

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

| | | | | | | |
|---------------------------------------|----------------|-----|-----------------|-----|-----------------|-----|
| Population | 25,660 | | 165,736 | | 489,350 | |
| Households | 9,154 | | 60,891 | | 187,270 | |
| Persons per Household | 2.78 | 108 | 2.7 | 105 | 2.59 | 100 |
| Household Median Income | \$103,390.38 | 149 | \$113,809.33 | 164 | \$107,727.54 | 155 |
| Household Median Disposable Income | \$85,582.16 | 142 | \$92,732.53 | 154 | \$88,357.83 | 147 |
| Household Median Discretionary Income | \$60,434.7 | 141 | \$67,360.64 | 157 | \$63,547.68 | 148 |
| Average Income Per Person | \$43,741.85 | 117 | \$55,015.48 | 147 | \$58,180.3 | 156 |
| Median Rent | \$2,042.38 | 161 | \$1,878.83 | 148 | \$1,814.1 | 143 |
| Median House Value | \$618,291.88 | 150 | \$704,427.74 | 171 | \$724,844.6 | 176 |
| Households in Poverty | 872 (9.5%) | 75 | 4,619 (7.6%) | 60 | 14,891 (8%) | 63 |
| Household Median Wealth | \$92,864.07 | 118 | \$96,992.94 | 123 | \$92,698.85 | 118 |
| Average Age | 38.88 | 97 | 40.14 | 100 | 40.44 | 101 |
| Median Age | 40.15 | 104 | 40.76 | 106 | 40.94 | 106 |
| Households with Children | 2,959 (32.3%) | 117 | 18,796 (30.9%) | 112 | 55,208 (29.5%) | 107 |
| High School Graduate or Higher | 15,437 (89.7%) | 101 | 100,188 (88.6%) | 100 | 292,577 (86.9%) | 98 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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| Bachelor's Degree or Higher | 9,141 (53.1%) | 63,958 (56.6%) | 189,743 (56.4%) |
| Pop density (per sq mi) | 7,985 | 6,068 | 6,100 |
| Area (based on blockgroups) | 3 | 27 | 80 |

Population

| | | | |
|------------------------------|--------|---------|---------|
| Population 2022 Q4 | 25,660 | 165,736 | 489,350 |
| Population 2022 Q3 | 25,685 | 165,662 | 489,123 |
| Population 2022 Q2 | 25,684 | 165,305 | 489,702 |
| Population 2022 Q1 | 25,665 | 165,238 | 488,405 |
| Population 2021 Q4 | 25,676 | 164,988 | 490,769 |
| Population 2021 Q3 | 25,696 | 164,868 | 492,420 |
| Population 2021 Q2 | 25,726 | 164,971 | 494,636 |
| Population 2021 Q1 | 25,765 | 165,316 | 496,894 |
| Population 2020 Q4 | 25,796 | 165,585 | 499,397 |
| Population 5 Years Forecast | 26,201 | 169,419 | 501,664 |
| Population 10 Years Forecast | 26,987 | 174,682 | 517,776 |
| Persons per Household | 2.78 | 2.7 | 2.59 |

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|--|--------|--------|--------|-------|--------|----|-------|--------|----|
| Group Quarters | 177 | (0.7%) | 30 | 1,244 | (0.8%) | 32 | 5,053 | (1%) | 44 |
| Transient Population - Average Last 4 Quarters | | | | | | | 3,654 | (0.7%) | 60 |

Households

| | | | | | |
|------------------------------|-------|--|--------|--|---------|
| Households 2022 Q4 | 9,154 | | 60,891 | | 187,270 |
| Households 2022 Q3 | 9,162 | | 60,833 | | 187,059 |
| Households 2022 Q2 | 9,160 | | 60,692 | | 187,106 |
| Households 2022 Q1 | 9,155 | | 60,665 | | 186,420 |
| Households 2021 Q4 | 9,158 | | 60,585 | | 187,336 |
| Households 2021 Q3 | 9,164 | | 60,519 | | 187,942 |
| Households 2021 Q2 | 9,176 | | 60,555 | | 188,789 |
| Households 2021 Q1 | 9,190 | | 60,692 | | 189,617 |
| Households 2020 Q4 | 9,203 | | 60,804 | | 190,628 |
| Households 5 Years Forecast | 9,366 | | 62,504 | | 193,185 |
| Households 10 Years Forecast | 9,659 | | 64,596 | | 200,096 |

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Gender

| Gender | 1 Mile | 3 Mile | 5 Mile |
|--------|----------------|----------------|-----------------|
| Male | 12,604 (49.1%) | 80,542 (48.6%) | 237,156 (48.5%) |
| Female | 13,056 (50.9%) | 85,194 (51.4%) | 252,194 (51.5%) |

Ethnicity

| Ethnicity | 1 Mile | 3 Mile | 5 Mile |
|-------------------|---------------|----------------|-----------------|
| White | 9,213 (35.9%) | 72,404 (43.7%) | 201,758 (41.2%) |
| Hispanic (Ethnic) | 7,707 (30%) | 42,735 (25.8%) | 118,005 (24.1%) |
| Black | 5,168 (20.1%) | 29,450 (17.8%) | 104,388 (21.3%) |
| Asian | 2,509 (9.8%) | 14,516 (8.8%) | 46,516 (9.5%) |
| Other | 1,063 (4.1%) | 6,631 (4%) | 18,683 (3.8%) |

Household by Ethnicity

| Ethnicity | 1 Mile | 3 Mile | 5 Mile |
|-------------------|---------------|----------------|----------------|
| White | 3,546 (38.7%) | 28,774 (47.3%) | 82,840 (44.2%) |
| Black | 2,103 (23%) | 11,631 (19.1%) | 39,151 (20.9%) |
| Hispanic (Ethnic) | 2,008 (21.9%) | 11,301 (18.6%) | 35,143 (18.8%) |
| Other | 936 (10.2%) | 4,918 (8.1%) | 13,953 (7.5%) |
| Asian | 561 (6.1%) | 4,267 (7%) | 16,183 (8.6%) |

Households Income

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|---------------------------|---------------|-----|---------------|-----|----------------|-----|
| Household Average Income | \$121,556.34 | 125 | \$148,548.05 | 153 | \$150,435.87 | 154 |
| Average Income Per Person | \$43,741.85 | 117 | \$55,015.48 | 147 | \$58,180.3 | 156 |
| Household Median Income | \$103,390.38 | 149 | \$113,809.33 | 164 | \$107,727.54 | 155 |
| <\$15K | 684 (7.5%) | 8 | 3,049 (5%) | 55 | 9,751 (5.2%) | 57 |
| \$15K - \$25K | 268 (2.9%) | 38 | 2,124 (3.5%) | 45 | 7,399 (4%) | 51 |
| \$25K - \$35K | 260 (2.8%) | 35 | 2,720 (4.5%) | 55 | 10,180 (5.4%) | 67 |
| \$35K - \$50K | 568 (6.2%) | 54 | 3,885 (6.4%) | 56 | 14,537 (7.8%) | 68 |
| \$50K - \$75K | 1,294 (14.1%) | 84 | 7,307 (12%) | 71 | 24,152 (12.9%) | 76 |
| \$75K - \$100K | 1,337 (14.6%) | 113 | 7,544 (12.4%) | 96 | 21,779 (11.6%) | 90 |
| \$100K - \$150K | 2,234 (24.4%) | 148 | 12,190 (20%) | 121 | 34,261 (18.3%) | 111 |
| \$150K - \$175K | 827 (9%) | 172 | 5,477 (9%) | 171 | 14,929 (8%) | 152 |
| \$175K - \$200K | 826 (9%) | 167 | 7,690 (12.6%) | 234 | 24,305 (13%) | 241 |
| \$200K - \$250K | 481 (5.3%) | 141 | 4,990 (8.2%) | 220 | 14,542 (7.8%) | 208 |
| \$250K - \$500K | 204 (2.2%) | 140 | 2,138 (3.5%) | 220 | 6,231 (3.3%) | 209 |
| >\$500K | 171 (1.9%) | 140 | 1,777 (2.9%) | 219 | 5,204 (2.8%) | 208 |

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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|-------------------------------------|---------------|-----|----------------|-----|----------------|-----|
| Household Average Disposable Income | \$92,360.18 | 125 | \$102,319.17 | 138 | \$99,023.5 | 134 |
| Household Median Disposable Income | \$85,582.16 | 142 | \$92,732.53 | 154 | \$88,357.83 | 147 |
| <\$15K | 715 (7.8%) | 7 | 3,232 (5.3%) | 53 | 10,416 (5.6%) | 56 |
| \$15K - \$25K | 294 (3.2%) | 35 | 2,716 (4.5%) | 49 | 9,614 (5.1%) | 57 |
| \$25K - \$35K | 408 (4.5%) | 48 | 3,367 (5.5%) | 60 | 11,875 (6.3%) | 68 |
| \$35K - \$50K | 735 (8%) | 60 | 5,109 (8.4%) | 62 | 18,470 (9.9%) | 73 |
| \$50K - \$75K | 1,722 (18.8%) | 102 | 9,194 (15.1%) | 8 | 28,797 (15.4%) | 83 |
| \$75K - \$100K | 1,652 (18%) | 130 | 9,252 (15.2%) | 109 | 25,656 (13.7%) | 99 |
| \$100K - \$150K | 2,416 (26.4%) | 168 | 14,303 (23.5%) | 150 | 42,573 (22.7%) | 145 |
| \$150K - \$175K | 562 (6.1%) | 127 | 6,982 (11.5%) | 238 | 20,173 (10.8%) | 224 |
| \$175K - \$200K | 176 (1.9%) | 123 | 1,816 (3%) | 191 | 5,367 (2.9%) | 184 |
| \$200K - \$250K | 192 (2.1%) | 138 | 1,980 (3.3%) | 213 | 5,763 (3.1%) | 202 |
| \$250K - \$500K | 261 (2.9%) | 136 | 2,707 (4.4%) | 212 | 7,881 (4.2%) | 201 |
| >\$500K | 21 (<0.5%) | 125 | 233 (<0.5%) | 209 | 685 (<0.5%) | 199 |

Discretionary Households Income

| | | | | | | |
|--|-------------|-----|-------------|-----|-------------|-----|
| Household Average Discretionary Income | \$64,345.03 | 124 | \$73,848.36 | 143 | \$71,367.53 | 138 |
|--|-------------|-----|-------------|-----|-------------|-----|

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| Household Median Discretionary Income | \$60,434.7 | 141 | \$67,360.64 | 157 | \$63,547.68 | 148 |
| <\$10K | 697 (7.6%) | 75 | 3,112 (5.1%) | 50 | 10,280 (5.5%) | 54 |
| \$10K - \$20K | 437 (4.8%) | 37 | 3,993 (6.6%) | 50 | 15,678 (8.4%) | 64 |
| \$20K - \$30K | 659 (7.2%) | 58 | 4,630 (7.6%) | 61 | 17,233 (9.2%) | 74 |
| \$30K - \$40K | 872 (9.5%) | 84 | 4,877 (8%) | 71 | 16,042 (8.6%) | 75 |
| \$40K - \$50K | 1,036 (11.3%) | 118 | 5,291 (8.7%) | 91 | 15,927 (8.5%) | 89 |
| \$50K - \$75K | 2,174 (23.7%) | 131 | 11,877 (19.5%) | 108 | 32,433 (17.3%) | 96 |
| \$75K - \$100K | 1,550 (16.9%) | 160 | 8,841 (14.5%) | 137 | 24,581 (13.1%) | 124 |
| \$100K - \$125K | 1,061 (11.6%) | 171 | 7,834 (12.9%) | 190 | 23,787 (12.7%) | 188 |
| \$125K - \$150K | 475 (5.2%) | 118 | 6,558 (10.8%) | 245 | 20,042 (10.7%) | 243 |
| >\$150K | 193 (2.1%) | 84 | 3,878 (6.4%) | 253 | 11,267 (6%) | 239 |

Households Income by Ethnicity

| | | | | | | |
|------------------------|--------------|-----|--------------|-----|--------------|-----|
| Average Income - White | \$115,480.74 | 33 | \$128,243.67 | 147 | \$127,883.35 | 147 |
| Median Income - White | \$120,426.01 | 158 | \$146,795.35 | 193 | \$146,474.39 | 193 |
| Average Income - Black | \$91,466.38 | 149 | \$91,275.83 | 149 | \$88,142.62 | 144 |
| Median Income - Black | \$89,083.34 | 186 | \$84,209.75 | 176 | \$76,401.37 | 160 |

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| Average Income - Asian | \$103,249.73 (100) | \$111,582.41 (108) | \$111,192.09 (107) |
| Median Income - Asian | \$101,249.95 (102) | \$112,240.29 (113) | \$110,641.79 (112) |
| Average Income - Hispanic | \$100,367.68 (141) | \$100,215.36 (141) | \$91,915.49 (29) |
| Median Income - Hispanic | \$97,840 (166) | \$97,036.5 (164) | \$83,719.19 (142) |
| Average Income - Other | \$105,890.6 (34) | \$107,536.38 (36) | \$101,301.26 (28) |
| Median Income - Other | \$99,241.46 (147) | \$104,683.01 (155) | \$96,106.67 (143) |

Age

| | | | |
|-------------|---------------------|----------------------|----------------------|
| Average Age | 38.88 (97) | 40.14 (100) | 40.44 (101) |
| Median Age | 40.15 (104) | 40.76 (106) | 40.94 (106) |
| 0-4 | 1,633 (6.4%) (104) | 10,161 (6.1%) (101) | 30,030 (6.1%) (101) |
| 5-13 | 3,281 (12.8%) (116) | 19,729 (11.9%) (108) | 57,940 (11.8%) (108) |
| 14-17 | 1,539 (6%) (121) | 8,845 (5.3%) (108) | 25,079 (5.1%) (104) |
| 18-21 | 1,256 (4.9%) (8) | 8,618 (5.2%) (86) | 24,146 (4.9%) (8) |
| 22-24 | 732 (2.9%) (69) | 5,287 (3.2%) (7) | 15,506 (3.2%) (7) |
| 25-29 | 1,270 (4.9%) (76) | 8,726 (5.3%) (8) | 25,424 (5.2%) (8) |
| 30-34 | 1,353 (5.3%) (86) | 8,744 (5.3%) (86) | 25,969 (5.3%) (87) |

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| 35-39 | 1,692 | (6.6%) | 110 | 10,541 | (6.4%) | 106 | 32,150 | (6.6%) | 109 |
| 40-44 | 1,970 | (7.7%) | 126 | 11,711 | (7.1%) | 116 | 35,794 | (7.3%) | 120 |
| 45-49 | 1,978 | (7.7%) | 128 | 11,482 | (6.9%) | 115 | 34,216 | (7%) | 116 |
| 50-54 | 1,845 | (7.2%) | 117 | 11,239 | (6.8%) | 111 | 32,649 | (6.7%) | 109 |
| 55-59 | 1,685 | (6.6%) | 102 | 10,932 | (6.6%) | 103 | 31,633 | (6.5%) | 101 |
| 60-64 | 1,575 | (6.1%) | 95 | 10,586 | (6.4%) | 99 | 30,640 | (6.3%) | 97 |
| 65-69 | 1,424 | (5.5%) | 95 | 9,953 | (6%) | 103 | 28,551 | (5.8%) | 100 |
| 70-74 | 1,107 | (4.3%) | 90 | 8,122 | (4.9%) | 102 | 23,728 | (4.8%) | 101 |
| 75-79 | 690 | (2.7%) | 76 | 5,395 | (3.3%) | 92 | 16,568 | (3.4%) | 96 |
| 80-84 | 358 | (1.4%) | 63 | 3,155 | (1.9%) | 85 | 10,157 | (2.1%) | 93 |
| 85+ | 272 | (1.1%) | 62 | 2,510 | (1.5%) | 88 | 9,170 | (1.9%) | 109 |

Age - Male

| | | | | | | | | | |
|------------------|-------|---------|-----|--------|---------|-----|--------|---------|-----|
| Male Average Age | 37.83 | | 97 | 38.79 | | 100 | 38.87 | | 100 |
| Male Median Age | 38.24 | | 103 | 38.48 | | 104 | 38.49 | | 104 |
| 0-4 | 839 | (6.7%) | 105 | 5,216 | (6.5%) | 102 | 15,394 | (6.5%) | 102 |
| 5-13 | 1,683 | (13.4%) | 117 | 10,140 | (12.6%) | 110 | 29,677 | (12.5%) | 109 |

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|-------|--------|--------|-----|--------|--------|-----|--------|--------|-----|
| 14-17 | 787 | (6.2%) | 122 | 4,514 | (5.6%) | 109 | 12,795 | (5.4%) | 105 |
| 18-21 | 622 | (4.9%) | 7 | 4,259 | (5.3%) | 85 | 12,143 | (5.1%) | 6 |
| 22-24 | 358 | (2.8%) | 63 | 2,672 | (3.3%) | 7 | 7,936 | (3.3%) | 7 |
| 25-29 | 631 | (5%) | 7 | 4,472 | (5.6%) | 0 | 13,109 | (5.5%) | 6 |
| 30-34 | 687 | (5.5%) | 85 | 4,403 | (5.5%) | 86 | 13,315 | (5.6%) | 88 |
| 35-39 | 858 | (6.8%) | 111 | 5,275 | (6.5%) | 107 | 16,270 | (6.9%) | 112 |
| 40-44 | 990 | (7.9%) | 23 | 5,809 | (7.2%) | 117 | 17,788 | (7.5%) | 122 |
| 45-49 | 980 | (7.8%) | 22 | 5,642 | (7%) | 116 | 16,795 | (7.1%) | 117 |
| 50-54 | 918 | (7.3%) | 119 | 5,485 | (6.8%) | 111 | 15,836 | (6.7%) | 109 |
| 55-59 | 832 | (6.6%) | 104 | 5,204 | (6.5%) | 102 | 15,024 | (6.3%) | 100 |
| 60-64 | 753 | (6%) | 95 | 4,964 | (6.2%) | 98 | 14,262 | (6%) | 96 |
| 65-69 | 649 | (5.1%) | 93 | 4,529 | (5.6%) | 101 | 12,821 | (5.4%) | 97 |
| 70-74 | 490 | (3.9%) | 87 | 3,589 | (4.5%) | 100 | 10,350 | (4.4%) | 98 |
| 75-79 | 301 | (2.4%) | 7 | 2,321 | (2.9%) | 92 | 6,971 | (2.9%) | 93 |
| 80-84 | 140 | (1.1%) | 60 | 1,241 | (1.5%) | 83 | 3,857 | (1.6%) | 88 |
| 85+ | 86 | (0.7%) | 60 | 807 | (1%) | 89 | 2,813 | (1.2%) | 105 |

Age - Female

| | | | | | | | | | |
|--------------------|-------|---------|-----|-------|---------|-----|--------|---------|-----|
| Female Average Age | 39.89 | | 97 | 41.41 | | 100 | 41.91 | | 102 |
| Female Median Age | 40.97 | | 100 | 41.96 | | 103 | 42.33 | | 104 |
| 0-4 | 794 | (6.1%) | 104 | 4,945 | (5.8%) | 99 | 14,636 | (5.8%) | 99 |
| 5-13 | 1,598 | (12.2%) | 116 | 9,589 | (11.3%) | 106 | 28,263 | (11.2%) | 106 |
| 14-17 | 752 | (5.8%) | 121 | 4,331 | (5.1%) | 107 | 12,284 | (4.9%) | 102 |
| 18-21 | 634 | (4.9%) | 83 | 4,359 | (5.1%) | 88 | 12,003 | (4.8%) | 6 |
| 22-24 | 374 | (2.9%) | 7 | 2,615 | (3.1%) | 5 | 7,570 | (3%) | 7 |
| 25-29 | 639 | (4.9%) | 0 | 4,254 | (5%) | 0 | 12,315 | (4.9%) | 6 |
| 30-34 | 666 | (5.1%) | 88 | 4,341 | (5.1%) | 87 | 12,654 | (5%) | 86 |
| 35-39 | 834 | (6.4%) | 109 | 5,266 | (6.2%) | 105 | 15,880 | (6.3%) | 107 |
| 40-44 | 980 | (7.5%) | 5 | 5,902 | (6.9%) | 115 | 18,006 | (7.1%) | 119 |
| 45-49 | 998 | (7.6%) | 22 | 5,840 | (6.9%) | 114 | 17,421 | (6.9%) | 115 |
| 50-54 | 927 | (7.1%) | 116 | 5,754 | (6.8%) | 110 | 16,813 | (6.7%) | 109 |
| 55-59 | 853 | (6.5%) | 101 | 5,728 | (6.7%) | 104 | 16,609 | (6.6%) | 102 |
| 60-64 | 822 | (6.3%) | 95 | 5,622 | (6.6%) | 100 | 16,378 | (6.5%) | 98 |
| 65-69 | 775 | (5.9%) | 97 | 5,424 | (6.4%) | 104 | 15,730 | (6.2%) | 102 |
| 70-74 | 617 | (4.7%) | 92 | 4,533 | (5.3%) | 103 | 13,378 | (5.3%) | 103 |
| 75-79 | 389 | (3%) | 7 | 3,074 | (3.6%) | 93 | 9,597 | (3.8%) | 98 |
| 80-84 | 218 | (1.7%) | 63 | 1,914 | (2.2%) | 87 | 6,300 | (2.5%) | 97 |
| 85+ | 186 | (1.4%) | 92 | 1,703 | (2%) | 88 | 6,357 | (2.5%) | 110 |

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● 5 Mile

Employment by Occupation

| Occupation | 1 Mile | 1 Mile % | 3 Mile | 3 Mile % | 5 Mile | 5 Mile % |
|---------------------------------|---------------|----------|----------------|----------|----------------|----------|
| Total Employees (16+ Years Old) | 14,240 | | 92,579 | | 270,310 | |
| Professional Specialty | 5,189 (36.4%) | 154 | 33,677 (36.4%) | 154 | 94,520 (35%) | 148 |
| Managerial/Executive | 2,647 (18.6%) | 114 | 18,636 (20.1%) | 123 | 56,337 (20.8%) | 127 |
| Office Admin | 1,290 (9.1%) | 8 | 7,329 (7.9%) | 71 | 19,889 (7.4%) | 66 |
| Building Maintenance & Cleaning | 1,006 (7.1%) | 195 | 4,308 (4.7%) | 128 | 13,325 (4.9%) | 136 |
| Sales | 925 (6.5%) | 66 | 6,850 (7.4%) | 76 | 18,556 (6.9%) | 70 |
| Construction | 898 (6.3%) | 7 | 6,235 (6.7%) | 8 | 21,765 (8.1%) | 98 |
| Production & Transportation | 672 (4.7%) | 36 | 4,927 (5.3%) | 40 | 15,327 (5.7%) | 43 |
| Food Preparation & Serving | 619 (4.3%) | 8 | 4,367 (4.7%) | 88 | 11,752 (4.3%) | 8 |
| Healthcare support | 473 (3.3%) | 102 | 2,212 (2.4%) | 73 | 7,023 (2.6%) | 7 |
| Personal Care | 307 (2.2%) | 8 | 2,836 (3.1%) | 117 | 8,368 (3.1%) | 118 |
| Protective | 206 (1.4%) | 66 | 1,169 (1.3%) | 58 | 3,335 (1.2%) | 57 |
| Farming, Fishing & Forestry | 8 (<0.5%) | 9 | 33 (<0.5%) | 5 | 113 (<0.5%) | 6 |

Employment by Industry

| | | | |
|---------------------------------|--------|--------|---------|
| Total Employees (16+ Years Old) | 14,240 | 92,579 | 270,310 |
|---------------------------------|--------|--------|---------|

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|------------------------------------|----------|---------|----------|--------|----------|-----|--------|---------|-----|
| Educational Services | 3,670 | (25.8%) | 111 | 20,320 | (21.9%) | 94 | 57,702 | (21.3%) | 92 |
| Professional Services | 2,077 | (14.6%) | 195 | 14,302 | (15.4%) | 206 | 44,161 | (16.3%) | 218 |
| Public Administration | 1,748 | (12.3%) | 256 | 11,248 | (12.1%) | 253 | 30,776 | (11.4%) | 237 |
| Wholesale Retail | 1,234 | (8.7%) | 64 | 7,440 | (8%) | 60 | 20,890 | (7.7%) | 57 |
| Entertainment Services | 1,043 | (7.3%) | 8 | 8,008 | (8.6%) | 96 | 23,202 | (8.6%) | 95 |
| Agriculture/Mining/Construction | 1,005 | (7.1%) | 8 | 6,153 | (6.6%) | 7 | 21,938 | (8.1%) | 94 |
| Administrative/Waste Services | 926 | (6.5%) | 156 | 4,565 | (4.9%) | 118 | 13,858 | (5.1%) | 123 |
| Financial, Insurance & Real Estate | 867 | (6.1%) | 92 | 5,220 | (5.6%) | 85 | 14,877 | (5.5%) | 83 |
| Other Professional Services | 777 | (5.5%) | 115 | 7,815 | (8.4%) | 177 | 22,133 | (8.2%) | 172 |
| Transportation | 397 | (2.8%) | 49 | 2,972 | (3.2%) | 57 | 8,379 | (3.1%) | 55 |
| Manufacturing | 293 | (2.1%) | 20 | 1,950 | (2.1%) | 21 | 5,430 | (2%) | 20 |
| Information | 203 | (1.4%) | 76 | 2,497 | (2.7%) | 144 | 6,639 | (2.5%) | 31 |
| Management Services | | | | 89 | (<0.5%) | 69 | 325 | (<0.5%) | 86 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Language Spoken

| | | | | | | | | | |
|------------------------------|--------|---------|-----|--------|---------|-----|---------|---------|-----|
| Speak English at Home | 13,383 | (55.7%) | 71 | 90,041 | (57.9%) | 74 | 258,972 | (56.4%) | 72 |
| Speak Spanish at Home | 6,042 | (25.1%) | 180 | 36,843 | (23.7%) | 170 | 106,236 | (23.1%) | 166 |
| Speak Other Language at Home | 4,602 | (19.2%) | 236 | 28,691 | (18.4%) | 227 | 94,112 | (20.5%) | 253 |

Ancestry

| | | | | | | | | | |
|-------------------------------------|-------|---------|------|--------|---------|-----|---------|---------|-----|
| Other | 7,961 | (31%) | 143 | 47,745 | (28.8%) | 132 | 152,958 | (31.3%) | 144 |
| Central American | 4,339 | (16.9%) | 1140 | 24,445 | (14.7%) | 994 | 70,406 | (14.4%) | 970 |
| Unclassified | 2,057 | (8%) | 48 | 15,155 | (9.1%) | 55 | 43,595 | (8.9%) | 53 |
| South American | 1,263 | (4.9%) | 461 | 6,540 | (3.9%) | 370 | 17,715 | (3.6%) | 339 |
| Other European (e.g. Greek/Russian) | 1,042 | (4.1%) | 126 | 8,752 | (5.3%) | 164 | 26,496 | (5.4%) | 168 |
| Scottish/Irish | 1,002 | (3.9%) | 57 | 9,141 | (5.5%) | 81 | 24,649 | (5%) | 74 |
| German | 965 | (3.8%) | 47 | 7,025 | (4.2%) | 53 | 18,410 | (3.8%) | 47 |
| South East Asian (e.g. Vietnamese) | 796 | (3.1%) | 192 | 5,270 | (3.2%) | 197 | 14,229 | (2.9%) | 180 |
| British | 751 | (2.9%) | 54 | 6,511 | (3.9%) | 72 | 17,559 | (3.6%) | 66 |
| Puerto Rican | 665 | (2.6%) | 101 | 2,062 | (1.2%) | 48 | 3,883 | (0.8%) | 31 |
| Other Hispanic | 652 | (2.5%) | 193 | 4,996 | (3%) | 229 | 12,334 | (2.5%) | 191 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

| | ● 1 Mile | | ● 3 Mile | | ● 5 Mile | | | | |
|-----------------------------------|----------|---------|----------|-------|----------|-----|--------|---------|-----|
| Chinese | 640 | (2.5%) | 209 | 3,064 | (1.8%) | 155 | 9,909 | (2%) | 170 |
| South Central Asian (e.g. Indian) | 634 | (2.5%) | 188 | 3,079 | (1.9%) | 142 | 11,511 | (2.4%) | 179 |
| Mexican | 547 | (2.1%) | 20 | 2,715 | (1.6%) | 16 | 8,203 | (1.7%) | 16 |
| American | 437 | (1.7%) | 35 | 3,083 | (1.9%) | 38 | 8,640 | (1.8%) | 36 |
| Italian | 354 | (1.4%) | 46 | 3,312 | (2%) | 67 | 9,171 | (1.9%) | 63 |
| Scandinavian | 225 | (0.9%) | 45 | 1,917 | (1.2%) | 59 | 5,063 | (1%) | 53 |
| Polish | 209 | (0.8%) | 53 | 2,113 | (1.3%) | 8 | 5,635 | (1.2%) | 74 |
| Dominican | 195 | (0.8%) | 34 | 1,352 | (0.8%) | 143 | 3,690 | (0.8%) | 33 |
| Middle Eastern | 183 | (0.7%) | 113 | 1,671 | (1%) | 160 | 6,138 | (1.3%) | 199 |
| Korean | 166 | (0.6%) | 153 | 960 | (0.6%) | 137 | 5,045 | (1%) | 243 |
| Other Asian | 156 | (0.6%) | 197 | 1,695 | (1%) | 331 | 3,544 | (0.7%) | 235 |
| French | 153 | (0.6%) | 47 | 1,156 | (0.7%) | 55 | 3,760 | (0.8%) | 61 |
| Japanese | 117 | (<0.5%) | 197 | 448 | (<0.5%) | 117 | 2,278 | (<0.5%) | 201 |
| Native American (Indian/Eskimo) | 59 | (<0.5%) | 29 | 357 | (<0.5%) | 27 | 1,026 | (<0.5%) | 26 |
| Cuban | 46 | (<0.5%) | 27 | 625 | (<0.5%) | 57 | 1,774 | (<0.5%) | 55 |
| Dutch | 29 | (<0.5%) | 18 | 466 | (<0.5%) | 45 | 1,430 | (<0.5%) | 47 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

| | 1 Mile | 3 Mile | 5 Mile |
|---------------------------|------------|------------|-------------|
| Hawaiian/Pacific Islander | 17 (<0.5%) | 81 (<0.5%) | 299 (<0.5%) |

Education (Age 25+)

| | 1 Mile | 3 Mile | 5 Mile |
|----------------------------------|---------------|----------------|-----------------|
| Total Educated Population | 17,219 | 113,096 | 336,649 |
| Elementary (0 to 8 Years) | 840 (4.9%) | 7,760 (6.9%) | 28,123 (8.4%) |
| Some High School (9 to 11 Years) | 942 (5.5%) | 5,148 (4.6%) | 15,949 (4.7%) |
| High School Graduate (12 Years) | 2,639 (15.3%) | 16,183 (14.3%) | 46,413 (13.8%) |
| Some College (13 to 16 Years) | 2,993 (17.4%) | 14,528 (12.8%) | 39,545 (11.7%) |
| Associates Degree Only | 664 (3.9%) | 5,519 (4.9%) | 16,876 (5%) |
| Bachelor's Degree Only | 4,277 (24.8%) | 29,320 (25.9%) | 81,769 (24.3%) |
| Graduate Degree | 4,864 (28.2%) | 34,638 (30.6%) | 107,974 (32.1%) |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

| Household Type | 1 Mile | 3 Mile | 5 Mile |
|-----------------------|---------------|----------------|----------------|
| Households | 9,154 | 60,891 | 187,270 |
| One Person Households | 2,499 (27.3%) | 16,576 (27.2%) | 56,095 (30%) |
| Married Couple | 4,272 (46.7%) | 30,433 (50%) | 86,779 (46.3%) |
| Male Householder | 381 (4.2%) | 2,727 (4.5%) | 9,819 (5.2%) |
| Female Householder | 1,410 (15.4%) | 6,762 (11.1%) | 21,035 (11.2%) |
| Non Family Households | 592 (6.5%) | 4,393 (7.2%) | 13,542 (7.2%) |

Household Size

| Household Size | 1 Mile | 3 Mile | 5 Mile |
|---------------------|---------------|----------------|----------------|
| Households | 9,154 | 60,891 | 187,270 |
| 1 Person Household | 2,499 (27.3%) | 16,576 (27.2%) | 56,095 (30%) |
| 2 Person Household | 2,591 (28.3%) | 18,360 (30.2%) | 56,386 (30.1%) |
| 3 Person Household | 1,491 (16.3%) | 9,640 (15.8%) | 28,446 (15.2%) |
| 4 Person Household | 1,195 (13.1%) | 8,187 (13.4%) | 23,997 (12.8%) |
| 5 Person Household | 649 (7.1%) | 4,085 (6.7%) | 11,656 (6.2%) |
| 6 Person Household | 338 (3.7%) | 1,914 (3.1%) | 5,357 (2.9%) |
| 7+ Person Household | 391 (4.3%) | 2,129 (3.5%) | 5,333 (2.8%) |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

| | | | |
|-------------------------|-------|--------|---------|
| Total Housing Units | 9,727 | 64,033 | 198,432 |
| Owner Occupied Housing | 6,168 | 39,611 | 111,942 |
| Renter Occupied Housing | 2,986 | 21,280 | 75,328 |
| Vacant Housing | 573 | 3,142 | 11,162 |

Housing Rent

| | | | | | | |
|--------------------------|-------------|--------|---------------|-----|----------------|-----|
| Average Rent | \$2,014.59 | 145 | \$1,947.75 | 140 | \$1,893.98 | 136 |
| Median Rent | \$2,042.38 | 161 | \$1,878.83 | 148 | \$1,814.1 | 143 |
| Total Cash Rents Housing | 2,916 | 20,674 | 73,764 | | | |
| <\$300 | 121 (4.1%) | 30 | 504 (2.4%) | 76 | 1,385 (1.9%) | 59 |
| \$300-\$500 | 111 (3.8%) | 87 | 333 (1.6%) | 37 | 991 (1.3%) | 31 |
| \$500-\$750 | 22 (0.8%) | 7 | 243 (1.2%) | 11 | 1,010 (1.4%) | 12 |
| \$750-\$1000 | 50 (1.7%) | 11 | 441 (2.1%) | 13 | 2,569 (3.5%) | 22 |
| \$1000-\$1500 | 280 (9.6%) | 33 | 3,060 (14.8%) | 51 | 14,800 (20.1%) | 69 |
| \$1500-\$2000 | 810 (27.8%) | 144 | 7,597 (36.7%) | 191 | 25,672 (34.8%) | 181 |
| \$2000-\$2500 | 755 (25.9%) | 282 | 4,296 (20.8%) | 226 | 14,214 (19.3%) | 210 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|---------------|--------|---------|--------|-------|---------|-----|-------|--------|-----|
| \$2500-\$3000 | 517 | (17.7%) | 436 | 2,492 | (12.1%) | 297 | 6,848 | (9.3%) | 228 |
| \$3000-\$3500 | 142 | (4.9%) | 245 | 1,045 | (5.1%) | 254 | 3,093 | (4.2%) | 211 |
| >\$3500 | 108 | (3.7%) | 172 | 663 | (3.2%) | 149 | 3,182 | (4.3%) | 201 |

Value of Owner-Occupied Housing Units

| | | | | | | | | | |
|------------------------|--------------|---------|--------------|--------|--------------|-----|--------|---------|-----|
| Average House Value | \$595,025.15 | 113 | \$741,607.09 | 140 | \$842,548.88 | 160 | | | |
| Median House Value | \$618,291.88 | 150 | \$704,427.74 | 171 | \$724,844.6 | 176 | | | |
| Owner Occupied Housing | 6,168 | | 39,611 | | 111,942 | | | | |
| <\$100K | 53 | (0.9%) | 9 | 300 | (0.8%) | 8 | 1,459 | (1.3%) | 14 |
| \$100K - \$200K | 126 | (2%) | 15 | 582 | (1.5%) | 11 | 2,637 | (2.4%) | 17 |
| \$200K - \$300K | 330 | (5.4%) | 38 | 1,228 | (3.1%) | 22 | 4,350 | (3.9%) | 27 |
| \$300K - \$400K | 316 | (5.1%) | 44 | 1,972 | (5%) | 43 | 5,766 | (5.2%) | 44 |
| \$400K - \$500K | 813 | (13.2%) | 138 | 4,278 | (10.8%) | 113 | 10,797 | (9.6%) | 101 |
| \$500K - \$1000K | 3,990 | (64.7%) | 250 | 22,230 | (56.1%) | 217 | 54,704 | (48.9%) | 189 |
| >\$1000K | 540 | (8.8%) | 56 | 9,021 | (22.8%) | 145 | 32,229 | (28.8%) | 184 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

| | | | | | | | | | |
|--|-------|---------|-----|--------|---------|-----|---------|---------|-----|
| Households in Poverty | 872 | (9.5%) | 75 | 4,619 | (7.6%) | 60 | 14,891 | (8%) | 63 |
| Households Above Poverty | 8,282 | (90.5%) | 104 | 56,272 | (92.4%) | 106 | 172,379 | (92%) | 105 |
| Households in Poverty (Married) | 43 | (<0.5%) | 21 | 867 | (1.4%) | 64 | 2,924 | (1.6%) | 70 |
| Households in Poverty (Male Householder) | 23 | (<0.5%) | 39 | 144 | (<0.5%) | 37 | 500 | (<0.5%) | 42 |
| Households in Poverty (Female Householder) | 181 | (2%) | 64 | 1,004 | (1.6%) | 54 | 3,279 | (1.8%) | 57 |
| Households in Poverty (Non-Family) | 585 | (6.4%) | 105 | 2,440 | (4%) | 66 | 7,666 | (4.1%) | 68 |
| Households in Poverty (Non-Family Student) | 40 | (<0.5%) | 70 | 164 | (<0.5%) | 43 | 522 | (<0.5%) | 45 |

Wealth per Household

| | | | | | | | | | |
|--------------------------|-------------|---------|--------------|-------|-------------|-----|--------|---------|----|
| Household Average Wealth | \$261,101.7 | 110 | \$267,522.87 | 113 | \$262,632.1 | 111 | | | |
| Household Median Wealth | \$92,864.07 | 118 | \$96,992.94 | 123 | \$92,698.85 | 118 | | | |
| <\$0K | 1,530 | (16.7%) | 95 | 9,983 | (16.4%) | 93 | 31,415 | (16.8%) | 95 |
| \$0K - \$5K | 702 | (7.7%) | 88 | 4,601 | (7.6%) | 87 | 14,758 | (7.9%) | 91 |
| \$5K - \$10K | 387 | (4.2%) | 92 | 2,522 | (4.1%) | 90 | 7,998 | (4.3%) | 93 |
| \$10K - \$25K | 556 | (6.1%) | 95 | 3,641 | (6%) | 93 | 11,354 | (6.1%) | 95 |
| \$25K - \$50K | 615 | (6.7%) | 98 | 4,016 | (6.6%) | 96 | 12,341 | (6.6%) | 96 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

| | 1 Mile | | 3 Mile | | 5 Mile | | | | |
|-----------------|--------|---------|--------|--------|---------|-----|--------|---------|-----|
| \$50K - \$100K | 918 | (10%) | 98 | 6,046 | (9.9%) | 97 | 18,465 | (9.9%) | 96 |
| \$100K - \$250K | 1,664 | (18.2%) | 101 | 11,096 | (18.2%) | 101 | 33,680 | (18%) | 100 |
| \$250K - \$500K | 1,263 | (13.8%) | 106 | 8,538 | (14%) | 107 | 25,781 | (13.8%) | 105 |
| >\$500K | 1,519 | (16.6%) | 115 | 10,448 | (17.2%) | 119 | 31,478 | (16.8%) | 116 |

Vehicles per Household

| | | | | | | | | | |
|----------------------------|--------|---------|-----|---------|---------|-----|---------|---------|-----|
| Total Number of Vehicles | 14,731 | | | 105,352 | | | 300,573 | | |
| Average Number of Vehicles | 1.61 | | 88 | 1.73 | | 94 | 1.61 | | 87 |
| No Vehicles | 1,147 | (12.5%) | 153 | 5,516 | (9.1%) | 110 | 19,822 | (10.6%) | 29 |
| 1 Vehicle | 3,233 | (35.3%) | 109 | 21,296 | (35%) | 108 | 74,267 | (39.7%) | 123 |
| 2 Vehicles | 3,393 | (37.1%) | 100 | 23,283 | (38.2%) | 103 | 65,085 | (34.8%) | 94 |
| 3 or more Vehicles | 1,381 | (15.1%) | 68 | 10,796 | (17.7%) | 71 | 28,096 | (15%) | 67 |

Population Change

| | | | | | | | | | |
|-----------|-----|--|--|-------|--|--|--------|--|--|
| Births | 266 | | | 1,753 | | | 5,065 | | |
| Deaths | 195 | | | 1,458 | | | 4,520 | | |
| Migration | -87 | | | 453 | | | -1,964 | | |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

Audience Profile

Jan 1 - Dec 31, 2023

Wheaton Shopping Center

10901 Georgia Ave, Wheaton, MD 20902

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

| | | | |
|------------------|-------|--------|---------|
| Total Businesses | 862 | 3,503 | 12,903 |
| Total Employees | 9,378 | 51,338 | 258,714 |

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats