Community Profile

Penn Mar Shopping Center
2950 Donnell Dr, District Heights, Maryland, 20747
Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	19,019	86,306	278,177
2020 Total Population	19,921	93,671	302,350
2020 Group Quarters	131	672	3,707
2026 Total Population	19,466	93,594	304,613
2026 Group Quarters	130	671	3,505
2031 Total Population	19,386	94,316	308,395
2026-2031 Annual Rate	-0.08%	0.15%	0.25%
2026 Total Daytime Population	15,076	79,898	252,938
Workers	4,892	34,405	97,565
Residents	10,184	45,493	155,373

Household Summary			
2010 Total Households	7,048	32,936	109,046
2010 Average Household Size	2.68	2.60	2.53
2020 Total Households	7,648	37,740	121,076
2020 Average Household Size	2.59	2.46	2.47
2026 Total Households	7,606	38,642	124,830
2026 Average Household Size	2.54	2.40	2.41
2031 Total Households	7,643	39,318	127,701
2031 Average Household Size	2.52	2.38	2.39
2026-2031 Annual Rate	0.10%	0.35%	0.46%
2026 Families	4,732	22,437	72,519
2026 Average Family Size	3.28	3.20	3.22
2031 Families	4,711	22,627	73,830
2031 Average Family Size	3.28	3.19	3.20
2026-2031 Growth Rate	-0.09%	0.17%	0.36%

Median Household Income			
2026	$68,607	$81,621	$79,646
2031	$77,130	$95,774	$92,671

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	$35,714	$42,343	$42,585
2031	$41,171	$48,340	$49,115

2026 Households by Income			
Household Income Base	7,606	38,643	124,829
<$10,000	5.5%	5.8%	7.8%
$10,000-14,999	2.3%	2.9%	3.6%
$15,000-19,999	2.7%	2.0%	2.3%
$20,000-24,999	2.8%	2.0%	3.5%
$25,000-29,999	5.9%	3.5%	3.0%
$30,000-34,999	4.3%	2.7%	2.6%
$35,000-39,999	3.4%	2.7%	2.6%
$40,000-44,999	3.3%	3.1%	2.9%
$45,000-49,999	3.2%	3.1%	2.6%
$50,000-59,999	8.6%	7.8%	6.8%
$60,000-74,999	12.7%	10.8%	9.7%
$75000-99999	10.0%	11.4%	11.5%
$100,000-124,999	10.5%	12.1%	10.9%
$125,000-149,999	8.0%	9.2%	8.3%
$150000-199999	8.9%	10.0%	9.8%
$200,000-249,999	4.1%	5.4%	5.5%
$250,000-299,999	2.0%	3.0%	2.9%
$300,000-399,999	0.6%	1.3%	2.1%
$400,000-499,999	0.9%	0.8%	1.0%
$500,000+	0.3%	0.5%	0.7%
Average Household Income	$90,839	$102,760	$103,581

2026 Affordability, Mortgage and Wealth			
Housing Affordability Index	71	81	75
Percent of Income for Mortgage	31.7%	27.8%	30.9%
Wealth Index	68	76	79

Median Home Value			
2026	$369,154	$386,050	$417,869
2031	$411,220	$440,332	$467,073

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	4,009	20,572	64,312
<$50,000	2.5%	3.8%	2.9%
$50,000 - $99,999	2.1%	0.8%	0.8%
$100,000 - $149,999	2.1%	1.0%	1.3%
$150,000 - $199,999	1.0%	1.3%	1.7%
$200,000 - $249,999	4.8%	6.2%	4.6%
$250,000 - $299,999	10.7%	8.5%	7.3%
$300,000 - $399,999	38.6%	33.1%	27.1%
$400,000 - $499,999	20.3%	23.7%	24.6%
$500,000 - $749,999	13.6%	17.1%	23.6%
$750,000 - $999,999	1.2%	3.0%	4.2%
$1,000,000 - $1,499,999	2.2%	0.7%	1.0%
$1,500,000 - $1,999,999	0.1%	0.0%	0.1%
$2,000,000 +	0.8%	0.9%	0.8%
Average Home Value	$415,123	$426,433	$460,011

Housing Unit Summary			
2010 Total Housing Units	7,712	35,933	120,911
Owner Occupied Housing Units	55.0%	53.4%	51.6%
Renter Occupied Housing Units	45.0%	46.6%	48.4%
Vacant Housing Units	8.6%	8.3%	9.8%
2020 Housing Units	8,065	39,860	129,865
Owner Occupied Housing Units	50.9%	50.6%	49.3%
Renter Occupied Housing Units	49.1%	49.4%	50.7%
Vacant Housing Units	4.7%	5.4%	6.8%
2026 Housing Units	8,111	41,291	135,845
Owner Occupied Housing Units	52.7%	53.2%	51.5%
Renter Occupied Housing Units	47.3%	46.8%	48.5%
Vacant Housing Units	6.2%	6.4%	8.1%
2031 Total Housing Units	8,168	42,196	139,934
Owner Occupied Housing Units	53.9%	55.2%	53.5%
Renter Occupied Housing Units	46.1%	44.8%	46.5%
Vacant Housing Units	6.4%	6.8%	8.7%

2026 Population by Sex	1 mile	3 miles	5 miles
Males	9,060	43,271	140,718
Females	10,406	50,323	163,895

Median Age			
2010	33.9	34.2	35.6
2020	37.0	37.1	37.5
2026	38.2	38.7	38.8
2031	39.6	40.5	40.3

2026 Population by Age			
Total	19,467	93,594	304,614
0 - 4	5.7%	5.5%	5.7%
5 - 9	6.2%	5.9%	6.1%
10 - 14	6.3%	6.0%	6.1%
15 - 24	11.6%	11.8%	11.7%
25 - 34	15.6%	14.8%	14.5%
35 - 44	13.8%	15.4%	14.8%
45 - 54	11.6%	12.2%	12.1%
55 - 64	12.3%	12.3%	12.2%
65 - 74	10.4%	9.7%	10.2%
75 - 84	5.4%	5.3%	5.3%
85 +	1.3%	1.4%	1.5%
18 +	78.1%	78.9%	78.4%

2026 Population 15+ by Marital Status			
Total	15,923	77,257	249,823
Never Married	51.1%	50.2%	50.6%
Married	30.4%	32.5%	32.2%
Widowed	6.3%	5.9%	6.2%
Divorced	12.3%	11.3%	11.0%

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	13,668	66,176	214,145
Less than 9th Grade	2.1%	2.8%	3.2%
9th - 12th Grade, No Diploma	7.1%	6.2%	6.7%
High School Graduate	32.4%	31.7%	28.5%
GED/Alternative Credential	3.3%	4.3%	4.2%
Some College, No Degree	23.1%	20.1%	19.6%
Associate Degree	4.8%	5.7%	5.8%
Bachelor's Degree	19.8%	19.1%	19.3%
Graduate/Professional Degree	7.4%	10.1%	12.8%

2020 Population by Race/Ethnicity			
Total	19,921	93,671	302,350
White Alone	3.3%	3.8%	3.9%
Black Alone	84.3%	83.2%	84.0%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	0.9%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.9%	6.9%	5.9%
Two or More Races	6.9%	6.9%	5.9%
Hispanic Origin	9.5%	10.0%	8.8%
Diversity Index	40.6	42.6	40.2

2026 Population by Race/Ethnicity			
Total	19,467	93,594	304,614
White Alone	3.1%	3.7%	3.9%
Black Alone	82.4%	81.2%	82.1%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	0.9%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.3%	8.3%	7.0%
Two or More Races	4.8%	5.2%	5.4%
Hispanic Origin	11.4%	12.1%	10.6%
Diversity Index	45.0	47.2	44.6

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	10,139	51,740	163,538
White Collar	55.0%	61.0%	63.0%
Management/Business/Financial	13.5%	17.1%	18.8%
Professional	20.3%	22.4%	24.0%
Sales	5.4%	5.8%	5.7%
Administrative Support	15.8%	15.7%	14.5%
Services	20.4%	18.4%	19.7%

2026 Employed Pop 16+ by Occupation			
Total	10,139	51,740	163,538
Blue Collar	24.7%	20.6%	17.2%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.0%	3.9%	3.4%
Installation/Maintenance/Repair	5.0%	4.1%	3.1%
Production	1.3%	1.9%	1.4%
Transportation/Material Moving	13.2%	10.6%	9.2%
White Collar	55.0%	61.0%	63.0%
Management/Business/Financial	13.5%	17.1%	18.8%
Professional	20.3%	22.4%	24.0%
Sales	5.4%	5.8%	5.7%
Administrative Support	15.8%	15.7%	14.5%
Services	20.4%	18.4%	19.7%

2026 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,139	51,740	163,538
Population 16+ Employed	93.4%	94.3%	92.3%
Population 16+ Unemployment rate	6.6%	5.7%	7.7%
Population 16-24 Employed	10.2%	10.7%	10.1%
Population 16-24 Unemployment rate	15.2%	13.9%	17.8%
Population 25-54 Employed	60.1%	61.1%	59.5%
Population 25-54 Unemployment rate	5.1%	4.5%	6.5%
Population 55-64 Employed	16%	16%	16%
Population 55-64 Unemployment rate	6.0%	4.8%	6.1%
Population 65+ Employed	7%	6%	7%
Population 65+ Unemployment rate	6.3%	5.1%	4.9%

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	9,474	48,777	150,981
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	6.5%	5.8%	5.3%
Manufacturing	0.9%	2.3%	1.7%
Wholesale Trade	0.7%	0.6%	0.7%
Retail Trade	11.8%	9.9%	9.5%
Transportation/Utilities	11.3%	10.6%	8.1%
Information	2%	2%	2%
Finance/Insurance/Real Estate	3.9%	4.0%	4.2%
Services	47.6%	48.9%	51.7%
Public Administration	15.8%	16.0%	16.9%

2026 Consumer Spending			
Apparel & Services: Total $	$15,031,795	$86,057,093	$280,806,785
Average Spent	$1,976.31	$2,227.04	$2,249.51
Spending Potential Index	77	87	88
Education: Total $	$12,052,265	$66,459,726	$221,035,581
Average Spent	$1,584.57	$1,719.88	$1,770.69
Spending Potential Index	79	86	88
Entertainment/Recreation: Total $	$23,565,467	$136,094,520	$442,435,410
Average Spent	$3,098.27	$3,521.93	$3,544.30
Spending Potential Index	72	82	82
Food at Home: Total $	$46,468,161	$264,556,730	$863,689,382
Average Spent	$6,109.41	$6,846.35	$6,918.92
Spending Potential Index	78	87	88
Food Away from Home: Total $	$25,171,867	$145,979,028	$473,451,704
Average Spent	$3,309.48	$3,777.73	$3,792.77
Spending Potential Index	74	85	85
Health Care: Total $	$43,589,544	$253,414,196	$816,784,262
Average Spent	$5,730.94	$6,558.00	$6,543.17
Spending Potential Index	71	82	82
HH Furnishings & Equipment: Total $	$15,691,519	$91,122,996	$295,096,468
Average Spent	$2,063.04	$2,358.13	$2,363.99
Spending Potential Index	73	83	83
Personal Care Products & Services: Total $	$6,389,266	$37,216,212	$120,537,914
Average Spent	$840.03	$963.10	$965.62
Spending Potential Index	74	84	85

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 $	$161,644,044	$922,284,262	$3,021,342,969
Average Spent	$21,252.18	$23,867.40	$24,203.66
Spending Potential Index	77	87	88
Support Payments/Gifts in Kind: Total $	$15,797,148	$94,243,392	$301,785,823
Average Spent	$2,076.93	$2,438.88	$2,417.57
Spending Potential Index	68	80	79
Travel: Total $	$20,162,861	$114,210,609	$375,783,601
Average Spent	$2,650.92	$2,955.61	$3,010.36
Spending Potential Index	73	81	82
Vehicle Maintenance & Repairs: Total $	$6,747,685	$39,665,623	$127,680,107
Average Spent	$887.15	$1,026.49	$1,022.83
Spending Potential Index	72	83	83

Top Tapestry Segment

1 mile	3 miles	5 miles
City Strivers (F4):	**Kids and Kin (C2)**:	**City Strivers (F4)**:
This segment is characterized by major metropolis multigenerational households.	This segment is characterized by young, educated, metropolitan renter households.	This segment is characterized by major metropolis multigenerational households.
Learn more about this segment...	Learn more about this segment...	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.