

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,371	18,995	39,893
2020 Total Population	4,037	22,602	45,982
2020 Group Quarters	9	84	533
2023 Total Population	4,287	23,454	47,372
2023 Group Quarters	9	85	508
2028 Total Population	4,463	23,925	48,611
2023-2028 Annual Rate	0.81%	0.40%	0.52%
2023 Total Daytime Population	5,977	24,127	48,302
Workers	4,085	13,133	25,230
Residents	1,892	10,994	23,072
Household Summary			
2010 Households	1,504	7,191	15,058
2010 Average Household Size	2.24	2.64	2.62
2020 Total Households	1,886	8,599	17,442
2020 Average Household Size	2.14	2.62	2.61
2023 Households	2,014	9,017	18,190
2023 Average Household Size	2.12	2.59	2.58
2028 Households	2,133	9,358	18,975
2028 Average Household Size	2.09	2.55	2.54
2023-2028 Annual Rate	1.15%	0.75%	0.85%
2010 Families	800	4,887	10,077
2010 Average Family Size	3.02	3.20	3.19
2023 Families	1,034	5,936	11,842
2023 Average Family Size	2.97	3.24	3.22
2028 Families	1,095	6,155	12,334
2028 Average Family Size	2.92	3.18	3.17
2023-2028 Annual Rate	1.15%	0.73%	0.82%
Housing Unit Summary			
2000 Housing Units	1,073	5,498	13,157
Owner Occupied Housing Units	65.6%	69.0%	56.6%
Renter Occupied Housing Units	26.7%	23.7%	33.6%
Vacant Housing Units	7.6%	7.3%	9.7%
2010 Housing Units	1,638	7,750	16,563
Owner Occupied Housing Units	42.9%	64.2%	59.3%
Renter Occupied Housing Units	48.9%	28.6%	31.6%
Vacant Housing Units	8.2%	7.2%	9.1%
2020 Housing Units	1,985	9,200	18,942
Owner Occupied Housing Units	44.5%	62.8%	58.9%
Renter Occupied Housing Units	50.5%	30.7%	33.2%
Vacant Housing Units	5.1%	6.5%	8.2%
2023 Housing Units	2,121	9,639	19,734
Owner Occupied Housing Units	56.3%	65.3%	61.9%
Renter Occupied Housing Units	38.7%	28.3%	30.3%
Vacant Housing Units	5.0%	6.5%	7.8%
2028 Housing Units	2,235	9,949	20,475
Owner Occupied Housing Units	57.0%	66.6%	63.3%
Renter Occupied Housing Units	38.4%	27.5%	29.4%
Vacant Housing Units	4.6%	5.9%	7.3%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,014	9,017	18,190
<\$15,000	2.9%	4.5%	6.0%
\$15,000 - \$24,999	5.7%	3.6%	4.0%
\$25,000 - \$34,999	2.1%	2.5%	4.1%
\$35,000 - \$49,999	9.2%	6.3%	7.4%
\$50,000 - \$74,999	10.9%	9.4%	9.6%
\$75,000 - \$99,999	15.9%	13.7%	12.4%
\$100,000 - \$149,999	29.2%	27.1%	26.1%
\$150,000 - \$199,999	18.4%	15.0%	13.7%
\$200,000+	5.8%	17.9%	16.6%
Average Household Income	\$115,759	\$146,245	\$138,489
2028 Households by Income			
Household Income Base	2,133	9,358	18,975
<\$15,000	2.5%	4.0%	5.5%
\$15,000 - \$24,999	4.6%	3.0%	3.4%
\$25,000 - \$34,999	1.8%	2.1%	3.4%
\$35,000 - \$49,999	7.9%	5.4%	6.7%
\$50,000 - \$74,999	10.2%	8.5%	8.9%
\$75,000 - \$99,999	15.7%	12.7%	11.7%
\$100,000 - \$149,999	29.6%	26.9%	25.9%
\$150,000 - \$199,999	21.1%	17.0%	15.6%
\$200,000+	6.8%	20.4%	18.9%
Average Household Income	\$127,385	\$162,093	\$153,455
2023 Owner Occupied Housing Units by Value			
Total	1,194	6,291	12,216
<\$50,000	0.3%	1.7%	4.2%
\$50,000 - \$99,999	0.4%	1.0%	1.4%
\$100,000 - \$149,999	14.7%	5.5%	4.7%
\$150,000 - \$199,999	2.6%	2.1%	3.7%
\$200,000 - \$249,999	17.8%	9.2%	10.3%
\$250,000 - \$299,999	11.3%	14.1%	13.0%
\$300,000 - \$399,999	28.0%	29.7%	27.3%
\$400,000 - \$499,999	13.8%	18.1%	17.8%
\$500,000 - \$749,999	7.2%	12.5%	12.4%
\$750,000 - \$999,999	1.3%	3.4%	3.3%
\$1,000,000 - \$1,499,999	0.9%	2.0%	1.4%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	1.7%	0.5%	0.3%
Average Home Value	\$361,076	\$405,265	\$382,408
2028 Owner Occupied Housing Units by Value			
Total	1,275	6,626	12,957
<\$50,000	0.2%	1.3%	3.9%
\$50,000 - \$99,999	0.2%	0.6%	0.9%
\$100,000 - \$149,999	8.5%	3.1%	2.9%
\$150,000 - \$199,999	1.5%	1.1%	2.5%
\$200,000 - \$249,999	14.4%	6.7%	8.0%
\$250,000 - \$299,999	11.1%	12.9%	12.1%
\$300,000 - \$399,999	33.4%	31.2%	28.7%
\$400,000 - \$499,999	17.5%	21.3%	20.4%
\$500,000 - \$749,999	8.4%	14.5%	14.4%
\$750,000 - \$999,999	1.4%	4.1%	3.8%
\$1,000,000 - \$1,499,999	1.3%	2.4%	1.7%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	2.1%	0.6%	0.3%
Average Home Value	\$401,156	\$437,536	\$409,779

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$103,376	\$113,122	\$108,199
2028	\$107,955	\$120,707	\$114,712
Median Home Value			
2023	\$310,479	\$355,535	\$346,380
2028	\$342,254	\$378,178	\$368,548
Per Capita Income			
2023	\$54,838	\$57,023	\$53,697
2028	\$61,414	\$64,326	\$60,476
Median Age			
2010	32.9	35.9	35.1
2020	35.0	35.9	36.3
2023	36.9	37.7	36.8
2028	37.6	38.6	37.6
2020 Population by Age			
Total	4,037	22,602	45,982
0 - 4	5.4%	6.2%	6.4%
5 - 9	5.9%	7.1%	7.2%
10 - 14	6.3%	7.5%	7.2%
15 - 24	11.7%	12.0%	12.2%
25 - 34	20.6%	15.8%	15.2%
35 - 44	13.3%	13.7%	13.1%
45 - 54	12.3%	12.6%	12.3%
55 - 64	12.3%	12.7%	13.0%
65 - 74	7.7%	7.4%	7.6%
75 - 84	3.6%	3.7%	4.0%
85 +	0.9%	1.2%	1.8%
18 +	79.1%	75.0%	75.2%
2023 Population by Age			
Total	4,285	23,453	47,375
0 - 4	5.9%	6.2%	6.7%
5 - 9	6.1%	6.7%	6.9%
10 - 14	6.2%	7.1%	7.1%
15 - 24	12.2%	11.9%	12.1%
25 - 34	16.3%	13.9%	14.5%
35 - 44	15.9%	14.7%	14.0%
45 - 54	11.9%	13.0%	12.0%
55 - 64	12.8%	12.8%	12.6%
65 - 74	8.4%	8.6%	8.5%
75 - 84	3.4%	3.7%	3.8%
85 +	0.9%	1.3%	1.7%
18 +	78.3%	75.7%	75.2%
2028 Population by Age			
Total	4,462	23,924	48,611
0 - 4	6.1%	6.4%	6.8%
5 - 9	5.7%	6.3%	6.6%
10 - 14	5.7%	6.5%	6.6%
15 - 24	11.9%	11.3%	11.7%
25 - 34	16.3%	14.3%	14.4%
35 - 44	16.1%	14.8%	14.4%
45 - 54	11.8%	12.3%	11.4%
55 - 64	11.3%	12.1%	11.7%
65 - 74	9.1%	9.5%	9.6%
75 - 84	4.8%	4.8%	4.8%
85 +	1.1%	1.7%	2.0%
18 +	79.2%	76.8%	76.0%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Males	1,973	11,188	22,643
Females	2,064	11,414	23,339
2023 Population by Sex			
Males	2,117	11,610	23,423
Females	2,170	11,844	23,949
2028 Population by Sex			
Males	2,187	11,786	23,928
Females	2,277	12,139	24,683
2010 Population by Race/Ethnicity			
Total	3,370	18,995	39,892
White Alone	78.2%	78.9%	72.2%
Black Alone	11.3%	12.1%	18.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.5%	3.9%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.4%	1.2%	1.6%
Two or More Races	4.1%	3.6%	3.8%
Hispanic Origin	5.4%	4.7%	5.3%
Diversity Index	43.6	41.8	49.8
2020 Population by Race/Ethnicity			
Total	4,037	22,602	45,982
White Alone	70.3%	70.3%	64.0%
Black Alone	13.2%	13.2%	18.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.4%	4.6%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	2.2%	3.1%
Two or More Races	9.0%	9.5%	9.5%
Hispanic Origin	6.8%	6.8%	8.1%
Diversity Index	54.3	54.4	61.2
2023 Population by Race/Ethnicity			
Total	4,288	23,454	47,372
White Alone	69.1%	69.0%	62.6%
Black Alone	13.6%	13.5%	19.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	5.6%	4.8%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	2.4%	3.3%
Two or More Races	9.4%	9.9%	9.9%
Hispanic Origin	7.5%	7.4%	8.7%
Diversity Index	56.2	56.3	62.9
2028 Population by Race/Ethnicity			
Total	4,464	23,926	48,612
White Alone	66.6%	66.6%	60.1%
Black Alone	14.1%	14.0%	19.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	6.1%	5.2%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.7%	3.7%
Two or More Races	10.6%	11.1%	11.0%
Hispanic Origin	8.4%	8.3%	9.7%
Diversity Index	59.5	59.5	65.7

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	4,037	22,602	45,982
In Households	99.8%	99.6%	98.8%
Householder	46.2%	38.8%	38.5%
Opposite-Sex Spouse	17.2%	19.3%	18.2%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	3.7%	2.8%	2.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	24.2%	28.8%	28.5%
Adopted Child	0.4%	0.6%	0.5%
Stepchild	0.9%	1.3%	1.3%
Grandchild	1.6%	2.0%	2.2%
Brother or Sister	0.6%	0.8%	0.9%
Parent	1.0%	1.0%	1.0%
Parent-in-law	0.2%	0.2%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.8%	0.8%	1.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.3%	2.7%	3.0%
In Group Quarters	0.2%	0.4%	1.2%
Institutionalized	0.0%	0.2%	0.4%
Noninstitutionalized	0.2%	0.2%	0.8%
2023 Population 25+ by Educational Attainment			
Total	2,983	15,963	31,819
Less than 9th Grade	0.0%	1.4%	1.9%
9th - 12th Grade, No Diploma	2.1%	2.8%	3.9%
High School Graduate	22.7%	20.8%	24.9%
GED/Alternative Credential	1.0%	3.1%	3.5%
Some College, No Degree	22.1%	17.6%	16.6%
Associate Degree	9.9%	8.5%	9.5%
Bachelor's Degree	21.3%	25.3%	21.7%
Graduate/Professional Degree	20.9%	20.5%	18.1%
2023 Population 15+ by Marital Status			
Total	3,506	18,756	37,554
Never Married	39.0%	30.9%	33.1%
Married	43.6%	54.2%	52.6%
Widowed	3.9%	4.7%	4.7%
Divorced	13.4%	10.2%	9.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,168	12,273	23,795
Population 16+ Employed	99.5%	97.2%	97.0%
Population 16+ Unemployment rate	0.5%	2.8%	3.0%
Population 16-24 Employed	11.5%	11.7%	12.3%
Population 16-24 Unemployment rate	1.6%	8.0%	9.3%
Population 25-54 Employed	65.2%	63.6%	64.2%
Population 25-54 Unemployment rate	0.5%	2.5%	2.2%
Population 55-64 Employed	18.0%	18.3%	17.4%
Population 55-64 Unemployment rate	0.0%	0.5%	1.3%
Population 65+ Employed	5.3%	6.4%	6.1%
Population 65+ Unemployment rate	0.0%	2.3%	3.0%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	2,157	11,930	23,077
Agriculture/Mining	2.0%	1.3%	0.8%
Construction	11.3%	8.2%	8.2%
Manufacturing	6.0%	4.1%	4.1%
Wholesale Trade	0.2%	0.6%	0.8%
Retail Trade	13.9%	7.4%	9.7%
Transportation/Utilities	1.9%	4.2%	5.3%
Information	0.0%	0.9%	1.4%
Finance/Insurance/Real Estate	0.9%	1.5%	2.2%
Services	47.1%	50.5%	47.8%
Public Administration	16.6%	21.2%	19.7%
2023 Employed Population 16+ by Occupation			
Total	2,155	11,931	23,077
White Collar	68.4%	71.8%	67.6%
Management/Business/Financial	23.1%	22.4%	20.5%
Professional	32.7%	35.5%	31.5%
Sales	4.3%	3.2%	5.0%
Administrative Support	8.3%	10.7%	10.5%
Services	10.2%	11.0%	13.5%
Blue Collar	21.3%	17.3%	18.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.3%	4.0%	4.2%
Installation/Maintenance/Repair	7.3%	4.3%	4.2%
Production	1.9%	2.4%	3.6%
Transportation/Material Moving	7.7%	6.4%	6.9%
2020 Households by Type			
Total	1,886	8,599	17,442
Married Couple Households	37.5%	49.9%	47.5%
With Own Children <18	14.6%	21.7%	20.1%
Without Own Children <18	23.0%	28.2%	27.3%
Cohabiting Couple Households	8.1%	7.3%	7.3%
With Own Children <18	1.7%	2.1%	2.4%
Without Own Children <18	6.4%	5.2%	4.9%
Male Householder, No Spouse/Partner	22.8%	18.6%	18.6%
Living Alone	19.2%	13.5%	13.4%
65 Years and over	2.4%	2.7%	3.1%
With Own Children <18	0.7%	1.6%	1.5%
Without Own Children <18, With Relatives	1.4%	2.0%	2.2%
No Relatives Present	1.4%	1.5%	1.5%
Female Householder, No Spouse/Partner	31.5%	24.2%	26.6%
Living Alone	19.7%	13.4%	14.2%
65 Years and over	6.3%	5.4%	6.4%
With Own Children <18	5.7%	5.0%	5.8%
Without Own Children <18, With Relatives	4.9%	4.7%	5.7%
No Relatives Present	1.1%	1.1%	0.9%
2020 Households by Size			
Total	1,886	8,599	17,442
1 Person Household	39.0%	26.9%	27.6%
2 Person Household	32.3%	31.6%	31.1%
3 Person Household	11.3%	16.6%	16.3%
4 Person Household	10.1%	14.8%	14.3%
5 Person Household	4.6%	6.1%	6.2%
6 Person Household	1.9%	2.6%	2.8%
7 + Person Household	0.8%	1.5%	1.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	1,886	8,599	17,442
Owner Occupied	46.9%	67.2%	64.0%
Owned with a Mortgage/Loan	38.2%	54.6%	51.1%
Owned Free and Clear	8.7%	12.6%	12.9%
Renter Occupied	53.1%	32.8%	36.0%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	134	128	126
Percent of Income for Mortgage	18.0%	18.9%	19.2%
Wealth Index	88	158	146
2020 Housing Units By Urban/ Rural Status			
Total	1,985	9,200	18,942
Urban Housing Units	88.8%	78.7%	79.9%
Rural Housing Units	11.2%	21.3%	20.1%
2020 Population By Urban/ Rural Status			
Total	4,037	22,602	45,982
Urban Population	85.8%	76.9%	77.8%
Rural Population	14.2%	23.1%	22.2%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

23178 Three Notch Rd, California, Maryland, 20619
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.30474
Longitude: -76.52074

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals	Workday Drive (4A)	Workday Drive (4A)
2.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
3.	Green Acres (6A)	Bright Young Professionals	Bright Young Professionals
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,916,141	\$26,752,693	\$51,878,763
Average Spent	\$2,440.98	\$2,966.92	\$2,852.05
Spending Potential Index	111	135	130
Education: Total \$	\$3,803,292	\$22,295,511	\$42,362,837
Average Spent	\$1,888.43	\$2,472.61	\$2,328.91
Spending Potential Index	105	138	130
Entertainment/Recreation: Total \$	\$8,097,324	\$45,818,504	\$87,612,008
Average Spent	\$4,020.52	\$5,081.35	\$4,816.49
Spending Potential Index	106	134	127
Food at Home: Total \$	\$14,764,020	\$80,675,279	\$156,849,483
Average Spent	\$7,330.70	\$8,947.02	\$8,622.84
Spending Potential Index	108	132	127
Food Away from Home: Total \$	\$8,411,392	\$45,742,651	\$88,266,480
Average Spent	\$4,176.46	\$5,072.93	\$4,852.47
Spending Potential Index	112	136	130
Health Care: Total \$	\$15,387,531	\$86,778,448	\$167,534,292
Average Spent	\$7,640.28	\$9,623.87	\$9,210.24
Spending Potential Index	104	131	125
HH Furnishings & Equipment: Total \$	\$6,485,622	\$36,445,661	\$69,658,928
Average Spent	\$3,220.27	\$4,041.88	\$3,829.52
Spending Potential Index	109	137	130
Personal Care Products & Services: Total \$	\$2,148,488	\$11,839,594	\$22,775,367
Average Spent	\$1,066.78	\$1,313.03	\$1,252.08
Spending Potential Index	112	137	131
Shelter: Total \$	\$54,897,523	\$304,457,880	\$585,923,984
Average Spent	\$27,257.96	\$33,764.88	\$32,211.32
Spending Potential Index	110	136	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,542,180	\$38,590,397	\$72,904,813
Average Spent	\$3,248.35	\$4,279.74	\$4,007.96
Spending Potential Index	104	137	128
Travel: Total \$	\$4,964,077	\$28,525,376	\$53,919,459
Average Spent	\$2,464.79	\$3,163.51	\$2,964.24
Spending Potential Index	110	141	132
Vehicle Maintenance & Repairs: Total \$	\$2,897,949	\$15,725,481	\$30,433,703
Average Spent	\$1,438.90	\$1,743.98	\$1,673.10
Spending Potential Index	110	133	128

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

February 08, 2024

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	62.8%	Population	4,287	4,463
Enterprising Professionals (2D)	21.0%	Households	2,014	2,133
Green Acres (6A)	15.9%	Families	1,034	1,095
Savvy Suburbanites (1D)	0.3%	Median Age	36.9	37.6
	0.0%	Median Household Income	\$103,376	\$107,955
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,440.98	\$4,916,141
Men's		112	\$456.92	\$920,237
Women's		111	\$825.90	\$1,663,362
Children's		116	\$386.21	\$777,830
Footwear		110	\$550.46	\$1,108,626
Watches & Jewelry		103	\$174.58	\$351,607
Apparel Products and Services (1)		105	\$46.91	\$94,479
Computer				
Computers and Hardware for Home Use		117	\$298.38	\$600,942
Portable Memory		111	\$5.10	\$10,262
Computer Software		117	\$16.97	\$34,168
Computer Accessories		112	\$28.06	\$56,519
Entertainment & Recreation		106	\$4,020.52	\$8,097,324
Fees and Admissions		108	\$771.98	\$1,554,770
Membership Fees for Clubs (2)		107	\$297.81	\$599,784
Fees for Participant Sports, excl. Trips		111	\$132.83	\$267,518
Tickets to Theatre/Operas/Concerts		106	\$57.95	\$116,710
Tickets to Movies		120	\$33.26	\$66,979
Tickets to Parks or Museums		119	\$33.05	\$66,561
Admission to Sporting Events, excl. Trips		104	\$61.01	\$122,871
Fees for Recreational Lessons		107	\$154.86	\$311,898
Dating Services		114	\$1.22	\$2,449
TV/Video/Audio		107	\$1,444.27	\$2,908,754
Cable and Satellite Television Services		100	\$864.57	\$1,741,242
Televisions		114	\$165.73	\$333,776
Satellite Dishes		113	\$1.93	\$3,883
VCRs, Video Cameras, and DVD Players		120	\$5.76	\$11,599
Miscellaneous Video Equipment		118	\$14.87	\$29,958
Video Cassettes and DVDs		123	\$8.03	\$16,167
Video Game Hardware/Accessories		123	\$49.55	\$99,792
Video Game Software		127	\$24.63	\$49,595
Rental/Streaming/Downloaded Video		121	\$149.74	\$301,571
Installation of Televisions		109	\$1.75	\$3,533
Audio (3)		115	\$154.75	\$311,675
Rental and Repair of TV/Radio/Sound Equipment		107	\$2.96	\$5,963
Pets		101	\$927.74	\$1,868,470
Toys/Games/Crafts/Hobbies (4)		114	\$180.48	\$363,488
Recreational Vehicles and Fees (5)		96	\$143.74	\$289,497
Sports/Recreation/Exercise Equipment (6)		117	\$329.65	\$663,914
Photo Equipment and Supplies (7)		114	\$53.37	\$107,492
Reading (8)		107	\$135.49	\$272,870
Catered Affairs (9)		111	\$33.80	\$68,070
Food		109	\$11,507.16	\$23,175,411
Food at Home		108	\$7,330.70	\$14,764,020
Bakery and Cereal Products		107	\$938.48	\$1,890,094
Meats, Poultry, Fish, and Eggs		107	\$1,580.51	\$3,183,141
Dairy Products		107	\$702.64	\$1,415,125
Fruits and Vegetables		108	\$1,443.30	\$2,906,810
Snacks and Other Food at Home (10)		109	\$2,665.76	\$5,368,850
Food Away from Home		112	\$4,176.46	\$8,411,392
Alcoholic Beverages		109	\$737.12	\$1,484,567

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	96	\$37,949.93	\$76,431,153
Value of Retirement Plans	99	\$140,386.93	\$282,739,274
Value of Other Financial Assets	94	\$8,075.98	\$16,265,014
Vehicle Loan Amount excluding Interest	116	\$4,206.16	\$8,471,199
Value of Credit Card Debt	107	\$3,385.98	\$6,819,369
Health			
Nonprescription Drugs	106	\$181.19	\$364,914
Prescription Drugs	100	\$366.79	\$738,709
Eyeglasses and Contact Lenses	103	\$114.75	\$231,111
Home			
Mortgage Payment and Basics (11)	102	\$13,199.09	\$26,582,967
Maintenance and Remodeling Services	100	\$3,807.86	\$7,669,020
Maintenance and Remodeling Materials (12)	99	\$774.53	\$1,559,899
Utilities, Fuel, and Public Services	106	\$6,134.05	\$12,353,972
Household Furnishings and Equipment			
Household Textiles (13)	111	\$135.40	\$272,694
Furniture	113	\$929.32	\$1,871,644
Rugs	102	\$42.57	\$85,734
Major Appliances (14)	104	\$549.47	\$1,106,632
Housewares (15)	113	\$121.21	\$244,112
Small Appliances	113	\$82.13	\$165,418
Luggage	116	\$16.67	\$33,578
Telephones and Accessories	105	\$113.42	\$228,425
Household Operations			
Child Care	117	\$606.19	\$1,220,874
Lawn and Garden (16)	97	\$647.23	\$1,303,512
Moving/Storage/Freight Express	116	\$103.72	\$208,899
Housekeeping Supplies (17)	107	\$997.52	\$2,009,009
Insurance			
Owners and Renters Insurance	100	\$783.72	\$1,578,420
Vehicle Insurance	111	\$2,402.44	\$4,838,520
Life/Other Insurance	101	\$697.25	\$1,404,270
Health Insurance	104	\$5,126.12	\$10,324,005
Personal Care Products (18)	111	\$612.11	\$1,232,792
School Books and Supplies (19)	116	\$154.83	\$311,832
Smoking Products	105	\$454.95	\$916,276
Transportation			
Payments on Vehicles excluding Leases	112	\$3,389.50	\$6,826,451
Gasoline and Motor Oil	109	\$2,770.69	\$5,580,174
Vehicle Maintenance and Repairs	110	\$1,438.90	\$2,897,949
Travel			
Airline Fares	112	\$520.55	\$1,048,386
Lodging on Trips	107	\$774.64	\$1,560,131
Auto/Truck Rental on Trips	114	\$90.16	\$181,586
Food and Drink on Trips	110	\$616.10	\$1,240,823

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	25.1%	Population	23,454	23,925
Enterprising Professionals (2D)	21.2%	Households	9,017	9,358
Bright Young Professionals (8C)	17.0%	Families	5,936	6,155
Exurbanites (1E)	8.8%	Median Age	37.7	38.6
Home Improvement (4B)	8.8%	Median Household Income	\$113,122	\$120,707
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		135	\$2,966.92	\$26,752,693
Men's		136	\$558.13	\$5,032,623
Women's		135	\$1,010.17	\$9,108,725
Children's		138	\$457.07	\$4,121,387
Footwear		132	\$659.80	\$5,949,385
Watches & Jewelry		133	\$223.73	\$2,017,418
Apparel Products and Services (1)		130	\$58.02	\$523,155
Computer				
Computers and Hardware for Home Use		140	\$357.14	\$3,220,316
Portable Memory		135	\$6.20	\$55,886
Computer Software		136	\$19.70	\$177,620
Computer Accessories		136	\$34.14	\$307,797
Entertainment & Recreation		134	\$5,081.35	\$45,818,504
Fees and Admissions		145	\$1,030.13	\$9,288,670
Membership Fees for Clubs (2)		143	\$396.55	\$3,575,720
Fees for Participant Sports, excl. Trips		148	\$177.47	\$1,600,208
Tickets to Theatre/Operas/Concerts		139	\$76.11	\$686,323
Tickets to Movies		144	\$39.81	\$358,926
Tickets to Parks or Museums		146	\$40.69	\$366,899
Admission to Sporting Events, excl. Trips		141	\$82.36	\$742,657
Fees for Recreational Lessons		149	\$215.81	\$1,946,003
Dating Services		123	\$1.32	\$11,933
TV/Video/Audio		130	\$1,756.99	\$15,842,776
Cable and Satellite Television Services		125	\$1,076.07	\$9,702,939
Televisions		134	\$195.13	\$1,759,496
Satellite Dishes		132	\$2.25	\$20,319
VCRs, Video Cameras, and DVD Players		140	\$6.73	\$60,676
Miscellaneous Video Equipment		143	\$18.07	\$162,925
Video Cassettes and DVDs		141	\$9.18	\$82,792
Video Game Hardware/Accessories		133	\$53.70	\$484,240
Video Game Software		135	\$26.10	\$235,329
Rental/Streaming/Downloaded Video		141	\$173.66	\$1,565,901
Installation of Televisions		143	\$2.30	\$20,700
Audio (3)		141	\$190.60	\$1,718,608
Rental and Repair of TV/Radio/Sound Equipment		115	\$3.20	\$28,851
Pets		129	\$1,187.83	\$10,710,652
Toys/Games/Crafts/Hobbies (4)		136	\$215.84	\$1,946,227
Recreational Vehicles and Fees (5)		133	\$199.12	\$1,795,485
Sports/Recreation/Exercise Equipment (6)		147	\$412.71	\$3,721,376
Photo Equipment and Supplies (7)		140	\$65.67	\$592,191
Reading (8)		135	\$170.51	\$1,537,482
Catered Affairs (9)		140	\$42.55	\$383,646
Food		133	\$14,019.95	\$126,417,930
Food at Home		132	\$8,947.02	\$80,675,279
Bakery and Cereal Products		131	\$1,149.47	\$10,364,791
Meats, Poultry, Fish, and Eggs		131	\$1,922.22	\$17,332,657
Dairy Products		131	\$864.74	\$7,797,398
Fruits and Vegetables		132	\$1,772.09	\$15,978,977
Snacks and Other Food at Home (10)		132	\$3,238.49	\$29,201,456
Food Away from Home		136	\$5,072.93	\$45,742,651
Alcoholic Beverages		139	\$934.65	\$8,427,704

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	139	\$54,692.38	\$493,161,174
Value of Retirement Plans	142	\$200,492.08	\$1,807,837,080
Value of Other Financial Assets	133	\$11,423.56	\$103,006,241
Vehicle Loan Amount excluding Interest	138	\$5,014.32	\$45,214,149
Value of Credit Card Debt	134	\$4,252.74	\$38,346,972
Health			
Nonprescription Drugs	129	\$220.79	\$1,990,891
Prescription Drugs	124	\$455.15	\$4,104,110
Eyeglasses and Contact Lenses	130	\$145.19	\$1,309,195
Home			
Mortgage Payment and Basics (11)	143	\$18,443.22	\$166,302,544
Maintenance and Remodeling Services	142	\$5,396.84	\$48,663,334
Maintenance and Remodeling Materials (12)	134	\$1,051.64	\$9,482,670
Utilities, Fuel, and Public Services	129	\$7,495.14	\$67,583,722
Household Furnishings and Equipment			
Household Textiles (13)	135	\$165.70	\$1,494,115
Furniture	138	\$1,137.06	\$10,252,836
Rugs	135	\$56.27	\$507,367
Major Appliances (14)	134	\$709.27	\$6,395,473
Housewares (15)	140	\$150.35	\$1,355,672
Small Appliances	133	\$96.44	\$869,626
Luggage	140	\$20.12	\$181,407
Telephones and Accessories	132	\$141.76	\$1,278,205
Household Operations			
Child Care	151	\$777.94	\$7,014,698
Lawn and Garden (16)	133	\$889.07	\$8,016,722
Moving/Storage/Freight Express	136	\$122.15	\$1,101,458
Housekeeping Supplies (17)	132	\$1,232.42	\$11,112,688
Insurance			
Owners and Renters Insurance	133	\$1,038.91	\$9,367,868
Vehicle Insurance	131	\$2,849.20	\$25,691,268
Life/Other Insurance	135	\$935.10	\$8,431,768
Health Insurance	131	\$6,466.97	\$58,312,660
Personal Care Products (18)	135	\$744.64	\$6,714,427
School Books and Supplies (19)	138	\$184.79	\$1,666,220
Smoking Products	115	\$497.14	\$4,482,722
Transportation			
Payments on Vehicles excluding Leases	135	\$4,086.62	\$36,849,023
Gasoline and Motor Oil	130	\$3,295.70	\$29,717,361
Vehicle Maintenance and Repairs	133	\$1,743.98	\$15,725,481
Travel			
Airline Fares	143	\$668.58	\$6,028,594
Lodging on Trips	140	\$1,012.53	\$9,129,960
Auto/Truck Rental on Trips	143	\$113.33	\$1,021,918
Food and Drink on Trips	140	\$780.43	\$7,037,157

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	20.8%	Population	47,372	48,611
Enterprising Professionals (2D)	15.2%	Households	18,190	18,975
Bright Young Professionals (8C)	12.2%	Families	11,842	12,334
Home Improvement (4B)	8.3%	Median Age	36.8	37.6
Exurbanites (1E)	6.4%	Median Household Income	\$108,199	\$114,712
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		130	\$2,852.05	\$51,878,763
Men's		131	\$534.17	\$9,716,594
Women's		130	\$968.46	\$17,616,211
Children's		133	\$441.05	\$8,022,637
Footwear		128	\$639.94	\$11,640,442
Watches & Jewelry		126	\$212.26	\$3,861,049
Apparel Products and Services (1)		126	\$56.18	\$1,021,831
Computer				
Computers and Hardware for Home Use		133	\$341.40	\$6,210,134
Portable Memory		128	\$5.91	\$107,589
Computer Software		132	\$19.05	\$346,494
Computer Accessories		130	\$32.64	\$593,799
Entertainment & Recreation		127	\$4,816.49	\$87,612,008
Fees and Admissions		134	\$955.36	\$17,377,981
Membership Fees for Clubs (2)		133	\$369.09	\$6,713,831
Fees for Participant Sports, excl. Trips		137	\$164.23	\$2,987,266
Tickets to Theatre/Operas/Concerts		131	\$71.38	\$1,298,442
Tickets to Movies		137	\$37.77	\$686,956
Tickets to Parks or Museums		138	\$38.33	\$697,170
Admission to Sporting Events, excl. Trips		131	\$76.81	\$1,397,129
Fees for Recreational Lessons		135	\$196.44	\$3,573,326
Dating Services		122	\$1.31	\$23,861
TV/Video/Audio		125	\$1,698.48	\$30,895,354
Cable and Satellite Television Services		121	\$1,043.58	\$18,982,782
Televisions		130	\$188.74	\$3,433,152
Satellite Dishes		126	\$2.15	\$39,190
VCRs, Video Cameras, and DVD Players		133	\$6.43	\$117,030
Miscellaneous Video Equipment		136	\$17.23	\$313,437
Video Cassettes and DVDs		135	\$8.81	\$160,279
Video Game Hardware/Accessories		132	\$53.18	\$967,299
Video Game Software		134	\$25.87	\$470,563
Rental/Streaming/Downloaded Video		135	\$166.73	\$3,032,772
Installation of Televisions		133	\$2.14	\$38,914
Audio (3)		133	\$180.29	\$3,279,462
Rental and Repair of TV/Radio/Sound Equipment		120	\$3.32	\$60,474
Pets		122	\$1,124.33	\$20,451,493
Toys/Games/Crafts/Hobbies (4)		131	\$207.17	\$3,768,380
Recreational Vehicles and Fees (5)		122	\$183.72	\$3,341,895
Sports/Recreation/Exercise Equipment (6)		136	\$383.11	\$6,968,817
Photo Equipment and Supplies (7)		133	\$62.06	\$1,128,926
Reading (8)		128	\$162.43	\$2,954,518
Catered Affairs (9)		131	\$39.84	\$724,645
Food		128	\$13,475.31	\$245,115,964
Food at Home		127	\$8,622.84	\$156,849,483
Bakery and Cereal Products		126	\$1,109.64	\$20,184,370
Meats, Poultry, Fish, and Eggs		126	\$1,858.40	\$33,804,301
Dairy Products		126	\$831.23	\$15,120,145
Fruits and Vegetables		127	\$1,705.69	\$31,026,592
Snacks and Other Food at Home (10)		127	\$3,117.87	\$56,714,074
Food Away from Home		130	\$4,852.47	\$88,266,480
Alcoholic Beverages		131	\$881.48	\$16,034,136

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	128	\$50,390.91	\$916,610,597
Value of Retirement Plans	130	\$183,921.08	\$3,345,524,360
Value of Other Financial Assets	123	\$10,574.24	\$192,345,507
Vehicle Loan Amount excluding Interest	132	\$4,805.78	\$87,417,176
Value of Credit Card Debt	128	\$4,051.03	\$73,688,294
Health			
Nonprescription Drugs	125	\$213.19	\$3,877,976
Prescription Drugs	120	\$442.16	\$8,042,922
Eyeglasses and Contact Lenses	125	\$138.61	\$2,521,324
Home			
Mortgage Payment and Basics (11)	131	\$16,908.19	\$307,559,894
Maintenance and Remodeling Services	130	\$4,927.61	\$89,633,136
Maintenance and Remodeling Materials (12)	124	\$971.26	\$17,667,195
Utilities, Fuel, and Public Services	125	\$7,244.57	\$131,778,656
Household Furnishings and Equipment			
Household Textiles (13)	129	\$158.38	\$2,880,929
Furniture	131	\$1,083.28	\$19,704,859
Rugs	127	\$52.76	\$959,619
Major Appliances (14)	127	\$668.98	\$12,168,770
Housewares (15)	132	\$142.34	\$2,589,203
Small Appliances	128	\$93.29	\$1,696,934
Luggage	134	\$19.16	\$348,557
Telephones and Accessories	125	\$134.82	\$2,452,315
Household Operations			
Child Care	140	\$721.30	\$13,120,392
Lawn and Garden (16)	123	\$827.59	\$15,053,931
Moving/Storage/Freight Express	131	\$117.16	\$2,131,209
Housekeeping Supplies (17)	127	\$1,182.84	\$21,515,841
Insurance			
Owners and Renters Insurance	125	\$976.13	\$17,755,731
Vehicle Insurance	127	\$2,760.58	\$50,214,911
Life/Other Insurance	127	\$876.33	\$15,940,417
Health Insurance	125	\$6,188.99	\$112,577,725
Personal Care Products (18)	129	\$714.16	\$12,990,525
School Books and Supplies (19)	132	\$176.88	\$3,217,398
Smoking Products	116	\$503.59	\$9,160,348
Transportation			
Payments on Vehicles excluding Leases	129	\$3,911.67	\$71,153,210
Gasoline and Motor Oil	126	\$3,188.90	\$58,006,171
Vehicle Maintenance and Repairs	128	\$1,673.10	\$30,433,703
Travel			
Airline Fares	134	\$624.05	\$11,351,448
Lodging on Trips	131	\$945.18	\$17,192,826
Auto/Truck Rental on Trips	135	\$106.79	\$1,942,425
Food and Drink on Trips	131	\$734.72	\$13,364,475

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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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

23178 Three Notch Rd, California, Maryland, 20619
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.30474
Longitude: -76.52074

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	238		795		1,656							
Total Employees:	3,422		11,878		30,561							
Total Residential Population:	4,287		23,454		47,372							
Employee/Residential Population Ratio (per 100 Residents)	80		51		65							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	1.3%	14	0.4%	13	1.6%	97	0.8%	27	1.6%	224	0.7%
Construction	12	5.0%	65	1.9%	49	6.2%	357	3.0%	104	6.3%	811	2.7%
Manufacturing	5	2.1%	133	3.9%	24	3.0%	1,493	12.6%	42	2.5%	1,946	6.4%
Transportation	4	1.7%	80	2.3%	17	2.1%	172	1.4%	57	3.4%	457	1.5%
Communication	2	0.8%	12	0.4%	6	0.8%	38	0.3%	13	0.8%	77	0.3%
Utility	1	0.4%	36	1.1%	3	0.4%	70	0.6%	5	0.3%	82	0.3%
Wholesale Trade	2	0.8%	11	0.3%	10	1.3%	75	0.6%	21	1.3%	174	0.6%
Retail Trade Summary	79	33.2%	1,967	57.5%	205	25.8%	4,506	37.9%	397	24.0%	6,964	22.8%
Home Improvement	3	1.3%	102	3.0%	7	0.9%	178	1.5%	15	0.9%	241	0.8%
General Merchandise Stores	6	2.5%	377	11.0%	13	1.6%	1,123	9.5%	21	1.3%	1,250	4.1%
Food Stores	9	3.8%	241	7.0%	17	2.1%	393	3.3%	34	2.1%	708	2.3%
Auto Dealers & Gas Stations	5	2.1%	41	1.2%	27	3.4%	409	3.4%	51	3.1%	638	2.1%
Apparel & Accessory Stores	2	0.8%	50	1.5%	4	0.5%	80	0.7%	7	0.4%	83	0.3%
Furniture & Home Furnishings	5	2.1%	98	2.9%	16	2.0%	315	2.7%	23	1.4%	370	1.2%
Eating & Drinking Places	26	10.9%	843	24.6%	69	8.7%	1,557	13.1%	148	8.9%	2,980	9.8%
Miscellaneous Retail	23	9.7%	214	6.3%	52	6.5%	450	3.8%	97	5.9%	695	2.3%
Finance, Insurance, Real Estate Summary	30	12.6%	175	5.1%	86	10.8%	612	5.2%	160	9.7%	1,177	3.9%
Banks, Savings & Lending Institutions	6	2.5%	31	0.9%	20	2.5%	107	0.9%	28	1.7%	151	0.5%
Securities Brokers	3	1.3%	10	0.3%	8	1.0%	23	0.2%	13	0.8%	56	0.2%
Insurance Carriers & Agents	2	0.8%	5	0.1%	10	1.3%	56	0.5%	13	0.8%	65	0.2%
Real Estate, Holding, Other Investment Offices	19	8.0%	129	3.8%	49	6.2%	427	3.6%	106	6.4%	906	3.0%
Services Summary	84	35.3%	865	25.3%	314	39.5%	4,138	34.8%	673	40.6%	9,528	31.2%
Hotels & Lodging	3	1.3%	37	1.1%	6	0.8%	84	0.7%	26	1.6%	457	1.5%
Automotive Services	3	1.3%	10	0.3%	25	3.1%	135	1.1%	54	3.3%	260	0.9%
Movies & Amusements	10	4.2%	65	1.9%	20	2.5%	116	1.0%	38	2.3%	275	0.9%
Health Services	19	8.0%	149	4.4%	61	7.7%	644	5.4%	113	6.8%	1,404	4.6%
Legal Services	4	1.7%	16	0.5%	11	1.4%	80	0.7%	19	1.1%	116	0.4%
Education Institutions & Libraries	3	1.3%	32	0.9%	19	2.4%	560	4.7%	39	2.4%	1,203	3.9%
Other Services	43	18.1%	554	16.2%	171	21.5%	2,519	21.2%	383	23.1%	5,813	19.0%
Government	1	0.4%	53	1.5%	9	1.1%	146	1.2%	26	1.6%	8,744	28.6%
Unclassified Establishments	15	6.3%	10	0.3%	59	7.4%	176	1.5%	132	8.0%	376	1.2%
Totals	238	100.0%	3,422	100.0%	795	100.0%	11,878	100.0%	1,656	100.0%	30,561	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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



Business Summary

23178 Three Notch Rd, California, Maryland, 20619
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 38.30474
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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%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Mining	1	0.4%	1	0.0%	2	0.3%	4	0.0%	4	0.2%	14	0.0%
Utilities	0	0.0%	0	0.0%	2	0.3%	12	0.1%	2	0.1%	14	0.0%
Construction	13	5.5%	69	2.0%	52	6.5%	369	3.1%	112	6.8%	847	2.8%
Manufacturing	6	2.5%	145	4.2%	29	3.6%	1,604	13.5%	49	3.0%	2,094	6.9%
Wholesale Trade	2	0.8%	11	0.3%	10	1.3%	75	0.6%	21	1.3%	174	0.6%
Retail Trade	51	21.4%	1,091	31.9%	128	16.1%	2,791	23.5%	238	14.4%	3,801	12.4%
Motor Vehicle & Parts Dealers	5	2.1%	38	1.1%	26	3.3%	404	3.4%	48	2.9%	609	2.0%
Furniture & Home Furnishings Stores	3	1.3%	35	1.0%	9	1.1%	105	0.9%	12	0.7%	126	0.4%
Electronics & Appliance Stores	1	0.4%	62	1.8%	4	0.5%	116	1.0%	7	0.4%	137	0.4%
Building Material & Garden Equipment & Supplies Dealers	3	1.3%	102	3.0%	7	0.9%	178	1.5%	15	0.9%	241	0.8%
Food & Beverage Stores	8	3.4%	216	6.3%	14	1.8%	340	2.9%	38	2.3%	675	2.2%
Health & Personal Care Stores	13	5.5%	89	2.6%	23	2.9%	163	1.4%	29	1.8%	206	0.7%
Gasoline Stations & Fuel Dealers	1	0.4%	3	0.1%	2	0.3%	7	0.1%	5	0.3%	32	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	1.3%	59	1.7%	8	1.0%	105	0.9%	14	0.8%	123	0.4%
Sporting Goods, Hobby, Book, & Music Stores	6	2.5%	107	3.1%	19	2.4%	246	2.1%	43	2.6%	374	1.2%
General Merchandise Stores	7	2.9%	380	11.1%	15	1.9%	1,128	9.5%	26	1.6%	1,277	4.2%
Transportation & Warehousing	0	0.0%	0	0.0%	7	0.9%	76	0.6%	29	1.8%	185	0.6%
Information	5	2.1%	40	1.2%	16	2.0%	134	1.1%	33	2.0%	429	1.4%
Finance & Insurance	11	4.6%	46	1.3%	37	4.7%	185	1.6%	57	3.4%	273	0.9%
Central Bank/Credit Intermediation & Related Activities	6	2.5%	31	0.9%	20	2.5%	107	0.9%	28	1.7%	150	0.5%
Securities & Commodity Contracts	3	1.3%	10	0.3%	8	1.0%	23	0.2%	14	0.8%	57	0.2%
Funds, Trusts & Other Financial Vehicles	2	0.8%	5	0.1%	10	1.3%	56	0.5%	14	0.8%	67	0.2%
Real Estate, Rental & Leasing	19	8.0%	122	3.6%	51	6.4%	414	3.5%	115	6.9%	916	3.0%
Professional, Scientific & Tech Services	22	9.2%	455	13.3%	89	11.2%	1,909	16.1%	185	11.2%	4,226	13.8%
Legal Services	5	2.1%	23	0.7%	16	2.0%	113	1.0%	24	1.4%	149	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.1%	8	0.0%
Administrative, Support & Waste Management Services	7	2.9%	30	0.9%	27	3.4%	211	1.8%	59	3.6%	432	1.4%
Educational Services	4	1.7%	44	1.3%	26	3.3%	587	4.9%	47	2.8%	1,119	3.7%
Health Care & Social Assistance	23	9.7%	240	7.0%	74	9.3%	894	7.5%	146	8.8%	2,131	7.0%
Arts, Entertainment & Recreation	7	2.9%	30	0.9%	17	2.1%	89	0.7%	44	2.7%	311	1.0%
Accommodation & Food Services	29	12.2%	898	26.2%	78	9.8%	1,678	14.1%	178	10.7%	3,482	11.4%
Accommodation	3	1.3%	37	1.1%	6	0.8%	84	0.7%	26	1.6%	457	1.5%
Food Services & Drinking Places	27	11.3%	861	25.2%	71	8.9%	1,594	13.4%	151	9.1%	3,025	9.9%
Other Services (except Public Administration)	23	9.7%	137	4.0%	82	10.3%	529	4.5%	181	10.9%	1,005	3.3%
Automotive Repair & Maintenance	2	0.8%	9	0.3%	19	2.4%	117	1.0%	35	2.1%	192	0.6%
Public Administration	1	0.4%	53	1.5%	8	1.0%	139	1.2%	24	1.4%	8,723	28.5%
Unclassified Establishments	15	6.3%	10	0.3%	59	7.4%	176	1.5%	132	8.0%	376	1.2%
Total	238	100.0%	3,422	100.0%	795	100.0%	11,878	100.0%	1,656	100.0%	30,561	100.0%

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