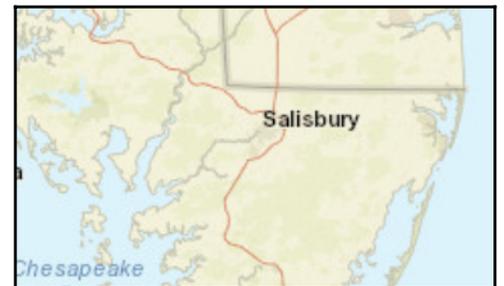
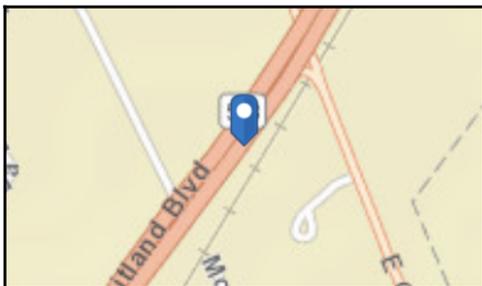
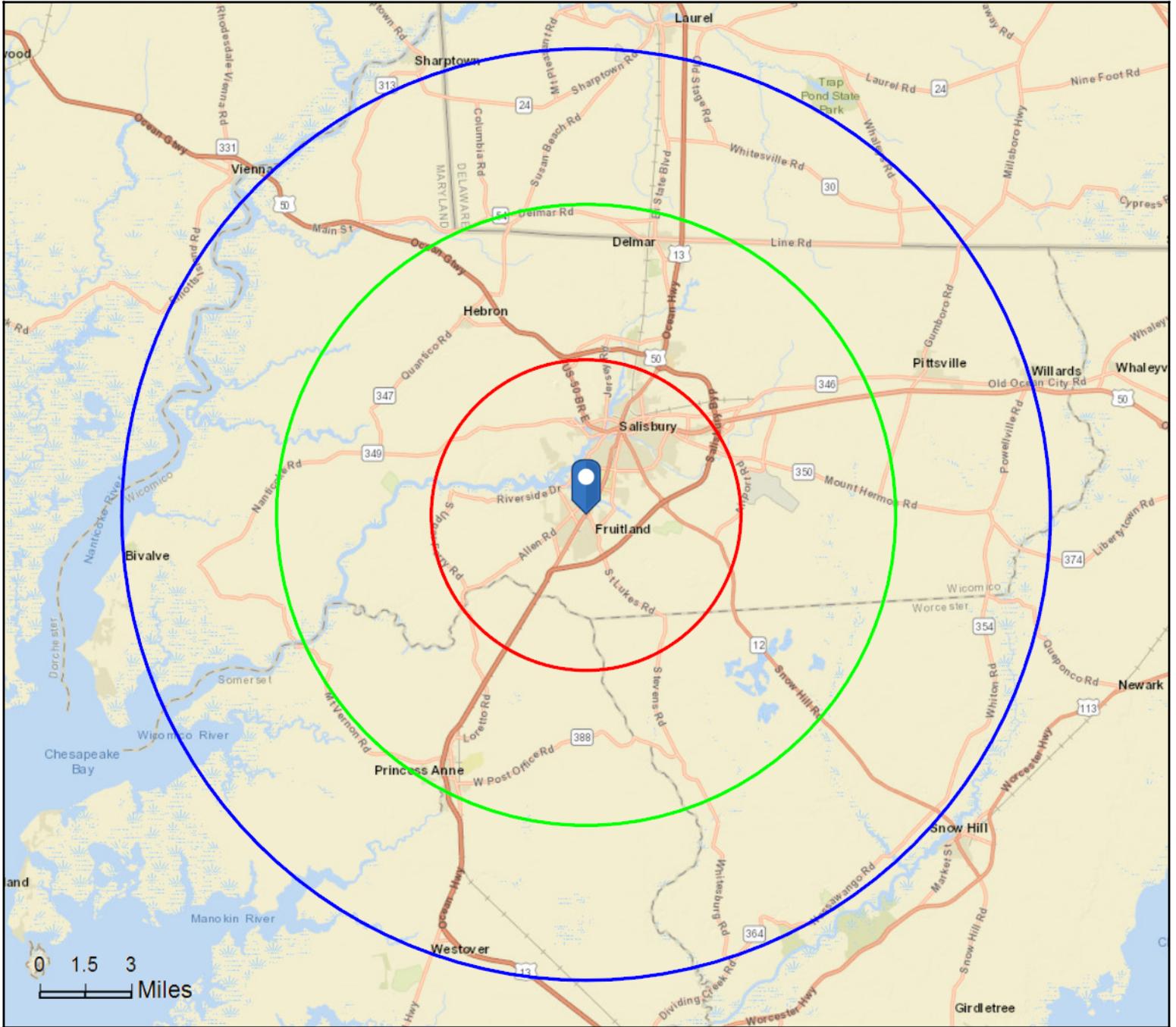


Southtowne Commons
409 N Fruitland Blvd, Fruitland, Maryland, 21826
Rings: 5, 10, 15 mile radii

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Latitude: 38.32726
Longitude: -75.61521





Community Profile

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	5 miles	10 miles	15 miles
Population Summary			
2000 Total Population	55,077	83,282	105,100
2010 Total Population	64,241	98,940	122,921
2019 Total Population	68,024	105,041	130,681
2019 Group Quarters	4,303	6,862	10,240
2024 Total Population	69,722	108,452	135,070
2019-2024 Annual Rate	0.49%	0.64%	0.66%
2019 Total Daytime Population	69,913	109,375	124,876
Workers	38,279	59,758	63,983
Residents	31,634	49,617	60,893
Household Summary			
2000 Households	20,868	31,141	38,476
2000 Average Household Size	2.48	2.52	2.52
2010 Households	24,017	36,650	44,698
2010 Average Household Size	2.51	2.52	2.52
2019 Households	25,081	38,604	47,324
2019 Average Household Size	2.54	2.54	2.55
2024 Households	25,656	39,830	48,903
2024 Average Household Size	2.55	2.55	2.55
2019-2024 Annual Rate	0.45%	0.63%	0.66%
2010 Families	14,802	23,235	28,996
2010 Average Family Size	3.02	3.02	3.01
2019 Families	15,228	24,148	30,337
2019 Average Family Size	3.08	3.07	3.05
2024 Families	15,477	24,786	31,206
2024 Average Family Size	3.10	3.09	3.07
2019-2024 Annual Rate	0.32%	0.52%	0.57%
Housing Unit Summary			
2000 Housing Units	22,066	33,183	41,273
Owner Occupied Housing Units	55.5%	60.0%	62.4%
Renter Occupied Housing Units	39.0%	33.9%	30.9%
Vacant Housing Units	5.4%	6.2%	6.8%
2010 Housing Units	26,396	40,372	49,468
Owner Occupied Housing Units	50.8%	54.1%	56.9%
Renter Occupied Housing Units	40.2%	36.7%	33.4%
Vacant Housing Units	9.0%	9.2%	9.6%
2019 Housing Units	27,663	42,537	52,326
Owner Occupied Housing Units	45.2%	48.6%	52.1%
Renter Occupied Housing Units	45.5%	42.2%	38.4%
Vacant Housing Units	9.3%	9.2%	9.6%
2024 Housing Units	28,482	44,137	54,367
Owner Occupied Housing Units	45.7%	49.4%	52.8%
Renter Occupied Housing Units	44.4%	40.9%	37.2%
Vacant Housing Units	9.9%	9.8%	10.1%
Median Household Income			
2019	\$50,733	\$51,594	\$52,395
2024	\$53,150	\$54,401	\$55,642
Median Home Value			
2019	\$196,208	\$184,558	\$188,562
2024	\$228,189	\$217,857	\$223,469
Per Capita Income			
2019	\$27,341	\$26,919	\$26,753
2024	\$30,031	\$29,746	\$29,678
Median Age			
2010	33.1	33.9	35.3
2019	34.5	35.3	36.6
2024	35.7	36.6	37.8

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	25,081	38,604	47,324
<\$15,000	11.8%	11.5%	11.1%
\$15,000 - \$24,999	10.4%	10.3%	10.1%
\$25,000 - \$34,999	9.0%	9.5%	9.7%
\$35,000 - \$49,999	17.9%	16.8%	16.4%
\$50,000 - \$74,999	19.3%	19.5%	19.3%
\$75,000 - \$99,999	10.5%	11.1%	11.7%
\$100,000 - \$149,999	11.9%	12.3%	13.1%
\$150,000 - \$199,999	4.7%	5.1%	4.9%
\$200,000+	4.5%	3.9%	3.7%
Average Household Income	\$71,959	\$71,461	\$71,635
2024 Households by Income			
Household Income Base	25,656	39,830	48,903
<\$15,000	10.9%	10.6%	10.1%
\$15,000 - \$24,999	9.3%	9.2%	9.0%
\$25,000 - \$34,999	8.9%	9.3%	9.4%
\$35,000 - \$49,999	17.4%	16.2%	15.7%
\$50,000 - \$74,999	19.1%	19.1%	18.8%
\$75,000 - \$99,999	10.9%	11.5%	12.1%
\$100,000 - \$149,999	12.6%	13.3%	14.4%
\$150,000 - \$199,999	5.5%	6.1%	6.0%
\$200,000+	5.3%	4.6%	4.5%
Average Household Income	\$79,472	\$79,248	\$79,799
2019 Owner Occupied Housing Units by Value			
Total	12,494	20,673	27,247
<\$50,000	4.2%	5.4%	5.6%
\$50,000 - \$99,999	11.0%	11.3%	10.7%
\$100,000 - \$149,999	17.2%	19.2%	18.2%
\$150,000 - \$199,999	19.0%	20.2%	20.1%
\$200,000 - \$249,999	16.3%	14.8%	15.0%
\$250,000 - \$299,999	11.4%	10.4%	11.0%
\$300,000 - \$399,999	10.8%	9.5%	9.7%
\$400,000 - \$499,999	4.3%	3.8%	4.0%
\$500,000 - \$749,999	4.0%	3.8%	4.1%
\$750,000 - \$999,999	0.7%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.4%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$236,046	\$223,192	\$229,546
2024 Owner Occupied Housing Units by Value			
Total	13,017	21,783	28,698
<\$50,000	3.6%	4.4%	4.5%
\$50,000 - \$99,999	9.2%	9.1%	8.4%
\$100,000 - \$149,999	12.8%	14.1%	13.3%
\$150,000 - \$199,999	15.8%	16.9%	16.7%
\$200,000 - \$249,999	15.4%	15.3%	15.0%
\$250,000 - \$299,999	12.7%	12.0%	12.4%
\$300,000 - \$399,999	14.4%	13.3%	13.4%
\$400,000 - \$499,999	6.5%	5.9%	6.2%
\$500,000 - \$749,999	6.6%	6.3%	7.0%
\$750,000 - \$999,999	1.5%	1.2%	1.5%
\$1,000,000 - \$1,499,999	0.8%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.7%	0.5%	0.6%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$280,800	\$268,625	\$277,662

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Southtowne Commons
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	5 miles	10 miles	15 miles
2010 Population by Age			
Total	64,239	98,940	122,921
0 - 4	6.4%	6.1%	5.9%
5 - 9	6.1%	6.1%	5.9%
10 - 14	5.8%	5.9%	5.8%
15 - 24	21.9%	21.1%	19.6%
25 - 34	11.9%	12.0%	12.4%
35 - 44	10.8%	11.2%	11.9%
45 - 54	13.2%	13.6%	14.1%
55 - 64	10.9%	11.2%	11.6%
65 - 74	6.5%	6.7%	6.9%
75 - 84	4.4%	4.2%	4.2%
85 +	2.1%	1.8%	1.7%
18 +	78.0%	78.2%	78.6%
2019 Population by Age			
Total	68,026	105,042	130,683
0 - 4	5.8%	5.6%	5.5%
5 - 9	5.6%	5.6%	5.5%
10 - 14	5.6%	5.6%	5.6%
15 - 24	19.6%	18.8%	17.4%
25 - 34	14.0%	14.0%	14.1%
35 - 44	10.6%	11.0%	11.6%
45 - 54	10.5%	11.0%	11.5%
55 - 64	11.9%	12.2%	12.6%
65 - 74	9.0%	9.3%	9.6%
75 - 84	4.8%	4.7%	4.7%
85 +	2.5%	2.2%	2.0%
18 +	79.8%	80.0%	80.3%
2024 Population by Age			
Total	69,723	108,454	135,068
0 - 4	5.9%	5.7%	5.5%
5 - 9	5.6%	5.5%	5.4%
10 - 14	5.5%	5.5%	5.5%
15 - 24	19.3%	18.4%	17.0%
25 - 34	12.9%	12.9%	12.9%
35 - 44	12.0%	12.3%	12.8%
45 - 54	9.8%	10.3%	10.8%
55 - 64	10.8%	11.3%	11.7%
65 - 74	9.8%	10.0%	10.4%
75 - 84	5.9%	5.9%	5.9%
85 +	2.5%	2.2%	2.1%
18 +	80.0%	80.2%	80.4%
2010 Population by Sex			
Males	30,124	46,703	60,150
Females	34,117	52,237	62,771
2019 Population by Sex			
Males	32,031	49,773	64,010
Females	35,993	55,268	66,672
2024 Population by Sex			
Males	32,895	51,508	66,285
Females	36,827	56,944	68,785

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

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	5 miles	10 miles	15 miles
2010 Population by Race/Ethnicity			
Total	64,241	98,940	122,920
White Alone	63.7%	64.1%	65.7%
Black Alone	28.5%	28.6%	27.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	2.7%	2.5%	2.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.2%	2.0%	1.8%
Two or More Races	2.6%	2.5%	2.4%
Hispanic Origin	5.3%	4.7%	4.2%
Diversity Index	56.1	55.1	53.3
2019 Population by Race/Ethnicity			
Total	68,024	105,040	130,682
White Alone	58.9%	59.6%	61.9%
Black Alone	31.4%	31.2%	29.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.5%	3.3%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.4%	2.2%
Two or More Races	3.2%	3.1%	3.0%
Hispanic Origin	6.4%	5.7%	5.2%
Diversity Index	60.7	59.5	57.4
2024 Population by Race/Ethnicity			
Total	69,723	108,453	135,070
White Alone	56.2%	57.3%	59.8%
Black Alone	32.8%	32.2%	30.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	4.1%	3.8%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.8%	2.7%	2.4%
Two or More Races	3.7%	3.6%	3.5%
Hispanic Origin	7.3%	6.5%	5.9%
Diversity Index	63.2	61.9	59.8
2010 Population by Relationship and Household Type			
Total	64,241	98,940	122,921
In Households	93.9%	93.4%	91.8%
In Family Households	72.4%	73.7%	73.7%
Householder	23.0%	23.5%	23.6%
Spouse	15.2%	15.9%	16.3%
Child	27.8%	27.9%	27.6%
Other relative	3.7%	3.7%	3.5%
Nonrelative	2.8%	2.7%	2.7%
In Nonfamily Households	21.5%	19.7%	18.1%
In Group Quarters	6.1%	6.6%	8.2%
Institutionalized Population	1.0%	1.4%	4.0%
Noninstitutionalized Population	5.1%	5.2%	4.2%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	43,054	67,600	86,405
Less than 9th Grade	3.5%	3.7%	3.7%
9th - 12th Grade, No Diploma	7.7%	8.1%	8.7%
High School Graduate	25.7%	27.5%	29.2%
GED/Alternative Credential	3.4%	3.8%	4.7%
Some College, No Degree	20.9%	20.4%	20.3%
Associate Degree	6.9%	7.3%	7.4%
Bachelor's Degree	17.9%	17.0%	15.4%
Graduate/Professional Degree	13.9%	12.2%	10.7%
2019 Population 15+ by Marital Status			
Total	56,407	87,389	109,082
Never Married	42.7%	41.0%	39.6%
Married	42.1%	43.6%	44.8%
Widowed	6.0%	5.8%	5.8%
Divorced	9.2%	9.6%	9.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	95.6%	95.6%
Civilian Unemployed (Unemployment Rate)	4.1%	4.4%	4.4%
2019 Employed Population 16+ by Industry			
Total	37,041	56,052	67,425
Agriculture/Mining	1.4%	1.3%	1.6%
Construction	5.6%	6.2%	6.8%
Manufacturing	9.7%	8.8%	8.6%
Wholesale Trade	1.5%	1.8%	2.0%
Retail Trade	11.3%	11.6%	11.6%
Transportation/Utilities	5.9%	5.8%	5.8%
Information	1.4%	1.6%	1.5%
Finance/Insurance/Real Estate	4.2%	4.2%	4.2%
Services	54.4%	53.0%	51.7%
Public Administration	4.6%	5.7%	6.3%
2019 Employed Population 16+ by Occupation			
Total	37,043	56,054	67,425
White Collar	55.7%	56.0%	55.7%
Management/Business/Financial	10.6%	10.8%	10.8%
Professional	21.3%	21.0%	20.7%
Sales	10.5%	10.6%	10.3%
Administrative Support	13.3%	13.5%	13.8%
Services	22.3%	22.0%	21.5%
Blue Collar	22.0%	22.0%	22.8%
Farming/Forestry/Fishing	0.8%	0.8%	0.9%
Construction/Extraction	3.5%	4.2%	4.6%
Installation/Maintenance/Repair	3.4%	4.0%	4.3%
Production	7.3%	5.9%	5.8%
Transportation/Material Moving	7.0%	7.1%	7.0%
2010 Population By Urban/ Rural Status			
Total Population	64,241	98,940	122,921
Population Inside Urbanized Area	90.7%	75.5%	62.2%
Population Inside Urbanized Cluster	0.7%	5.7%	8.5%
Rural Population	8.6%	18.7%	29.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	24,018	36,650	44,698
Households with 1 Person	26.8%	26.6%	26.0%
Households with 2+ People	73.2%	73.4%	74.0%
Family Households	61.6%	63.4%	64.9%
Husband-wife Families	40.7%	42.9%	44.8%
With Related Children	16.8%	17.7%	18.2%
Other Family (No Spouse Present)	20.9%	20.5%	20.0%
Other Family with Male Householder	4.7%	4.9%	4.9%
With Related Children	2.8%	2.8%	2.9%
Other Family with Female Householder	16.3%	15.7%	15.1%
With Related Children	11.3%	10.8%	10.3%
Nonfamily Households	11.6%	10.0%	9.2%
All Households with Children	31.3%	31.9%	32.0%
Multigenerational Households	3.9%	4.1%	4.2%
Unmarried Partner Households	7.8%	7.9%	7.7%
Male-female	7.1%	7.2%	7.1%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	24,018	36,650	44,699
1 Person Household	26.8%	26.6%	26.0%
2 Person Household	33.0%	33.4%	34.0%
3 Person Household	17.3%	17.4%	17.3%
4 Person Household	13.9%	13.5%	13.5%
5 Person Household	5.4%	5.4%	5.5%
6 Person Household	2.2%	2.2%	2.2%
7 + Person Household	1.5%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	24,017	36,650	44,698
Owner Occupied	55.9%	59.6%	63.0%
Owned with a Mortgage/Loan	39.9%	42.5%	44.2%
Owned Free and Clear	16.0%	17.1%	18.8%
Renter Occupied	44.1%	40.4%	37.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	26,396	40,372	49,468
Housing Units Inside Urbanized Area	90.3%	76.2%	63.6%
Housing Units Inside Urbanized Cluster	0.6%	4.9%	5.2%
Rural Housing Units	9.1%	18.9%	31.2%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Front Porches (8E)	Green Acres (6A)
2.	Old and Newcomers (8F)	College Towns (14B)	Southern Satellites (10A)
3.	Savvy Suburbanites (1D)	Parks and Rec (5C)	Salt of the Earth (6B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$44,826,755	\$68,123,899	\$83,174,293
Average Spent	\$1,787.28	\$1,764.68	\$1,757.55
Spending Potential Index	83	82	82
Education: Total \$	\$32,853,918	\$50,151,300	\$60,928,711
Average Spent	\$1,309.91	\$1,299.12	\$1,287.48
Spending Potential Index	82	82	81
Entertainment/Recreation: Total \$	\$67,317,745	\$103,303,698	\$127,948,165
Average Spent	\$2,684.01	\$2,675.98	\$2,703.66
Spending Potential Index	82	82	83
Food at Home: Total \$	\$108,480,261	\$165,522,532	\$204,192,646
Average Spent	\$4,325.20	\$4,287.70	\$4,314.78
Spending Potential Index	84	83	83
Food Away from Home: Total \$	\$76,980,565	\$117,210,945	\$143,665,649
Average Spent	\$3,069.28	\$3,036.24	\$3,035.79
Spending Potential Index	84	83	83
Health Care: Total \$	\$122,890,810	\$189,397,627	\$236,642,008
Average Spent	\$4,899.76	\$4,906.17	\$5,000.47
Spending Potential Index	83	83	84
HH Furnishings & Equipment: Total \$	\$44,435,583	\$67,952,662	\$83,502,947
Average Spent	\$1,771.68	\$1,760.25	\$1,764.49
Spending Potential Index	83	83	83
Personal Care Products & Services: Total \$	\$18,605,085	\$28,333,274	\$34,736,861
Average Spent	\$741.80	\$733.95	\$734.02
Spending Potential Index	84	83	83
Shelter: Total \$	\$387,692,902	\$588,333,461	\$713,530,033
Average Spent	\$15,457.63	\$15,240.22	\$15,077.55
Spending Potential Index	84	82	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$51,306,122	\$78,687,965	\$97,410,453
Average Spent	\$2,045.62	\$2,038.34	\$2,058.37
Spending Potential Index	82	82	83
Travel: Total \$	\$45,569,778	\$69,750,765	\$85,551,879
Average Spent	\$1,816.90	\$1,806.83	\$1,807.79
Spending Potential Index	81	81	81
Vehicle Maintenance & Repairs: Total \$	\$24,673,335	\$37,576,540	\$46,070,555
Average Spent	\$983.75	\$973.38	\$973.51
Spending Potential Index	86	85	85

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.