

1912 Main St, Chester, Maryland, 21619
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.97275
 Longitude: -76.27530

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	3,955	11,997	17,187
2010 Total Population	4,559	13,898	19,261
2015 Total Population	5,125	15,047	20,571
2015 Group Quarters	5	19	19
2020 Total Population	5,632	16,155	21,874
2015-2020 Annual Rate	1.90%	1.43%	1.24%
Household Summary			
2000 Households	1,723	4,631	6,523
2000 Average Household Size	2.30	2.59	2.63
2010 Households	1,991	5,366	7,404
2010 Average Household Size	2.29	2.59	2.60
2015 Households	2,226	5,812	7,917
2015 Average Household Size	2.30	2.59	2.60
2020 Households	2,446	6,253	8,435
2020 Average Household Size	2.30	2.58	2.59
2015-2020 Annual Rate	1.90%	1.47%	1.28%
2010 Families	1,337	3,820	5,407
2010 Average Family Size	2.75	3.04	3.02
2015 Families	1,487	4,113	5,744
2015 Average Family Size	2.77	3.03	3.01
2020 Families	1,628	4,406	6,092
2020 Average Family Size	2.77	3.03	3.01
2015-2020 Annual Rate	1.83%	1.39%	1.18%
Housing Unit Summary			
2000 Housing Units	1,944	5,023	7,043
Owner Occupied Housing Units	71.8%	76.4%	79.0%
Renter Occupied Housing Units	16.9%	15.8%	13.6%
Vacant Housing Units	11.3%	7.8%	7.4%
2010 Housing Units	2,279	5,997	8,220
Owner Occupied Housing Units	68.1%	72.2%	75.2%
Renter Occupied Housing Units	19.3%	17.3%	14.9%
Vacant Housing Units	12.6%	10.5%	9.9%
2015 Housing Units	2,522	6,456	8,744
Owner Occupied Housing Units	67.7%	71.6%	74.5%
Renter Occupied Housing Units	20.5%	18.4%	16.0%
Vacant Housing Units	11.7%	10.0%	9.5%
2020 Housing Units	2,762	6,926	9,292
Owner Occupied Housing Units	68.2%	71.8%	74.6%
Renter Occupied Housing Units	20.3%	18.5%	16.2%
Vacant Housing Units	11.4%	9.7%	9.2%
Median Household Income			
2015	\$82,794	\$87,146	\$91,857
2020	\$92,770	\$96,352	\$102,126
Median Home Value			
2015	\$345,765	\$348,851	\$370,650
2020	\$446,341	\$438,212	\$457,150
Per Capita Income			
2015	\$43,780	\$41,256	\$44,207
2020	\$49,540	\$45,963	\$49,368
Median Age			
2010	43.5	41.9	43.1
2015	45.1	43.3	44.8
2020	46.4	44.3	45.8

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2015 Households by Income			
Household Income Base	2,226	5,812	7,917
<\$15,000	5.3%	5.9%	5.2%
\$15,000 - \$24,999	5.1%	4.4%	4.4%
\$25,000 - \$34,999	4.6%	4.2%	4.0%
\$35,000 - \$49,999	10.9%	8.7%	7.7%
\$50,000 - \$74,999	15.8%	15.1%	15.2%
\$75,000 - \$99,999	20.9%	20.4%	18.4%
\$100,000 - \$149,999	17.3%	22.6%	22.8%
\$150,000 - \$199,999	10.9%	10.3%	11.9%
\$200,000+	9.1%	8.4%	10.5%
Average Household Income	\$105,697	\$106,271	\$114,135
2020 Households by Income			
Household Income Base	2,446	6,253	8,435
<\$15,000	4.3%	4.8%	4.3%
\$15,000 - \$24,999	3.5%	3.1%	3.0%
\$25,000 - \$34,999	3.0%	2.8%	2.6%
\$35,000 - \$49,999	8.5%	6.9%	6.1%
\$50,000 - \$74,999	12.8%	12.6%	12.6%
\$75,000 - \$99,999	23.0%	22.3%	19.7%
\$100,000 - \$149,999	18.8%	24.7%	25.1%
\$150,000 - \$199,999	16.5%	14.1%	15.4%
\$200,000+	9.6%	8.8%	11.3%
Average Household Income	\$119,526	\$118,197	\$127,236
2015 Owner Occupied Housing Units by Value			
Total	1,708	4,623	6,517
<\$50,000	0.3%	0.1%	0.1%
\$50,000 - \$99,999	0.5%	0.3%	0.3%
\$100,000 - \$149,999	1.7%	1.7%	1.4%
\$150,000 - \$199,999	4.2%	5.1%	4.1%
\$200,000 - \$249,999	13.4%	12.4%	10.3%
\$250,000 - \$299,999	18.6%	17.4%	16.1%
\$300,000 - \$399,999	24.9%	26.3%	25.0%
\$400,000 - \$499,999	13.1%	14.3%	15.3%
\$500,000 - \$749,999	13.9%	13.1%	14.3%
\$750,000 - \$999,999	4.6%	4.5%	5.6%
\$1,000,000 +	4.9%	4.7%	7.5%
Average Home Value	\$425,351	\$422,804	\$465,062
2020 Owner Occupied Housing Units by Value			
Total	1,885	4,972	6,933
<\$50,000	0.3%	0.1%	0.1%
\$50,000 - \$99,999	0.2%	0.2%	0.1%
\$100,000 - \$149,999	0.5%	0.6%	0.5%
\$150,000 - \$199,999	1.4%	1.9%	1.5%
\$200,000 - \$249,999	4.5%	4.7%	3.9%
\$250,000 - \$299,999	8.1%	8.3%	7.4%
\$300,000 - \$399,999	21.9%	23.4%	20.7%
\$400,000 - \$499,999	28.3%	28.2%	27.5%
\$500,000 - \$749,999	19.7%	17.5%	17.2%
\$750,000 - \$999,999	7.4%	8.1%	10.0%
\$1,000,000 +	7.7%	6.9%	10.9%
Average Home Value	\$524,151	\$513,608	\$561,180

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	4,560	13,898	19,261
0 - 4	5.8%	5.9%	5.6%
5 - 9	5.9%	6.7%	6.5%
10 - 14	5.8%	6.6%	6.7%
15 - 24	11.0%	11.4%	11.2%
25 - 34	9.9%	9.9%	9.0%
35 - 44	13.9%	14.8%	14.1%
45 - 54	17.5%	18.0%	18.3%
55 - 64	14.4%	12.9%	13.9%
65 - 74	9.1%	8.1%	8.9%
75 - 84	5.1%	4.4%	4.5%
85 +	1.5%	1.4%	1.4%
18 +	78.4%	76.5%	76.9%
2015 Population by Age			
Total	5,124	15,046	20,569
0 - 4	5.3%	5.4%	5.1%
5 - 9	6.2%	6.2%	6.0%
10 - 14	6.1%	6.8%	6.8%
15 - 24	9.5%	10.7%	10.8%
25 - 34	11.0%	11.2%	10.5%
35 - 44	11.7%	11.7%	11.1%
45 - 54	16.6%	17.1%	17.1%
55 - 64	15.4%	14.7%	15.4%
65 - 74	11.4%	9.8%	10.8%
75 - 84	5.1%	4.6%	4.9%
85 +	1.7%	1.5%	1.6%
18 +	79.3%	78.1%	78.6%
2020 Population by Age			
Total	5,633	16,156	21,875
0 - 4	4.9%	5.0%	4.7%
5 - 9	5.7%	5.7%	5.4%
10 - 14	6.7%	6.6%	6.5%
15 - 24	8.8%	10.0%	10.1%
25 - 34	9.9%	11.5%	10.8%
35 - 44	12.3%	12.0%	11.5%
45 - 54	14.3%	14.3%	14.2%
55 - 64	17.1%	16.5%	16.9%
65 - 74	12.7%	11.1%	11.9%
75 - 84	5.9%	5.5%	6.1%
85 +	1.9%	1.8%	1.9%
18 +	79.2%	78.9%	79.6%
2010 Population by Sex			
Males	2,250	6,893	9,559
Females	2,309	7,005	9,702
2015 Population by Sex			
Males	2,533	7,463	10,198
Females	2,592	7,583	10,373
2020 Population by Sex			
Males	2,796	8,031	10,851
Females	2,837	8,124	11,023

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

	5 minutes	10 minutes	15 minutes
2010 Population by Race/Ethnicity			
Total	4,558	13,898	19,260
White Alone	89.6%	87.7%	89.1%
Black Alone	5.9%	7.6%	6.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.3%	1.3%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.3%	1.1%
Two or More Races	1.8%	1.8%	1.7%
Hispanic Origin	2.9%	3.2%	3.0%
Diversity Index	23.8	27.4	24.8
2015 Population by Race/Ethnicity			
Total	5,125	15,048	20,571
White Alone	89.0%	87.0%	88.4%
Black Alone	5.8%	7.4%	6.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.5%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.5%	1.3%
Two or More Races	2.1%	2.2%	2.1%
Hispanic Origin	3.4%	3.8%	3.5%
Diversity Index	25.7	29.4	26.8
2020 Population by Race/Ethnicity			
Total	5,633	16,155	21,874
White Alone	88.3%	86.3%	87.6%
Black Alone	5.6%	7.2%	6.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.8%	1.8%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.7%	1.5%
Two or More Races	2.5%	2.6%	2.4%
Hispanic Origin	4.0%	4.6%	4.3%
Diversity Index	27.8	31.6	29.1
2010 Population by Relationship and Household Type			
Total	4,559	13,898	19,261
In Households	99.9%	99.9%	99.9%
In Family Households	83.0%	85.7%	86.8%
Householder	27.8%	27.6%	28.2%
Spouse	21.6%	22.0%	23.0%
Child	28.0%	30.6%	30.3%
Other relative	3.3%	3.3%	3.1%
Nonrelative	2.2%	2.3%	2.1%
In Nonfamily Households	16.9%	14.2%	13.1%
In Group Quarters	0.1%	0.1%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

	5 minutes	10 minutes	15 minutes
2015 Population 25+ by Educational Attainment			
Total	3,735	10,649	14,674
Less than 9th Grade	0.3%	0.6%	0.7%
9th - 12th Grade, No Diploma	5.5%	4.7%	4.5%
High School Graduate	26.7%	26.6%	24.8%
GED/Alternative Credential	3.3%	4.6%	4.1%
Some College, No Degree	21.5%	22.2%	21.2%
Associate Degree	7.5%	7.9%	8.0%
Bachelor's Degree	21.8%	21.6%	23.4%
Graduate/Professional Degree	13.4%	11.8%	13.4%
2015 Population 15+ by Marital Status			
Total	4,221	12,263	16,900
Never Married	24.8%	27.3%	25.3%
Married	58.3%	56.1%	58.6%
Widowed	6.3%	5.8%	5.5%
Divorced	10.6%	10.8%	10.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.2%	92.6%	93.4%
Civilian Unemployed	9.9%	7.4%	6.6%
2015 Employed Population 16+ by Industry			
Total	2,281	7,307	10,074
Agriculture/Mining	0.8%	1.8%	1.7%
Construction	15.7%	10.4%	9.7%
Manufacturing	5.8%	6.5%	6.5%
Wholesale Trade	2.0%	3.0%	3.3%
Retail Trade	13.4%	13.0%	12.5%
Transportation/Utilities	1.6%	2.0%	2.5%
Information	1.2%	2.5%	2.3%
Finance/Insurance/Real Estate	5.6%	6.0%	6.5%
Services	43.4%	44.9%	45.0%
Public Administration	10.4%	10.0%	9.9%
2015 Employed Population 16+ by Occupation			
Total	2,281	7,307	10,073
White Collar	64.3%	66.7%	69.5%
Management/Business/Financial	13.9%	16.9%	18.9%
Professional	19.3%	20.8%	21.7%
Sales	16.0%	14.0%	14.3%
Administrative Support	15.0%	15.1%	14.6%
Services	15.3%	14.9%	13.2%
Blue Collar	20.4%	18.4%	17.3%
Farming/Forestry/Fishing	1.1%	1.8%	1.6%
Construction/Extraction	12.2%	6.4%	6.0%
Installation/Maintenance/Repair	2.8%	3.0%	2.9%
Production	1.7%	3.2%	2.9%
Transportation/Material Moving	2.6%	4.0%	3.9%

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2010 Households by Type			
Total	1,991	5,367	7,404
Households with 1 Person	25.8%	22.4%	21.1%
Households with 2+ People	74.2%	77.6%	78.9%
Family Households	67.2%	71.2%	73.0%
Husband-wife Families	52.3%	56.9%	59.6%
With Related Children	20.1%	24.7%	24.8%
Other Family (No Spouse Present)	14.9%	14.3%	13.4%
Other Family with Male Householder	4.9%	4.7%	4.4%
With Related Children	3.1%	2.8%	2.6%
Other Family with Female Householder	9.9%	9.6%	9.0%
With Related Children	6.4%	5.9%	5.4%
Nonfamily Households	7.0%	6.4%	5.8%
All Households with Children	29.9%	33.8%	33.3%
Multigenerational Households	3.1%	3.3%	3.3%
Unmarried Partner Households	7.0%	6.9%	6.3%
Male-female	6.6%	6.4%	5.7%
Same-sex	0.4%	0.5%	0.6%
2010 Households by Size			
Total	1,991	5,365	7,403
1 Person Household	25.8%	22.4%	21.1%
2 Person Household	38.5%	36.2%	37.6%
3 Person Household	15.6%	17.1%	17.0%
4 Person Household	12.1%	14.9%	15.0%
5 Person Household	5.8%	6.2%	6.2%
6 Person Household	1.6%	2.0%	2.0%
7 + Person Household	0.8%	1.2%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,991	5,366	7,404
Owner Occupied	77.9%	80.7%	83.5%
Owned with a Mortgage/Loan	63.8%	66.4%	68.2%
Owned Free and Clear	14.1%	14.2%	15.3%
Renter Occupied	22.1%	19.3%	16.5%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
	1. The Great Outdoors (6C)	Green Acres (6A)	Green Acres (6A)
	2. Green Acres (6A)	The Great Outdoors (6C)	The Great Outdoors (6C)
	3. Pleasantville (2B)	Soccer Moms (4A)	Soccer Moms (4A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$6,932,799	\$18,447,758	\$27,009,412
Average Spent	\$3,114.46	\$3,174.08	\$3,411.57
Spending Potential Index	135	137	147
Computers & Accessories: Total \$	\$809,034	\$2,132,072	\$3,131,792
Average Spent	\$363.45	\$366.84	\$395.58
Spending Potential Index	143	144	156
Education: Total \$	\$4,427,329	\$12,560,789	\$18,938,702
Average Spent	\$1,988.92	\$2,161.18	\$2,392.16
Spending Potential Index	131	142	157
Entertainment/Recreation: Total \$	\$10,717,296	\$27,768,090	\$40,518,263
Average Spent	\$4,814.60	\$4,777.72	\$5,117.88
Spending Potential Index	145	144	155
Food at Home: Total \$	\$16,317,853	\$41,884,682	\$60,500,277
Average Spent	\$7,330.57	\$7,206.59	\$7,641.82
Spending Potential Index	140	138	146
Food Away from Home: Total \$	\$10,049,251	\$26,581,936	\$38,852,863
Average Spent	\$4,514.49	\$4,573.63	\$4,907.52
Spending Potential Index	137	139	149
Health Care: Total \$	\$15,860,412	\$40,257,001	\$58,265,867
Average Spent	\$7,125.07	\$6,926.53	\$7,359.59
Spending Potential Index	150	146	155
HH Furnishings & Equipment: Total \$	\$5,905,324	\$15,313,271	\$22,312,951
Average Spent	\$2,652.89	\$2,634.77	\$2,818.36
Spending Potential Index	144	143	153
Investments: Total \$	\$10,516,246	\$23,583,880	\$36,032,295
Average Spent	\$4,724.28	\$4,057.79	\$4,551.26
Spending Potential Index	171	147	165
Retail Goods: Total \$	\$82,221,376	\$210,405,490	\$304,826,603
Average Spent	\$36,936.83	\$36,201.91	\$38,502.79
Spending Potential Index	145	142	151
Shelter: Total \$	\$49,555,125	\$133,221,479	\$196,201,437
Average Spent	\$22,261.96	\$22,921.80	\$24,782.30
Spending Potential Index	135	139	151
TV/Video/Audio: Total \$	\$4,035,178	\$10,450,559	\$15,115,120
Average Spent	\$1,812.75	\$1,798.10	\$1,909.20
Spending Potential Index	139	137	146
Travel: Total \$	\$6,420,147	\$17,029,422	\$25,298,487
Average Spent	\$2,884.16	\$2,930.05	\$3,195.46
Spending Potential Index	148	150	164
Vehicle Maintenance & Repairs: Total \$	\$3,607,541	\$9,298,319	\$13,526,085
Average Spent	\$1,620.64	\$1,599.85	\$1,708.49
Spending Potential Index	145	143	153

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.

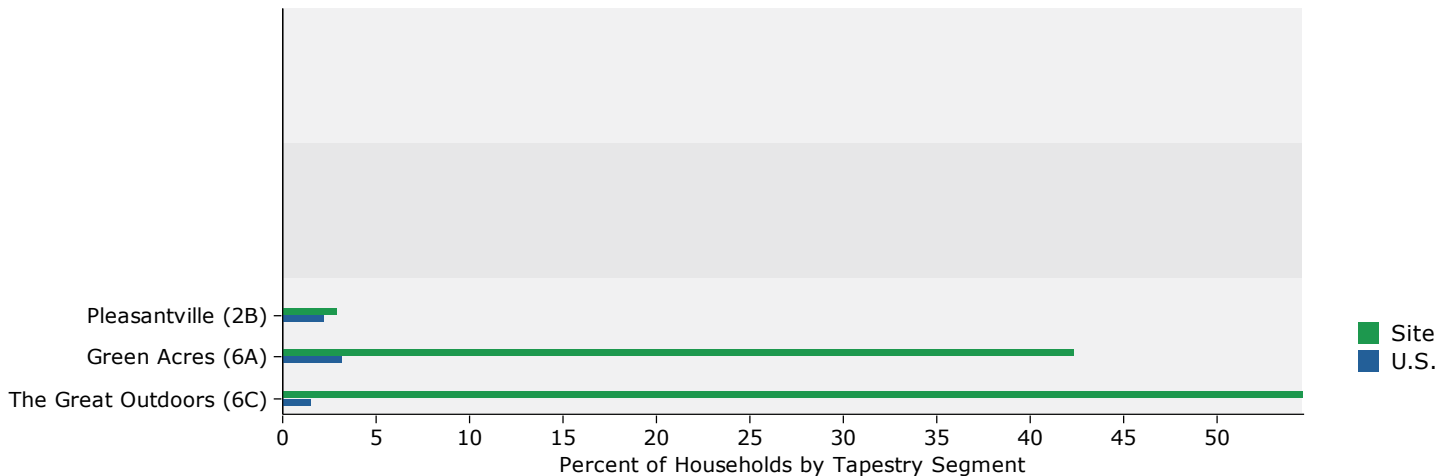
Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Great Outdoors (6C)	54.7%	54.7%	1.6%	1.6%	3505
2	Green Acres (6A)	42.4%	97.1%	3.2%	4.8%	1,328
3	Pleasantville (2B)	3.0%	100.1%	2.2%	7.0%	132
Subtotal		100.1%		7.0%		
Total		100.0%		7.0%		1431

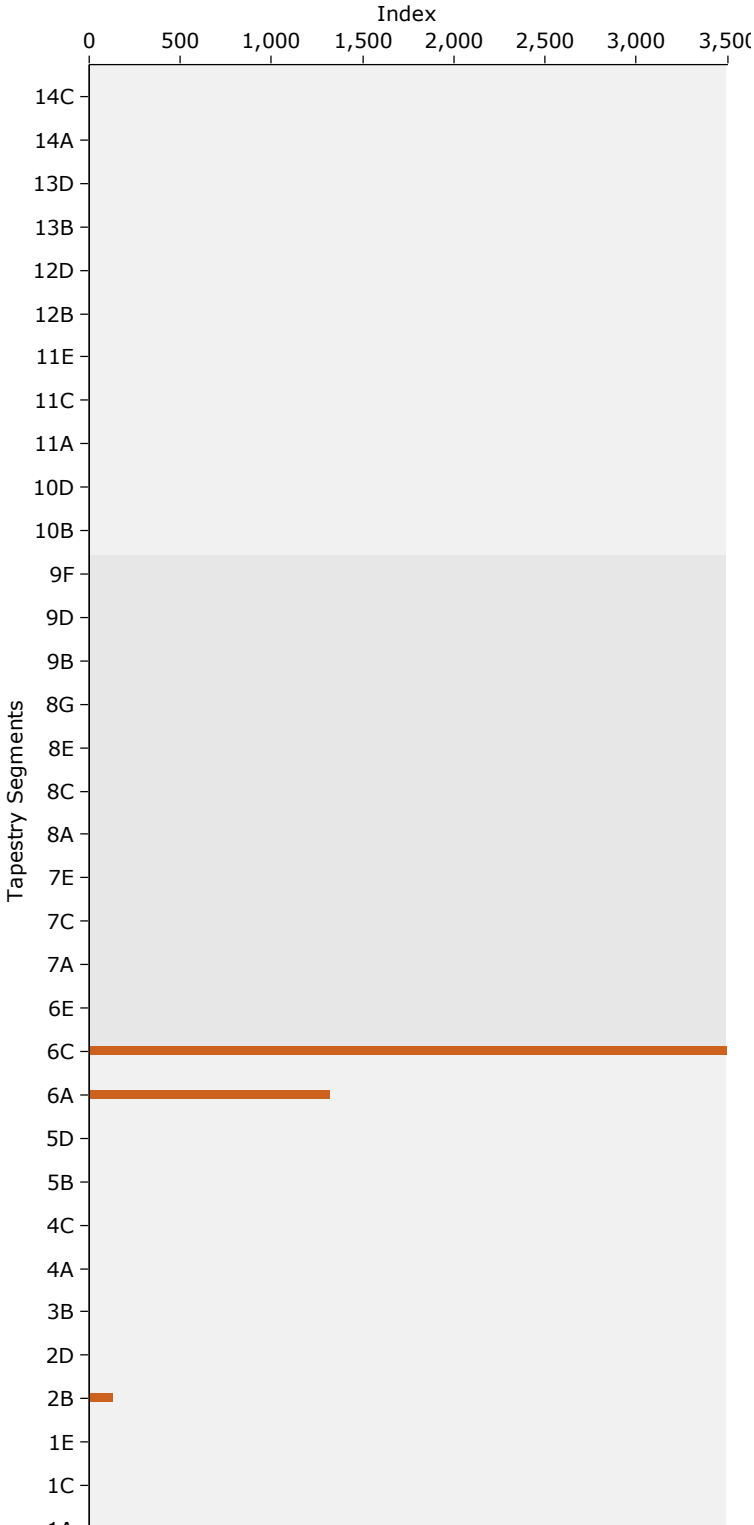
Top Ten Tapestry Segments Site vs. U.S.



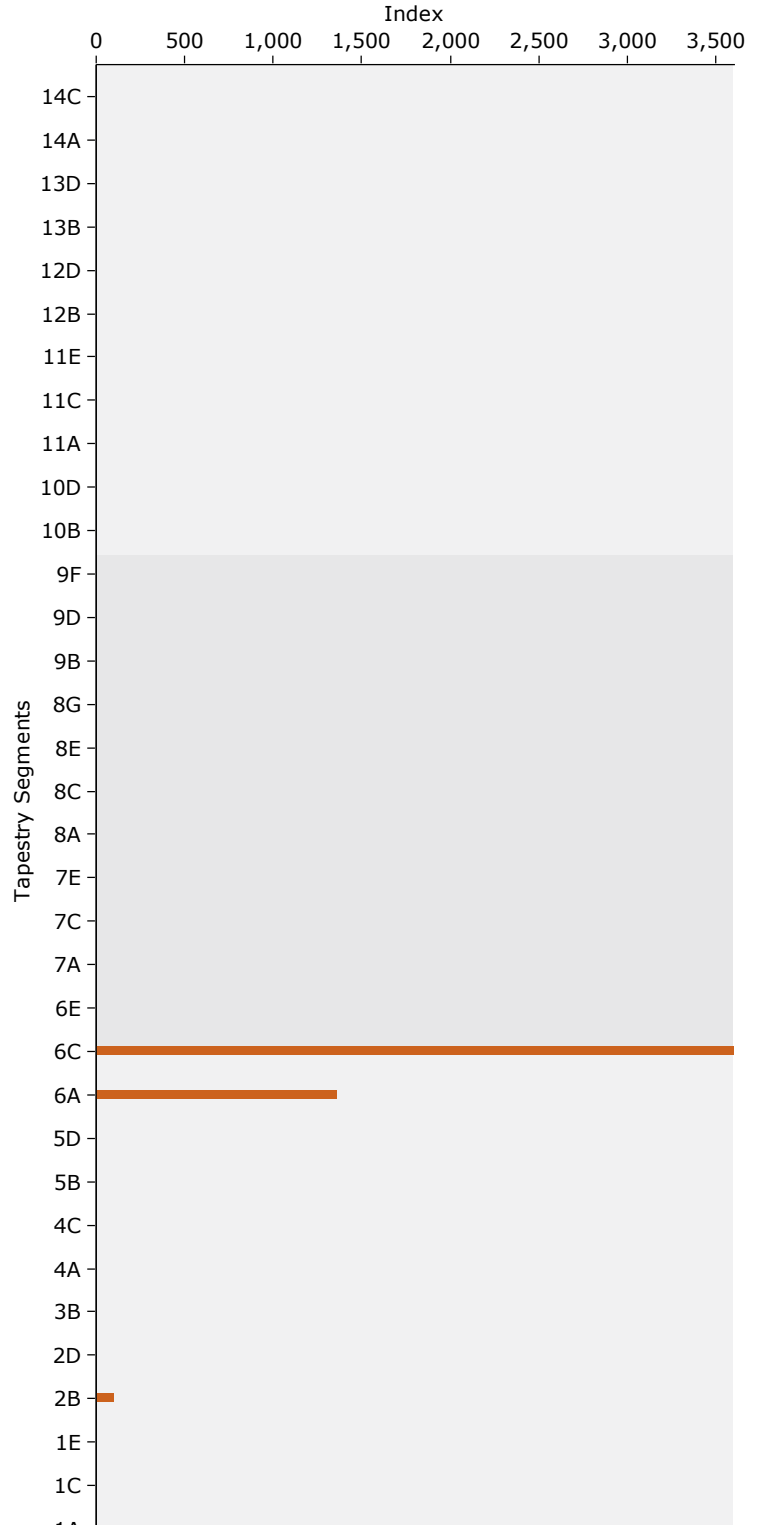
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,227	100.0%		5,124	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	66	3.0%	52	141	2.8%	47
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	66	3.0%	132	141	2.8%	112
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	2,161	97.0%	794	4,983	97.2%	827
Green Acres (6A)	944	42.4%	1,328	2,293	44.8%	1,367
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,217	54.6%	3,503	2,690	52.5%	3,609
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,227	100.0%		5,124	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,227	100.0%		5,124	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,227	100.0%		5,124	100.0%	
4. Suburban Periphery	66	3.0%	9	141	2.8%	9
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	66	3.0%	132	141	2.8%	112
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	2,161	97.0%	568	4,983	97.2%	578
Green Acres (6A)	944	42.4%	1,328	2,293	44.8%	1,367
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,217	54.6%	3,503	2,690	52.5%	3,609
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

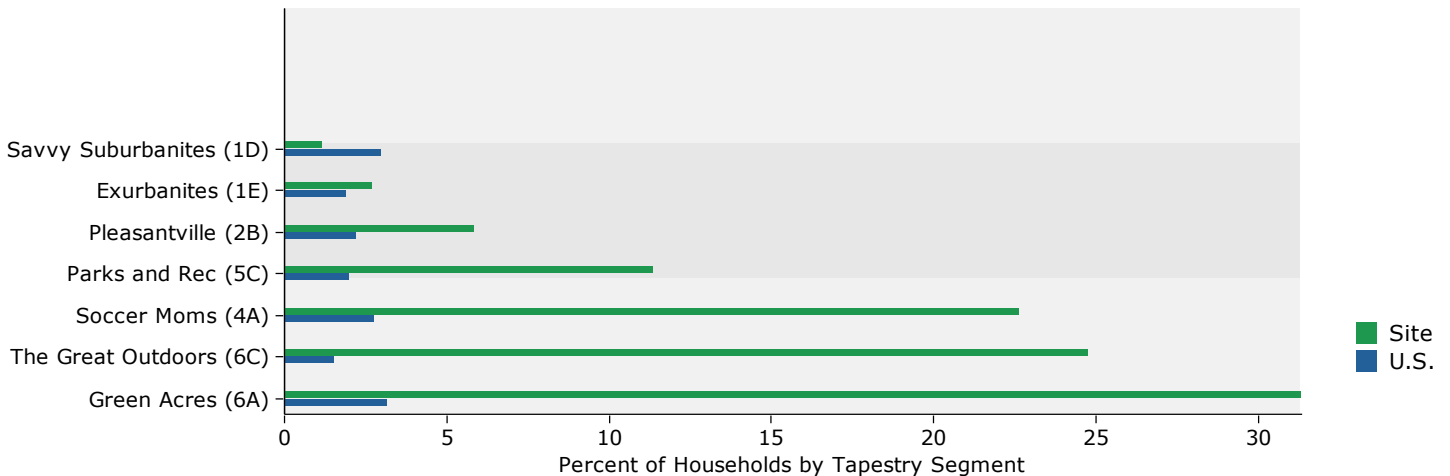
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	31.3%	31.3%	3.2%	3.2%	982
2	The Great Outdoors (6C)	24.8%	56.1%	1.6%	4.8%	1,589
3	Soccer Moms (4A)	22.7%	78.8%	2.8%	7.6%	806
4	Parks and Rec (5C)	11.4%	90.2%	2.0%	9.6%	565
5	Pleasantville (2B)	5.9%	96.1%	2.2%	11.8%	263
Subtotal		96.1%		11.8%		
6	Exurbanites (1E)	2.7%	98.8%	2.0%	13.8%	140
7	Savvy Suburbanites (1D)	1.2%	100.0%	3.0%	16.8%	39
Subtotal		3.9%		5.0%		
Total		100.0%		16.8%		597

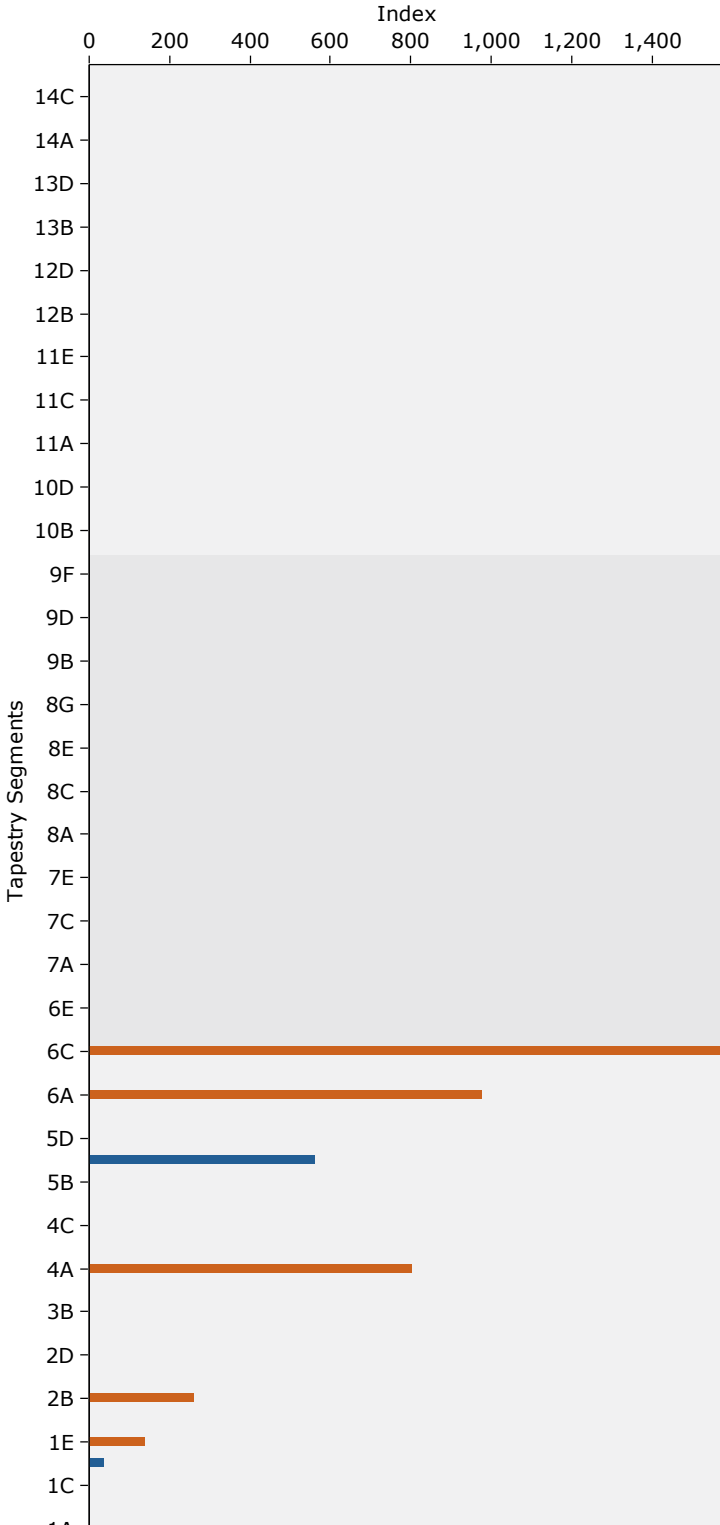
Top Ten Tapestry Segments Site vs. U.S.



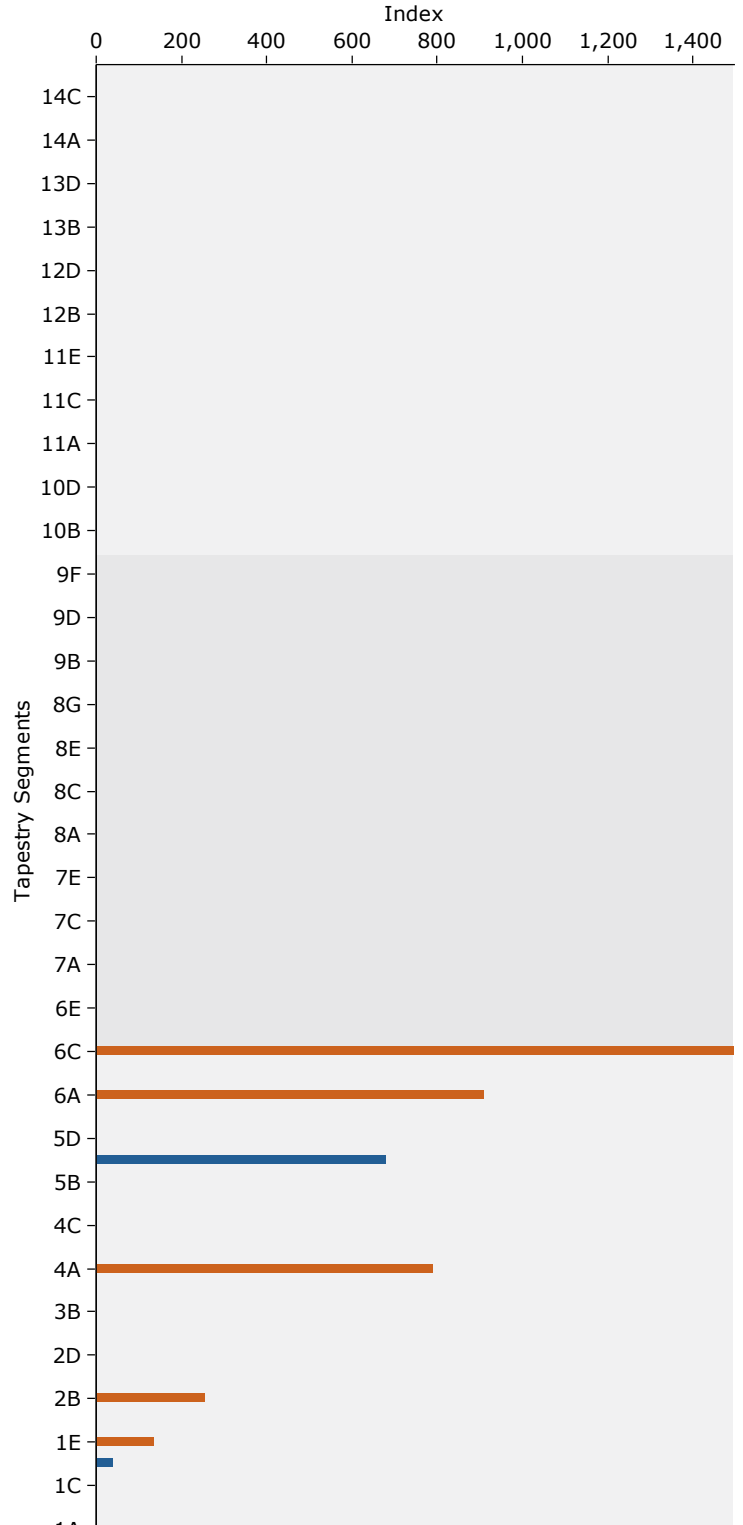
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,812	100.0%		15,047	100.0%	
1. Affluent Estates	227	3.9%	40	581	3.9%	36
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	68	1.2%	39	197	1.3%	41
Exurbanites (1E)	159	2.7%	140	384	2.6%	137
2. Upscale Avenues	342	5.9%	104	952	6.3%	108
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	342	5.9%	263	952	6.3%	258
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,317	22.7%	309	3,763	25.0%	315
Soccer Moms (4A)	1,317	22.7%	806	3,763	25.0%	792
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	663	11.4%	99	1,971	13.1%	122
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	663	11.4%	565	1,971	13.1%	680
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	3,263	56.1%	460	7,780	51.7%	440
Green Acres (6A)	1,822	31.3%	982	4,501	29.9%	914
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,441	24.8%	1,589	3,279	21.8%	1,498
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,812	100.0%		15,047	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,812	100.0%		15,047	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	5,812	100.0%		15,047	100.0%	
4. Suburban Periphery	2,549	43.9%	140	7,267	48.3%	150
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	68	1.2%	39	197	1.3%	41
Exurbanites (1E)	159	2.7%	140	384	2.6%	137
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	342	5.9%	263	952	6.3%	258
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,317	22.7%	806	3,763	25.0%	792
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	663	11.4%	565	1,971	13.1%	680
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	3,263	56.1%	328	7,780	51.7%	308
Green Acres (6A)	1,822	31.3%	982	4,501	29.9%	914
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,441	24.8%	1,589	3,279	21.8%	1,498
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

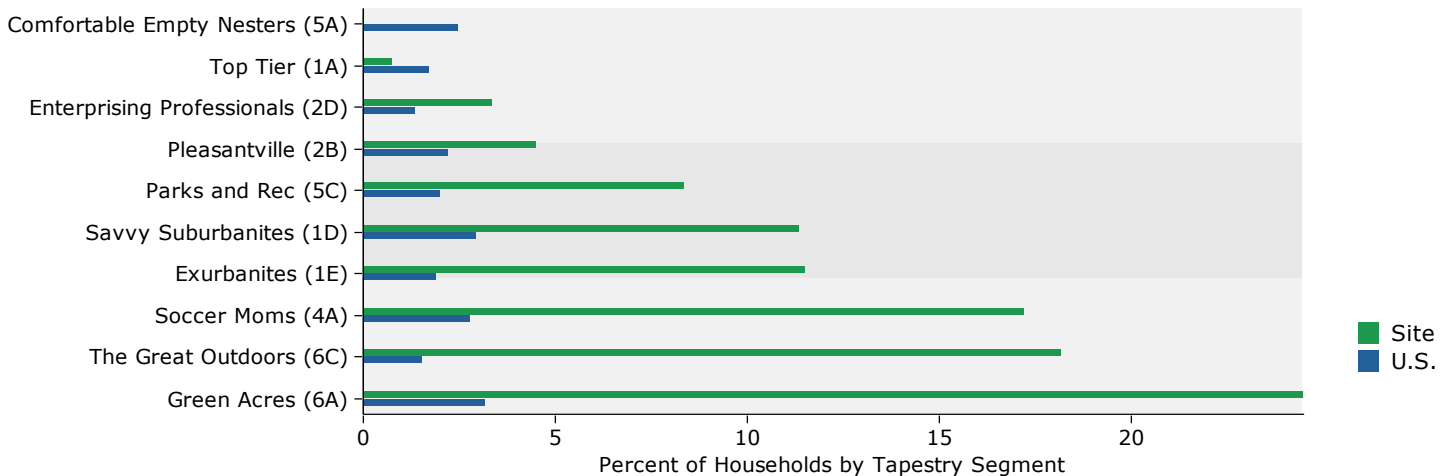
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	24.5%	24.5%	3.2%	3.2%	768
2	The Great Outdoors (6C)	18.2%	42.7%	1.6%	4.8%	1,167
3	Soccer Moms (4A)	17.3%	60.0%	2.8%	7.6%	613
4	Exurbanites (1E)	11.6%	71.6%	2.0%	9.6%	592
5	Savvy Suburbanites (1D)	11.4%	83.0%	3.0%	12.6%	382
Subtotal		83.0%		12.6%		
6	Parks and Rec (5C)	8.4%	91.4%	2.0%	14.6%	415
7	Pleasantville (2B)	4.5%	95.9%	2.2%	16.8%	202
8	Enterprising Professionals (2D)	3.4%	99.3%	1.4%	18.2%	246
9	Top Tier (1A)	0.8%	100.1%	1.7%	19.9%	45
10	Comfortable Empty Nesters (5A)	0.0%	100.1%	2.5%	22.4%	1
Subtotal		17.1%		9.8%		
Total		100.0%		22.3%		448

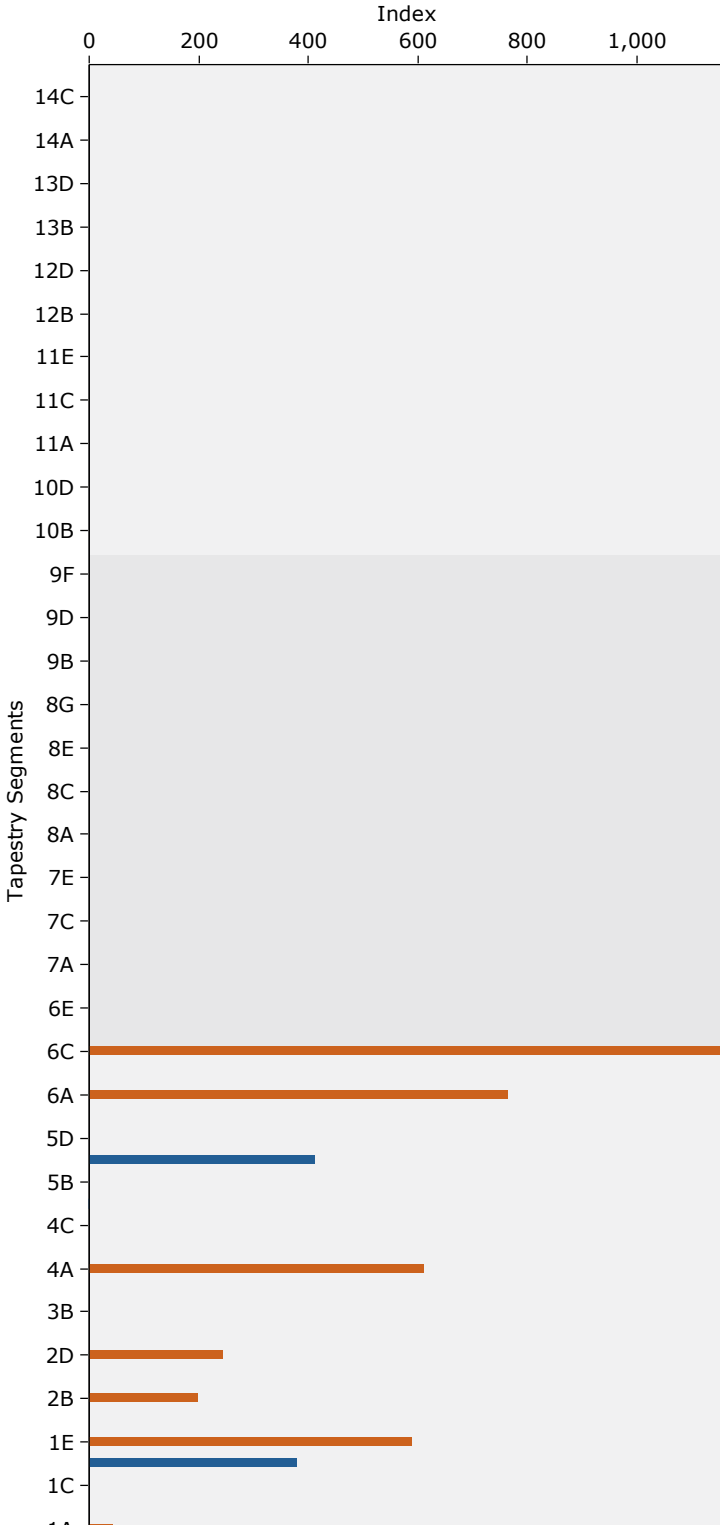
Top Ten Tapestry Segments Site vs. U.S.



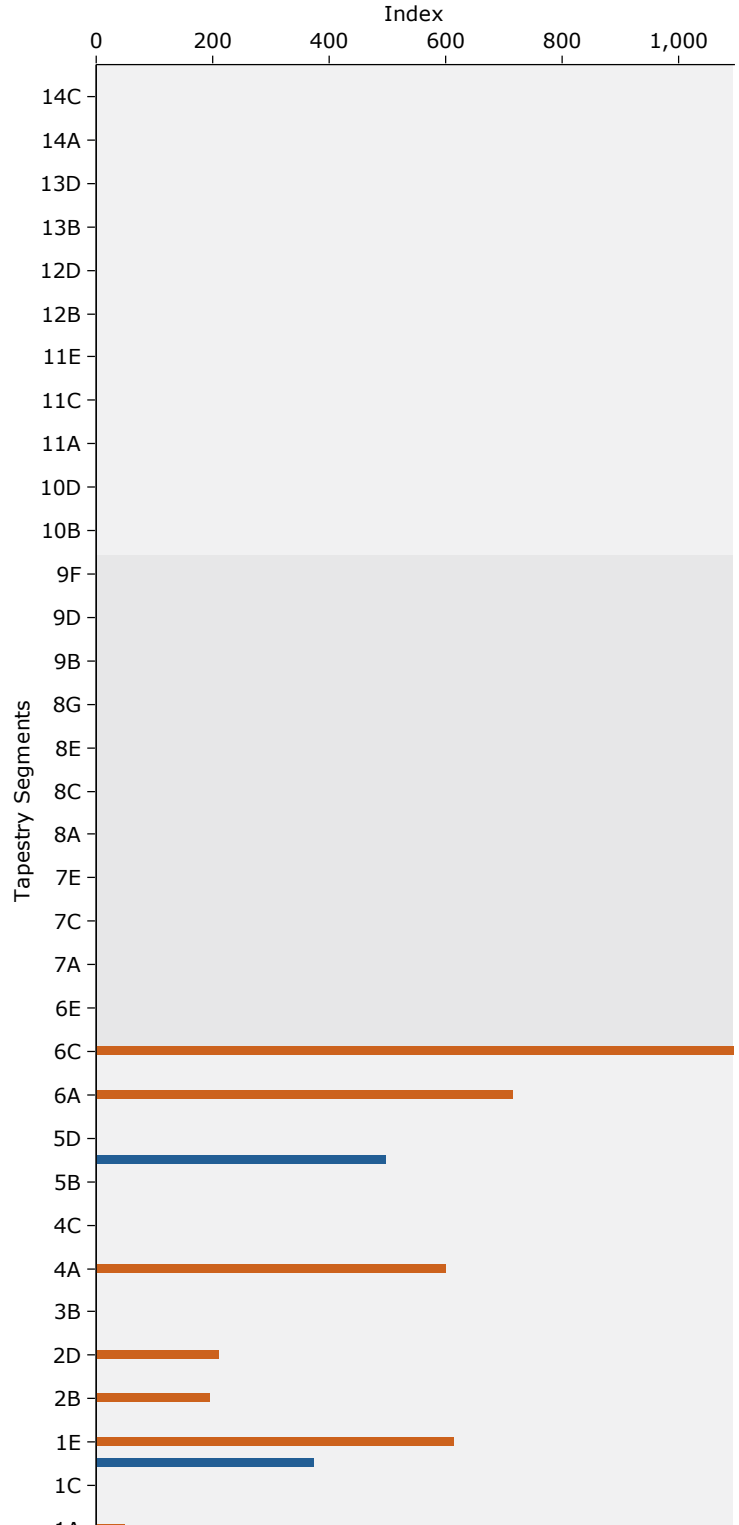
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,917	100.0%		20,571	100.0%	
1. Affluent Estates	1,878	23.7%	244	5,022	24.4%	230
Top Tier (1A)	62	0.8%	45	196	1.0%	51
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	901	11.4%	382	2,474	12.0%	375
Exurbanites (1E)	915	11.6%	592	2,352	11.4%	614
2. Upscale Avenues	627	7.9%	140	1,565	7.6%	130
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	359	4.5%	202	996	4.8%	197
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	268	3.4%	246	569	2.8%	214
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,366	17.3%	235	3,904	19.0%	239
Soccer Moms (4A)	1,366	17.3%	613	3,904	19.0%	601
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	664	8.4%	73	1,973	9.6%	89
Comfortable Empty Nesters (5A)	1	0.0%	1	2	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	663	8.4%	415	1,971	9.6%	498
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	3,382	42.7%	350	8,107	39.4%	335
Green Acres (6A)	1,941	24.5%	768	4,828	23.5%	717
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,441	18.2%	1,167	3,279	15.9%	1,096
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,917	100.0%		20,571	100.0%	
8. Middle Ground	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,917	100.0%		20,571	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,917	100.0%		20,571	100.0%	
4. Suburban Periphery	4,535	57.3%	182	12,464	60.6%	188
Top Tier (1A)	62	0.8%	45	196	1.0%	51
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	901	11.4%	382	2,474	12.0%	375
Exurbanites (1E)	915	11.6%	592	2,352	11.4%	614
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	359	4.5%	202	996	4.8%	197
Enterprising Professionals (2D)	268	3.4%	246	569	2.8%	214
Soccer Moms (4A)	1,366	17.3%	613	3,904	19.0%	601
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1	0.0%	1	2	0.0%	0
Parks and Rec (5C)	663	8.4%	415	1,971	9.6%	498
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	3,382	42.7%	250	8,107	39.4%	234
Green Acres (6A)	1,941	24.5%	768	4,828	23.5%	717
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,441	18.2%	1,167	3,279	15.9%	1,096
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

1912 Main St, Chester, Maryland, 21619
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.97275
 Longitude: -76.27530

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses:	481	940	1,067
Total Employees:	3,408	7,474	8,636
Total Residential Population:	5,125	15,047	20,571
Employee/Residential Population Ratio:	0.66:1	0.5:1	0.42:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.2%	20	0.6%	18	1.9%	63	0.8%	24	2.2%	80	0.9%
Construction	57	11.9%	236	6.9%	116	12.3%	468	6.3%	138	12.9%	554	6.4%
Manufacturing	5	1.0%	95	2.8%	15	1.6%	269	3.6%	18	1.7%	304	3.5%
Transportation	22	4.6%	92	2.7%	40	4.3%	389	5.2%	45	4.2%	446	5.2%
Communication	2	0.4%	6	0.2%	4	0.4%	22	0.3%	5	0.5%	26	0.3%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Wholesale Trade	15	3.1%	228	6.7%	33	3.5%	448	6.0%	39	3.7%	514	6.0%
Retail Trade Summary	124	25.8%	1,316	38.6%	264	28.1%	2,969	39.7%	290	27.2%	3,212	37.2%
Home Improvement	10	2.1%	46	1.3%	19	2.0%	81	1.1%	21	2.0%	89	1.0%
General Merchandise Stores	2	0.4%	46	1.3%	3	0.3%	152	2.0%	3	0.3%	152	1.8%
Food Stores	17	3.5%	294	8.6%	26	2.8%	384	5.1%	28	2.6%	402	4.7%
Auto Dealers, Gas Stations, Auto Aftermarket	22	4.6%	110	3.2%	45	4.8%	273	3.7%	48	4.5%	279	3.2%
Apparel & Accessory Stores	1	0.2%	3	0.1%	26	2.8%	276	3.7%	31	2.9%	329	3.8%
Furniture & Home Furnishings	8	1.7%	27	0.8%	17	1.8%	64	0.9%	20	1.9%	78	0.9%
Eating & Drinking Places	27	5.6%	565	16.6%	45	4.8%	1,093	14.6%	47	4.4%	1,149	13.3%
Miscellaneous Retail	37	7.7%	226	6.6%	82	8.7%	647	8.7%	91	8.5%	734	8.5%
Finance, Insurance, Real Estate Summary	67	13.9%	235	6.9%	111	11.8%	428	5.7%	125	11.7%	492	5.7%
Banks, Savings & Lending Institutions	31	6.4%	92	2.7%	49	5.2%	154	2.1%	53	5.0%	172	2.0%
Securities Brokers	4	0.8%	10	0.3%	6	0.6%	14	0.2%	7	0.7%	18	0.2%
Insurance Carriers & Agents	8	1.7%	28	0.8%	14	1.5%	47	0.6%	16	1.5%	57	0.7%
Real Estate, Holding, Other Investment Offices	24	5.0%	105	3.1%	43	4.6%	214	2.9%	48	4.5%	246	2.8%
Services Summary	165	34.3%	1,058	31.0%	297	31.6%	2,134	28.6%	336	31.5%	2,681	31.0%
Hotels & Lodging	4	0.8%	45	1.3%	8	0.9%	119	1.6%	9	0.8%	135	1.6%
Automotive Services	17	3.5%	104	3.1%	30	3.2%	150	2.0%	32	3.0%	157	1.8%
Motion Pictures & Amusements	14	2.9%	48	1.4%	25	2.7%	176	2.4%	29	2.7%	227	2.6%
Health Services	26	5.4%	165	4.8%	39	4.1%	257	3.4%	44	4.1%	308	3.6%
Legal Services	6	1.2%	18	0.5%	7	0.7%	22	0.3%	9	0.8%	25	0.3%
Education Institutions & Libraries	7	1.5%	248	7.3%	14	1.5%	424	5.7%	15	1.4%	461	5.3%
Other Services	90	18.7%	430	12.6%	174	18.5%	984	13.2%	198	18.6%	1,366	15.8%
Government	3	0.6%	66	1.9%	11	1.2%	198	2.6%	13	1.2%	225	2.6%
Unclassified Establishments	15	3.1%	55	1.6%	30	3.2%	85	1.1%	35	3.3%	101	1.2%
Totals	481	100.0%	3,408	100.0%	940	100.0%	7,474	100.0%	1,067	100.0%	8,636	100.0%

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1912 Main St, Chester, Maryland, 21619
 Drive Times: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 38.97275
 Longitude: -76.27530

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	1	0.1%	3	0.0%	1	0.1%	3	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Construction	60	12.5%	250	7.3%	123	13.1%	528	7.1%	147	13.8%	619	7.2%
Manufacturing	7	1.5%	101	3.0%	17	1.8%	279	3.7%	20	1.9%	296	3.4%
Wholesale Trade	15	3.1%	228	6.7%	33	3.5%	448	6.0%	39	3.7%	514	6.0%
Retail Trade	93	19.3%	732	21.5%	212	22.6%	1,837	24.6%	235	22.0%	2,016	23.3%
Motor Vehicle & Parts Dealers	16	3.3%	92	2.7%	38	4.0%	248	3.3%	40	3.7%	254	2.9%
Furniture & Home Furnishings Stores	5	1.0%	17	0.5%	9	1.0%	35	0.5%	10	0.9%	39	0.5%
Electronics & Appliance Stores	5	1.0%	13	0.4%	9	1.0%	31	0.4%	10	0.9%	41	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	10	2.1%	46	1.3%	19	2.0%	81	1.1%	21	2.0%	89	1.0%
Food & Beverage Stores	17	3.5%	290	8.5%	26	2.8%	376	5.0%	28	2.6%	388	4.5%
Health & Personal Care Stores	8	1.7%	59	1.7%	14	1.5%	100	1.3%	15	1.4%	106	1.2%
Gasoline Stations	6	1.2%	17	0.5%	8	0.9%	25	0.3%	8	0.7%	25	0.3%
Clothing & Clothing Accessories Stores	5	1.0%	12	0.4%	32	3.4%	293	3.9%	38	3.6%	348	4.0%
Sport Goods, Hobby, Book, & Music Stores	6	1.2%	15	0.4%	10	1.1%	35	0.5%	12	1.1%	58	0.7%
General Merchandise Stores	2	0.4%	46	1.3%	3	0.3%	152	2.0%	3	0.3%	152	1.8%
Miscellaneous Store Retailers	13	2.7%	123	3.6%	41	4.4%	458	6.1%	46	4.3%	510	5.9%
Nonstore Retailers	1	0.2%	0	0.0%	3	0.3%	3	0.0%	3	0.3%	6	0.1%
Transportation & Warehousing	7	1.5%	28	0.8%	17	1.8%	79	1.1%	20	1.9%	92	1.1%
Information	5	1.0%	45	1.3%	9	1.0%	97	1.3%	11	1.0%	125	1.4%
Finance & Insurance	45	9.4%	132	3.9%	72	7.7%	220	2.9%	80	7.5%	252	2.9%
Central Bank/Credit Intermediation & Related Activities	32	6.7%	94	2.8%	51	5.4%	159	2.1%	56	5.2%	178	2.1%
Securities, Commodity Contracts & Other Financial	5	1.0%	10	0.3%	7	0.7%	14	0.2%	8	0.7%	18	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	8	1.7%	28	0.8%	14	1.5%	47	0.6%	16	1.5%	57	0.7%
Real Estate, Rental & Leasing	31	6.4%	116	3.4%	57	6.1%	434	5.8%	65	6.1%	508	5.9%
Professional, Scientific & Tech Services	37	7.7%	140	4.1%	67	7.1%	302	4.0%	77	7.2%	619	7.2%
Legal Services	7	1.5%	24	0.7%	9	1.0%	33	0.4%	11	1.0%	36	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	28	0.4%	1	0.1%	33	0.4%
Administrative & Support & Waste Management & Remediation	15	3.1%	43	1.3%	38	4.0%	127	1.7%	47	4.4%	163	1.9%
Educational Services	11	2.3%	252	7.4%	21	2.2%	436	5.8%	22	2.1%	473	5.5%
Health Care & Social Assistance	34	7.1%	224	6.6%	53	5.6%	393	5.3%	60	5.6%	454	5.3%
Arts, Entertainment & Recreation	15	3.1%	80	2.3%	25	2.7%	227	3.0%	29	2.7%	280	3.2%
Accommodation & Food Services	32	6.7%	622	18.3%	55	5.9%	1,235	16.5%	58	5.4%	1,309	15.2%
Accommodation	4	0.8%	45	1.3%	8	0.9%	119	1.6%	9	0.8%	135	1.6%
Food Services & Drinking Places	27	5.6%	577	16.9%	46	4.9%	1,115	14.9%	49	4.6%	1,174	13.6%
Other Services (except Public Administration)	55	11.4%	294	8.6%	96	10.2%	518	6.9%	107	10.0%	554	6.4%
Automotive Repair & Maintenance	13	2.7%	93	2.7%	22	2.3%	123	1.6%	23	2.2%	128	1.5%
Public Administration	3	0.6%	66	1.9%	11	1.2%	198	2.6%	13	1.2%	225	2.6%
Unclassified Establishments	15	3.1%	55	1.6%	30	3.2%	85	1.1%	35	3.3%	101	1.2%
Total	481	100.0%	3,408	100.0%	940	100.0%	7,474	100.0%	1,067	100.0%	8,636	100.0%

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