



Appendix D:  
**Demographics &  
Employment**

## Veirs Mill Demographics and Employment

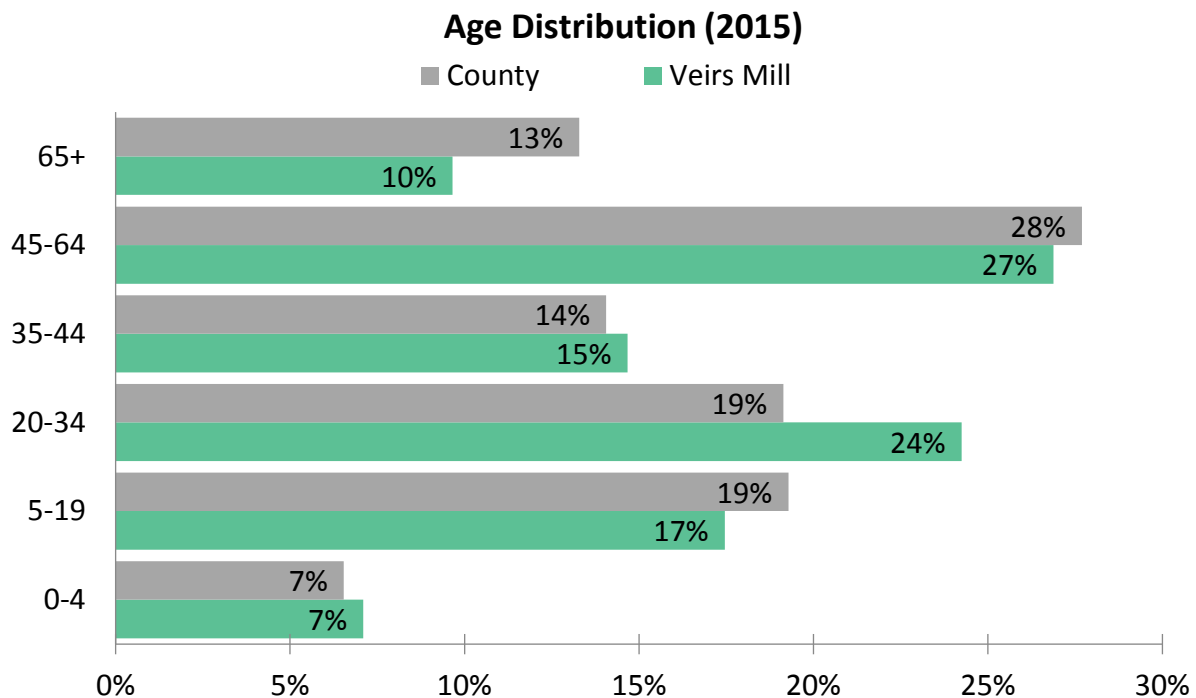
Prepared by: Pamela Zorich and Caroline McCarthy, Montgomery County Planning Department, Research and Special Projects

### DEMOGRAPHICS

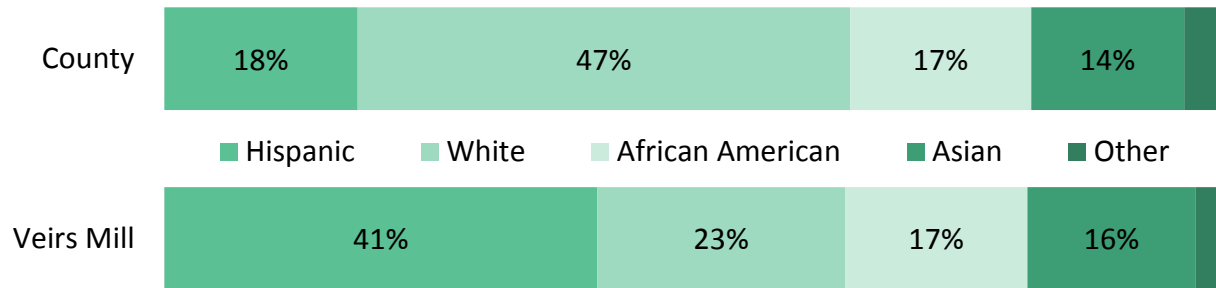
The Veirs Mill Corridor Master Plan area is a racially and ethnically diverse community. Nearly 75 percent of the residents are African American, Asian or Hispanic. Hispanic or Latino residents represent the greatest percentage (41 percent), followed by African American residents (17 percent) and Asian residents (16 percent). Over half of the local residents are foreign born compared to a third of the population countywide. Two out of three residents speak a language other than English at home, with Spanish as the predominant language (39 percent).

The average household income within the plan area is approximately \$82,000, about three-fifths of the County average of \$133,500. Approximately one-third of the households have incomes below \$50,000, and nearly three-quarters have incomes below \$100,000. In comparison, approximately one-quarter of County households have incomes below \$50,000 and half have incomes below \$100,000. The lower household incomes are likely due to a higher percentage of young adults and lower educational attainment when compared with the County. One-third of local residents age 25 and older have a bachelor's or advanced degree compared to 58 percent countywide.

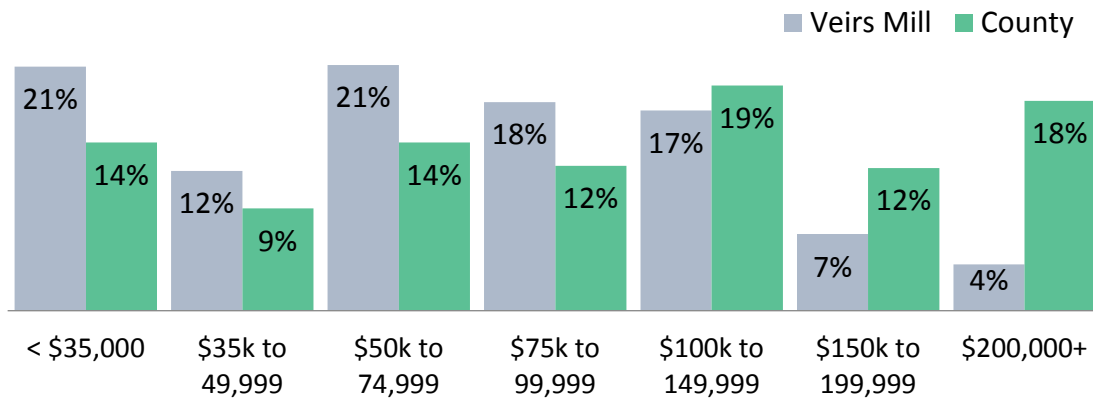
Nearly 25 percent of employed residents in the plan area utilize public transportation to commute to work, compared to 16 percent of County residents. While over 70 percent of residents drive to work, another 14 percent participate in carpools, compared to 10 percent of County residents.



### Race and Hispanic Origin (2015)



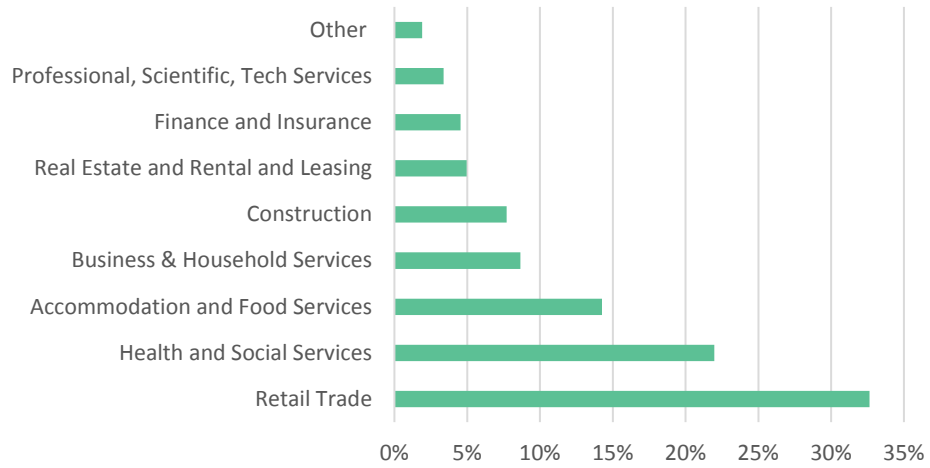
### Household Income (2015)



### EMPLOYMENT

According to the Maryland Department of Labor, Licensing and Regulation, there are approximately 122 establishments, which provide approximately 1,000 jobs in the Veirs Mill Corridor Master Plan area, most of which are private sector. Nearly all of the establishments (94 percent) employ fewer than 25 employees, with 81 percent of the establishments employing fewer than 10 employees. The predominate industries within the plan area are retail; health and social services; and accommodation and food services. The predominate employers are Randolph Hills Nursing Home, Unique Thrift, Burger King, La Baguette de Paris and Korean Korner.

## Jobs by Industry



## WORKPLACE SIZE

- fewer than 10 employees
- 10 to 24 employees
- 25 to 49 employees
- 50 to 99 employees
- 100 to 249 employees

