

784-788 E Pulaski Hwy  
 784-788 E Pulaski Hwy, Elkton, Maryland, 21921  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.60126  
 Longitude: -75.80198

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,234	22,700	54,463
2010 Total Population	5,861	28,674	66,270
2018 Total Population	5,925	29,856	68,990
2018 Group Quarters	158	664	741
2023 Total Population	5,979	30,458	70,626
2018-2023 Annual Rate	0.18%	0.40%	0.47%
2018 Total Daytime Population	6,655	34,383	67,027
Workers	3,571	18,947	33,994
Residents	3,084	15,436	33,033
<b>Household Summary</b>			
2000 Households	1,830	8,191	19,946
2000 Average Household Size	2.79	2.70	2.70
2010 Households	2,026	10,105	24,253
2010 Average Household Size	2.81	2.77	2.70
2018 Households	2,040	10,432	25,144
2018 Average Household Size	2.83	2.80	2.71
2023 Households	2,055	10,619	25,706
2023 Average Household Size	2.83	2.81	2.72
2018-2023 Annual Rate	0.15%	0.36%	0.44%
2010 Families	1,451	7,219	17,063
2010 Average Family Size	3.25	3.24	3.18
2018 Families	1,447	7,390	17,483
2018 Average Family Size	3.31	3.30	3.23
2023 Families	1,450	7,481	17,753
2023 Average Family Size	3.33	3.32	3.25
2018-2023 Annual Rate	0.04%	0.25%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,898	8,638	21,007
Owner Occupied Housing Units	69.9%	62.8%	68.4%
Renter Occupied Housing Units	26.6%	32.0%	26.6%
Vacant Housing Units	3.5%	5.2%	5.1%
2010 Housing Units	2,113	10,618	25,549
Owner Occupied Housing Units	64.1%	63.7%	66.8%
Renter Occupied Housing Units	31.8%	31.4%	28.1%
Vacant Housing Units	4.1%	4.8%	5.1%
2018 Housing Units	2,154	11,052	26,468
Owner Occupied Housing Units	60.8%	61.8%	64.5%
Renter Occupied Housing Units	33.9%	32.6%	30.5%
Vacant Housing Units	5.3%	5.6%	5.0%
2023 Housing Units	2,172	11,229	27,101
Owner Occupied Housing Units	62.1%	63.0%	64.9%
Renter Occupied Housing Units	32.5%	31.6%	30.0%
Vacant Housing Units	5.4%	5.4%	5.1%
<b>Median Household Income</b>			
2018	\$64,214	\$74,990	\$75,712
2023	\$76,629	\$84,664	\$83,191
<b>Median Home Value</b>			
2018	\$224,179	\$272,895	\$281,794
2023	\$241,919	\$308,329	\$312,339
<b>Per Capita Income</b>			
2018	\$25,802	\$32,037	\$33,273
2023	\$30,193	\$36,442	\$37,008
<b>Median Age</b>			
2010	34.9	35.4	35.8
2018	35.8	36.0	36.9
2023	36.6	36.7	37.6

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	2,040	10,432	25,144
<\$15,000	9.2%	7.4%	6.3%
\$15,000 - \$24,999	9.7%	8.1%	6.6%
\$25,000 - \$34,999	5.7%	6.2%	6.7%
\$35,000 - \$49,999	11.3%	12.2%	12.3%
\$50,000 - \$74,999	21.4%	16.1%	17.5%
\$75,000 - \$99,999	17.5%	14.4%	14.6%
\$100,000 - \$149,999	18.5%	21.0%	21.8%
\$150,000 - \$199,999	5.7%	9.2%	8.7%
\$200,000+	1.1%	5.5%	5.4%
Average Household Income	\$71,403	\$88,737	\$90,328
<b>2023 Households by Income</b>			
Household Income Base	2,055	10,619	25,706
<\$15,000	7.9%	6.6%	5.7%
\$15,000 - \$24,999	7.9%	6.8%	5.7%
\$25,000 - \$34,999	4.7%	5.3%	5.8%
\$35,000 - \$49,999	9.2%	10.2%	10.7%
\$50,000 - \$74,999	18.6%	14.3%	16.0%
\$75,000 - \$99,999	18.2%	14.9%	15.3%
\$100,000 - \$149,999	24.0%	24.7%	25.0%
\$150,000 - \$199,999	7.7%	10.5%	9.5%
\$200,000+	1.8%	6.7%	6.3%
Average Household Income	\$84,159	\$101,510	\$100,734
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,309	6,825	17,069
<\$50,000	1.0%	1.0%	1.9%
\$50,000 - \$99,999	1.6%	1.2%	1.8%
\$100,000 - \$149,999	6.3%	5.4%	5.3%
\$150,000 - \$199,999	26.5%	16.4%	12.6%
\$200,000 - \$249,999	30.3%	19.6%	18.0%
\$250,000 - \$299,999	20.0%	13.9%	16.3%
\$300,000 - \$399,999	7.8%	23.4%	23.4%
\$400,000 - \$499,999	3.8%	13.5%	15.1%
\$500,000 - \$749,999	1.5%	4.2%	4.5%
\$750,000 - \$999,999	0.0%	0.3%	0.6%
\$1,000,000 - \$1,499,999	1.2%	0.9%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$248,071	\$303,704	\$305,995
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,348	7,073	17,580
<\$50,000	0.7%	0.7%	1.4%
\$50,000 - \$99,999	1.1%	0.8%	1.3%
\$100,000 - \$149,999	4.2%	3.6%	3.8%
\$150,000 - \$199,999	19.4%	11.9%	9.5%
\$200,000 - \$249,999	29.4%	16.9%	15.3%
\$250,000 - \$299,999	22.3%	13.9%	15.3%
\$300,000 - \$399,999	10.7%	27.2%	26.9%
\$400,000 - \$499,999	6.8%	16.8%	18.2%
\$500,000 - \$749,999	3.2%	6.0%	6.3%
\$750,000 - \$999,999	0.0%	0.5%	0.9%
\$1,000,000 - \$1,499,999	2.3%	1.7%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$284,162	\$337,834	\$335,795

**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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<b>2010 Population by Age</b>			
Total	5,859	28,676	66,268
0 - 4	7.5%	7.5%	6.8%
5 - 9	7.2%	7.6%	7.2%
10 - 14	6.9%	7.5%	7.5%
15 - 24	14.3%	13.1%	13.7%
25 - 34	14.3%	13.7%	13.7%
35 - 44	13.8%	16.4%	15.8%
45 - 54	13.6%	14.4%	15.3%
55 - 64	10.7%	10.3%	10.8%
65 - 74	5.7%	5.2%	5.5%
75 - 84	4.0%	3.0%	2.8%
85 +	2.0%	1.3%	1.0%
18 +	74.2%	72.9%	74.1%
<b>2018 Population by Age</b>			
Total	5,926	29,855	68,991
0 - 4	7.1%	6.9%	6.2%
5 - 9	7.0%	7.1%	6.5%
10 - 14	6.9%	7.2%	6.9%
15 - 24	12.0%	12.7%	12.7%
25 - 34	15.9%	14.6%	15.0%
35 - 44	13.3%	13.7%	13.5%
45 - 54	12.4%	14.3%	14.3%
55 - 64	11.5%	11.5%	12.4%
65 - 74	8.0%	7.4%	7.9%
75 - 84	3.9%	3.1%	3.3%
85 +	2.1%	1.3%	1.2%
18 +	75.5%	74.7%	76.5%
<b>2023 Population by Age</b>			
Total	5,980	30,457	70,625
0 - 4	7.1%	6.8%	6.2%
5 - 9	6.7%	6.7%	6.2%
10 - 14	6.8%	7.0%	6.6%
15 - 24	11.6%	12.0%	11.8%
25 - 34	15.2%	14.9%	15.2%
35 - 44	14.7%	14.2%	14.5%
45 - 54	11.5%	13.0%	12.8%
55 - 64	11.1%	11.8%	12.4%
65 - 74	8.7%	8.2%	8.9%
75 - 84	4.6%	4.0%	4.2%
85 +	1.9%	1.3%	1.2%
18 +	75.7%	75.4%	77.3%
<b>2010 Population by Sex</b>			
Males	2,820	14,010	32,546
Females	3,041	14,664	33,724
<b>2018 Population by Sex</b>			
Males	2,861	14,561	33,745
Females	3,064	15,295	35,245
<b>2023 Population by Sex</b>			
Males	2,915	14,903	34,589
Females	3,064	15,555	36,037

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,861	28,674	66,271
White Alone	81.2%	75.7%	74.5%
Black Alone	11.3%	14.9%	15.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.6%	4.1%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.2%	1.8%	1.7%
Two or More Races	3.1%	3.1%	3.0%
Hispanic Origin	6.6%	5.4%	5.2%
Diversity Index	41.1	46.5	47.7
<b>2018 Population by Race/Ethnicity</b>			
Total	5,925	29,856	68,991
White Alone	77.5%	70.9%	69.7%
Black Alone	12.8%	16.9%	17.2%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	2.0%	5.4%	6.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.0%	2.4%	2.2%
Two or More Races	4.0%	3.9%	3.8%
Hispanic Origin	9.1%	7.2%	6.8%
Diversity Index	48.5	53.7	54.5
<b>2023 Population by Race/Ethnicity</b>			
Total	5,979	30,458	70,628
White Alone	74.1%	66.9%	65.8%
Black Alone	14.3%	18.5%	18.6%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	2.3%	6.5%	8.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.8%	3.0%	2.7%
Two or More Races	4.7%	4.6%	4.4%
Hispanic Origin	11.3%	8.9%	8.2%
Diversity Index	54.4	59.3	59.7
<b>2010 Population by Relationship and Household Type</b>			
Total	5,861	28,674	66,270
In Households	97.1%	97.5%	98.8%
In Family Households	84.3%	84.6%	84.6%
Householder	25.0%	25.3%	25.7%
Spouse	16.7%	17.8%	19.1%
Child	34.9%	34.6%	33.5%
Other relative	4.0%	3.7%	3.5%
Nonrelative	3.8%	3.2%	2.7%
In Nonfamily Households	12.8%	12.9%	14.3%
In Group Quarters	2.9%	2.5%	1.2%
Institutionalized Population	2.2%	1.8%	0.8%
Noninstitutionalized Population	0.7%	0.7%	0.4%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	3,974	19,711	46,695
Less than 9th Grade	4.0%	2.2%	1.9%
9th - 12th Grade, No Diploma	7.9%	7.6%	5.2%
High School Graduate	34.0%	31.6%	27.4%
GED/Alternative Credential	4.4%	3.1%	2.8%
Some College, No Degree	21.0%	17.9%	18.3%
Associate Degree	6.3%	7.6%	7.9%
Bachelor's Degree	12.0%	16.6%	21.2%
Graduate/Professional Degree	10.5%	13.4%	15.3%
<b>2018 Population 15+ by Marital Status</b>			
Total	4,683	23,507	55,470
Never Married	29.9%	31.9%	33.9%
Married	54.9%	50.8%	50.4%
Widowed	5.9%	4.9%	4.0%
Divorced	9.3%	12.4%	11.7%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.0%	95.3%	95.2%
Civilian Unemployed (Unemployment Rate)	5.0%	4.7%	4.8%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,894	14,484	36,407
Agriculture/Mining	0.7%	0.3%	0.2%
Construction	3.7%	5.1%	5.6%
Manufacturing	8.4%	8.2%	8.8%
Wholesale Trade	1.7%	2.1%	1.9%
Retail Trade	11.9%	10.1%	10.2%
Transportation/Utilities	7.0%	4.7%	4.8%
Information	0.1%	0.6%	1.0%
Finance/Insurance/Real Estate	7.2%	9.5%	10.9%
Services	51.0%	53.7%	51.4%
Public Administration	8.3%	5.7%	5.1%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,893	14,484	36,407
White Collar	51.1%	60.9%	65.2%
Management/Business/Financial	6.4%	14.4%	15.8%
Professional	20.4%	24.4%	27.7%
Sales	14.0%	10.5%	9.0%
Administrative Support	10.2%	11.6%	12.7%
Services	25.9%	21.2%	17.9%
Blue Collar	23.0%	17.9%	16.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.2%	2.5%	2.9%
Installation/Maintenance/Repair	2.0%	2.7%	3.5%
Production	7.4%	6.4%	5.0%
Transportation/Material Moving	11.4%	6.2%	5.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,861	28,674	66,270
Population Inside Urbanized Area	100.0%	95.0%	92.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	5.0%	7.7%

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<b>2010 Households by Type</b>			
Total	2,026	10,105	24,253
Households with 1 Person	22.3%	22.6%	22.4%
Households with 2+ People	77.7%	77.4%	77.6%
Family Households	71.6%	71.4%	70.4%
Husband-wife Families	48.1%	50.3%	52.2%
With Related Children	22.1%	26.1%	26.1%
Other Family (No Spouse Present)	23.5%	21.2%	18.2%
Other Family with Male Householder	6.6%	5.6%	5.1%
With Related Children	4.4%	3.7%	3.2%
Other Family with Female Householder	16.9%	15.6%	13.1%
With Related Children	11.6%	11.0%	8.8%
Nonfamily Households	6.1%	6.0%	7.2%
All Households with Children	38.9%	41.3%	38.6%
Multigenerational Households	7.1%	5.6%	5.0%
Unmarried Partner Households	9.5%	8.2%	7.6%
Male-female	8.7%	7.5%	6.8%
Same-sex	0.8%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	2,026	10,104	24,253
1 Person Household	22.3%	22.6%	22.4%
2 Person Household	30.1%	29.4%	31.1%
3 Person Household	18.7%	18.8%	18.7%
4 Person Household	15.5%	17.0%	16.6%
5 Person Household	7.4%	7.3%	7.0%
6 Person Household	3.6%	3.1%	2.7%
7 + Person Household	2.5%	1.8%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,026	10,105	24,253
Owner Occupied	66.9%	67.0%	70.4%
Owned with a Mortgage/Loan	53.0%	56.0%	57.5%
Owned Free and Clear	13.9%	11.0%	12.9%
Renter Occupied	33.1%	33.0%	29.6%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,113	10,618	25,549
Housing Units Inside Urbanized Area	100.0%	95.5%	92.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	4.5%	7.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Parks and Rec (5C)	Soccer Moms (4A)	Soccer Moms (4A)
<b>2.</b>	Soccer Moms (4A)	Bright Young Professionals	Bright Young Professionals
<b>3.</b>	Front Porches (8E)	Front Porches (8E)	Home Improvement (4B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,760,682	\$24,457,739	\$59,767,528
Average Spent	\$1,843.47	\$2,344.49	\$2,377.01
Spending Potential Index	85	108	109
Education: Total \$	\$2,636,509	\$16,358,428	\$40,033,422
Average Spent	\$1,292.41	\$1,568.10	\$1,592.17
Spending Potential Index	89	108	110
Entertainment/Recreation: Total \$	\$5,510,550	\$35,181,734	\$86,406,493
Average Spent	\$2,701.25	\$3,372.48	\$3,436.47
Spending Potential Index	84	105	107
Food at Home: Total \$	\$8,524,146	\$54,628,058	\$133,343,440
Average Spent	\$4,178.50	\$5,236.59	\$5,303.19
Spending Potential Index	83	104	106
Food Away from Home: Total \$	\$6,034,893	\$39,330,298	\$96,515,989
Average Spent	\$2,958.28	\$3,770.16	\$3,838.53
Spending Potential Index	84	107	109
Health Care: Total \$	\$9,687,967	\$61,050,585	\$150,051,047
Average Spent	\$4,749.00	\$5,852.24	\$5,967.67
Spending Potential Index	83	102	104
HH Furnishings & Equipment: Total \$	\$3,579,818	\$23,213,506	\$57,115,566
Average Spent	\$1,754.81	\$2,225.22	\$2,271.54
Spending Potential Index	84	107	109
Personal Care Products & Services: Total \$	\$1,420,673	\$9,247,317	\$22,769,021
Average Spent	\$696.41	\$886.44	\$905.54
Spending Potential Index	84	107	109
Shelter: Total \$	\$29,750,397	\$186,357,726	\$453,857,954
Average Spent	\$14,583.53	\$17,864.05	\$18,050.35
Spending Potential Index	87	106	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,235,059	\$26,440,292	\$65,230,128
Average Spent	\$2,076.01	\$2,534.54	\$2,594.26
Spending Potential Index	84	102	104
Travel: Total \$	\$3,788,052	\$24,089,724	\$59,405,843
Average Spent	\$1,856.89	\$2,309.21	\$2,362.62
Spending Potential Index	86	107	110
Vehicle Maintenance & Repairs: Total \$	\$1,832,453	\$11,747,469	\$28,831,406
Average Spent	\$898.26	\$1,126.10	\$1,146.65
Spending Potential Index	84	105	107

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

784-788 E Pulaski Hwy  
 784-788 E Pulaski Hwy, Elkton, Maryland, 21921  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.60126  
 Longitude: -75.80198

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Parks and Rec (5C)	46.3%	Population	5,925	5,979
Soccer Moms (4A)	23.2%	Households	2,040	2,055
Front Porches (8E)	18.0%	Families	1,447	1,450
Bright Young Professionals (8C)	12.4%	Median Age	35.8	36.6
Top Tier (1A)	0.0%	Median Household Income	\$64,214	\$76,629
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		85	\$1,843.47	\$3,760,682
Men's		85	\$350.20	\$714,408
Women's		86	\$634.87	\$1,295,142
Children's		84	\$271.92	\$554,717
Footwear		84	\$395.14	\$806,090
Watches & Jewelry		85	\$121.48	\$247,828
Apparel Products and Services (1)		84	\$69.85	\$142,497
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$146.50	\$298,868
Portable Memory		85	\$4.60	\$9,376
Computer Software		87	\$9.22	\$18,812
Computer Accessories		85	\$16.01	\$32,666
<b>Entertainment &amp; Recreation</b>		84	\$2,701.25	\$5,510,550
Fees and Admissions		89	\$605.45	\$1,235,126
Membership Fees for Clubs (2)		89	\$200.09	\$408,174
Fees for Participant Sports, excl. Trips		87	\$97.92	\$199,759
Tickets to Theatre/Operas/Concerts		91	\$60.00	\$122,394
Tickets to Movies/Museums/Parks		86	\$68.95	\$140,654
Admission to Sporting Events, excl. Trips		87	\$51.55	\$105,154
Fees for Recreational Lessons		91	\$126.35	\$257,753
Dating Services		91	\$0.61	\$1,238
TV/Video/Audio		83	\$1,079.81	\$2,202,811
Cable and Satellite Television Services		82	\$794.22	\$1,620,212
Televisions		84	\$99.73	\$203,448
Satellite Dishes		80	\$1.40	\$2,848
VCRs, Video Cameras, and DVD Players		84	\$4.65	\$9,482
Miscellaneous Video Equipment		85	\$12.36	\$25,218
Video Cassettes and DVDs		84	\$10.35	\$21,122
Video Game Hardware/Accessories		84	\$24.98	\$50,959
Video Game Software		84	\$12.64	\$25,783
Streaming/Downloaded Video		85	\$28.05	\$57,229
Rental of Video Cassettes and DVDs		84	\$10.70	\$21,826
Installation of Televisions		86	\$0.79	\$1,617
Audio (3)		83	\$77.38	\$157,854
Rental and Repair of TV/Radio/Sound Equipment		74	\$2.55	\$5,212
Pets		80	\$507.75	\$1,035,802
Toys/Games/Crafts/Hobbies (4)		86	\$99.07	\$202,096
Recreational Vehicles and Fees (5)		81	\$88.98	\$181,526
Sports/Recreation/Exercise Equipment (6)		87	\$154.71	\$315,603
Photo Equipment and Supplies (7)		85	\$45.55	\$92,932
Reading (8)		85	\$95.97	\$195,785
Catered Affairs (9)		89	\$23.95	\$48,868
<b>Food</b>		84	\$7,136.78	\$14,559,039
Food at Home		83	\$4,178.50	\$8,524,146
Bakery and Cereal Products		84	\$554.45	\$1,131,074
Meats, Poultry, Fish, and Eggs		83	\$931.88	\$1,901,028
Dairy Products		84	\$433.49	\$884,319
Fruits and Vegetables		84	\$830.46	\$1,694,140
Snacks and Other Food at Home (10)		83	\$1,428.23	\$2,913,585
Food Away from Home		84	\$2,958.28	\$6,034,893
Alcoholic Beverages		87	\$488.87	\$997,294

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 784-788 E Pulaski Hwy, Elkton, Maryland, 21921  
 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	88	\$4,433.57	\$9,044,475
Value of Retirement Plans	89	\$20,496.39	\$41,812,644
Value of Other Financial Assets	82	\$1,157.26	\$2,360,819
Vehicle Loan Amount excluding Interest	78	\$2,180.98	\$4,449,203
Value of Credit Card Debt	89	\$524.05	\$1,069,054
<b>Health</b>			
Nonprescription Drugs	81	\$107.97	\$220,258
Prescription Drugs	80	\$287.27	\$586,029
Eyeglasses and Contact Lenses	84	\$77.99	\$159,103
<b>Home</b>			
Mortgage Payment and Basics (11)	89	\$7,692.76	\$15,693,222
Maintenance and Remodeling Services	86	\$1,765.76	\$3,602,158
Maintenance and Remodeling Materials (12)	85	\$418.61	\$853,972
Utilities, Fuel, and Public Services	83	\$4,127.48	\$8,420,063
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	85	\$83.43	\$170,190
Furniture	85	\$519.15	\$1,059,071
Rugs	90	\$22.21	\$45,301
Major Appliances (14)	82	\$285.56	\$582,540
Housewares (15)	85	\$87.85	\$179,222
Small Appliances	84	\$41.37	\$84,392
Luggage	87	\$11.88	\$24,235
Telephones and Accessories	81	\$57.17	\$116,621
<b>Household Operations</b>			
Child Care	92	\$474.64	\$968,265
Lawn and Garden (16)	82	\$350.51	\$715,045
Moving/Storage/Freight Express	84	\$54.50	\$111,172
Housekeeping Supplies (17)	82	\$589.31	\$1,202,199
<b>Insurance</b>			
Owners and Renters Insurance	82	\$466.18	\$951,001
Vehicle Insurance	83	\$1,048.61	\$2,139,167
Life/Other Insurance	86	\$358.61	\$731,555
Health Insurance	84	\$3,156.42	\$6,439,096
Personal Care Products (18)	84	\$406.55	\$829,356
School Books and Supplies (19)	85	\$126.86	\$258,801
Smoking Products	79	\$326.57	\$666,212
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$1,931.62	\$3,940,513
Gasoline and Motor Oil	81	\$1,950.59	\$3,979,204
Vehicle Maintenance and Repairs	84	\$898.26	\$1,832,453
<b>Travel</b>			
Airline Fares	88	\$463.38	\$945,299
Lodging on Trips	86	\$491.35	\$1,002,346
Auto/Truck Rental on Trips	86	\$23.79	\$48,532
Food and Drink on Trips	86	\$446.34	\$910,530

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 784-788 E Pulaski Hwy, Elkton, Maryland, 21921  
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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	40.2%	Population	29,856	30,458
Bright Young Professionals (8C)	16.7%	Households	10,432	10,619
Front Porches (8E)	10.0%	Families	7,390	7,481
Parks and Rec (5C)	9.3%	Median Age	36.0	36.7
Professional Pride (1B)	5.4%	Median Household Income	\$74,990	\$84,664
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		108	\$2,344.49	\$24,457,739
Men's		106	\$439.13	\$4,581,024
Women's		107	\$793.52	\$8,278,016
Children's		111	\$358.88	\$3,743,808
Footwear		107	\$504.44	\$5,262,303
Watches & Jewelry		109	\$155.95	\$1,626,878
Apparel Products and Services (1)		112	\$92.57	\$965,710
<b>Computer</b>				
Computers and Hardware for Home Use		109	\$185.21	\$1,932,076
Portable Memory		110	\$5.97	\$62,298
Computer Software		109	\$11.46	\$119,557
Computer Accessories		108	\$20.33	\$212,093
<b>Entertainment &amp; Recreation</b>		105	\$3,372.48	\$35,181,734
Fees and Admissions		110	\$753.10	\$7,856,290
Membership Fees for Clubs (2)		108	\$245.09	\$2,556,801
Fees for Participant Sports, excl. Trips		110	\$124.70	\$1,300,889
Tickets to Theatre/Operas/Concerts		107	\$70.88	\$739,410
Tickets to Movies/Museums/Parks		110	\$87.69	\$914,813
Admission to Sporting Events, excl. Trips		110	\$65.26	\$680,748
Fees for Recreational Lessons		115	\$158.72	\$1,655,720
Dating Services		113	\$0.76	\$7,909
TV/Video/Audio		103	\$1,337.33	\$13,951,019
Cable and Satellite Television Services		101	\$973.70	\$10,157,604
Televisions		106	\$125.39	\$1,308,040
Satellite Dishes		106	\$1.87	\$19,505
VCRs, Video Cameras, and DVD Players		107	\$5.92	\$61,751
Miscellaneous Video Equipment		107	\$15.45	\$161,194
Video Cassettes and DVDs		108	\$13.32	\$138,991
Video Game Hardware/Accessories		107	\$31.94	\$333,247
Video Game Software		108	\$16.19	\$168,862
Streaming/Downloaded Video		110	\$36.32	\$378,927
Rental of Video Cassettes and DVDs		107	\$13.70	\$142,886
Installation of Televisions		110	\$1.01	\$10,490
Audio (3)		106	\$99.10	\$1,033,774
Rental and Repair of TV/Radio/Sound Equipment		100	\$3.43	\$35,746
Pets		101	\$643.15	\$6,709,295
Toys/Games/Crafts/Hobbies (4)		108	\$124.76	\$1,301,532
Recreational Vehicles and Fees (5)		102	\$112.32	\$1,171,728
Sports/Recreation/Exercise Equipment (6)		110	\$196.87	\$2,053,701
Photo Equipment and Supplies (7)		111	\$58.99	\$615,343
Reading (8)		103	\$116.15	\$1,211,708
Catered Affairs (9)		111	\$29.82	\$311,118
<b>Food</b>		106	\$9,006.74	\$93,958,356
Food at Home		104	\$5,236.59	\$54,628,058
Bakery and Cereal Products		105	\$689.02	\$7,187,896
Meats, Poultry, Fish, and Eggs		104	\$1,170.29	\$12,208,426
Dairy Products		104	\$537.54	\$5,607,582
Fruits and Vegetables		105	\$1,033.27	\$10,779,042
Snacks and Other Food at Home (10)		104	\$1,806.47	\$18,845,111
Food Away from Home		107	\$3,770.16	\$39,330,298
Alcoholic Beverages		108	\$602.84	\$6,288,791

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	103	\$5,214.98	\$54,402,681
Value of Retirement Plans	106	\$24,570.48	\$256,319,219
Value of Other Financial Assets	98	\$1,377.15	\$14,366,459
Vehicle Loan Amount excluding Interest	102	\$2,861.84	\$29,854,685
Value of Credit Card Debt	108	\$638.77	\$6,663,686
<b>Health</b>			
Nonprescription Drugs	102	\$136.13	\$1,420,150
Prescription Drugs	98	\$355.71	\$3,710,803
Eyeglasses and Contact Lenses	104	\$96.80	\$1,009,803
<b>Home</b>			
Mortgage Payment and Basics (11)	109	\$9,447.27	\$98,553,923
Maintenance and Remodeling Services	107	\$2,176.20	\$22,702,169
Maintenance and Remodeling Materials (12)	103	\$507.11	\$5,290,196
Utilities, Fuel, and Public Services	103	\$5,088.37	\$53,081,912
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	106	\$105.05	\$1,095,931
Furniture	108	\$658.90	\$6,873,628
Rugs	104	\$25.58	\$266,803
Major Appliances (14)	104	\$362.49	\$3,781,486
Housewares (15)	106	\$109.35	\$1,140,781
Small Appliances	104	\$50.92	\$531,148
Luggage	111	\$15.18	\$158,345
Telephones and Accessories	106	\$74.81	\$780,446
<b>Household Operations</b>			
Child Care	114	\$587.40	\$6,127,792
Lawn and Garden (16)	102	\$440.18	\$4,591,960
Moving/Storage/Freight Express	111	\$71.70	\$748,008
Housekeeping Supplies (17)	103	\$741.94	\$7,739,886
<b>Insurance</b>			
Owners and Renters Insurance	102	\$579.71	\$6,047,521
Vehicle Insurance	103	\$1,303.54	\$13,598,495
Life/Other Insurance	105	\$437.78	\$4,566,895
Health Insurance	103	\$3,876.91	\$40,443,957
Personal Care Products (18)	106	\$516.57	\$5,388,901
School Books and Supplies (19)	109	\$162.17	\$1,691,799
Smoking Products	96	\$399.44	\$4,166,949
<b>Transportation</b>			
Payments on Vehicles excluding Leases	105	\$2,508.43	\$26,167,986
Gasoline and Motor Oil	104	\$2,479.01	\$25,861,063
Vehicle Maintenance and Repairs	105	\$1,126.10	\$11,747,469
<b>Travel</b>			
Airline Fares	108	\$571.35	\$5,960,273
Lodging on Trips	107	\$611.09	\$6,374,886
Auto/Truck Rental on Trips	110	\$30.48	\$317,989
Food and Drink on Trips	107	\$554.46	\$5,784,125

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	21.7%	Population	68,990	70,626
Bright Young Professionals (8C)	20.3%	Households	25,144	25,706
Home Improvement (4B)	6.2%	Families	17,483	17,753
In Style (5B)	5.9%	Median Age	36.9	37.6
Professional Pride (1B)	5.6%	Median Household Income	\$75,712	\$83,191
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		109	\$2,377.01	\$59,767,528
Men's		107	\$444.43	\$11,174,683
Women's		109	\$806.98	\$20,290,813
Children's		112	\$360.94	\$9,075,584
Footwear		108	\$509.84	\$12,819,347
Watches & Jewelry		112	\$160.15	\$4,026,903
Apparel Products and Services (1)		114	\$94.66	\$2,380,197
<b>Computer</b>				
Computers and Hardware for Home Use		111	\$188.32	\$4,735,059
Portable Memory		112	\$6.09	\$153,030
Computer Software		110	\$11.63	\$292,401
Computer Accessories		110	\$20.73	\$521,334
<b>Entertainment &amp; Recreation</b>		107	\$3,436.47	\$86,406,493
Fees and Admissions		112	\$767.10	\$19,288,033
Membership Fees for Clubs (2)		111	\$250.43	\$6,296,845
Fees for Participant Sports, excl. Trips		113	\$127.69	\$3,210,693
Tickets to Theatre/Operas/Concerts		109	\$72.07	\$1,812,089
Tickets to Movies/Museums/Parks		111	\$88.93	\$2,236,154
Admission to Sporting Events, excl. Trips		112	\$66.72	\$1,677,535
Fees for Recreational Lessons		116	\$160.49	\$4,035,424
Dating Services		115	\$0.77	\$19,293
TV/Video/Audio		104	\$1,355.64	\$34,086,120
Cable and Satellite Television Services		102	\$985.38	\$24,776,291
Televisions		108	\$127.47	\$3,205,041
Satellite Dishes		109	\$1.92	\$48,238
VCRs, Video Cameras, and DVD Players		109	\$6.03	\$151,498
Miscellaneous Video Equipment		109	\$15.84	\$398,324
Video Cassettes and DVDs		109	\$13.55	\$340,792
Video Game Hardware/Accessories		108	\$32.31	\$812,454
Video Game Software		109	\$16.36	\$411,297
Streaming/Downloaded Video		112	\$36.98	\$929,757
Rental of Video Cassettes and DVDs		108	\$13.85	\$348,262
Installation of Televisions		113	\$1.04	\$26,248
Audio (3)		109	\$101.41	\$2,549,787
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.50	\$88,129
Pets		104	\$660.66	\$16,611,579
Toys/Games/Crafts/Hobbies (4)		109	\$126.00	\$3,168,153
Recreational Vehicles and Fees (5)		106	\$115.97	\$2,915,917
Sports/Recreation/Exercise Equipment (6)		113	\$201.76	\$5,073,033
Photo Equipment and Supplies (7)		113	\$60.22	\$1,514,214
Reading (8)		105	\$118.52	\$2,980,050
Catered Affairs (9)		114	\$30.60	\$769,393
<b>Food</b>		107	\$9,141.72	\$229,859,429
Food at Home		106	\$5,303.19	\$133,343,440
Bakery and Cereal Products		106	\$696.36	\$17,509,197
Meats, Poultry, Fish, and Eggs		105	\$1,182.87	\$29,741,970
Dairy Products		105	\$543.76	\$13,672,368
Fruits and Vegetables		106	\$1,044.63	\$26,266,200
Snacks and Other Food at Home (10)		106	\$1,835.58	\$46,153,705
Food Away from Home		109	\$3,838.53	\$96,515,989
Alcoholic Beverages		110	\$613.98	\$15,437,870

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	106	\$5,366.94	\$134,946,334
Value of Retirement Plans	109	\$25,167.29	\$632,806,316
Value of Other Financial Assets	101	\$1,431.02	\$35,981,528
Vehicle Loan Amount excluding Interest	105	\$2,935.42	\$73,808,301
Value of Credit Card Debt	109	\$644.10	\$16,195,262
<b>Health</b>			
Nonprescription Drugs	104	\$139.30	\$3,502,446
Prescription Drugs	101	\$363.64	\$9,143,457
Eyeglasses and Contact Lenses	106	\$98.69	\$2,481,507
<b>Home</b>			
Mortgage Payment and Basics (11)	111	\$9,619.36	\$241,869,285
Maintenance and Remodeling Services	109	\$2,234.46	\$56,183,156
Maintenance and Remodeling Materials (12)	106	\$519.05	\$13,051,015
Utilities, Fuel, and Public Services	104	\$5,152.46	\$129,553,337
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	108	\$106.90	\$2,687,847
Furniture	110	\$671.85	\$16,892,917
Rugs	104	\$25.70	\$646,078
Major Appliances (14)	106	\$370.08	\$9,305,342
Housewares (15)	107	\$111.30	\$2,798,508
Small Appliances	105	\$51.60	\$1,297,347
Luggage	113	\$15.50	\$389,755
Telephones and Accessories	109	\$76.85	\$1,932,197
<b>Household Operations</b>			
Child Care	115	\$590.55	\$14,848,805
Lawn and Garden (16)	106	\$453.83	\$11,410,996
Moving/Storage/Freight Express	114	\$73.65	\$1,851,922
Housekeeping Supplies (17)	105	\$754.54	\$18,972,050
<b>Insurance</b>			
Owners and Renters Insurance	105	\$594.38	\$14,945,026
Vehicle Insurance	105	\$1,324.44	\$33,301,671
Life/Other Insurance	107	\$446.99	\$11,239,083
Health Insurance	105	\$3,948.04	\$99,269,515
Personal Care Products (18)	108	\$525.50	\$13,213,056
School Books and Supplies (19)	110	\$164.67	\$4,140,422
Smoking Products	97	\$401.81	\$10,103,132
<b>Transportation</b>			
Payments on Vehicles excluding Leases	107	\$2,565.76	\$64,513,557
Gasoline and Motor Oil	105	\$2,523.26	\$63,444,836
Vehicle Maintenance and Repairs	107	\$1,146.65	\$28,831,406
<b>Travel</b>			
Airline Fares	111	\$583.07	\$14,660,757
Lodging on Trips	110	\$626.83	\$15,761,064
Auto/Truck Rental on Trips	113	\$31.21	\$784,710
Food and Drink on Trips	109	\$566.72	\$14,249,705

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 784-788 E Pulaski Hwy, Elkton, Maryland, 21921  
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Prepared by Esri  
 Latitude: 39.60126  
 Longitude: -75.80198

- (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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	238		1,311		2,218							
Total Employees:	2,780		17,662		32,146							
Total Residential Population:	5,925		29,856		68,990							
Employee/Residential Population Ratio (per 100 Residents)	47		59		47							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.4%	6	0.2%	28	2.1%	151	0.9%	57	2.6%	362	1.1%
Construction	10	4.2%	48	1.7%	57	4.3%	261	1.5%	163	7.3%	1,237	3.8%
Manufacturing	4	1.7%	18	0.6%	43	3.3%	1,579	8.9%	90	4.1%	4,984	15.5%
Transportation	5	2.1%	113	4.1%	35	2.7%	1,005	5.7%	72	3.2%	1,436	4.5%
Communication	5	2.1%	22	0.8%	12	0.9%	51	0.3%	16	0.7%	70	0.2%
Utility	0	0.0%	1	0.0%	4	0.3%	13	0.1%	4	0.2%	17	0.1%
Wholesale Trade	7	2.9%	113	4.1%	48	3.7%	904	5.1%	86	3.9%	1,993	6.2%
Retail Trade Summary	59	24.8%	1,095	39.4%	264	20.1%	4,219	23.9%	435	19.6%	6,500	20.2%
Home Improvement	1	0.4%	1	0.0%	12	0.9%	320	1.8%	21	0.9%	467	1.5%
General Merchandise Stores	4	1.7%	283	10.2%	12	0.9%	665	3.8%	16	0.7%	773	2.4%
Food Stores	6	2.5%	73	2.6%	30	2.3%	460	2.6%	50	2.3%	964	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	9	3.8%	179	6.4%	30	2.3%	524	3.0%	49	2.2%	694	2.2%
Apparel & Accessory Stores	0	0.0%	2	0.1%	5	0.4%	24	0.1%	10	0.5%	34	0.1%
Furniture & Home Furnishings	1	0.4%	3	0.1%	13	1.0%	84	0.5%	28	1.3%	170	0.5%
Eating & Drinking Places	20	8.4%	435	15.6%	85	6.5%	1,607	9.1%	129	5.8%	2,461	7.7%
Miscellaneous Retail	18	7.6%	118	4.2%	76	5.8%	535	3.0%	133	6.0%	936	2.9%
Finance, Insurance, Real Estate Summary	27	11.3%	165	5.9%	120	9.2%	964	5.5%	196	8.8%	1,464	4.6%
Banks, Savings & Lending Institutions	6	2.5%	27	1.0%	25	1.9%	161	0.9%	43	1.9%	281	0.9%
Securities Brokers	1	0.4%	1	0.0%	5	0.4%	14	0.1%	10	0.5%	26	0.1%
Insurance Carriers & Agents	5	2.1%	16	0.6%	34	2.6%	424	2.4%	48	2.2%	489	1.5%
Real Estate, Holding, Other Investment Offices	15	6.3%	121	4.4%	56	4.3%	364	2.1%	95	4.3%	667	2.1%
Services Summary	89	37.4%	820	29.5%	557	42.5%	6,668	37.8%	885	39.9%	11,969	37.2%
Hotels & Lodging	1	0.4%	3	0.1%	10	0.8%	59	0.3%	21	0.9%	217	0.7%
Automotive Services	12	5.0%	63	2.3%	46	3.5%	295	1.7%	71	3.2%	471	1.5%
Motion Pictures & Amusements	7	2.9%	33	1.2%	29	2.2%	120	0.7%	49	2.2%	188	0.6%
Health Services	25	10.5%	408	14.7%	151	11.5%	2,666	15.1%	187	8.4%	3,056	9.5%
Legal Services	0	0.0%	0	0.0%	32	2.4%	141	0.8%	35	1.6%	157	0.5%
Education Institutions & Libraries	3	1.3%	124	4.5%	26	2.0%	1,247	7.1%	55	2.5%	2,649	8.2%
Other Services	40	16.8%	189	6.8%	262	20.0%	2,141	12.1%	468	21.1%	5,232	16.3%
Government	24	10.1%	379	13.6%	91	6.9%	1,550	8.8%	102	4.6%	1,728	5.4%
Unclassified Establishments	6	2.5%	0	0.0%	54	4.1%	298	1.7%	112	5.0%	385	1.2%
Totals	238	100.0%	2,780	100.0%	1,311	100.0%	17,662	100.0%	2,218	100.0%	32,146	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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	0	0.0%	0	0.0%	3	0.2%	16	0.1%	8	0.4%	67	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.0%	5	0.0%
Utilities	0	0.0%	0	0.0%	2	0.2%	6	0.0%	2	0.1%	9	0.0%
Construction	12	5.0%	63	2.3%	63	4.8%	381	2.2%	172	7.8%	1,487	4.6%
Manufacturing	4	1.7%	24	0.9%	45	3.4%	1,436	8.1%	93	4.2%	4,843	15.1%
Wholesale Trade	6	2.5%	110	4.0%	45	3.4%	894	5.1%	83	3.7%	1,982	6.2%
Retail Trade	37	15.5%	645	23.2%	170	13.0%	2,566	14.5%	293	13.2%	3,965	12.3%
Motor Vehicle & Parts Dealers	8	3.4%	177	6.4%	23	1.8%	457	2.6%	33	1.5%	567	1.8%
Furniture & Home Furnishings Stores	1	0.4%	3	0.1%	8	0.6%	44	0.2%	18	0.8%	109	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	35	0.2%	3	0.1%	50	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.4%	1	0.0%	12	0.9%	320	1.8%	19	0.9%	463	1.4%
Food & Beverage Stores	5	2.1%	55	2.0%	34	2.6%	451	2.6%	58	2.6%	970	3.0%
Health & Personal Care Stores	9	3.8%	74	2.7%	26	2.0%	269	1.5%	37	1.7%	457	1.4%
Gasoline Stations	0	0.0%	1	0.0%	7	0.5%	66	0.4%	15	0.7%	128	0.4%
Clothing & Clothing Accessories Stores	0	0.0%	2	0.1%	6	0.5%	28	0.2%	13	0.6%	49	0.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.4%	6	0.2%	9	0.7%	29	0.2%	18	0.8%	58	0.2%
General Merchandise Stores	4	1.7%	283	10.2%	12	0.9%	665	3.8%	16	0.7%	773	2.4%
Miscellaneous Store Retailers	5	2.1%	41	1.5%	27	2.1%	200	1.1%	48	2.2%	330	1.0%
Nonstore Retailers	1	0.4%	0	0.0%	5	0.4%	2	0.0%	14	0.6%	13	0.0%
Transportation & Warehousing	2	0.8%	117	4.2%	24	1.8%	1,003	5.7%	49	2.2%	1,368	4.3%
Information	6	2.5%	24	0.9%	25	1.9%	577	3.3%	37	1.7%	653	2.0%
Finance & Insurance	13	5.5%	46	1.7%	66	5.0%	610	3.5%	103	4.6%	807	2.5%
Central Bank/Credit Intermediation & Related Activities	7	2.9%	29	1.0%	26	2.0%	164	0.9%	42	1.9%	266	0.8%
Securities, Commodity Contracts & Other Financial	1	0.4%	1	0.0%	6	0.5%	21	0.1%	12	0.5%	51	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	5	2.1%	16	0.6%	34	2.6%	424	2.4%	48	2.2%	489	1.5%
Real Estate, Rental & Leasing	22	9.2%	133	4.8%	84	6.4%	429	2.4%	139	6.3%	808	2.5%
Professional, Scientific & Tech Services	10	4.2%	40	1.4%	102	7.8%	763	4.3%	178	8.0%	1,884	5.9%
Legal Services	1	0.4%	4	0.1%	37	2.8%	155	0.9%	40	1.8%	171	0.5%
Management of Companies & Enterprises	1	0.4%	5	0.2%	2	0.2%	22	0.1%	3	0.1%	24	0.1%
Administrative & Support & Waste Management & Remediation	3	1.3%	15	0.5%	41	3.1%	222	1.3%	80	3.6%	435	1.4%
Educational Services	4	1.7%	128	4.6%	29	2.2%	1,218	6.9%	59	2.7%	2,626	8.2%
Health Care & Social Assistance	33	13.9%	463	16.7%	196	15.0%	3,150	17.8%	262	11.8%	4,932	15.3%
Arts, Entertainment & Recreation	4	1.7%	28	1.0%	15	1.1%	90	0.5%	34	1.5%	177	0.6%
Accommodation & Food Services	23	9.7%	448	16.1%	99	7.6%	1,700	9.6%	156	7.0%	2,737	8.5%
Accommodation	1	0.4%	3	0.1%	10	0.8%	59	0.3%	21	0.9%	217	0.7%
Food Services & Drinking Places	21	8.8%	445	16.0%	89	6.8%	1,640	9.3%	135	6.1%	2,520	7.8%
Other Services (except Public Administration)	27	11.3%	112	4.0%	156	11.9%	730	4.1%	253	11.4%	1,223	3.8%
Automotive Repair & Maintenance	9	3.8%	46	1.7%	33	2.5%	210	1.2%	53	2.4%	358	1.1%
Public Administration	24	10.1%	379	13.6%	91	6.9%	1,550	8.8%	102	4.6%	1,728	5.4%
Unclassified Establishments	6	2.5%	0	0.0%	54	4.1%	298	1.7%	112	5.0%	385	1.2%
<b>Total</b>	<b>238</b>	<b>100.0%</b>	<b>2,780</b>	<b>100.0%</b>	<b>1,311</b>	<b>100.0%</b>	<b>17,662</b>	<b>100.0%</b>	<b>2,218</b>	<b>100.0%</b>	<b>32,146</b>	<b>100.0%</b>

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