



# Community Profile

Downtown Silver Spring  
 908 Ellsworth Dr, Silver Spring, Maryland, 20910  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.99660  
 Longitude: -77.02556

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	31,685	212,518	537,186
2010 Total Population	33,418	219,936	564,547
2017 Total Population	37,137	237,227	609,245
2017 Group Quarters	143	2,587	21,590
2022 Total Population	39,540	249,037	640,272
2017-2022 Annual Rate	1.26%	0.98%	1.00%
2017 Total Daytime Population	39,512	177,776	638,475
Workers	26,179	72,971	369,243
Residents	13,333	104,805	269,232
<b>Household Summary</b>			
2000 Households	14,935	81,707	211,477
2000 Average Household Size	2.10	2.56	2.44
2010 Households	16,139	82,248	217,472
2010 Average Household Size	2.06	2.64	2.50
2017 Households	18,127	88,357	233,739
2017 Average Household Size	2.04	2.66	2.51
2022 Households	19,349	92,617	245,566
2022 Average Household Size	2.04	2.66	2.52
2017-2022 Annual Rate	1.31%	0.95%	0.99%
2010 Families	7,273	49,952	120,314
2010 Average Family Size	2.87	3.24	3.19
2017 Families	7,892	52,690	126,836
2017 Average Family Size	2.87	3.28	3.23
2022 Families	8,303	54,778	132,026
2022 Average Family Size	2.88	3.30	3.25
2017-2022 Annual Rate	1.02%	0.78%	0.81%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,417	84,984	221,614
Owner Occupied Housing Units	33.1%	49.9%	49.5%
Renter Occupied Housing Units	63.8%	46.3%	45.9%
Vacant Housing Units	3.1%	3.9%	4.6%
2010 Housing Units	17,434	87,814	233,980
Owner Occupied Housing Units	32.3%	49.3%	48.1%
Renter Occupied Housing Units	60.3%	44.3%	44.9%
Vacant Housing Units	7.4%	6.3%	7.1%
2017 Housing Units	19,364	93,387	248,599
Owner Occupied Housing Units	30.1%	47.1%	46.2%
Renter Occupied Housing Units	63.5%	47.5%	47.8%
Vacant Housing Units	6.4%	5.4%	6.0%
2022 Housing Units	20,591	97,949	261,652
Owner Occupied Housing Units	29.7%	46.7%	45.9%
Renter Occupied Housing Units	64.3%	47.8%	48.0%
Vacant Housing Units	6.0%	5.4%	6.1%
<b>Median Household Income</b>			
2017	\$73,982	\$75,965	\$81,700
2022	\$83,110	\$84,777	\$93,354
<b>Median Home Value</b>			
2017	\$536,065	\$458,892	\$478,279
2022	\$553,190	\$496,841	\$554,586
<b>Per Capita Income</b>			
2017	\$51,567	\$41,915	\$46,566
2022	\$59,126	\$47,218	\$52,796
<b>Median Age</b>			
2010	35.1	35.9	35.2
2017	36.7	37.1	36.5
2022	36.4	37.7	37.3

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	18,127	88,357	233,738
<\$15,000	8.5%	8.2%	8.0%
\$15,000 - \$24,999	5.2%	6.5%	5.8%
\$25,000 - \$34,999	5.1%	6.8%	6.3%
\$35,000 - \$49,999	9.8%	10.9%	10.1%
\$50,000 - \$74,999	22.2%	17.0%	15.8%
\$75,000 - \$99,999	14.1%	12.1%	12.2%
\$100,000 - \$149,999	15.5%	16.4%	17.1%
\$150,000 - \$199,999	8.8%	9.1%	9.7%
\$200,000+	10.9%	13.1%	15.0%
Average Household Income	\$105,634	\$111,795	\$120,339
<b>2022 Households by Income</b>			
Household Income Base	19,349	92,617	245,565
<\$15,000	7.7%	7.9%	7.5%
\$15,000 - \$24,999	4.3%	5.9%	5.2%
\$25,000 - \$34,999	4.1%	5.9%	5.4%
\$35,000 - \$49,999	7.7%	9.2%	8.4%
\$50,000 - \$74,999	20.5%	15.8%	14.2%
\$75,000 - \$99,999	14.5%	11.9%	11.8%
\$100,000 - \$149,999	17.8%	18.1%	19.0%
\$150,000 - \$199,999	10.8%	10.5%	11.3%
\$200,000+	12.5%	15.0%	17.1%
Average Household Income	\$120,850	\$126,248	\$136,691
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	5,819	43,987	114,835
<\$50,000	0.4%	1.2%	1.2%
\$50,000 - \$99,999	0.8%	1.2%	0.9%
\$100,000 - \$149,999	1.8%	2.3%	1.8%
\$150,000 - \$199,999	3.8%	3.2%	3.2%
\$200,000 - \$249,999	5.2%	4.9%	5.2%
\$250,000 - \$299,999	5.0%	6.0%	6.5%
\$300,000 - \$399,999	11.6%	19.8%	18.7%
\$400,000 - \$499,999	16.4%	19.3%	16.0%
\$500,000 - \$749,999	34.1%	22.8%	21.2%
\$750,000 - \$999,999	17.2%	11.0%	13.5%
\$1,000,000 +	3.6%	8.3%	11.8%
Average Home Value	\$558,395	\$535,641	\$574,140
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	6,106	45,749	120,011
<\$50,000	0.1%	0.4%	0.5%
\$50,000 - \$99,999	0.3%	0.7%	0.5%
\$100,000 - \$149,999	1.3%	1.7%	1.2%
\$150,000 - \$199,999	2.6%	2.4%	2.3%
\$200,000 - \$249,999	4.3%	3.6%	3.7%
\$250,000 - \$299,999	4.3%	4.5%	4.8%
\$300,000 - \$399,999	12.0%	17.8%	16.5%
\$400,000 - \$499,999	18.2%	19.4%	15.5%
\$500,000 - \$749,999	32.2%	25.0%	23.5%
\$750,000 - \$999,999	18.2%	12.0%	14.9%
\$1,000,000 +	6.4%	12.4%	16.7%
Average Home Value	\$592,816	\$593,194	\$641,191

**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.

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<b>2010 Population by Age</b>			
Total	33,418	219,937	564,545
0 - 4	5.9%	7.5%	6.5%
5 - 9	4.4%	6.0%	5.4%
10 - 14	3.8%	5.3%	4.9%
15 - 24	11.7%	12.1%	15.0%
25 - 34	24.1%	17.6%	17.9%
35 - 44	15.2%	15.2%	14.2%
45 - 54	13.2%	13.7%	13.1%
55 - 64	11.9%	11.4%	11.1%
65 - 74	5.4%	5.8%	6.1%
75 - 84	3.0%	3.6%	3.8%
85 +	1.4%	1.8%	2.0%
18 +	83.4%	77.9%	80.1%
<b>2017 Population by Age</b>			
Total	37,137	237,229	609,246
0 - 4	5.0%	6.6%	5.7%
5 - 9	4.7%	6.6%	5.8%
10 - 14	4.3%	6.1%	5.4%
15 - 24	10.9%	11.4%	13.9%
25 - 34	22.0%	16.0%	17.0%
35 - 44	15.7%	14.7%	14.0%
45 - 54	12.4%	13.0%	12.2%
55 - 64	11.8%	11.9%	11.7%
65 - 74	8.1%	8.0%	8.1%
75 - 84	3.4%	3.8%	4.0%
85 +	1.6%	2.0%	2.2%
18 +	83.6%	77.5%	80.2%
<b>2022 Population by Age</b>			
Total	39,541	249,037	640,273
0 - 4	5.0%	6.5%	5.7%
5 - 9	4.3%	6.2%	5.4%
10 - 14	4.1%	6.2%	5.4%
15 - 24	11.0%	11.2%	13.5%
25 - 34	23.3%	15.7%	16.6%
35 - 44	15.3%	14.6%	14.4%
45 - 54	11.9%	12.6%	11.8%
55 - 64	10.6%	11.5%	11.2%
65 - 74	8.8%	8.9%	9.0%
75 - 84	4.1%	4.5%	4.8%
85 +	1.5%	1.9%	2.2%
18 +	84.2%	77.7%	80.6%
<b>2010 Population by Sex</b>			
Males	15,668	107,684	273,977
Females	17,750	112,252	290,570
<b>2017 Population by Sex</b>			
Males	17,663	116,465	296,937
Females	19,475	120,762	312,308
<b>2022 Population by Sex</b>			
Males	18,915	122,341	312,780
Females	20,625	126,696	327,492

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<b>2010 Population by Race/Ethnicity</b>			
Total	33,417	219,936	564,548
White Alone	49.8%	41.6%	46.6%
Black Alone	34.3%	32.9%	30.2%
American Indian Alone	0.3%	0.7%	0.6%
Asian Alone	6.4%	5.4%	6.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	14.6%	12.1%
Two or More Races	4.2%	4.6%	4.2%
Hispanic Origin	11.9%	27.3%	23.2%
Diversity Index	70.7	82.9	79.9
<b>2017 Population by Race/Ethnicity</b>			
Total	37,138	237,228	609,246
White Alone	44.2%	39.3%	45.4%
Black Alone	37.4%	31.9%	28.1%
American Indian Alone	0.4%	0.8%	0.6%
Asian Alone	7.2%	5.8%	7.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.8%	16.9%	14.2%
Two or More Races	4.9%	5.3%	4.7%
Hispanic Origin	14.3%	31.4%	27.1%
Diversity Index	74.3	85.2	82.5
<b>2022 Population by Race/Ethnicity</b>			
Total	39,541	249,038	640,272
White Alone	40.7%	37.9%	44.6%
Black Alone	39.2%	31.0%	26.6%
American Indian Alone	0.4%	0.8%	0.6%
Asian Alone	7.8%	6.1%	7.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.5%	18.4%	15.6%
Two or More Races	5.3%	5.7%	5.1%
Hispanic Origin	16.3%	34.4%	30.1%
Diversity Index	76.3	86.6	84.0
<b>2010 Population by Relationship and Household Type</b>			
Total	33,418	219,936	564,547
In Households	99.6%	98.9%	96.3%
In Family Households	64.7%	78.7%	72.3%
Householder	21.7%	22.7%	21.3%
Spouse	15.7%	15.2%	14.4%
Child	21.0%	28.2%	25.7%
Other relative	4.2%	7.6%	6.6%
Nonrelative	2.1%	5.0%	4.3%
In Nonfamily Households	34.9%	20.1%	24.0%
In Group Quarters	0.4%	1.1%	3.7%
Institutionalized Population	0.1%	0.5%	0.6%
Noninstitutionalized Population	0.3%	0.6%	3.1%

**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.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	27,855	164,322	421,572
Less than 9th Grade	2.9%	12.4%	9.2%
9th - 12th Grade, No Diploma	2.2%	5.9%	5.1%
High School Graduate	9.3%	13.5%	12.9%
GED/Alternative Credential	1.0%	1.6%	1.6%
Some College, No Degree	11.3%	12.7%	12.2%
Associate Degree	3.6%	4.1%	3.9%
Bachelor's Degree	27.4%	21.5%	23.4%
Graduate/Professional Degree	42.3%	28.4%	31.7%
<b>2017 Population 15+ by Marital Status</b>			
Total	31,919	191,471	506,243
Never Married	46.0%	40.1%	43.5%
Married	42.1%	46.6%	43.1%
Widowed	3.5%	4.9%	5.0%
Divorced	8.3%	8.4%	8.4%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	94.5%	94.7%
Civilian Unemployed (Unemployment Rate)	4.5%	5.5%	5.3%
<b>2017 Employed Population 16+ by Industry</b>			
Total	24,046	134,501	345,561
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	3.3%	9.3%	6.8%
Manufacturing	1.5%	1.7%	1.7%
Wholesale Trade	0.4%	1.0%	0.9%
Retail Trade	6.2%	6.7%	6.0%
Transportation/Utilities	3.2%	3.1%	2.7%
Information	4.0%	2.7%	2.8%
Finance/Insurance/Real Estate	5.5%	4.8%	5.5%
Services	61.2%	60.2%	62.1%
Public Administration	14.6%	10.1%	11.4%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	24,045	134,500	345,560
White Collar	80.5%	61.1%	67.2%
Management/Business/Financial	23.0%	16.1%	18.9%
Professional	40.8%	29.1%	31.9%
Sales	7.0%	7.0%	6.7%
Administrative Support	9.6%	8.9%	9.7%
Services	11.7%	22.2%	20.1%
Blue Collar	7.8%	16.8%	12.7%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	2.2%	8.1%	5.9%
Installation/Maintenance/Repair	0.5%	1.7%	1.4%
Production	1.4%	2.1%	1.7%
Transportation/Material Moving	3.7%	4.5%	3.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	33,418	219,936	564,547
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	16,139	82,247	217,472
Households with 1 Person	41.2%	29.9%	33.5%
Households with 2+ People	58.8%	70.1%	66.5%
Family Households	45.1%	60.7%	55.3%
Husband-wife Families	32.5%	40.7%	37.5%
With Related Children	14.4%	20.8%	18.1%
Other Family (No Spouse Present)	12.6%	20.1%	17.8%
Other Family with Male Householder	3.2%	6.1%	5.0%
With Related Children	1.3%	3.0%	2.4%
Other Family with Female Householder	9.3%	14.0%	12.8%
With Related Children	5.1%	8.0%	7.3%
Nonfamily Households	13.8%	9.4%	11.2%
All Households with Children	21.1%	32.4%	28.3%
Multigenerational Households	1.7%	4.4%	4.0%
Unmarried Partner Households	7.2%	6.7%	6.5%
Male-female	5.6%	5.2%	5.0%
Same-sex	1.6%	1.4%	1.4%
<b>2010 Households by Size</b>			
Total	16,138	82,247	217,472
1 Person Household	41.2%	29.9%	33.5%
2 Person Household	32.4%	28.7%	29.2%
3 Person Household	13.0%	15.4%	14.4%
4 Person Household	8.6%	13.0%	11.6%
5 Person Household	3.0%	6.5%	5.8%
6 Person Household	1.2%	3.1%	2.7%
7 + Person Household	0.7%	3.4%	2.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	16,139	82,248	217,472
Owner Occupied	34.9%	52.7%	51.7%
Owned with a Mortgage/Loan	28.8%	42.3%	40.7%
Owned Free and Clear	6.1%	10.4%	11.0%
Renter Occupied	65.1%	47.3%	48.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	17,434	87,814	233,980
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Metro Renters (3B)	Urban Chic (2A)	Metro Renters (3B)
<b>2.</b>	Urban Chic (2A)	City Lights (8A)	Trendsetters (3C)
<b>3.</b>	City Lights (8A)	Metro Renters (3B)	Laptops and Lattes (3A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$53,399,376	\$271,684,799	\$771,023,393
Average Spent	\$2,945.85	\$3,074.85	\$3,298.65
Spending Potential Index	136	142	153
Education: Total \$	\$39,579,342	\$203,678,857	\$583,683,989
Average Spent	\$2,183.45	\$2,305.18	\$2,497.16
Spending Potential Index	150	158	172
Entertainment/Recreation: Total \$	\$71,900,620	\$370,074,041	\$1,051,993,482
Average Spent	\$3,966.49	\$4,188.40	\$4,500.72
Spending Potential Index	127	134	144
Food at Home: Total \$	\$117,606,571	\$604,512,206	\$1,706,244,016
Average Spent	\$6,487.92	\$6,841.70	\$7,299.78
Spending Potential Index	129	136	145
Food Away from Home: Total \$	\$82,271,681	\$408,453,576	\$1,162,597,589
Average Spent	\$4,538.63	\$4,622.76	\$4,973.91
Spending Potential Index	136	139	149
Health Care: Total \$	\$116,906,544	\$621,291,308	\$1,759,013,414
Average Spent	\$6,449.30	\$7,031.60	\$7,525.55
Spending Potential Index	115	126	135
HH Furnishings & Equipment: Total \$	\$44,843,375	\$227,557,632	\$646,887,795
Average Spent	\$2,473.84	\$2,575.43	\$2,767.56
Spending Potential Index	127	132	142
Personal Care Products & Services: Total \$	\$19,072,680	\$97,276,654	\$276,803,464
Average Spent	\$1,052.17	\$1,100.95	\$1,184.24
Spending Potential Index	132	138	149
Shelter: Total \$	\$412,155,883	\$2,113,799,165	\$6,022,955,226
Average Spent	\$22,737.13	\$23,923.39	\$25,767.87
Spending Potential Index	140	147	159
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$50,891,306	\$268,513,161	\$761,870,122
Average Spent	\$2,807.49	\$3,038.96	\$3,259.49
Spending Potential Index	120	130	139
Travel: Total \$	\$49,214,920	\$257,580,818	\$736,105,181
Average Spent	\$2,715.01	\$2,915.23	\$3,149.26
Spending Potential Index	131	141	152
Vehicle Maintenance & Repairs: Total \$	\$23,988,116	\$124,424,585	\$351,126,206
Average Spent	\$1,323.34	\$1,408.20	\$1,502.21
Spending Potential Index	123	131	140

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.