

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,146	39,209	104,673
2020 Total Population	14,183	41,401	109,377
2020 Group Quarters	128	525	1,268
2023 Total Population	14,134	41,726	110,467
2023 Group Quarters	128	525	1,269
2028 Total Population	14,034	41,866	110,610
2023-2028 Annual Rate	-0.14%	0.07%	0.03%
2023 Total Daytime Population	13,466	33,163	86,543
Workers	7,201	14,248	32,507
Residents	6,265	18,915	54,036
Household Summary			
2010 Households	5,117	13,402	38,573
2010 Average Household Size	2.75	2.90	2.69
2020 Total Households	5,144	14,063	39,905
2020 Average Household Size	2.73	2.91	2.71
2023 Households	5,124	14,190	40,155
2023 Average Household Size	2.73	2.90	2.72
2028 Households	5,089	14,242	40,260
2028 Average Household Size	2.73	2.90	2.72
2023-2028 Annual Rate	-0.14%	0.07%	0.05%
2010 Families	3,939	10,887	27,659
2010 Average Family Size	3.17	3.24	3.20
2023 Families	3,899	11,432	28,252
2023 Average Family Size	3.20	3.29	3.29
2028 Families	3,886	11,507	28,382
2028 Average Family Size	3.19	3.28	3.28
2023-2028 Annual Rate	-0.07%	0.13%	0.09%
Housing Unit Summary			
2000 Housing Units	5,021	12,341	36,897
Owner Occupied Housing Units	84.9%	89.0%	78.5%
Renter Occupied Housing Units	13.7%	9.3%	18.5%
Vacant Housing Units	1.4%	1.7%	3.0%
2010 Housing Units	5,258	13,781	40,335
Owner Occupied Housing Units	81.1%	85.3%	76.2%
Renter Occupied Housing Units	16.2%	12.0%	19.4%
Vacant Housing Units	2.7%	2.8%	4.4%
2020 Housing Units	5,256	14,457	41,579
Vacant Housing Units	2.1%	2.7%	4.0%
2023 Housing Units	5,228	14,586	41,804
Owner Occupied Housing Units	84.1%	87.0%	77.7%
Renter Occupied Housing Units	13.9%	10.2%	18.4%
Vacant Housing Units	2.0%	2.7%	3.9%
2028 Housing Units	5,242	14,728	42,172
Owner Occupied Housing Units	84.2%	87.1%	78.0%
Renter Occupied Housing Units	12.9%	9.6%	17.5%
Vacant Housing Units	2.9%	3.3%	4.5%
Median Household Income			
2023	\$137,096	\$159,985	\$118,697
2028	\$157,245	\$178,075	\$136,394
Median Home Value			
2023	\$592,048	\$648,648	\$599,729
2028	\$605,018	\$660,963	\$618,410
Per Capita Income			
2023	\$62,114	\$71,669	\$64,580
2028	\$70,994	\$81,152	\$73,167
Median Age			
2010	40.3	42.5	43.7
2023	42.2	44.7	46.0
2028	42.4	44.9	46.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	5,124	14,190	40,155
<\$15,000	5.5%	4.1%	5.1%
\$15,000 - \$24,999	3.2%	2.7%	5.0%
\$25,000 - \$34,999	2.5%	2.3%	4.4%
\$35,000 - \$49,999	4.0%	3.2%	6.9%
\$50,000 - \$74,999	9.1%	7.5%	10.5%
\$75,000 - \$99,999	10.2%	8.5%	10.2%
\$100,000 - \$149,999	19.2%	17.5%	16.9%
\$150,000 - \$199,999	17.7%	16.3%	12.9%
\$200,000+	28.6%	37.9%	28.1%
Average Household Income	\$172,627	\$211,321	\$177,707
2028 Households by Income			
Household Income Base	5,089	14,242	40,260
<\$15,000	4.7%	3.6%	4.6%
\$15,000 - \$24,999	2.4%	2.1%	4.2%
\$25,000 - \$34,999	1.9%	1.7%	3.7%
\$35,000 - \$49,999	3.1%	2.5%	6.1%
\$50,000 - \$74,999	7.4%	5.9%	9.3%
\$75,000 - \$99,999	8.6%	7.0%	9.1%
\$100,000 - \$149,999	17.8%	15.9%	16.4%
\$150,000 - \$199,999	20.1%	17.7%	14.2%
\$200,000+	33.8%	43.6%	32.4%
Average Household Income	\$197,234	\$239,214	\$201,038
2023 Owner Occupied Housing Units by Value			
Total	4,399	12,697	32,468
<\$50,000	0.9%	0.5%	1.2%
\$50,000 - \$99,999	0.0%	0.3%	1.8%
\$100,000 - \$149,999	0.4%	0.2%	1.8%
\$150,000 - \$199,999	0.4%	0.3%	2.7%
\$200,000 - \$249,999	1.2%	0.5%	1.8%
\$250,000 - \$299,999	1.2%	0.8%	2.2%
\$300,000 - \$399,999	8.4%	4.8%	8.8%
\$400,000 - \$499,999	13.4%	9.0%	11.5%
\$500,000 - \$749,999	65.5%	56.7%	45.5%
\$750,000 - \$999,999	6.1%	16.0%	13.4%
\$1,000,000 - \$1,499,999	1.1%	6.4%	5.6%
\$1,500,000 - \$1,999,999	0.2%	2.0%	1.5%
\$2,000,000 +	1.3%	2.7%	2.1%
Average Home Value	\$604,245	\$730,944	\$647,173
2028 Owner Occupied Housing Units by Value			
Total	4,413	12,832	32,884
<\$50,000	0.6%	0.3%	1.1%
\$50,000 - \$99,999	0.0%	0.1%	1.2%
\$100,000 - \$149,999	0.1%	0.0%	1.1%
\$150,000 - \$199,999	0.1%	0.1%	1.5%
\$200,000 - \$249,999	0.5%	0.2%	1.1%
\$250,000 - \$299,999	0.6%	0.4%	1.7%
\$300,000 - \$399,999	6.3%	3.5%	8.1%
\$400,000 - \$499,999	12.4%	8.0%	11.7%
\$500,000 - \$749,999	69.9%	58.1%	47.7%
\$750,000 - \$999,999	6.8%	16.7%	14.2%
\$1,000,000 - \$1,499,999	1.2%	7.4%	6.4%
\$1,500,000 - \$1,999,999	0.1%	2.4%	1.8%
\$2,000,000 +	1.3%	2.8%	2.5%
Average Home Value	\$624,484	\$756,809	\$683,912

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,144	39,205	104,670
0 - 4	5.5%	4.9%	5.2%
5 - 9	6.7%	6.9%	6.3%
10 - 14	8.2%	8.6%	7.2%
15 - 24	13.4%	13.3%	12.2%
25 - 34	9.6%	7.5%	9.1%
35 - 44	13.3%	12.5%	11.8%
45 - 54	19.4%	19.9%	17.1%
55 - 64	14.2%	14.7%	13.6%
65 - 74	5.8%	6.8%	8.2%
75 - 84	2.6%	3.2%	5.9%
85 +	1.1%	1.7%	3.6%
18 +	73.9%	73.7%	76.5%
2023 Population by Age			
Total	14,134	41,726	110,467
0 - 4	4.7%	4.2%	4.4%
5 - 9	5.6%	5.7%	5.4%
10 - 14	6.8%	7.1%	6.4%
15 - 24	12.2%	11.8%	10.9%
25 - 34	12.0%	10.0%	10.3%
35 - 44	12.1%	11.7%	11.4%
45 - 54	12.9%	13.5%	12.2%
55 - 64	15.9%	16.3%	14.5%
65 - 74	11.6%	12.5%	12.5%
75 - 84	4.7%	5.5%	7.8%
85 +	1.5%	1.8%	4.1%
18 +	78.7%	78.5%	79.7%
2028 Population by Age			
Total	14,035	41,864	110,609
0 - 4	4.8%	4.3%	4.5%
5 - 9	5.2%	5.5%	5.3%
10 - 14	5.8%	6.4%	5.9%
15 - 24	10.6%	10.2%	9.8%
25 - 34	12.9%	9.3%	9.9%
35 - 44	13.9%	14.4%	13.2%
45 - 54	11.9%	12.7%	11.9%
55 - 64	13.3%	13.9%	12.5%
65 - 74	13.0%	13.6%	13.0%
75 - 84	6.7%	7.4%	9.5%
85 +	1.9%	2.3%	4.6%
18 +	80.4%	79.8%	80.7%
2010 Population by Sex			
Males	6,637	18,810	49,045
Females	7,509	20,399	55,629
2023 Population by Sex			
Males	6,711	20,297	52,458
Females	7,423	21,429	58,009
2028 Population by Sex			
Males	6,673	20,377	52,559
Females	7,361	21,488	58,050

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,146	39,209	104,673
White Alone	70.4%	72.7%	62.8%
Black Alone	12.9%	11.3%	17.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	10.6%	10.6%	11.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	2.4%	4.7%
Two or More Races	2.9%	2.8%	3.3%
Hispanic Origin	9.3%	8.1%	12.8%
Diversity Index	56.3	52.9	65.7
2020 Population by Race/Ethnicity			
Total	14,183	41,401	109,377
White Alone	59.3%	60.9%	49.6%
Black Alone	14.1%	12.6%	17.7%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	11.9%	12.5%	12.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.3%	3.8%	8.7%
Two or More Races	10.0%	9.8%	11.2%
Hispanic Origin	11.2%	10.5%	17.0%
Diversity Index	68.2	66.4	77.6
2023 Population by Race/Ethnicity			
Total	14,134	41,726	110,468
White Alone	57.1%	58.6%	47.7%
Black Alone	14.6%	13.1%	18.1%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	12.4%	13.2%	12.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	4.2%	9.2%
Two or More Races	10.6%	10.4%	11.6%
Hispanic Origin	12.3%	11.6%	18.2%
Diversity Index	70.5	68.9	79.0
2028 Population by Race/Ethnicity			
Total	14,033	41,865	110,610
White Alone	53.3%	54.8%	44.5%
Black Alone	15.5%	14.0%	18.5%
American Indian Alone	0.5%	0.4%	0.6%
Asian Alone	13.3%	14.2%	13.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	5.0%	10.4%
Two or More Races	11.7%	11.5%	12.5%
Hispanic Origin	14.3%	13.5%	20.2%
Diversity Index	74.1	72.7	81.3
2010 Population by Relationship and Household Type			
Total	14,146	39,209	104,673
In Households	99.6%	99.1%	99.0%
In Family Households	89.7%	91.5%	86.7%
Householder	27.6%	27.7%	26.4%
Spouse	21.4%	23.0%	21.0%
Child	35.8%	35.8%	32.1%
Other relative	3.6%	3.6%	5.0%
Nonrelative	1.3%	1.3%	2.2%
In Nonfamily Households	9.9%	7.7%	12.3%
In Group Quarters	0.4%	0.9%	1.0%
Institutionalized Population	0.3%	0.6%	0.6%
Noninstitutionalized Population	0.1%	0.2%	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	9,994	29,756	80,494
Less than 9th Grade	1.7%	1.6%	3.6%
9th - 12th Grade, No Diploma	1.6%	2.6%	3.3%
High School Graduate	11.0%	10.3%	13.9%
GED/Alternative Credential	1.2%	1.3%	1.3%
Some College, No Degree	13.0%	11.9%	12.9%
Associate Degree	5.6%	5.3%	6.6%
Bachelor's Degree	34.3%	33.2%	29.5%
Graduate/Professional Degree	31.6%	33.8%	29.0%
2023 Population 15+ by Marital Status			
Total	11,724	34,662	92,505
Never Married	30.4%	27.9%	29.0%
Married	56.7%	61.2%	56.4%
Widowed	3.6%	4.2%	6.6%
Divorced	9.3%	6.7%	8.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,172	23,600	59,005
Population 16+ Employed	97.6%	97.8%	96.8%
Population 16+ Unemployment rate	2.4%	2.2%	3.2%
Population 16-24 Employed	9.6%	9.2%	10.1%
Population 16-24 Unemployment rate	10.1%	8.6%	7.1%
Population 25-54 Employed	59.3%	57.1%	57.8%
Population 25-54 Unemployment rate	1.2%	1.6%	2.7%
Population 55-64 Employed	22.9%	23.8%	21.5%
Population 55-64 Unemployment rate	2.1%	1.8%	3.6%
Population 65+ Employed	8.2%	9.9%	10.7%
Population 65+ Unemployment rate	2.2%	0.9%	1.3%
2023 Employed Population 16+ by Industry			
Total	7,974	23,069	57,125
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	4.9%	6.0%	8.3%
Manufacturing	2.7%	3.0%	3.0%
Wholesale Trade	0.1%	0.3%	0.6%
Retail Trade	5.6%	6.6%	7.3%
Transportation/Utilities	2.4%	2.7%	3.3%
Information	1.9%	2.0%	2.1%
Finance/Insurance/Real Estate	8.6%	7.7%	6.7%
Services	56.6%	56.9%	56.5%
Public Administration	16.9%	14.7%	11.9%
2023 Employed Population 16+ by Occupation			
Total	7,975	23,066	57,125
White Collar	79.7%	81.0%	73.7%
Management/Business/Financial	25.0%	28.4%	24.9%
Professional	39.3%	38.2%	33.1%
Sales	5.5%	5.4%	6.5%
Administrative Support	9.8%	9.1%	9.2%
Services	12.4%	10.7%	14.6%
Blue Collar	7.9%	8.3%	11.7%
Farming/Forestry/Fishing	0.6%	0.3%	0.1%
Construction/Extraction	1.3%	1.8%	3.8%
Installation/Maintenance/Repair	1.1%	1.5%	2.0%
Production	2.1%	1.6%	1.4%
Transportation/Material Moving	2.9%	3.2%	4.3%

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

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,118	13,402	38,575
Households with 1 Person	19.3%	15.8%	24.5%
Households with 2+ People	80.7%	84.2%	75.5%
Family Households	77.0%	81.2%	71.7%
Husband-wife Families	59.6%	67.6%	57.1%
With Related Children	30.1%	33.5%	25.8%
Other Family (No Spouse Present)	17.4%	13.7%	14.6%
Other Family with Male Householder	3.7%	3.2%	3.4%
With Related Children	2.0%	1.6%	1.8%
Other Family with Female Householder	13.7%	10.5%	11.2%
With Related Children	7.8%	6.0%	6.3%
Nonfamily Households	3.7%	2.9%	3.8%
All Households with Children	40.1%	41.2%	34.3%
Multigenerational Households	3.6%	4.2%	4.4%
Unmarried Partner Households	3.4%	2.8%	3.3%
Male-female	2.9%	2.4%	2.7%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	5,118	13,402	38,573
1 Person Household	19.3%	15.8%	24.6%
2 Person Household	31.2%	31.4%	31.1%
3 Person Household	19.1%	19.2%	16.5%
4 Person Household	19.0%	20.4%	15.5%
5 Person Household	7.8%	8.7%	7.5%
6 Person Household	2.4%	3.0%	2.9%
7 + Person Household	1.2%	1.5%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	5,117	13,402	38,570
Owner Occupied	83.3%	87.7%	79.7%
Owned with a Mortgage/Loan	73.2%	75.1%	61.0%
Owned Free and Clear	10.1%	12.6%	18.7%
Renter Occupied	16.7%	12.3%	20.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	99	80
Percent of Income for Mortgage	26.0%	24.4%	30.4%
Wealth Index	220	290	236
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,258	13,781	40,335
Housing Units Inside Urbanized Area	100.0%	95.5%	94.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	4.5%	5.2%
2010 Population By Urban/ Rural Status			
Total Population	14,146	39,209	104,673
Population Inside Urbanized Area	100.0%	95.4%	94.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	4.6%	5.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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



Market Profile

18201 Hillcrest Ave, Olney, Maryland, 20832
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.15493
Longitude: -77.06519

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Top Tier (1A)	Top Tier (1A)
3.	Enterprising Professionals (2D)	Professional Pride (1B)	The Elders (9C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$17,696,666	\$58,818,443	\$141,178,516
Average Spent	\$3,453.68	\$4,145.06	\$3,515.84
Spending Potential Index	157	189	160
Education: Total \$	\$17,655,646	\$60,534,874	\$134,755,522
Average Spent	\$3,445.68	\$4,266.02	\$3,355.88
Spending Potential Index	192	238	187
Entertainment/Recreation: Total \$	\$30,076,108	\$102,194,801	\$245,225,315
Average Spent	\$5,869.65	\$7,201.89	\$6,106.97
Spending Potential Index	155	190	161
Food at Home: Total \$	\$53,576,457	\$177,076,533	\$434,272,867
Average Spent	\$10,455.98	\$12,478.97	\$10,814.91
Spending Potential Index	154	183	159
Food Away from Home: Total \$	\$29,277,261	\$97,766,866	\$237,786,834
Average Spent	\$5,713.75	\$6,889.84	\$5,921.72
Spending Potential Index	153	185	159
Health Care: Total \$	\$55,645,681	\$190,614,626	\$468,795,932
Average Spent	\$10,859.81	\$13,433.03	\$11,674.66
Spending Potential Index	148	183	159
HH Furnishings & Equipment: Total \$	\$24,024,417	\$81,244,828	\$195,014,588
Average Spent	\$4,688.61	\$5,725.50	\$4,856.55
Spending Potential Index	159	194	164
Personal Care Products & Services: Total \$	\$7,688,275	\$25,821,640	\$63,768,189
Average Spent	\$1,500.44	\$1,819.71	\$1,588.05
Spending Potential Index	157	190	166
Shelter: Total \$	\$204,294,600	\$677,292,100	\$1,649,312,186
Average Spent	\$39,870.14	\$47,730.24	\$41,073.64
Spending Potential Index	161	193	166
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,050,190	\$89,423,619	\$216,123,900
Average Spent	\$4,888.80	\$6,301.88	\$5,382.24
Spending Potential Index	156	201	172
Travel: Total \$	\$18,721,624	\$64,551,096	\$152,452,693
Average Spent	\$3,653.71	\$4,549.06	\$3,796.61
Spending Potential Index	162	202	169
Vehicle Maintenance & Repairs: Total \$	\$9,664,582	\$32,667,877	\$80,614,042
Average Spent	\$1,886.14	\$2,302.18	\$2,007.57
Spending Potential Index	144	176	153

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	43.0%	Population	14,134	14,034
Pleasantville (2B)	28.8%	Households	5,124	5,089
Enterprising Professionals (2D)	17.4%	Families	3,899	3,886
City Lights (8A)	8.7%	Median Age	42.2	42.4
Professional Pride (1B)	2.1%	Median Household Income	\$137,096	\$157,245
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		157	\$3,453.68	\$17,696,666
Men's		155	\$635.24	\$3,254,952
Women's		157	\$1,170.92	\$5,999,789
Children's		149	\$494.23	\$2,532,455
Footwear		158	\$785.46	\$4,024,716
Watches & Jewelry		175	\$295.44	\$1,513,834
Apparel Products and Services (1)		163	\$72.39	\$370,919
Computer				
Computers and Hardware for Home Use		159	\$405.71	\$2,078,858
Portable Memory		153	\$7.02	\$35,950
Computer Software		160	\$23.10	\$118,358
Computer Accessories		155	\$38.91	\$199,395
Entertainment & Recreation		155	\$5,869.65	\$30,076,108
Fees and Admissions		178	\$1,267.67	\$6,495,534
Membership Fees for Clubs (2)		173	\$481.83	\$2,468,912
Fees for Participant Sports, excl. Trips		176	\$211.14	\$1,081,872
Tickets to Theatre/Operas/Concerts		178	\$97.36	\$498,865
Tickets to Movies		152	\$42.10	\$215,729
Tickets to Parks or Museums		146	\$40.64	\$208,214
Admission to Sporting Events, excl. Trips		183	\$106.74	\$546,942
Fees for Recreational Lessons		197	\$286.31	\$1,467,067
Dating Services		145	\$1.55	\$7,934
TV/Video/Audio		146	\$1,972.97	\$10,109,492
Cable and Satellite Television Services		147	\$1,263.80	\$6,475,732
Televisions		142	\$207.19	\$1,061,652
Satellite Dishes		115	\$1.97	\$10,119
VCRs, Video Cameras, and DVD Players		140	\$6.74	\$34,517
Miscellaneous Video Equipment		168	\$21.22	\$108,741
Video Cassettes and DVDs		139	\$9.09	\$46,588
Video Game Hardware/Accessories		133	\$53.34	\$273,325
Video Game Software		133	\$25.76	\$132,018
Rental/Streaming/Downloaded Video		136	\$167.73	\$859,456
Installation of Televisions		170	\$2.73	\$13,999
Audio (3)		155	\$210.06	\$1,076,361
Rental and Repair of TV/Radio/Sound Equipment		119	\$3.31	\$16,985
Pets		152	\$1,402.54	\$7,186,601
Toys/Games/Crafts/Hobbies (4)		146	\$230.52	\$1,181,181
Recreational Vehicles and Fees (5)		168	\$253.12	\$1,297,011
Sports/Recreation/Exercise Equipment (6)		147	\$413.40	\$2,118,273
Photo Equipment and Supplies (7)		161	\$75.09	\$384,768
Reading (8)		163	\$206.31	\$1,057,138
Catered Affairs (9)		158	\$48.03	\$246,109
Food		154	\$16,169.73	\$82,853,719
Food at Home		154	\$10,455.98	\$53,576,457
Bakery and Cereal Products		155	\$1,366.66	\$7,002,742
Meats, Poultry, Fish, and Eggs		154	\$2,264.82	\$11,604,963
Dairy Products		156	\$1,024.77	\$5,250,897
Fruits and Vegetables		158	\$2,115.58	\$10,840,220
Snacks and Other Food at Home (10)		150	\$3,684.16	\$18,877,635
Food Away from Home		153	\$5,713.75	\$29,277,261
Alcoholic Beverages		170	\$1,145.27	\$5,868,357

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	194	\$76,188.89	\$390,391,862
Value of Retirement Plans	183	\$259,450.92	\$1,329,426,493
Value of Other Financial Assets	184	\$15,765.98	\$80,784,885
Vehicle Loan Amount excluding Interest	133	\$4,851.52	\$24,859,207
Value of Credit Card Debt	160	\$5,059.87	\$25,926,760
Health			
Nonprescription Drugs	135	\$229.97	\$1,178,372
Prescription Drugs	135	\$496.96	\$2,546,442
Eyeglasses and Contact Lenses	154	\$171.60	\$879,284
Home			
Mortgage Payment and Basics (11)	178	\$23,022.87	\$117,969,206
Maintenance and Remodeling Services	171	\$6,499.91	\$33,305,523
Maintenance and Remodeling Materials (12)	144	\$1,126.86	\$5,774,015
Utilities, Fuel, and Public Services	146	\$8,480.91	\$43,456,196
Household Furnishings and Equipment			
Household Textiles (13)	155	\$189.59	\$971,472
Furniture	150	\$1,234.89	\$6,327,593
Rugs	174	\$72.58	\$371,889
Major Appliances (14)	152	\$802.03	\$4,109,613
Housewares (15)	158	\$169.84	\$870,284
Small Appliances	146	\$105.95	\$542,901
Luggage	157	\$22.50	\$115,303
Telephones and Accessories	152	\$162.97	\$835,065
Household Operations			
Child Care	176	\$909.62	\$4,660,877
Lawn and Garden (16)	163	\$1,091.36	\$5,592,111
Moving/Storage/Freight Express	145	\$130.04	\$666,319
Housekeeping Supplies (17)	151	\$1,412.69	\$7,238,626
Insurance			
Owners and Renters Insurance	149	\$1,165.17	\$5,970,345
Vehicle Insurance	141	\$3,051.45	\$15,635,650
Life/Other Insurance	164	\$1,137.26	\$5,827,316
Health Insurance	148	\$7,334.31	\$37,580,979
Personal Care Products (18)	154	\$851.15	\$4,361,289
School Books and Supplies (19)	149	\$199.60	\$1,022,776
Smoking Products	117	\$505.34	\$2,589,385
Transportation			
Payments on Vehicles excluding Leases	138	\$4,173.57	\$21,385,391
Gasoline and Motor Oil	140	\$3,536.02	\$18,118,559
Vehicle Maintenance and Repairs	144	\$1,886.14	\$9,664,582
Travel			
Airline Fares	168	\$784.39	\$4,019,199
Lodging on Trips	165	\$1,189.04	\$6,092,648
Auto/Truck Rental on Trips	160	\$127.16	\$651,593
Food and Drink on Trips	161	\$898.54	\$4,604,135

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	43.0%	Population	41,726	41,866
Top Tier (1A)	20.6%	Households	14,190	14,242
Professional Pride (1B)	16.5%	Families	11,432	11,507
Pleasantville (2B)	10.4%	Median Age	44.7	44.9
Enterprising Professionals (2D)	6.3%	Median Household Income	\$159,985	\$178,075
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		189	\$4,145.06	\$58,818,443
Men's		187	\$764.26	\$10,844,866
Women's		188	\$1,403.58	\$19,916,824
Children's		180	\$596.36	\$8,462,321
Footwear		187	\$931.37	\$13,216,101
Watches & Jewelry		215	\$363.23	\$5,154,174
Apparel Products and Services (1)		194	\$86.27	\$1,224,156
Computer				
Computers and Hardware for Home Use		187	\$479.68	\$6,806,680
Portable Memory		183	\$8.40	\$119,129
Computer Software		181	\$26.19	\$371,610
Computer Accessories		186	\$46.65	\$661,931
Entertainment & Recreation		190	\$7,201.89	\$102,194,801
Fees and Admissions		224	\$1,592.35	\$22,595,447
Membership Fees for Clubs (2)		221	\$614.76	\$8,723,433
Fees for Participant Sports, excl. Trips		221	\$264.66	\$3,755,539
Tickets to Theatre/Operas/Concerts		219	\$119.70	\$1,698,501
Tickets to Movies		184	\$50.84	\$721,373
Tickets to Parks or Museums		182	\$50.74	\$719,997
Admission to Sporting Events, excl. Trips		236	\$138.16	\$1,960,461
Fees for Recreational Lessons		243	\$351.87	\$4,993,021
Dating Services		152	\$1.63	\$23,122
TV/Video/Audio		176	\$2,381.26	\$33,790,076
Cable and Satellite Television Services		177	\$1,524.72	\$21,635,813
Televisions		171	\$249.35	\$3,538,261
Satellite Dishes		147	\$2.52	\$35,701
VCRs, Video Cameras, and DVD Players		166	\$8.01	\$113,606
Miscellaneous Video Equipment		201	\$25.33	\$359,449
Video Cassettes and DVDs		167	\$10.92	\$154,994
Video Game Hardware/Accessories		154	\$61.80	\$876,894
Video Game Software		151	\$29.27	\$415,373
Rental/Streaming/Downloaded Video		165	\$204.05	\$2,895,414
Installation of Televisions		212	\$3.41	\$48,405
Audio (3)		191	\$258.13	\$3,662,806
Rental and Repair of TV/Radio/Sound Equipment		135	\$3.76	\$53,359
Pets		185	\$1,702.21	\$24,154,388
Toys/Games/Crafts/Hobbies (4)		176	\$278.34	\$3,949,715
Recreational Vehicles and Fees (5)		217	\$325.81	\$4,623,189
Sports/Recreation/Exercise Equipment (6)		187	\$524.97	\$7,449,317
Photo Equipment and Supplies (7)		192	\$89.67	\$1,272,485
Reading (8)		196	\$248.38	\$3,524,508
Catered Affairs (9)		194	\$58.89	\$835,675
Food		184	\$19,368.81	\$274,843,399
Food at Home		183	\$12,478.97	\$177,076,533
Bakery and Cereal Products		185	\$1,631.17	\$23,146,353
Meats, Poultry, Fish, and Eggs		183	\$2,690.28	\$38,175,061
Dairy Products		185	\$1,220.67	\$17,321,254
Fruits and Vegetables		187	\$2,508.07	\$35,589,527
Snacks and Other Food at Home (10)		181	\$4,428.78	\$62,844,339
Food Away from Home		185	\$6,889.84	\$97,766,866
Alcoholic Beverages		204	\$1,376.84	\$19,537,430

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	244	\$96,029.10	\$1,362,652,865
Value of Retirement Plans	237	\$335,571.94	\$4,761,765,833
Value of Other Financial Assets	224	\$19,189.83	\$272,303,749
Vehicle Loan Amount excluding Interest	167	\$6,081.84	\$86,301,379
Value of Credit Card Debt	192	\$6,066.61	\$86,085,145
Health			
Nonprescription Drugs	168	\$287.44	\$4,078,778
Prescription Drugs	170	\$624.51	\$8,861,860
Eyeglasses and Contact Lenses	190	\$211.04	\$2,994,689
Home			
Mortgage Payment and Basics (11)	224	\$28,885.59	\$409,886,569
Maintenance and Remodeling Services	220	\$8,367.59	\$118,736,156
Maintenance and Remodeling Materials (12)	186	\$1,462.11	\$20,747,302
Utilities, Fuel, and Public Services	177	\$10,254.65	\$145,513,451
Household Furnishings and Equipment			
Household Textiles (13)	186	\$227.99	\$3,235,182
Furniture	184	\$1,520.36	\$21,573,975
Rugs	215	\$89.32	\$1,267,452
Major Appliances (14)	189	\$997.29	\$14,151,590
Housewares (15)	192	\$206.70	\$2,933,004
Small Appliances	170	\$123.35	\$1,750,358
Luggage	189	\$27.06	\$383,938
Telephones and Accessories	184	\$197.56	\$2,803,371
Household Operations			
Child Care	212	\$1,097.61	\$15,575,143
Lawn and Garden (16)	208	\$1,391.45	\$19,744,644
Moving/Storage/Freight Express	173	\$155.02	\$2,199,720
Housekeeping Supplies (17)	184	\$1,719.48	\$24,399,406
Insurance			
Owners and Renters Insurance	190	\$1,486.06	\$21,087,143
Vehicle Insurance	170	\$3,681.88	\$52,245,822
Life/Other Insurance	209	\$1,450.42	\$20,581,424
Health Insurance	183	\$9,055.23	\$128,493,663
Personal Care Products (18)	185	\$1,021.40	\$14,493,684
School Books and Supplies (19)	180	\$241.47	\$3,426,407
Smoking Products	136	\$589.01	\$8,358,037
Transportation			
Payments on Vehicles excluding Leases	172	\$5,197.31	\$73,749,764
Gasoline and Motor Oil	168	\$4,242.87	\$60,206,360
Vehicle Maintenance and Repairs	176	\$2,302.18	\$32,667,877
Travel			
Airline Fares	206	\$961.49	\$13,643,547
Lodging on Trips	208	\$1,499.40	\$21,276,552
Auto/Truck Rental on Trips	199	\$158.14	\$2,243,949
Food and Drink on Trips	198	\$1,110.00	\$15,750,949

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	22.2%	Population	110,467	110,610
Top Tier (1A)	20.6%	Households	40,155	40,260
The Elders (9C)	14.3%	Families	28,252	28,382
Professional Pride (1B)	10.9%	Median Age	46.0	46.2
Enterprising Professionals (2D)	8.1%	Median Household Income	\$118,697	\$136,394
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		160	\$3,515.84	\$141,178,516
Men's		163	\$667.19	\$26,791,112
Women's		161	\$1,204.59	\$48,370,258
Children's		148	\$489.70	\$19,663,814
Footwear		158	\$785.35	\$31,535,631
Watches & Jewelry		174	\$294.03	\$11,806,857
Apparel Products and Services (1)		168	\$74.98	\$3,010,844
Computer				
Computers and Hardware for Home Use		163	\$416.48	\$16,723,796
Portable Memory		155	\$7.12	\$285,863
Computer Software		162	\$23.40	\$939,706
Computer Accessories		165	\$41.26	\$1,656,738
Entertainment & Recreation		161	\$6,106.97	\$245,225,315
Fees and Admissions		181	\$1,289.34	\$51,773,268
Membership Fees for Clubs (2)		180	\$499.47	\$20,056,263
Fees for Participant Sports, excl. Trips		189	\$225.82	\$9,067,809
Tickets to Theatre/Operas/Concerts		181	\$98.60	\$3,959,150
Tickets to Movies		162	\$44.60	\$1,790,930
Tickets to Parks or Museums		154	\$42.72	\$1,715,480
Admission to Sporting Events, excl. Trips		179	\$104.86	\$4,210,750
Fees for Recreational Lessons		187	\$271.75	\$10,912,043
Dating Services		142	\$1.52	\$60,843
TV/Video/Audio		154	\$2,089.99	\$83,923,712
Cable and Satellite Television Services		156	\$1,343.78	\$53,959,388
Televisions		152	\$220.87	\$8,868,856
Satellite Dishes		130	\$2.22	\$89,004
VCRs, Video Cameras, and DVD Players		149	\$7.17	\$287,821
Miscellaneous Video Equipment		168	\$21.17	\$850,277
Video Cassettes and DVDs		152	\$9.93	\$398,901
Video Game Hardware/Accessories		136	\$54.84	\$2,202,257
Video Game Software		138	\$26.73	\$1,073,205
Rental/Streaming/Downloaded Video		145	\$179.08	\$7,190,789
Installation of Televisions		181	\$2.92	\$117,150
Audio (3)		161	\$217.68	\$8,740,880
Rental and Repair of TV/Radio/Sound Equipment		130	\$3.62	\$145,185
Pets		158	\$1,453.93	\$58,382,663
Toys/Games/Crafts/Hobbies (4)		151	\$239.00	\$9,597,060
Recreational Vehicles and Fees (5)		168	\$252.40	\$10,135,283
Sports/Recreation/Exercise Equipment (6)		157	\$440.49	\$17,687,864
Photo Equipment and Supplies (7)		161	\$75.30	\$3,023,569
Reading (8)		173	\$218.76	\$8,784,247
Catered Affairs (9)		157	\$47.76	\$1,917,650
Food		159	\$16,736.64	\$672,059,701
Food at Home		159	\$10,814.91	\$434,272,867
Bakery and Cereal Products		159	\$1,403.63	\$56,362,664
Meats, Poultry, Fish, and Eggs		159	\$2,337.52	\$93,863,126
Dairy Products		161	\$1,057.45	\$42,461,705
Fruits and Vegetables		162	\$2,176.38	\$87,392,703
Snacks and Other Food at Home (10)		157	\$3,839.94	\$154,192,669
Food Away from Home		159	\$5,921.72	\$237,786,834
Alcoholic Beverages		174	\$1,172.04	\$47,063,263

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	197	\$77,715.78	\$3,120,677,008
Value of Retirement Plans	189	\$266,725.35	\$10,710,356,423
Value of Other Financial Assets	191	\$16,336.65	\$655,998,091
Vehicle Loan Amount excluding Interest	144	\$5,236.98	\$210,291,034
Value of Credit Card Debt	161	\$5,082.55	\$204,089,633
Health			
Nonprescription Drugs	151	\$257.40	\$10,335,890
Prescription Drugs	150	\$554.14	\$22,251,460
Eyeglasses and Contact Lenses	159	\$176.66	\$7,093,741
Home			
Mortgage Payment and Basics (11)	178	\$23,011.53	\$924,028,156
Maintenance and Remodeling Services	181	\$6,859.53	\$275,444,344
Maintenance and Remodeling Materials (12)	152	\$1,196.44	\$48,043,094
Utilities, Fuel, and Public Services	153	\$8,888.91	\$356,934,278
Household Furnishings and Equipment			
Household Textiles (13)	161	\$197.33	\$7,923,852
Furniture	159	\$1,310.29	\$52,614,890
Rugs	178	\$73.92	\$2,968,238
Major Appliances (14)	159	\$841.55	\$33,792,375
Housewares (15)	167	\$179.08	\$7,191,105
Small Appliances	152	\$110.52	\$4,437,934
Luggage	164	\$23.52	\$944,277
Telephones and Accessories	159	\$171.20	\$6,874,342
Household Operations			
Child Care	165	\$852.96	\$34,250,470
Lawn and Garden (16)	171	\$1,146.79	\$46,049,423
Moving/Storage/Freight Express	157	\$140.72	\$5,650,702
Housekeeping Supplies (17)	160	\$1,493.05	\$59,953,471
Insurance			
Owners and Renters Insurance	159	\$1,238.39	\$49,727,367
Vehicle Insurance	150	\$3,255.05	\$130,706,377
Life/Other Insurance	170	\$1,174.94	\$47,179,550
Health Insurance	159	\$7,849.37	\$315,191,648
Personal Care Products (18)	161	\$889.67	\$35,724,776
School Books and Supplies (19)	155	\$208.30	\$8,364,468
Smoking Products	123	\$534.45	\$21,460,642
Transportation			
Payments on Vehicles excluding Leases	146	\$4,407.15	\$176,969,078
Gasoline and Motor Oil	147	\$3,713.40	\$149,111,731
Vehicle Maintenance and Repairs	153	\$2,007.57	\$80,614,042
Travel			
Airline Fares	174	\$811.60	\$32,589,619
Lodging on Trips	170	\$1,228.74	\$49,339,941
Auto/Truck Rental on Trips	168	\$133.18	\$5,347,920
Food and Drink on Trips	166	\$931.05	\$37,386,119

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

18201 Hillcrest Ave, Olney, Maryland, 20832
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.15493
Longitude: -77.06519

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	577		1,125		2,533							
Total Employees:	6,124		10,890		24,994							
Total Residential Population:	14,134		41,726		110,467							
Employee/Residential Population Ratio (per 100 Residents)	43		26		23							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.0%	45	0.7%	33	2.9%	335	3.1%	98	3.9%	1,206	4.8%
Construction	27	4.7%	108	1.8%	92	8.2%	498	4.6%	228	9.0%	1,499	6.0%
Manufacturing	8	1.4%	53	0.9%	13	1.2%	83	0.8%	31	1.2%	328	1.3%
Transportation	6	1.0%	62	1.0%	14	1.2%	126	1.2%	46	1.8%	470	1.9%
Communication	7	1.2%	35	0.6%	12	1.1%	58	0.5%	22	0.9%	112	0.4%
Utility	0	0.0%	0	0.0%	1	0.1%	6	0.1%	3	0.1%	33	0.1%
Wholesale Trade	5	0.9%	37	0.6%	11	1.0%	58	0.5%	32	1.3%	260	1.0%
Retail Trade Summary	106	18.4%	1,662	27.1%	166	14.8%	2,163	19.9%	379	15.0%	4,561	18.2%
Home Improvement	4	0.7%	23	0.4%	13	1.2%	96	0.9%	26	1.0%	231	0.9%
General Merchandise Stores	2	0.3%	45	0.7%	2	0.2%	45	0.4%	7	0.3%	90	0.4%
Food Stores	11	1.9%	425	6.9%	20	1.8%	493	4.5%	47	1.9%	977	3.9%
Auto Dealers & Gas Stations	6	1.0%	132	2.2%	10	0.9%	148	1.4%	28	1.1%	270	1.1%
Apparel & Accessory Stores	4	0.7%	12	0.2%	6	0.5%	15	0.1%	12	0.5%	35	0.1%
Furniture & Home Furnishings	7	1.2%	58	0.9%	10	0.9%	100	0.9%	24	0.9%	365	1.5%
Eating & Drinking Places	45	7.8%	812	13.3%	56	5.0%	965	8.9%	135	5.3%	2,033	8.1%
Miscellaneous Retail	26	4.5%	155	2.5%	49	4.4%	301	2.8%	100	3.9%	560	2.2%
Finance, Insurance, Real Estate Summary	65	11.3%	559	9.1%	111	9.9%	845	7.8%	230	9.1%	1,962	7.8%
Banks, Savings & Lending Institutions	15	2.6%	183	3.0%	23	2.0%	222	2.0%	45	1.8%	402	1.6%
Securities Brokers	7	1.2%	26	0.4%	16	1.4%	59	0.5%	27	1.1%	93	0.4%
Insurance Carriers & Agents	13	2.3%	43	0.7%	19	1.7%	127	1.2%	39	1.5%	218	0.9%
Real Estate, Holding, Other Investment Offices	30	5.2%	307	5.0%	54	4.8%	436	4.0%	120	4.7%	1,249	5.0%
Services Summary	300	52.0%	3,503	57.2%	550	48.9%	6,555	60.2%	1,156	45.6%	13,994	56.0%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	14	0.1%	2	0.1%	26	0.1%
Automotive Services	5	0.9%	32	0.5%	11	1.0%	45	0.4%	40	1.6%	207	0.8%
Movies & Amusements	17	2.9%	100	1.6%	38	3.4%	269	2.5%	87	3.4%	918	3.7%
Health Services	119	20.6%	1,912	31.2%	136	12.1%	2,176	20.0%	207	8.2%	3,332	13.3%
Legal Services	4	0.7%	13	0.2%	11	1.0%	50	0.5%	23	0.9%	100	0.4%
Education Institutions & Libraries	13	2.3%	398	6.5%	24	2.1%	1,315	12.1%	63	2.5%	2,971	11.9%
Other Services	142	24.6%	1,049	17.1%	329	29.2%	2,686	24.7%	733	28.9%	6,439	25.8%
Government	1	0.2%	4	0.1%	7	0.6%	49	0.4%	20	0.8%	236	0.9%
Unclassified Establishments	48	8.3%	56	0.9%	115	10.2%	114	1.0%	287	11.3%	333	1.3%
Totals	577	100.0%	6,124	100.0%	1,125	100.0%	10,890	100.0%	2,533	100.0%	24,994	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

18201 Hillcrest Ave, Olney, Maryland, 20832
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.15493
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	4	0.4%	17	0.2%	9	0.4%	38	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	6	0.1%	1	0.0%	8	0.0%
Construction	27	4.7%	109	1.8%	94	8.4%	510	4.7%	237	9.4%	1,568	6.3%
Manufacturing	9	1.6%	62	1.0%	15	1.3%	95	0.9%	40	1.6%	371	1.5%
Wholesale Trade	5	0.9%	37	0.6%	11	1.0%	58	0.5%	32	1.3%	259	1.0%
Retail Trade	57	9.9%	815	13.3%	105	9.3%	1,160	10.7%	230	9.1%	2,439	9.8%
Motor Vehicle & Parts Dealers	1	0.2%	0	0.0%	3	0.3%	8	0.1%	13	0.5%	75	0.3%
Furniture & Home Furnishings Stores	5	0.9%	47	0.8%	5	0.4%	47	0.4%	10	0.4%	262	1.0%
Electronics & Appliance Stores	1	0.2%	6	0.1%	4	0.4%	48	0.4%	11	0.4%	91	0.4%
Building Material & Garden Equipment & Supplies Dealers	4	0.7%	23	0.4%	13	1.2%	96	0.9%	26	1.0%	231	0.9%
Food & Beverage Stores	8	1.4%	398	6.5%	16	1.4%	460	4.2%	42	1.7%	924	3.7%
Health & Personal Care Stores	13	2.3%	101	1.6%	17	1.5%	124	1.1%	36	1.4%	238	1.0%
Gasoline Stations & Fuel Dealers	5	0.9%	132	2.2%	7	0.6%	140	1.3%	16	0.6%	194	0.8%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	5	0.9%	15	0.2%	9	0.8%	22	0.2%	16	0.6%	49	0.2%
Sporting Goods, Hobby, Book, & Music Stores	10	1.7%	43	0.7%	26	2.3%	161	1.5%	44	1.7%	256	1.0%
General Merchandise Stores	4	0.7%	50	0.8%	5	0.4%	54	0.5%	16	0.6%	118	0.5%
Transportation & Warehousing	4	0.7%	42	0.7%	13	1.2%	103	0.9%	51	2.0%	476	1.9%
Information	13	2.3%	107	1.7%	26	2.3%	205	1.9%	54	2.1%	403	1.6%
Finance & Insurance	35	6.1%	252	4.1%	56	5.0%	407	3.7%	110	4.3%	712	2.8%
Central Bank/Credit Intermediation & Related Activities	15	2.6%	183	3.0%	22	2.0%	221	2.0%	44	1.7%	399	1.6%
Securities & Commodity Contracts	7	1.2%	26	0.4%	16	1.4%	59	0.5%	27	1.1%	95	0.4%
Funds, Trusts & Other Financial Vehicles	13	2.3%	43	0.7%	19	1.7%	127	1.2%	39	1.5%	218	0.9%
Real Estate, Rental & Leasing	27	4.7%	206	3.4%	47	4.2%	308	2.8%	108	4.3%	1,038	4.2%
Professional, Scientific & Tech Services	57	9.9%	421	6.9%	141	12.5%	899	8.3%	284	11.2%	1,871	7.5%
Legal Services	7	1.2%	23	0.4%	17	1.5%	74	0.7%	34	1.3%	150	0.6%
Management of Companies & Enterprises	2	0.3%	95	1.6%	3	0.3%	97	0.9%	5	0.2%	104	0.4%
Administrative, Support & Waste Management Services	19	3.3%	107	1.7%	47	4.2%	415	3.8%	136	5.4%	1,490	6.0%
Educational Services	22	3.8%	418	6.8%	38	3.4%	1,348	12.4%	90	3.6%	3,082	12.3%
Health Care & Social Assistance	143	24.8%	2,159	35.3%	192	17.1%	2,781	25.5%	318	12.6%	4,657	18.6%
Arts, Entertainment & Recreation	11	1.9%	78	1.3%	27	2.4%	235	2.2%	64	2.5%	809	3.2%
Accommodation & Food Services	47	8.1%	835	13.6%	59	5.2%	1,002	9.2%	141	5.6%	2,100	8.4%
Accommodation	0	0.0%	0	0.0%	1	0.1%	14	0.1%	2	0.1%	26	0.1%
Food Services & Drinking Places	47	8.1%	835	13.6%	58	5.2%	988	9.1%	139	5.5%	2,074	8.3%
Other Services (except Public Administration)	51	8.8%	322	5.3%	123	10.9%	1,080	9.9%	316	12.5%	3,001	12.0%
Automotive Repair & Maintenance	4	0.7%	32	0.5%	8	0.7%	39	0.4%	27	1.1%	135	0.5%
Public Administration	1	0.2%	4	0.1%	7	0.6%	49	0.4%	20	0.8%	236	0.9%
Unclassified Establishments	48	8.3%	56	0.9%	115	10.2%	114	1.0%	287	11.3%	333	1.3%
Total	577	100.0%	6,124	100.0%	1,125	100.0%	10,890	100.0%	2,533	100.0%	24,994	100.0%

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