

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	24,180	108,454	259,443
2010 Total Population	25,201	115,971	278,666
2019 Total Population	26,218	122,750	299,848
2019 Group Quarters	389	971	3,078
2024 Total Population	26,680	125,610	308,702
2017-2022 Annual Rate	0.35%	0.46%	0.58%
2019 Total Daytime Population	16,549	76,996	273,780
Workers	3,625	17,849	134,767
Residents	12,924	59,147	139,013
Household Summary			
2000 Households	10,215	39,600	95,848
2000 Average Household Size	2.33	2.72	2.68
2010 Households	10,317	40,364	101,223
2010 Average Household Size	2.41	2.85	2.72
2019 Households	10,569	41,997	108,583
2019 Average Household Size	2.44	2.90	2.73
2024 Households	10,691	42,708	111,493
2024 Average Household Size	2.46	2.92	2.74
2017-2022 Annual Rate	0.23%	0.34%	0.53%
2010 Families	5,911	27,856	68,087
2010 Average Family Size	3.14	3.33	3.26
2019 Families	5,993	28,906	71,940
2019 Average Family Size	3.21	3.40	3.30
2024 Families	6,054	29,423	73,646
2024 Average Family Size	3.23	3.42	3.32
2017-2022 Annual Rate	0.20%	0.36%	0.47%
Housing Unit Summary			
2000 Housing Units	10,690	40,866	98,711
Owner Occupied Housing Units	49.9%	71.1%	69.9%
Renter Occupied Housing Units	45.7%	25.8%	27.2%
Vacant Housing Units	4.4%	3.1%	2.9%
2010 Housing Units	11,060	42,513	106,571
Owner Occupied Housing Units	48.4%	68.0%	65.8%
Renter Occupied Housing Units	44.9%	27.0%	29.1%
Vacant Housing Units	6.7%	5.1%	5.0%
2019 Housing Units	11,224	44,030	113,405
Owner Occupied Housing Units	47.7%	67.9%	63.4%
Renter Occupied Housing Units	46.5%	27.5%	32.4%
Vacant Housing Units	5.8%	4.6%	4.3%
2024 Housing Units	11,354	44,788	116,290
Owner Occupied Housing Units	48.9%	69.1%	64.0%
Renter Occupied Housing Units	45.3%	26.3%	31.8%
Vacant Housing Units	5.8%	4.6%	4.1%
Median Household Income			
2019	\$59,412	\$84,881	\$97,051
2024	\$69,744	\$95,331	\$106,606
Median Home Value			
2019	\$275,610	\$392,130	\$424,308
2024	\$320,272	\$417,304	\$446,315
Per Capita Income			
2019	\$33,576	\$40,075	\$46,392
2024	\$39,260	\$45,307	\$52,239
Median Age			
2010	38.5	39.6	39.3
2019	40.2	41.4	40.8
2024	40.6	42.6	41.8

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.

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	10,569	41,997	108,583
<\$15,000	9.6%	5.8%	5.4%
\$15,000 - \$24,999	8.9%	6.1%	4.6%
\$25,000 - \$34,999	8.6%	6.4%	5.3%
\$35,000 - \$49,999	14.3%	9.6%	8.1%
\$50,000 - \$74,999	18.2%	15.4%	14.2%
\$75,000 - \$99,999	12.5%	14.3%	13.7%
\$100,000 - \$149,999	14.1%	18.0%	20.7%
\$150,000 - \$199,999	7.7%	11.6%	12.7%
\$200,000+	6.1%	12.8%	15.4%
Average Household Income	\$83,617	\$117,144	\$127,987
2024 Households by Income			
Household Income Base	10,691	42,708	111,493
<\$15,000	7.7%	4.8%	4.5%
\$15,000 - \$24,999	7.1%	4.9%	3.8%
\$25,000 - \$34,999	7.6%	5.7%	4.7%
\$35,000 - \$49,999	12.9%	8.5%	7.2%
\$50,000 - \$74,999	17.4%	14.2%	12.7%
\$75,000 - \$99,999	13.1%	14.0%	13.1%
\$100,000 - \$149,999	16.2%	18.8%	21.2%
\$150,000 - \$199,999	10.0%	13.7%	14.7%
\$200,000+	8.0%	15.4%	18.2%
Average Household Income	\$98,361	\$133,279	\$144,515
2019 Owner Occupied Housing Units by Value			
Total	5,342	29,877	71,848
<\$50,000	3.2%	1.4%	1.0%
\$50,000 - \$99,999	10.6%	2.3%	1.1%
\$100,000 - \$149,999	12.5%	3.6%	2.0%
\$150,000 - \$199,999	8.4%	4.2%	2.5%
\$200,000 - \$249,999	8.2%	5.7%	4.2%
\$250,000 - \$299,999	13.8%	10.2%	7.0%
\$300,000 - \$399,999	16.5%	24.5%	26.3%
\$400,000 - \$499,999	18.0%	23.7%	24.7%
\$500,000 - \$749,999	8.1%	19.7%	23.7%
\$750,000 - \$999,999	0.7%	3.3%	5.3%
\$1,000,000 +	0.0%	1.1%	1.7%
Average Home Value	\$290,631	\$419,938	\$465,720
2024 Owner Occupied Housing Units by Value			
Total	5,536	30,926	74,458
<\$50,000	2.4%	0.8%	0.5%
\$50,000 - \$99,999	8.6%	1.7%	0.8%
\$100,000 - \$149,999	8.5%	2.2%	1.2%
\$150,000 - \$199,999	6.4%	2.8%	1.5%
\$200,000 - \$249,999	6.7%	4.1%	2.8%
\$250,000 - \$299,999	13.5%	9.1%	5.9%
\$300,000 - \$399,999	19.3%	24.8%	25.1%
\$400,000 - \$499,999	21.2%	25.8%	26.3%
\$500,000 - \$749,999	12.1%	23.0%	27.1%
\$750,000 - \$999,999	1.2%	4.2%	6.6%
\$1,000,000 +	0.0%	1.1%	1.7%
Average Home Value	\$330,971	\$449,162	\$492,060

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

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	25,199	115,972	278,662
0 - 4	7.1%	6.4%	6.3%
5 - 9	5.8%	6.0%	6.0%
10 - 14	5.6%	6.0%	6.0%
15 - 24	11.8%	12.2%	11.9%
25 - 34	15.2%	13.3%	13.9%
35 - 44	12.6%	13.0%	13.7%
45 - 54	12.1%	14.3%	15.1%
55 - 64	9.7%	11.8%	12.3%
65 - 74	7.3%	7.6%	7.1%
75 - 84	7.6%	6.0%	5.0%
85 +	5.2%	3.3%	2.7%
18 +	78.2%	77.6%	77.8%
2019 Population by Age			
Total	26,219	122,750	299,849
0 - 4	6.1%	5.6%	5.5%
5 - 9	5.8%	6.0%	5.8%
10 - 14	5.8%	6.5%	6.2%
15 - 24	11.8%	10.7%	10.6%
25 - 34	14.2%	12.5%	13.6%
35 - 44	11.8%	13.0%	13.5%
45 - 54	10.8%	12.2%	12.7%
55 - 64	10.9%	13.0%	13.6%
65 - 74	9.3%	10.0%	9.9%
75 - 84	7.4%	6.4%	5.5%
85 +	6.2%	4.0%	3.1%
18 +	79.2%	78.3%	78.9%
2024 Population by Age			
Total	26,680	125,609	308,701
0 - 4	6.1%	5.6%	5.5%
5 - 9	5.6%	5.6%	5.5%
10 - 14	5.4%	6.1%	5.8%
15 - 24	11.2%	10.6%	10.4%
25 - 34	15.4%	11.6%	13.1%
35 - 44	11.2%	13.9%	14.3%
45 - 54	10.3%	12.2%	12.3%
55 - 64	10.4%	12.3%	12.6%
65 - 74	10.1%	11.0%	10.9%
75 - 84	8.4%	7.3%	6.5%
85 +	5.9%	3.9%	3.1%
18 +	79.9%	79.1%	79.8%
2010 Population by Sex			
Males	11,077	55,251	133,693
Females	14,124	60,720	144,973
2019 Population by Sex			
Males	11,732	58,824	144,453
Females	14,486	63,926	155,395
2024 Population by Sex			
Males	12,020	60,541	149,327
Females	14,660	65,068	159,375

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	25,202	115,972	278,665
White Alone	39.7%	48.8%	54.7%
Black Alone	35.4%	20.6%	17.3%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	8.1%	11.8%	13.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.6%	13.8%	10.0%
Two or More Races	4.5%	4.4%	4.2%
Hispanic Origin	25.4%	29.5%	22.4%
Diversity Index	82.0	82.8	77.4
2019 Population by Race/Ethnicity			
Total	26,219	122,751	299,847
White Alone	35.7%	43.8%	48.9%
Black Alone	37.4%	22.3%	19.2%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	8.1%	12.5%	14.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	13.2%	15.9%	12.0%
Two or More Races	4.9%	5.0%	4.8%
Hispanic Origin	28.7%	33.6%	26.7%
Diversity Index	83.8	85.8	81.9
2024 Population by Race/Ethnicity			
Total	26,679	125,611	308,702
White Alone	33.8%	41.3%	45.9%
Black Alone	38.0%	23.0%	20.1%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	8.2%	12.8%	15.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	14.2%	17.1%	13.1%
Two or More Races	5.1%	5.2%	5.1%
Hispanic Origin	30.9%	36.2%	29.3%
Diversity Index	84.8	87.1	84.0
2010 Population by Relationship and Household Type			
Total	25,201	115,971	278,666
In Households	98.5%	99.2%	98.9%
In Family Households	77.6%	85.3%	83.6%
Householder	23.4%	24.0%	24.5%
Spouse	14.1%	17.6%	18.6%
Child	28.3%	30.0%	29.7%
Other relative	7.9%	8.4%	6.9%
Nonrelative	3.9%	5.2%	3.8%
In Nonfamily Households	20.9%	13.9%	15.4%
In Group Quarters	1.5%	0.8%	1.1%
Institutionalized Population	1.0%	0.4%	0.6%
Noninstitutionalized Population	0.5%	0.4%	0.5%

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

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	18,475	87,407	215,345
Less than 9th Grade	6.6%	9.4%	6.8%
9th - 12th Grade, No Diploma	5.3%	5.6%	4.4%
High School Graduate	23.9%	18.7%	14.2%
GED/Alternative Credential	2.0%	1.6%	1.4%
Some College, No Degree	20.7%	15.6%	14.7%
Associate Degree	6.5%	6.2%	5.6%
Bachelor's Degree	19.5%	22.3%	26.0%
Graduate/Professional Degree	15.6%	20.5%	26.8%
2019 Population 15+ by Marital Status			
Total	21,567	100,516	247,116
Never Married	39.9%	34.5%	33.1%
Married	39.1%	50.5%	52.4%
Widowed	8.7%	6.6%	5.7%
Divorced	12.4%	8.4%	8.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.1%	94.8%	95.5%
Civilian Unemployed (Unemployment Rate)	5.9%	5.2%	4.5%
2019 Employed Population 16+ by Industry			
Total	13,591	64,958	163,622
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	10.7%	10.5%	7.7%
Manufacturing	1.5%	2.2%	2.3%
Wholesale Trade	0.6%	0.9%	1.0%
Retail Trade	10.5%	8.1%	7.0%
Transportation/Utilities	6.5%	3.9%	3.3%
Information	1.1%	1.9%	2.1%
Finance/Insurance/Real Estate	4.6%	5.7%	5.9%
Services	58.1%	57.7%	59.0%
Public Administration	6.4%	9.1%	11.5%
2019 Employed Population 16+ by Occupation			
Total	13,592	64,958	163,622
White Collar	54.0%	59.1%	69.0%
Management/Business/Financial	12.3%	14.8%	18.4%
Professional	20.4%	24.7%	31.6%
Sales	8.6%	8.2%	8.0%
Administrative Support	12.6%	11.3%	10.9%
Services	28.0%	23.9%	18.7%
Blue Collar	18.0%	17.0%	12.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.9%	8.1%	5.5%
Installation/Maintenance/Repair	1.6%	2.6%	1.9%
Production	2.2%	1.9%	1.7%
Transportation/Material Moving	6.2%	4.3%	3.1%
2010 Population By Urban/ Rural Status			
Total Population	25,201	115,971	278,666
Population Inside Urbanized Area	100.0%	100.0%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.6%

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	10,317	40,364	101,223
Households with 1 Person	36.8%	25.6%	26.4%
Households with 2+ People	63.2%	74.4%	73.6%
Family Households	57.3%	69.0%	67.3%
Husband-wife Families	34.7%	50.5%	51.2%
With Related Children	15.5%	23.1%	23.8%
Other Family (No Spouse Present)	22.6%	18.5%	16.1%
Other Family with Male Householder	4.8%	4.7%	4.1%
With Related Children	2.7%	2.5%	2.0%
Other Family with Female Householder	17.8%	13.8%	12.0%
With Related Children	11.2%	7.8%	6.7%
Nonfamily Households	5.9%	5.4%	6.3%
All Households with Children	30.0%	34.0%	32.9%
Multigenerational Households	4.7%	6.0%	4.9%
Unmarried Partner Households	4.9%	4.4%	4.5%
Male-female	4.3%	3.7%	3.7%
Same-sex	0.5%	0.7%	0.8%
2010 Households by Size			
Total	10,318	40,363	101,223
1 Person Household	36.8%	25.6%	26.4%
2 Person Household	27.2%	29.0%	30.2%
3 Person Household	14.1%	15.6%	16.1%
4 Person Household	11.0%	13.4%	13.6%
5 Person Household	5.9%	7.8%	7.0%
6 Person Household	2.7%	3.9%	3.2%
7 + Person Household	2.3%	4.6%	3.4%
2010 Households by Tenure and Mortgage Status			
Total	10,317	40,364	101,223
Owner Occupied	51.9%	71.6%	69.3%
Owned with a Mortgage/Loan	33.5%	52.3%	53.3%
Owned Free and Clear	18.4%	19.3%	16.0%
Renter Occupied	48.1%	28.4%	30.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	11,060	42,513	106,571
Housing Units Inside Urbanized Area	100.0%	100.0%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.5%

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

Plaza del Mercado
Bel Pre Rd, Silver Spring, Maryland, 20906
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.09130
Longitude: -77.06282

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	The Elders (9C)	Pleasantville (2B)	Pleasantville (2B)
2.	Metro Fusion (11C)	The Elders (9C)	City Lights (8A)
3.	City Lights (8A)	Urban Villages (7B)	Savvy Suburbanites (1D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$22,113,871	\$118,101,045	\$333,929,046
Average Spent	\$2,092.33	\$2,812.13	\$3,075.33
Spending Potential Index	98	131	144
Education: Total \$	\$15,360,617	\$96,630,281	\$280,163,885
Average Spent	\$1,453.37	\$2,300.89	\$2,580.18
Spending Potential Index	91	144	162
Entertainment/Recreation: Total \$	\$32,408,110	\$179,294,161	\$504,186,480
Average Spent	\$3,066.34	\$4,269.21	\$4,643.33
Spending Potential Index	94	131	142
Food at Home: Total \$	\$53,700,745	\$279,775,319	\$779,810,018
Average Spent	\$5,080.97	\$6,661.79	\$7,181.70
Spending Potential Index	98	129	139
Food Away from Home: Total \$	\$37,951,281	\$200,107,897	\$566,659,032
Average Spent	\$3,590.81	\$4,764.81	\$5,218.67
Spending Potential Index	98	130	142
Health Care: Total \$	\$58,909,077	\$316,927,324	\$872,130,259
Average Spent	\$5,573.76	\$7,546.43	\$8,031.92
Spending Potential Index	94	127	135
HH Furnishings & Equipment: Total \$	\$21,244,176	\$116,276,967	\$325,314,335
Average Spent	\$2,010.05	\$2,768.70	\$2,996.00
Spending Potential Index	94	130	141
Personal Care Products & Services: Total \$	\$9,231,594	\$48,757,602	\$135,903,610
Average Spent	\$873.46	\$1,160.98	\$1,251.61
Spending Potential Index	99	131	141
Shelter: Total \$	\$198,955,524	\$1,080,566,552	\$3,047,668,638
Average Spent	\$18,824.44	\$25,729.61	\$28,067.64
Spending Potential Index	102	139	152
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,066,465	\$137,618,845	\$380,178,819
Average Spent	\$2,371.70	\$3,276.87	\$3,501.27
Spending Potential Index	96	132	141
Travel: Total \$	\$22,832,873	\$132,512,122	\$372,220,843
Average Spent	\$2,160.36	\$3,155.28	\$3,427.98
Spending Potential Index	96	141	153
Vehicle Maintenance & Repairs: Total \$	\$11,470,438	\$60,233,764	\$168,248,219
Average Spent	\$1,085.29	\$1,434.24	\$1,549.49
Spending Potential Index	95	125	135

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.