	13,125	(12.9%)	98
>\$500K	625	(15.6%)	108	5,614	(14.5%)	101	14,589	(14.3%)	99

Vehicles per Household

Total Number of Vehicles	7,522			65,837			173,700		
Average Number of Vehicles	1.87		102	1.71		93	1.7		93
No Vehicles	233	(5.8%)	71	3,279	(8.5%)	103	10,846	(10.6%)	29
1 Vehicle	1,625	(40.4%)	125	16,114	(41.7%)	129	40,017	(39.2%)	121
2 Vehicles	946	(23.5%)	63	11,466	(29.7%)	81	30,380	(29.8%)	8
3 or more Vehicles	1,214	(30.2%)	135	7,745	(20.1%)	90	20,826	(20.4%)	91

Population Change

Births	140			1,243			3,487		
Deaths	89			823			2,341		
Migration	-75			-710			-678		

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9001 McHugh Dr, Lanham, MD 20706

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	140	2,167	4,752
Total Employees	4,232	53,402	106,807

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