

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,062	73,406	167,717
2010 Total Population	4,203	78,427	187,637
2020 Total Population	4,603	90,444	217,409
2020 Group Quarters	7	796	6,364
2025 Total Population	4,848	95,703	230,795
2020-2025 Annual Rate	1.04%	1.14%	1.20%
2020 Total Daytime Population	10,199	101,453	228,547
Workers	8,095	60,470	132,934
Residents	2,104	40,983	95,613
<b>Household Summary</b>			
2000 Households	1,468	27,778	61,070
2000 Average Household Size	2.73	2.58	2.60
2010 Households	1,614	30,084	69,744
2010 Average Household Size	2.60	2.57	2.60
2020 Households	1,772	34,176	80,196
2020 Average Household Size	2.59	2.62	2.63
2025 Households	1,868	36,097	85,155
2025 Average Household Size	2.59	2.63	2.64
2020-2025 Annual Rate	1.06%	1.10%	1.21%
2010 Families	1,080	20,077	47,716
2010 Average Family Size	3.16	3.13	3.14
2020 Families	1,157	22,562	54,062
2020 Average Family Size	3.19	3.22	3.21
2025 Families	1,210	23,685	57,057
2025 Average Family Size	3.20	3.24	3.22
2020-2025 Annual Rate	0.90%	0.98%	1.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,519	28,685	63,243
Owner Occupied Housing Units	75.9%	68.5%	67.8%
Renter Occupied Housing Units	20.7%	28.4%	28.8%
Vacant Housing Units	3.4%	3.2%	3.4%
2010 Housing Units	1,666	31,340	72,961
Owner Occupied Housing Units	74.3%	67.0%	66.4%
Renter Occupied Housing Units	22.6%	29.0%	29.1%
Vacant Housing Units	3.1%	4.0%	4.4%
2020 Housing Units	1,812	35,519	83,859
Owner Occupied Housing Units	69.2%	64.5%	64.2%
Renter Occupied Housing Units	28.6%	31.7%	31.4%
Vacant Housing Units	2.2%	3.8%	4.4%
2025 Housing Units	1,910	37,478	88,942
Owner Occupied Housing Units	69.7%	64.3%	63.9%
Renter Occupied Housing Units	28.1%	32.0%	31.8%
Vacant Housing Units	2.2%	3.7%	4.3%
<b>Median Household Income</b>			
2020	\$110,076	\$103,159	\$107,668
2025	\$116,176	\$110,068	\$114,774
<b>Median Home Value</b>			
2020	\$342,020	\$351,693	\$385,864
2025	\$351,691	\$369,131	\$408,210
<b>Per Capita Income</b>			
2020	\$50,634	\$49,413	\$51,847
2025	\$55,179	\$54,556	\$56,810
<b>Median Age</b>			
2010	36.4	35.6	36.3
2020	38.7	37.4	37.9
2025	39.4	37.8	38.5

**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.

	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	1,772	34,176	80,196
<\$15,000	4.2%	4.9%	4.9%
\$15,000 - \$24,999	3.9%	3.3%	3.0%
\$25,000 - \$34,999	4.5%	4.4%	4.4%
\$35,000 - \$49,999	4.9%	6.6%	6.6%
\$50,000 - \$74,999	12.9%	14.5%	13.0%
\$75,000 - \$99,999	12.6%	14.1%	13.6%
\$100,000 - \$149,999	24.4%	22.2%	20.6%
\$150,000 - \$199,999	20.1%	14.9%	15.2%
\$200,000+	12.5%	15.1%	18.8%
Average Household Income	\$129,784	\$129,190	\$140,500
<b>2025 Households by Income</b>			
Household Income Base	1,868	36,097	85,155
<\$15,000	4.0%	4.3%	4.4%
\$15,000 - \$24,999	3.5%	2.9%	2.7%
\$25,000 - \$34,999	3.9%	3.7%	3.8%
\$35,000 - \$49,999	4.4%	6.1%	6.1%
\$50,000 - \$74,999	11.7%	13.1%	11.8%
\$75,000 - \$99,999	11.9%	13.4%	13.1%
\$100,000 - \$149,999	24.6%	22.5%	20.7%
\$150,000 - \$199,999	22.1%	16.7%	16.6%
\$200,000+	14.0%	17.2%	20.8%
Average Household Income	\$141,612	\$142,860	\$153,939
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,254	22,908	53,845
<\$50,000	1.8%	3.5%	2.5%
\$50,000 - \$99,999	0.0%	1.0%	0.6%
\$100,000 - \$149,999	0.9%	2.1%	1.3%
\$150,000 - \$199,999	0.8%	3.1%	3.1%
\$200,000 - \$249,999	9.6%	8.4%	6.8%
\$250,000 - \$299,999	14.1%	12.9%	10.6%
\$300,000 - \$399,999	54.5%	36.7%	29.2%
\$400,000 - \$499,999	12.0%	22.0%	21.9%
\$500,000 - \$749,999	6.4%	9.7%	20.9%
\$750,000 - \$999,999	0.0%	0.3%	2.5%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$348,428	\$359,838	\$414,741
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,332	24,105	56,843
<\$50,000	1.5%	3.1%	2.2%
\$50,000 - \$99,999	0.0%	0.7%	0.4%
\$100,000 - \$149,999	0.4%	1.2%	0.7%
\$150,000 - \$199,999	0.4%	1.8%	1.8%
\$200,000 - \$249,999	6.3%	6.0%	4.6%
\$250,000 - \$299,999	11.6%	10.8%	8.8%
\$300,000 - \$399,999	57.7%	38.2%	29.5%
\$400,000 - \$499,999	14.4%	25.9%	25.2%
\$500,000 - \$749,999	7.7%	11.7%	23.6%
\$750,000 - \$999,999	0.0%	0.3%	2.6%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$363,147	\$381,278	\$436,512

**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.

9071 Snowden River Pkwy, Columbia, Maryland, 21046  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.18226  
 Longitude: -76.82182

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	4,202	78,424	187,638
0 - 4	7.2%	7.1%	6.7%
5 - 9	6.6%	6.7%	6.7%
10 - 14	6.2%	6.5%	6.7%
15 - 24	10.5%	11.6%	12.1%
25 - 34	17.3%	17.2%	15.8%
35 - 44	15.8%	15.7%	15.9%
45 - 54	14.3%	14.7%	15.9%
55 - 64	13.2%	11.6%	11.2%
65 - 74	5.7%	5.7%	5.6%
75 - 84	2.1%	2.2%	2.4%
85 +	1.0%	0.9%	1.0%
18 +	76.4%	75.8%	75.6%
<b>2020 Population by Age</b>			
Total	4,603	90,446	217,410
0 - 4	6.3%	6.3%	5.9%
5 - 9	6.7%	6.7%	6.3%
10 - 14	7.1%	7.0%	6.8%
15 - 24	11.2%	11.6%	12.0%
25 - 34	12.3%	14.5%	14.3%
35 - 44	17.1%	16.0%	15.4%
45 - 54	13.7%	13.6%	14.1%
55 - 64	11.6%	11.7%	12.4%
65 - 74	9.3%	8.1%	8.0%
75 - 84	3.7%	3.5%	3.5%
85 +	1.0%	1.0%	1.2%
18 +	76.2%	76.3%	77.0%
<b>2025 Population by Age</b>			
Total	4,848	95,706	230,795
0 - 4	6.2%	6.3%	5.9%
5 - 9	6.5%	6.4%	6.0%
10 - 14	6.3%	6.4%	6.2%
15 - 24	10.7%	11.1%	11.2%
25 - 34	14.6%	15.7%	15.5%
35 - 44	14.7%	15.3%	15.2%
45 - 54	14.3%	13.4%	13.5%
55 - 64	11.5%	11.3%	11.9%
65 - 74	8.5%	8.3%	8.7%
75 - 84	5.5%	4.7%	4.6%
85 +	1.2%	1.2%	1.4%
18 +	77.3%	77.2%	78.1%
<b>2010 Population by Sex</b>			
Males	2,016	38,560	93,268
Females	2,187	39,867	94,369
<b>2020 Population by Sex</b>			
Males	2,218	44,377	107,922
Females	2,385	46,067	109,487
<b>2025 Population by Sex</b>			
Males	2,344	46,947	114,362
Females	2,504	48,757	116,433

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

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	4,204	78,427	187,637
White Alone	55.4%	55.0%	56.5%
Black Alone	26.3%	25.4%	24.9%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	11.3%	11.3%	11.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.4%	3.4%	2.5%
Two or More Races	4.1%	4.4%	4.1%
Hispanic Origin	6.9%	8.6%	7.2%
Diversity Index	66.1	68.0	65.8
<b>2020 Population by Race/Ethnicity</b>			
Total	4,603	90,444	217,408
White Alone	45.3%	44.5%	47.2%
Black Alone	30.7%	29.6%	28.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	15.4%	15.9%	16.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	4.3%	3.1%
Two or More Races	5.0%	5.3%	4.9%
Hispanic Origin	9.1%	11.1%	9.3%
Diversity Index	73.0	75.1	72.7
<b>2025 Population by Race/Ethnicity</b>			
Total	4,849	95,704	230,794
White Alone	40.2%	39.9%	42.6%
Black Alone	32.5%	30.7%	29.4%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	17.8%	18.3%	18.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.5%	4.8%	3.6%
Two or More Races	5.5%	5.8%	5.4%
Hispanic Origin	10.4%	12.5%	10.7%
Diversity Index	75.7	77.6	75.5
<b>2010 Population by Relationship and Household Type</b>			
Total	4,203	78,427	187,637
In Households	99.8%	98.5%	96.5%
In Family Households	82.9%	82.4%	81.9%
Householder	26.1%	25.7%	25.3%
Spouse	20.2%	19.3%	19.5%
Child	30.7%	30.8%	31.0%
Other relative	4.1%	4.4%	4.1%
Nonrelative	1.9%	2.2%	2.0%
In Nonfamily Households	16.8%	16.1%	14.6%
In Group Quarters	0.2%	1.5%	3.5%
Institutionalized Population	0.1%	1.2%	3.3%
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.

**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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<b>2020 Population 25+ by Educational Attainment</b>			
Total	3,160	61,903	149,860
Less than 9th Grade	0.9%	2.6%	2.2%
9th - 12th Grade, No Diploma	0.8%	2.5%	3.1%
High School Graduate	10.8%	12.0%	12.1%
GED/Alternative Credential	2.0%	1.8%	2.3%
Some College, No Degree	16.1%	16.0%	15.2%
Associate Degree	3.8%	5.5%	6.0%
Bachelor's Degree	33.0%	30.7%	30.3%
Graduate/Professional Degree	32.7%	28.8%	28.7%
<b>2020 Population 15+ by Marital Status</b>			
Total	3,678	72,390	175,904
Never Married	33.7%	33.5%	33.3%
Married	49.8%	53.0%	53.5%
Widowed	5.6%	3.5%	3.6%
Divorced	10.9%	10.0%	9.7%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,705	53,996	128,025
Population 16+ Employed	92.4%	90.6%	90.6%
Population 16+ Unemployment rate	7.6%	9.4%	9.4%
Population 16-24 Employed	8.9%	9.1%	9.5%
Population 16-24 Unemployment rate	12.9%	21.3%	20.9%
Population 25-54 Employed	67.7%	68.3%	66.2%
Population 25-54 Unemployment rate	7.2%	8.3%	8.3%
Population 55-64 Employed	15.0%	15.6%	17.1%
Population 55-64 Unemployment rate	7.0%	7.3%	7.2%
Population 65+ Employed	8.4%	7.0%	7.2%
Population 65+ Unemployment rate	6.2%	7.3%	7.3%
<b>2020 Employed Population 16+ by Industry</b>			
Total	2,499	48,897	116,014
Agriculture/Mining	0.4%	0.2%	0.1%
Construction	2.6%	4.3%	4.8%
Manufacturing	3.5%	4.5%	4.8%
Wholesale Trade	0.6%	1.9%	1.7%
Retail Trade	5.5%	7.1%	6.9%
Transportation/Utilities	4.6%	3.8%	3.4%
Information	3.3%	2.5%	2.1%
Finance/Insurance/Real Estate	5.8%	5.9%	6.2%
Services	63.3%	58.0%	57.5%
Public Administration	10.4%	11.9%	12.5%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	2,498	48,898	116,013
White Collar	76.1%	75.5%	76.8%
Management/Business/Financial	21.3%	18.8%	20.9%
Professional	40.4%	38.8%	37.9%
Sales	6.2%	7.1%	7.1%
Administrative Support	8.1%	10.8%	10.9%
Services	13.8%	13.4%	12.7%
Blue Collar	10.0%	11.1%	10.6%
Farming/Forestry/Fishing	0.5%	0.2%	0.1%
Construction/Extraction	1.5%	2.0%	2.3%
Installation/Maintenance/Repair	3.2%	3.1%	2.5%
Production	1.1%	2.2%	2.2%
Transportation/Material Moving	3.8%	3.7%	3.5%

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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<b>2010 Households by Type</b>			
Total	1,614	30,083	69,744
Households with 1 Person	25.7%	26.6%	25.3%
Households with 2+ People	74.3%	73.4%	74.7%
Family Households	66.9%	66.7%	68.4%
Husband-wife Families	51.4%	50.1%	52.6%
With Related Children	24.1%	24.3%	26.5%
Other Family (No Spouse Present)	15.4%	16.6%	15.8%
Other Family with Male Householder	3.3%	3.9%	3.8%
With Related Children	1.7%	2.1%	2.1%
Other Family with Female Householder	12.1%	12.7%	12.1%
With Related Children	7.7%	8.4%	8.0%
Nonfamily Households	7.4%	6.7%	6.3%
All Households with Children	33.8%	35.2%	36.9%
Multigenerational Households	3.8%	3.7%	3.8%
Unmarried Partner Households	5.2%	5.4%	5.3%
Male-female	4.5%	4.7%	4.6%
Same-sex	0.7%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	1,615	30,084	69,745
1 Person Household	25.7%	26.6%	25.3%
2 Person Household	32.3%	31.6%	31.0%
3 Person Household	19.1%	17.7%	17.8%
4 Person Household	13.6%	14.8%	15.9%
5 Person Household	6.0%	5.8%	6.3%
6 Person Household	2.1%	2.0%	2.2%
7 + Person Household	1.2%	1.6%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,614	30,084	69,744
Owner Occupied	76.7%	69.8%	69.5%
Owned with a Mortgage/Loan	67.8%	59.8%	59.1%
Owned Free and Clear	8.9%	10.0%	10.4%
Renter Occupied	23.3%	30.2%	30.5%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	166	152	145
Percent of Income for Mortgage	13.0%	14.2%	15.0%
Wealth Index	159	151	175
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,666	31,340	72,961
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,203	78,427	187,637
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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

**Source:** 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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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Urban Chic (2A)	Savvy Suburbanites (1D)	Professional Pride (1B)
3.	Savvy Suburbanites (1D)	Boomburbs (1C)	Savvy Suburbanites (1D)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,325,660	\$104,474,647	\$265,610,598
Average Spent	\$3,005.45	\$3,056.96	\$3,312.02
Spending Potential Index	140	142	154
Education: Total \$	\$5,039,161	\$92,809,738	\$240,559,926
Average Spent	\$2,843.77	\$2,715.64	\$2,999.65
Spending Potential Index	159	152	168
Entertainment/Recreation: Total \$	\$7,913,185	\$152,911,101	\$389,692,528
Average Spent	\$4,465.68	\$4,474.22	\$4,859.25
Spending Potential Index	137	138	150
Food at Home: Total \$	\$12,791,985	\$249,911,270	\$635,059,045
Average Spent	\$7,218.95	\$7,312.48	\$7,918.84
Spending Potential Index	135	137	148
Food Away from Home: Total \$	\$9,426,166	\$184,504,039	\$468,378,683
Average Spent	\$5,319.51	\$5,398.64	\$5,840.42
Spending Potential Index	141	143	155
Health Care: Total \$	\$13,215,444	\$257,972,596	\$656,001,919
Average Spent	\$7,457.93	\$7,548.36	\$8,179.98
Spending Potential Index	130	131	142
HH Furnishings & Equipment: Total \$	\$5,291,102	\$103,515,447	\$262,972,509
Average Spent	\$2,985.95	\$3,028.89	\$3,279.12
Spending Potential Index	137	139	150
Personal Care Products & Services: Total \$	\$2,258,173	\$44,488,387	\$113,103,122
Average Spent	\$1,274.36	\$1,301.74	\$1,410.33
Spending Potential Index	139	142	153
Shelter: Total \$	\$50,953,613	\$970,713,205	\$2,475,278,749
Average Spent	\$28,754.86	\$28,403.36	\$30,865.36
Spending Potential Index	148	147	159
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,362,132	\$105,748,978	\$269,038,860
Average Spent	\$3,026.03	\$3,094.25	\$3,354.77
Spending Potential Index	129	132	143
Travel: Total \$	\$6,439,709	\$121,688,028	\$311,265,843
Average Spent	\$3,634.15	\$3,560.63	\$3,881.31
Spending Potential Index	151	148	161
Vehicle Maintenance & Repairs: Total \$	\$2,644,737	\$52,019,415	\$132,325,917
Average Spent	\$1,492.52	\$1,522.10	\$1,650.03
Spending Potential Index	129	131	142

**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.

9071 Snowden River Pkwy, Columbia, Maryland, 21046  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.18226  
 Longitude: -76.82182

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	41.1%	Population	4,603	4,848
Urban Chic (2A)	28.7%	Households	1,772	1,868
Savvy Suburbanites (1D)	22.4%	Families	1,157	1,210
Pleasantville (2B)	7.8%	Median Age	38.7	39.4
	0.0%	Median Household Income	\$110,076	\$116,176
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		140	\$3,005.45	\$5,325,660
Men's		142	\$596.60	\$1,057,168
Women's		144	\$1,081.89	\$1,917,114
Children's		133	\$422.34	\$748,387
Footwear		136	\$649.98	\$1,151,760
Watches & Jewelry		140	\$163.59	\$289,887
Apparel Products and Services (1)		157	\$91.05	\$161,344
<b>Computer</b>				
Computers and Hardware for Home Use		148	\$241.51	\$427,957
Portable Memory		145	\$5.62	\$9,950
Computer Software		151	\$14.65	\$25,954
Computer Accessories		138	\$24.32	\$43,093
<b>Entertainment &amp; Recreation</b>		137	\$4,465.68	\$7,913,185
Fees and Admissions		158	\$1,133.55	\$2,008,659
Membership Fees for Clubs (2)		159	\$381.13	\$675,367
Fees for Participant Sports, excl. Trips		155	\$151.94	\$269,246
Tickets to Theatre/Operas/Concerts		159	\$128.59	\$227,870
Tickets to Movies		145	\$82.99	\$147,056
Tickets to Parks or Museums		149	\$48.84	\$86,550
Admission to Sporting Events, excl. Trips		151	\$94.98	\$168,303
Fees for Recreational Lessons		168	\$243.81	\$432,025
Dating Services		157	\$1.27	\$2,243
TV/Video/Audio		128	\$1,494.85	\$2,648,866
Cable and Satellite Television Services		127	\$1,024.29	\$1,815,043
Televisions		127	\$137.17	\$243,074
Satellite Dishes		118	\$1.38	\$2,454
VCRs, Video Cameras, and DVD Players		129	\$6.71	\$11,887
Miscellaneous Video Equipment		129	\$32.18	\$57,023
Video Cassettes and DVDs		126	\$12.63	\$22,387
Video Game Hardware/Accessories		128	\$36.30	\$64,317
Video Game Software		128	\$21.12	\$37,430
Rental/Streaming/Downloaded Video		134	\$72.02	\$127,621
Installation of Televisions		162	\$1.75	\$3,095
Audio (3)		137	\$146.20	\$259,071
Rental and Repair of TV/Radio/Sound Equipment		127	\$3.08	\$5,463
Pets		129	\$898.35	\$1,591,874
Toys/Games/Crafts/Hobbies (4)		131	\$159.79	\$283,145
Recreational Vehicles and Fees (5)		156	\$242.84	\$430,308
Sports/Recreation/Exercise Equipment (6)		132	\$267.33	\$473,703
Photo Equipment and Supplies (7)		145	\$74.06	\$131,235
Reading (8)		141	\$151.79	\$268,964
Catered Affairs (9)		144	\$43.13	\$76,431
<b>Food</b>		138	\$12,538.46	\$22,218,152
Food at Home		135	\$7,218.95	\$12,791,985
Bakery and Cereal Products		134	\$931.88	\$1,651,283
Meats, Poultry, Fish, and Eggs		136	\$1,582.03	\$2,803,349
Dairy Products		136	\$748.23	\$1,325,861
Fruits and Vegetables		140	\$1,464.04	\$2,594,273
Snacks and Other Food at Home (10)		132	\$2,492.79	\$4,417,219
Food Away from Home		141	\$5,319.51	\$9,426,166
Alcoholic Beverages		155	\$961.31	\$1,703,439

**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.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	147	\$35,957.47	\$63,716,633
Value of Retirement Plans	150	\$142,743.31	\$252,941,137
Value of Other Financial Assets	150	\$12,282.33	\$21,764,280
Vehicle Loan Amount excluding Interest	129	\$3,759.99	\$6,662,694
Value of Credit Card Debt	139	\$3,623.28	\$6,420,448
<b>Health</b>			
Nonprescription Drugs	124	\$184.22	\$326,443
Prescription Drugs	116	\$407.47	\$722,028
Eyeglasses and Contact Lenses	130	\$121.78	\$215,796
<b>Home</b>			
Mortgage Payment and Basics (11)	153	\$16,010.31	\$28,370,277
Maintenance and Remodeling Services	154	\$3,947.10	\$6,994,262
Maintenance and Remodeling Materials (12)	140	\$773.43	\$1,370,523
Utilities, Fuel, and Public Services	128	\$6,258.97	\$11,090,901
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	133	\$134.80	\$238,872
Furniture	136	\$873.31	\$1,547,499
Rugs	137	\$47.96	\$84,986
Major Appliances (14)	133	\$477.51	\$846,153
Housewares (15)	133	\$129.28	\$229,082
Small Appliances	134	\$66.15	\$117,221
Luggage	149	\$21.86	\$38,731
Telephones and Accessories	144	\$126.86	\$224,788
<b>Household Operations</b>			
Child Care	161	\$828.21	\$1,467,596
Lawn and Garden (16)	141	\$690.53	\$1,223,617
Moving/Storage/Freight Express	146	\$87.89	\$155,738
Housekeeping Supplies (17)	130	\$1,005.44	\$1,781,635
<b>Insurance</b>			
Owners and Renters Insurance	125	\$749.68	\$1,328,434
Vehicle Insurance	128	\$2,307.92	\$4,089,639
Life/Other Insurance	134	\$727.55	\$1,289,217
Health Insurance	132	\$4,875.85	\$8,640,014
Personal Care Products (18)	134	\$668.64	\$1,184,823
School Books and Supplies (19)	140	\$207.11	\$366,999
Smoking Products	108	\$435.09	\$770,971
<b>Transportation</b>			
Payments on Vehicles excluding Leases	125	\$3,217.14	\$5,700,775
Gasoline and Motor Oil	130	\$3,065.43	\$5,431,940
Vehicle Maintenance and Repairs	129	\$1,492.52	\$2,644,737
<b>Travel</b>			
Airline Fares	160	\$957.82	\$1,697,262
Lodging on Trips	150	\$975.86	\$1,729,232
Auto/Truck Rental on Trips	158	\$45.51	\$80,646
Food and Drink on Trips	148	\$848.78	\$1,504,033

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	40.7%	Population	90,444	95,703
Savvy Suburbanites (1D)	11.0%	Households	34,176	36,097
Boomburbs (1C)	10.1%	Families	22,562	23,685
Bright Young Professionals (8C)	6.4%	Median Age	37.4	37.8
Urban Chic (2A)	6.4%	Median Household Income	\$103,159	\$110,068
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		142	\$3,056.96	\$104,474,647
Men's		144	\$602.46	\$20,589,666
Women's		144	\$1,082.16	\$36,984,023
Children's		142	\$452.00	\$15,447,566
Footwear		139	\$666.85	\$22,790,312
Watches & Jewelry		142	\$165.72	\$5,663,745
Apparel Products and Services (1)		152	\$87.76	\$2,999,334
<b>Computer</b>				
Computers and Hardware for Home Use		148	\$240.69	\$8,225,738
Portable Memory		145	\$5.60	\$191,334
Computer Software		150	\$14.61	\$499,175
Computer Accessories		140	\$24.69	\$843,829
<b>Entertainment &amp; Recreation</b>		138	\$4,474.22	\$152,911,101
Fees and Admissions		155	\$1,112.75	\$38,029,512
Membership Fees for Clubs (2)		154	\$369.19	\$12,617,277
Fees for Participant Sports, excl. Trips		156	\$153.75	\$5,254,438
Tickets to Theatre/Operas/Concerts		152	\$123.01	\$4,203,872
Tickets to Movies		149	\$85.74	\$2,930,250
Tickets to Parks or Museums		149	\$49.07	\$1,677,005
Admission to Sporting Events, excl. Trips		150	\$94.08	\$3,215,130
Fees for Recreational Lessons		163	\$236.69	\$8,088,975
Dating Services		154	\$1.25	\$42,566
TV/Video/Audio		131	\$1,524.26	\$52,092,948
Cable and Satellite Television Services		128	\$1,032.45	\$35,285,178
Televisions		134	\$144.49	\$4,938,043
Satellite Dishes		130	\$1.52	\$52,034
VCRs, Video Cameras, and DVD Players		136	\$7.09	\$242,320
Miscellaneous Video Equipment		134	\$33.32	\$1,138,723
Video Cassettes and DVDs		133	\$13.30	\$454,621
Video Game Hardware/Accessories		138	\$39.08	\$1,335,469
Video Game Software		137	\$22.61	\$772,676
Rental/Streaming/Downloaded Video		141	\$76.22	\$2,604,747
Installation of Televisions		154	\$1.66	\$56,763
Audio (3)		140	\$149.40	\$5,105,979
Rental and Repair of TV/Radio/Sound Equipment		128	\$3.11	\$106,395
Pets		129	\$897.52	\$30,673,811
Toys/Games/Crafts/Hobbies (4)		137	\$166.23	\$5,680,921
Recreational Vehicles and Fees (5)		144	\$223.71	\$7,645,658
Sports/Recreation/Exercise Equipment (6)		140	\$283.35	\$9,683,760
Photo Equipment and Supplies (7)		147	\$75.20	\$2,570,147
Reading (8)		138	\$148.82	\$5,086,115
Catered Affairs (9)		142	\$42.38	\$1,448,228
<b>Food</b>		140	\$12,711.12	\$434,415,309
Food at Home		137	\$7,312.48	\$249,911,270
Bakery and Cereal Products		136	\$944.37	\$32,274,724
Meats, Poultry, Fish, and Eggs		137	\$1,601.67	\$54,738,726
Dairy Products		137	\$753.31	\$25,745,247
Fruits and Vegetables		141	\$1,469.21	\$50,211,729
Snacks and Other Food at Home (10)		135	\$2,543.92	\$86,940,844
Food Away from Home		143	\$5,398.64	\$184,504,039
Alcoholic Beverages		152	\$947.88	\$32,394,614

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	143	\$34,831.17	\$1,190,390,101
Value of Retirement Plans	144	\$136,882.01	\$4,678,079,685
Value of Other Financial Assets	140	\$11,474.30	\$392,145,846
Vehicle Loan Amount excluding Interest	137	\$3,990.41	\$136,376,212
Value of Credit Card Debt	140	\$3,651.17	\$124,782,384
<b>Health</b>			
Nonprescription Drugs	126	\$187.14	\$6,395,649
Prescription Drugs	119	\$415.31	\$14,193,514
Eyeglasses and Contact Lenses	130	\$121.55	\$4,154,052
<b>Home</b>			
Mortgage Payment and Basics (11)	149	\$15,638.58	\$534,464,133
Maintenance and Remodeling Services	147	\$3,776.89	\$129,079,036
Maintenance and Remodeling Materials (12)	137	\$754.44	\$25,783,859
Utilities, Fuel, and Public Services	131	\$6,378.50	\$217,991,784
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	136	\$137.26	\$4,690,983
Furniture	139	\$890.17	\$30,422,440
Rugs	139	\$48.81	\$1,667,975
Major Appliances (14)	134	\$481.34	\$16,450,156
Housewares (15)	136	\$131.82	\$4,505,026
Small Appliances	136	\$67.33	\$2,301,193
Luggage	150	\$22.02	\$752,416
Telephones and Accessories	143	\$126.05	\$4,307,813
<b>Household Operations</b>			
Child Care	165	\$848.14	\$28,985,905
Lawn and Garden (16)	137	\$668.68	\$22,852,658
Moving/Storage/Freight Express	148	\$89.15	\$3,046,713
Housekeeping Supplies (17)	133	\$1,034.23	\$35,345,960
<b>Insurance</b>			
Owners and Renters Insurance	128	\$764.68	\$26,133,740
Vehicle Insurance	133	\$2,387.81	\$81,605,831
Life/Other Insurance	134	\$723.88	\$24,739,489
Health Insurance	133	\$4,926.37	\$168,363,578
Personal Care Products (18)	138	\$690.30	\$23,591,732
School Books and Supplies (19)	143	\$211.29	\$7,221,215
Smoking Products	113	\$452.30	\$15,457,935
<b>Transportation</b>			
Payments on Vehicles excluding Leases	132	\$3,399.16	\$116,169,745
Gasoline and Motor Oil	134	\$3,158.96	\$107,960,754
Vehicle Maintenance and Repairs	131	\$1,522.10	\$52,019,415
<b>Travel</b>			
Airline Fares	155	\$929.86	\$31,778,820
Lodging on Trips	146	\$948.35	\$32,410,789
Auto/Truck Rental on Trips	154	\$44.51	\$1,521,033
Food and Drink on Trips	146	\$836.68	\$28,594,286

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	39.8%	Population	217,409	230,795
Professional Pride (1B)	11.4%	Households	80,196	85,155
Savvy Suburbanites (1D)	8.1%	Families	54,062	57,057
Urban Chic (2A)	7.1%	Median Age	37.9	38.5
Bright Young Professionals (8C)	5.2%	Median Household Income	\$107,668	\$114,774
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		154	\$3,312.02	\$265,610,598
Men's		156	\$654.27	\$52,470,140
Women's		156	\$1,176.84	\$94,378,168
Children's		152	\$482.88	\$38,725,230
Footwear		150	\$720.95	\$57,816,917
Watches & Jewelry		155	\$180.41	\$14,467,844
Apparel Products and Services (1)		167	\$96.67	\$7,752,299
<b>Computer</b>				
Computers and Hardware for Home Use		161	\$261.22	\$20,949,141
Portable Memory		157	\$6.08	\$487,329
Computer Software		162	\$15.80	\$1,267,479
Computer Accessories		152	\$26.77	\$2,146,594
<b>Entertainment &amp; Recreation</b>		150	\$4,859.25	\$389,692,528
Fees and Admissions		169	\$1,212.58	\$97,244,137
Membership Fees for Clubs (2)		169	\$404.50	\$32,439,607
Fees for Participant Sports, excl. Trips		169	\$165.75	\$13,292,574
Tickets to Theatre/Operas/Concerts		168	\$135.59	\$10,873,386
Tickets to Movies		160	\$91.82	\$7,363,571
Tickets to Parks or Museums		160	\$52.73	\$4,228,958
Admission to Sporting Events, excl. Trips		163	\$102.53	\$8,222,385
Fees for Recreational Lessons		178	\$258.30	\$20,714,544
Dating Services		168	\$1.36	\$109,111
TV/Video/Audio		141	\$1,651.45	\$132,439,518
Cable and Satellite Television Services		139	\$1,122.14	\$89,991,105
Televisions		144	\$155.72	\$12,488,320
Satellite Dishes		139	\$1.63	\$130,673
VCRs, Video Cameras, and DVD Players		145	\$7.57	\$607,292
Miscellaneous Video Equipment		145	\$36.12	\$2,896,427
Video Cassettes and DVDs		142	\$14.24	\$1,141,786
Video Game Hardware/Accessories		147	\$41.70	\$3,344,489
Video Game Software		146	\$24.11	\$1,933,615
Rental/Streaming/Downloaded Video		151	\$81.44	\$6,530,914
Installation of Televisions		172	\$1.86	\$148,918
Audio (3)		152	\$161.49	\$12,950,959
Rental and Repair of TV/Radio/Sound Equipment		141	\$3.43	\$275,020
Pets		140	\$973.13	\$78,041,324
Toys/Games/Crafts/Hobbies (4)		147	\$178.68	\$14,329,382
Recreational Vehicles and Fees (5)		159	\$248.35	\$19,916,339
Sports/Recreation/Exercise Equipment (6)		150	\$304.41	\$24,412,301
Photo Equipment and Supplies (7)		159	\$81.49	\$6,535,135
Reading (8)		151	\$162.47	\$13,029,606
Catered Affairs (9)		156	\$46.70	\$3,744,786
<b>Food</b>		151	\$13,759.26	\$1,103,437,727
Food at Home		148	\$7,918.84	\$635,059,045
Bakery and Cereal Products		147	\$1,023.40	\$82,072,856
Meats, Poultry, Fish, and Eggs		149	\$1,735.49	\$139,179,197
Dairy Products		148	\$816.82	\$65,506,088
Fruits and Vegetables		152	\$1,592.53	\$127,714,600
Snacks and Other Food at Home (10)		146	\$2,750.59	\$220,586,303
Food Away from Home		155	\$5,840.42	\$468,378,683
Alcoholic Beverages		166	\$1,030.92	\$82,675,402

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	157	\$38,298.21	\$3,071,363,200
Value of Retirement Plans	158	\$150,332.69	\$12,056,080,123
Value of Other Financial Assets	155	\$12,676.59	\$1,016,612,024
Vehicle Loan Amount excluding Interest	146	\$4,277.49	\$343,037,448
Value of Credit Card Debt	152	\$3,950.38	\$316,804,362
<b>Health</b>			
Nonprescription Drugs	137	\$203.26	\$16,300,630
Prescription Drugs	129	\$451.24	\$36,187,356
Eyeglasses and Contact Lenses	142	\$132.72	\$10,643,600
<b>Home</b>			
Mortgage Payment and Basics (11)	161	\$16,909.88	\$1,356,104,908
Maintenance and Remodeling Services	160	\$4,107.70	\$329,421,412
Maintenance and Remodeling Materials (12)	148	\$816.79	\$65,503,279
Utilities, Fuel, and Public Services	141	\$6,891.18	\$552,645,427
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	147	\$148.83	\$11,935,516
Furniture	150	\$963.46	\$77,265,669
Rugs	151	\$53.19	\$4,265,685
Major Appliances (14)	145	\$519.92	\$41,695,881
Housewares (15)	147	\$142.99	\$11,467,174
Small Appliances	147	\$72.74	\$5,833,334
Luggage	163	\$23.86	\$1,913,231
Telephones and Accessories	157	\$139.12	\$11,156,874
<b>Household Operations</b>			
Child Care	177	\$911.86	\$73,127,236
Lawn and Garden (16)	149	\$728.07	\$58,388,403
Moving/Storage/Freight Express	160	\$96.31	\$7,723,316
Housekeeping Supplies (17)	144	\$1,118.30	\$89,682,997
<b>Insurance</b>			
Owners and Renters Insurance	138	\$825.00	\$66,161,370
Vehicle Insurance	143	\$2,572.69	\$206,319,209
Life/Other Insurance	146	\$790.37	\$63,384,700
Health Insurance	144	\$5,339.07	\$428,171,847
Personal Care Products (18)	149	\$744.66	\$59,719,056
School Books and Supplies (19)	155	\$228.31	\$18,309,397
Smoking Products	122	\$490.91	\$39,368,924
<b>Transportation</b>			
Payments on Vehicles excluding Leases	141	\$3,641.89	\$292,064,764
Gasoline and Motor Oil	143	\$3,392.84	\$272,092,544
Vehicle Maintenance and Repairs	142	\$1,650.03	\$132,325,917
<b>Travel</b>			
Airline Fares	169	\$1,014.15	\$81,330,519
Lodging on Trips	160	\$1,037.59	\$83,210,738
Auto/Truck Rental on Trips	168	\$48.42	\$3,882,897
Food and Drink on Trips	159	\$910.47	\$73,015,694

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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.

9071 Snowden River Pkwy, Columbia, Maryland, 21046  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.18226  
Longitude: -76.82182

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	1,023				4,258				9,223			
Total Employees:	17,069				71,846				162,371			
Total Residential Population:	4,603				90,444				217,409			
Employee/Residential Population Ratio (per 100 Residents)	371				79				75			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	0.8%	83	0.5%	37	0.9%	444	0.6%	102	1.1%	1,208	0.7%
Construction	49	4.8%	751	4.4%	221	5.2%	4,207	5.9%	560	6.1%	8,383	5.2%
Manufacturing	26	2.5%	778	4.6%	106	2.5%	2,469	3.4%	233	2.5%	6,250	3.8%
Transportation	17	1.7%	127	0.7%	96	2.3%	900	1.3%	216	2.3%	3,430	2.1%
Communication	14	1.4%	144	0.8%	46	1.1%	351	0.5%	89	1.0%	824	0.5%
Utility	1	0.1%	7	0.0%	9	0.2%	160	0.2%	26	0.3%	423	0.3%
Wholesale Trade	29	2.8%	352	2.1%	144	3.4%	2,800	3.9%	349	3.8%	7,309	4.5%
Retail Trade Summary	154	15.1%	3,644	21.3%	715	16.8%	13,749	19.1%	1,522	16.5%	27,001	16.6%
Home Improvement	7	0.7%	300	1.8%	40	0.9%	879	1.2%	81	0.9%	1,446	0.9%
General Merchandise Stores	6	0.6%	240	1.4%	32	0.8%	922	1.3%	60	0.7%	1,905	1.2%
Food Stores	6	0.6%	123	0.7%	71	1.7%	1,725	2.4%	157	1.7%	4,662	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	11	1.1%	305	1.8%	45	1.1%	656	0.9%	108	1.2%	1,330	0.8%
Apparel & Accessory Stores	7	0.7%	86	0.5%	40	0.9%	428	0.6%	125	1.4%	1,657	1.0%
Furniture & Home Furnishings	24	2.3%	502	2.9%	96	2.3%	1,951	2.7%	167	1.8%	3,069	1.9%
Eating & Drinking Places	55	5.4%	1,264	7.4%	222	5.2%	4,911	6.8%	427	4.6%	8,806	5.4%
Miscellaneous Retail	38	3.7%	825	4.8%	169	4.0%	2,276	3.2%	397	4.3%	4,126	2.5%
Finance, Insurance, Real Estate Summary	126	12.3%	1,799	10.5%	478	11.2%	5,793	8.1%	926	10.0%	9,859	6.1%
Banks, Savings & Lending Institutions	17	1.7%	538	3.2%	71	1.7%	1,305	1.8%	134	1.5%	2,401	1.5%
Securities Brokers	14	1.4%	105	0.6%	71	1.7%	588	0.8%	151	1.6%	1,149	0.7%
Insurance Carriers & Agents	26	2.5%	233	1.4%	80	1.9%	711	1.0%	147	1.6%	1,145	0.7%
Real Estate, Holding, Other Investment Offices	69	6.7%	924	5.4%	255	6.0%	3,189	4.4%	494	5.4%	5,165	3.2%
Services Summary	450	44.0%	8,572	50.2%	1,863	43.8%	30,193	42.0%	4,007	43.4%	74,228	45.7%
Hotels & Lodging	6	0.6%	149	0.9%	24	0.6%	674	0.9%	52	0.6%	1,998	1.2%
Automotive Services	23	2.2%	425	2.5%	85	2.0%	1,034	1.4%	180	2.0%	2,151	1.3%
Motion Pictures & Amusements	34	3.3%	823	4.8%	131	3.1%	2,296	3.2%	270	2.9%	4,770	2.9%
Health Services	58	5.7%	1,541	9.0%	273	6.4%	4,767	6.6%	672	7.3%	10,779	6.6%
Legal Services	16	1.6%	120	0.7%	84	2.0%	426	0.6%	155	1.7%	743	0.5%
Education Institutions & Libraries	13	1.3%	313	1.8%	84	2.0%	5,489	7.6%	180	2.0%	23,515	14.5%
Other Services	302	29.5%	5,202	30.5%	1,182	27.8%	15,508	21.6%	2,497	27.1%	30,272	18.6%
Government	18	1.8%	460	2.7%	37	0.9%	4,728	6.6%	71	0.8%	16,780	10.3%
Unclassified Establishments	130	12.7%	351	2.1%	506	11.9%	6,052	8.4%	1,121	12.2%	6,677	4.1%
Totals	1,023	100.0%	17,069	100.0%	4,258	100.0%	71,846	100.0%	9,223	100.0%	162,371	100.0%

Source: Copyright 2020 Infogroup, 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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 Rings: 1, 3, 5 mile radii

Prepared by Esri  
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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	1	0.1%	16	0.1%	6	0.1%	85	0.1%	12	0.1%	123	0.1%
Mining	0	0.0%	3	0.0%	2	0.0%	62	0.1%	5	0.1%	85	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	5	0.0%	7	0.1%	159	0.1%
Construction	62	6.1%	1,033	6.1%	252	5.9%	4,587	6.4%	621	6.7%	9,000	5.5%
Manufacturing	28	2.7%	794	4.7%	110	2.6%	2,585	3.6%	254	2.8%	6,986	4.3%
Wholesale Trade	29	2.8%	350	2.1%	138	3.2%	2,768	3.9%	335	3.6%	7,238	4.5%
Retail Trade	96	9.4%	2,351	13.8%	476	11.2%	8,626	12.0%	1,051	11.4%	17,466	10.8%
Motor Vehicle & Parts Dealers	9	0.9%	298	1.7%	30	0.7%	497	0.7%	79	0.9%	1,016	0.6%
Furniture & Home Furnishings Stores	11	1.1%	210	1.2%	45	1.1%	986	1.4%	77	0.8%	1,627	1.0%
Electronics & Appliance Stores	12	1.2%	278	1.6%	49	1.2%	959	1.3%	77	0.8%	1,211	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.7%	300	1.8%	40	0.9%	879	1.2%	79	0.9%	1,431	0.9%
Food & Beverage Stores	5	0.5%	149	0.9%	71	1.7%	1,680	2.3%	144	1.6%	4,286	2.6%
Health & Personal Care Stores	7	0.7%	482	2.8%	42	1.0%	846	1.2%	106	1.1%	1,403	0.9%
Gasoline Stations	2	0.2%	7	0.0%	15	0.4%	159	0.2%	29	0.3%	314	0.2%
Clothing & Clothing Accessories Stores	10	1.0%	93	0.5%	48	1.1%	466	0.6%	159	1.7%	1,816	1.1%
Sport Goods, Hobby, Book, & Music Stores	7	0.7%	85	0.5%	31	0.7%	505	0.7%	70	0.8%	903	0.6%
General Merchandise Stores	6	0.6%	240	1.4%	32	0.8%	922	1.3%	60	0.7%	1,905	1.2%
Miscellaneous Store Retailers	15	1.5%	207	1.2%	52	1.2%	652	0.9%	119	1.3%	1,332	0.8%
Nonstore Retailers	5	0.5%	2	0.0%	21	0.5%	74	0.1%	54	0.6%	221	0.1%
Transportation & Warehousing	15	1.5%	128	0.7%	81	1.9%	824	1.1%	191	2.1%	2,783	1.7%
Information	44	4.3%	634	3.7%	154	3.6%	2,330	3.2%	301	3.3%	4,567	2.8%
Finance & Insurance	60	5.9%	1,067	6.3%	234	5.5%	2,862	4.0%	457	5.0%	4,989	3.1%
Central Bank/Credit Intermediation & Related Activities	16	1.6%	534	3.1%	71	1.7%	1,305	1.8%	136	1.5%	2,403	1.5%
Securities, Commodity Contracts & Other Financial	16	1.6%	118	0.7%	78	1.8%	612	0.9%	169	1.8%	1,197	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	29	2.8%	415	2.4%	85	2.0%	946	1.3%	153	1.7%	1,389	0.9%
Real Estate, Rental & Leasing	56	5.5%	463	2.7%	252	5.9%	2,897	4.0%	496	5.4%	5,293	3.3%
Professional, Scientific & Tech Services	175	17.1%	3,740	21.9%	633	14.9%	9,183	12.8%	1,268	13.7%	16,052	9.9%
Legal Services	17	1.7%	126	0.7%	98	2.3%	471	0.7%	182	2.0%	841	0.5%
Management of Companies & Enterprises	7	0.7%	49	0.3%	14	0.3%	95	0.1%	28	0.3%	200	0.1%
Administrative & Support & Waste Management & Remediation	41	4.0%	373	2.2%	158	3.7%	1,376	1.9%	344	3.7%	3,697	2.3%
Educational Services	23	2.2%	368	2.2%	115	2.7%	5,631	7.8%	239	2.6%	23,828	14.7%
Health Care & Social Assistance	74	7.2%	1,693	9.9%	364	8.5%	5,866	8.2%	871	9.4%	13,619	8.4%
Arts, Entertainment & Recreation	19	1.9%	685	4.0%	88	2.1%	1,950	2.7%	194	2.1%	4,195	2.6%
Accommodation & Food Services	60	5.9%	1,412	8.3%	253	5.9%	5,653	7.9%	499	5.4%	10,985	6.8%
Accommodation	6	0.6%	149	0.9%	24	0.6%	674	0.9%	52	0.6%	1,998	1.2%
Food Services & Drinking Places	55	5.4%	1,263	7.4%	229	5.4%	4,979	6.9%	447	4.8%	8,987	5.5%
Other Services (except Public Administration)	85	8.3%	1,098	6.4%	385	9.0%	3,683	5.1%	856	9.3%	7,650	4.7%
Automotive Repair & Maintenance	21	2.1%	419	2.5%	64	1.5%	875	1.2%	131	1.4%	1,582	1.0%
Public Administration	18	1.8%	460	2.7%	37	0.9%	4,728	6.6%	71	0.8%	16,780	10.3%
Unclassified Establishments	130	12.7%	351	2.1%	506	11.9%	6,052	8.4%	1,121	12.2%	6,677	4.1%
<b>Total</b>	<b>1,023</b>	<b>100.0%</b>	<b>17,069</b>	<b>100.0%</b>	<b>4,258</b>	<b>100.0%</b>	<b>71,846</b>	<b>100.0%</b>	<b>9,223</b>	<b>100.0%</b>	<b>162,371</b>	<b>100.0%</b>

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