

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,129	121,595	285,495
2020 Total Population	15,849	125,416	297,444
2020 Group Quarters	9	573	3,369
2024 Total Population	15,596	122,825	293,080
2024 Group Quarters	9	575	3,377
2029 Total Population	15,473	121,627	291,851
2024-2029 Annual Rate	-0.16%	-0.20%	-0.08%
2024 Total Daytime Population	18,825	98,922	248,605
Workers	11,704	41,737	118,062
Residents	7,121	57,185	130,543
Household Summary			
2010 Households	5,391	41,465	98,350
2010 Average Household Size	2.81	2.92	2.88
2020 Total Households	5,325	41,247	99,260
2020 Average Household Size	2.97	3.03	2.96
2024 Households	5,196	40,158	97,340
2024 Average Household Size	3.00	3.04	2.98
2029 Households	5,123	39,542	96,460
2029 Average Household Size	3.02	3.06	2.99
2024-2029 Annual Rate	-0.28%	-0.31%	-0.18%
2010 Families	4,085	32,266	74,228
2010 Average Family Size	3.23	3.28	3.28
2024 Families	4,028	31,567	73,859
2024 Average Family Size	3.42	3.45	3.43
2029 Families	3,970	31,061	73,101
2029 Average Family Size	3.44	3.47	3.45
2024-2029 Annual Rate	-0.29%	-0.32%	-0.21%
Housing Unit Summary			
2000 Housing Units	5,286	40,051	92,691
Owner Occupied Housing Units	79.6%	81.8%	77.5%
Renter Occupied Housing Units	19.1%	16.8%	21.1%
Vacant Housing Units	1.3%	1.3%	1.4%
2010 Housing Units	5,512	42,430	101,102
Owner Occupied Housing Units	79.8%	79.1%	74.9%
Renter Occupied Housing Units	18.0%	18.6%	22.3%
Vacant Housing Units	2.2%	2.3%	2.7%
2020 Housing Units	5,452	42,211	101,782
Owner Occupied Housing Units	79.0%	79.2%	74.2%
Renter Occupied Housing Units	18.7%	18.6%	23.4%
Vacant Housing Units	2.3%	2.3%	2.5%
2024 Housing Units	5,367	41,460	100,702
Owner Occupied Housing Units	80.5%	80.6%	75.7%
Renter Occupied Housing Units	16.3%	16.3%	21.0%
Vacant Housing Units	3.2%	3.1%	3.3%
2029 Housing Units	5,368	41,482	101,057
Owner Occupied Housing Units	80.5%	80.4%	75.9%
Renter Occupied Housing Units	15.0%	14.9%	19.6%
Vacant Housing Units	4.6%	4.7%	4.5%

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	5,196	40,157	97,339
<\$15,000	1.3%	2.2%	2.7%
\$15,000 - \$24,999	2.4%	1.8%	2.3%
\$25,000 - \$34,999	1.6%	1.7%	2.3%
\$35,000 - \$49,999	3.1%	4.2%	4.2%
\$50,000 - \$74,999	8.3%	7.7%	7.9%
\$75,000 - \$99,999	7.9%	9.0%	9.4%
\$100,000 - \$149,999	20.4%	18.7%	18.1%
\$150,000 - \$199,999	20.6%	18.9%	18.0%
\$200,000+	34.4%	35.8%	35.1%
Average Household Income	\$200,741	\$210,573	\$204,289
2029 Households by Income			
Household Income Base	5,123	39,541	96,459
<\$15,000	1.1%	1.8%	2.2%
\$15,000 - \$24,999	1.7%	1.3%	1.7%
\$25,000 - \$34,999	1.1%	1.2%	1.7%
\$35,000 - \$49,999	2.2%	3.2%	3.3%
\$50,000 - \$74,999	6.2%	6.1%	6.3%
\$75,000 - \$99,999	6.0%	7.1%	7.5%
\$100,000 - \$149,999	19.2%	17.6%	17.4%
\$150,000 - \$199,999	22.6%	20.3%	19.5%
\$200,000+	39.8%	41.4%	40.4%
Average Household Income	\$226,898	\$238,081	\$231,111
2024 Owner Occupied Housing Units by Value			
Total	4,319	33,400	76,176
<\$50,000	0.6%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.3%	0.1%	0.2%
\$200,000 - \$249,999	1.3%	0.4%	0.6%
\$250,000 - \$299,999	1.7%	0.5%	1.1%
\$300,000 - \$399,999	8.6%	4.6%	4.9%
\$400,000 - \$499,999	7.7%	8.4%	7.7%
\$500,000 - \$749,999	48.6%	49.7%	42.6%
\$750,000 - \$999,999	26.3%	27.6%	30.8%
\$1,000,000 - \$1,499,999	3.6%	6.0%	9.0%
\$1,500,000 - \$1,999,999	0.9%	0.7%	1.3%
\$2,000,000 +	0.3%	1.2%	1.4%
Average Home Value	\$674,219	\$725,823	\$757,504
2029 Owner Occupied Housing Units by Value			
Total	4,319	33,357	76,658
<\$50,000	0.0%	0.0%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.2%	0.1%	0.1%
\$250,000 - \$299,999	0.8%	0.2%	0.5%
\$300,000 - \$399,999	7.9%	2.3%	2.5%
\$400,000 - \$499,999	5.2%	4.8%	4.5%
\$500,000 - \$749,999	42.6%	42.8%	35.2%
\$750,000 - \$999,999	35.6%	35.8%	37.8%
\$1,000,000 - \$1,499,999	5.9%	10.3%	14.8%
\$1,500,000 - \$1,999,999	1.5%	1.4%	2.4%
\$2,000,000 +	0.3%	2.1%	2.2%
Average Home Value	\$737,153	\$813,487	\$856,200

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.

Old Keene Mill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.77947
Longitude: -77.23563

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$159,007	\$159,465	\$156,274
2029	\$172,889	\$174,546	\$171,252
Median Home Value			
2024	\$652,606	\$677,960	\$705,499
2029	\$710,212	\$748,251	\$796,858
Per Capita Income			
2024	\$67,540	\$68,753	\$67,990
2029	\$75,879	\$77,292	\$76,537
Median Age			
2010	40.3	40.2	39.0
2020	40.1	40.7	39.8
2024	41.1	41.6	40.8
2029	42.3	42.9	41.8
2020 Population by Age			
Total	15,849	125,416	297,444
0 - 4	5.4%	5.5%	5.6%
5 - 9	7.2%	6.9%	6.5%
10 - 14	7.9%	7.5%	7.1%
15 - 24	12.5%	12.1%	12.8%
25 - 34	9.8%	9.8%	11.2%
35 - 44	15.2%	14.3%	14.1%
45 - 54	14.2%	13.9%	13.9%
55 - 64	13.3%	13.2%	13.4%
65 - 74	8.7%	9.7%	9.3%
75 - 84	4.4%	4.9%	4.4%
85 +	1.4%	2.1%	1.7%
18 +	74.5%	75.7%	76.4%
2024 Population by Age			
Total	15,595	122,825	293,079
0 - 4	5.1%	5.4%	5.4%
5 - 9	6.5%	6.7%	6.5%
10 - 14	7.4%	7.1%	6.6%
15 - 24	13.2%	12.0%	12.4%
25 - 34	9.8%	9.7%	11.2%
35 - 44	14.4%	14.9%	14.7%
45 - 54	15.3%	14.4%	14.1%
55 - 64	12.8%	12.2%	12.4%
65 - 74	9.2%	9.7%	9.6%
75 - 84	4.7%	5.7%	5.2%
85 +	1.6%	2.3%	1.9%
18 +	76.6%	76.8%	77.4%
2029 Population by Age			
Total	15,474	121,630	291,854
0 - 4	4.8%	5.1%	5.1%
5 - 9	5.7%	6.0%	5.9%
10 - 14	7.0%	7.2%	6.8%
15 - 24	12.1%	11.1%	11.5%
25 - 34	12.0%	11.0%	12.1%
35 - 44	11.9%	12.4%	12.9%
45 - 54	15.9%	15.4%	14.7%
55 - 64	12.6%	12.0%	12.1%
65 - 74	10.2%	10.1%	10.2%
75 - 84	5.8%	6.9%	6.4%
85 +	1.9%	2.7%	2.2%
18 +	78.3%	77.7%	78.2%

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

Old Keene Mill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.77947
Longitude: -77.23563

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	7,748	61,422	145,152
Females	8,101	63,994	152,292
2024 Population by Sex			
Males	7,757	61,252	145,527
Females	7,839	61,573	147,553
2029 Population by Sex			
Males	7,651	60,378	144,149
Females	7,822	61,249	147,702
2010 Population by Race/Ethnicity			
Total	15,129	121,595	285,495
White Alone	67.6%	64.9%	62.0%
Black Alone	7.5%	6.6%	9.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	16.2%	18.2%	18.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	5.9%	5.8%
Two or More Races	4.0%	4.0%	4.2%
Hispanic Origin	13.7%	16.1%	15.7%
Diversity Index	62.4	66.2	68.2
2020 Population by Race/Ethnicity			
Total	15,849	125,416	297,444
White Alone	52.5%	51.0%	48.1%
Black Alone	9.9%	7.5%	10.2%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	17.5%	20.1%	20.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.3%	8.4%	8.6%
Two or More Races	14.4%	12.6%	12.3%
Hispanic Origin	15.5%	18.2%	18.3%
Diversity Index	75.0	77.0	78.6
2024 Population by Race/Ethnicity			
Total	15,596	122,824	293,080
White Alone	50.6%	49.1%	46.2%
Black Alone	10.0%	7.6%	10.4%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	18.1%	20.7%	20.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.5%	8.8%	9.0%
Two or More Races	15.2%	13.3%	13.0%
Hispanic Origin	16.3%	19.1%	19.1%
Diversity Index	76.4	78.2	79.8
2029 Population by Race/Ethnicity			
Total	15,475	121,628	291,849
White Alone	48.3%	46.8%	43.9%
Black Alone	10.0%	7.6%	10.3%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	19.3%	22.0%	22.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.8%	9.2%	9.5%
Two or More Races	16.0%	13.9%	13.6%
Hispanic Origin	17.2%	19.9%	20.0%
Diversity Index	77.9	79.5	81.0

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	15,849	125,416	297,444
In Households	99.9%	99.5%	98.9%
Householder	34.1%	32.9%	33.4%
Opposite-Sex Spouse	21.0%	21.2%	20.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.0%	1.0%	1.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	33.1%	31.8%	30.8%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	0.8%	0.7%	0.7%
Grandchild	1.2%	1.4%	1.4%
Brother or Sister	1.1%	1.4%	1.5%
Parent	1.9%	2.0%	2.0%
Parent-in-law	0.5%	0.6%	0.6%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.5%
Other Relatives	1.5%	2.0%	2.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.5%	3.2%	3.6%
In Group Quarters	0.1%	0.5%	1.1%
Institutionalized	0.0%	0.4%	0.3%
Noninstitutionalized	0.1%	0.1%	0.8%
2024 Population 25+ by Educational Attainment			
Total	10,566	84,501	202,465
Less than 9th Grade	1.6%	2.2%	2.9%
9th - 12th Grade, No Diploma	2.2%	2.8%	3.0%
High School Graduate	12.3%	12.5%	12.7%
GED/Alternative Credential	1.3%	1.8%	1.6%
Some College, No Degree	10.9%	11.3%	11.3%
Associate Degree	7.1%	7.1%	6.6%
Bachelor's Degree	32.5%	31.5%	31.5%
Graduate/Professional Degree	32.1%	30.9%	30.2%
2024 Population 15+ by Marital Status			
Total	12,625	99,241	238,771
Never Married	31.1%	28.6%	31.4%
Married	57.9%	60.2%	57.6%
Widowed	3.7%	4.8%	4.2%
Divorced	7.3%	6.4%	6.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,535	67,439	167,256
Population 16+ Employed	98.4%	96.6%	96.7%
Population 16+ Unemployment rate	1.6%	3.4%	3.3%
Population 16-24 Employed	11.8%	10.9%	11.0%
Population 16-24 Unemployment rate	3.6%	10.2%	10.8%
Population 25-54 Employed	63.2%	63.1%	63.2%
Population 25-54 Unemployment rate	1.1%	2.2%	2.1%
Population 55-64 Employed	18.1%	17.7%	17.6%
Population 55-64 Unemployment rate	2.4%	3.0%	2.4%
Population 65+ Employed	6.9%	8.3%	8.2%
Population 65+ Unemployment rate	0.5%	3.4%	2.9%

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 Employed Population 16+ by Industry			
Total	8,397	65,161	161,759
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	4.6%	5.5%	5.4%
Manufacturing	1.9%	2.5%	2.3%
Wholesale Trade	0.6%	0.9%	0.8%
Retail Trade	7.3%	7.0%	7.6%
Transportation/Utilities	3.1%	3.5%	3.4%
Information	1.8%	2.0%	1.8%
Finance/Insurance/Real Estate	8.1%	6.7%	6.6%
Services	55.4%	56.1%	56.4%
Public Administration	17.2%	15.6%	15.4%
2024 Employed Population 16+ by Occupation			
Total	8,396	65,162	161,758
White Collar	79.8%	75.4%	75.1%
Management/Business/Financial	25.7%	26.0%	25.6%
Professional	38.2%	35.4%	34.9%
Sales	6.8%	5.8%	6.2%
Administrative Support	9.0%	8.2%	8.4%
Services	12.1%	14.3%	14.6%
Blue Collar	8.1%	10.3%	10.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.9%	3.2%	3.3%
Installation/Maintenance/Repair	1.1%	1.5%	1.6%
Production	0.9%	1.5%	1.5%
Transportation/Material Moving	3.3%	4.1%	4.0%
2020 Households by Type			
Total	5,325	41,247	99,260
Married Couple Households	61.9%	65.0%	61.6%
With Own Children <18	30.7%	30.0%	28.1%
Without Own Children <18	31.2%	35.0%	33.4%
Cohabiting Couple Households	3.0%	3.1%	3.6%
With Own Children <18	1.0%	1.1%	1.1%
Without Own Children <18	2.0%	2.1%	2.5%
Male Householder, No Spouse/Partner	12.0%	11.2%	12.6%
Living Alone	7.2%	6.4%	7.1%
65 Years and over	2.3%	2.7%	2.5%
With Own Children <18	1.4%	1.4%	1.4%
Without Own Children <18, With Relatives	2.6%	2.5%	2.7%
No Relatives Present	0.8%	1.0%	1.4%
Female Householder, No Spouse/Partner	23.0%	20.6%	22.2%
Living Alone	10.8%	10.5%	11.3%
65 Years and over	5.6%	6.6%	6.0%
With Own Children <18	4.7%	3.7%	4.1%
Without Own Children <18, With Relatives	6.7%	5.6%	5.9%
No Relatives Present	0.9%	0.9%	1.0%
2020 Households by Size			
Total	5,325	41,247	99,260
1 Person Household	18.0%	16.8%	18.4%
2 Person Household	28.9%	29.1%	29.4%
3 Person Household	18.8%	18.6%	18.4%
4 Person Household	20.1%	20.2%	19.2%
5 Person Household	8.8%	9.2%	8.6%
6 Person Household	3.5%	3.7%	3.5%
7 + Person Household	2.0%	2.4%	2.4%

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

Old Keene Mill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.77947
Longitude: -77.23563

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	5,325	41,247	99,260
Owner Occupied	80.9%	81.0%	76.0%
Owned with a Mortgage/Loan	64.9%	62.8%	60.2%
Owned Free and Clear	16.0%	18.2%	15.9%
Renter Occupied	19.1%	19.0%	24.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	91	86
Percent of Income for Mortgage	25.7%	26.6%	28.3%
Wealth Index	203	213	204
2020 Housing Units By Urban/ Rural Status			
Total	5,452	42,211	101,782
Urban Housing Units	100.0%	100.0%	99.6%
Rural Housing Units	0.0%	0.0%	0.4%
2020 Population By Urban/ Rural Status			
Total	15,849	125,416	297,444
Urban Population	100.0%	100.0%	99.6%
Rural Population	0.0%	0.0%	0.4%

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.

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

Old Keene Mill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.77947
Longitude: -77.23563

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Top Tier (1A)	Enterprising Professionals (2D)
2.	Top Tier (1A)	Pleasantville (2B)	Top Tier (1A)
3.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2024 Consumer Spending			
Apparel & Services: Total \$	\$20,400,232	\$164,683,088	\$395,026,243
Average Spent	\$3,926.14	\$4,100.88	\$4,058.21
Spending Potential Index	165	172	170
Education: Total \$	\$17,370,717	\$142,903,249	\$332,349,971
Average Spent	\$3,343.09	\$3,558.53	\$3,414.32
Spending Potential Index	193	206	198
Entertainment/Recreation: Total \$	\$36,588,464	\$296,538,850	\$696,101,721
Average Spent	\$7,041.66	\$7,384.30	\$7,151.24
Spending Potential Index	172	181	175
Food at Home: Total \$	\$62,513,409	\$505,836,285	\$1,209,176,398
Average Spent	\$12,031.06	\$12,596.15	\$12,422.19
Spending Potential Index	165	172	170
Food Away from Home: Total \$	\$35,024,094	\$283,029,119	\$675,603,750
Average Spent	\$6,740.59	\$7,047.89	\$6,940.66
Spending Potential Index	173	181	178
Health Care: Total \$	\$63,529,629	\$515,173,275	\$1,204,703,819
Average Spent	\$12,226.64	\$12,828.66	\$12,376.25
Spending Potential Index	159	167	161
HH Furnishings & Equipment: Total \$	\$27,634,170	\$222,907,405	\$526,285,322
Average Spent	\$5,318.35	\$5,550.76	\$5,406.67
Spending Potential Index	168	175	171
Personal Care Products & Services: Total \$	\$9,086,577	\$73,575,581	\$174,968,621
Average Spent	\$1,748.76	\$1,832.15	\$1,797.50
Spending Potential Index	176	184	181
Shelter: Total \$	\$252,232,959	\$2,034,744,039	\$4,822,663,776
Average Spent	\$48,543.68	\$50,668.46	\$49,544.52
Spending Potential Index	182	190	186
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,997,917	\$249,677,892	\$569,291,467
Average Spent	\$5,773.27	\$6,217.39	\$5,848.48
Spending Potential Index	165	177	167
Travel: Total \$	\$29,044,354	\$235,143,658	\$550,228,536
Average Spent	\$5,589.75	\$5,855.46	\$5,652.65
Spending Potential Index	184	193	186
Vehicle Maintenance & Repairs: Total \$	\$12,275,107	\$98,952,231	\$235,573,908
Average Spent	\$2,362.41	\$2,464.07	\$2,420.11
Spending Potential Index	159	166	163

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.