

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

Prepared by Esri
 Latitude: 39.21692
 Longitude: -76.85706

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,403	82,269	156,581
2010 Total Population	13,422	86,318	174,278
2020 Total Population	15,869	90,457	193,802
2020 Group Quarters	29	365	482
2025 Total Population	17,663	94,699	205,678
2020-2025 Annual Rate	2.17%	0.92%	1.20%
2020 Total Daytime Population	17,850	96,320	199,722
Workers	10,940	55,132	110,915
Residents	6,910	41,188	88,807
Household Summary			
2000 Households	5,120	32,371	58,376
2000 Average Household Size	2.19	2.50	2.65
2010 Households	6,283	35,083	66,086
2010 Average Household Size	2.13	2.45	2.63
2020 Households	7,492	36,874	72,846
2020 Average Household Size	2.11	2.44	2.65
2025 Households	8,383	38,647	77,222
2025 Average Household Size	2.10	2.44	2.66
2020-2025 Annual Rate	2.27%	0.94%	1.17%
2010 Families	3,285	22,773	46,612
2010 Average Family Size	2.88	3.03	3.15
2020 Families	3,754	23,329	50,607
2020 Average Family Size	2.92	3.07	3.21
2025 Families	4,155	24,256	53,372
2025 Average Family Size	2.92	3.08	3.22
2020-2025 Annual Rate	2.05%	0.78%	1.07%
Housing Unit Summary			
2000 Housing Units	5,410	33,505	60,165
Owner Occupied Housing Units	49.6%	64.7%	71.4%
Renter Occupied Housing Units	45.0%	31.9%	25.6%
Vacant Housing Units	5.4%	3.4%	3.0%
2010 Housing Units	6,703	36,610	68,788
Owner Occupied Housing Units	40.0%	62.2%	70.1%
Renter Occupied Housing Units	53.7%	33.6%	26.0%
Vacant Housing Units	6.3%	4.2%	3.9%
2020 Housing Units	8,001	38,665	75,706
Owner Occupied Housing Units	34.0%	60.2%	68.3%
Renter Occupied Housing Units	59.6%	35.1%	27.9%
Vacant Housing Units	6.4%	4.6%	3.8%
2025 Housing Units	8,918	40,515	80,177
Owner Occupied Housing Units	32.2%	59.8%	68.1%
Renter Occupied Housing Units	61.8%	35.6%	28.2%
Vacant Housing Units	6.0%	4.6%	3.7%
Median Household Income			
2020	\$84,029	\$102,238	\$116,023
2025	\$89,008	\$108,292	\$124,166
Median Home Value			
2020	\$330,321	\$380,433	\$427,176
2025	\$357,892	\$400,459	\$448,355
Per Capita Income			
2020	\$54,499	\$55,208	\$58,695
2025	\$59,991	\$60,368	\$63,930
Median Age			
2010	35.3	37.9	38.1
2020	37.8	39.8	39.8
2025	38.2	40.8	40.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	7,492	36,874	72,846
<\$15,000	7.2%	5.7%	4.7%
\$15,000 - \$24,999	3.9%	3.3%	2.8%
\$25,000 - \$34,999	6.2%	5.1%	3.9%
\$35,000 - \$49,999	8.6%	7.2%	5.9%
\$50,000 - \$74,999	16.1%	13.0%	11.9%
\$75,000 - \$99,999	18.2%	14.3%	12.6%
\$100,000 - \$149,999	15.9%	19.9%	19.7%
\$150,000 - \$199,999	11.3%	14.6%	15.8%
\$200,000+	12.7%	16.9%	22.7%
Average Household Income	\$115,690	\$136,050	\$155,805
2025 Households by Income			
Household Income Base	8,383	38,647	77,222
<\$15,000	6.2%	5.0%	4.3%
\$15,000 - \$24,999	3.4%	3.0%	2.5%
\$25,000 - \$34,999	5.7%	4.5%	3.5%
\$35,000 - \$49,999	7.9%	6.7%	5.4%
\$50,000 - \$74,999	15.0%	12.1%	11.0%
\$75,000 - \$99,999	18.4%	14.0%	12.1%
\$100,000 - \$149,999	16.5%	20.2%	19.5%
\$150,000 - \$199,999	13.0%	16.0%	16.9%
\$200,000+	13.8%	18.5%	24.9%
Average Household Income	\$126,935	\$148,581	\$169,912
2020 Owner Occupied Housing Units by Value			
Total	2,718	23,284	51,726
<\$50,000	3.6%	1.7%	1.8%
\$50,000 - \$99,999	1.3%	0.6%	0.4%
\$100,000 - \$149,999	1.7%	1.3%	1.0%
\$150,000 - \$199,999	7.5%	3.6%	2.4%
\$200,000 - \$249,999	10.1%	7.5%	5.4%
\$250,000 - \$299,999	16.3%	10.4%	8.1%
\$300,000 - \$399,999	30.9%	31.1%	25.2%
\$400,000 - \$499,999	20.2%	22.3%	20.6%
\$500,000 - \$749,999	6.8%	18.6%	28.4%
\$750,000 - \$999,999	1.4%	2.3%	5.1%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$339,137	\$410,382	\$467,440
2025 Owner Occupied Housing Units by Value			
Total	2,874	24,222	54,576
<\$50,000	3.3%	1.5%	1.6%
\$50,000 - \$99,999	0.5%	0.3%	0.2%
\$100,000 - \$149,999	0.7%	0.6%	0.4%
\$150,000 - \$199,999	3.6%	1.9%	1.2%
\$200,000 - \$249,999	6.9%	5.4%	3.6%
\$250,000 - \$299,999	15.0%	9.0%	6.6%
\$300,000 - \$399,999	34.8%	31.3%	25.1%
\$400,000 - \$499,999	25.1%	25.6%	23.1%
\$500,000 - \$749,999	8.5%	21.3%	31.3%
\$750,000 - \$999,999	1.7%	2.5%	5.2%
\$1,000,000 - \$1,499,999	0.0%	0.4%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$367,930	\$432,341	\$487,599

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	13,421	86,316	174,278
0 - 4	6.3%	6.4%	6.3%
5 - 9	5.9%	6.4%	7.1%
10 - 14	5.3%	6.2%	7.4%
15 - 24	12.0%	11.5%	11.7%
25 - 34	20.1%	15.3%	13.1%
35 - 44	14.3%	14.2%	15.1%
45 - 54	12.2%	14.6%	16.5%
55 - 64	10.2%	13.1%	12.4%
65 - 74	7.1%	7.5%	6.4%
75 - 84	3.9%	3.3%	2.9%
85 +	2.6%	1.5%	1.1%
18 +	79.3%	77.0%	74.5%
2020 Population by Age			
Total	15,867	90,456	193,799
0 - 4	5.6%	5.6%	5.5%
5 - 9	5.4%	5.9%	6.2%
10 - 14	5.4%	6.5%	7.1%
15 - 24	11.8%	11.3%	11.9%
25 - 34	16.5%	13.2%	12.5%
35 - 44	16.9%	15.0%	13.9%
45 - 54	12.4%	13.1%	14.4%
55 - 64	10.6%	12.8%	13.7%
65 - 74	8.2%	9.9%	9.1%
75 - 84	5.0%	5.0%	4.2%
85 +	2.2%	1.8%	1.4%
18 +	80.5%	78.4%	76.9%
2025 Population by Age			
Total	17,664	94,700	205,678
0 - 4	5.6%	5.5%	5.5%
5 - 9	5.2%	5.7%	6.0%
10 - 14	4.9%	5.9%	6.4%
15 - 24	11.3%	10.7%	10.9%
25 - 34	18.1%	14.1%	13.3%
35 - 44	15.7%	14.5%	14.3%
45 - 54	12.7%	13.3%	13.5%
55 - 64	10.1%	12.1%	13.2%
65 - 74	8.2%	9.9%	9.9%
75 - 84	5.8%	6.3%	5.4%
85 +	2.3%	2.1%	1.6%
18 +	81.3%	79.4%	78.1%
2010 Population by Sex			
Males	6,313	41,419	84,382
Females	7,109	44,900	89,896
2020 Population by Sex			
Males	7,534	43,619	94,083
Females	8,335	46,838	99,718
2025 Population by Sex			
Males	8,331	45,695	99,936
Females	9,332	49,003	105,743

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2010 Population by Race/Ethnicity			
Total	13,422	86,318	174,278
White Alone	48.8%	56.2%	60.2%
Black Alone	32.2%	25.3%	19.1%
American Indian Alone	0.9%	0.4%	0.3%
Asian Alone	8.5%	10.5%	14.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	4.7%	3.0%	2.1%
Two or More Races	4.9%	4.5%	3.9%
Hispanic Origin	11.4%	8.4%	6.2%
Diversity Index	72.2	66.9	62.9
2020 Population by Race/Ethnicity			
Total	15,869	90,457	193,801
White Alone	40.5%	47.6%	50.5%
Black Alone	35.8%	28.8%	22.1%
American Indian Alone	0.8%	0.4%	0.3%
Asian Alone	11.7%	14.0%	19.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.4%	3.8%	2.6%
Two or More Races	5.6%	5.4%	4.8%
Hispanic Origin	13.3%	10.8%	8.1%
Diversity Index	76.4	73.4	70.9
2025 Population by Race/Ethnicity			
Total	17,663	94,699	205,678
White Alone	36.3%	42.9%	45.2%
Black Alone	37.1%	30.2%	23.2%
American Indian Alone	0.8%	0.4%	0.3%
Asian Alone	13.9%	16.3%	23.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	5.8%	4.3%	3.0%
Two or More Races	6.0%	5.9%	5.3%
Hispanic Origin	14.6%	12.2%	9.2%
Diversity Index	78.3	76.3	74.1
2010 Population by Relationship and Household Type			
Total	13,422	86,318	174,278
In Households	99.7%	99.4%	99.6%
In Family Households	73.0%	82.0%	85.8%
Householder	24.4%	26.3%	26.7%
Spouse	16.0%	19.8%	21.3%
Child	25.8%	29.8%	32.4%
Other relative	4.4%	4.0%	3.7%
Nonrelative	2.4%	2.0%	1.7%
In Nonfamily Households	26.7%	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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2020 Population 25+ by Educational Attainment			
Total	11,399	64,029	134,250
Less than 9th Grade	0.9%	2.3%	2.0%
9th - 12th Grade, No Diploma	1.3%	2.1%	2.0%
High School Graduate	8.5%	10.4%	10.2%
GED/Alternative Credential	1.6%	1.6%	1.3%
Some College, No Degree	13.9%	14.8%	13.6%
Associate Degree	5.7%	5.8%	5.2%
Bachelor's Degree	36.5%	31.7%	31.6%
Graduate/Professional Degree	31.5%	31.4%	34.1%
2020 Population 15+ by Marital Status			
Total	13,274	74,245	157,339
Never Married	36.8%	32.5%	29.7%
Married	46.0%	53.2%	57.6%
Widowed	5.5%	4.8%	3.9%
Divorced	11.6%	9.5%	8.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,867	54,294	115,074
Population 16+ Employed	90.5%	90.7%	91.2%
Population 16+ Unemployment rate	9.5%	9.3%	8.8%
Population 16-24 Employed	10.1%	9.2%	9.2%
Population 16-24 Unemployment rate	22.5%	20.9%	19.4%
Population 25-54 Employed	68.6%	64.1%	63.8%
Population 25-54 Unemployment rate	8.0%	8.3%	7.9%
Population 55-64 Employed	14.2%	17.5%	19.0%
Population 55-64 Unemployment rate	7.3%	7.1%	6.8%
Population 65+ Employed	7.1%	9.2%	8.1%
Population 65+ Unemployment rate	7.2%	7.1%	6.9%
2020 Employed Population 16+ by Industry			
Total	8,927	49,248	104,953
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	4.9%	4.3%	4.3%
Manufacturing	3.6%	3.9%	5.0%
Wholesale Trade	1.8%	1.0%	1.4%
Retail Trade	6.2%	7.0%	6.5%
Transportation/Utilities	4.3%	3.3%	3.1%
Information	1.5%	2.1%	2.2%
Finance/Insurance/Real Estate	6.1%	6.8%	6.8%
Services	61.6%	60.6%	58.9%
Public Administration	9.9%	10.9%	11.7%
2020 Employed Population 16+ by Occupation			
Total	8,929	49,249	104,953
White Collar	75.6%	77.3%	80.0%
Management/Business/Financial	19.6%	20.1%	21.9%
Professional	37.5%	39.8%	41.1%
Sales	7.0%	7.1%	7.2%
Administrative Support	11.6%	10.3%	9.8%
Services	15.1%	13.2%	11.0%
Blue Collar	9.3%	9.6%	9.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.6%	2.2%	1.9%
Installation/Maintenance/Repair	1.7%	2.0%	2.0%
Production	0.9%	1.7%	1.8%
Transportation/Material Moving	5.1%	3.6%	3.1%

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2010 Households by Type			
Total	6,283	35,083	66,087
Households with 1 Person	39.7%	28.8%	24.0%
Households with 2+ People	60.3%	71.2%	76.0%
Family Households	52.3%	64.9%	70.5%
Husband-wife Families	34.3%	49.0%	56.2%
With Related Children	13.4%	21.5%	28.1%
Other Family (No Spouse Present)	18.0%	15.9%	14.3%
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	14.1%	12.5%	11.0%
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	6,283	35,083	66,085
1 Person Household	39.7%	28.8%	24.0%
2 Person Household	32.0%	33.0%	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%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	6,283	35,083	66,086
Owner Occupied	42.7%	64.9%	72.9%
Owned with a Mortgage/Loan	33.5%	53.8%	61.1%
Owned Free and Clear	9.1%	11.1%	11.8%
Renter Occupied	57.3%	35.1%	27.1%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	130	138	141
Percent of Income for Mortgage	16.4%	15.5%	15.4%
Wealth Index	110	176	210
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,703	36,610	68,788
Housing Units Inside Urbanized Area	100.0%	99.8%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	13,422	86,318	174,278
Population Inside Urbanized Area	100.0%	99.7%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.1%

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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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Laptops and Lattes (3A)	Urban Chic (2A)	Professional Pride (1B)
3.	Bright Young Professionals (8C)	Savvy Suburbanites (1D)	Top Tier (1A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$21,104,539	\$117,291,295	\$263,963,747
Average Spent	\$2,816.94	\$3,180.87	\$3,623.59
Spending Potential Index	131	148	169
Education: Total \$	\$18,032,848	\$109,711,827	\$249,353,374
Average Spent	\$2,406.95	\$2,975.32	\$3,423.02
Spending Potential Index	135	166	191
Entertainment/Recreation: Total \$	\$30,083,358	\$173,657,007	\$392,987,341
Average Spent	\$4,015.40	\$4,709.47	\$5,394.77
Spending Potential Index	124	145	166
Food at Home: Total \$	\$50,491,786	\$282,445,716	\$630,721,524
Average Spent	\$6,739.43	\$7,659.75	\$8,658.29
Spending Potential Index	126	143	162
Food Away from Home: Total \$	\$37,039,400	\$206,179,345	\$463,341,546
Average Spent	\$4,943.86	\$5,591.46	\$6,360.56
Spending Potential Index	131	148	169
Health Care: Total \$	\$50,518,572	\$291,508,386	\$660,059,143
Average Spent	\$6,743.00	\$7,905.53	\$9,061.02
Spending Potential Index	117	138	158
HH Furnishings & Equipment: Total \$	\$20,107,658	\$116,103,655	\$264,665,562
Average Spent	\$2,683.88	\$3,148.66	\$3,633.22
Spending Potential Index	123	144	166
Personal Care Products & Services: Total \$	\$8,853,976	\$49,681,388	\$112,684,353
Average Spent	\$1,181.79	\$1,347.33	\$1,546.88
Spending Potential Index	129	147	168
Shelter: Total \$	\$195,210,930	\$1,113,121,742	\$2,477,446,158
Average Spent	\$26,055.92	\$30,187.17	\$34,009.36
Spending Potential Index	135	156	176
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,151,340	\$118,183,213	\$273,438,485
Average Spent	\$2,689.71	\$3,205.06	\$3,753.65
Spending Potential Index	115	137	160
Travel: Total \$	\$23,224,999	\$139,228,214	\$316,914,336
Average Spent	\$3,099.97	\$3,775.78	\$4,350.47
Spending Potential Index	129	157	180
Vehicle Maintenance & Repairs: Total \$	\$10,467,550	\$58,812,629	\$132,502,866
Average Spent	\$1,397.16	\$1,594.96	\$1,818.94
Spending Potential Index	121	138	157

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

10175 Little Patuxent Pkwy, Columbia, Maryland, 21044 5
 10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.21692
 Longitude: -76.85706

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	31.4%	Population	15,869	17,663
Laptops and Lattes (3A)	17.7%	Households	7,492	8,383
Bright Young Professionals (8C)	15.1%	Families	3,754	4,155
Golden Years (9B)	14.0%	Median Age	37.8	38.2
Young and Restless (11B)	6.8%	Median Household Income	\$84,029	\$89,008
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,816.94	\$21,104,539
Men's		134	\$560.53	\$4,199,523
Women's		131	\$984.75	\$7,377,777
Children's		128	\$408.18	\$3,058,077
Footwear		130	\$624.82	\$4,681,170
Watches & Jewelry		134	\$156.63	\$1,173,436
Apparel Products and Services (1)		142	\$82.03	\$614,556
Computer				
Computers and Hardware for Home Use		135	\$220.23	\$1,649,987
Portable Memory		134	\$5.19	\$38,917
Computer Software		139	\$13.48	\$100,957
Computer Accessories		127	\$22.38	\$167,652
Entertainment & Recreation		124	\$4,015.40	\$30,083,358
Fees and Admissions		135	\$965.54	\$7,233,806
Membership Fees for Clubs (2)		136	\$326.51	\$2,446,196
Fees for Participant Sports, excl. Trips		129	\$126.94	\$951,042
Tickets to Theatre/Operas/Concerts		138	\$111.51	\$835,440
Tickets to Movies		134	\$76.72	\$574,774
Tickets to Parks or Museums		131	\$43.02	\$322,295
Admission to Sporting Events, excl. Trips		127	\$79.81	\$597,932
Fees for Recreational Lessons		138	\$199.74	\$1,496,470
Dating Services		159	\$1.29	\$9,658
TV/Video/Audio		121	\$1,409.49	\$10,559,882
Cable and Satellite Television Services		118	\$956.15	\$7,163,486
Televisions		125	\$134.48	\$1,007,559
Satellite Dishes		111	\$1.30	\$9,773
VCRs, Video Cameras, and DVD Players		120	\$6.27	\$47,012
Miscellaneous Video Equipment		121	\$30.17	\$226,039
Video Cassettes and DVDs		120	\$12.04	\$90,172
Video Game Hardware/Accessories		132	\$37.54	\$281,238
Video Game Software		131	\$21.55	\$161,444
Rental/Streaming/Downloaded Video		132	\$71.19	\$533,346
Installation of Televisions		126	\$1.36	\$10,165
Audio (3)		126	\$134.09	\$1,004,579
Rental and Repair of TV/Radio/Sound Equipment		138	\$3.35	\$25,069
Pets		115	\$798.29	\$5,980,756
Toys/Games/Crafts/Hobbies (4)		125	\$151.90	\$1,138,004
Recreational Vehicles and Fees (5)		121	\$189.06	\$1,416,424
Sports/Recreation/Exercise Equipment (6)		124	\$251.95	\$1,887,598
Photo Equipment and Supplies (7)		139	\$71.34	\$534,456
Reading (8)		125	\$134.94	\$1,010,945
Catered Affairs (9)		144	\$42.91	\$321,488
Food		128	\$11,683.29	\$87,531,186
Food at Home		126	\$6,739.43	\$50,491,786
Bakery and Cereal Products		125	\$868.81	\$6,509,114
Meats, Poultry, Fish, and Eggs		127	\$1,482.81	\$11,109,240
Dairy Products		126	\$691.77	\$5,182,710
Fruits and Vegetables		129	\$1,349.32	\$10,109,095
Snacks and Other Food at Home (10)		125	\$2,346.72	\$17,581,627
Food Away from Home		131	\$4,943.86	\$37,039,400
Alcoholic Beverages		137	\$849.70	\$6,365,937

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

10175 Little Patuxent Pkwy, Columbia, Maryland, 21044 5
 10175 Little Patuxent Pkwy, Columbia, Maryland, 21044
 Ring: 1 mile radius

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 Latitude: 39.21692
 Longitude: -76.85706

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	119	\$29,035.95	\$217,537,311
Value of Retirement Plans	116	\$110,878.12	\$830,698,873
Value of Other Financial Assets	117	\$9,571.12	\$71,706,814
Vehicle Loan Amount excluding Interest	122	\$3,566.10	\$26,717,208
Value of Credit Card Debt	125	\$3,257.97	\$24,408,696
Health			
Nonprescription Drugs	117	\$173.25	\$1,298,001
Prescription Drugs	107	\$373.36	\$2,797,216
Eyeglasses and Contact Lenses	117	\$109.32	\$819,016
Home			
Mortgage Payment and Basics (11)	117	\$12,282.58	\$92,021,099
Maintenance and Remodeling Services	116	\$2,989.01	\$22,393,656
Maintenance and Remodeling Materials (12)	109	\$598.59	\$4,484,614
Utilities, Fuel, and Public Services	119	\$5,821.43	\$43,614,189
Household Furnishings and Equipment			
Household Textiles (13)	125	\$126.80	\$949,955
Furniture	126	\$806.63	\$6,043,243
Rugs	119	\$41.82	\$313,347
Major Appliances (14)	113	\$403.52	\$3,023,158
Housewares (15)	122	\$118.44	\$887,325
Small Appliances	127	\$62.56	\$468,694
Luggage	136	\$19.96	\$149,503
Telephones and Accessories	132	\$116.44	\$872,377
Household Operations			
Child Care	144	\$741.63	\$5,556,261
Lawn and Garden (16)	113	\$551.47	\$4,131,579
Moving/Storage/Freight Express	142	\$85.65	\$641,689
Housekeeping Supplies (17)	122	\$944.18	\$7,073,818
Insurance			
Owners and Renters Insurance	106	\$635.50	\$4,761,173
Vehicle Insurance	123	\$2,214.42	\$16,590,437
Life/Other Insurance	114	\$619.08	\$4,638,130
Health Insurance	119	\$4,395.67	\$32,932,324
Personal Care Products (18)	127	\$633.30	\$4,744,717
School Books and Supplies (19)	129	\$189.59	\$1,420,381
Smoking Products	116	\$464.43	\$3,479,513
Transportation			
Payments on Vehicles excluding Leases	116	\$2,992.17	\$22,417,362
Gasoline and Motor Oil	121	\$2,854.13	\$21,383,173
Vehicle Maintenance and Repairs	121	\$1,397.16	\$10,467,550
Travel			
Airline Fares	136	\$816.15	\$6,114,630
Lodging on Trips	126	\$818.47	\$6,131,982
Auto/Truck Rental on Trips	136	\$39.30	\$294,408
Food and Drink on Trips	128	\$731.25	\$5,478,544

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

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	28.4%	Population	90,457	94,699
Urban Chic (2A)	13.2%	Households	36,874	38,647
Savvy Suburbanites (1D)	12.6%	Families	23,329	24,256
City Lights (8A)	8.7%	Median Age	39.8	40.8
Top Tier (1A)	7.0%	Median Household Income	\$102,238	\$108,292
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		148	\$3,180.87	\$117,291,295
Men's		151	\$633.49	\$23,359,493
Women's		151	\$1,136.61	\$41,911,373
Children's		141	\$448.21	\$16,527,370
Footwear		145	\$693.38	\$25,567,645
Watches & Jewelry		148	\$172.91	\$6,375,937
Apparel Products and Services (1)		166	\$96.26	\$3,549,478
Computer				
Computers and Hardware for Home Use		156	\$253.52	\$9,348,339
Portable Memory		153	\$5.93	\$218,754
Computer Software		158	\$15.38	\$567,270
Computer Accessories		147	\$25.88	\$954,125
Entertainment & Recreation		145	\$4,709.47	\$173,657,007
Fees and Admissions		164	\$1,174.38	\$43,304,005
Membership Fees for Clubs (2)		165	\$395.63	\$14,588,602
Fees for Participant Sports, excl. Trips		157	\$154.77	\$5,706,820
Tickets to Theatre/Operas/Concerts		167	\$135.25	\$4,987,287
Tickets to Movies		152	\$87.02	\$3,208,611
Tickets to Parks or Museums		154	\$50.54	\$1,863,484
Admission to Sporting Events, excl. Trips		156	\$98.23	\$3,621,991
Fees for Recreational Lessons		174	\$251.58	\$9,276,764
Dating Services		169	\$1.37	\$50,445
TV/Video/Audio		137	\$1,597.46	\$58,904,734
Cable and Satellite Television Services		136	\$1,097.57	\$40,471,719
Televisions		136	\$147.22	\$5,428,614
Satellite Dishes		129	\$1.51	\$55,678
VCRs, Video Cameras, and DVD Players		136	\$7.08	\$261,011
Miscellaneous Video Equipment		137	\$34.09	\$1,256,975
Video Cassettes and DVDs		134	\$13.41	\$494,520
Video Game Hardware/Accessories		137	\$38.93	\$1,435,463
Video Game Software		137	\$22.58	\$832,478
Rental/Streaming/Downloaded Video		141	\$76.08	\$2,805,247
Installation of Televisions		166	\$1.79	\$65,874
Audio (3)		145	\$153.81	\$5,671,415
Rental and Repair of TV/Radio/Sound Equipment		140	\$3.41	\$125,740
Pets		136	\$943.29	\$34,782,890
Toys/Games/Crafts/Hobbies (4)		140	\$170.04	\$6,270,029
Recreational Vehicles and Fees (5)		163	\$254.50	\$9,384,582
Sports/Recreation/Exercise Equipment (6)		140	\$283.60	\$10,457,559
Photo Equipment and Supplies (7)		153	\$78.49	\$2,894,374
Reading (8)		149	\$160.63	\$5,923,227
Catered Affairs (9)		157	\$47.07	\$1,735,607
Food		145	\$13,251.21	\$488,625,060
Food at Home		143	\$7,659.75	\$282,445,716
Bakery and Cereal Products		143	\$991.66	\$36,566,615
Meats, Poultry, Fish, and Eggs		144	\$1,681.45	\$62,001,736
Dairy Products		144	\$792.53	\$29,223,885
Fruits and Vegetables		148	\$1,548.07	\$57,083,497
Snacks and Other Food at Home (10)		141	\$2,646.04	\$97,569,982
Food Away from Home		148	\$5,591.46	\$206,179,345
Alcoholic Beverages		160	\$995.87	\$36,721,883

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	153	\$37,430.16	\$1,380,199,837
Value of Retirement Plans	154	\$147,226.96	\$5,428,846,881
Value of Other Financial Assets	154	\$12,635.87	\$465,935,003
Vehicle Loan Amount excluding Interest	135	\$3,945.70	\$145,493,653
Value of Credit Card Debt	146	\$3,801.98	\$140,194,372
Health			
Nonprescription Drugs	133	\$196.78	\$7,256,004
Prescription Drugs	126	\$439.23	\$16,196,294
Eyeglasses and Contact Lenses	138	\$129.40	\$4,771,493
Home			
Mortgage Payment and Basics (11)	155	\$16,289.86	\$600,672,363
Maintenance and Remodeling Services	156	\$4,016.88	\$148,118,259
Maintenance and Remodeling Materials (12)	143	\$787.30	\$29,031,002
Utilities, Fuel, and Public Services	136	\$6,663.29	\$245,702,069
Household Furnishings and Equipment			
Household Textiles (13)	142	\$143.84	\$5,304,101
Furniture	145	\$926.45	\$34,161,786
Rugs	145	\$50.84	\$1,874,494
Major Appliances (14)	139	\$499.06	\$18,402,519
Housewares (15)	141	\$136.49	\$5,033,096
Small Appliances	142	\$70.26	\$2,590,928
Luggage	156	\$22.91	\$844,637
Telephones and Accessories	154	\$135.77	\$5,006,221
Household Operations			
Child Care	164	\$844.43	\$31,137,384
Lawn and Garden (16)	146	\$713.31	\$26,302,735
Moving/Storage/Freight Express	153	\$92.08	\$3,395,251
Housekeeping Supplies (17)	138	\$1,071.32	\$39,503,861
Insurance			
Owners and Renters Insurance	131	\$787.04	\$29,021,460
Vehicle Insurance	137	\$2,461.87	\$90,778,925
Life/Other Insurance	142	\$766.69	\$28,270,953
Health Insurance	139	\$5,155.07	\$190,087,911
Personal Care Products (18)	142	\$707.31	\$26,081,287
School Books and Supplies (19)	147	\$217.07	\$8,004,302
Smoking Products	120	\$481.99	\$17,772,967
Transportation			
Payments on Vehicles excluding Leases	131	\$3,378.91	\$124,593,983
Gasoline and Motor Oil	136	\$3,228.16	\$119,035,005
Vehicle Maintenance and Repairs	138	\$1,594.96	\$58,812,629
Travel			
Airline Fares	165	\$990.63	\$36,528,373
Lodging on Trips	156	\$1,014.50	\$37,408,611
Auto/Truck Rental on Trips	163	\$47.05	\$1,734,985
Food and Drink on Trips	154	\$883.62	\$32,582,624

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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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	28.1%	Population	193,802	205,678
Professional Pride (1B)	14.5%	Households	72,846	77,222
Top Tier (1A)	11.4%	Families	50,607	53,372
Urban Chic (2A)	9.9%	Median Age	39.8	40.6
Savvy Suburbanites (1D)	7.7%	Median Household Income	\$116,023	\$124,166
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		169	\$3,623.59	\$263,963,747
Men's		171	\$718.39	\$52,332,199
Women's		172	\$1,296.23	\$94,425,076
Children's		164	\$520.53	\$37,918,791
Footwear		163	\$782.54	\$57,004,545
Watches & Jewelry		169	\$197.45	\$14,383,780
Apparel Products and Services (1)		187	\$108.44	\$7,899,357
Computer				
Computers and Hardware for Home Use		177	\$287.81	\$20,965,643
Portable Memory		173	\$6.68	\$486,369
Computer Software		178	\$17.35	\$1,263,910
Computer Accessories		168	\$29.65	\$2,159,771
Entertainment & Recreation		166	\$5,394.77	\$392,987,341
Fees and Admissions		189	\$1,359.51	\$99,034,681
Membership Fees for Clubs (2)		190	\$454.62	\$33,117,414
Fees for Participant Sports, excl. Trips		186	\$182.85	\$13,320,062
Tickets to Theatre/Operas/Concerts		190	\$153.64	\$11,192,111
Tickets to Movies		174	\$99.90	\$7,277,287
Tickets to Parks or Museums		176	\$57.70	\$4,203,169
Admission to Sporting Events, excl. Trips		184	\$115.60	\$8,420,885
Fees for Recreational Lessons		203	\$293.73	\$21,397,339
Dating Services		180	\$1.46	\$106,414
TV/Video/Audio		155	\$1,811.15	\$131,935,143
Cable and Satellite Television Services		153	\$1,237.60	\$90,154,290
Televisions		157	\$169.13	\$12,320,200
Satellite Dishes		155	\$1.81	\$131,797
VCRs, Video Cameras, and DVD Players		157	\$8.21	\$597,753
Miscellaneous Video Equipment		159	\$39.56	\$2,881,543
Video Cassettes and DVDs		154	\$15.39	\$1,121,429
Video Game Hardware/Accessories		155	\$44.07	\$3,210,013
Video Game Software		155	\$25.49	\$1,856,657
Rental/Streaming/Downloaded Video		160	\$86.51	\$6,302,045
Installation of Televisions		200	\$2.16	\$157,179
Audio (3)		167	\$177.49	\$12,929,719
Rental and Repair of TV/Radio/Sound Equipment		154	\$3.74	\$272,519
Pets		155	\$1,078.74	\$78,581,778
Toys/Games/Crafts/Hobbies (4)		160	\$194.69	\$14,182,682
Recreational Vehicles and Fees (5)		189	\$294.64	\$21,463,357
Sports/Recreation/Exercise Equipment (6)		164	\$333.28	\$24,278,443
Photo Equipment and Supplies (7)		174	\$88.84	\$6,471,309
Reading (8)		169	\$182.05	\$13,261,965
Catered Affairs (9)		173	\$51.86	\$3,777,983
Food		165	\$15,018.85	\$1,094,063,071
Food at Home		162	\$8,658.29	\$630,721,524
Bakery and Cereal Products		162	\$1,122.54	\$81,772,198
Meats, Poultry, Fish, and Eggs		163	\$1,897.07	\$138,194,285
Dairy Products		163	\$895.57	\$65,238,620
Fruits and Vegetables		167	\$1,746.05	\$127,192,866
Snacks and Other Food at Home (10)		159	\$2,997.06	\$218,323,555
Food Away from Home		169	\$6,360.56	\$463,341,546
Alcoholic Beverages		183	\$1,137.42	\$82,856,199

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	181	\$44,164.19	\$3,217,184,525
Value of Retirement Plans	182	\$173,603.34	\$12,646,308,698
Value of Other Financial Assets	179	\$14,620.69	\$1,065,058,735
Vehicle Loan Amount excluding Interest	157	\$4,591.43	\$334,466,949
Value of Credit Card Debt	167	\$4,335.76	\$315,842,432
Health			
Nonprescription Drugs	150	\$222.94	\$16,240,172
Prescription Drugs	144	\$504.05	\$36,718,268
Eyeglasses and Contact Lenses	159	\$148.39	\$10,809,584
Home			
Mortgage Payment and Basics (11)	184	\$19,254.84	\$1,402,637,816
Maintenance and Remodeling Services	183	\$4,711.06	\$343,181,705
Maintenance and Remodeling Materials (12)	168	\$925.78	\$67,439,562
Utilities, Fuel, and Public Services	155	\$7,562.63	\$550,907,187
Household Furnishings and Equipment			
Household Textiles (13)	162	\$163.53	\$11,912,649
Furniture	166	\$1,062.22	\$77,378,518
Rugs	172	\$60.40	\$4,400,002
Major Appliances (14)	163	\$583.15	\$42,480,339
Housewares (15)	163	\$157.75	\$11,491,218
Small Appliances	160	\$79.17	\$5,766,917
Luggage	178	\$26.15	\$1,904,812
Telephones and Accessories	177	\$156.24	\$11,381,774
Household Operations			
Child Care	191	\$986.27	\$71,845,500
Lawn and Garden (16)	170	\$829.89	\$60,454,219
Moving/Storage/Freight Express	171	\$102.59	\$7,473,212
Housekeeping Supplies (17)	158	\$1,224.04	\$89,166,502
Insurance			
Owners and Renters Insurance	155	\$928.26	\$67,619,743
Vehicle Insurance	155	\$2,790.43	\$203,271,722
Life/Other Insurance	166	\$896.22	\$65,285,973
Health Insurance	159	\$5,906.00	\$430,228,142
Personal Care Products (18)	162	\$807.69	\$58,836,831
School Books and Supplies (19)	169	\$249.67	\$18,187,622
Smoking Products	131	\$525.26	\$38,263,201
Transportation			
Payments on Vehicles excluding Leases	153	\$3,939.95	\$287,009,308
Gasoline and Motor Oil	155	\$3,676.76	\$267,837,294
Vehicle Maintenance and Repairs	157	\$1,818.94	\$132,502,866
Travel			
Airline Fares	189	\$1,134.29	\$82,628,815
Lodging on Trips	180	\$1,172.75	\$85,429,838
Auto/Truck Rental on Trips	187	\$53.76	\$3,916,067
Food and Drink on Trips	177	\$1,017.14	\$74,094,826

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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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,206		4,505		8,177							
Total Employees:	18,834		67,544		121,601							
Total Residential Population:	15,869		90,457		193,802							
Employee/Residential Population Ratio (per 100 Residents)	119		75		63							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.2%	79	0.4%	41	0.9%	447	0.7%	92	1.1%	834	0.7%
Construction	44	3.6%	310	1.6%	191	4.2%	3,049	4.5%	396	4.8%	5,214	4.3%
Manufacturing	11	0.9%	100	0.5%	63	1.4%	1,461	2.2%	119	1.5%	3,314	2.7%
Transportation	12	1.0%	612	3.2%	56	1.2%	914	1.4%	107	1.3%	1,347	1.1%
Communication	10	0.8%	56	0.3%	43	1.0%	403	0.6%	74	0.9%	635	0.5%
Utility	2	0.2%	13	0.1%	7	0.2%	195	0.3%	13	0.2%	285	0.2%
Wholesale Trade	14	1.2%	70	0.4%	90	2.0%	854	1.3%	171	2.1%	1,711	1.4%
Retail Trade Summary	254	21.1%	4,417	23.5%	700	15.5%	11,269	16.7%	1,353	16.5%	22,106	18.2%
Home Improvement	5	0.4%	46	0.2%	19	0.4%	273	0.4%	47	0.6%	968	0.8%
General Merchandise Stores	6	0.5%	659	3.5%	24	0.5%	1,025	1.5%	48	0.6%	1,751	1.4%
Food Stores	18	1.5%	318	1.7%	57	1.3%	1,358	2.0%	118	1.4%	2,935	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	5	0.4%	30	0.2%	30	0.7%	333	0.5%	76	0.9%	1,269	1.0%
Apparel & Accessory Stores	72	6.0%	1,119	5.9%	91	2.0%	1,282	1.9%	117	1.4%	1,458	1.2%
Furniture & Home Furnishings	11	0.9%	115	0.6%	62	1.4%	859	1.3%	120	1.5%	1,806	1.5%
Eating & Drinking Places	56	4.6%	1,462	7.8%	207	4.6%	4,122	6.1%	431	5.3%	8,135	6.7%
Miscellaneous Retail	81	6.7%	669	3.6%	210	4.7%	2,016	3.0%	395	4.8%	3,784	3.1%
Finance, Insurance, Real Estate Summary	162	13.4%	1,704	9.0%	527	11.7%	6,168	9.1%	926	11.3%	10,084	8.3%
Banks, Savings & Lending Institutions	24	2.0%	560	3.0%	86	1.9%	1,529	2.3%	145	1.8%	2,422	2.0%
Securities Brokers	42	3.5%	344	1.8%	95	2.1%	740	1.1%	157	1.9%	1,138	0.9%
Insurance Carriers & Agents	22	1.8%	134	0.7%	80	1.8%	618	0.9%	155	1.9%	1,178	1.0%
Real Estate, Holding, Other Investment Offices	74	6.1%	666	3.5%	267	5.9%	3,282	4.9%	468	5.7%	5,346	4.4%
Services Summary	574	47.6%	11,380	60.4%	2,231	49.5%	41,690	61.7%	3,787	46.3%	66,878	55.0%
Hotels & Lodging	3	0.2%	214	1.1%	15	0.3%	454	0.7%	32	0.4%	836	0.7%
Automotive Services	4	0.3%	10	0.1%	40	0.9%	385	0.6%	105	1.3%	959	0.8%
Motion Pictures & Amusements	25	2.1%	466	2.5%	144	3.2%	2,778	4.1%	251	3.1%	3,950	3.2%
Health Services	127	10.5%	1,780	9.5%	489	10.9%	7,381	10.9%	733	9.0%	10,552	8.7%
Legal Services	64	5.3%	325	1.7%	118	2.6%	547	0.8%	178	2.2%	831	0.7%
Education Institutions & Libraries	26	2.2%	4,797	25.5%	106	2.4%	14,521	21.5%	183	2.2%	24,171	19.9%
Other Services	325	26.9%	3,787	20.1%	1,319	29.3%	15,624	23.1%	2,306	28.2%	25,579	21.0%
Government	5	0.4%	40	0.2%	26	0.6%	506	0.7%	81	1.0%	2,724	2.2%
Unclassified Establishments	115	9.5%	54	0.3%	530	11.8%	587	0.9%	1,058	12.9%	6,470	5.3%
Totals	1,206	100.0%	18,834	100.0%	4,505	100.0%	67,544	100.0%	8,177	100.0%	121,601	100.0%

Source: Copyright 2020 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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.

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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%	45	0.1%	10	0.1%	131	0.1%
Mining	1	0.1%	55	0.3%	3	0.1%	71	0.1%	3	0.0%	73	0.1%
Utilities	1	0.1%	10	0.1%	3	0.1%	121	0.2%	6	0.1%	148	0.1%
Construction	49	4.1%	343	1.8%	221	4.9%	3,433	5.1%	447	5.5%	5,827	4.8%
Manufacturing	9	0.7%	92	0.5%	64	1.4%	1,500	2.2%	128	1.6%	3,461	2.8%
Wholesale Trade	12	1.0%	59	0.3%	83	1.8%	825	1.2%	161	2.0%	1,675	1.4%
Retail Trade	196	16.3%	2,929	15.6%	482	10.7%	7,037	10.4%	893	10.9%	13,667	11.2%
Motor Vehicle & Parts Dealers	3	0.2%	21	0.1%	17	0.4%	257	0.4%	48	0.6%	1,113	0.9%
Furniture & Home Furnishings Stores	5	0.4%	58	0.3%	28	0.6%	439	0.6%	48	0.6%	794	0.7%
Electronics & Appliance Stores	7	0.6%	61	0.3%	31	0.7%	429	0.6%	65	0.8%	973	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	5	0.4%	46	0.2%	18	0.4%	269	0.4%	47	0.6%	966	0.8%
Food & Beverage Stores	14	1.2%	282	1.5%	55	1.2%	1,319	2.0%	116	1.4%	2,878	2.4%
Health & Personal Care Stores	28	2.3%	294	1.6%	66	1.5%	788	1.2%	107	1.3%	1,413	1.2%
Gasoline Stations	1	0.1%	9	0.0%	13	0.3%	77	0.1%	28	0.3%	157	0.1%
Clothing & Clothing Accessories Stores	90	7.5%	1,233	6.5%	115	2.6%	1,413	2.1%	150	1.8%	1,617	1.3%
Sport Goods, Hobby, Book, & Music Stores	13	1.1%	128	0.7%	40	0.9%	507	0.8%	68	0.8%	896	0.7%
General Merchandise Stores	6	0.5%	659	3.5%	24	0.5%	1,025	1.5%	48	0.6%	1,751	1.4%
Miscellaneous Store Retailers	15	1.2%	95	0.5%	47	1.0%	446	0.7%	114	1.4%	1,014	0.8%
Nonstore Retailers	8	0.7%	43	0.2%	28	0.6%	68	0.1%	53	0.6%	96	0.1%
Transportation & Warehousing	9	0.7%	84	0.4%	43	1.0%	345	0.5%	87	1.1%	745	0.6%
Information	45	3.7%	774	4.1%	152	3.4%	2,341	3.5%	259	3.2%	3,653	3.0%
Finance & Insurance	92	7.6%	1,045	5.5%	274	6.1%	3,026	4.5%	476	5.8%	5,012	4.1%
Central Bank/Credit Intermediation & Related Activities	24	2.0%	560	3.0%	85	1.9%	1,527	2.3%	145	1.8%	2,419	2.0%
Securities, Commodity Contracts & Other Financial	46	3.8%	351	1.9%	106	2.4%	771	1.1%	171	2.1%	1,180	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	22	1.8%	134	0.7%	83	1.8%	727	1.1%	160	2.0%	1,414	1.2%
Real Estate, Rental & Leasing	63	5.2%	625	3.3%	237	5.3%	2,867	4.2%	431	5.3%	4,618	3.8%
Professional, Scientific & Tech Services	191	15.8%	1,850	9.8%	692	15.4%	8,240	12.2%	1,172	14.3%	13,660	11.2%
Legal Services	72	6.0%	356	1.9%	139	3.1%	629	0.9%	208	2.5%	949	0.8%
Management of Companies & Enterprises	1	0.1%	9	0.0%	10	0.2%	67	0.1%	25	0.3%	172	0.1%
Administrative & Support & Waste Management & Remediation	35	2.9%	393	2.1%	164	3.6%	1,457	2.2%	302	3.7%	2,449	2.0%
Educational Services	30	2.5%	4,774	25.3%	129	2.9%	14,539	21.5%	234	2.9%	24,411	20.1%
Health Care & Social Assistance	159	13.2%	2,600	13.8%	624	13.9%	9,543	14.1%	932	11.4%	13,569	11.2%
Arts, Entertainment & Recreation	25	2.1%	460	2.4%	116	2.6%	2,538	3.8%	192	2.3%	3,468	2.9%
Accommodation & Food Services	63	5.2%	1,708	9.1%	231	5.1%	4,650	6.9%	481	5.9%	9,135	7.5%
Accommodation	3	0.2%	214	1.1%	15	0.3%	454	0.7%	32	0.4%	836	0.7%
Food Services & Drinking Places	60	5.0%	1,494	7.9%	216	4.8%	4,196	6.2%	448	5.5%	8,299	6.8%
Other Services (except Public Administration)	106	8.8%	931	4.9%	417	9.3%	3,806	5.6%	799	9.8%	6,534	5.4%
Automotive Repair & Maintenance	3	0.2%	8	0.0%	27	0.6%	330	0.5%	79	1.0%	844	0.7%
Public Administration	5	0.4%	40	0.2%	26	0.6%	506	0.7%	81	1.0%	2,724	2.2%
Unclassified Establishments	115	9.5%	54	0.3%	530	11.8%	587	0.9%	1,058	12.9%	6,470	5.3%
Total	1,206	100.0%	18,834	100.0%	4,505	100.0%	67,544	100.0%	8,177	100.0%	121,601	100.0%

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