

10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21732
Longitude: -76.85769

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,489	81,917	156,171
2010 Total Population	13,498	85,774	173,507
2016 Total Population	14,103	88,972	186,493
2016 Group Quarters	39	479	634
2021 Total Population	14,969	93,890	200,643
2016-2021 Annual Rate	1.20%	1.08%	1.47%
2016 Total Daytime Population	19,936	86,139	181,252
Workers	13,653	45,542	96,668
Residents	6,283	40,597	84,584
Household Summary			
2000 Households	5,146	32,254	58,191
2000 Average Household Size	2.20	2.50	2.65
2010 Households	6,307	34,888	65,699
2010 Average Household Size	2.13	2.44	2.63
2016 Households	6,555	35,891	69,739
2016 Average Household Size	2.15	2.47	2.67
2021 Households	6,944	37,726	74,574
2021 Average Household Size	2.15	2.48	2.68
2016-2021 Annual Rate	1.16%	1.00%	1.35%
2010 Families	3,305	22,631	46,326
2010 Average Family Size	2.89	3.03	3.15
2016 Families	3,358	22,993	48,777
2016 Average Family Size	2.93	3.07	3.21
2021 Families	3,519	23,996	51,931
2021 Average Family Size	2.95	3.10	3.23
2016-2021 Annual Rate	0.94%	0.86%	1.26%
Housing Unit Summary			
2000 Housing Units	5,437	33,387	59,970
Owner Occupied Housing Units	49.9%	64.6%	71.4%
Renter Occupied Housing Units	44.7%	32.0%	25.7%
Vacant Housing Units	5.4%	3.4%	3.0%
2010 Housing Units	6,728	36,408	68,375
Owner Occupied Housing Units	40.2%	62.1%	69.9%
Renter Occupied Housing Units	53.5%	33.7%	26.1%
Vacant Housing Units	6.3%	4.2%	3.9%
2016 Housing Units	6,958	37,561	72,635
Owner Occupied Housing Units	37.0%	59.1%	67.7%
Renter Occupied Housing Units	57.2%	36.5%	28.3%
Vacant Housing Units	5.8%	4.4%	4.0%
2021 Housing Units	7,370	39,432	77,543
Owner Occupied Housing Units	36.6%	59.1%	67.9%
Renter Occupied Housing Units	57.6%	36.5%	28.2%
Vacant Housing Units	5.8%	4.3%	3.8%
Median Household Income			
2016	\$79,847	\$96,812	\$108,837
2021	\$85,524	\$105,532	\$117,725
Median Home Value			
2016	\$293,399	\$373,035	\$418,459
2021	\$339,672	\$385,149	\$430,982
Per Capita Income			
2016	\$43,575	\$47,970	\$51,352
2021	\$46,569	\$51,949	\$55,474
Median Age			
2010	35.4	37.9	38.1
2016	36.8	39.1	39.2
2021	37.7	40.0	40.1

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	6,555	35,891	69,739
<\$15,000	7.3%	5.3%	4.1%
\$15,000 - \$24,999	4.0%	3.7%	2.9%
\$25,000 - \$34,999	7.0%	4.5%	3.8%
\$35,000 - \$49,999	11.3%	7.8%	6.3%
\$50,000 - \$74,999	16.1%	15.3%	14.0%
\$75,000 - \$99,999	17.5%	14.8%	13.0%
\$100,000 - \$149,999	19.1%	22.5%	22.8%
\$150,000 - \$199,999	12.1%	14.0%	16.0%
\$200,000+	5.7%	12.1%	17.0%
Average Household Income	\$93,936	\$119,144	\$136,653
2021 Households by Income			
Household Income Base	6,944	37,726	74,574
<\$15,000	8.3%	5.9%	4.4%
\$15,000 - \$24,999	3.8%	3.5%	2.8%
\$25,000 - \$34,999	6.2%	3.9%	3.2%
\$35,000 - \$49,999	10.2%	6.4%	5.1%
\$50,000 - \$74,999	12.5%	11.5%	10.4%
\$75,000 - \$99,999	18.3%	14.5%	12.7%
\$100,000 - \$149,999	20.6%	24.8%	24.7%
\$150,000 - \$199,999	14.2%	16.2%	18.2%
\$200,000+	6.1%	13.3%	18.6%
Average Household Income	\$100,609	\$129,605	\$148,533
2016 Owner Occupied Housing Units by Value			
Total	2,571	22,200	49,202
<\$50,000	1.8%	1.7%	2.4%
\$50,000 - \$99,999	1.3%	0.9%	1.1%
\$100,000 - \$149,999	5.2%	2.1%	1.3%
\$150,000 - \$199,999	15.3%	6.1%	3.9%
\$200,000 - \$249,999	10.2%	7.8%	6.2%
\$250,000 - \$299,999	18.7%	11.0%	8.6%
\$300,000 - \$399,999	23.0%	27.8%	23.0%
\$400,000 - \$499,999	15.9%	20.1%	18.5%
\$500,000 - \$749,999	8.1%	17.6%	25.5%
\$750,000 - \$999,999	0.5%	3.9%	7.8%
\$1,000,000 +	0.0%	0.9%	1.6%
Average Home Value	\$316,735	\$405,545	\$459,180
2021 Owner Occupied Housing Units by Value			
Total	2,698	23,319	52,682
<\$50,000	1.4%	1.2%	1.7%
\$50,000 - \$99,999	1.2%	1.0%	1.1%
\$100,000 - \$149,999	4.4%	1.9%	1.2%
\$150,000 - \$199,999	8.5%	3.6%	2.2%
\$200,000 - \$249,999	6.9%	5.3%	4.0%
\$250,000 - \$299,999	13.8%	7.3%	5.4%
\$300,000 - \$399,999	35.0%	34.9%	28.5%
\$400,000 - \$499,999	18.9%	20.9%	19.1%
\$500,000 - \$749,999	9.4%	18.5%	26.3%
\$750,000 - \$999,999	0.5%	4.4%	8.8%
\$1,000,000 +	0.0%	1.0%	1.7%
Average Home Value	\$346,471	\$424,452	\$479,221

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	13,500	85,773	173,511
0 - 4	6.3%	6.4%	6.3%
5 - 9	5.9%	6.4%	7.1%
10 - 14	5.2%	6.2%	7.4%
15 - 24	12.0%	11.5%	11.7%
25 - 34	20.0%	15.3%	13.1%
35 - 44	14.3%	14.2%	15.0%
45 - 54	12.2%	14.6%	16.6%
55 - 64	10.3%	13.1%	12.4%
65 - 74	7.2%	7.4%	6.4%
75 - 84	3.9%	3.3%	2.9%
85 +	2.6%	1.5%	1.1%
18 +	79.3%	77.0%	74.5%
2016 Population by Age			
Total	14,104	88,971	186,494
0 - 4	6.0%	5.8%	5.7%
5 - 9	5.6%	6.3%	6.7%
10 - 14	5.6%	6.4%	7.3%
15 - 24	11.6%	11.3%	12.0%
25 - 34	18.2%	14.0%	12.7%
35 - 44	15.6%	14.5%	13.9%
45 - 54	12.0%	13.5%	15.3%
55 - 64	10.4%	13.0%	13.4%
65 - 74	8.3%	9.5%	8.3%
75 - 84	4.4%	4.0%	3.4%
85 +	2.4%	1.7%	1.3%
18 +	79.6%	77.8%	76.1%
2021 Population by Age			
Total	14,968	93,888	200,643
0 - 4	6.0%	5.8%	5.6%
5 - 9	5.3%	5.9%	6.1%
10 - 14	5.2%	6.1%	6.7%
15 - 24	11.4%	10.4%	11.0%
25 - 34	17.3%	14.2%	13.3%
35 - 44	16.4%	14.8%	14.0%
45 - 54	12.0%	12.9%	14.1%
55 - 64	10.2%	12.6%	13.7%
65 - 74	8.2%	10.2%	9.6%
75 - 84	5.5%	5.2%	4.4%
85 +	2.5%	1.9%	1.5%
18 +	80.5%	78.7%	77.6%
2010 Population by Sex			
Males	6,350	41,167	84,021
Females	7,148	44,607	89,486
2016 Population by Sex			
Males	6,679	42,878	90,525
Females	7,423	46,094	95,969
2021 Population by Sex			
Males	7,050	45,294	97,481
Females	7,920	48,596	103,161

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	13,497	85,774	173,507
White Alone	49.0%	56.2%	60.2%
Black Alone	32.1%	25.3%	19.2%
American Indian Alone	0.9%	0.4%	0.3%
Asian Alone	8.5%	10.4%	14.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.6%	3.0%	2.1%
Two or More Races	4.8%	4.5%	4.0%
Hispanic Origin	11.3%	8.4%	6.2%
Diversity Index	72.0	66.9	63.0
2016 Population by Race/Ethnicity			
Total	14,102	88,971	186,494
White Alone	44.0%	51.2%	54.6%
Black Alone	33.8%	26.9%	20.4%
American Indian Alone	0.9%	0.4%	0.3%
Asian Alone	10.4%	12.8%	17.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.4%	3.5%	2.4%
Two or More Races	5.5%	5.2%	4.6%
Hispanic Origin	13.1%	9.8%	7.3%
Diversity Index	75.4	71.2	67.9
2021 Population by Race/Ethnicity			
Total	14,970	93,891	200,644
White Alone	39.7%	46.7%	49.5%
Black Alone	34.7%	27.8%	21.2%
American Indian Alone	0.8%	0.4%	0.3%
Asian Alone	12.2%	15.2%	21.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.2%	4.0%	2.7%
Two or More Races	6.1%	5.8%	5.1%
Hispanic Origin	14.8%	11.2%	8.3%
Diversity Index	78.0	74.5	71.6
2010 Population by Relationship and Household Type			
Total	13,498	85,774	173,507
In Households	99.7%	99.4%	99.6%
In Family Households	73.1%	81.9%	85.8%
Householder	24.4%	26.3%	26.7%
Spouse	16.1%	19.8%	21.3%
Child	25.8%	29.8%	32.5%
Other relative	4.4%	4.0%	3.7%
Nonrelative	2.4%	2.0%	1.7%
In Nonfamily Households	26.6%	17.5%	13.8%
In Group Quarters	0.3%	0.6%	0.4%
Institutionalized Population	0.2%	0.3%	0.2%
Noninstitutionalized Population	0.1%	0.3%	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.

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2016 Population 25+ by Educational Attainment			
Total	10,047	62,391	127,438
Less than 9th Grade	3.0%	2.9%	2.2%
9th - 12th Grade, No Diploma	2.9%	2.3%	2.0%
High School Graduate	10.5%	11.3%	11.0%
GED/Alternative Credential	0.9%	1.3%	1.2%
Some College, No Degree	13.2%	13.1%	13.2%
Associate Degree	7.0%	6.0%	5.6%
Bachelor's Degree	31.0%	31.2%	31.7%
Graduate/Professional Degree	31.4%	31.9%	33.2%
2016 Population 15+ by Marital Status			
Total	11,685	72,427	149,766
Never Married	34.4%	31.0%	29.3%
Married	46.9%	54.6%	58.0%
Widowed	5.3%	4.2%	3.7%
Divorced	13.4%	10.1%	9.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	95.4%	96.2%
Civilian Unemployed	3.6%	4.6%	3.8%
2016 Employed Population 16+ by Industry			
Total	7,913	49,136	103,565
Agriculture/Mining	0.1%	0.1%	0.3%
Construction	4.6%	4.5%	4.6%
Manufacturing	3.5%	3.8%	4.5%
Wholesale Trade	2.3%	1.9%	2.1%
Retail Trade	6.8%	8.1%	8.3%
Transportation/Utilities	2.8%	2.7%	2.8%
Information	2.1%	2.3%	2.2%
Finance/Insurance/Real Estate	5.0%	5.3%	6.0%
Services	61.5%	59.4%	57.5%
Public Administration	11.3%	11.8%	11.8%
2016 Employed Population 16+ by Occupation			
Total	7,914	49,137	103,566
White Collar	77.1%	78.8%	81.1%
Management/Business/Financial	18.1%	20.1%	22.3%
Professional	40.3%	40.9%	40.8%
Sales	9.6%	8.9%	9.3%
Administrative Support	9.1%	8.9%	8.8%
Services	14.0%	12.6%	10.4%
Blue Collar	9.0%	8.6%	8.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.4%	2.1%	1.9%
Installation/Maintenance/Repair	3.4%	2.5%	2.2%
Production	0.7%	1.2%	1.6%
Transportation/Material Moving	3.4%	2.6%	2.6%
2010 Population By Urban/ Rural Status			
Total Population	13,498	85,774	173,507
Population Inside Urbanized Area	100.0%	99.6%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	6,307	34,887	65,699
Households with 1 Person	39.6%	28.8%	24.0%
Households with 2+ People	60.4%	71.2%	76.0%
Family Households	52.4%	64.9%	70.5%
Husband-wife Families	34.5%	48.9%	56.1%
With Related Children	13.5%	21.5%	28.1%
Other Family (No Spouse Present)	17.9%	15.9%	14.4%
Other Family with Male Householder	3.9%	3.4%	3.3%
With Related Children	2.1%	1.9%	1.8%
Other Family with Female Householder	14.0%	12.5%	11.1%
With Related Children	9.9%	8.2%	7.2%
Nonfamily Households	8.0%	6.3%	5.5%
All Households with Children	25.7%	31.9%	37.4%
Multigenerational Households	2.5%	3.3%	3.6%
Unmarried Partner Households	6.2%	5.1%	4.6%
Male-female	5.2%	4.3%	3.9%
Same-sex	1.0%	0.8%	0.7%
2010 Households by Size			
Total	6,307	34,888	65,700
1 Person Household	39.6%	28.8%	24.0%
2 Person Household	32.0%	32.9%	31.5%
3 Person Household	13.5%	16.5%	17.8%
4 Person Household	8.8%	13.2%	16.9%
5 Person Household	3.7%	5.3%	6.5%
6 Person Household	1.3%	1.9%	2.1%
7 + Person Household	1.1%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	6,307	34,888	65,699
Owner Occupied	42.9%	64.8%	72.8%
Owned with a Mortgage/Loan	33.7%	53.6%	61.0%
Owned Free and Clear	9.2%	11.2%	11.8%
Renter Occupied	57.1%	35.2%	27.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,728	36,408	68,375
Housing Units Inside Urbanized Area	100.0%	99.7%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.0%

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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Top 3 Tapestry Segments			
	1. Enterprising Professionals	Enterprising Professionals	Enterprising Professionals
	2. Bright Young Professionals	Savvy Suburbanites (1D)	Professional Pride (1B)
	3. Golden Years (9B)	Urban Chic (2A)	Top Tier (1A)
2016 Consumer Spending			
Apparel & Services: Total \$	\$16,550,188	\$111,396,562	\$246,108,445
Average Spent	\$2,524.82	\$3,103.75	\$3,528.99
Spending Potential Index	125	154	175
Education: Total \$	\$11,935,155	\$86,625,851	\$193,511,038
Average Spent	\$1,820.77	\$2,413.58	\$2,774.79
Spending Potential Index	129	171	196
Entertainment/Recreation: Total \$	\$22,890,439	\$158,214,056	\$352,124,035
Average Spent	\$3,492.06	\$4,408.18	\$5,049.17
Spending Potential Index	120	151	173
Food at Home: Total \$	\$39,273,524	\$258,193,736	\$566,342,716
Average Spent	\$5,991.38	\$7,193.83	\$8,120.89
Spending Potential Index	120	144	163
Food Away from Home: Total \$	\$25,348,305	\$168,366,649	\$372,819,266
Average Spent	\$3,867.02	\$4,691.05	\$5,345.92
Spending Potential Index	125	152	173
Health Care: Total \$	\$39,244,215	\$272,794,506	\$605,267,803
Average Spent	\$5,986.91	\$7,600.64	\$8,679.04
Spending Potential Index	113	143	164
HH Furnishings & Equipment: Total \$	\$14,042,228	\$96,982,516	\$216,230,377
Average Spent	\$2,142.22	\$2,702.14	\$3,100.57
Spending Potential Index	121	153	176
Personal Care Products & Services: Total \$	\$5,891,987	\$40,433,905	\$89,632,096
Average Spent	\$898.85	\$1,126.58	\$1,285.25
Spending Potential Index	123	154	175
Shelter: Total \$	\$130,239,219	\$881,266,511	\$1,935,933,314
Average Spent	\$19,868.68	\$24,553.97	\$27,759.69
Spending Potential Index	128	158	178
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,527,433	\$123,967,496	\$277,693,683
Average Spent	\$2,673.90	\$3,454.00	\$3,981.90
Spending Potential Index	115	149	172
Travel: Total \$	\$14,823,378	\$109,235,235	\$246,004,311
Average Spent	\$2,261.38	\$3,043.53	\$3,527.50
Spending Potential Index	122	164	190
Vehicle Maintenance & Repairs: Total \$	\$7,981,739	\$54,572,074	\$121,066,337
Average Spent	\$1,217.66	\$1,520.49	\$1,735.99
Spending Potential Index	118	147	168

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Enterprising Professionals (2D)	35.0%	Population	14,103	14,969
Bright Young Professionals (8C)	18.1%	Households	6,555	6,944
Golden Years (9B)	16.6%	Families	3,358	3,519
Laptops and Lattes (3A)	8.1%	Median Age	36.8	37.7
Young and Restless (11B)	7.8%	Median Household Income	\$79,847	\$85,524
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,524.82	\$16,550,188
Men's		126	\$506.64	\$3,321,046
Women's		124	\$851.02	\$5,578,464
Children's		126	\$405.19	\$2,656,008
Footwear		125	\$535.63	\$3,511,053
Watches & Jewelry		126	\$130.87	\$857,855
Apparel Products and Services (1)		132	\$95.46	\$625,762
Computer				
Computers and Hardware for Home Use		130	\$224.57	\$1,472,079
Portable Memory		126	\$5.93	\$38,897
Computer Software		131	\$16.93	\$110,991
Computer Accessories		121	\$21.49	\$140,884
Entertainment & Recreation		120	\$3,492.06	\$22,890,439
Fees and Admissions		129	\$743.43	\$4,873,194
Membership Fees for Clubs (2)		128	\$244.64	\$1,603,625
Fees for Participant Sports, excl. Trips		128	\$114.66	\$751,620
Tickets to Theatre/Operas/Concerts		129	\$67.80	\$444,409
Tickets to Movies/Museums/Parks		132	\$87.89	\$576,096
Admission to Sporting Events, excl. Trips		128	\$68.14	\$446,667
Fees for Recreational Lessons		129	\$159.14	\$1,043,167
Dating Services		168	\$1.16	\$7,610
TV/Video/Audio		119	\$1,433.51	\$9,396,644
Cable and Satellite Television Services		117	\$1,050.90	\$6,888,670
Televisions		124	\$136.75	\$896,422
Satellite Dishes		110	\$1.61	\$10,540
VCRs, Video Cameras, and DVD Players		128	\$10.34	\$67,750
Miscellaneous Video Equipment		120	\$9.22	\$60,469
Video Cassettes and DVDs		125	\$23.18	\$151,920
Video Game Hardware/Accessories		128	\$32.82	\$215,142
Video Game Software		132	\$18.16	\$119,042
Streaming/Downloaded Video		130	\$23.67	\$155,181
Rental of Video Cassettes and DVDs		126	\$20.60	\$135,009
Installation of Televisions		111	\$1.02	\$6,671
Audio (3)		122	\$100.06	\$655,915
Rental and Repair of TV/Radio/Sound Equipment		132	\$5.17	\$33,910
Pets		114	\$607.92	\$3,984,915
Toys/Games/Crafts/Hobbies (4)		119	\$135.64	\$889,144
Recreational Vehicles and Fees (5)		110	\$118.64	\$777,670
Sports/Recreation/Exercise Equipment (6)		120	\$199.15	\$1,305,431
Photo Equipment and Supplies (7)		126	\$69.18	\$453,490
Reading (8)		117	\$153.64	\$1,007,121
Catered Affairs (9)		120	\$30.94	\$202,831
Food		122	\$9,858.40	\$64,621,828
Food at Home		120	\$5,991.38	\$39,273,524
Bakery and Cereal Products		119	\$803.91	\$5,269,637
Meats, Poultry, Fish, and Eggs		120	\$1,330.65	\$8,722,407
Dairy Products		119	\$631.45	\$4,139,170
Fruits and Vegetables		123	\$1,171.81	\$7,681,219
Snacks and Other Food at Home (10)		120	\$2,053.56	\$13,461,092
Food Away from Home		125	\$3,867.02	\$25,348,305
Alcoholic Beverages		128	\$656.11	\$4,300,769

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Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$8,784.97	\$57,585,456
Value of Retirement Plans	109	\$28,580.70	\$187,346,500
Value of Other Financial Assets	118	\$1,331.77	\$8,729,735
Vehicle Loan Amount excluding Interest	120	\$2,932.74	\$19,224,128
Value of Credit Card Debt	119	\$681.70	\$4,468,564
Health			
Nonprescription Drugs	116	\$143.61	\$941,375
Prescription Drugs	106	\$445.02	\$2,917,114
Eyeglasses and Contact Lenses	115	\$102.39	\$671,191
Home			
Mortgage Payment and Basics (11)	113	\$9,689.92	\$63,517,408
Maintenance and Remodeling Services	107	\$1,882.68	\$12,340,950
Maintenance and Remodeling Materials (12)	98	\$354.98	\$2,326,898
Utilities, Fuel, and Public Services	115	\$5,611.43	\$36,782,926
Household Furnishings and Equipment			
Household Textiles (13)	122	\$106.54	\$698,349
Furniture	126	\$618.52	\$4,054,430
Rugs	121	\$29.44	\$192,997
Major Appliances (14)	112	\$318.40	\$2,087,134
Housewares (15)	123	\$102.98	\$675,029
Small Appliances	122	\$57.60	\$377,576
Luggage	126	\$11.68	\$76,565
Telephones and Accessories	126	\$89.31	\$585,418
Household Operations			
Child Care	136	\$575.62	\$3,773,187
Lawn and Garden (16)	106	\$433.17	\$2,839,408
Moving/Storage/Freight Express	134	\$85.11	\$557,883
Housekeeping Supplies (17)	118	\$832.86	\$5,459,385
Insurance			
Owners and Renters Insurance	102	\$474.27	\$3,108,841
Vehicle Insurance	119	\$1,328.06	\$8,705,407
Life/Other Insurance	111	\$459.61	\$3,012,718
Health Insurance	114	\$3,836.52	\$25,148,412
Personal Care Products (18)	123	\$533.68	\$3,498,304
School Books and Supplies (19)	124	\$204.19	\$1,338,494
Smoking Products	110	\$449.18	\$2,944,406
Transportation			
Payments on Vehicles excluding Leases	117	\$2,426.90	\$15,908,326
Gasoline and Motor Oil	115	\$3,551.46	\$23,279,841
Vehicle Maintenance and Repairs	118	\$1,217.66	\$7,981,739
Travel			
Airline Fares	127	\$581.03	\$3,808,622
Lodging on Trips	119	\$552.56	\$3,622,029
Auto/Truck Rental on Trips	123	\$29.57	\$193,855
Food and Drink on Trips	120	\$526.58	\$3,451,746

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Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.21732
 Longitude: -76.85769

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Enterprising Professionals (2D)	29.3%	Population	88,972	93,890
Savvy Suburbanites (1D)	13.1%	Households	35,891	37,726
Urban Chic (2A)	13.0%	Families	22,993	23,996
City Lights (8A)	9.0%	Median Age	39.1	40.0
Top Tier (1A)	7.3%	Median Household Income	\$96,812	\$105,532
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		154	\$3,103.75	\$111,396,562
Men's		156	\$627.75	\$22,530,479
Women's		154	\$1,054.56	\$37,849,095
Children's		148	\$478.48	\$17,173,281
Footwear		153	\$656.68	\$23,568,750
Watches & Jewelry		161	\$166.59	\$5,979,004
Apparel Products and Services (1)		166	\$119.69	\$4,295,952
Computer				
Computers and Hardware for Home Use		160	\$276.85	\$9,936,545
Portable Memory		155	\$7.27	\$261,046
Computer Software		158	\$20.47	\$734,599
Computer Accessories		156	\$27.67	\$993,208
Entertainment & Recreation		151	\$4,408.18	\$158,214,056
Fees and Admissions		174	\$1,004.16	\$36,040,206
Membership Fees for Clubs (2)		175	\$334.21	\$11,995,039
Fees for Participant Sports, excl. Trips		171	\$152.91	\$5,488,161
Tickets to Theatre/Operas/Concerts		175	\$92.36	\$3,315,058
Tickets to Movies/Museums/Parks		165	\$109.71	\$3,937,643
Admission to Sporting Events, excl. Trips		168	\$89.79	\$3,222,810
Fees for Recreational Lessons		182	\$223.92	\$8,036,607
Dating Services		181	\$1.25	\$44,889
TV/Video/Audio		143	\$1,719.40	\$61,710,858
Cable and Satellite Television Services		140	\$1,256.58	\$45,099,867
Televisions		151	\$166.05	\$5,959,627
Satellite Dishes		136	\$1.98	\$70,907
VCRs, Video Cameras, and DVD Players		153	\$12.41	\$445,333
Miscellaneous Video Equipment		132	\$10.20	\$365,997
Video Cassettes and DVDs		147	\$27.09	\$972,316
Video Game Hardware/Accessories		144	\$36.94	\$1,325,842
Video Game Software		145	\$20.02	\$718,377
Streaming/Downloaded Video		155	\$28.16	\$1,010,579
Rental of Video Cassettes and DVDs		148	\$24.19	\$868,138
Installation of Televisions		140	\$1.29	\$46,465
Audio (3)		157	\$128.33	\$4,605,771
Rental and Repair of TV/Radio/Sound Equipment		157	\$6.18	\$221,639
Pets		144	\$773.08	\$27,746,699
Toys/Games/Crafts/Hobbies (4)		145	\$166.19	\$5,964,566
Recreational Vehicles and Fees (5)		151	\$162.09	\$5,817,636
Sports/Recreation/Exercise Equipment (6)		155	\$255.71	\$9,177,806
Photo Equipment and Supplies (7)		159	\$87.30	\$3,133,441
Reading (8)		150	\$196.93	\$7,068,048
Catered Affairs (9)		167	\$43.32	\$1,554,795
Food		147	\$11,884.88	\$426,560,385
Food at Home		144	\$7,193.83	\$258,193,736
Bakery and Cereal Products		143	\$965.77	\$34,662,527
Meats, Poultry, Fish, and Eggs		143	\$1,583.89	\$56,847,477
Dairy Products		144	\$763.87	\$27,416,173
Fruits and Vegetables		149	\$1,421.53	\$51,020,072
Snacks and Other Food at Home (10)		144	\$2,458.76	\$88,247,488
Food Away from Home		152	\$4,691.05	\$168,366,649
Alcoholic Beverages		159	\$812.89	\$29,175,349

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	162	\$12,141.07	\$435,755,029
Value of Retirement Plans	160	\$41,944.01	\$1,505,412,322
Value of Other Financial Assets	146	\$1,652.36	\$59,305,019
Vehicle Loan Amount excluding Interest	142	\$3,455.26	\$124,012,714
Value of Credit Card Debt	152	\$870.89	\$31,257,250
Health			
Nonprescription Drugs	144	\$178.79	\$6,416,976
Prescription Drugs	133	\$556.24	\$19,964,124
Eyeglasses and Contact Lenses	148	\$132.26	\$4,747,037
Home			
Mortgage Payment and Basics (11)	159	\$13,654.68	\$490,079,973
Maintenance and Remodeling Services	152	\$2,672.06	\$95,902,884
Maintenance and Remodeling Materials (12)	134	\$484.99	\$17,406,651
Utilities, Fuel, and Public Services	141	\$6,874.33	\$246,726,630
Household Furnishings and Equipment			
Household Textiles (13)	155	\$134.73	\$4,835,447
Furniture	156	\$765.53	\$27,475,687
Rugs	165	\$40.29	\$1,446,011
Major Appliances (14)	149	\$421.08	\$15,112,917
Housewares (15)	151	\$125.88	\$4,517,964
Small Appliances	152	\$71.47	\$2,565,057
Luggage	168	\$15.48	\$555,424
Telephones and Accessories	146	\$104.11	\$3,736,456
Household Operations			
Child Care	168	\$711.88	\$25,549,991
Lawn and Garden (16)	147	\$600.87	\$21,565,782
Moving/Storage/Freight Express	160	\$101.56	\$3,645,251
Housekeeping Supplies (17)	145	\$1,018.94	\$36,570,670
Insurance			
Owners and Renters Insurance	136	\$630.92	\$22,644,417
Vehicle Insurance	145	\$1,621.92	\$58,212,388
Life/Other Insurance	152	\$628.39	\$22,553,556
Health Insurance	144	\$4,854.79	\$174,243,233
Personal Care Products (18)	150	\$652.46	\$23,417,322
School Books and Supplies (19)	154	\$253.20	\$9,087,770
Smoking Products	121	\$497.21	\$17,845,244
Transportation			
Payments on Vehicles excluding Leases	140	\$2,920.83	\$104,831,433
Gasoline and Motor Oil	138	\$4,256.57	\$152,772,681
Vehicle Maintenance and Repairs	147	\$1,520.49	\$54,572,074
Travel			
Airline Fares	172	\$783.94	\$28,136,270
Lodging on Trips	163	\$755.66	\$27,121,459
Auto/Truck Rental on Trips	166	\$40.00	\$1,435,523
Food and Drink on Trips	160	\$702.30	\$25,206,403

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Retail Goods and Services Expenditures

10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.21732
 Longitude: -76.85769

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Enterprising Professionals (2D)	28.9%	Population	186,493	200,643
Professional Pride (1B)	14.4%	Households	69,739	74,574
Top Tier (1A)	11.7%	Families	48,777	51,931
Urban Chic (2A)	10.4%	Median Age	39.2	40.1
Savvy Suburbanites (1D)	8.1%	Median Household Income	\$108,837	\$117,725
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		175	\$3,528.99	\$246,108,445
Men's		177	\$711.75	\$49,636,952
Women's		175	\$1,196.01	\$83,408,778
Children's		170	\$546.93	\$38,142,688
Footwear		174	\$745.99	\$52,024,483
Watches & Jewelry		185	\$191.43	\$13,349,949
Apparel Products and Services (1)		190	\$136.88	\$9,545,595
Computer				
Computers and Hardware for Home Use		181	\$314.30	\$21,918,748
Portable Memory		177	\$8.32	\$580,201
Computer Software		178	\$23.02	\$1,605,296
Computer Accessories		177	\$31.57	\$2,202,003
Entertainment & Recreation		173	\$5,049.17	\$352,124,035
Fees and Admissions		202	\$1,164.14	\$81,185,640
Membership Fees for Clubs (2)		202	\$385.62	\$26,892,971
Fees for Participant Sports, excl. Trips		200	\$179.05	\$12,486,751
Tickets to Theatre/Operas/Concerts		200	\$105.50	\$7,357,592
Tickets to Movies/Museums/Parks		189	\$125.53	\$8,754,204
Admission to Sporting Events, excl. Trips		194	\$103.25	\$7,200,740
Fees for Recreational Lessons		214	\$263.88	\$18,402,566
Dating Services		188	\$1.30	\$90,816
TV/Video/Audio		161	\$1,937.23	\$135,100,230
Cable and Satellite Television Services		157	\$1,411.31	\$98,423,196
Televisions		171	\$188.45	\$13,142,620
Satellite Dishes		162	\$2.37	\$165,536
VCRs, Video Cameras, and DVD Players		173	\$14.02	\$977,878
Miscellaneous Video Equipment		154	\$11.84	\$825,680
Video Cassettes and DVDs		164	\$30.27	\$2,111,191
Video Game Hardware/Accessories		161	\$41.33	\$2,882,361
Video Game Software		163	\$22.45	\$1,565,637
Streaming/Downloaded Video		175	\$31.74	\$2,213,557
Rental of Video Cassettes and DVDs		167	\$27.34	\$1,906,941
Installation of Televisions		174	\$1.60	\$111,857
Audio (3)		181	\$147.77	\$10,305,359
Rental and Repair of TV/Radio/Sound Equipment		171	\$6.72	\$468,416
Pets		166	\$891.31	\$62,159,131
Toys/Games/Crafts/Hobbies (4)		166	\$189.44	\$13,211,129
Recreational Vehicles and Fees (5)		181	\$195.16	\$13,610,398
Sports/Recreation/Exercise Equipment (6)		179	\$296.92	\$20,706,804
Photo Equipment and Supplies (7)		183	\$100.77	\$7,027,358
Reading (8)		170	\$223.23	\$15,568,110
Catered Affairs (9)		197	\$50.98	\$3,555,237
Food		167	\$13,466.81	\$939,161,983
Food at Home		163	\$8,120.89	\$566,342,716
Bakery and Cereal Products		161	\$1,089.22	\$75,961,007
Meats, Poultry, Fish, and Eggs		161	\$1,784.34	\$124,437,812
Dairy Products		162	\$860.08	\$59,980,934
Fruits and Vegetables		168	\$1,602.72	\$111,772,077
Snacks and Other Food at Home (10)		163	\$2,784.54	\$194,190,886
Food Away from Home		173	\$5,345.92	\$372,819,266
Alcoholic Beverages		179	\$918.17	\$64,032,308

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	192	\$14,412.28	\$1,005,097,994
Value of Retirement Plans	189	\$49,516.68	\$3,453,243,551
Value of Other Financial Assets	168	\$1,896.81	\$132,281,720
Vehicle Loan Amount excluding Interest	163	\$3,977.35	\$277,376,654
Value of Credit Card Debt	173	\$988.39	\$68,929,365
Health			
Nonprescription Drugs	164	\$203.26	\$14,175,388
Prescription Drugs	151	\$634.68	\$44,261,659
Eyeglasses and Contact Lenses	169	\$151.17	\$10,542,471
Home			
Mortgage Payment and Basics (11)	188	\$16,107.17	\$1,123,298,135
Maintenance and Remodeling Services	180	\$3,163.19	\$220,597,969
Maintenance and Remodeling Materials (12)	160	\$581.32	\$40,540,427
Utilities, Fuel, and Public Services	160	\$7,788.25	\$543,144,423
Household Furnishings and Equipment			
Household Textiles (13)	176	\$153.47	\$10,702,624
Furniture	178	\$875.35	\$61,046,084
Rugs	190	\$46.33	\$3,230,708
Major Appliances (14)	173	\$489.63	\$34,146,265
Housewares (15)	172	\$143.52	\$10,009,002
Small Appliances	171	\$80.45	\$5,610,175
Luggage	195	\$17.98	\$1,253,849
Telephones and Accessories	166	\$118.17	\$8,241,208
Household Operations			
Child Care	195	\$825.02	\$57,535,937
Lawn and Garden (16)	172	\$702.02	\$48,957,926
Moving/Storage/Freight Express	177	\$112.61	\$7,853,218
Housekeeping Supplies (17)	165	\$1,160.46	\$80,929,280
Insurance			
Owners and Renters Insurance	160	\$739.34	\$51,560,510
Vehicle Insurance	164	\$1,839.15	\$128,260,164
Life/Other Insurance	176	\$729.45	\$50,871,388
Health Insurance	164	\$5,540.95	\$386,419,982
Personal Care Products (18)	171	\$742.22	\$51,761,605
School Books and Supplies (19)	178	\$291.81	\$20,350,786
Smoking Products	133	\$545.28	\$38,027,096
Transportation			
Payments on Vehicles excluding Leases	162	\$3,363.74	\$234,583,815
Gasoline and Motor Oil	158	\$4,846.88	\$338,016,909
Vehicle Maintenance and Repairs	168	\$1,735.99	\$121,066,337
Travel			
Airline Fares	199	\$905.64	\$63,158,587
Lodging on Trips	190	\$880.35	\$61,394,762
Auto/Truck Rental on Trips	193	\$46.40	\$3,236,189
Food and Drink on Trips	185	\$813.05	\$56,701,556

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21732
Longitude: -76.85769

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,182		4,392		7,950							
Total Employees:	16,753		59,369		122,078							
Total Residential Population:	14,103		88,972		186,493							
Employee/Residential Population Ratio:	1.19:1		0.67:1		0.65:1							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	0.5%	47	0.3%	52	1.2%	438	0.7%	105	1.3%	843	0.7%
Construction	35	3.0%	314	1.9%	217	4.9%	2,198	3.7%	460	5.8%	4,720	3.9%
Manufacturing	17	1.4%	539	3.2%	82	1.9%	2,979	5.0%	159	2.0%	5,479	4.5%
Transportation	19	1.6%	637	3.8%	73	1.7%	1,135	1.9%	130	1.6%	1,812	1.5%
Communication	10	0.8%	73	0.4%	46	1.0%	347	0.6%	84	1.1%	687	0.6%
Utility	1	0.1%	10	0.1%	5	0.1%	116	0.2%	11	0.1%	283	0.2%
Wholesale Trade	15	1.3%	78	0.5%	118	2.7%	1,184	2.0%	239	3.0%	2,678	2.2%
Retail Trade Summary	291	24.6%	5,206	31.1%	786	17.9%	13,151	22.2%	1,485	18.7%	25,281	20.7%
Home Improvement	3	0.3%	28	0.2%	16	0.4%	265	0.4%	48	0.6%	1,012	0.8%
General Merchandise Stores	6	0.5%	733	4.4%	19	0.4%	952	1.6%	34	0.4%	1,687	1.4%
Food Stores	20	1.7%	317	1.9%	54	1.2%	1,524	2.6%	112	1.4%	3,208	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	6	0.5%	46	0.3%	34	0.8%	333	0.6%	93	1.2%	1,266	1.0%
Apparel & Accessory Stores	79	6.7%	1,274	7.6%	103	2.3%	1,535	2.6%	124	1.6%	1,680	1.4%
Furniture & Home Furnishings	39	3.3%	607	3.6%	153	3.5%	2,279	3.8%	281	3.5%	4,388	3.6%
Eating & Drinking Places	53	4.5%	1,463	8.7%	195	4.4%	4,131	7.0%	401	5.0%	8,202	6.7%
Miscellaneous Retail	84	7.1%	738	4.4%	211	4.8%	2,131	3.6%	392	4.9%	3,839	3.1%
Finance, Insurance, Real Estate Summary	198	16.8%	3,082	18.4%	609	13.9%	6,727	11.3%	1,081	13.6%	10,643	8.7%
Banks, Savings & Lending Institutions	49	4.1%	1,674	10.0%	159	3.6%	2,573	4.3%	310	3.9%	3,549	2.9%
Securities Brokers	48	4.1%	340	2.0%	105	2.4%	777	1.3%	154	1.9%	1,096	0.9%
Insurance Carriers & Agents	32	2.7%	385	2.3%	99	2.3%	992	1.7%	176	2.2%	1,613	1.3%
Real Estate, Holding, Other Investment Offices	69	5.8%	682	4.1%	246	5.6%	2,386	4.0%	441	5.5%	4,385	3.6%
Services Summary	513	43.4%	6,663	39.8%	2,077	47.3%	30,068	50.6%	3,546	44.6%	65,256	53.5%
Hotels & Lodging	5	0.4%	225	1.3%	19	0.4%	438	0.7%	34	0.4%	718	0.6%
Automotive Services	4	0.3%	45	0.3%	51	1.2%	463	0.8%	124	1.6%	1,127	0.9%
Motion Pictures & Amusements	20	1.7%	659	3.9%	123	2.8%	2,773	4.7%	212	2.7%	3,744	3.1%
Health Services	100	8.5%	947	5.7%	417	9.5%	5,175	8.7%	662	8.3%	11,691	9.6%
Legal Services	66	5.6%	332	2.0%	121	2.8%	593	1.0%	185	2.3%	839	0.7%
Education Institutions & Libraries	25	2.1%	1,217	7.3%	96	2.2%	4,788	8.1%	184	2.3%	13,224	10.8%
Other Services	293	24.8%	3,239	19.3%	1,251	28.5%	15,838	26.7%	2,145	27.0%	33,915	27.8%
Government	8	0.7%	60	0.4%	28	0.6%	629	1.1%	102	1.3%	3,462	2.8%
Unclassified Establishments	69	5.8%	43	0.3%	299	6.8%	396	0.7%	548	6.9%	934	0.8%
Totals	1,182	100.0%	16,753	100.0%	4,392	100.0%	59,369	100.0%	7,950	100.0%	122,078	100.0%

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10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.21732
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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%	0	0.0%	4	0.1%	40	0.1%	9	0.1%	64	0.1%
Mining	1	0.1%	20	0.1%	1	0.0%	20	0.0%	1	0.0%	20	0.0%
Utilities	1	0.1%	10	0.1%	3	0.1%	26	0.0%	6	0.1%	57	0.0%
Construction	41	3.5%	370	2.2%	261	5.9%	2,673	4.5%	527	6.6%	5,472	4.5%
Manufacturing	13	1.1%	214	1.3%	81	1.8%	2,679	4.5%	165	2.1%	5,214	4.3%
Wholesale Trade	14	1.2%	73	0.4%	110	2.5%	1,157	1.9%	229	2.9%	2,646	2.2%
Retail Trade	234	19.8%	3,713	22.2%	577	13.1%	8,907	15.0%	1,053	13.2%	16,777	13.7%
Motor Vehicle & Parts Dealers	3	0.3%	40	0.2%	14	0.3%	242	0.4%	43	0.5%	1,069	0.9%
Furniture & Home Furnishings Stores	8	0.7%	67	0.4%	36	0.8%	549	0.9%	68	0.9%	986	0.8%
Electronics & Appliance Stores	32	2.7%	543	3.2%	111	2.5%	1,691	2.8%	200	2.5%	3,283	2.7%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.3%	28	0.2%	16	0.4%	265	0.4%	50	0.6%	1,013	0.8%
Food & Beverage Stores	16	1.4%	288	1.7%	50	1.1%	1,488	2.5%	110	1.4%	3,173	2.6%
Health & Personal Care Stores	23	1.9%	257	1.5%	66	1.5%	596	1.0%	101	1.3%	974	0.8%
Gasoline Stations	3	0.3%	6	0.0%	20	0.5%	91	0.2%	50	0.6%	197	0.2%
Clothing & Clothing Accessories Stores	102	8.6%	1,422	8.5%	128	2.9%	1,718	2.9%	157	2.0%	1,931	1.6%
Sport Goods, Hobby, Book, & Music Stores	14	1.2%	162	1.0%	43	1.0%	654	1.1%	72	0.9%	1,113	0.9%
General Merchandise Stores	6	0.5%	733	4.4%	19	0.4%	952	1.6%	34	0.4%	1,687	1.4%
Miscellaneous Store Retailers	20	1.7%	136	0.8%	58	1.3%	560	0.9%	137	1.7%	1,164	1.0%
Nonstore Retailers	3	0.3%	31	0.2%	16	0.4%	100	0.2%	31	0.4%	188	0.2%
Transportation & Warehousing	14	1.2%	105	0.6%	54	1.2%	520	0.9%	98	1.2%	1,156	0.9%
Information	33	2.8%	677	4.0%	105	2.4%	1,494	2.5%	184	2.3%	2,508	2.1%
Finance & Insurance	131	11.1%	2,403	14.3%	374	8.5%	4,481	7.5%	658	8.3%	6,546	5.4%
Central Bank/Credit Intermediation & Related Activities	49	4.1%	1,674	10.0%	157	3.6%	2,561	4.3%	308	3.9%	3,535	2.9%
Securities, Commodity Contracts & Other Financial	50	4.2%	343	2.0%	113	2.6%	803	1.4%	164	2.1%	1,132	0.9%
Insurance Carriers & Related Activities; Funds, Trusts &	32	2.7%	385	2.3%	103	2.3%	1,117	1.9%	186	2.3%	1,879	1.5%
Real Estate, Rental & Leasing	60	5.1%	538	3.2%	235	5.4%	1,942	3.3%	446	5.6%	3,686	3.0%
Professional, Scientific & Tech Services	194	16.4%	1,858	11.1%	685	15.6%	8,720	14.7%	1,139	14.3%	16,926	13.9%
Legal Services	77	6.5%	482	2.9%	140	3.2%	784	1.3%	213	2.7%	1,061	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.0%	9	0.0%	3	0.0%	42	0.0%
Administrative & Support & Waste Management & Remediation	33	2.8%	439	2.6%	192	4.4%	2,121	3.6%	352	4.4%	3,700	3.0%
Educational Services	24	2.0%	1,146	6.8%	119	2.7%	4,800	8.1%	228	2.9%	13,337	10.9%
Health Care & Social Assistance	133	11.3%	1,725	10.3%	542	12.3%	7,417	12.5%	838	10.5%	14,682	12.0%
Arts, Entertainment & Recreation	21	1.8%	634	3.8%	88	2.0%	2,533	4.3%	141	1.8%	3,342	2.7%
Accommodation & Food Services	61	5.2%	1,716	10.2%	222	5.1%	4,631	7.8%	451	5.7%	9,070	7.4%
Accommodation	5	0.4%	225	1.3%	19	0.4%	438	0.7%	34	0.4%	718	0.6%
Food Services & Drinking Places	56	4.7%	1,491	8.9%	203	4.6%	4,194	7.1%	417	5.2%	8,352	6.8%
Other Services (except Public Administration)	97	8.2%	1,011	6.0%	411	9.4%	4,172	7.0%	773	9.7%	12,438	10.2%
Automotive Repair & Maintenance	4	0.3%	45	0.3%	36	0.8%	406	0.7%	90	1.1%	971	0.8%
Public Administration	8	0.7%	60	0.4%	28	0.6%	629	1.1%	102	1.3%	3,462	2.8%
Unclassified Establishments	69	5.8%	43	0.3%	299	6.8%	396	0.7%	548	6.9%	934	0.8%
Total	1,182	100.0%	16,753	100.0%	4,392	100.0%	59,369	100.0%	7,950	100.0%	122,078	100.0%

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