

# MARKETING PROFILE

College Park City, MD



Geography: Place

## KEY FACTS

32,418

Population

22.6

Median Age

2.9

Average Household Size

\$61,051

Median Household Income

## ANNUAL HOUSEHOLD SPENDING

\$2,265  
Apparel & Services

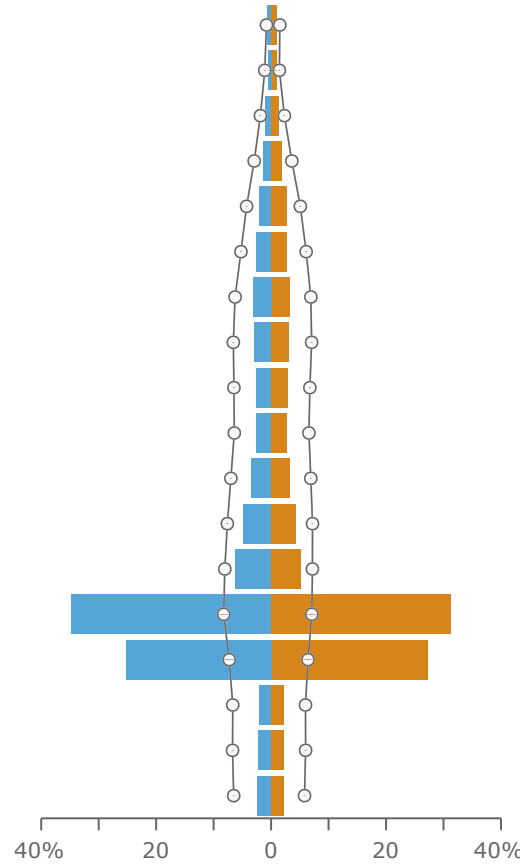
\$197  
Computers & Hardware

\$3,478  
Eating Out

\$5,041  
Groceries

\$5,064  
Health Care

## Age Pyramid



The largest group:  
2017 Male Population  
Age 20-24 (Esri)

The smallest group:  
2017 Male Population  
Age 80-84 (Esri)

Dots show comparison to  
Prince George's County

## EDUCATION

13%  
No High School Diploma

20%  
High School Graduate

19%  
Some College

48%  
Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING

\$2,069  
Travel

\$60  
Sports Events

\$66  
Theatre/Operas/  
Concerts

\$5  
Online Games

\$86  
Movies/Museums/  
Parks

## Tapestry Segments

	8A City Lights 1,331 households	18.6% of Households
	14C Dorms to Diplomas 1,219 households	17.1% of Households
	14B College Towns 1,054 households	14.8% of Households