



# Market Profile

8681 Robert Fulton Dr, Columbia, Maryland, 21046  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.17601  
Longitude: -76.81558

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	3,189	68,223	163,808
2010 Total Population	3,513	71,699	186,659
2017 Total Population	4,029	78,912	207,694
2017 Group Quarters	6	2,611	6,193
2022 Total Population	4,416	84,091	223,096
2017-2022 Annual Rate	1.85%	1.28%	1.44%
2017 Total Daytime Population	15,664	103,676	235,788
Workers	13,764	68,953	145,573
Residents	1,900	34,723	90,215
<b>Household Summary</b>			
2000 Households	1,208	25,204	59,878
2000 Average Household Size	2.61	2.58	2.59
2010 Households	1,371	26,549	69,553
2010 Average Household Size	2.56	2.59	2.59
2017 Households	1,566	29,022	76,549
2017 Average Household Size	2.57	2.63	2.63
2022 Households	1,718	30,835	82,020
2022 Average Household Size	2.57	2.64	2.64
2017-2022 Annual Rate	1.87%	1.22%	1.39%
2010 Families	844	17,978	47,182
2010 Average Family Size	3.24	3.13	3.15
2017 Families	949	19,391	51,423
2017 Average Family Size	3.27	3.20	3.21
2022 Families	1,033	20,475	54,809
2022 Average Family Size	3.28	3.22	3.23
2017-2022 Annual Rate	1.71%	1.09%	1.28%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,284	26,038	62,063
Owner Occupied Housing Units	63.0%	68.5%	66.9%
Renter Occupied Housing Units	31.1%	28.3%	29.5%
Vacant Housing Units	5.9%	3.2%	3.5%
2010 Housing Units	1,430	27,729	72,820
Owner Occupied Housing Units	63.6%	68.1%	65.1%
Renter Occupied Housing Units	32.2%	27.6%	30.4%
Vacant Housing Units	4.1%	4.3%	4.5%
2017 Housing Units	1,626	30,251	79,667
Owner Occupied Housing Units	59.9%	66.0%	63.4%
Renter Occupied Housing Units	36.4%	30.0%	32.7%
Vacant Housing Units	3.7%	4.1%	3.9%
2022 Housing Units	1,784	32,180	85,382
Owner Occupied Housing Units	58.0%	65.8%	63.4%
Renter Occupied Housing Units	38.3%	30.0%	32.7%
Vacant Housing Units	3.7%	4.2%	3.9%
<b>Median Household Income</b>			
2017	\$89,513	\$100,195	\$102,611
2022	\$98,173	\$106,063	\$109,597
<b>Median Home Value</b>			
2017	\$322,624	\$346,210	\$373,128
2022	\$336,576	\$360,301	\$392,682
<b>Per Capita Income</b>			
2017	\$40,359	\$42,768	\$45,514
2022	\$45,038	\$47,869	\$50,945
<b>Median Age</b>			
2010	33.6	35.3	35.8
2017	35.4	36.6	37.0
2022	35.1	37.1	37.7

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	1,566	29,022	76,549
<\$15,000	7.5%	4.6%	4.1%
\$15,000 - \$24,999	2.2%	3.7%	3.5%
\$25,000 - \$34,999	4.9%	4.6%	4.5%
\$35,000 - \$49,999	2.4%	6.4%	7.0%
\$50,000 - \$74,999	22.7%	16.0%	15.3%
\$75,000 - \$99,999	15.9%	14.6%	13.7%
\$100,000 - \$149,999	25.9%	25.1%	23.5%
\$150,000 - \$199,999	13.1%	14.4%	15.1%
\$200,000+	5.5%	10.7%	13.3%
Average Household Income	\$100,359	\$114,956	\$122,901
<b>2022 Households by Income</b>			
Household Income Base	1,718	30,835	82,020
<\$15,000	7.5%	4.6%	4.0%
\$15,000 - \$24,999	2.0%	3.4%	3.2%
\$25,000 - \$34,999	4.2%	4.1%	4.0%
\$35,000 - \$49,999	2.0%	5.4%	5.9%
\$50,000 - \$74,999	20.1%	14.1%	13.5%
\$75,000 - \$99,999	15.0%	13.6%	12.8%
\$100,000 - \$149,999	27.0%	25.6%	24.0%
\$150,000 - \$199,999	15.4%	16.4%	17.1%
\$200,000+	6.7%	12.7%	15.6%
Average Household Income	\$112,070	\$129,192	\$138,003
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	974	19,960	50,506
<\$50,000	0.5%	2.9%	2.3%
\$50,000 - \$99,999	0.0%	1.7%	1.5%
\$100,000 - \$149,999	0.4%	1.9%	1.6%
\$150,000 - \$199,999	0.6%	5.2%	4.7%
\$200,000 - \$249,999	14.1%	7.9%	7.6%
\$250,000 - \$299,999	24.1%	12.6%	10.5%
\$300,000 - \$399,999	45.4%	38.5%	29.7%
\$400,000 - \$499,999	12.2%	18.8%	18.7%
\$500,000 - \$749,999	2.0%	9.6%	19.5%
\$750,000 - \$999,999	0.6%	0.7%	3.1%
\$1,000,000 +	0.1%	0.2%	0.6%
Average Home Value	\$332,392	\$353,756	\$403,666
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,034	21,188	54,097
<\$50,000	0.2%	1.1%	0.8%
\$50,000 - \$99,999	0.0%	1.4%	0.9%
\$100,000 - \$149,999	0.3%	2.4%	1.6%
\$150,000 - \$199,999	0.5%	4.0%	3.5%
\$200,000 - \$249,999	10.4%	6.2%	5.9%
\$250,000 - \$299,999	20.5%	10.7%	8.9%
\$300,000 - \$399,999	49.7%	40.1%	30.7%
\$400,000 - \$499,999	15.3%	22.1%	21.8%
\$500,000 - \$749,999	2.3%	10.9%	21.8%
\$750,000 - \$999,999	0.8%	0.8%	3.5%
\$1,000,000 +	0.2%	0.3%	0.7%
Average Home Value	\$346,911	\$373,000	\$427,877

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	3,513	71,697	186,659
0 - 4	8.4%	7.0%	6.9%
5 - 9	6.7%	6.6%	6.8%
10 - 14	6.3%	6.4%	6.7%
15 - 24	10.8%	11.8%	12.1%
25 - 34	21.0%	17.7%	16.4%
35 - 44	17.4%	16.2%	16.2%
45 - 54	13.9%	15.0%	15.6%
55 - 64	9.3%	11.2%	10.9%
65 - 74	3.7%	5.4%	5.3%
75 - 84	1.7%	2.1%	2.3%
85 +	0.9%	0.7%	0.9%
18 +	74.8%	76.2%	75.6%
<b>2017 Population by Age</b>			
Total	4,028	78,911	207,695
0 - 4	7.4%	6.4%	6.2%
5 - 9	7.4%	6.7%	6.6%
10 - 14	6.7%	6.5%	6.8%
15 - 24	12.1%	11.8%	12.0%
25 - 34	15.6%	15.9%	15.2%
35 - 44	17.9%	16.1%	15.5%
45 - 54	14.1%	14.1%	14.5%
55 - 64	10.1%	11.4%	11.9%
65 - 74	5.9%	7.5%	7.3%
75 - 84	2.0%	2.7%	2.9%
85 +	0.8%	0.8%	1.1%
18 +	74.8%	76.9%	76.7%
<b>2022 Population by Age</b>			
Total	4,418	84,091	223,094
0 - 4	7.4%	6.4%	6.2%
5 - 9	6.9%	6.3%	6.1%
10 - 14	6.5%	6.3%	6.4%
15 - 24	10.9%	10.8%	11.1%
25 - 34	18.2%	16.7%	15.9%
35 - 44	16.0%	16.4%	15.5%
45 - 54	13.8%	13.2%	13.5%
55 - 64	10.3%	11.2%	12.0%
65 - 74	6.6%	8.1%	8.2%
75 - 84	2.6%	3.7%	3.9%
85 +	0.8%	0.9%	1.2%
18 +	75.7%	77.5%	77.7%
<b>2010 Population by Sex</b>			
Males	1,674	36,007	92,709
Females	1,839	35,692	93,950
<b>2017 Population by Sex</b>			
Males	1,940	39,504	103,071
Females	2,088	39,408	104,623
<b>2022 Population by Sex</b>			
Males	2,136	42,105	110,562
Females	2,280	41,986	112,535

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,513	71,699	186,659
White Alone	47.9%	53.9%	55.2%
Black Alone	31.8%	26.9%	26.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	13.4%	11.4%	11.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	3.1%	2.5%
Two or More Races	4.5%	4.3%	4.2%
Hispanic Origin	6.8%	8.0%	7.4%
Diversity Index	69.6	67.9	66.6
<b>2017 Population by Race/Ethnicity</b>			
Total	4,029	78,911	207,694
White Alone	40.7%	46.9%	48.8%
Black Alone	34.5%	29.4%	28.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	16.7%	14.6%	14.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	3.7%	3.0%
Two or More Races	5.1%	5.0%	4.8%
Hispanic Origin	7.9%	9.5%	8.8%
Diversity Index	73.3	72.8	71.5
<b>2022 Population by Race/Ethnicity</b>			
Total	4,417	84,091	223,096
White Alone	35.9%	42.1%	44.2%
Black Alone	35.9%	30.6%	29.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	19.4%	17.2%	17.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.8%	4.2%	3.4%
Two or More Races	5.6%	5.5%	5.4%
Hispanic Origin	8.9%	10.7%	10.0%
Diversity Index	75.3	75.7	74.5
<b>2010 Population by Relationship and Household Type</b>			
Total	3,513	71,699	186,659
In Households	99.8%	95.9%	96.5%
In Family Households	79.8%	80.7%	81.6%
Householder	24.9%	25.1%	25.2%
Spouse	17.7%	18.8%	19.2%
Child	31.1%	30.3%	30.9%
Other relative	4.2%	4.4%	4.2%
Nonrelative	2.0%	2.2%	2.0%
In Nonfamily Households	19.9%	15.2%	14.9%
In Group Quarters	0.2%	4.1%	3.5%
Institutionalized Population	0.0%	3.9%	3.4%
Noninstitutionalized Population	0.2%	0.2%	0.2%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	2,675	54,141	142,101
Less than 9th Grade	1.8%	3.6%	2.8%
9th - 12th Grade, No Diploma	2.0%	4.3%	3.5%
High School Graduate	11.4%	12.7%	13.3%
GED/Alternative Credential	4.0%	2.7%	2.2%
Some College, No Degree	16.6%	16.0%	15.6%
Associate Degree	4.9%	6.0%	6.3%
Bachelor's Degree	34.4%	30.0%	30.0%
Graduate/Professional Degree	24.9%	24.8%	26.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	3,163	63,446	166,978
Never Married	35.9%	33.2%	32.5%
Married	50.0%	53.0%	53.5%
Widowed	4.2%	3.5%	3.8%
Divorced	9.8%	10.3%	10.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	95.6%	95.9%
Civilian Unemployed (Unemployment Rate)	2.2%	4.4%	4.1%
<b>2017 Employed Population 16+ by Industry</b>			
Total	2,177	42,635	113,330
Agriculture/Mining	0.5%	0.2%	0.2%
Construction	4.5%	4.2%	4.3%
Manufacturing	5.6%	4.8%	4.5%
Wholesale Trade	7.6%	3.3%	2.7%
Retail Trade	6.6%	8.4%	8.1%
Transportation/Utilities	3.0%	3.8%	3.8%
Information	1.8%	2.2%	2.2%
Finance/Insurance/Real Estate	8.6%	6.0%	6.4%
Services	51.5%	55.4%	54.9%
Public Administration	10.3%	11.7%	13.0%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	2,175	42,637	113,329
White Collar	76.0%	76.6%	77.1%
Management/Business/Financial	24.1%	20.1%	20.9%
Professional	36.4%	36.7%	36.7%
Sales	8.5%	9.9%	9.1%
Administrative Support	7.0%	9.9%	10.4%
Services	10.6%	12.4%	12.4%
Blue Collar	13.3%	10.9%	10.5%
Farming/Forestry/Fishing	0.6%	0.2%	0.1%
Construction/Extraction	1.4%	2.3%	2.3%
Installation/Maintenance/Repair	3.8%	2.6%	2.7%
Production	3.4%	3.0%	2.3%
Transportation/Material Moving	4.1%	2.9%	3.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,513	71,699	186,659
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	1,371	26,549	69,554
Households with 1 Person	29.8%	25.5%	25.8%
Households with 2+ People	70.2%	74.5%	74.2%
Family Households	61.6%	67.7%	67.8%
Husband-wife Families	43.8%	50.7%	51.7%
With Related Children	23.8%	24.9%	26.3%
Other Family (No Spouse Present)	17.9%	17.0%	16.1%
Other Family with Male Householder	3.4%	4.0%	3.8%
With Related Children	1.7%	2.2%	2.1%
Other Family with Female Householder	14.5%	13.0%	12.3%
With Related Children	9.8%	8.6%	8.2%
Nonfamily Households	8.6%	6.8%	6.4%
All Households with Children	35.7%	36.1%	36.9%
Multigenerational Households	3.4%	3.9%	3.8%
Unmarried Partner Households	6.2%	5.6%	5.5%
Male-female	5.3%	4.8%	4.7%
Same-sex	0.9%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	1,370	26,549	69,553
1 Person Household	29.9%	25.5%	25.8%
2 Person Household	28.2%	31.5%	30.8%
3 Person Household	20.4%	18.2%	17.8%
4 Person Household	13.1%	15.1%	15.6%
5 Person Household	5.5%	6.0%	6.3%
6 Person Household	1.8%	2.0%	2.2%
7 + Person Household	1.1%	1.6%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,371	26,549	69,553
Owner Occupied	66.4%	71.1%	68.2%
Owned with a Mortgage/Loan	61.7%	61.3%	58.3%
Owned Free and Clear	4.7%	9.9%	9.9%
Renter Occupied	33.6%	28.9%	31.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,430	27,729	72,820
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

**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.

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<b>Top 3 Tapestry Segments</b>			
	1. Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
	2. Urban Chic (2A)	Savvy Suburbanites (1D)	Professional Pride (1B)
	3. Top Tier (1A)	Boomburbs (1C)	Savvy Suburbanites (1D)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,352,015	\$90,908,914	\$256,204,850
Average Spent	\$2,779.06	\$3,132.41	\$3,346.94
Spending Potential Index	129	145	155
Education: Total \$	\$2,954,951	\$63,971,351	\$181,950,425
Average Spent	\$1,886.94	\$2,204.24	\$2,376.91
Spending Potential Index	130	151	163
Entertainment/Recreation: Total \$	\$5,945,961	\$126,169,214	\$355,406,372
Average Spent	\$3,796.91	\$4,347.36	\$4,642.86
Spending Potential Index	122	139	149
Food at Home: Total \$	\$9,399,629	\$196,819,465	\$555,067,192
Average Spent	\$6,002.32	\$6,781.73	\$7,251.14
Spending Potential Index	119	135	144
Food Away from Home: Total \$	\$6,642,154	\$137,766,050	\$389,100,400
Average Spent	\$4,241.48	\$4,746.95	\$5,083.02
Spending Potential Index	127	142	153
Health Care: Total \$	\$9,851,985	\$213,813,756	\$601,779,827
Average Spent	\$6,291.18	\$7,367.30	\$7,861.37
Spending Potential Index	112	132	141
HH Furnishings & Equipment: Total \$	\$3,746,847	\$79,207,804	\$223,430,690
Average Spent	\$2,392.62	\$2,729.23	\$2,918.79
Spending Potential Index	123	140	150
Personal Care Products & Services: Total \$	\$1,572,232	\$32,965,915	\$93,015,476
Average Spent	\$1,003.98	\$1,135.89	\$1,215.11
Spending Potential Index	126	143	153
Shelter: Total \$	\$32,456,028	\$677,591,870	\$1,909,975,378
Average Spent	\$20,725.43	\$23,347.52	\$24,951.02
Spending Potential Index	128	144	154
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,388,746	\$94,285,489	\$266,540,323
Average Spent	\$2,802.52	\$3,248.76	\$3,481.96
Spending Potential Index	120	139	149
Travel: Total \$	\$4,179,442	\$89,373,531	\$251,734,164
Average Spent	\$2,668.86	\$3,079.51	\$3,288.54
Spending Potential Index	129	149	159
Vehicle Maintenance & Repairs: Total \$	\$1,980,637	\$42,137,692	\$118,736,694
Average Spent	\$1,264.77	\$1,451.92	\$1,551.12
Spending Potential Index	118	135	145

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.