



Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide



Overview									
Population	26,380			172,446			507,590		
Households	9,604			62,205			189,097		
Persons per Household	2.73		107	2.75		108	2.66		104
Household Median Income	\$115,198.51		145	\$125,923.08		158	\$119,059.64		150
Household Median Disposable Income	\$93,763.08		137	\$102,543.43		149	\$97,132.46		142
Household Median Discretionary Income	\$71,940.49		141	\$81,418.72		160	\$75,111.44		147
Average Income Per Person	\$49,948.24		116	\$59,033.19		137	\$62,610.82		145
Median Rent	\$2,070.5		147	\$2,011.23		143	\$1,940.47		138
Median House Value	\$650,097.15		171	\$718,204.79		189	\$749,898.62		197
Households in Poverty	1,025	(10.7%)	84	4,850	(7.8%)	62	16,611	(8.8%)	69
Household Median Wealth	\$90,495.49		112	\$97,230.85		120	\$92,825.82		114
Average Age	39.03		95	39.96		98	40.11		98
Median Age	38.15		95	38.86		97	38.86		97
Households with Children	2,917	(30.4%)	113	18,957	(30.5%)	114	56,714	(30%)	112
High School Graduate or Higher	16,505	(89%)	100	107,250	(89.4%)	100	309,804	(87.7%)	98

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	10,004 (53.9%) 154	69,716 (58.1%) 166	203,921 (57.7%) 165
Pop density (per sq mi)	8,284	6,249	6,411
Area (based on blockgroups)	3	28	79

Population

Population 2024 Q4	26,380	172,446	507,590
Population 2024 Q3	26,385	172,180	506,212
Population 2024 Q2	26,376	171,794	506,003
Population 2024 Q1	26,286	171,509	504,060
Population 2023 Q4	26,218	170,949	502,957
Population 2023 Q3	26,209	170,659	502,123
Population 2023 Q2	26,237	170,707	503,089
Population 2023 Q1	26,288	170,874	502,894
Population 2022 Q4	26,288	170,776	502,460
Population 5 Years Forecast	26,402	176,630	524,448
Population 10 Years Forecast	26,928	182,364	543,692
Persons per Household	2.73 107	2.75 108	2.66 104

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Group Quarters	147	(0.6%)	24	1,095	(0.6%)	27	4,662	(0.9%)	39
Transient Population - Average Last 4 Quarters				355	(<0.5%)	16	4,688	(0.9%)	71

Households

Households 2024 Q4	9,604	62,205	189,097
Households 2024 Q3	9,599	62,029	188,330
Households 2024 Q2	9,595	61,880	188,324
Households 2024 Q1	9,553	61,768	187,451
Households 2023 Q4	9,528	61,591	187,001
Households 2023 Q3	9,527	61,366	186,453
Households 2023 Q2	9,536	61,383	186,837
Households 2023 Q1	9,553	61,459	186,770
Households 2022 Q4	9,554	61,420	186,543
Households 5 Years Forecast	9,619	64,010	197,035
Households 10 Years Forecast	9,814	66,252	205,218

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

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### Gender

Male	12,766	(48.4%)	99	83,434	(48.4%)	99	244,897	(48.2%)	98
Female	13,614	(51.6%)	101	89,012	(51.6%)	101	262,693	(51.8%)	102

### Ethnicity

White	8,685	(32.9%)	57	70,144	(40.7%)	70	190,205	(37.5%)	65
Hispanic (Ethnic)	7,793	(29.5%)	151	45,745	(26.5%)	136	131,795	(26%)	133
Black	5,927	(22.5%)	190	32,247	(18.7%)	159	109,164	(21.5%)	182
Asian	2,686	(10.2%)	177	14,709	(8.5%)	148	49,294	(9.7%)	169
Other	1,289	(4.9%)	94	9,601	(5.6%)	107	27,132	(5.3%)	103

### Household by Ethnicity

White	3,404	(35.4%)	58	27,055	(43.5%)	71	76,484	(40.4%)	66
Black	2,305	(24%)	217	12,393	(19.9%)	180	41,152	(21.8%)	196
Hispanic (Ethnic)	2,093	(21.8%)	143	11,704	(18.8%)	124	35,878	(19%)	125
Other	1,148	(12%)	157	6,773	(10.9%)	143	19,373	(10.2%)	135
Asian	654	(6.8%)	150	4,280	(6.9%)	152	16,210	(8.6%)	189

### Households Income

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



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URBAN EDGE

## Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$136,390.48		123	\$162,659.16		146	\$166,792.55		150
Average Income Per Person	\$49,948.24		116	\$59,033.19		137	\$62,610.82		145
Household Median Income	\$115,198.51		145	\$125,923.08		158	\$119,059.64		150
<\$15K	621	(6.5%)	8	2,998	(4.8%)	60	10,194	(5.4%)	67
\$15K - \$25K	271	(2.8%)	44	2,279	(3.7%)	57	6,810	(3.6%)	56
\$25K - \$35K	215	(2.2%)	33	2,066	(3.3%)	49	7,605	(4%)	60
\$35K - \$50K	638	(6.6%)	65	3,831	(6.2%)	60	12,816	(6.8%)	66
\$50K - \$75K	1,128	(11.7%)	75	7,131	(11.5%)	73	22,396	(11.8%)	75
\$75K - \$100K	1,242	(12.9%)	101	6,394	(10.3%)	80	20,558	(10.9%)	85
\$100K - \$150K	2,101	(21.9%)	124	11,633	(18.7%)	106	33,634	(17.8%)	100
\$150K - \$175K	914	(9.5%)	152	5,350	(8.6%)	137	15,524	(8.2%)	131
\$175K - \$200K	1,234	(12.8%)	196	7,446	(12%)	182	25,887	(13.7%)	209
\$200K - \$250K	694	(7.2%)	139	7,317	(11.8%)	226	18,851	(10%)	191
\$250K - \$500K	298	(3.1%)	139	3,139	(5%)	226	8,074	(4.3%)	191
>\$500K	248	(2.6%)	138	2,621	(4.2%)	226	6,748	(3.6%)	191

### Disposable Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$101,443.04		123	\$111,165.94		135	\$106,573.53		129
Household Median Disposable Income	\$93,763.08		137	\$102,543.43		149	\$97,132.46		142
<\$15K	639	(6.7%)	76	3,201	(5.1%)	59	10,795	(5.7%)	65
\$15K - \$25K	277	(2.9%)	38	2,619	(4.2%)	55	8,087	(4.3%)	56
\$25K - \$35K	407	(4.2%)	54	2,749	(4.4%)	56	9,845	(5.2%)	66
\$35K - \$50K	700	(7.3%)	60	5,165	(8.3%)	68	16,451	(8.7%)	71
\$50K - \$75K	1,597	(16.6%)	94	8,454	(13.6%)	71	27,004	(14.3%)	81
\$75K - \$100K	1,518	(15.8%)	111	8,155	(13.1%)	92	24,975	(13.2%)	93
\$100K - \$150K	2,627	(27.4%)	153	14,764	(23.7%)	132	43,275	(22.9%)	128
\$150K - \$175K	906	(9.4%)	155	7,215	(11.6%)	190	23,075	(12.2%)	200
\$175K - \$200K	255	(2.7%)	121	2,676	(4.3%)	195	6,980	(3.7%)	168
\$200K - \$250K	272	(2.8%)	132	2,902	(4.7%)	218	7,483	(4%)	185
\$250K - \$500K	372	(3.9%)	132	3,960	(6.4%)	217	10,232	(5.4%)	185
>\$500K	34	(<0.5%)	138	345	(0.6%)	216	895	(<0.5%)	184

### Discretionary Households Income

Household Average Discretionary Income	\$78,629.78		128	\$87,217.96		142	\$82,907.52		135
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10901 Georgia Ave, Wheaton, MD 20902

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Household Median Discretionary Income	\$71,940.49		141	\$81,418.72		160	\$75,111.44		147
<\$10K	538	(5.6%)	60	2,796	(4.5%)	49	10,193	(5.4%)	58
\$10K - \$20K	413	(4.3%)	41	3,456	(5.6%)	52	12,255	(6.5%)	61
\$20K - \$30K	656	(6.8%)	65	3,547	(5.7%)	54	13,804	(7.3%)	69
\$30K - \$40K	678	(7.1%)	71	4,670	(7.5%)	76	14,205	(7.5%)	76
\$40K - \$50K	789	(8.2%)	93	4,543	(7.3%)	87	14,278	(7.6%)	85
\$50K - \$75K	1,966	(20.5%)	118	9,943	(16%)	92	29,697	(15.7%)	90
\$75K - \$100K	1,326	(13.8%)	118	7,998	(12.9%)	110	23,094	(12.2%)	104
\$100K - \$125K	1,429	(14.9%)	184	7,755	(12.5%)	154	21,101	(11.2%)	138
\$125K - \$150K	1,028	(10.7%)	161	8,411	(13.5%)	203	27,733	(14.7%)	221
>\$150K	781	(8.1%)	138	9,086	(14.6%)	247	22,737	(12%)	203

Households Income by Ethnicity

Average Income - White	\$129,524.09		136	\$138,327.61		145	\$135,367.14		142
Median Income - White	\$150,853.87		174	\$162,571.62		187	\$158,780.53		183
Average Income - Black	\$97,176.26		141	\$95,312.46		138	\$94,079.85		136
Median Income - Black	\$94,504.25		171	\$86,785.69		157	\$84,596.69		153

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Average Income - Asian	\$119,968.64106	\$120,536.37107	\$116,071.91103
Median Income - Asian	\$117,044.78102	\$128,545.09112	\$119,094.78104
Average Income - Hispanic	\$106,809.81132	\$108,195.92134	\$102,456.02127
Median Income - Hispanic	\$102,561.37147	\$106,871.69154	\$97,391.87140
Average Income - Other	\$107,202.57120	\$114,056.09127	\$112,100.91125
Median Income - Other	\$101,714.22128	\$112,089.93141	\$110,932.56139

Age

Average Age	39.0395	39.9698	40.1198
Median Age	38.1595	38.8697	38.8697
0-4	1,691 (6.4%)119	10,210 (5.9%)110	29,862 (5.9%)109
5-13	2,963 (11.2%)109	19,146 (11.1%)108	56,088 (11%)107
14-17	1,190 (4.5%)85	8,655 (5%)94	25,668 (5.1%)95
18-21	1,144 (4.3%)74	8,390 (4.9%)88	24,833 (4.9%)89
22-24	847 (3.2%)74	6,057 (3.5%)85	18,011 (3.5%)85
25-29	1,512 (5.7%)97	9,848 (5.7%)96	28,868 (5.7%)96
30-34	2,021 (7.7%)117	11,385 (6.6%)101	33,749 (6.6%)102

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35-39	2,315	(8.8%)	<div><div>133</div></div>	12,981	(7.5%)	<div><div>114</div></div>	38,030	(7.5%)	<div><div>113</div></div>
40-44	2,193	(8.3%)	<div><div>130</div></div>	13,117	(7.6%)	<div><div>119</div></div>	38,405	(7.6%)	<div><div>118</div></div>
45-49	1,819	(6.9%)	<div><div>115</div></div>	11,697	(6.8%)	<div><div>113</div></div>	34,723	(6.8%)	<div><div>114</div></div>
50-54	1,675	(6.3%)	<div><div>106</div></div>	10,904	(6.3%)	<div><div>106</div></div>	31,826	(6.3%)	<div><div>105</div></div>
55-59	1,637	(6.2%)	<div><div>101</div></div>	10,675	(6.2%)	<div><div>101</div></div>	30,177	(5.9%)	<div><div>97</div></div>
60-64	1,535	(5.8%)	<div><div>91</div></div>	10,331	(6%)	<div><div>93</div></div>	29,436	(5.8%)	<div><div>90</div></div>
65-69	1,335	(5.1%)	<div><div>83</div></div>	9,501	(5.5%)	<div><div>91</div></div>	27,170	(5.4%)	<div><div>88</div></div>
70-74	1,058	(4%)	<div><div>84</div></div>	7,849	(4.6%)	<div><div>91</div></div>	23,037	(4.5%)	<div><div>90</div></div>
75-79	770	(2.9%)	<div><div>76</div></div>	5,633	(3.3%)	<div><div>85</div></div>	17,222	(3.4%)	<div><div>88</div></div>
80-84	390	(1.5%)	<div><div>62</div></div>	3,263	(1.9%)	<div><div>74</div></div>	10,558	(2.1%)	<div><div>87</div></div>
85+	285	(1.1%)	<div><div>53</div></div>	2,804	(1.6%)	<div><div>84</div></div>	9,927	(2%)	<div><div>97</div></div>

### Age - Male

Male Average Age	37.91	<div><div>95</div></div>	38.75	<div><div>97</div></div>	38.72	<div><div>97</div></div>			
Male Median Age	37.25	<div><div>98</div></div>	37.86	<div><div>99</div></div>	37.67	<div><div>99</div></div>			
0-4	869	(6.8%)	<div><div>121</div></div>	5,247	(6.3%)	<div><div>112</div></div>	15,302	(6.2%)	<div><div>111</div></div>
5-13	1,508	(11.8%)	<div><div>110</div></div>	9,809	(11.8%)	<div><div>109</div></div>	28,734	(11.7%)	<div><div>109</div></div>

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14-17	596	(4.7%)	85	4,438	(5.3%)	96	13,200	(5.4%)	98
18-21	589	(4.6%)	8	4,282	(5.1%)	89	12,865	(5.3%)	91
22-24	448	(3.5%)	6	3,075	(3.7%)	85	9,400	(3.8%)	88
25-29	760	(6%)	96	4,904	(5.9%)	95	14,481	(5.9%)	96
30-34	976	(7.6%)	114	5,464	(6.5%)	98	16,215	(6.6%)	99
35-39	1,134	(8.9%)	33	6,284	(7.5%)	113	18,378	(7.5%)	112
40-44	1,062	(8.3%)	29	6,488	(7.8%)	121	18,630	(7.6%)	118
45-49	850	(6.7%)	111	5,616	(6.7%)	112	16,658	(6.8%)	113
50-54	776	(6.1%)	102	5,226	(6.3%)	105	15,362	(6.3%)	105
55-59	797	(6.2%)	102	5,047	(6%)	99	14,271	(5.8%)	96
60-64	720	(5.6%)	90	4,846	(5.8%)	92	13,808	(5.6%)	90
65-69	640	(5%)	86	4,380	(5.2%)	90	12,476	(5.1%)	88
70-74	459	(3.6%)	74	3,530	(4.2%)	89	10,116	(4.1%)	87
75-79	330	(2.6%)	75	2,444	(2.9%)	83	7,358	(3%)	85
80-84	149	(1.2%)	56	1,359	(1.6%)	77	4,270	(1.7%)	84
85+	103	(0.8%)	55	995	(1.2%)	6	3,373	(1.4%)	93

### Age - Female

Female Average Age	40.07		95	41.08		98	41.42		99
Female Median Age	40.01		97	40.81		99	40.97		99
0-4	822	(6%)	117	4,963	(5.6%)	108	14,560	(5.5%)	107
5-13	1,455	(10.7%)	108	9,337	(10.5%)	106	27,354	(10.4%)	105
14-17	594	(4.4%)	85	4,217	(4.7%)	93	12,468	(4.7%)	93
18-21	555	(4.1%)	7	4,108	(4.6%)	88	11,968	(4.6%)	86
22-24	399	(2.9%)	74	2,982	(3.4%)	85	8,611	(3.3%)	83
25-29	752	(5.5%)	97	4,944	(5.6%)	98	14,387	(5.5%)	96
30-34	1,045	(7.7%)	120	5,921	(6.7%)	104	17,534	(6.7%)	105
35-39	1,181	(8.7%)	33	6,697	(7.5%)	115	19,652	(7.5%)	115
40-44	1,131	(8.3%)	31	6,629	(7.4%)	117	19,775	(7.5%)	118
45-49	969	(7.1%)	119	6,081	(6.8%)	114	18,065	(6.9%)	115
50-54	899	(6.6%)	111	5,678	(6.4%)	107	16,464	(6.3%)	105
55-59	840	(6.2%)	100	5,628	(6.3%)	102	15,906	(6.1%)	98
60-64	815	(6%)	92	5,485	(6.2%)	94	15,628	(5.9%)	91
65-69	695	(5.1%)	6	5,121	(5.8%)	91	14,694	(5.6%)	89
70-74	599	(4.4%)	83	4,319	(4.9%)	92	12,921	(4.9%)	93
75-79	440	(3.2%)	74	3,189	(3.6%)	86	9,864	(3.8%)	90
80-84	241	(1.8%)	65	1,904	(2.1%)	77	6,288	(2.4%)	88
85+	182	(1.3%)	52	1,809	(2%)	77	6,554	(2.5%)	98

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Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	14,848			98,171			284,645		
Professional Specialty	5,593	(37.7%)	152	36,338	(37%)	150	103,778	(36.5%)	147
Managerial/Executive	3,014	(20.3%)	117	21,606	(22%)	127	61,522	(21.6%)	124
Building Maintenance & Cleaning	1,148	(7.7%)	228	4,772	(4.9%)	143	12,754	(4.5%)	32
Office Admin	1,133	(7.6%)	72	7,160	(7.3%)	69	18,521	(6.5%)	61
Construction	891	(6%)	75	6,426	(6.5%)	8	23,678	(8.3%)	104
Sales	874	(5.9%)	63	6,493	(6.6%)	71	17,880	(6.3%)	67
Production & Transportation	853	(5.7%)	44	5,206	(5.3%)	41	15,813	(5.6%)	43
Food Preparation & Serving	496	(3.3%)	65	3,973	(4%)	7	11,428	(4%)	7
Personal Care	404	(2.7%)	109	3,073	(3.1%)	125	8,052	(2.8%)	113
Healthcare support	281	(1.9%)	58	1,812	(1.8%)	56	7,107	(2.5%)	7
Protective	158	(1.1%)	49	1,232	(1.3%)	58	3,864	(1.4%)	63
Farming, Fishing & Forestry	3	(<0.5%)	4	80	(<0.5%)	14	248	(<0.5%)	15

Employment by Industry

Total Employees (16+ Years Old)	14,848			98,171			284,645		
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Jan 1 - Dec 31, 2024

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	1 Mile			3 Mile			5 Mile		
Educational Services	3,043	(20.5%)	87	20,850	(21.2%)	91	60,765	(21.3%)	91
Professional Services	2,418	(16.3%)	202	16,939	(17.3%)	214	49,741	(17.5%)	217
Public Administration	1,976	(13.3%)	278	11,370	(11.6%)	242	31,869	(11.2%)	234
Wholesale Retail	1,209	(8.1%)	62	7,449	(7.6%)	58	21,483	(7.5%)	57
Administrative/Waste Services	1,173	(7.9%)	189	5,061	(5.2%)	123	14,035	(4.9%)	118
Agriculture/Mining/Construction	1,154	(7.8%)	91	6,591	(6.7%)	7	24,303	(8.5%)	100
Entertainment Services	1,103	(7.4%)	86	8,356	(8.5%)	98	23,044	(8.1%)	93
Other Professional Services	843	(5.7%)	121	8,330	(8.5%)	180	22,064	(7.8%)	165
Financial, Insurance & Real Estate	692	(4.7%)	69	5,273	(5.4%)	8	15,356	(5.4%)	8
Information	450	(3%)	163	2,497	(2.5%)	136	6,336	(2.2%)	119
Manufacturing	414	(2.8%)	28	2,196	(2.2%)	23	6,304	(2.2%)	22
Transportation	350	(2.4%)	40	3,135	(3.2%)	55	9,027	(3.2%)	54
Management Services	23	(<0.5%)	123	124	(<0.5%)	100	318	(<0.5%)	88

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Language Spoken									
Speak English at Home	13,350	(54.1%)	<div><div>70</div></div>	95,112	(58.6%)	<div><div>74</div></div>	265,400	(55.6%)	<div><div>72</div></div>
Speak Spanish at Home	5,769	(23.4%)	<div><div>165</div></div>	36,703	(22.6%)	<div><div>160</div></div>	110,486	(23.1%)	<div><div>164</div></div>
Speak Other Language at Home	5,570	(22.6%)	<div><div>267</div></div>	30,421	(18.8%)	<div><div>222</div></div>	101,842	(21.3%)	<div><div>252</div></div>
Ancestry									
Other	8,345	(31.6%)	<div><div>150</div></div>	49,732	(28.8%)	<div><div>137</div></div>	154,885	(30.5%)	<div><div>145</div></div>
Central American	4,375	(16.6%)	<div><div>997</div></div>	25,745	(14.9%)	<div><div>897</div></div>	78,174	(15.4%)	<div><div>926</div></div>
Unclassified	2,070	(7.8%)	<div><div>48</div></div>	15,608	(9.1%)	<div><div>56</div></div>	43,807	(8.6%)	<div><div>53</div></div>
South American	1,259	(4.8%)	<div><div>383</div></div>	7,286	(4.2%)	<div><div>339</div></div>	19,912	(3.9%)	<div><div>315</div></div>
Other European (e.g. Greek/Russian)	1,091	(4.1%)	<div><div>131</div></div>	9,101	(5.3%)	<div><div>167</div></div>	26,452	(5.2%)	<div><div>165</div></div>
Scottish/Irish	1,008	(3.8%)	<div><div>57</div></div>	9,343	(5.4%)	<div><div>8</div></div>	24,733	(4.9%)	<div><div>73</div></div>
German	978	(3.7%)	<div><div>48</div></div>	7,167	(4.2%)	<div><div>53</div></div>	18,367	(3.6%)	<div><div>46</div></div>
South Central Asian (e.g. Indian)	784	(3%)	<div><div>190</div></div>	3,259	(1.9%)	<div><div>121</div></div>	12,420	(2.4%)	<div><div>157</div></div>
South East Asian (e.g. Vietnamese)	781	(3%)	<div><div>168</div></div>	5,140	(3%)	<div><div>169</div></div>	14,620	(2.9%)	<div><div>164</div></div>
British	757	(2.9%)	<div><div>54</div></div>	6,671	(3.9%)	<div><div>73</div></div>	17,579	(3.5%)	<div><div>65</div></div>
Other Hispanic	707	(2.7%)	<div><div>187</div></div>	5,465	(3.2%)	<div><div>221</div></div>	13,871	(2.7%)	<div><div>191</div></div>

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Wheaton Shopping Center

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Puerto Rican	678	(2.6%)	91	2,239	(1.3%)	46	4,428	(0.9%)	31
Chinese	672	(2.5%)	204	2,974	(1.7%)	138	10,318	(2%)	163
Mexican	540	(2%)	19	2,928	(1.7%)	15	9,181	(1.8%)	16
American	439	(1.7%)	35	3,222	(1.9%)	39	8,609	(1.7%)	35
Italian	364	(1.4%)	46	3,486	(2%)	68	9,256	(1.8%)	61
Scandinavian	231	(0.9%)	46	1,967	(1.1%)	60	5,047	(1%)	52
Polish	220	(0.8%)	54	2,146	(1.2%)	8	5,614	(1.1%)	72
Dominican	192	(0.7%)	114	1,438	(0.8%)	131	4,220	(0.8%)	130
Middle Eastern	180	(0.7%)	110	1,627	(0.9%)	152	6,153	(1.2%)	195
Other Asian	178	(0.7%)	158	1,858	(1.1%)	252	4,131	(0.8%)	191
Korean	169	(0.6%)	124	1,027	(0.6%)	115	5,343	(1.1%)	203
French	151	(0.6%)	46	1,200	(0.7%)	56	3,736	(0.7%)	59
Japanese	102	(<0.5%)	161	451	(<0.5%)	109	2,462	(<0.5%)	202
Cuban	42	(<0.5%)	22	644	(<0.5%)	52	2,009	(<0.5%)	55
Native American (Indian/Eskimo)	29	(<0.5%)	17	192	(<0.5%)	18	642	(<0.5%)	20
Dutch	27	(<0.5%)	17	464	(<0.5%)	45	1,424	(<0.5%)	46

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Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander	11	(<0.5%)	23	66	(<0.5%)	21	197	(<0.5%)	22
Education (Age 25+)									
Total Educated Population	18,545			119,988			353,128		
Elementary (0 to 8 Years)	1,188	(6.4%)	134	8,043	(6.7%)	140	28,564	(8.1%)	169
Some High School (9 to 11 Years)	852	(4.6%)	74	4,695	(3.9%)	66	14,760	(4.2%)	71
High School Graduate (12 Years)	2,511	(13.5%)	52	16,642	(13.9%)	53	49,668	(14.1%)	54
Some College (13 to 16 Years)	3,239	(17.5%)	90	14,888	(12.4%)	64	38,415	(10.9%)	56
Associates Degree Only	751	(4%)	46	6,004	(5%)	57	17,800	(5%)	57
Bachelor's Degree Only	4,809	(25.9%)	122	30,842	(25.7%)	121	86,595	(24.5%)	115
Graduate Degree	5,195	(28%)	204	38,874	(32.4%)	236	117,326	(33.2%)	242

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Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide



Household Type

Households	9,604			62,205			189,097		
One Person Households	2,854	(29.7%)	<div><div>108</div></div>	16,581	(26.7%)	<div><div>97</div></div>	54,758	(29%)	<div><div>105</div></div>
Married Couple	4,200	(43.7%)	<div><div>91</div></div>	30,571	(49.1%)	<div><div>103</div></div>	87,440	(46.2%)	<div><div>97</div></div>
Male Householder	463	(4.8%)	<div><div>95</div></div>	2,931	(4.7%)	<div><div>93</div></div>	9,914	(5.2%)	<div><div>103</div></div>
Female Householder	1,316	(13.7%)	<div><div>110</div></div>	7,033	(11.3%)	<div><div>91</div></div>	22,146	(11.7%)	<div><div>94</div></div>
Non Family Households	771	(8%)	<div><div>113</div></div>	5,089	(8.2%)	<div><div>116</div></div>	14,839	(7.8%)	<div><div>111</div></div>

Household Size

Households	9,604			62,205			189,097		
1 Person Household	2,854	(29.7%)	<div><div>108</div></div>	16,581	(26.7%)	<div><div>97</div></div>	54,758	(29%)	<div><div>105</div></div>
2 Person Household	2,672	(27.8%)	<div><div>85</div></div>	17,889	(28.8%)	<div><div>87</div></div>	53,627	(28.4%)	<div><div>86</div></div>
3 Person Household	1,518	(15.8%)	<div><div>101</div></div>	10,214	(16.4%)	<div><div>105</div></div>	29,568	(15.6%)	<div><div>100</div></div>
4 Person Household	1,326	(13.8%)	<div><div>105</div></div>	9,365	(15.1%)	<div><div>115</div></div>	27,388	(14.5%)	<div><div>110</div></div>
5 Person Household	668	(7%)	<div><div>110</div></div>	4,373	(7%)	<div><div>111</div></div>	13,024	(6.9%)	<div><div>109</div></div>
6 Person Household	295	(3.1%)	<div><div>113</div></div>	2,000	(3.2%)	<div><div>118</div></div>	5,868	(3.1%)	<div><div>114</div></div>
7+ Person Household	271	(2.8%)	<div><div>155</div></div>	1,783	(2.9%)	<div><div>158</div></div>	4,864	(2.6%)	<div><div>142</div></div>

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





Wheaton Shopping Center

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Benchmark: Nationwide



Housing Units

Total Housing Units	10,006	64,906	198,642
Owner Occupied Housing	5,805	38,882	107,320
Renter Occupied Housing	3,799	23,323	81,777
Vacant Housing	402	2,701	9,545

Housing Rent

Average Rent	\$2,036.89	<div><div></div><div>132</div></div>	\$2,084.64	<div><div></div><div>135</div></div>	\$2,045.07	<div><div></div><div>33</div></div>			
Median Rent	\$2,070.5	<div><div></div><div>147</div></div>	\$2,011.23	<div><div></div><div>143</div></div>	\$1,940.47	<div><div></div><div>138</div></div>			
Total Cash Rents Housing	3,700		22,635		79,917				
<\$300	169	(4.6%)	<div><div></div><div>163</div></div>	453	(2%)	<div><div></div><div>71</div></div>	1,078	(1.3%)	<div><div></div><div>48</div></div>
\$300-\$500	126	(3.4%)	<div><div></div><div>88</div></div>	317	(1.4%)	<div><div></div><div>36</div></div>	818	(1%)	<div><div></div><div>26</div></div>
\$500-\$750	84	(2.3%)	<div><div></div><div>26</div></div>	337	(1.5%)	<div><div></div><div>17</div></div>	1,180	(1.5%)	<div><div></div><div>17</div></div>
\$750-\$1000	56	(1.5%)	<div><div></div><div>12</div></div>	372	(1.6%)	<div><div></div><div>13</div></div>	2,291	(2.9%)	<div><div></div><div>22</div></div>
\$1000-\$1500	376	(10.2%)	<div><div></div><div>39</div></div>	2,817	(12.4%)	<div><div></div><div>47</div></div>	12,799	(16%)	<div><div></div><div>61</div></div>
\$1500-\$2000	920	(24.9%)	<div><div></div><div>118</div></div>	6,899	(30.5%)	<div><div></div><div>145</div></div>	24,738	(31%)	<div><div></div><div>147</div></div>
\$2000-\$2500	844	(22.8%)	<div><div></div><div>195</div></div>	5,452	(24.1%)	<div><div></div><div>206</div></div>	17,646	(22.1%)	<div><div></div><div>189</div></div>

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Wheaton Shopping Center

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	717	(19.4%)	337	3,113	(13.8%)	239	9,208	(11.5%)	200
\$3000-\$3500	243	(6.6%)	216	1,497	(6.6%)	217	4,414	(5.5%)	182
>\$3500	165	(4.5%)	122	1,378	(6.1%)	167	5,745	(7.2%)	197

Value of Owner-Occupied Housing Units

Average House Value	\$658,172.31		126	\$784,172.23		150	\$883,244.76		169
Median House Value	\$650,097.15		171	\$718,204.79		189	\$749,898.62		197
Owner Occupied Housing	5,805			38,882			107,320		
<\$100K	40	(0.7%)	8	395	(1%)	12	1,626	(1.5%)	18
\$100K - \$200K	88	(1.5%)	11	462	(1.2%)	9	2,149	(2%)	15
\$200K - \$300K	236	(4.1%)	25	1,242	(3.2%)	20	3,927	(3.7%)	23
\$300K - \$400K	415	(7.1%)	49	2,145	(5.5%)	38	6,651	(6.2%)	43
\$400K - \$500K	733	(12.6%)	110	3,791	(9.8%)	85	9,722	(9.1%)	7
\$500K - \$1000K	3,833	(66%)	267	22,927	(59%)	238	52,551	(49%)	198
>\$1000K	460	(7.9%)	73	7,920	(20.4%)	187	30,694	(28.6%)	262

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Wheaton Shopping Center

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Benchmark: Nationwide



Poverty

Households in Poverty	1,025	(10.7%)	<div><div>84</div></div>	4,850	(7.8%)	<div><div>62</div></div>	16,611	(8.8%)	<div><div>69</div></div>
Households Above Poverty	8,579	(89.3%)	<div><div>102</div></div>	57,355	(92.2%)	<div><div>106</div></div>	172,486	(91.2%)	<div><div>104</div></div>
Households in Poverty (Married)	109	(1.1%)	<div><div>52</div></div>	842	(1.4%)	<div><div>62</div></div>	2,912	(1.5%)	<div><div>71</div></div>
Households in Poverty (Male Householder)	18	(<0.5%)	<div><div>29</div></div>	240	(<0.5%)	<div><div>60</div></div>	666	(<0.5%)	<div><div>55</div></div>
Households in Poverty (Female Householder)	214	(2.2%)	<div><div>75</div></div>	1,089	(1.8%)	<div><div>59</div></div>	4,004	(2.1%)	<div><div>72</div></div>
Households in Poverty (Non-Family)	640	(6.7%)	<div><div>106</div></div>	2,515	(4%)	<div><div>64</div></div>	8,424	(4.5%)	<div><div>71</div></div>
Households in Poverty (Non-Family Student)	44	(<0.5%)	<div><div>74</div></div>	164	(<0.5%)	<div><div>42</div></div>	605	(<0.5%)	<div><div>51</div></div>

Wealth per Household

Household Average Wealth	\$260,325.39	<div><div></div><div></div></div> 108	\$269,448.52	<div><div></div><div></div></div> 111	\$264,423.18	<div><div></div><div></div></div> 109			
Household Median Wealth	\$90,495.49	<div><div></div><div></div></div> 112	\$97,230.85	<div><div></div><div></div></div> 120	\$92,825.82	<div><div></div><div></div></div> 114			
<\$0K	1,635	(17%)	<div><div></div><div></div></div> 98	10,256	(16.5%)	<div><div></div><div></div></div> 95	31,866	(16.9%)	<div><div></div><div></div></div> 97
\$0K - \$5K	763	(7.9%)	<div><div></div><div></div></div> 93	4,723	(7.6%)	<div><div></div><div></div></div> 89	15,002	(7.9%)	<div><div></div><div></div></div> 93
\$5K - \$10K	414	(4.3%)	<div><div></div><div></div></div> 95	2,587	(4.2%)	<div><div></div><div></div></div> 91	8,116	(4.3%)	<div><div></div><div></div></div> 94
\$10K - \$25K	588	(6.1%)	<div><div></div><div></div></div> 96	3,717	(6%)	<div><div></div><div></div></div> 94	11,466	(6.1%)	<div><div></div><div></div></div> 95
\$25K - \$50K	635	(6.6%)	<div><div></div><div></div></div> 97	4,061	(6.5%)	<div><div></div><div></div></div> 96	12,334	(6.5%)	<div><div></div><div></div></div> 96

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Wheaton Shopping Center

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	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	947	(9.9%)	97	6,096	(9.8%)	96	18,405	(9.7%)	95
\$100K - \$250K	1,713	(17.8%)	99	11,236	(18.1%)	100	33,704	(17.8%)	99
\$250K - \$500K	1,310	(13.6%)	103	8,704	(14%)	106	25,988	(13.7%)	104
>\$500K	1,599	(16.6%)	112	10,825	(17.4%)	117	32,216	(17%)	115

### Vehicles per Household

Total Number of Vehicles	14,892			104,338			296,362		
Average Number of Vehicles	1.55		85	1.68		92	1.57		86
No Vehicles	1,322	(13.8%)	166	6,300	(10.1%)	122	22,144	(11.7%)	142
1 Vehicle	3,609	(37.6%)	115	22,857	(36.7%)	112	75,870	(40.1%)	122
2 Vehicles	3,294	(34.3%)	93	22,328	(35.9%)	97	63,473	(33.6%)	91
3 or more Vehicles	1,379	(14.4%)	65	10,720	(17.2%)	74	27,610	(14.6%)	66

### Population Change

Births	293			1,855			5,350		
Deaths	163			1,245			3,865		
Migration	52			983			3,418		

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Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide



Workplace

Total Businesses	937	5,576	17,788
Total Employees	7,445	57,593	226,816

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