

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,634	57,825	92,219
2010 Total Population	6,265	65,612	107,650
2017 Total Population	6,542	68,330	112,140
2017 Group Quarters	162	1,134	1,199
2022 Total Population	6,836	70,616	115,707
2017-2022 Annual Rate	0.88%	0.66%	0.63%
2017 Total Daytime Population	22,004	66,991	100,787
Workers	19,021	36,056	49,736
Residents	2,983	30,935	51,051
Household Summary			
2000 Households	2,565	21,062	33,403
2000 Average Household Size	2.15	2.71	2.74
2010 Households	2,855	24,264	39,544
2010 Average Household Size	2.14	2.66	2.69
2017 Households	2,976	25,198	41,013
2017 Average Household Size	2.14	2.67	2.71
2022 Households	3,093	26,010	42,236
2022 Average Household Size	2.16	2.67	2.71
2017-2022 Annual Rate	0.77%	0.64%	0.59%
2010 Families	1,719	17,731	29,351
2010 Average Family Size	2.76	3.14	3.15
2017 Families	1,772	18,293	30,237
2017 Average Family Size	2.78	3.16	3.17
2022 Families	1,833	18,807	31,024
2022 Average Family Size	2.81	3.17	3.18
2017-2022 Annual Rate	0.68%	0.56%	0.52%
Housing Unit Summary			
2000 Housing Units	2,712	21,676	34,347
Owner Occupied Housing Units	69.0%	80.3%	82.2%
Renter Occupied Housing Units	25.6%	16.9%	15.1%
Vacant Housing Units	5.4%	2.8%	2.7%
2010 Housing Units	3,021	25,280	41,147
Owner Occupied Housing Units	68.8%	78.5%	81.4%
Renter Occupied Housing Units	25.8%	17.5%	14.7%
Vacant Housing Units	5.5%	4.0%	3.9%
2017 Housing Units	3,163	26,341	42,903
Owner Occupied Housing Units	66.1%	76.6%	79.5%
Renter Occupied Housing Units	28.0%	19.1%	16.1%
Vacant Housing Units	5.9%	4.3%	4.4%
2022 Housing Units	3,305	27,294	44,360
Owner Occupied Housing Units	66.0%	76.2%	79.1%
Renter Occupied Housing Units	27.7%	19.1%	16.1%
Vacant Housing Units	6.4%	4.7%	4.8%
Median Household Income			
2017	\$78,507	\$93,219	\$93,593
2022	\$85,997	\$101,268	\$101,193
Median Home Value			
2017	\$288,123	\$326,594	\$318,209
2022	\$316,894	\$351,341	\$343,197
Per Capita Income			
2017	\$41,446	\$41,648	\$41,034
2022	\$46,348	\$46,359	\$45,643
Median Age			
2010	44.3	40.5	39.6
2017	46.2	41.8	40.9
2022	47.4	42.7	41.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2017 Households by Income			
Household Income Base	2,976	25,198	41,013
<\$15,000	5.8%	4.6%	4.1%
\$15,000 - \$24,999	6.7%	4.9%	4.4%
\$25,000 - \$34,999	7.8%	5.6%	5.4%
\$35,000 - \$49,999	10.6%	8.7%	7.5%
\$50,000 - \$74,999	16.5%	14.7%	15.6%
\$75,000 - \$99,999	14.1%	14.7%	16.4%
\$100,000 - \$149,999	22.5%	23.7%	24.2%
\$150,000 - \$199,999	8.4%	12.2%	12.3%
\$200,000+	7.4%	10.8%	10.2%
Average Household Income	\$96,002	\$111,232	\$111,074
2022 Households by Income			
Household Income Base	3,093	26,010	42,236
<\$15,000	5.7%	4.6%	4.1%
\$15,000 - \$24,999	6.3%	4.7%	4.2%
\$25,000 - \$34,999	6.9%	5.1%	4.8%
\$35,000 - \$49,999	9.3%	7.7%	6.7%
\$50,000 - \$74,999	14.9%	13.3%	14.0%
\$75,000 - \$99,999	13.5%	13.6%	15.2%
\$100,000 - \$149,999	24.7%	24.6%	25.0%
\$150,000 - \$199,999	10.1%	13.9%	14.1%
\$200,000+	8.6%	12.5%	11.9%
Average Household Income	\$108,031	\$124,200	\$123,942
2017 Owner Occupied Housing Units by Value			
Total	2,091	20,165	34,095
<\$50,000	1.5%	1.0%	0.9%
\$50,000 - \$99,999	0.9%	0.5%	0.5%
\$100,000 - \$149,999	6.0%	2.7%	2.6%
\$150,000 - \$199,999	15.1%	7.9%	8.4%
\$200,000 - \$249,999	14.1%	16.7%	18.4%
\$250,000 - \$299,999	16.3%	13.6%	14.4%
\$300,000 - \$399,999	29.3%	28.8%	27.4%
\$400,000 - \$499,999	11.4%	17.3%	15.0%
\$500,000 - \$749,999	5.2%	10.2%	10.4%
\$750,000 - \$999,999	0.0%	0.9%	1.6%
\$1,000,000 +	0.2%	0.4%	0.7%
Average Home Value	\$300,633	\$348,530	\$349,507
2022 Owner Occupied Housing Units by Value			
Total	2,180	20,798	35,104
<\$50,000	0.6%	0.4%	0.3%
\$50,000 - \$99,999	0.6%	0.3%	0.3%
\$100,000 - \$149,999	4.9%	2.2%	2.0%
\$150,000 - \$199,999	12.1%	6.0%	6.6%
\$200,000 - \$249,999	11.6%	13.3%	15.1%
\$250,000 - \$299,999	14.5%	11.8%	12.7%
\$300,000 - \$399,999	33.7%	31.4%	29.9%
\$400,000 - \$499,999	15.1%	20.9%	18.1%
\$500,000 - \$749,999	6.6%	12.3%	12.3%
\$750,000 - \$999,999	0.1%	1.1%	1.9%
\$1,000,000 +	0.2%	0.5%	0.8%
Average Home Value	\$324,587	\$372,011	\$372,334

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,266	65,613	107,650
0 - 4	4.7%	5.5%	5.9%
5 - 9	5.7%	6.7%	6.9%
10 - 14	6.0%	7.9%	7.9%
15 - 24	11.3%	12.8%	12.2%
25 - 34	10.9%	10.3%	11.1%
35 - 44	12.2%	13.8%	14.3%
45 - 54	15.1%	16.9%	16.7%
55 - 64	13.2%	12.3%	12.1%
65 - 74	9.3%	7.0%	6.9%
75 - 84	7.5%	4.7%	4.2%
85 +	4.0%	2.1%	1.7%
18 +	79.9%	75.0%	74.6%
2017 Population by Age			
Total	6,543	68,328	112,139
0 - 4	4.4%	5.0%	5.4%
5 - 9	4.9%	5.8%	6.2%
10 - 14	5.6%	6.7%	7.0%
15 - 24	10.7%	12.6%	12.2%
25 - 34	11.8%	11.9%	11.8%
35 - 44	11.1%	11.9%	12.7%
45 - 54	13.4%	14.9%	15.0%
55 - 64	14.1%	14.2%	13.9%
65 - 74	11.8%	9.5%	9.2%
75 - 84	8.1%	5.1%	4.6%
85 +	4.2%	2.5%	2.0%
18 +	81.7%	78.3%	77.3%
2022 Population by Age			
Total	6,836	70,617	115,706
0 - 4	4.3%	5.0%	5.3%
5 - 9	4.6%	5.4%	5.8%
10 - 14	5.1%	6.1%	6.4%
15 - 24	9.8%	11.1%	11.0%
25 - 34	11.7%	12.6%	12.4%
35 - 44	11.6%	12.7%	13.3%
45 - 54	12.4%	12.9%	13.3%
55 - 64	13.9%	14.4%	14.1%
65 - 74	12.7%	11.0%	10.5%
75 - 84	9.7%	6.3%	5.8%
85 +	4.2%	2.6%	2.2%
18 +	82.7%	79.7%	78.7%
2010 Population by Sex			
Males	2,977	31,769	52,319
Females	3,288	33,843	55,331
2017 Population by Sex			
Males	3,116	33,198	54,619
Females	3,427	35,132	57,521
2022 Population by Sex			
Males	3,251	34,354	56,436
Females	3,585	36,262	59,271

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,266	65,612	107,651
White Alone	90.7%	90.3%	89.6%
Black Alone	3.8%	4.2%	4.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.0%	2.8%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	0.8%	0.7%
Two or More Races	1.8%	1.7%	1.7%
Hispanic Origin	4.2%	2.9%	2.9%
Diversity Index	24.0	22.8	23.9
2017 Population by Race/Ethnicity			
Total	6,544	68,329	112,140
White Alone	88.6%	88.0%	87.1%
Black Alone	4.2%	4.8%	5.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	4.0%	4.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	1.0%	0.9%
Two or More Races	2.2%	2.1%	2.1%
Hispanic Origin	5.6%	4.0%	3.9%
Diversity Index	29.4	28.1	29.4
2022 Population by Race/Ethnicity			
Total	6,836	70,615	115,708
White Alone	86.8%	85.9%	84.9%
Black Alone	4.6%	5.3%	6.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.6%	5.0%	5.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.3%	1.2%	1.1%
Two or More Races	2.5%	2.4%	2.5%
Hispanic Origin	6.8%	5.0%	4.9%
Diversity Index	33.9	32.7	34.1
2010 Population by Relationship and Household Type			
Total	6,265	65,612	107,650
In Households	97.4%	98.3%	98.9%
In Family Households	77.6%	86.4%	87.4%
Householder	25.7%	27.0%	27.3%
Spouse	20.2%	22.3%	22.6%
Child	27.2%	33.0%	33.3%
Other relative	2.6%	2.5%	2.7%
Nonrelative	1.8%	1.5%	1.5%
In Nonfamily Households	19.8%	11.9%	11.5%
In Group Quarters	2.6%	1.7%	1.1%
Institutionalized Population	1.4%	1.4%	0.9%
Noninstitutionalized Population	1.2%	0.4%	0.2%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2017 Population 25+ by Educational Attainment			
Total	4,875	47,753	77,607
Less than 9th Grade	1.1%	1.5%	1.5%
9th - 12th Grade, No Diploma	3.5%	3.2%	2.9%
High School Graduate	25.6%	20.3%	20.5%
GED/Alternative Credential	2.4%	2.6%	2.8%
Some College, No Degree	22.3%	20.7%	20.7%
Associate Degree	8.2%	8.5%	9.3%
Bachelor's Degree	20.9%	25.2%	25.2%
Graduate/Professional Degree	16.0%	18.0%	17.2%
2017 Population 15+ by Marital Status			
Total	5,576	56,346	91,342
Never Married	25.3%	26.2%	26.0%
Married	56.0%	58.3%	59.8%
Widowed	8.2%	6.8%	5.9%
Divorced	10.5%	8.7%	8.4%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	96.8%	96.5%
Civilian Unemployed (Unemployment Rate)	4.0%	3.2%	3.5%
2017 Employed Population 16+ by Industry			
Total	3,610	37,760	61,823
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.1%	5.4%	6.2%
Manufacturing	5.1%	6.8%	7.2%
Wholesale Trade	1.2%	3.2%	2.9%
Retail Trade	16.1%	12.3%	11.7%
Transportation/Utilities	2.6%	3.2%	3.8%
Information	1.1%	1.7%	1.6%
Finance/Insurance/Real Estate	6.0%	6.7%	6.5%
Services	52.9%	51.3%	50.8%
Public Administration	9.8%	9.1%	8.8%
2017 Employed Population 16+ by Occupation			
Total	3,607	37,758	61,821
White Collar	71.7%	74.4%	72.4%
Management/Business/Financial	14.2%	17.5%	18.2%
Professional	27.7%	29.6%	28.2%
Sales	18.1%	13.5%	12.2%
Administrative Support	11.6%	13.8%	13.8%
Services	14.7%	12.5%	12.8%
Blue Collar	13.6%	13.1%	14.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	4.5%	4.1%	4.2%
Installation/Maintenance/Repair	3.3%	2.8%	3.4%
Production	2.1%	2.3%	3.0%
Transportation/Material Moving	3.5%	3.8%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	6,265	65,612	107,650
Population Inside Urbanized Area	100.0%	99.3%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	5.1%

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,855	24,264	39,543
Households with 1 Person	34.6%	22.7%	21.2%
Households with 2+ People	65.4%	77.3%	78.8%
Family Households	60.2%	73.1%	74.2%
Husband-wife Families	47.4%	60.2%	61.5%
With Related Children	18.7%	28.8%	29.8%
Other Family (No Spouse Present)	12.8%	12.8%	12.7%
Other Family with Male Householder	4.1%	3.6%	3.6%
With Related Children	2.3%	2.1%	2.1%
Other Family with Female Householder	8.7%	9.3%	9.1%
With Related Children	5.0%	5.6%	5.5%
Nonfamily Households	5.2%	4.2%	4.5%
All Households with Children	26.4%	37.0%	37.7%
Multigenerational Households	2.8%	3.3%	3.6%
Unmarried Partner Households	4.9%	4.6%	5.0%
Male-female	4.5%	4.3%	4.6%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	2,854	24,264	39,543
1 Person Household	34.6%	22.7%	21.2%
2 Person Household	32.2%	31.7%	32.1%
3 Person Household	14.2%	17.5%	18.1%
4 Person Household	12.2%	17.8%	18.0%
5 Person Household	4.4%	7.2%	7.4%
6 Person Household	2.0%	2.3%	2.3%
7 + Person Household	0.6%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,855	24,264	39,544
Owner Occupied	72.7%	81.8%	84.7%
Owned with a Mortgage/Loan	50.6%	64.2%	67.5%
Owned Free and Clear	22.1%	17.6%	17.2%
Renter Occupied	27.3%	18.2%	15.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,021	25,280	41,147
Housing Units Inside Urbanized Area	100.0%	99.3%	94.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	5.3%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	In Style (5B)	Old and Newcomers (8F)	Professional Pride (1B)
3.	Parks and Rec (5C)	Golden Years (9B)	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$7,435,224	\$73,939,722	\$120,712,854
Average Spent	\$2,498.40	\$2,934.35	\$2,943.28
Spending Potential Index	116	136	136
Education: Total \$	\$5,531,439	\$54,146,075	\$87,456,446
Average Spent	\$1,858.68	\$2,148.82	\$2,132.41
Spending Potential Index	128	148	146
Entertainment/Recreation: Total \$	\$10,867,387	\$106,662,218	\$173,291,235
Average Spent	\$3,651.68	\$4,232.96	\$4,225.28
Spending Potential Index	117	136	135
Food at Home: Total \$	\$16,952,662	\$164,510,096	\$266,696,168
Average Spent	\$5,696.46	\$6,528.70	\$6,502.72
Spending Potential Index	113	130	129
Food Away from Home: Total \$	\$11,351,089	\$112,462,910	\$183,462,781
Average Spent	\$3,814.21	\$4,463.17	\$4,473.28
Spending Potential Index	114	134	134
Health Care: Total \$	\$19,693,625	\$189,675,928	\$306,413,186
Average Spent	\$6,617.48	\$7,527.42	\$7,471.12
Spending Potential Index	118	135	134
HH Furnishings & Equipment: Total \$	\$6,712,806	\$66,731,159	\$108,697,570
Average Spent	\$2,255.65	\$2,648.27	\$2,650.32
Spending Potential Index	116	136	136
Personal Care Products & Services: Total \$	\$2,810,405	\$27,524,643	\$44,724,492
Average Spent	\$944.36	\$1,092.33	\$1,090.50
Spending Potential Index	119	137	137
Shelter: Total \$	\$58,045,315	\$556,974,195	\$901,884,600
Average Spent	\$19,504.47	\$22,103.90	\$21,990.21
Spending Potential Index	120	136	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,500,774	\$82,551,082	\$133,526,010
Average Spent	\$2,856.44	\$3,276.10	\$3,255.70
Spending Potential Index	122	140	139
Travel: Total \$	\$7,663,559	\$75,496,793	\$122,817,344
Average Spent	\$2,575.12	\$2,996.14	\$2,994.60
Spending Potential Index	124	145	145
Vehicle Maintenance & Repairs: Total \$	\$3,676,603	\$35,991,807	\$58,367,354
Average Spent	\$1,235.42	\$1,428.36	\$1,423.14
Spending Potential Index	115	133	133

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Golden Years (9B)	43.1%	Population	6,542	6,836
In Style (5B)	20.2%	Households	2,976	3,093
Parks and Rec (5C)	11.8%	Families	1,772	1,833
Exurbanites (1E)	10.8%	Median Age	46.2	47.4
Old and Newcomers (8F)	5.9%	Median Household Income	\$78,507	\$85,997
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		116	\$2,498.40	\$7,435,224
Men's		117	\$496.34	\$1,477,109
Women's		119	\$879.31	\$2,616,825
Children's		104	\$349.19	\$1,039,195
Footwear		113	\$525.31	\$1,563,310
Watches & Jewelry		127	\$150.68	\$448,414
Apparel Products and Services (1)		119	\$97.57	\$290,370
Computer				
Computers and Hardware for Home Use		118	\$204.57	\$608,807
Portable Memory		113	\$6.01	\$17,900
Computer Software		121	\$13.98	\$41,601
Computer Accessories		122	\$21.96	\$65,343
Entertainment & Recreation		117	\$3,651.68	\$10,867,387
Fees and Admissions		126	\$803.30	\$2,390,620
Membership Fees for Clubs (2)		131	\$275.74	\$820,594
Fees for Participant Sports, excl. Trips		126	\$124.70	\$371,121
Tickets to Theatre/Operas/Concerts		133	\$79.25	\$235,849
Tickets to Movies/Museums/Parks		117	\$89.96	\$267,726
Admission to Sporting Events, excl. Trips		125	\$69.94	\$208,129
Fees for Recreational Lessons		122	\$162.77	\$484,404
Dating Services		116	\$0.94	\$2,796
TV/Video/Audio		115	\$1,468.42	\$4,370,016
Cable and Satellite Television Services		115	\$1,090.15	\$3,244,286
Televisions		117	\$139.56	\$415,323
Satellite Dishes		108	\$1.56	\$4,637
VCRs, Video Cameras, and DVD Players		112	\$7.31	\$21,746
Miscellaneous Video Equipment		118	\$11.32	\$33,684
Video Cassettes and DVDs		108	\$16.54	\$49,228
Video Game Hardware/Accessories		106	\$31.08	\$92,485
Video Game Software		104	\$16.10	\$47,906
Streaming/Downloaded Video		111	\$28.43	\$84,606
Rental of Video Cassettes and DVDs		107	\$16.29	\$48,470
Installation of Televisions		135	\$1.20	\$3,558
Audio (3)		117	\$104.40	\$310,689
Rental and Repair of TV/Radio/Sound Equipment		112	\$4.50	\$13,398
Pets		113	\$675.57	\$2,010,502
Toys/Games/Crafts/Hobbies (4)		112	\$135.97	\$404,637
Recreational Vehicles and Fees (5)		115	\$117.31	\$349,121
Sports/Recreation/Exercise Equipment (6)		113	\$193.49	\$575,820
Photo Equipment and Supplies (7)		117	\$64.86	\$193,020
Reading (8)		124	\$154.66	\$460,275
Catered Affairs (9)		125	\$38.10	\$113,375
Food		114	\$9,510.67	\$28,303,751
Food at Home		113	\$5,696.46	\$16,952,662
Bakery and Cereal Products		114	\$756.69	\$2,251,920
Meats, Poultry, Fish, and Eggs		112	\$1,274.88	\$3,794,028
Dairy Products		114	\$607.20	\$1,807,016
Fruits and Vegetables		115	\$1,125.77	\$3,350,293
Snacks and Other Food at Home (10)		112	\$1,931.92	\$5,749,405
Food Away from Home		114	\$3,814.21	\$11,351,089
Alcoholic Beverages		122	\$676.50	\$2,013,278

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	139	\$8,612.10	\$25,629,595
Value of Retirement Plans	133	\$32,289.21	\$96,092,691
Value of Other Financial Assets	122	\$1,590.05	\$4,731,991
Vehicle Loan Amount excluding Interest	105	\$2,848.49	\$8,477,098
Value of Credit Card Debt	120	\$700.91	\$2,085,908
Health			
Nonprescription Drugs	116	\$148.28	\$441,282
Prescription Drugs	117	\$452.60	\$1,346,935
Eyeglasses and Contact Lenses	118	\$111.57	\$332,041
Home			
Mortgage Payment and Basics (11)	124	\$10,646.79	\$31,684,844
Maintenance and Remodeling Services	128	\$2,485.57	\$7,397,068
Maintenance and Remodeling Materials (12)	116	\$470.29	\$1,399,573
Utilities, Fuel, and Public Services	114	\$5,743.94	\$17,093,961
Household Furnishings and Equipment			
Household Textiles (13)	119	\$113.85	\$338,805
Furniture	116	\$662.60	\$1,971,883
Rugs	134	\$31.10	\$92,549
Major Appliances (14)	113	\$363.59	\$1,082,038
Housewares (15)	116	\$109.91	\$327,080
Small Appliances	119	\$57.31	\$170,549
Luggage	126	\$14.91	\$44,365
Telephones and Accessories	111	\$76.85	\$228,703
Household Operations			
Child Care	114	\$547.38	\$1,629,014
Lawn and Garden (16)	120	\$504.74	\$1,502,107
Moving/Storage/Freight Express	117	\$74.82	\$222,667
Housekeeping Supplies (17)	114	\$814.31	\$2,423,395
Insurance			
Owners and Renters Insurance	119	\$613.38	\$1,825,408
Vehicle Insurance	115	\$1,348.34	\$4,012,673
Life/Other Insurance	125	\$532.95	\$1,586,066
Health Insurance	119	\$4,329.58	\$12,884,819
Personal Care Products (18)	115	\$542.74	\$1,615,186
School Books and Supplies (19)	113	\$175.28	\$521,642
Smoking Products	102	\$425.81	\$1,267,206
Transportation			
Payments on Vehicles excluding Leases	108	\$2,426.03	\$7,219,856
Gasoline and Motor Oil	109	\$3,015.43	\$8,973,924
Vehicle Maintenance and Repairs	115	\$1,235.42	\$3,676,603
Travel			
Airline Fares	127	\$648.45	\$1,929,779
Lodging on Trips	125	\$654.78	\$1,948,615
Auto/Truck Rental on Trips	121	\$31.91	\$94,956
Food and Drink on Trips	123	\$607.14	\$1,806,837

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Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Savvy Suburbanites (1D)	17.3%	Population	68,330	70,616
Old and Newcomers (8F)	13.2%	Households	25,198	26,010
Golden Years (9B)	11.5%	Families	18,293	18,807
Professional Pride (1B)	10.6%	Median Age	41.8	42.7
Soccer Moms (4A)	9.8%	Median Household Income	\$93,219	\$101,268
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		136	\$2,934.35	\$73,939,722
Men's		137	\$578.03	\$14,565,112
Women's		137	\$1,012.87	\$25,522,328
Children's		128	\$429.55	\$10,823,860
Footwear		135	\$623.58	\$15,713,056
Watches & Jewelry		145	\$172.61	\$4,349,497
Apparel Products and Services (1)		144	\$117.70	\$2,965,868
Computer				
Computers and Hardware for Home Use		138	\$237.92	\$5,994,991
Portable Memory		133	\$7.05	\$177,547
Computer Software		139	\$16.00	\$403,266
Computer Accessories		139	\$25.14	\$633,551
Entertainment & Recreation		136	\$4,232.96	\$106,662,218
Fees and Admissions		149	\$945.71	\$23,829,931
Membership Fees for Clubs (2)		151	\$318.18	\$8,017,510
Fees for Participant Sports, excl. Trips		148	\$147.10	\$3,706,517
Tickets to Theatre/Operas/Concerts		150	\$89.16	\$2,246,624
Tickets to Movies/Museums/Parks		138	\$106.36	\$2,679,990
Admission to Sporting Events, excl. Trips		148	\$82.37	\$2,075,659
Fees for Recreational Lessons		151	\$201.52	\$5,077,952
Dating Services		126	\$1.02	\$25,679
TV/Video/Audio		129	\$1,657.70	\$41,770,765
Cable and Satellite Television Services		128	\$1,216.93	\$30,664,255
Televisions		134	\$160.19	\$4,036,347
Satellite Dishes		139	\$2.01	\$50,615
VCRs, Video Cameras, and DVD Players		130	\$8.49	\$213,949
Miscellaneous Video Equipment		140	\$13.40	\$337,688
Video Cassettes and DVDs		126	\$19.16	\$482,734
Video Game Hardware/Accessories		126	\$36.68	\$924,312
Video Game Software		123	\$19.06	\$480,255
Streaming/Downloaded Video		130	\$33.26	\$837,965
Rental of Video Cassettes and DVDs		126	\$19.27	\$485,628
Installation of Televisions		163	\$1.45	\$36,577
Audio (3)		138	\$122.84	\$3,095,223
Rental and Repair of TV/Radio/Sound Equipment		123	\$4.97	\$125,217
Pets		133	\$791.37	\$19,940,849
Toys/Games/Crafts/Hobbies (4)		132	\$160.05	\$4,032,825
Recreational Vehicles and Fees (5)		143	\$145.49	\$3,665,972
Sports/Recreation/Exercise Equipment (6)		138	\$236.32	\$5,954,872
Photo Equipment and Supplies (7)		139	\$76.94	\$1,938,650
Reading (8)		138	\$172.69	\$4,351,388
Catered Affairs (9)		154	\$46.71	\$1,176,967
Food		131	\$10,991.86	\$276,973,006
Food at Home		130	\$6,528.70	\$164,510,096
Bakery and Cereal Products		130	\$861.86	\$21,717,028
Meats, Poultry, Fish, and Eggs		128	\$1,462.56	\$36,853,669
Dairy Products		130	\$691.20	\$17,416,913
Fruits and Vegetables		131	\$1,281.67	\$32,295,579
Snacks and Other Food at Home (10)		130	\$2,231.40	\$56,226,907
Food Away from Home		134	\$4,463.17	\$112,462,910
Alcoholic Beverages		139	\$774.24	\$19,509,242

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Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	157	\$9,752.05	\$245,732,132
Value of Retirement Plans	153	\$37,196.37	\$937,274,104
Value of Other Financial Assets	139	\$1,802.29	\$45,414,134
Vehicle Loan Amount excluding Interest	126	\$3,429.95	\$86,427,944
Value of Credit Card Debt	138	\$806.11	\$20,312,245
Health			
Nonprescription Drugs	131	\$167.64	\$4,224,094
Prescription Drugs	130	\$506.22	\$12,755,740
Eyeglasses and Contact Lenses	136	\$128.31	\$3,233,166
Home			
Mortgage Payment and Basics (11)	148	\$12,788.78	\$322,251,778
Maintenance and Remodeling Services	150	\$2,909.08	\$73,302,933
Maintenance and Remodeling Materials (12)	140	\$567.16	\$14,291,299
Utilities, Fuel, and Public Services	130	\$6,538.95	\$164,768,551
Household Furnishings and Equipment			
Household Textiles (13)	138	\$131.32	\$3,309,076
Furniture	136	\$780.03	\$19,655,168
Rugs	149	\$34.52	\$869,896
Major Appliances (14)	135	\$432.65	\$10,902,013
Housewares (15)	135	\$128.30	\$3,233,005
Small Appliances	133	\$64.47	\$1,624,563
Luggage	147	\$17.41	\$438,633
Telephones and Accessories	131	\$90.92	\$2,291,099
Household Operations			
Child Care	139	\$666.48	\$16,793,895
Lawn and Garden (16)	140	\$588.78	\$14,836,154
Moving/Storage/Freight Express	132	\$84.24	\$2,122,581
Housekeeping Supplies (17)	132	\$938.79	\$23,655,729
Insurance			
Owners and Renters Insurance	138	\$712.32	\$17,948,916
Vehicle Insurance	131	\$1,545.76	\$38,949,993
Life/Other Insurance	146	\$623.75	\$15,717,135
Health Insurance	135	\$4,928.91	\$124,198,667
Personal Care Products (18)	134	\$628.55	\$15,838,208
School Books and Supplies (19)	135	\$208.54	\$5,254,780
Smoking Products	114	\$473.07	\$11,920,324
Transportation			
Payments on Vehicles excluding Leases	130	\$2,907.24	\$73,256,671
Gasoline and Motor Oil	127	\$3,525.24	\$88,828,886
Vehicle Maintenance and Repairs	133	\$1,428.36	\$35,991,807
Travel			
Airline Fares	147	\$749.17	\$18,877,471
Lodging on Trips	146	\$763.25	\$19,232,385
Auto/Truck Rental on Trips	144	\$37.96	\$956,514
Food and Drink on Trips	143	\$707.46	\$17,826,684

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Savvy Suburbanites (1D)	17.6%	Population	112,140	115,707
Professional Pride (1B)	11.1%	Households	41,013	42,236
Soccer Moms (4A)	10.7%	Families	30,237	31,024
Old and Newcomers (8F)	9.0%	Median Age	40.9	41.8
Enterprising Professionals (2D)	8.3%	Median Household Income	\$93,593	\$101,193
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		136	\$2,943.28	\$120,712,854
Men's		137	\$577.60	\$23,689,156
Women's		137	\$1,010.13	\$41,428,274
Children's		130	\$436.69	\$17,910,089
Footwear		135	\$627.22	\$25,724,340
Watches & Jewelry		145	\$172.07	\$7,057,173
Apparel Products and Services (1)		146	\$119.57	\$4,903,822
Computer				
Computers and Hardware for Home Use		137	\$237.52	\$9,741,449
Portable Memory		133	\$7.06	\$289,437
Computer Software		138	\$15.94	\$653,787
Computer Accessories		138	\$25.00	\$1,025,521
Entertainment & Recreation		135	\$4,225.28	\$173,291,235
Fees and Admissions		149	\$948.56	\$38,903,403
Membership Fees for Clubs (2)		151	\$316.92	\$12,998,041
Fees for Participant Sports, excl. Trips		149	\$147.76	\$6,060,183
Tickets to Theatre/Operas/Concerts		148	\$88.24	\$3,619,191
Tickets to Movies/Museums/Parks		139	\$107.13	\$4,393,876
Admission to Sporting Events, excl. Trips		148	\$82.52	\$3,384,241
Fees for Recreational Lessons		154	\$204.97	\$8,406,502
Dating Services		125	\$1.01	\$41,369
TV/Video/Audio		128	\$1,643.68	\$67,412,396
Cable and Satellite Television Services		127	\$1,203.13	\$49,343,941
Televisions		134	\$159.49	\$6,541,274
Satellite Dishes		141	\$2.05	\$84,016
VCRs, Video Cameras, and DVD Players		129	\$8.45	\$346,397
Miscellaneous Video Equipment		141	\$13.54	\$555,326
Video Cassettes and DVDs		126	\$19.17	\$786,019
Video Game Hardware/Accessories		126	\$36.73	\$1,506,571
Video Game Software		124	\$19.15	\$785,448
Streaming/Downloaded Video		130	\$33.33	\$1,366,922
Rental of Video Cassettes and DVDs		127	\$19.35	\$793,788
Installation of Televisions		165	\$1.47	\$60,131
Audio (3)		138	\$122.96	\$5,043,043
Rental and Repair of TV/Radio/Sound Equipment		121	\$4.86	\$199,520
Pets		133	\$790.67	\$32,427,880
Toys/Games/Crafts/Hobbies (4)		133	\$160.73	\$6,591,859
Recreational Vehicles and Fees (5)		145	\$147.42	\$6,046,077
Sports/Recreation/Exercise Equipment (6)		139	\$238.67	\$9,788,417
Photo Equipment and Supplies (7)		140	\$77.68	\$3,185,837
Reading (8)		136	\$170.72	\$7,001,573
Catered Affairs (9)		155	\$47.15	\$1,933,793
Food		131	\$10,976.01	\$450,158,949
Food at Home		129	\$6,502.72	\$266,696,168
Bakery and Cereal Products		129	\$857.06	\$35,150,535
Meats, Poultry, Fish, and Eggs		127	\$1,456.73	\$59,744,666
Dairy Products		129	\$687.32	\$28,189,010
Fruits and Vegetables		131	\$1,275.85	\$52,326,534
Snacks and Other Food at Home (10)		129	\$2,225.77	\$91,285,424
Food Away from Home		134	\$4,473.28	\$183,462,781
Alcoholic Beverages		139	\$771.81	\$31,654,360

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	155	\$9,606.89	\$394,007,222
Value of Retirement Plans	152	\$36,893.03	\$1,513,093,642
Value of Other Financial Assets	137	\$1,776.26	\$72,849,767
Vehicle Loan Amount excluding Interest	127	\$3,451.00	\$141,535,805
Value of Credit Card Debt	138	\$805.02	\$33,016,419
Health			
Nonprescription Drugs	130	\$166.15	\$6,814,360
Prescription Drugs	129	\$499.25	\$20,475,556
Eyeglasses and Contact Lenses	135	\$127.68	\$5,236,557
Home			
Mortgage Payment and Basics (11)	149	\$12,868.76	\$527,786,397
Maintenance and Remodeling Services	149	\$2,901.93	\$119,016,871
Maintenance and Remodeling Materials (12)	141	\$569.02	\$23,337,085
Utilities, Fuel, and Public Services	129	\$6,487.30	\$266,063,542
Household Furnishings and Equipment			
Household Textiles (13)	137	\$130.76	\$5,362,795
Furniture	136	\$781.31	\$32,043,816
Rugs	146	\$34.01	\$1,394,806
Major Appliances (14)	135	\$433.45	\$17,777,142
Housewares (15)	135	\$128.14	\$5,255,271
Small Appliances	132	\$63.95	\$2,622,873
Luggage	147	\$17.42	\$714,422
Telephones and Accessories	132	\$91.48	\$3,751,676
Household Operations			
Child Care	142	\$681.35	\$27,944,301
Lawn and Garden (16)	140	\$586.34	\$24,047,477
Moving/Storage/Freight Express	131	\$83.92	\$3,441,978
Housekeeping Supplies (17)	131	\$935.33	\$38,360,513
Insurance			
Owners and Renters Insurance	137	\$709.14	\$29,084,039
Vehicle Insurance	131	\$1,537.34	\$63,050,824
Life/Other Insurance	145	\$621.26	\$25,479,850
Health Insurance	134	\$4,894.99	\$200,758,046
Personal Care Products (18)	134	\$627.82	\$25,748,926
School Books and Supplies (19)	135	\$209.48	\$8,591,245
Smoking Products	112	\$464.47	\$19,049,411
Transportation			
Payments on Vehicles excluding Leases	130	\$2,927.75	\$120,075,669
Gasoline and Motor Oil	127	\$3,520.10	\$144,370,051
Vehicle Maintenance and Repairs	133	\$1,423.14	\$58,367,354
Travel			
Airline Fares	147	\$748.81	\$30,710,950
Lodging on Trips	146	\$762.51	\$31,272,806
Auto/Truck Rental on Trips	144	\$38.03	\$1,559,819
Food and Drink on Trips	143	\$706.95	\$28,994,004

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Business Summary

113 S Kelly Ave, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52876
Longitude: -76.35344

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,145		2,423		3,501							
Total Employees:	15,448		29,680		40,935							
Total Residential Population:	6,542		68,330		112,140							
Employee/Residential Population Ratio (per 100 Residents)	236		43		37							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	17	1.5%	114	0.7%	48	2.0%	364	1.2%	87	2.5%	610	1.5%
Construction	49	4.3%	294	1.9%	161	6.6%	1,350	4.5%	297	8.5%	2,510	6.1%
Manufacturing	17	1.5%	359	2.3%	39	1.6%	530	1.8%	76	2.2%	751	1.8%
Transportation	15	1.3%	84	0.5%	37	1.5%	254	0.9%	65	1.9%	425	1.0%
Communication	11	1.0%	47	0.3%	19	0.8%	142	0.5%	24	0.7%	167	0.4%
Utility	3	0.3%	7	0.0%	4	0.2%	11	0.0%	6	0.2%	14	0.0%
Wholesale Trade	25	2.2%	291	1.9%	53	2.2%	613	2.1%	89	2.5%	854	2.1%
Retail Trade Summary	227	19.8%	4,210	27.3%	492	20.3%	9,080	30.6%	690	19.7%	12,417	30.3%
Home Improvement	7	0.6%	306	2.0%	18	0.7%	393	1.3%	32	0.9%	597	1.5%
General Merchandise Stores	8	0.7%	889	5.8%	17	0.7%	1,379	4.6%	26	0.7%	1,942	4.7%
Food Stores	21	1.8%	371	2.4%	58	2.4%	1,478	5.0%	80	2.3%	2,252	5.5%
Auto Dealers, Gas Stations, Auto Aftermarket	15	1.3%	248	1.6%	45	1.9%	1,171	3.9%	62	1.8%	1,398	3.4%
Apparel & Accessory Stores	33	2.9%	271	1.8%	48	2.0%	383	1.3%	55	1.6%	449	1.1%
Furniture & Home Furnishings	22	1.9%	162	1.0%	44	1.8%	277	0.9%	64	1.8%	412	1.0%
Eating & Drinking Places	51	4.5%	1,311	8.5%	127	5.2%	2,891	9.7%	173	4.9%	3,954	9.7%
Miscellaneous Retail	70	6.1%	651	4.2%	134	5.5%	1,108	3.7%	200	5.7%	1,412	3.4%
Finance, Insurance, Real Estate Summary	144	12.6%	1,245	8.1%	287	11.8%	2,747	9.3%	384	11.0%	3,534	8.6%
Banks, Savings & Lending Institutions	41	3.6%	482	3.1%	77	3.2%	983	3.3%	101	2.9%	1,261	3.1%
Securities Brokers	21	1.8%	131	0.8%	39	1.6%	191	0.6%	46	1.3%	207	0.5%
Insurance Carriers & Agents	45	3.9%	342	2.2%	72	3.0%	489	1.6%	95	2.7%	588	1.4%
Real Estate, Holding, Other Investment Offices	36	3.1%	290	1.9%	99	4.1%	1,085	3.7%	142	4.1%	1,479	3.6%
Services Summary	520	45.4%	6,865	44.4%	1,097	45.3%	12,413	41.8%	1,526	43.6%	17,238	42.1%
Hotels & Lodging	0	0.0%	0	0.0%	4	0.2%	17	0.1%	6	0.2%	42	0.1%
Automotive Services	32	2.8%	133	0.9%	74	3.1%	329	1.1%	115	3.3%	574	1.4%
Motion Pictures & Amusements	22	1.9%	307	2.0%	75	3.1%	609	2.1%	118	3.4%	927	2.3%
Health Services	119	10.4%	2,918	18.9%	273	11.3%	4,823	16.2%	319	9.1%	5,614	13.7%
Legal Services	60	5.2%	298	1.9%	74	3.1%	366	1.2%	76	2.2%	372	0.9%
Education Institutions & Libraries	24	2.1%	1,069	6.9%	45	1.9%	1,900	6.4%	71	2.0%	3,296	8.1%
Other Services	263	23.0%	2,141	13.9%	553	22.8%	4,370	14.7%	821	23.5%	6,413	15.7%
Government	79	6.9%	1,920	12.4%	92	3.8%	2,133	7.2%	107	3.1%	2,347	5.7%
Unclassified Establishments	39	3.4%	11	0.1%	94	3.9%	43	0.1%	150	4.3%	68	0.2%
Totals	1,145	100.0%	15,448	100.0%	2,423	100.0%	29,680	100.0%	3,501	100.0%	40,935	100.0%

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

Business Summary

113 S Kelly Ave, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52876
Longitude: -76.35344

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%	4	0.0%	5	0.2%	29	0.1%	12	0.3%	53	0.1%
Mining	1	0.1%	4	0.0%	2	0.1%	10	0.0%	2	0.1%	15	0.0%
Utilities	1	0.1%	4	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	56	4.9%	341	2.2%	176	7.3%	1,420	4.8%	320	9.1%	2,619	6.4%
Manufacturing	18	1.6%	202	1.3%	39	1.6%	346	1.2%	76	2.2%	573	1.4%
Wholesale Trade	24	2.1%	287	1.9%	51	2.1%	606	2.0%	87	2.5%	846	2.1%
Retail Trade	171	14.9%	2,849	18.4%	351	14.5%	6,087	20.5%	501	14.3%	8,331	20.4%
Motor Vehicle & Parts Dealers	12	1.0%	236	1.5%	40	1.7%	1,139	3.8%	51	1.5%	1,318	3.2%
Furniture & Home Furnishings Stores	14	1.2%	101	0.7%	23	0.9%	156	0.5%	37	1.1%	273	0.7%
Electronics & Appliance Stores	5	0.4%	55	0.4%	16	0.7%	104	0.4%	20	0.6%	123	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.6%	306	2.0%	18	0.7%	393	1.3%	32	0.9%	597	1.5%
Food & Beverage Stores	18	1.6%	337	2.2%	48	2.0%	1,391	4.7%	72	2.1%	2,166	5.3%
Health & Personal Care Stores	17	1.5%	135	0.9%	42	1.7%	355	1.2%	61	1.7%	492	1.2%
Gasoline Stations	2	0.2%	12	0.1%	6	0.2%	31	0.1%	11	0.3%	81	0.2%
Clothing & Clothing Accessories Stores	44	3.8%	322	2.1%	63	2.6%	444	1.5%	70	2.0%	510	1.2%
Sport Goods, Hobby, Book, & Music Stores	11	1.0%	220	1.4%	19	0.8%	316	1.1%	28	0.8%	341	0.8%
General Merchandise Stores	8	0.7%	889	5.8%	17	0.7%	1,379	4.6%	26	0.7%	1,942	4.7%
Miscellaneous Store Retailers	25	2.2%	236	1.5%	46	1.9%	366	1.2%	69	2.0%	457	1.1%
Nonstore Retailers	5	0.4%	1	0.0%	13	0.5%	12	0.0%	24	0.7%	31	0.1%
Transportation & Warehousing	6	0.5%	31	0.2%	20	0.8%	141	0.5%	40	1.1%	263	0.6%
Information	25	2.2%	340	2.2%	49	2.0%	624	2.1%	69	2.0%	811	2.0%
Finance & Insurance	107	9.3%	955	6.2%	188	7.8%	1,666	5.6%	243	6.9%	2,060	5.0%
Central Bank/Credit Intermediation & Related Activities	41	3.6%	482	3.1%	77	3.2%	983	3.3%	101	2.9%	1,261	3.1%
Securities, Commodity Contracts & Other Financial	21	1.8%	131	0.8%	40	1.7%	194	0.7%	47	1.3%	211	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	45	3.9%	342	2.2%	72	3.0%	489	1.6%	95	2.7%	588	1.4%
Real Estate, Rental & Leasing	40	3.5%	290	1.9%	120	5.0%	1,093	3.7%	180	5.1%	1,510	3.7%
Professional, Scientific & Tech Services	155	13.5%	973	6.3%	279	11.5%	1,731	5.8%	372	10.6%	2,365	5.8%
Legal Services	66	5.8%	318	2.1%	86	3.5%	412	1.4%	90	2.6%	428	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	9	0.0%	4	0.1%	18	0.0%
Administrative & Support & Waste Management & Remediation	40	3.5%	252	1.6%	92	3.8%	603	2.0%	156	4.5%	1,036	2.5%
Educational Services	31	2.7%	1,045	6.8%	64	2.6%	1,959	6.6%	94	2.7%	3,364	8.2%
Health Care & Social Assistance	141	12.3%	3,344	21.6%	334	13.8%	5,916	19.9%	412	11.8%	7,227	17.7%
Arts, Entertainment & Recreation	11	1.0%	278	1.8%	45	1.9%	525	1.8%	68	1.9%	770	1.9%
Accommodation & Food Services	53	4.6%	1,334	8.6%	138	5.7%	2,972	10.0%	188	5.4%	4,083	10.0%
Accommodation	0	0.0%	0	0.0%	4	0.2%	17	0.1%	6	0.2%	42	0.1%
Food Services & Drinking Places	53	4.6%	1,334	8.6%	134	5.5%	2,955	10.0%	182	5.2%	4,041	9.9%
Other Services (except Public Administration)	145	12.7%	986	6.4%	280	11.6%	1,763	5.9%	420	12.0%	2,571	6.3%
Automotive Repair & Maintenance	28	2.4%	120	0.8%	57	2.4%	260	0.9%	93	2.7%	479	1.2%
Public Administration	79	6.9%	1,920	12.4%	92	3.8%	2,133	7.2%	107	3.1%	2,347	5.7%
Unclassified Establishments	39	3.4%	11	0.1%	94	3.9%	43	0.1%	150	4.3%	68	0.2%
Total	1,145	100.0%	15,448	100.0%	2,423	100.0%	29,680	100.0%	3,501	100.0%	40,935	100.0%

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