

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 39.2212, -76.875

12-Apr-2021

## 102160-The Shoppes at Wilde Lake

### Columbia, MD

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2020 Estimated Population	18,153	79,327	170,946	533,491	
	2020 Daytime Population	35,251	102,827	230,109	675,347	
	2025 Population Forecast	18,777	80,750	175,252	558,464	
	2010 Census Population	16,076	74,351	156,416	475,590	
	2000 Census Population	15,325	71,111	143,400	420,015	
	1990 Census Population	14,543	63,518	115,254	340,451	
	Historical Annual Growth, 1990 to 2000	0.52%	1.14%	2.21%	2.12%	
	Historical Annual Growth, 2000 to 2010	0.48%	0.45%	0.87%	1.25%	
	Estimated Annual Growth, 2010 to 2020	1.14%	0.60%	0.83%	1.07%	
	Projected Annual Growth, 2020 to 2025	0.68%	0.36%	0.50%	0.92%	
	<b>HOUSEHOLDS</b>	2020 Estimated Households	7,947	31,977	65,025	195,962
		2025 Households Forecast	8,237	32,628	66,667	205,250
2010 Census Households		6,965	29,659	59,365	174,235	
2000 Census Households		6,420	27,398	53,374	154,085	
1990 Census Households		5,833	23,832	42,386	124,856	
Historical Annual Growth, 1990 to 2000		0.96%	1.40%	2.33%	2.13%	
Historical Annual Growth, 2000 to 2010		0.82%	0.80%	1.07%	1.24%	
Estimated Annual Growth, 2010 to 2020		1.23%	0.70%	0.85%	1.10%	
Projected Annual Growth, 2020 to 2025		0.72%	0.40%	0.50%	0.93%	
2020 % Households With Children		24%	28%	33%	33%	
2020 Persons per Household		2.28	2.47	2.62	2.66	
<b>INCOME 2020</b>		HH Income \$500,000 or more	1.85%	2.77%	2.99%	2.26%
	HH Income \$250,000 to \$499,999	2.20%	3.32%	3.58%	2.71%	
	HH Income \$200,000 to \$249,999	5.12%	7.74%	8.36%	6.32%	
	HH Income \$175,000 to \$199,999	7.08%	8.61%	12.48%	11.28%	
	HH Income \$150,000 to \$174,999	8.74%	9.25%	10.23%	8.76%	
	HH Income \$100,000 to \$149,999	19.83%	22.27%	21.78%	21.16%	
	HH Income \$75,000 to \$99,999	15.10%	14.65%	13.02%	13.40%	
	HH Income \$50,000 to \$74,999	13.14%	12.25%	11.13%	14.08%	
	HH Income \$35,000 to \$49,999	7.13%	5.78%	5.04%	7.20%	
	HH Income \$25,000 to \$34,999	5.21%	4.23%	3.52%	4.53%	
	HH Income \$15,000 to \$24,999	6.18%	3.99%	3.20%	3.85%	
	HH Income \$0 to \$14,999	8.40%	5.16%	4.66%	4.44%	
	Average Household Income	\$108,298	\$130,111	\$144,951	\$131,125	
	Median Household Income	\$90,085	\$108,203	\$120,127	\$105,335	
Per Capita Income	\$47,506	\$52,692	\$55,281	\$48,522		
2000 Average Household Income	\$75,675	\$85,350	\$89,520	\$78,249		
2000 Median Household Income	\$62,119	\$72,492	\$76,702	\$65,659		
<b>WRKPLACE 2020</b>	Workplace Establishments	776	2,255	5,932	15,102	
	Workplace Employees (Full Time Employees)	15,844	46,689	124,402	331,937	

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## 102160-The Shoppes at Wilde Lake

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	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
<b>POPULATION BY AGE 2020</b>	Count of Pop 0 to 4 years	1,237	4,877	9,817	31,767
	Count of Pop 5 to 14 years	2,198	8,856	18,254	59,103
	Count of Pop 14 to 22 years	1,549	7,727	18,083	57,665
	Count of Pop 22 to 30 years	1,569	7,821	18,601	57,288
	Count of Pop 30 to 45 years	3,672	14,475	28,126	95,134
	Count of Pop 45 to 60 years	3,531	15,804	36,412	112,091
	Count of Pop 60 to 75 years	2,997	14,371	31,468	90,977
	Count of Pop 75+ years	1,400	5,397	10,185	29,465
	Population 0 to 4 Years	6.81%	6.15%	5.74%	5.95%
	Population 5 to 13 Years	12.11%	11.16%	10.68%	11.08%
	Population 14 to 21 Years	8.53%	9.74%	10.58%	10.81%
	Population 22 to 29 Years	8.64%	9.86%	10.88%	10.74%
	Population 30 to 44 Years	20.23%	18.25%	16.45%	17.83%
	Population 45 to 59 Years	19.45%	19.92%	21.30%	21.01%
	Population 60 to 74 Years	16.51%	18.12%	18.41%	17.05%
	Population 74 Years Plus	7.71%	6.80%	5.96%	5.52%
Median Age	40.6	41.0	41.3	39.9	
<b>GENDER 2020</b>	Male Population	8,532	38,198	82,918	261,150
	Female Population	9,621	41,129	88,028	272,341
<b>RACE 2020</b>	2020 Estimated Population	18,153	79,327	170,946	533,491
	White	50.47%	55.97%	58.53%	53.55%
	Black or African American	32.33%	24.45%	19.42%	26.11%
	Asian or Pacific Islander	8.50%	11.90%	15.58%	13.76%
	Other Races	8.70%	7.68%	6.47%	6.57%
<b>HISPANIC</b>	2020 Hispanic Population	1,654	7,069	11,672	38,855
	2020 Hispanic Population %	9.11%	8.91%	6.83%	7.28%
	2025 Hispanic Population Forecast	1,700	7,408	12,214	41,409
	2025 Hispanic Population % Projected	9.06%	9.17%	6.97%	7.41%
	2000 Hispanic Population %	4.10%	3.92%	3.29%	3.37%
1990 Hispanic Population %	2.86%	2.38%	2.12%	2.10%	
<b>EDUCATION (AGE 25+) 2020</b>	Adult Population (25 Years or Older)	12,598	54,860	117,447	362,066
	Elementary	2.99%	2.60%	2.10%	2.58%
	Some High School	2.32%	1.97%	2.06%	3.69%
	High School Graduate	14.21%	12.35%	11.71%	16.81%
	Some College	14.91%	14.29%	13.48%	15.95%
	Associates Degree	5.16%	5.67%	5.30%	6.15%
	Bachelors Degree	29.90%	31.77%	31.46%	28.06%
	Graduate Degree	30.52%	31.34%	33.89%	26.75%
% College (4+)	60.41%	63.11%	65.35%	54.81%	
<b>HOUSING 2020</b>	Total Housing Units	8,357	33,365	67,633	205,437
	Owner Occupied Percent	59.24%	63.87%	69.82%	66.87%
	Renter Occupied Percent	35.85%	31.97%	26.32%	28.52%
	Vacant Housing Percent	4.91%	4.16%	3.86%	4.61%

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<b>HOMES BUILT BY YEAR 2020</b>				
Homes Built 2010 or later	0.23%	0.08%	0.27%	0.44%
Homes Built 2000 to 2009	8.08%	8.33%	10.87%	14.25%
Homes Built 1990 to 1999	8.61%	14.65%	20.76%	19.19%
Homes Built 1980 to 1989	22.43%	27.88%	29.70%	23.86%
Homes Built 1970 to 1979	33.54%	33.42%	23.96%	16.38%
Homes Built 1960 to 1979	23.57%	11.75%	9.30%	9.65%
Homes Built 1950 to 1959	2.10%	2.38%	3.19%	8.38%
Homes Built 1940 to 1949	0.92%	0.82%	0.78%	2.75%
Homes Built 1939 or earlier	0.52%	0.68%	1.15%	5.10%
<b>HOME VALUE (OWNER OCCUPIED) 2020</b>				
Property Value \$1,000,000 or more	0.91%	3.12%	4.46%	4.48%
Property Value \$750,000 to \$999,999	6.73%	11.90%	16.06%	12.66%
Property Value \$500,000 to \$749,999	19.68%	26.16%	29.00%	24.49%
Property Value \$400,000 to \$499,999	20.79%	21.43%	18.57%	18.27%
Property Value \$300,000 to \$399,999	24.63%	19.40%	16.56%	19.18%
Property Value \$200,000 to \$299,999	16.39%	10.65%	8.38%	12.63%
Property Value \$150,000 to \$199,999	5.54%	2.62%	1.98%	2.99%
Property Value \$100,000 to \$149,999	2.01%	1.24%	1.01%	1.36%
Property Value \$60,000 to \$99,999	0.94%	0.37%	0.25%	0.59%
Property Value \$40,000 to \$59,999	0.86%	0.34%	0.37%	0.39%
Property Value \$0 to \$39,999	1.26%	0.95%	0.96%	1.17%
Median Home Value	\$392,858	\$463,078	\$506,244	\$459,087
Median Rent per Month (Census 2000)	\$853	\$919	\$919	\$820
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020</b>				
Employed Civilian Population 16+ by Occupation	9,443	42,412	93,594	284,332
Managerial/Executive	22.81%	22.42%	23.15%	21.28%
Professional Specialty	33.67%	39.99%	40.90%	35.88%
Healthcare Support	1.49%	1.65%	1.75%	2.26%
Sales	7.40%	7.21%	7.67%	8.26%
Office & Administrative Support	11.05%	9.21%	8.71%	10.16%
Protective Service	2.22%	1.80%	1.87%	2.43%
Food Preparation	4.02%	3.05%	3.16%	3.82%
Building Maintenance & Cleaning	2.95%	2.78%	1.76%	2.01%
Personal Care	2.80%	2.29%	2.66%	2.71%
Farming, Fishing, & Forestry	0.02%	0.00%	0.08%	0.13%
Construction	3.07%	3.13%	2.90%	4.30%
Production & Transportation	8.52%	6.47%	5.38%	6.76%
Percent White Collar	76.42%	80.47%	82.18%	77.85%
Percent Blue Collar	23.58%	19.53%	17.82%	22.15%
Median Employee Salary	52,029	51,744	50,071	48,157
Average Employee Salary	62,544	62,913	61,231	58,043
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	269	1,286	2,164	7,146
2020 Estimated Unemployed (Age 16 and Up)	670	2,596	5,429	18,899
2020 Estimated Unemployed Rate (Age 16 and Up)	6.37%	5.83%	5.56%	6.27%

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<b>TRANSPORTATION TO WORK 2020</b>	Drive to Work Alone	80.74%	79.94%	80.88%	79.47%
	Drive to Work Carpool	6.47%	7.63%	7.63%	8.78%
	Travel to Work by Public Transportation	5.08%	4.60%	3.97%	4.69%
	Drive to Work on Motorcycle	0.04%	0.06%	0.03%	0.02%
	Drive to Work on Bicycle	0.04%	0.12%	0.11%	0.18%
	Walk to Work	2.26%	1.48%	1.28%	1.65%
	Other Means	0.54%	0.37%	0.38%	0.46%
	Work at Home	4.55%	5.56%	5.57%	4.66%
<b>TRAVEL TIME TO WORK 2020</b>	Travel Time in Less than 5 minutes	0.86%	1.01%	0.95%	1.22%
	Travel to Work in 5 to 9 minutes	6.61%	7.35%	6.69%	6.18%
	Travel to Work in 10 to 14 minutes	11.78%	11.70%	11.28%	10.35%
	Travel to Work in 15 to 19 minutes	18.25%	14.46%	14.76%	13.92%
	Travel to Work in 20 to 29 minutes	19.99%	19.79%	20.04%	22.28%
	Travel to Work in 30 to 44 minutes	21.80%	22.42%	23.04%	23.44%
	Travel to Work in 45 to 59 minutes	10.27%	11.18%	11.06%	10.62%
	Travel to Work in 60 minutes or more	10.45%	12.09%	12.18%	12.00%
Average Travel Time to Work	27.8	28.6	28.7	28.6	
<b>SPENDING PATTERNS 2020</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$59.80	\$60.35	\$60.56	\$58.52
	Apparel and Related Services	\$15.24	\$16.05	\$16.44	\$15.91
	Transportation	\$91.74	\$96.23	\$98.56	\$96.52
	Healthcare	\$52.21	\$53.41	\$54.09	\$52.97
	Entertainment	\$23.44	\$24.67	\$25.27	\$24.45
<b>LIFESTYLE SEGMENTATION 2020</b>	Category A - Crème de la Crème	1,918	13,016	36,486	120,534
	Category B - Urban Cliff Climbers	0	0	0	12,732
	Category C - Urban Cliff Dwellers	0	0	0	10,290
	Category D - Seasoned Urban Dwellers	0	0	0	1,699
	Category E - Thriving Alone	6,705	20,253	40,211	55,422
	Category F - Going it Alone	0	0	1,029	19,855
	Category G - Struggling Alone	0	0	0	925
	Category H - Single in the Suburbs	0	7,793	10,118	18,064
	Category I - Married in the Suburbs	5,446	21,198	54,632	122,349
	Category J - Retired in the Suburbs	14	10,455	21,255	49,875
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	797	1,280	18,892
	Category M - Harlem Gateway	4,023	4,023	4,023	78,199
	Category N - Espaniola	0	0	0	1,417
	Category O - Specialties	12	1,376	1,387	10,078

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