

1510 Rock Spring Rd, Forest Hill, Maryland, 21050 3
 1510 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.55863
 Longitude: -76.37137

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,137	39,970	72,901
2010 Total Population	12,094	46,002	84,596
2021 Total Population	12,532	48,937	90,717
2021 Group Quarters	521	915	1,201
2026 Total Population	12,720	50,029	92,894
2021-2026 Annual Rate	0.30%	0.44%	0.48%
2021 Total Daytime Population	10,942	52,037	92,819
Workers	4,637	28,339	48,215
Residents	6,305	23,698	44,604
Household Summary			
2000 Households	3,244	14,554	26,172
2000 Average Household Size	2.69	2.70	2.76
2010 Households	4,445	17,126	30,752
2010 Average Household Size	2.60	2.63	2.71
2021 Households	4,617	18,349	33,136
2021 Average Household Size	2.60	2.62	2.70
2026 Households	4,687	18,788	33,975
2026 Average Household Size	2.60	2.61	2.70
2021-2026 Annual Rate	0.30%	0.47%	0.50%
2010 Families	3,158	12,471	23,124
2010 Average Family Size	3.12	3.12	3.16
2021 Families	3,240	13,229	24,611
2021 Average Family Size	3.14	3.11	3.17
2026 Families	3,277	13,496	25,131
2026 Average Family Size	3.15	3.12	3.17
2021-2026 Annual Rate	0.23%	0.40%	0.42%
Housing Unit Summary			
2000 Housing Units	3,364	15,077	26,934
Owner Occupied Housing Units	80.7%	80.2%	82.2%
Renter Occupied Housing Units	15.7%	16.4%	15.0%
Vacant Housing Units	3.6%	3.5%	2.8%
2010 Housing Units	4,632	17,897	32,041
Owner Occupied Housing Units	80.8%	79.4%	81.3%
Renter Occupied Housing Units	15.2%	16.3%	14.7%
Vacant Housing Units	4.0%	4.3%	4.0%
2021 Housing Units	4,819	19,192	34,587
Owner Occupied Housing Units	81.9%	79.8%	81.3%
Renter Occupied Housing Units	13.9%	15.8%	14.5%
Vacant Housing Units	4.2%	4.4%	4.2%
2026 Housing Units	4,930	19,796	35,731
Owner Occupied Housing Units	82.5%	80.1%	81.4%
Renter Occupied Housing Units	12.6%	14.8%	13.7%
Vacant Housing Units	4.9%	5.1%	4.9%
Median Household Income			
2021	\$94,090	\$98,568	\$103,141
2026	\$102,231	\$103,685	\$108,403
Median Home Value			
2021	\$323,419	\$346,307	\$366,581
2026	\$367,046	\$382,204	\$400,472
Per Capita Income			
2021	\$41,740	\$44,597	\$47,297
2026	\$45,978	\$49,004	\$51,993
Median Age			
2010	39.0	39.7	41.0
2021	40.9	41.5	43.2
2026	41.2	42.1	43.6

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

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

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2021 Households by Income			
Household Income Base	4,617	18,349	33,136
<\$15,000	3.3%	4.0%	4.0%
\$15,000 - \$24,999	5.5%	3.9%	4.0%
\$25,000 - \$34,999	3.1%	3.7%	3.6%
\$35,000 - \$49,999	11.6%	9.8%	8.8%
\$50,000 - \$74,999	15.7%	14.4%	13.2%
\$75,000 - \$99,999	13.3%	14.8%	13.9%
\$100,000 - \$149,999	25.2%	24.4%	23.9%
\$150,000 - \$199,999	11.7%	12.1%	12.5%
\$200,000+	10.6%	12.9%	16.0%
Average Household Income	\$112,789	\$120,177	\$129,360
2026 Households by Income			
Household Income Base	4,687	18,788	33,975
<\$15,000	3.0%	3.7%	3.7%
\$15,000 - \$24,999	4.8%	3.5%	3.6%
\$25,000 - \$34,999	2.8%	3.4%	3.2%
\$35,000 - \$49,999	9.8%	8.5%	7.6%
\$50,000 - \$74,999	14.5%	13.5%	12.3%
\$75,000 - \$99,999	13.1%	14.5%	13.5%
\$100,000 - \$149,999	26.9%	25.1%	24.4%
\$150,000 - \$199,999	13.2%	13.3%	13.7%
\$200,000+	11.9%	14.5%	17.9%
Average Household Income	\$124,265	\$131,892	\$142,039
2021 Owner Occupied Housing Units by Value			
Total	3,946	15,309	28,106
<\$50,000	0.7%	0.8%	0.8%
\$50,000 - \$99,999	0.2%	0.6%	0.3%
\$100,000 - \$149,999	1.5%	2.0%	1.3%
\$150,000 - \$199,999	5.1%	5.0%	3.9%
\$200,000 - \$249,999	15.3%	12.8%	9.8%
\$250,000 - \$299,999	20.7%	15.1%	13.2%
\$300,000 - \$399,999	27.6%	29.7%	31.0%
\$400,000 - \$499,999	22.6%	21.5%	23.4%
\$500,000 - \$749,999	5.5%	10.8%	13.3%
\$750,000 - \$999,999	0.4%	1.1%	2.1%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.3%	0.2%
Average Home Value	\$343,707	\$371,675	\$395,398
2026 Owner Occupied Housing Units by Value			
Total	4,066	15,857	29,086
<\$50,000	0.2%	0.3%	0.3%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.4%	0.6%	0.4%
\$150,000 - \$199,999	1.8%	1.9%	1.5%
\$200,000 - \$249,999	8.7%	7.7%	5.5%
\$250,000 - \$299,999	18.5%	12.9%	10.5%
\$300,000 - \$399,999	30.2%	32.2%	31.6%
\$400,000 - \$499,999	30.2%	27.2%	28.4%
\$500,000 - \$749,999	8.8%	14.7%	18.0%
\$750,000 - \$999,999	0.6%	1.5%	2.8%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.4%	0.3%
Average Home Value	\$382,714	\$412,701	\$434,946

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

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

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2010 Population by Age			
Total	12,096	45,998	84,597
0 - 4	6.0%	5.5%	5.3%
5 - 9	6.5%	6.8%	6.8%
10 - 14	7.3%	8.0%	8.2%
15 - 24	12.6%	12.9%	12.6%
25 - 34	12.1%	10.7%	9.4%
35 - 44	14.8%	14.2%	14.0%
45 - 54	15.1%	16.7%	17.3%
55 - 64	10.9%	12.0%	12.5%
65 - 74	7.0%	6.8%	7.4%
75 - 84	5.4%	4.5%	4.6%
85 +	2.4%	1.9%	2.0%
18 +	75.7%	74.8%	74.8%
2021 Population by Age			
Total	12,531	48,940	90,716
0 - 4	5.2%	4.9%	4.7%
5 - 9	5.6%	5.6%	5.5%
10 - 14	6.0%	6.3%	6.4%
15 - 24	11.7%	11.9%	11.9%
25 - 34	13.7%	13.2%	12.1%
35 - 44	12.5%	12.4%	11.6%
45 - 54	13.1%	13.6%	13.9%
55 - 64	13.2%	14.0%	14.8%
65 - 74	9.8%	10.2%	10.8%
75 - 84	6.1%	5.7%	5.9%
85 +	3.0%	2.4%	2.4%
18 +	79.5%	79.2%	79.3%
2026 Population by Age			
Total	12,719	50,029	92,893
0 - 4	5.3%	5.0%	4.8%
5 - 9	5.4%	5.4%	5.3%
10 - 14	5.7%	5.9%	5.9%
15 - 24	10.6%	10.4%	10.3%
25 - 34	14.1%	13.0%	12.0%
35 - 44	13.8%	14.2%	13.4%
45 - 54	11.3%	12.2%	12.2%
55 - 64	12.8%	13.1%	14.0%
65 - 74	10.6%	11.0%	11.8%
75 - 84	7.2%	7.1%	7.5%
85 +	3.2%	2.6%	2.7%
18 +	80.1%	80.1%	80.4%
2010 Population by Sex			
Males	5,864	22,336	41,099
Females	6,230	23,666	43,497
2021 Population by Sex			
Males	6,122	23,824	44,127
Females	6,409	25,113	46,590
2026 Population by Sex			
Males	6,242	24,389	45,197
Females	6,478	25,639	47,698

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2010 Population by Race/Ethnicity			
Total	12,095	46,001	84,596
White Alone	91.0%	91.7%	91.4%
Black Alone	4.5%	3.8%	3.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.3%	2.0%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.8%	0.6%
Two or More Races	1.6%	1.6%	1.6%
Hispanic Origin	2.4%	2.8%	2.6%
Diversity Index	20.8	20.5	20.5
2021 Population by Race/Ethnicity			
Total	12,531	48,938	90,716
White Alone	87.6%	88.7%	88.2%
Black Alone	6.0%	5.0%	4.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.2%	2.7%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.1%	1.0%
Two or More Races	2.3%	2.3%	2.2%
Hispanic Origin	3.8%	4.5%	4.1%
Diversity Index	28.5	27.8	27.9
2026 Population by Race/Ethnicity			
Total	12,720	50,028	92,895
White Alone	85.5%	86.8%	86.3%
Black Alone	6.9%	5.7%	5.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	3.8%	3.2%	3.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.4%	1.2%
Two or More Races	2.8%	2.7%	2.7%
Hispanic Origin	4.8%	5.5%	5.0%
Diversity Index	33.0	32.1	32.2
2010 Population by Relationship and Household Type			
Total	12,094	46,002	84,596
In Households	95.7%	98.0%	98.6%
In Family Households	82.9%	86.0%	87.8%
Householder	26.1%	26.9%	27.4%
Spouse	21.1%	21.9%	22.9%
Child	32.1%	33.1%	33.5%
Other relative	2.3%	2.5%	2.6%
Nonrelative	1.4%	1.5%	1.4%
In Nonfamily Households	12.8%	12.0%	10.8%
In Group Quarters	4.3%	2.0%	1.4%
Institutionalized Population	4.3%	1.7%	1.1%
Noninstitutionalized Population	0.0%	0.3%	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.

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2021 Population 25+ by Educational Attainment			
Total	8,951	34,880	64,879
Less than 9th Grade	1.1%	1.5%	1.6%
9th - 12th Grade, No Diploma	4.6%	3.3%	3.4%
High School Graduate	20.1%	20.8%	21.1%
GED/Alternative Credential	2.4%	2.5%	2.7%
Some College, No Degree	23.2%	19.4%	18.0%
Associate Degree	7.7%	9.3%	8.7%
Bachelor's Degree	22.6%	24.6%	25.4%
Graduate/Professional Degree	18.3%	18.5%	19.2%
2021 Population 15+ by Marital Status			
Total	10,419	40,697	75,659
Never Married	27.2%	27.2%	26.9%
Married	56.8%	58.2%	58.8%
Widowed	8.0%	6.1%	6.1%
Divorced	7.9%	8.5%	8.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,350	26,212	47,880
Population 16+ Employed	95.6%	96.1%	96.3%
Population 16+ Unemployment rate	4.4%	3.9%	3.7%
Population 16-24 Employed	9.3%	10.5%	10.8%
Population 16-24 Unemployment rate	6.8%	7.4%	7.4%
Population 25-54 Employed	64.6%	63.7%	61.7%
Population 25-54 Unemployment rate	3.4%	2.9%	2.9%
Population 55-64 Employed	18.9%	18.9%	20.2%
Population 55-64 Unemployment rate	4.9%	4.1%	3.5%
Population 65+ Employed	7.3%	7.0%	7.2%
Population 65+ Unemployment rate	9.2%	6.2%	5.2%
2021 Employed Population 16+ by Industry			
Total	6,068	25,194	46,100
Agriculture/Mining	0.1%	0.4%	0.4%
Construction	8.8%	6.6%	6.8%
Manufacturing	5.2%	5.5%	5.8%
Wholesale Trade	1.9%	2.4%	2.7%
Retail Trade	12.5%	11.4%	11.1%
Transportation/Utilities	5.2%	4.5%	4.5%
Information	0.9%	1.1%	1.2%
Finance/Insurance/Real Estate	5.3%	6.9%	8.0%
Services	52.8%	51.2%	49.4%
Public Administration	7.3%	10.0%	10.0%
2021 Employed Population 16+ by Occupation			
Total	6,068	25,193	46,099
White Collar	75.3%	73.4%	74.5%
Management/Business/Financial	19.4%	20.7%	22.7%
Professional	34.7%	31.7%	30.5%
Sales	9.9%	10.1%	10.2%
Administrative Support	11.4%	10.9%	11.2%
Services	10.1%	12.9%	11.7%
Blue Collar	14.5%	13.7%	13.8%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	5.5%	3.8%	3.7%
Installation/Maintenance/Repair	2.5%	2.6%	2.5%
Production	2.3%	2.3%	2.6%
Transportation/Material Moving	4.1%	4.8%	4.9%

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2010 Households by Type			
Total	4,445	17,127	30,752
Households with 1 Person	24.5%	22.8%	20.8%
Households with 2+ People	75.5%	77.2%	79.2%
Family Households	71.0%	72.8%	75.2%
Husband-wife Families	57.5%	59.3%	63.0%
With Related Children	28.6%	28.7%	29.9%
Other Family (No Spouse Present)	13.5%	13.5%	12.2%
Other Family with Male Householder	4.0%	3.8%	3.5%
With Related Children	2.2%	2.2%	2.0%
Other Family with Female Householder	9.6%	9.7%	8.7%
With Related Children	5.9%	6.0%	5.2%
Nonfamily Households	4.5%	4.4%	4.0%
All Households with Children	37.3%	37.3%	37.4%
Multigenerational Households	3.1%	3.3%	3.5%
Unmarried Partner Households	4.9%	4.9%	4.5%
Male-female	4.6%	4.6%	4.0%
Same-sex	0.3%	0.4%	0.4%
2010 Households by Size			
Total	4,445	17,128	30,752
1 Person Household	24.5%	22.8%	20.8%
2 Person Household	30.6%	31.6%	32.2%
3 Person Household	17.8%	17.8%	17.8%
4 Person Household	17.9%	17.6%	18.2%
5 Person Household	6.7%	7.2%	7.7%
6 Person Household	1.9%	2.2%	2.4%
7 + Person Household	0.6%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	4,445	17,126	30,752
Owner Occupied	84.2%	82.9%	84.7%
Owned with a Mortgage/Loan	66.8%	65.2%	65.5%
Owned Free and Clear	17.4%	17.8%	19.2%
Renter Occupied	15.8%	17.1%	15.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	157	152	151
Percent of Income for Mortgage	14.4%	14.7%	14.9%
Wealth Index	139	154	180
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,632	17,897	32,041
Housing Units Inside Urbanized Area	100.0%	97.7%	92.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.3%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	12,094	46,002	84,596
Population Inside Urbanized Area	100.0%	97.6%	92.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.4%	7.4%

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

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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Professional Pride (1B)	Professional Pride (1B)
3.	Comfortable Empty Nesters (5A)	Old and Newcomers (8F)	Old and Newcomers (8F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$11,688,488	\$49,415,454	\$95,385,365
Average Spent	\$2,531.62	\$2,693.09	\$2,878.60
Spending Potential Index	119	127	136
Education: Total \$	\$10,125,521	\$43,711,164	\$85,483,710
Average Spent	\$2,193.10	\$2,382.21	\$2,579.78
Spending Potential Index	127	138	149
Entertainment/Recreation: Total \$	\$18,020,645	\$75,846,006	\$147,300,083
Average Spent	\$3,903.11	\$4,133.52	\$4,445.32
Spending Potential Index	121	128	138
Food at Home: Total \$	\$29,786,869	\$124,275,376	\$240,017,792
Average Spent	\$6,451.56	\$6,772.87	\$7,243.41
Spending Potential Index	118	124	133
Food Away from Home: Total \$	\$20,650,386	\$87,340,343	\$168,662,224
Average Spent	\$4,472.68	\$4,759.95	\$5,090.00
Spending Potential Index	118	125	134
Health Care: Total \$	\$35,050,520	\$145,243,020	\$282,305,499
Average Spent	\$7,591.62	\$7,915.58	\$8,519.60
Spending Potential Index	122	127	137
HH Furnishings & Equipment: Total \$	\$12,801,409	\$54,058,502	\$105,063,559
Average Spent	\$2,772.67	\$2,946.13	\$3,170.68
Spending Potential Index	123	131	141
Personal Care Products & Services: Total \$	\$5,046,391	\$21,245,225	\$41,129,674
Average Spent	\$1,093.00	\$1,157.84	\$1,241.24
Spending Potential Index	122	129	138
Shelter: Total \$	\$112,501,024	\$475,184,704	\$921,457,677
Average Spent	\$24,366.69	\$25,897.04	\$27,808.36
Spending Potential Index	121	128	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,548,929	\$57,425,760	\$112,458,830
Average Spent	\$2,934.57	\$3,129.64	\$3,393.86
Spending Potential Index	123	131	142
Travel: Total \$	\$14,620,057	\$62,478,521	\$122,215,779
Average Spent	\$3,166.57	\$3,405.01	\$3,688.31
Spending Potential Index	125	135	146
Vehicle Maintenance & Repairs: Total \$	\$6,049,903	\$25,328,663	\$49,015,693
Average Spent	\$1,310.35	\$1,380.38	\$1,479.23
Spending Potential Index	118	125	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

1510 Rock Spring Rd, Forest Hill, Maryland, 21050 3
 1510 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	18.7%	Population	12,532	12,720
Pleasantville (2B)	17.2%	Households	4,617	4,687
Comfortable Empty Nesters (5A)	14.4%	Families	3,240	3,277
Midlife Constants (5E)	13.1%	Median Age	40.9	41.2
Up and Coming Families (7A)	12.8%	Median Household Income	\$94,090	\$102,231
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		119	\$2,531.62	\$11,688,488
Men's		119	\$485.26	\$2,240,464
Women's		121	\$895.53	\$4,134,672
Children's		116	\$360.80	\$1,665,834
Footwear		119	\$594.70	\$2,745,730
Watches & Jewelry		118	\$151.47	\$699,334
Apparel Products and Services (1)		124	\$65.33	\$301,646
Computer				
Computers and Hardware for Home Use		120	\$201.24	\$929,147
Portable Memory		119	\$5.15	\$23,763
Computer Software		121	\$11.61	\$53,589
Computer Accessories		123	\$22.24	\$102,698
Entertainment & Recreation		121	\$3,903.11	\$18,020,645
Fees and Admissions		128	\$946.89	\$4,371,803
Membership Fees for Clubs (2)		127	\$314.98	\$1,454,266
Fees for Participant Sports, excl. Trips		128	\$147.05	\$678,920
Tickets to Theatre/Operas/Concerts		133	\$107.38	\$495,774
Tickets to Movies		119	\$66.34	\$306,275
Tickets to Parks or Museums		120	\$40.72	\$188,025
Admission to Sporting Events, excl. Trips		128	\$82.71	\$381,851
Fees for Recreational Lessons		132	\$186.33	\$860,308
Dating Services		115	\$1.38	\$6,384
TV/Video/Audio		118	\$1,390.04	\$6,417,821
Cable and Satellite Television Services		119	\$962.58	\$4,444,249
Televisions		117	\$131.54	\$607,305
Satellite Dishes		112	\$1.76	\$8,144
VCRs, Video Cameras, and DVD Players		117	\$5.75	\$26,567
Miscellaneous Video Equipment		127	\$19.71	\$91,008
Video Cassettes and DVDs		115	\$8.81	\$40,678
Video Game Hardware/Accessories		109	\$31.40	\$144,989
Video Game Software		110	\$17.64	\$81,443
Rental/Streaming/Downloaded Video		113	\$79.57	\$367,380
Installation of Televisions		132	\$0.98	\$4,509
Audio (3)		119	\$127.37	\$588,045
Rental and Repair of TV/Radio/Sound Equipment		99	\$2.92	\$13,502
Pets		118	\$858.75	\$3,964,860
Toys/Games/Crafts/Hobbies (4)		117	\$135.45	\$625,383
Recreational Vehicles and Fees (5)		130	\$146.29	\$675,425
Sports/Recreation/Exercise Equipment (6)		115	\$206.84	\$954,981
Photo Equipment and Supplies (7)		119	\$54.86	\$253,267
Reading (8)		125	\$128.44	\$592,985
Catered Affairs (9)		122	\$35.83	\$165,434
Food		118	\$10,924.25	\$50,437,255
Food at Home		118	\$6,451.56	\$29,786,869
Bakery and Cereal Products		119	\$835.37	\$3,856,884
Meats, Poultry, Fish, and Eggs		118	\$1,392.17	\$6,427,650
Dairy Products		119	\$651.74	\$3,009,097
Fruits and Vegetables		119	\$1,263.07	\$5,831,582
Snacks and Other Food at Home (10)		117	\$2,309.22	\$10,661,656
Food Away from Home		118	\$4,472.68	\$20,650,386
Alcoholic Beverages		123	\$771.53	\$3,562,168

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.

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1510 Rock Spring Rd, Forest Hill, Maryland, 21050 3
 1510 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	130	\$35,507.50	\$163,938,148
Value of Retirement Plans	134	\$134,372.99	\$620,400,100
Value of Other Financial Assets	131	\$11,253.42	\$51,957,026
Vehicle Loan Amount excluding Interest	114	\$3,268.05	\$15,088,565
Value of Credit Card Debt	122	\$3,373.95	\$15,577,542
Health			
Nonprescription Drugs	115	\$178.33	\$823,336
Prescription Drugs	119	\$398.20	\$1,838,504
Eyeglasses and Contact Lenses	122	\$117.73	\$543,563
Home			
Mortgage Payment and Basics (11)	132	\$14,093.82	\$65,071,155
Maintenance and Remodeling Services	130	\$3,737.37	\$17,255,453
Maintenance and Remodeling Materials (12)	122	\$751.28	\$3,468,665
Utilities, Fuel, and Public Services	118	\$5,886.36	\$27,177,309
Household Furnishings and Equipment			
Household Textiles (13)	120	\$121.75	\$562,122
Furniture	121	\$773.82	\$3,572,706
Rugs	129	\$40.53	\$187,125
Major Appliances (14)	124	\$468.51	\$2,163,104
Housewares (15)	121	\$106.54	\$491,895
Small Appliances	116	\$60.92	\$281,252
Luggage	121	\$20.31	\$93,767
Telephones and Accessories	127	\$127.50	\$588,660
Household Operations			
Child Care	122	\$646.16	\$2,983,319
Lawn and Garden (16)	126	\$633.56	\$2,925,137
Moving/Storage/Freight Express	109	\$77.34	\$357,084
Housekeeping Supplies (17)	119	\$927.02	\$4,280,066
Insurance			
Owners and Renters Insurance	123	\$771.26	\$3,560,907
Vehicle Insurance	116	\$2,160.98	\$9,977,260
Life/Other Insurance	127	\$765.87	\$3,535,999
Health Insurance	122	\$5,025.18	\$23,201,246
Personal Care Products (18)	119	\$590.49	\$2,726,285
School Books and Supplies (19)	116	\$151.62	\$700,015
Smoking Products	106	\$406.49	\$1,876,765
Transportation			
Payments on Vehicles excluding Leases	116	\$3,030.06	\$13,989,790
Gasoline and Motor Oil	115	\$2,759.29	\$12,739,644
Vehicle Maintenance and Repairs	118	\$1,310.35	\$6,049,903
Travel			
Airline Fares	125	\$788.58	\$3,640,855
Lodging on Trips	127	\$903.92	\$4,173,385
Auto/Truck Rental on Trips	124	\$68.45	\$316,056
Food and Drink on Trips	124	\$740.47	\$3,418,755

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1510 Rock Spring Rd, Forest Hill, Maryland, 21050 3
 1510 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	18.9%	Population	48,937	50,029
Professional Pride (1B)	13.2%	Households	18,349	18,788
Old and Newcomers (8F)	12.4%	Families	13,229	13,496
Golden Years (9B)	11.0%	Median Age	41.5	42.1
Workday Drive (4A)	9.2%	Median Household Income	\$98,568	\$103,685
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		127	\$2,693.09	\$49,415,454
Men's		128	\$519.41	\$9,530,670
Women's		129	\$951.23	\$17,454,065
Children's		124	\$386.23	\$7,086,981
Footwear		125	\$627.08	\$11,506,293
Watches & Jewelry		127	\$163.10	\$2,992,663
Apparel Products and Services (1)		132	\$69.33	\$1,272,117
Computer				
Computers and Hardware for Home Use		128	\$214.98	\$3,944,602
Portable Memory		125	\$5.44	\$99,866
Computer Software		127	\$12.21	\$223,990
Computer Accessories		131	\$23.54	\$431,923
Entertainment & Recreation				
Fees and Admissions		128	\$4,133.52	\$75,846,006
Membership Fees for Clubs (2)		139	\$1,027.68	\$18,856,965
Fees for Participant Sports, excl. Trips		138	\$342.96	\$6,292,951
Fees for Participant Sports, excl. Trips		140	\$161.12	\$2,956,448
Tickets to Theatre/Operas/Concerts		141	\$113.62	\$2,084,827
Tickets to Movies		128	\$71.32	\$1,308,606
Tickets to Parks or Museums		128	\$43.40	\$796,424
Admission to Sporting Events, excl. Trips		142	\$91.43	\$1,677,646
Fees for Recreational Lessons		144	\$202.40	\$3,713,860
Dating Services		119	\$1.43	\$26,202
TV/Video/Audio		123	\$1,450.32	\$26,611,955
Cable and Satellite Television Services		123	\$993.46	\$18,229,013
Televisions		125	\$140.42	\$2,576,618
Satellite Dishes		124	\$1.94	\$35,566
VCRs, Video Cameras, and DVD Players		124	\$6.09	\$111,797
Miscellaneous Video Equipment		132	\$20.51	\$376,291
Video Cassettes and DVDs		122	\$9.34	\$171,298
Video Game Hardware/Accessories		115	\$33.24	\$610,008
Video Game Software		117	\$18.64	\$341,994
Rental/Streaming/Downloaded Video		122	\$85.84	\$1,575,082
Installation of Televisions		141	\$1.04	\$19,135
Audio (3)		128	\$136.84	\$2,510,952
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.95	\$54,202
Pets		124	\$901.63	\$16,544,070
Toys/Games/Crafts/Hobbies (4)		124	\$143.43	\$2,631,760
Recreational Vehicles and Fees (5)		137	\$154.85	\$2,841,304
Sports/Recreation/Exercise Equipment (6)		124	\$223.30	\$4,097,375
Photo Equipment and Supplies (7)		129	\$59.31	\$1,088,328
Reading (8)		131	\$134.93	\$2,475,870
Catered Affairs (9)		131	\$38.37	\$704,033
Food				
Food at Home		125	\$11,532.82	\$211,615,718
Food at Home		124	\$6,772.87	\$124,275,376
Bakery and Cereal Products		125	\$873.59	\$16,029,566
Meats, Poultry, Fish, and Eggs		124	\$1,458.05	\$26,753,787
Dairy Products		125	\$683.92	\$12,549,204
Fruits and Vegetables		126	\$1,327.73	\$24,362,498
Snacks and Other Food at Home (10)		124	\$2,429.58	\$44,580,321
Food Away from Home		125	\$4,759.95	\$87,340,343
Alcoholic Beverages		132	\$825.58	\$15,148,522

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	142	\$38,848.94	\$712,839,132
Value of Retirement Plans	145	\$145,472.56	\$2,669,276,030
Value of Other Financial Assets	137	\$11,743.97	\$215,490,080
Vehicle Loan Amount excluding Interest	122	\$3,495.43	\$64,137,682
Value of Credit Card Debt	129	\$3,574.44	\$65,587,342
Health			
Nonprescription Drugs	120	\$185.49	\$3,403,483
Prescription Drugs	122	\$407.27	\$7,472,955
Eyeglasses and Contact Lenses	128	\$124.13	\$2,277,719
Home			
Mortgage Payment and Basics (11)	141	\$14,986.74	\$274,991,628
Maintenance and Remodeling Services	139	\$4,007.31	\$73,530,141
Maintenance and Remodeling Materials (12)	129	\$794.20	\$14,572,758
Utilities, Fuel, and Public Services	123	\$6,124.55	\$112,379,381
Household Furnishings and Equipment			
Household Textiles (13)	127	\$129.11	\$2,369,040
Furniture	129	\$822.91	\$15,099,592
Rugs	137	\$43.04	\$789,684
Major Appliances (14)	132	\$498.31	\$9,143,494
Housewares (15)	128	\$113.04	\$2,074,153
Small Appliances	122	\$64.32	\$1,180,264
Luggage	130	\$21.68	\$397,739
Telephones and Accessories	135	\$135.39	\$2,484,257
Household Operations			
Child Care	134	\$713.02	\$13,083,241
Lawn and Garden (16)	133	\$665.00	\$12,202,167
Moving/Storage/Freight Express	118	\$83.76	\$1,536,864
Housekeeping Supplies (17)	125	\$973.72	\$17,866,760
Insurance			
Owners and Renters Insurance	129	\$806.68	\$14,801,762
Vehicle Insurance	122	\$2,265.75	\$41,574,222
Life/Other Insurance	135	\$813.48	\$14,926,593
Health Insurance	127	\$5,244.88	\$96,238,387
Personal Care Products (18)	125	\$622.01	\$11,413,337
School Books and Supplies (19)	124	\$161.43	\$2,962,130
Smoking Products	108	\$416.34	\$7,639,377
Transportation			
Payments on Vehicles excluding Leases	123	\$3,213.46	\$58,963,857
Gasoline and Motor Oil	120	\$2,895.37	\$53,127,089
Vehicle Maintenance and Repairs	125	\$1,380.38	\$25,328,663
Travel			
Airline Fares	136	\$852.68	\$15,645,859
Lodging on Trips	137	\$970.52	\$17,808,040
Auto/Truck Rental on Trips	135	\$74.11	\$1,359,900
Food and Drink on Trips	133	\$794.15	\$14,571,939

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September 01, 2021

1510 Rock Spring Rd, Forest Hill, Maryland, 21050 3
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 Ring: 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	21.4%	Population	90,717	92,894
Professional Pride (1B)	12.7%	Households	33,136	33,975
Old and Newcomers (8F)	10.3%	Families	24,611	25,131
Golden Years (9B)	9.7%	Median Age	43.2	43.6
Workday Drive (4A)	8.8%	Median Household Income	\$103,141	\$108,403
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		136	\$2,878.60	\$95,385,365
Women's		137	\$555.84	\$18,418,379
Children's		138	\$1,020.89	\$33,828,184
Footwear		132	\$408.91	\$13,549,682
Watches & Jewelry		133	\$667.70	\$22,124,931
Apparel Products and Services (1)		136	\$175.52	\$5,815,895
		142	\$74.68	\$2,474,476
Computer				
Computers and Hardware for Home Use		137	\$230.97	\$7,653,457
Portable Memory		135	\$5.84	\$193,609
Computer Software		136	\$13.03	\$431,903
Computer Accessories		140	\$25.21	\$835,360
Entertainment & Recreation				
Fees and Admissions		138	\$4,445.32	\$147,300,083
Membership Fees for Clubs (2)		150	\$1,111.96	\$36,845,834
Fees for Participant Sports, excl. Trips		149	\$371.29	\$12,303,207
Tickets to Theatre/Operas/Concerts		151	\$174.19	\$5,772,037
Tickets to Movies		153	\$123.21	\$4,082,637
Tickets to Parks or Museums		137	\$76.17	\$2,524,121
Admission to Sporting Events, excl. Trips		137	\$46.50	\$1,540,961
Fees for Recreational Lessons		155	\$99.68	\$3,302,995
Dating Services		156	\$219.42	\$7,270,615
TV/Video/Audio		124	\$1.49	\$49,262
Cable and Satellite Television Services		132	\$1,552.78	\$51,453,083
Televisions		132	\$1,066.24	\$35,330,781
Satellite Dishes		133	\$149.66	\$4,959,114
VCRs, Video Cameras, and DVD Players		131	\$2.06	\$68,202
Miscellaneous Video Equipment		133	\$6.50	\$215,227
Video Cassettes and DVDs		141	\$21.97	\$728,019
Video Game Hardware/Accessories		129	\$9.91	\$328,387
Video Game Software		121	\$34.88	\$1,155,894
Rental/Streaming/Downloaded Video		122	\$19.50	\$646,199
Installation of Televisions		129	\$90.91	\$3,012,355
Audio (3)		157	\$1.16	\$38,430
Rental and Repair of TV/Radio/Sound Equipment		137	\$146.89	\$4,867,406
Pets		105	\$3.11	\$103,070
Toys/Games/Crafts/Hobbies (4)		133	\$970.63	\$32,162,740
Recreational Vehicles and Fees (5)		132	\$152.46	\$5,051,818
Sports/Recreation/Exercise Equipment (6)		150	\$168.76	\$5,592,101
Photo Equipment and Supplies (7)		132	\$238.46	\$7,901,528
Reading (8)		138	\$63.32	\$2,098,336
Catered Affairs (9)		141	\$145.82	\$4,831,790
		141	\$41.45	\$1,373,441
Food				
Food at Home		133	\$12,333.41	\$408,680,015
Bakery and Cereal Products		133	\$7,243.41	\$240,017,792
Meats, Poultry, Fish, and Eggs		134	\$934.67	\$30,971,159
Dairy Products		132	\$1,558.60	\$51,645,853
Fruits and Vegetables		134	\$732.53	\$24,273,068
Snacks and Other Food at Home (10)		134	\$1,422.00	\$47,119,420
Food Away from Home		132	\$2,595.61	\$86,008,292
Alcoholic Beverages		134	\$5,090.00	\$168,662,224
		142	\$890.12	\$29,494,896

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	156	\$42,636.04	\$1,412,787,858
Value of Retirement Plans	159	\$159,675.25	\$5,290,999,100
Value of Other Financial Assets	150	\$12,917.77	\$428,043,164
Vehicle Loan Amount excluding Interest	130	\$3,710.56	\$122,952,983
Value of Credit Card Debt	139	\$3,842.66	\$127,330,243
Health			
Nonprescription Drugs	128	\$198.91	\$6,591,218
Prescription Drugs	131	\$438.38	\$14,526,319
Eyeglasses and Contact Lenses	138	\$133.88	\$4,436,178
Home			
Mortgage Payment and Basics (11)	153	\$16,311.49	\$540,497,564
Maintenance and Remodeling Services	153	\$4,388.88	\$145,429,779
Maintenance and Remodeling Materials (12)	140	\$861.83	\$28,557,717
Utilities, Fuel, and Public Services	132	\$6,555.29	\$217,215,942
Household Furnishings and Equipment			
Household Textiles (13)	137	\$138.47	\$4,588,246
Furniture	138	\$882.23	\$29,233,513
Rugs	149	\$46.74	\$1,548,695
Major Appliances (14)	143	\$538.87	\$17,856,008
Housewares (15)	138	\$121.41	\$4,023,008
Small Appliances	131	\$68.76	\$2,278,412
Luggage	138	\$23.16	\$767,528
Telephones and Accessories	146	\$145.72	\$4,828,706
Household Operations			
Child Care	143	\$758.56	\$25,135,687
Lawn and Garden (16)	145	\$724.95	\$24,021,942
Moving/Storage/Freight Express	126	\$89.64	\$2,970,164
Housekeeping Supplies (17)	134	\$1,042.64	\$34,549,014
Insurance			
Owners and Renters Insurance	140	\$872.40	\$28,907,709
Vehicle Insurance	129	\$2,414.25	\$79,998,495
Life/Other Insurance	146	\$882.71	\$29,249,518
Health Insurance	137	\$5,643.98	\$187,019,003
Personal Care Products (18)	134	\$664.65	\$22,023,925
School Books and Supplies (19)	132	\$172.31	\$5,709,801
Smoking Products	114	\$439.00	\$14,546,715
Transportation			
Payments on Vehicles excluding Leases	131	\$3,426.67	\$113,546,073
Gasoline and Motor Oil	128	\$3,089.53	\$102,374,650
Vehicle Maintenance and Repairs	133	\$1,479.23	\$49,015,693
Travel			
Airline Fares	147	\$923.54	\$30,602,307
Lodging on Trips	149	\$1,053.97	\$34,924,362
Auto/Truck Rental on Trips	146	\$80.08	\$2,653,394
Food and Drink on Trips	144	\$858.54	\$28,448,739

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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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1510 Rock Spring Rd, Forest Hill, Maryland, 21050 3
 1510 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.55863
 Longitude: -76.37137

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				238		2,193		3,306				
Total Employees:				2,422		24,769		36,811				
Total Residential Population:				12,532		48,937		90,717				
Employee/Residential Population Ratio (per 100 Residents)				19		51		41				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	2.5%	25	1.0%	51	2.3%	385	1.6%	85	2.6%	592	1.6%
Construction	25	10.5%	147	6.1%	166	7.6%	1,130	4.6%	264	8.0%	1,781	4.8%
Manufacturing	4	1.7%	76	3.1%	40	1.8%	384	1.6%	55	1.7%	512	1.4%
Transportation	4	1.7%	74	3.1%	39	1.8%	242	1.0%	54	1.6%	311	0.8%
Communication	2	0.8%	52	2.1%	11	0.5%	112	0.5%	20	0.6%	174	0.5%
Utility	0	0.0%	0	0.0%	4	0.2%	13	0.1%	5	0.2%	16	0.0%
Wholesale Trade	8	3.4%	45	1.9%	38	1.7%	288	1.2%	57	1.7%	496	1.3%
Retail Trade Summary	52	21.8%	715	29.5%	398	18.1%	5,955	24.0%	629	19.0%	9,916	26.9%
Home Improvement	1	0.4%	8	0.3%	16	0.7%	300	1.2%	30	0.9%	529	1.4%
General Merchandise Stores	0	0.0%	3	0.1%	19	0.9%	731	3.0%	30	0.9%	1,119	3.0%
Food Stores	12	5.0%	354	14.6%	50	2.3%	1,153	4.7%	78	2.4%	1,672	4.5%
Auto Dealers, Gas Stations, Auto Aftermarket	2	0.8%	9	0.4%	22	1.0%	210	0.8%	52	1.6%	1,043	2.8%
Apparel & Accessory Stores	1	0.4%	9	0.4%	29	1.3%	167	0.7%	40	1.2%	244	0.7%
Furniture & Home Furnishings	4	1.7%	25	1.0%	33	1.5%	358	1.4%	47	1.4%	452	1.2%
Eating & Drinking Places	18	7.6%	234	9.7%	106	4.8%	2,138	8.6%	164	5.0%	3,528	9.6%
Miscellaneous Retail	15	6.3%	73	3.0%	124	5.7%	898	3.6%	188	5.7%	1,329	3.6%
Finance, Insurance, Real Estate Summary	19	8.0%	210	8.7%	248	11.3%	2,159	8.7%	355	10.7%	3,089	8.4%
Banks, Savings & Lending Institutions	6	2.5%	148	6.1%	60	2.7%	714	2.9%	83	2.5%	993	2.7%
Securities Brokers	1	0.4%	6	0.2%	36	1.6%	206	0.8%	53	1.6%	265	0.7%
Insurance Carriers & Agents	1	0.4%	4	0.2%	48	2.2%	494	2.0%	69	2.1%	597	1.6%
Real Estate, Holding, Other Investment Offices	11	4.6%	52	2.1%	103	4.7%	746	3.0%	150	4.5%	1,233	3.3%
Services Summary	93	39.1%	1,037	42.8%	938	42.8%	12,177	49.2%	1,423	43.0%	17,774	48.3%
Hotels & Lodging	0	0.0%	0	0.0%	3	0.1%	24	0.1%	5	0.2%	33	0.1%
Automotive Services	5	2.1%	19	0.8%	62	2.8%	304	1.2%	98	3.0%	524	1.4%
Motion Pictures & Amusements	9	3.8%	47	1.9%	67	3.1%	631	2.5%	104	3.1%	947	2.6%
Health Services	23	9.7%	321	13.3%	178	8.1%	3,681	14.9%	321	9.7%	6,118	16.6%
Legal Services	4	1.7%	24	1.0%	76	3.5%	380	1.5%	87	2.6%	418	1.1%
Education Institutions & Libraries	2	0.8%	3	0.1%	42	1.9%	2,506	10.1%	64	1.9%	3,484	9.5%
Other Services	50	21.0%	622	25.7%	511	23.3%	4,651	18.8%	744	22.5%	6,251	17.0%
Government	2	0.8%	30	1.2%	84	3.8%	1,862	7.5%	93	2.8%	2,009	5.5%
Unclassified Establishments	23	9.7%	12	0.5%	175	8.0%	60	0.2%	266	8.0%	141	0.4%
Totals	238	100.0%	2,422	100.0%	2,193	100.0%	24,769	100.0%	3,306	100.0%	36,811	100.0%

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.4%	7	0.3%	7	0.3%	32	0.1%	12	0.4%	56	0.2%
Mining	1	0.4%	3	0.1%	2	0.1%	10	0.0%	3	0.1%	17	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	28	11.8%	156	6.4%	181	8.3%	1,275	5.1%	284	8.6%	1,949	5.3%
Manufacturing	4	1.7%	76	3.1%	42	1.9%	410	1.7%	59	1.8%	544	1.5%
Wholesale Trade	8	3.4%	45	1.9%	37	1.7%	283	1.1%	56	1.7%	491	1.3%
Retail Trade	31	13.0%	455	18.8%	279	12.7%	3,701	14.9%	446	13.5%	6,227	16.9%
Motor Vehicle & Parts Dealers	0	0.0%	3	0.1%	18	0.8%	191	0.8%	44	1.3%	970	2.6%
Furniture & Home Furnishings Stores	2	0.8%	14	0.6%	19	0.9%	154	0.6%	26	0.8%	208	0.6%
Electronics & Appliance Stores	2	0.8%	11	0.5%	10	0.5%	196	0.8%	15	0.5%	225	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.4%	8	0.3%	16	0.7%	300	1.2%	30	0.9%	529	1.4%
Food & Beverage Stores	7	2.9%	325	13.4%	37	1.7%	1,040	4.2%	59	1.8%	1,501	4.1%
Health & Personal Care Stores	7	2.9%	43	1.8%	39	1.8%	279	1.1%	60	1.8%	475	1.3%
Gasoline Stations	1	0.4%	6	0.2%	5	0.2%	19	0.1%	8	0.2%	73	0.2%
Clothing & Clothing Accessories Stores	1	0.4%	9	0.4%	37	1.7%	224	0.9%	52	1.6%	330	0.9%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	19	0.9%	177	0.7%	33	1.0%	298	0.8%
General Merchandise Stores	0	0.0%	3	0.1%	19	0.9%	731	3.0%	30	0.9%	1,119	3.0%
Miscellaneous Store Retailers	7	2.9%	33	1.4%	40	1.8%	371	1.5%	60	1.8%	478	1.3%
Nonstore Retailers	3	1.3%	0	0.0%	19	0.9%	20	0.1%	30	0.9%	21	0.1%
Transportation & Warehousing	3	1.3%	52	2.1%	26	1.2%	161	0.7%	39	1.2%	223	0.6%
Information	6	2.5%	127	5.2%	26	1.2%	285	1.2%	43	1.3%	420	1.1%
Finance & Insurance	8	3.4%	158	6.5%	146	6.7%	1,416	5.7%	206	6.2%	1,858	5.0%
Central Bank/Credit Intermediation & Related Activities	6	2.5%	148	6.1%	60	2.7%	714	2.9%	83	2.5%	993	2.7%
Securities, Commodity Contracts & Other Financial	1	0.4%	6	0.2%	37	1.7%	209	0.8%	54	1.6%	268	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.4%	4	0.2%	48	2.2%	494	2.0%	69	2.1%	597	1.6%
Real Estate, Rental & Leasing	13	5.5%	49	2.0%	105	4.8%	635	2.6%	161	4.9%	1,177	3.2%
Professional, Scientific & Tech Services	20	8.4%	254	10.5%	269	12.3%	2,114	8.5%	370	11.2%	2,651	7.2%
Legal Services	4	1.7%	24	1.0%	83	3.8%	405	1.6%	100	3.0%	474	1.3%
Management of Companies & Enterprises	0	0.0%	3	0.1%	5	0.2%	35	0.1%	6	0.2%	40	0.1%
Administrative & Support & Waste Management & Remediation	6	2.5%	60	2.5%	78	3.6%	526	2.1%	127	3.8%	753	2.0%
Educational Services	4	1.7%	5	0.2%	58	2.6%	2,595	10.5%	88	2.7%	3,625	9.8%
Health Care & Social Assistance	30	12.6%	513	21.2%	238	10.9%	4,808	19.4%	410	12.4%	7,710	20.9%
Arts, Entertainment & Recreation	6	2.5%	46	1.9%	46	2.1%	548	2.2%	70	2.1%	798	2.2%
Accommodation & Food Services	21	8.8%	260	10.7%	120	5.5%	2,257	9.1%	183	5.5%	3,691	10.0%
Accommodation	0	0.0%	0	0.0%	3	0.1%	24	0.1%	5	0.2%	33	0.1%
Food Services & Drinking Places	21	8.8%	260	10.7%	116	5.3%	2,233	9.0%	179	5.4%	3,658	9.9%
Other Services (except Public Administration)	22	9.2%	113	4.7%	267	12.2%	1,723	7.0%	381	11.5%	2,400	6.5%
Automotive Repair & Maintenance	4	1.7%	14	0.6%	54	2.5%	253	1.0%	77	2.3%	368	1.0%
Public Administration	2	0.8%	30	1.2%	85	3.9%	1,888	7.6%	94	2.8%	2,035	5.5%
Unclassified Establishments	23	9.7%	12	0.5%	175	8.0%	60	0.2%	266	8.0%	141	0.4%
Total	238	100.0%	2,422	100.0%	2,193	100.0%	24,769	100.0%	3,306	100.0%	36,811	100.0%

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