

201 W Bel Air Ave, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.51055
Longitude: -76.16691

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,145	20,557	40,170
2010 Total Population	10,337	22,128	44,218
2015 Total Population	10,628	24,497	47,866
2015 Group Quarters	77	1,008	1,300
2020 Total Population	10,989	26,578	51,223
2015-2020 Annual Rate	0.67%	1.64%	1.36%
Household Summary			
2000 Households	3,980	7,758	15,385
2000 Average Household Size	2.53	2.60	2.57
2010 Households	3,995	8,191	16,898
2010 Average Household Size	2.57	2.58	2.54
2015 Households	4,128	9,081	18,349
2015 Average Household Size	2.56	2.59	2.54
2020 Households	4,279	9,875	19,671
2020 Average Household Size	2.55	2.59	2.54
2015-2020 Annual Rate	0.72%	1.69%	1.40%
2010 Families	2,704	5,613	11,380
2010 Average Family Size	3.08	3.08	3.07
2015 Families	2,773	6,202	12,305
2015 Average Family Size	3.07	3.09	3.06
2020 Families	2,859	6,728	13,155
2020 Average Family Size	3.07	3.09	3.06
2015-2020 Annual Rate	0.61%	1.64%	1.34%
Housing Unit Summary			
2000 Housing Units	4,267	8,411	16,542
Owner Occupied Housing Units	48.1%	52.9%	56.9%
Renter Occupied Housing Units	45.1%	39.3%	36.1%
Vacant Housing Units	6.7%	7.8%	7.0%
2010 Housing Units	4,365	9,134	18,708
Owner Occupied Housing Units	57.3%	56.5%	59.8%
Renter Occupied Housing Units	34.2%	33.2%	30.5%
Vacant Housing Units	8.5%	10.3%	9.7%
2015 Housing Units	4,592	10,282	20,510
Owner Occupied Housing Units	52.9%	53.3%	57.0%
Renter Occupied Housing Units	37.0%	35.1%	32.5%
Vacant Housing Units	10.1%	11.7%	10.5%
2020 Housing Units	4,784	11,204	21,972
Owner Occupied Housing Units	51.8%	53.2%	57.2%
Renter Occupied Housing Units	37.6%	34.9%	32.4%
Vacant Housing Units	10.6%	11.9%	10.5%
Median Household Income			
2015	\$45,403	\$53,874	\$61,315
2020	\$52,155	\$64,137	\$75,115
Median Home Value			
2015	\$185,180	\$231,147	\$249,912
2020	\$202,969	\$271,362	\$298,691
Per Capita Income			
2015	\$22,743	\$26,716	\$30,071
2020	\$25,696	\$30,529	\$33,955
Median Age			
2010	36.8	36.2	38.2
2015	36.9	36.6	38.7
2020	36.8	37.1	38.9

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.

	1 mile	3 miles	5 miles
2015 Households by Income			
Household Income Base	4,128	9,081	18,346
<\$15,000	14.7%	12.7%	10.3%
\$15,000 - \$24,999	9.9%	8.1%	7.2%
\$25,000 - \$34,999	13.3%	11.6%	10.1%
\$35,000 - \$49,999	16.0%	13.9%	13.3%
\$50,000 - \$74,999	17.9%	17.2%	17.0%
\$75,000 - \$99,999	12.6%	14.9%	16.4%
\$100,000 - \$149,999	10.8%	13.7%	16.1%
\$150,000 - \$199,999	3.4%	4.9%	6.3%
\$200,000+	1.5%	3.0%	3.5%
Average Household Income	\$59,107	\$69,702	\$76,911
2020 Households by Income			
Household Income Base	4,279	9,875	19,668
<\$15,000	14.4%	11.9%	9.6%
\$15,000 - \$24,999	8.5%	6.6%	5.7%
\$25,000 - \$34,999	10.6%	8.8%	7.6%
\$35,000 - \$49,999	14.3%	12.3%	11.5%
\$50,000 - \$74,999	17.3%	15.9%	15.5%
\$75,000 - \$99,999	15.8%	17.9%	19.3%
\$100,000 - \$149,999	13.3%	17.1%	19.4%
\$150,000 - \$199,999	4.0%	5.9%	7.3%
\$200,000+	1.7%	3.6%	4.1%
Average Household Income	\$66,745	\$79,710	\$86,932
2015 Owner Occupied Housing Units by Value			
Total	2,426	5,472	11,683
<\$50,000	0.5%	0.3%	0.1%
\$50,000 - \$99,999	6.7%	3.9%	2.3%
\$100,000 - \$149,999	22.6%	12.9%	8.2%
\$150,000 - \$199,999	28.6%	19.9%	17.4%
\$200,000 - \$249,999	19.7%	21.0%	22.0%
\$250,000 - \$299,999	11.5%	16.6%	18.2%
\$300,000 - \$399,999	6.8%	14.9%	19.4%
\$400,000 - \$499,999	1.1%	6.0%	6.8%
\$500,000 - \$749,999	0.8%	3.3%	4.2%
\$750,000 - \$999,999	0.1%	0.3%	0.6%
\$1,000,000 +	1.4%	1.0%	0.7%
Average Home Value	\$212,108	\$261,458	\$281,196
2020 Owner Occupied Housing Units by Value			
Total	2,477	5,955	12,554
<\$50,000	1.2%	0.6%	0.3%
\$50,000 - \$99,999	8.8%	4.8%	2.7%
\$100,000 - \$149,999	16.8%	8.7%	5.4%
\$150,000 - \$199,999	22.2%	13.9%	11.2%
\$200,000 - \$249,999	17.0%	15.9%	15.0%
\$250,000 - \$299,999	12.6%	14.3%	15.8%
\$300,000 - \$399,999	9.3%	16.8%	21.4%
\$400,000 - \$499,999	3.9%	11.0%	12.2%
\$500,000 - \$749,999	5.0%	10.6%	11.9%
\$750,000 - \$999,999	1.5%	2.3%	3.2%
\$1,000,000 +	1.7%	1.0%	0.8%
Average Home Value	\$255,816	\$321,591	\$348,347

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	10,340	22,128	44,218
0 - 4	7.3%	7.0%	6.6%
5 - 9	7.1%	6.4%	6.2%
10 - 14	7.0%	6.4%	6.4%
15 - 24	13.2%	15.2%	13.6%
25 - 34	13.2%	13.5%	13.3%
35 - 44	12.1%	12.0%	12.9%
45 - 54	15.9%	15.1%	15.9%
55 - 64	12.1%	11.9%	12.4%
65 - 74	6.6%	6.7%	7.1%
75 - 84	4.1%	4.3%	4.1%
85 +	1.5%	1.4%	1.5%
18 +	74.4%	76.2%	76.8%
2015 Population by Age			
Total	10,629	24,498	47,866
0 - 4	7.0%	6.7%	6.2%
5 - 9	6.8%	6.5%	6.3%
10 - 14	6.6%	6.2%	6.1%
15 - 24	13.4%	14.7%	13.3%
25 - 34	14.1%	14.0%	13.6%
35 - 44	11.2%	11.5%	12.2%
45 - 54	13.2%	12.9%	13.9%
55 - 64	13.7%	13.0%	13.4%
65 - 74	8.3%	8.5%	8.9%
75 - 84	4.0%	4.3%	4.3%
85 +	1.7%	1.7%	1.8%
18 +	76.0%	77.2%	78.0%
2020 Population by Age			
Total	10,988	26,579	51,225
0 - 4	7.1%	6.7%	6.2%
5 - 9	6.5%	6.2%	6.0%
10 - 14	6.4%	6.3%	6.2%
15 - 24	12.0%	13.3%	11.9%
25 - 34	15.7%	14.8%	14.3%
35 - 44	12.0%	12.0%	12.8%
45 - 54	10.8%	11.0%	11.9%
55 - 64	13.8%	13.2%	13.7%
65 - 74	9.5%	9.7%	10.1%
75 - 84	4.4%	4.9%	5.0%
85 +	1.8%	1.9%	1.9%
18 +	76.6%	77.6%	78.2%
2010 Population by Sex			
Males	4,937	10,976	21,745
Females	5,400	11,152	22,473
2015 Population by Sex			
Males	5,093	12,170	23,586
Females	5,535	12,327	24,280
2020 Population by Sex			
Males	5,295	13,238	25,313
Females	5,694	13,340	25,910

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	10,337	22,129	44,218
White Alone	59.6%	63.3%	69.3%
Black Alone	30.5%	26.8%	22.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.2%	2.6%	2.6%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	1.5%	1.7%	1.4%
Two or More Races	5.5%	4.8%	4.1%
Hispanic Origin	5.3%	5.8%	5.1%
Diversity Index	59.6	57.8	52.3
2015 Population by Race/Ethnicity			
Total	10,629	24,497	47,866
White Alone	57.0%	61.3%	66.9%
Black Alone	31.4%	27.1%	22.7%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	2.8%	3.4%	3.5%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	1.8%	2.1%	1.7%
Two or More Races	6.1%	5.3%	4.6%
Hispanic Origin	6.5%	7.0%	6.3%
Diversity Index	62.8	60.8	55.9
2020 Population by Race/Ethnicity			
Total	10,988	26,578	51,223
White Alone	53.8%	58.9%	64.1%
Black Alone	32.8%	27.7%	23.5%
American Indian Alone	0.6%	0.5%	0.5%
Asian Alone	3.5%	4.3%	4.4%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	2.1%	2.4%	2.0%
Two or More Races	6.9%	5.9%	5.2%
Hispanic Origin	7.9%	8.4%	7.6%
Diversity Index	66.0	64.0	59.7
2010 Population by Relationship and Household Type			
Total	10,337	22,128	44,218
In Households	99.2%	95.4%	97.1%
In Family Households	83.8%	81.0%	81.5%
Householder	25.9%	25.4%	25.8%
Spouse	16.6%	17.1%	18.3%
Child	33.7%	31.3%	30.8%
Other relative	4.5%	4.3%	4.0%
Nonrelative	3.1%	2.8%	2.6%
In Nonfamily Households	15.5%	14.5%	15.6%
In Group Quarters	0.8%	4.6%	2.9%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.8%	4.5%	2.5%

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.

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2015 Population 25+ by Educational Attainment			
Total	7,044	16,149	32,578
Less than 9th Grade	3.4%	3.6%	3.1%
9th - 12th Grade, No Diploma	10.1%	8.6%	7.7%
High School Graduate	31.7%	27.7%	27.3%
GED/Alternative Credential	5.0%	4.5%	4.8%
Some College, No Degree	24.1%	23.4%	24.2%
Associate Degree	7.9%	9.9%	8.3%
Bachelor's Degree	10.6%	13.6%	15.0%
Graduate/Professional Degree	7.2%	8.8%	9.8%
2015 Population 15+ by Marital Status			
Total	8,465	19,753	38,959
Never Married	33.0%	33.6%	32.6%
Married	48.7%	47.9%	48.5%
Widowed	6.7%	6.2%	6.2%
Divorced	11.6%	12.4%	12.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	88.5%	90.4%	91.7%
Civilian Unemployed	11.5%	9.6%	8.3%
2015 Employed Population 16+ by Industry			
Total	4,655	10,658	22,698
Agriculture/Mining	0.0%	0.1%	0.4%
Construction	6.1%	5.9%	6.1%
Manufacturing	6.1%	6.0%	6.7%
Wholesale Trade	3.5%	3.4%	2.9%
Retail Trade	17.5%	14.0%	12.9%
Transportation/Utilities	3.5%	4.9%	4.8%
Information	1.3%	1.8%	1.9%
Finance/Insurance/Real Estate	4.1%	4.7%	5.7%
Services	40.9%	43.7%	44.2%
Public Administration	17.0%	15.5%	14.5%
2015 Employed Population 16+ by Occupation			
Total	4,656	10,658	22,698
White Collar	53.0%	55.6%	59.2%
Management/Business/Financial	9.8%	12.5%	15.2%
Professional	15.2%	17.9%	20.0%
Sales	9.9%	9.2%	8.2%
Administrative Support	18.2%	16.1%	15.7%
Services	23.1%	21.0%	18.6%
Blue Collar	23.9%	23.4%	22.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	4.4%	4.4%	4.9%
Installation/Maintenance/Repair	5.0%	4.6%	3.9%
Production	4.9%	5.5%	5.3%
Transportation/Material Moving	9.5%	8.9%	8.0%

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2010 Households by Type			
Total	3,995	8,192	16,899
Households with 1 Person	26.3%	25.6%	26.3%
Households with 2+ People	73.7%	74.4%	73.7%
Family Households	67.7%	68.5%	67.3%
Husband-wife Families	43.4%	46.0%	47.6%
With Related Children	18.8%	19.4%	20.2%
Other Family (No Spouse Present)	24.3%	22.5%	19.7%
Other Family with Male Householder	5.4%	5.3%	4.9%
With Related Children	3.2%	3.2%	3.0%
Other Family with Female Householder	18.8%	17.1%	14.7%
With Related Children	12.6%	11.4%	9.5%
Nonfamily Households	6.0%	5.9%	6.3%
All Households with Children	35.4%	34.7%	33.4%
Multigenerational Households	5.5%	5.2%	4.8%
Unmarried Partner Households	7.6%	7.5%	7.4%
Male-female	7.0%	6.8%	6.7%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	3,996	8,190	16,899
1 Person Household	26.3%	25.6%	26.3%
2 Person Household	31.3%	33.2%	33.6%
3 Person Household	18.1%	17.6%	17.4%
4 Person Household	13.3%	12.9%	12.8%
5 Person Household	6.6%	6.5%	6.0%
6 Person Household	2.6%	2.3%	2.5%
7 + Person Household	1.9%	1.8%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,995	8,191	16,898
Owner Occupied	62.6%	63.0%	66.2%
Owned with a Mortgage/Loan	47.9%	46.5%	50.6%
Owned Free and Clear	14.7%	16.5%	15.6%
Renter Occupied	37.4%	37.0%	33.8%

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.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Metro Fusion (11C)	Metro Fusion (11C) Comfortable Empty Nesters	
3.	Front Porches (8E)	Pleasantville (2B)	Metro Fusion (11C)
2015 Consumer Spending			
Apparel & Services: Total \$	\$7,643,584	\$19,734,939	\$43,667,584
Average Spent	\$1,851.64	\$2,173.21	\$2,379.83
Spending Potential Index	80	94	103
Computers & Accessories: Total \$	\$867,896	\$2,250,685	\$4,993,554
Average Spent	\$210.25	\$247.85	\$272.14
Spending Potential Index	81	95	104
Education: Total \$	\$5,334,806	\$13,786,697	\$30,242,860
Average Spent	\$1,292.35	\$1,518.19	\$1,648.20
Spending Potential Index	85	100	108
Entertainment/Recreation: Total \$	\$10,626,236	\$27,648,752	\$62,048,771
Average Spent	\$2,574.19	\$3,044.68	\$3,381.59
Spending Potential Index	78	92	102
Food at Home: Total \$	\$17,065,607	\$43,835,404	\$97,118,880
Average Spent	\$4,134.11	\$4,827.16	\$5,292.87
Spending Potential Index	79	92	101
Food Away from Home: Total \$	\$10,795,630	\$27,946,623	\$62,102,133
Average Spent	\$2,615.22	\$3,077.48	\$3,384.50
Spending Potential Index	80	94	103
Health Care: Total \$	\$14,883,680	\$38,800,927	\$87,454,632
Average Spent	\$3,605.54	\$4,272.76	\$4,766.18
Spending Potential Index	76	90	101
HH Furnishings & Equipment: Total \$	\$5,892,462	\$15,343,884	\$34,471,954
Average Spent	\$1,427.44	\$1,689.67	\$1,878.68
Spending Potential Index	78	92	102
Investments: Total \$	\$7,768,128	\$21,596,589	\$48,950,134
Average Spent	\$1,881.81	\$2,378.22	\$2,667.73
Spending Potential Index	68	86	97
Retail Goods: Total \$	\$81,375,582	\$211,023,745	\$472,456,794
Average Spent	\$19,713.08	\$23,237.94	\$25,748.37
Spending Potential Index	77	91	101
Shelter: Total \$	\$56,315,650	\$145,103,083	\$318,738,957
Average Spent	\$13,642.36	\$15,978.76	\$17,370.92
Spending Potential Index	83	97	106
TV/Video/Audio: Total \$	\$4,291,090	\$11,007,598	\$24,387,310
Average Spent	\$1,039.51	\$1,212.16	\$1,329.08
Spending Potential Index	79	93	102
Travel: Total \$	\$6,290,373	\$16,622,545	\$37,502,891
Average Spent	\$1,523.83	\$1,830.48	\$2,043.87
Spending Potential Index	78	94	105
Vehicle Maintenance & Repairs: Total \$	\$3,628,718	\$9,418,347	\$21,035,740
Average Spent	\$879.05	\$1,037.15	\$1,146.42
Spending Potential Index	79	93	103

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 Tapestry Segments	Percent	Demographic Summary	2015	2020
Parks and Rec (5C)	33.4%	Population	10,628	10,989
Metro Fusion (11C)	19.7%	Households	4,128	4,279
Front Porches (8E)	12.8%	Families	2,773	2,859
Old and Newcomers (8F)	12.3%	Median Age	36.9	36.8
Pleasantville (2B)	10.3%	Median Household Income	\$45,403	\$52,155
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,851.64	\$7,643,584
Men's		80	\$348.56	\$1,438,848
Women's		79	\$638.71	\$2,636,591
Children's		82	\$306.75	\$1,266,258
Footwear		80	\$366.99	\$1,514,931
Watches & Jewelry		79	\$113.75	\$469,552
Apparel Products and Services (1)		79	\$76.89	\$317,404
Computer				
Computers and Hardware for Home Use		80	\$173.83	\$717,560
Portable Memory		82	\$4.43	\$18,279
Computer Software		83	\$16.86	\$69,594
Computer Accessories		79	\$15.13	\$62,463
Entertainment & Recreation		78	\$2,574.19	\$10,626,236
Fees and Admissions		80	\$520.38	\$2,148,116
Membership Fees for Clubs (2)		79	\$134.68	\$555,944
Fees for Participant Sports, excl. Trips		79	\$94.77	\$391,225
Admission to Movie/Theatre/Opera/Ballet		83	\$136.29	\$562,599
Admission to Sporting Events, excl. Trips		76	\$50.75	\$209,481
Fees for Recreational Lessons		84	\$103.36	\$426,670
Dating Services		88	\$0.53	\$2,196
TV/Video/Audio		79	\$1,039.51	\$4,291,090
Cable and Satellite Television Services		79	\$705.54	\$2,912,474
Televisions		80	\$118.53	\$489,296
Satellite Dishes		74	\$1.16	\$4,804
VCRs, Video Cameras, and DVD Players		82	\$8.99	\$37,100
Miscellaneous Video Equipment		73	\$7.81	\$32,227
Video Cassettes and DVDs		80	\$25.61	\$105,701
Video Game Hardware/Accessories		82	\$18.83	\$77,718
Video Game Software		83	\$22.94	\$94,691
Streaming/Downloaded Video		83	\$4.77	\$19,698
Rental of Video Cassettes and DVDs		80	\$18.88	\$77,922
Installation of Televisions		76	\$0.85	\$3,522
Audio (3)		82	\$101.52	\$419,070
Rental and Repair of TV/Radio/Sound Equipment		76	\$4.09	\$16,868
Pets		73	\$418.17	\$1,726,197
Toys and Games (4)		81	\$99.89	\$412,351
Recreational Vehicles and Fees (5)		70	\$152.64	\$630,107
Sports/Recreation/Exercise Equipment (6)		73	\$137.94	\$569,416
Photo Equipment and Supplies (7)		80	\$64.85	\$267,692
Reading (8)		79	\$120.72	\$498,342
Catered Affairs (9)		84	\$20.09	\$82,924
Food		79	\$6,749.33	\$27,861,237
Food at Home		79	\$4,134.11	\$17,065,607
Bakery and Cereal Products		79	\$579.64	\$2,392,745
Meats, Poultry, Fish, and Eggs		79	\$908.93	\$3,752,049
Dairy Products		79	\$443.78	\$1,831,936
Fruits and Vegetables		80	\$791.82	\$3,268,622
Snacks and Other Food at Home (10)		79	\$1,409.95	\$5,820,255
Food Away from Home		80	\$2,615.22	\$10,795,630
Alcoholic Beverages		82	\$456.67	\$1,885,137
Nonalcoholic Beverages at Home		79	\$394.62	\$1,628,998

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	68	\$1,881.81	\$7,768,128
Vehicle Loans	77	\$3,280.26	\$13,540,910
Health			
Nonprescription Drugs	74	\$95.54	\$394,369
Prescription Drugs	74	\$366.44	\$1,512,651
Eyeglasses and Contact Lenses	77	\$69.11	\$285,272
Home			
Mortgage Payment and Basics (11)	77	\$7,223.23	\$29,817,492
Maintenance and Remodeling Services	75	\$1,261.11	\$5,205,853
Maintenance and Remodeling Materials (12)	70	\$209.73	\$865,779
Utilities, Fuel, and Public Services	79	\$3,979.77	\$16,428,476
Household Furnishings and Equipment			
Household Textiles (13)	81	\$79.84	\$329,568
Furniture	78	\$402.53	\$1,661,654
Rugs	79	\$19.54	\$80,647
Major Appliances (14)	76	\$203.62	\$840,556
Housewares (15)	78	\$56.35	\$232,629
Small Appliances	80	\$36.58	\$150,982
Luggage	80	\$7.31	\$30,180
Telephones and Accessories	76	\$38.06	\$157,101
Household Operations			
Child Care	85	\$379.93	\$1,568,351
Lawn and Garden (16)	74	\$320.30	\$1,322,197
Moving/Storage/Freight Express	83	\$61.70	\$254,713
Housekeeping Supplies (17)	77	\$558.95	\$2,307,334
Insurance			
Owners and Renters Insurance	73	\$368.14	\$1,519,675
Vehicle Insurance	80	\$969.55	\$4,002,316
Life/Other Insurance	72	\$332.94	\$1,374,392
Health Insurance	77	\$2,026.61	\$8,365,866
Personal Care Products (18)	77	\$361.20	\$1,491,018
School Books and Supplies (19)	80	\$144.25	\$595,445
Smoking Products	78	\$363.84	\$1,501,911
Transportation			
Vehicle Purchases (Net Outlay) (20)	76	\$3,068.89	\$12,668,373
Gasoline and Motor Oil	77	\$2,712.06	\$11,195,376
Vehicle Maintenance and Repairs	79	\$879.05	\$3,628,718
Travel			
Airline Fares	81	\$389.05	\$1,605,987
Lodging on Trips	77	\$347.98	\$1,436,480
Auto/Truck/Van Rental on Trips	78	\$26.50	\$109,373
Food and Drink on Trips	77	\$360.01	\$1,486,137

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Parks and Rec (5C)	20.2%	Population	24,497	26,578
Metro Fusion (11C)	17.2%	Households	9,081	9,875
Pleasantville (2B)	14.5%	Families	6,202	6,728
Front Porches (8E)	10.5%	Median Age	36.6	37.1
Comfortable Empty Nesters (5A)	8.6%	Median Household Income	\$53,874	\$64,137
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		94	\$2,173.21	\$19,734,939
Men's		94	\$409.75	\$3,720,977
Women's		93	\$752.07	\$6,829,546
Children's		95	\$356.68	\$3,239,056
Footwear		94	\$427.48	\$3,881,988
Watches & Jewelry		94	\$135.85	\$1,233,679
Apparel Products and Services (1)		94	\$91.37	\$829,691
Computer				
Computers and Hardware for Home Use		95	\$204.79	\$1,859,666
Portable Memory		96	\$5.17	\$46,923
Computer Software		98	\$19.91	\$180,807
Computer Accessories		94	\$17.98	\$163,289
Entertainment & Recreation		92	\$3,044.68	\$27,648,752
Fees and Admissions		96	\$622.97	\$5,657,149
Membership Fees for Clubs (2)		95	\$162.35	\$1,474,331
Fees for Participant Sports, excl. Trips		95	\$114.34	\$1,038,345
Admission to Movie/Theatre/Opera/Ballet		98	\$161.53	\$1,466,845
Admission to Sporting Events, excl. Trips		91	\$60.74	\$551,585
Fees for Recreational Lessons		100	\$123.41	\$1,120,700
Dating Services		98	\$0.59	\$5,344
TV/Video/Audio		93	\$1,212.16	\$11,007,598
Cable and Satellite Television Services		92	\$820.52	\$7,451,157
Televisions		94	\$138.79	\$1,260,371
Satellite Dishes		88	\$1.38	\$12,523
VCRs, Video Cameras, and DVD Players		95	\$10.44	\$94,801
Miscellaneous Video Equipment		88	\$9.48	\$86,076
Video Cassettes and DVDs		93	\$29.95	\$272,001
Video Game Hardware/Accessories		94	\$21.67	\$196,783
Video Game Software		96	\$26.45	\$240,162
Streaming/Downloaded Video		99	\$5.68	\$51,588
Rental of Video Cassettes and DVDs		94	\$22.09	\$200,636
Installation of Televisions		93	\$1.04	\$9,408
Audio (3)		97	\$119.81	\$1,087,969
Rental and Repair of TV/Radio/Sound Equipment		90	\$4.86	\$44,123
Pets		87	\$496.44	\$4,508,147
Toys and Games (4)		95	\$116.15	\$1,054,749
Recreational Vehicles and Fees (5)		85	\$186.27	\$1,691,533
Sports/Recreation/Exercise Equipment (6)		88	\$166.35	\$1,510,665
Photo Equipment and Supplies (7)		95	\$77.22	\$701,220
Reading (8)		94	\$143.18	\$1,300,211
Catered Affairs (9)		100	\$23.95	\$217,479
Food		93	\$7,904.64	\$71,782,027
Food at Home		92	\$4,827.16	\$43,835,404
Bakery and Cereal Products		93	\$675.38	\$6,133,122
Meats, Poultry, Fish, and Eggs		92	\$1,060.63	\$9,631,538
Dairy Products		92	\$519.34	\$4,716,115
Fruits and Vegetables		94	\$926.07	\$8,409,640
Snacks and Other Food at Home (10)		92	\$1,645.74	\$14,944,989
Food Away from Home		94	\$3,077.48	\$27,946,623
Alcoholic Beverages		97	\$537.09	\$4,877,323
Nonalcoholic Beverages at Home		92	\$459.02	\$4,168,362

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	86	\$2,378.22	\$21,596,589
Vehicle Loans	91	\$3,868.91	\$35,133,613
Health			
Nonprescription Drugs	88	\$113.15	\$1,027,493
Prescription Drugs	87	\$433.68	\$3,938,246
Eyeglasses and Contact Lenses	91	\$81.68	\$741,778
Home			
Mortgage Payment and Basics (11)	93	\$8,721.07	\$79,196,047
Maintenance and Remodeling Services	91	\$1,532.90	\$13,920,297
Maintenance and Remodeling Materials (12)	84	\$252.24	\$2,290,616
Utilities, Fuel, and Public Services	92	\$4,653.85	\$42,261,600
Household Furnishings and Equipment			
Household Textiles (13)	95	\$93.66	\$850,571
Furniture	92	\$475.53	\$4,318,287
Rugs	95	\$23.33	\$211,823
Major Appliances (14)	90	\$242.90	\$2,205,813
Housewares (15)	92	\$66.66	\$605,383
Small Appliances	93	\$42.78	\$388,457
Luggage	95	\$8.77	\$79,657
Telephones and Accessories	90	\$44.86	\$407,379
Household Operations			
Child Care	99	\$445.03	\$4,041,314
Lawn and Garden (16)	89	\$387.26	\$3,516,673
Moving/Storage/Freight Express	97	\$72.17	\$655,344
Housekeeping Supplies (17)	91	\$658.16	\$5,976,758
Insurance			
Owners and Renters Insurance	88	\$442.01	\$4,013,899
Vehicle Insurance	94	\$1,137.99	\$10,334,100
Life/Other Insurance	87	\$402.37	\$3,653,909
Health Insurance	91	\$2,399.24	\$21,787,465
Personal Care Products (18)	91	\$426.56	\$3,873,624
School Books and Supplies (19)	93	\$168.37	\$1,528,975
Smoking Products	88	\$411.45	\$3,736,380
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,622.98	\$32,900,302
Gasoline and Motor Oil	90	\$3,174.31	\$28,825,883
Vehicle Maintenance and Repairs	93	\$1,037.15	\$9,418,347
Travel			
Airline Fares	98	\$465.63	\$4,228,401
Lodging on Trips	93	\$420.88	\$3,822,006
Auto/Truck/Van Rental on Trips	95	\$32.19	\$292,316
Food and Drink on Trips	93	\$431.85	\$3,921,609

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

201 W Bel Air Ave, Aberdeen, Maryland, 21001
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.51055
 Longitude: -76.16691

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Parks and Rec (5C)	15.8%	Population	47,866	51,223
Comfortable Empty Nesters (5A)	10.6%	Households	18,349	19,671
Metro Fusion (11C)	8.5%	Families	12,305	13,155
Pleasantville (2B)	8.4%	Median Age	38.7	38.9
Soccer Moms (4A)	8.2%	Median Household Income	\$61,315	\$75,115
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,379.83	\$43,667,584
Men's		103	\$448.94	\$8,237,641
Women's		102	\$826.84	\$15,171,697
Children's		103	\$386.26	\$7,087,569
Footwear		102	\$465.03	\$8,532,826
Watches & Jewelry		105	\$151.86	\$2,786,408
Apparel Products and Services (1)		103	\$100.90	\$1,851,444
Computer				
Computers and Hardware for Home Use		104	\$225.03	\$4,129,009
Portable Memory		105	\$5.64	\$103,572
Computer Software		107	\$21.60	\$396,276
Computer Accessories		104	\$19.88	\$364,697
Entertainment & Recreation		102	\$3,381.59	\$62,048,771
Fees and Admissions		107	\$693.47	\$12,724,517
Membership Fees for Clubs (2)		106	\$182.06	\$3,340,687
Fees for Participant Sports, excl. Trips		107	\$128.44	\$2,356,718
Admission to Movie/Theatre/Opera/Ballet		107	\$176.71	\$3,242,392
Admission to Sporting Events, excl. Trips		104	\$69.13	\$1,268,474
Fees for Recreational Lessons		111	\$136.52	\$2,504,949
Dating Services		103	\$0.62	\$11,296
TV/Video/Audio		102	\$1,329.08	\$24,387,310
Cable and Satellite Television Services		100	\$899.55	\$16,505,784
Televisions		103	\$152.29	\$2,794,320
Satellite Dishes		98	\$1.54	\$28,240
VCRs, Video Cameras, and DVD Players		104	\$11.42	\$209,498
Miscellaneous Video Equipment		102	\$10.94	\$200,695
Video Cassettes and DVDs		102	\$32.89	\$603,410
Video Game Hardware/Accessories		102	\$23.51	\$431,312
Video Game Software		104	\$28.61	\$525,051
Streaming/Downloaded Video		108	\$6.23	\$114,374
Rental of Video Cassettes and DVDs		103	\$24.18	\$443,730
Installation of Televisions		106	\$1.19	\$21,871
Audio (3)		107	\$131.39	\$2,410,883
Rental and Repair of TV/Radio/Sound Equipment		99	\$5.35	\$98,141
Pets		98	\$558.56	\$10,249,015
Toys and Games (4)		104	\$127.41	\$2,337,921
Recreational Vehicles and Fees (5)		98	\$213.65	\$3,920,287
Sports/Recreation/Exercise Equipment (6)		100	\$188.93	\$3,466,659
Photo Equipment and Supplies (7)		106	\$85.86	\$1,575,379
Reading (8)		104	\$158.40	\$2,906,497
Catered Affairs (9)		110	\$26.22	\$481,186
Food		102	\$8,677.37	\$159,221,013
Food at Home		101	\$5,292.87	\$97,118,880
Bakery and Cereal Products		102	\$740.42	\$13,585,885
Meats, Poultry, Fish, and Eggs		101	\$1,160.28	\$21,290,006
Dairy Products		101	\$570.39	\$10,466,096
Fruits and Vegetables		103	\$1,013.01	\$18,587,664
Snacks and Other Food at Home (10)		101	\$1,808.78	\$33,189,229
Food Away from Home		103	\$3,384.50	\$62,102,133
Alcoholic Beverages		106	\$586.43	\$10,760,397
Nonalcoholic Beverages at Home		101	\$501.97	\$9,210,710

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	97	\$2,667.73	\$48,950,134
Vehicle Loans	102	\$4,311.64	\$79,114,196
Health			
Nonprescription Drugs	98	\$126.45	\$2,320,226
Prescription Drugs	98	\$485.89	\$8,915,662
Eyeglasses and Contact Lenses	101	\$91.20	\$1,673,507
Home			
Mortgage Payment and Basics (11)	105	\$9,876.77	\$181,228,818
Maintenance and Remodeling Services	103	\$1,739.14	\$31,911,424
Maintenance and Remodeling Materials (12)	96	\$288.86	\$5,300,275
Utilities, Fuel, and Public Services	101	\$5,113.05	\$93,819,307
Household Furnishings and Equipment			
Household Textiles (13)	104	\$102.71	\$1,884,570
Furniture	102	\$528.74	\$9,701,834
Rugs	105	\$25.95	\$476,217
Major Appliances (14)	102	\$272.92	\$5,007,743
Housewares (15)	103	\$73.97	\$1,357,328
Small Appliances	103	\$47.10	\$864,196
Luggage	106	\$9.72	\$178,268
Telephones and Accessories	98	\$49.34	\$905,351
Household Operations			
Child Care	109	\$486.70	\$8,930,432
Lawn and Garden (16)	101	\$437.98	\$8,036,521
Moving/Storage/Freight Express	105	\$77.54	\$1,422,779
Housekeeping Supplies (17)	101	\$726.97	\$13,339,183
Insurance			
Owners and Renters Insurance	100	\$502.34	\$9,217,400
Vehicle Insurance	103	\$1,247.33	\$22,887,225
Life/Other Insurance	100	\$459.61	\$8,433,365
Health Insurance	101	\$2,674.30	\$49,070,677
Personal Care Products (18)	101	\$471.27	\$8,647,287
School Books and Supplies (19)	102	\$184.39	\$3,383,379
Smoking Products	96	\$446.00	\$8,183,636
Transportation			
Vehicle Purchases (Net Outlay) (20)	100	\$4,048.98	\$74,294,746
Gasoline and Motor Oil	100	\$3,505.44	\$64,321,278
Vehicle Maintenance and Repairs	103	\$1,146.42	\$21,035,740
Travel			
Airline Fares	108	\$513.51	\$9,422,325
Lodging on Trips	104	\$472.59	\$8,671,591
Auto/Truck/Van Rental on Trips	107	\$36.15	\$663,320
Food and Drink on Trips	104	\$483.14	\$8,865,149

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

201 W Bel Air Ave, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.51055
Longitude: -76.16691

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	467	1,069	1,973
Total Employees:	4,402	12,432	25,717
Total Residential Population:	10,628	24,497	47,866
Employee/Residential Population Ratio:	0.41:1	0.51:1	0.54:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.5%	24	0.5%	17	1.6%	64	0.5%	33	1.7%	148	0.6%
Construction	33	7.1%	415	9.4%	86	8.0%	779	6.3%	163	8.3%	1,522	5.9%
Manufacturing	7	1.5%	92	2.1%	27	2.5%	720	5.8%	58	2.9%	2,498	9.7%
Transportation	14	3.0%	148	3.4%	40	3.7%	453	3.6%	68	3.4%	647	2.5%
Communication	6	1.3%	31	0.7%	14	1.3%	78	0.6%	23	1.2%	168	0.7%
Utility	1	0.2%	12	0.3%	4	0.4%	84	0.7%	8	0.4%	839	3.3%
Wholesale Trade	15	3.2%	111	2.5%	44	4.1%	797	6.4%	81	4.1%	3,032	11.8%
Retail Trade Summary	82	17.6%	1,112	25.3%	220	20.6%	3,321	26.7%	412	20.9%	5,270	20.5%
Home Improvement	2	0.4%	8	0.2%	14	1.3%	327	2.6%	23	1.2%	408	1.6%
General Merchandise Stores	2	0.4%	195	4.4%	6	0.6%	478	3.8%	11	0.6%	541	2.1%
Food Stores	11	2.4%	109	2.5%	25	2.3%	344	2.8%	51	2.6%	667	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	13	2.8%	146	3.3%	33	3.1%	334	2.7%	53	2.7%	564	2.2%
Apparel & Accessory Stores	1	0.2%	1	0.0%	5	0.5%	223	1.8%	9	0.5%	246	1.0%
Furniture & Home Furnishings	7	1.5%	35	0.8%	21	2.0%	119	1.0%	35	1.8%	211	0.8%
Eating & Drinking Places	20	4.3%	486	11.0%	55	5.1%	1,184	9.5%	101	5.1%	2,078	8.1%
Miscellaneous Retail	26	5.6%	132	3.0%	61	5.7%	313	2.5%	130	6.6%	555	2.2%
Finance, Insurance, Real Estate Summary	55	11.8%	226	5.1%	116	10.9%	417	3.4%	201	10.2%	714	2.8%
Banks, Savings & Lending Institutions	23	4.9%	87	2.0%	53	5.0%	158	1.3%	88	4.5%	238	0.9%
Securities Brokers	3	0.6%	9	0.2%	5	0.5%	16	0.1%	7	0.4%	21	0.1%
Insurance Carriers & Agents	10	2.1%	41	0.9%	14	1.3%	53	0.4%	22	1.1%	75	0.3%
Real Estate, Holding, Other Investment Offices	19	4.1%	89	2.0%	44	4.1%	190	1.5%	85	4.3%	380	1.5%
Services Summary	211	45.2%	1,753	39.8%	428	40.0%	4,715	37.9%	790	40.0%	9,396	36.5%
Hotels & Lodging	6	1.3%	79	1.8%	20	1.9%	275	2.2%	35	1.8%	408	1.6%
Automotive Services	21	4.5%	106	2.4%	49	4.6%	266	2.1%	76	3.9%	462	1.8%
Motion Pictures & Amusements	13	2.8%	330	7.5%	30	2.8%	543	4.4%	56	2.8%	723	2.8%
Health Services	30	6.4%	259	5.9%	62	5.8%	789	6.3%	130	6.6%	2,491	9.7%
Legal Services	2	0.4%	8	0.2%	3	0.3%	12	0.1%	7	0.4%	25	0.1%
Education Institutions & Libraries	10	2.1%	350	8.0%	19	1.8%	775	6.2%	33	1.7%	1,396	5.4%
Other Services	129	27.6%	621	14.1%	244	22.8%	2,056	16.5%	454	23.0%	3,891	15.1%
Government	17	3.6%	457	10.4%	29	2.7%	794	6.4%	44	2.2%	1,116	4.3%
Unclassified Establishments	20	4.3%	20	0.5%	44	4.1%	210	1.7%	92	4.7%	365	1.4%
Totals	467	100.0%	4,402	100.0%	1,069	100.0%	12,432	100.0%	1,973	100.0%	25,717	100.0%

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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%	3	0.3%	8	0.1%	7	0.4%	20	0.1%
Mining	0	0.0%	0	0.0%	1	0.1%	4	0.0%	2	0.1%	7	0.0%
Utilities	0	0.0%	11	0.2%	2	0.2%	82	0.7%	4	0.2%	827	3.2%
Construction	35	7.5%	419	9.5%	92	8.6%	813	6.5%	174	8.8%	1,580	6.1%
Manufacturing	6	1.3%	85	1.9%	26	2.4%	713	5.7%	63	3.2%	2,517	9.8%
Wholesale Trade	15	3.2%	111	2.5%	43	4.0%	796	6.4%	80	4.1%	3,031	11.8%
Retail Trade	58	12.4%	611	13.9%	158	14.8%	2,106	16.9%	292	14.8%	3,083	12.0%
Motor Vehicle & Parts Dealers	11	2.4%	136	3.1%	27	2.5%	310	2.5%	44	2.2%	517	2.0%
Furniture & Home Furnishings Stores	5	1.1%	27	0.6%	13	1.2%	68	0.5%	14	0.7%	89	0.3%
Electronics & Appliance Stores	3	0.6%	11	0.2%	10	0.9%	56	0.5%	18	0.9%	107	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.4%	8	0.2%	13	1.2%	326	2.6%	22	1.1%	407	1.6%
Food & Beverage Stores	11	2.4%	109	2.5%	24	2.2%	344	2.8%	44	2.2%	626	2.4%
Health & Personal Care Stores	5	1.1%	23	0.5%	15	1.4%	87	0.7%	29	1.5%	176	0.7%
Gasoline Stations	2	0.4%	11	0.2%	6	0.6%	24	0.2%	9	0.5%	47	0.2%
Clothing & Clothing Accessories Stores	6	1.3%	23	0.5%	14	1.3%	254	2.0%	21	1.1%	282	1.1%
Sport Goods, Hobby, Book, & Music Stores	2	0.4%	9	0.2%	4	0.4%	24	0.2%	12	0.6%	41	0.2%
General Merchandise Stores	2	0.4%	195	4.4%	6	0.6%	478	3.8%	11	0.6%	541	2.1%
Miscellaneous Store Retailers	9	1.9%	59	1.3%	24	2.2%	125	1.0%	59	3.0%	226	0.9%
Nonstore Retailers	1	0.2%	2	0.0%	3	0.3%	9	0.1%	9	0.5%	25	0.1%
Transportation & Warehousing	13	2.8%	122	2.8%	32	3.0%	400	3.2%	55	2.8%	566	2.2%
Information	9	1.9%	70	1.6%	18	1.7%	121	1.0%	31	1.6%	368	1.4%
Finance & Insurance	37	7.9%	138	3.1%	76	7.1%	233	1.9%	122	6.2%	348	1.4%
Central Bank/Credit Intermediation & Related Activities	24	5.1%	88	2.0%	56	5.2%	163	1.3%	93	4.7%	251	1.0%
Securities, Commodity Contracts & Other Financial	3	0.6%	9	0.2%	5	0.5%	16	0.1%	7	0.4%	21	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	10	2.1%	41	0.9%	15	1.4%	55	0.4%	23	1.2%	77	0.3%
Real Estate, Rental & Leasing	28	6.0%	117	2.7%	70	6.5%	279	2.2%	119	6.0%	587	2.3%
Professional, Scientific & Tech Services	26	5.6%	162	3.7%	70	6.5%	675	5.4%	141	7.1%	1,110	4.3%
Legal Services	4	0.9%	12	0.3%	5	0.5%	16	0.1%	10	0.5%	31	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Administrative & Support & Waste Management & Remediation	24	5.1%	92	2.1%	48	4.5%	438	3.5%	74	3.8%	625	2.4%
Educational Services	11	2.4%	332	7.5%	24	2.2%	766	6.2%	41	2.1%	1,264	4.9%
Health Care & Social Assistance	40	8.6%	337	7.7%	80	7.5%	977	7.9%	177	9.0%	3,577	13.9%
Arts, Entertainment & Recreation	8	1.7%	333	7.6%	19	1.8%	542	4.4%	46	2.3%	721	2.8%
Accommodation & Food Services	29	6.2%	579	13.2%	79	7.4%	1,485	11.9%	143	7.2%	2,544	9.9%
Accommodation	6	1.3%	79	1.8%	20	1.9%	275	2.2%	35	1.8%	408	1.6%
Food Services & Drinking Places	22	4.7%	500	11.4%	59	5.5%	1,210	9.7%	108	5.5%	2,135	8.3%
Other Services (except Public Administration)	90	19.3%	385	8.7%	155	14.5%	973	7.8%	266	13.5%	1,440	5.6%
Automotive Repair & Maintenance	16	3.4%	90	2.0%	37	3.5%	214	1.7%	55	2.8%	287	1.1%
Public Administration	18	3.9%	474	10.8%	30	2.8%	811	6.5%	45	2.3%	1,133	4.4%
Unclassified Establishments	20	4.3%	20	0.5%	44	4.1%	210	1.7%	92	4.7%	365	1.4%
Total	467	100.0%	4,402	100.0%	1,069	100.0%	12,432	100.0%	1,973	100.0%	25,717	100.0%

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