



# Market Profile

College Park City, MD  
College Park city, MD (2418750)  
Place

Prepared by Esri

	College Park cit...
<b>Population Summary</b>	
2000 Total Population	25,150
2010 Total Population	30,413
2015 Total Population	30,573
2015 Group Quarters	11,684
2020 Total Population	30,770
2015-2020 Annual Rate	0.13%
<b>Household Summary</b>	
2000 Households	6,315
2000 Average Household Size	2.61
2010 Households	6,757
2010 Average Household Size	2.79
2015 Households	6,699
2015 Average Household Size	2.82
2020 Households	6,752
2020 Average Household Size	2.83
2015-2020 Annual Rate	0.16%
2010 Families	2,852
2010 Average Family Size	3.18
2015 Families	2,930
2015 Average Family Size	3.14
2020 Families	2,921
2020 Average Family Size	3.14
2015-2020 Annual Rate	-0.06%
<b>Housing Unit Summary</b>	
2000 Housing Units	6,534
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	39.0%
Vacant Housing Units	3.4%
2010 Housing Units	8,212
Owner Occupied Housing Units	37.6%
Renter Occupied Housing Units	44.7%
Vacant Housing Units	17.7%
2015 Housing Units	8,272
Owner Occupied Housing Units	38.0%
Renter Occupied Housing Units	43.0%
Vacant Housing Units	19.0%
2020 Housing Units	8,353
Owner Occupied Housing Units	37.6%
Renter Occupied Housing Units	43.3%
Vacant Housing Units	19.2%
<b>Median Household Income</b>	
2015	\$59,892
2020	\$69,618
<b>Median Home Value</b>	
2015	\$273,957
2020	\$291,528
<b>Per Capita Income</b>	
2015	\$22,735
2020	\$24,813
<b>Median Age</b>	
2010	22.4
2015	22.6
2020	22.7

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 23, 2015



# Market Profile

College Park City, MD  
College Park city, MD (2418750)  
Place

Prepared by Esri

	College Park cit...
<b>2015 Households by Income</b>	
Household Income Base	6,696
<\$15,000	17.6%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	17.3%
\$75,000 - \$99,999	15.4%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	7.2%
\$200,000+	4.3%
Average Household Income	\$75,892
<b>2020 Households by Income</b>	
Household Income Base	6,752
<\$15,000	17.0%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	4.9%
\$35,000 - \$49,999	9.6%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	17.3%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	7.9%
\$200,000+	4.9%
Average Household Income	\$85,318
<b>2015 Owner Occupied Housing Units by Value</b>	
Total	3,143
<\$50,000	0.3%
\$50,000 - \$99,999	2.1%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	6.2%
\$200,000 - \$249,999	23.3%
\$250,000 - \$299,999	30.5%
\$300,000 - \$399,999	23.2%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.8%
Average Home Value	\$297,542
<b>2020 Owner Occupied Housing Units by Value</b>	
Total	3,137
<\$50,000	0.4%
\$50,000 - \$99,999	1.8%
\$100,000 - \$149,999	1.9%
\$150,000 - \$199,999	4.2%
\$200,000 - \$249,999	17.9%
\$250,000 - \$299,999	28.7%
\$300,000 - \$399,999	26.4%
\$400,000 - \$499,999	9.1%
\$500,000 - \$749,999	6.8%
\$750,000 - \$999,999	2.1%
\$1,000,000 +	0.7%
Average Home Value	\$333,352

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

College Park City, MD  
 College Park city, MD (2418750)  
 Place

Prepared by Esri

	College Park cit...
<b>2010 Population by Age</b>	
Total	30,413
0 - 4	2.4%
5 - 9	1.9%
10 - 14	1.9%
15 - 24	62.1%
25 - 34	10.0%
35 - 44	5.6%
45 - 54	6.2%
55 - 64	4.8%
65 - 74	2.8%
75 - 84	1.7%
85 +	0.7%
18 +	92.4%
<b>2015 Population by Age</b>	
Total	30,572
0 - 4	2.3%
5 - 9	2.2%
10 - 14	2.1%
15 - 24	58.8%
25 - 34	11.7%
35 - 44	5.8%
45 - 54	5.6%
55 - 64	5.5%
65 - 74	3.6%
75 - 84	1.7%
85 +	0.7%
18 +	92.0%
<b>2020 Population by Age</b>	
Total	30,769
0 - 4	2.4%
5 - 9	2.1%
10 - 14	2.1%
15 - 24	57.7%
25 - 34	11.8%
35 - 44	6.6%
45 - 54	5.1%
55 - 64	5.5%
65 - 74	4.1%
75 - 84	2.0%
85 +	0.7%
18 +	92.1%
<b>2010 Population by Sex</b>	
Males	16,140
Females	14,273
<b>2015 Population by Sex</b>	
Males	16,266
Females	14,306
<b>2020 Population by Sex</b>	
Males	16,390
Females	14,379

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

College Park City, MD  
College Park city, MD (2418750)  
Place

Prepared by Esri

	College Park cit...
<b>2010 Population by Race/Ethnicity</b>	
Total	30,413
White Alone	63.0%
Black Alone	14.3%
American Indian Alone	0.3%
Asian Alone	12.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	6.0%
Two or More Races	3.5%
Hispanic Origin	11.9%
Diversity Index	65.7
<b>2015 Population by Race/Ethnicity</b>	
Total	30,573
White Alone	60.8%
Black Alone	13.8%
American Indian Alone	0.3%
Asian Alone	13.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.4%
Two or More Races	3.9%
Hispanic Origin	14.8%
Diversity Index	69.5
<b>2020 Population by Race/Ethnicity</b>	
Total	30,769
White Alone	58.0%
Black Alone	13.7%
American Indian Alone	0.3%
Asian Alone	14.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.9%
Two or More Races	4.2%
Hispanic Origin	17.9%
Diversity Index	73.4
<b>2010 Population by Relationship and Household Type</b>	
Total	30,413
In Households	62.1%
In Family Households	31.8%
Householder	9.4%
Spouse	6.8%
Child	10.7%
Other relative	2.9%
Nonrelative	2.0%
In Nonfamily Households	30.3%
In Group Quarters	37.9%
Institutionalized Population	0.0%
Noninstitutionalized Population	37.9%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

College Park City, MD  
 College Park city, MD (2418750)  
 Place

Prepared by Esri

	College Park cit...
<b>2015 Population 25+ by Educational Attainment</b>	
Total	10,573
Less than 9th Grade	5.9%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	16.8%
GED/Alternative Credential	1.6%
Some College, No Degree	14.7%
Associate Degree	5.0%
Bachelor's Degree	24.4%
Graduate/Professional Degree	25.3%
<b>2015 Population 15+ by Marital Status</b>	
Total	28,550
Never Married	77.6%
Married	17.3%
Widowed	1.5%
Divorced	3.5%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	90.8%
Civilian Unemployed	9.2%
<b>2015 Employed Population 16+ by Industry</b>	
Total	12,491
Agriculture/Mining	0.1%
Construction	4.5%
Manufacturing	1.5%
Wholesale Trade	1.0%
Retail Trade	9.1%
Transportation/Utilities	2.1%
Information	2.3%
Finance/Insurance/Real Estate	3.3%
Services	68.8%
Public Administration	7.2%
<b>2015 Employed Population 16+ by Occupation</b>	
Total	12,492
White Collar	67.8%
Management/Business/Financial	11.2%
Professional	31.7%
Sales	7.6%
Administrative Support	17.3%
Services	21.7%
Blue Collar	10.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	1.6%
Production	1.1%
Transportation/Material Moving	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

College Park City, MD  
 College Park city, MD (2418750)  
 Place

Prepared by Esri

	College Park cit...
<b>2010 Households by Type</b>	
Total	6,757
Households with 1 Person	24.8%
Households with 2+ People	75.2%
Family Households	42.2%
Husband-wife Families	30.6%
With Related Children	12.7%
Other Family (No Spouse Present)	11.6%
Other Family with Male Householder	3.7%
With Related Children	1.6%
Other Family with Female Householder	7.9%
With Related Children	3.7%
Nonfamily Households	33.0%
All Households with Children	18.4%
Multigenerational Households	3.3%
Unmarried Partner Households	5.2%
Male-female	3.9%
Same-sex	1.3%
<b>2010 Households by Size</b>	
Total	6,757
1 Person Household	24.8%
2 Person Household	29.2%
3 Person Household	15.3%
4 Person Household	16.2%
5 Person Household	8.2%
6 Person Household	3.2%
7 + Person Household	3.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	6,757
Owner Occupied	45.7%
Owned with a Mortgage/Loan	34.9%
Owned Free and Clear	10.8%
Renter Occupied	54.3%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

College Park City, MD  
College Park city, MD (2418750)  
Place

Prepared by Esri

## College Park cit...

### Top 3 Tapestry Segments

1. City Lights (8A)
2. Dorms to Diplomas (14C)
3. College Towns (14B)

### 2015 Consumer Spending

Apparel & Services: Total \$	\$16,383,963
Average Spent	\$2,445.73
Spending Potential Index	106
Computers & Accessories: Total \$	\$1,923,755
Average Spent	\$287.17
Spending Potential Index	113
Education: Total \$	\$13,136,678
Average Spent	\$1,960.99
Spending Potential Index	129
Entertainment/Recreation: Total \$	\$22,026,277
Average Spent	\$3,287.99
Spending Potential Index	99
Food at Home: Total \$	\$35,443,786
Average Spent	\$5,290.91
Spending Potential Index	101
Food Away from Home: Total \$	\$23,222,049
Average Spent	\$3,466.49
Spending Potential Index	105
Health Care: Total \$	\$28,778,710
Average Spent	\$4,295.97
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$12,263,493
Average Spent	\$1,830.65
Spending Potential Index	99
Investments: Total \$	\$18,444,673
Average Spent	\$2,753.35
Spending Potential Index	100
Retail Goods: Total \$	\$167,323,106
Average Spent	\$24,977.33
Spending Potential Index	98
Shelter: Total \$	\$120,368,756
Average Spent	\$17,968.17
Spending Potential Index	109
TV/Video/Audio: Total \$	\$8,942,615
Average Spent	\$1,334.92
Spending Potential Index	102
Travel: Total \$	\$13,117,681
Average Spent	\$1,958.16
Spending Potential Index	100
Vehicle Maintenance & Repairs: Total \$	\$7,525,042
Average Spent	\$1,123.31
Spending Potential Index	101

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 23, 2015