

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,956	108,063	314,537
2010 Total Population	16,107	117,406	338,655
2019 Total Population	17,181	128,665	363,103
2019 Group Quarters	372	2,005	4,138
2024 Total Population	17,670	133,849	375,089
2017-2022 Annual Rate	0.56%	0.79%	0.65%
2019 Total Daytime Population	27,167	194,287	433,177
Workers	19,800	136,211	265,653
Residents	7,367	58,076	167,524
Household Summary			
2000 Households	6,021	45,016	122,072
2000 Average Household Size	2.27	2.35	2.54
2010 Households	6,931	48,670	129,402
2010 Average Household Size	2.27	2.37	2.59
2019 Households	7,314	53,737	138,530
2019 Average Household Size	2.30	2.36	2.59
2024 Households	7,485	56,031	143,156
2024 Average Household Size	2.31	2.35	2.59
2017-2022 Annual Rate	0.46%	0.84%	0.66%
2010 Families	4,011	29,573	84,844
2010 Average Family Size	2.94	3.02	3.14
2019 Families	4,210	31,749	89,146
2019 Average Family Size	2.98	3.04	3.17
2024 Families	4,312	32,765	91,432
2024 Average Family Size	3.00	3.05	3.19
2017-2022 Annual Rate	0.48%	0.63%	0.51%
Housing Unit Summary			
2000 Housing Units	6,195	46,692	125,712
Owner Occupied Housing Units	75.4%	65.9%	68.8%
Renter Occupied Housing Units	21.8%	30.5%	28.3%
Vacant Housing Units	2.8%	3.6%	2.9%
2010 Housing Units	7,351	51,929	136,975
Owner Occupied Housing Units	64.3%	61.2%	64.5%
Renter Occupied Housing Units	30.0%	32.5%	30.0%
Vacant Housing Units	5.7%	6.3%	5.5%
2019 Housing Units	7,632	56,564	145,227
Owner Occupied Housing Units	64.8%	57.7%	61.7%
Renter Occupied Housing Units	31.0%	37.3%	33.7%
Vacant Housing Units	4.2%	5.0%	4.6%
2024 Housing Units	7,788	58,832	149,752
Owner Occupied Housing Units	65.9%	57.6%	61.7%
Renter Occupied Housing Units	30.2%	37.6%	33.9%
Vacant Housing Units	3.9%	4.8%	4.4%
Median Household Income			
2019	\$139,185	\$123,454	\$118,573
2024	\$151,126	\$132,369	\$128,590
Median Home Value			
2019	\$655,345	\$701,263	\$654,712
2024	\$673,803	\$728,700	\$686,028
Per Capita Income			
2019	\$80,453	\$76,094	\$67,525
2024	\$87,401	\$82,247	\$73,303
Median Age			
2010	41.6	41.5	40.5
2019	42.2	42.9	41.9
2024	42.2	43.4	42.5

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	7,314	53,737	138,529
<\$15,000	2.4%	4.7%	4.5%
\$15,000 - \$24,999	2.8%	3.1%	3.5%
\$25,000 - \$34,999	2.7%	3.7%	4.2%
\$35,000 - \$49,999	4.9%	6.1%	6.3%
\$50,000 - \$74,999	9.7%	11.4%	11.8%
\$75,000 - \$99,999	8.6%	10.2%	11.3%
\$100,000 - \$149,999	22.5%	19.3%	18.2%
\$150,000 - \$199,999	15.8%	13.0%	12.7%
\$200,000+	30.7%	28.7%	27.6%
Average Household Income	\$188,912	\$181,724	\$177,067
2024 Households by Income			
Household Income Base	7,485	56,031	143,155
<\$15,000	1.9%	4.0%	3.8%
\$15,000 - \$24,999	2.2%	2.5%	2.9%
\$25,000 - \$34,999	2.4%	3.3%	3.8%
\$35,000 - \$49,999	4.1%	5.4%	5.6%
\$50,000 - \$74,999	8.4%	10.3%	10.7%
\$75,000 - \$99,999	8.0%	10.1%	11.0%
\$100,000 - \$149,999	22.4%	19.7%	18.6%
\$150,000 - \$199,999	17.3%	14.3%	14.2%
\$200,000+	33.2%	30.3%	29.5%
Average Household Income	\$206,261	\$195,981	\$192,155
2019 Owner Occupied Housing Units by Value			
Total	4,945	32,614	89,586
<\$50,000	0.2%	0.5%	0.6%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.0%	0.4%	0.4%
\$150,000 - \$199,999	0.7%	1.5%	1.3%
\$200,000 - \$249,999	1.5%	2.8%	2.8%
\$250,000 - \$299,999	1.2%	3.1%	4.2%
\$300,000 - \$399,999	12.0%	9.5%	14.8%
\$400,000 - \$499,999	6.0%	8.1%	12.3%
\$500,000 - \$749,999	45.4%	29.7%	21.7%
\$750,000 - \$999,999	20.4%	24.1%	20.6%
\$1,000,000 +	11.0%	14.3%	14.2%
Average Home Value	\$702,645	\$776,930	\$758,195
2024 Owner Occupied Housing Units by Value			
Total	5,133	33,894	92,326
<\$50,000	0.1%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.2%	0.2%
\$150,000 - \$199,999	0.3%	0.8%	0.7%
\$200,000 - \$249,999	0.9%	1.9%	1.8%
\$250,000 - \$299,999	1.0%	2.6%	3.4%
\$300,000 - \$399,999	11.2%	9.0%	14.3%
\$400,000 - \$499,999	5.7%	8.5%	13.2%
\$500,000 - \$749,999	44.4%	29.4%	21.7%
\$750,000 - \$999,999	21.9%	23.7%	20.1%
\$1,000,000 +	13.0%	17.3%	17.0%
Average Home Value	\$729,850	\$816,146	\$793,697

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	16,109	117,408	338,654
0 - 4	6.3%	5.7%	6.1%
5 - 9	5.6%	6.2%	6.4%
10 - 14	5.7%	6.2%	6.3%
15 - 24	8.6%	9.5%	10.7%
25 - 34	14.1%	13.2%	13.0%
35 - 44	14.8%	14.3%	14.2%
45 - 54	15.1%	15.2%	15.3%
55 - 64	12.5%	12.6%	12.9%
65 - 74	7.2%	7.9%	7.7%
75 - 84	5.9%	5.8%	4.9%
85 +	4.3%	3.4%	2.6%
18 +	79.3%	78.2%	77.3%
2019 Population by Age			
Total	17,183	128,666	363,103
0 - 4	5.4%	4.9%	5.3%
5 - 9	5.8%	5.6%	6.0%
10 - 14	6.0%	6.2%	6.7%
15 - 24	9.8%	10.3%	10.6%
25 - 34	13.6%	12.6%	12.4%
35 - 44	13.0%	12.9%	13.0%
45 - 54	13.3%	13.2%	13.3%
55 - 64	13.2%	13.8%	13.8%
65 - 74	9.8%	10.5%	10.5%
75 - 84	5.7%	6.2%	5.6%
85 +	4.5%	3.7%	2.9%
18 +	79.5%	79.6%	78.3%
2024 Population by Age			
Total	17,669	133,849	375,087
0 - 4	5.4%	4.9%	5.3%
5 - 9	5.8%	5.4%	5.7%
10 - 14	5.7%	5.6%	6.1%
15 - 24	9.4%	9.8%	10.4%
25 - 34	14.2%	12.9%	12.4%
35 - 44	13.3%	13.4%	13.6%
45 - 54	12.6%	12.5%	12.7%
55 - 64	12.3%	13.0%	13.1%
65 - 74	10.5%	11.3%	11.2%
75 - 84	6.5%	7.2%	6.7%
85 +	4.3%	3.8%	3.0%
18 +	79.7%	80.6%	79.2%
2010 Population by Sex			
Males	7,534	55,634	162,623
Females	8,573	61,772	176,032
2019 Population by Sex			
Males	8,117	61,384	175,188
Females	9,064	67,281	187,915
2024 Population by Sex			
Males	8,391	64,041	181,469
Females	9,280	69,808	193,619

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	16,108	117,407	338,656
White Alone	77.2%	75.3%	67.7%
Black Alone	6.0%	5.5%	9.2%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	11.4%	13.0%	12.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	2.7%	6.8%
Two or More Races	3.5%	3.2%	3.7%
Hispanic Origin	8.3%	10.2%	17.1%
Diversity Index	48.0	52.1	65.5
2019 Population by Race/Ethnicity			
Total	17,180	128,665	363,103
White Alone	71.6%	69.4%	62.3%
Black Alone	7.7%	7.1%	10.7%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	13.7%	15.5%	13.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	3.6%	8.3%
Two or More Races	4.5%	4.0%	4.4%
Hispanic Origin	11.4%	13.5%	21.0%
Diversity Index	57.2	60.8	72.0
2024 Population by Race/Ethnicity			
Total	17,670	133,850	375,088
White Alone	68.3%	66.2%	59.4%
Black Alone	8.6%	7.9%	11.3%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	15.1%	17.0%	14.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	4.1%	9.2%
Two or More Races	5.0%	4.5%	4.8%
Hispanic Origin	13.7%	15.8%	23.5%
Diversity Index	62.1	65.2	75.2
2010 Population by Relationship and Household Type			
Total	16,107	117,406	338,655
In Households	97.8%	98.4%	98.8%
In Family Households	74.8%	77.8%	81.7%
Householder	24.9%	25.2%	25.0%
Spouse	20.4%	21.2%	20.4%
Child	25.4%	26.7%	28.4%
Other relative	2.5%	3.0%	4.8%
Nonrelative	1.5%	1.8%	3.1%
In Nonfamily Households	23.0%	20.5%	17.1%
In Group Quarters	2.2%	1.6%	1.2%
Institutionalized Population	2.0%	1.2%	0.8%
Noninstitutionalized Population	0.2%	0.4%	0.3%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	12,544	93,889	259,574
Less than 9th Grade	1.1%	2.2%	4.9%
9th - 12th Grade, No Diploma	0.7%	1.5%	3.0%
High School Graduate	6.3%	7.0%	9.1%
GED/Alternative Credential	1.1%	0.9%	1.0%
Some College, No Degree	9.0%	9.4%	10.5%
Associate Degree	3.2%	3.9%	4.1%
Bachelor's Degree	34.4%	30.4%	27.7%
Graduate/Professional Degree	44.2%	44.8%	39.7%
2019 Population 15+ by Marital Status			
Total	14,225	107,168	297,973
Never Married	32.9%	29.8%	31.0%
Married	52.1%	55.7%	55.8%
Widowed	6.2%	6.3%	5.3%
Divorced	8.8%	8.3%	7.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.7%	97.1%	96.2%
Civilian Unemployed (Unemployment Rate)	2.3%	2.9%	3.8%
2019 Employed Population 16+ by Industry			
Total	9,936	71,062	198,095
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	3.6%	3.5%	5.6%
Manufacturing	2.0%	2.1%	2.1%
Wholesale Trade	0.6%	0.9%	0.9%
Retail Trade	4.5%	4.2%	5.3%
Transportation/Utilities	2.0%	1.5%	2.1%
Information	3.9%	3.1%	2.8%
Finance/Insurance/Real Estate	8.6%	8.1%	7.3%
Services	59.1%	60.5%	59.9%
Public Administration	15.7%	16.0%	13.9%
2019 Employed Population 16+ by Occupation			
Total	9,936	71,063	198,096
White Collar	86.3%	85.7%	77.6%
Management/Business/Financial	30.4%	27.0%	23.3%
Professional	39.6%	43.3%	38.3%
Sales	9.1%	7.5%	7.5%
Administrative Support	7.2%	7.9%	8.6%
Services	9.8%	9.5%	14.2%
Blue Collar	3.9%	4.8%	8.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.3%	1.6%	3.6%
Installation/Maintenance/Repair	0.6%	0.7%	1.2%
Production	0.9%	1.0%	1.2%
Transportation/Material Moving	1.1%	1.5%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	16,107	117,406	338,655
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,931	48,670	129,402
Households with 1 Person	33.9%	31.6%	27.2%
Households with 2+ People	66.1%	68.4%	72.8%
Family Households	57.9%	60.8%	65.6%
Husband-wife Families	47.5%	51.0%	53.4%
With Related Children	22.5%	23.8%	25.4%
Other Family (No Spouse Present)	10.4%	9.8%	12.2%
Other Family with Male Householder	2.7%	2.5%	3.2%
With Related Children	1.2%	1.1%	1.6%
Other Family with Female Householder	7.6%	7.3%	9.0%
With Related Children	4.2%	4.0%	5.0%
Nonfamily Households	8.2%	7.6%	7.2%
All Households with Children	28.1%	29.1%	32.3%
Multigenerational Households	1.5%	1.9%	3.1%
Unmarried Partner Households	4.7%	4.1%	4.4%
Male-female	3.8%	3.4%	3.5%
Same-sex	0.9%	0.8%	0.9%
2010 Households by Size			
Total	6,929	48,669	129,403
1 Person Household	33.9%	31.6%	27.2%
2 Person Household	32.3%	33.0%	32.1%
3 Person Household	15.1%	14.5%	15.5%
4 Person Household	12.7%	13.3%	14.2%
5 Person Household	4.2%	5.1%	6.3%
6 Person Household	1.3%	1.7%	2.5%
7 + Person Household	0.4%	0.9%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	6,931	48,670	129,402
Owner Occupied	68.2%	65.3%	68.3%
Owned with a Mortgage/Loan	50.2%	48.4%	51.8%
Owned Free and Clear	18.1%	16.9%	16.5%
Renter Occupied	31.8%	34.7%	31.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,351	51,929	136,975
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Wildwood Shopping Center
10241 Old Georgetown Rd, Bethesda, Maryland, 20814
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.02327
Longitude: -77.12396

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Renters (3B)	Top Tier (1A)	Top Tier (1A)
2.	Urban Chic (2A)	Metro Renters (3B)	Metro Renters (3B)
3.	Top Tier (1A)	Urban Chic (2A)	Urban Chic (2A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$33,413,625	\$234,505,635	\$586,493,991
Average Spent	\$4,568.45	\$4,363.95	\$4,233.70
Spending Potential Index	213	204	198
Education: Total \$	\$28,099,958	\$202,032,487	\$513,914,694
Average Spent	\$3,841.94	\$3,759.65	\$3,709.77
Spending Potential Index	241	236	233
Entertainment/Recreation: Total \$	\$49,701,781	\$351,356,685	\$882,681,536
Average Spent	\$6,795.43	\$6,538.45	\$6,371.77
Spending Potential Index	208	200	195
Food at Home: Total \$	\$75,937,817	\$533,224,634	\$1,337,522,988
Average Spent	\$10,382.53	\$9,922.86	\$9,655.11
Spending Potential Index	201	192	187
Food Away from Home: Total \$	\$57,194,982	\$399,431,108	\$994,083,444
Average Spent	\$7,819.93	\$7,433.07	\$7,175.94
Spending Potential Index	213	202	195
Health Care: Total \$	\$84,351,822	\$595,225,481	\$1,491,678,972
Average Spent	\$11,532.93	\$11,076.64	\$10,767.91
Spending Potential Index	194	187	181
HH Furnishings & Equipment: Total \$	\$32,449,900	\$227,282,097	\$567,842,040
Average Spent	\$4,436.68	\$4,229.53	\$4,099.05
Spending Potential Index	208	198	192
Personal Care Products & Services: Total \$	\$13,658,885	\$95,559,440	\$237,433,023
Average Spent	\$1,867.50	\$1,778.28	\$1,713.95
Spending Potential Index	211	201	193
Shelter: Total \$	\$298,175,989	\$2,107,287,202	\$5,321,246,451
Average Spent	\$40,767.84	\$39,214.83	\$38,412.23
Spending Potential Index	220	212	208
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$38,182,645	\$271,918,966	\$678,984,802
Average Spent	\$5,220.49	\$5,060.18	\$4,901.36
Spending Potential Index	211	204	198
Travel: Total \$	\$36,865,541	\$261,157,334	\$660,443,630
Average Spent	\$5,040.41	\$4,859.92	\$4,767.51
Spending Potential Index	225	217	212
Vehicle Maintenance & Repairs: Total \$	\$17,138,734	\$119,518,467	\$294,160,417
Average Spent	\$2,343.28	\$2,224.14	\$2,123.44
Spending Potential Index	205	194	186

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.