

overview

STUDY AREA DESCRIPTION

The **Kensington Sector Plan Area** lies entirely within the larger **Kensington-Wheaton Planning Area** (#31). The sector plan covers portions of traffic zones 69 through 75. *Please note*: Because demographic data is reported out by whole traffic zones, the study area for this report is broader than the actual boundaries of the Kensington Sector Plan Area. For this report, *Kensington* refers to the demographic study area (comprising traffic zones 69 through 75), while *Kensington-Wheaton* refers to the surrounding Kensington-Wheaton Planning Area. Please refer to the map for an illustration of the relevant sector plan, study area and planning area boundaries.

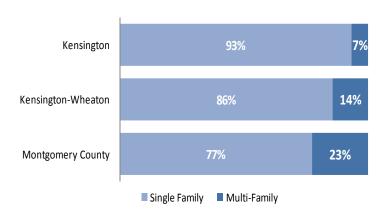
POPULATION & HOUSEHOLD COUNTS (2005)

Kensington has 18,800 residents living in 7,435 households. The study area accounts for 24 percent of the population in the wider Kensington-Wheaton area and 2 percent of Montgomery County's total residential base. At 2.54, the average number of persons per household is smaller in Kensington than in greater Kensington-Wheaton (2.71) and in Montgomery County (2.66).

STRUCTURE TYPES (2005)

Nearly all Kensington residents live in single-family homes. The single-family share of the population is comparatively high (93 percent versus 86 percent in greater Kensington-Wheaton and 77 percent in Montgomery County as a whole).

Kensington accounts for 26 percent of single-family residents and 11 percent of multi-family residents in the Kensington-Wheaton planning area overall.



Household Population by Structure Type (2005)

Source: M-NCPPC 2005 Census Update Survey

Single-Family and Multi-family

GROWTH FORECAST (2005 TO 2030)

Kensington population will grow only slightly over the next two decades. According to COG Round 7.1 forecasts, Kensington's population will increase by only 0.2 percent between 2005 and 2030. This is well below the forecast growth of 17 percent in greater Kensington-Wheaton and 21 percent Countywide. Between 2005 and 2010, Kensington is expected to lose 850 residents (-4.0 percent) as household sizes shrink in the short term. Kensington's population will rebound almost to current levels between 2010 and 2020, before growth again tapers off after 2020.

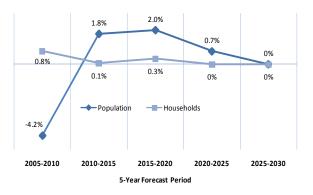
Household growth also will be

relatively slow. The number of households in Kensington is forecast to increase by only 1.1 percent between 2005 and 2030. This is well below the rate of household growth forecast for the wider Kensington-Wheaton Planning Area (21 percent) and Montgomery County (27 percent).

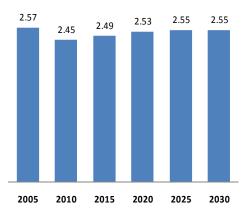
Average household sizes will decline slightly over the long term. Kensington's relatively older population base includes growing numbers of empty nesters and seniors living alone. This trend will produce a short term decline in average household size from 2.57 residents per household in 2005 to 2.45 by 2010. Families with children gradually will replace these smaller households, slowly pushing average household sizes up to 2.49 in 2015 and 2.55 by 2025.

Kensington does not fit the long term trend to smaller households that is forecast for the County as a whole. This reflects the expectation that there will be almost no change in Kensington's predominantly single-family housing stock over the next two decades.





Average Household Size (2005 to 2030) Kensington Source: COG Round 7.1 forecast



demographic highlights

DEMOGRAPHIC DATA SOURCE

The data used in the following analysis comes from the M-NCPPC Research & Technology Center's *2005 Census Update Survey*. As noted in the Overview, *Kensington* refers to the demographic study area (comprising traffic zones 69 through 75), while *Kensington-Wheaton* refers to the surrounding Kensington-Wheaton Planning Area. Please refer to the map for an illustration of the relevant sector plan, study area and planning area boundaries.

Age Groups

Age

Kensington has a comparatively older population than Montgomery County as a

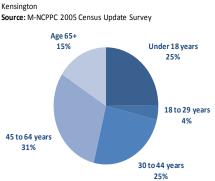
whole. The average age of Kensington residents is 41 years, compared to 37 years old for the County as a whole. Kensington has a larger base of adults between the ages of 45 and 64 (31 percent versus 27 percent Countywide), and more seniors age 65 and over (15 percent compared to 11 percent Countywide).

One out of four Kensington residents is under

the age of 18. Kensington's under-18 population share is in line with the County as a whole (25 percent versus 26 percent) but higher than in the greater Kensington-Wheaton Planning Area (21 percent). The predominance of single-family homes in the study area probably accounts for the relatively large number of children despite Kensington's older population base.

Few young adults live in Kensington. Only 4 percent of Kensington residents are between the ages of 18 and 29—compared to 13 percent in greater Kensington-Wheaton and 12 percent Countywide. With very little multi-family housing, the study area offers fewer affordable options for young adults, especially singles.

Population by Age Group Source: M-NCPPC 2005 Census Update Survey					
	Kensington	Kensington-Wheaton	Montgomery County		
Household Population	18,880	78,065	931,000		
Under 18 years	25%	21%	26%		
18 to 29 years	4%	13%	12%		
30 to 44 years	25%	22%	23%		
45 to 64 years	31%	31%	27%		
Age 65+	15%	13%	11%		
Average age (years)	41	39	37		



RACE & HISPANIC ORIGIN

Kensington has a relatively small minority

population. Minorities account for only 28 percent of residents in the study area versus 51 percent in greater Kensington-Wheaton and 44 percent in Montgomery County. Kensington has a smaller than average share of all minority groups, including African Americans, Asians and Hispanics.

The minority population is likely to increase over

time. With many older residents—who are likely to have stayed in their current homes for many years—Kensington's population has not diversified at the same pace as the rest of Montgomery County. With minorities accounting for the majority of population growth Countywide, , it is likely that Kensington's racial mix will change over time as well.

Minority Share of the Population Household Population

Source: M-NCPPC 2005 Census Update Survey



Race & Ethnicity Source: M-NCPPC 2005 Census Update Survey						
	Kensington	Kensington-Wheaton	Montgomery County			
Household Population	18,880	78,065	931,000			
White	81%	62%	64%			
African American/Black	10%	16%	17%			
Asian/Pacific Islander	7%	12%	13%			
Other	3%	10%	6%			
Hispanic or Latino*	12%	23%	14%			
*may be any race						

EDUCATIONAL ATTAINMENT

Kensington residents are well-

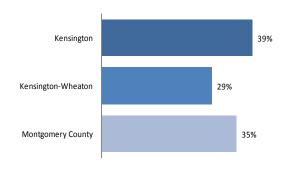
educated. The study area has a relatively large proportion of adults age 25 and older with a bachelor's degree or higher (70 percent versus 54 percent in Kensington-Wheaton and 64 percent Countywide).

Kensington residents are more likely to hold an advanced degree (39 percent of adults, versus 29 percent in greater Kensington-Wheaton and 35 percent Countywide.)

The number of adults who lack a high school education is in line with Montgomery County as a whole (8 percent) and well below that of the Kensington-Wheaton area overall (13 percent).

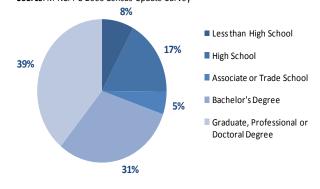
Graduate, Professional or Doctoral Degrees

Share of Population Age 25 and Over Source: M-NCPPC 2005 Census Update Survey



Educational Attainment

Kensington household population age 25 and over Source: M-NCPPC 2005 Census Update Survey



Educational Attainment Source: M-NCPPC 2005 Census Update Survey					
Population 25 years and older	13,870	55,190	624,025		
Less than High School	8%	13%	8%		
High School	17%	27%	22%		
Associate or Trade School	5%	6%	6%		
Bachelor's Degree	31%	25%	29%		
Graduate, Professional or Doctoral Degree	39%	29%	35%		

EMPLOYMENT

Kensington is home to a workforce of 11,105. The study area accounts for 24 percent of employed residents in the greater Kensington-Wheaton area, and

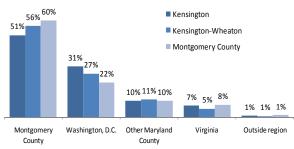
2 percent Countywide.

Half of Kensington residents work in Montgomery County, but a relatively large number commute to Washington, **D.C.** At 51 percent, the share of Kensington workers employed within Montgomery County is below average for the wider planning area (56 percent) and the County as a whole (60 percent). With its proximity to Washington, D.C., Kensington has relatively more residents working in the District (31 percent versus 27 percent in Kensington-Wheaton and 22 percent Countywide).

Female labor force participation rates are in line with surrounding areas-but mothers of young children in Kensington are more likely to be in the workforce. The proportion of Kensington's female residents age 16 and over in the workforce (69 percent) is slightly higher than in Kensington-Wheaton and the County as a whole (both 68 percent). Even so, Kensington mothers with children under the age of 6 are much more likely to be employed (81 percent, compared to 75 percent in Kensington-Wheaton and 68 percent in Montgomery County).

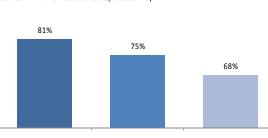
Work Location of Resident Labor Force

Employed Residents Age 16 and Over Source: M-NCPPC 2005 Census Update Survey



Working mothers with young children

Share of mothers with children under age 6 Source: M-NCPPC 2005 Census Update Survey



Kensington Kensington-Wheaton Montgomery County

	Kensington	Kensington-Wheaton	Montgomery County
Employed residents	11,105	46,290	526,830
Montgomery County	51%	56%	60%
Washington, D.C.	31%	27%	22%
Other Maryland County	10%	11%	10%
Virginia	7%	5%	8%
Outside region	1%	1%	1%
Kensington share of labor force	100%	24%	2%
Female Labor Force Participation			
Source: M-NCPPC 2005 Census Update Survey			
	Kensington	Kensington-Wheaton	Montgomery County
Females age 16+ who are employed	69%	68%	68%
Working mothers with pre-school age children*	81%	75%	68%

nt of mothers with children under age 6 who are employed

COMMUTE ALTERNATIVES

Most Kensington residents drive

alone to work. Kensington residents are more likely than residents in the wider Kensington-Wheaton area to drive alone to work (73 percent versus 68 percent). Carpool rates also are relatively low (3 percent versus 4 percent in Kensington-Wheaton and 5 percent Countywide).

Transit use and other non-auto commute rates are relatively low.

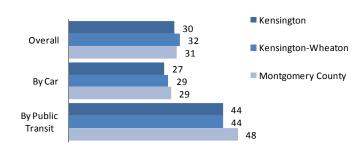
Transit use is relatively low among Kensington residents (14 percent of commuters versus 20 percent in Kensington Wheaton and 15 percent Countywide). The large proportion of the workforce commuting to jobs in the District and lack of a Metro station within walking distance of the study area may account for Kensington's lower public transit use. With few jobs in the immediate area, Kensington residents are less likely than residents in the larger Kensington-Wheaton planning area to walk or bike to work. Kensington residents are twice as likely to work at home (8 percent versus 4 percent Countywide).

CAR OWNERSHIP

Car ownership rates are close to average. Households in Kensington own an average of 1.85 cars, versus 1.84 in Kensington-Wheaton and 1.87 in Montgomery County as a whole.

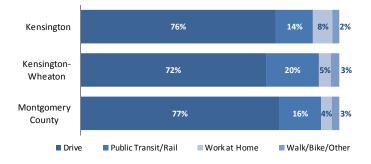
Average Commute Time (in minutes)

Source: M-NCPPC 2005 Census Update Survey



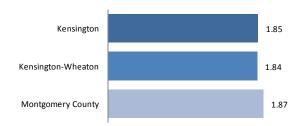
Work Trip by Mode

Source: M-NCPPC 2005 Census Update Survey



Car Ownership

Average number of cars per household Source: M-NCPPC 2005 Census Update Survey



HOUSEHOLD / FAMILY TYPE

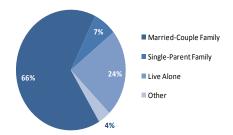
Kensington is a family-oriented community with married couples occupying two-thirds of local households.

Married couples (with or without children) account for 66 percent of households in the study area, versus 63 percent in Kensington-Wheaton and 62 percent Countywide. Kensington has relatively fewer single-parent families (7 percent versus 13 percent in the wider planning area and 10 percent Countywide).

Almost one in four Kensington

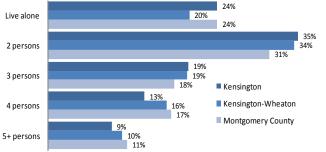
residents lives alone. Singles account for 24 percent of Kensington households, which is the same proportion as in the County as a whole. With few young adults and a large senior population, it is likely that residents over the age of 65 account for a substantial share of Kensington's single-person households.

Household Type Kensington households Source: M-NCPPC 2005 Census Update Survey



Persons in Household

Source: M-NCPPC 2005 Census Update Survey



HOUSEHOLD SIZE

Kensington households are

relatively small. With an average of 2.54 residents versus 2.71 in Kensington-Wheaton and 2.66 Countywide, Kensington's smaller households can be attributed to several factors, including a larger senior population, more empty nesters, a general trend to smaller families and fewer numbers of minority and foreign-born residents (who tend to have larger families).

	Kensington	Kensington-Wheaton	Montgomery County
Households	7,435	28,970	350,000
Household/Family Type	100%	100%	100%
Married-Couple Family	66%	63%	62%
Single-Parent Family	7%	13%	10%
Live Alone	24%	20%	24%
Other	4%	4%	5%
Average Household Size	2.54	2.71	2.66

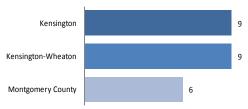
HOUSEHOLD MOBILITY

Kensington households have had

relatively slower turnover. Kensington households are more likely to have been in place for five or more years (65 percent versus 58 percent Countywide). Area residents have lived in their current homes for a median of 9 years, compared to a Countywide median of 6 years. Lower turnover rates partly reflect a senior population that is aging in place, as well as a little new housing development, both of which limit the number of new households that can move into the area.

Median Years Living in Same Home

Source: M-NCPPC 2005 Census Update Survey



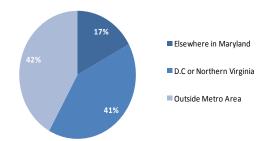
IN-MOVER HOUSEHOLDS

Most new Kensington households come from Montgomery County. Among households that have been in place for less than 5 years, relatively few are new to Montgomery County (39 percent versus 48 percent Countywide).

Few households move into Kensington from other parts of Maryland. Among Kensington households new to Montgomery County, 42 percent arrived from outside the region, and 41 percent moved in from Washington, D.C. or northern Virginia. Only 17 percent moved in from Prince George's County or elsewhere in Maryland.

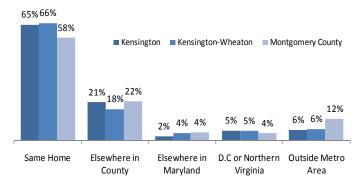
Kensington residents new to Montgomery County Residence in April 2000

Source: M-NCPPC 2005 Census Update Survey



Residence in April 2000

Source: M-NCPPC 2005 Census Update Survey



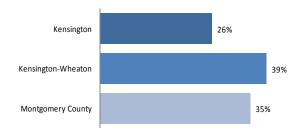
FOREIGN BORN

Over one-quarter of Kensington's households have a foreign-born

households have a for eigh-born head or spouse. Around one in four Kensington households has a foreignborn head or spouse—well below the rate in the greater Kensington-Wheaton area (39 percent) and below average for the County as a whole (35 percent). Slow housing turnover and little housing growth likely accounts for Kensington's relatively low foreign-born population share.

Foreign-Born Households

Source: M-NCPPC 2005 Census Update Survey



LANGUAGE ABILITY

With a smaller proportion of foreign-born residents, Kensington has a lower incidence of foreign language-speakers. Only 27 percent of Kensington residents age 5 and over speak a language other than English at home, compared to 42 percent of residents in the greater Kensington-Wheaton planning area and 35 percent in Montgomery County as a whole.

Compared to the broader Kensington-Wheaton area, Kensington has a lower percentage of Spanish-speaking households. Among study area households, 12 percent are Spanish-speaking, versus 19 percent in the wider planning area. Kensington's incidence of Spanish-speaking households is close to the Countywide rate of 13 percent.

English proficiency rates are well above-average among Kensington's foreign language speakers. Among Kensington residents age 5 and over, only 5 percent speak English less than "very well," versus 13 percent in Gaithersburg as a whole and 10 percent Countywide.

Foreign Language Speakers

Population age 5+ speaking a language other than English at home **Source:** M-NCPPC 2005 Census Update



Speak English less than "very well"

Speak English "very well"

Spanish Speaking Households

Share of households speaking Spanish Source: M-NCPPC 2005 Census Update



HOUSING TENURE

Kensington homeownership rates are well

above-average. Almost nine out of ten Kensington households own their homes (87 percent), versus the Countywide average of 74 percent. Higher homeownership rates reflect Kensington's older, more affluent population base as well as a dearth of multifamily units.

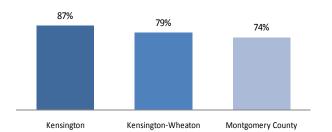
HOUSEHOLD INCOME (2004)

Kensington is highly affluent, with household incomes well above the

Montgomery County median. The study area's 2004 median household income (\$96,016) was 31 percent higher than the Kensington-Wheaton area median (\$73,115) and 14 percent higher than the Countywide median (\$83,880). Compared to the County as a whole, Kensington has a lower percentage of households at either end of the income spectrum. Only 20 percent of households earn less than \$50,000 per year, compared to 30 percent in the greater Kensington-Wheaton area and 26 percent Countywide. Kensington also has a lower percentage of households earning \$200,000 or more annually compared to the County as a whole (9 percent versus 11 percent).

Homeownership Rate

Share of Households that Own their Own Home **Source**: M-NCPPC 2005 Census Update Survey



Household Income Distribution

Source: M-NCPPC 2005 Census Update Survey

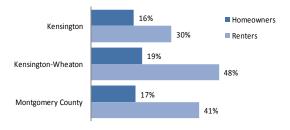


HOUSING COSTS

Homeownership costs are below average for Montgomery County. Having lived in their homes for a longer time on average, Kensington households have less costly mortgages. In 2005, the average cost of owning a home in Kensington was \$1,463 per month versus \$1,687 Countywide. Even so, the share of households spending more than 30 percent of their income on housing (16 percent) is close to the County average (17 percent), suggesting Kensington has many retired residents living on a fixed income as well as newer households that paid higher prices for their homes.

Cost-Burdened Households

Households spending more than 30 percent of income on housing Source: M-NCPPC 2005 Census Update Survey



Rental costs are higher than average. At \$1,477, average monthly rents are high compared to Kensington-Wheaton as a whole (\$1,145) and Montgomery County (\$1,167). The majority of Kensington rentals (62 percent) are single-family homes, which typically command higher rents than multi-family units. Kensington renter households are comparatively less likely to spend more than 30 percent of their income on housing (30 percent versus 48 percent in Kensington-Wheaton and 41 percent Countywide).

COMPUTER OWNERSHIP

In line with Montgomery County's high computer use rates, the vast majority of Kensington households own a computer. Kensington has computer-ownership rates just below average for Montgomery County (86 percent versus 89 percent Countywide). The slight disparity may reflect Kensington's relatively larger senior population.

Kensington's computer users are more likely than other County residents to have visited the M-NCPPC website (34 percent versus 29 percent Countywide). Even so, this figure suggests that most Kensington residents may not be aware of the Montgomery County Planning Department's online resources. Publicizing Kensington Sector Plan information and related resources available on the website during the community outreach process might enhance public access and participation in the planning process.

Computer Use			
Source: M-NCPPC 2005 Census Update Survey			
	Kensington ingt	on-Wheaton 1tgo	mery County
Households	7,435	28,970	350,000
Own at least one computer	86%	85%	89%
Visited M-NCPPC website	34%	30%	29%

Table 1: Kensington

2005 Census Update Survey

	Note: Study area includes traffic zones 69 through 76	Kensington Sector Plan	Kensington / Wheaton Planning Area	Montgomery County
6	Household Population	18,880	78,065	931,000
	% Female	49.8%	51.5%	52.9%
	Age Distribution:	43.070	51.570	52.570
	% 0-4 Years Old	7.2%	6.4%	6.8%
	% 5-17 Years Old	17.9%	14.8%	19.1%
Р	% 18-29 Years Old	4.0%	12.8%	12.3%
ō	% 30-44 Years Old	25.1%	21.6%	23.1%
P	% 45-64 Years Old	30.6%	31.2%	27.5%
Ů	% 65-74 Years Old	7.3%	7.3%	5.8%
Ľ	% Over 74 Years Old	7.8%	6.0%	5.4%
Ā	Average Age (years)	40.7	39.2	36.9
Ŷ	Race:	40.7	00.2	50.5
÷.	% White	80.8%	62.1%	64.0%
ò	% Black	9.7%	16.1%	16.6%
N	% Asian or Pacific Islander	6.9%	12.1%	13.4%
N	% Asian of Pacific Islander % Other	2.6%	9.7%	6.0%
	Hispanic or Latino and Race	2.070	3.170	0.070
	% Hispanic or Latino	12.3%	22.6%	13.9%
	% Not Hispanic White	71.7%	48.9%	55.7%
	ANTICIDE CONTRACTOR AND ANTICIDE AND ANTICIDE ANTICIDA AN	11.170	40.970	00.7 %
	Language Spoken at Home	17 515	72.040	969.000
	Persons 5 Years and Older	17,515 27.4%	73,040 41.9%	868,000
	% Speak Language Other than English	4.8%	41.9%	35.3%
	% Speak English less than "Very Well"	4.8%	12.1%	9.7%
	Educational Attainment: Persons 25 Years and Older	13,870	55,190	604 005
				624,025
	% Less than High School Diploma	8.0%	12.7%	7.8% 22.3%
	% High School Graduate	17.2% 5.2%	27.3%	
	% Associate or Trade School		6.1%	6.3%
	% Bachelor's Degree	30.6%	25.3%	28.6%
	% Grad, Professional or Doctoral	39.1%	28.6%	35.0%
	Number of Employed Residents 2	11,105	46,290	526,830
	% Females Who Are Employed 2	69.4%	67.8%	68.2%
	Women with Children Under Age 6 2	1,600	6,200	67,840
L	% Employed	80.8%	75.2%	68.5%
Α	Work Location:			
в	% Montgomery County	50.9%	56.4%	59.9%
0	% Prince George's County	4.0%	4.9%	5.1%
R	% Elsewhere in Maryland	6.0%	6.1%	4.8%
	% Washington, D.C.	31.3%	26.9%	21.5%
	% Virginia	7.0%	5.2%	7.5%
F	% Outside MD-VA-DC	0.7%	0.6%	1.1%
0	Work Trip:			
R	% Driving	75.5%	71.8%	77.4%
С	% Alone	72.7%	68.2%	72.0%
E	% Carpool	2.8%	3.6%	5.3%
	% Public Transit or Rail	14.4%	20.3%	15.5%
	% Walk/Bicycle/Other	2.5%	3.1%	2.8%
	% Work at Home	7.6%	4.8%	4.4%
	Average Commuting Time to Work (minutes)			
	Overall	30.4	31.9	31.0
	By Car	27.4	28.6	29.4
	By Public Transit	44.3	44.3	48.5

Those of Hispanic origin may be of any race.
 Ages 16 and older and employed full- or part-time.
 Source: 2005 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC July, 2008 v2.



Kensington

2005 Census Update Survey

	Note: Study area includes traffic zones 69 through 76	Kensington Sector Plan	Kensington / Wheaton Planning Area	Montgomery County
	Households by Structure Type	7,435	28,970	350,000
	% Single Family Households	100.0%	100.0%	100.0%
	Average Household Size	2.54	2.71	2.66
	Tenure:			
	% Rental	13.5%	20.7%	25.7%
	Average Monthly Costs:			
	Homeowner	\$1,463	\$1,380	\$1,687
	Renter	\$1,477	\$1,145	\$1,167
	Residence in April 2000:			
	% in Same Home	65.2%	66.1%	57.8%
	% Elsewhere in County	21.4%	17.6%	21.8%
	% Elsewhere in Maryland	2.3%	4.5%	4.5%
	% D.C or Northern Virginia	5.4%	5.4%	4.0%
	% Outside Metro Area	5.7%	6.5%	12.0%
	Median Years in Same Home	9	9	6
	Average Age of Household Head	53.0	52.7	50.6
н	% Households with Foreign Born Head			
0	or Spouse	25.9%	38.6%	34.8%
υ	% Households Speaking Spanish	11.8%	18.5%	12.5%
s	Households by Type:			
1	% Family Households	73.7%	78.2%	74.2%
N	% Married-Couple	65.9%	63.4%	61.8%
G	% Single-Parent	6.8%	12.5%	10.2%
	% Nonfamily Households	26.3%	21.8%	25.6%
	% Householder Living Alone	23.5%	19.6%	23.5%
	Persons in Households:			
	% 1 Person	23.5%	19.6%	23.5%
	% 2 Persons	34.7%	34.2%	30.8%
	% 3 Persons	19.5%	19.4%	17.5%
	% 4 Persons	13.4%	16.5%	17.1%
	% 5+ Persons	8.9%	10.3%	11.0%
	Average Number of Cars	1.8	1.8	1.9
	% of Households with Computers	85.7%	85.3%	89.0%
	% of these visiting M-NCPPC website	34.2%	30.0%	28.9%
	2004 Household Income Distribution:			
	% Under \$15,000	5.8%	5.3%	4.2%
	% \$15.000 to \$29.999	5.1%	8.3%	7.3%
11	% \$30,000 to \$49,999	9.1%	15.9%	14.5%
Ň	% \$50,000 to \$69,999	11.5%	17.6%	15.0%
cl	% \$70,000 to \$99,999	21.3%	22.4%	18.6%
ō	% \$100,000 to 149,999	27.7%	18.5%	20.9%
M	% \$150,000 to 199,999	10.2%	7.2%	8.8%
E	% \$200.000+	9.2%	4.8%	10.7%
-	2004 Median Household Income	\$96,016	\$73,115	\$83,880
	% of Households Spending More Than	<i> </i>	÷,	
	30% of Income on Housing Costs:			
	% Homeowners	16.2%	19.4%	16.9%
	% Renters	30.3%	48.1%	40.7%

Source: 2005 Census Update Survey, Research & Technology Center, Montgomery County Planning Dept., M-NCPPC July, 2008 v2.