Community Profile

Eastover Shopping Center
5225 Indian Head Hwy, Oxon Hill, Maryland, 20745
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	25,753	134,511	365,464
2020 Total Population	27,504	150,042	414,061
2020 Group Quarters	718	2,830	7,897
2026 Total Population	27,135	152,939	438,521
2026 Group Quarters	663	2,632	7,381
2031 Total Population	27,016	157,424	455,412
2026-2031 Annual Rate	-0.09%	0.58%	0.76%
2026 Total Daytime Population	20,654	162,569	493,338
Workers	4,904	82,263	298,480
Residents	15,750	80,306	194,858

Household Summary			
2010 Total Households	10,197	55,113	159,874
2010 Average Household Size	2.47	2.39	2.23
2020 Total Households	10,912	62,678	185,788
2020 Average Household Size	2.45	2.35	2.19
2026 Total Households	11,001	65,519	203,047
2026 Average Household Size	2.41	2.29	2.12
2031 Total Households	11,102	68,260	213,408
2031 Average Household Size	2.37	2.27	2.10
2026-2031 Annual Rate	0.18%	0.82%	1.00%
2026 Families	6,225	35,861	97,482
2026 Average Family Size	3.27	3.15	3.03
2031 Families	6,260	36,939	101,258
2031 Average Family Size	3.24	3.13	3.01
2026-2031 Growth Rate	0.11%	0.59%	0.76%

Median Household Income			
2026	$56,052	$80,094	$108,788
2031	$61,580	$94,101	$123,695

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2026	$31,381	$51,847	$70,043
2031	$35,800	$59,358	$78,966

2026 Households by Income			
Household Income Base	11,002	65,519	203,048
<$10,000	10.7%	8.8%	6.0%
$10,000-14,999	5.2%	4.5%	3.0%
$15,000-19,999	3.5%	2.6%	2.0%
$20,000-24,999	5.7%	4.2%	3.0%
$25,000-29,999	3.9%	2.8%	1.9%
$30,000-34,999	4.2%	2.6%	1.9%
$35,000-39,999	3.6%	2.7%	1.8%
$40,000-44,999	4.1%	3.0%	2.3%
$45,000-49,999	3.6%	2.5%	2.1%
$50,000-59,999	8.6%	5.7%	4.4%
$60,000-74,999	11.4%	8.2%	7.3%
$75000-99999	10.8%	10.1%	10.2%
$100,000-124,999	9.0%	8.8%	10.3%
$125,000-149,999	5.7%	7.0%	8.2%
$150000-199999	4.5%	9.3%	11.5%
$200,000-249,999	2.5%	6.2%	7.9%
$250,000-299,999	1.2%	4.0%	5.5%
$300,000-399,999	1.0%	3.8%	5.7%
$400,000-499,999	0.4%	1.4%	2.0%
$500,000+	0.5%	1.9%	3.0%
Average Household Income	$76,735	$120,503	$150,909

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	67	75
Percent of Income for Mortgage	38.5%	35.4%	31.9%
Wealth Index	45	86	107

Median Home Value			
2026	$366,861	$482,243	$590,757
2031	$410,095	$578,035	$689,996

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Home Value	**1 mile**	**3 miles**	**5 miles**
Total Owner Occupied Housing Units	2,809	25,171	79,031
<$50,000	2.0%	2.0%	1.3%
$50,000 - $99,999	1.4%	0.6%	0.4%
$100,000 - $149,999	1.8%	1.3%	1.1%
$150,000 - $199,999	4.3%	1.5%	1.1%
$200,000 - $249,999	8.7%	3.8%	2.6%
$250,000 - $299,999	9.5%	5.3%	4.1%
$300,000 - $399,999	33.6%	20.5%	15.7%
$400,000 - $499,999	18.3%	18.2%	15.9%
$500,000 - $749,999	13.6%	17.4%	21.7%
$750,000 - $999,999	2.7%	11.8%	15.6%
$1,000,000 - $1,499,999	0.6%	11.5%	13.7%
$1,500,000 - $1,999,999	0.1%	3.4%	4.2%
$2,000,000 +	3.5%	2.7%	2.6%
Average Home Value	$454,358	$657,395	$724,239

Housing Unit Summary			
2010 Total Housing Units	11,491	61,045	176,828
Owner Occupied Housing Units	25.5%	38.6%	44.3%
Renter Occupied Housing Units	74.5%	61.4%	55.8%
Vacant Housing Units	11.3%	9.7%	9.6%
2020 Housing Units	11,848	68,162	204,359
Owner Occupied Housing Units	23.7%	36.2%	39.9%
Renter Occupied Housing Units	76.3%	63.8%	60.1%
Vacant Housing Units	7.8%	7.9%	9.1%
2026 Housing Units	12,128	72,255	226,999
Owner Occupied Housing Units	25.6%	38.4%	38.9%
Renter Occupied Housing Units	74.5%	61.6%	61.1%
Vacant Housing Units	9.3%	9.3%	10.6%
2031 Total Housing Units	12,418	75,740	238,502
Owner Occupied Housing Units	27.0%	38.9%	38.6%
Renter Occupied Housing Units	73.0%	61.1%	61.4%
Vacant Housing Units	10.6%	9.9%	10.5%

2026 Population by Sex	1 mile	3 miles	5 miles
Males	12,575	71,459	210,374
Females	14,560	81,480	228,147

Median Age			
2010	30.7	33.8	35.5
2020	31.7	34.9	36.1
2026	33.5	36.8	37.4
2031	35.0	38.3	38.7

2026 Population by Age			
Total	27,134	152,939	438,522
0 - 4	7.5%	6.4%	5.5%
5 - 9	7.7%	6.3%	5.4%
10 - 14	7.6%	6.3%	5.1%
15 - 24	14.2%	12.3%	11.0%
25 - 34	15.8%	15.6%	18.6%
35 - 44	14.7%	15.8%	16.9%
45 - 54	11.1%	12.1%	12.4%
55 - 64	9.3%	10.8%	10.7%
65 - 74	7.9%	8.9%	8.7%
75 - 84	3.4%	4.8%	5.0%
85 +	1.0%	1.2%	1.3%
18 +	72.8%	77.4%	81.1%

2026 Population 15+ by Marital Status			
Total	20,946	123,896	368,190
Never Married	59.1%	50.1%	49.0%
Married	24.9%	33.9%	37.0%
Widowed	5.6%	5.6%	4.7%
Divorced	10.4%	10.4%	9.3%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	17,100	105,079	319,988
Less than 9th Grade	6.7%	4.0%	3.1%
9th - 12th Grade, No Diploma	9.2%	7.2%	4.7%
High School Graduate	31.1%	24.3%	16.6%
GED/Alternative Credential	7.8%	4.6%	3.1%
Some College, No Degree	20.8%	15.9%	12.6%
Associate Degree	4.4%	4.1%	3.9%
Bachelor's Degree	9.9%	19.5%	26.9%
Graduate/Professional Degree	10.1%	20.4%	29.1%

2020 Population by Race/Ethnicity			
Total	27,504	150,042	414,061
White Alone	2.1%	16.8%	31.3%
Black Alone	82.8%	68.3%	50.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	0.6%	2.3%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.8%	6.7%	6.4%
Two or More Races	9.8%	6.7%	6.4%
Hispanic Origin	12.6%	10.2%	11.4%
Diversity Index	45.7	58.9	71.2

2026 Population by Race/Ethnicity			
Total	27,135	152,939	438,522
White Alone	2.1%	17.6%	32.2%
Black Alone	80.7%	65.6%	47.3%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	0.6%	2.5%	4.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.1%	7.5%	7.0%
Two or More Races	5.0%	6.3%	8.1%
Hispanic Origin	14.4%	11.5%	12.6%
Diversity Index	49.8	62.4	73.4

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	13,432	78,637	253,664
White Collar	51.0%	64.1%	75.2%
Management/Business/Financial	11.5%	21.7%	27.4%
Professional	15.5%	26.2%	33.0%
Sales	5.8%	5.3%	5.3%
Administrative Support	18.2%	10.9%	9.5%
Services	29.2%	22.1%	14.5%

2026 Employed Pop 16+ by Occupation			
Total	13,432	78,637	253,664
Blue Collar	19.8%	13.9%	10.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.7%	3.9%	2.7%
Installation/Maintenance/Repair	1.9%	2.0%	1.6%
Production	1.5%	1.4%	1.0%
Transportation/Material Moving	9.6%	6.5%	5.0%
White Collar	51.0%	64.1%	75.2%
Management/Business/Financial	11.5%	21.7%	27.4%
Professional	15.5%	26.2%	33.0%
Sales	5.8%	5.3%	5.3%
Administrative Support	18.2%	10.9%	9.5%
Services	29.2%	22.1%	14.5%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	13,432	78,637	253,664
Population 16+ Employed	86.6%	91.1%	94.0%
Population 16+ Unemployment rate	13.4%	8.9%	6.0%
Population 16-24 Employed	11.8%	9.8%	9.3%
Population 16-24 Unemployment rate	23.3%	19.9%	14.8%
Population 25-54 Employed	58.0%	61.4%	65.8%
Population 25-54 Unemployment rate	12.4%	7.9%	5.1%
Population 55-64 Employed	11%	13%	13%
Population 55-64 Unemployment rate	9.8%	6.0%	4.9%
Population 65+ Employed	6%	6%	6%
Population 65+ Unemployment rate	6.6%	4.7%	3.7%

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	11,631	71,644	238,415
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	8.3%	6.0%	4.3%
Manufacturing	2.3%	1.8%	2.0%
Wholesale Trade	1.0%	1.3%	0.7%
Retail Trade	8.9%	6.5%	6.1%
Transportation/Utilities	7.9%	5.3%	4.6%
Information	2%	2%	3%
Finance/Insurance/Real Estate	5.4%	5.3%	5.4%
Services	56.6%	56.8%	56.7%
Public Administration	8.1%	14.3%	17.0%

2026 Consumer Spending			
Apparel & Services: Total $	$19,285,669	$174,765,499	$673,690,834
Average Spent	$1,753.08	$2,667.40	$3,317.91
Spending Potential Index	69	105	130
Education: Total $	$14,254,194	$134,878,556	$525,196,325
Average Spent	$1,295.72	$2,058.62	$2,586.58
Spending Potential Index	65	103	129
Entertainment/Recreation: Total $	$28,665,943	$267,909,598	$1,034,847,034
Average Spent	$2,605.76	$4,089.04	$5,096.59
Spending Potential Index	61	95	118
Food at Home: Total $	$59,359,990	$529,668,737	$2,002,207,138
Average Spent	$5,395.87	$8,084.20	$9,860.81
Spending Potential Index	68	103	125
Food Away from Home: Total $	$31,856,375	$295,005,300	$1,154,357,487
Average Spent	$2,895.77	$4,502.59	$5,685.17
Spending Potential Index	65	101	127
Health Care: Total $	$52,826,397	$482,346,303	$1,817,149,033
Average Spent	$4,801.96	$7,361.93	$8,949.40
Spending Potential Index	60	92	112
HH Furnishings & Equipment: Total $	$19,236,569	$178,381,427	$686,197,464
Average Spent	$1,748.62	$2,722.59	$3,379.50
Spending Potential Index	61	96	119
Personal Care Products & Services: Total $	$8,019,240	$74,309,753	$288,795,382
Average Spent	$728.96	$1,134.17	$1,422.31
Spending Potential Index	64	99	125

Source: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2026 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total $	$202,899,655	$1,875,008,315	$7,273,345,328
Average Spent	$18,443.75	$28,617.78	$35,820.99
Spending Potential Index	67	104	130
Support Payments/Gifts in Kind: Total $	$18,699,282	$174,590,146	$664,359,713
Average Spent	$1,699.78	$2,664.73	$3,271.95
Spending Potential Index	56	87	107
Travel: Total $	$23,217,866	$225,000,164	$882,816,954
Average Spent	$2,110.52	$3,434.12	$4,347.85
Spending Potential Index	58	94	119
Vehicle Maintenance & Repairs: Total $	$8,523,427	$77,870,996	$297,291,738
Average Spent	$774.79	$1,188.53	$1,464.15
Spending Potential Index	63	96	118

Top Tapestry Segment

1 mile

City Commons (A2):

This segment is characterized by young, single-parent families with high rental burdens.

Learn more about this segment...

3 miles

Kids and Kin (C2):

This segment is characterized by young, educated, metropolitan renter households.

Learn more about this segment...

5 miles

Metro Renters (D4):

This segment is characterized by young, educated professionals in urban rentals.

Learn more about this segment...

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.

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.

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.

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: Esri forecasts for 2026 and 2031. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2024 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.