



Community Profile

Rings: 1, 3, 5 mile radii

9301 Woodmore Center Dr, Lanham, MD

Latitude: 38.9213

Longitude: -76.84685

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	9,211	92,087	269,718
2020 Total Population	11,088	104,738	302,368
2020 Group Quarters	166	762	2,685
2023 Total Population	11,676	108,113	306,708
2023 Group Quarters	166	762	2,680
2028 Total Population	14,366	110,375	310,800
2023-2028 Annual Rate	4.23%	0.41%	0.27%
2023 Total Daytime Population	15,293	109,016	260,023
Workers	9,786	56,675	106,432
Residents	5,507	52,341	153,591
Household Summary			
2010 Households	3,369	33,294	93,628
2010 Average Household Size	2.72	2.75	2.86
2020 Total Households	3,799	37,632	103,269
2020 Average Household Size	2.87	2.76	2.90
2023 Households	4,007	39,077	105,362
2023 Average Household Size	2.87	2.75	2.89
2028 Households	4,911	40,092	107,378
2028 Average Household Size	2.89	2.73	2.87
2023-2028 Annual Rate	4.15%	0.51%	0.38%
2010 Families	2,345	22,775	64,613
2010 Average Family Size	3.25	3.32	3.41
2023 Families	2,723	25,682	70,462
2023 Average Family Size	3.53	3.42	3.53
2028 Families	3,334	26,299	71,633
2028 Average Family Size	3.57	3.41	3.52
2023-2028 Annual Rate	4.13%	0.48%	0.33%
Housing Unit Summary			
2000 Housing Units	2,823	33,144	94,120
Owner Occupied Housing Units	47.4%	60.5%	59.0%
Renter Occupied Housing Units	48.0%	33.2%	34.3%
Vacant Housing Units	4.5%	6.4%	6.7%
2010 Housing Units	3,630	36,873	101,902
Owner Occupied Housing Units	52.3%	58.8%	59.0%
Renter Occupied Housing Units	40.5%	31.5%	32.9%
Vacant Housing Units	7.2%	9.7%	8.1%
2020 Housing Units	3,924	39,364	108,458
Vacant Housing Units	3.2%	4.4%	4.8%
2023 Housing Units	4,132	40,945	110,800
Owner Occupied Housing Units	69.8%	60.9%	62.4%
Renter Occupied Housing Units	27.2%	34.6%	32.7%
Vacant Housing Units	3.0%	4.6%	4.9%
2028 Housing Units	5,019	42,077	113,304
Owner Occupied Housing Units	57.8%	60.3%	63.0%
Renter Occupied Housing Units	40.0%	35.0%	31.8%
Vacant Housing Units	2.2%	4.7%	5.2%
Median Household Income			
2023	\$110,436	\$90,300	\$85,224
2028	\$116,551	\$99,792	\$94,491
Median Home Value			
2023	\$492,338	\$394,777	\$397,642
2028	\$498,957	\$412,541	\$419,271
Per Capita Income			
2023	\$47,663	\$41,639	\$39,307
2028	\$51,544	\$46,718	\$44,577
Median Age			
2010	33.6	35.3	34.9
2023	38.3	37.8	37.4
2028	39.8	38.7	38.4

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	4,007	39,077	105,362
<\$15,000	7.0%	7.8%	8.9%
\$15,000 - \$24,999	6.0%	4.7%	4.9%
\$25,000 - \$34,999	2.7%	3.6%	4.8%
\$35,000 - \$49,999	4.7%	8.3%	9.2%
\$50,000 - \$74,999	10.5%	15.1%	15.7%
\$75,000 - \$99,999	12.5%	15.3%	13.6%
\$100,000 - \$149,999	22.4%	23.0%	20.7%
\$150,000 - \$199,999	14.5%	11.5%	10.7%
\$200,000+	19.6%	10.6%	11.4%
Average Household Income	\$141,715	\$115,338	\$114,224
2028 Households by Income			
Household Income Base	4,911	40,092	107,378
<\$15,000	6.0%	7.2%	8.1%
\$15,000 - \$24,999	4.6%	4.1%	4.2%
\$25,000 - \$34,999	2.8%	3.2%	4.1%
\$35,000 - \$49,999	4.9%	7.4%	8.2%
\$50,000 - \$74,999	9.7%	13.7%	14.6%
\$75,000 - \$99,999	11.9%	14.5%	13.1%
\$100,000 - \$149,999	23.1%	23.9%	21.5%
\$150,000 - \$199,999	16.2%	13.5%	12.5%
\$200,000+	20.7%	12.5%	13.7%
Average Household Income	\$153,423	\$128,770	\$128,623
2023 Owner Occupied Housing Units by Value			
Total	2,884	24,918	69,161
<\$50,000	1.2%	4.0%	3.8%
\$50,000 - \$99,999	0.1%	1.1%	0.9%
\$100,000 - \$149,999	0.1%	0.8%	0.9%
\$150,000 - \$199,999	0.2%	2.3%	2.5%
\$200,000 - \$249,999	0.9%	4.9%	4.5%
\$250,000 - \$299,999	2.7%	8.6%	8.3%
\$300,000 - \$399,999	12.2%	29.9%	29.8%
\$400,000 - \$499,999	35.3%	26.4%	26.5%
\$500,000 - \$749,999	45.0%	18.9%	19.5%
\$750,000 - \$999,999	2.0%	1.8%	2.0%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.1%
\$2,000,000 +	0.1%	0.9%	0.7%
Average Home Value	\$516,011	\$426,072	\$426,313
2028 Owner Occupied Housing Units by Value			
Total	2,903	25,366	71,368
<\$50,000	0.9%	3.3%	3.2%
\$50,000 - \$99,999	0.0%	0.7%	0.5%
\$100,000 - \$149,999	0.0%	0.3%	0.4%
\$150,000 - \$199,999	0.1%	1.3%	1.1%
\$200,000 - \$249,999	0.5%	3.3%	2.8%
\$250,000 - \$299,999	1.9%	7.4%	6.8%
\$300,000 - \$399,999	10.7%	30.2%	29.5%
\$400,000 - \$499,999	36.3%	28.9%	29.7%
\$500,000 - \$749,999	47.3%	20.9%	22.2%
\$750,000 - \$999,999	2.1%	2.1%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.1%	1.0%	0.8%
Average Home Value	\$526,215	\$448,609	\$451,472

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	9,212	92,086	269,717
0 - 4	8.6%	7.2%	7.4%
5 - 9	7.9%	6.9%	6.9%
10 - 14	7.7%	7.1%	7.1%
15 - 24	14.6%	14.3%	14.6%
25 - 34	13.2%	14.2%	14.1%
35 - 44	14.6%	14.6%	14.2%
45 - 54	13.6%	14.9%	14.8%
55 - 64	10.4%	11.3%	11.3%
65 - 74	4.9%	6.0%	5.9%
75 - 84	3.0%	2.6%	2.7%
85 +	1.7%	1.0%	0.9%
18 +	70.8%	74.1%	73.9%
2023 Population by Age			
Total	11,677	108,112	306,709
0 - 4	6.3%	5.9%	6.2%
5 - 9	6.8%	6.4%	6.7%
10 - 14	7.3%	6.8%	7.0%
15 - 24	12.3%	12.1%	12.3%
25 - 34	13.1%	14.7%	14.5%
35 - 44	12.9%	14.0%	13.8%
45 - 54	13.0%	12.4%	12.2%
55 - 64	12.7%	12.4%	12.3%
65 - 74	9.4%	9.6%	9.4%
75 - 84	4.7%	4.4%	4.4%
85 +	1.7%	1.2%	1.3%
18 +	75.3%	77.0%	76.2%
2028 Population by Age			
Total	14,368	110,374	310,800
0 - 4	6.1%	6.0%	6.3%
5 - 9	6.0%	6.0%	6.2%
10 - 14	6.5%	6.5%	6.7%
15 - 24	12.1%	11.9%	12.1%
25 - 34	12.4%	13.9%	13.6%
35 - 44	13.6%	14.8%	14.7%
45 - 54	12.5%	12.4%	12.2%
55 - 64	12.6%	11.7%	11.4%
65 - 74	10.1%	9.7%	9.7%
75 - 84	6.1%	5.6%	5.5%
85 +	2.0%	1.5%	1.6%
18 +	77.1%	77.7%	77.0%
2010 Population by Sex			
Males	4,057	41,875	126,544
Females	5,154	50,212	143,175
2023 Population by Sex			
Males	5,385	50,138	145,503
Females	6,291	57,975	161,205
2028 Population by Sex			
Males	6,707	51,350	147,628
Females	7,659	59,025	163,172

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	9,210	92,087	269,720
White Alone	3.7%	5.6%	9.9%
Black Alone	89.9%	84.8%	76.3%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	1.4%	1.7%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	5.3%	8.4%
Two or More Races	1.8%	2.2%	2.5%
Hispanic Origin	5.1%	9.0%	14.0%
Diversity Index	26.7	39.2	54.4
2020 Population by Race/Ethnicity			
Total	11,088	104,738	302,368
White Alone	3.7%	4.0%	6.2%
Black Alone	80.8%	76.5%	68.5%
American Indian Alone	0.3%	0.6%	0.9%
Asian Alone	3.3%	2.0%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.2%	11.2%	15.0%
Two or More Races	5.6%	5.7%	6.6%
Hispanic Origin	9.0%	15.5%	21.2%
Diversity Index	44.6	55.4	66.6
2023 Population by Race/Ethnicity			
Total	11,677	108,113	306,708
White Alone	3.5%	3.8%	5.9%
Black Alone	80.7%	76.0%	68.1%
American Indian Alone	0.3%	0.6%	1.0%
Asian Alone	3.4%	2.0%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	11.7%	15.6%
Two or More Races	5.7%	5.8%	6.7%
Hispanic Origin	9.4%	16.3%	22.1%
Diversity Index	45.1	56.7	67.4
2028 Population by Race/Ethnicity			
Total	14,366	110,376	310,800
White Alone	2.9%	3.4%	5.3%
Black Alone	80.8%	74.8%	66.8%
American Indian Alone	0.3%	0.7%	1.0%
Asian Alone	3.5%	2.1%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	12.9%	17.1%
Two or More Races	5.9%	6.1%	7.0%
Hispanic Origin	9.6%	17.7%	23.8%
Diversity Index	45.3	58.7	69.2
2010 Population by Relationship and Household Type			
Total	9,211	92,087	269,718
In Households	99.4%	99.6%	99.4%
In Family Households	86.3%	85.6%	85.9%
Householder	24.9%	24.8%	23.9%
Spouse	12.0%	13.0%	13.0%
Child	38.9%	36.5%	36.3%
Other relative	6.9%	7.8%	8.5%
Nonrelative	3.5%	3.6%	4.2%
In Nonfamily Households	13.2%	14.0%	13.5%
In Group Quarters	0.6%	0.4%	0.6%
Institutionalized Population	0.6%	0.3%	0.3%
Noninstitutionalized Population	0.0%	0.1%	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.

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2023 Population 25+ by Educational Attainment			
Total	7,864	74,307	208,128
Less than 9th Grade	2.7%	3.8%	5.7%
9th - 12th Grade, No Diploma	3.7%	5.5%	6.0%
High School Graduate	21.1%	24.9%	26.2%
GED/Alternative Credential	1.6%	3.1%	3.1%
Some College, No Degree	18.5%	18.8%	18.5%
Associate Degree	4.9%	6.8%	6.6%
Bachelor's Degree	22.4%	21.6%	19.8%
Graduate/Professional Degree	25.2%	15.5%	14.2%
2023 Population 15+ by Marital Status			
Total	9,303	87,396	245,771
Never Married	39.7%	43.5%	43.0%
Married	43.4%	40.4%	41.1%
Widowed	8.4%	5.9%	5.8%
Divorced	8.5%	10.2%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,451	59,834	165,642
Population 16+ Employed	97.6%	94.9%	94.3%
Population 16+ Unemployment rate	2.4%	5.1%	5.7%
Population 16-24 Employed	12.6%	11.1%	10.9%
Population 16-24 Unemployment rate	4.9%	10.9%	15.3%
Population 25-54 Employed	63.9%	65.6%	65.5%
Population 25-54 Unemployment rate	2.2%	4.7%	4.7%
Population 55-64 Employed	17.8%	16.8%	16.6%
Population 55-64 Unemployment rate	2.1%	2.8%	3.9%
Population 65+ Employed	5.7%	6.5%	6.9%
Population 65+ Unemployment rate	0.0%	4.1%	2.9%
2023 Employed Population 16+ by Industry			
Total	6,297	56,786	156,132
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	6.2%	6.9%	8.8%
Manufacturing	2.1%	2.3%	2.5%
Wholesale Trade	2.0%	0.9%	1.0%
Retail Trade	5.3%	7.6%	8.2%
Transportation/Utilities	6.8%	7.7%	8.3%
Information	1.9%	2.0%	2.1%
Finance/Insurance/Real Estate	6.0%	4.5%	4.5%
Services	52.2%	53.6%	51.2%
Public Administration	17.4%	14.3%	13.3%
2023 Employed Population 16+ by Occupation			
Total	6,296	56,787	156,134
White Collar	67.7%	62.8%	59.5%
Management/Business/Financial	22.5%	18.0%	16.2%
Professional	28.8%	27.1%	25.3%
Sales	4.5%	5.4%	5.7%
Administrative Support	11.9%	12.2%	12.3%
Services	18.5%	19.5%	19.7%
Blue Collar	13.8%	17.8%	20.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.2%	4.8%	6.5%
Installation/Maintenance/Repair	1.2%	2.4%	2.5%
Production	1.6%	1.7%	2.4%
Transportation/Material Moving	6.8%	8.9%	9.2%

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2010 Households by Type			
Total	3,369	33,294	93,627
Households with 1 Person	25.5%	26.5%	25.6%
Households with 2+ People	74.5%	73.5%	74.4%
Family Households	69.6%	68.4%	69.0%
Husband-wife Families	33.9%	36.0%	37.4%
With Related Children	17.3%	18.2%	19.4%
Other Family (No Spouse Present)	35.7%	32.4%	31.6%
Other Family with Male Householder	5.6%	6.0%	6.6%
With Related Children	3.0%	3.3%	3.5%
Other Family with Female Householder	30.2%	26.4%	25.0%
With Related Children	20.8%	16.7%	15.9%
Nonfamily Households	4.9%	5.1%	5.4%
All Households with Children	41.6%	38.7%	39.4%
Multigenerational Households	7.2%	8.4%	8.8%
Unmarried Partner Households	6.0%	5.9%	6.2%
Male-female	5.1%	5.3%	5.5%
Same-sex	0.9%	0.7%	0.8%
2010 Households by Size			
Total	3,370	33,293	93,627
1 Person Household	25.5%	26.5%	25.6%
2 Person Household	27.8%	27.5%	26.5%
3 Person Household	18.1%	18.4%	17.8%
4 Person Household	13.5%	13.1%	13.5%
5 Person Household	7.9%	7.6%	8.0%
6 Person Household	4.1%	3.7%	4.2%
7 + Person Household	3.1%	3.2%	4.3%
2010 Households by Tenure and Mortgage Status			
Total	3,369	33,296	93,630
Owner Occupied	56.3%	65.1%	64.2%
Owned with a Mortgage/Loan	51.2%	59.4%	57.0%
Owned Free and Clear	5.2%	5.7%	7.2%
Renter Occupied	43.7%	34.9%	35.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	86	88	83
Percent of Income for Mortgage	26.8%	26.3%	28.0%
Wealth Index	154	110	110
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,630	36,873	101,902
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	9,211	92,087	269,718
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
3.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	City Strivers (11A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$12,074,450	\$94,789,130	\$255,116,098
Average Spent	\$3,013.34	\$2,425.70	\$2,421.33
Spending Potential Index	137	110	110
Education: Total \$	\$10,955,987	\$79,668,138	\$213,286,423
Average Spent	\$2,734.21	\$2,038.75	\$2,024.32
Spending Potential Index	152	114	113
Entertainment/Recreation: Total \$	\$19,200,914	\$154,271,329	\$411,976,183
Average Spent	\$4,791.84	\$3,947.88	\$3,910.10
Spending Potential Index	127	104	103
Food at Home: Total \$	\$36,389,456	\$286,836,564	\$771,214,775
Average Spent	\$9,081.47	\$7,340.29	\$7,319.67
Spending Potential Index	134	108	108
Food Away from Home: Total \$	\$19,422,619	\$157,695,425	\$421,999,441
Average Spent	\$4,847.17	\$4,035.50	\$4,005.23
Spending Potential Index	130	108	108
Health Care: Total \$	\$36,116,927	\$294,459,974	\$786,808,262
Average Spent	\$9,013.46	\$7,535.38	\$7,467.67
Spending Potential Index	122	102	101
HH Furnishings & Equipment: Total \$	\$15,533,688	\$124,198,662	\$331,202,695
Average Spent	\$3,876.64	\$3,178.31	\$3,143.47
Spending Potential Index	131	108	106
Personal Care Products & Services: Total \$	\$5,014,969	\$40,581,558	\$108,454,564
Average Spent	\$1,251.55	\$1,038.50	\$1,029.35
Spending Potential Index	131	109	108
Shelter: Total \$	\$135,171,442	\$1,066,064,956	\$2,854,522,600
Average Spent	\$33,733.83	\$27,281.14	\$27,092.52
Spending Potential Index	136	110	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,186,764	\$123,954,571	\$329,383,362
Average Spent	\$3,790.06	\$3,172.06	\$3,126.21
Spending Potential Index	121	101	100
Travel: Total \$	\$11,618,408	\$93,869,484	\$249,060,012
Average Spent	\$2,899.53	\$2,402.17	\$2,363.85
Spending Potential Index	129	107	105
Vehicle Maintenance & Repairs: Total \$	\$6,353,598	\$53,108,095	\$141,793,050
Average Spent	\$1,585.62	\$1,359.06	\$1,345.77
Spending Potential Index	121	104	103

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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