

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	39,397	196,937	466,551
2020 Total Population	42,206	221,551	518,942
2020 Group Quarters	213	11,436	18,023
2024 Total Population	41,603	219,897	515,214
2024 Group Quarters	213	11,439	17,762
2029 Total Population	41,046	223,018	518,942
2024-2029 Annual Rate	-0.27%	0.28%	0.14%
2024 Total Daytime Population	23,818	209,487	464,538
Workers	3,854	109,074	228,505
Residents	19,964	100,413	236,033
Household Summary			
2010 Households	11,247	66,135	165,154
2010 Average Household Size	3.48	2.78	2.71
2020 Total Households	11,683	76,471	182,421
2020 Average Household Size	3.59	2.75	2.75
2024 Households	11,507	76,222	181,781
2024 Average Household Size	3.60	2.73	2.74
2029 Households	11,404	78,268	184,880
2029 Average Household Size	3.58	2.70	2.71
2024-2029 Annual Rate	-0.18%	0.53%	0.34%
2010 Families	7,720	39,313	99,786
2010 Average Family Size	3.72	3.34	3.32
2024 Families	8,237	43,466	107,944
2024 Average Family Size	3.98	3.50	3.50
2029 Families	8,146	44,086	108,818
2029 Average Family Size	3.96	3.49	3.48
2024-2029 Annual Rate	-0.22%	0.28%	0.16%
Housing Unit Summary			
2000 Housing Units	11,925	68,338	168,111
Owner Occupied Housing Units	34.3%	42.8%	50.9%
Renter Occupied Housing Units	61.6%	53.8%	44.8%
Vacant Housing Units	4.1%	3.4%	4.4%
2010 Housing Units	12,087	71,842	177,833
Owner Occupied Housing Units	32.2%	40.7%	48.3%
Renter Occupied Housing Units	60.9%	51.3%	44.6%
Vacant Housing Units	6.9%	7.9%	7.1%
2020 Housing Units	12,281	82,331	194,705
Owner Occupied Housing Units	30.0%	35.9%	45.0%
Renter Occupied Housing Units	65.1%	57.0%	48.7%
Vacant Housing Units	4.6%	7.0%	6.3%
2024 Housing Units	12,124	82,579	195,469
Owner Occupied Housing Units	31.8%	37.3%	46.1%
Renter Occupied Housing Units	63.1%	55.0%	46.9%
Vacant Housing Units	5.1%	7.7%	7.0%
2029 Housing Units	12,132	84,541	199,712
Owner Occupied Housing Units	33.4%	38.3%	46.9%
Renter Occupied Housing Units	60.6%	54.3%	45.7%
Vacant Housing Units	6.0%	7.4%	7.4%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	11,507	76,222	181,767
<\$15,000	5.8%	8.4%	7.1%
\$15,000 - \$24,999	4.7%	4.4%	4.3%
\$25,000 - \$34,999	8.5%	6.0%	5.6%
\$35,000 - \$49,999	12.9%	8.6%	8.0%
\$50,000 - \$74,999	18.8%	14.5%	13.8%
\$75,000 - \$99,999	17.5%	13.2%	12.4%
\$100,000 - \$149,999	17.4%	17.6%	17.7%
\$150,000 - \$199,999	7.4%	10.4%	11.4%
\$200,000+	6.9%	16.9%	19.8%
Average Household Income	\$93,650	\$129,566	\$140,629
2029 Households by Income			
Household Income Base	11,404	78,268	184,866
<\$15,000	5.0%	7.8%	6.3%
\$15,000 - \$24,999	3.6%	3.6%	3.4%
\$25,000 - \$34,999	7.2%	5.1%	4.7%
\$35,000 - \$49,999	11.3%	7.4%	6.8%
\$50,000 - \$74,999	17.3%	13.0%	12.5%
\$75,000 - \$99,999	18.7%	13.5%	12.5%
\$100,000 - \$149,999	19.1%	18.3%	17.9%
\$150,000 - \$199,999	9.0%	11.6%	12.6%
\$200,000+	8.8%	19.6%	23.3%
Average Household Income	\$107,371	\$146,103	\$159,662
2024 Owner Occupied Housing Units by Value			
Total	3,849	30,745	90,045
<\$50,000	4.7%	2.3%	1.8%
\$50,000 - \$99,999	8.7%	1.4%	0.8%
\$100,000 - \$149,999	3.5%	0.6%	0.7%
\$150,000 - \$199,999	3.2%	0.7%	0.8%
\$200,000 - \$249,999	1.9%	0.8%	1.0%
\$250,000 - \$299,999	3.4%	1.6%	1.4%
\$300,000 - \$399,999	17.2%	11.9%	10.6%
\$400,000 - \$499,999	22.0%	18.4%	18.2%
\$500,000 - \$749,999	26.2%	40.0%	39.7%
\$750,000 - \$999,999	6.7%	16.9%	16.0%
\$1,000,000 - \$1,499,999	1.1%	4.0%	6.5%
\$1,500,000 - \$1,999,999	0.3%	0.6%	1.5%
\$2,000,000 +	1.2%	0.8%	1.0%
Average Home Value	\$459,282	\$610,632	\$647,341
2029 Owner Occupied Housing Units by Value			
Total	4,041	32,274	93,477
<\$50,000	2.9%	1.2%	1.0%
\$50,000 - \$99,999	3.2%	0.4%	0.2%
\$100,000 - \$149,999	5.5%	0.8%	0.4%
\$150,000 - \$199,999	2.4%	0.4%	0.3%
\$200,000 - \$249,999	0.6%	0.3%	0.4%
\$250,000 - \$299,999	1.4%	0.7%	0.7%
\$300,000 - \$399,999	12.4%	8.1%	7.1%
\$400,000 - \$499,999	20.4%	17.1%	16.1%
\$500,000 - \$749,999	34.9%	43.2%	42.6%
\$750,000 - \$999,999	12.3%	21.1%	19.8%
\$1,000,000 - \$1,499,999	2.3%	5.4%	8.4%
\$1,500,000 - \$1,999,999	0.5%	0.6%	1.8%
\$2,000,000 +	1.3%	0.8%	1.2%
Average Home Value	\$545,664	\$660,295	\$704,080

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

8901 New Hampshire Avenue, Silver Spring, Maryland, 20903
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.00266
 Longitude: -76.98006

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$73,579	\$88,683	\$97,104
2029	\$80,779	\$98,913	\$107,710
Median Home Value			
2024	\$434,179	\$576,858	\$592,791
2029	\$508,339	\$622,146	\$639,490
Per Capita Income			
2024	\$26,277	\$44,984	\$49,794
2029	\$30,265	\$51,331	\$57,058
Median Age			
2010	30.4	31.2	34.1
2020	31.7	32.3	34.9
2024	33.0	33.1	35.7
2029	33.4	33.9	36.9
2020 Population by Age			
Total	42,206	221,551	518,942
0 - 4	8.2%	6.4%	6.5%
5 - 9	8.2%	6.1%	6.2%
10 - 14	7.7%	5.8%	5.9%
15 - 24	14.4%	19.5%	15.3%
25 - 34	17.4%	16.8%	16.2%
35 - 44	16.7%	14.8%	15.0%
45 - 54	10.9%	10.8%	11.3%
55 - 64	8.0%	9.3%	10.3%
65 - 74	5.5%	6.8%	7.8%
75 - 84	2.2%	2.8%	3.6%
85 +	0.7%	1.0%	1.8%
18 +	71.8%	78.5%	78.0%
2024 Population by Age			
Total	41,602	219,896	515,214
0 - 4	7.9%	6.2%	6.3%
5 - 9	7.6%	6.0%	6.3%
10 - 14	7.5%	5.5%	5.7%
15 - 24	14.5%	19.3%	15.0%
25 - 34	15.7%	16.1%	15.6%
35 - 44	16.7%	15.1%	15.6%
45 - 54	12.8%	11.6%	11.9%
55 - 64	8.3%	9.0%	9.7%
65 - 74	5.6%	6.8%	7.8%
75 - 84	2.6%	3.3%	4.2%
85 +	0.8%	1.1%	1.9%
18 +	72.7%	79.2%	78.6%
2029 Population by Age			
Total	41,045	223,018	518,942
0 - 4	7.7%	5.8%	5.9%
5 - 9	7.1%	5.6%	5.9%
10 - 14	7.0%	5.7%	6.1%
15 - 24	15.6%	19.4%	15.0%
25 - 34	14.9%	15.0%	14.3%
35 - 44	14.8%	14.2%	14.9%
45 - 54	13.8%	12.5%	12.9%
55 - 64	8.9%	9.0%	9.6%
65 - 74	6.1%	7.1%	8.0%
75 - 84	3.3%	4.3%	5.3%
85 +	0.9%	1.3%	2.1%
18 +	73.8%	79.6%	78.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	22,223	110,181	253,588
Females	19,983	111,370	265,354
2024 Population by Sex			
Males	22,039	110,751	255,486
Females	19,564	109,146	259,728
2029 Population by Sex			
Males	21,568	111,749	256,113
Females	19,478	111,269	262,829
2010 Population by Race/Ethnicity			
Total	39,398	196,936	466,550
White Alone	24.8%	38.7%	36.3%
Black Alone	26.8%	30.7%	37.5%
American Indian Alone	1.8%	0.8%	0.7%
Asian Alone	6.8%	7.1%	6.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	33.4%	17.7%	14.7%
Two or More Races	6.3%	4.8%	4.3%
Hispanic Origin	59.2%	31.7%	26.3%
Diversity Index	86.9	84.0	81.6
2020 Population by Race/Ethnicity			
Total	42,206	221,551	518,942
White Alone	9.3%	28.1%	28.0%
Black Alone	22.5%	28.5%	32.8%
American Indian Alone	3.3%	1.6%	1.3%
Asian Alone	5.8%	7.5%	6.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	44.3%	23.1%	20.3%
Two or More Races	14.7%	11.2%	10.7%
Hispanic Origin	65.2%	35.3%	31.1%
Diversity Index	84.6	87.4	86.1
2024 Population by Race/Ethnicity			
Total	41,602	219,898	515,214
White Alone	8.7%	26.8%	26.9%
Black Alone	21.6%	28.2%	32.3%
American Indian Alone	3.8%	1.8%	1.5%
Asian Alone	5.8%	7.6%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	45.4%	24.0%	21.2%
Two or More Races	14.8%	11.5%	11.1%
Hispanic Origin	66.8%	36.6%	32.6%
Diversity Index	84.1	87.8	86.6
2029 Population by Race/Ethnicity			
Total	41,047	223,018	518,941
White Alone	8.2%	25.4%	25.5%
Black Alone	20.7%	28.2%	32.1%
American Indian Alone	3.8%	1.8%	1.5%
Asian Alone	5.9%	8.1%	7.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	46.6%	24.6%	22.0%
Two or More Races	14.8%	11.8%	11.4%
Hispanic Origin	68.1%	37.5%	33.8%
Diversity Index	83.4	88.0	87.0

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	42,206	221,551	518,942
In Households	99.5%	94.8%	96.5%
Householder	28.0%	34.5%	35.2%
Opposite-Sex Spouse	11.4%	12.4%	13.3%
Same-Sex Spouse	0.2%	0.4%	0.4%
Opposite-Sex Unmarried Partner	2.4%	2.2%	2.1%
Same-Sex Unmarried Partner	0.1%	0.2%	0.2%
Biological Child	29.4%	24.3%	25.7%
Adopted Child	0.3%	0.5%	0.5%
Stepchild	1.1%	0.7%	0.8%
Grandchild	2.7%	2.0%	2.4%
Brother or Sister	3.7%	2.4%	2.3%
Parent	2.1%	1.6%	1.7%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.7%	0.5%	0.5%
Other Relatives	6.2%	3.6%	3.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	10.7%	9.1%	7.7%
In Group Quarters	0.5%	5.2%	3.5%
Institutionalized	0.3%	0.2%	0.5%
Noninstitutionalized	0.2%	5.0%	2.9%
2024 Population 25+ by Educational Attainment			
Total	26,037	138,501	343,972
Less than 9th Grade	30.7%	13.4%	9.5%
9th - 12th Grade, No Diploma	8.9%	5.4%	5.0%
High School Graduate	22.3%	16.4%	15.8%
GED/Alternative Credential	2.1%	1.6%	1.9%
Some College, No Degree	8.3%	9.6%	11.9%
Associate Degree	8.0%	6.6%	5.8%
Bachelor's Degree	12.3%	21.8%	23.2%
Graduate/Professional Degree	7.6%	25.2%	26.8%
2024 Population 15+ by Marital Status			
Total	32,055	181,038	421,294
Never Married	55.2%	50.5%	44.9%
Married	34.5%	39.4%	42.3%
Widowed	3.9%	3.2%	4.3%
Divorced	6.4%	6.9%	8.5%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	22,932	125,298	293,122
Population 16+ Employed	96.7%	97.4%	96.9%
Population 16+ Unemployment rate	3.3%	2.6%	3.1%
Population 16-24 Employed	13.2%	14.7%	11.9%
Population 16-24 Unemployment rate	7.1%	5.8%	8.2%
Population 25-54 Employed	70.5%	67.0%	67.9%
Population 25-54 Unemployment rate	2.5%	1.9%	2.3%
Population 55-64 Employed	12.5%	12.6%	13.3%
Population 55-64 Unemployment rate	2.3%	2.4%	2.4%
Population 65+ Employed	3.7%	5.7%	6.8%
Population 65+ Unemployment rate	6.5%	2.6%	2.5%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	22,182	122,058	284,041
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	27.8%	12.7%	10.0%
Manufacturing	1.2%	2.0%	2.1%
Wholesale Trade	2.1%	1.0%	0.8%
Retail Trade	6.6%	5.8%	6.2%
Transportation/Utilities	5.4%	4.2%	4.4%
Information	0.6%	2.2%	2.4%
Finance/Insurance/Real Estate	2.8%	3.6%	3.6%
Services	50.5%	58.3%	58.8%
Public Administration	2.9%	9.9%	11.6%
2024 Employed Population 16+ by Occupation			
Total	22,182	122,061	284,041
White Collar	29.4%	59.0%	64.1%
Management/Business/Financial	6.0%	16.2%	18.9%
Professional	12.6%	31.5%	32.8%
Sales	5.4%	5.1%	5.4%
Administrative Support	5.4%	6.3%	6.9%
Services	28.8%	19.4%	18.4%
Blue Collar	41.8%	21.5%	17.5%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	26.7%	11.2%	8.4%
Installation/Maintenance/Repair	2.5%	2.0%	1.7%
Production	2.9%	2.1%	1.9%
Transportation/Material Moving	9.5%	6.0%	5.5%
2020 Households by Type			
Total	11,683	76,471	182,421
Married Couple Households	40.8%	37.1%	39.0%
With Own Children <18	23.9%	18.1%	18.4%
Without Own Children <18	16.9%	19.0%	20.5%
Cohabiting Couple Households	9.1%	7.0%	6.6%
With Own Children <18	6.1%	2.6%	2.4%
Without Own Children <18	3.0%	4.4%	4.2%
Male Householder, No Spouse/Partner	22.9%	23.0%	21.0%
Living Alone	9.6%	13.3%	12.3%
65 Years and over	2.0%	2.7%	3.2%
With Own Children <18	2.9%	1.9%	1.8%
Without Own Children <18, With Relatives	6.5%	3.8%	3.7%
No Relatives Present	4.0%	4.0%	3.1%
Female Householder, No Spouse/Partner	27.2%	32.9%	33.4%
Living Alone	9.8%	17.1%	17.1%
65 Years and over	4.5%	5.5%	6.9%
With Own Children <18	7.6%	5.5%	5.5%
Without Own Children <18, With Relatives	8.6%	7.2%	8.3%
No Relatives Present	1.3%	3.0%	2.5%
2020 Households by Size			
Total	11,683	76,471	182,421
1 Person Household	19.3%	30.4%	29.4%
2 Person Household	19.8%	25.8%	26.7%
3 Person Household	17.0%	15.3%	15.7%
4 Person Household	17.4%	14.0%	13.8%
5 Person Household	12.0%	7.2%	7.1%
6 Person Household	7.1%	3.7%	3.6%
7 + Person Household	7.4%	3.7%	3.6%

8901 New Hampshire Avenue, Silver Spring, Maryland, 20903
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.00266
 Longitude: -76.98006

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	11,683	76,471	182,421
Owner Occupied	31.5%	38.6%	48.0%
Owned with a Mortgage/Loan	24.4%	30.2%	37.5%
Owned Free and Clear	7.1%	8.5%	10.5%
Renter Occupied	68.5%	61.4%	52.0%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	60	64
Percent of Income for Mortgage	36.9%	40.7%	38.2%
Wealth Index	65	103	119
2020 Housing Units By Urban/ Rural Status			
Total	12,281	82,331	194,705
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	42,206	221,551	518,942
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	NeWest Residents (13C)	Metro Renters (3B)	City Lights (8A)
2.	Metro Fusion (11C)	Urban Chic (2A)	Pleasantville (2B)
3.	Diverse Convergence (13A)	NeWest Residents (13C)	Urban Chic (2A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$25,426,821	\$223,360,399	\$563,367,056
Average Spent	\$2,209.68	\$2,930.39	\$3,099.15
Spending Potential Index	93	123	130
Education: Total \$	\$15,613,199	\$160,035,881	\$413,379,711
Average Spent	\$1,356.84	\$2,099.60	\$2,274.05
Spending Potential Index	79	121	132
Entertainment/Recreation: Total \$	\$37,122,713	\$342,594,073	\$892,382,024
Average Spent	\$3,226.10	\$4,494.69	\$4,909.11
Spending Potential Index	79	110	120
Food at Home: Total \$	\$75,953,648	\$663,043,822	\$1,686,020,499
Average Spent	\$6,600.65	\$8,698.85	\$9,275.01
Spending Potential Index	90	119	127
Food Away from Home: Total \$	\$41,411,307	\$367,448,723	\$927,854,355
Average Spent	\$3,598.79	\$4,820.77	\$5,104.24
Spending Potential Index	92	124	131
Health Care: Total \$	\$65,343,417	\$591,619,559	\$1,556,259,293
Average Spent	\$5,678.58	\$7,761.80	\$8,561.18
Spending Potential Index	74	101	111
HH Furnishings & Equipment: Total \$	\$29,810,092	\$268,297,793	\$690,845,113
Average Spent	\$2,590.61	\$3,519.95	\$3,800.43
Spending Potential Index	82	111	120
Personal Care Products & Services: Total \$	\$10,365,245	\$93,264,633	\$236,651,681
Average Spent	\$900.78	\$1,223.59	\$1,301.85
Spending Potential Index	90	123	131
Shelter: Total \$	\$277,916,349	\$2,498,120,289	\$6,372,334,750
Average Spent	\$24,151.94	\$32,774.27	\$35,055.01
Spending Potential Index	91	123	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,471,714	\$249,457,489	\$676,659,288
Average Spent	\$2,300.49	\$3,272.78	\$3,722.39
Spending Potential Index	66	93	106
Travel: Total \$	\$27,772,881	\$261,714,133	\$684,275,943
Average Spent	\$2,413.56	\$3,433.58	\$3,764.29
Spending Potential Index	80	113	124
Vehicle Maintenance & Repairs: Total \$	\$14,562,618	\$127,042,668	\$322,776,147
Average Spent	\$1,265.54	\$1,666.75	\$1,775.63
Spending Potential Index	85	113	120

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
NeWest Residents (13C)	45.7%	Population	41,603	41,046
Metro Fusion (11C)	16.0%	Households	11,507	11,404
Diverse Convergence (13A)	14.4%	Families	8,237	8,146
Pleasantville (2B)	7.6%	Median Age	33.0	33.4
Urban Villages (7B)	7.4%	Median Household Income	\$73,579	\$80,779
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$2,209.68	\$25,426,821
Men's		90	\$397.60	\$4,575,225
Women's		90	\$717.96	\$8,261,528
Children's		99	\$362.59	\$4,172,275
Footwear		99	\$493.91	\$5,683,437
Watches & Jewelry		85	\$193.11	\$2,222,173
Apparel Products and Services (1)		91	\$44.51	\$512,182
Computer				
Computers and Hardware for Home Use		96	\$260.25	\$2,994,647
Portable Memory		92	\$3.74	\$43,053
Computer Software		99	\$15.42	\$177,444
Computer Accessories		91	\$21.65	\$249,167
Entertainment & Recreation		79	\$3,226.10	\$37,122,713
Fees and Admissions		75	\$616.92	\$7,098,948
Membership Fees for Clubs (2)		71	\$215.72	\$2,482,236
Fees for Participant Sports, excl. Trips		70	\$92.81	\$1,067,973
Tickets to Theatre/Operas/Concerts		78	\$59.17	\$680,924
Tickets to Movies		98	\$24.27	\$279,283
Tickets to Parks or Museums		90	\$33.76	\$388,469
Admission to Sporting Events, excl. Trips		62	\$48.72	\$560,595
Fees for Recreational Lessons		82	\$141.61	\$1,629,539
Dating Services		109	\$0.86	\$9,929
TV/Video/Audio		83	\$1,098.34	\$12,638,542
Cable and Satellite Television Services		77	\$580.86	\$6,683,963
Televisions		89	\$136.16	\$1,566,765
Satellite Dishes		86	\$1.08	\$12,382
VCRs, Video Cameras, and DVD Players		96	\$4.80	\$55,195
Miscellaneous Video Equipment		84	\$18.98	\$218,372
Video Cassettes and DVDs		90	\$5.18	\$59,578
Video Game Hardware/Accessories		104	\$48.24	\$555,078
Video Game Software		103	\$20.91	\$240,563
Rental/Streaming/Downloaded Video		91	\$156.72	\$1,803,368
Installation of Televisions		53	\$0.90	\$10,304
Audio (3)		87	\$123.21	\$1,417,783
Rental and Repair of TV/Radio/Sound Equipment		83	\$1.32	\$15,189
Pets		78	\$791.67	\$9,109,699
Toys/Games/Crafts/Hobbies (4)		83	\$151.95	\$1,748,498
Recreational Vehicles and Fees (5)		65	\$128.33	\$1,476,686
Sports/Recreation/Exercise Equipment (6)		77	\$234.85	\$2,702,395
Photo Equipment and Supplies (7)		83	\$50.97	\$586,563
Reading (8)		85	\$119.19	\$1,371,468
Catered Affairs (9)		86	\$33.89	\$389,916
Food		91	\$10,199.44	\$117,364,956
Food at Home		90	\$6,600.65	\$75,953,648
Bakery and Cereal Products		88	\$825.40	\$9,497,827
Meats, Poultry, Fish, and Eggs		95	\$1,487.76	\$17,119,667
Dairy Products		89	\$614.33	\$7,069,048
Fruits and Vegetables		93	\$1,338.17	\$15,398,325
Snacks and Other Food at Home (10)		88	\$2,334.99	\$26,868,781
Food Away from Home		92	\$3,598.79	\$41,411,307
Alcoholic Beverages		87	\$570.97	\$6,570,113

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	60	\$27,793.76	\$319,822,757
Value of Retirement Plans	59	\$95,296.78	\$1,096,580,070
Value of Other Financial Assets	65	\$5,899.83	\$67,889,383
Vehicle Loan Amount excluding Interest	86	\$3,029.49	\$34,860,331
Value of Credit Card Debt	84	\$2,435.92	\$28,030,183
Health			
Nonprescription Drugs	77	\$137.42	\$1,581,338
Prescription Drugs	62	\$258.61	\$2,975,854
Eyeglasses and Contact Lenses	74	\$94.07	\$1,082,413
Home			
Mortgage Payment and Basics (11)	68	\$9,132.10	\$105,083,027
Maintenance and Remodeling Services	61	\$2,855.88	\$32,862,667
Maintenance and Remodeling Materials (12)	56	\$486.22	\$5,594,960
Utilities, Fuel, and Public Services	83	\$4,943.71	\$56,887,319
Household Furnishings and Equipment			
Household Textiles (13)	90	\$119.01	\$1,369,503
Furniture	81	\$797.32	\$9,174,722
Rugs	76	\$34.61	\$398,313
Major Appliances (14)	76	\$444.17	\$5,111,075
Housewares (15)	87	\$93.16	\$1,072,027
Small Appliances	103	\$82.94	\$954,398
Luggage	86	\$17.74	\$204,135
Telephones and Accessories	80	\$80.63	\$927,837
Household Operations			
Child Care	84	\$464.55	\$5,345,616
Lawn and Garden (16)	64	\$449.21	\$5,169,072
Moving/Storage/Freight Express	97	\$118.29	\$1,361,190
Housekeeping Supplies (17)	86	\$780.93	\$8,986,113
Insurance			
Owners and Renters Insurance	64	\$526.02	\$6,052,935
Vehicle Insurance	91	\$1,931.56	\$22,226,518
Life/Other Insurance	69	\$463.54	\$5,333,924
Health Insurance	74	\$3,699.32	\$42,568,131
Personal Care Products (18)	92	\$515.12	\$5,927,537
School Books (19)	90	\$38.11	\$438,578
Smoking Products	83	\$386.75	\$4,450,311
Transportation			
Payments on Vehicles excluding Leases	82	\$2,485.41	\$28,599,644
Gasoline and Motor Oil	90	\$2,999.49	\$34,515,134
Vehicle Maintenance and Repairs	85	\$1,265.54	\$14,562,618
Travel			
Airline Fares	87	\$549.72	\$6,325,663
Lodging on Trips	75	\$739.67	\$8,511,358
Auto/Truck Rental on Trips	80	\$93.03	\$1,070,443
Food and Drink on Trips	81	\$598.63	\$6,888,458

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

8901 New Hampshire Avenue, Silver Spring, Maryland, 20903
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.00266
 Longitude: -76.98006

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Renters (3B)	14.2%	Population	219,897	223,018
Urban Chic (2A)	10.3%	Households	76,222	78,268
NeWest Residents (13C)	9.9%	Families	43,466	44,086
Pleasantville (2B)	7.6%	Median Age	33.1	33.9
Metro Fusion (11C)	6.7%	Median Household Income	\$88,683	\$98,913
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		123	\$2,930.39	\$223,360,399
Men's		121	\$533.44	\$40,659,972
Women's		121	\$968.34	\$73,808,449
Children's		120	\$440.28	\$33,558,811
Footwear		126	\$629.97	\$48,017,293
Watches & Jewelry		131	\$298.00	\$22,714,025
Apparel Products and Services (1)		124	\$60.37	\$4,601,848
Computer				
Computers and Hardware for Home Use		130	\$350.70	\$26,731,284
Portable Memory		134	\$5.47	\$416,643
Computer Software		140	\$21.81	\$1,662,137
Computer Accessories		127	\$30.07	\$2,292,313
Entertainment & Recreation		110	\$4,494.69	\$342,594,073
Fees and Admissions		110	\$909.71	\$69,339,540
Membership Fees for Clubs (2)		108	\$327.37	\$24,952,627
Fees for Participant Sports, excl. Trips		100	\$132.78	\$10,120,707
Tickets to Theatre/Operas/Concerts		116	\$88.34	\$6,733,436
Tickets to Movies		130	\$32.09	\$2,445,929
Tickets to Parks or Museums		120	\$45.05	\$3,433,606
Admission to Sporting Events, excl. Trips		97	\$76.89	\$5,860,508
Fees for Recreational Lessons		119	\$206.03	\$15,703,646
Dating Services		148	\$1.17	\$89,081
TV/Video/Audio		111	\$1,473.10	\$112,282,693
Cable and Satellite Television Services		104	\$783.32	\$59,706,007
Televisions		117	\$178.24	\$13,585,862
Satellite Dishes		116	\$1.45	\$110,845
VCRs, Video Cameras, and DVD Players		129	\$6.44	\$490,851
Miscellaneous Video Equipment		97	\$22.04	\$1,679,689
Video Cassettes and DVDs		125	\$7.21	\$549,373
Video Game Hardware/Accessories		136	\$63.18	\$4,815,944
Video Game Software		143	\$29.04	\$2,213,320
Rental/Streaming/Downloaded Video		120	\$207.67	\$15,828,773
Installation of Televisions		88	\$1.49	\$113,374
Audio (3)		120	\$171.09	\$13,040,748
Rental and Repair of TV/Radio/Sound Equipment		122	\$1.94	\$147,905
Pets		109	\$1,103.64	\$84,121,955
Toys/Games/Crafts/Hobbies (4)		114	\$207.42	\$15,810,257
Recreational Vehicles and Fees (5)		96	\$188.83	\$14,392,774
Sports/Recreation/Exercise Equipment (6)		105	\$320.68	\$24,442,785
Photo Equipment and Supplies (7)		122	\$74.64	\$5,689,505
Reading (8)		121	\$169.90	\$12,950,362
Catered Affairs (9)		118	\$46.76	\$3,564,202
Food		121	\$13,519.62	\$1,030,492,545
Food at Home		119	\$8,698.85	\$663,043,822
Bakery and Cereal Products		117	\$1,100.12	\$83,853,574
Meats, Poultry, Fish, and Eggs		122	\$1,913.92	\$145,882,431
Dairy Products		118	\$815.47	\$62,156,616
Fruits and Vegetables		123	\$1,773.25	\$135,161,002
Snacks and Other Food at Home (10)		117	\$3,096.09	\$235,990,198
Food Away from Home		124	\$4,820.77	\$367,448,723
Alcoholic Beverages		125	\$818.13	\$62,359,821

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	98	\$45,476.39	\$3,466,301,133
Value of Retirement Plans	91	\$147,685.04	\$11,256,848,791
Value of Other Financial Assets	97	\$8,806.65	\$671,260,155
Vehicle Loan Amount excluding Interest	109	\$3,839.93	\$292,687,392
Value of Credit Card Debt	114	\$3,295.17	\$251,164,705
Health			
Nonprescription Drugs	102	\$180.46	\$13,755,098
Prescription Drugs	88	\$364.07	\$27,750,484
Eyeglasses and Contact Lenses	105	\$133.33	\$10,162,903
Home			
Mortgage Payment and Basics (11)	95	\$12,893.49	\$982,767,436
Maintenance and Remodeling Services	89	\$4,165.20	\$317,480,115
Maintenance and Remodeling Materials (12)	79	\$680.48	\$51,867,436
Utilities, Fuel, and Public Services	109	\$6,481.75	\$494,051,752
Household Furnishings and Equipment			
Household Textiles (13)	120	\$158.61	\$12,089,660
Furniture	110	\$1,085.82	\$82,763,390
Rugs	112	\$51.25	\$3,906,213
Major Appliances (14)	101	\$594.02	\$45,277,498
Housewares (15)	117	\$125.16	\$9,540,292
Small Appliances	134	\$107.80	\$8,216,904
Luggage	119	\$24.66	\$1,879,476
Telephones and Accessories	115	\$116.55	\$8,883,927
Household Operations			
Child Care	116	\$644.30	\$49,109,573
Lawn and Garden (16)	92	\$643.14	\$49,021,377
Moving/Storage/Freight Express	135	\$164.36	\$12,527,725
Housekeeping Supplies (17)	114	\$1,030.26	\$78,528,757
Insurance			
Owners and Renters Insurance	87	\$722.16	\$55,044,641
Vehicle Insurance	116	\$2,469.08	\$188,198,080
Life/Other Insurance	97	\$658.75	\$50,211,397
Health Insurance	101	\$5,047.83	\$384,755,760
Personal Care Products (18)	123	\$687.16	\$52,377,045
School Books (19)	127	\$54.12	\$4,124,979
Smoking Products	110	\$512.53	\$39,065,753
Transportation			
Payments on Vehicles excluding Leases	105	\$3,211.39	\$244,778,639
Gasoline and Motor Oil	114	\$3,803.71	\$289,926,042
Vehicle Maintenance and Repairs	113	\$1,666.75	\$127,042,668
Travel			
Airline Fares	123	\$778.51	\$59,339,776
Lodging on Trips	108	\$1,065.62	\$81,223,783
Auto/Truck Rental on Trips	115	\$133.62	\$10,184,785
Food and Drink on Trips	114	\$847.98	\$64,634,863

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
City Lights (8A)	12.4%	Population	515,214	518,942
Pleasantville (2B)	10.0%	Households	181,781	184,880
Urban Chic (2A)	7.4%	Families	107,944	108,818
Metro Renters (3B)	7.0%	Median Age	35.7	36.9
Metro Fusion (11C)	6.4%	Median Household Income	\$97,104	\$107,710
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		130	\$3,099.15	\$563,367,056
Men's		128	\$565.36	\$102,771,502
Women's		128	\$1,026.04	\$186,514,188
Children's		126	\$461.29	\$83,854,421
Footwear		132	\$660.39	\$120,045,663
Watches & Jewelry		142	\$322.49	\$58,623,348
Apparel Products and Services (1)		131	\$63.58	\$11,557,934
Computer				
Computers and Hardware for Home Use		135	\$365.96	\$66,524,512
Portable Memory		139	\$5.64	\$1,025,418
Computer Software		144	\$22.45	\$4,080,093
Computer Accessories		134	\$31.85	\$5,789,772
Entertainment & Recreation		120	\$4,909.11	\$892,382,024
Fees and Admissions		123	\$1,019.65	\$185,353,861
Membership Fees for Clubs (2)		121	\$366.07	\$66,544,221
Fees for Participant Sports, excl. Trips		114	\$152.55	\$27,730,446
Tickets to Theatre/Operas/Concerts		129	\$97.84	\$17,784,889
Tickets to Movies		136	\$33.56	\$6,100,617
Tickets to Parks or Museums		129	\$48.37	\$8,793,205
Admission to Sporting Events, excl. Trips		109	\$86.01	\$15,635,558
Fees for Recreational Lessons		136	\$234.07	\$42,548,793
Dating Services		151	\$1.19	\$216,133
TV/Video/Audio		119	\$1,579.50	\$287,122,509
Cable and Satellite Television Services		114	\$861.53	\$156,610,627
Televisions		123	\$188.39	\$34,246,432
Satellite Dishes		117	\$1.46	\$266,274
VCRs, Video Cameras, and DVD Players		134	\$6.68	\$1,215,037
Miscellaneous Video Equipment		99	\$22.52	\$4,094,038
Video Cassettes and DVDs		132	\$7.63	\$1,387,447
Video Game Hardware/Accessories		135	\$62.66	\$11,390,886
Video Game Software		141	\$28.49	\$5,178,650
Rental/Streaming/Downloaded Video		125	\$215.19	\$39,116,573
Installation of Televisions		109	\$1.85	\$336,499
Audio (3)		127	\$180.95	\$32,893,512
Rental and Repair of TV/Radio/Sound Equipment		134	\$2.13	\$386,536
Pets		119	\$1,206.63	\$219,342,588
Toys/Games/Crafts/Hobbies (4)		122	\$221.87	\$40,331,434
Recreational Vehicles and Fees (5)		111	\$218.58	\$39,733,997
Sports/Recreation/Exercise Equipment (6)		114	\$347.96	\$63,251,612
Photo Equipment and Supplies (7)		132	\$80.73	\$14,675,291
Reading (8)		132	\$184.31	\$33,504,723
Catered Affairs (9)		126	\$49.87	\$9,066,009
Food		128	\$14,379.25	\$2,613,874,854
Food at Home		127	\$9,275.01	\$1,686,020,499
Bakery and Cereal Products		126	\$1,181.29	\$214,736,779
Meats, Poultry, Fish, and Eggs		129	\$2,025.21	\$368,144,264
Dairy Products		126	\$874.40	\$158,948,546
Fruits and Vegetables		131	\$1,894.32	\$344,351,117
Snacks and Other Food at Home (10)		124	\$3,299.79	\$599,839,792
Food Away from Home		131	\$5,104.24	\$927,854,355
Alcoholic Beverages		133	\$870.72	\$158,280,500

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	116	\$53,568.63	\$9,737,759,234
Value of Retirement Plans	108	\$175,330.63	\$31,871,777,241
Value of Other Financial Assets	111	\$10,107.41	\$1,837,334,578
Vehicle Loan Amount excluding Interest	115	\$4,048.33	\$735,909,374
Value of Credit Card Debt	124	\$3,593.20	\$653,175,298
Health			
Nonprescription Drugs	110	\$195.47	\$35,532,524
Prescription Drugs	98	\$404.45	\$73,521,876
Eyeglasses and Contact Lenses	116	\$147.09	\$26,738,413
Home			
Mortgage Payment and Basics (11)	111	\$15,067.76	\$2,739,032,794
Maintenance and Remodeling Services	106	\$4,937.49	\$897,541,901
Maintenance and Remodeling Materials (12)	93	\$809.21	\$147,099,067
Utilities, Fuel, and Public Services	117	\$6,970.54	\$1,267,111,861
Household Furnishings and Equipment			
Household Textiles (13)	128	\$168.30	\$30,592,894
Furniture	119	\$1,173.75	\$213,364,821
Rugs	126	\$57.58	\$10,467,006
Major Appliances (14)	112	\$659.43	\$119,872,733
Housewares (15)	125	\$134.15	\$24,385,156
Small Appliances	138	\$110.96	\$20,170,365
Luggage	129	\$26.63	\$4,841,642
Telephones and Accessories	118	\$119.94	\$21,803,314
Household Operations			
Child Care	128	\$709.60	\$128,991,659
Lawn and Garden (16)	106	\$740.66	\$134,638,752
Moving/Storage/Freight Express	142	\$172.86	\$31,423,200
Housekeeping Supplies (17)	122	\$1,103.63	\$200,618,641
Insurance			
Owners and Renters Insurance	100	\$826.94	\$150,322,105
Vehicle Insurance	122	\$2,592.81	\$471,323,904
Life/Other Insurance	111	\$750.93	\$136,505,463
Health Insurance	111	\$5,566.58	\$1,011,897,696
Personal Care Products (18)	130	\$725.01	\$131,793,639
School Books (19)	130	\$55.39	\$10,069,270
Smoking Products	112	\$524.14	\$95,279,544
Transportation			
Payments on Vehicles excluding Leases	112	\$3,426.62	\$622,893,629
Gasoline and Motor Oil	120	\$3,989.30	\$725,178,493
Vehicle Maintenance and Repairs	120	\$1,775.63	\$322,776,147
Travel			
Airline Fares	134	\$847.70	\$154,095,369
Lodging on Trips	121	\$1,184.41	\$215,303,011
Auto/Truck Rental on Trips	125	\$144.98	\$26,354,645
Food and Drink on Trips	124	\$923.75	\$167,919,464

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

8901 New Hampshire Avenue, Silver Spring, Maryland, 20903
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.00266
Longitude: -76.98006

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		501		7,753		17,753						
Total Employees:		3,654		107,057		215,790						
Total Population:		41,603		219,897		515,214						
Employee/Population Ratio (per 100 Residents)		9		49		42						
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%	9	0.1%	2,996	3.1%	21	0.1%	3,079	1.6%
Mining	0	0.0%	0	0.0%	1	0.0%	28	0.0%	2	0.0%	37	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	30	0.0%	2	0.0%	52	0.0%
Construction	74	14.9%	244	7.0%	390	5.1%	2,356	2.5%	1,139	6.5%	11,363	5.9%
Building Construction	36	7.2%	108	3.1%	179	2.3%	1,030	1.1%	496	2.8%	4,110	2.1%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	15	0.2%	161	0.2%	62	0.3%	925	0.5%
Specialty Trade Contractor	38	7.6%	137	3.9%	197	2.6%	1,164	1.2%	582	3.3%	6,327	3.3%
Manufacturing	7	1.4%	37	1.1%	95	1.2%	1,142	1.2%	340	1.9%	3,961	2.0%
Wholesale Trade	3	0.6%	16	0.5%	77	1.0%	591	0.6%	270	1.5%	2,716	1.4%
Durable Goods	2	0.4%	6	0.2%	54	0.7%	435	0.5%	200	1.1%	1,559	0.8%
Nondurable Goods	1	0.2%	10	0.3%	20	0.3%	136	0.1%	64	0.4%	1,117	0.6%
Trade Broker	0	0.0%	0	0.0%	3	0.0%	20	0.0%	6	0.0%	40	0.0%
Retail Trade	58	11.7%	405	11.6%	636	8.3%	7,156	7.4%	1,553	8.8%	18,339	9.4%
Motor Vehicle & Parts Dealers	3	0.6%	29	0.8%	37	0.5%	461	0.5%	132	0.8%	1,757	0.9%
Furniture & Home Furnishings Stores	4	0.8%	21	0.6%	28	0.4%	197	0.2%	57	0.3%	796	0.4%
Electronics & Appliance Stores	8	1.6%	38	1.1%	35	0.5%	224	0.2%	81	0.5%	902	0.5%
Building Material & Garden Equipment & Supplies Dealers	3	0.6%	18	0.5%	45	0.6%	677	0.7%	117	0.7%	1,631	0.8%
Food & Beverage Stores	13	2.6%	178	5.1%	152	2.0%	2,530	2.6%	345	2.0%	4,897	2.5%
Health & Personal Care Stores	4	0.8%	41	1.2%	70	0.9%	623	0.7%	170	1.0%	1,351	0.7%
Gasoline Stations & Fuel Dealers	3	0.6%	11	0.3%	40	0.5%	209	0.2%	102	0.6%	557	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	11	2.2%	36	1.0%	92	1.2%	568	0.6%	203	1.2%	1,271	0.7%
Sporting Goods, Hobby, Book, & Music Stores	4	0.8%	11	0.3%	93	1.2%	668	0.7%	216	1.2%	1,697	0.9%
General Merchandise Stores	5	1.0%	21	0.6%	45	0.6%	998	1.0%	130	0.7%	3,480	1.8%
Transportation & Warehousing	13	2.6%	58	1.7%	111	1.4%	606	0.6%	283	1.6%	1,858	1.0%
Truck Transportation	5	1.0%	23	0.7%	46	0.6%	249	0.3%	107	0.6%	705	0.4%
Information	10	2.0%	31	0.9%	249	3.3%	2,777	2.9%	491	2.8%	5,768	3.0%
Finance & Insurance	18	3.6%	84	2.4%	285	3.7%	1,585	1.6%	602	3.4%	3,460	1.8%
Central Bank/Credit Intermediation & Related Activities	12	2.4%	66	1.9%	110	1.4%	628	0.7%	237	1.4%	1,536	0.8%
Securities & Commodity Contracts	1	0.2%	2	0.1%	67	0.9%	249	0.3%	157	0.9%	614	0.3%
Funds, Trusts & Other Financial Vehicles	5	1.0%	16	0.5%	107	1.4%	708	0.7%	208	1.2%	1,310	0.7%
Real Estate, Rental & Leasing	46	9.2%	268	7.7%	423	5.5%	3,061	3.2%	930	5.3%	6,529	3.4%
Professional, Scientific & Tech Services	57	11.4%	332	9.5%	1,193	15.6%	8,200	8.5%	2,605	14.8%	16,318	8.4%
Legal Services	7	1.4%	27	0.8%	235	3.1%	952	1.0%	472	2.7%	2,269	1.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	17	0.2%	96	0.1%	32	0.2%	248	0.1%
Administrative, Support & Waste Management Services	26	5.2%	91	2.6%	306	4.0%	1,961	2.0%	711	4.0%	4,708	2.4%
Educational Services	15	3.0%	703	20.1%	331	4.3%	29,880	31.0%	688	3.9%	39,685	20.5%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

8901 New Hampshire Avenue, Silver Spring, Maryland, 20903
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.00266
 Longitude: -76.98006

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	39	7.8%	619	17.7%	969	12.7%	9,960	10.3%	2,035	11.6%	27,749	14.3%
Ambulatory Health Care	18	3.6%	104	3.0%	708	9.3%	5,686	5.9%	1,379	7.9%	13,021	6.7%
Hospital	1	0.2%	4	0.1%	28	0.4%	352	0.4%	81	0.5%	3,799	2.0%
Nursing/Residential Care	4	0.8%	327	9.3%	38	0.5%	1,240	1.3%	116	0.7%	5,335	2.8%
Social Assistance	15	3.0%	184	5.3%	194	2.5%	2,682	2.8%	459	2.6%	5,592	2.9%
Arts, Entertainment & Recreation	4	0.8%	25	0.7%	175	2.3%	3,713	3.9%	395	2.3%	5,690	2.9%
Accommodation & Food Services	18	3.6%	213	6.1%	545	7.1%	6,468	6.7%	1,095	6.2%	12,624	6.5%
Accommodation	0	0.0%	0	0.0%	44	0.6%	716	0.7%	77	0.4%	1,551	0.8%
Food Services & Drinking Places	18	3.6%	213	6.1%	501	6.5%	5,753	6.0%	1,018	5.8%	11,073	5.7%
Other Services (except Public Administration)	77	15.5%	363	10.4%	1,143	14.9%	5,972	6.2%	2,744	15.6%	16,218	8.4%
Repair & Maintenance	3	0.6%	11	0.3%	128	1.7%	723	0.8%	403	2.3%	2,214	1.1%
Automotive Repair & Maintenance	2	0.4%	7	0.2%	80	1.1%	468	0.5%	285	1.6%	1,634	0.8%
Personal & Laundry Service	19	3.8%	70	2.0%	318	4.2%	1,448	1.5%	755	4.3%	4,539	2.3%
Civic and Other Orgs	55	11.0%	282	8.1%	697	9.1%	3,801	4.0%	1,586	9.0%	9,465	4.9%
Public Administration	1	0.2%	6	0.2%	76	1.0%	7,667	8.0%	253	1.4%	13,407	6.9%
Unclassified Establishments	33	6.6%	2	0.1%	621	8.1%	67	0.1%	1,359	7.7%	198	0.1%
Total	498	100.0%	3,496	100.0%	7,653	100.0%	96,311	100.0%	17,550	100.0%	194,003	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.

8901 New Hampshire Avenue, Silver Spring, Maryland, 20903
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.00266
Longitude: -76.98006

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	1.6%	32	0.9%	64	0.8%	3,378	3.2%	183	1.0%	4,262	2.0%
Construction	69	13.8%	263	7.2%	353	4.5%	2,407	2.3%	1,040	5.9%	11,015	5.1%
Manufacturing	1	0.2%	5	0.1%	94	1.2%	1,330	1.2%	302	1.7%	4,856	2.3%
Transportation	15	3.0%	71	1.9%	149	1.9%	913	0.8%	359	2.0%	2,506	1.2%
Communication	6	1.2%	16	0.4%	86	1.1%	1,276	1.2%	193	1.1%	2,611	1.2%
Utility	1	0.2%	6	0.2%	14	0.2%	162	0.1%	30	0.2%	303	0.1%
Wholesale Trade	3	0.6%	18	0.5%	76	1.0%	646	0.6%	271	1.5%	2,918	1.4%
Retail Trade Summary	85	17.0%	684	18.7%	1,186	15.3%	13,736	12.8%	2,711	15.3%	31,410	14.6%
Home Improvement	5	1.0%	19	0.5%	46	0.6%	639	0.6%	120	0.7%	1,571	0.7%
General Merchandise Stores	4	0.8%	18	0.5%	35	0.5%	1,009	0.9%	101	0.6%	3,759	1.7%
Food Stores	16	3.2%	226	6.2%	171	2.2%	2,826	2.6%	377	2.1%	5,287	2.5%
Auto Dealers & Gas Stations	6	1.2%	70	1.9%	81	1.0%	912	0.8%	239	1.4%	2,486	1.1%
Apparel & Accessory Stores	10	2.0%	37	1.0%	66	0.8%	497	0.5%	158	0.9%	1,127	0.5%
Furniture & Home Furnishings	14	2.8%	52	1.4%	71	0.9%	482	0.5%	166	0.9%	1,947	0.9%
Eating & Drinking Places	18	3.6%	200	5.5%	493	6.4%	5,870	5.5%	1,013	5.7%	11,452	5.3%
Miscellaneous Retail	12	2.4%	62	1.7%	224	2.9%	1,501	1.4%	538	3.0%	3,780	1.8%
Finance, Insurance, Real Estate Summary	71	14.2%	415	11.4%	711	9.2%	5,111	4.8%	1,507	8.5%	11,257	5.2%
Banks, Savings & Lending Institutions	14	2.8%	85	2.3%	107	1.4%	659	0.6%	232	1.3%	1,571	0.7%
Securities Brokers	0	0.0%	1	0.0%	58	0.8%	242	0.2%	141	0.8%	616	0.3%
Insurance Carriers & Agents	5	1.0%	18	0.5%	101	1.3%	825	0.8%	206	1.2%	1,481	0.7%
Real Estate, Holding, Other Investment Offices	51	10.2%	311	8.5%	444	5.7%	3,385	3.2%	928	5.2%	7,588	3.5%
Services Summary	206	41.1%	2,119	58.0%	4,188	54.0%	68,810	64.3%	9,266	52.2%	127,635	59.1%
Hotels & Lodging	0	0.0%	0	0.0%	45	0.6%	907	0.8%	78	0.4%	1,866	0.9%
Automotive Services	3	0.6%	12	0.3%	120	1.6%	727	0.7%	396	2.2%	2,318	1.1%
Movies & Amusements	3	0.6%	21	0.6%	206	2.7%	3,096	2.9%	426	2.4%	5,786	2.7%
Health Services	20	4.0%	356	9.7%	729	9.4%	6,554	6.1%	1,455	8.2%	20,247	9.4%
Legal Services	3	0.6%	13	0.4%	212	2.7%	1,021	0.9%	421	2.4%	2,272	1.1%
Education Institutions & Libraries	15	3.0%	712	19.5%	294	3.8%	31,313	29.3%	596	3.4%	41,928	19.4%
Other Services	162	32.3%	1,004	27.5%	2,582	33.3%	25,192	23.5%	5,894	33.2%	53,217	24.7%
Government	1	0.2%	8	0.2%	78	1.0%	8,429	7.9%	249	1.4%	14,587	6.8%
Unclassified Establishments	36	7.2%	17	0.2%	753	9.7%	859	7.9%	1,643	9.3%	2,429	6.8%
Totals	501	100.0%	3,654	100.0%	7,753	100.0%	107,057	100.0%	17,753	100.0%	215,790	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.