



# 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	212,450	537,124
2010 Total Population	33,418	219,870	564,487
2018 Total Population	38,243	236,388	609,139
2018 Group Quarters	144	2,588	21,538
2023 Total Population	41,412	246,188	637,118
2018-2023 Annual Rate	1.60%	0.82%	0.90%
2018 Total Daytime Population	42,225	186,324	603,233
Workers	28,478	82,233	336,479
Residents	13,747	104,091	266,754
<b>Household Summary</b>			
2000 Households	14,935	81,684	211,431
2000 Average Household Size	2.10	2.56	2.44
2010 Households	16,139	82,225	217,427
2010 Average Household Size	2.06	2.64	2.50
2018 Households	18,780	88,144	233,636
2018 Average Household Size	2.03	2.65	2.52
2023 Households	20,485	91,869	244,358
2023 Average Household Size	2.01	2.65	2.52
2018-2023 Annual Rate	1.75%	0.83%	0.90%
2010 Families	7,273	49,933	120,307
2010 Average Family Size	2.87	3.24	3.19
2018 Families	8,205	52,651	127,240
2018 Average Family Size	2.89	3.28	3.20
2023 Families	8,836	54,472	132,238
2023 Average Family Size	2.89	3.29	3.21
2018-2023 Annual Rate	1.49%	0.68%	0.77%
<b>Housing Unit Summary</b>			
2000 Housing Units	15,417	84,960	221,566
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	87,790	233,932
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%
2018 Housing Units	20,006	93,400	248,650
Owner Occupied Housing Units	28.7%	46.6%	46.2%
Renter Occupied Housing Units	65.1%	47.7%	47.8%
Vacant Housing Units	6.1%	5.6%	6.0%
2023 Housing Units	21,562	96,922	259,395
Owner Occupied Housing Units	28.5%	47.2%	46.6%
Renter Occupied Housing Units	66.5%	47.6%	47.6%
Vacant Housing Units	5.0%	5.2%	5.8%
<b>Median Household Income</b>			
2018	\$77,771	\$79,957	\$85,565
2023	\$89,634	\$93,830	\$100,589
<b>Median Home Value</b>			
2018	\$544,780	\$468,355	\$494,413
2023	\$575,058	\$498,689	\$558,124
<b>Per Capita Income</b>			
2018	\$53,036	\$43,434	\$48,020
2023	\$61,968	\$50,292	\$55,370
<b>Median Age</b>			
2010	35.1	35.9	35.2
2018	37.1	37.4	36.7
2023	36.7	38.0	37.6

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	18,780	88,144	233,635
<\$15,000	9.5%	8.9%	8.7%
\$15,000 - \$24,999	5.5%	6.3%	5.7%
\$25,000 - \$34,999	5.2%	6.1%	5.7%
\$35,000 - \$49,999	8.8%	9.9%	9.0%
\$50,000 - \$74,999	18.9%	15.8%	14.9%
\$75,000 - \$99,999	14.3%	12.2%	12.2%
\$100,000 - \$149,999	16.8%	17.1%	17.6%
\$150,000 - \$199,999	9.4%	9.4%	10.0%
\$200,000+	11.6%	14.3%	16.1%
Average Household Income	\$108,007	\$115,722	\$124,161
<b>2023 Households by Income</b>			
Household Income Base	20,485	91,869	244,357
<\$15,000	8.0%	7.8%	7.7%
\$15,000 - \$24,999	4.4%	5.2%	4.8%
\$25,000 - \$34,999	3.8%	4.8%	4.5%
\$35,000 - \$49,999	6.3%	7.8%	7.2%
\$50,000 - \$74,999	16.9%	14.0%	13.1%
\$75,000 - \$99,999	16.1%	13.0%	12.4%
\$100,000 - \$149,999	20.2%	19.8%	19.8%
\$150,000 - \$199,999	10.5%	10.6%	11.4%
\$200,000+	13.7%	17.1%	19.2%
Average Household Income	\$125,326	\$134,020	\$143,400
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	5,739	43,518	114,696
<\$50,000	0.5%	1.0%	0.8%
\$50,000 - \$99,999	0.5%	1.1%	0.7%
\$100,000 - \$149,999	1.3%	1.9%	1.4%
\$150,000 - \$199,999	3.0%	2.7%	2.7%
\$200,000 - \$249,999	4.1%	4.2%	4.4%
\$250,000 - \$299,999	5.0%	5.6%	5.9%
\$300,000 - \$399,999	11.7%	20.0%	18.5%
\$400,000 - \$499,999	17.8%	19.9%	16.4%
\$500,000 - \$749,999	34.0%	23.3%	22.0%
\$750,000 - \$999,999	17.1%	11.1%	14.3%
\$1,000,000 - \$1,499,999	3.9%	6.7%	8.5%
\$1,500,000 - \$1,999,999	1.0%	1.9%	2.7%
\$2,000,000 +	0.0%	0.7%	1.6%
Average Home Value	\$580,825	\$568,289	\$624,109
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	6,133	45,696	120,839
<\$50,000	0.2%	0.6%	0.5%
\$50,000 - \$99,999	0.3%	0.8%	0.5%
\$100,000 - \$149,999	0.6%	1.1%	0.8%
\$150,000 - \$199,999	1.6%	1.7%	1.6%
\$200,000 - \$249,999	2.8%	2.9%	3.0%
\$250,000 - \$299,999	4.3%	4.5%	4.7%
\$300,000 - \$399,999	11.2%	18.2%	16.8%
\$400,000 - \$499,999	18.4%	20.3%	16.4%
\$500,000 - \$749,999	35.3%	26.1%	24.5%
\$750,000 - \$999,999	20.1%	12.9%	16.6%
\$1,000,000 - \$1,499,999	4.2%	7.6%	9.7%
\$1,500,000 - \$1,999,999	1.0%	2.2%	3.0%
\$2,000,000 +	0.0%	0.9%	1.8%
Average Home Value	\$610,576	\$609,372	\$670,830

**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	219,869	564,486
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>2018 Population by Age</b>			
Total	38,244	236,388	609,140
0 - 4	4.9%	6.4%	5.6%
5 - 9	4.6%	6.6%	5.7%
10 - 14	4.3%	6.2%	5.5%
15 - 24	10.8%	11.4%	13.9%
25 - 34	21.7%	15.7%	16.7%
35 - 44	15.7%	14.6%	14.0%
45 - 54	12.4%	13.0%	12.2%
55 - 64	11.8%	11.9%	11.7%
65 - 74	8.4%	8.2%	8.4%
75 - 84	3.6%	3.9%	4.1%
85 +	1.7%	2.0%	2.2%
18 +	83.8%	77.5%	80.2%
<b>2023 Population by Age</b>			
Total	41,412	246,188	637,118
0 - 4	4.9%	6.4%	5.6%
5 - 9	4.1%	6.0%	5.3%
10 - 14	3.9%	6.1%	5.3%
15 - 24	11.1%	11.5%	13.7%
25 - 34	23.4%	15.6%	16.3%
35 - 44	14.9%	14.5%	14.4%
45 - 54	11.9%	12.7%	11.8%
55 - 64	10.7%	11.4%	11.2%
65 - 74	8.9%	9.1%	9.2%
75 - 84	4.5%	4.7%	5.0%
85 +	1.7%	2.0%	2.2%
18 +	84.8%	78.1%	80.9%
<b>2010 Population by Sex</b>			
Males	15,668	107,653	273,948
Females	17,750	112,217	290,539
<b>2018 Population by Sex</b>			
Males	18,144	116,000	296,588
Females	20,099	120,388	312,550
<b>2023 Population by Sex</b>			
Males	19,743	120,931	311,033
Females	21,669	125,256	326,084

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<b>2010 Population by Race/Ethnicity</b>			
Total	33,417	219,872	564,488
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>2018 Population by Race/Ethnicity</b>			
Total	38,243	236,388	609,138
White Alone	43.6%	39.0%	45.2%
Black Alone	38.1%	32.1%	28.2%
American Indian Alone	0.4%	0.8%	0.6%
Asian Alone	7.2%	5.7%	6.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.8%	17.0%	14.4%
Two or More Races	5.0%	5.3%	4.8%
Hispanic Origin	14.3%	31.6%	27.5%
Diversity Index	74.3	85.3	82.7
<b>2023 Population by Race/Ethnicity</b>			
Total	41,410	246,188	637,117
White Alone	39.7%	37.5%	44.2%
Black Alone	40.3%	31.4%	26.8%
American Indian Alone	0.4%	0.8%	0.6%
Asian Alone	7.7%	6.0%	7.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.5%	18.5%	16.0%
Two or More Races	5.4%	5.7%	5.2%
Hispanic Origin	16.3%	34.6%	30.7%
Diversity Index	76.3	86.7	84.4
<b>2010 Population by Relationship and Household Type</b>			
Total	33,418	219,870	564,487
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%	20.2%	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>2018 Population 25+ by Educational Attainment</b>			
Total	28,839	164,029	421,953
Less than 9th Grade	2.7%	11.5%	8.5%
9th - 12th Grade, No Diploma	2.1%	5.6%	5.0%
High School Graduate	9.8%	14.6%	13.7%
GED/Alternative Credential	1.0%	1.6%	1.6%
Some College, No Degree	12.0%	12.8%	12.2%
Associate Degree	4.1%	4.2%	3.9%
Bachelor's Degree	25.3%	21.0%	22.9%
Graduate/Professional Degree	43.1%	28.8%	32.2%
<b>2018 Population 15+ by Marital Status</b>			
Total	32,966	190,944	506,705
Never Married	46.1%	41.4%	45.1%
Married	43.2%	45.7%	42.0%
Widowed	2.7%	4.4%	4.5%
Divorced	8.0%	8.6%	8.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.5%	94.7%	95.0%
Civilian Unemployed (Unemployment Rate)	4.5%	5.3%	5.0%
<b>2018 Employed Population 16+ by Industry</b>			
Total	24,739	134,450	348,075
Agriculture/Mining	0.0%	0.4%	0.2%
Construction	3.2%	9.4%	6.8%
Manufacturing	1.4%	1.6%	1.6%
Wholesale Trade	0.4%	0.9%	0.8%
Retail Trade	6.1%	6.5%	5.8%
Transportation/Utilities	3.2%	3.3%	2.9%
Information	3.9%	2.6%	2.6%
Finance/Insurance/Real Estate	5.6%	4.9%	5.7%
Services	61.4%	60.3%	62.2%
Public Administration	14.8%	10.2%	11.4%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	24,738	134,451	348,077
White Collar	80.7%	61.5%	67.4%
Management/Business/Financial	23.2%	16.2%	18.9%
Professional	40.8%	29.3%	31.9%
Sales	6.9%	7.0%	6.8%
Administrative Support	9.8%	9.0%	9.8%
Services	11.7%	22.0%	20.2%
Blue Collar	7.5%	16.4%	12.5%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	2.0%	7.8%	5.6%
Installation/Maintenance/Repair	0.5%	1.7%	1.5%
Production	1.3%	2.1%	1.7%
Transportation/Material Moving	3.7%	4.6%	3.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	33,418	219,870	564,487
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	82,225	217,427
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%	12.9%
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	82,226	217,425
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	82,225	217,427
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	87,790	233,932
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)	Metro Renters (3B)	Trendsetters (3C)
<b>3.</b>	City Lights (8A)	City Lights (8A)	Laptops and Lattes (3A)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$54,924,794	\$271,127,393	\$769,244,280
Average Spent	\$2,924.64	\$3,075.96	\$3,292.49
Spending Potential Index	134	141	151
Education: Total \$	\$37,836,957	\$191,980,689	\$546,186,445
Average Spent	\$2,014.75	\$2,178.03	\$2,337.77
Spending Potential Index	139	150	162
Entertainment/Recreation: Total \$	\$75,350,275	\$378,086,257	\$1,073,378,486
Average Spent	\$4,012.26	\$4,289.42	\$4,594.23
Spending Potential Index	125	133	143
Food at Home: Total \$	\$119,947,302	\$600,513,474	\$1,692,757,163
Average Spent	\$6,386.97	\$6,812.87	\$7,245.28
Spending Potential Index	127	136	144
Food Away from Home: Total \$	\$88,374,096	\$429,372,046	\$1,221,078,303
Average Spent	\$4,705.76	\$4,871.26	\$5,226.41
Spending Potential Index	134	139	149
Health Care: Total \$	\$122,750,063	\$633,812,266	\$1,789,799,574
Average Spent	\$6,536.21	\$7,190.65	\$7,660.63
Spending Potential Index	114	126	134
HH Furnishings & Equipment: Total \$	\$49,256,127	\$245,285,761	\$695,495,090
Average Spent	\$2,622.80	\$2,782.78	\$2,976.83
Spending Potential Index	126	133	143
Personal Care Products & Services: Total \$	\$20,146,655	\$99,645,282	\$283,018,009
Average Spent	\$1,072.77	\$1,130.48	\$1,211.36
Spending Potential Index	130	137	146
Shelter: Total \$	\$432,387,931	\$2,160,004,614	\$6,144,484,841
Average Spent	\$23,023.85	\$24,505.41	\$26,299.39
Spending Potential Index	137	146	157
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$57,891,407	\$299,419,539	\$858,052,093
Average Spent	\$3,082.61	\$3,396.94	\$3,672.60
Spending Potential Index	124	137	148
Travel: Total \$	\$52,114,866	\$265,684,346	\$757,730,771
Average Spent	\$2,775.02	\$3,014.21	\$3,243.21
Spending Potential Index	129	140	151
Vehicle Maintenance & Repairs: Total \$	\$24,838,788	\$124,967,891	\$351,987,160
Average Spent	\$1,322.62	\$1,417.77	\$1,506.56
Spending Potential Index	123	132	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.