

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	8,874	115,747	250,328
2020 Total Population	14,295	128,026	271,484
2020 Group Quarters	300	1,217	2,308
2022 Total Population	15,185	130,255	274,851
2022 Group Quarters	300	1,217	2,308
2027 Total Population	15,676	132,385	277,757
2022-2027 Annual Rate	0.64%	0.32%	0.21%
2022 Total Daytime Population	34,791	159,813	296,796
Workers	27,836	96,955	164,076
Residents	6,955	62,858	132,720
Household Summary			
2010 Households	4,211	43,046	90,045
2010 Average Household Size	2.06	2.65	2.75
2020 Total Households	7,142	49,217	98,728
2020 Average Household Size	1.96	2.58	2.73
2022 Total Households	7,388	49,924	99,878
2022 Average Household Size	2.01	2.58	2.73
2027 Total Households	7,610	50,652	100,728
2027 Average Household Size	2.02	2.59	2.73
2022-2027 Annual Rate	0.59%	0.29%	0.17%
2010 Families	2,262	29,844	64,605
2010 Average Family Size	2.74	3.16	3.21
2022 Total Families	3,641	33,287	69,396
2022 Average Family Size	2.75	3.14	3.24
2027 Total Families	3,763	33,821	70,027
2027 Average Family Size	2.75	3.14	3.24
2022-2027 Annual Rate	0.66%	0.32%	0.18%
Housing Unit Summary			
2000 Housing Units	2,447	35,739	81,818
Owner Occupied Housing Units	34.2%	62.1%	67.0%
Renter Occupied Housing Units	53.6%	33.6%	29.8%
Vacant Housing Units	12.2%	4.3%	3.3%
2010 Housing Units	4,541	45,208	94,241
Owner Occupied Housing Units	33.3%	59.5%	64.6%
Renter Occupied Housing Units	59.4%	35.7%	30.9%
Vacant Housing Units	7.3%	4.8%	4.5%
2020 Housing Units	7,781	51,670	103,062
Vacant Housing Units	8.2%	4.7%	4.2%
2022 Housing Units	8,106	52,786	105,001
Owner Occupied Housing Units	33.1%	55.0%	61.0%
Renter Occupied Housing Units	58.1%	39.6%	34.2%
Vacant Housing Units	8.9%	5.4%	4.9%
2027 Housing Units	8,501	54,599	107,966
Owner Occupied Housing Units	32.6%	54.7%	60.5%
Renter Occupied Housing Units	56.9%	38.0%	32.8%
Vacant Housing Units	10.5%	7.2%	6.7%
Median Household Income			
2022	\$116,397	\$121,467	\$122,491
2027	\$134,129	\$141,559	\$143,893
Median Home Value			
2022	\$630,504	\$608,787	\$570,862
2027	\$642,812	\$626,520	\$589,750
Per Capita Income			
2022	\$75,487	\$65,968	\$64,864
2027	\$85,721	\$75,188	\$74,185
Median Age			
2010	34.4	38.0	38.2
2022	36.9	39.8	40.0
2027	36.7	40.4	40.7

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

15250 Siesta Key Way, Rockville, Maryland, 20850
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.10604
 Longitude: -77.19520

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	7,386	49,910	99,856
<\$15,000	5.2%	5.3%	5.0%
\$15,000 - \$24,999	2.5%	3.4%	3.4%
\$25,000 - \$34,999	3.8%	4.5%	4.6%
\$35,000 - \$49,999	5.0%	5.0%	5.4%
\$50,000 - \$74,999	14.8%	11.0%	10.9%
\$75,000 - \$99,999	10.6%	11.1%	11.1%
\$100,000 - \$149,999	19.2%	18.2%	17.8%
\$150,000 - \$199,999	13.4%	12.3%	12.7%
\$200,000+	25.5%	29.1%	29.2%
Average Household Income	\$157,834	\$172,200	\$178,786
2027 Households by Income			
Household Income Base	7,608	50,638	100,706
<\$15,000	4.1%	4.1%	4.0%
\$15,000 - \$24,999	1.9%	2.6%	2.6%
\$25,000 - \$34,999	2.8%	3.4%	3.6%
\$35,000 - \$49,999	2.8%	3.5%	4.1%
\$50,000 - \$74,999	11.2%	9.4%	9.4%
\$75,000 - \$99,999	10.6%	10.5%	10.3%
\$100,000 - \$149,999	21.8%	18.7%	17.6%
\$150,000 - \$199,999	16.1%	14.2%	14.1%
\$200,000+	28.7%	33.5%	34.3%
Average Household Income	\$179,663	\$196,609	\$204,880
2022 Owner Occupied Housing Units by Value			
Total	2,679	29,035	63,991
<\$50,000	0.0%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.3%	0.3%
\$100,000 - \$149,999	0.2%	0.9%	0.9%
\$150,000 - \$199,999	0.5%	0.8%	1.3%
\$200,000 - \$249,999	0.9%	1.5%	2.4%
\$250,000 - \$299,999	5.1%	3.5%	4.9%
\$300,000 - \$399,999	3.1%	10.7%	13.9%
\$400,000 - \$499,999	10.9%	14.9%	16.5%
\$500,000 - \$749,999	56.0%	39.2%	32.6%
\$750,000 - \$999,999	17.8%	22.3%	19.9%
\$1,000,000 - \$1,499,999	5.0%	4.5%	5.0%
\$1,500,000 - \$1,999,999	0.5%	0.6%	1.2%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$653,443	\$637,142	\$619,407
2027 Owner Occupied Housing Units by Value			
Total	2,771	29,882	65,286
<\$50,000	0.0%	0.3%	0.4%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.4%	0.5%
\$150,000 - \$199,999	0.2%	0.4%	0.7%
\$200,000 - \$249,999	0.5%	0.9%	1.7%
\$250,000 - \$299,999	3.4%	2.6%	3.9%
\$300,000 - \$399,999	2.6%	9.8%	13.6%
\$400,000 - \$499,999	10.4%	15.0%	17.1%
\$500,000 - \$749,999	57.7%	40.5%	33.6%
\$750,000 - \$999,999	19.1%	23.8%	21.0%
\$1,000,000 - \$1,499,999	5.7%	5.1%	5.5%
\$1,500,000 - \$1,999,999	0.5%	0.6%	1.4%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$673,737	\$659,258	\$640,493

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

15250 Siesta Key Way, Rockville, Maryland, 20850
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.10604
 Longitude: -77.19520

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	8,875	115,747	250,330
0 - 4	7.0%	6.6%	6.5%
5 - 9	5.1%	6.7%	6.7%
10 - 14	4.3%	6.6%	6.8%
15 - 24	11.0%	11.2%	11.7%
25 - 34	23.9%	14.3%	13.7%
35 - 44	16.8%	15.5%	14.7%
45 - 54	12.7%	16.1%	16.3%
55 - 64	9.4%	11.7%	12.2%
65 - 74	5.0%	6.1%	6.3%
75 - 84	3.1%	3.4%	3.4%
85 +	1.8%	1.8%	1.7%
18 +	80.4%	75.9%	75.6%
2022 Population by Age			
Total	15,184	130,254	274,850
0 - 4	5.8%	5.6%	5.6%
5 - 9	5.3%	6.3%	6.3%
10 - 14	5.3%	7.0%	7.0%
15 - 24	10.9%	10.9%	11.1%
25 - 34	19.5%	13.1%	12.9%
35 - 44	16.1%	14.4%	14.0%
45 - 54	12.2%	13.7%	13.3%
55 - 64	10.7%	12.7%	13.2%
65 - 74	7.5%	9.4%	9.9%
75 - 84	4.3%	4.6%	4.7%
85 +	2.5%	2.1%	2.0%
18 +	80.7%	77.2%	77.2%
2027 Population by Age			
Total	15,675	132,383	277,756
0 - 4	6.0%	5.7%	5.7%
5 - 9	5.0%	6.0%	6.0%
10 - 14	4.8%	6.2%	6.2%
15 - 24	10.7%	10.9%	10.8%
25 - 34	21.0%	13.4%	13.1%
35 - 44	14.9%	14.4%	14.4%
45 - 54	12.2%	13.1%	12.9%
55 - 64	10.1%	12.1%	12.3%
65 - 74	7.6%	10.1%	10.6%
75 - 84	5.0%	5.8%	6.0%
85 +	2.8%	2.3%	2.1%
18 +	81.4%	78.3%	78.3%
2010 Population by Sex			
Males	4,065	55,786	121,661
Females	4,809	59,961	128,667
2022 Population by Sex			
Males	7,111	62,857	133,911
Females	8,073	67,398	140,940
2027 Population by Sex			
Males	7,342	63,878	135,454
Females	8,334	68,507	142,303

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

15250 Siesta Key Way, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10604
Longitude: -77.19520

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	8,874	115,747	250,327
White Alone	53.1%	56.1%	56.7%
Black Alone	11.9%	11.2%	12.4%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	28.0%	22.6%	19.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.5%	5.9%	7.0%
Two or More Races	4.2%	3.9%	4.0%
Hispanic Origin	9.2%	15.4%	17.4%
Diversity Index	68.5	71.7	72.8
2020 Population by Race/Ethnicity			
Total	14,295	128,026	271,484
White Alone	45.1%	41.9%	41.6%
Black Alone	17.4%	12.9%	13.3%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	23.0%	24.3%	21.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.6%	10.0%	11.9%
Two or More Races	9.5%	10.2%	11.1%
Hispanic Origin	11.4%	18.3%	21.6%
Diversity Index	76.3	80.9	82.6
2022 Population by Race/Ethnicity			
Total	15,184	130,255	274,852
White Alone	44.5%	41.3%	40.9%
Black Alone	17.5%	13.0%	13.3%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	23.2%	24.4%	21.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.8%	10.3%	12.3%
Two or More Races	9.6%	10.4%	11.3%
Hispanic Origin	11.5%	18.5%	21.7%
Diversity Index	76.6	81.3	82.9
2027 Population by Race/Ethnicity			
Total	15,675	132,386	277,758
White Alone	42.0%	39.0%	38.6%
Black Alone	17.7%	13.1%	13.3%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	23.9%	24.9%	21.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.5%	11.3%	13.5%
Two or More Races	10.3%	11.0%	11.9%
Hispanic Origin	11.8%	19.0%	22.5%
Diversity Index	77.9	82.3	83.9
2010 Population by Relationship and Household Type			
Total	8,873	115,747	250,328
In Households	97.6%	98.7%	99.0%
In Family Households	70.9%	84.1%	85.8%
Householder	24.6%	25.7%	25.8%
Spouse	18.5%	20.4%	20.4%
Child	22.9%	30.2%	31.1%
Other relative	3.7%	5.0%	5.5%
Nonrelative	1.2%	2.6%	3.0%
In Nonfamily Households	26.7%	14.7%	13.2%
In Group Quarters	2.4%	1.3%	1.0%
Institutionalized Population	1.8%	0.8%	0.7%
Noninstitutionalized Population	0.6%	0.4%	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

15250 Siesta Key Way, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

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Latitude: 39.10604
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	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	11,040	91,270	192,538
Less than 9th Grade	1.9%	4.0%	4.9%
9th - 12th Grade, No Diploma	2.1%	2.9%	3.2%
High School Graduate	7.4%	9.8%	11.3%
GED/Alternative Credential	1.2%	1.1%	1.3%
Some College, No Degree	10.3%	10.2%	10.8%
Associate Degree	10.0%	5.9%	5.9%
Bachelor's Degree	31.7%	28.8%	28.1%
Graduate/Professional Degree	35.5%	37.4%	34.4%
2022 Population 15+ by Marital Status			
Total	12,697	105,517	222,983
Never Married	37.8%	30.8%	31.0%
Married	47.4%	56.4%	56.9%
Widowed	4.2%	4.3%	4.5%
Divorced	10.5%	8.6%	7.6%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,606	71,275	150,009
Population 16+ Employed	96.7%	95.5%	95.8%
Population 16+ Unemployment rate	3.3%	4.5%	4.2%
Population 16-24 Employed	10.0%	9.7%	9.6%
Population 16-24 Unemployment rate	14.2%	10.2%	10.4%
Population 25-54 Employed	71.5%	64.9%	63.2%
Population 25-54 Unemployment rate	2.2%	3.6%	3.3%
Population 55-64 Employed	12.5%	17.4%	18.7%
Population 55-64 Unemployment rate	0.8%	3.6%	3.4%
Population 65+ Employed	5.9%	8.0%	8.5%
Population 65+ Unemployment rate	1.2%	6.9%	4.7%
2022 Employed Population 16+ by Industry			
Total	8,320	68,041	143,729
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	2.3%	5.2%	5.9%
Manufacturing	2.9%	3.4%	3.1%
Wholesale Trade	1.2%	1.5%	1.5%
Retail Trade	6.2%	6.3%	7.0%
Transportation/Utilities	3.3%	3.1%	3.1%
Information	2.2%	1.8%	2.0%
Finance/Insurance/Real Estate	7.0%	6.6%	6.3%
Services	63.5%	60.7%	59.8%
Public Administration	11.1%	11.1%	11.1%
2022 Employed Population 16+ by Occupation			
Total	8,323	68,042	143,728
White Collar	88.3%	79.2%	76.8%
Management/Business/Financial	31.2%	25.8%	24.5%
Professional	45.7%	39.9%	37.9%
Sales	4.9%	6.4%	6.6%
Administrative Support	6.4%	7.1%	7.7%
Services	7.8%	11.7%	13.3%
Blue Collar	3.9%	9.1%	10.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.2%	3.1%	3.7%
Installation/Maintenance/Repair	0.8%	1.0%	1.2%
Production	0.7%	1.2%	1.4%
Transportation/Material Moving	1.2%	3.6%	3.6%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

15250 Siesta Key Way, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

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Latitude: 39.10604
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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,211	43,048	90,042
Households with 1 Person	36.6%	24.3%	22.4%
Households with 2+ People	63.4%	75.7%	77.6%
Family Households	53.7%	69.3%	71.7%
Husband-wife Families	40.5%	55.0%	56.9%
With Related Children	18.0%	28.1%	28.5%
Other Family (No Spouse Present)	13.2%	14.4%	14.9%
Other Family with Male Householder	2.8%	3.8%	3.9%
With Related Children	1.4%	2.0%	2.0%
Other Family with Female Householder	10.4%	10.6%	10.9%
With Related Children	6.3%	6.5%	6.6%
Nonfamily Households	9.6%	6.3%	5.9%
All Households with Children	25.8%	36.8%	37.5%
Multigenerational Households	2.0%	3.8%	4.4%
Unmarried Partner Households	6.6%	4.6%	4.4%
Male-female	5.8%	4.0%	3.8%
Same-sex	0.8%	0.6%	0.6%
2010 Households by Size			
Total	4,212	43,048	90,044
1 Person Household	36.6%	24.3%	22.4%
2 Person Household	34.5%	30.6%	30.6%
3 Person Household	14.5%	18.1%	18.1%
4 Person Household	9.9%	16.2%	16.4%
5 Person Household	3.1%	6.6%	7.4%
6 Person Household	1.0%	2.5%	2.9%
7 + Person Household	0.4%	1.8%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	4,211	43,046	90,044
Owner Occupied	36.0%	62.5%	67.6%
Owned with a Mortgage/Loan	31.1%	52.8%	56.3%
Owned Free and Clear	4.8%	9.7%	11.3%
Renter Occupied	64.0%	37.5%	32.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	84	90	96
Percent of Income for Mortgage	28.5%	26.4%	24.6%
Wealth Index	120	184	202
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,541	45,208	94,241
Housing Units Inside Urbanized Area	100.0%	99.9%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.7%
2010 Population By Urban/ Rural Status			
Total Population	8,874	115,747	250,328
Population Inside Urbanized Area	100.0%	99.9%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.8%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10604
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Young and Restless (11B)	Professional Pride (1B)	Top Tier (1A)
3.	Golden Years (9B)	Top Tier (1A)	Professional Pride (1B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$27,312,032	\$194,773,178	\$402,481,097
Average Spent	\$3,696.81	\$3,901.39	\$4,029.73
Spending Potential Index	153	162	167
Education: Total \$	\$23,329,032	\$175,911,496	\$373,252,018
Average Spent	\$3,157.69	\$3,523.59	\$3,737.08
Spending Potential Index	161	180	191
Entertainment/Recreation: Total \$	\$38,852,104	\$286,793,316	\$595,904,890
Average Spent	\$5,258.81	\$5,744.60	\$5,966.33
Spending Potential Index	143	156	163
Food at Home: Total \$	\$67,543,600	\$483,823,899	\$1,000,387,504
Average Spent	\$9,142.34	\$9,691.21	\$10,016.09
Spending Potential Index	148	157	162
Food Away from Home: Total \$	\$49,722,374	\$352,640,521	\$723,511,115
Average Spent	\$6,730.15	\$7,063.55	\$7,243.95
Spending Potential Index	156	164	168
Health Care: Total \$	\$69,515,814	\$518,482,697	\$1,082,150,364
Average Spent	\$9,409.29	\$10,385.44	\$10,834.72
Spending Potential Index	133	147	153
HH Furnishings & Equipment: Total \$	\$27,263,519	\$202,809,553	\$422,476,358
Average Spent	\$3,690.24	\$4,062.37	\$4,229.92
Spending Potential Index	144	159	165
Personal Care Products & Services: Total \$	\$11,289,420	\$81,764,328	\$169,353,332
Average Spent	\$1,528.08	\$1,637.78	\$1,695.60
Spending Potential Index	150	161	166
Shelter: Total \$	\$266,955,214	\$1,938,231,725	\$4,007,266,394
Average Spent	\$36,133.62	\$38,823.65	\$40,121.61
Spending Potential Index	158	170	175
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$26,444,077	\$204,510,629	\$426,250,925
Average Spent	\$3,579.33	\$4,096.44	\$4,267.72
Spending Potential Index	132	151	157
Travel: Total \$	\$32,171,208	\$242,082,231	\$504,306,336
Average Spent	\$4,354.52	\$4,849.02	\$5,049.22
Spending Potential Index	152	169	176
Vehicle Maintenance & Repairs: Total \$	\$12,944,710	\$93,640,383	\$193,364,052
Average Spent	\$1,752.13	\$1,875.66	\$1,936.00
Spending Potential Index	139	149	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Enterprising Professionals (2D)	71.2%	Population	15,185	15,676
Young and Restless (11B)	12.2%	Households	7,388	7,610
Golden Years (9B)	8.6%	Families	3,641	3,763
Trendsetters (3C)	5.2%	Median Age	36.9	36.7
Professional Pride (1B)	2.8%	Median Household Income	\$116,397	\$134,129
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		153	\$3,696.81	\$27,312,032
Men's		158	\$727.85	\$5,377,377
Women's		152	\$1,272.85	\$9,403,849
Children's		155	\$546.60	\$4,038,269
Footwear		153	\$869.59	\$6,424,526
Watches & Jewelry		148	\$216.68	\$1,600,838
Apparel Products and Services (1)		159	\$95.32	\$704,235
Computer				
Computers and Hardware for Home Use		161	\$307.79	\$2,273,984
Portable Memory		150	\$7.43	\$54,859
Computer Software		172	\$18.77	\$138,688
Computer Accessories		143	\$29.29	\$216,430
Entertainment & Recreation		143	\$5,258.81	\$38,852,104
Fees and Admissions		156	\$1,310.77	\$9,683,965
Membership Fees for Clubs (2)		156	\$441.42	\$3,261,242
Fees for Participant Sports, excl. Trips		157	\$205.11	\$1,515,365
Tickets to Theatre/Operas/Concerts		150	\$137.43	\$1,015,335
Tickets to Movies		160	\$101.07	\$746,675
Tickets to Parks or Museums		155	\$59.92	\$442,720
Admission to Sporting Events, excl. Trips		147	\$107.92	\$797,298
Fees for Recreational Lessons		160	\$255.45	\$1,887,237
Dating Services		179	\$2.45	\$18,092
TV/Video/Audio		139	\$1,852.42	\$13,685,676
Cable and Satellite Television Services		133	\$1,219.63	\$9,010,601
Televisions		149	\$189.43	\$1,399,527
Satellite Dishes		135	\$2.42	\$17,910
VCRs, Video Cameras, and DVD Players		142	\$7.92	\$58,537
Miscellaneous Video Equipment		141	\$24.89	\$183,874
Video Cassettes and DVDs		144	\$12.58	\$92,909
Video Game Hardware/Accessories		155	\$51.04	\$377,064
Video Game Software		158	\$28.65	\$211,677
Rental/Streaming/Downloaded Video		155	\$123.96	\$915,803
Installation of Televisions		167	\$1.40	\$10,337
Audio (3)		153	\$186.17	\$1,375,444
Rental and Repair of TV/Radio/Sound Equipment		129	\$4.33	\$31,993
Pets		137	\$1,133.19	\$8,372,020
Toys/Games/Crafts/Hobbies (4)		144	\$188.89	\$1,395,543
Recreational Vehicles and Fees (5)		129	\$165.26	\$1,220,935
Sports/Recreation/Exercise Equipment (6)		147	\$300.68	\$2,221,392
Photo Equipment and Supplies (7)		163	\$84.94	\$627,565
Reading (8)		142	\$166.89	\$1,232,956
Catered Affairs (9)		169	\$56.45	\$417,031
Food		151	\$15,872.49	\$117,265,974
Food at Home		148	\$9,142.34	\$67,543,600
Bakery and Cereal Products		146	\$1,157.50	\$8,551,639
Meats, Poultry, Fish, and Eggs		147	\$1,972.78	\$14,574,889
Dairy Products		148	\$919.01	\$6,789,660
Fruits and Vegetables		151	\$1,815.09	\$13,409,877
Snacks and Other Food at Home (10)		147	\$3,277.96	\$24,217,534
Food Away from Home		156	\$6,730.15	\$49,722,374
Alcoholic Beverages		160	\$1,140.26	\$8,424,215

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	142	\$44,039.56	\$325,364,252
Value of Retirement Plans	132	\$150,563.75	\$1,112,364,994
Value of Other Financial Assets	134	\$13,145.04	\$97,115,560
Vehicle Loan Amount excluding Interest	149	\$4,839.91	\$35,757,275
Value of Credit Card Debt	148	\$4,649.24	\$34,348,598
Health			
Nonprescription Drugs	132	\$231.68	\$1,711,687
Prescription Drugs	116	\$439.41	\$3,246,379
Eyeglasses and Contact Lenses	132	\$145.41	\$1,074,315
Home			
Mortgage Payment and Basics (11)	137	\$16,621.83	\$122,802,116
Maintenance and Remodeling Services	133	\$4,351.81	\$32,151,163
Maintenance and Remodeling Materials (12)	125	\$879.06	\$6,494,478
Utilities, Fuel, and Public Services	138	\$7,812.94	\$57,722,037
Household Furnishings and Equipment			
Household Textiles (13)	150	\$173.28	\$1,280,197
Furniture	146	\$1,060.95	\$7,838,289
Rugs	139	\$49.70	\$367,186
Major Appliances (14)	133	\$569.85	\$4,210,036
Housewares (15)	150	\$149.64	\$1,105,560
Small Appliances	152	\$90.81	\$670,869
Luggage	163	\$31.05	\$229,367
Telephones and Accessories	135	\$153.10	\$1,131,084
Household Operations			
Child Care	174	\$1,051.65	\$7,769,586
Lawn and Garden (16)	125	\$712.54	\$5,264,252
Moving/Storage/Freight Express	171	\$138.23	\$1,021,215
Housekeeping Supplies (17)	142	\$1,260.67	\$9,313,836
Insurance			
Owners and Renters Insurance	120	\$850.51	\$6,283,545
Vehicle Insurance	145	\$3,071.65	\$22,693,361
Life/Other Insurance	130	\$890.38	\$6,578,162
Health Insurance	134	\$6,311.75	\$46,631,179
Personal Care Products (18)	149	\$844.24	\$6,237,282
School Books and Supplies (19)	156	\$231.40	\$1,709,552
Smoking Products	130	\$565.98	\$4,181,462
Transportation			
Payments on Vehicles excluding Leases	140	\$4,155.60	\$30,701,599
Gasoline and Motor Oil	146	\$3,998.77	\$29,542,892
Vehicle Maintenance and Repairs	139	\$1,752.13	\$12,944,710
Travel			
Airline Fares	161	\$1,147.40	\$8,477,026
Lodging on Trips	147	\$1,184.11	\$8,748,172
Auto/Truck Rental on Trips	163	\$101.55	\$750,216
Food and Drink on Trips	152	\$1,027.91	\$7,594,179

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

15250 Siesta Key Way, Rockville, Maryland, 20850
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.10604
 Longitude: -77.19520

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Enterprising Professionals (2D)	34.2%	Population	130,255	132,385
Professional Pride (1B)	12.1%	Households	49,924	50,652
Top Tier (1A)	6.5%	Families	33,287	33,821
Pleasantville (2B)	5.7%	Median Age	39.8	40.4
Boomburbs (1C)	4.7%	Median Household Income	\$121,467	\$141,559
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		162	\$3,901.39	\$194,773,178
Men's		166	\$768.38	\$38,360,670
Women's		162	\$1,356.23	\$67,708,253
Children's		161	\$567.93	\$28,353,427
Footwear		159	\$906.21	\$45,241,457
Watches & Jewelry		160	\$234.05	\$11,684,923
Apparel Products and Services (1)		172	\$102.74	\$5,129,358
Computer				
Computers and Hardware for Home Use		172	\$328.64	\$16,406,964
Portable Memory		161	\$7.94	\$396,239
Computer Software		176	\$19.17	\$957,034
Computer Accessories		153	\$31.24	\$1,559,644
Entertainment & Recreation		156	\$5,744.60	\$286,793,316
Fees and Admissions		175	\$1,474.62	\$73,619,168
Membership Fees for Clubs (2)		174	\$490.08	\$24,466,669
Fees for Participant Sports, excl. Trips		174	\$227.58	\$11,361,835
Tickets to Theatre/Operas/Concerts		172	\$157.47	\$7,861,602
Tickets to Movies		170	\$107.11	\$5,347,387
Tickets to Parks or Museums		168	\$64.73	\$3,231,655
Admission to Sporting Events, excl. Trips		172	\$125.71	\$6,275,703
Fees for Recreational Lessons		187	\$299.62	\$14,958,380
Dating Services		169	\$2.32	\$115,937
TV/Video/Audio		149	\$1,982.03	\$98,950,866
Cable and Satellite Television Services		145	\$1,327.41	\$66,269,514
Televisions		155	\$197.65	\$9,867,506
Satellite Dishes		140	\$2.51	\$125,387
VCRs, Video Cameras, and DVD Players		151	\$8.43	\$420,911
Miscellaneous Video Equipment		151	\$26.59	\$1,327,257
Video Cassettes and DVDs		149	\$12.95	\$646,388
Video Game Hardware/Accessories		150	\$49.46	\$2,469,272
Video Game Software		150	\$27.31	\$1,363,573
Rental/Streaming/Downloaded Video		155	\$123.88	\$6,184,664
Installation of Televisions		204	\$1.71	\$85,566
Audio (3)		164	\$199.89	\$9,979,529
Rental and Repair of TV/Radio/Sound Equipment		126	\$4.23	\$211,300
Pets		149	\$1,233.54	\$61,583,123
Toys/Games/Crafts/Hobbies (4)		151	\$198.43	\$9,906,592
Recreational Vehicles and Fees (5)		157	\$201.39	\$10,054,189
Sports/Recreation/Exercise Equipment (6)		156	\$319.69	\$15,960,047
Photo Equipment and Supplies (7)		170	\$88.81	\$4,433,839
Reading (8)		158	\$184.84	\$9,228,061
Catered Affairs (9)		185	\$61.88	\$3,089,117
Food		160	\$16,754.76	\$836,464,419
Food at Home		157	\$9,691.21	\$483,823,899
Bakery and Cereal Products		155	\$1,235.21	\$61,666,848
Meats, Poultry, Fish, and Eggs		156	\$2,090.68	\$104,375,160
Dairy Products		158	\$981.68	\$49,009,358
Fruits and Vegetables		161	\$1,932.38	\$96,472,190
Snacks and Other Food at Home (10)		155	\$3,451.25	\$172,300,342
Food Away from Home		164	\$7,063.55	\$352,640,521
Alcoholic Beverages		171	\$1,217.26	\$60,770,731

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	170	\$52,638.48	\$2,627,923,415
Value of Retirement Plans	162	\$184,892.46	\$9,230,571,346
Value of Other Financial Assets	159	\$15,587.72	\$778,201,107
Vehicle Loan Amount excluding Interest	150	\$4,875.07	\$243,383,068
Value of Credit Card Debt	160	\$5,023.75	\$250,805,593
Health			
Nonprescription Drugs	141	\$247.17	\$12,339,846
Prescription Drugs	129	\$490.98	\$24,511,469
Eyeglasses and Contact Lenses	148	\$163.13	\$8,144,033
Home			
Mortgage Payment and Basics (11)	166	\$20,090.59	\$1,003,002,742
Maintenance and Remodeling Services	163	\$5,332.40	\$266,214,517
Maintenance and Remodeling Materials (12)	148	\$1,039.23	\$51,882,654
Utilities, Fuel, and Public Services	148	\$8,380.10	\$418,368,232
Household Furnishings and Equipment			
Household Textiles (13)	162	\$186.60	\$9,315,912
Furniture	158	\$1,143.30	\$57,078,309
Rugs	162	\$57.76	\$2,883,669
Major Appliances (14)	153	\$654.33	\$32,666,705
Housewares (15)	159	\$158.91	\$7,933,639
Small Appliances	159	\$94.90	\$4,737,817
Luggage	170	\$32.30	\$1,612,304
Telephones and Accessories	155	\$176.24	\$8,798,638
Household Operations			
Child Care	183	\$1,105.44	\$55,188,214
Lawn and Garden (16)	148	\$843.54	\$42,112,903
Moving/Storage/Freight Express	173	\$139.83	\$6,981,111
Housekeeping Supplies (17)	152	\$1,345.64	\$67,179,760
Insurance			
Owners and Renters Insurance	140	\$992.53	\$49,550,963
Vehicle Insurance	151	\$3,198.07	\$159,660,488
Life/Other Insurance	152	\$1,044.43	\$52,142,327
Health Insurance	148	\$6,940.70	\$346,507,585
Personal Care Products (18)	158	\$890.98	\$44,481,158
School Books and Supplies (19)	163	\$241.31	\$12,046,968
Smoking Products	127	\$556.09	\$27,762,156
Transportation			
Payments on Vehicles excluding Leases	147	\$4,360.59	\$217,698,087
Gasoline and Motor Oil	153	\$4,184.01	\$208,882,349
Vehicle Maintenance and Repairs	149	\$1,875.66	\$93,640,383
Travel			
Airline Fares	178	\$1,271.85	\$63,496,062
Lodging on Trips	166	\$1,341.42	\$66,969,174
Auto/Truck Rental on Trips	176	\$110.25	\$5,503,957
Food and Drink on Trips	167	\$1,130.76	\$56,452,251

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15250 Siesta Key Way, Rockville, Maryland, 20850
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.10604
 Longitude: -77.19520

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Enterprising Professionals (2D)	27.4%	Population	274,851	277,757
Top Tier (1A)	15.4%	Households	99,878	100,728
Professional Pride (1B)	8.3%	Families	69,396	70,027
Pleasantville (2B)	7.0%	Median Age	40.0	40.7
Savvy Suburbanites (1D)	5.6%	Median Household Income	\$122,491	\$143,893
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		167	\$4,029.73	\$402,481,097
Men's		171	\$791.04	\$79,007,242
Women's		167	\$1,402.78	\$140,106,626
Children's		165	\$581.38	\$58,066,611
Footwear		165	\$940.04	\$93,889,420
Watches & Jewelry		165	\$241.88	\$24,158,555
Apparel Products and Services (1)		180	\$107.57	\$10,744,068
Computer				
Computers and Hardware for Home Use		177	\$337.08	\$33,667,130
Portable Memory		165	\$8.15	\$814,344
Computer Software		180	\$19.63	\$1,960,590
Computer Accessories		158	\$32.31	\$3,227,290
Entertainment & Recreation		163	\$5,966.33	\$595,904,890
Fees and Admissions		183	\$1,540.53	\$153,865,042
Membership Fees for Clubs (2)		181	\$512.16	\$51,153,137
Fees for Participant Sports, excl. Trips		179	\$234.84	\$23,455,060
Tickets to Theatre/Operas/Concerts		183	\$167.83	\$16,762,485
Tickets to Movies		173	\$109.14	\$10,900,688
Tickets to Parks or Museums		171	\$66.11	\$6,602,643
Admission to Sporting Events, excl. Trips		180	\$131.91	\$13,174,894
Fees for Recreational Lessons		198	\$316.16	\$31,577,847
Dating Services		174	\$2.39	\$238,289
TV/Video/Audio		154	\$2,053.91	\$205,140,004
Cable and Satellite Television Services		151	\$1,387.93	\$138,623,736
Televisions		158	\$201.81	\$20,156,327
Satellite Dishes		142	\$2.54	\$253,515
VCRs, Video Cameras, and DVD Players		155	\$8.64	\$862,477
Miscellaneous Video Equipment		159	\$28.12	\$2,808,645
Video Cassettes and DVDs		151	\$13.13	\$1,311,896
Video Game Hardware/Accessories		151	\$49.67	\$4,961,360
Video Game Software		150	\$27.30	\$2,726,735
Rental/Streaming/Downloaded Video		156	\$124.26	\$12,411,235
Installation of Televisions		212	\$1.78	\$177,355
Audio (3)		168	\$204.40	\$20,415,374
Rental and Repair of TV/Radio/Sound Equipment		129	\$4.32	\$431,349
Pets		154	\$1,279.50	\$127,793,833
Toys/Games/Crafts/Hobbies (4)		155	\$203.07	\$20,282,436
Recreational Vehicles and Fees (5)		169	\$217.28	\$21,701,853
Sports/Recreation/Exercise Equipment (6)		159	\$324.70	\$32,430,724
Photo Equipment and Supplies (7)		173	\$90.11	\$8,999,820
Reading (8)		165	\$193.56	\$19,332,294
Catered Affairs (9)		193	\$64.31	\$6,423,370
Food		164	\$17,260.04	\$1,723,898,619
Food at Home		162	\$10,016.09	\$1,000,387,504
Bakery and Cereal Products		161	\$1,282.08	\$128,051,606
Meats, Poultry, Fish, and Eggs		162	\$2,164.87	\$216,223,243
Dairy Products		163	\$1,016.54	\$101,530,408
Fruits and Vegetables		166	\$1,999.87	\$199,742,784
Snacks and Other Food at Home (10)		159	\$3,552.73	\$354,839,464
Food Away from Home		168	\$7,243.95	\$723,511,115
Alcoholic Beverages		177	\$1,259.46	\$125,791,973

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Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	178	\$55,292.62	\$5,522,516,532
Value of Retirement Plans	174	\$197,990.45	\$19,774,889,761
Value of Other Financial Assets	171	\$16,664.34	\$1,664,401,121
Vehicle Loan Amount excluding Interest	152	\$4,934.42	\$492,840,231
Value of Credit Card Debt	165	\$5,207.70	\$520,134,246
Health			
Nonprescription Drugs	145	\$254.73	\$25,442,035
Prescription Drugs	136	\$515.61	\$51,497,984
Eyeglasses and Contact Lenses	155	\$171.08	\$17,087,200
Home			
Mortgage Payment and Basics (11)	176	\$21,287.33	\$2,126,136,048
Maintenance and Remodeling Services	173	\$5,662.14	\$565,523,652
Maintenance and Remodeling Materials (12)	155	\$1,087.35	\$108,601,934
Utilities, Fuel, and Public Services	154	\$8,696.29	\$868,568,416
Household Furnishings and Equipment			
Household Textiles (13)	167	\$192.96	\$19,272,665
Furniture	163	\$1,185.46	\$118,400,963
Rugs	171	\$61.03	\$6,095,791
Major Appliances (14)	160	\$686.37	\$68,553,230
Housewares (15)	164	\$164.28	\$16,408,254
Small Appliances	162	\$96.80	\$9,668,486
Luggage	174	\$33.02	\$3,297,599
Telephones and Accessories	165	\$187.89	\$18,766,294
Household Operations			
Child Care	187	\$1,126.77	\$112,539,764
Lawn and Garden (16)	157	\$896.24	\$89,514,862
Moving/Storage/Freight Express	172	\$139.00	\$13,882,688
Housekeeping Supplies (17)	157	\$1,392.51	\$139,080,649
Insurance			
Owners and Renters Insurance	147	\$1,046.44	\$104,516,248
Vehicle Insurance	155	\$3,282.84	\$327,883,932
Life/Other Insurance	162	\$1,108.43	\$110,707,574
Health Insurance	154	\$7,242.52	\$723,368,821
Personal Care Products (18)	162	\$917.16	\$91,604,598
School Books and Supplies (19)	166	\$246.72	\$24,641,846
Smoking Products	130	\$568.15	\$56,746,060
Transportation			
Payments on Vehicles excluding Leases	151	\$4,464.95	\$445,950,152
Gasoline and Motor Oil	156	\$4,281.52	\$427,629,930
Vehicle Maintenance and Repairs	154	\$1,936.00	\$193,364,052
Travel			
Airline Fares	185	\$1,319.53	\$131,792,114
Lodging on Trips	175	\$1,406.59	\$140,487,890
Auto/Truck Rental on Trips	182	\$113.69	\$11,355,159
Food and Drink on Trips	173	\$1,174.99	\$117,355,691

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Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

15250 Siesta Key Way, Rockville, Maryland, 20850
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.10604
Longitude: -77.19520

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,978		8,008		13,782							
Total Employees:	32,762		95,844		154,999							
Total Residential Population:	15,185		130,255		274,851							
Employee/Residential Population Ratio (per 100 Residents)	216		74		56							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	0.5%	67	0.2%	80	1.0%	860	0.9%	176	1.3%	1,861	1.2%
Construction	57	2.9%	863	2.6%	423	5.3%	4,148	4.3%	897	6.5%	9,316	6.0%
Manufacturing	32	1.6%	777	2.4%	149	1.9%	3,537	3.7%	300	2.2%	6,492	4.2%
Transportation	16	0.8%	94	0.3%	118	1.5%	780	0.8%	233	1.7%	1,711	1.1%
Communication	17	0.9%	288	0.9%	66	0.8%	698	0.7%	115	0.8%	1,294	0.8%
Utility	1	0.1%	6	0.0%	11	0.1%	117	0.1%	27	0.2%	495	0.3%
Wholesale Trade	26	1.3%	678	2.1%	158	2.0%	2,056	2.1%	285	2.1%	3,486	2.2%
Retail Trade Summary	212	10.7%	4,496	13.7%	1,103	13.8%	14,948	15.6%	2,037	14.8%	26,753	17.3%
Home Improvement	8	0.4%	123	0.4%	53	0.7%	944	1.0%	111	0.8%	1,539	1.0%
General Merchandise Stores	5	0.3%	112	0.3%	33	0.4%	511	0.5%	65	0.5%	1,282	0.8%
Food Stores	21	1.1%	688	2.1%	103	1.3%	2,123	2.2%	202	1.5%	3,510	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	5	0.3%	20	0.1%	91	1.1%	1,548	1.6%	172	1.2%	3,605	2.3%
Apparel & Accessory Stores	12	0.6%	120	0.4%	48	0.6%	242	0.3%	95	0.7%	566	0.4%
Furniture & Home Furnishings	10	0.5%	334	1.0%	102	1.3%	1,080	1.1%	190	1.4%	2,142	1.4%
Eating & Drinking Places	88	4.4%	1,773	5.4%	384	4.8%	5,218	5.4%	678	4.9%	9,002	5.8%
Miscellaneous Retail	61	3.1%	1,326	4.0%	289	3.6%	3,282	3.4%	525	3.8%	5,107	3.3%
Finance, Insurance, Real Estate Summary	284	14.4%	3,560	10.9%	955	11.9%	8,979	9.4%	1,530	11.1%	13,848	8.9%
Banks, Savings & Lending Institutions	45	2.3%	522	1.6%	169	2.1%	1,711	1.8%	278	2.0%	2,579	1.7%
Securities Brokers	56	2.8%	1,223	3.7%	148	1.8%	1,734	1.8%	247	1.8%	2,230	1.4%
Insurance Carriers & Agents	41	2.1%	486	1.5%	145	1.8%	1,303	1.4%	227	1.6%	2,078	1.3%
Real Estate, Holding, Other Investment Offices	142	7.2%	1,329	4.1%	492	6.1%	4,232	4.4%	778	5.6%	6,961	4.5%
Services Summary	1,007	50.9%	20,410	62.3%	3,745	46.8%	49,406	51.5%	6,177	44.8%	75,873	49.0%
Hotels & Lodging	19	1.0%	977	3.0%	34	0.4%	2,008	2.1%	47	0.3%	2,502	1.6%
Automotive Services	5	0.3%	28	0.1%	176	2.2%	1,023	1.1%	394	2.9%	2,649	1.7%
Motion Pictures & Amusements	29	1.5%	350	1.1%	194	2.4%	1,954	2.0%	342	2.5%	4,027	2.6%
Health Services	311	15.7%	5,707	17.4%	722	9.0%	9,640	10.1%	1,049	7.6%	13,415	8.7%
Legal Services	60	3.0%	354	1.1%	344	4.3%	1,915	2.0%	522	3.8%	3,263	2.1%
Education Institutions & Libraries	29	1.5%	709	2.2%	140	1.7%	3,839	4.0%	241	1.7%	8,297	5.4%
Other Services	555	28.1%	12,285	37.5%	2,136	26.7%	29,027	30.3%	3,581	26.0%	41,720	26.9%
Government	13	0.7%	312	1.0%	142	1.8%	8,097	8.4%	237	1.7%	10,656	6.9%
Unclassified Establishments	305	15.4%	1,210	3.7%	1,058	13.2%	2,219	2.3%	1,770	12.8%	3,214	2.1%
Totals	1,978	100.0%	32,762	100.0%	8,008	100.0%	95,844	100.0%	13,782	100.0%	154,999	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

15250 Siesta Key Way, Rockville, Maryland, 20850
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.10604
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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	0.2%	9	0.0%	10	0.1%	68	0.1%	16	0.1%	93	0.1%
Mining	0	0.0%	0	0.0%	4	0.0%	58	0.1%	6	0.0%	69	0.0%
Utilities	1	0.1%	6	0.0%	4	0.0%	50	0.1%	7	0.1%	86	0.1%
Construction	67	3.4%	950	2.9%	466	5.8%	4,968	5.2%	981	7.1%	10,857	7.0%
Manufacturing	30	1.5%	761	2.3%	166	2.1%	3,783	3.9%	330	2.4%	6,795	4.4%
Wholesale Trade	26	1.3%	678	2.1%	147	1.8%	1,996	2.1%	267	1.9%	3,407	2.2%
Retail Trade	117	5.9%	2,647	8.1%	682	8.5%	9,354	9.8%	1,284	9.3%	17,045	11.0%
Motor Vehicle & Parts Dealers	5	0.3%	14	0.0%	63	0.8%	1,388	1.4%	126	0.9%	3,343	2.2%
Furniture & Home Furnishings Stores	3	0.2%	33	0.1%	39	0.5%	324	0.3%	80	0.6%	958	0.6%
Electronics & Appliance Stores	7	0.4%	302	0.9%	56	0.7%	700	0.7%	96	0.7%	1,096	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	8	0.4%	123	0.4%	53	0.7%	944	1.0%	111	0.8%	1,539	1.0%
Food & Beverage Stores	16	0.8%	595	1.8%	91	1.1%	2,125	2.2%	174	1.3%	3,275	2.1%
Health & Personal Care Stores	28	1.4%	457	1.4%	74	0.9%	921	1.0%	143	1.0%	1,832	1.2%
Gasoline Stations	1	0.1%	6	0.0%	28	0.3%	160	0.2%	46	0.3%	262	0.2%
Clothing & Clothing Accessories Stores	12	0.6%	120	0.4%	59	0.7%	284	0.3%	121	0.9%	651	0.4%
Sport Goods, Hobby, Book, & Music Stores	9	0.5%	255	0.8%	47	0.6%	614	0.6%	80	0.6%	945	0.6%
General Merchandise Stores	5	0.3%	112	0.3%	33	0.4%	511	0.5%	65	0.5%	1,282	0.8%
Miscellaneous Store Retailers	13	0.7%	77	0.2%	99	1.2%	793	0.8%	172	1.2%	1,226	0.8%
Nonstore Retailers	9	0.5%	552	1.7%	39	0.5%	592	0.6%	72	0.5%	636	0.4%
Transportation & Warehousing	9	0.5%	55	0.2%	84	1.0%	662	0.7%	183	1.3%	1,559	1.0%
Information	88	4.4%	3,013	9.2%	254	3.2%	5,308	5.5%	390	2.8%	6,949	4.5%
Finance & Insurance	143	7.2%	2,240	6.8%	470	5.9%	4,804	5.0%	765	5.6%	6,948	4.5%
Central Bank/Credit Intermediation & Related Activities	44	2.2%	514	1.6%	169	2.1%	1,672	1.7%	279	2.0%	2,536	1.6%
Securities, Commodity Contracts & Other Financial	58	2.9%	1,240	3.8%	155	1.9%	1,775	1.9%	258	1.9%	2,279	1.5%
Insurance Carriers & Related Activities; Funds, Trusts &	41	2.1%	486	1.5%	146	1.8%	1,358	1.4%	228	1.7%	2,133	1.4%
Real Estate, Rental & Leasing	119	6.0%	1,130	3.4%	460	5.7%	3,808	4.0%	752	5.5%	6,354	4.1%
Professional, Scientific & Tech Services	372	18.8%	7,239	22.1%	1,384	17.3%	16,003	16.7%	2,201	16.0%	22,851	14.7%
Legal Services	72	3.6%	420	1.3%	382	4.8%	2,133	2.2%	580	4.2%	3,580	2.3%
Management of Companies & Enterprises	10	0.5%	84	0.3%	21	0.3%	125	0.1%	35	0.3%	158	0.1%
Administrative & Support & Waste Management & Remediation	68	3.4%	957	2.9%	303	3.8%	2,846	3.0%	559	4.1%	5,264	3.4%
Educational Services	36	1.8%	739	2.3%	180	2.2%	3,756	3.9%	318	2.3%	8,366	5.4%
Health Care & Social Assistance	343	17.3%	6,497	19.8%	878	11.0%	13,346	13.9%	1,320	9.6%	18,519	11.9%
Arts, Entertainment & Recreation	17	0.9%	264	0.8%	144	1.8%	1,592	1.7%	256	1.9%	3,501	2.3%
Accommodation & Food Services	110	5.6%	2,796	8.5%	433	5.4%	7,387	7.7%	750	5.4%	11,774	7.6%
Accommodation	19	1.0%	977	3.0%	34	0.4%	2,008	2.1%	47	0.3%	2,502	1.6%
Food Services & Drinking Places	91	4.6%	1,819	5.6%	399	5.0%	5,379	5.6%	703	5.1%	9,272	6.0%
Other Services (except Public Administration)	101	5.1%	1,191	3.6%	718	9.0%	5,642	5.9%	1,359	9.9%	10,600	6.8%
Automotive Repair & Maintenance	4	0.2%	25	0.1%	144	1.8%	878	0.9%	310	2.2%	2,200	1.4%
Public Administration	13	0.7%	312	1.0%	142	1.8%	8,097	8.4%	236	1.7%	10,626	6.9%
Unclassified Establishments	305	15.4%	1,192	3.6%	1,057	13.2%	2,189	2.3%	1,768	12.8%	3,177	2.0%
Total	1,978	100.0%	32,762	100.0%	8,008	100.0%	95,844	100.0%	13,782	100.0%	154,999	100.0%

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