

116 S Main St, Mount Airy, Maryland, 21771
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37642
Longitude: -77.15517

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,899	13,287	25,157
2010 Total Population	5,860	16,414	29,381
2020 Total Population	6,071	17,368	30,992
2020 Group Quarters	77	168	179
2025 Total Population	6,194	17,871	31,878
2020-2025 Annual Rate	0.40%	0.57%	0.57%
2020 Total Daytime Population	6,173	16,298	27,245
Workers	3,308	7,945	12,338
Residents	2,865	8,353	14,907
Household Summary			
2000 Households	1,657	4,337	8,153
2000 Average Household Size	2.96	3.06	3.08
2010 Households	2,080	5,468	9,783
2010 Average Household Size	2.78	2.97	2.98
2020 Households	2,159	5,791	10,347
2020 Average Household Size	2.78	2.97	2.98
2025 Households	2,201	5,962	10,650
2025 Average Household Size	2.78	2.97	2.98
2020-2025 Annual Rate	0.39%	0.58%	0.58%
2010 Families	1,565	4,412	8,058
2010 Average Family Size	3.23	3.31	3.29
2020 Families	1,605	4,629	8,446
2020 Average Family Size	3.24	3.33	3.30
2025 Families	1,629	4,750	8,668
2025 Average Family Size	3.25	3.33	3.30
2020-2025 Annual Rate	0.30%	0.52%	0.52%
Housing Unit Summary			
2000 Housing Units	1,697	4,441	8,324
Owner Occupied Housing Units	85.6%	88.4%	89.3%
Renter Occupied Housing Units	12.0%	9.3%	8.6%
Vacant Housing Units	2.4%	2.3%	2.1%
2010 Housing Units	2,171	5,665	10,112
Owner Occupied Housing Units	82.0%	86.7%	88.1%
Renter Occupied Housing Units	13.8%	9.8%	8.6%
Vacant Housing Units	4.2%	3.5%	3.3%
2020 Housing Units	2,272	6,012	10,691
Owner Occupied Housing Units	80.1%	85.6%	87.2%
Renter Occupied Housing Units	15.0%	10.8%	9.6%
Vacant Housing Units	5.0%	3.7%	3.2%
2025 Housing Units	2,333	6,221	11,048
Owner Occupied Housing Units	79.8%	85.4%	87.1%
Renter Occupied Housing Units	14.5%	10.5%	9.3%
Vacant Housing Units	5.7%	4.2%	3.6%
Median Household Income			
2020	\$107,569	\$117,122	\$121,645
2025	\$111,653	\$121,696	\$127,535
Median Home Value			
2020	\$373,022	\$406,785	\$424,853
2025	\$397,472	\$424,190	\$441,086
Per Capita Income			
2020	\$44,603	\$47,297	\$49,589
2025	\$48,393	\$51,268	\$53,923
Median Age			
2010	39.6	39.2	40.9
2020	40.8	40.2	42.4
2025	41.8	40.9	42.8

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	2,159	5,791	10,347
<\$15,000	3.2%	3.2%	3.2%
\$15,000 - \$24,999	5.6%	3.4%	3.0%
\$25,000 - \$34,999	4.1%	3.3%	2.9%
\$35,000 - \$49,999	7.3%	6.3%	6.1%
\$50,000 - \$74,999	10.9%	9.7%	9.3%
\$75,000 - \$99,999	12.6%	11.7%	11.2%
\$100,000 - \$149,999	27.7%	27.2%	26.0%
\$150,000 - \$199,999	16.2%	17.8%	18.1%
\$200,000+	12.6%	17.5%	20.1%
Average Household Income	\$125,397	\$141,735	\$148,930
2025 Households by Income			
Household Income Base	2,201	5,962	10,650
<\$15,000	2.9%	3.1%	3.2%
\$15,000 - \$24,999	5.0%	3.1%	2.8%
\$25,000 - \$34,999	3.7%	3.1%	2.6%
\$35,000 - \$49,999	6.9%	6.1%	6.0%
\$50,000 - \$74,999	10.0%	8.9%	8.4%
\$75,000 - \$99,999	12.2%	11.2%	10.5%
\$100,000 - \$149,999	27.7%	26.4%	25.1%
\$150,000 - \$199,999	17.6%	18.5%	18.8%
\$200,000+	14.0%	19.6%	22.5%
Average Household Income	\$136,181	\$153,603	\$161,859
2020 Owner Occupied Housing Units by Value			
Total	1,819	5,144	9,324
<\$50,000	1.4%	1.5%	1.5%
\$50,000 - \$99,999	0.8%	0.7%	0.6%
\$100,000 - \$149,999	0.5%	0.3%	0.4%
\$150,000 - \$199,999	2.4%	1.3%	1.0%
\$200,000 - \$249,999	9.3%	5.2%	4.0%
\$250,000 - \$299,999	15.7%	12.0%	8.9%
\$300,000 - \$399,999	27.1%	27.0%	26.9%
\$400,000 - \$499,999	26.1%	27.9%	27.4%
\$500,000 - \$749,999	15.6%	21.6%	24.2%
\$750,000 - \$999,999	0.0%	1.7%	4.2%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.7%	0.3%	0.2%
Average Home Value	\$399,712	\$429,963	\$457,653
2025 Owner Occupied Housing Units by Value			
Total	1,862	5,310	9,622
<\$50,000	1.1%	1.2%	1.2%
\$50,000 - \$99,999	0.4%	0.4%	0.3%
\$100,000 - \$149,999	0.2%	0.1%	0.1%
\$150,000 - \$199,999	1.1%	0.6%	0.4%
\$200,000 - \$249,999	5.9%	3.2%	2.4%
\$250,000 - \$299,999	13.3%	9.8%	7.0%
\$300,000 - \$399,999	28.7%	27.1%	26.1%
\$400,000 - \$499,999	30.5%	31.4%	30.4%
\$500,000 - \$749,999	17.8%	23.8%	26.7%
\$750,000 - \$999,999	0.0%	1.8%	4.3%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.7%	0.3%	0.2%
Average Home Value	\$420,880	\$447,312	\$475,184

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,859	16,412	29,382
0 - 4	5.9%	6.0%	5.3%
5 - 9	7.6%	8.2%	7.6%
10 - 14	9.0%	9.4%	9.1%
15 - 24	12.0%	12.2%	12.7%
25 - 34	10.0%	8.8%	7.6%
35 - 44	14.9%	15.8%	14.8%
45 - 54	17.9%	19.0%	20.0%
55 - 64	10.6%	10.9%	12.3%
65 - 74	5.1%	5.1%	5.9%
75 - 84	4.5%	3.2%	3.2%
85 +	2.6%	1.5%	1.3%
18 +	72.3%	71.1%	72.3%
2020 Population by Age			
Total	6,070	17,367	30,993
0 - 4	5.5%	5.5%	4.8%
5 - 9	5.7%	6.6%	6.0%
10 - 14	6.7%	7.4%	7.2%
15 - 24	12.1%	11.9%	11.9%
25 - 34	13.4%	11.8%	11.3%
35 - 44	11.6%	13.0%	11.9%
45 - 54	13.7%	14.5%	14.9%
55 - 64	15.5%	15.4%	16.6%
65 - 74	8.4%	8.4%	9.6%
75 - 84	4.8%	3.8%	4.1%
85 +	2.7%	1.7%	1.6%
18 +	78.1%	76.1%	77.5%
2025 Population by Age			
Total	6,193	17,872	31,877
0 - 4	5.5%	5.6%	5.0%
5 - 9	5.5%	6.4%	5.9%
10 - 14	6.2%	6.9%	6.5%
15 - 24	9.8%	10.0%	10.0%
25 - 34	13.4%	12.0%	11.1%
35 - 44	13.7%	15.1%	14.6%
45 - 54	11.2%	12.2%	12.3%
55 - 64	15.0%	14.6%	15.7%
65 - 74	10.8%	10.5%	11.7%
75 - 84	6.2%	5.0%	5.7%
85 +	2.7%	1.8%	1.8%
18 +	79.4%	77.3%	78.9%
2010 Population by Sex			
Males	2,789	8,079	14,608
Females	3,071	8,335	14,773
2020 Population by Sex			
Males	2,845	8,453	15,263
Females	3,227	8,914	15,730
2025 Population by Sex			
Males	2,884	8,662	15,643
Females	3,311	9,209	16,235

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,859	16,414	29,381
White Alone	92.3%	92.6%	92.8%
Black Alone	2.6%	2.6%	2.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.0%	1.8%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	1.0%
Two or More Races	2.0%	1.9%	1.9%
Hispanic Origin	4.1%	4.0%	3.8%
Diversity Index	21.4	20.7	20.2
2020 Population by Race/Ethnicity			
Total	6,072	17,369	30,992
White Alone	89.0%	89.5%	89.7%
Black Alone	3.3%	3.4%	3.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	2.6%	2.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.6%	1.6%	1.7%
Two or More Races	3.0%	2.8%	2.7%
Hispanic Origin	6.8%	6.6%	6.2%
Diversity Index	30.6	29.6	28.8
2025 Population by Race/Ethnicity			
Total	6,195	17,871	31,879
White Alone	86.7%	87.3%	87.5%
Black Alone	3.8%	3.9%	3.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.3%	3.1%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.1%	2.0%	2.1%
Two or More Races	3.8%	3.5%	3.4%
Hispanic Origin	8.6%	8.2%	7.8%
Diversity Index	36.3	35.1	34.3
2010 Population by Relationship and Household Type			
Total	5,860	16,414	29,381
In Households	98.7%	99.0%	99.4%
In Family Households	87.9%	90.7%	91.8%
Householder	26.7%	26.9%	27.4%
Spouse	21.9%	22.8%	23.6%
Child	35.0%	36.6%	36.2%
Other relative	2.6%	2.7%	3.0%
Nonrelative	1.7%	1.7%	1.6%
In Nonfamily Households	10.8%	8.3%	7.6%
In Group Quarters	1.3%	1.0%	0.6%
Institutionalized Population	1.3%	1.0%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	4,257	11,906	21,709
Less than 9th Grade	2.0%	2.4%	2.0%
9th - 12th Grade, No Diploma	3.0%	3.9%	3.5%
High School Graduate	22.2%	21.3%	22.0%
GED/Alternative Credential	2.9%	2.2%	1.9%
Some College, No Degree	22.8%	20.4%	19.5%
Associate Degree	9.4%	8.4%	8.4%
Bachelor's Degree	22.2%	24.5%	25.0%
Graduate/Professional Degree	15.5%	16.9%	17.9%
2020 Population 15+ by Marital Status			
Total	4,989	13,979	25,393
Never Married	26.9%	26.2%	24.7%
Married	56.2%	61.4%	62.7%
Widowed	6.5%	4.5%	4.3%
Divorced	10.4%	7.9%	8.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,567	10,033	17,829
Population 16+ Employed	90.1%	90.4%	90.8%
Population 16+ Unemployment rate	9.9%	9.6%	9.2%
Population 16-24 Employed	10.5%	10.4%	10.5%
Population 16-24 Unemployment rate	17.0%	17.2%	16.3%
Population 25-54 Employed	61.2%	62.6%	60.3%
Population 25-54 Unemployment rate	9.2%	8.9%	8.5%
Population 55-64 Employed	21.9%	21.3%	22.3%
Population 55-64 Unemployment rate	8.3%	8.3%	8.0%
Population 65+ Employed	6.4%	5.8%	6.9%
Population 65+ Unemployment rate	8.0%	7.4%	6.9%
2020 Employed Population 16+ by Industry			
Total	3,215	9,066	16,188
Agriculture/Mining	0.2%	0.3%	0.6%
Construction	10.9%	11.3%	11.6%
Manufacturing	6.7%	6.0%	5.5%
Wholesale Trade	1.5%	1.9%	2.5%
Retail Trade	8.7%	8.2%	7.3%
Transportation/Utilities	3.7%	3.0%	3.0%
Information	1.1%	1.4%	1.8%
Finance/Insurance/Real Estate	6.9%	5.7%	5.4%
Services	53.4%	53.3%	53.3%
Public Administration	7.0%	8.8%	9.1%
2020 Employed Population 16+ by Occupation			
Total	3,214	9,068	16,187
White Collar	69.1%	71.6%	72.6%
Management/Business/Financial	19.2%	19.7%	20.2%
Professional	27.5%	30.2%	31.1%
Sales	8.9%	8.1%	7.5%
Administrative Support	13.7%	13.5%	13.8%
Services	14.9%	12.9%	12.4%
Blue Collar	16.0%	15.6%	15.1%
Farming/Forestry/Fishing	0.2%	0.5%	0.7%
Construction/Extraction	5.1%	5.1%	5.3%
Installation/Maintenance/Repair	4.0%	3.5%	3.5%
Production	3.5%	2.6%	1.9%
Transportation/Material Moving	3.3%	3.8%	3.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,080	5,468	9,783
Households with 1 Person	20.0%	15.1%	13.7%
Households with 2+ People	80.0%	84.9%	86.3%
Family Households	75.2%	80.7%	82.4%
Husband-wife Families	61.9%	68.4%	70.9%
With Related Children	32.5%	37.1%	36.2%
Other Family (No Spouse Present)	13.4%	12.3%	11.4%
Other Family with Male Householder	4.0%	4.1%	3.9%
With Related Children	2.6%	2.5%	2.2%
Other Family with Female Householder	9.3%	8.2%	7.5%
With Related Children	6.3%	5.5%	4.7%
Nonfamily Households	4.7%	4.2%	3.9%
All Households with Children	42.0%	45.6%	43.6%
Multigenerational Households	3.6%	4.2%	4.8%
Unmarried Partner Households	5.6%	5.0%	4.4%
Male-female	4.8%	4.3%	3.8%
Same-sex	0.9%	0.7%	0.6%
2010 Households by Size			
Total	2,082	5,470	9,783
1 Person Household	20.0%	15.1%	13.7%
2 Person Household	31.8%	30.9%	32.2%
3 Person Household	17.0%	18.2%	18.3%
4 Person Household	18.5%	21.4%	20.9%
5 Person Household	8.6%	9.9%	9.9%
6 Person Household	2.6%	2.9%	3.0%
7 + Person Household	1.5%	1.6%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2,080	5,468	9,783
Owner Occupied	85.6%	89.9%	91.1%
Owned with a Mortgage/Loan	70.0%	74.9%	75.1%
Owned Free and Clear	15.7%	14.9%	16.0%
Renter Occupied	14.4%	10.1%	8.9%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	156	155	154
Percent of Income for Mortgage	14.5%	14.5%	14.6%
Wealth Index	168	200	223
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,171	5,665	10,112
Housing Units Inside Urbanized Area	95.8%	78.5%	58.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.2%	21.5%	41.2%
2010 Population By Urban/ Rural Status			
Total Population	5,860	16,414	29,381
Population Inside Urbanized Area	95.6%	78.6%	59.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.4%	21.4%	40.7%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Professional Pride (1B)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Soccer Moms (4A)	Professional Pride (1B)
3.	Professional Pride (1B)	Savvy Suburbanites (1D)	Soccer Moms (4A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,298,715	\$18,987,092	\$35,295,266
Average Spent	\$2,917.42	\$3,278.72	\$3,411.16
Spending Potential Index	136	153	159
Education: Total \$	\$5,619,724	\$17,752,269	\$34,158,576
Average Spent	\$2,602.93	\$3,065.49	\$3,301.30
Spending Potential Index	146	171	185
Entertainment/Recreation: Total \$	\$9,574,915	\$28,885,463	\$54,307,637
Average Spent	\$4,434.88	\$4,987.99	\$5,248.64
Spending Potential Index	136	154	162
Food at Home: Total \$	\$15,250,472	\$45,397,045	\$84,503,471
Average Spent	\$7,063.67	\$7,839.24	\$8,166.95
Spending Potential Index	132	147	153
Food Away from Home: Total \$	\$10,975,497	\$32,976,732	\$61,053,173
Average Spent	\$5,083.60	\$5,694.48	\$5,900.57
Spending Potential Index	135	151	157
Health Care: Total \$	\$16,819,235	\$50,025,183	\$94,071,639
Average Spent	\$7,790.29	\$8,638.44	\$9,091.68
Spending Potential Index	136	150	158
HH Furnishings & Equipment: Total \$	\$6,580,906	\$19,868,648	\$37,308,671
Average Spent	\$3,048.13	\$3,430.95	\$3,605.75
Spending Potential Index	140	157	165
Personal Care Products & Services: Total \$	\$2,760,873	\$8,282,520	\$15,393,030
Average Spent	\$1,278.77	\$1,430.24	\$1,487.68
Spending Potential Index	139	156	162
Shelter: Total \$	\$57,117,738	\$171,812,115	\$321,268,433
Average Spent	\$26,455.65	\$29,668.82	\$31,049.43
Spending Potential Index	137	153	160
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,061,690	\$21,175,363	\$39,656,238
Average Spent	\$3,270.82	\$3,656.60	\$3,832.63
Spending Potential Index	140	156	164
Travel: Total \$	\$7,540,583	\$23,018,930	\$43,515,920
Average Spent	\$3,492.63	\$3,974.95	\$4,205.66
Spending Potential Index	145	165	174
Vehicle Maintenance & Repairs: Total \$	\$3,366,197	\$9,914,283	\$18,493,464
Average Spent	\$1,559.15	\$1,712.02	\$1,787.33
Spending Potential Index	135	148	154

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	45.7%	Population	6,071	6,194
Golden Years (9B)	28.2%	Households	2,159	2,201
Professional Pride (1B)	13.1%	Families	1,605	1,629
Savvy Suburbanites (1D)	9.4%	Median Age	40.8	41.8
Enterprising Professionals (2D)	3.7%	Median Household Income	\$107,569	\$111,653
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		136	\$2,917.42	\$6,298,715
Men's		136	\$571.38	\$1,233,619
Women's		138	\$1,039.38	\$2,244,020
Children's		135	\$429.64	\$927,597
Footwear		133	\$637.20	\$1,375,716
Watches & Jewelry		135	\$157.58	\$340,221
Apparel Products and Services (1)		142	\$82.23	\$177,541
Computer				
Computers and Hardware for Home Use		137	\$223.41	\$482,337
Portable Memory		133	\$5.14	\$11,089
Computer Software		134	\$13.06	\$28,205
Computer Accessories		143	\$25.30	\$54,633
Entertainment & Recreation		136	\$4,434.88	\$9,574,915
Fees and Admissions		150	\$1,075.72	\$2,322,479
Membership Fees for Clubs (2)		149	\$358.18	\$773,315
Fees for Participant Sports, excl. Trips		154	\$151.49	\$327,062
Tickets to Theatre/Operas/Concerts		149	\$120.47	\$260,091
Tickets to Movies		138	\$79.17	\$170,930
Tickets to Parks or Museums		137	\$44.95	\$97,056
Admission to Sporting Events, excl. Trips		149	\$93.49	\$201,846
Fees for Recreational Lessons		156	\$226.86	\$489,791
Dating Services		137	\$1.11	\$2,388
TV/Video/Audio		131	\$1,527.15	\$3,297,108
Cable and Satellite Television Services		129	\$1,048.05	\$2,262,748
Televisions		133	\$143.38	\$309,548
Satellite Dishes		146	\$1.71	\$3,695
VCRs, Video Cameras, and DVD Players		133	\$6.94	\$14,974
Miscellaneous Video Equipment		140	\$34.90	\$75,349
Video Cassettes and DVDs		132	\$13.22	\$28,545
Video Game Hardware/Accessories		126	\$35.73	\$77,135
Video Game Software		128	\$21.06	\$45,475
Rental/Streaming/Downloaded Video		132	\$71.26	\$153,858
Installation of Televisions		166	\$1.79	\$3,865
Audio (3)		137	\$146.19	\$315,628
Rental and Repair of TV/Radio/Sound Equipment		120	\$2.91	\$6,288
Pets		128	\$892.02	\$1,925,879
Toys/Games/Crafts/Hobbies (4)		133	\$162.12	\$350,024
Recreational Vehicles and Fees (5)		147	\$229.37	\$495,216
Sports/Recreation/Exercise Equipment (6)		141	\$285.36	\$616,084
Photo Equipment and Supplies (7)		139	\$71.05	\$153,405
Reading (8)		140	\$150.41	\$324,737
Catered Affairs (9)		139	\$41.68	\$89,983
Food		133	\$12,147.28	\$26,225,969
Food at Home		132	\$7,063.67	\$15,250,472
Bakery and Cereal Products		133	\$922.85	\$1,992,426
Meats, Poultry, Fish, and Eggs		132	\$1,537.16	\$3,318,723
Dairy Products		133	\$730.27	\$1,576,657
Fruits and Vegetables		134	\$1,404.26	\$3,031,802
Snacks and Other Food at Home (10)		131	\$2,469.14	\$5,330,864
Food Away from Home		135	\$5,083.60	\$10,975,497
Alcoholic Beverages		143	\$886.70	\$1,914,390

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	156	\$38,115.90	\$82,292,228
Value of Retirement Plans	156	\$148,529.03	\$320,674,180
Value of Other Financial Assets	148	\$12,141.79	\$26,214,132
Vehicle Loan Amount excluding Interest	134	\$3,908.02	\$8,437,410
Value of Credit Card Debt	138	\$3,596.64	\$7,765,137
Health			
Nonprescription Drugs	129	\$191.45	\$413,332
Prescription Drugs	131	\$458.24	\$989,331
Eyeglasses and Contact Lenses	135	\$126.62	\$273,364
Home			
Mortgage Payment and Basics (11)	152	\$15,912.11	\$34,354,253
Maintenance and Remodeling Services	151	\$3,889.90	\$8,398,304
Maintenance and Remodeling Materials (12)	140	\$768.92	\$1,660,105
Utilities, Fuel, and Public Services	129	\$6,319.07	\$13,642,877
Household Furnishings and Equipment			
Household Textiles (13)	135	\$136.68	\$295,101
Furniture	139	\$890.29	\$1,922,135
Rugs	156	\$54.76	\$118,234
Major Appliances (14)	140	\$502.76	\$1,085,465
Housewares (15)	136	\$131.55	\$284,007
Small Appliances	130	\$64.32	\$138,857
Luggage	143	\$21.06	\$45,472
Telephones and Accessories	147	\$129.67	\$279,950
Household Operations			
Child Care	149	\$766.80	\$1,655,521
Lawn and Garden (16)	142	\$694.87	\$1,500,216
Moving/Storage/Freight Express	129	\$77.52	\$167,359
Housekeeping Supplies (17)	133	\$1,031.40	\$2,226,788
Insurance			
Owners and Renters Insurance	138	\$827.31	\$1,786,164
Vehicle Insurance	128	\$2,310.56	\$4,988,509
Life/Other Insurance	143	\$775.06	\$1,673,345
Health Insurance	136	\$5,042.16	\$10,886,017
Personal Care Products (18)	133	\$665.13	\$1,436,005
School Books and Supplies (19)	134	\$197.96	\$427,399
Smoking Products	111	\$446.32	\$963,607
Transportation			
Payments on Vehicles excluding Leases	131	\$3,390.50	\$7,320,091
Gasoline and Motor Oil	127	\$3,012.21	\$6,503,352
Vehicle Maintenance and Repairs	135	\$1,559.15	\$3,366,197
Travel			
Airline Fares	147	\$878.22	\$1,896,078
Lodging on Trips	146	\$951.82	\$2,054,978
Auto/Truck Rental on Trips	147	\$42.25	\$91,224
Food and Drink on Trips	143	\$820.46	\$1,771,376

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

116 S Main St, Mount Airy, Maryland, 21771
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.37642
 Longitude: -77.15517

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Professional Pride (1B)	34.1%	Population	17,368	17,871
Soccer Moms (4A)	25.2%	Households	5,791	5,962
Savvy Suburbanites (1D)	20.7%	Families	4,629	4,750
Golden Years (9B)	10.6%	Median Age	40.2	40.9
Enterprising Professionals (2D)	9.5%	Median Household Income	\$117,122	\$121,696
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		153	\$3,278.72	\$18,987,092
Men's		153	\$641.58	\$3,715,404
Women's		155	\$1,169.27	\$6,771,222
Children's		153	\$488.06	\$2,826,376
Footwear		148	\$710.36	\$4,113,670
Watches & Jewelry		151	\$176.54	\$1,022,359
Apparel Products and Services (1)		160	\$92.91	\$538,061
Computer				
Computers and Hardware for Home Use		155	\$252.61	\$1,462,863
Portable Memory		148	\$5.73	\$33,157
Computer Software		151	\$14.71	\$85,204
Computer Accessories		161	\$28.35	\$164,201
Entertainment & Recreation		154	\$4,987.99	\$28,885,463
Fees and Admissions		172	\$1,237.38	\$7,165,692
Membership Fees for Clubs (2)		171	\$410.24	\$2,375,723
Fees for Participant Sports, excl. Trips		176	\$173.22	\$1,003,139
Tickets to Theatre/Operas/Concerts		171	\$137.76	\$797,746
Tickets to Movies		155	\$89.00	\$515,388
Tickets to Parks or Museums		154	\$50.72	\$293,692
Admission to Sporting Events, excl. Trips		172	\$107.97	\$625,282
Fees for Recreational Lessons		184	\$267.30	\$1,547,941
Dating Services		144	\$1.17	\$6,782
TV/Video/Audio		144	\$1,686.37	\$9,765,751
Cable and Satellite Television Services		142	\$1,152.78	\$6,675,769
Televisions		148	\$159.36	\$922,851
Satellite Dishes		163	\$1.91	\$11,045
VCRs, Video Cameras, and DVD Players		148	\$7.72	\$44,713
Miscellaneous Video Equipment		156	\$38.85	\$225,004
Video Cassettes and DVDs		146	\$14.58	\$84,414
Video Game Hardware/Accessories		139	\$39.51	\$228,826
Video Game Software		141	\$23.19	\$134,287
Rental/Streaming/Downloaded Video		145	\$78.48	\$454,478
Installation of Televisions		193	\$2.08	\$12,067
Audio (3)		155	\$164.68	\$953,654
Rental and Repair of TV/Radio/Sound Equipment		132	\$3.22	\$18,643
Pets		144	\$998.06	\$5,779,744
Toys/Games/Crafts/Hobbies (4)		149	\$181.33	\$1,050,098
Recreational Vehicles and Fees (5)		174	\$271.20	\$1,570,504
Sports/Recreation/Exercise Equipment (6)		159	\$321.71	\$1,862,994
Photo Equipment and Supplies (7)		155	\$79.38	\$459,697
Reading (8)		155	\$166.46	\$963,997
Catered Affairs (9)		154	\$46.10	\$266,986
Food		149	\$13,533.72	\$78,373,776
Food at Home		147	\$7,839.24	\$45,397,045
Bakery and Cereal Products		148	\$1,025.30	\$5,937,514
Meats, Poultry, Fish, and Eggs		146	\$1,705.87	\$9,878,719
Dairy Products		147	\$811.42	\$4,698,944
Fruits and Vegetables		149	\$1,561.38	\$9,041,966
Snacks and Other Food at Home (10)		145	\$2,735.26	\$15,839,902
Food Away from Home		151	\$5,694.48	\$32,976,732
Alcoholic Beverages		161	\$1,004.61	\$5,817,718

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	176	\$42,968.83	\$248,832,517
Value of Retirement Plans	179	\$170,629.05	\$988,112,856
Value of Other Financial Assets	166	\$13,617.66	\$78,859,879
Vehicle Loan Amount excluding Interest	150	\$4,380.15	\$25,365,439
Value of Credit Card Debt	155	\$4,019.25	\$23,275,456
Health			
Nonprescription Drugs	141	\$209.58	\$1,213,685
Prescription Drugs	143	\$501.20	\$2,902,446
Eyeglasses and Contact Lenses	152	\$142.03	\$822,468
Home			
Mortgage Payment and Basics (11)	176	\$18,398.28	\$106,544,426
Maintenance and Remodeling Services	174	\$4,456.85	\$25,809,632
Maintenance and Remodeling Materials (12)	161	\$884.60	\$5,122,712
Utilities, Fuel, and Public Services	143	\$7,002.60	\$40,552,070
Household Furnishings and Equipment			
Household Textiles (13)	150	\$152.04	\$880,485
Furniture	156	\$1,000.35	\$5,793,019
Rugs	177	\$62.11	\$359,685
Major Appliances (14)	159	\$569.39	\$3,297,309
Housewares (15)	152	\$147.58	\$854,647
Small Appliances	144	\$71.23	\$412,520
Luggage	161	\$23.63	\$136,861
Telephones and Accessories	168	\$148.56	\$860,306
Household Operations			
Child Care	172	\$888.79	\$5,146,969
Lawn and Garden (16)	161	\$785.36	\$4,548,041
Moving/Storage/Freight Express	142	\$85.34	\$494,224
Housekeeping Supplies (17)	147	\$1,143.26	\$6,620,628
Insurance			
Owners and Renters Insurance	155	\$929.82	\$5,384,562
Vehicle Insurance	142	\$2,558.43	\$14,815,861
Life/Other Insurance	162	\$879.48	\$5,093,057
Health Insurance	151	\$5,606.68	\$32,468,294
Personal Care Products (18)	149	\$740.49	\$4,288,160
School Books and Supplies (19)	153	\$225.19	\$1,304,067
Smoking Products	119	\$478.72	\$2,772,260
Transportation			
Payments on Vehicles excluding Leases	148	\$3,809.00	\$22,057,901
Gasoline and Motor Oil	142	\$3,355.39	\$19,431,068
Vehicle Maintenance and Repairs	148	\$1,712.02	\$9,914,283
Travel			
Airline Fares	167	\$1,001.23	\$5,798,128
Lodging on Trips	168	\$1,088.46	\$6,303,263
Auto/Truck Rental on Trips	166	\$47.80	\$276,810
Food and Drink on Trips	162	\$931.33	\$5,393,313

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116 S Main St, Mount Airy, Maryland, 21771
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.37642
 Longitude: -77.15517

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	36.7%	Population	30,992	31,878
Professional Pride (1B)	33.6%	Households	10,347	10,650
Soccer Moms (4A)	14.1%	Families	8,446	8,668
Golden Years (9B)	5.9%	Median Age	42.4	42.8
Enterprising Professionals (2D)	5.3%	Median Household Income	\$121,645	\$127,535
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		159	\$3,411.16	\$35,295,266
Men's		159	\$668.33	\$6,915,195
Women's		162	\$1,221.37	\$12,637,511
Children's		158	\$502.81	\$5,202,611
Footwear		154	\$738.38	\$7,640,050
Watches & Jewelry		156	\$182.34	\$1,886,687
Apparel Products and Services (1)		169	\$97.92	\$1,013,213
Computer				
Computers and Hardware for Home Use		162	\$263.98	\$2,731,387
Portable Memory		153	\$5.93	\$61,343
Computer Software		157	\$15.28	\$158,117
Computer Accessories		170	\$29.97	\$310,146
Entertainment & Recreation		162	\$5,248.64	\$54,307,637
Fees and Admissions		182	\$1,307.60	\$13,529,782
Membership Fees for Clubs (2)		181	\$434.89	\$4,499,779
Fees for Participant Sports, excl. Trips		183	\$180.42	\$1,866,774
Tickets to Theatre/Operas/Concerts		183	\$147.43	\$1,525,501
Tickets to Movies		160	\$91.62	\$947,947
Tickets to Parks or Museums		160	\$52.61	\$544,347
Admission to Sporting Events, excl. Trips		182	\$114.04	\$1,179,998
Fees for Recreational Lessons		197	\$285.39	\$2,952,967
Dating Services		149	\$1.21	\$12,470
TV/Video/Audio		151	\$1,762.45	\$18,236,074
Cable and Satellite Television Services		150	\$1,212.16	\$12,542,224
Televisions		153	\$164.74	\$1,704,515
Satellite Dishes		170	\$1.99	\$20,583
VCRs, Video Cameras, and DVD Players		152	\$7.95	\$82,264
Miscellaneous Video Equipment		162	\$40.42	\$418,277
Video Cassettes and DVDs		150	\$15.00	\$155,198
Video Game Hardware/Accessories		141	\$39.99	\$413,804
Video Game Software		143	\$23.55	\$243,673
Rental/Streaming/Downloaded Video		148	\$79.59	\$823,489
Installation of Televisions		205	\$2.21	\$22,843
Audio (3)		161	\$171.50	\$1,774,511
Rental and Repair of TV/Radio/Sound Equipment		138	\$3.35	\$34,690
Pets		151	\$1,050.36	\$10,868,054
Toys/Games/Crafts/Hobbies (4)		155	\$188.40	\$1,949,369
Recreational Vehicles and Fees (5)		193	\$300.23	\$3,106,507
Sports/Recreation/Exercise Equipment (6)		164	\$332.61	\$3,441,482
Photo Equipment and Supplies (7)		161	\$82.25	\$851,003
Reading (8)		163	\$175.94	\$1,820,428
Catered Affairs (9)		163	\$48.80	\$504,938
Food		154	\$14,067.52	\$145,556,645
Food at Home		153	\$8,166.95	\$84,503,471
Bakery and Cereal Products		154	\$1,071.25	\$11,084,259
Meats, Poultry, Fish, and Eggs		152	\$1,776.39	\$18,380,265
Dairy Products		154	\$847.76	\$8,771,763
Fruits and Vegetables		156	\$1,629.85	\$16,864,039
Snacks and Other Food at Home (10)		151	\$2,841.71	\$29,403,146
Food Away from Home		157	\$5,900.57	\$61,053,173
Alcoholic Beverages		169	\$1,050.28	\$10,867,249

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	187	\$45,679.87	\$472,649,649
Value of Retirement Plans	193	\$183,891.72	\$1,902,727,676
Value of Other Financial Assets	178	\$14,582.34	\$150,883,430
Vehicle Loan Amount excluding Interest	154	\$4,495.90	\$46,519,039
Value of Credit Card Debt	162	\$4,200.80	\$43,465,689
Health			
Nonprescription Drugs	148	\$219.02	\$2,266,157
Prescription Drugs	151	\$530.08	\$5,484,735
Eyeglasses and Contact Lenses	161	\$150.63	\$1,558,525
Home			
Mortgage Payment and Basics (11)	188	\$19,700.73	\$203,843,481
Maintenance and Remodeling Services	186	\$4,782.85	\$49,488,153
Maintenance and Remodeling Materials (12)	172	\$945.42	\$9,782,227
Utilities, Fuel, and Public Services	150	\$7,331.59	\$75,859,994
Household Furnishings and Equipment			
Household Textiles (13)	157	\$159.05	\$1,645,708
Furniture	164	\$1,052.21	\$10,887,223
Rugs	187	\$65.75	\$680,319
Major Appliances (14)	169	\$604.42	\$6,253,959
Housewares (15)	159	\$154.23	\$1,595,786
Small Appliances	150	\$74.05	\$766,157
Luggage	168	\$24.59	\$254,416
Telephones and Accessories	179	\$157.76	\$1,632,389
Household Operations			
Child Care	178	\$916.00	\$9,477,839
Lawn and Garden (16)	172	\$839.92	\$8,690,638
Moving/Storage/Freight Express	144	\$86.35	\$893,451
Housekeeping Supplies (17)	153	\$1,190.18	\$12,314,777
Insurance			
Owners and Renters Insurance	165	\$986.22	\$10,204,401
Vehicle Insurance	147	\$2,653.95	\$27,460,400
Life/Other Insurance	173	\$937.70	\$9,702,351
Health Insurance	159	\$5,901.19	\$61,059,588
Personal Care Products (18)	153	\$765.34	\$7,918,947
School Books and Supplies (19)	159	\$233.83	\$2,419,460
Smoking Products	124	\$496.70	\$5,139,331
Transportation			
Payments on Vehicles excluding Leases	153	\$3,945.01	\$40,819,047
Gasoline and Motor Oil	147	\$3,479.12	\$35,998,434
Vehicle Maintenance and Repairs	154	\$1,787.33	\$18,493,464
Travel			
Airline Fares	176	\$1,056.24	\$10,928,903
Lodging on Trips	179	\$1,160.80	\$12,010,789
Auto/Truck Rental on Trips	174	\$50.16	\$519,046
Food and Drink on Trips	171	\$983.34	\$10,174,637

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and 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.

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

116 S Main St, Mount Airy, Maryland, 21771
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37642
Longitude: -77.15517

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		378		717		979						
Total Employees:		3,640		6,571		8,098						
Total Residential Population:		6,071		17,368		30,992						
Employee/Residential Population Ratio (per 100 Residents)		60		38		26						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	2.9%	36	1.0%	32	4.5%	113	1.7%	67	6.8%	368	4.5%
Construction	31	8.2%	179	4.9%	90	12.6%	645	9.8%	152	15.5%	958	11.8%
Manufacturing	6	1.6%	68	1.9%	16	2.2%	146	2.2%	23	2.3%	202	2.5%
Transportation	5	1.3%	18	0.5%	9	1.3%	32	0.5%	13	1.3%	47	0.6%
Communication	7	1.9%	73	2.0%	9	1.3%	80	1.2%	10	1.0%	87	1.1%
Utility	0	0.0%	1	0.0%	4	0.6%	12	0.2%	4	0.4%	13	0.2%
Wholesale Trade	9	2.4%	63	1.7%	23	3.2%	198	3.0%	32	3.3%	245	3.0%
Retail Trade Summary	83	22.0%	1,302	35.8%	143	19.9%	2,168	33.0%	170	17.4%	2,392	29.5%
Home Improvement	5	1.3%	59	1.6%	12	1.7%	262	4.0%	19	1.9%	333	4.1%
General Merchandise Stores	2	0.5%	283	7.8%	3	0.4%	336	5.1%	5	0.5%	340	4.2%
Food Stores	11	2.9%	174	4.8%	16	2.2%	240	3.7%	20	2.0%	278	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	7	1.9%	73	2.0%	14	2.0%	220	3.3%	16	1.6%	246	3.0%
Apparel & Accessory Stores	2	0.5%	9	0.2%	5	0.7%	16	0.2%	5	0.5%	16	0.2%
Furniture & Home Furnishings	7	1.9%	35	1.0%	15	2.1%	83	1.3%	17	1.7%	89	1.1%
Eating & Drinking Places	28	7.4%	566	15.5%	42	5.9%	848	12.9%	46	4.7%	906	11.2%
Miscellaneous Retail	21	5.6%	103	2.8%	36	5.0%	163	2.5%	42	4.3%	183	2.3%
Finance, Insurance, Real Estate Summary	47	12.4%	360	9.9%	68	9.5%	483	7.4%	81	8.3%	529	6.5%
Banks, Savings & Lending Institutions	13	3.4%	79	2.2%	16	2.2%	110	1.7%	17	1.7%	114	1.4%
Securities Brokers	5	1.3%	27	0.7%	10	1.4%	43	0.7%	12	1.2%	50	0.6%
Insurance Carriers & Agents	13	3.4%	45	1.2%	16	2.2%	52	0.8%	17	1.7%	55	0.7%
Real Estate, Holding, Other Investment Offices	16	4.2%	210	5.8%	26	3.6%	278	4.2%	35	3.6%	309	3.8%
Services Summary	149	39.4%	1,420	39.0%	273	38.1%	2,522	38.4%	360	36.8%	3,067	37.9%
Hotels & Lodging	1	0.3%	12	0.3%	2	0.3%	13	0.2%	2	0.2%	17	0.2%
Automotive Services	9	2.4%	52	1.4%	23	3.2%	134	2.0%	27	2.8%	150	1.9%
Motion Pictures & Amusements	14	3.7%	66	1.8%	22	3.1%	117	1.8%	32	3.3%	172	2.1%
Health Services	30	7.9%	268	7.4%	54	7.5%	559	8.5%	59	6.0%	580	7.2%
Legal Services	4	1.1%	13	0.4%	4	0.6%	14	0.2%	5	0.5%	16	0.2%
Education Institutions & Libraries	7	1.9%	255	7.0%	12	1.7%	423	6.4%	17	1.7%	529	6.5%
Other Services	85	22.5%	754	20.7%	155	21.6%	1,262	19.2%	219	22.4%	1,603	19.8%
Government	4	1.1%	93	2.6%	4	0.6%	110	1.7%	4	0.4%	114	1.4%
Unclassified Establishments	24	6.3%	28	0.8%	46	6.4%	62	0.9%	63	6.4%	77	1.0%
Totals	378	100.0%	3,640	100.0%	717	100.0%	6,571	100.0%	979	100.0%	8,098	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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.

116 S Main St, Mount Airy, Maryland, 21771
Rings: 1, 3, 5 mile radii

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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	3	0.8%	8	0.2%	8	1.1%	18	0.3%	17	1.7%	95	1.2%
Mining	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.1%	4	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	35	9.3%	217	6.0%	98	13.7%	727	11.1%	163	16.6%	1,074	13.3%
Manufacturing	8	2.1%	74	2.0%	20	2.8%	158	2.4%	26	2.7%	215	2.7%
Wholesale Trade	8	2.1%	60	1.6%	22	3.1%	195	3.0%	31	3.2%	242	3.0%
Retail Trade	52	13.8%	716	19.7%	96	13.4%	1,290	19.6%	118	12.1%	1,448	17.9%
Motor Vehicle & Parts Dealers	5	1.3%	59	1.6%	9	1.3%	190	2.9%	10	1.0%	214	2.6%
Furniture & Home Furnishings Stores	3	0.8%	15	0.4%	7	1.0%	51	0.8%	8	0.8%	53	0.7%
Electronics & Appliance Stores	3	0.8%	12	0.3%	5	0.7%	18	0.3%	5	0.5%	18	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.3%	59	1.6%	12	1.7%	262	4.0%	19	1.9%	333	4.1%
Food & Beverage Stores	10	2.6%	174	4.8%	17	2.4%	246	3.7%	21	2.1%	281	3.5%
Health & Personal Care Stores	8	2.1%	41	1.1%	11	1.5%	64	1.0%	12	1.2%	67	0.8%
Gasoline Stations	1	0.3%	14	0.4%	5	0.7%	30	0.5%	6	0.6%	33	0.4%
Clothing & Clothing Accessories Stores	2	0.5%	9	0.2%	5	0.7%	16	0.2%	5	0.5%	16	0.2%
Sport Goods, Hobby, Book, & Music Stores	6	1.6%	23	0.6%	8	1.1%	36	0.5%	11	1.1%	45	0.6%
General Merchandise Stores	2	0.5%	283	7.8%	3	0.4%	336	5.1%	5	0.5%	340	4.2%
Miscellaneous Store Retailers	5	1.3%	25	0.7%	8	1.1%	40	0.6%	9	0.9%	44	0.5%
Nonstore Retailers	3	0.8%	1	0.0%	6	0.8%	2	0.0%	8	0.8%	3	0.0%
Transportation & Warehousing	4	1.1%	13	0.4%	8	1.1%	25	0.4%	12	1.2%	45	0.6%
Information	11	2.9%	120	3.3%	17	2.4%	147	2.2%	20	2.0%	162	2.0%
Finance & Insurance	31	8.2%	150	4.1%	42	5.9%	205	3.1%	46	4.7%	220	2.7%
Central Bank/Credit Intermediation & Related Activities	13	3.4%	79	2.2%	16	2.2%	110	1.7%	17	1.7%	114	1.4%
Securities, Commodity Contracts & Other Financial	5	1.3%	27	0.7%	10	1.4%	43	0.7%	12	1.2%	50	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	13	3.4%	45	1.2%	16	2.2%	52	0.8%	17	1.7%	55	0.7%
Real Estate, Rental & Leasing	16	4.2%	185	5.1%	26	3.6%	242	3.7%	35	3.6%	268	3.3%
Professional, Scientific & Tech Services	33	8.7%	137	3.8%	60	8.4%	290	4.4%	86	8.8%	442	5.5%
Legal Services	6	1.6%	20	0.5%	7	1.0%	23	0.4%	8	0.8%	25	0.3%
Management of Companies & Enterprises	3	0.8%	22	0.6%	5	0.7%	37	0.6%	6	0.6%	41	0.5%
Administrative & Support & Waste Management & Remediation	15	4.0%	56	1.5%	39	5.4%	201	3.1%	66	6.7%	370	4.6%
Educational Services	11	2.9%	270	7.4%	18	2.5%	457	7.0%	22	2.2%	557	6.9%
Health Care & Social Assistance	37	9.8%	483	13.3%	66	9.2%	830	12.6%	73	7.5%	869	10.7%
Arts, Entertainment & Recreation	5	1.3%	23	0.6%	12	1.7%	54	0.8%	22	2.2%	114	1.4%
Accommodation & Food Services	30	7.9%	591	16.2%	45	6.3%	877	13.3%	50	5.1%	944	11.7%
Accommodation	1	0.3%	12	0.3%	2	0.3%	13	0.2%	2	0.2%	17	0.2%
Food Services & Drinking Places	29	7.7%	579	15.9%	43	6.0%	864	13.1%	48	4.9%	928	11.5%
Other Services (except Public Administration)	48	12.7%	397	10.9%	86	12.0%	652	9.9%	117	12.0%	803	9.9%
Automotive Repair & Maintenance	8	2.1%	49	1.3%	19	2.6%	118	1.8%	22	2.2%	126	1.6%
Public Administration	4	1.1%	93	2.6%	4	0.6%	110	1.7%	4	0.4%	114	1.4%
Unclassified Establishments	24	6.3%	26	0.7%	45	6.3%	55	0.8%	62	6.3%	70	0.9%
Total	378	100.0%	3,640	100.0%	717	100.0%	6,571	100.0%	979	100.0%	8,098	100.0%

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