

115-115 Orville Rd, Essex, Maryland, 21221  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.32483  
Longitude: -76.44916

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	17,527	77,186	178,229
2010 Total Population	16,577	81,621	187,107
2021 Total Population	16,657	84,868	191,488
2021 Group Quarters	197	894	1,388
2026 Total Population	16,733	85,760	193,421
2021-2026 Annual Rate	0.09%	0.21%	0.20%
2021 Total Daytime Population	13,703	75,627	169,656
Workers	4,788	32,801	73,991
Residents	8,915	42,826	95,665
<b>Household Summary</b>			
2000 Households	6,852	31,101	70,849
2000 Average Household Size	2.54	2.46	2.50
2010 Households	6,373	32,173	72,889
2010 Average Household Size	2.57	2.51	2.55
2021 Households	6,391	33,263	74,205
2021 Average Household Size	2.58	2.52	2.56
2026 Households	6,421	33,579	74,795
2026 Average Household Size	2.58	2.53	2.57
2021-2026 Annual Rate	0.09%	0.19%	0.16%
2010 Families	4,080	20,627	48,175
2010 Average Family Size	3.18	3.07	3.08
2021 Families	3,994	20,991	48,317
2021 Average Family Size	3.22	3.11	3.11
2026 Families	3,984	21,074	48,515
2026 Average Family Size	3.23	3.12	3.13
2021-2026 Annual Rate	-0.05%	0.08%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,303	33,066	75,832
Owner Occupied Housing Units	54.3%	51.6%	60.9%
Renter Occupied Housing Units	39.5%	42.5%	32.6%
Vacant Housing Units	6.2%	5.9%	6.6%
2010 Housing Units	6,859	34,322	77,879
Owner Occupied Housing Units	58.6%	53.6%	61.3%
Renter Occupied Housing Units	34.3%	40.1%	32.3%
Vacant Housing Units	7.1%	6.3%	6.4%
2021 Housing Units	6,946	35,950	80,349
Owner Occupied Housing Units	60.6%	55.3%	62.5%
Renter Occupied Housing Units	31.4%	37.3%	29.8%
Vacant Housing Units	8.0%	7.5%	7.6%
2026 Housing Units	6,994	36,368	81,227
Owner Occupied Housing Units	62.0%	56.5%	63.4%
Renter Occupied Housing Units	29.9%	35.8%	28.7%
Vacant Housing Units	8.2%	7.7%	7.9%
<b>Median Household Income</b>			
2021	\$55,891	\$60,442	\$63,668
2026	\$60,190	\$65,203	\$68,993
<b>Median Home Value</b>			
2021	\$206,195	\$242,330	\$236,420
2026	\$270,081	\$305,491	\$301,788
<b>Per Capita Income</b>			
2021	\$28,626	\$30,431	\$31,582
2026	\$31,543	\$33,715	\$34,980
<b>Median Age</b>			
2010	38.7	36.1	37.4
2021	39.8	37.9	39.0
2026	39.8	38.5	39.5

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	6,391	33,263	74,202
<\$15,000	11.8%	9.1%	8.9%
\$15,000 - \$24,999	10.0%	8.3%	7.4%
\$25,000 - \$34,999	9.1%	9.0%	8.0%
\$35,000 - \$49,999	13.3%	12.9%	12.7%
\$50,000 - \$74,999	18.2%	20.5%	20.1%
\$75,000 - \$99,999	12.4%	14.4%	14.6%
\$100,000 - \$149,999	15.9%	16.2%	17.1%
\$150,000 - \$199,999	5.8%	5.5%	6.4%
\$200,000+	3.5%	4.0%	4.7%
Average Household Income	\$73,482	\$77,549	\$81,517
<b>2026 Households by Income</b>			
Household Income Base	6,421	33,579	74,792
<\$15,000	11.0%	8.4%	8.2%
\$15,000 - \$24,999	9.5%	7.6%	6.8%
\$25,000 - \$34,999	8.8%	8.4%	7.5%
\$35,000 - \$49,999	11.8%	11.6%	11.5%
\$50,000 - \$74,999	17.6%	20.1%	19.5%
\$75,000 - \$99,999	13.0%	15.1%	15.0%
\$100,000 - \$149,999	17.5%	17.5%	18.4%
\$150,000 - \$199,999	6.7%	6.6%	7.5%
\$200,000+	4.0%	4.8%	5.6%
Average Household Income	\$80,955	\$86,008	\$90,482
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	4,209	19,863	50,231
<\$50,000	5.2%	5.3%	4.2%
\$50,000 - \$99,999	3.7%	3.2%	4.1%
\$100,000 - \$149,999	20.5%	12.0%	12.5%
\$150,000 - \$199,999	19.0%	15.8%	17.2%
\$200,000 - \$249,999	13.5%	16.1%	16.5%
\$250,000 - \$299,999	16.9%	16.3%	14.7%
\$300,000 - \$399,999	13.5%	15.6%	15.5%
\$400,000 - \$499,999	4.8%	6.8%	7.0%
\$500,000 - \$749,999	2.1%	7.0%	6.4%
\$750,000 - \$999,999	0.1%	0.7%	0.6%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.7%	0.2%	0.1%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$236,196	\$283,032	\$279,238
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	4,334	20,554	51,465
<\$50,000	3.5%	3.6%	3.2%
\$50,000 - \$99,999	2.1%	1.4%	1.9%
\$100,000 - \$149,999	11.3%	5.5%	6.0%
\$150,000 - \$199,999	12.8%	9.4%	10.2%
\$200,000 - \$249,999	12.3%	11.7%	12.4%
\$250,000 - \$299,999	20.1%	17.1%	15.9%
\$300,000 - \$399,999	21.3%	23.1%	22.9%
\$400,000 - \$499,999	10.8%	12.7%	12.0%
\$500,000 - \$749,999	4.4%	11.7%	11.6%
\$750,000 - \$999,999	0.4%	1.8%	1.5%
\$1,000,000 - \$1,499,999	0.3%	1.2%	1.6%
\$1,500,000 - \$1,999,999	0.9%	0.2%	0.2%
\$2,000,000 +	0.0%	0.6%	0.8%
Average Home Value	\$294,229	\$358,131	\$357,936

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	16,575	81,623	187,107
0 - 4	6.8%	7.4%	6.8%
5 - 9	5.9%	6.2%	6.1%
10 - 14	6.1%	6.0%	6.1%
15 - 24	13.7%	13.6%	13.4%
25 - 34	13.2%	15.4%	14.5%
35 - 44	12.4%	12.9%	13.1%
45 - 54	14.8%	14.6%	15.1%
55 - 64	11.8%	11.3%	11.8%
65 - 74	7.4%	6.5%	6.8%
75 - 84	5.2%	4.2%	4.4%
85 +	2.8%	1.9%	1.8%
18 +	77.3%	76.7%	77.1%
<b>2021 Population by Age</b>			
Total	16,656	84,870	191,487
0 - 4	6.0%	6.4%	6.0%
5 - 9	6.1%	6.3%	6.0%
10 - 14	5.8%	6.0%	6.0%
15 - 24	10.8%	11.4%	11.2%
25 - 34	15.3%	15.6%	15.3%
35 - 44	12.1%	13.3%	13.2%
45 - 54	11.2%	11.1%	11.7%
55 - 64	13.2%	12.6%	13.2%
65 - 74	10.2%	9.8%	10.1%
75 - 84	6.1%	5.2%	5.2%
85 +	3.3%	2.2%	2.3%
18 +	79.2%	78.1%	78.9%
<b>2026 Population by Age</b>			
Total	16,730	85,761	193,421
0 - 4	6.1%	6.5%	6.0%
5 - 9	5.9%	6.1%	5.8%
10 - 14	6.0%	6.0%	5.9%
15 - 24	10.6%	11.6%	11.0%
25 - 34	14.5%	14.6%	14.5%
35 - 44	13.3%	14.2%	14.3%
45 - 54	10.8%	10.9%	11.4%
55 - 64	11.6%	11.1%	11.8%
65 - 74	10.8%	10.4%	10.7%
75 - 84	7.1%	6.2%	6.2%
85 +	3.4%	2.3%	2.4%
18 +	79.0%	78.1%	79.0%
<b>2010 Population by Sex</b>			
Males	7,931	39,090	89,440
Females	8,646	42,531	97,667
<b>2021 Population by Sex</b>			
Males	7,973	40,830	91,908
Females	8,685	44,038	99,580
<b>2026 Population by Sex</b>			
Males	8,027	41,281	93,008
Females	8,707	44,479	100,413

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	16,577	81,620	187,107
White Alone	75.9%	64.8%	67.2%
Black Alone	16.4%	25.8%	24.2%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	2.1%	3.4%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.3%	1.9%
Two or More Races	3.0%	3.1%	2.6%
Hispanic Origin	5.1%	5.9%	4.8%
Diversity Index	45.6	56.7	53.5
<b>2021 Population by Race/Ethnicity</b>			
Total	16,658	84,867	191,487
White Alone	65.7%	56.0%	58.9%
Black Alone	23.1%	31.7%	29.4%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	3.0%	4.2%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	3.5%	3.0%
Two or More Races	4.3%	4.0%	3.5%
Hispanic Origin	8.2%	8.7%	7.5%
Diversity Index	58.7	65.0	62.5
<b>2026 Population by Race/Ethnicity</b>			
Total	16,734	85,759	193,420
White Alone	60.5%	51.6%	54.7%
Black Alone	26.4%	34.5%	31.8%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	3.5%	4.6%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	4.1%	3.6%
Two or More Races	5.0%	4.6%	4.1%
Hispanic Origin	10.1%	10.3%	9.1%
Diversity Index	64.3	68.4	66.4
<b>2010 Population by Relationship and Household Type</b>			
Total	16,577	81,621	187,107
In Households	98.8%	98.9%	99.3%
In Family Households	81.9%	81.2%	82.7%
Householder	25.0%	25.3%	25.7%
Spouse	15.8%	15.6%	16.5%
Child	32.6%	31.6%	31.9%
Other relative	4.9%	5.1%	5.1%
Nonrelative	3.7%	3.7%	3.4%
In Nonfamily Households	17.0%	17.7%	16.6%
In Group Quarters	1.2%	1.1%	0.7%
Institutionalized Population	0.6%	0.7%	0.5%
Noninstitutionalized Population	0.5%	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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	11,876	59,259	135,736
Less than 9th Grade	7.3%	5.8%	5.0%
9th - 12th Grade, No Diploma	9.8%	7.9%	7.7%
High School Graduate	35.8%	31.6%	30.8%
GED/Alternative Credential	7.5%	4.7%	4.8%
Some College, No Degree	18.2%	20.7%	20.7%
Associate Degree	6.8%	7.6%	7.3%
Bachelor's Degree	10.1%	13.7%	14.7%
Graduate/Professional Degree	4.6%	7.9%	9.1%
<b>2021 Population 15+ by Marital Status</b>			
Total	13,675	68,943	157,245
Never Married	31.8%	35.8%	36.0%
Married	42.8%	43.6%	44.9%
Widowed	11.4%	8.0%	7.4%
Divorced	13.9%	12.6%	11.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,527	45,535	103,413
Population 16+ Employed	91.8%	93.3%	93.5%
Population 16+ Unemployment rate	8.2%	6.7%	6.5%
Population 16-24 Employed	12.4%	12.4%	11.3%
Population 16-24 Unemployment rate	21.6%	15.2%	14.2%
Population 25-54 Employed	65.0%	65.1%	64.9%
Population 25-54 Unemployment rate	6.5%	5.8%	5.8%
Population 55-64 Employed	16.0%	15.9%	16.7%
Population 55-64 Unemployment rate	4.9%	4.7%	4.7%
Population 65+ Employed	6.6%	6.6%	7.1%
Population 65+ Unemployment rate	3.0%	2.2%	2.9%
<b>2021 Employed Population 16+ by Industry</b>			
Total	7,826	42,481	96,737
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	10.1%	10.6%	9.3%
Manufacturing	9.7%	6.2%	5.8%
Wholesale Trade	1.8%	2.2%	2.4%
Retail Trade	14.7%	12.5%	11.5%
Transportation/Utilities	4.9%	6.7%	6.9%
Information	1.1%	1.0%	1.1%
Finance/Insurance/Real Estate	5.6%	5.6%	6.1%
Services	43.7%	47.1%	48.0%
Public Administration	8.2%	7.8%	8.6%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	7,825	42,482	96,736
White Collar	52.3%	55.4%	58.2%
Management/Business/Financial	10.3%	12.9%	14.4%
Professional	19.9%	20.2%	21.6%
Sales	8.7%	8.2%	8.6%
Administrative Support	13.4%	14.1%	13.6%
Services	18.0%	17.6%	17.0%
Blue Collar	29.8%	27.0%	24.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	6.5%	6.9%	6.2%
Installation/Maintenance/Repair	2.6%	3.5%	3.9%
Production	7.9%	4.4%	4.0%
Transportation/Material Moving	12.7%	12.1%	10.7%

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<b>2010 Households by Type</b>			
Total	6,373	32,173	72,888
Households with 1 Person	30.1%	28.6%	27.0%
Households with 2+ People	69.9%	71.4%	73.0%
Family Households	64.0%	64.1%	66.1%
Husband-wife Families	40.5%	39.6%	42.4%
With Related Children	17.2%	16.8%	17.9%
Other Family (No Spouse Present)	23.5%	24.6%	23.7%
Other Family with Male Householder	6.8%	6.6%	6.2%
With Related Children	3.8%	3.9%	3.5%
Other Family with Female Householder	16.7%	18.0%	17.5%
With Related Children	10.9%	12.1%	11.3%
Nonfamily Households	5.9%	7.3%	6.9%
All Households with Children	32.4%	33.3%	33.3%
Multigenerational Households	6.8%	5.7%	6.0%
Unmarried Partner Households	8.7%	9.3%	8.6%
Male-female	8.0%	8.5%	7.8%
Same-sex	0.7%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	6,372	32,173	72,890
1 Person Household	30.1%	28.6%	27.0%
2 Person Household	29.2%	31.1%	31.8%
3 Person Household	16.7%	17.7%	17.9%
4 Person Household	13.1%	12.6%	13.2%
5 Person Household	6.2%	5.9%	6.1%
6 Person Household	2.8%	2.3%	2.5%
7 + Person Household	1.8%	1.7%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,373	32,173	72,889
Owner Occupied	63.0%	57.2%	65.5%
Owned with a Mortgage/Loan	46.8%	42.4%	48.2%
Owned Free and Clear	16.2%	14.8%	17.3%
Renter Occupied	37.0%	42.8%	34.5%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	138	126	136
Percent of Income for Mortgage	15.5%	16.8%	15.6%
Wealth Index	67	73	81
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,859	34,322	77,879
Housing Units Inside Urbanized Area	100.0%	99.9%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,577	81,621	187,107
Population Inside Urbanized Area	100.0%	99.9%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.4%

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

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<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Bright Young Professionals (8C)	Front Porches (8E)
3.	Bright Young Professionals (8C)	Front Porches (8E)	Bright Young Professionals (8C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,749,350	\$60,080,533	\$139,417,630
Average Spent	\$1,681.95	\$1,806.23	\$1,878.82
Spending Potential Index	79	85	89
Education: Total \$	\$9,831,519	\$50,622,868	\$120,592,299
Average Spent	\$1,538.34	\$1,521.90	\$1,625.12
Spending Potential Index	89	88	94
Entertainment/Recreation: Total \$	\$16,232,478	\$89,159,823	\$208,449,308
Average Spent	\$2,539.90	\$2,680.45	\$2,809.10
Spending Potential Index	79	83	87
Food at Home: Total \$	\$27,587,162	\$153,441,591	\$355,951,947
Average Spent	\$4,316.56	\$4,612.98	\$4,796.87
Spending Potential Index	79	85	88
Food Away from Home: Total \$	\$18,958,994	\$107,339,072	\$248,548,221
Average Spent	\$2,966.51	\$3,226.98	\$3,349.48
Spending Potential Index	78	85	88
Health Care: Total \$	\$31,135,149	\$170,625,934	\$398,244,320
Average Spent	\$4,871.72	\$5,129.60	\$5,366.81
Spending Potential Index	78	82	86
HH Furnishings & Equipment: Total \$	\$11,333,771	\$62,683,666	\$146,654,329
Average Spent	\$1,773.40	\$1,884.49	\$1,976.34
Spending Potential Index	79	84	88
Personal Care Products & Services: Total \$	\$4,605,258	\$25,411,595	\$59,203,765
Average Spent	\$720.58	\$763.96	\$797.84
Spending Potential Index	80	85	89
Shelter: Total \$	\$105,475,785	\$575,385,297	\$1,347,733,530
Average Spent	\$16,503.80	\$17,298.06	\$18,162.30
Spending Potential Index	82	86	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,493,791	\$64,652,448	\$150,502,742
Average Spent	\$1,798.43	\$1,943.67	\$2,028.20
Spending Potential Index	75	81	85
Travel: Total \$	\$12,857,037	\$70,194,517	\$165,931,827
Average Spent	\$2,011.74	\$2,110.29	\$2,236.13
Spending Potential Index	80	83	88
Vehicle Maintenance & Repairs: Total \$	\$5,505,389	\$31,063,398	\$71,637,260
Average Spent	\$861.43	\$933.87	\$965.40
Spending Potential Index	78	84	87

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

February 21, 2022

115-115 Orville Rd, Essex, Maryland, 21221  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.32483  
Longitude: -76.44916

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	47.3%	Population	16,657	16,733
Front Porches (8E)	20.9%	Households	6,391	6,421
Bright Young Professionals (8C)	13.8%	Families	3,994	3,984
Retirement Communities (9E)	9.4%	Median Age	39.8	39.8
Midlife Constants (5E)	5.4%	Median Household Income	\$55,891	\$60,190
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		79	\$1,681.95	\$10,749,350
Men's		79	\$320.23	\$2,046,570
Women's		80	\$587.60	\$3,755,343
Children's		76	\$237.34	\$1,516,828
Footwear		82	\$412.29	\$2,634,940
Watches & Jewelry		73	\$94.63	\$604,781
Apparel Products and Services (1)		82	\$43.44	\$277,634
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$131.96	\$843,387
Portable Memory		76	\$3.32	\$21,197
Computer Software		84	\$8.05	\$51,462
Computer Accessories		80	\$14.34	\$91,642
<b>Entertainment &amp; Recreation</b>		79	\$2,539.90	\$16,232,478
Fees and Admissions		83	\$612.67	\$3,915,561
Membership Fees for Clubs (2)		83	\$205.88	\$1,315,775
Fees for Participant Sports, excl. Trips		81	\$93.27	\$596,060
Tickets to Theatre/Operas/Concerts		86	\$69.60	\$444,812
Tickets to Movies		79	\$43.96	\$280,949
Tickets to Parks or Museums		76	\$25.61	\$163,685
Admission to Sporting Events, excl. Trips		82	\$52.79	\$337,411
Fees for Recreational Lessons		86	\$120.49	\$770,031
Dating Services		89	\$1.07	\$6,838
TV/Video/Audio		79	\$922.64	\$5,896,587
Cable and Satellite Television Services		79	\$636.82	\$4,069,923
Televisions		77	\$86.74	\$554,343
Satellite Dishes		73	\$1.14	\$7,290
VCRs, Video Cameras, and DVD Players		78	\$3.80	\$24,302
Miscellaneous Video Equipment		92	\$14.31	\$91,436
Video Cassettes and DVDs		80	\$6.14	\$39,236
Video Game Hardware/Accessories		75	\$21.68	\$138,577
Video Game Software		80	\$12.75	\$81,456
Rental/Streaming/Downloaded Video		78	\$54.68	\$349,428
Installation of Televisions		82	\$0.61	\$3,892
Audio (3)		77	\$82.11	\$524,793
Rental and Repair of TV/Radio/Sound Equipment		63	\$1.86	\$11,910
Pets		75	\$548.45	\$3,505,159
Toys/Games/Crafts/Hobbies (4)		78	\$89.92	\$574,702
Recreational Vehicles and Fees (5)		75	\$84.48	\$539,929
Sports/Recreation/Exercise Equipment (6)		74	\$133.88	\$855,617
Photo Equipment and Supplies (7)		77	\$35.41	\$226,280
Reading (8)		85	\$87.19	\$557,238
Catered Affairs (9)		87	\$25.49	\$162,930
<b>Food</b>		79	\$7,283.08	\$46,546,155
Food at Home		79	\$4,316.56	\$27,587,162
Bakery and Cereal Products		80	\$559.34	\$3,574,738
Meats, Poultry, Fish, and Eggs		79	\$932.41	\$5,959,059
Dairy Products		80	\$437.68	\$2,797,232
Fruits and Vegetables		80	\$850.15	\$5,433,306
Snacks and Other Food at Home (10)		78	\$1,536.98	\$9,822,826
Food Away from Home		78	\$2,966.51	\$18,958,994
Alcoholic Beverages		81	\$504.70	\$3,225,513

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115-115 Orville Rd, Essex, Maryland, 21221  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.32483  
Longitude: -76.44916

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	78	\$21,170.80	\$135,302,612
Value of Retirement Plans	81	\$81,319.66	\$519,713,975
Value of Other Financial Assets	77	\$6,630.58	\$42,376,057
Vehicle Loan Amount excluding Interest	76	\$2,167.99	\$13,855,631
Value of Credit Card Debt	81	\$2,255.14	\$14,412,581
<b>Health</b>			
Nonprescription Drugs	75	\$115.63	\$739,013
Prescription Drugs	75	\$251.16	\$1,605,187
Eyeglasses and Contact Lenses	79	\$76.09	\$486,278
<b>Home</b>			
Mortgage Payment and Basics (11)	80	\$8,546.52	\$54,620,833
Maintenance and Remodeling Services	79	\$2,258.09	\$14,431,445
Maintenance and Remodeling Materials (12)	71	\$438.48	\$2,802,352
Utilities, Fuel, and Public Services	78	\$3,898.52	\$24,915,461
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	80	\$80.89	\$516,967
Furniture	79	\$505.94	\$3,233,493
Rugs	78	\$24.42	\$156,085
Major Appliances (14)	77	\$291.52	\$1,863,115
Housewares (15)	77	\$67.52	\$431,546
Small Appliances	77	\$40.71	\$260,157
Luggage	79	\$13.17	\$84,150
Telephones and Accessories	84	\$83.75	\$535,256
<b>Household Operations</b>			
Child Care	81	\$430.20	\$2,749,423
Lawn and Garden (16)	77	\$384.01	\$2,454,231
Moving/Storage/Freight Express	74	\$52.95	\$338,430
Housekeeping Supplies (17)	78	\$606.31	\$3,874,950
<b>Insurance</b>			
Owners and Renters Insurance	74	\$464.72	\$2,970,051
Vehicle Insurance	77	\$1,444.41	\$9,231,204
Life/Other Insurance	78	\$467.66	\$2,988,786
Health Insurance	79	\$3,247.79	\$20,756,615
Personal Care Products (18)	78	\$388.49	\$2,482,843
School Books and Supplies (19)	76	\$98.97	\$632,488
Smoking Products	78	\$298.23	\$1,905,968
<b>Transportation</b>			
Payments on Vehicles excluding Leases	74	\$1,940.79	\$12,403,566
Gasoline and Motor Oil	76	\$1,828.80	\$11,687,880
Vehicle Maintenance and Repairs	78	\$861.43	\$5,505,389
<b>Travel</b>			
Airline Fares	81	\$509.67	\$3,257,280
Lodging on Trips	80	\$563.93	\$3,604,108
Auto/Truck Rental on Trips	79	\$43.57	\$278,429
Food and Drink on Trips	80	\$474.43	\$3,032,113

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February 21, 2022

115-115 Orville Rd, Essex, Maryland, 21221  
Ring: 3 mile radius

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Latitude: 39.32483  
Longitude: -76.44916

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	20.4%	Population	84,868	85,760
Bright Young Professionals (8C)	18.3%	Households	33,263	33,579
Front Porches (8E)	12.2%	Families	20,991	21,074
Metro Fusion (11C)	10.2%	Median Age	37.9	38.5
Enterprising Professionals (2D)	6.1%	Median Household Income	\$60,442	\$65,203
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		85	\$1,806.23	\$60,080,533
Men's		86	\$347.94	\$11,573,527
Women's		85	\$625.58	\$20,808,607
Children's		85	\$265.19	\$8,820,913
Footwear		87	\$435.35	\$14,481,018
Watches & Jewelry		80	\$102.64	\$3,414,229
Apparel Products and Services (1)		84	\$44.31	\$1,473,944
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$143.77	\$4,782,346
Portable Memory		83	\$3.61	\$120,072
Computer Software		89	\$8.57	\$285,055
Computer Accessories		87	\$15.59	\$518,571
<b>Entertainment &amp; Recreation</b>		83	\$2,680.45	\$89,159,823
Fees and Admissions		85	\$627.78	\$20,881,813
Membership Fees for Clubs (2)		85	\$211.16	\$7,023,753
Fees for Participant Sports, excl. Trips		85	\$98.30	\$3,269,861
Tickets to Theatre/Operas/Concerts		85	\$68.57	\$2,280,777
Tickets to Movies		88	\$48.75	\$1,621,559
Tickets to Parks or Museums		84	\$28.38	\$944,164
Admission to Sporting Events, excl. Trips		82	\$53.06	\$1,765,093
Fees for Recreational Lessons		84	\$118.51	\$3,941,910
Dating Services		87	\$1.04	\$34,696
TV/Video/Audio		84	\$983.43	\$32,711,957
Cable and Satellite Television Services		82	\$665.28	\$22,129,299
Televisions		86	\$96.80	\$3,219,773
Satellite Dishes		84	\$1.32	\$44,008
VCRs, Video Cameras, and DVD Players		84	\$4.14	\$137,731
Miscellaneous Video Equipment		89	\$13.84	\$460,267
Video Cassettes and DVDs		89	\$6.79	\$225,690
Video Game Hardware/Accessories		87	\$25.14	\$836,172
Video Game Software		91	\$14.51	\$482,590
Rental/Streaming/Downloaded Video		89	\$62.28	\$2,071,607
Installation of Televisions		85	\$0.63	\$20,887
Audio (3)		85	\$90.53	\$3,011,159
Rental and Repair of TV/Radio/Sound Equipment		74	\$2.19	\$72,774
Pets		80	\$585.35	\$19,470,501
Toys/Games/Crafts/Hobbies (4)		85	\$98.47	\$3,275,506
Recreational Vehicles and Fees (5)		76	\$85.54	\$2,845,361
Sports/Recreation/Exercise Equipment (6)		82	\$147.63	\$4,910,621
Photo Equipment and Supplies (7)		85	\$39.08	\$1,300,025
Reading (8)		85	\$88.05	\$2,928,743
Catered Affairs (9)		86	\$25.36	\$843,405
<b>Food</b>		85	\$7,839.96	\$260,780,663
Food at Home		85	\$4,612.98	\$153,441,591
Bakery and Cereal Products		85	\$590.99	\$19,657,986
Meats, Poultry, Fish, and Eggs		84	\$994.44	\$33,078,211
Dairy Products		84	\$462.52	\$15,384,706
Fruits and Vegetables		85	\$901.06	\$29,971,992
Snacks and Other Food at Home (10)		85	\$1,663.97	\$55,348,696
Food Away from Home		85	\$3,226.98	\$107,339,072
Alcoholic Beverages		85	\$531.19	\$17,668,928

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115-115 Orville Rd, Essex, Maryland, 21221  
Ring: 3 mile radius

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	80	\$21,780.30	\$724,478,203
Value of Retirement Plans	80	\$80,432.70	\$2,675,432,816
Value of Other Financial Assets	78	\$6,704.55	\$223,013,458
Vehicle Loan Amount excluding Interest	87	\$2,473.86	\$82,288,118
Value of Credit Card Debt	85	\$2,355.79	\$78,360,617
<b>Health</b>			
Nonprescription Drugs	81	\$125.80	\$4,184,392
Prescription Drugs	80	\$266.13	\$8,852,402
Eyeglasses and Contact Lenses	82	\$79.00	\$2,627,842
<b>Home</b>			
Mortgage Payment and Basics (11)	80	\$8,525.88	\$283,596,280
Maintenance and Remodeling Services	79	\$2,272.66	\$75,595,532
Maintenance and Remodeling Materials (12)	76	\$467.73	\$15,558,183
Utilities, Fuel, and Public Services	84	\$4,172.44	\$138,787,977
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	85	\$86.22	\$2,868,050
Furniture	85	\$541.07	\$17,997,698
Rugs	81	\$25.43	\$845,815
Major Appliances (14)	81	\$307.39	\$10,224,644
Housewares (15)	84	\$73.99	\$2,461,255
Small Appliances	85	\$44.72	\$1,487,528
Luggage	87	\$14.56	\$484,231
Telephones and Accessories	84	\$84.31	\$2,804,322
<b>Household Operations</b>			
Child Care	86	\$457.08	\$15,203,687
Lawn and Garden (16)	79	\$394.89	\$13,135,245
Moving/Storage/Freight Express	88	\$62.35	\$2,074,006
Housekeeping Supplies (17)	84	\$651.88	\$21,683,603
<b>Insurance</b>			
Owners and Renters Insurance	78	\$488.70	\$16,255,465
Vehicle Insurance	86	\$1,594.69	\$53,044,191
Life/Other Insurance	80	\$479.95	\$15,964,546
Health Insurance	82	\$3,406.04	\$113,295,120
Personal Care Products (18)	85	\$421.70	\$14,027,061
School Books and Supplies (19)	86	\$111.60	\$3,712,117
Smoking Products	84	\$323.12	\$10,747,965
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$2,175.26	\$72,355,673
Gasoline and Motor Oil	84	\$2,026.97	\$67,423,151
Vehicle Maintenance and Repairs	84	\$933.87	\$31,063,398
<b>Travel</b>			
Airline Fares	85	\$532.24	\$17,703,903
Lodging on Trips	83	\$585.25	\$19,467,148
Auto/Truck Rental on Trips	85	\$46.88	\$1,559,377
Food and Drink on Trips	84	\$500.44	\$16,645,988

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February 21, 2022

115-115 Orville Rd, Essex, Maryland, 21221  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.32483  
Longitude: -76.44916

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	22.0%	Population	191,488	193,421
Front Porches (8E)	15.0%	Households	74,205	74,795
Bright Young Professionals (8C)	13.3%	Families	48,317	48,515
Enterprising Professionals (2D)	7.4%	Median Age	39.0	39.5
Metro Fusion (11C)	6.8%	Median Household Income	\$63,668	\$68,993
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		89	\$1,878.82	\$139,417,630
Men's		89	\$360.59	\$26,757,811
Women's		89	\$654.16	\$48,541,928
Children's		88	\$272.62	\$20,229,717
Footwear		90	\$452.62	\$33,586,966
Watches & Jewelry		83	\$107.09	\$7,946,619
Apparel Products and Services (1)		90	\$47.18	\$3,500,964
<b>Computer</b>				
Computers and Hardware for Home Use		89	\$149.63	\$11,103,514
Portable Memory		87	\$3.77	\$279,437
Computer Software		93	\$8.92	\$662,002
Computer Accessories		89	\$16.10	\$1,194,509
<b>Entertainment &amp; Recreation</b>		87	\$2,809.10	\$208,449,308
Fees and Admissions		90	\$670.01	\$49,718,133
Membership Fees for Clubs (2)		90	\$224.78	\$16,679,577
Fees for Participant Sports, excl. Trips		90	\$104.25	\$7,735,853
Tickets to Theatre/Operas/Concerts		91	\$73.88	\$5,481,903
Tickets to Movies		90	\$50.24	\$3,727,844
Tickets to Parks or Museums		87	\$29.59	\$2,195,355
Admission to Sporting Events, excl. Trips		89	\$57.16	\$4,241,837
Fees for Recreational Lessons		92	\$129.02	\$9,573,853
Dating Services		92	\$1.10	\$81,912
TV/Video/Audio		87	\$1,021.71	\$75,816,048
Cable and Satellite Television Services		86	\$696.20	\$51,661,844
Televisions		88	\$99.15	\$7,357,143
Satellite Dishes		84	\$1.32	\$98,185
VCRs, Video Cameras, and DVD Players		87	\$4.28	\$317,305
Miscellaneous Video Equipment		95	\$14.69	\$1,090,005
Video Cassettes and DVDs		90	\$6.89	\$511,354
Video Game Hardware/Accessories		87	\$25.17	\$1,867,798
Video Game Software		91	\$14.50	\$1,076,014
Rental/Streaming/Downloaded Video		90	\$62.92	\$4,669,291
Installation of Televisions		92	\$0.68	\$50,135
Audio (3)		88	\$93.72	\$6,954,648
Rental and Repair of TV/Radio/Sound Equipment		74	\$2.19	\$162,326
Pets		84	\$610.76	\$45,321,792
Toys/Games/Crafts/Hobbies (4)		88	\$101.24	\$7,512,511
Recreational Vehicles and Fees (5)		82	\$92.95	\$6,897,389
Sports/Recreation/Exercise Equipment (6)		84	\$152.19	\$11,293,629
Photo Equipment and Supplies (7)		88	\$40.45	\$3,001,646
Reading (8)		90	\$92.86	\$6,890,850
Catered Affairs (9)		92	\$27.17	\$2,016,080
<b>Food</b>		88	\$8,146.35	\$604,500,169
Food at Home		88	\$4,796.87	\$355,951,947
Bakery and Cereal Products		88	\$616.53	\$45,749,754
Meats, Poultry, Fish, and Eggs		88	\$1,035.24	\$76,819,769
Dairy Products		88	\$482.74	\$35,821,598
Fruits and Vegetables		89	\$940.55	\$69,793,457
Snacks and Other Food at Home (10)		88	\$1,721.82	\$127,767,370
Food Away from Home		88	\$3,349.48	\$248,548,221
Alcoholic Beverages		89	\$560.54	\$41,594,668

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	86	\$23,421.17	\$1,737,968,062
Value of Retirement Plans	87	\$87,617.21	\$6,501,634,768
Value of Other Financial Assets	84	\$7,261.64	\$538,850,008
Vehicle Loan Amount excluding Interest	88	\$2,514.99	\$186,625,004
Value of Credit Card Debt	89	\$2,479.72	\$184,007,334
<b>Health</b>			
Nonprescription Drugs	84	\$129.46	\$9,606,225
Prescription Drugs	83	\$276.11	\$20,488,946
Eyeglasses and Contact Lenses	86	\$83.07	\$6,164,277
<b>Home</b>			
Mortgage Payment and Basics (11)	87	\$9,299.43	\$690,064,568
Maintenance and Remodeling Services	86	\$2,465.15	\$182,926,171
Maintenance and Remodeling Materials (12)	81	\$498.33	\$36,978,913
Utilities, Fuel, and Public Services	87	\$4,334.80	\$321,664,163
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	89	\$89.97	\$6,676,478
Furniture	88	\$564.21	\$41,867,016
Rugs	86	\$27.14	\$2,013,702
Major Appliances (14)	86	\$325.01	\$24,117,294
Housewares (15)	87	\$76.56	\$5,681,347
Small Appliances	88	\$46.14	\$3,423,601
Luggage	90	\$15.05	\$1,116,896
Telephones and Accessories	89	\$89.14	\$6,614,316
<b>Household Operations</b>			
Child Care	91	\$481.88	\$35,758,221
Lawn and Garden (16)	84	\$421.60	\$31,284,674
Moving/Storage/Freight Express	88	\$62.92	\$4,669,077
Housekeeping Supplies (17)	87	\$677.03	\$50,238,938
<b>Insurance</b>			
Owners and Renters Insurance	83	\$517.38	\$38,392,466
Vehicle Insurance	88	\$1,637.24	\$121,491,464
Life/Other Insurance	85	\$513.16	\$38,079,358
Health Insurance	86	\$3,570.31	\$264,935,102
Personal Care Products (18)	88	\$436.63	\$32,400,315
School Books and Supplies (19)	88	\$114.38	\$8,487,250
Smoking Products	85	\$327.57	\$24,307,641
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,234.15	\$165,784,976
Gasoline and Motor Oil	87	\$2,086.46	\$154,825,939
Vehicle Maintenance and Repairs	87	\$965.40	\$71,637,260
<b>Travel</b>			
Airline Fares	90	\$565.20	\$41,940,350
Lodging on Trips	88	\$623.60	\$46,273,989
Auto/Truck Rental on Trips	90	\$49.33	\$3,660,863
Food and Drink on Trips	89	\$528.22	\$39,196,490

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**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

February 21, 2022

- (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 health 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.

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**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

115-115 Orville Rd, Essex, Maryland, 21221  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.32483  
Longitude: -76.44916

Data for all businesses in area			1 mile		3 miles		5 miles					
Total Businesses:			471		2,803		6,237					
Total Employees:			4,454		34,618		74,653					
Total Residential Population:			16,657		84,868		191,488					
Employee/Residential Population Ratio (per 100 Residents)			27		41		39					
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	1.9%	106	2.4%	34	1.2%	257	0.7%	83	1.3%	594	0.8%
Construction	29	6.2%	208	4.7%	244	8.7%	2,649	7.7%	514	8.2%	5,107	6.8%
Manufacturing	9	1.9%	65	1.5%	91	3.2%	1,567	4.5%	187	3.0%	3,958	5.3%
Transportation	9	1.9%	73	1.6%	93	3.3%	951	2.7%	215	3.4%	1,996	2.7%
Communication	5	1.1%	17	0.4%	28	1.0%	192	0.6%	76	1.2%	493	0.7%
Utility	0	0.0%	0	0.0%	6	0.2%	59	0.2%	13	0.2%	169	0.2%
Wholesale Trade	9	1.9%	75	1.7%	127	4.5%	2,614	7.6%	276	4.4%	4,745	6.4%
Retail Trade Summary	131	27.8%	1,579	35.5%	635	22.7%	8,995	26.0%	1,522	24.4%	22,528	30.2%
Home Improvement	4	0.8%	39	0.9%	30	1.1%	1,171	3.4%	69	1.1%	1,779	2.4%
General Merchandise Stores	9	1.9%	316	7.1%	36	1.3%	1,091	3.2%	81	1.3%	3,202	4.3%
Food Stores	14	3.0%	317	7.1%	70	2.5%	1,051	3.0%	176	2.8%	2,811	3.8%
Auto Dealers, Gas Stations, Auto Aftermarket	22	4.7%	102	2.3%	92	3.3%	1,126	3.3%	200	3.2%	2,612	3.5%
Apparel & Accessory Stores	2	0.4%	9	0.2%	20	0.7%	240	0.7%	94	1.5%	1,001	1.3%
Furniture & Home Furnishings	2	0.4%	3	0.1%	37	1.3%	264	0.8%	86	1.4%	1,039	1.4%
Eating & Drinking Places	50	10.6%	660	14.8%	199	7.1%	2,541	7.3%	436	7.0%	7,022	9.4%
Miscellaneous Retail	29	6.2%	133	3.0%	151	5.4%	1,510	4.4%	379	6.1%	3,060	4.1%
Finance, Insurance, Real Estate Summary	41	8.7%	224	5.0%	197	7.0%	1,175	3.4%	459	7.4%	3,430	4.6%
Banks, Savings & Lending Institutions	11	2.3%	74	1.7%	32	1.1%	266	0.8%	99	1.6%	817	1.1%
Securities Brokers	2	0.4%	7	0.2%	14	0.5%	57	0.2%	34	0.5%	313	0.4%
Insurance Carriers & Agents	8	1.7%	27	0.6%	39	1.4%	190	0.5%	86	1.4%	540	0.7%
Real Estate, Holding, Other Investment Offices	20	4.2%	116	2.6%	112	4.0%	662	1.9%	240	3.8%	1,759	2.4%
Services Summary	194	41.2%	2,022	45.4%	1,106	39.5%	15,477	44.7%	2,367	38.0%	28,461	38.1%
Hotels & Lodging	1	0.2%	10	0.2%	11	0.4%	145	0.4%	24	0.4%	531	0.7%
Automotive Services	29	6.2%	137	3.1%	118	4.2%	641	1.9%	257	4.1%	1,462	2.0%
Motion Pictures & Amusements	7	1.5%	16	0.4%	57	2.0%	359	1.0%	151	2.4%	980	1.3%
Health Services	28	5.9%	416	9.3%	274	9.8%	6,681	19.3%	478	7.7%	9,010	12.1%
Legal Services	6	1.3%	19	0.4%	34	1.2%	128	0.4%	63	1.0%	332	0.4%
Education Institutions & Libraries	10	2.1%	642	14.4%	45	1.6%	2,813	8.1%	103	1.7%	4,990	6.7%
Other Services	112	23.8%	782	17.6%	567	20.2%	4,710	13.6%	1,292	20.7%	11,155	14.9%
Government	3	0.6%	71	1.6%	18	0.6%	519	1.5%	32	0.5%	2,811	3.8%
Unclassified Establishments	33	7.0%	13	0.3%	224	8.0%	163	0.5%	493	7.9%	362	0.5%
Totals	471	100.0%	4,454	100.0%	2,803	100.0%	34,618	100.0%	6,237	100.0%	74,653	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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February 21, 2022



115-115 Orville Rd, Essex, Maryland, 21221  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.32483  
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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	0.2%	3	0.1%	4	0.1%	20	0.1%	11	0.2%	67	0.1%
Mining	1	0.2%	2	0.0%	2	0.1%	7	0.0%	3	0.0%	9	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	12	0.0%	2	0.0%	21	0.0%
Construction	29	6.2%	209	4.7%	255	9.1%	2,806	8.1%	542	8.7%	5,664	7.6%
Manufacturing	7	1.5%	58	1.3%	93	3.3%	1,591	4.6%	198	3.2%	4,192	5.6%
Wholesale Trade	9	1.9%	75	1.7%	125	4.5%	2,607	7.5%	268	4.3%	4,716	6.3%
Retail Trade	76	16.1%	879	19.7%	418	14.9%	6,315	18.2%	1,039	16.7%	15,010	20.1%
Motor Vehicle & Parts Dealers	19	4.0%	87	2.0%	76	2.7%	1,060	3.1%	167	2.7%	2,471	3.3%
Furniture & Home Furnishings Stores	0	0.0%	1	0.0%	19	0.7%	155	0.4%	49	0.8%	748	1.0%
Electronics & Appliance Stores	1	0.2%	2	0.0%	14	0.5%	92	0.3%	30	0.5%	266	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.8%	39	0.9%	30	1.1%	1,171	3.4%	69	1.1%	1,779	2.4%
Food & Beverage Stores	16	3.4%	304	6.8%	70	2.5%	986	2.8%	163	2.6%	2,433	3.3%
Health & Personal Care Stores	7	1.5%	83	1.9%	43	1.5%	671	1.9%	112	1.8%	1,402	1.9%
Gasoline Stations	3	0.6%	15	0.3%	16	0.6%	67	0.2%	33	0.5%	141	0.2%
Clothing & Clothing Accessories Stores	3	0.6%	10	0.2%	28	1.0%	269	0.8%	121	1.9%	1,131	1.5%
Sport Goods, Hobby, Book, & Music Stores	2	0.4%	8	0.2%	18	0.6%	457	1.3%	43	0.7%	680	0.9%
General Merchandise Stores	9	1.9%	316	7.1%	36	1.3%	1,091	3.2%	81	1.3%	3,202	4.3%
Miscellaneous Store Retailers	6	1.3%	17	0.4%	35	1.2%	286	0.8%	95	1.5%	692	0.9%
Nonstore Retailers	7	1.5%	0	0.0%	33	1.2%	13	0.0%	76	1.2%	64	0.1%
Transportation & Warehousing	12	2.5%	70	1.6%	68	2.4%	635	1.8%	168	2.7%	1,827	2.4%
Information	11	2.3%	65	1.5%	47	1.7%	394	1.1%	126	2.0%	974	1.3%
Finance & Insurance	23	4.9%	117	2.6%	88	3.1%	525	1.5%	225	3.6%	1,690	2.3%
Central Bank/Credit Intermediation & Related Activities	13	2.8%	83	1.9%	35	1.2%	278	0.8%	104	1.7%	834	1.1%
Securities, Commodity Contracts & Other Financial	2	0.4%	7	0.2%	14	0.5%	57	0.2%	35	0.6%	315	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	8	1.7%	27	0.6%	39	1.4%	190	0.5%	86	1.4%	540	0.7%
Real Estate, Rental & Leasing	25	5.3%	127	2.9%	153	5.5%	804	2.3%	322	5.2%	2,001	2.7%
Professional, Scientific & Tech Services	32	6.8%	213	4.8%	203	7.2%	1,446	4.2%	439	7.0%	3,131	4.2%
Legal Services	6	1.3%	19	0.4%	43	1.5%	159	0.5%	79	1.3%	398	0.5%
Management of Companies & Enterprises	1	0.2%	2	0.0%	4	0.1%	24	0.1%	9	0.1%	47	0.1%
Administrative & Support & Waste Management & Remediation	12	2.5%	109	2.4%	87	3.1%	811	2.3%	221	3.5%	2,924	3.9%
Educational Services	12	2.5%	632	14.2%	49	1.7%	2,793	8.1%	117	1.9%	4,963	6.6%
Health Care & Social Assistance	44	9.3%	645	14.5%	331	11.8%	7,867	22.7%	608	9.7%	10,887	14.6%
Arts, Entertainment & Recreation	4	0.8%	12	0.3%	53	1.9%	467	1.3%	126	2.0%	1,055	1.4%
Accommodation & Food Services	53	11.3%	699	15.7%	219	7.8%	2,775	8.0%	489	7.8%	7,803	10.5%
Accommodation	1	0.2%	10	0.2%	11	0.4%	145	0.4%	24	0.4%	531	0.7%
Food Services & Drinking Places	53	11.3%	690	15.5%	208	7.4%	2,630	7.6%	465	7.5%	7,272	9.7%
Other Services (except Public Administration)	85	18.0%	455	10.2%	361	12.9%	2,037	5.9%	800	12.8%	4,504	6.0%
Automotive Repair & Maintenance	22	4.7%	110	2.5%	94	3.4%	521	1.5%	203	3.3%	998	1.3%
Public Administration	3	0.6%	71	1.6%	18	0.6%	519	1.5%	31	0.5%	2,808	3.8%
Unclassified Establishments	33	7.0%	13	0.3%	224	8.0%	163	0.5%	493	7.9%	362	0.5%
Total	471	100.0%	4,454	100.0%	2,803	100.0%	34,618	100.0%	6,237	100.0%	74,653	100.0%

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