

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,041	57,484	91,861
2010 Total Population	8,556	66,016	107,394
2015 Total Population	8,748	67,436	109,944
2015 Group Quarters	227	1,137	1,204
2020 Total Population	8,972	69,015	112,624
2015-2020 Annual Rate	0.51%	0.46%	0.48%
Household Summary			
2000 Households	3,546	20,911	33,227
2000 Average Household Size	2.22	2.72	2.74
2010 Households	3,779	24,449	39,390
2010 Average Household Size	2.20	2.65	2.70
2015 Households	3,895	25,154	40,537
2015 Average Household Size	2.19	2.64	2.68
2020 Households	4,006	25,818	41,597
2020 Average Household Size	2.18	2.63	2.68
2015-2020 Annual Rate	0.56%	0.52%	0.52%
2010 Families	2,309	17,812	29,250
2010 Average Family Size	2.82	3.14	3.15
2015 Families	2,355	18,207	29,937
2015 Average Family Size	2.80	3.13	3.14
2020 Families	2,406	18,609	30,611
2020 Average Family Size	2.80	3.12	3.14
2015-2020 Annual Rate	0.43%	0.44%	0.45%
Housing Unit Summary			
2000 Housing Units	3,742	21,548	34,165
Owner Occupied Housing Units	67.8%	80.3%	82.2%
Renter Occupied Housing Units	26.9%	16.8%	15.1%
Vacant Housing Units	5.2%	3.0%	2.7%
2010 Housing Units	4,009	25,497	40,984
Owner Occupied Housing Units	65.7%	78.6%	81.3%
Renter Occupied Housing Units	28.5%	17.3%	14.8%
Vacant Housing Units	5.7%	4.1%	3.9%
2015 Housing Units	4,143	26,249	42,243
Owner Occupied Housing Units	62.8%	76.7%	79.7%
Renter Occupied Housing Units	31.2%	19.2%	16.3%
Vacant Housing Units	6.0%	4.2%	4.0%
2020 Housing Units	4,264	26,931	43,370
Owner Occupied Housing Units	62.6%	76.6%	79.6%
Renter Occupied Housing Units	31.3%	19.3%	16.3%
Vacant Housing Units	6.1%	4.1%	4.1%
Median Household Income			
2015	\$67,699	\$87,838	\$89,092
2020	\$78,242	\$98,074	\$99,018
Median Home Value			
2015	\$266,651	\$312,751	\$308,981
2020	\$309,102	\$367,168	\$363,271
Per Capita Income			
2015	\$35,652	\$40,907	\$40,990
2020	\$40,294	\$45,739	\$46,034
Median Age			
2010	41.9	40.4	39.5
2015	42.8	41.4	40.6
2020	43.4	42.4	41.5

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	3,895	25,154	40,537
<\$15,000	7.1%	5.5%	4.7%
\$15,000 - \$24,999	7.9%	4.8%	4.3%
\$25,000 - \$34,999	10.2%	6.0%	5.3%
\$35,000 - \$49,999	12.1%	9.1%	8.5%
\$50,000 - \$74,999	16.3%	14.8%	15.7%
\$75,000 - \$99,999	18.4%	16.8%	18.0%
\$100,000 - \$149,999	15.7%	20.6%	20.8%
\$150,000 - \$199,999	8.0%	13.5%	13.4%
\$200,000+	4.3%	9.1%	9.3%
Average Household Income	\$83,218	\$108,741	\$110,557
2020 Households by Income			
Household Income Base	4,006	25,818	41,597
<\$15,000	6.3%	4.8%	4.0%
\$15,000 - \$24,999	6.4%	3.7%	3.3%
\$25,000 - \$34,999	8.1%	4.4%	3.8%
\$35,000 - \$49,999	10.8%	7.5%	6.9%
\$50,000 - \$74,999	14.8%	12.7%	13.5%
\$75,000 - \$99,999	20.0%	18.0%	19.0%
\$100,000 - \$149,999	18.8%	23.5%	23.3%
\$150,000 - \$199,999	9.7%	15.2%	15.3%
\$200,000+	4.9%	10.2%	10.8%
Average Household Income	\$93,916	\$121,305	\$124,006
2015 Owner Occupied Housing Units by Value			
Total	2,600	20,124	33,649
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.8%	0.3%	0.2%
\$100,000 - \$149,999	10.5%	2.7%	2.1%
\$150,000 - \$199,999	14.1%	8.1%	9.3%
\$200,000 - \$249,999	17.9%	16.7%	17.4%
\$250,000 - \$299,999	19.9%	18.4%	18.4%
\$300,000 - \$399,999	25.8%	29.1%	28.1%
\$400,000 - \$499,999	8.2%	16.2%	14.2%
\$500,000 - \$749,999	2.0%	6.8%	8.0%
\$750,000 - \$999,999	0.0%	0.8%	1.4%
\$1,000,000 +	0.7%	0.7%	0.8%
Average Home Value	\$281,565	\$339,618	\$343,056
2020 Owner Occupied Housing Units by Value			
Total	2,671	20,625	34,516
<\$50,000	0.1%	0.0%	0.0%
\$50,000 - \$99,999	0.8%	0.2%	0.2%
\$100,000 - \$149,999	7.1%	1.6%	1.2%
\$150,000 - \$199,999	8.6%	4.4%	5.9%
\$200,000 - \$249,999	12.7%	10.2%	11.5%
\$250,000 - \$299,999	17.9%	14.1%	14.5%
\$300,000 - \$399,999	30.0%	29.0%	26.4%
\$400,000 - \$499,999	16.1%	25.2%	22.3%
\$500,000 - \$749,999	5.1%	12.3%	13.9%
\$750,000 - \$999,999	0.9%	2.2%	3.2%
\$1,000,000 +	0.7%	0.9%	0.9%
Average Home Value	\$327,727	\$392,684	\$396,290

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.

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,556	66,016	107,394
0 - 4	5.1%	5.5%	5.9%
5 - 9	5.6%	6.8%	6.9%
10 - 14	6.5%	7.9%	7.9%
15 - 24	12.4%	12.8%	12.2%
25 - 34	12.3%	10.3%	11.2%
35 - 44	12.2%	13.9%	14.3%
45 - 54	14.9%	16.8%	16.7%
55 - 64	12.7%	12.2%	12.1%
65 - 74	7.9%	7.0%	6.8%
75 - 84	6.9%	4.7%	4.2%
85 +	3.6%	2.1%	1.7%
18 +	79.0%	74.9%	74.6%
2015 Population by Age			
Total	8,747	67,433	109,945
0 - 4	4.8%	5.2%	5.5%
5 - 9	5.1%	6.0%	6.4%
10 - 14	5.8%	7.1%	7.3%
15 - 24	11.7%	13.0%	12.6%
25 - 34	13.8%	11.4%	11.6%
35 - 44	11.5%	11.9%	12.7%
45 - 54	13.7%	15.8%	15.8%
55 - 64	13.3%	13.7%	13.5%
65 - 74	10.0%	8.9%	8.6%
75 - 84	6.3%	4.7%	4.2%
85 +	4.1%	2.4%	2.0%
18 +	80.6%	77.4%	76.6%
2020 Population by Age			
Total	8,972	69,016	112,625
0 - 4	4.8%	5.1%	5.4%
5 - 9	4.9%	5.5%	5.9%
10 - 14	5.5%	6.3%	6.7%
15 - 24	10.5%	11.6%	11.4%
25 - 34	13.6%	12.3%	12.0%
35 - 44	12.6%	12.2%	13.1%
45 - 54	11.9%	13.7%	14.0%
55 - 64	13.6%	14.7%	14.5%
65 - 74	11.4%	10.4%	10.0%
75 - 84	6.8%	5.5%	5.0%
85 +	4.3%	2.6%	2.1%
18 +	81.5%	79.2%	78.1%
2010 Population by Sex			
Males	4,096	31,937	52,202
Females	4,460	34,079	55,192
2015 Population by Sex			
Males	4,204	32,760	53,591
Females	4,544	34,675	56,354
2020 Population by Sex			
Males	4,316	33,607	54,997
Females	4,656	35,407	57,627

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	8,556	66,016	107,395
White Alone	90.3%	90.4%	89.5%
Black Alone	4.1%	4.2%	5.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	1.8%	2.8%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	0.8%	0.7%
Two or More Races	1.8%	1.7%	1.7%
Hispanic Origin	4.5%	2.9%	2.9%
Diversity Index	25.2	22.6	24.0
2015 Population by Race/Ethnicity			
Total	8,749	67,435	109,945
White Alone	88.9%	88.9%	87.8%
Black Alone	4.3%	4.4%	5.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.3%	3.7%	3.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	0.9%	0.8%
Two or More Races	2.0%	1.9%	2.0%
Hispanic Origin	5.6%	3.6%	3.6%
Diversity Index	29.0	26.2	27.8
2020 Population by Race/Ethnicity			
Total	8,972	69,015	112,625
White Alone	87.0%	86.9%	85.7%
Black Alone	4.7%	4.8%	5.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.0%	4.7%	5.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	1.1%	1.0%
Two or More Races	2.4%	2.2%	2.4%
Hispanic Origin	6.9%	4.5%	4.5%
Diversity Index	33.7	30.7	32.3
2010 Population by Relationship and Household Type			
Total	8,556	66,016	107,394
In Households	97.3%	98.3%	98.9%
In Family Households	77.9%	86.3%	87.4%
Householder	25.8%	27.0%	27.3%
Spouse	19.4%	22.2%	22.6%
Child	28.0%	33.1%	33.3%
Other relative	2.8%	2.5%	2.7%
Nonrelative	1.9%	1.5%	1.6%
In Nonfamily Households	19.4%	12.0%	11.5%
In Group Quarters	2.7%	1.7%	1.1%
Institutionalized Population	1.5%	1.4%	0.9%
Noninstitutionalized Population	1.1%	0.4%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

306 S Main St, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53383
Longitude: -76.34654

	1 mile	3 miles	5 miles
2015 Population 25+ by Educational Attainment			
Total	6,347	46,359	75,131
Less than 9th Grade	1.9%	1.5%	1.3%
9th - 12th Grade, No Diploma	4.3%	4.2%	3.7%
High School Graduate	21.4%	20.7%	20.8%
GED/Alternative Credential	3.3%	2.8%	2.9%
Some College, No Degree	22.5%	20.3%	20.8%
Associate Degree	7.5%	8.1%	8.6%
Bachelor's Degree	22.8%	25.9%	25.3%
Graduate/Professional Degree	16.3%	16.6%	16.5%
2015 Population 15+ by Marital Status			
Total	7,372	55,142	88,945
Never Married	28.7%	26.8%	26.7%
Married	53.8%	58.2%	59.7%
Widowed	6.6%	6.3%	5.5%
Divorced	10.9%	8.7%	8.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	95.0%	95.2%
Civilian Unemployed	5.2%	5.0%	4.8%
2015 Employed Population 16+ by Industry			
Total	4,414	34,540	57,497
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	5.7%	6.2%	6.8%
Manufacturing	5.2%	6.2%	6.9%
Wholesale Trade	2.1%	2.5%	2.5%
Retail Trade	14.5%	12.1%	12.1%
Transportation/Utilities	3.8%	4.0%	4.0%
Information	2.1%	2.0%	2.0%
Finance/Insurance/Real Estate	9.0%	8.2%	7.9%
Services	49.5%	49.7%	48.8%
Public Administration	8.2%	8.9%	8.8%
2015 Employed Population 16+ by Occupation			
Total	4,414	34,539	57,496
White Collar	70.5%	72.7%	72.3%
Management/Business/Financial	15.8%	18.2%	19.1%
Professional	27.1%	28.2%	27.0%
Sales	13.3%	12.7%	12.4%
Administrative Support	14.3%	13.6%	13.9%
Services	14.3%	14.2%	13.5%
Blue Collar	15.2%	13.1%	14.2%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	5.5%	4.2%	4.4%
Installation/Maintenance/Repair	3.0%	3.5%	3.8%
Production	3.2%	2.1%	2.5%
Transportation/Material Moving	3.3%	3.3%	3.4%

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 Households by Type			
Total	3,779	24,448	39,390
Households with 1 Person	33.2%	22.9%	21.2%
Households with 2+ People	66.8%	77.1%	78.8%
Family Households	61.1%	72.9%	74.3%
Husband-wife Families	46.2%	59.9%	61.5%
With Related Children	18.9%	28.8%	29.8%
Other Family (No Spouse Present)	14.9%	12.9%	12.7%
Other Family with Male Householder	4.4%	3.6%	3.6%
With Related Children	2.5%	2.1%	2.1%
Other Family with Female Householder	10.5%	9.3%	9.1%
With Related Children	6.4%	5.7%	5.5%
Nonfamily Households	5.7%	4.2%	4.5%
All Households with Children	28.3%	37.0%	37.8%
Multigenerational Households	2.5%	3.2%	3.6%
Unmarried Partner Households	5.6%	4.7%	5.0%
Male-female	5.2%	4.3%	4.6%
Same-sex	0.3%	0.4%	0.4%
2010 Households by Size			
Total	3,778	24,449	39,390
1 Person Household	33.2%	22.9%	21.2%
2 Person Household	32.1%	31.6%	32.0%
3 Person Household	15.7%	17.5%	18.1%
4 Person Household	12.1%	17.6%	18.0%
5 Person Household	4.3%	7.2%	7.4%
6 Person Household	1.9%	2.3%	2.3%
7 + Person Household	0.6%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,779	24,449	39,390
Owner Occupied	69.7%	81.9%	84.6%
Owned with a Mortgage/Loan	49.2%	64.2%	67.5%
Owned Free and Clear	20.6%	17.7%	17.1%
Renter Occupied	30.3%	18.1%	15.4%

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.

306 S Main St, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53383
Longitude: -76.34654

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	In Style (5B)	Old and Newcomers (8F)	Professional Pride (1B)
3.	Old and Newcomers (8F)	Professional Pride (1B)	Soccer Moms (4A)
2015 Consumer Spending			
Apparel & Services: Total \$	\$9,861,314	\$82,984,883	\$136,427,562
Average Spent	\$2,531.79	\$3,299.07	\$3,365.51
Spending Potential Index	109	143	145
Computers & Accessories: Total \$	\$1,128,335	\$9,557,531	\$15,721,897
Average Spent	\$289.69	\$379.96	\$387.84
Spending Potential Index	114	149	152
Education: Total \$	\$6,968,050	\$60,198,596	\$98,654,016
Average Spent	\$1,788.97	\$2,393.20	\$2,433.68
Spending Potential Index	117	157	160
Entertainment/Recreation: Total \$	\$14,278,500	\$121,147,481	\$198,620,587
Average Spent	\$3,665.85	\$4,816.23	\$4,899.74
Spending Potential Index	111	145	148
Food at Home: Total \$	\$22,076,870	\$182,302,474	\$297,818,276
Average Spent	\$5,668.00	\$7,247.45	\$7,346.83
Spending Potential Index	109	139	141
Food Away from Home: Total \$	\$14,083,358	\$118,602,082	\$195,020,390
Average Spent	\$3,615.75	\$4,715.04	\$4,810.92
Spending Potential Index	110	143	146
Health Care: Total \$	\$20,658,209	\$172,142,051	\$279,306,298
Average Spent	\$5,303.78	\$6,843.53	\$6,890.16
Spending Potential Index	112	144	145
HH Furnishings & Equipment: Total \$	\$7,871,108	\$66,934,978	\$110,063,035
Average Spent	\$2,020.82	\$2,661.01	\$2,715.13
Spending Potential Index	110	145	147
Investments: Total \$	\$11,195,959	\$99,965,396	\$162,987,525
Average Spent	\$2,874.44	\$3,974.14	\$4,020.71
Spending Potential Index	104	144	146
Retail Goods: Total \$	\$108,039,634	\$908,106,432	\$1,486,822,032
Average Spent	\$27,738.03	\$36,101.87	\$36,678.15
Spending Potential Index	109	142	144
Shelter: Total \$	\$72,758,736	\$606,399,925	\$992,290,423
Average Spent	\$18,680.03	\$24,107.49	\$24,478.63
Spending Potential Index	114	147	149
TV/Video/Audio: Total \$	\$5,589,074	\$45,885,381	\$74,723,947
Average Spent	\$1,434.94	\$1,824.18	\$1,843.35
Spending Potential Index	110	139	141
Travel: Total \$	\$8,742,963	\$76,090,671	\$125,124,628
Average Spent	\$2,244.66	\$3,024.99	\$3,086.68
Spending Potential Index	115	155	158
Vehicle Maintenance & Repairs: Total \$	\$4,803,829	\$40,409,038	\$66,190,339
Average Spent	\$1,233.33	\$1,606.47	\$1,632.84
Spending Potential Index	110	144	146

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
Golden Years (9B)	24.0%	Population	8,748	8,972
In Style (5B)	21.8%	Households	3,895	4,006
Old and Newcomers (8F)	20.9%	Families	2,355	2,406
Parks and Rec (5C)	9.2%	Median Age	42.8	43.4
Home Improvement (4B)	6.5%	Median Household Income	\$67,699	\$78,242
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,531.79	\$9,861,314
Men's		111	\$480.20	\$1,870,377
Women's		111	\$897.12	\$3,494,297
Children's		105	\$392.22	\$1,527,684
Footwear		107	\$487.91	\$1,900,390
Watches & Jewelry		114	\$164.34	\$640,116
Apparel Products and Services (1)		113	\$110.00	\$428,450
Computer				
Computers and Hardware for Home Use		111	\$239.64	\$933,380
Portable Memory		112	\$6.00	\$23,389
Computer Software		111	\$22.48	\$87,558
Computer Accessories		113	\$21.57	\$84,008
Entertainment & Recreation		111	\$3,665.85	\$14,278,500
Fees and Admissions		118	\$760.53	\$2,962,255
Membership Fees for Clubs (2)		119	\$204.32	\$795,838
Fees for Participant Sports, excl. Trips		117	\$140.87	\$548,690
Admission to Movie/Theatre/Opera/Ballet		115	\$189.77	\$739,170
Admission to Sporting Events, excl. Trips		117	\$78.01	\$303,831
Fees for Recreational Lessons		120	\$146.91	\$572,210
Dating Services		108	\$0.65	\$2,515
TV/Video/Audio		110	\$1,434.94	\$5,589,074
Cable and Satellite Television Services		109	\$977.81	\$3,808,572
Televisions		110	\$163.41	\$636,471
Satellite Dishes		105	\$1.65	\$6,412
VCRs, Video Cameras, and DVD Players		110	\$12.08	\$47,042
Miscellaneous Video Equipment		109	\$11.78	\$45,889
Video Cassettes and DVDs		108	\$34.57	\$134,652
Video Game Hardware/Accessories		104	\$23.96	\$93,316
Video Game Software		108	\$29.76	\$115,929
Streaming/Downloaded Video		111	\$6.37	\$24,811
Rental of Video Cassettes and DVDs		106	\$24.83	\$96,698
Installation of Televisions		115	\$1.29	\$5,022
Audio (3)		115	\$141.75	\$552,112
Rental and Repair of TV/Radio/Sound Equipment		106	\$5.69	\$22,147
Pets		107	\$607.19	\$2,365,004
Toys and Games (4)		110	\$134.63	\$524,377
Recreational Vehicles and Fees (5)		108	\$234.58	\$913,671
Sports/Recreation/Exercise Equipment (6)		105	\$198.00	\$771,222
Photo Equipment and Supplies (7)		112	\$91.15	\$355,029
Reading (8)		116	\$176.48	\$687,395
Catered Affairs (9)		119	\$28.36	\$110,474
Food		109	\$9,283.76	\$36,160,228
Food at Home		109	\$5,668.00	\$22,076,870
Bakery and Cereal Products		109	\$796.87	\$3,103,822
Meats, Poultry, Fish, and Eggs		108	\$1,236.36	\$4,815,624
Dairy Products		109	\$610.85	\$2,379,261
Fruits and Vegetables		110	\$1,089.65	\$4,244,178
Snacks and Other Food at Home (10)		108	\$1,934.27	\$7,533,985
Food Away from Home		110	\$3,615.75	\$14,083,358
Alcoholic Beverages		114	\$634.78	\$2,472,461
Nonalcoholic Beverages at Home		107	\$536.18	\$2,088,427

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	104	\$2,874.44	\$11,195,959
Vehicle Loans	107	\$4,539.12	\$17,679,860
Health			
Nonprescription Drugs	107	\$138.46	\$539,310
Prescription Drugs	110	\$545.95	\$2,126,487
Eyeglasses and Contact Lenses	112	\$100.74	\$392,401
Home			
Mortgage Payment and Basics (11)	116	\$10,819.29	\$42,141,143
Maintenance and Remodeling Services	117	\$1,970.77	\$7,676,138
Maintenance and Remodeling Materials (12)	106	\$318.49	\$1,240,524
Utilities, Fuel, and Public Services	109	\$5,514.56	\$21,479,200
Household Furnishings and Equipment			
Household Textiles (13)	113	\$111.60	\$434,666
Furniture	110	\$569.72	\$2,219,042
Rugs	121	\$29.86	\$116,287
Major Appliances (14)	110	\$295.57	\$1,151,231
Housewares (15)	112	\$80.58	\$313,840
Small Appliances	110	\$50.59	\$197,040
Luggage	115	\$10.59	\$41,238
Telephones and Accessories	104	\$51.91	\$202,174
Household Operations			
Child Care	111	\$497.38	\$1,937,302
Lawn and Garden (16)	114	\$494.63	\$1,926,578
Moving/Storage/Freight Express	111	\$82.03	\$319,491
Housekeeping Supplies (17)	109	\$786.24	\$3,062,393
Insurance			
Owners and Renters Insurance	112	\$562.93	\$2,192,621
Vehicle Insurance	110	\$1,339.42	\$5,217,038
Life/Other Insurance	111	\$512.33	\$1,995,507
Health Insurance	113	\$2,980.16	\$11,607,719
Personal Care Products (18)	107	\$502.56	\$1,957,460
School Books and Supplies (19)	108	\$194.16	\$756,265
Smoking Products	102	\$472.69	\$1,841,113
Transportation			
Vehicle Purchases (Net Outlay) (20)	107	\$4,327.74	\$16,856,558
Gasoline and Motor Oil	106	\$3,711.11	\$14,454,776
Vehicle Maintenance and Repairs	110	\$1,233.33	\$4,803,829
Travel			
Airline Fares	118	\$561.19	\$2,185,842
Lodging on Trips	116	\$524.47	\$2,042,801
Auto/Truck/Van Rental on Trips	118	\$39.71	\$154,670
Food and Drink on Trips	114	\$529.87	\$2,063,861

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
Savvy Suburbanites (1D)	14.6%	Population	67,436	69,015
Old and Newcomers (8F)	13.0%	Households	25,154	25,818
Professional Pride (1B)	12.1%	Families	18,207	18,609
Golden Years (9B)	11.6%	Median Age	41.4	42.4
Soccer Moms (4A)	9.0%	Median Household Income	\$87,838	\$98,074
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		143	\$3,299.07	\$82,984,883
Men's		144	\$625.90	\$15,743,895
Women's		144	\$1,163.24	\$29,260,159
Children's		138	\$514.96	\$12,953,232
Footwear		138	\$629.31	\$15,829,773
Watches & Jewelry		152	\$220.00	\$5,533,819
Apparel Products and Services (1)		149	\$145.66	\$3,664,004
Computer				
Computers and Hardware for Home Use		145	\$314.41	\$7,908,575
Portable Memory		143	\$7.72	\$194,229
Computer Software		145	\$29.44	\$740,519
Computer Accessories		148	\$28.39	\$714,208
Entertainment & Recreation		145	\$4,816.23	\$121,147,481
Fees and Admissions		160	\$1,034.69	\$26,026,702
Membership Fees for Clubs (2)		163	\$279.23	\$7,023,874
Fees for Participant Sports, excl. Trips		159	\$191.74	\$4,822,912
Admission to Movie/Theatre/Opera/Ballet		152	\$250.77	\$6,307,923
Admission to Sporting Events, excl. Trips		161	\$106.96	\$2,690,589
Fees for Recreational Lessons		167	\$205.27	\$5,163,321
Dating Services		120	\$0.72	\$18,084
TV/Video/Audio		139	\$1,824.18	\$45,885,381
Cable and Satellite Television Services		137	\$1,229.66	\$30,930,749
Televisions		142	\$210.38	\$5,291,804
Satellite Dishes		136	\$2.13	\$53,480
VCRs, Video Cameras, and DVD Players		141	\$15.44	\$388,417
Miscellaneous Video Equipment		154	\$16.53	\$415,769
Video Cassettes and DVDs		138	\$44.35	\$1,115,631
Video Game Hardware/Accessories		131	\$30.29	\$761,827
Video Game Software		137	\$37.63	\$946,573
Streaming/Downloaded Video		149	\$8.55	\$215,043
Rental of Video Cassettes and DVDs		136	\$32.10	\$807,514
Installation of Televisions		170	\$1.90	\$47,671
Audio (3)		152	\$187.85	\$4,725,264
Rental and Repair of TV/Radio/Sound Equipment		137	\$7.38	\$185,637
Pets		140	\$797.44	\$20,058,826
Toys and Games (4)		141	\$172.72	\$4,344,675
Recreational Vehicles and Fees (5)		150	\$326.79	\$8,220,164
Sports/Recreation/Exercise Equipment (6)		143	\$271.00	\$6,816,688
Photo Equipment and Supplies (7)		151	\$122.64	\$3,084,828
Reading (8)		150	\$228.52	\$5,748,133
Catered Affairs (9)		161	\$38.25	\$962,086
Food		141	\$11,962.49	\$300,904,556
Food at Home		139	\$7,247.45	\$182,302,474
Bakery and Cereal Products		139	\$1,015.31	\$25,539,178
Meats, Poultry, Fish, and Eggs		138	\$1,582.18	\$39,798,141
Dairy Products		139	\$784.75	\$19,739,681
Fruits and Vegetables		141	\$1,395.58	\$35,104,382
Snacks and Other Food at Home (10)		138	\$2,469.63	\$62,121,092
Food Away from Home		143	\$4,715.04	\$118,602,082
Alcoholic Beverages		147	\$818.84	\$20,596,982
Nonalcoholic Beverages at Home		136	\$680.14	\$17,108,347

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	144	\$3,974.14	\$99,965,396
Vehicle Loans	141	\$5,974.34	\$150,278,453
Health			
Nonprescription Drugs	138	\$178.93	\$4,500,760
Prescription Drugs	140	\$697.51	\$17,545,290
Eyeglasses and Contact Lenses	146	\$131.84	\$3,316,262
Home			
Mortgage Payment and Basics (11)	159	\$14,877.05	\$374,217,205
Maintenance and Remodeling Services	160	\$2,693.07	\$67,741,484
Maintenance and Remodeling Materials (12)	143	\$428.87	\$10,787,844
Utilities, Fuel, and Public Services	139	\$7,056.30	\$177,494,260
Household Furnishings and Equipment			
Household Textiles (13)	146	\$144.02	\$3,622,581
Furniture	146	\$753.55	\$18,954,882
Rugs	161	\$39.78	\$1,000,701
Major Appliances (14)	147	\$394.06	\$9,912,222
Housewares (15)	145	\$104.86	\$2,637,679
Small Appliances	141	\$64.52	\$1,622,982
Luggage	156	\$14.30	\$359,774
Telephones and Accessories	135	\$67.47	\$1,697,243
Household Operations			
Child Care	150	\$671.00	\$16,878,443
Lawn and Garden (16)	152	\$660.91	\$16,624,558
Moving/Storage/Freight Express	140	\$103.65	\$2,607,214
Housekeeping Supplies (17)	141	\$1,014.68	\$25,523,246
Insurance			
Owners and Renters Insurance	149	\$749.25	\$18,846,678
Vehicle Insurance	142	\$1,726.58	\$43,430,393
Life/Other Insurance	151	\$698.74	\$17,576,199
Health Insurance	145	\$3,841.35	\$96,625,422
Personal Care Products (18)	140	\$654.56	\$16,464,888
School Books and Supplies (19)	141	\$253.34	\$6,372,624
Smoking Products	121	\$562.29	\$14,143,952
Transportation			
Vehicle Purchases (Net Outlay) (20)	140	\$5,663.96	\$142,471,344
Gasoline and Motor Oil	136	\$4,787.41	\$120,422,552
Vehicle Maintenance and Repairs	144	\$1,606.47	\$40,409,038
Travel			
Airline Fares	158	\$752.76	\$18,934,827
Lodging on Trips	158	\$715.20	\$17,990,176
Auto/Truck/Van Rental on Trips	163	\$54.93	\$1,381,741
Food and Drink on Trips	153	\$711.16	\$17,888,506

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
Savvy Suburbanites (1D)	17.6%	Population	109,944	112,624
Professional Pride (1B)	11.4%	Households	40,537	41,597
Soccer Moms (4A)	10.8%	Families	29,937	30,611
Old and Newcomers (8F)	9.0%	Median Age	40.6	41.5
Enterprising Professionals (2D)	8.0%	Median Household Income	\$89,092	\$99,018
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		145	\$3,365.51	\$136,427,562
Men's		147	\$637.78	\$25,853,752
Women's		146	\$1,181.52	\$47,895,190
Children's		142	\$530.56	\$21,507,426
Footwear		140	\$641.63	\$26,009,869
Watches & Jewelry		156	\$225.64	\$9,146,662
Apparel Products and Services (1)		152	\$148.37	\$6,014,664
Computer				
Computers and Hardware for Home Use		148	\$320.95	\$13,010,354
Portable Memory		146	\$7.86	\$318,427
Computer Software		149	\$30.19	\$1,223,997
Computer Accessories		151	\$28.84	\$1,169,119
Entertainment & Recreation		148	\$4,899.74	\$198,620,587
Fees and Admissions		164	\$1,059.40	\$42,945,087
Membership Fees for Clubs (2)		166	\$284.90	\$11,549,108
Fees for Participant Sports, excl. Trips		163	\$196.74	\$7,975,420
Admission to Movie/Theatre/Opera/Ballet		155	\$256.09	\$10,380,977
Admission to Sporting Events, excl. Trips		164	\$109.15	\$4,424,655
Fees for Recreational Lessons		172	\$211.80	\$8,585,838
Dating Services		120	\$0.72	\$29,089
TV/Video/Audio		141	\$1,843.35	\$74,723,947
Cable and Satellite Television Services		138	\$1,236.78	\$50,135,273
Televisions		144	\$213.67	\$8,661,388
Satellite Dishes		138	\$2.17	\$87,836
VCRs, Video Cameras, and DVD Players		143	\$15.75	\$638,409
Miscellaneous Video Equipment		160	\$17.23	\$698,635
Video Cassettes and DVDs		141	\$45.21	\$1,832,799
Video Game Hardware/Accessories		134	\$31.00	\$1,256,544
Video Game Software		139	\$38.30	\$1,552,611
Streaming/Downloaded Video		154	\$8.88	\$360,025
Rental of Video Cassettes and DVDs		140	\$32.93	\$1,334,932
Installation of Televisions		176	\$1.97	\$80,008
Audio (3)		156	\$191.96	\$7,781,534
Rental and Repair of TV/Radio/Sound Equipment		139	\$7.50	\$303,951
Pets		142	\$810.47	\$32,853,888
Toys and Games (4)		143	\$176.07	\$7,137,147
Recreational Vehicles and Fees (5)		153	\$334.03	\$13,540,398
Sports/Recreation/Exercise Equipment (6)		148	\$280.75	\$11,380,664
Photo Equipment and Supplies (7)		155	\$126.30	\$5,119,883
Reading (8)		151	\$230.22	\$9,332,500
Catered Affairs (9)		164	\$39.15	\$1,587,074
Food		143	\$12,157.75	\$492,838,666
Food at Home		141	\$7,346.83	\$297,818,276
Bakery and Cereal Products		141	\$1,027.52	\$41,652,645
Meats, Poultry, Fish, and Eggs		140	\$1,604.21	\$65,029,825
Dairy Products		141	\$796.36	\$32,282,143
Fruits and Vegetables		143	\$1,414.37	\$57,334,333
Snacks and Other Food at Home (10)		139	\$2,504.36	\$101,519,330
Food Away from Home		146	\$4,810.92	\$195,020,390
Alcoholic Beverages		150	\$832.39	\$33,742,558
Nonalcoholic Beverages at Home		138	\$688.28	\$27,900,793

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	146	\$4,020.71	\$162,987,525
Vehicle Loans	145	\$6,130.38	\$248,507,280
Health			
Nonprescription Drugs	140	\$180.92	\$7,333,830
Prescription Drugs	140	\$698.11	\$28,299,328
Eyeglasses and Contact Lenses	148	\$133.44	\$5,409,085
Home			
Mortgage Payment and Basics (11)	163	\$15,261.55	\$618,657,466
Maintenance and Remodeling Services	162	\$2,732.88	\$110,782,670
Maintenance and Remodeling Materials (12)	146	\$436.75	\$17,704,503
Utilities, Fuel, and Public Services	141	\$7,123.72	\$288,774,318
Household Furnishings and Equipment			
Household Textiles (13)	148	\$145.79	\$5,909,946
Furniture	149	\$770.46	\$31,232,231
Rugs	163	\$40.13	\$1,626,759
Major Appliances (14)	149	\$401.72	\$16,284,690
Housewares (15)	148	\$106.56	\$4,319,805
Small Appliances	143	\$65.32	\$2,647,863
Luggage	159	\$14.63	\$593,126
Telephones and Accessories	137	\$68.88	\$2,792,228
Household Operations			
Child Care	156	\$699.02	\$28,336,118
Lawn and Garden (16)	154	\$666.85	\$27,032,179
Moving/Storage/Freight Express	142	\$105.34	\$4,269,976
Housekeeping Supplies (17)	142	\$1,028.43	\$41,689,284
Insurance			
Owners and Renters Insurance	151	\$757.71	\$30,715,203
Vehicle Insurance	144	\$1,749.87	\$70,934,399
Life/Other Insurance	154	\$711.57	\$28,844,727
Health Insurance	146	\$3,865.73	\$156,705,279
Personal Care Products (18)	143	\$667.96	\$27,076,974
School Books and Supplies (19)	144	\$258.75	\$10,488,831
Smoking Products	120	\$560.10	\$22,704,876
Transportation			
Vehicle Purchases (Net Outlay) (20)	143	\$5,780.27	\$234,314,821
Gasoline and Motor Oil	139	\$4,865.27	\$197,223,330
Vehicle Maintenance and Repairs	146	\$1,632.84	\$66,190,339
Travel			
Airline Fares	161	\$769.08	\$31,176,332
Lodging on Trips	161	\$729.23	\$29,560,774
Auto/Truck/Van Rental on Trips	167	\$56.40	\$2,286,221
Food and Drink on Trips	156	\$725.20	\$29,397,616

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.

306 S Main St, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53383
Longitude: -76.34654

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	1,430	2,717	4,053
Total Employees:	15,482	28,296	40,834
Total Residential Population:	8,748	67,436	109,944
Employee/Residential Population Ratio:	1.77:1	0.42:1	0.37:1

by SIC Codes	Employees				Employees				Employees			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	24	1.7%	140	0.9%	66	2.4%	422	1.5%	109	2.7%	664	1.6%
Construction	98	6.9%	572	3.7%	221	8.1%	1,387	4.9%	391	9.6%	2,896	7.1%
Manufacturing	14	1.0%	252	1.6%	39	1.4%	367	1.3%	81	2.0%	604	1.5%
Transportation	23	1.6%	133	0.9%	51	1.9%	831	2.9%	87	2.1%	1,030	2.5%
Communication	8	0.6%	33	0.2%	16	0.6%	127	0.4%	21	0.5%	150	0.4%
Utility	2	0.1%	13	0.1%	6	0.2%	55	0.2%	12	0.3%	89	0.2%
Wholesale Trade	36	2.5%	237	1.5%	69	2.5%	481	1.7%	111	2.7%	782	1.9%
Retail Trade Summary	250	17.5%	4,334	28.0%	508	18.7%	8,572	30.3%	776	19.1%	12,652	31.0%
Home Improvement	11	0.8%	299	1.9%	20	0.7%	386	1.4%	41	1.0%	626	1.5%
General Merchandise Stores	8	0.6%	821	5.3%	13	0.5%	1,163	4.1%	23	0.6%	2,121	5.2%
Food Stores	24	1.7%	454	2.9%	57	2.1%	1,350	4.8%	84	2.1%	1,903	4.7%
Auto Dealers, Gas Stations, Auto Aftermarket	14	1.0%	242	1.6%	41	1.5%	779	2.8%	74	1.8%	1,547	3.8%
Apparel & Accessory Stores	34	2.4%	320	2.1%	51	1.9%	440	1.6%	57	1.4%	490	1.2%
Furniture & Home Furnishings	28	2.0%	286	1.8%	56	2.1%	455	1.6%	89	2.2%	582	1.4%
Eating & Drinking Places	51	3.6%	1,255	8.1%	126	4.6%	2,906	10.3%	183	4.5%	3,900	9.6%
Miscellaneous Retail	80	5.6%	657	4.2%	144	5.3%	1,092	3.9%	227	5.6%	1,483	3.6%
Finance, Insurance, Real Estate Summary	236	16.5%	1,331	8.6%	403	14.8%	2,608	9.2%	567	14.0%	3,380	8.3%
Banks, Savings & Lending Institutions	85	5.9%	439	2.8%	155	5.7%	770	2.7%	227	5.6%	1,035	2.5%
Securities Brokers	28	2.0%	173	1.1%	41	1.5%	212	0.7%	53	1.3%	241	0.6%
Insurance Carriers & Agents	57	4.0%	352	2.3%	80	2.9%	480	1.7%	107	2.6%	583	1.4%
Real Estate, Holding, Other Investment Offices	66	4.6%	367	2.4%	128	4.7%	1,145	4.0%	180	4.4%	1,521	3.7%
Services Summary	591	41.3%	6,326	40.9%	1,126	41.4%	11,134	39.3%	1,605	39.6%	15,966	39.1%
Hotels & Lodging	0	0.0%	0	0.0%	2	0.1%	8	0.0%	5	0.1%	34	0.1%
Automotive Services	35	2.4%	132	0.9%	78	2.9%	350	1.2%	136	3.4%	602	1.5%
Motion Pictures & Amusements	30	2.1%	359	2.3%	87	3.2%	706	2.5%	136	3.4%	1,092	2.7%
Health Services	123	8.6%	2,247	14.5%	253	9.3%	3,840	13.6%	311	7.7%	4,663	11.4%
Legal Services	73	5.1%	325	2.1%	83	3.1%	373	1.3%	87	2.1%	387	0.9%
Education Institutions & Libraries	26	1.8%	1,144	7.4%	46	1.7%	1,989	7.0%	69	1.7%	3,279	8.0%
Other Services	305	21.3%	2,119	13.7%	576	21.2%	3,868	13.7%	861	21.2%	5,909	14.5%
Government	91	6.4%	1,995	12.9%	104	3.8%	2,081	7.4%	117	2.9%	2,288	5.6%
Unclassified Establishments	56	3.9%	116	0.7%	109	4.0%	231	0.8%	176	4.3%	333	0.8%
Totals	1,430	100.0%	15,482	100.0%	2,717	100.0%	28,296	100.0%	4,053	100.0%	40,834	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%	0	0.0%	7	0.3%	37	0.1%	18	0.4%	84	0.2%
Mining	0	0.0%	0	0.0%	1	0.0%	3	0.0%	2	0.0%	10	0.0%
Utilities	1	0.1%	9	0.1%	4	0.1%	47	0.2%	5	0.1%	54	0.1%
Construction	111	7.8%	637	4.1%	240	8.8%	1,485	5.2%	417	10.3%	3,020	7.4%
Manufacturing	20	1.4%	127	0.8%	48	1.8%	269	1.0%	93	2.3%	513	1.3%
Wholesale Trade	32	2.2%	221	1.4%	64	2.4%	460	1.6%	103	2.5%	750	1.8%
Retail Trade	193	13.5%	3,026	19.5%	367	13.5%	5,560	19.6%	570	14.1%	8,593	21.0%
Motor Vehicle & Parts Dealers	11	0.8%	232	1.5%	29	1.1%	739	2.6%	52	1.3%	1,455	3.6%
Furniture & Home Furnishings Stores	13	0.9%	85	0.5%	25	0.9%	150	0.5%	45	1.1%	240	0.6%
Electronics & Appliance Stores	13	0.9%	193	1.2%	25	0.9%	275	1.0%	35	0.9%	308	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	11	0.8%	299	1.9%	20	0.7%	386	1.4%	41	1.0%	626	1.5%
Food & Beverage Stores	17	1.2%	399	2.6%	44	1.6%	1,280	4.5%	74	1.8%	1,833	4.5%
Health & Personal Care Stores	27	1.9%	174	1.1%	53	2.0%	396	1.4%	70	1.7%	508	1.2%
Gasoline Stations	3	0.2%	10	0.1%	11	0.4%	41	0.1%	22	0.5%	92	0.2%
Clothing & Clothing Accessories Stores	48	3.4%	382	2.5%	71	2.6%	524	1.9%	78	1.9%	590	1.4%
Sport Goods, Hobby, Book, & Music Stores	17	1.2%	231	1.5%	25	0.9%	297	1.0%	36	0.9%	331	0.8%
General Merchandise Stores	8	0.6%	821	5.3%	13	0.5%	1,163	4.1%	23	0.6%	2,121	5.2%
Miscellaneous Store Retailers	24	1.7%	197	1.3%	42	1.5%	292	1.0%	78	1.9%	429	1.1%
Nonstore Retailers	2	0.1%	3	0.0%	8	0.3%	18	0.1%	17	0.4%	61	0.1%
Transportation & Warehousing	12	0.8%	62	0.4%	32	1.2%	709	2.5%	60	1.5%	882	2.2%
Information	17	1.2%	288	1.9%	34	1.3%	407	1.4%	49	1.2%	506	1.2%
Finance & Insurance	172	12.0%	969	6.3%	277	10.2%	1,468	5.2%	389	9.6%	1,864	4.6%
Central Bank/Credit Intermediation & Related Activities	85	5.9%	439	2.8%	155	5.7%	770	2.7%	227	5.6%	1,035	2.5%
Securities, Commodity Contracts & Other Financial	29	2.0%	175	1.1%	42	1.5%	214	0.8%	54	1.3%	243	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	58	4.1%	355	2.3%	81	3.0%	483	1.7%	108	2.7%	586	1.4%
Real Estate, Rental & Leasing	63	4.4%	333	2.2%	144	5.3%	1,117	3.9%	218	5.4%	1,549	3.8%
Professional, Scientific & Tech Services	184	12.9%	1,061	6.9%	290	10.7%	1,671	5.9%	391	9.6%	2,485	6.1%
Legal Services	86	6.0%	371	2.4%	99	3.6%	429	1.5%	105	2.6%	457	1.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	28	0.1%	4	0.1%	31	0.1%
Administrative & Support & Waste Management & Remediation	58	4.1%	367	2.4%	124	4.6%	741	2.6%	190	4.7%	1,069	2.6%
Educational Services	35	2.4%	1,111	7.2%	68	2.5%	2,006	7.1%	98	2.4%	3,326	8.1%
Health Care & Social Assistance	154	10.8%	2,582	16.7%	318	11.7%	4,713	16.7%	417	10.3%	6,141	15.0%
Arts, Entertainment & Recreation	19	1.3%	335	2.2%	53	2.0%	641	2.3%	79	1.9%	938	2.3%
Accommodation & Food Services	53	3.7%	1,277	8.2%	133	4.9%	2,957	10.5%	196	4.8%	4,013	9.8%
Accommodation	0	0.0%	0	0.0%	2	0.1%	8	0.0%	5	0.1%	34	0.1%
Food Services & Drinking Places	53	3.7%	1,277	8.2%	130	4.8%	2,949	10.4%	191	4.7%	3,979	9.7%
Other Services (except Public Administration)	155	10.8%	931	6.0%	295	10.9%	1,630	5.8%	454	11.2%	2,340	5.7%
Automotive Repair & Maintenance	29	2.0%	115	0.7%	61	2.2%	279	1.0%	108	2.7%	490	1.2%
Public Administration	92	6.4%	2,021	13.1%	105	3.9%	2,107	7.4%	118	2.9%	2,314	5.7%
Unclassified Establishments	58	4.1%	124	0.8%	112	4.1%	240	0.8%	181	4.5%	353	0.9%
Total	1,430	100.0%	15,482	100.0%	2,717	100.0%	28,296	100.0%	4,053	100.0%	40,834	100.0%

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