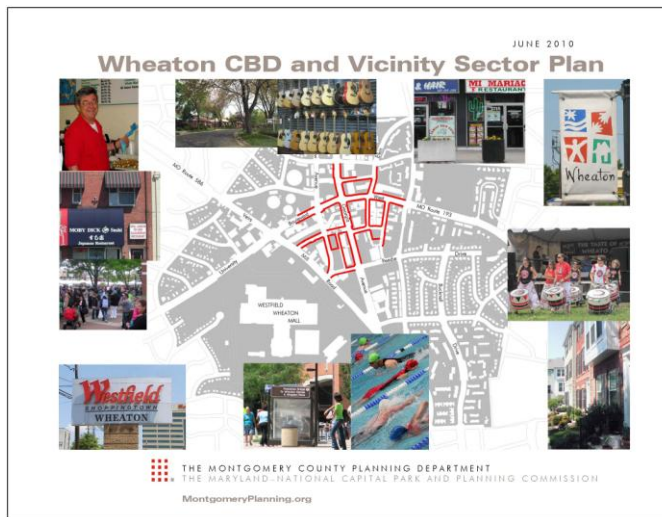


Appendix 1

Demographics

For more information, call the Research & Technology Center at 301-650-5600



Wheaton CBD and Vicinity Sector Plan

summary

WHEATON SECTOR PLAN AREA

The following demographic report for the Wheaton Central Business District (CBD) Vicinity Sector Plan Area describes the forecasted household growth and socio-economic characteristics of the study area. The detailed statistics are drawn from the Research & Technology Center's Round 7.2 Household Forecast and the 2008 Census Update Survey. Comparative data for the broader Kensington-Wheaton Planning Area and for Montgomery County as a whole are included.

The Wheaton study area has approximately 2,300 households, over half of which are multifamily dwellings. In the next 30 years, almost all of Wheaton's anticipated population and household growth is expected to occur in multifamily housing, and at rates 2.5 times those Countywide. Wheaton's relatively affordable housing, convenient public transit, and proximity to Washington, D.C.'s cultural and employment opportunities attract people moving from the District of Columbia, Northern Virginia, and other parts of Montgomery County. The residents are racially and ethnically diverse, and over one third are foreign-born. A substantial block of Generations X and Y (ages 18 to 44) who are typically single or young families without children defines Wheaton. The concentration of singles and young adults explains the area's lower median income (\$62,400, about two-thirds of the Countywide estimate). Although well educated, many residents are young, just starting careers at entry-level salaries and a large share of households have only a single earner. While home ownership is affordable to the majority of owner-occupied households in the area, in contrast, over half of Wheaton's renters live below the affordable housing threshold.

DEMOGRAPHIC HIGHLIGHTS

- **Over half of Wheaton's housing stock is multifamily housing. Approximately 4,600 people live in 2,310 households in the Wheaton area.** Three out of five residents live in single-family dwellings even though over half of the housing stock is multifamily units. The imbalance is due to the smaller average household size of multifamily homes (1.51 persons per multifamily unit) versus single-family homes (2.50 average). At 52 percent of the housing stock, Wheaton has a much higher concentration of multifamily units than commonly found in the surrounding Kensington-Wheaton Planning Area (19 percent) and the County (32 percent).

DEMOGRAPHIC HIGHLIGHTS, CONTINUED

- **A big bump in multifamily units is expected in the next decade.** In the next 30 years, the number of households in Wheaton is forecasted to increase by 69 percent, which is 2.5 times the anticipated change for the County (27 percent). Between 2010 and 2040, Wheaton will gain about 1,800 households raising the area total to 4,400 homes. Nearly all of the anticipated population and household growth is expected between 2010 and 2020 and it will be new multifamily housing.
- **The relatively affordable housing, convenient public transit, and Wheaton's proximity to the District's cultural and employment opportunities, attracts people moving from Washington, D.C., Northern Virginia, and other parts of Montgomery County.** Forty-four percent of the area's households are new to Wheaton: 19 percent moved from Washington, D.C. or Northern Virginia, another 16 percent came from other parts of the County, and eight percent migrated from outside of the metropolitan region. Just over half of all Wheaton households (56 percent) lived in the area for more than five years compared to 71 percent of households in the surrounding planning area.
- **Wheaton is more diverse than the County as a whole.** As the minority share of Montgomery County's growing population continues to approach the midpoint (46 percent), Wheaton's population is already racially and ethnically diverse (minorities are 52 percent of the area's population). One quarter of the area's population is black or African American which is ten percentage points higher than the surrounding planning area and the County. While the area has a greater representation of African Americans, there is a lower percentage of Hispanics (14 percent) compared to the broader Kensington-Wheaton area (26 percent). About 12 percent of the area's population is Asian. Over one-third of Wheaton's population is foreign-born, many of whom are black.
- **Wheaton is characterized by a substantial block of Generation X and Y (ages 18 to 44) who are typically either single, or living with housemates, or young families without children.** The area's low percentage of children (10 percent compared to 24 percent countywide) is explained by almost half of Wheaton's households (47 percent) living alone or with unrelated housemates, i.e., not in a family. In contrast, only 40 percent of all Wheaton households are married-couples compared to 62 percent characterizing the County.
- **Employed residents take advantage of convenient public transit and Wheaton's proximity to the District's employment center.** In 2008, approximately 3,100 residents of Wheaton are employed. While typically 59 percent of people age 16 and over live and work in Montgomery County, only 40 percent of Wheaton's employed residents work within the County. Over half of employed Wheaton residents work in the District compared to less than one-quarter of all employed residents in the County. Fifty-two percent of workers

DEMOGRAPHIC HIGHLIGHTS CONTINUED

living in Wheaton commute by public transit, almost three times the typical rate for employed County residents.

- **The predominance of single households and the large block of young Generations X and Y reduce the area's median household income.** The estimated 2007 median household income in Wheaton at \$62,405 is only two-thirds of the County's median of \$96,475. The income discrepancy is attributed to a high percentage of single householders (39 percent) in the area. Also, even though the residents are well educated (68 percent having a bachelor's, graduate, professional, or doctoral degree), many are young, and beginning careers with lower salaries.
- **Homeownership is more affordable, while renters in the area face a greater housing cost burden.** Homeownership in Wheaton is affordable for practically all owner-occupied households in contrast to less than half of the area's rental households meeting an affordable housing cost threshold. Many lower income households in Wheaton face the burden of housing costs even though the average monthly rental cost at \$1,192 is below the mean rental rates at the County level.

overview

STUDY AREA DESCRIPTION

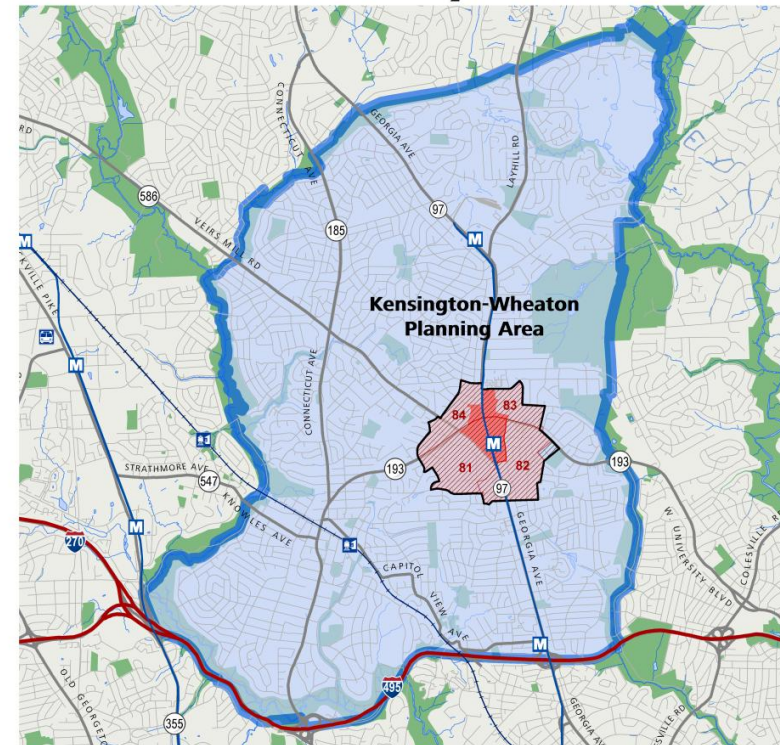
The Wheaton Sector Plan area lies outside the Beltway, north of Silver Spring along Georgia Avenue where Veirs Mill Road and University Boulevard intersect. Wheaton is a mixture of multifamily units and typically, small 1940s detached houses surrounding a central business core of primarily small, non-chain stores and a regional shopping mall. The Wheaton Metro Station on the Red Line is conveniently walkable from most of the residential vicinity. The Plan area is delineated by four traffic zones, numbers 81 through 84.

For comparative purposes, this report includes data for the larger Kensington-Wheaton Planning Area (Kensington-Wheaton) as well as Montgomery County as a whole. The adjacent map illustrates the boundaries of the traffic zones defining the Wheaton Sector Plan, the Wheaton Central Business District, and the surrounding Kensington-Wheaton Planning Area. Note that a small residential area of approximately 30 single-family households in the Sector Plan's eastern corner off University Boulevard lie outside traffic zone 82, and therefore, these households are not represented in this demographic profile.

Demographic analysis study area
Wheaton Sector Plan

Research & Technology Center

THE MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION



POPULATION AND HOUSEHOLD COUNTS (2008)

An estimated 4,600 residents live in 2,310 households in Wheaton. The study area accounts for about six percent of the Kensington-Wheaton Planning Area population. At about two people per household (1.99), the average household size in Wheaton is well below that of both Kensington-Wheaton (2.78) and Montgomery County (2.63).

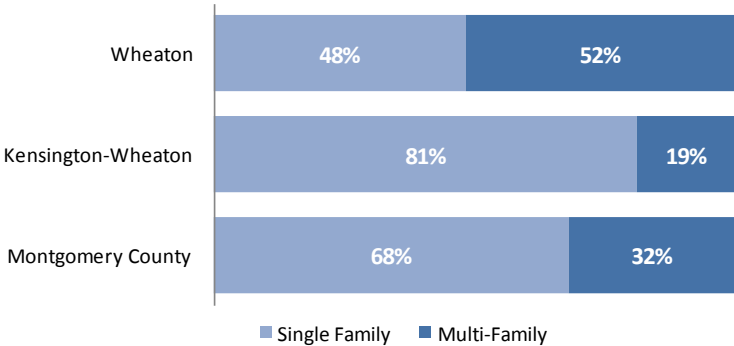
STRUCTURE TYPES (2008)

Over half of the housing stock is multifamily. In 2008, there were about 2,310 occupied households in Wheaton. Approximately, 1,190 households or over half of the households (52 percent) in the area are multifamily dwellings, mainly mid-rise structures. This constitutes a much higher concentration than found in the surrounding Planning Area (19 percent) and the County (32 percent). The remainder of the area’s housing stock (1,120 units) is single-family detached dwellings or townhouses.

Three out of five residents live in single family dwellings even though over half of the housing stock is multifamily units. The imbalance is due to the difference in household size for each structure type. On average, there is one more person living in a single-family dwelling (either a detached home or townhouse averaging 2.50 people per house) than typically resides in an apartment or condominium (1.51 persons per multifamily unit).

Population & Households			
Source: M-NCPPC 2008 Census Update Survey			
	Wheaton	Kensington-Wheaton	Montgomery County
Population	4,600	80,805	939,200
Single Family	61%	86%	77%
Multi-Family	39%	14%	23%
Households	2,310	29,030	357,000
Single Family	48%	81%	68%
Multi-Family	52%	19%	32%
Persons per household	1.99	2.78	2.63

Households by Structure Type (2008)
Single-Family and Multi-family
Source: M-NCPPC 2008 Census Update Survey



growth forecast

2010 to 2040

HOUSEHOLD GROWTH

Wheaton's forecasted household growth outpaces the future rates for the surrounding area and the County. In the next 30 years, the number of households in the Wheaton area is forecasted to increase by 69 percent. This increase in local housing is five times the rate of growth expected for the Kensington-Wheaton Planning Area (14 percent) and 2.5 times the anticipated change for the County (27 percent). Of the forecasted growth in Kensington-Wheaton, 44 percent of the housing increase will occur in the Wheaton CBD and vicinity.

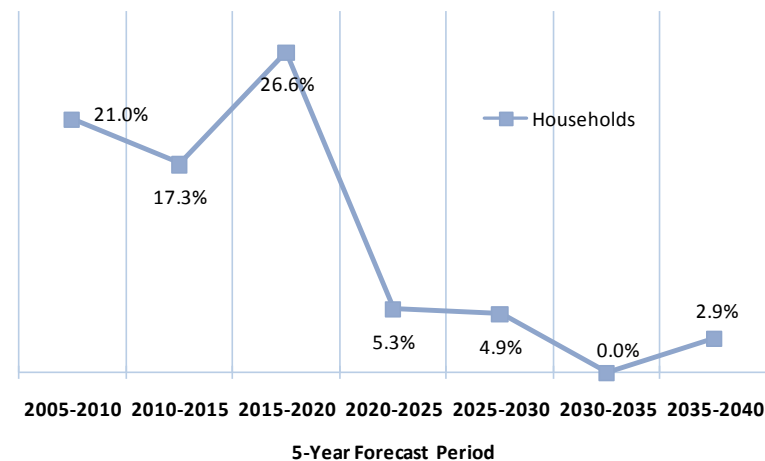
A bump in multifamily units is expected in the next decade. Between 2010 and 2040, Wheaton will gain about 1,800 households raising the area total to 4,400 homes. About 70 percent of this household growth is anticipated in the next decade. Nearly all of the increase (98 percent) is expected to be new, multifamily units.

Household Forecast					Change	
Source: COG Round 7.2 Forecast					2010 to 2040	
	2010	2020	2030	2040	total	percent
Wheaton	2,629	3,904	4,309	4,433		
10-year change		1,275	405	124	1,804	69%
Kensington-Wheaton	29,434	32,389	33,194	33,494		
10-year change		2,955	805	300	4,060	14%
Montgomery	362,000	408,000	440,000	460,000		
10-year change		46,000	32,000	20,000	98,000	27%

5-year Change in Number of Households (2005 to 2040)

Wheaton Sector Plan

Source: COG Round 7.2 forecast



demographic highlights

2008

DATA NOTE

All data is from the M-NCPPC Research & Technology Center's 2008 Census Update Survey. As noted in the overview, Wheaton refers to the demographic study area (comprising traffic zones 81 through 84), while Kensington-Wheaton refers to the surrounding Kensington-Wheaton Planning Area, of which Wheaton is a part.

AGE

Wheaton's population is comparatively older than that of the County as a whole. The average age of Wheaton residents is 42, four years above the County's average of 38. This reflects the substantial block of Generations X and Y (age cohorts 30 to 44 and 18 to 29) defining the area; a cohort without the typical presence of children. The area has a noticeably higher percentage of young adults under 30 (19 percent) and 30 to 44 year olds (26 percent) compared to the County (13 and 21 percent, respectively). With multifamily units comprising half of the area's housing, the study area offers affordable options for young adults and singles.

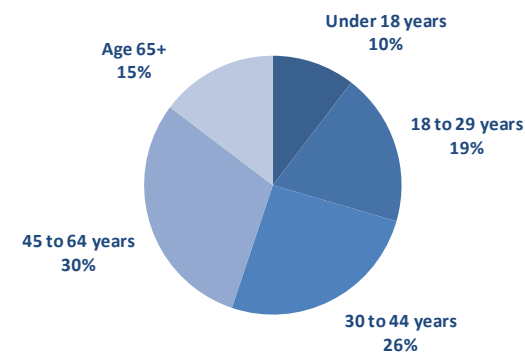
Children are uncommon in the community. With only 10 percent of its population under 18, Wheaton has a much lower percentage of children than the typical quarter of the population characterizing the broader area and the County. The area's low percentage of children is due to the absence of children living in multifamily units which make up half of the area's housing stock.

The slightly higher share of elderly in the area are living in single-family homes. Fifteen percent of Wheaton's residents are ages 65 or older which is a few percentage points above the elderly level for the County. Most of Wheaton's elderly residents (69 percent) live in single-family houses and have chosen to age in place rather than move to retirement communities.

Age Groups

Wheaton

Source: M-NCPPC 2008 Census Update Survey



Population by Age Group

Source: M-NCPPC 2008 Census Update Survey

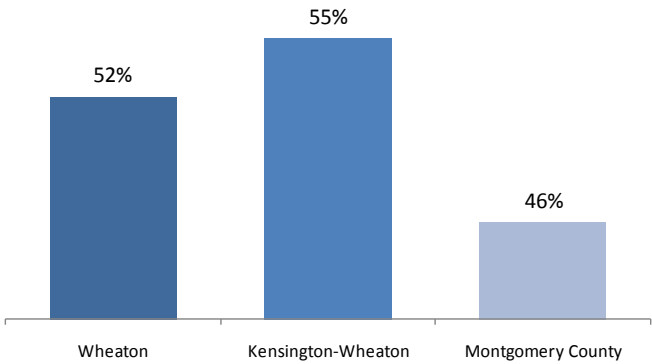
	Wheaton	Kensington-Wheaton	Montgomery County
Household Population	4,600	80,805	939,200
Under 18 years	10%	23%	24%
18 to 29 years	19%	12%	13%
30 to 44 years	26%	22%	21%
45 to 64 years	30%	29%	29%
Age 65+	15%	13%	13%
Average age (years)	42	39	38

RACE AND HISPANIC ORIGIN

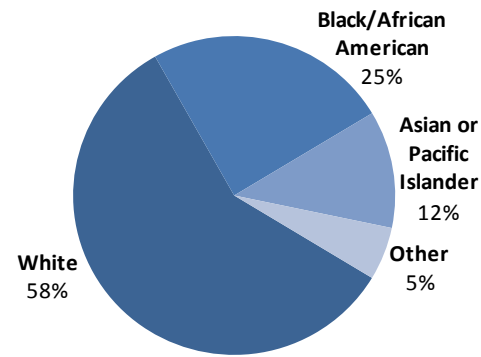
Wheaton is more diverse than the County as a whole. Minorities make up 52 percent of Wheaton’s population which is a higher concentration than at the County level (46 percent).

One quarter of the residents is black or African American, which is ten percentage points higher than Kensington-Wheaton and the County. While the area has a greater representation of African Americans, there is a lower percentage of Hispanics (14 percent) compared to the broader planning area (26 percent). At 12 percent, Asians are about as commonly found in Wheaton as they are in the County as a whole.

Minority Share of the Population
Household Population
Source: M-NCPPC 2008 Census Update Survey



Race
Wheaton Household Population
Source: M-NCPPC 2008 Census Update Survey



Race & Hispanic Origin			
Source: M-NCPPC 2008 Census Update Survey			
	Wheaton	Kensington-Wheaton	Montgomery County
Household Population	4,600	80,805	939,200
White	58%	68%	66%
Black/African American	25%	16%	16%
Asian or Pacific Islander	12%	10%	13%
Other	5%	6%	4%
Hispanic or Latino*	14%	26%	16%
*may be any race			

FOREIGN-BORN

Wheaton, as well as the County, has a substantial foreign-born population. One in three people in the area (34 percent) are foreign-born which is a higher concentration than the County as a whole (29 percent). New and affordable housing in Wheaton attracts new County residents, many of whom are foreign-born. Single-family households in the area have a higher percentage of foreign-born head or spouse (44 percent) compared to multifamily homes (36 percent).

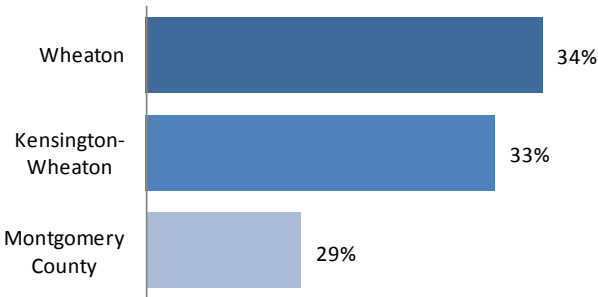
LANGUAGE ABILITY

With a significant proportion of foreign-born residents, Wheaton has a high incidence of foreign language speakers. About half of the population age five and older (48 percent) speaks a language other than English at home. Yet only 14 percent of residents judge their ability to speak English less than “very well.” This rate falls between the 18 percent characterizing Kensington-Wheaton and 11 percent Countywide.

Wheaton has a lower percentage of Spanish-speaking households compared to the broader planning area. Among the study area households, 10 percent are Spanish-speaking, a lower percentage than the 16 percent reported for the wider planning area. A smaller percentage of Spanish speaking households in Wheaton is expected as Hispanics have a greater representation in the broader Kensington-Wheaton area (26 percent) than in the central Wheaton area (14 percent). In Wheaton, a higher concentration of Spanish speaking households live in multifamily dwellings than single-family houses (17 percent and two percent, respectively).

Foreign-Born Population

Source: M-NCPPC 2008 Census Update Survey



Language Ability			
Source: 2008 Census Update Survey			
	Wheaton	Kensington-Wheaton	Montgomery County
Persons 5 Years and Older	4,450	75,555	876,445
Speak language other than English	48%	49%	38%
Speak English less than "very well"	14%	18%	11%
Households	2,310	29,030	357,000
Households Speaking Spanish	10%	16%	11%

EDUCATIONAL ATTAINMENT

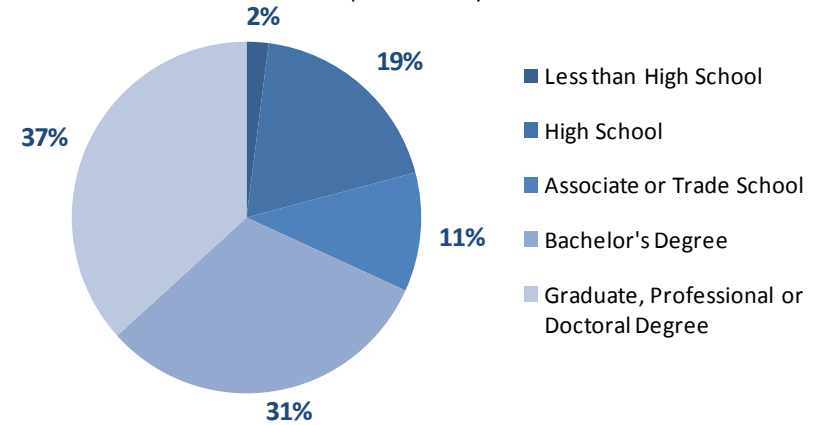
Wheaton residents are well-educated. A relatively large share of area adults ages 25 and older have a bachelor's degree or higher: 68 percent of the adults versus 53 percent in Kensington-Wheaton and 66 percent Countywide. Living in one of the most highly educated counties in the country, Wheaton residents are just as likely to have an advanced degree (37 percent) as anyone in the County. Only two percent of the area's adult population has less than a high school degree compared to 10 percent of the broader Kensington-Wheaton area. A relatively high proportion of adults with an associate or trade school degree live in Wheaton (11 percent compared to six percent in the County) and they typically reside in a single-family house.

Multifamily units are stocked with college graduates. In Wheaton, adults with at least a college degree are more likely to live in multifamily households (80 percent) than single-family dwellings (60 percent) reflecting the well-educated Generation Y and the Baby Boomers choosing affordable multifamily living quarters convenient to the Metro station.

Educational Attainment

Wheaton: Population Age 25 and Over

Source: M-NCPPC 2008 Census Update Survey



Educational Attainment

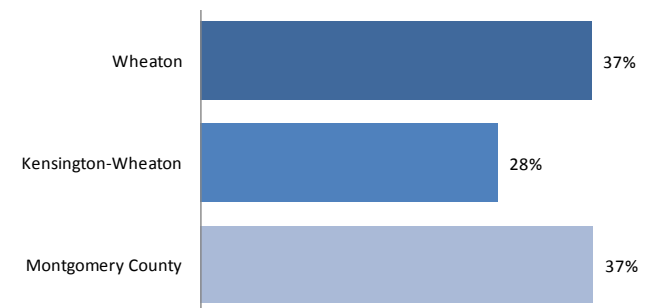
Source: M-NCPPC 2008 Census Update Survey

	Wheaton	Kensington-Wheaton	Montgomery County
Population 25 years and older	3,835	56,265	636,245
Less than High School	2%	10%	4%
High School	19%	32%	23%
Associate or Trade School	11%	5%	6%
Bachelor's Degree	31%	25%	29%
Graduate, Professional or Doctoral Degree	37%	28%	37%

Graduate, Professional or Doctoral Degrees

Share of Population Age 25 and Over

Source: M-NCPPC 2008 Census Update Survey



EMPLOYMENT

Approximately 3,100 area residents are employed. The study area accounts for seven percent of the employed residents in the Kensington-Wheaton area. Three-quarters of women age 16 and older in Wheaton work, which is a higher workforce participation rate for women than found in the surrounding planning area and the County (both at 66 percent).

The area's proximity to Metro's train and bus transit attracts residents who work in the District and commute by public transit.

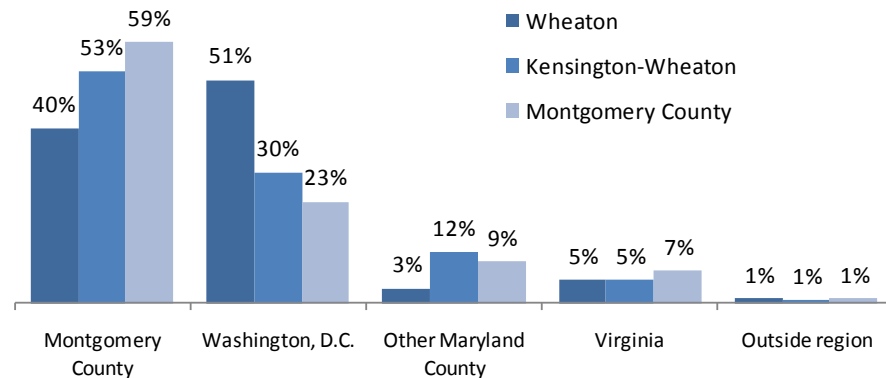
While typically 59 percent of all residents over the age of 16 live and work in Montgomery County, only 40 percent of employed Wheaton residents work within the County. Over half of employed residents work in the District compared to less than one-quarter of all employed residents in the County. Fifty-two percent of workers living in Wheaton commute by public transit, almost three times the typical rate for employed County residents.

Over half of employed residents work in the private sector. Almost one quarter of employed Wheaton residents work for private, non-profit firms, twice the rate typical in the County. Only one third works in the otherwise more common private for profit sector. Government workers (28 percent) are another large share of the resident workforce. The remainder is self-employed (10 percent) or some other employer category (five percent).

Work Location of Resident Labor Force

Employed Residents Age 16 and Over

Source: M-NCPPC 2008 Census Update Survey



Employer

Source: M-NCPPC 2008 Census Update Survey

	Wheaton	Kensington-Wheaton	Montgomery County
Employed residents	3,115	45,055	526,485
Private, for profit	32%	41%	44%
Private, non-profit	24%	15%	13%
Self-employed	10%	11%	11%
Government	28%	25%	25%
Other	5%	8%	7%

COMMUTE ALTERNATIVES

The convenience of nearby transit options in Wheaton drives commuter's high rate of public transit use. Fifty-two percent of workers living in Wheaton commute by public transit, which is almost three times the typical rate for all employed County residents. Since over half of the employed Wheaton residents work in the District, hopping on the Metro is a convenient commuting option for many.

More time spent using public transit increases Wheaton's overall average commuting time. The overall average commuting time of 42 minutes for a Wheaton resident is raised by the area's high percentage of public transit users with longer commutes (50 minutes). In comparison, the average commute for all County workers is just over a half hour.

Commuting by car from Wheaton is quicker than public transit, but it still takes longer than the average car trip in the County. The average Wheaton resident commuting by car drives 37 minutes, which is eight minutes longer than the average drive time for all employed residents.

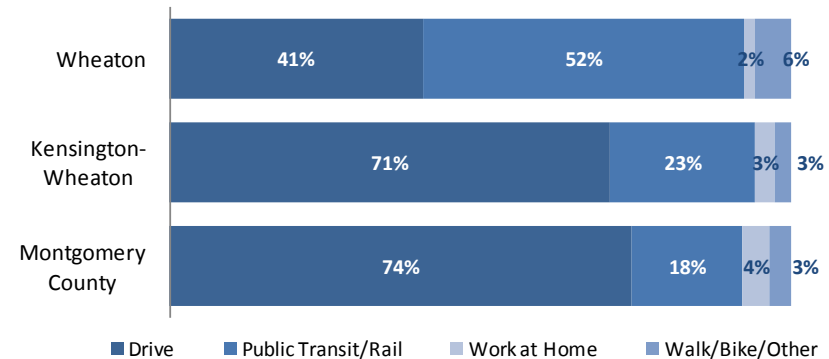
CAR OWNERSHIP

Car ownership rates are below average. Households in Wheaton own an average of 1.3 cars, versus 1.9 in Kensington-Wheaton and the County as a whole. Notably, 20 percent of households in Wheaton do not own a car compared to only four percent of households Countywide. With over half of the area's employed residents commuting by public transit and the prevalence of single households, there is less need to own a car.

Not owning a car is an option for many multifamily households. The average number of cars per multifamily household is less than one (0.8 cars per unit) compared to almost two cars for each single-family detached or townhouse (1.8 cars per dwelling). In Wheaton, 40 percent of residents in multifamily units do not own a car, four times the rate at the County level.

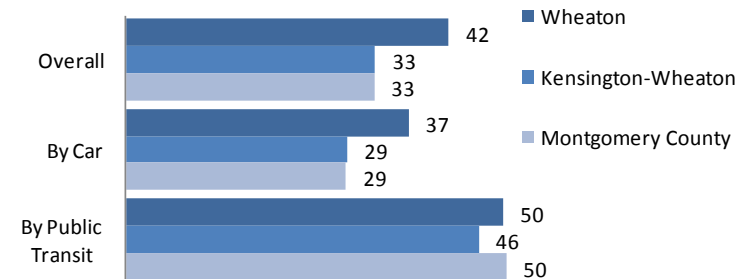
Work Trip by Mode

Source: M-NCPPC 2008 Census Update Survey



Average Commute Time (in minutes)

Source: M-NCPPC 2008 Census Update Survey



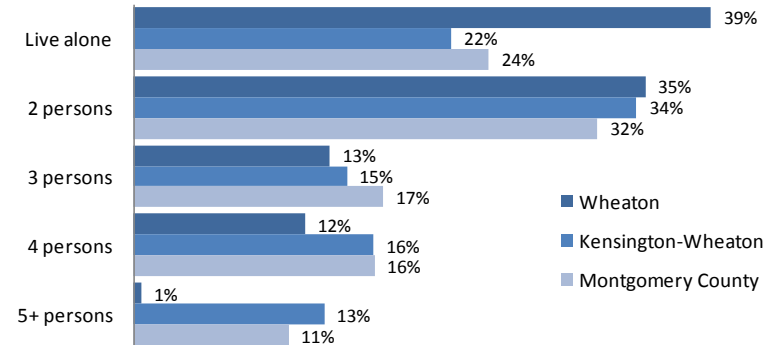
HOUSEHOLD SIZE

Wheaton households are smaller than average. The area's prevalence of multifamily units with a low average household size (1.51) drives down the overall average to two people per household in the Wheaton area. This is notably lower than the average number of people per household for the planning area (2.78) and the County (2.63). Smaller households of aging baby boomers and young adults are drawn to the area's affordable housing, convenient public transit, and proximity to the District.

Two out of five households have a single householder. Singles heading 39 percent of Wheaton's households are far more common than the Countywide rate of 24 percent living alone. Only a quarter of Wheaton's households have three or more people compared to about 44 percent of all County households. There are not many children in the local area and most households have only one or two adults.

Persons in Household

Source: M-NCPPC 2008 Census Update Survey



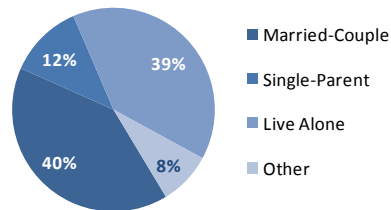
HOUSEHOLD TYPE

An equal mix of married couples and singles live in Wheaton. The two predominant household types are married couples (40 percent) and single householders (39 percent). An unusually high concentration of singles lives in Wheaton compared to less than one quarter of overall County households. On the flipside, only 40 percent of all Wheaton households are married couples compared to 62 percent characterizing the County.

Household Type

Wheaton households

Source: M-NCPPC 2008 Census Update Survey



Household Type

Source: M-NCPPC 2008 Census Update Survey

	Wheaton	Kensington-Wheaton	Montgomery County
Households	2,310	29,030	357,000
Household Type			
<i>Family</i>	53%	75%	73%
Married-Couple	40%	62%	62%
Single-Parent	12%	10%	10%
<i>Non-family</i>	47%	25%	27%
Live Alone	39%	22%	24%
All unrelated	8%	4%	2%
Average Household Size	1.99	2.78	2.63

Family household types, a slight majority in Wheaton, are far less common than typically found Countywide. Families including married couples with and without children and single parents are far more common across the County. Three out of four households in the County are families compared to just about half of the households in Wheaton. Almost half of Wheaton's households are either living alone (39 percent) or are unrelated housemates (eight percent), i.e., not a family household. The vast majority (80 percent) of nonfamily households is single and lives in a multifamily dwelling.

HOUSEHOLD MOBILITY

Households turn over on par with the general County pace. Over half of Wheaton households, 56 percent, have lived in the same home for five or more years compared to 60 percent of all households in the County. Area residents have lived in their current homes for a median of six years, very close to the Countywide median of seven years. In contrast, Wheaton households are more mobile when compared to the stable, predominately single-family neighborhoods of the Kensington-Wheaton Planning Area. Wheaton households are less likely to have been in place for five or more years than neighbors in the broader Kensington-Wheaton Planning Area (56 percent versus 71 percent of surrounding households) and they report a shorter length of time living in the same home (six and ten years, respectively).

Less transiency is expected as new condominium owners stay in place. The median length of residency of multifamily units at five years is two years less than the occupation of single-family housing (seven years). Since the multifamily units are primarily owner-occupied, fewer turnovers may be expected as the relatively new multifamily condominiums are in place for a longer period of time.

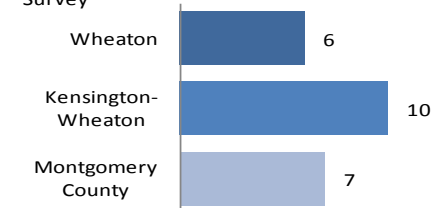
Wheaton's affordable housing, convenient Metro, and proximity to the District's cultural and employment opportunities attracts people moving from the District of Columbia, Northern Virginia, and within Montgomery County. About 1,025 households or 44 percent of all households moved to Wheaton within five years prior to the 2008 survey. Nineteen percent of the area's households recently moved from Washington, D.C. or Northern Virginia, another 16 percent came from other parts of the County, and eight percent migrated from outside of the metropolitan region. The remainder of households, 56 percent, had not moved.

IN-MOVER HOUSEHOLDS

Most new County residents moving into Wheaton previously lived in Washington, D.C. ,or Northern Virginia. About 28 percent of the area's households are new to Montgomery County. Among these new County households recently choosing to live in Wheaton, two-thirds come from the District or Northern Virginia and over a quarter of new households formerly lived outside of the metropolitan region.

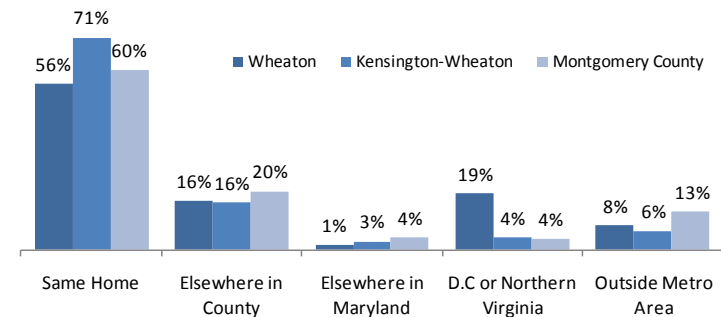
Median Years Living in Same Home

Source: M-NCPPC 2008 Census Update Survey



Residence in April 2003

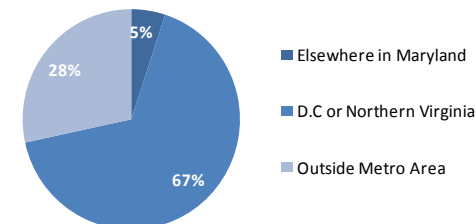
Source: M-NCPPC 2008 Census Update Survey



Wheaton Residents New to Montgomery County

Residence in April 2003

Source: M-NCPPC 2008 Census Update Survey



HOUSEHOLD INCOME (2007)

The large block of young Generations X and Y and predominance of single households reduce the area's median household income. The 2007 median household income in Wheaton of \$62,405 is only two-thirds of the County's median of \$96,475. This difference may be ascribed to a high percentage of single householders (39 percent) living in the area. Also, even though the residents are well educated, many are young, starting at the lower salary range of a career.

The median income of Wheaton's households significantly differs by structure type. The 2007 median income of single-family households (\$108,590) is more than twice that of incomes associated with multifamily units (\$42,015). This income discrepancy is attributed to younger singles in the area just starting their careers living in multifamily households in contrast to the more mature, dual income households characterizing single-family housing. Since more than half of the households in Wheaton are multifamily with much lower incomes (41 percent have incomes less than \$30,000), the overall median for the area is lowered.

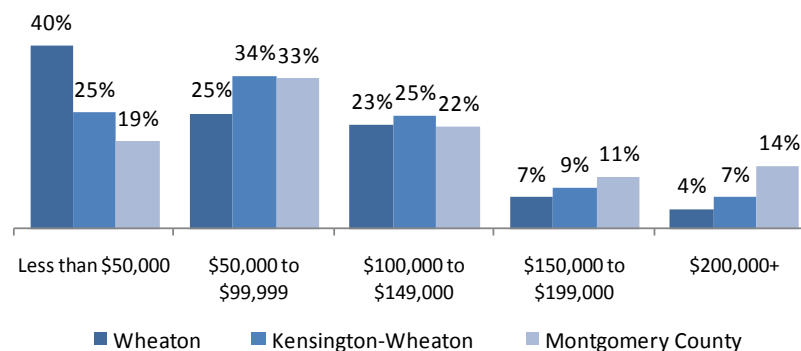
Household Income (2007)

Source: 2008 Census Update Survey

	Wheaton	Kensington-Wheaton	Montgomery County
Households	2,310	29,030	357,000
2007 Median Household Income	\$62,405	\$87,010	\$96,475
Less than \$50,000	40%	25%	19%
\$50,000 to \$99,999	25%	34%	33%
\$100,000 to \$149,000	23%	25%	22%
\$150,000 to \$199,000	7%	9%	11%
\$200,000+	4%	7%	14%

2007 Household Income Distribution

Source: M-NCPPC 2008 Census Update Survey



HOUSING TENURE

Wheaton homeownership rates are high considering over half the housing stock is multifamily. The percentage of rental units in Wheaton is only slightly higher than the County's (28 percent and 25 percent, respectively) even though 52 percent of the housing in the area is multifamily. Multifamily housing is typically rental at the County level. Yet in Wheaton, offering condominiums near the Metro, 53 percent of the multifamily units are owner-occupied. About eight percent of the single-family dwellings are rented in the area.

HOUSING COSTS

Homeownership is more affordable in Wheaton. In 2008, the average cost of owning a home in Wheaton was \$1,667 per month, which is 20 percent less than \$2,000 average Countywide. Homeowners in the area bear less of a housing cost burden compared to the surrounding Planning Area and the County. Only 16 percent of homeowners reported spending more than 30 percent of their income for monthly housing costs, slightly less than the 19 percent below the benchmark Countywide, and notably below the 24 percent of Kensington-Wheaton cost-burdened homeowners

Rental costs are below the County average, yet renters in Wheaton face a greater housing cost burden. In Wheaton, although the average monthly rental cost at \$1,192 is only \$135 below the mean rental rates at the County level, over half of the rental households in Wheaton are spending more than 30 percent of their income on housing costs contrasted with one third of all renters in the County.

Household Tenure and Housing Costs

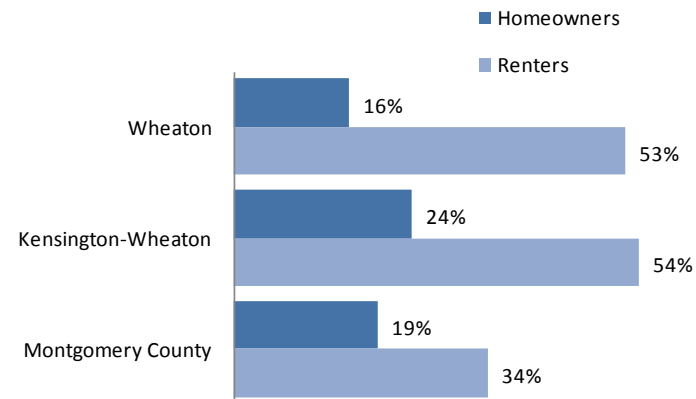
Source: 2008 Census Update Survey

	Wheaton	Kensington-Wheaton	Montgomery County
Households	2,310	29,030	357,000
Homeowners	72%	82%	75%
Renters	28%	18%	25%
Average Monthly Housing Costs			
Homeowner	\$1,667	\$1,693	\$2,005
Renter	\$1,192	\$1,256	\$1,327
Cost-burdened households			
All households	26%	29%	23%
Homeowners	16%	24%	19%
Renters	53%	54%	34%

Cost-Burdened Households

Households spending more than 30 percent of income on housing

Source: M-NCPPC 2008 Census Update Survey



Wheaton Sector Plan Area Comparison

Montgomery County, Maryland		2008 Census Update Survey		
Wheaton Study Area includes traffic zones 81-84		Wheaton Sector	Kensington/Wheaton	Montgomery
		Plan Study Area	Planning Area	County
Population				
Household Population		4,600	80,805	939,200
% Female		55.2%	52.1%	53.2%
Age Distribution				
% 0-4 Years Old		3.4%	6.5%	6.7%
% 5-17 Years Old		7.0%	16.8%	17.5%
% 18-29 Years Old		19.1%	12.3%	13.5%
% 30-44 Years Old		25.6%	21.7%	20.6%
% 45-64 Years Old		30.2%	29.2%	29.1%
% 65-74 Years Old		6.6%	6.9%	6.5%
% Over 74 Years Old		8.1%	6.5%	6.1%
Average Age (years)		42.0	38.9	38.1
Race				
% White		58.2%	67.6%	66.3%
% Black		24.6%	15.8%	16.4%
% Asian or Pacific Islander		11.8%	10.2%	13.3%
% Other		5.4%	6.4%	4.0%
Hispanic or Latino and Race ¹				
% Hispanic or Latino ¹		13.7%	26.4%	15.6%
% Not Hispanic White		48.0%	45.4%	53.7%
% Foreign-born		34.3%	33.1%	28.6%
Language Spoken at Home				
Persons 5 Years and Older		4,450	75,555	876,445
% Speak Language Other than English		48.0%	48.6%	37.9%
% Speak English less than "Very Well"		13.9%	17.8%	10.6%
Educational Attainment				
Persons 25 Years and Older		3,835	56,265	636,245
% Less than High School Diploma		2.0%	9.7%	4.2%
% High School Graduate		18.8%	32.3%	23.5%
% Associate or Trade School		11.0%	5.2%	6.1%
% Bachelor's Degree		31.4%	24.9%	29.2%
% Grad, Professional or Doctoral		36.8%	28.0%	37.0%
Labor Force				
Number of Employed Residents ²		3,115	45,055	526,485
% Females Who Are Employed		74.7%	65.8%	66.8%
Employer				
% Private, for profit		32.3%	41.3%	43.9%
% Private, non-profit		24.4%	14.6%	13.5%
% Self-employed		10.1%	11.0%	10.7%
% Government		27.8%	25.1%	25.2%
% Other		5.4%	8.1%	6.7%
Work Location				
% Montgomery County		39.6%	52.5%	59.0%
% Prince George's County		0.3%	6.2%	5.0%
% Elsewhere in Maryland		3.1%	5.5%	4.5%
% Washington, D.C.		50.6%	29.6%	23.1%
% Virginia		5.3%	5.3%	7.4%
% Outside MD-VA-DC		1.1%	0.9%	1.1%
Work Trip				
% Driving		40.7%	70.8%	74.3%
% Alone		37.8%	64.1%	69.4%
% Carpool		2.9%	6.7%	4.9%
% Public Transit or Rail		51.8%	23.3%	17.7%
% Walk/Bicycle/Other		5.7%	2.7%	3.5%
% Work at Home		1.8%	3.1%	4.4%
Average Commuting Time to Work (minutes)				
Overall		42.4	32.8	32.6
By Car		37.1	29.1	29.0
By Public Transit		49.6	46.4	50.0

¹ Those of Hispanic origin may be of any race. ² Ages 16 & older & employed full- or part-time. * Insufficient data for reliable estimates.
Source: 2008 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC 10/2009.

Wheaton Sector Plan Area Comparison (continued)

	2008 Census Update Survey			
	Wheaton Study Area includes traffic zones 81-84	Wheaton Sector Plan Study Area	Kensington/Wheaton Planning Area	Montgomery County
Housing				
Total Households		2,310	29,030	357,000
% Multi-family Households		51.7%	18.8%	32.0%
Tenure				
% Rental		28.3%	18.2%	25.1%
Persons in Households				
% 1 Person		39.4%	21.7%	24.3%
% 2 Persons		34.9%	34.3%	31.7%
% 3 Persons		13.4%	14.6%	17.1%
% 4 Persons		11.7%	16.4%	16.5%
% 5+ Persons		0.6%	13.0%	10.6%
Average Household Size		1.99	2.78	2.63
Average Number of Cars		1.3	1.9	1.9
Households by Type:				
% Family Households		52.8%	74.8%	73.4%
% Married-Couple		40.3%	62.2%	61.6%
% Single-Parent		11.9%	10.3%	10.1%
% Nonfamily Households		47.2%	25.2%	26.6%
% Householder Living Alone		39.4%	21.7%	24.3%
Average Age of Household Head		50.9	53.9	51.9
Residence in April 2003				
% in Same Home		55.6%	71.3%	60.4%
% Elsewhere in County		16.2%	15.6%	19.6%
% Elsewhere in Maryland		1.4%	2.8%	3.9%
% D.C. or Northern Virginia		18.7%	4.0%	3.6%
% Outside Metro Area		8.0%	6.2%	12.6%
Median Years in Same Home		6	10	7
% Households with Foreign Born Head or Spouse		39.8%	39.9%	36.2%
% Households Speaking Spanish		9.8%	16.1%	10.9%
Average Monthly Costs				
Homeowner (all)		\$1,667	\$1,693	\$2,005
Homeowner with Mortgage or Loan		\$1,718	\$1,869	\$2,188
Renter		\$1,192	\$1,256	\$1,327
Income				
2007 Household Income Distribution				
% Under \$15,000		2.8%	3.0%	2.6%
% \$15,000 to \$29,999		23.9%	8.4%	4.9%
% \$30,000 to \$49,999		13.6%	14.1%	11.8%
% \$50,000 to \$69,999		13.2%	13.7%	13.7%
% \$70,000 to \$99,999		12.2%	19.9%	19.2%
% \$100,000 to \$149,999		23.0%	24.8%	22.5%
% \$150,000 to \$199,999		6.9%	9.2%	11.5%
% \$200,000+		4.5%	6.9%	13.8%
2007 Median Household Income		\$62,405	\$87,010	\$96,475
Households Spending More Than 30% of Income on Housing Costs				
% Homeowners		15.5%	23.9%	19.3%
% Renters		52.6%	54.4%	34.1%
% HH Visiting Planning Dept. Website		16.2%	14.1%	12.4%

* Insufficient data for reliable estimates.

Source: 2008 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC 10/2009.

Wheaton Sector Plan Study Area

Montgomery County, Maryland 2008 Census Update Survey

Wheaton Study Area includes traffic zones 81-84			
	Single-Family	Multi-Family	All Types
Population			
Household Population	2,800	1,800	4,600
% Female	52.8%	59.0%	55.2%
Age Distribution			
% 0-4 Years Old	4.5%	1.5%	3.4%
% 5-17 Years Old	11.6%		7.0%
% 18-29 Years Old	15.8%	24.3%	19.1%
% 30-44 Years Old	25.3%	26.0%	25.6%
% 45-64 Years Old	26.1%	36.6%	30.2%
% 65-74 Years Old	7.5%	5.1%	6.6%
% Over 74 Years Old	9.2%	6.5%	8.1%
Average Age (years)	41.1	43.4	42.0
Race			
% White	55.2%	62.8%	58.2%
% Black	27.4%	20.3%	24.6%
% Asian or Pacific Islander	8.6%	16.9%	11.8%
% Other	8.8%		5.4%
Hispanic or Latino and Race ¹			
% Hispanic or Latino ¹	9.0%	21.0%	13.7%
% Not Hispanic White	52.0%	41.9%	48.0%
% Foreign-born			
Language Spoken at Home			
Persons 5 Years and Older	2,670	1,780	4,450
% Speak Language Other than English	47.5%	48.7%	48.0%
% Speak English less than "Very Well"	10.7%	18.7%	13.9%
Educational Attainment			
Persons 25 Years and Older	2,170	1,665	3,835
% Less than High School Diploma	1.5%	2.7%	2.0%
% High School Graduate	21.8%	15.1%	18.8%
% Associate or Trade School	17.4%	2.8%	11.0%
% Bachelor's Degree	26.2%	38.1%	31.4%
% Grad, Professional or Doctoral	33.2%	41.4%	36.8%
Labor Force			
Number of Employed Residents ²	1,660	1,455	3,115
% Females Who Are Employed			
Employer	70.2%	*	74.7%
% Private, for profit	32.8%	31.6%	32.3%
% Private, non-profit	19.2%	30.5%	24.4%
% Self-employed	6.8%	14.0%	10.1%
% Government	31.3%	23.8%	27.8%
% Other	10.0%		5.4%
Work Location			
% Montgomery County	40.4%	38.7%	39.6%
% Prince George's County	0.6%		0.3%
% Elsewhere in Maryland	5.7%		3.1%
% Washington, D.C.	41.6%	61.3%	50.6%
% Virginia	9.7%		5.3%
% Outside MD-VA-DC	2.0%		1.1%
Work Trip			
% Driving	49.8%	30.0%	40.7%
% Alone	44.4%	30.0%	37.8%
% Carpool	5.4%		2.9%
% Public Transit or Rail	39.9%	65.7%	51.8%
% Walk/Bicycle/Other	6.9%	4.3%	5.7%
% Work at Home	3.3%		1.8%
Average Commuting Time to Work (minutes)			
Overall	44.1	40.5	42.4
By Car	45.2	21.6	37.1
By Public Transit	47.7	50.9	49.6

¹ Those of Hispanic origin may be of any race. ² Ages 16 & older & employed full- or part-time. * Insufficient data for reliable estimates.
Source: 2008 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC 10/2009.

Wheaton Sector Plan Study Area (continued)

2008 Census Update Survey			
<i>Wheaton Study Area</i> includes traffic zones 81-84	Single-Family	Multi-Family	All Types
Housing			
Total Households	1,120	1,190	2,310
% Total Households by Structure Type	48.3%	51.7%	100.0%
Tenure			
% Rental	8.3%	46.9%	28.3%
Persons in Households			
% 1 Person	16.4%	60.9%	39.4%
% 2 Persons	43.6%	26.8%	34.9%
% 3 Persons	14.5%	12.4%	13.4%
% 4 Persons	24.2%		11.7%
% 5+ Persons	1.2%		0.6%
Average Household Size	2.50	1.51	1.99
Average Number of Cars	1.8	0.8	1.3
Households by Type:			
% Family Households	69.2%	37.4%	52.8%
% Married-Couple	53.7%	27.8%	40.3%
% Single-Parent	14.3%	9.6%	11.9%
% Nonfamily Households	30.8%	62.6%	47.2%
% Householder Living Alone	16.4%	60.9%	39.4%
Average Age of Household Head	53.3	48.6	50.9
Residence in April 2003			
% in Same Home	63.0%	48.4%	55.6%
% Elsewhere in County	17.2%	15.2%	16.2%
% Elsewhere in Maryland	2.9%		1.4%
% D.C. or Northern Virginia	8.8%	28.6%	18.7%
% Outside Metro Area	8.1%	7.8%	8.0%
Median Years in Same Home	7	5	6
% Households with Foreign Born Head or Spouse	44.0%	35.8%	39.8%
% Households Speaking Spanish	2.4%	17.1%	9.8%
Average Monthly Costs			
Homeowner (all)	\$1,971	*	\$1,667
Homeowner with Mortgage or Loan	\$1,999	*	\$1,718
Renter	*	*	\$1,192
Income			
2007 Household Income Distribution			
% Under \$15,000	0.9%	4.4%	2.8%
% \$15,000 to \$29,999	9.6%	36.3%	23.9%
% \$30,000 to \$49,999	11.2%	15.7%	13.6%
% \$50,000 to \$69,999	13.3%	13.0%	13.2%
% \$70,000 to \$99,999	10.2%	14.0%	12.2%
% \$100,000 to 149,999	30.2%	16.7%	23.0%
% \$150,000 to 199,999	14.9%		6.9%
% \$200,000+	9.6%		4.5%
2007 Median Household Income	\$108,590	\$42,015	\$62,405
Households Spending More Than 30% of Income on Housing Costs			
% Homeowners	16.3%	*	15.5%
% Renters	*	*	52.6%
% HH Visiting Planning Dept. Website	20.1%	12.3%	16.2%

* Insufficient data for reliable estimates.

Source: 2008 Census Update Survey; Research & Technology Center, Montgomery County Planning Dept., M-NCPPC 10/2009.