

Shops at Wildwood
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02415
Longitude: -77.12372

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,183	118,969	339,209
2020 Total Population	19,222	133,801	368,347
2020 Group Quarters	452	2,714	4,425
2024 Total Population	19,339	137,877	372,260
2024 Group Quarters	450	2,709	4,407
2029 Total Population	19,550	144,680	382,225
2024-2029 Annual Rate	0.22%	0.97%	0.53%
2024 Total Daytime Population	26,914	201,597	439,450
Workers	18,507	140,855	272,201
Residents	8,407	60,742	167,249
Household Summary			
2010 Households	7,707	49,280	129,465
2010 Average Household Size	2.18	2.37	2.59
2020 Total Households	8,008	54,197	138,669
2020 Average Household Size	2.34	2.42	2.62
2024 Households	7,990	56,069	141,025
2024 Average Household Size	2.36	2.41	2.61
2029 Households	7,998	59,453	145,580
2029 Average Household Size	2.39	2.39	2.60
2024-2029 Annual Rate	0.02%	1.18%	0.64%
2010 Families	4,183	29,974	84,895
2010 Average Family Size	2.91	3.02	3.14
2024 Families	4,719	33,976	91,441
2024 Average Family Size	3.09	3.13	3.25
2029 Families	4,736	35,301	93,281
2029 Average Family Size	3.12	3.13	3.25
2024-2029 Annual Rate	0.07%	0.77%	0.40%
Housing Unit Summary			
2000 Housing Units	7,222	47,166	125,727
Owner Occupied Housing Units	71.1%	66.1%	68.5%
Renter Occupied Housing Units	25.0%	30.6%	28.6%
Vacant Housing Units	3.9%	3.3%	2.9%
2010 Housing Units	8,197	52,373	137,100
Owner Occupied Housing Units	63.5%	61.3%	64.1%
Renter Occupied Housing Units	30.5%	32.8%	30.3%
Vacant Housing Units	6.0%	5.9%	5.6%
2020 Housing Units	8,446	57,046	145,534
Owner Occupied Housing Units	60.9%	56.6%	60.7%
Renter Occupied Housing Units	33.9%	38.4%	34.6%
Vacant Housing Units	5.1%	4.8%	4.7%
2024 Housing Units	8,426	59,569	149,057
Owner Occupied Housing Units	63.3%	57.5%	61.1%
Renter Occupied Housing Units	31.5%	36.6%	33.5%
Vacant Housing Units	5.2%	5.9%	5.4%
2029 Housing Units	8,474	62,514	153,671
Owner Occupied Housing Units	64.9%	55.9%	60.1%
Renter Occupied Housing Units	29.5%	39.2%	34.6%
Vacant Housing Units	5.6%	4.9%	5.3%

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	7,990	56,069	141,021
<\$15,000	3.0%	4.8%	4.5%
\$15,000 - \$24,999	2.5%	2.7%	2.7%
\$25,000 - \$34,999	3.1%	3.3%	3.2%
\$35,000 - \$49,999	4.5%	4.4%	4.9%
\$50,000 - \$74,999	6.4%	8.5%	8.7%
\$75,000 - \$99,999	6.9%	8.4%	9.1%
\$100,000 - \$149,999	16.2%	15.7%	15.7%
\$150,000 - \$199,999	14.7%	12.7%	12.9%
\$200,000+	42.8%	39.5%	38.2%
Average Household Income	\$235,918	\$220,943	\$214,070
2029 Households by Income			
Household Income Base	7,998	59,453	145,576
<\$15,000	2.6%	4.6%	4.1%
\$15,000 - \$24,999	1.9%	2.0%	2.1%
\$25,000 - \$34,999	2.5%	2.8%	2.6%
\$35,000 - \$49,999	3.4%	3.5%	3.9%
\$50,000 - \$74,999	5.1%	7.1%	7.2%
\$75,000 - \$99,999	6.2%	7.8%	8.5%
\$100,000 - \$149,999	15.3%	15.1%	15.1%
\$150,000 - \$199,999	15.0%	13.1%	13.6%
\$200,000+	48.1%	44.0%	43.0%
Average Household Income	\$264,424	\$245,226	\$239,479
2024 Owner Occupied Housing Units by Value			
Total	5,334	34,250	91,037
<\$50,000	1.0%	0.8%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.5%	0.8%	0.5%
\$200,000 - \$249,999	1.2%	1.6%	1.0%
\$250,000 - \$299,999	1.7%	1.6%	1.2%
\$300,000 - \$399,999	6.3%	3.9%	5.4%
\$400,000 - \$499,999	6.2%	5.2%	8.9%
\$500,000 - \$749,999	22.1%	22.0%	25.1%
\$750,000 - \$999,999	32.1%	29.8%	24.4%
\$1,000,000 - \$1,499,999	21.7%	21.4%	19.4%
\$1,500,000 - \$1,999,999	5.0%	9.0%	8.5%
\$2,000,000 +	1.9%	3.5%	4.5%
Average Home Value	\$880,124	\$950,046	\$928,645
2029 Owner Occupied Housing Units by Value			
Total	5,502	34,907	92,326
<\$50,000	0.2%	0.4%	0.4%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.3%	0.6%	0.3%
\$250,000 - \$299,999	0.6%	0.9%	0.5%
\$300,000 - \$399,999	4.2%	2.3%	3.1%
\$400,000 - \$499,999	6.5%	4.6%	7.5%
\$500,000 - \$749,999	20.9%	21.8%	26.0%
\$750,000 - \$999,999	34.9%	32.6%	27.2%
\$1,000,000 - \$1,499,999	25.7%	24.7%	22.1%
\$1,500,000 - \$1,999,999	5.2%	9.5%	9.0%
\$2,000,000 +	1.3%	2.7%	3.7%
Average Home Value	\$923,991	\$988,621	\$964,890

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	\$171,712	\$157,009	\$153,385
2029	\$191,758	\$173,588	\$170,798
Median Home Value			
2024	\$833,795	\$865,553	\$819,690
2029	\$872,329	\$899,107	\$860,592
Per Capita Income			
2024	\$97,651	\$90,124	\$81,255
2029	\$108,454	\$101,036	\$91,368
Median Age			
2010	41.4	41.4	40.3
2020	41.7	41.0	40.7
2024	42.1	41.3	41.1
2029	43.6	42.4	42.2
2020 Population by Age			
Total	19,222	133,801	368,347
0 - 4	5.3%	5.0%	5.3%
5 - 9	6.0%	5.9%	6.1%
10 - 14	6.6%	6.7%	6.8%
15 - 24	9.8%	11.5%	11.9%
25 - 34	12.4%	12.5%	12.2%
35 - 44	14.9%	13.8%	13.6%
45 - 54	14.0%	13.6%	13.6%
55 - 64	12.7%	12.5%	12.7%
65 - 74	9.5%	9.7%	9.8%
75 - 84	5.4%	5.7%	5.4%
85 +	3.6%	3.2%	2.5%
18 +	78.2%	78.3%	77.7%
2024 Population by Age			
Total	19,339	137,877	372,261
0 - 4	5.2%	4.9%	5.2%
5 - 9	6.2%	5.9%	6.0%
10 - 14	6.2%	6.1%	6.2%
15 - 24	10.7%	11.8%	11.9%
25 - 34	11.4%	12.6%	12.3%
35 - 44	15.0%	14.3%	14.1%
45 - 54	14.5%	13.7%	13.6%
55 - 64	11.7%	11.6%	11.9%
65 - 74	9.6%	9.7%	9.9%
75 - 84	5.9%	6.3%	6.1%
85 +	3.7%	3.2%	2.7%
18 +	78.8%	79.5%	78.8%
2029 Population by Age			
Total	19,549	144,682	382,226
0 - 4	4.9%	4.6%	4.9%
5 - 9	5.5%	5.2%	5.5%
10 - 14	6.6%	6.1%	6.3%
15 - 24	10.7%	11.2%	11.2%
25 - 34	10.7%	13.0%	12.6%
35 - 44	13.6%	13.4%	13.3%
45 - 54	15.2%	13.7%	13.7%
55 - 64	11.5%	11.6%	11.8%
65 - 74	10.3%	10.0%	10.3%
75 - 84	7.0%	7.4%	7.4%
85 +	4.1%	3.6%	3.1%
18 +	79.4%	80.5%	79.7%

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2020 Population by Sex			
Males	8,906	63,589	176,787
Females	10,316	70,212	191,560
2024 Population by Sex			
Males	9,120	66,749	181,717
Females	10,219	71,128	190,543
2029 Population by Sex			
Males	9,174	69,797	185,748
Females	10,376	74,883	196,477
2010 Population by Race/Ethnicity			
Total	17,184	118,969	339,209
White Alone	77.1%	74.9%	67.4%
Black Alone	5.9%	5.6%	9.4%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	11.7%	13.0%	12.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	3.0%	6.9%
Two or More Races	3.4%	3.2%	3.7%
Hispanic Origin	8.3%	10.7%	17.2%
Diversity Index	48.0	52.8	65.4
2020 Population by Race/Ethnicity			
Total	19,222	133,801	368,347
White Alone	61.3%	60.6%	53.5%
Black Alone	8.4%	7.4%	10.1%
American Indian Alone	0.3%	0.3%	0.6%
Asian Alone	15.1%	15.7%	14.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	4.7%	10.0%
Two or More Races	12.3%	11.3%	11.8%
Hispanic Origin	10.7%	12.8%	19.7%
Diversity Index	66.0	68.0	76.8
2024 Population by Race/Ethnicity			
Total	19,339	137,876	372,260
White Alone	59.1%	58.5%	51.6%
Black Alone	8.8%	7.7%	10.4%
American Indian Alone	0.3%	0.3%	0.6%
Asian Alone	16.0%	16.5%	14.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	4.9%	10.3%
Two or More Races	13.1%	11.9%	12.3%
Hispanic Origin	11.4%	13.5%	20.3%
Diversity Index	68.1	69.9	78.1
2029 Population by Race/Ethnicity			
Total	19,549	144,680	382,226
White Alone	56.2%	55.7%	49.3%
Black Alone	9.1%	7.9%	10.6%
American Indian Alone	0.3%	0.3%	0.7%
Asian Alone	17.4%	18.0%	15.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	2.8%	5.3%	10.7%
Two or More Races	14.0%	12.7%	12.9%
Hispanic Origin	12.3%	14.4%	21.2%
Diversity Index	70.6	72.3	79.5

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	19,222	133,801	368,347
In Households	97.6%	98.0%	98.8%
Householder	41.8%	40.4%	37.6%
Opposite-Sex Spouse	19.9%	20.3%	19.6%
Same-Sex Spouse	0.3%	0.2%	0.3%
Opposite-Sex Unmarried Partner	1.7%	1.6%	1.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.5%	27.2%	28.0%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	0.5%	0.4%	0.6%
Grandchild	0.5%	0.7%	1.2%
Brother or Sister	0.6%	0.8%	1.2%
Parent	1.1%	1.1%	1.4%
Parent-in-law	0.5%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.4%
Other Relatives	0.6%	0.8%	1.7%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.7%	3.1%	4.3%
In Group Quarters	2.4%	2.0%	1.2%
Institutionalized	2.0%	1.1%	0.7%
Noninstitutionalized	0.3%	0.9%	0.5%
2024 Population 25+ by Educational Attainment			
Total	13,877	98,378	263,056
Less than 9th Grade	1.0%	2.3%	3.8%
9th - 12th Grade, No Diploma	2.1%	1.4%	2.9%
High School Graduate	5.1%	6.3%	8.9%
GED/Alternative Credential	0.6%	0.5%	0.9%
Some College, No Degree	6.9%	5.9%	8.1%
Associate Degree	4.4%	3.7%	3.7%
Bachelor's Degree	30.5%	30.3%	28.4%
Graduate/Professional Degree	49.5%	49.5%	43.2%
2024 Population 15+ by Marital Status			
Total	15,950	114,588	307,357
Never Married	28.4%	29.8%	31.5%
Married	57.8%	56.5%	55.9%
Widowed	4.8%	5.5%	4.7%
Divorced	9.0%	8.3%	7.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,030	77,633	209,523
Population 16+ Employed	98.6%	98.5%	98.1%
Population 16+ Unemployment rate	1.4%	1.5%	1.9%
Population 16-24 Employed	8.9%	8.6%	9.1%
Population 16-24 Unemployment rate	5.5%	4.5%	5.8%
Population 25-54 Employed	65.4%	64.4%	63.7%
Population 25-54 Unemployment rate	0.9%	1.2%	1.5%
Population 55-64 Employed	15.7%	16.4%	16.6%
Population 55-64 Unemployment rate	0.8%	1.4%	1.6%
Population 65+ Employed	10.0%	10.6%	10.6%
Population 65+ Unemployment rate	1.4%	1.4%	1.6%

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September 23, 2024

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2024 Employed Population 16+ by Industry			
Total	10,877	76,442	205,524
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.2%	2.9%	4.9%
Manufacturing	2.7%	2.5%	2.4%
Wholesale Trade	0.6%	0.5%	0.6%
Retail Trade	4.0%	4.2%	5.5%
Transportation/Utilities	1.4%	1.9%	2.2%
Information	2.7%	2.9%	2.8%
Finance/Insurance/Real Estate	7.2%	6.9%	6.1%
Services	66.0%	62.2%	61.4%
Public Administration	13.3%	15.8%	13.9%
2024 Employed Population 16+ by Occupation			
Total	10,877	76,443	205,526
White Collar	90.1%	87.2%	80.6%
Management/Business/Financial	31.9%	28.9%	26.3%
Professional	49.0%	48.1%	43.3%
Sales	5.1%	5.3%	5.6%
Administrative Support	4.1%	4.9%	5.4%
Services	7.2%	8.3%	11.5%
Blue Collar	2.7%	4.5%	7.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.6%	1.4%	3.1%
Installation/Maintenance/Repair	0.6%	0.8%	1.4%
Production	0.6%	0.8%	1.0%
Transportation/Material Moving	0.8%	1.5%	2.3%
2020 Households by Type			
Total	8,008	54,197	138,669
Married Couple Households	48.3%	50.6%	52.6%
With Own Children <18	24.0%	23.7%	24.0%
Without Own Children <18	24.3%	26.9%	28.6%
Cohabiting Couple Households	4.2%	4.4%	4.5%
With Own Children <18	0.7%	0.7%	1.1%
Without Own Children <18	3.6%	3.6%	3.3%
Male Householder, No Spouse/Partner	15.4%	16.3%	15.3%
Living Alone	11.1%	11.8%	10.2%
65 Years and over	3.1%	3.3%	3.1%
With Own Children <18	1.0%	1.3%	1.4%
Without Own Children <18, With Relatives	2.0%	1.8%	2.3%
No Relatives Present	1.3%	1.4%	1.5%
Female Householder, No Spouse/Partner	32.1%	28.7%	27.6%
Living Alone	22.2%	19.4%	17.0%
65 Years and over	9.7%	9.1%	8.3%
With Own Children <18	4.0%	3.5%	3.9%
Without Own Children <18, With Relatives	4.3%	4.4%	5.3%
No Relatives Present	1.5%	1.5%	1.5%
2020 Households by Size			
Total	8,008	54,197	138,669
1 Person Household	33.3%	31.1%	27.2%
2 Person Household	28.7%	30.0%	30.0%
3 Person Household	15.8%	15.0%	15.9%
4 Person Household	14.3%	15.1%	15.7%
5 Person Household	5.1%	5.6%	6.6%
6 Person Household	1.9%	2.0%	2.7%
7 + Person Household	0.9%	1.1%	1.9%

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2020 Households by Tenure and Mortgage Status			
Total	8,008	54,197	138,669
Owner Occupied	64.2%	59.6%	63.7%
Owned with a Mortgage/Loan	45.6%	42.0%	46.2%
Owned Free and Clear	18.7%	17.5%	17.5%
Renter Occupied	35.8%	40.4%	36.3%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	81	71	74
Percent of Income for Mortgage	30.4%	34.5%	33.4%
Wealth Index	225	208	206
2020 Housing Units By Urban/ Rural Status			
Total	8,446	57,046	145,534
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	19,222	133,801	368,347
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.	Urban Chic (2A)	Top Tier (1A)	Top Tier (1A)
2.	Metro Renters (3B)	Metro Renters (3B)	Metro Renters (3B)
3.	Top Tier (1A)	Urban Chic (2A)	Urban Chic (2A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$39,106,543	\$254,935,421	\$619,472,424
Average Spent	\$4,894.44	\$4,546.82	\$4,392.64
Spending Potential Index	205	191	184
Education: Total \$	\$32,672,180	\$213,613,163	\$511,993,748
Average Spent	\$4,089.13	\$3,809.83	\$3,630.52
Spending Potential Index	237	220	210
Entertainment/Recreation: Total \$	\$65,897,097	\$433,190,819	\$1,054,572,333
Average Spent	\$8,247.45	\$7,726.03	\$7,477.91
Spending Potential Index	202	189	183
Food at Home: Total \$	\$115,795,122	\$762,529,191	\$1,867,657,162
Average Spent	\$14,492.51	\$13,599.84	\$13,243.45
Spending Potential Index	198	186	181
Food Away from Home: Total \$	\$65,322,603	\$427,650,531	\$1,043,659,165
Average Spent	\$8,175.54	\$7,627.22	\$7,400.53
Spending Potential Index	210	196	190
Health Care: Total \$	\$113,412,427	\$749,107,167	\$1,822,667,407
Average Spent	\$14,194.30	\$13,360.45	\$12,924.43
Spending Potential Index	185	174	168
HH Furnishings & Equipment: Total \$	\$50,051,060	\$328,317,511	\$800,559,145
Average Spent	\$6,264.21	\$5,855.60	\$5,676.72
Spending Potential Index	198	185	179
Personal Care Products & Services: Total \$	\$16,673,405	\$109,783,012	\$268,517,044
Average Spent	\$2,086.78	\$1,958.00	\$1,904.04
Spending Potential Index	210	197	191
Shelter: Total \$	\$449,719,203	\$2,970,336,300	\$7,303,390,711
Average Spent	\$56,285.26	\$52,976.45	\$51,787.91
Spending Potential Index	211	199	194
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$53,942,842	\$352,621,005	\$847,582,140
Average Spent	\$6,751.29	\$6,289.05	\$6,010.16
Spending Potential Index	193	179	172
Travel: Total \$	\$51,757,408	\$340,322,398	\$829,486,792
Average Spent	\$6,477.77	\$6,069.71	\$5,881.84
Spending Potential Index	214	200	194
Vehicle Maintenance & Repairs: Total \$	\$22,426,251	\$147,219,306	\$360,248,842
Average Spent	\$2,806.79	\$2,625.68	\$2,554.50
Spending Potential Index	189	177	172

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.