

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	13,725	111,648	333,336
2020 Total Population	14,184	116,849	349,244
2020 Group Quarters	35	691	1,715
2024 Total Population	13,957	115,423	343,504
2024 Group Quarters	35	693	1,719
2029 Total Population	13,876	114,975	343,002
2024-2029 Annual Rate	-0.12%	-0.08%	-0.03%
2024 Total Daytime Population	16,678	116,813	295,934
Workers	10,611	67,139	150,336
Residents	6,067	49,674	145,598
Household Summary			
2010 Households	3,978	41,762	124,580
2010 Average Household Size	3.45	2.66	2.67
2020 Total Households	4,131	41,969	126,467
2020 Average Household Size	3.43	2.77	2.75
2024 Households	4,049	41,242	123,795
2024 Average Household Size	3.44	2.78	2.76
2029 Households	4,004	40,900	123,575
2029 Average Household Size	3.46	2.79	2.76
2024-2029 Annual Rate	-0.22%	-0.17%	-0.04%
2010 Families	2,948	27,496	83,043
2010 Average Family Size	3.76	3.24	3.22
2024 Families	3,020	27,885	83,399
2024 Average Family Size	4.00	3.41	3.37
2029 Families	2,985	27,614	82,844
2029 Average Family Size	4.03	3.43	3.38
2024-2029 Annual Rate	-0.23%	-0.20%	-0.13%
Housing Unit Summary			
2000 Housing Units	4,079	38,003	118,519
Owner Occupied Housing Units	63.5%	70.5%	64.1%
Renter Occupied Housing Units	34.4%	27.3%	33.7%
Vacant Housing Units	2.1%	2.1%	2.2%
2010 Housing Units	4,213	43,352	129,202
Owner Occupied Housing Units	60.5%	66.1%	63.1%
Renter Occupied Housing Units	33.9%	30.2%	33.4%
Vacant Housing Units	5.6%	3.7%	3.6%
2020 Housing Units	4,240	43,312	130,758
Owner Occupied Housing Units	60.8%	66.0%	61.9%
Renter Occupied Housing Units	36.7%	30.9%	34.8%
Vacant Housing Units	2.1%	3.0%	3.3%
2024 Housing Units	4,191	42,957	129,276
Owner Occupied Housing Units	63.0%	68.1%	63.5%
Renter Occupied Housing Units	33.6%	27.9%	32.3%
Vacant Housing Units	3.4%	4.0%	4.2%
2029 Housing Units	4,203	43,115	130,768
Owner Occupied Housing Units	63.5%	69.0%	63.3%
Renter Occupied Housing Units	31.8%	25.9%	31.2%
Vacant Housing Units	4.7%	5.1%	5.5%

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.

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,049	41,241	123,793
<\$15,000	2.9%	3.0%	3.5%
\$15,000 - \$24,999	2.7%	2.4%	2.8%
\$25,000 - \$34,999	2.5%	2.5%	3.5%
\$35,000 - \$49,999	9.0%	5.1%	4.8%
\$50,000 - \$74,999	10.2%	9.9%	10.5%
\$75,000 - \$99,999	9.6%	10.2%	11.3%
\$100,000 - \$149,999	21.6%	19.9%	19.4%
\$150,000 - \$199,999	17.1%	18.2%	16.4%
\$200,000+	24.4%	28.9%	27.9%
Average Household Income	\$157,435	\$178,572	\$177,196
2029 Households by Income			
Household Income Base	4,004	40,899	123,573
<\$15,000	2.3%	2.5%	2.9%
\$15,000 - \$24,999	1.9%	1.8%	2.1%
\$25,000 - \$34,999	1.8%	1.8%	2.6%
\$35,000 - \$49,999	6.6%	3.8%	3.8%
\$50,000 - \$74,999	8.4%	8.0%	8.9%
\$75,000 - \$99,999	8.3%	8.4%	9.5%
\$100,000 - \$149,999	21.7%	19.6%	19.3%
\$150,000 - \$199,999	19.9%	20.2%	18.3%
\$200,000+	29.1%	33.9%	32.5%
Average Household Income	\$180,847	\$203,389	\$201,148
2024 Owner Occupied Housing Units by Value			
Total	2,641	29,238	81,956
<\$50,000	0.5%	0.6%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.0%	0.2%
\$150,000 - \$199,999	0.2%	0.2%	0.6%
\$200,000 - \$249,999	0.3%	0.5%	1.2%
\$250,000 - \$299,999	0.1%	1.6%	1.9%
\$300,000 - \$399,999	2.8%	6.4%	6.5%
\$400,000 - \$499,999	11.6%	9.7%	9.4%
\$500,000 - \$749,999	42.1%	45.1%	42.3%
\$750,000 - \$999,999	23.3%	24.5%	25.2%
\$1,000,000 - \$1,499,999	14.3%	8.6%	8.1%
\$1,500,000 - \$1,999,999	0.9%	1.3%	1.8%
\$2,000,000 +	3.9%	1.5%	2.2%
Average Home Value	\$811,577	\$732,318	\$741,482
2029 Owner Occupied Housing Units by Value			
Total	2,668	29,718	82,705
<\$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%	0.1%
\$200,000 - \$249,999	0.0%	0.1%	0.4%
\$250,000 - \$299,999	0.0%	0.9%	1.0%
\$300,000 - \$399,999	0.7%	3.8%	3.5%
\$400,000 - \$499,999	5.5%	5.4%	5.8%
\$500,000 - \$749,999	35.3%	38.1%	36.1%
\$750,000 - \$999,999	27.3%	31.6%	32.0%
\$1,000,000 - \$1,499,999	22.9%	15.1%	14.1%
\$1,500,000 - \$1,999,999	1.7%	2.5%	3.3%
\$2,000,000 +	6.5%	2.4%	3.4%
Average Home Value	\$949,522	\$841,113	\$858,896

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.

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$125,324	\$139,831	\$131,168
2029	\$146,646	\$157,366	\$151,467
Median Home Value			
2024	\$704,658	\$671,767	\$674,670
2029	\$827,332	\$762,205	\$771,809
Per Capita Income			
2024	\$46,148	\$63,719	\$63,836
2029	\$52,698	\$72,238	\$72,446
Median Age			
2010	34.4	38.0	37.4
2020	36.8	39.2	38.3
2024	37.6	40.3	39.4
2029	38.6	41.7	40.7
2020 Population by Age			
Total	14,184	116,849	349,244
0 - 4	5.8%	6.2%	6.3%
5 - 9	6.3%	6.2%	6.5%
10 - 14	6.8%	6.2%	6.4%
15 - 24	13.6%	11.1%	11.4%
25 - 34	14.8%	13.5%	14.0%
35 - 44	14.8%	15.5%	15.5%
45 - 54	13.8%	13.7%	13.4%
55 - 64	12.7%	13.0%	12.5%
65 - 74	7.3%	8.3%	8.4%
75 - 84	3.2%	4.1%	4.0%
85 +	1.1%	2.2%	1.7%
18 +	77.3%	77.8%	77.2%
2024 Population by Age			
Total	13,957	115,423	343,503
0 - 4	5.7%	5.9%	6.1%
5 - 9	6.2%	6.5%	6.7%
10 - 14	6.1%	5.9%	6.1%
15 - 24	13.0%	11.0%	11.2%
25 - 34	15.1%	12.5%	13.2%
35 - 44	15.3%	16.1%	16.1%
45 - 54	13.4%	13.8%	13.7%
55 - 64	12.1%	12.2%	11.7%
65 - 74	8.2%	9.1%	8.9%
75 - 84	3.6%	4.7%	4.6%
85 +	1.2%	2.3%	1.8%
18 +	78.3%	78.4%	77.8%
2029 Population by Age			
Total	13,877	114,974	343,001
0 - 4	5.5%	5.5%	5.7%
5 - 9	5.9%	6.0%	6.1%
10 - 14	6.4%	6.6%	6.7%
15 - 24	11.7%	10.6%	10.9%
25 - 34	15.3%	11.9%	12.7%
35 - 44	14.5%	14.4%	14.6%
45 - 54	13.8%	14.7%	14.6%
55 - 64	11.4%	11.8%	11.4%
65 - 74	9.4%	10.0%	9.6%
75 - 84	4.7%	6.0%	5.8%
85 +	1.4%	2.5%	2.1%
18 +	78.8%	78.5%	78.1%

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

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	7,135	56,501	170,024
Females	7,049	60,348	179,220
2024 Population by Sex			
Males	7,134	56,787	170,027
Females	6,823	58,636	173,477
2029 Population by Sex			
Males	7,035	56,266	168,841
Females	6,841	58,709	174,160
2010 Population by Race/Ethnicity			
Total	13,724	111,647	333,337
White Alone	43.3%	57.3%	57.4%
Black Alone	7.8%	12.8%	14.5%
American Indian Alone	1.1%	0.5%	0.4%
Asian Alone	24.8%	17.8%	15.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.4%	7.2%	7.7%
Two or More Races	5.6%	4.3%	4.3%
Hispanic Origin	34.1%	17.8%	18.9%
Diversity Index	84.1	72.9	73.5
2020 Population by Race/Ethnicity			
Total	14,184	116,849	349,244
White Alone	27.2%	42.4%	43.5%
Black Alone	9.0%	14.5%	15.2%
American Indian Alone	1.1%	0.6%	0.7%
Asian Alone	27.9%	19.7%	17.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	22.5%	10.3%	10.9%
Two or More Races	12.3%	12.3%	12.5%
Hispanic Origin	35.5%	20.4%	21.3%
Diversity Index	87.8	82.1	82.1
2024 Population by Race/Ethnicity			
Total	13,959	115,422	343,503
White Alone	25.6%	40.6%	41.6%
Black Alone	8.9%	14.7%	15.4%
American Indian Alone	1.1%	0.7%	0.7%
Asian Alone	28.2%	20.2%	17.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	23.3%	10.8%	11.5%
Two or More Races	12.8%	12.9%	13.1%
Hispanic Origin	36.6%	21.2%	22.3%
Diversity Index	88.0	83.0	83.1
2029 Population by Race/Ethnicity			
Total	13,877	114,975	343,001
White Alone	23.8%	38.5%	39.5%
Black Alone	8.7%	14.7%	15.3%
American Indian Alone	1.2%	0.7%	0.7%
Asian Alone	29.3%	21.4%	18.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	23.9%	11.2%	12.1%
Two or More Races	13.0%	13.5%	13.7%
Hispanic Origin	37.5%	22.1%	23.4%
Diversity Index	88.1	83.9	84.1

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.

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	14,184	116,849	349,244
In Households	99.8%	99.4%	99.5%
Householder	29.4%	35.9%	36.2%
Opposite-Sex Spouse	16.1%	18.6%	18.7%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	1.4%	1.6%	1.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.3%	28.0%	28.5%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.0%	0.7%	0.7%
Grandchild	2.4%	1.5%	1.4%
Brother or Sister	3.2%	1.9%	1.8%
Parent	2.9%	2.2%	2.1%
Parent-in-law	0.7%	0.6%	0.5%
Son-in-law or Daughter-in-law	0.9%	0.5%	0.4%
Other Relatives	5.1%	2.6%	2.3%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	7.8%	4.4%	4.2%
In Group Quarters	0.2%	0.6%	0.5%
Institutionalized	0.1%	0.5%	0.3%
Noninstitutionalized	0.2%	0.1%	0.2%
2024 Population 25+ by Educational Attainment			
Total	9,623	81,590	240,460
Less than 9th Grade	5.9%	3.2%	3.4%
9th - 12th Grade, No Diploma	5.1%	3.3%	3.3%
High School Graduate	18.5%	14.4%	14.4%
GED/Alternative Credential	1.8%	1.7%	1.7%
Some College, No Degree	12.8%	11.7%	12.2%
Associate Degree	8.3%	7.4%	7.2%
Bachelor's Degree	29.2%	29.7%	30.1%
Graduate/Professional Degree	18.4%	28.7%	27.7%
2024 Population 15+ by Marital Status			
Total	11,441	94,266	278,839
Never Married	36.1%	32.5%	33.3%
Married	52.3%	53.9%	54.0%
Widowed	4.4%	5.2%	4.4%
Divorced	7.2%	8.4%	8.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,083	66,598	201,946
Population 16+ Employed	96.9%	97.3%	97.0%
Population 16+ Unemployment rate	3.1%	2.7%	3.0%
Population 16-24 Employed	11.4%	9.8%	10.3%
Population 16-24 Unemployment rate	11.2%	10.4%	9.5%
Population 25-54 Employed	66.7%	65.0%	65.6%
Population 25-54 Unemployment rate	2.3%	1.8%	2.2%
Population 55-64 Employed	16.2%	17.5%	16.3%
Population 55-64 Unemployment rate	0.5%	1.5%	2.3%
Population 65+ Employed	5.7%	7.7%	7.8%
Population 65+ Unemployment rate	2.0%	2.0%	2.2%

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

September 23, 2024

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	7,832	64,811	195,832
Agriculture/Mining	0.6%	0.2%	0.2%
Construction	7.5%	5.8%	6.2%
Manufacturing	3.1%	2.2%	2.3%
Wholesale Trade	0.7%	0.9%	0.8%
Retail Trade	9.0%	7.2%	7.6%
Transportation/Utilities	5.4%	3.6%	4.0%
Information	2.4%	2.3%	2.0%
Finance/Insurance/Real Estate	5.7%	6.0%	6.1%
Services	53.4%	55.3%	55.8%
Public Administration	12.1%	16.6%	15.0%
2024 Employed Population 16+ by Occupation			
Total	7,833	64,811	195,833
White Collar	60.4%	72.4%	71.8%
Management/Business/Financial	19.7%	25.2%	25.2%
Professional	25.3%	33.0%	32.3%
Sales	5.8%	6.1%	6.1%
Administrative Support	9.6%	8.2%	8.2%
Services	21.0%	16.0%	16.1%
Blue Collar	18.6%	11.6%	12.1%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	4.9%	3.9%	4.2%
Installation/Maintenance/Repair	2.1%	1.5%	1.8%
Production	3.5%	1.6%	1.4%
Transportation/Material Moving	7.7%	4.5%	4.7%
2020 Households by Type			
Total	4,131	41,969	126,467
Married Couple Households	55.2%	52.5%	52.3%
With Own Children <18	24.4%	23.8%	24.0%
Without Own Children <18	30.8%	28.7%	28.3%
Cohabiting Couple Households	5.3%	4.5%	4.7%
With Own Children <18	2.1%	1.3%	1.3%
Without Own Children <18	3.2%	3.3%	3.4%
Male Householder, No Spouse/Partner	17.6%	15.9%	16.6%
Living Alone	9.0%	9.8%	10.4%
65 Years and over	2.0%	2.8%	2.7%
With Own Children <18	1.8%	1.4%	1.4%
Without Own Children <18, With Relatives	4.5%	3.0%	2.8%
No Relatives Present	2.3%	1.7%	1.9%
Female Householder, No Spouse/Partner	21.9%	27.1%	26.5%
Living Alone	9.2%	15.4%	14.7%
65 Years and over	4.0%	7.0%	6.1%
With Own Children <18	4.5%	4.4%	4.3%
Without Own Children <18, With Relatives	7.1%	6.0%	6.1%
No Relatives Present	1.1%	1.3%	1.4%
2020 Households by Size			
Total	4,131	41,969	126,467
1 Person Household	18.2%	25.1%	25.1%
2 Person Household	26.1%	28.9%	29.4%
3 Person Household	17.1%	16.9%	16.8%
4 Person Household	17.8%	15.9%	15.9%
5 Person Household	9.4%	7.3%	7.4%
6 Person Household	6.0%	3.3%	3.2%
7 + Person Household	5.4%	2.6%	2.2%

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

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,131	41,969	126,467
Owner Occupied	62.4%	68.1%	64.0%
Owned with a Mortgage/Loan	48.6%	54.7%	50.9%
Owned Free and Clear	13.8%	13.5%	13.1%
Renter Occupied	37.6%	31.9%	36.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	69	81	75
Percent of Income for Mortgage	35.2%	30.1%	32.2%
Wealth Index	147	172	167
2020 Housing Units By Urban/ Rural Status			
Total	4,240	43,312	130,758
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	14,184	116,849	349,244
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.

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

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

Prepared by Esri
Latitude: 38.78109
Longitude: -77.18367

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Urban Villages (7B)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
3.	Pacific Heights (2C)	Urban Chic (2A)	Top Tier (1A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,005,992	\$148,887,964	\$455,019,167
Average Spent	\$3,212.15	\$3,610.11	\$3,675.59
Spending Potential Index	135	152	154
Education: Total \$	\$9,987,300	\$118,118,804	\$356,593,009
Average Spent	\$2,466.61	\$2,864.04	\$2,880.51
Spending Potential Index	143	166	167
Entertainment/Recreation: Total \$	\$22,052,808	\$258,004,696	\$767,467,198
Average Spent	\$5,446.48	\$6,255.87	\$6,199.50
Spending Potential Index	133	153	152
Food at Home: Total \$	\$39,985,402	\$456,783,264	\$1,379,722,186
Average Spent	\$9,875.38	\$11,075.68	\$11,145.22
Spending Potential Index	135	152	153
Food Away from Home: Total \$	\$22,349,235	\$254,512,209	\$767,776,736
Average Spent	\$5,519.69	\$6,171.19	\$6,202.00
Spending Potential Index	142	159	159
Health Care: Total \$	\$37,306,792	\$446,914,918	\$1,335,732,971
Average Spent	\$9,213.83	\$10,836.40	\$10,789.88
Spending Potential Index	120	141	140
HH Furnishings & Equipment: Total \$	\$16,862,124	\$196,585,061	\$587,487,529
Average Spent	\$4,164.52	\$4,766.62	\$4,745.65
Spending Potential Index	132	151	150
Personal Care Products & Services: Total \$	\$5,830,782	\$66,215,468	\$197,973,425
Average Spent	\$1,440.05	\$1,605.53	\$1,599.20
Spending Potential Index	145	161	161
Shelter: Total \$	\$162,093,883	\$1,815,238,072	\$5,386,353,201
Average Spent	\$40,033.07	\$44,014.31	\$43,510.26
Spending Potential Index	150	165	163
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,924,137	\$204,764,215	\$608,468,597
Average Spent	\$3,932.86	\$4,964.94	\$4,915.13
Spending Potential Index	112	142	140
Travel: Total \$	\$17,608,434	\$203,259,040	\$598,150,311
Average Spent	\$4,348.84	\$4,928.45	\$4,831.78
Spending Potential Index	143	162	159
Vehicle Maintenance & Repairs: Total \$	\$7,670,345	\$89,127,127	\$268,933,365
Average Spent	\$1,894.38	\$2,161.08	\$2,172.41
Spending Potential Index	128	146	147

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.