

Kingstowne Towne Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.77019
Longitude: -77.14146

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	18,708	114,047	339,261
2020 Total Population	19,916	121,609	360,613
2020 Group Quarters	27	454	3,001
2024 Total Population	19,914	120,164	358,626
2024 Group Quarters	27	455	3,002
2029 Total Population	19,967	120,392	360,484
2024-2029 Annual Rate	0.05%	0.04%	0.10%
2024 Total Daytime Population	20,777	104,957	323,047
Workers	12,983	55,994	177,562
Residents	7,794	48,963	145,485
Household Summary			
2010 Households	8,166	44,400	135,334
2010 Average Household Size	2.29	2.56	2.49
2020 Total Households	8,230	46,031	140,203
2020 Average Household Size	2.42	2.63	2.55
2024 Households	8,118	45,445	139,331
2024 Average Household Size	2.45	2.63	2.55
2029 Households	8,084	45,581	140,324
2029 Average Household Size	2.47	2.63	2.55
2024-2029 Annual Rate	-0.08%	0.06%	0.14%
2010 Families	4,783	27,734	81,273
2010 Average Family Size	2.97	3.19	3.16
2024 Families	5,066	28,627	84,178
2024 Average Family Size	3.12	3.34	3.30
2029 Families	5,036	28,557	84,227
2029 Average Family Size	3.15	3.35	3.31
2024-2029 Annual Rate	-0.12%	-0.05%	0.01%
Housing Unit Summary			
2000 Housing Units	7,563	40,360	127,371
Owner Occupied Housing Units	63.1%	63.0%	54.6%
Renter Occupied Housing Units	35.0%	34.4%	42.5%
Vacant Housing Units	1.9%	2.6%	2.9%
2010 Housing Units	8,492	46,435	142,229
Owner Occupied Housing Units	65.0%	61.0%	53.7%
Renter Occupied Housing Units	31.1%	34.6%	41.4%
Vacant Housing Units	3.8%	4.4%	4.8%
2020 Housing Units	8,461	47,684	146,647
Owner Occupied Housing Units	64.9%	59.6%	52.0%
Renter Occupied Housing Units	32.4%	36.9%	43.6%
Vacant Housing Units	2.8%	3.5%	4.4%
2024 Housing Units	8,425	47,545	148,065
Owner Occupied Housing Units	67.2%	61.3%	52.7%
Renter Occupied Housing Units	29.1%	34.3%	41.4%
Vacant Housing Units	3.6%	4.4%	5.9%
2029 Housing Units	8,450	48,188	150,491
Owner Occupied Housing Units	68.8%	61.5%	52.6%
Renter Occupied Housing Units	26.9%	33.1%	40.6%
Vacant Housing Units	4.3%	5.4%	6.8%

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.

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2024 Households by Income			
Household Income Base	8,118	45,444	139,329
<\$15,000	3.1%	2.9%	4.2%
\$15,000 - \$24,999	2.6%	2.7%	3.0%
\$25,000 - \$34,999	2.7%	3.2%	3.8%
\$35,000 - \$49,999	5.6%	4.8%	5.4%
\$50,000 - \$74,999	9.0%	10.4%	12.1%
\$75,000 - \$99,999	9.0%	11.4%	12.2%
\$100,000 - \$149,999	20.4%	21.5%	19.8%
\$150,000 - \$199,999	14.3%	16.3%	14.5%
\$200,000+	33.4%	26.8%	25.0%
Average Household Income	\$190,241	\$173,245	\$165,897
2029 Households by Income			
Household Income Base	8,084	45,580	140,322
<\$15,000	2.6%	2.4%	3.6%
\$15,000 - \$24,999	1.9%	2.0%	2.3%
\$25,000 - \$34,999	2.0%	2.4%	3.0%
\$35,000 - \$49,999	4.3%	3.6%	4.3%
\$50,000 - \$74,999	7.0%	8.8%	10.4%
\$75,000 - \$99,999	7.3%	9.9%	10.8%
\$100,000 - \$149,999	20.1%	21.4%	20.0%
\$150,000 - \$199,999	15.5%	18.0%	16.4%
\$200,000+	39.2%	31.4%	29.3%
Average Household Income	\$217,850	\$196,785	\$188,919
2024 Owner Occupied Housing Units by Value			
Total	5,657	29,103	77,889
<\$50,000	0.8%	0.6%	0.9%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.0%	0.1%	0.2%
\$150,000 - \$199,999	0.2%	0.4%	1.1%
\$200,000 - \$249,999	0.3%	1.2%	1.7%
\$250,000 - \$299,999	1.9%	2.9%	2.4%
\$300,000 - \$399,999	9.5%	8.0%	6.5%
\$400,000 - \$499,999	9.7%	10.9%	9.7%
\$500,000 - \$749,999	41.6%	41.3%	37.3%
\$750,000 - \$999,999	21.3%	21.6%	24.4%
\$1,000,000 - \$1,499,999	11.9%	9.2%	10.0%
\$1,500,000 - \$1,999,999	1.4%	1.6%	2.4%
\$2,000,000 +	1.4%	2.3%	2.6%
Average Home Value	\$735,001	\$729,910	\$753,598
2029 Owner Occupied Housing Units by Value			
Total	5,805	29,618	79,087
<\$50,000	0.1%	0.1%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.1%	0.3%
\$200,000 - \$249,999	0.0%	0.3%	0.8%
\$250,000 - \$299,999	0.7%	1.5%	1.3%
\$300,000 - \$399,999	6.5%	4.2%	3.6%
\$400,000 - \$499,999	5.2%	6.9%	6.1%
\$500,000 - \$749,999	34.6%	36.6%	31.8%
\$750,000 - \$999,999	25.4%	27.3%	30.6%
\$1,000,000 - \$1,499,999	22.6%	16.7%	16.5%
\$1,500,000 - \$1,999,999	2.9%	3.0%	4.2%
\$2,000,000 +	2.0%	3.2%	4.2%
Average Home Value	\$863,695	\$853,206	\$886,599

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	\$142,072	\$129,254	\$118,683
2029	\$162,119	\$147,927	\$135,789
Median Home Value			
2024	\$665,905	\$657,300	\$679,407
2029	\$777,731	\$752,379	\$794,965
Per Capita Income			
2024	\$76,104	\$65,622	\$64,384
2029	\$86,510	\$74,629	\$73,455
Median Age			
2010	37.2	36.4	36.5
2020	38.4	37.7	37.4
2024	39.6	38.7	38.4
2029	41.5	40.1	39.8
2020 Population by Age			
Total	19,916	121,609	360,613
0 - 4	6.6%	6.7%	6.6%
5 - 9	6.0%	6.3%	6.2%
10 - 14	5.7%	5.8%	5.9%
15 - 24	9.8%	10.7%	11.0%
25 - 34	15.2%	15.7%	16.1%
35 - 44	17.7%	16.5%	15.9%
45 - 54	14.4%	13.8%	13.0%
55 - 64	13.5%	12.6%	11.9%
65 - 74	7.3%	7.7%	7.8%
75 - 84	2.9%	3.1%	3.8%
85 +	0.9%	1.1%	1.7%
18 +	78.3%	77.8%	78.0%
2024 Population by Age			
Total	19,914	120,161	358,625
0 - 4	6.2%	6.4%	6.3%
5 - 9	6.8%	6.7%	6.5%
10 - 14	5.5%	5.7%	5.6%
15 - 24	10.1%	10.5%	10.9%
25 - 34	13.1%	14.4%	15.2%
35 - 44	18.3%	17.3%	16.7%
45 - 54	14.5%	13.7%	13.1%
55 - 64	12.5%	11.8%	11.3%
65 - 74	8.4%	8.4%	8.3%
75 - 84	3.5%	3.8%	4.4%
85 +	1.0%	1.2%	1.8%
18 +	78.5%	78.2%	78.5%
2029 Population by Age			
Total	19,967	120,390	360,483
0 - 4	5.6%	5.9%	5.8%
5 - 9	6.1%	6.2%	6.0%
10 - 14	6.8%	6.5%	6.2%
15 - 24	10.5%	10.4%	10.8%
25 - 34	11.2%	13.1%	13.7%
35 - 44	15.9%	15.8%	15.6%
45 - 54	15.9%	14.7%	14.0%
55 - 64	12.2%	11.6%	11.0%
65 - 74	9.8%	9.3%	9.1%
75 - 84	4.8%	5.0%	5.5%
85 +	1.3%	1.4%	2.1%
18 +	78.3%	78.1%	78.7%

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2020 Population by Sex			
Males	9,431	58,997	174,891
Females	10,485	62,612	185,722
2024 Population by Sex			
Males	9,595	59,272	176,878
Females	10,319	60,892	181,748
2029 Population by Sex			
Males	9,558	59,025	176,827
Females	10,409	61,367	183,657
2010 Population by Race/Ethnicity			
Total	18,707	114,046	339,262
White Alone	62.0%	55.1%	55.9%
Black Alone	16.7%	18.2%	19.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	13.6%	13.6%	11.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	7.9%	8.5%
Two or More Races	4.8%	4.5%	4.3%
Hispanic Origin	10.6%	18.9%	19.7%
Diversity Index	64.9	74.7	74.6
2020 Population by Race/Ethnicity			
Total	19,916	121,609	360,613
White Alone	48.6%	41.8%	43.3%
Black Alone	19.7%	19.1%	18.9%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	14.0%	15.0%	13.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	4.8%	11.0%	12.0%
Two or More Races	12.3%	12.2%	12.0%
Hispanic Origin	13.4%	21.0%	22.3%
Diversity Index	76.1	82.5	82.4
2024 Population by Race/Ethnicity			
Total	19,913	120,163	358,627
White Alone	46.6%	40.0%	41.5%
Black Alone	20.1%	19.5%	19.1%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	14.5%	15.4%	13.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.1%	11.5%	12.5%
Two or More Races	13.0%	12.8%	12.6%
Hispanic Origin	14.0%	21.8%	23.3%
Diversity Index	77.4	83.4	83.4
2029 Population by Race/Ethnicity			
Total	19,966	120,393	360,484
White Alone	44.4%	38.1%	39.6%
Black Alone	20.2%	19.4%	19.0%
American Indian Alone	0.5%	0.7%	0.7%
Asian Alone	15.6%	16.3%	14.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.4%	12.0%	13.2%
Two or More Races	13.6%	13.4%	13.2%
Hispanic Origin	14.8%	22.8%	24.4%
Diversity Index	78.7	84.3	84.4

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.

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2020 Population by Relationship and Household Type			
Total	19,916	121,609	360,613
In Households	99.9%	99.6%	99.2%
Householder	40.6%	38.0%	38.8%
Opposite-Sex Spouse	19.2%	18.0%	17.4%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.1%	1.8%	2.0%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	26.8%	27.0%	26.6%
Adopted Child	0.5%	0.5%	0.4%
Stepchild	0.7%	0.7%	0.7%
Grandchild	1.2%	1.6%	1.4%
Brother or Sister	1.4%	1.9%	1.9%
Parent	1.6%	2.0%	1.9%
Parent-in-law	0.5%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.4%	2.4%	2.2%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	3.3%	4.3%	4.4%
In Group Quarters	0.1%	0.4%	0.8%
Institutionalized	0.0%	0.1%	0.5%
Noninstitutionalized	0.1%	0.3%	0.4%
2024 Population 25+ by Educational Attainment			
Total	14,205	84,971	253,871
Less than 9th Grade	1.4%	3.2%	3.6%
9th - 12th Grade, No Diploma	2.8%	3.0%	3.1%
High School Graduate	11.7%	13.4%	14.2%
GED/Alternative Credential	1.2%	1.5%	1.6%
Some College, No Degree	11.5%	12.4%	12.2%
Associate Degree	6.8%	7.3%	7.2%
Bachelor's Degree	30.1%	29.7%	29.7%
Graduate/Professional Degree	34.3%	29.5%	28.4%
2024 Population 15+ by Marital Status			
Total	16,222	97,611	292,929
Never Married	34.8%	34.1%	34.7%
Married	51.1%	53.2%	52.0%
Widowed	2.9%	3.9%	4.4%
Divorced	11.2%	8.9%	8.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	12,095	71,413	215,755
Population 16+ Employed	97.2%	97.2%	97.1%
Population 16+ Unemployment rate	2.8%	2.8%	2.9%
Population 16-24 Employed	8.3%	9.2%	10.2%
Population 16-24 Unemployment rate	14.7%	11.4%	8.6%
Population 25-54 Employed	66.5%	67.8%	66.8%
Population 25-54 Unemployment rate	1.3%	1.8%	2.2%
Population 55-64 Employed	17.1%	16.0%	15.3%
Population 55-64 Unemployment rate	2.7%	2.1%	2.1%
Population 65+ Employed	8.1%	6.9%	7.7%
Population 65+ Unemployment rate	1.4%	1.8%	2.6%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	11,755	69,420	209,402
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	4.4%	5.7%	6.2%
Manufacturing	1.3%	2.1%	2.4%
Wholesale Trade	1.4%	1.1%	0.9%
Retail Trade	5.1%	7.3%	7.5%
Transportation/Utilities	3.5%	4.2%	4.3%
Information	1.7%	2.0%	2.0%
Finance/Insurance/Real Estate	4.1%	5.2%	5.9%
Services	54.6%	54.3%	54.9%
Public Administration	23.8%	18.0%	15.6%
2024 Employed Population 16+ by Occupation			
Total	11,755	69,422	209,402
White Collar	80.0%	72.9%	70.9%
Management/Business/Financial	30.7%	26.3%	24.8%
Professional	35.7%	32.8%	32.0%
Sales	4.4%	6.2%	6.3%
Administrative Support	9.2%	7.7%	7.7%
Services	11.9%	15.3%	16.6%
Blue Collar	8.1%	11.8%	12.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	4.0%	4.4%
Installation/Maintenance/Repair	1.9%	1.7%	1.8%
Production	1.4%	1.3%	1.4%
Transportation/Material Moving	3.1%	4.8%	4.9%
2020 Households by Type			
Total	8,230	46,031	140,203
Married Couple Households	47.8%	48.2%	45.7%
With Own Children <18	22.4%	22.2%	20.7%
Without Own Children <18	25.4%	26.1%	25.1%
Cohabiting Couple Households	5.3%	5.2%	5.4%
With Own Children <18	1.2%	1.3%	1.4%
Without Own Children <18	4.1%	4.0%	4.1%
Male Householder, No Spouse/Partner	16.6%	18.0%	19.4%
Living Alone	11.2%	11.8%	13.1%
65 Years and over	2.4%	2.4%	2.9%
With Own Children <18	1.4%	1.4%	1.5%
Without Own Children <18, With Relatives	2.3%	2.8%	2.8%
No Relatives Present	1.7%	2.0%	2.1%
Female Householder, No Spouse/Partner	30.3%	28.6%	29.4%
Living Alone	17.8%	16.7%	17.6%
65 Years and over	5.6%	5.4%	6.4%
With Own Children <18	4.7%	4.4%	4.6%
Without Own Children <18, With Relatives	6.1%	6.1%	5.7%
No Relatives Present	1.6%	1.5%	1.6%
2020 Households by Size			
Total	8,230	46,031	140,203
1 Person Household	29.0%	28.5%	30.6%
2 Person Household	30.5%	29.7%	29.6%
3 Person Household	16.3%	16.2%	15.2%
4 Person Household	14.7%	14.1%	13.5%
5 Person Household	5.6%	6.4%	6.4%
6 Person Household	2.4%	3.0%	2.8%
7 + Person Household	1.5%	2.2%	2.0%

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2020 Households by Tenure and Mortgage Status			
Total	8,230	46,031	140,203
Owner Occupied	66.7%	61.8%	54.4%
Owned with a Mortgage/Loan	57.8%	51.0%	43.4%
Owned Free and Clear	8.9%	10.7%	11.0%
Renter Occupied	33.3%	38.2%	45.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	83	76	68
Percent of Income for Mortgage	29.3%	31.8%	35.8%
Wealth Index	173	158	147
2020 Housing Units By Urban/ Rural Status			
Total	8,461	47,684	146,647
Urban Housing Units	100.0%	100.0%	99.9%
Rural Housing Units	0.0%	0.0%	0.1%
2020 Population By Urban/ Rural Status			
Total	19,916	121,609	360,613
Urban Population	100.0%	100.0%	99.9%
Rural Population	0.0%	0.0%	0.1%

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 (2D)
2.	Urban Chic (2A)	Pleasantville (2B)	Pleasantville (2B)
3.	Boomburbs (1C)	Urban Chic (2A)	Urban Chic (2A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$31,981,303	\$165,721,072	\$494,728,150
Average Spent	\$3,939.55	\$3,646.63	\$3,550.74
Spending Potential Index	165	153	149
Education: Total \$	\$24,884,409	\$126,329,648	\$371,893,320
Average Spent	\$3,065.34	\$2,779.84	\$2,669.14
Spending Potential Index	177	161	154
Entertainment/Recreation: Total \$	\$54,195,300	\$275,187,872	\$807,571,374
Average Spent	\$6,675.94	\$6,055.40	\$5,796.06
Spending Potential Index	163	148	142
Food at Home: Total \$	\$96,880,068	\$498,810,778	\$1,484,366,737
Average Spent	\$11,933.98	\$10,976.14	\$10,653.53
Spending Potential Index	163	150	146
Food Away from Home: Total \$	\$54,267,713	\$279,038,543	\$826,048,024
Average Spent	\$6,684.86	\$6,140.14	\$5,928.67
Spending Potential Index	172	158	152
Health Care: Total \$	\$93,651,348	\$476,930,882	\$1,408,029,841
Average Spent	\$11,536.26	\$10,494.68	\$10,105.65
Spending Potential Index	150	136	131
HH Furnishings & Equipment: Total \$	\$41,553,661	\$211,835,636	\$622,760,355
Average Spent	\$5,118.71	\$4,661.36	\$4,469.65
Spending Potential Index	162	147	141
Personal Care Products & Services: Total \$	\$13,959,821	\$71,627,553	\$211,920,994
Average Spent	\$1,719.61	\$1,576.14	\$1,520.99
Spending Potential Index	173	158	153
Shelter: Total \$	\$378,154,366	\$1,939,846,376	\$5,708,342,409
Average Spent	\$46,582.21	\$42,685.58	\$40,969.65
Spending Potential Index	175	160	154
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,629,924	\$214,282,708	\$627,900,588
Average Spent	\$5,251.28	\$4,715.21	\$4,506.54
Spending Potential Index	150	135	129
Travel: Total \$	\$42,261,857	\$214,245,360	\$624,246,752
Average Spent	\$5,205.94	\$4,714.39	\$4,480.31
Spending Potential Index	172	155	148
Vehicle Maintenance & Repairs: Total \$	\$18,966,709	\$97,292,661	\$288,461,815
Average Spent	\$2,336.38	\$2,140.89	\$2,070.33
Spending Potential Index	158	145	140

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.