

308 S Tollgate Rd, Bel Air, Maryland, 21014 2
 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52259
 Longitude: -76.35594

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,095	51,340	94,012
2010 Total Population	5,781	59,226	109,334
2019 Total Population	6,218	62,894	115,363
2019 Group Quarters	123	1,097	1,198
2024 Total Population	6,589	64,744	118,163
2019-2024 Annual Rate	1.17%	0.58%	0.48%
2019 Total Daytime Population	18,394	64,742	107,528
Workers	15,359	35,512	53,690
Residents	3,035	29,230	53,838
Household Summary			
2000 Households	2,206	18,884	34,275
2000 Average Household Size	2.30	2.68	2.72
2010 Households	2,563	22,087	40,416
2010 Average Household Size	2.21	2.63	2.68
2019 Households	2,750	23,493	42,710
2019 Average Household Size	2.22	2.63	2.67
2024 Households	2,896	24,195	43,764
2024 Average Household Size	2.23	2.63	2.67
2019-2024 Annual Rate	1.04%	0.59%	0.49%
2010 Families	1,656	15,980	29,822
2010 Average Family Size	2.79	3.12	3.14
2019 Families	1,760	16,854	31,215
2019 Average Family Size	2.82	3.14	3.15
2024 Families	1,850	17,296	31,866
2024 Average Family Size	2.85	3.15	3.16
2019-2024 Annual Rate	1.00%	0.52%	0.41%
Housing Unit Summary			
2000 Housing Units	2,304	19,452	35,266
Owner Occupied Housing Units	73.5%	79.5%	81.5%
Renter Occupied Housing Units	22.2%	17.6%	15.7%
Vacant Housing Units	4.3%	2.9%	2.8%
2010 Housing Units	2,696	23,052	42,090
Owner Occupied Housing Units	71.8%	77.7%	80.6%
Renter Occupied Housing Units	23.3%	18.2%	15.4%
Vacant Housing Units	4.9%	4.2%	4.0%
2019 Housing Units	2,903	24,564	44,646
Owner Occupied Housing Units	71.4%	76.3%	78.8%
Renter Occupied Housing Units	23.4%	19.4%	16.8%
Vacant Housing Units	5.3%	4.4%	4.3%
2024 Housing Units	3,073	25,463	46,068
Owner Occupied Housing Units	72.9%	76.5%	78.8%
Renter Occupied Housing Units	21.3%	18.5%	16.2%
Vacant Housing Units	5.8%	5.0%	5.0%
Median Household Income			
2019	\$82,298	\$92,047	\$93,648
2024	\$88,654	\$100,955	\$101,616
Median Home Value			
2019	\$340,524	\$337,073	\$324,949
2024	\$361,094	\$365,213	\$353,368
Per Capita Income			
2019	\$42,230	\$43,635	\$43,398
2024	\$45,901	\$48,118	\$47,777
Median Age			
2010	45.9	40.6	39.6
2019	48.6	42.4	41.1
2024	50.0	43.1	41.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	2,750	23,493	42,710
<\$15,000	9.2%	5.2%	5.3%
\$15,000 - \$24,999	7.5%	5.7%	5.3%
\$25,000 - \$34,999	5.7%	4.9%	4.7%
\$35,000 - \$49,999	11.3%	9.9%	8.5%
\$50,000 - \$74,999	12.4%	15.6%	16.2%
\$75,000 - \$99,999	11.5%	12.0%	12.7%
\$100,000 - \$149,999	21.7%	20.5%	21.0%
\$150,000 - \$199,999	12.8%	14.4%	14.5%
\$200,000+	8.0%	11.9%	11.9%
Average Household Income	\$103,150	\$116,575	\$117,275
2024 Households by Income			
Household Income Base	2,896	24,195	43,764
<\$15,000	8.3%	4.6%	4.8%
\$15,000 - \$24,999	6.5%	4.8%	4.5%
\$25,000 - \$34,999	5.5%	4.6%	4.4%
\$35,000 - \$49,999	10.7%	9.1%	7.8%
\$50,000 - \$74,999	12.1%	14.5%	15.0%
\$75,000 - \$99,999	11.3%	11.9%	12.4%
\$100,000 - \$149,999	22.5%	20.9%	21.3%
\$150,000 - \$199,999	14.3%	16.3%	16.3%
\$200,000+	8.7%	13.4%	13.4%
Average Household Income	\$112,383	\$128,501	\$129,068
2019 Owner Occupied Housing Units by Value			
Total	2,072	18,737	35,202
<\$50,000	2.4%	1.2%	1.2%
\$50,000 - \$99,999	0.2%	0.8%	0.7%
\$100,000 - \$149,999	2.4%	2.6%	2.5%
\$150,000 - \$199,999	5.4%	6.1%	7.7%
\$200,000 - \$249,999	9.1%	12.7%	15.3%
\$250,000 - \$299,999	14.1%	15.0%	15.5%
\$300,000 - \$399,999	40.5%	31.4%	28.1%
\$400,000 - \$499,999	18.6%	20.2%	17.5%
\$500,000 - \$749,999	6.4%	8.7%	9.3%
\$750,000 - \$999,999	0.0%	0.7%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.9%	0.3%	0.2%
Average Home Value	\$357,662	\$356,823	\$352,590
2024 Owner Occupied Housing Units by Value			
Total	2,240	19,475	36,306
<\$50,000	1.2%	0.6%	0.7%
\$50,000 - \$99,999	0.1%	0.5%	0.4%
\$100,000 - \$149,999	1.2%	1.3%	1.4%
\$150,000 - \$199,999	3.0%	3.7%	5.2%
\$200,000 - \$249,999	6.1%	8.7%	11.9%
\$250,000 - \$299,999	11.7%	13.0%	14.3%
\$300,000 - \$399,999	43.7%	33.9%	30.2%
\$400,000 - \$499,999	23.0%	24.5%	20.7%
\$500,000 - \$749,999	8.8%	11.9%	12.3%
\$750,000 - \$999,999	0.0%	1.1%	2.2%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.2%	0.4%	0.3%
Average Home Value	\$391,510	\$389,958	\$384,059

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,783	59,226	109,334
0 - 4	4.7%	5.5%	5.9%
5 - 9	5.9%	6.6%	6.9%
10 - 14	6.3%	7.7%	7.8%
15 - 24	10.7%	12.6%	12.2%
25 - 34	8.7%	10.4%	11.3%
35 - 44	12.3%	13.6%	14.3%
45 - 54	15.8%	16.8%	16.7%
55 - 64	14.2%	12.4%	12.1%
65 - 74	9.8%	7.2%	7.0%
75 - 84	7.3%	4.8%	4.2%
85 +	4.2%	2.2%	1.7%
18 +	79.3%	75.4%	74.8%
2019 Population by Age			
Total	6,219	62,895	115,363
0 - 4	4.1%	5.0%	5.3%
5 - 9	5.0%	5.6%	5.9%
10 - 14	5.9%	6.4%	6.7%
15 - 24	10.7%	12.0%	11.9%
25 - 34	9.1%	12.2%	12.5%
35 - 44	10.3%	12.0%	12.5%
45 - 54	14.2%	14.0%	14.2%
55 - 64	15.0%	14.5%	14.1%
65 - 74	13.0%	10.2%	9.8%
75 - 84	8.3%	5.6%	5.0%
85 +	4.4%	2.6%	2.1%
18 +	81.2%	79.0%	78.1%
2024 Population by Age			
Total	6,589	64,744	118,162
0 - 4	4.0%	5.0%	5.3%
5 - 9	4.8%	5.4%	5.7%
10 - 14	5.6%	6.0%	6.1%
15 - 24	9.7%	10.7%	10.7%
25 - 34	9.1%	12.2%	13.0%
35 - 44	10.7%	13.2%	13.4%
45 - 54	13.0%	12.5%	12.6%
55 - 64	14.6%	13.9%	13.6%
65 - 74	13.7%	11.4%	10.9%
75 - 84	10.3%	7.1%	6.4%
85 +	4.5%	2.8%	2.3%
18 +	82.1%	80.0%	79.2%
2010 Population by Sex			
Males	2,740	28,711	53,099
Females	3,041	30,515	56,235
2019 Population by Sex			
Males	2,960	30,623	56,121
Females	3,258	32,272	59,243
2024 Population by Sex			
Males	3,124	31,548	57,509
Females	3,465	33,197	60,654

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,781	59,227	109,333
White Alone	90.6%	89.9%	89.4%
Black Alone	3.6%	4.5%	5.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.6%	3.0%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	0.8%	0.7%
Two or More Races	1.8%	1.8%	1.8%
Hispanic Origin	3.6%	2.9%	2.9%
Diversity Index	23.4	23.6	24.2
2019 Population by Race/Ethnicity			
Total	6,218	62,895	115,363
White Alone	88.1%	87.1%	86.4%
Black Alone	4.2%	5.3%	6.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.5%	3.9%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.1%	1.0%
Two or More Races	2.3%	2.3%	2.3%
Hispanic Origin	5.2%	4.3%	4.3%
Diversity Index	29.7	29.9	30.9
2024 Population by Race/Ethnicity			
Total	6,590	64,745	118,163
White Alone	86.3%	85.1%	84.3%
Black Alone	4.6%	5.9%	6.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.1%	4.7%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	1.3%	1.2%
Two or More Races	2.7%	2.7%	2.8%
Hispanic Origin	6.2%	5.3%	5.3%
Diversity Index	33.8	34.3	35.4
2010 Population by Relationship and Household Type			
Total	5,781	59,226	109,334
In Households	97.9%	98.1%	98.9%
In Family Households	81.5%	85.8%	87.1%
Householder	26.5%	27.0%	27.3%
Spouse	22.2%	22.2%	22.6%
Child	28.6%	32.5%	33.1%
Other relative	2.6%	2.6%	2.7%
Nonrelative	1.5%	1.5%	1.5%
In Nonfamily Households	16.4%	12.3%	11.8%
In Group Quarters	2.1%	1.9%	1.1%
Institutionalized Population	0.8%	1.5%	0.9%
Noninstitutionalized Population	1.4%	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.

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2019 Population 25+ by Educational Attainment			
Total	4,620	44,676	80,985
Less than 9th Grade	1.5%	1.2%	1.5%
9th - 12th Grade, No Diploma	3.7%	3.3%	3.6%
High School Graduate	23.3%	18.9%	19.8%
GED/Alternative Credential	3.4%	2.4%	2.9%
Some College, No Degree	21.7%	21.1%	20.5%
Associate Degree	8.0%	9.0%	9.4%
Bachelor's Degree	21.9%	24.9%	24.7%
Graduate/Professional Degree	16.5%	19.1%	17.6%
2019 Population 15+ by Marital Status			
Total	5,283	52,202	94,691
Never Married	23.0%	25.4%	25.7%
Married	58.8%	59.4%	60.4%
Widowed	8.4%	6.3%	5.6%
Divorced	9.8%	8.8%	8.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.8%	96.8%	96.9%
Civilian Unemployed (Unemployment Rate)	4.2%	3.2%	3.1%
2019 Employed Population 16+ by Industry			
Total	3,212	33,943	62,204
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	5.0%	5.8%	6.5%
Manufacturing	7.1%	5.2%	5.8%
Wholesale Trade	2.2%	2.7%	2.6%
Retail Trade	16.1%	11.7%	10.9%
Transportation/Utilities	4.6%	4.3%	4.7%
Information	0.7%	1.4%	1.6%
Finance/Insurance/Real Estate	8.2%	7.9%	7.5%
Services	45.6%	50.4%	49.8%
Public Administration	10.5%	10.3%	10.2%
2019 Employed Population 16+ by Occupation			
Total	3,212	33,942	62,205
White Collar	74.3%	73.5%	71.9%
Management/Business/Financial	17.8%	18.3%	18.2%
Professional	23.9%	28.7%	27.9%
Sales	14.2%	12.2%	11.6%
Administrative Support	18.3%	14.3%	14.1%
Services	12.3%	14.2%	14.2%
Blue Collar	13.4%	12.3%	13.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.0%	3.3%	3.4%
Installation/Maintenance/Repair	1.1%	2.8%	3.6%
Production	6.1%	2.5%	3.0%
Transportation/Material Moving	3.3%	3.6%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	5,781	59,226	109,334
Population Inside Urbanized Area	100.0%	99.4%	95.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,562	22,087	40,416
Households with 1 Person	31.3%	23.3%	21.6%
Households with 2+ People	68.7%	76.7%	78.4%
Family Households	64.6%	72.4%	73.8%
Husband-wife Families	54.0%	59.5%	61.1%
With Related Children	21.5%	28.0%	29.5%
Other Family (No Spouse Present)	10.7%	12.8%	12.7%
Other Family with Male Householder	3.4%	3.6%	3.6%
With Related Children	1.8%	2.1%	2.2%
Other Family with Female Householder	7.3%	9.2%	9.0%
With Related Children	4.1%	5.6%	5.4%
Nonfamily Households	4.1%	4.3%	4.6%
All Households with Children	27.7%	36.1%	37.4%
Multigenerational Households	3.5%	3.3%	3.6%
Unmarried Partner Households	3.9%	4.7%	5.1%
Male-female	3.4%	4.3%	4.6%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	2,562	22,086	40,415
1 Person Household	31.3%	23.3%	21.6%
2 Person Household	32.2%	32.0%	32.1%
3 Person Household	14.5%	17.4%	18.1%
4 Person Household	14.2%	17.3%	17.8%
5 Person Household	5.2%	7.0%	7.2%
6 Person Household	1.9%	2.3%	2.3%
7 + Person Household	0.7%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,563	22,087	40,416
Owner Occupied	75.5%	81.1%	83.9%
Owned with a Mortgage/Loan	53.8%	63.3%	66.8%
Owned Free and Clear	21.7%	17.8%	17.1%
Renter Occupied	24.5%	18.9%	16.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,696	23,052	42,090
Housing Units Inside Urbanized Area	100.0%	99.4%	95.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	5.0%

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.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Exurbanites (1E)	Old and Newcomers (8F)	Professional Pride (1B)
3.	Parks and Rec (5C)	Golden Years (9B)	Old and Newcomers (8F)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,563,735	\$64,979,360	\$119,329,578
Average Spent	\$2,386.81	\$2,765.90	\$2,793.95
Spending Potential Index	111	129	130
Education: Total \$	\$5,432,559	\$51,871,903	\$95,349,277
Average Spent	\$1,975.48	\$2,207.97	\$2,232.48
Spending Potential Index	124	139	140
Entertainment/Recreation: Total \$	\$10,445,733	\$101,401,690	\$184,825,545
Average Spent	\$3,798.45	\$4,316.25	\$4,327.45
Spending Potential Index	116	132	132
Food at Home: Total \$	\$15,807,742	\$154,648,104	\$281,971,954
Average Spent	\$5,748.27	\$6,582.73	\$6,602.01
Spending Potential Index	111	127	128
Food Away from Home: Total \$	\$11,297,696	\$111,662,756	\$205,067,588
Average Spent	\$4,108.25	\$4,753.02	\$4,801.40
Spending Potential Index	112	129	131
Health Care: Total \$	\$19,017,286	\$183,624,045	\$332,010,902
Average Spent	\$6,915.38	\$7,816.12	\$7,773.61
Spending Potential Index	117	132	131
HH Furnishings & Equipment: Total \$	\$6,794,562	\$66,867,559	\$121,937,060
Average Spent	\$2,470.75	\$2,846.28	\$2,855.00
Spending Potential Index	116	133	134
Personal Care Products & Services: Total \$	\$2,829,193	\$27,850,338	\$50,946,371
Average Spent	\$1,028.80	\$1,185.47	\$1,192.84
Spending Potential Index	116	134	135
Shelter: Total \$	\$60,436,858	\$572,259,128	\$1,045,926,588
Average Spent	\$21,977.04	\$24,358.71	\$24,489.03
Spending Potential Index	119	132	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,503,243	\$79,912,719	\$143,513,965
Average Spent	\$3,092.09	\$3,401.55	\$3,360.20
Spending Potential Index	125	137	135
Travel: Total \$	\$7,718,281	\$73,038,918	\$133,537,931
Average Spent	\$2,806.65	\$3,108.97	\$3,126.62
Spending Potential Index	125	139	139
Vehicle Maintenance & Repairs: Total \$	\$3,727,398	\$35,766,870	\$64,167,417
Average Spent	\$1,355.42	\$1,522.45	\$1,502.40
Spending Potential Index	118	133	131

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Golden Years (9B)	45.5%	Population	6,218	6,589
Exurbanites (1E)	39.5%	Households	2,750	2,896
Parks and Rec (5C)	12.5%	Families	1,760	1,850
In Style (5B)	2.3%	Median Age	48.6	50.0
Pleasantville (2B)	0.1%	Median Household Income	\$82,298	\$88,654
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,386.81	\$6,563,735
Men's		113	\$468.05	\$1,287,141
Women's		118	\$847.02	\$2,329,311
Children's		97	\$314.34	\$864,422
Footwear		108	\$517.61	\$1,423,435
Watches & Jewelry		113	\$156.03	\$429,096
Apparel Products and Services (1)		126	\$83.76	\$230,331
Computer				
Computers and Hardware for Home Use		116	\$192.36	\$528,983
Portable Memory		115	\$5.13	\$14,100
Computer Software		114	\$11.59	\$31,870
Computer Accessories		117	\$22.27	\$61,254
Entertainment & Recreation		116	\$3,798.45	\$10,445,733
Fees and Admissions		128	\$909.58	\$2,501,333
Membership Fees for Clubs (2)		133	\$314.50	\$864,867
Fees for Participant Sports, excl. Trips		124	\$132.63	\$364,735
Tickets to Theatre/Operas/Concerts		137	\$103.32	\$284,131
Tickets to Movies		112	\$61.22	\$168,344
Tickets to Parks or Museums		115	\$37.05	\$101,901
Admission to Sporting Events, excl. Trips		124	\$78.50	\$215,864
Fees for Recreational Lessons		127	\$181.52	\$499,169
Dating Services		120	\$0.84	\$2,322
TV/Video/Audio		110	\$1,344.41	\$3,697,130
Cable and Satellite Television Services		111	\$978.05	\$2,689,646
Televisions		107	\$116.11	\$319,297
Satellite Dishes		106	\$1.67	\$4,600
VCRs, Video Cameras, and DVD Players		106	\$6.11	\$16,794
Miscellaneous Video Equipment		106	\$27.04	\$74,356
Video Cassettes and DVDs		106	\$12.13	\$33,362
Video Game Hardware/Accessories		96	\$26.75	\$73,552
Video Game Software		99	\$15.10	\$41,518
Rental/Streaming/Downloaded Video		104	\$48.63	\$133,739
Installation of Televisions		139	\$1.59	\$4,368
Audio (3)		111	\$108.28	\$297,759
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.96	\$8,139
Pets		112	\$737.72	\$2,028,741
Toys/Games/Crafts/Hobbies (4)		107	\$126.30	\$347,324
Recreational Vehicles and Fees (5)		133	\$212.39	\$584,063
Sports/Recreation/Exercise Equipment (6)		115	\$238.55	\$656,018
Photo Equipment and Supplies (7)		115	\$60.09	\$165,257
Reading (8)		128	\$136.21	\$374,586
Catered Affairs (9)		125	\$33.19	\$91,281
Food		111	\$9,856.52	\$27,105,438
Food at Home		111	\$5,748.27	\$15,807,742
Bakery and Cereal Products		111	\$754.62	\$2,075,197
Meats, Poultry, Fish, and Eggs		111	\$1,263.87	\$3,475,636
Dairy Products		112	\$599.35	\$1,648,214
Fruits and Vegetables		114	\$1,160.63	\$3,191,729
Snacks and Other Food at Home (10)		109	\$1,969.81	\$5,416,966
Food Away from Home		112	\$4,108.25	\$11,297,696
Alcoholic Beverages		123	\$710.66	\$1,954,322

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308 S Tollgate Rd, Bel Air, Maryland, 21014 2
 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Ring: 1 mile radius

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 Latitude: 39.52259
 Longitude: -76.35594

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	147	\$31,454.99	\$86,501,231
Value of Retirement Plans	138	\$131,337.37	\$361,177,761
Value of Other Financial Assets	145	\$8,212.92	\$22,585,523
Vehicle Loan Amount excluding Interest	99	\$2,842.74	\$7,817,539
Value of Credit Card Debt	116	\$2,840.07	\$7,810,204
Health			
Nonprescription Drugs	115	\$165.72	\$455,743
Prescription Drugs	115	\$419.49	\$1,153,592
Eyeglasses and Contact Lenses	116	\$104.87	\$288,388
Home			
Mortgage Payment and Basics (11)	125	\$12,597.27	\$34,642,482
Maintenance and Remodeling Services	130	\$2,782.96	\$7,653,137
Maintenance and Remodeling Materials (12)	116	\$567.19	\$1,559,759
Utilities, Fuel, and Public Services	109	\$5,314.31	\$14,614,351
Household Furnishings and Equipment			
Household Textiles (13)	114	\$113.96	\$313,388
Furniture	116	\$712.95	\$1,960,607
Rugs	124	\$40.13	\$110,347
Major Appliances (14)	114	\$402.27	\$1,106,251
Housewares (15)	116	\$123.19	\$338,765
Small Appliances	109	\$53.14	\$146,136
Luggage	118	\$16.55	\$45,517
Telephones and Accessories	117	\$88.11	\$242,307
Household Operations			
Child Care	110	\$560.65	\$1,541,781
Lawn and Garden (16)	125	\$585.17	\$1,609,210
Moving/Storage/Freight Express	111	\$73.90	\$203,233
Housekeeping Supplies (17)	112	\$836.80	\$2,301,200
Insurance			
Owners and Renters Insurance	115	\$663.84	\$1,825,554
Vehicle Insurance	107	\$1,657.20	\$4,557,298
Life/Other Insurance	122	\$560.69	\$1,541,897
Health Insurance	116	\$4,557.48	\$12,533,060
Personal Care Products (18)	111	\$554.51	\$1,524,905
School Books and Supplies (19)	110	\$170.15	\$467,923
Smoking Products	97	\$391.30	\$1,076,082
Transportation			
Payments on Vehicles excluding Leases	101	\$2,557.12	\$7,032,071
Gasoline and Motor Oil	104	\$2,367.49	\$6,510,586
Vehicle Maintenance and Repairs	118	\$1,355.42	\$3,727,398
Travel			
Airline Fares	128	\$699.98	\$1,924,945
Lodging on Trips	127	\$791.29	\$2,176,036
Auto/Truck Rental on Trips	126	\$32.92	\$90,529
Food and Drink on Trips	123	\$664.84	\$1,828,300

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308 S Tollgate Rd, Bel Air, Maryland, 21014 2
 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.52259
 Longitude: -76.35594

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Savvy Suburbanites (1D)	19.6%	Population	62,894	64,744
Old and Newcomers (8F)	14.1%	Households	23,493	24,195
Golden Years (9B)	11.3%	Families	16,854	17,296
Soccer Moms (4A)	10.5%	Median Age	42.4	43.1
Exurbanites (1E)	9.9%	Median Household Income	\$92,047	\$100,955
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		129	\$2,765.90	\$64,979,360
Men's		129	\$534.57	\$12,558,749
Women's		132	\$952.59	\$22,379,092
Children's		125	\$403.46	\$9,478,374
Footwear		125	\$602.71	\$14,159,399
Watches & Jewelry		132	\$182.10	\$4,278,094
Apparel Products and Services (1)		136	\$90.48	\$2,125,653
Computer				
Computers and Hardware for Home Use		133	\$219.85	\$5,164,875
Portable Memory		130	\$5.78	\$135,889
Computer Software		129	\$13.13	\$308,499
Computer Accessories		136	\$25.71	\$604,041
Entertainment & Recreation		132	\$4,316.25	\$101,401,690
Fees and Admissions		142	\$1,012.74	\$23,792,268
Membership Fees for Clubs (2)		143	\$339.03	\$7,964,762
Fees for Participant Sports, excl. Trips		143	\$152.84	\$3,590,707
Tickets to Theatre/Operas/Concerts		145	\$108.75	\$2,554,826
Tickets to Movies		131	\$71.71	\$1,684,583
Tickets to Parks or Museums		131	\$42.38	\$995,735
Admission to Sporting Events, excl. Trips		141	\$88.92	\$2,088,913
Fees for Recreational Lessons		145	\$208.21	\$4,891,398
Dating Services		130	\$0.91	\$21,345
TV/Video/Audio		126	\$1,541.56	\$36,215,841
Cable and Satellite Television Services		125	\$1,103.61	\$25,927,040
Televisions		126	\$136.38	\$3,204,074
Satellite Dishes		125	\$1.96	\$45,970
VCRs, Video Cameras, and DVD Players		130	\$7.51	\$176,544
Miscellaneous Video Equipment		131	\$33.42	\$785,191
Video Cassettes and DVDs		129	\$14.74	\$346,200
Video Game Hardware/Accessories		122	\$33.88	\$795,932
Video Game Software		122	\$18.56	\$436,114
Rental/Streaming/Downloaded Video		127	\$59.31	\$1,393,311
Installation of Televisions		148	\$1.69	\$39,780
Audio (3)		130	\$126.84	\$2,979,884
Rental and Repair of TV/Radio/Sound Equipment		116	\$3.65	\$85,801
Pets		128	\$843.80	\$19,823,417
Toys/Games/Crafts/Hobbies (4)		129	\$152.55	\$3,583,799
Recreational Vehicles and Fees (5)		144	\$229.40	\$5,389,311
Sports/Recreation/Exercise Equipment (6)		137	\$284.52	\$6,684,228
Photo Equipment and Supplies (7)		135	\$70.17	\$1,648,399
Reading (8)		137	\$146.15	\$3,433,391
Catered Affairs (9)		133	\$35.37	\$831,036
Food		128	\$11,335.75	\$266,310,859
Food at Home		127	\$6,582.73	\$154,648,104
Bakery and Cereal Products		128	\$866.83	\$20,364,487
Meats, Poultry, Fish, and Eggs		126	\$1,439.27	\$33,812,693
Dairy Products		128	\$683.43	\$16,055,705
Fruits and Vegetables		129	\$1,311.61	\$30,813,636
Snacks and Other Food at Home (10)		127	\$2,281.60	\$53,601,583
Food Away from Home		129	\$4,753.02	\$111,662,756
Alcoholic Beverages		135	\$781.82	\$18,367,313

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308 S Tollgate Rd, Bel Air, Maryland, 21014 2
 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Ring: 3 mile radius

Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	151	\$32,480.99	\$763,075,837
Value of Retirement Plans	149	\$142,453.71	\$3,346,665,020
Value of Other Financial Assets	143	\$8,110.54	\$190,540,830
Vehicle Loan Amount excluding Interest	124	\$3,552.79	\$83,465,743
Value of Credit Card Debt	133	\$3,245.88	\$76,255,472
Health			
Nonprescription Drugs	130	\$186.84	\$4,389,424
Prescription Drugs	129	\$471.87	\$11,085,530
Eyeglasses and Contact Lenses	133	\$120.25	\$2,824,954
Home			
Mortgage Payment and Basics (11)	143	\$14,369.59	\$337,584,671
Maintenance and Remodeling Services	145	\$3,092.40	\$72,649,801
Maintenance and Remodeling Materials (12)	137	\$669.21	\$15,721,816
Utilities, Fuel, and Public Services	126	\$6,137.84	\$144,196,391
Household Furnishings and Equipment			
Household Textiles (13)	131	\$130.99	\$3,077,243
Furniture	133	\$819.31	\$19,248,113
Rugs	146	\$47.28	\$1,110,681
Major Appliances (14)	133	\$470.27	\$11,048,070
Housewares (15)	133	\$141.42	\$3,322,441
Small Appliances	126	\$61.00	\$1,433,146
Luggage	135	\$18.81	\$441,807
Telephones and Accessories	133	\$100.08	\$2,351,078
Household Operations			
Child Care	135	\$686.03	\$16,116,827
Lawn and Garden (16)	137	\$644.91	\$15,150,863
Moving/Storage/Freight Express	129	\$85.71	\$2,013,682
Housekeeping Supplies (17)	128	\$961.62	\$22,591,356
Insurance			
Owners and Renters Insurance	133	\$771.56	\$18,126,200
Vehicle Insurance	125	\$1,933.19	\$45,416,359
Life/Other Insurance	138	\$634.04	\$14,895,425
Health Insurance	131	\$5,161.35	\$121,255,648
Personal Care Products (18)	129	\$648.12	\$15,226,267
School Books and Supplies (19)	129	\$200.34	\$4,706,530
Smoking Products	113	\$457.33	\$10,744,121
Transportation			
Payments on Vehicles excluding Leases	125	\$3,165.33	\$74,363,036
Gasoline and Motor Oil	123	\$2,816.59	\$66,170,052
Vehicle Maintenance and Repairs	133	\$1,522.45	\$35,766,870
Travel			
Airline Fares	139	\$760.68	\$17,870,581
Lodging on Trips	140	\$870.39	\$20,448,103
Auto/Truck Rental on Trips	141	\$36.85	\$865,685
Food and Drink on Trips	137	\$741.50	\$17,420,015

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308 S Tollgate Rd, Bel Air, Maryland, 21014 2
 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Ring: 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Savvy Suburbanites (1D)	17.9%	Population	115,363	118,163
Professional Pride (1B)	10.8%	Households	42,710	43,764
Old and Newcomers (8F)	10.6%	Families	31,215	31,866
Soccer Moms (4A)	10.2%	Median Age	41.1	41.9
Enterprising Professionals (2D)	8.3%	Median Household Income	\$93,648	\$101,616
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		130	\$2,793.95	\$119,329,578
Men's		130	\$537.44	\$22,954,260
Women's		133	\$958.96	\$40,957,120
Children's		127	\$411.04	\$17,555,328
Footwear		127	\$609.08	\$26,014,005
Watches & Jewelry		135	\$186.11	\$7,948,939
Apparel Products and Services (1)		137	\$91.31	\$3,899,926
Computer				
Computers and Hardware for Home Use		133	\$220.95	\$9,436,735
Portable Memory		131	\$5.83	\$249,189
Computer Software		130	\$13.21	\$564,254
Computer Accessories		136	\$25.71	\$1,097,919
Entertainment & Recreation		132	\$4,327.45	\$184,825,545
Fees and Admissions		143	\$1,022.58	\$43,674,252
Membership Fees for Clubs (2)		144	\$340.82	\$14,556,464
Fees for Participant Sports, excl. Trips		144	\$154.79	\$6,611,192
Tickets to Theatre/Operas/Concerts		144	\$108.66	\$4,640,736
Tickets to Movies		132	\$72.41	\$3,092,467
Tickets to Parks or Museums		133	\$43.11	\$1,841,195
Admission to Sporting Events, excl. Trips		142	\$89.40	\$3,818,338
Fees for Recreational Lessons		148	\$212.48	\$9,075,042
Dating Services		130	\$0.91	\$38,819
TV/Video/Audio		126	\$1,538.12	\$65,692,964
Cable and Satellite Television Services		125	\$1,098.12	\$46,900,797
Televisions		126	\$136.55	\$5,831,972
Satellite Dishes		125	\$1.97	\$83,980
VCRs, Video Cameras, and DVD Players		130	\$7.51	\$320,814
Miscellaneous Video Equipment		133	\$33.70	\$1,439,213
Video Cassettes and DVDs		128	\$14.69	\$627,404
Video Game Hardware/Accessories		122	\$34.02	\$1,452,912
Video Game Software		122	\$18.63	\$795,667
Rental/Streaming/Downloaded Video		128	\$59.64	\$2,547,263
Installation of Televisions		147	\$1.68	\$71,752
Audio (3)		131	\$127.96	\$5,464,984
Rental and Repair of TV/Radio/Sound Equipment		116	\$3.66	\$156,205
Pets		128	\$844.05	\$36,049,490
Toys/Games/Crafts/Hobbies (4)		130	\$153.38	\$6,550,703
Recreational Vehicles and Fees (5)		143	\$229.17	\$9,787,685
Sports/Recreation/Exercise Equipment (6)		139	\$288.31	\$12,313,670
Photo Equipment and Supplies (7)		136	\$70.85	\$3,026,193
Reading (8)		136	\$145.09	\$6,196,692
Catered Affairs (9)		135	\$35.91	\$1,533,897
Food		129	\$11,403.41	\$487,039,542
Food at Home		128	\$6,602.01	\$281,971,954
Bakery and Cereal Products		128	\$868.58	\$37,097,051
Meats, Poultry, Fish, and Eggs		126	\$1,443.17	\$61,637,647
Dairy Products		128	\$685.13	\$29,261,803
Fruits and Vegetables		129	\$1,317.87	\$56,286,424
Snacks and Other Food at Home (10)		127	\$2,287.26	\$97,689,029
Food Away from Home		131	\$4,801.40	\$205,067,588
Alcoholic Beverages		137	\$788.19	\$33,663,555

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 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Ring: 5 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	149	\$31,927.88	\$1,363,639,545
Value of Retirement Plans	149	\$141,656.50	\$6,050,148,984
Value of Other Financial Assets	139	\$7,885.29	\$336,780,523
Vehicle Loan Amount excluding Interest	126	\$3,601.17	\$153,805,959
Value of Credit Card Debt	133	\$3,260.56	\$139,258,406
Health			
Nonprescription Drugs	129	\$185.35	\$7,916,244
Prescription Drugs	127	\$464.70	\$19,847,294
Eyeglasses and Contact Lenses	132	\$119.86	\$5,119,231
Home			
Mortgage Payment and Basics (11)	145	\$14,544.73	\$621,205,263
Maintenance and Remodeling Services	146	\$3,111.14	\$132,876,732
Maintenance and Remodeling Materials (12)	137	\$671.61	\$28,684,390
Utilities, Fuel, and Public Services	126	\$6,129.93	\$261,809,142
Household Furnishings and Equipment			
Household Textiles (13)	131	\$130.94	\$5,592,379
Furniture	134	\$821.86	\$35,101,550
Rugs	145	\$46.98	\$2,006,671
Major Appliances (14)	133	\$470.34	\$20,088,430
Housewares (15)	133	\$141.83	\$6,057,414
Small Appliances	126	\$60.99	\$2,605,003
Luggage	136	\$19.04	\$813,052
Telephones and Accessories	133	\$100.60	\$4,296,737
Household Operations			
Child Care	139	\$711.23	\$30,376,464
Lawn and Garden (16)	137	\$644.24	\$27,515,615
Moving/Storage/Freight Express	131	\$86.79	\$3,706,864
Housekeeping Supplies (17)	128	\$960.85	\$41,037,993
Insurance			
Owners and Renters Insurance	133	\$771.21	\$32,938,538
Vehicle Insurance	125	\$1,934.09	\$82,604,847
Life/Other Insurance	137	\$633.33	\$27,049,597
Health Insurance	131	\$5,142.00	\$219,614,610
Personal Care Products (18)	130	\$652.40	\$27,864,141
School Books and Supplies (19)	131	\$202.67	\$8,656,166
Smoking Products	112	\$451.60	\$19,287,943
Transportation			
Payments on Vehicles excluding Leases	126	\$3,198.85	\$136,622,689
Gasoline and Motor Oil	124	\$2,833.23	\$121,007,393
Vehicle Maintenance and Repairs	131	\$1,502.40	\$64,167,417
Travel			
Airline Fares	141	\$767.95	\$32,799,264
Lodging on Trips	141	\$874.23	\$37,338,254
Auto/Truck Rental on Trips	141	\$37.10	\$1,584,372
Food and Drink on Trips	138	\$745.19	\$31,826,863

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- (1) Apparel Products and Services** includes 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, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

308 S Tollgate Rd, Bel Air, Maryland, 21014 2
 308 S Tollgate Rd, Bel Air, Maryland, 21014
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52259
 Longitude: -76.35594

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	859		2,391		3,714							
Total Employees:	11,426		27,234		40,680							
Total Residential Population:	6,218		62,894		115,363							
Employee/Residential Population Ratio (per 100 Residents)	184		43		35							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	15	1.7%	123	1.1%	48	2.0%	328	1.2%	95	2.6%	650	1.6%
Construction	34	4.0%	207	1.8%	144	6.0%	795	2.9%	306	8.2%	2,045	5.0%
Manufacturing	13	1.5%	156	1.4%	34	1.4%	382	1.4%	73	2.0%	750	1.8%
Transportation	10	1.2%	47	0.4%	29	1.2%	181	0.7%	58	1.6%	325	0.8%
Communication	9	1.0%	37	0.3%	19	0.8%	140	0.5%	24	0.6%	161	0.4%
Utility	2	0.2%	4	0.0%	3	0.1%	8	0.0%	5	0.1%	15	0.0%
Wholesale Trade	13	1.5%	89	0.8%	41	1.7%	384	1.4%	80	2.2%	658	1.6%
Retail Trade Summary	201	23.4%	3,643	31.9%	495	20.7%	8,310	30.5%	739	19.9%	12,570	30.9%
Home Improvement	5	0.6%	286	2.5%	18	0.8%	395	1.5%	36	1.0%	667	1.6%
General Merchandise Stores	8	0.9%	699	6.1%	21	0.9%	1,045	3.8%	32	0.9%	1,794	4.4%
Food Stores	17	2.0%	247	2.2%	59	2.5%	1,238	4.5%	89	2.4%	2,360	5.8%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.4%	174	1.5%	44	1.8%	1,035	3.8%	63	1.7%	1,328	3.3%
Apparel & Accessory Stores	25	2.9%	218	1.9%	43	1.8%	338	1.2%	52	1.4%	411	1.0%
Furniture & Home Furnishings	19	2.2%	202	1.8%	34	1.4%	321	1.2%	56	1.5%	474	1.2%
Eating & Drinking Places	50	5.8%	1,228	10.7%	132	5.5%	2,847	10.5%	188	5.1%	3,962	9.7%
Miscellaneous Retail	65	7.6%	589	5.2%	142	5.9%	1,090	4.0%	223	6.0%	1,574	3.9%
Finance, Insurance, Real Estate Summary	101	11.8%	862	7.5%	286	12.0%	2,417	8.9%	412	11.1%	3,401	8.4%
Banks, Savings & Lending Institutions	25	2.9%	276	2.4%	54	2.3%	699	2.6%	85	2.3%	1,021	2.5%
Securities Brokers	11	1.3%	64	0.6%	42	1.8%	187	0.7%	57	1.5%	240	0.6%
Insurance Carriers & Agents	32	3.7%	194	1.7%	75	3.1%	438	1.6%	103	2.8%	580	1.4%
Real Estate, Holding, Other Investment Offices	33	3.8%	328	2.9%	115	4.8%	1,092	4.0%	167	4.5%	1,560	3.8%
Services Summary	361	42.0%	5,237	45.8%	1,047	43.8%	12,282	45.1%	1,573	42.4%	17,888	44.0%
Hotels & Lodging	0	0.0%	0	0.0%	3	0.1%	21	0.1%	6	0.2%	48	0.1%
Automotive Services	28	3.3%	118	1.0%	66	2.8%	292	1.1%	107	2.9%	521	1.3%
Motion Pictures & Amusements	14	1.6%	234	2.0%	64	2.7%	631	2.3%	119	3.2%	1,110	2.7%
Health Services	102	11.9%	2,670	23.4%	271	11.3%	4,703	17.3%	335	9.0%	5,494	13.5%
Legal Services	33	3.8%	153	1.3%	78	3.3%	371	1.4%	84	2.3%	389	1.0%
Education Institutions & Libraries	13	1.5%	603	5.3%	43	1.8%	2,020	7.4%	68	1.8%	3,445	8.5%
Other Services	171	19.9%	1,459	12.8%	522	21.8%	4,244	15.6%	855	23.0%	6,882	16.9%
Government	52	6.1%	1,016	8.9%	87	3.6%	1,970	7.2%	101	2.7%	2,130	5.2%
Unclassified Establishments	48	5.6%	3	0.0%	157	6.6%	36	0.1%	248	6.7%	88	0.2%
Totals	859	100.0%	11,426	100.0%	2,391	100.0%	27,234	100.0%	3,714	100.0%	40,680	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.

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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	1	0.1%	6	0.1%	6	0.3%	36	0.1%	15	0.4%	72	0.2%
Mining	2	0.2%	12	0.1%	2	0.1%	14	0.1%	2	0.1%	17	0.0%
Utilities	1	0.1%	3	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	40	4.7%	250	2.2%	158	6.6%	861	3.2%	331	8.9%	2,160	5.3%
Manufacturing	15	1.7%	168	1.5%	39	1.6%	405	1.5%	80	2.2%	782	1.9%
Wholesale Trade	13	1.5%	87	0.8%	40	1.7%	379	1.4%	78	2.1%	650	1.6%
Retail Trade	145	16.9%	2,357	20.6%	344	14.4%	5,321	19.5%	527	14.2%	8,419	20.7%
Motor Vehicle & Parts Dealers	10	1.2%	165	1.4%	40	1.7%	1,017	3.7%	54	1.5%	1,266	3.1%
Furniture & Home Furnishings Stores	14	1.6%	107	0.9%	19	0.8%	142	0.5%	34	0.9%	274	0.7%
Electronics & Appliance Stores	4	0.5%	93	0.8%	11	0.5%	167	0.6%	15	0.4%	183	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	5	0.6%	286	2.5%	18	0.8%	395	1.5%	36	1.0%	667	1.6%
Food & Beverage Stores	14	1.6%	205	1.8%	44	1.8%	1,103	4.1%	74	2.0%	2,230	5.5%
Health & Personal Care Stores	21	2.4%	164	1.4%	51	2.1%	413	1.5%	74	2.0%	654	1.6%
Gasoline Stations	2	0.2%	8	0.1%	4	0.2%	19	0.1%	9	0.2%	63	0.2%
Clothing & Clothing Accessories Stores	34	4.0%	255	2.2%	56	2.3%	385	1.4%	65	1.8%	459	1.1%
Sport Goods, Hobby, Book, & Music Stores	8	0.9%	162	1.4%	23	1.0%	271	1.0%	34	0.9%	301	0.7%
General Merchandise Stores	8	0.9%	699	6.1%	21	0.9%	1,045	3.8%	32	0.9%	1,794	4.4%
Miscellaneous Store Retailers	22	2.6%	210	1.8%	45	1.9%	356	1.3%	73	2.0%	499	1.2%
Nonstore Retailers	3	0.3%	2	0.0%	12	0.5%	8	0.0%	28	0.8%	31	0.1%
Transportation & Warehousing	2	0.2%	6	0.1%	16	0.7%	127	0.5%	37	1.0%	232	0.6%
Information	13	1.5%	72	0.6%	35	1.5%	313	1.1%	57	1.5%	523	1.3%
Finance & Insurance	68	7.9%	534	4.7%	173	7.2%	1,330	4.9%	247	6.7%	1,846	4.5%
Central Bank/Credit Intermediation & Related Activities	25	2.9%	276	2.4%	54	2.3%	699	2.6%	85	2.3%	1,021	2.5%
Securities, Commodity Contracts & Other Financial	11	1.3%	64	0.6%	44	1.8%	192	0.7%	59	1.6%	245	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	32	3.7%	194	1.7%	75	3.1%	438	1.6%	103	2.8%	580	1.4%
Real Estate, Rental & Leasing	32	3.7%	324	2.8%	115	4.8%	1,047	3.8%	187	5.0%	1,551	3.8%
Professional, Scientific & Tech Services	89	10.4%	646	5.7%	270	11.3%	1,778	6.5%	390	10.5%	2,631	6.5%
Legal Services	36	4.2%	162	1.4%	90	3.8%	412	1.5%	96	2.6%	430	1.1%
Management of Companies & Enterprises	1	0.1%	8	0.1%	5	0.2%	37	0.1%	7	0.2%	42	0.1%
Administrative & Support & Waste Management & Remediation	29	3.4%	193	1.7%	78	3.3%	446	1.6%	153	4.1%	920	2.3%
Educational Services	20	2.3%	640	5.6%	64	2.7%	2,100	7.7%	97	2.6%	3,558	8.7%
Health Care & Social Assistance	116	13.5%	2,933	25.7%	335	14.0%	5,690	20.9%	434	11.7%	7,231	17.8%
Arts, Entertainment & Recreation	11	1.3%	212	1.9%	42	1.8%	546	2.0%	74	2.0%	920	2.3%
Accommodation & Food Services	52	6.1%	1,259	11.0%	147	6.1%	2,969	10.9%	209	5.6%	4,149	10.2%
Accommodation	0	0.0%	0	0.0%	3	0.1%	21	0.1%	6	0.2%	48	0.1%
Food Services & Drinking Places	52	6.1%	1,259	11.0%	144	6.0%	2,948	10.8%	203	5.5%	4,101	10.1%
Other Services (except Public Administration)	110	12.8%	697	6.1%	275	11.5%	1,825	6.7%	439	11.8%	2,757	6.8%
Automotive Repair & Maintenance	24	2.8%	106	0.9%	49	2.0%	205	0.8%	84	2.3%	412	1.0%
Public Administration	52	6.1%	1,016	8.9%	87	3.6%	1,970	7.2%	101	2.7%	2,130	5.2%
Unclassified Establishments	48	5.6%	3	0.0%	157	6.6%	36	0.1%	248	6.7%	88	0.2%
Total	859	100.0%	11,426	100.0%	2,391	100.0%	27,234	100.0%	3,714	100.0%	40,680	100.0%

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