



Market Profile

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
 8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.16700
 Longitude: -76.53027

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,701	37,587	88,636
2010 Total Population	7,457	39,960	95,076
2016 Total Population	7,788	44,051	102,139
2016 Group Quarters	8	97	800
2021 Total Population	8,434	46,940	107,876
2016-2021 Annual Rate	1.61%	1.28%	1.10%
2016 Total Daytime Population	4,775	28,208	90,341
Workers	1,267	8,619	41,463
Residents	3,508	19,589	48,878
Household Summary			
2000 Households	2,565	13,241	32,465
2000 Average Household Size	2.60	2.83	2.71
2010 Households	2,920	14,334	34,879
2010 Average Household Size	2.55	2.78	2.70
2016 Households	3,014	15,730	37,141
2016 Average Household Size	2.58	2.79	2.73
2021 Households	3,251	16,696	39,023
2021 Average Household Size	2.59	2.81	2.74
2016-2021 Annual Rate	1.53%	1.20%	0.99%
2010 Families	2,016	10,599	24,779
2010 Average Family Size	2.99	3.17	3.15
2016 Families	2,077	11,501	26,174
2016 Average Family Size	3.03	3.20	3.19
2021 Families	2,231	12,138	27,378
2021 Average Family Size	3.05	3.22	3.22
2016-2021 Annual Rate	1.44%	1.08%	0.90%
Housing Unit Summary			
2000 Housing Units	2,684	13,730	33,871
Owner Occupied Housing Units	80.3%	82.8%	76.2%
Renter Occupied Housing Units	15.3%	13.6%	19.7%
Vacant Housing Units	4.4%	3.6%	4.2%
2010 Housing Units	3,099	15,050	36,918
Owner Occupied Housing Units	77.6%	82.0%	74.8%
Renter Occupied Housing Units	16.6%	13.2%	19.6%
Vacant Housing Units	5.8%	4.8%	5.5%
2016 Housing Units	3,171	16,501	39,401
Owner Occupied Housing Units	76.0%	80.1%	72.7%
Renter Occupied Housing Units	19.1%	15.2%	21.6%
Vacant Housing Units	5.0%	4.7%	5.7%
2021 Housing Units	3,400	17,463	41,355
Owner Occupied Housing Units	76.3%	80.1%	72.6%
Renter Occupied Housing Units	19.3%	15.5%	21.7%
Vacant Housing Units	4.4%	4.4%	5.6%
Median Household Income			
2016	\$86,621	\$89,349	\$78,817
2021	\$95,931	\$100,417	\$87,176
Median Home Value			
2016	\$269,408	\$279,183	\$281,699
2021	\$308,723	\$322,101	\$324,716
Per Capita Income			
2016	\$35,976	\$35,422	\$33,846
2021	\$39,306	\$38,759	\$36,659
Median Age			
2010	36.7	36.5	38.2
2016	37.9	37.3	38.9
2021	38.7	37.8	39.4

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income			
Household Income Base	3,014	15,730	37,140
<\$15,000	3.0%	3.4%	6.1%
\$15,000 - \$24,999	4.6%	3.5%	5.6%
\$25,000 - \$34,999	6.5%	5.0%	5.9%
\$35,000 - \$49,999	7.2%	8.3%	9.4%
\$50,000 - \$74,999	17.6%	18.1%	19.9%
\$75,000 - \$99,999	20.2%	18.1%	15.8%
\$100,000 - \$149,999	26.0%	26.8%	22.2%
\$150,000 - \$199,999	10.7%	11.3%	9.2%
\$200,000+	4.1%	5.6%	6.0%
Average Household Income	\$94,186	\$98,826	\$92,167
2021 Households by Income			
Household Income Base	3,251	16,696	39,022
<\$15,000	3.2%	3.6%	6.9%
\$15,000 - \$24,999	4.4%	3.4%	5.5%
\$25,000 - \$34,999	5.4%	4.1%	5.0%
\$35,000 - \$49,999	5.7%	6.4%	7.8%
\$50,000 - \$74,999	13.2%	13.7%	15.4%
\$75,000 - \$99,999	20.8%	18.3%	16.7%
\$100,000 - \$149,999	29.8%	30.5%	25.0%
\$150,000 - \$199,999	12.8%	13.4%	10.8%
\$200,000+	4.9%	6.5%	6.8%
Average Household Income	\$103,472	\$108,599	\$100,470
2016 Owner Occupied Housing Units by Value			
Total	2,409	13,215	28,636
<\$50,000	7.8%	4.9%	4.7%
\$50,000 - \$99,999	0.9%	0.9%	1.0%
\$100,000 - \$149,999	2.3%	2.0%	3.5%
\$150,000 - \$199,999	10.4%	8.8%	9.4%
\$200,000 - \$249,999	18.8%	18.8%	18.1%
\$250,000 - \$299,999	25.2%	24.7%	20.9%
\$300,000 - \$399,999	20.5%	22.5%	21.1%
\$400,000 - \$499,999	7.0%	7.0%	7.9%
\$500,000 - \$749,999	4.5%	5.5%	7.2%
\$750,000 - \$999,999	2.2%	3.6%	4.7%
\$1,000,000 +	0.4%	1.2%	1.4%
Average Home Value	\$290,801	\$320,473	\$334,647
2021 Owner Occupied Housing Units by Value			
Total	2,594	13,984	30,032
<\$50,000	6.4%	4.1%	3.9%
\$50,000 - \$99,999	0.9%	0.9%	1.0%
\$100,000 - \$149,999	1.9%	1.7%	3.4%
\$150,000 - \$199,999	5.9%	5.0%	5.7%
\$200,000 - \$249,999	13.3%	12.8%	12.8%
\$250,000 - \$299,999	18.7%	17.8%	15.3%
\$300,000 - \$399,999	33.8%	35.7%	32.0%
\$400,000 - \$499,999	9.3%	9.2%	9.8%
\$500,000 - \$749,999	6.0%	6.9%	8.5%
\$750,000 - \$999,999	3.3%	4.7%	5.9%
\$1,000,000 +	0.5%	1.3%	1.7%
Average Home Value	\$329,069	\$357,478	\$369,134

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.

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2010 Population by Age			
Total	7,456	39,958	95,076
0 - 4	6.9%	6.9%	6.4%
5 - 9	6.1%	6.3%	6.2%
10 - 14	6.0%	6.8%	6.5%
15 - 24	11.5%	12.7%	12.9%
25 - 34	17.1%	15.2%	13.8%
35 - 44	14.0%	14.6%	14.1%
45 - 54	15.6%	16.7%	17.0%
55 - 64	11.6%	11.4%	11.8%
65 - 74	6.3%	5.6%	6.5%
75 - 84	3.6%	2.8%	3.6%
85 +	1.4%	1.0%	1.2%
18 +	77.7%	76.0%	77.0%
2016 Population by Age			
Total	7,790	44,051	102,137
0 - 4	6.4%	6.4%	5.9%
5 - 9	6.6%	6.6%	6.2%
10 - 14	6.0%	6.4%	6.2%
15 - 24	10.9%	11.7%	11.8%
25 - 34	15.1%	15.4%	14.7%
35 - 44	15.7%	14.5%	13.4%
45 - 54	13.6%	14.5%	14.8%
55 - 64	12.1%	12.8%	13.4%
65 - 74	8.0%	7.4%	8.3%
75 - 84	3.9%	3.1%	3.9%
85 +	1.7%	1.1%	1.5%
18 +	77.7%	77.0%	78.2%
2021 Population by Age			
Total	8,435	46,941	107,878
0 - 4	6.4%	6.4%	5.9%
5 - 9	6.1%	6.0%	5.6%
10 - 14	6.2%	6.4%	6.1%
15 - 24	10.0%	10.6%	10.8%
25 - 34	14.8%	15.9%	14.8%
35 - 44	17.0%	15.5%	14.4%
45 - 54	12.6%	12.8%	12.9%
55 - 64	11.9%	12.9%	13.8%
65 - 74	8.9%	8.4%	9.4%
75 - 84	4.5%	3.8%	4.6%
85 +	1.8%	1.3%	1.6%
18 +	78.2%	77.7%	78.9%
2010 Population by Sex			
Males	3,666	19,662	46,888
Females	3,791	20,298	48,188
2016 Population by Sex			
Males	3,818	21,695	50,415
Females	3,970	22,355	51,725
2021 Population by Sex			
Males	4,130	23,153	53,362
Females	4,305	23,787	54,514

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	7,456	39,959	95,077
White Alone	89.2%	86.6%	81.9%
Black Alone	5.6%	7.2%	10.7%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.6%	2.1%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.3%	1.9%
Two or More Races	2.2%	2.5%	2.5%
Hispanic Origin	3.4%	3.8%	4.9%
Diversity Index	25.3	30.0	38.1
2016 Population by Race/Ethnicity			
Total	7,788	44,051	102,140
White Alone	87.1%	83.7%	79.0%
Black Alone	6.4%	8.4%	11.9%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	2.0%	2.6%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.8%	2.5%
Two or More Races	2.7%	3.0%	3.1%
Hispanic Origin	4.7%	5.3%	6.5%
Diversity Index	30.5	36.2	43.8
2021 Population by Race/Ethnicity			
Total	8,434	46,940	107,876
White Alone	84.7%	81.2%	76.4%
Black Alone	7.3%	9.3%	12.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.4%	3.0%	3.4%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	1.8%	2.4%	3.1%
Two or More Races	3.2%	3.6%	3.6%
Hispanic Origin	6.2%	6.8%	8.1%
Diversity Index	36.1	41.7	48.8
2010 Population by Relationship and Household Type			
Total	7,457	39,960	95,076
In Households	99.8%	99.8%	99.2%
In Family Households	84.0%	87.0%	85.2%
Householder	26.6%	26.6%	26.1%
Spouse	19.6%	20.1%	19.3%
Child	30.1%	33.0%	32.1%
Other relative	4.5%	4.5%	4.7%
Nonrelative	3.2%	2.9%	3.0%
In Nonfamily Households	15.9%	12.7%	13.9%
In Group Quarters	0.2%	0.2%	0.8%
Institutionalized Population	0.0%	0.1%	0.6%
Noninstitutionalized Population	0.2%	0.2%	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.

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2016 Population 25+ by Educational Attainment			
Total	5,458	30,329	71,426
Less than 9th Grade	3.1%	3.3%	3.6%
9th - 12th Grade, No Diploma	6.1%	7.0%	7.8%
High School Graduate	29.7%	29.0%	30.6%
GED/Alternative Credential	3.8%	3.9%	4.8%
Some College, No Degree	20.8%	21.9%	22.0%
Associate Degree	9.2%	8.5%	7.8%
Bachelor's Degree	20.6%	19.3%	15.8%
Graduate/Professional Degree	6.7%	7.1%	7.4%
2016 Population 15+ by Marital Status			
Total	6,307	35,502	83,478
Never Married	29.7%	29.1%	31.0%
Married	54.7%	54.3%	51.2%
Widowed	2.6%	4.3%	5.3%
Divorced	12.9%	12.2%	12.5%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	94.9%	94.8%	94.0%
Civilian Unemployed	5.1%	5.2%	6.0%
2016 Employed Population 16+ by Industry			
Total	4,223	24,666	53,693
Agriculture/Mining	1.3%	0.7%	0.4%
Construction	5.2%	8.8%	9.3%
Manufacturing	8.0%	6.6%	5.9%
Wholesale Trade	4.7%	4.0%	3.3%
Retail Trade	15.7%	11.9%	12.7%
Transportation/Utilities	5.0%	4.7%	5.4%
Information	2.2%	1.8%	1.3%
Finance/Insurance/Real Estate	5.4%	5.9%	5.3%
Services	43.4%	46.0%	46.9%
Public Administration	9.3%	9.8%	9.7%
2016 Employed Population 16+ by Occupation			
Total	4,222	24,666	53,696
White Collar	62.2%	62.9%	60.9%
Management/Business/Financial	14.0%	15.5%	15.1%
Professional	20.9%	22.1%	20.9%
Sales	9.8%	10.0%	10.2%
Administrative Support	17.4%	15.4%	14.7%
Services	13.4%	15.3%	16.6%
Blue Collar	24.5%	21.8%	22.5%
Farming/Forestry/Fishing	0.0%	0.3%	0.3%
Construction/Extraction	4.7%	5.8%	6.6%
Installation/Maintenance/Repair	6.8%	5.9%	5.3%
Production	5.5%	4.5%	4.3%
Transportation/Material Moving	7.4%	5.3%	6.1%
2010 Population By Urban/ Rural Status			
Total Population	7,457	39,960	95,076
Population Inside Urbanized Area	98.3%	99.4%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.7%	0.6%	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,921	14,334	34,879
Households with 1 Person	22.9%	19.0%	22.2%
Households with 2+ People	77.1%	81.0%	77.8%
Family Households	69.0%	73.9%	71.0%
Husband-wife Families	50.8%	56.0%	52.5%
With Related Children	22.7%	26.5%	24.0%
Other Family (No Spouse Present)	18.2%	18.0%	18.6%
Other Family with Male Householder	5.8%	5.4%	5.7%
With Related Children	3.4%	3.2%	3.1%
Other Family with Female Householder	12.4%	12.6%	12.9%
With Related Children	7.2%	7.7%	7.7%
Nonfamily Households	8.0%	7.1%	6.7%
All Households with Children	34.0%	38.1%	35.5%
Multigenerational Households	5.5%	6.5%	6.2%
Unmarried Partner Households	9.1%	8.1%	7.5%
Male-female	8.2%	7.3%	6.8%
Same-sex	0.9%	0.7%	0.7%
2010 Households by Size			
Total	2,921	14,334	34,880
1 Person Household	22.9%	19.0%	22.2%
2 Person Household	33.9%	32.3%	32.1%
3 Person Household	19.5%	20.2%	18.9%
4 Person Household	14.2%	16.8%	15.1%
5 Person Household	6.1%	7.3%	7.0%
6 Person Household	2.2%	2.6%	2.7%
7 + Person Household	1.2%	1.8%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2,920	14,334	34,879
Owner Occupied	82.4%	86.1%	79.2%
Owned with a Mortgage/Loan	68.5%	72.7%	64.4%
Owned Free and Clear	13.9%	13.4%	14.8%
Renter Occupied	17.6%	13.9%	20.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,099	15,050	36,918
Housing Units Inside Urbanized Area	98.4%	99.4%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.6%	0.6%	0.2%

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.

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Enterprising Professionals	Pleasantville (2B)
2.	Enterprising Professionals	Pleasantville (2B)	Parks and Rec (5C)
3.	Soccer Moms (4A)	Soccer Moms (4A)	Enterprising Professionals
2016 Consumer Spending			
Apparel & Services: Total \$	\$7,337,477	\$40,285,863	\$88,757,698
Average Spent	\$2,434.46	\$2,561.08	\$2,389.75
Spending Potential Index	121	127	119
Education: Total \$	\$5,648,791	\$30,877,599	\$69,764,031
Average Spent	\$1,874.18	\$1,962.98	\$1,878.36
Spending Potential Index	132	139	133
Entertainment/Recreation: Total \$	\$10,545,596	\$57,797,386	\$127,045,929
Average Spent	\$3,498.87	\$3,674.34	\$3,420.64
Spending Potential Index	120	126	117
Food at Home: Total \$	\$17,084,922	\$93,914,839	\$209,302,407
Average Spent	\$5,668.52	\$5,970.43	\$5,635.35
Spending Potential Index	114	120	113
Food Away from Home: Total \$	\$11,111,561	\$61,013,454	\$133,701,121
Average Spent	\$3,686.65	\$3,878.80	\$3,599.83
Spending Potential Index	119	125	116
Health Care: Total \$	\$18,270,270	\$100,084,797	\$223,343,684
Average Spent	\$6,061.80	\$6,362.67	\$6,013.40
Spending Potential Index	114	120	114
HH Furnishings & Equipment: Total \$	\$6,472,972	\$35,462,706	\$77,738,794
Average Spent	\$2,147.64	\$2,254.46	\$2,093.07
Spending Potential Index	122	128	119
Personal Care Products & Services: Total \$	\$2,655,259	\$14,582,263	\$31,947,641
Average Spent	\$880.98	\$927.04	\$860.17
Spending Potential Index	120	127	117
Shelter: Total \$	\$57,912,955	\$319,011,061	\$707,016,874
Average Spent	\$19,214.65	\$20,280.42	\$19,036.02
Spending Potential Index	123	130	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,119,695	\$44,358,672	\$98,334,105
Average Spent	\$2,693.99	\$2,820.00	\$2,647.59
Spending Potential Index	116	122	114
Travel: Total \$	\$7,248,468	\$39,612,227	\$86,394,197
Average Spent	\$2,404.93	\$2,518.26	\$2,326.11
Spending Potential Index	129	135	125
Vehicle Maintenance & Repairs: Total \$	\$3,634,167	\$19,957,482	\$44,145,329
Average Spent	\$1,205.76	\$1,268.75	\$1,188.59
Spending Potential Index	116	123	115

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Pleasantville (2B)	34.5%	Population	7,788	8,434
Enterprising Professionals (2D)	33.7%	Households	3,014	3,251
Soccer Moms (4A)	31.8%	Families	2,077	2,231
Top Tier (1A)	0.0%	Median Age	37.9	38.7
Professional Pride (1B)	0.0%	Median Household Income	\$86,621	\$95,931
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		121	\$2,434.46	\$7,337,477
Men's		122	\$490.21	\$1,477,485
Women's		119	\$815.66	\$2,458,397
Children's		120	\$385.97	\$1,163,327
Footwear		121	\$520.05	\$1,567,441
Watches & Jewelry		126	\$130.24	\$392,546
Apparel Products and Services (1)		128	\$92.33	\$278,282
Computer				
Computers and Hardware for Home Use		125	\$217.01	\$654,064
Portable Memory		121	\$5.71	\$17,199
Computer Software		126	\$16.25	\$48,968
Computer Accessories		123	\$21.89	\$65,963
Entertainment & Recreation		120	\$3,498.87	\$10,545,596
Fees and Admissions		138	\$797.58	\$2,403,893
Membership Fees for Clubs (2)		137	\$261.66	\$788,657
Fees for Participant Sports, excl. Trips		138	\$123.12	\$371,088
Tickets to Theatre/Operas/Concerts		134	\$70.87	\$213,612
Tickets to Movies/Museums/Parks		131	\$86.82	\$261,689
Admission to Sporting Events, excl. Trips		133	\$70.84	\$213,513
Fees for Recreational Lessons		149	\$183.34	\$552,582
Dating Services		132	\$0.91	\$2,751
TV/Video/Audio		112	\$1,350.81	\$4,071,352
Cable and Satellite Television Services		110	\$986.09	\$2,972,082
Televisions		119	\$131.36	\$395,910
Satellite Dishes		113	\$1.65	\$4,985
VCRs, Video Cameras, and DVD Players		120	\$9.70	\$29,234
Miscellaneous Video Equipment		110	\$8.50	\$25,634
Video Cassettes and DVDs		114	\$21.03	\$63,379
Video Game Hardware/Accessories		113	\$29.07	\$87,623
Video Game Software		113	\$15.55	\$46,861
Streaming/Downloaded Video		120	\$21.84	\$65,818
Rental of Video Cassettes and DVDs		116	\$18.94	\$57,084
Installation of Televisions		122	\$1.12	\$3,377
Audio (3)		124	\$101.42	\$305,683
Rental and Repair of TV/Radio/Sound Equipment		116	\$4.54	\$13,681
Pets		115	\$617.26	\$1,860,407
Toys/Games/Crafts/Hobbies (4)		117	\$133.35	\$401,924
Recreational Vehicles and Fees (5)		125	\$134.63	\$405,782
Sports/Recreation/Exercise Equipment (6)		125	\$206.39	\$622,070
Photo Equipment and Supplies (7)		127	\$69.82	\$210,436
Reading (8)		117	\$153.72	\$463,301
Catered Affairs (9)		136	\$35.31	\$106,432
Food		116	\$9,355.17	\$28,196,483
Food at Home		114	\$5,668.52	\$17,084,922
Bakery and Cereal Products		113	\$763.38	\$2,300,814
Meats, Poultry, Fish, and Eggs		112	\$1,247.70	\$3,760,558
Dairy Products		113	\$601.74	\$1,813,642
Fruits and Vegetables		117	\$1,116.50	\$3,365,133
Snacks and Other Food at Home (10)		113	\$1,939.21	\$5,844,776
Food Away from Home		119	\$3,686.65	\$11,111,561
Alcoholic Beverages		123	\$631.00	\$1,901,824

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.16700
Longitude: -76.53027

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	123	\$9,211.29	\$27,762,827
Value of Retirement Plans	126	\$32,976.19	\$99,390,247
Value of Other Financial Assets	107	\$1,206.55	\$3,636,529
Vehicle Loan Amount excluding Interest	114	\$2,766.60	\$8,338,541
Value of Credit Card Debt	124	\$707.12	\$2,131,249
Health			
Nonprescription Drugs	111	\$138.41	\$417,165
Prescription Drugs	105	\$439.60	\$1,324,940
Eyeglasses and Contact Lenses	117	\$104.87	\$316,068
Home			
Mortgage Payment and Basics (11)	134	\$11,483.01	\$34,609,796
Maintenance and Remodeling Services	125	\$2,196.97	\$6,621,667
Maintenance and Remodeling Materials (12)	115	\$416.10	\$1,254,122
Utilities, Fuel, and Public Services	113	\$5,486.79	\$16,537,193
Household Furnishings and Equipment			
Household Textiles (13)	122	\$106.20	\$320,074
Furniture	122	\$601.51	\$1,812,941
Rugs	132	\$32.31	\$97,380
Major Appliances (14)	120	\$340.28	\$1,025,605
Housewares (15)	119	\$99.39	\$299,572
Small Appliances	119	\$56.13	\$169,179
Luggage	133	\$12.28	\$37,002
Telephones and Accessories	115	\$81.91	\$246,888
Household Operations			
Child Care	139	\$586.83	\$1,768,719
Lawn and Garden (16)	117	\$478.51	\$1,442,231
Moving/Storage/Freight Express	119	\$75.25	\$226,809
Housekeeping Supplies (17)	115	\$807.15	\$2,432,758
Insurance			
Owners and Renters Insurance	113	\$522.94	\$1,576,132
Vehicle Insurance	115	\$1,291.17	\$3,891,584
Life/Other Insurance	122	\$506.22	\$1,525,752
Health Insurance	115	\$3,891.24	\$11,728,186
Personal Care Products (18)	118	\$511.80	\$1,542,570
School Books and Supplies (19)	122	\$200.01	\$602,817
Smoking Products	94	\$384.43	\$1,158,669
Transportation			
Payments on Vehicles excluding Leases	114	\$2,373.44	\$7,153,552
Gasoline and Motor Oil	111	\$3,415.58	\$10,294,568
Vehicle Maintenance and Repairs	116	\$1,205.76	\$3,634,167
Travel			
Airline Fares	134	\$611.58	\$1,843,289
Lodging on Trips	129	\$599.06	\$1,805,573
Auto/Truck Rental on Trips	130	\$31.27	\$94,248
Food and Drink on Trips	127	\$556.92	\$1,678,546

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Retail Goods and Services Expenditures

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.16700
Longitude: -76.53027

- (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.

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January 11, 2017



Retail Goods and Services Expenditures

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
 8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.16700
 Longitude: -76.53027

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Enterprising Professionals (2D)	37.4%	Population	44,051	46,940
Pleasantville (2B)	34.9%	Households	15,730	16,696
Soccer Moms (4A)	13.8%	Families	11,501	12,138
Home Improvement (4B)	13.5%	Median Age	37.3	37.8
Savvy Suburbanites (1D)	0.3%	Median Household Income	\$89,349	\$100,417
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		127	\$2,561.08	\$40,285,863
Men's		129	\$516.31	\$8,121,579
Women's		125	\$859.94	\$13,526,841
Children's		125	\$404.50	\$6,362,745
Footwear		127	\$546.53	\$8,596,858
Watches & Jewelry		132	\$136.76	\$2,151,289
Apparel Products and Services (1)		135	\$97.05	\$1,526,551
Computer				
Computers and Hardware for Home Use		132	\$229.09	\$3,603,633
Portable Memory		127	\$5.99	\$94,259
Computer Software		133	\$17.18	\$270,193
Computer Accessories		130	\$23.06	\$362,666
Entertainment & Recreation		126	\$3,674.34	\$57,797,386
Fees and Admissions		145	\$835.35	\$13,140,037
Membership Fees for Clubs (2)		144	\$274.84	\$4,323,193
Fees for Participant Sports, excl. Trips		144	\$128.65	\$2,023,680
Tickets to Theatre/Operas/Concerts		141	\$74.53	\$1,172,411
Tickets to Movies/Museums/Parks		138	\$91.60	\$1,440,902
Admission to Sporting Events, excl. Trips		139	\$73.90	\$1,162,458
Fees for Recreational Lessons		155	\$190.84	\$3,001,871
Dating Services		143	\$0.99	\$15,521
TV/Video/Audio		119	\$1,425.86	\$22,428,758
Cable and Satellite Television Services		116	\$1,041.47	\$16,382,246
Televisions		126	\$138.45	\$2,177,862
Satellite Dishes		119	\$1.74	\$27,311
VCRs, Video Cameras, and DVD Players		127	\$10.29	\$161,812
Miscellaneous Video Equipment		114	\$8.74	\$137,444
Video Cassettes and DVDs		121	\$22.36	\$351,673
Video Game Hardware/Accessories		119	\$30.57	\$480,837
Video Game Software		119	\$16.45	\$258,712
Streaming/Downloaded Video		128	\$23.19	\$364,746
Rental of Video Cassettes and DVDs		123	\$20.07	\$315,754
Installation of Televisions		123	\$1.13	\$17,718
Audio (3)		130	\$106.52	\$1,675,502
Rental and Repair of TV/Radio/Sound Equipment		125	\$4.90	\$77,142
Pets		121	\$648.01	\$10,193,193
Toys/Games/Crafts/Hobbies (4)		122	\$139.81	\$2,199,189
Recreational Vehicles and Fees (5)		128	\$137.91	\$2,169,399
Sports/Recreation/Exercise Equipment (6)		130	\$215.89	\$3,395,928
Photo Equipment and Supplies (7)		132	\$72.89	\$1,146,631
Reading (8)		123	\$161.75	\$2,544,256
Catered Affairs (9)		143	\$36.87	\$579,996
Food		122	\$9,849.22	\$154,928,293
Food at Home		120	\$5,970.43	\$93,914,839
Bakery and Cereal Products		119	\$802.96	\$12,630,553
Meats, Poultry, Fish, and Eggs		118	\$1,315.77	\$20,697,066
Dairy Products		119	\$633.77	\$9,969,141
Fruits and Vegetables		123	\$1,177.60	\$18,523,701
Snacks and Other Food at Home (10)		119	\$2,040.33	\$32,094,378
Food Away from Home		125	\$3,878.80	\$61,013,454
Alcoholic Beverages		130	\$665.73	\$10,471,932

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Retail Goods and Services Expenditures

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.16700
Longitude: -76.53027

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	127	\$9,549.61	\$150,215,378
Value of Retirement Plans	131	\$34,189.09	\$537,794,416
Value of Other Financial Assets	112	\$1,270.97	\$19,992,330
Vehicle Loan Amount excluding Interest	119	\$2,910.79	\$45,786,777
Value of Credit Card Debt	130	\$741.59	\$11,665,269
Health			
Nonprescription Drugs	117	\$145.86	\$2,294,442
Prescription Drugs	110	\$461.45	\$7,258,604
Eyeglasses and Contact Lenses	123	\$109.94	\$1,729,371
Home			
Mortgage Payment and Basics (11)	139	\$11,946.24	\$187,914,332
Maintenance and Remodeling Services	130	\$2,275.09	\$35,787,108
Maintenance and Remodeling Materials (12)	118	\$426.93	\$6,715,592
Utilities, Fuel, and Public Services	119	\$5,779.38	\$90,909,721
Household Furnishings and Equipment			
Household Textiles (13)	128	\$111.64	\$1,756,025
Furniture	129	\$632.86	\$9,954,850
Rugs	138	\$33.77	\$531,215
Major Appliances (14)	126	\$356.83	\$5,612,974
Housewares (15)	125	\$104.55	\$1,644,581
Small Appliances	126	\$59.29	\$932,565
Luggage	139	\$12.84	\$201,997
Telephones and Accessories	121	\$85.76	\$1,349,020
Household Operations			
Child Care	144	\$609.96	\$9,594,713
Lawn and Garden (16)	123	\$500.17	\$7,867,713
Moving/Storage/Freight Express	127	\$80.88	\$1,272,311
Housekeeping Supplies (17)	121	\$847.97	\$13,338,635
Insurance			
Owners and Renters Insurance	117	\$543.17	\$8,544,114
Vehicle Insurance	122	\$1,361.38	\$21,414,468
Life/Other Insurance	128	\$528.33	\$8,310,666
Health Insurance	121	\$4,081.80	\$64,206,690
Personal Care Products (18)	124	\$539.11	\$8,480,154
School Books and Supplies (19)	128	\$209.90	\$3,301,713
Smoking Products	99	\$406.90	\$6,400,603
Transportation			
Payments on Vehicles excluding Leases	120	\$2,492.47	\$39,206,517
Gasoline and Motor Oil	117	\$3,596.63	\$56,575,040
Vehicle Maintenance and Repairs	123	\$1,268.75	\$19,957,482
Travel			
Airline Fares	141	\$641.66	\$10,093,333
Lodging on Trips	135	\$625.56	\$9,840,019
Auto/Truck Rental on Trips	137	\$32.96	\$518,532
Food and Drink on Trips	133	\$583.06	\$9,171,459

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Retail Goods and Services Expenditures

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8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.16700
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- (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.

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January 11, 2017



Retail Goods and Services Expenditures

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
 8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.16700
 Longitude: -76.53027

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Pleasantville (2B)	24.7%	Population	102,139	107,876
Parks and Rec (5C)	19.1%	Households	37,141	39,023
Enterprising Professionals (2D)	15.8%	Families	26,174	27,378
Soccer Moms (4A)	12.5%	Median Age	38.9	39.4
Savvy Suburbanites (1D)	6.9%	Median Household Income	\$78,817	\$87,176
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		119	\$2,389.75	\$88,757,698
Men's		120	\$481.55	\$17,885,086
Women's		118	\$806.44	\$29,951,978
Children's		116	\$372.71	\$13,842,948
Footwear		119	\$510.52	\$18,961,204
Watches & Jewelry		123	\$127.50	\$4,735,604
Apparel Products and Services (1)		126	\$91.03	\$3,380,879
Computer				
Computers and Hardware for Home Use		122	\$212.00	\$7,873,987
Portable Memory		119	\$5.57	\$206,893
Computer Software		125	\$16.23	\$602,731
Computer Accessories		122	\$21.65	\$804,134
Entertainment & Recreation		117	\$3,420.64	\$127,045,929
Fees and Admissions		132	\$764.71	\$28,402,268
Membership Fees for Clubs (2)		133	\$254.63	\$9,457,086
Fees for Participant Sports, excl. Trips		130	\$115.90	\$4,304,552
Tickets to Theatre/Operas/Concerts		133	\$70.07	\$2,602,579
Tickets to Movies/Museums/Parks		125	\$82.80	\$3,075,457
Admission to Sporting Events, excl. Trips		129	\$68.95	\$2,560,835
Fees for Recreational Lessons		139	\$171.42	\$6,366,528
Dating Services		138	\$0.95	\$35,232
TV/Video/Audio		112	\$1,352.99	\$50,251,467
Cable and Satellite Television Services		111	\$995.72	\$36,981,851
Televisions		118	\$129.80	\$4,820,994
Satellite Dishes		103	\$1.50	\$55,719
VCRs, Video Cameras, and DVD Players		117	\$9.47	\$351,795
Miscellaneous Video Equipment		104	\$8.04	\$298,455
Video Cassettes and DVDs		112	\$20.78	\$771,953
Video Game Hardware/Accessories		113	\$28.88	\$1,072,659
Video Game Software		111	\$15.29	\$567,959
Streaming/Downloaded Video		116	\$21.12	\$784,527
Rental of Video Cassettes and DVDs		112	\$18.36	\$682,049
Installation of Televisions		114	\$1.05	\$39,132
Audio (3)		120	\$98.25	\$3,648,985
Rental and Repair of TV/Radio/Sound Equipment		120	\$4.72	\$175,387
Pets		112	\$598.98	\$22,246,841
Toys/Games/Crafts/Hobbies (4)		114	\$130.44	\$4,844,511
Recreational Vehicles and Fees (5)		117	\$125.93	\$4,677,229
Sports/Recreation/Exercise Equipment (6)		117	\$192.96	\$7,166,588
Photo Equipment and Supplies (7)		121	\$66.89	\$2,484,308
Reading (8)		117	\$153.78	\$5,711,719
Catered Affairs (9)		131	\$33.95	\$1,260,999
Food		114	\$9,235.17	\$343,003,528
Food at Home		113	\$5,635.35	\$209,302,407
Bakery and Cereal Products		113	\$763.41	\$28,353,790
Meats, Poultry, Fish, and Eggs		112	\$1,245.14	\$46,245,568
Dairy Products		113	\$601.12	\$22,326,202
Fruits and Vegetables		116	\$1,107.85	\$41,146,477
Snacks and Other Food at Home (10)		112	\$1,917.84	\$71,230,371
Food Away from Home		116	\$3,599.83	\$133,701,121
Alcoholic Beverages		122	\$623.93	\$23,173,549

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

8112 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
8109 Ft Smallwood Rd, Curtis Bay, Maryland, 21226
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.16700
Longitude: -76.53027

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	123	\$9,241.84	\$343,251,222
Value of Retirement Plans	124	\$32,581.22	\$1,210,099,245
Value of Other Financial Assets	109	\$1,231.08	\$45,723,492
Vehicle Loan Amount excluding Interest	109	\$2,663.33	\$98,918,600
Value of Credit Card Debt	122	\$699.52	\$25,980,786
Health			
Nonprescription Drugs	111	\$137.74	\$5,115,631
Prescription Drugs	106	\$442.63	\$16,439,686
Eyeglasses and Contact Lenses	117	\$104.20	\$3,869,963
Home			
Mortgage Payment and Basics (11)	128	\$10,981.28	\$407,855,736
Maintenance and Remodeling Services	122	\$2,135.39	\$79,310,536
Maintenance and Remodeling Materials (12)	110	\$398.82	\$14,812,443
Utilities, Fuel, and Public Services	113	\$5,500.07	\$204,278,267
Household Furnishings and Equipment			
Household Textiles (13)	120	\$104.86	\$3,894,685
Furniture	119	\$587.13	\$21,806,680
Rugs	131	\$31.99	\$1,188,019
Major Appliances (14)	116	\$327.47	\$12,162,518
Housewares (15)	116	\$97.03	\$3,603,948
Small Appliances	119	\$56.00	\$2,079,887
Luggage	129	\$11.94	\$443,390
Telephones and Accessories	115	\$81.58	\$3,029,986
Household Operations			
Child Care	130	\$550.30	\$20,438,840
Lawn and Garden (16)	114	\$465.84	\$17,301,638
Moving/Storage/Freight Express	116	\$73.69	\$2,736,957
Housekeeping Supplies (17)	113	\$796.17	\$29,570,414
Insurance			
Owners and Renters Insurance	111	\$514.37	\$19,104,171
Vehicle Insurance	114	\$1,281.61	\$47,600,420
Life/Other Insurance	120	\$498.19	\$18,503,276
Health Insurance	114	\$3,865.22	\$143,558,110
Personal Care Products (18)	115	\$499.85	\$18,564,828
School Books and Supplies (19)	117	\$192.84	\$7,162,262
Smoking Products	99	\$404.04	\$15,006,417
Transportation			
Payments on Vehicles excluding Leases	110	\$2,290.25	\$85,062,126
Gasoline and Motor Oil	109	\$3,365.83	\$125,010,434
Vehicle Maintenance and Repairs	115	\$1,188.59	\$44,145,329
Travel			
Airline Fares	130	\$591.39	\$21,964,908
Lodging on Trips	125	\$580.03	\$21,542,830
Auto/Truck Rental on Trips	124	\$29.85	\$1,108,689
Food and Drink on Trips	123	\$539.91	\$20,052,644

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Retail Goods and Services Expenditures

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- (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.

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January 11, 2017



Business Summary

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 Rings: 1, 3, 5 mile radii

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Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	207				956				3,565			
Total Employees:	1,763				8,227				40,535			
Total Residential Population:	7,788				44,051				102,139			
Employee/Residential Population Ratio:	0.23:1				0.19:1				0.4:1			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	1.4%	18	1.0%	14	1.5%	88	1.1%	58	1.6%	446	1.1%
Construction	28	13.5%	208	11.8%	153	16.0%	1,177	14.3%	445	12.5%	3,407	8.4%
Manufacturing	4	1.9%	109	6.2%	26	2.7%	749	9.1%	84	2.4%	1,838	4.5%
Transportation	8	3.9%	55	3.1%	38	4.0%	348	4.2%	116	3.3%	1,724	4.3%
Communication	2	1.0%	15	0.9%	5	0.5%	45	0.5%	38	1.1%	282	0.7%
Utility	2	1.0%	14	0.8%	9	0.9%	64	0.8%	20	0.6%	147	0.4%
Wholesale Trade	8	3.9%	115	6.5%	38	4.0%	552	6.7%	134	3.8%	1,938	4.8%
Retail Trade Summary	47	22.7%	542	30.7%	190	19.9%	1,962	23.8%	874	24.5%	12,962	32.0%
Home Improvement	2	1.0%	10	0.6%	6	0.6%	26	0.3%	36	1.0%	830	2.0%
General Merchandise Stores	1	0.5%	6	0.3%	4	0.4%	34	0.4%	30	0.8%	1,686	4.2%
Food Stores	6	2.9%	128	7.3%	24	2.5%	413	5.0%	79	2.2%	1,474	3.6%
Auto Dealers, Gas Stations, Auto Aftermarket	7	3.4%	50	2.8%	27	2.8%	213	2.6%	141	4.0%	2,000	4.9%
Apparel & Accessory Stores	2	1.0%	41	2.3%	8	0.8%	181	2.2%	53	1.5%	677	1.7%
Furniture & Home Furnishings	5	2.4%	33	1.9%	17	1.8%	102	1.2%	78	2.2%	696	1.7%
Eating & Drinking Places	15	7.2%	233	13.2%	62	6.5%	819	10.0%	244	6.8%	4,202	10.4%
Miscellaneous Retail	10	4.8%	40	2.3%	42	4.4%	176	2.1%	213	6.0%	1,396	3.4%
Finance, Insurance, Real Estate Summary	21	10.1%	55	3.1%	92	9.6%	267	3.2%	339	9.5%	1,797	4.4%
Banks, Savings & Lending Institutions	13	6.3%	24	1.4%	40	4.2%	67	0.8%	152	4.3%	504	1.2%
Securities Brokers	1	0.5%	7	0.4%	5	0.5%	15	0.2%	16	0.4%	74	0.2%
Insurance Carriers & Agents	1	0.5%	4	0.2%	13	1.4%	37	0.4%	55	1.5%	392	1.0%
Real Estate, Holding, Other Investment Offices	6	2.9%	20	1.1%	34	3.6%	148	1.8%	117	3.3%	826	2.0%
Services Summary	70	33.8%	617	35.0%	340	35.6%	2,609	31.7%	1,286	36.1%	11,419	28.2%
Hotels & Lodging	1	0.5%	1	0.1%	1	0.1%	1	0.0%	8	0.2%	157	0.4%
Automotive Services	6	2.9%	30	1.7%	44	4.6%	270	3.3%	194	5.4%	1,123	2.8%
Motion Pictures & Amusements	8	3.9%	138	7.8%	22	2.3%	197	2.4%	79	2.2%	768	1.9%
Health Services	5	2.4%	48	2.7%	34	3.6%	243	3.0%	138	3.9%	1,794	4.4%
Legal Services	1	0.5%	2	0.1%	5	0.5%	18	0.2%	50	1.4%	233	0.6%
Education Institutions & Libraries	2	1.0%	149	8.5%	15	1.6%	703	8.5%	54	1.5%	2,278	5.6%
Other Services	47	22.7%	250	14.2%	220	23.0%	1,177	14.3%	762	21.4%	5,066	12.5%
Government	1	0.5%	7	0.4%	6	0.6%	336	4.1%	33	0.9%	4,406	10.9%
Unclassified Establishments	10	4.8%	7	0.4%	45	4.7%	30	0.4%	137	3.8%	169	0.4%
Totals	207	100.0%	1,763	100.0%	956	100.0%	8,227	100.0%	3,565	100.0%	40,535	100.0%

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Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

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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%	0	0.0%	3	0.0%	2	0.1%	8	0.0%
Mining	0	0.0%	2	0.1%	1	0.1%	8	0.1%	1	0.0%	9	0.0%
Utilities	1	0.5%	9	0.5%	2	0.2%	12	0.1%	6	0.2%	32	0.1%
Construction	29	14.0%	210	11.9%	159	16.6%	1,211	14.7%	466	13.1%	3,508	8.7%
Manufacturing	5	2.4%	110	6.2%	28	2.9%	761	9.3%	92	2.6%	1,901	4.7%
Wholesale Trade	9	4.3%	124	7.0%	38	4.0%	590	7.2%	130	3.6%	1,963	4.8%
Retail Trade	31	15.0%	298	16.9%	121	12.7%	1,107	13.5%	616	17.3%	8,711	21.5%
Motor Vehicle & Parts Dealers	4	1.9%	41	2.3%	20	2.1%	179	2.2%	109	3.1%	1,874	4.6%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	4	0.4%	21	0.3%	38	1.1%	382	0.9%
Electronics & Appliance Stores	4	1.9%	31	1.8%	11	1.2%	75	0.9%	37	1.0%	365	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.0%	10	0.6%	6	0.6%	26	0.3%	36	1.0%	830	2.0%
Food & Beverage Stores	5	2.4%	112	6.4%	22	2.3%	379	4.6%	81	2.3%	1,443	3.6%
Health & Personal Care Stores	3	1.4%	15	0.9%	13	1.4%	81	1.0%	60	1.7%	392	1.0%
Gasoline Stations	2	1.0%	9	0.5%	8	0.8%	34	0.4%	31	0.9%	126	0.3%
Clothing & Clothing Accessories Stores	2	1.0%	41	2.3%	8	0.8%	181	2.2%	70	2.0%	746	1.8%
Sport Goods, Hobby, Book, & Music Stores	1	0.5%	4	0.2%	4	0.4%	12	0.1%	35	1.0%	348	0.9%
General Merchandise Stores	1	0.5%	6	0.3%	4	0.4%	34	0.4%	30	0.8%	1,686	4.2%
Miscellaneous Store Retailers	5	2.4%	23	1.3%	19	2.0%	66	0.8%	70	2.0%	435	1.1%
Nonstore Retailers	1	0.5%	5	0.3%	4	0.4%	19	0.2%	19	0.5%	84	0.2%
Transportation & Warehousing	6	2.9%	50	2.8%	26	2.7%	288	3.5%	90	2.5%	1,593	3.9%
Information	2	1.0%	15	0.9%	9	0.9%	71	0.9%	58	1.6%	465	1.1%
Finance & Insurance	15	7.2%	35	2.0%	59	6.2%	121	1.5%	224	6.3%	976	2.4%
Central Bank/Credit Intermediation & Related Activities	13	6.3%	24	1.4%	41	4.3%	69	0.8%	153	4.3%	509	1.3%
Securities, Commodity Contracts & Other Financial	1	0.5%	7	0.4%	5	0.5%	15	0.2%	16	0.4%	74	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.5%	4	0.2%	13	1.4%	37	0.4%	55	1.5%	392	1.0%
Real Estate, Rental & Leasing	12	5.8%	42	2.4%	50	5.2%	225	2.7%	175	4.9%	1,073	2.6%
Professional, Scientific & Tech Services	13	6.3%	73	4.1%	67	7.0%	336	4.1%	253	7.1%	1,629	4.0%
Legal Services	2	1.0%	4	0.2%	6	0.6%	20	0.2%	59	1.7%	257	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	35	0.1%
Administrative & Support & Waste Management & Remediation	12	5.8%	69	3.9%	42	4.4%	259	3.1%	145	4.1%	1,036	2.6%
Educational Services	4	1.9%	159	9.0%	17	1.8%	701	8.5%	65	1.8%	2,298	5.7%
Health Care & Social Assistance	7	3.4%	74	4.2%	57	6.0%	492	6.0%	204	5.7%	2,872	7.1%
Arts, Entertainment & Recreation	5	2.4%	126	7.1%	21	2.2%	213	2.6%	72	2.0%	776	1.9%
Accommodation & Food Services	17	8.2%	244	13.8%	65	6.8%	843	10.2%	261	7.3%	4,450	11.0%
Accommodation	1	0.5%	1	0.1%	1	0.1%	1	0.0%	8	0.2%	157	0.4%
Food Services & Drinking Places	16	7.7%	243	13.8%	64	6.7%	842	10.2%	253	7.1%	4,293	10.6%
Other Services (except Public Administration)	29	14.0%	111	6.3%	140	14.6%	621	7.5%	531	14.9%	2,624	6.5%
Automotive Repair & Maintenance	5	2.4%	15	0.9%	34	3.6%	172	2.1%	155	4.3%	851	2.1%
Public Administration	1	0.5%	7	0.4%	6	0.6%	336	4.1%	33	0.9%	4,406	10.9%
Unclassified Establishments	10	4.8%	7	0.4%	45	4.7%	30	0.4%	137	3.8%	169	0.4%
Total	207	100.0%	1,763	100.0%	956	100.0%	8,227	100.0%	3,565	100.0%	40,535	100.0%

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