

Georgetowne Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 40.62430
Longitude: -73.91765

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	83,142	732,741	1,957,133
2020 Total Population	88,643	771,265	2,103,600
2020 Group Quarters	395	12,224	30,769
2024 Total Population	84,798	747,666	2,051,205
2024 Group Quarters	394	12,250	30,846
2029 Total Population	81,826	729,845	2,012,369
2024-2029 Annual Rate	-0.71%	-0.48%	-0.38%
2024 Total Daytime Population	61,577	641,121	1,726,438
Workers	17,313	227,324	608,304
Residents	44,264	413,797	1,118,134
Household Summary			
2010 Households	29,142	263,110	706,099
2010 Average Household Size	2.85	2.76	2.74
2020 Total Households	30,391	275,930	755,773
2020 Average Household Size	2.90	2.75	2.74
2024 Households	29,474	271,589	746,613
2024 Average Household Size	2.86	2.71	2.71
2029 Households	28,931	269,973	745,842
2029 Average Household Size	2.81	2.66	2.66
2024-2029 Annual Rate	-0.37%	-0.12%	-0.02%
2010 Families	21,250	180,453	462,459
2010 Average Family Size	3.37	3.38	3.41
2024 Families	20,813	175,695	460,768
2024 Average Family Size	3.46	3.42	3.43
2029 Families	20,456	174,741	460,377
2029 Average Family Size	3.40	3.36	3.37
2024-2029 Annual Rate	-0.35%	-0.11%	-0.02%
Housing Unit Summary			
2000 Housing Units	30,197	274,598	729,390
Owner Occupied Housing Units	54.5%	32.9%	28.2%
Renter Occupied Housing Units	41.4%	62.7%	66.2%
Vacant Housing Units	4.1%	4.4%	5.7%
2010 Housing Units	30,639	284,025	769,197
Owner Occupied Housing Units	54.1%	32.1%	27.8%
Renter Occupied Housing Units	41.0%	60.5%	64.0%
Vacant Housing Units	4.9%	7.4%	8.2%
2020 Housing Units	32,162	291,907	805,281
Owner Occupied Housing Units	52.4%	31.9%	27.6%
Renter Occupied Housing Units	42.1%	62.6%	66.3%
Vacant Housing Units	5.5%	5.5%	6.2%
2024 Housing Units	31,929	294,765	816,312
Owner Occupied Housing Units	50.8%	30.8%	26.6%
Renter Occupied Housing Units	41.5%	61.4%	64.9%
Vacant Housing Units	7.7%	7.9%	8.5%
2029 Housing Units	31,932	296,467	823,481
Owner Occupied Housing Units	49.8%	30.3%	26.2%
Renter Occupied Housing Units	40.8%	60.7%	64.4%
Vacant Housing Units	9.4%	8.9%	9.4%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	29,474	271,559	746,544
<\$15,000	7.0%	13.0%	13.1%
\$15,000 - \$24,999	5.6%	7.0%	7.3%
\$25,000 - \$34,999	6.2%	6.8%	6.7%
\$35,000 - \$49,999	8.2%	9.9%	9.5%
\$50,000 - \$74,999	13.4%	15.0%	14.3%
\$75,000 - \$99,999	12.7%	12.1%	11.8%
\$100,000 - \$149,999	18.7%	16.1%	15.2%
\$150,000 - \$199,999	10.9%	8.5%	8.5%
\$200,000+	17.3%	11.7%	13.5%
Average Household Income	\$124,670	\$102,268	\$109,383
2029 Households by Income			
Household Income Base	28,931	269,943	745,773
<\$15,000	6.0%	11.8%	12.0%
\$15,000 - \$24,999	4.2%	5.5%	5.8%
\$25,000 - \$34,999	4.8%	5.7%	5.7%
\$35,000 - \$49,999	6.5%	8.4%	8.2%
\$50,000 - \$74,999	12.1%	14.0%	13.4%
\$75,000 - \$99,999	12.2%	12.0%	11.7%
\$100,000 - \$149,999	19.2%	17.4%	16.4%
\$150,000 - \$199,999	13.0%	10.2%	10.2%
\$200,000+	22.0%	14.8%	16.5%
Average Household Income	\$147,095	\$119,561	\$126,716
2024 Owner Occupied Housing Units by Value			
Total	16,218	90,555	216,744
<\$50,000	3.4%	2.7%	2.6%
\$50,000 - \$99,999	0.4%	0.9%	0.7%
\$100,000 - \$149,999	0.7%	0.9%	0.8%
\$150,000 - \$199,999	1.2%	1.0%	0.7%
\$200,000 - \$249,999	1.1%	1.3%	1.1%
\$250,000 - \$299,999	1.3%	1.7%	1.7%
\$300,000 - \$399,999	2.7%	4.7%	4.3%
\$400,000 - \$499,999	3.8%	4.5%	3.4%
\$500,000 - \$749,999	43.0%	31.2%	22.8%
\$750,000 - \$999,999	33.2%	30.9%	26.7%
\$1,000,000 - \$1,499,999	6.0%	11.5%	18.3%
\$1,500,000 - \$1,999,999	1.2%	4.6%	9.2%
\$2,000,000 +	1.8%	3.9%	7.8%
Average Home Value	\$734,331	\$826,699	\$981,627
2029 Owner Occupied Housing Units by Value			
Total	15,887	89,765	215,105
<\$50,000	1.7%	1.6%	1.4%
\$50,000 - \$99,999	0.1%	0.3%	0.2%
\$100,000 - \$149,999	0.2%	0.3%	0.3%
\$150,000 - \$199,999	0.3%	0.4%	0.3%
\$200,000 - \$249,999	0.4%	0.7%	0.6%
\$250,000 - \$299,999	0.5%	0.9%	0.9%
\$300,000 - \$399,999	1.3%	2.8%	2.5%
\$400,000 - \$499,999	2.9%	3.3%	2.5%
\$500,000 - \$749,999	43.8%	31.7%	23.0%
\$750,000 - \$999,999	38.5%	35.8%	30.2%
\$1,000,000 - \$1,499,999	6.9%	12.8%	19.9%
\$1,500,000 - \$1,999,999	1.3%	4.9%	9.6%
\$2,000,000 +	2.1%	4.5%	8.7%
Average Home Value	\$787,978	\$888,073	\$1,044,230

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$92,619	\$71,313	\$72,851
2029	\$107,871	\$82,773	\$83,740
Median Home Value			
2024	\$705,389	\$757,776	\$861,828
2029	\$743,267	\$805,561	\$901,542
Per Capita Income			
2024	\$43,216	\$37,187	\$39,846
2029	\$51,870	\$44,263	\$46,995
Median Age			
2010	38.5	36.5	35.0
2020	41.1	38.4	36.1
2024	41.6	39.0	36.8
2029	42.6	40.1	38.2
2020 Population by Age			
Total	88,643	771,265	2,103,600
0 - 4	4.8%	5.6%	6.1%
5 - 9	5.3%	5.9%	6.1%
10 - 14	5.7%	6.3%	6.2%
15 - 24	13.0%	12.9%	12.8%
25 - 34	13.4%	14.7%	17.0%
35 - 44	12.7%	13.1%	13.8%
45 - 54	12.9%	12.1%	11.7%
55 - 64	14.8%	13.0%	11.6%
65 - 74	10.8%	9.8%	8.6%
75 - 84	4.8%	4.7%	4.1%
85 +	1.9%	1.9%	1.8%
18 +	80.4%	78.4%	77.9%
2024 Population by Age			
Total	84,799	747,666	2,051,206
0 - 4	4.7%	5.5%	6.0%
5 - 9	4.9%	5.7%	5.9%
10 - 14	5.2%	5.7%	5.7%
15 - 24	12.1%	12.4%	12.5%
25 - 34	14.0%	14.9%	17.2%
35 - 44	13.6%	13.9%	14.7%
45 - 54	12.9%	12.2%	11.9%
55 - 64	13.8%	12.1%	10.9%
65 - 74	11.2%	10.1%	8.8%
75 - 84	5.4%	5.2%	4.5%
85 +	2.1%	2.2%	2.0%
18 +	81.9%	79.6%	79.1%
2029 Population by Age			
Total	81,826	729,848	2,012,368
0 - 4	4.6%	5.4%	5.9%
5 - 9	4.8%	5.4%	5.5%
10 - 14	5.2%	5.8%	5.7%
15 - 24	10.7%	11.5%	11.9%
25 - 34	13.8%	14.2%	15.6%
35 - 44	14.2%	14.5%	15.6%
45 - 54	12.9%	12.4%	12.2%
55 - 64	12.5%	11.4%	10.5%
65 - 74	12.2%	10.8%	9.4%
75 - 84	6.8%	6.3%	5.6%
85 +	2.3%	2.3%	2.1%
18 +	82.2%	80.0%	79.5%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Population by Sex			
Males	39,666	353,721	989,065
Females	48,977	417,544	1,114,535
2024 Population by Sex			
Males	38,900	349,770	981,047
Females	45,898	397,896	1,070,158
2029 Population by Sex			
Males	37,380	339,841	957,178
Females	44,446	390,005	1,055,191
2010 Population by Race/Ethnicity			
Total	83,143	732,741	1,957,133
White Alone	26.2%	32.4%	38.8%
Black Alone	65.4%	55.0%	39.9%
American Indian Alone	0.3%	0.4%	0.5%
Asian Alone	3.2%	6.1%	10.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	3.8%	7.2%
Two or More Races	2.3%	2.3%	2.8%
Hispanic Origin	8.0%	10.0%	16.5%
Diversity Index	57.5	66.1	76.3
2020 Population by Race/Ethnicity			
Total	88,643	771,265	2,103,600
White Alone	18.6%	27.9%	33.8%
Black Alone	64.8%	49.8%	33.2%
American Indian Alone	0.3%	0.4%	0.7%
Asian Alone	5.0%	8.2%	14.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	5.8%	9.9%
Two or More Races	7.3%	7.9%	8.3%
Hispanic Origin	8.2%	10.8%	16.7%
Diversity Index	60.6	72.4	81.2
2024 Population by Race/Ethnicity			
Total	84,798	747,667	2,051,205
White Alone	18.4%	27.4%	33.1%
Black Alone	64.0%	49.2%	32.7%
American Indian Alone	0.3%	0.4%	0.7%
Asian Alone	5.4%	8.7%	14.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	6.1%	10.2%
Two or More Races	7.6%	8.2%	8.6%
Hispanic Origin	8.5%	11.2%	17.1%
Diversity Index	61.6	73.2	81.7
2029 Population by Race/Ethnicity			
Total	81,826	729,846	2,012,369
White Alone	17.5%	26.0%	31.3%
Black Alone	64.0%	49.1%	32.7%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	5.9%	9.5%	15.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	6.4%	10.6%
Two or More Races	7.9%	8.5%	8.9%
Hispanic Origin	9.0%	11.8%	17.9%
Diversity Index	62.2	73.9	82.4

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	88,643	771,265	2,103,600
In Households	99.6%	98.4%	98.5%
Householder	34.2%	35.7%	35.9%
Opposite-Sex Spouse	12.6%	12.1%	12.4%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.3%	1.6%	1.9%
Same-Sex Unmarried Partner	0.0%	0.1%	0.2%
Biological Child	30.9%	30.5%	29.5%
Adopted Child	0.4%	0.3%	0.3%
Stepchild	0.8%	0.6%	0.5%
Grandchild	3.7%	3.4%	2.8%
Brother or Sister	3.1%	2.7%	2.4%
Parent	3.3%	2.8%	2.8%
Parent-in-law	0.5%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.5%	0.5%
Other Relatives	4.2%	3.3%	2.9%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	3.7%	4.0%	5.4%
In Group Quarters	0.4%	1.6%	1.5%
Institutionalized	0.1%	0.6%	0.4%
Noninstitutionalized	0.4%	1.0%	1.0%
2024 Population 25+ by Educational Attainment			
Total	61,957	528,284	1,435,844
Less than 9th Grade	5.1%	5.6%	7.4%
9th - 12th Grade, No Diploma	4.7%	6.5%	7.1%
High School Graduate	23.8%	23.8%	23.1%
GED/Alternative Credential	6.0%	5.8%	4.5%
Some College, No Degree	14.7%	14.2%	11.7%
Associate Degree	9.8%	8.7%	7.2%
Bachelor's Degree	21.5%	21.6%	23.5%
Graduate/Professional Degree	14.3%	13.9%	15.6%
2024 Population 15+ by Marital Status			
Total	72,193	621,104	1,691,649
Never Married	41.2%	42.2%	42.6%
Married	44.1%	43.5%	44.5%
Widowed	6.6%	6.0%	5.4%
Divorced	8.1%	8.3%	7.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	43,786	363,533	1,016,148
Population 16+ Employed	95.3%	94.5%	94.3%
Population 16+ Unemployment rate	4.7%	5.5%	5.7%
Population 16-24 Employed	7.6%	8.7%	9.0%
Population 16-24 Unemployment rate	13.6%	12.3%	13.5%
Population 25-54 Employed	66.3%	68.0%	71.5%
Population 25-54 Unemployment rate	4.2%	5.0%	4.9%
Population 55-64 Employed	19.8%	16.3%	13.9%
Population 55-64 Unemployment rate	3.3%	4.4%	4.8%
Population 65+ Employed	6.3%	7.1%	5.6%
Population 65+ Unemployment rate	2.9%	2.9%	3.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Employed Population 16+ by Industry			
Total	41,722	343,664	958,505
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.2%	4.8%	5.3%
Manufacturing	2.2%	2.4%	2.8%
Wholesale Trade	1.1%	1.4%	1.6%
Retail Trade	9.5%	8.6%	8.7%
Transportation/Utilities	9.9%	9.2%	7.9%
Information	2.1%	2.6%	4.2%
Finance/Insurance/Real Estate	6.0%	6.5%	6.6%
Services	59.1%	59.6%	58.5%
Public Administration	5.0%	4.7%	4.3%
2024 Employed Population 16+ by Occupation			
Total	41,721	343,665	958,505
White Collar	57.9%	57.8%	61.4%
Management/Business/Financial	13.0%	13.5%	15.8%
Professional	28.4%	27.1%	28.9%
Sales	6.6%	6.9%	7.0%
Administrative Support	9.9%	10.3%	9.7%
Services	25.3%	26.8%	23.5%
Blue Collar	16.9%	15.4%	15.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.5%	4.0%	4.3%
Installation/Maintenance/Repair	2.1%	1.8%	1.6%
Production	1.5%	1.8%	2.2%
Transportation/Material Moving	8.8%	7.7%	7.1%
2020 Households by Type			
Total	30,391	275,930	755,773
Married Couple Households	37.3%	34.4%	35.3%
With Own Children <18	14.1%	14.4%	15.9%
Without Own Children <18	23.2%	20.0%	19.4%
Cohabiting Couple Households	4.0%	4.7%	5.8%
With Own Children <18	1.6%	1.6%	1.6%
Without Own Children <18	2.4%	3.1%	4.2%
Male Householder, No Spouse/Partner	17.4%	19.5%	20.7%
Living Alone	9.2%	11.1%	11.6%
65 Years and over	2.8%	3.6%	3.3%
With Own Children <18	1.9%	1.9%	1.9%
Without Own Children <18, With Relatives	4.9%	4.6%	4.4%
No Relatives Present	1.4%	2.0%	2.7%
Female Householder, No Spouse/Partner	41.2%	41.4%	38.3%
Living Alone	14.5%	16.7%	16.3%
65 Years and over	7.0%	8.0%	7.2%
With Own Children <18	8.3%	8.3%	7.3%
Without Own Children <18, With Relatives	16.8%	14.5%	11.9%
No Relatives Present	1.5%	1.9%	2.8%
2020 Households by Size			
Total	30,391	275,930	755,773
1 Person Household	23.8%	27.9%	28.0%
2 Person Household	25.2%	26.6%	27.3%
3 Person Household	19.3%	17.6%	17.3%
4 Person Household	15.5%	13.3%	13.1%
5 Person Household	8.4%	7.4%	7.0%
6 Person Household	4.3%	3.9%	3.9%
7 + Person Household	3.6%	3.4%	3.5%

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2020 Households by Tenure and Mortgage Status			
Total	30,391	275,930	755,773
Owner Occupied	55.4%	33.8%	29.4%
Owned with a Mortgage/Loan	43.0%	23.3%	19.3%
Owned Free and Clear	12.4%	10.5%	10.1%
Renter Occupied	44.6%	66.2%	70.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	54	39	35
Percent of Income for Mortgage	47.7%	66.5%	74.0%
Wealth Index	104	72	72
2020 Housing Units By Urban/ Rural Status			
Total	32,162	291,907	805,281
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	88,643	771,265	2,103,600
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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.	City Strivers (11A)	City Strivers (11A)	City Strivers (11A)
2.	City Lights (8A)	Downtown Melting Pot (8D)	Downtown Melting Pot (8D)
3.	Pacific Heights (2C)	High Rise Renters (13E)	High Rise Renters (13E)
2024 Consumer Spending			
Apparel & Services: Total \$	\$85,733,286	\$662,067,627	\$1,926,403,908
Average Spent	\$2,908.78	\$2,437.76	\$2,580.19
Spending Potential Index	122	102	108
Education: Total \$	\$67,461,909	\$507,586,556	\$1,463,165,779
Average Spent	\$2,288.86	\$1,868.95	\$1,959.74
Spending Potential Index	132	108	113
Entertainment/Recreation: Total \$	\$127,422,841	\$962,962,264	\$2,830,846,440
Average Spent	\$4,323.23	\$3,545.66	\$3,791.58
Spending Potential Index	106	87	93
Food at Home: Total \$	\$251,031,771	\$1,933,679,378	\$5,641,792,999
Average Spent	\$8,517.06	\$7,119.87	\$7,556.52
Spending Potential Index	117	98	103
Food Away from Home: Total \$	\$128,270,333	\$985,362,866	\$2,925,854,401
Average Spent	\$4,351.98	\$3,628.14	\$3,918.84
Spending Potential Index	112	93	101
Health Care: Total \$	\$224,008,591	\$1,670,505,223	\$4,846,242,149
Average Spent	\$7,600.21	\$6,150.86	\$6,490.97
Spending Potential Index	99	80	84
HH Furnishings & Equipment: Total \$	\$93,725,528	\$709,304,521	\$2,094,034,838
Average Spent	\$3,179.94	\$2,611.68	\$2,804.71
Spending Potential Index	100	83	89
Personal Care Products & Services: Total \$	\$32,755,707	\$251,247,875	\$745,299,412
Average Spent	\$1,111.34	\$925.10	\$998.24
Spending Potential Index	112	93	100
Shelter: Total \$	\$906,330,817	\$6,942,636,691	\$20,529,948,274
Average Spent	\$30,750.18	\$25,563.03	\$27,497.44
Spending Potential Index	115	96	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$98,698,056	\$737,411,207	\$2,127,536,402
Average Spent	\$3,348.65	\$2,715.17	\$2,849.58
Spending Potential Index	96	77	81
Travel: Total \$	\$98,336,935	\$745,077,617	\$2,201,763,226
Average Spent	\$3,336.40	\$2,743.40	\$2,949.00
Spending Potential Index	110	90	97
Vehicle Maintenance & Repairs: Total \$	\$41,726,761	\$316,407,124	\$937,849,437
Average Spent	\$1,415.71	\$1,165.02	\$1,256.14
Spending Potential Index	96	79	85

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.