



Market Profile

College Park City, MD
College Park City, MD (2418750)
Geography: Place

Prepared by Esri

	College Park ...
Population Summary	
2000 Total Population	25,150
2010 Total Population	30,413
2016 Total Population	31,491
2016 Group Quarters	12,110
2021 Total Population	32,041
2016-2021 Annual Rate	0.35%
Household Summary	
2000 Households	6,315
2000 Average Household Size	2.61
2010 Households	6,757
2010 Average Household Size	2.79
2016 Households	6,822
2016 Average Household Size	2.84
2021 Households	6,963
2021 Average Household Size	2.86
2016-2021 Annual Rate	0.41%
2010 Families	2,852
2010 Average Family Size	3.18
2016 Families	2,982
2016 Average Family Size	3.18
2021 Families	3,021
2021 Average Family Size	3.20
2016-2021 Annual Rate	0.26%
Housing Unit Summary	
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%
2016 Housing Units	8,313
Owner Occupied Housing Units	38.3%
Renter Occupied Housing Units	43.8%
Vacant Housing Units	17.9%
2021 Housing Units	8,440
Owner Occupied Housing Units	38.1%
Renter Occupied Housing Units	44.4%
Vacant Housing Units	17.5%
Median Household Income	
2016	\$59,314
2021	\$62,195
Median Home Value	
2016	\$291,108
2021	\$333,625
Per Capita Income	
2016	\$18,760
2021	\$19,949
Median Age	
2010	22.4
2016	22.5
2021	22.6

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income	
Household Income Base	6,822
<\$15,000	19.4%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	7.8%
\$200,000+	6.0%
Average Household Income	\$78,358
2021 Households by Income	
Household Income Base	6,961
<\$15,000	20.7%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	12.3%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	9.2%
\$200,000+	6.6%
Average Household Income	\$84,088
2016 Owner Occupied Housing Units by Value	
Total	3,181
<\$50,000	1.9%
\$50,000 - \$99,999	1.7%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	9.9%
\$200,000 - \$249,999	18.6%
\$250,000 - \$299,999	16.9%
\$300,000 - \$399,999	26.3%
\$400,000 - \$499,999	12.8%
\$500,000 - \$749,999	6.4%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.8%
Average Home Value	\$318,100
2021 Owner Occupied Housing Units by Value	
Total	3,218
<\$50,000	1.4%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	5.9%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	11.8%
\$300,000 - \$399,999	39.0%
\$400,000 - \$499,999	14.9%
\$500,000 - \$749,999	7.3%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.9%
Average Home Value	\$346,434

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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	College Park ...
2010 Population by Age	
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%
2016 Population by Age	
Total	31,493
0 - 4	2.3%
5 - 9	2.1%
10 - 14	2.0%
15 - 24	60.4%
25 - 34	10.2%
35 - 44	5.8%
45 - 54	5.6%
55 - 64	5.6%
65 - 74	3.5%
75 - 84	1.7%
85 +	0.7%
18 +	92.2%
2021 Population by Age	
Total	32,042
0 - 4	2.3%
5 - 9	2.0%
10 - 14	2.0%
15 - 24	59.1%
25 - 34	10.2%
35 - 44	6.6%
45 - 54	5.2%
55 - 64	5.7%
65 - 74	4.1%
75 - 84	2.0%
85 +	0.7%
18 +	92.3%
2010 Population by Sex	
Males	16,140
Females	14,273
2016 Population by Sex	
Males	16,711
Females	14,782
2021 Population by Sex	
Males	17,006
Females	15,036

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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	College Park ...
2010 Population by Race/Ethnicity	
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
2016 Population by Race/Ethnicity	
Total	31,492
White Alone	59.9%
Black Alone	13.6%
American Indian Alone	0.3%
Asian Alone	14.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.9%
Two or More Races	3.9%
Hispanic Origin	15.8%
Diversity Index	70.8
2021 Population by Race/Ethnicity	
Total	32,042
White Alone	56.9%
Black Alone	13.2%
American Indian Alone	0.3%
Asian Alone	15.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.6%
Two or More Races	4.3%
Hispanic Origin	19.5%
Diversity Index	74.9
2010 Population by Relationship and Household Type	
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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	10,441
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	17.5%
GED/Alternative Credential	1.9%
Some College, No Degree	14.3%
Associate Degree	5.1%
Bachelor's Degree	22.1%
Graduate/Professional Degree	25.8%
2016 Population 15+ by Marital Status	
Total	29,453
Never Married	77.1%
Married	18.0%
Widowed	1.5%
Divorced	3.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	91.4%
Civilian Unemployed	8.6%
2016 Employed Population 16+ by Industry	
Total	13,312
Agriculture/Mining	0.2%
Construction	4.6%
Manufacturing	1.6%
Wholesale Trade	1.2%
Retail Trade	9.1%
Transportation/Utilities	2.4%
Information	1.9%
Finance/Insurance/Real Estate	2.2%
Services	70.1%
Public Administration	6.5%
2016 Employed Population 16+ by Occupation	
Total	13,314
White Collar	68.7%
Management/Business/Financial	10.3%
Professional	35.7%
Sales	8.8%
Administrative Support	13.9%
Services	20.3%
Blue Collar	10.9%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	1.5%
Production	1.4%
Transportation/Material Moving	4.2%
2010 Population By Urban/ Rural Status	
Total Population	30,413
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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2010 Households by Type	
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	4.2%
Unmarried Partner Households	5.2%
Male-female	4.0%
Same-sex	1.1%
2010 Households by Size	
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%
2010 Households by Tenure and Mortgage Status	
Total	6,757
Owner Occupied	45.7%
Owned with a Mortgage/Loan	34.9%
Owned Free and Clear	10.8%
Renter Occupied	54.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	8,212
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		College Park ...
1.		City Lights (8A)
2.		Dorms to Diplomas (14C)
3.		College Towns (14B)
2016 Consumer Spending		
Apparel & Services: Total \$		\$14,918,894
Average Spent		\$2,186.88
Spending Potential Index		109
Education: Total \$		\$13,091,394
Average Spent		\$1,919.00
Spending Potential Index		136
Entertainment/Recreation: Total \$		\$19,944,913
Average Spent		\$2,923.62
Spending Potential Index		100
Food at Home: Total \$		\$34,751,797
Average Spent		\$5,094.08
Spending Potential Index		102
Food Away from Home: Total \$		\$22,522,918
Average Spent		\$3,301.51
Spending Potential Index		107
Health Care: Total \$		\$33,057,387
Average Spent		\$4,845.70
Spending Potential Index		91
HH Furnishings & Equipment: Total \$		\$12,216,935
Average Spent		\$1,790.81
Spending Potential Index		101
Personal Care Products & Services: Total \$		\$5,004,280
Average Spent		\$733.55
Spending Potential Index		100
Shelter: Total \$		\$116,181,713
Average Spent		\$17,030.45
Spending Potential Index		109
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$14,515,106
Average Spent		\$2,127.69
Spending Potential Index		92
Travel: Total \$		\$12,600,536
Average Spent		\$1,847.04
Spending Potential Index		99
Vehicle Maintenance & Repairs: Total \$		\$7,024,305
Average Spent		\$1,029.65
Spending Potential Index		99

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.