

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,057	28,872	72,236
2010 Total Population	5,280	31,912	81,078
2019 Total Population	5,449	33,095	85,562
2019 Group Quarters	81	210	745
2024 Total Population	5,562	33,853	88,060
2019-2024 Annual Rate	0.41%	0.45%	0.58%
2019 Total Daytime Population	3,947	26,977	76,900
Workers	1,339	12,545	36,919
Residents	2,608	14,432	39,981
<b>Household Summary</b>			
2000 Households	1,714	10,631	26,983
2000 Average Household Size	2.90	2.70	2.64
2010 Households	1,895	11,846	30,974
2010 Average Household Size	2.75	2.68	2.59
2019 Households	1,937	12,059	32,254
2019 Average Household Size	2.77	2.73	2.63
2024 Households	1,971	12,252	33,043
2024 Average Household Size	2.78	2.75	2.64
2019-2024 Annual Rate	0.35%	0.32%	0.48%
2010 Families	1,512	8,648	21,932
2010 Average Family Size	3.07	3.12	3.08
2019 Families	1,531	8,724	22,562
2019 Average Family Size	3.12	3.20	3.14
2024 Families	1,552	8,834	23,021
2024 Average Family Size	3.14	3.23	3.17
2019-2024 Annual Rate	0.27%	0.25%	0.40%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,747	10,893	27,766
Owner Occupied Housing Units	85.1%	77.5%	81.8%
Renter Occupied Housing Units	13.1%	20.1%	15.4%
Vacant Housing Units	1.9%	2.4%	2.8%
2010 Housing Units	1,941	12,213	32,176
Owner Occupied Housing Units	84.1%	78.1%	80.1%
Renter Occupied Housing Units	13.5%	18.9%	16.2%
Vacant Housing Units	2.4%	3.0%	3.7%
2019 Housing Units	1,978	12,506	33,751
Owner Occupied Housing Units	85.3%	79.1%	78.9%
Renter Occupied Housing Units	12.6%	17.3%	16.6%
Vacant Housing Units	2.1%	3.6%	4.4%
2024 Housing Units	2,012	12,712	34,643
Owner Occupied Housing Units	86.0%	80.0%	79.0%
Renter Occupied Housing Units	11.9%	16.3%	16.4%
Vacant Housing Units	2.0%	3.6%	4.6%
<b>Median Household Income</b>			
2019	\$129,808	\$118,969	\$113,111
2024	\$133,052	\$123,864	\$118,424
<b>Median Home Value</b>			
2019	\$488,920	\$431,970	\$369,831
2024	\$511,126	\$473,159	\$395,937
<b>Per Capita Income</b>			
2019	\$64,138	\$55,624	\$54,377
2024	\$67,273	\$59,429	\$58,715
<b>Median Age</b>			
2010	41.8	36.8	40.6
2019	43.9	38.8	42.3
2024	44.3	40.2	42.9

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

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

	1 mile	3 miles	5 miles
<b>2019 Households by Income</b>			
Household Income Base	1,937	12,059	32,254
<\$15,000	2.1%	2.5%	2.9%
\$15,000 - \$24,999	1.3%	1.1%	2.5%
\$25,000 - \$34,999	2.2%	2.1%	3.8%
\$35,000 - \$49,999	5.4%	6.7%	6.8%
\$50,000 - \$74,999	10.5%	11.2%	11.3%
\$75,000 - \$99,999	9.0%	12.1%	12.9%
\$100,000 - \$149,999	27.9%	28.5%	26.6%
\$150,000 - \$199,999	17.0%	17.0%	15.2%
\$200,000+	24.6%	18.7%	18.0%
Average Household Income	\$181,120	\$152,952	\$144,820
<b>2024 Households by Income</b>			
Household Income Base	1,971	12,252	33,043
<\$15,000	2.1%	2.4%	2.7%
\$15,000 - \$24,999	1.3%	1.1%	2.2%
\$25,000 - \$34,999	2.2%	2.1%	3.6%
\$35,000 - \$49,999	5.1%	6.2%	6.3%
\$50,000 - \$74,999	10.0%	10.2%	10.3%
\$75,000 - \$99,999	8.7%	11.5%	12.3%
\$100,000 - \$149,999	27.2%	27.9%	26.3%
\$150,000 - \$199,999	18.0%	18.3%	16.7%
\$200,000+	25.3%	20.4%	19.7%
Average Household Income	\$190,595	\$164,520	\$157,017
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,687	9,891	26,643
<\$50,000	1.4%	0.9%	1.3%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.3%	1.3%	1.0%
\$150,000 - \$199,999	0.1%	2.4%	2.5%
\$200,000 - \$249,999	2.3%	8.4%	9.0%
\$250,000 - \$299,999	6.6%	10.8%	16.8%
\$300,000 - \$399,999	11.6%	20.7%	27.6%
\$400,000 - \$499,999	31.3%	17.3%	14.9%
\$500,000 - \$749,999	39.8%	33.1%	20.8%
\$750,000 - \$999,999	5.0%	3.1%	4.0%
\$1,000,000 - \$1,499,999	0.8%	1.6%	1.5%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.3%
\$2,000,000 +	0.5%	0.2%	0.2%
Average Home Value	\$526,749	\$467,648	\$428,674
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,731	10,173	27,368
<\$50,000	0.5%	0.4%	0.6%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.1%	0.7%	0.5%
\$150,000 - \$199,999	0.0%	1.5%	1.5%
\$200,000 - \$249,999	1.3%	5.7%	5.9%
\$250,000 - \$299,999	4.7%	8.8%	14.2%
\$300,000 - \$399,999	10.2%	20.1%	28.4%
\$400,000 - \$499,999	31.3%	17.5%	16.1%
\$500,000 - \$749,999	44.1%	39.2%	25.3%
\$750,000 - \$999,999	6.1%	3.9%	5.4%
\$1,000,000 - \$1,499,999	0.8%	1.7%	1.6%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.3%
\$2,000,000 +	0.6%	0.3%	0.2%
Average Home Value	\$551,862	\$499,533	\$461,888

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

1334 Defense Hwy, Gambrills, Maryland, 21054  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 38.99269  
 Longitude: -76.66986

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	5,280	31,910	81,077
0 - 4	5.5%	6.8%	6.1%
5 - 9	6.8%	7.4%	6.7%
10 - 14	7.6%	8.0%	7.1%
15 - 24	11.3%	11.3%	10.9%
25 - 34	9.9%	13.7%	11.4%
35 - 44	13.6%	15.8%	15.0%
45 - 54	17.1%	16.4%	16.3%
55 - 64	15.4%	11.7%	12.2%
65 - 74	8.4%	5.8%	7.7%
75 - 84	2.7%	2.1%	4.7%
85 +	1.8%	1.0%	1.9%
18 +	75.4%	73.4%	75.9%
<b>2019 Population by Age</b>			
Total	5,447	33,095	85,562
0 - 4	4.8%	5.9%	5.3%
5 - 9	5.7%	6.8%	6.0%
10 - 14	6.9%	7.8%	7.0%
15 - 24	11.6%	11.7%	11.0%
25 - 34	10.3%	11.9%	11.1%
35 - 44	12.1%	15.1%	13.2%
45 - 54	13.8%	14.5%	14.2%
55 - 64	14.9%	13.0%	13.9%
65 - 74	12.1%	8.3%	10.0%
75 - 84	5.9%	3.7%	5.8%
85 +	1.9%	1.2%	2.5%
18 +	78.4%	75.2%	77.7%
<b>2024 Population by Age</b>			
Total	5,563	33,852	88,059
0 - 4	4.9%	5.8%	5.3%
5 - 9	5.6%	6.4%	5.8%
10 - 14	6.1%	7.0%	6.2%
15 - 24	9.6%	10.8%	10.3%
25 - 34	11.7%	12.4%	11.7%
35 - 44	13.2%	15.3%	13.6%
45 - 54	13.0%	14.2%	13.2%
55 - 64	13.9%	12.8%	13.7%
65 - 74	11.8%	8.9%	10.9%
75 - 84	7.9%	5.0%	6.6%
85 +	2.3%	1.4%	2.7%
18 +	79.8%	76.5%	78.9%
<b>2010 Population by Sex</b>			
Males	2,614	15,543	38,768
Females	2,666	16,369	42,310
<b>2019 Population by Sex</b>			
Males	2,721	16,173	41,113
Females	2,727	16,922	44,448
<b>2024 Population by Sex</b>			
Males	2,791	16,576	42,517
Females	2,771	17,276	45,544

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

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	5,280	31,911	81,078
White Alone	87.9%	81.2%	71.8%
Black Alone	5.0%	9.7%	19.1%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.6%	4.5%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.5%	1.3%	1.5%
Two or More Races	2.7%	3.1%	3.1%
Hispanic Origin	3.7%	4.5%	4.9%
Diversity Index	27.9	38.8	49.7
<b>2019 Population by Race/Ethnicity</b>			
Total	5,450	33,094	85,561
White Alone	84.5%	76.8%	67.7%
Black Alone	6.2%	11.5%	20.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	4.6%	5.6%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.8%	2.3%
Two or More Races	3.7%	4.1%	4.0%
Hispanic Origin	5.5%	6.6%	7.5%
Diversity Index	35.6	46.9	56.6
<b>2024 Population by Race/Ethnicity</b>			
Total	5,563	33,853	88,062
White Alone	82.1%	74.0%	65.3%
Black Alone	6.8%	12.5%	21.3%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	5.3%	6.3%	5.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	2.2%	2.8%
Two or More Races	4.4%	4.8%	4.6%
Hispanic Origin	7.0%	8.2%	9.5%
Diversity Index	40.6	51.8	60.6
<b>2010 Population by Relationship and Household Type</b>			
Total	5,280	31,912	81,078
In Households	98.5%	99.4%	99.1%
In Family Households	89.6%	86.6%	85.3%
Householder	28.6%	27.0%	26.9%
Spouse	24.5%	21.5%	21.4%
Child	32.9%	33.5%	31.7%
Other relative	2.0%	2.6%	3.4%
Nonrelative	1.6%	1.9%	2.0%
In Nonfamily Households	8.9%	12.8%	13.8%
In Group Quarters	1.5%	0.6%	0.9%
Institutionalized Population	1.4%	0.6%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.3%

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

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	3,871	22,434	60,475
Less than 9th Grade	1.2%	1.0%	1.2%
9th - 12th Grade, No Diploma	2.9%	2.3%	2.9%
High School Graduate	10.8%	11.6%	14.7%
GED/Alternative Credential	1.1%	1.4%	1.8%
Some College, No Degree	17.2%	17.5%	19.1%
Associate Degree	5.8%	7.0%	7.1%
Bachelor's Degree	30.5%	33.2%	29.8%
Graduate/Professional Degree	30.5%	26.0%	23.5%
<b>2019 Population 15+ by Marital Status</b>			
Total	4,503	26,317	69,878
Never Married	25.5%	26.7%	26.6%
Married	64.8%	60.1%	56.4%
Widowed	4.1%	4.4%	6.7%
Divorced	5.6%	8.8%	10.3%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.5%	97.4%	96.6%
Civilian Unemployed (Unemployment Rate)	3.5%	2.6%	3.4%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,838	18,666	45,722
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	5.7%	5.8%	6.6%
Manufacturing	3.7%	3.5%	3.4%
Wholesale Trade	2.3%	1.3%	1.5%
Retail Trade	4.5%	6.3%	6.8%
Transportation/Utilities	1.7%	2.9%	3.8%
Information	1.7%	2.4%	2.2%
Finance/Insurance/Real Estate	5.3%	4.9%	5.4%
Services	57.5%	52.7%	51.8%
Public Administration	17.5%	20.1%	18.4%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,837	18,667	45,722
White Collar	81.3%	80.6%	77.3%
Management/Business/Financial	24.8%	23.4%	22.9%
Professional	36.3%	35.2%	32.5%
Sales	7.8%	8.2%	8.5%
Administrative Support	12.4%	13.8%	13.4%
Services	9.9%	11.1%	12.0%
Blue Collar	8.7%	8.3%	10.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.5%	2.9%	3.5%
Installation/Maintenance/Repair	2.2%	1.5%	2.2%
Production	2.1%	1.6%	1.9%
Transportation/Material Moving	1.9%	2.3%	3.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,280	31,912	81,078
Population Inside Urbanized Area	84.2%	90.1%	91.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	15.8%	9.9%	8.3%

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

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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,896	11,846	30,974
Households with 1 Person	16.4%	21.0%	23.9%
Households with 2+ People	83.6%	79.0%	76.1%
Family Households	79.7%	73.0%	70.8%
Husband-wife Families	68.5%	58.1%	56.2%
With Related Children	29.9%	29.6%	25.9%
Other Family (No Spouse Present)	11.2%	14.9%	14.6%
Other Family with Male Householder	3.5%	3.9%	3.7%
With Related Children	2.1%	2.4%	2.1%
Other Family with Female Householder	7.7%	11.0%	10.9%
With Related Children	4.9%	7.3%	6.4%
Nonfamily Households	3.9%	6.0%	5.3%
All Households with Children	37.1%	39.6%	34.7%
Multigenerational Households	2.7%	2.9%	3.7%
Unmarried Partner Households	3.8%	5.5%	4.8%
Male-female	3.3%	4.8%	4.1%
Same-sex	0.5%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,896	11,847	30,975
1 Person Household	16.4%	21.0%	23.9%
2 Person Household	36.2%	32.5%	33.3%
3 Person Household	19.3%	18.9%	17.1%
4 Person Household	17.2%	17.4%	15.2%
5 Person Household	7.9%	7.1%	6.8%
6 Person Household	2.1%	2.1%	2.4%
7 + Person Household	1.1%	1.0%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,895	11,846	30,974
Owner Occupied	86.2%	80.5%	83.2%
Owned with a Mortgage/Loan	72.8%	71.1%	68.4%
Owned Free and Clear	13.5%	9.4%	14.8%
Renter Occupied	13.8%	19.5%	16.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,941	12,213	32,176
Housing Units Inside Urbanized Area	84.3%	90.6%	92.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	15.7%	9.4%	7.6%

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

1334 Defense Hwy, Gambrills, Maryland, 21054  
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Top Tier (1A)	Enterprising Professionals	Enterprising Professionals
2.	Enterprising Professionals (2D)	Professional Pride (1B)	Pleasantville (2B)
3.	Savvy Suburbanites (1D)	Top Tier (1A)	Savvy Suburbanites (1D)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,113,863	\$44,092,499	\$110,204,304
Average Spent	\$4,188.88	\$3,656.40	\$3,416.76
Spending Potential Index	196	171	159
Education: Total \$	\$7,503,314	\$37,546,556	\$94,361,852
Average Spent	\$3,873.68	\$3,113.57	\$2,925.59
Spending Potential Index	243	195	184
Entertainment/Recreation: Total \$	\$12,660,639	\$66,482,394	\$169,595,799
Average Spent	\$6,536.21	\$5,513.09	\$5,258.13
Spending Potential Index	200	169	161
Food at Home: Total \$	\$18,455,652	\$100,296,077	\$255,636,038
Average Spent	\$9,527.96	\$8,317.11	\$7,925.72
Spending Potential Index	184	161	153
Food Away from Home: Total \$	\$13,817,370	\$75,369,974	\$188,094,816
Average Spent	\$7,133.39	\$6,250.10	\$5,831.67
Spending Potential Index	194	170	159
Health Care: Total \$	\$21,679,671	\$113,473,722	\$294,712,901
Average Spent	\$11,192.40	\$9,409.88	\$9,137.25
Spending Potential Index	189	159	154
HH Furnishings & Equipment: Total \$	\$8,187,154	\$43,456,893	\$109,948,779
Average Spent	\$4,226.72	\$3,603.69	\$3,408.84
Spending Potential Index	198	169	160
Personal Care Products & Services: Total \$	\$3,425,780	\$18,406,056	\$46,111,824
Average Spent	\$1,768.60	\$1,526.33	\$1,429.65
Spending Potential Index	199	172	161
Shelter: Total \$	\$72,918,696	\$388,452,594	\$996,109,730
Average Spent	\$37,645.17	\$32,212.67	\$30,883.29
Spending Potential Index	203	174	167
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,988,948	\$50,162,753	\$129,273,838
Average Spent	\$5,156.92	\$4,159.78	\$4,007.99
Spending Potential Index	208	168	162
Travel: Total \$	\$9,663,179	\$49,809,141	\$127,076,900
Average Spent	\$4,988.73	\$4,130.45	\$3,939.88
Spending Potential Index	222	184	176
Vehicle Maintenance & Repairs: Total \$	\$4,219,465	\$22,075,678	\$56,135,196
Average Spent	\$2,178.35	\$1,830.64	\$1,740.41
Spending Potential Index	190	160	152

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

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Top Tier (1A)	55.9%	Population	5,449	5,562
Enterprising Professionals (2D)	22.8%	Households	1,937	1,971
Savvy Suburbanites (1D)	20.6%	Families	1,531	1,552
Exurbanites (1E)	0.7%	Median Age	43.9	44.3
Professional Pride (1B)	0.0%	Median Household Income	\$129,808	\$133,052
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		196	\$4,188.88	\$8,113,863
Men's		195	\$807.47	\$1,564,070
Women's		205	\$1,473.52	\$2,854,204
Children's		178	\$575.27	\$1,114,289
Footwear		185	\$891.03	\$1,725,922
Watches & Jewelry		210	\$289.87	\$561,479
Apparel Products and Services (1)		228	\$151.73	\$293,899
<b>Computer</b>				
Computers and Hardware for Home Use		200	\$330.49	\$640,154
Portable Memory		202	\$9.01	\$17,449
Computer Software		200	\$20.24	\$39,214
Computer Accessories		195	\$37.04	\$71,751
<b>Entertainment &amp; Recreation</b>		200	\$6,536.21	\$12,660,639
Fees and Admissions		232	\$1,656.33	\$3,208,309
Membership Fees for Clubs (2)		241	\$570.99	\$1,106,015
Fees for Participant Sports, excl. Trips		220	\$236.44	\$457,982
Tickets to Theatre/Operas/Concerts		241	\$181.02	\$350,642
Tickets to Movies		194	\$106.11	\$205,536
Tickets to Parks or Museums		204	\$66.07	\$127,974
Admission to Sporting Events, excl. Trips		225	\$142.20	\$275,446
Fees for Recreational Lessons		246	\$352.20	\$682,216
Dating Services		184	\$1.29	\$2,498
TV/Video/Audio		177	\$2,169.76	\$4,202,827
Cable and Satellite Television Services		176	\$1,550.20	\$3,002,739
Televisions		178	\$192.67	\$373,206
Satellite Dishes		185	\$2.90	\$5,615
VCRs, Video Cameras, and DVD Players		173	\$9.97	\$19,305
Miscellaneous Video Equipment		180	\$45.85	\$88,821
Video Cassettes and DVDs		172	\$19.66	\$38,090
Video Game Hardware/Accessories		162	\$45.08	\$87,318
Video Game Software		164	\$24.97	\$48,374
Rental/Streaming/Downloaded Video		173	\$80.84	\$156,585
Installation of Televisions		263	\$3.00	\$5,809
Audio (3)		194	\$189.68	\$367,406
Rental and Repair of TV/Radio/Sound Equipment		157	\$4.93	\$9,559
Pets		189	\$1,248.30	\$2,417,960
Toys/Games/Crafts/Hobbies (4)		183	\$216.07	\$418,523
Recreational Vehicles and Fees (5)		261	\$416.78	\$807,304
Sports/Recreation/Exercise Equipment (6)		212	\$439.89	\$852,072
Photo Equipment and Supplies (7)		200	\$104.08	\$201,598
Reading (8)		211	\$225.45	\$436,694
Catered Affairs (9)		223	\$59.55	\$115,352
<b>Food</b>		188	\$16,661.34	\$32,273,023
Food at Home		184	\$9,527.96	\$18,455,652
Bakery and Cereal Products		184	\$1,250.29	\$2,421,815
Meats, Poultry, Fish, and Eggs		183	\$2,086.74	\$4,042,023
Dairy Products		186	\$993.98	\$1,925,346
Fruits and Vegetables		191	\$1,942.74	\$3,763,079
Snacks and Other Food at Home (10)		181	\$3,254.20	\$6,303,388
Food Away from Home		194	\$7,133.39	\$13,817,370
Alcoholic Beverages		214	\$1,235.26	\$2,392,708

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	247	\$53,079.92	\$102,815,806
Value of Retirement Plans	239	\$227,865.56	\$441,375,584
Value of Other Financial Assets	216	\$12,291.72	\$23,809,064
Vehicle Loan Amount excluding Interest	172	\$4,918.85	\$9,527,809
Value of Credit Card Debt	194	\$4,749.20	\$9,199,196
<b>Health</b>			
Nonprescription Drugs	182	\$260.83	\$505,227
Prescription Drugs	176	\$643.39	\$1,246,238
Eyeglasses and Contact Lenses	196	\$177.04	\$342,925
<b>Home</b>			
Mortgage Payment and Basics (11)	230	\$23,168.77	\$44,877,912
Maintenance and Remodeling Services	233	\$4,971.37	\$9,629,539
Maintenance and Remodeling Materials (12)	204	\$995.35	\$1,928,002
Utilities, Fuel, and Public Services	180	\$8,731.26	\$16,912,457
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	189	\$189.79	\$367,617
Furniture	199	\$1,222.39	\$2,367,766
Rugs	216	\$70.06	\$135,714
Major Appliances (14)	193	\$681.74	\$1,320,523
Housewares (15)	197	\$209.43	\$405,667
Small Appliances	180	\$87.58	\$169,640
Luggage	213	\$29.78	\$57,680
Telephones and Accessories	212	\$159.91	\$309,751
<b>Household Operations</b>			
Child Care	222	\$1,130.48	\$2,189,746
Lawn and Garden (16)	213	\$1,000.00	\$1,937,007
Moving/Storage/Freight Express	187	\$124.05	\$240,286
Housekeeping Supplies (17)	182	\$1,362.42	\$2,639,010
<b>Insurance</b>			
Owners and Renters Insurance	192	\$1,114.04	\$2,157,886
Vehicle Insurance	176	\$2,727.33	\$5,282,845
Life/Other Insurance	211	\$973.31	\$1,885,295
Health Insurance	189	\$7,435.93	\$14,403,398
Personal Care Products (18)	188	\$941.47	\$1,823,632
School Books and Supplies (19)	198	\$307.81	\$596,233
Smoking Products	146	\$589.04	\$1,140,978
<b>Transportation</b>			
Payments on Vehicles excluding Leases	173	\$4,406.04	\$8,534,509
Gasoline and Motor Oil	174	\$3,983.13	\$7,715,326
Vehicle Maintenance and Repairs	190	\$2,178.35	\$4,219,465
<b>Travel</b>			
Airline Fares	232	\$1,265.48	\$2,451,244
Lodging on Trips	228	\$1,414.69	\$2,740,258
Auto/Truck Rental on Trips	224	\$58.85	\$113,997
Food and Drink on Trips	217	\$1,169.82	\$2,265,946

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Enterprising Professionals (2D)	41.5%	Population	33,095	33,853
Professional Pride (1B)	20.5%	Households	12,059	12,252
Top Tier (1A)	20.5%	Families	8,724	8,834
Savvy Suburbanites (1D)	13.3%	Median Age	38.8	40.2
Exurbanites (1E)	2.1%	Median Household Income	\$118,969	\$123,864
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		171	\$3,656.40	\$44,092,499
Men's		168	\$696.35	\$8,397,289
Women's		175	\$1,261.44	\$15,211,703
Children's		162	\$522.66	\$6,302,733
Footwear		165	\$794.84	\$9,585,014
Watches & Jewelry		185	\$255.50	\$3,081,041
Apparel Products and Services (1)		189	\$125.61	\$1,514,719
<b>Computer</b>				
Computers and Hardware for Home Use		173	\$286.65	\$3,456,674
Portable Memory		174	\$7.75	\$93,459
Computer Software		173	\$17.56	\$211,746
Computer Accessories		166	\$31.55	\$380,485
<b>Entertainment &amp; Recreation</b>		169	\$5,513.09	\$66,482,394
Fees and Admissions		193	\$1,374.57	\$16,575,887
Membership Fees for Clubs (2)		196	\$463.46	\$5,588,891
Fees for Participant Sports, excl. Trips		189	\$202.84	\$2,446,056
Tickets to Theatre/Operas/Concerts		195	\$146.53	\$1,767,037
Tickets to Movies		172	\$94.14	\$1,135,241
Tickets to Parks or Museums		179	\$57.75	\$696,359
Admission to Sporting Events, excl. Trips		183	\$115.57	\$1,393,648
Fees for Recreational Lessons		204	\$293.07	\$3,534,168
Dating Services		171	\$1.20	\$14,488
TV/Video/Audio		154	\$1,883.42	\$22,712,106
Cable and Satellite Television Services		151	\$1,331.42	\$16,055,624
Televisions		156	\$169.68	\$2,046,153
Satellite Dishes		156	\$2.45	\$29,590
VCRs, Video Cameras, and DVD Players		156	\$9.02	\$108,829
Miscellaneous Video Equipment		162	\$41.08	\$495,394
Video Cassettes and DVDs		152	\$17.41	\$209,981
Video Game Hardware/Accessories		150	\$41.91	\$505,382
Video Game Software		153	\$23.24	\$280,298
Rental/Streaming/Downloaded Video		160	\$74.98	\$904,124
Installation of Televisions		198	\$2.26	\$27,301
Audio (3)		169	\$165.38	\$1,994,328
Rental and Repair of TV/Radio/Sound Equipment		145	\$4.57	\$55,102
Pets		159	\$1,053.75	\$12,707,226
Toys/Games/Crafts/Hobbies (4)		161	\$189.89	\$2,289,925
Recreational Vehicles and Fees (5)		194	\$310.62	\$3,745,825
Sports/Recreation/Exercise Equipment (6)		180	\$373.72	\$4,506,644
Photo Equipment and Supplies (7)		176	\$91.81	\$1,107,112
Reading (8)		173	\$184.35	\$2,223,047
Catered Affairs (9)		191	\$50.97	\$614,623
<b>Food</b>		165	\$14,567.22	\$175,666,050
Food at Home		161	\$8,317.11	\$100,296,077
Bakery and Cereal Products		160	\$1,087.93	\$13,119,363
Meats, Poultry, Fish, and Eggs		160	\$1,824.62	\$22,003,117
Dairy Products		161	\$862.95	\$10,406,271
Fruits and Vegetables		166	\$1,689.11	\$20,369,021
Snacks and Other Food at Home (10)		159	\$2,852.50	\$34,398,304
Food Away from Home		170	\$6,250.10	\$75,369,974
Alcoholic Beverages		183	\$1,054.79	\$12,719,720

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	190	\$40,665.85	\$490,389,503
Value of Retirement Plans	188	\$179,010.41	\$2,158,686,532
Value of Other Financial Assets	168	\$9,532.39	\$114,951,090
Vehicle Loan Amount excluding Interest	156	\$4,464.08	\$53,832,381
Value of Credit Card Debt	168	\$4,108.12	\$49,539,819
<b>Health</b>			
Nonprescription Drugs	155	\$222.21	\$2,679,689
Prescription Drugs	146	\$533.60	\$6,434,706
Eyeglasses and Contact Lenses	162	\$146.77	\$1,769,849
<b>Home</b>			
Mortgage Payment and Basics (11)	188	\$18,905.41	\$227,980,349
Maintenance and Remodeling Services	188	\$4,012.75	\$48,389,812
Maintenance and Remodeling Materials (12)	166	\$809.47	\$9,761,381
Utilities, Fuel, and Public Services	154	\$7,504.32	\$90,494,628
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	163	\$162.99	\$1,965,465
Furniture	170	\$1,040.67	\$12,549,429
Rugs	176	\$56.98	\$687,066
Major Appliances (14)	162	\$572.39	\$6,902,464
Housewares (15)	168	\$178.89	\$2,157,196
Small Appliances	158	\$76.81	\$926,231
Luggage	183	\$25.59	\$308,530
Telephones and Accessories	178	\$134.73	\$1,624,703
<b>Household Operations</b>			
Child Care	197	\$1,004.88	\$12,117,891
Lawn and Garden (16)	172	\$807.49	\$9,737,560
Moving/Storage/Freight Express	175	\$115.93	\$1,397,962
Housekeeping Supplies (17)	157	\$1,178.41	\$14,210,416
<b>Insurance</b>			
Owners and Renters Insurance	159	\$921.17	\$11,108,340
Vehicle Insurance	154	\$2,383.90	\$28,747,510
Life/Other Insurance	171	\$786.70	\$9,486,819
Health Insurance	159	\$6,266.18	\$75,563,841
Personal Care Products (18)	165	\$827.92	\$9,983,840
School Books and Supplies (19)	173	\$268.44	\$3,237,168
Smoking Products	130	\$523.70	\$6,315,276
<b>Transportation</b>			
Payments on Vehicles excluding Leases	155	\$3,925.82	\$47,341,433
Gasoline and Motor Oil	154	\$3,528.42	\$42,549,164
Vehicle Maintenance and Repairs	160	\$1,830.64	\$22,075,678
<b>Travel</b>			
Airline Fares	193	\$1,052.44	\$12,691,327
Lodging on Trips	186	\$1,151.49	\$13,885,871
Auto/Truck Rental on Trips	188	\$49.26	\$594,009
Food and Drink on Trips	181	\$975.81	\$11,767,312

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Enterprising Professionals (2D)	25.3%	Population	85,562	88,060
Pleasantville (2B)	20.4%	Households	32,254	33,043
Savvy Suburbanites (1D)	12.4%	Families	22,562	23,021
Top Tier (1A)	11.1%	Median Age	42.3	42.9
Urban Chic (2A)	9.1%	Median Household Income	\$113,111	\$118,424
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		159	\$3,416.76	\$110,204,304
Men's		158	\$655.27	\$21,134,935
Women's		166	\$1,199.52	\$38,689,303
Children's		146	\$470.14	\$15,164,031
Footwear		154	\$741.84	\$23,927,329
Watches & Jewelry		167	\$231.18	\$7,456,545
Apparel Products and Services (1)		179	\$118.81	\$3,832,162
<b>Computer</b>				
Computers and Hardware for Home Use		163	\$269.75	\$8,700,534
Portable Memory		165	\$7.35	\$237,074
Computer Software		163	\$16.57	\$534,329
Computer Accessories		159	\$30.13	\$971,813
<b>Entertainment &amp; Recreation</b>		161	\$5,258.13	\$169,595,799
Fees and Admissions		181	\$1,293.67	\$41,726,093
Membership Fees for Clubs (2)		186	\$440.93	\$14,221,900
Fees for Participant Sports, excl. Trips		176	\$188.61	\$6,083,533
Tickets to Theatre/Operas/Concerts		188	\$141.25	\$4,556,020
Tickets to Movies		161	\$88.10	\$2,841,514
Tickets to Parks or Museums		168	\$54.33	\$1,752,278
Admission to Sporting Events, excl. Trips		170	\$107.45	\$3,465,779
Fees for Recreational Lessons		190	\$271.85	\$8,768,139
Dating Services		164	\$1.15	\$36,931
TV/Video/Audio		147	\$1,803.63	\$58,174,247
Cable and Satellite Television Services		147	\$1,292.11	\$41,675,806
Televisions		147	\$159.29	\$5,137,628
Satellite Dishes		152	\$2.38	\$76,819
VCRs, Video Cameras, and DVD Players		145	\$8.35	\$269,206
Miscellaneous Video Equipment		146	\$37.13	\$1,197,712
Video Cassettes and DVDs		142	\$16.31	\$525,902
Video Game Hardware/Accessories		137	\$38.31	\$1,235,732
Video Game Software		140	\$21.31	\$687,265
Rental/Streaming/Downloaded Video		147	\$68.57	\$2,211,658
Installation of Televisions		191	\$2.18	\$70,388
Audio (3)		157	\$153.62	\$4,954,763
Rental and Repair of TV/Radio/Sound Equipment		129	\$4.07	\$131,368
Pets		152	\$1,007.12	\$32,483,517
Toys/Games/Crafts/Hobbies (4)		151	\$177.61	\$5,728,550
Recreational Vehicles and Fees (5)		199	\$317.65	\$10,245,630
Sports/Recreation/Exercise Equipment (6)		166	\$344.05	\$11,096,931
Photo Equipment and Supplies (7)		164	\$85.19	\$2,747,750
Reading (8)		169	\$180.56	\$5,823,658
Catered Affairs (9)		183	\$48.66	\$1,569,423
<b>Food</b>		155	\$13,757.39	\$443,730,854
Food at Home		153	\$7,925.72	\$255,636,038
Bakery and Cereal Products		153	\$1,036.57	\$33,433,408
Meats, Poultry, Fish, and Eggs		152	\$1,743.40	\$56,231,576
Dairy Products		154	\$826.62	\$26,661,811
Fruits and Vegetables		159	\$1,615.36	\$52,101,701
Snacks and Other Food at Home (10)		150	\$2,703.77	\$87,207,543
Food Away from Home		159	\$5,831.67	\$188,094,816
Alcoholic Beverages		173	\$1,001.09	\$32,289,152

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	189	\$40,467.48	\$1,305,238,017
Value of Retirement Plans	182	\$173,804.32	\$5,605,884,518
Value of Other Financial Assets	178	\$10,105.24	\$325,934,555
Vehicle Loan Amount excluding Interest	141	\$4,039.49	\$130,289,627
Value of Credit Card Debt	160	\$3,919.59	\$126,422,356
<b>Health</b>			
Nonprescription Drugs	150	\$214.72	\$6,925,665
Prescription Drugs	143	\$523.71	\$16,891,685
Eyeglasses and Contact Lenses	155	\$140.64	\$4,536,353
<b>Home</b>			
Mortgage Payment and Basics (11)	181	\$18,238.08	\$588,251,140
Maintenance and Remodeling Services	183	\$3,901.86	\$125,850,672
Maintenance and Remodeling Materials (12)	159	\$777.44	\$25,075,442
Utilities, Fuel, and Public Services	148	\$7,211.30	\$232,593,383
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	155	\$154.84	\$4,994,352
Furniture	160	\$979.61	\$31,596,350
Rugs	163	\$52.87	\$1,705,237
Major Appliances (14)	155	\$547.48	\$17,658,397
Housewares (15)	159	\$169.50	\$5,466,987
Small Appliances	151	\$73.25	\$2,362,674
Luggage	170	\$23.83	\$768,615
Telephones and Accessories	167	\$125.79	\$4,057,147
<b>Household Operations</b>			
Child Care	177	\$902.98	\$29,124,810
Lawn and Garden (16)	168	\$788.72	\$25,439,257
Moving/Storage/Freight Express	157	\$104.58	\$3,373,067
Housekeeping Supplies (17)	150	\$1,125.18	\$36,291,574
<b>Insurance</b>			
Owners and Renters Insurance	153	\$887.34	\$28,620,175
Vehicle Insurance	147	\$2,269.56	\$73,202,292
Life/Other Insurance	164	\$755.05	\$24,353,325
Health Insurance	155	\$6,072.57	\$195,864,688
Personal Care Products (18)	155	\$775.04	\$24,998,030
School Books and Supplies (19)	160	\$248.42	\$8,012,640
Smoking Products	125	\$503.39	\$16,236,461
<b>Transportation</b>			
Payments on Vehicles excluding Leases	141	\$3,591.82	\$115,850,524
Gasoline and Motor Oil	145	\$3,319.43	\$107,065,052
Vehicle Maintenance and Repairs	152	\$1,740.41	\$56,135,196
<b>Travel</b>			
Airline Fares	184	\$1,004.80	\$32,408,808
Lodging on Trips	178	\$1,101.80	\$35,537,321
Auto/Truck Rental on Trips	177	\$46.49	\$1,499,595
Food and Drink on Trips	173	\$931.06	\$30,030,332

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

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1334 Defense Hwy, Gambrills, Maryland, 21054  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.99269  
Longitude: -76.66986

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	95		1,194		2,989							
Total Employees:	1,126		11,379		33,888							
Total Residential Population:	5,449		33,095		85,562							
Employee/Residential Population Ratio (per 100 Residents)	21		34		40							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	4.2%	79	7.0%	28	2.3%	280	2.5%	64	2.1%	693	2.0%
Construction	12	12.6%	174	15.5%	134	11.2%	1,650	14.5%	267	8.9%	3,552	10.5%
Manufacturing	0	0.0%	2	0.2%	26	2.2%	395	3.5%	52	1.7%	704	2.1%
Transportation	0	0.0%	1	0.1%	15	1.3%	106	0.9%	43	1.4%	277	0.8%
Communication	0	0.0%	1	0.1%	6	0.5%	46	0.4%	25	0.8%	212	0.6%
Utility	0	0.0%	0	0.0%	1	0.1%	4	0.0%	2	0.1%	7	0.0%
Wholesale Trade	3	3.2%	20	1.8%	35	2.9%	357	3.1%	59	2.0%	567	1.7%
<b>Retail Trade Summary</b>	<b>14</b>	<b>14.7%</b>	<b>97</b>	<b>8.6%</b>	<b>185</b>	<b>15.5%</b>	<b>2,462</b>	<b>21.6%</b>	<b>573</b>	<b>19.2%</b>	<b>10,204</b>	<b>30.1%</b>
Home Improvement	4	4.2%	39	3.5%	16	1.3%	373	3.3%	36	1.2%	866	2.6%
General Merchandise Stores	0	0.0%	1	0.1%	5	0.4%	71	0.6%	25	0.8%	1,537	4.5%
Food Stores	0	0.0%	0	0.0%	14	1.2%	407	3.6%	48	1.6%	1,326	3.9%
Auto Dealers, Gas Stations, Auto Aftermarket	2	2.1%	12	1.1%	14	1.2%	101	0.9%	46	1.5%	512	1.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%	5	0.4%	33	0.3%	41	1.4%	356	1.1%
Furniture & Home Furnishings	0	0.0%	5	0.4%	25	2.1%	315	2.8%	54	1.8%	683	2.0%
Eating & Drinking Places	5	5.3%	33	2.9%	61	5.1%	877	7.7%	181	6.1%	3,787	11.2%
Miscellaneous Retail	3	3.2%	6	0.5%	45	3.8%	286	2.5%	143	4.8%	1,137	3.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>7</b>	<b>7.4%</b>	<b>35</b>	<b>3.1%</b>	<b>150</b>	<b>12.6%</b>	<b>1,121</b>	<b>9.9%</b>	<b>329</b>	<b>11.0%</b>	<b>2,486</b>	<b>7.3%</b>
Banks, Savings & Lending Institutions	1	1.1%	6	0.5%	31	2.6%	295	2.6%	70	2.3%	592	1.7%
Securities Brokers	0	0.0%	1	0.1%	14	1.2%	47	0.4%	34	1.1%	147	0.4%
Insurance Carriers & Agents	1	1.1%	11	1.0%	30	2.5%	193	1.7%	56	1.9%	331	1.0%
Real Estate, Holding, Other Investment Offices	4	4.2%	17	1.5%	75	6.3%	586	5.1%	168	5.6%	1,415	4.2%
<b>Services Summary</b>	<b>48</b>	<b>50.5%</b>	<b>649</b>	<b>57.6%</b>	<b>489</b>	<b>41.0%</b>	<b>4,638</b>	<b>40.8%</b>	<b>1,305</b>	<b>43.7%</b>	<b>13,394</b>	<b>39.5%</b>
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	12	0.1%	8	0.3%	204	0.6%
Automotive Services	2	2.1%	20	1.8%	21	1.8%	165	1.5%	72	2.4%	517	1.5%
Motion Pictures & Amusements	4	4.2%	14	1.2%	33	2.8%	420	3.7%	87	2.9%	1,310	3.9%
Health Services	4	4.2%	103	9.1%	78	6.5%	762	6.7%	243	8.1%	2,241	6.6%
Legal Services	3	3.2%	11	1.0%	25	2.1%	115	1.0%	54	1.8%	331	1.0%
Education Institutions & Libraries	5	5.3%	126	11.2%	30	2.5%	581	5.1%	72	2.4%	2,233	6.6%
Other Services	30	31.6%	374	33.2%	301	25.2%	2,583	22.7%	770	25.8%	6,558	19.4%
<b>Government</b>	<b>2</b>	<b>2.1%</b>	<b>63</b>	<b>5.6%</b>	<b>5</b>	<b>0.4%</b>	<b>116</b>	<b>1.0%</b>	<b>20</b>	<b>0.7%</b>	<b>1,418</b>	<b>4.2%</b>
<b>Unclassified Establishments</b>	<b>4</b>	<b>4.2%</b>	<b>4</b>	<b>0.4%</b>	<b>120</b>	<b>10.1%</b>	<b>203</b>	<b>1.8%</b>	<b>249</b>	<b>8.3%</b>	<b>372</b>	<b>1.1%</b>
<b>Totals</b>	<b>95</b>	<b>100.0%</b>	<b>1,126</b>	<b>100.0%</b>	<b>1,194</b>	<b>100.0%</b>	<b>11,379</b>	<b>100.0%</b>	<b>2,989</b>	<b>100.0%</b>	<b>33,888</b>	<b>100.0%</b>

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Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 38.99269  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.2%	10	0.1%	4	0.1%	45	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Construction	14	14.7%	178	15.8%	139	11.6%	1,671	14.7%	283	9.5%	3,750	11.1%
Manufacturing	0	0.0%	2	0.2%	28	2.3%	404	3.6%	54	1.8%	713	2.1%
Wholesale Trade	3	3.2%	20	1.8%	34	2.8%	348	3.1%	58	1.9%	556	1.6%
Retail Trade	9	9.5%	63	5.6%	118	9.9%	1,520	13.4%	378	12.6%	6,288	18.6%
Motor Vehicle & Parts Dealers	1	1.1%	4	0.4%	9	0.8%	64	0.6%	31	1.0%	388	1.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	15	1.3%	75	0.7%	33	1.1%	268	0.8%
Electronics & Appliance Stores	0	0.0%	5	0.4%	7	0.6%	235	2.1%	18	0.6%	402	1.2%
Bldg Material & Garden Equipment & Supplies Dealers	4	4.2%	39	3.5%	16	1.3%	373	3.3%	36	1.2%	866	2.6%
Food & Beverage Stores	1	1.1%	3	0.3%	14	1.2%	376	3.3%	40	1.3%	1,234	3.6%
Health & Personal Care Stores	0	0.0%	0	0.0%	7	0.6%	59	0.5%	46	1.5%	357	1.1%
Gasoline Stations	1	1.1%	8	0.7%	5	0.4%	37	0.3%	15	0.5%	124	0.4%
Clothing & Clothing Accessories Stores	1	1.1%	2	0.2%	7	0.6%	38	0.3%	49	1.6%	399	1.2%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	8	0.7%	60	0.5%	22	0.7%	279	0.8%
General Merchandise Stores	0	0.0%	1	0.1%	5	0.4%	71	0.6%	25	0.8%	1,537	4.5%
Miscellaneous Store Retailers	0	0.0%	2	0.2%	19	1.6%	93	0.8%	47	1.6%	386	1.1%
Nonstore Retailers	1	1.1%	0	0.0%	6	0.5%	39	0.3%	16	0.5%	48	0.1%
Transportation & Warehousing	0	0.0%	0	0.0%	9	0.8%	61	0.5%	29	1.0%	210	0.6%
Information	3	3.2%	32	2.8%	15	1.3%	115	1.0%	60	2.0%	526	1.6%
Finance & Insurance	3	3.2%	18	1.6%	76	6.4%	536	4.7%	163	5.5%	1,073	3.2%
Central Bank/Credit Intermediation & Related Activities	1	1.1%	6	0.5%	31	2.6%	295	2.6%	70	2.3%	592	1.7%
Securities, Commodity Contracts & Other Financial	0	0.0%	1	0.1%	15	1.3%	48	0.4%	36	1.2%	149	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	1	1.1%	11	1.0%	30	2.5%	193	1.7%	56	1.9%	331	1.0%
Real Estate, Rental & Leasing	4	4.2%	17	1.5%	68	5.7%	533	4.7%	179	6.0%	1,390	4.1%
Professional, Scientific & Tech Services	11	11.6%	65	5.8%	139	11.6%	1,173	10.3%	307	10.3%	2,537	7.5%
Legal Services	3	3.2%	12	1.1%	36	3.0%	160	1.4%	69	2.3%	403	1.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	5	0.4%	37	0.3%	7	0.2%	44	0.1%
Administrative & Support & Waste Management & Remediation	6	6.3%	86	7.6%	58	4.9%	465	4.1%	128	4.3%	897	2.6%
Educational Services	5	5.3%	99	8.8%	36	3.0%	590	5.2%	85	2.8%	2,265	6.7%
Health Care & Social Assistance	9	9.5%	337	29.9%	105	8.8%	1,353	11.9%	343	11.5%	3,943	11.6%
Arts, Entertainment & Recreation	3	3.2%	13	1.2%	21	1.8%	369	3.2%	66	2.2%	1,145	3.4%
Accommodation & Food Services	5	5.3%	33	2.9%	67	5.6%	950	8.3%	199	6.7%	4,105	12.1%
Accommodation	0	0.0%	0	0.0%	1	0.1%	12	0.1%	8	0.3%	204	0.6%
Food Services & Drinking Places	5	5.3%	33	2.9%	66	5.5%	938	8.2%	191	6.4%	3,901	11.5%
Other Services (except Public Administration)	14	14.7%	93	8.3%	149	12.5%	926	8.1%	378	12.6%	2,610	7.7%
Automotive Repair & Maintenance	2	2.1%	20	1.8%	16	1.3%	131	1.2%	51	1.7%	408	1.2%
Public Administration	2	2.1%	63	5.6%	5	0.4%	116	1.0%	20	0.7%	1,418	4.2%
Unclassified Establishments	4	4.2%	4	0.4%	120	10.1%	203	1.8%	249	8.3%	372	1.1%
<b>Total</b>	<b>95</b>	<b>100.0%</b>	<b>1,126</b>	<b>100.0%</b>	<b>1,194</b>	<b>100.0%</b>	<b>11,379</b>	<b>100.0%</b>	<b>2,989</b>	<b>100.0%</b>	<b>33,888</b>	<b>100.0%</b>

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