

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	10,785	45,983	98,370
2020 Total Population	10,654	52,074	110,116
2020 Group Quarters	14	141	676
2025 Total Population	10,512	52,220	113,274
2025 Group Quarters	14	133	673
2030 Total Population	10,543	53,051	115,549
2025-2030 Annual Rate	0.06%	0.32%	0.40%
2025 Total Daytime Population	6,484	34,103	86,620
Workers	1,721	12,104	36,663
Residents	4,763	21,999	49,957
<b>Household Summary</b>			
2010 Households	3,945	16,414	35,747
2010 Average Household Size	2.73	2.79	2.73
2020 Total Households	3,980	18,945	40,685
2020 Average Household Size	2.67	2.74	2.69
2025 Households	4,004	19,175	42,135
2025 Average Household Size	2.62	2.72	2.67
2030 Households	4,054	19,597	43,253
2030 Average Household Size	2.60	2.70	2.66
2025-2030 Annual Rate	0.25%	0.44%	0.53%
2010 Families	2,889	12,271	26,298
2010 Average Family Size	3.13	3.18	3.14
2025 Families	2,803	13,720	29,642
2025 Average Family Size	3.13	3.14	3.14
2030 Families	2,824	13,949	30,262
2030 Average Family Size	3.10	3.13	3.12
2025-2030 Annual Rate	0.15%	0.33%	0.41%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,982	15,535	34,658
Owner Occupied Housing Units	83.3%	83.8%	78.7%
Renter Occupied Housing Units	13.4%	12.3%	17.5%
Vacant Housing Units	3.4%	3.9%	3.8%
2010 Housing Units	4,161	17,208	37,774
Owner Occupied Housing Units	81.4%	83.4%	77.3%
Renter Occupied Housing Units	13.4%	12.0%	17.3%
Vacant Housing Units	5.2%	4.6%	5.4%
2020 Housing Units	4,168	19,665	42,478
Owner Occupied Housing Units	80.8%	82.2%	76.7%
Renter Occupied Housing Units	14.7%	14.2%	19.1%
Vacant Housing Units	4.7%	3.7%	4.4%
2025 Housing Units	4,170	19,787	43,762
Owner Occupied Housing Units	82.8%	84.1%	78.3%
Renter Occupied Housing Units	13.3%	12.9%	18.0%
Vacant Housing Units	4.0%	3.1%	3.7%
2030 Housing Units	4,232	20,250	44,939
Owner Occupied Housing Units	83.8%	85.0%	79.3%
Renter Occupied Housing Units	12.0%	11.8%	16.9%
Vacant Housing Units	4.2%	3.2%	3.8%

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

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



# Market Profile

8567 Fort Smallwood Rd, Pasadena, Maryland, 21122  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15211  
 Longitude: -76.51892

	1 mile	3 miles	5 miles
<b>2025 Households by Income</b>			
Household Income Base	4,004	19,175	42,130
<\$15,000	3.3%	3.3%	4.6%
\$15,000 - \$24,999	3.6%	2.4%	2.5%
\$25,000 - \$34,999	2.2%	2.3%	3.1%
\$35,000 - \$49,999	5.2%	6.2%	6.1%
\$50,000 - \$74,999	11.0%	10.6%	11.0%
\$75,000 - \$99,999	11.5%	12.5%	11.9%
\$100,000 - \$149,999	28.5%	27.0%	24.3%
\$150,000 - \$199,999	13.8%	14.8%	13.8%
\$200,000+	21.0%	20.8%	22.7%
Average Household Income	\$138,544	\$143,025	\$146,277
<b>2030 Households by Income</b>			
Household Income Base	4,054	19,597	43,248
<\$15,000	2.8%	2.9%	4.1%
\$15,000 - \$24,999	2.7%	1.9%	2.0%
\$25,000 - \$34,999	1.8%	1.9%	2.5%
\$35,000 - \$49,999	4.3%	5.1%	5.1%
\$50,000 - \$74,999	9.4%	9.1%	9.7%
\$75,000 - \$99,999	10.0%	10.9%	10.3%
\$100,000 - \$149,999	27.4%	26.1%	23.7%
\$150,000 - \$199,999	15.0%	16.1%	14.5%
\$200,000+	26.5%	26.0%	28.1%
Average Household Income	\$153,395	\$158,244	\$161,347
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	3,451	16,631	34,236
<\$50,000	1.9%	1.7%	1.8%
\$50,000 - \$99,999	0.6%	0.3%	0.3%
\$100,000 - \$149,999	0.2%	0.3%	0.3%
\$150,000 - \$199,999	1.5%	0.9%	0.8%
\$200,000 - \$249,999	3.9%	3.0%	2.5%
\$250,000 - \$299,999	8.3%	4.8%	4.5%
\$300,000 - \$399,999	30.0%	24.6%	20.5%
\$400,000 - \$499,999	27.2%	28.7%	26.6%
\$500,000 - \$749,999	18.1%	23.3%	27.1%
\$750,000 - \$999,999	6.8%	7.3%	9.9%
\$1,000,000 - \$1,499,999	1.2%	4.1%	3.9%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.7%
\$2,000,000 +	0.1%	0.7%	1.1%
Average Home Value	\$459,588	\$521,375	\$552,832
<b>2030 Owner Occupied Housing Units by Value</b>			
Total	3,546	17,212	35,632
<\$50,000	1.2%	1.1%	1.4%
\$50,000 - \$99,999	0.1%	0.1%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.3%
\$200,000 - \$249,999	1.0%	0.7%	0.8%
\$250,000 - \$299,999	3.6%	2.0%	1.9%
\$300,000 - \$399,999	21.9%	16.0%	13.8%
\$400,000 - \$499,999	29.8%	28.8%	25.3%
\$500,000 - \$749,999	26.6%	30.9%	32.9%
\$750,000 - \$999,999	12.5%	11.1%	14.3%
\$1,000,000 - \$1,499,999	2.1%	7.2%	6.5%
\$1,500,000 - \$1,999,999	0.9%	0.7%	1.1%
\$2,000,000 +	0.1%	1.3%	1.7%
Average Home Value	\$545,065	\$615,689	\$639,570

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

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2025	\$116,729	\$117,330	\$117,134
2030	\$128,404	\$129,867	\$129,871
<b>Median Home Value</b>			
2025	\$413,767	\$450,493	\$472,389
2030	\$474,242	\$510,125	\$549,535
<b>Per Capita Income</b>			
2025	\$52,601	\$52,646	\$54,207
2030	\$58,806	\$58,594	\$60,159
<b>Median Age</b>			
2010	38.3	37.1	39.0
2020	39.3	37.6	38.9
2025	39.8	38.7	39.6
2030	41.3	40.5	41.2
<b>2020 Population by Age</b>			
Total	10,654	52,074	110,116
0 - 4	5.5%	6.2%	5.8%
5 - 9	6.2%	6.3%	6.1%
10 - 14	6.4%	6.3%	6.2%
15 - 24	11.1%	11.4%	11.4%
25 - 34	14.9%	15.9%	14.8%
35 - 44	13.3%	14.3%	13.6%
45 - 54	12.7%	13.2%	13.1%
55 - 64	15.0%	14.1%	14.5%
65 - 74	9.2%	8.0%	8.9%
75 - 84	4.3%	3.4%	4.1%
85 +	1.4%	1.0%	1.3%
18 +	78.3%	77.5%	78.2%
<b>2025 Population by Age</b>			
Total	10,512	52,219	113,275
0 - 4	5.3%	5.8%	5.6%
5 - 9	5.9%	6.6%	6.4%
10 - 14	6.4%	6.2%	6.2%
15 - 24	9.9%	10.0%	10.2%
25 - 34	14.3%	14.6%	13.9%
35 - 44	15.3%	16.4%	15.8%
45 - 54	12.1%	12.4%	12.2%
55 - 64	13.4%	13.0%	13.2%
65 - 74	10.4%	9.4%	10.0%
75 - 84	5.3%	4.3%	5.1%
85 +	1.6%	1.1%	1.4%
18 +	79.0%	78.0%	78.5%
<b>2030 Population by Age</b>			
Total	10,542	53,048	115,550
0 - 4	5.3%	5.6%	5.4%
5 - 9	5.5%	6.0%	5.9%
10 - 14	6.2%	6.6%	6.4%
15 - 24	9.7%	9.7%	10.1%
25 - 34	13.1%	12.4%	12.0%
35 - 44	16.5%	17.6%	16.8%
45 - 54	12.4%	13.1%	13.0%
55 - 64	11.0%	11.3%	11.5%
65 - 74	12.0%	10.8%	11.1%
75 - 84	6.4%	5.4%	6.1%
85 +	2.0%	1.4%	1.8%
18 +	79.6%	78.4%	78.9%

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2020 Population by Sex</b>			
Males	5,214	25,538	54,299
Females	5,440	26,536	55,817
<b>2025 Population by Sex</b>			
Males	5,211	25,962	56,554
Females	5,301	26,258	56,720
<b>2030 Population by Sex</b>			
Males	5,205	26,282	57,496
Females	5,338	26,770	58,053
<b>2010 Population by Race/Ethnicity</b>			
Total	10,785	45,983	98,371
White Alone	91.6%	87.8%	84.7%
Black Alone	4.1%	6.2%	8.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.1%	2.1%	2.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	1.2%	1.6%
Two or More Races	2.3%	2.3%	2.3%
Hispanic Origin	2.7%	3.6%	4.2%
Diversity Index	20.2	27.9	33.2
<b>2020 Population by Race/Ethnicity</b>			
Total	10,654	52,074	110,116
White Alone	83.5%	75.5%	73.4%
Black Alone	4.8%	10.5%	11.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.9%	3.2%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	2.4%	3.2%
Two or More Races	7.5%	7.9%	7.8%
Hispanic Origin	4.5%	5.9%	6.8%
Diversity Index	35.5	47.6	51.0
<b>2025 Population by Race/Ethnicity</b>			
Total	10,512	52,219	113,275
White Alone	81.4%	72.8%	70.4%
Black Alone	5.5%	11.7%	13.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.2%	3.7%	3.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	2.7%	3.6%
Two or More Races	8.3%	8.7%	8.4%
Hispanic Origin	5.2%	6.8%	7.9%
Diversity Index	39.3	51.7	55.2
<b>2030 Population by Race/Ethnicity</b>			
Total	10,543	53,051	115,549
White Alone	79.7%	70.7%	68.3%
Black Alone	5.9%	12.3%	14.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.5%	4.1%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	3.0%	4.0%
Two or More Races	9.1%	9.4%	9.1%
Hispanic Origin	5.9%	7.5%	8.6%
Diversity Index	42.3	54.7	58.0

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

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	10,654	52,074	110,116
In Households	99.9%	99.7%	99.4%
Householder	37.2%	36.4%	36.8%
Opposite-Sex Spouse	19.0%	19.7%	19.7%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	2.9%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.5%	27.4%	27.1%
Adopted Child	0.4%	0.4%	0.5%
Stepchild	1.8%	1.6%	1.5%
Grandchild	3.2%	2.9%	2.8%
Brother or Sister	1.0%	1.0%	1.1%
Parent	1.2%	1.3%	1.3%
Parent-in-law	0.4%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.5%	0.5%
Other Relatives	1.3%	1.4%	1.4%
Foster Child	0.0%	0.1%	0.0%
Other Nonrelatives	3.5%	3.3%	3.3%
In Group Quarters	0.1%	0.3%	0.6%
Institutionalized	0.1%	0.1%	0.3%
Noninstitutionalized	0.0%	0.2%	0.3%
<b>2025 Population 25+ by Educational Attainment</b>			
Total	7,612	37,232	81,241
Less than 9th Grade	1.9%	1.5%	1.9%
9th - 12th Grade, No Diploma	4.6%	3.8%	4.3%
High School Graduate	29.9%	25.8%	26.3%
GED/Alternative Credential	6.1%	4.4%	3.6%
Some College, No Degree	19.9%	19.6%	18.8%
Associate Degree	7.0%	7.7%	8.3%
Bachelor's Degree	18.2%	22.6%	21.7%
Graduate/Professional Degree	12.3%	14.6%	15.0%
<b>2025 Population 15+ by Marital Status</b>			
Total	8,656	42,466	92,779
Never Married	28.4%	32.1%	31.4%
Married	58.0%	54.6%	54.5%
Widowed	4.9%	4.0%	4.9%
Divorced	8.6%	9.2%	9.2%
<b>2025 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,972	30,770	64,999
Population 16+ Employed	96.5%	97.7%	97.4%
Population 16+ Unemployment rate	3.5%	2.3%	2.6%
Population 16-24 Employed	9.2%	9.5%	9.7%
Population 16-24 Unemployment rate	2.0%	6.7%	7.9%
Population 25-54 Employed	65.5%	67.7%	66.7%
Population 25-54 Unemployment rate	4.8%	2.2%	2.3%
Population 55-64 Employed	18.7%	17.3%	17.6%
Population 55-64 Unemployment rate	0.2%	0.8%	0.9%
Population 65+ Employed	6.5%	5.5%	6.0%
Population 65+ Unemployment rate	1.1%	0.8%	2.1%

	1 mile	3 miles	5 miles
<b>2025 Employed Population 16+ by Industry</b>			
Total	5,765	30,052	63,279
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	14.0%	10.3%	10.0%
Manufacturing	6.2%	5.6%	5.8%
Wholesale Trade	1.8%	2.5%	2.3%
Retail Trade	8.5%	10.0%	10.4%
Transportation/Utilities	8.3%	6.7%	6.5%
Information	1.5%	1.2%	1.0%
Finance/Insurance/Real Estate	3.6%	5.3%	5.1%
Services	43.4%	44.9%	46.7%
Public Administration	12.6%	13.4%	11.9%
<b>2025 Employed Population 16+ by Occupation</b>			
Total	5,764	30,051	63,280
White Collar	62.0%	66.7%	66.6%
Management/Business/Financial	22.0%	22.9%	22.5%
Professional	22.0%	23.0%	23.8%
Sales	6.6%	7.3%	8.1%
Administrative Support	11.3%	13.5%	12.2%
Services	13.7%	13.9%	14.3%
Blue Collar	24.4%	19.4%	19.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.9%	5.4%	5.2%
Installation/Maintenance/Repair	4.2%	3.9%	4.1%
Production	4.3%	2.7%	2.9%
Transportation/Material Moving	7.9%	7.2%	6.7%
<b>2020 Households by Type</b>			
Total	3,980	18,945	40,685
Married Couple Households	51.9%	54.7%	53.9%
With Own Children <18	19.5%	22.2%	20.8%
Without Own Children <18	32.4%	32.5%	33.1%
Cohabiting Couple Households	9.0%	8.4%	7.6%
With Own Children <18	3.3%	2.8%	2.5%
Without Own Children <18	5.7%	5.6%	5.1%
Male Householder, No Spouse/Partner	16.0%	15.1%	16.0%
Living Alone	9.4%	9.2%	10.0%
65 Years and over	2.6%	2.4%	2.9%
With Own Children <18	1.4%	1.5%	1.5%
Without Own Children <18, With Relatives	3.0%	2.8%	3.0%
No Relatives Present	2.2%	1.6%	1.5%
Female Householder, No Spouse/Partner	23.1%	21.8%	22.5%
Living Alone	11.1%	10.2%	11.0%
65 Years and over	5.4%	4.4%	5.1%
With Own Children <18	3.5%	4.1%	4.0%
Without Own Children <18, With Relatives	7.7%	6.7%	6.6%
No Relatives Present	0.8%	0.8%	0.9%
<b>2020 Households by Size</b>			
Total	3,980	18,945	40,685
1 Person Household	20.5%	19.4%	21.0%
2 Person Household	33.2%	33.2%	33.6%
3 Person Household	19.4%	20.1%	18.7%
4 Person Household	16.0%	15.7%	15.3%
5 Person Household	6.6%	7.1%	7.0%
6 Person Household	2.3%	2.8%	2.6%
7 + Person Household	2.0%	1.7%	1.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	3,980	18,945	40,685
Owner Occupied	84.6%	85.3%	80.1%
Owned with a Mortgage/Loan	68.6%	72.4%	65.2%
Owned Free and Clear	16.0%	12.9%	14.9%
Renter Occupied	15.4%	14.7%	19.9%
<b>2025 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	107	99	94
Percent of Income for Mortgage	22.2%	24.0%	25.2%
Wealth Index	138	131	138
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,168	19,665	42,478
Urban Housing Units	100.0%	100.0%	99.7%
Rural Housing Units	0.0%	0.0%	0.3%
<b>2020 Population By Urban/ Rural Status</b>			
Total	10,654	52,074	110,116
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

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

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Dreambelt (K5)	Dreambelt (K5)	Dreambelt (K5)
2.	Flourishing Families (H1)	Flourishing Families (H1)	Savvy Suburbanites (L1)
3.	Savvy Suburbanites (L1)	Savvy Suburbanites (L1)	Boomburbs (H2)
<b>2025 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,340,611	\$56,437,986	\$127,190,717
Average Spent	\$2,832.32	\$2,943.31	\$3,018.65
Spending Potential Index	116	120	123
Education: Total \$	\$8,760,999	\$42,700,860	\$98,600,636
Average Spent	\$2,188.06	\$2,226.90	\$2,340.11
Spending Potential Index	123	125	131
Entertainment/Recreation: Total \$	\$19,558,887	\$96,515,446	\$216,070,670
Average Spent	\$4,884.84	\$5,033.40	\$5,128.06
Spending Potential Index	119	123	125
Food at Home: Total \$	\$33,546,713	\$164,757,313	\$373,206,730
Average Spent	\$8,378.30	\$8,592.30	\$8,857.40
Spending Potential Index	113	115	119
Food Away from Home: Total \$	\$19,010,088	\$94,734,884	\$213,469,898
Average Spent	\$4,747.77	\$4,940.54	\$5,066.33
Spending Potential Index	115	120	123
Health Care: Total \$	\$35,827,317	\$176,018,038	\$393,513,984
Average Spent	\$8,947.88	\$9,179.56	\$9,339.36
Spending Potential Index	116	119	121
HH Furnishings & Equipment: Total \$	\$13,900,458	\$68,768,164	\$153,531,805
Average Spent	\$3,471.64	\$3,586.34	\$3,643.81
Spending Potential Index	119	123	125
Personal Care Products & Services: Total \$	\$4,933,899	\$24,345,627	\$54,873,836
Average Spent	\$1,232.24	\$1,269.65	\$1,302.33
Spending Potential Index	118	121	124
Shelter: Total \$	\$127,006,217	\$619,941,945	\$1,401,981,789
Average Spent	\$31,719.83	\$32,330.74	\$33,273.57
Spending Potential Index	119	121	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,448,587	\$82,434,691	\$181,035,704
Average Spent	\$4,108.04	\$4,299.07	\$4,296.56
Spending Potential Index	124	130	130
Travel: Total \$	\$18,075,852	\$88,832,600	\$198,706,912
Average Spent	\$4,514.45	\$4,632.73	\$4,715.96
Spending Potential Index	125	128	131
Vehicle Maintenance & Repairs: Total \$	\$6,280,034	\$30,904,742	\$69,268,560
Average Spent	\$1,568.44	\$1,611.72	\$1,643.97
Spending Potential Index	116	120	122

**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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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