Market Profile

2914 E Joppa Rd, Parkville, Maryland, 21234 Rings: 1, 3, 5 mile radii Prepared by Esri

Latitude: 39.39554 Longitude: -76.52420

			Longitude: -70.52420
	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,724	114,542	271,395
2010 Total Population	18,660	116,955	282,004
2021 Total Population	18,022	114,859	279,170
2021 Group Quarters	15	691	10,109
2026 Total Population	17,944	115,148	278,655
2021-2026 Annual Rate	-0.09%	0.05%	-0.04%
2021 Total Daytime Population	16,253	99,750	257,923
Workers	6,631	46,087	123,566
Residents	9,622	53,663	134,357
Household Summary			
2000 Households	6,087	47,567	110,035
2000 Average Household Size	2.41	2.38	2.38
2010 Households	8,931	48,947	113,687
2010 Average Household Size	2.09	2.38	2.39
2021 Households	8,649	47,942	112,260
2021 Average Household Size	2.08	2.38	2.40
2026 Households	8,609	47,942	111,934
2026 Average Household Size	2.08	2.39	2.40
2021-2026 Annual Rate	-0.09%	0.00%	-0.06%
2010 Families	4,646	30,224	69,474
2010 Average Family Size	2.86	2.98	3.01
2010 Average ranny Size	4,373	29,046	67,340
2021 Average Family Size	2.89	3.01	3.04
2 ,			
2026 Families	4,318 2.90	28,931	66,799
2026 Average Family Size		3.02	3.05
2021-2026 Annual Rate	-0.25%	-0.08%	-0.16%
Housing Unit Summary	6 222	40.227	
2000 Housing Units	6,333	49,227	115,661
Owner Occupied Housing Units	68.9%	66.1%	63.1%
Renter Occupied Housing Units	27.2%	30.5%	32.1%
Vacant Housing Units	3.9%	3.4%	4.9%
2010 Housing Units	9,248	51,442	121,207
Owner Occupied Housing Units	51.3%	62.8%	61.0%
Renter Occupied Housing Units	45.3%	32.3%	32.8%
Vacant Housing Units	3.4%	4.9%	6.2%
2021 Housing Units	9,136	51,306	121,353
Owner Occupied Housing Units	52.6%	63.8%	61.9%
Renter Occupied Housing Units	42.1%	29.6%	30.6%
Vacant Housing Units	5.3%	6.6%	7.5%
2026 Housing Units	9,087	51,504	121,722
Owner Occupied Housing Units	54.0%	64.3%	62.1%
Renter Occupied Housing Units	40.8%	28.7%	29.8%
Vacant Housing Units	5.3%	6.9%	8.0%
Median Household Income			
2021	\$60,155	\$72,592	\$69,899
2026	\$65,188	\$78,542	\$76,160
Median Home Value	\$03,100	\$70,512	\$70,100
	\$278,497	\$254,502	\$253,381
2021 2026			
Per Capita Income	\$326,827	\$303,886	\$313,893
•	+40.101	+20 CZ0	\$36,926
2021	\$40,161	\$38,679	
2026	\$45,103	\$42,884	\$40,932
Median Age			
2010	49.3	39.2	37.7
2021	51.8	41.1	39.4
2026	51.6	41.9	40.1

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.

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2021 Households by Income			
Household Income Base	8,649	47,940	112,251
<\$15,000	7.0%	7.3%	8.4%
\$15,000 - \$24,999	8.6%	5.8%	6.4%
\$25,000 - \$34,999	9.5%	7.3%	7.8%
\$35,000 - \$49,999	14.4%	11.4%	11.5%
\$50,000 - \$74,999	20.8%	19.5%	18.7%
\$75,000 - \$99,999	11.3%	14.1%	13.6%
\$100,000 - \$149,999	16.7%	19.6%	18.7%
\$150,000 - \$199,999	5.9%	8.0%	7.7%
\$200,000+	5.9%	6.9%	7.1%
Average Household Income	\$83,535	\$92,694	\$91,803
2026 Households by Income			
Household Income Base	8,609	47,940	111,925
<\$15,000	6.6%	6.7%	7.8%
\$15,000 - \$24,999	7.5%	5.1%	5.8%
\$25,000 - \$34,999	8.7%	6.8%	7.3%
\$35,000 - \$49,999	13.1%	10.3%	10.3%
\$50,000 - \$74,999	20.2%	18.5%	18.0%
\$75,000 - \$99,999	11.1%	14.1%	13.7%
\$100,000 - \$149,999	18.5%	21.1%	19.9%
\$150,000 - \$199,999	7.1%	9.2%	8.8%
\$200,000+	7.1%	8.2%	8.4%
Average Household Income	\$93,854	\$103,021	\$101,902
2021 Owner Occupied Housing Units by Value			
Total	4,803	32,734	75,092
<\$50,000	1.9%	1.5%	1.6%
\$50,000 - \$99,999	0.4%	0.6%	1.6%
\$100,000 - \$149,999	1.5%	4.9%	8.9%
\$150,000 - \$199,999	10.6%	18.5%	18.3%
\$200,000 - \$249,999	23.1%	22.9%	18.5%
\$250,000 - \$299,999	21.9%	18.8%	16.1%
\$300,000 - \$399,999	24.9%	18.0%	17.2%
\$400,000 - \$499,999	10.2%	8.0%	8.4%
\$500,000 - \$749,999	2.0%	4.5%	7.1%
\$750,000 - \$999,999	0.1%	0.9%	1.0%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.6%	0.3%	0.3%
\$2,000,000 +	2.5%	0.7%	0.4%
Average Home Value	\$350,604	\$304,466	\$303,064
2026 Owner Occupied Housing Units by Value			
Total	4,906	33,131	75,604
<\$50,000	0.9%	0.8%	0.9%
\$50,000 - \$99,999	0.0%	0.2%	0.6%
\$100,000 - \$149,999	0.4%	1.9%	3.7%
\$150,000 - \$199,999	4.3%	10.4%	10.3%
\$200,000 - \$249,999	15.8%	16.4%	13.8%
\$250,000 - \$299,999	19.9%	19.2%	17.5%
\$300,000 - \$399,999	32.6%	24.6%	23.5%
\$400,000 - \$499,999	15.9%	12.3%	13.0%
\$500,000 - \$749,999	3.7%	9.2%	12.3%
\$750,000 - \$999,999	0.3%	2.0%	2.1%
\$1,000,000 - \$1,499,999	0.3%	1.0%	1.0%
\$1,500,000 - \$1,999,999	1.1%	0.5%	0.4%
\$2,000,000 +	4.9%	1.4%	0.9%
Average Home Value	\$441,876	\$379,279	\$379,467
-	. ,	. ,	

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.

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		I	Longitude. 70.52420
	1 mile	3 miles	5 miles
2010 Population by Age Total	18,662	116,955	282,003
0 - 4	4.4%	5.8%	5.9%
5 - 9	4.1%	5.4%	5.5%
10 - 14	4.5%	5.8%	5.7%
15 - 24	10.4%	13.0%	15.7%
25 - 34	11.5%	14.7%	13.8%
35 - 44	10.0%	12.8%	12.8%
45 - 54	12.7%	15.0%	14.6%
55 - 64	10.9%	12.1%	12.0%
65 - 74	6.6%	6.3%	6.3%
75 - 84	12.9%	5.6%	4.9%
85 +	12.0%	3.5%	2.7%
18 +	83.8%	79.2%	79.1%
2021 Population by Age	03.070	75.270	, 5.170
Total	18,020	114,858	279,168
0 - 4	3.9%	5.1%	5.1%
5 - 9	4.0%	5.2%	5.3%
10 - 14	4.3%	5.5%	5.5%
15 - 24	8.5%	10.6%	13.6%
25 - 34	12.1%	14.9%	14.5%
35 - 44	10.8%	13.8%	12.9%
45 - 54	9.6%	11.6%	11.5%
55 - 64	12.2%	13.3%	12.9%
65 - 74	10.8%	10.4%	10.2%
75 - 84	9.6%	5.6%	5.3%
85 +	14.3%	4.1%	3.2%
18 +	85.6%	81.2%	80.9%
2026 Population by Age	05.0 /0	01.2 /0	00.570
Total	17,941	115,148	278,655
0 - 4	4.0%	5.1%	5.1%
5 - 9	3.8%	5.0%	5.0%
10 - 14	4.0%	5.2%	5.2%
15 - 24	8.1%	10.2%	13.4%
25 - 34	11.9%	14.1%	13.9%
35 - 44	12.3%	14.8%	13.7%
45 - 54	9.2%	11.7%	11.4%
55 - 64	11.5%	11.9%	11.5%
65 - 74	13.7%	11.5%	10.9%
75 - 84	10.2%	6.8%	6.6%
85 +	11.4%	3.7%	3.1%
18 +	85.9%	81.6%	81.4%
2010 Population by Sex	05.570	01.070	01.170
Males	8,390	55,029	131,302
Females	10,270	61,926	150,702
2021 Population by Sex	10,270	01,920	150,702
Males	8,207	54,340	130,553
Females	9,815	60,519	130,555
2026 Population by Sex	9,015	00,519	140,017
Males	8,290	54,702	130,693
Females	9,654	54,702 60,447	130,693
i emdles	9,004	00,447	147,962

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2010 Population by Race/Ethnicity			
Total	18,660	116,956	282,004
White Alone	81.2%	69.6%	57.2%
Black Alone	10.6%	21.3%	34.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	5.3%	5.6%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.0%	1.1%
Two or More Races	1.8%	2.3%	2.2%
Hispanic Origin	2.9%	3.2%	3.3%
Diversity Index	36.5	50.1	57.9
2021 Population by Race/Ethnicity			
Total	18,021	114,859	279,170
White Alone	73.2%	60.9%	50.6%
Black Alone	15.1%	26.4%	38.2%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	7.2%	7.7%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	1.7%
Two or More Races	2.8%	3.2%	3.0%
Hispanic Origin	4.8%	5.1%	5.1%
Diversity Index	48.8	59.7	63.4
2026 Population by Race/Ethnicity			
Total	17,942	115,148	278,655
White Alone	69.0%	56.5%	47.5%
Black Alone	17.4%	28.8%	39.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	8.3%	8.9%	7.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.8%	1.8%	2.0%
Two or More Races	3.3%	3.7%	3.5%
Hispanic Origin	6.1%	6.3%	6.3%
Diversity Index	54.6	63.8	65.9
2010 Population by Relationship and Household Type			
Total	18,660	116,955	282,004
In Households	99.9%	99.4%	96.5%
In Family Households	73.2%	79.3%	76.7%
Householder	24.9%	25.8%	24.6%
Spouse	18.8%	17.8%	16.1%
Child	23.9%	29.0%	29.0%
Other relative	3.6%	4.2%	4.5%
Nonrelative	1.9%	2.4%	2.5%
In Nonfamily Households	26.7%	20.1%	19.9%
In Group Quarters	0.1%	0.6%	3.5%
Institutionalized Population	0.0%	0.5%	1.2%
Noninstitutionalized Population	0.1%	0.1%	2.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	14,303	84,636	196,681
Less than 9th Grade	4.0%	2.9%	3.0%
9th - 12th Grade, No Diploma	4.1%	4.4%	4.8%
High School Graduate	24.7%	24.0%	23.8%
GED/Alternative Credential	2.8%	3.3%	3.4%
Some College, No Degree	18.8%	19.5%	19.7%
Associate Degree	9.1%	8.0%	7.3%
Bachelor's Degree	22.5%	22.4%	21.5%
Graduate/Professional Degree	14.1%	15.5%	16.5%
2021 Population 15+ by Marital Status			
Total	15,831	96,763	234,662
Never Married	27.6%	34.6%	39.7%
Married	50.7%	48.3%	43.3%
Widowed	13.7%	6.8%	6.5%
Divorced	8.0%	10.2%	10.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,881	65,132	154,000
Population 16+ Employed	95.3%	94.6%	94.0%
Population 16+ Unemployment rate	4.7%	5.4%	6.0%
Population 16-24 Employed	8.2%	9.0%	11.6%
Population 16-24 Unemployment rate	19.2%	17.8%	14.0%
Population 25-54 Employed	60.8%	64.5%	63.1%
Population 25-54 Unemployment rate	3.0%	4.1%	5.3%
Population 55-64 Employed	20.1%	18.4%	17.3%
Population 55-64 Unemployment rate	4.6%	4.0%	4.0%
Population 65+ Employed	10.9%	8.1%	8.0%
Population 65+ Unemployment rate	1.5%	2.6%	2.8%
2021 Employed Population 16+ by Industry			
Total	8,462	61,646	144,775
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	8.4%	6.1%	5.5%
Manufacturing	3.3%	4.7%	4.6%
Wholesale Trade	1.1%	1.6%	1.7%
Retail Trade	8.5%	10.1%	9.7%
Transportation/Utilities	5.9%	5.6%	6.2%
Information	1.9%	1.4%	1.4%
Finance/Insurance/Real Estate	5.9%	7.7%	7.0%
Services	57.1%	53.7%	54.6%
Public Administration	7.9%	8.8%	9.2%
2021 Employed Population 16+ by Occupation			
Total	8,462	61,649	144,776
White Collar	67.3%	69.3%	67.6%
Management/Business/Financial	18.0%	18.3%	17.5%
Professional	31.4%	30.5%	29.5%
Sales	6.7%	8.0%	8.1%
Administrative Support	11.2%	12.4%	12.6%
Services	16.2%	15.2%	16.2%
Blue Collar	16.5%	15.5%	16.2%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	5.6%	4.2%	3.8%
Installation/Maintenance/Repair	2.7%	2.9%	2.6%
Production	3.1%	2.6%	2.7%
Transportation/Material Moving	5.2%	5.8%	7.2%
Iransportation/Material Moving	5.2%	5.8%	7.2

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2010 Households by Type			
Total	8,930	48,947	113,688
Households with 1 Person	42.6%	30.8%	30.7%
Households with 2+ People	57.4%	69.2%	69.3%
Family Households	52.0%	61.7%	61.1%
Husband-wife Families	39.3%	42.6%	39.9%
With Related Children	13.1%	17.4%	16.8%
Other Family (No Spouse Present)	12.7%	19.2%	21.2%
Other Family with Male Householder	3.4%	4.8%	4.8%
With Related Children	1.7%	2.5%	2.6%
Other Family with Female Householder	9.3%	14.4%	16.3%
With Related Children	5.1%	8.7%	10.0%
Nonfamily Households	5.3%	7.5%	8.1%
All Households with Children	20.1%	29.1%	29.8%
Multigenerational Households	3.2%	4.1%	4.7%
Unmarried Partner Households	4.9%	7.1%	7.0%
Male-female	4.9%	6.2%	6.1%
Same-sex	0.6%	0.8%	0.9%
	0.0%	0.8%	0.9%
2010 Households by Size	8.020	49.046	112 (00
Total 1 Person Household	8,930 42.6%	48,946 30.8%	113,688 30.7%
2 Person Household	30.8%	32.8%	32.2%
3 Person Household	12.0%	16.8%	16.8%
4 Person Household	9.1%	12.1%	12.0%
5 Person Household	3.4%	4.8%	5.1%
6 Person Household			2.0%
7 + Person Household	1.4% 0.7%	1.8% 0.9%	
	0.7%	0.9%	1.2%
2010 Households by Tenure and Mortgage Status	0.021	40.047	112 (07
Total	8,931	48,947	113,687
Owner Occupied	53.1%	66.0%	65.0%
Owned with a Mortgage/Loan	34.4%	49.2%	49.2%
Owned Free and Clear	18.7%	16.8%	15.8%
Renter Occupied	46.9%	34.0%	35.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	113	147	139
Percent of Income for Mortgage	19.4%	14.7%	15.2%
Wealth Index	88	98	97
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,248	51,442	121,207
Housing Units Inside Urbanized Area	100.0%	99.8%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	18,660	116,955	282,004
Population Inside Urbanized Area	100.0%	99.7%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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.	The Elders (9C)		Parks and Rec (5C)	Parks and Rec (5C)
2.	Pleasantville (2B)	Bright Yo	oung Professionals (8C) B	right Young Professionals (8C)
3.	Bright Young Professionals (8C)		Pleasantville (2B) E	Enterprising Professionals (2D)
2021 Consumer Spending				
Apparel & Services: Total \$	\$16,1	14,313	\$101,876,813	\$238,215,142
Average Spent	\$1,	863.14	\$2,125.00	\$2,121.99
Spending Potential Index		88	100	100
Education: Total \$	\$13,2	53,605	\$89,024,292	\$209,067,969
Average Spent	\$1,	532.39	\$1,856.92	\$1,862.35
Spending Potential Index		89	108	108
Entertainment/Recreation: Total \$	\$25,0	35,011	\$152,490,628	\$352,931,319
Average Spent	\$2,	894.56	\$3,180.73	\$3,143.87
Spending Potential Index		90	98	97
Food at Home: Total \$	\$42,4	72,184	\$259,148,375	\$602,874,973
Average Spent	\$4,	910.65	\$5,405.46	\$5,370.35
Spending Potential Index		90	99	99
Food Away from Home: Total \$	\$29,1	27,250	\$181,004,590	\$422,163,426
Average Spent	\$3,	367.70	\$3,775.49	\$3,760.59
Spending Potential Index		89	99	99
Health Care: Total \$	\$50,8	38,088	\$292,480,471	\$672,958,445
Average Spent	\$5,	877.92	\$6,100.71	\$5,994.64
Spending Potential Index		94	98	96
HH Furnishings & Equipment: Total \$	\$17,7	81,126	\$107,918,712	\$248,968,131
Average Spent	\$2,	055.86	\$2,251.03	\$2,217.78
Spending Potential Index		91	100	98
Personal Care Products & Services: Total \$	\$7,3	53,700	\$43,760,465	\$101,293,085
Average Spent	\$	850.24	\$912.78	\$902.31
Spending Potential Index		95	102	
Shelter: Total \$	\$159,6	86,528	\$989,886,679	\$2,307,512,264
Average Spent	\$18,	463.00	\$20,647.59	\$20,555.07
Spending Potential Index		92	102	
Support Payments/Cash Contributions/Gifts in Kind:	Total \$ \$19,9	51,416	\$111,510,069	\$252,517,996
Average Spent	\$2,	306.79	\$2,325.94	\$2,249.40
Spending Potential Index		96	97	94
Travel: Total \$	\$20,7	03,606	\$123,349,485	\$282,925,291
Average Spent	\$2,	393.76	\$2,572.89	\$2,520.27
Spending Potential Index		95	102	100
Vehicle Maintenance & Repairs: Total \$	\$8,5	76,859	\$51,904,704	\$119,925,735
Average Spent	\$	991.66	\$1,082.66	\$1,068.29
Spending Potential Index		89	98	96

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.

June 09, 2022

Business Summary

2914 E Joppa Rd, Parkville, Maryland, 21234 Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.39554 Longitude: -76.52420

Data for all businesses in area	1 mile				3 miles				5 miles				
Total Businesses:	470					3,449	Ð		9,895				
Total Employees:	6,291				34,935				114,846				
Total Residential Population:		18,02	2			114,8	59		279,170				
Employee/Residential Population Ratio (per 100 Residents)		35				30				41			
	Busine	esses	Emplo	oyees	Busine	esses	Emplo	oyees	Businesses Employees				
by SIC Codes	Number		Number		Number			Percent	Number	Percent	Number		
Agriculture & Mining	5	1.1%	36	0.6%	55	1.6%	423	1.2%	125	1.3%	1,053	0.9%	
Construction	46	9.8%	216	3.4%	233	6.8%	1,455	4.2%	588	5.9%	5,408	4.7%	
Manufacturing	7	1.5%	38	0.6%	37	1.1%	225	0.6%	143	1.4%	1,775	1.5%	
Transportation	5	1.1%	68	1.1%	54	1.6%	429	1.2%	164	1.7%	1,424	1.2%	
Communication	2	0.4%	9	0.1%	28	0.8%	256	0.7%	86	0.9%	901	0.8%	
Utility	2	0.4%	26	0.4%	7	0.2%	60	0.2%	14	0.1%	145	0.1%	
Wholesale Trade	8	1.7%	61	1.0%	63	1.8%	402	1.2%	201	2.0%	2,719	2.4%	
Retail Trade Summary	101	21.5%	1,833	29.1%	765	22.2%	11,012	31.5%	2,002	20.2%	30,156	26.3%	
Home Improvement	3	0.6%	165	2.6%	25	0.7%	935	2.7%	64	0.6%	2,046	1.8%	
General Merchandise Stores	2	0.4%	56	0.9%	34	1.0%	954	2.7%	87	0.9%	2,974	2.6%	
Food Stores	12	2.6%	349	5.5%	94	2.7%	2,232	6.4%	209	2.1%	4,037	3.5%	
Auto Dealers, Gas Stations, Auto Aftermarket	14	3.0%	420	6.7%	72	2.1%	1,098	3.1%	170	1.7%	2,922	2.5%	
Apparel & Accessory Stores	4	0.9%	14	0.2%	38	1.1%	215	0.6%	188	1.9%	2,251	2.0%	
Furniture & Home Furnishings	8	1.7%	59	0.9%	61	1.8%	505	1.4%	131	1.3%	1,452	1.3%	
Eating & Drinking Places	27	5.7%	514	8.2%	230	6.7%	3,716	10.6%	622	6.3%	9,832	8.6%	
Miscellaneous Retail	30	6.4%	257	4.1%	210	6.1%	1,357	3.9%	531	5.4%	4,641	4.0%	
Finance, Insurance, Real Estate Summary	57	12.1%	357	5.7%	376	10.9%	2,557	7.3%	1,026	10.4%	7,622	6.6%	
Banks, Savings & Lending Institutions	13	2.8%	94	1.5%	87	2.5%	699	2.0%	202	2.0%	1,680	1.5%	
Securities Brokers	6	1.3%	27	0.4%	44	1.3%	279	0.8%	153	1.5%	1,126	1.0%	
Insurance Carriers & Agents	15	3.2%	69	1.1%	84	2.4%	632	1.8%	206	2.1%	1,683	1.5%	
Real Estate, Holding, Other Investment Offices	22	4.7%	167	2.7%	161	4.7%	947	2.7%	464	4.7%	3,133	2.7%	
Services Summary	198	42.1%	3,621	57.6%	1,517	44.0%	16,246	46.5%	4,377	44.2%	57,609	50.2%	
Hotels & Lodging	0	0.0%	0	0.0%	6	0.2%	91	0.3%	29	0.3%	740	0.6%	
Automotive Services	15	3.2%	102	1.6%	118	3.4%	687	2.0%	277	2.8%	1,552	1.4%	
Motion Pictures & Amusements	12	2.6%	41	0.7%	109	3.2%	586	1.7%	255	2.6%	2,055	1.8%	
Health Services	39	8.3%	2,370	37.7%	238	6.9%	4,416	12.6%	933	9.4%	21,203	18.5%	
Legal Services	8	1.7%	31	0.5%	57	1.7%	253	0.7%	344	3.5%	2,084	1.8%	
Education Institutions & Libraries	7	1.5%	272	4.3%	70	2.0%	3,078	8.8%	184	1.9%	7,876	6.9%	
Other Services	116	24.7%	804	12.8%	918	26.6%	7,137	20.4%	2,353	23.8%	22,099	19.2%	
Government	1	0.2%	13	0.2%	12	0.3%	1,781	5.1%	127	1.3%	5,602	4.9%	
Unclassified Establishments	37	7.9%	12	0.2%	304	8.8%	88	0.3%	1,043	10.5%	433	0.4%	
Totals	470	100.0%	6,291	100.0%	3,449	100.0%	34,935	100.0%	9,895	100.0%	114,846	100.0%	

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.

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	Businesses Employees		oyees	Businesses		Employees		Busine	esses	Emplo	Employees	
by NAICS Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percer
Agriculture, Forestry, Fishing & Hunting	1	0.2%	4	0.1%	7	0.2%	18	0.1%	18	0.2%	54	0.0
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	5	0.0
Utilities	1	0.2%	8	0.1%	1	0.0%	8	0.0%	2	0.0%	24	0.0
Construction	49	10.4%	230	3.7%	253	7.3%	1,658	4.7%	626	6.3%	5,839	5.19
Manufacturing	7	1.5%	37	0.6%	46	1.3%	378	1.1%	171	1.7%	2,089	1.8
Wholesale Trade	7	1.5%	61	1.0%	55	1.6%	376	1.1%	189	1.9%	2,673	2.3
Retail Trade	73	15.5%	1,292	20.5%	518	15.0%	7,055	20.2%	1,324	13.4%	19,766	17.2
Motor Vehicle & Parts Dealers	7	1.5%	386	6.1%	50	1.4%	994	2.8%	130	1.3%	2,755	2.4
Furniture & Home Furnishings Stores	3	0.6%	13	0.2%	32	0.9%	241	0.7%	68	0.7%	860	0.79
Electronics & Appliance Stores	5	1.1%	26	0.4%	22	0.6%	128	0.4%	50	0.5%	435	0.4
Bldg Material & Garden Equipment & Supplies Dealers	3	0.6%	165	2.6%	25	0.7%	935	2.7%	64	0.6%	2,046	1.89
Food & Beverage Stores	12	2.6%	331	5.3%	95	2.8%	2,203	6.3%	195	2.0%	3,796	3.39
Health & Personal Care Stores	10	2.1%	81	1.3%	63	1.8%	412	1.2%	163	1.6%	1,675	1.5
Gasoline Stations	7	1.5%	34	0.5%	23	0.7%	104	0.3%	40	0.4%	167	0.19
Clothing & Clothing Accessories Stores	5	1.1%	18	0.3%	45	1.3%	251	0.7%	219	2.2%	2,467	2.19
Sport Goods, Hobby, Book, & Music Stores	2	0.4%	73	1.2%	29	0.8%	345	1.0%	73	0.7%	1,137	1.0
General Merchandise Stores	2	0.4%	56	0.9%	34	1.0%	954	2.7%	87	0.9%	2,974	2.6
Miscellaneous Store Retailers	7	1.5%	104	1.7%	56	1.6%	463	1.3%	149	1.5%	1,303	1.1
Nonstore Retailers	9	1.9%	5	0.1%	45	1.3%	25	0.1%	85	0.9%	151	0.1
Transportation & Warehousing	4	0.9%	18	0.3%	50	1.4%	386	1.1%	146	1.5%	1,228	1.1
Information	6	1.3%	76	1.2%	59	1.7%	505	1.4%	172	1.7%	2,115	1.8
Finance & Insurance	34	7.2%	191	3.0%	218	6.3%	1,616	4.6%	572	5.8%	4,532	3.9
Central Bank/Credit Intermediation & Related Activities	13	2.8%	94	1.5%	87	2.5%	699	2.0%	205	2.1%	1,687	1.5
Securities, Commodity Contracts & Other Financial	6	1.3%	27	0.4%	47	1.4%	284	0.8%	161	1.6%	1,163	1.0
Insurance Carriers & Related Activities; Funds, Trusts &	15	3.2%	69	1.1%	84	2.4%	632	1.8%	206	2.1%	1,683	1.5
Real Estate, Rental & Leasing	29	6.2%	160	2.5%	194	5.6%	1,030	2.9%	513	5.2%	3,146	2.7
Professional, Scientific & Tech Services	32	6.8%	168	2.7%	308	8.9%	2,012	5.8%	1,055	10.7%	9,144	8.0
Legal Services	9	1.9%	51	0.8%	66	1.9%	305	0.9%	374	3.8%	2,229	1.9
Management of Companies & Enterprises	1	0.2%	12	0.2%	7	0.2%	53	0.2%	23	0.2%	166	0.19
Administrative & Support & Waste Management & Remediation	17	3.6%	105	1.7%	128	3.7%	873	2.5%	348	3.5%	3,642	3.2
Educational Services	9	1.9%	237	3.8%	89	2.6%	3,092	8.9%	224	2.3%	7,686	6.7
Health Care & Social Assistance	56	11.9%	2,700	42.9%	354	10.3%	6,418	18.4%	1,254	12.7%	26,645	23.2
Arts, Entertainment & Recreation	6	1.3%	2,700	42.9%	70	2.0%	513	10.4%	1,2.54	12.7%	1,856	1.6
Accommodation & Food Services	28	6.0%	541	8.6%	248	7.2%	3,931	11.3%	682	6.9%	10,866	9.5
Accommodation	28	0.0%	0	0.0%	248	0.2%	3,931 91	0.3%	29	0.9%	740	9.5 0.6
	28	6.0%	541	8.6%	243	7.0%	3,840	11.0%	653	6.6%	10,126	8.8
Food Services & Drinking Places							•				•	
Other Services (except Public Administration)	70	14.9%	392	6.2%	529	15.3%	3,143	9.0%	1,225	12.4%	7,326	6.4
Automotive Repair & Maintenance	10	2.1%	79	1.3%	93	2.7%	572	1.6%	211	2.1%	1,149	1.0
Public Administration	1	0.2%	13	0.2%	12	0.3%	1,781	5.1%	128	1.3%	5,612	4.99
Unclassified Establishments	37	7.9%	12	0.2%	304	8.8%	88	0.3%	1,042	10.5%	431	0.4
Total	470	100.0%	6,291	100.0%	3,449	100.0%	34,935	100.0%	9,895	100.0%	114,846	100.0

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.