

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	1,152	4,969	13,921
2020 Total Population	1,097	4,790	13,690
2020 Group Quarters	0	11	71
2023 Total Population	1,122	4,897	14,078
2023 Group Quarters	0	10	72
2028 Total Population	1,123	4,954	14,244
2023-2028 Annual Rate	0.02%	0.23%	0.23%
2023 Total Daytime Population	1,211	3,965	11,464
Workers	528	1,303	4,279
Residents	683	2,662	7,185
Household Summary			
2010 Households	432	1,801	5,010
2010 Average Household Size	2.67	2.76	2.77
2020 Total Households	426	1,806	5,046
2020 Average Household Size	2.58	2.65	2.70
2023 Households	431	1,850	5,154
2023 Average Household Size	2.60	2.64	2.72
2028 Households	434	1,889	5,264
2028 Average Household Size	2.59	2.62	2.69
2023-2028 Annual Rate	0.14%	0.42%	0.42%
2010 Families	320	1,385	3,956
2010 Average Family Size	3.10	3.14	3.12
2023 Families	310	1,388	3,984
2023 Average Family Size	3.11	3.07	3.12
2028 Families	313	1,415	4,060
2028 Average Family Size	3.08	3.05	3.09
2023-2028 Annual Rate	0.19%	0.39%	0.38%
Housing Unit Summary			
2000 Housing Units	457	1,816	4,846
Owner Occupied Housing Units	74.8%	79.8%	82.7%
Renter Occupied Housing Units	20.4%	16.6%	13.4%
Vacant Housing Units	4.8%	3.6%	3.9%
2010 Housing Units	472	1,917	5,309
Owner Occupied Housing Units	73.5%	79.4%	81.9%
Renter Occupied Housing Units	18.0%	14.4%	12.5%
Vacant Housing Units	8.5%	6.1%	5.6%
2020 Housing Units	471	1,929	5,367
Owner Occupied Housing Units	70.3%	79.1%	82.2%
Renter Occupied Housing Units	20.2%	14.5%	11.8%
Vacant Housing Units	9.6%	7.3%	5.9%
2023 Housing Units	475	1,967	5,476
Owner Occupied Housing Units	80.4%	85.2%	86.7%
Renter Occupied Housing Units	10.3%	8.9%	7.5%
Vacant Housing Units	9.3%	5.9%	5.9%
2028 Housing Units	476	1,998	5,567
Owner Occupied Housing Units	81.5%	86.1%	87.5%
Renter Occupied Housing Units	9.7%	8.4%	7.1%
Vacant Housing Units	8.8%	5.5%	5.4%

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	431	1,850	5,154
<\$15,000	8.4%	5.8%	4.6%
\$15,000 - \$24,999	10.2%	8.1%	5.3%
\$25,000 - \$34,999	13.0%	6.1%	4.8%
\$35,000 - \$49,999	9.0%	8.6%	6.8%
\$50,000 - \$74,999	14.4%	14.4%	14.6%
\$75,000 - \$99,999	10.4%	14.4%	13.5%
\$100,000 - \$149,999	17.4%	17.6%	20.0%
\$150,000 - \$199,999	11.1%	12.5%	13.1%
\$200,000+	6.0%	12.4%	17.4%
Average Household Income	\$91,581	\$117,493	\$136,607
2028 Households by Income			
Household Income Base	434	1,889	5,264
<\$15,000	7.4%	5.1%	4.0%
\$15,000 - \$24,999	8.5%	6.6%	4.2%
\$25,000 - \$34,999	10.6%	5.0%	3.8%
\$35,000 - \$49,999	8.1%	7.7%	6.1%
\$50,000 - \$74,999	13.6%	13.3%	13.3%
\$75,000 - \$99,999	10.1%	13.4%	12.6%
\$100,000 - \$149,999	19.6%	18.4%	19.9%
\$150,000 - \$199,999	14.5%	15.4%	15.4%
\$200,000+	7.6%	15.1%	20.6%
Average Household Income	\$107,107	\$135,048	\$155,229
2023 Owner Occupied Housing Units by Value			
Total	382	1,675	4,745
<\$50,000	20.4%	8.9%	5.5%
\$50,000 - \$99,999	1.8%	1.3%	0.9%
\$100,000 - \$149,999	0.0%	0.4%	0.3%
\$150,000 - \$199,999	2.6%	2.9%	1.9%
\$200,000 - \$249,999	2.6%	4.1%	4.4%
\$250,000 - \$299,999	6.3%	7.8%	5.8%
\$300,000 - \$399,999	23.6%	20.8%	19.8%
\$400,000 - \$499,999	11.5%	19.5%	20.3%
\$500,000 - \$749,999	29.3%	27.9%	32.5%
\$750,000 - \$999,999	0.8%	2.1%	4.7%
\$1,000,000 - \$1,499,999	0.0%	2.7%	2.4%
\$1,500,000 - \$1,999,999	0.8%	0.2%	0.2%
\$2,000,000 +	0.5%	1.3%	1.0%
Average Home Value	\$383,159	\$459,125	\$493,483
2028 Owner Occupied Housing Units by Value			
Total	388	1,721	4,871
<\$50,000	15.5%	6.5%	4.0%
\$50,000 - \$99,999	0.8%	0.5%	0.4%
\$100,000 - \$149,999	0.0%	0.2%	0.1%
\$150,000 - \$199,999	1.0%	1.2%	0.8%
\$200,000 - \$249,999	1.5%	2.4%	2.6%
\$250,000 - \$299,999	4.6%	5.7%	4.3%
\$300,000 - \$399,999	23.2%	19.8%	18.3%
\$400,000 - \$499,999	12.9%	22.4%	22.6%
\$500,000 - \$749,999	38.4%	33.8%	37.6%
\$750,000 - \$999,999	1.0%	2.6%	5.3%
\$1,000,000 - \$1,499,999	0.0%	3.4%	2.9%
\$1,500,000 - \$1,999,999	0.8%	0.2%	0.2%
\$2,000,000 +	0.5%	1.5%	1.1%
Average Home Value	\$434,704	\$507,452	\$531,149

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	\$64,317	\$85,291	\$100,716
2028	\$78,677	\$97,302	\$110,907
Median Home Value			
2023	\$369,444	\$419,018	\$455,078
2028	\$427,000	\$461,429	\$486,943
Per Capita Income			
2023	\$35,290	\$44,513	\$49,850
2028	\$41,534	\$51,596	\$57,180
Median Age			
2010	44.2	44.3	44.5
2020	48.4	47.6	46.9
2023	47.0	47.3	47.5
2028	46.8	47.0	47.3
2020 Population by Age			
Total	1,097	4,790	13,690
0 - 4	3.5%	4.1%	4.3%
5 - 9	4.6%	4.8%	5.2%
10 - 14	5.8%	6.0%	6.3%
15 - 24	11.3%	11.3%	11.6%
25 - 34	10.8%	10.1%	9.4%
35 - 44	10.1%	10.7%	10.9%
45 - 54	13.6%	13.7%	13.6%
55 - 64	18.8%	18.4%	18.0%
65 - 74	13.9%	12.5%	12.2%
75 - 84	5.4%	6.2%	6.2%
85 +	2.6%	2.3%	2.3%
18 +	82.2%	81.5%	80.3%
2023 Population by Age			
Total	1,122	4,899	14,078
0 - 4	3.6%	4.1%	4.1%
5 - 9	4.6%	4.9%	5.0%
10 - 14	5.9%	5.6%	5.8%
15 - 24	11.2%	10.4%	10.3%
25 - 34	10.9%	11.6%	11.6%
35 - 44	11.4%	10.6%	10.2%
45 - 54	14.7%	13.7%	13.2%
55 - 64	17.6%	16.8%	16.9%
65 - 74	10.6%	12.7%	13.3%
75 - 84	7.8%	7.4%	7.3%
85 +	1.8%	2.2%	2.3%
18 +	82.4%	81.9%	81.5%
2028 Population by Age			
Total	1,122	4,955	14,247
0 - 4	3.7%	4.3%	4.3%
5 - 9	4.3%	4.7%	4.8%
10 - 14	5.7%	5.4%	5.6%
15 - 24	10.2%	9.5%	9.2%
25 - 34	10.6%	10.4%	9.8%
35 - 44	13.2%	13.4%	13.8%
45 - 54	13.0%	12.1%	11.6%
55 - 64	16.5%	15.0%	14.8%
65 - 74	11.7%	13.9%	14.5%
75 - 84	9.2%	8.8%	9.0%
85 +	2.0%	2.5%	2.8%
18 +	83.3%	82.4%	82.1%
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	554	2,413	6,901
Females	543	2,377	6,789
2023 Population by Sex			
Males	573	2,460	7,069
Females	549	2,437	7,009
2028 Population by Sex			
Males	572	2,481	7,131
Females	551	2,474	7,113
2010 Population by Race/Ethnicity			
Total	1,151	4,968	13,921
White Alone	92.0%	93.0%	93.9%
Black Alone	5.0%	3.8%	2.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.5%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	2.1%	1.9%	1.6%
Hispanic Origin	1.4%	1.6%	1.8%
Diversity Index	17.5	16.2	14.9
2020 Population by Race/Ethnicity			
Total	1,097	4,790	13,690
White Alone	89.2%	89.6%	90.0%
Black Alone	3.3%	2.9%	2.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.7%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.0%	0.9%
Two or More Races	5.7%	5.6%	5.5%
Hispanic Origin	2.9%	2.8%	2.7%
Diversity Index	24.4	23.7	22.9
2023 Population by Race/Ethnicity			
Total	1,122	4,897	14,079
White Alone	88.6%	88.9%	89.4%
Black Alone	3.4%	3.1%	2.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.6%	0.7%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	1.1%	1.0%
Two or More Races	5.9%	5.8%	5.8%
Hispanic Origin	3.3%	3.1%	3.0%
Diversity Index	26.1	25.3	24.4
2028 Population by Race/Ethnicity			
Total	1,123	4,954	14,244
White Alone	87.0%	87.4%	87.8%
Black Alone	3.7%	3.5%	2.8%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.8%	0.8%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.5%	1.3%	1.1%
Two or More Races	6.8%	6.8%	6.8%
Hispanic Origin	3.7%	3.6%	3.4%
Diversity Index	29.2	28.3	27.4

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	1,097	4,790	13,690
In Households	100.0%	99.8%	99.5%
Householder	38.9%	37.9%	36.6%
Opposite-Sex Spouse	22.2%	22.2%	23.0%
Same-Sex Spouse	0.2%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.8%	2.5%	2.2%
Same-Sex Unmarried Partner	0.1%	0.2%	0.1%
Biological Child	24.8%	25.6%	27.0%
Adopted Child	0.5%	0.7%	0.8%
Stepchild	1.3%	1.3%	1.4%
Grandchild	2.9%	2.9%	2.6%
Brother or Sister	1.1%	0.8%	0.6%
Parent	0.9%	1.1%	1.0%
Parent-in-law	0.3%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.2%	0.5%	0.6%
Other Relatives	1.0%	0.9%	0.7%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	2.6%	2.4%	2.1%
In Group Quarters	0.0%	0.2%	0.5%
Institutionalized	0.0%	0.2%	0.4%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	838	3,674	10,530
Less than 9th Grade	4.3%	2.9%	2.0%
9th - 12th Grade, No Diploma	6.2%	7.2%	5.4%
High School Graduate	33.4%	33.2%	30.0%
GED/Alternative Credential	8.1%	6.3%	4.3%
Some College, No Degree	21.4%	19.1%	17.2%
Associate Degree	9.1%	6.1%	6.4%
Bachelor's Degree	14.7%	15.4%	19.2%
Graduate/Professional Degree	2.9%	9.8%	15.4%
2023 Population 15+ by Marital Status			
Total	964	4,181	11,973
Never Married	25.2%	27.0%	26.1%
Married	62.0%	58.0%	61.0%
Widowed	6.0%	8.3%	6.8%
Divorced	6.7%	6.7%	6.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	456	2,313	7,112
Population 16+ Employed	98.2%	98.0%	98.0%
Population 16+ Unemployment rate	1.8%	1.9%	2.0%
Population 16-24 Employed	13.4%	11.9%	11.2%
Population 16-24 Unemployment rate	7.7%	6.6%	7.4%
Population 25-54 Employed	54.9%	56.3%	56.4%
Population 25-54 Unemployment rate	1.2%	1.3%	1.3%
Population 55-64 Employed	24.6%	22.8%	22.6%
Population 55-64 Unemployment rate	0.0%	1.7%	1.6%
Population 65+ Employed	7.1%	9.0%	9.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.1%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	448	2,267	6,972
Agriculture/Mining	0.0%	0.7%	0.7%
Construction	20.5%	14.7%	12.2%
Manufacturing	6.9%	9.0%	8.0%
Wholesale Trade	3.8%	2.0%	1.7%
Retail Trade	23.2%	12.4%	9.4%
Transportation/Utilities	2.2%	4.7%	6.3%
Information	0.0%	0.7%	1.0%
Finance/Insurance/Real Estate	1.8%	4.9%	5.0%
Services	34.8%	39.7%	41.5%
Public Administration	6.5%	11.1%	14.1%
2023 Employed Population 16+ by Occupation			
Total	450	2,270	6,970
White Collar	58.3%	60.8%	64.9%
Management/Business/Financial	11.8%	15.7%	16.7%
Professional	17.0%	22.7%	26.7%
Sales	11.6%	9.8%	8.3%
Administrative Support	17.9%	12.6%	13.1%
Services	12.3%	11.8%	11.8%
Blue Collar	29.9%	27.5%	23.2%
Farming/Forestry/Fishing	0.4%	0.5%	0.3%
Construction/Extraction	19.2%	10.1%	6.5%
Installation/Maintenance/Repair	2.7%	4.4%	4.5%
Production	2.9%	4.6%	4.2%
Transportation/Material Moving	4.7%	7.9%	7.7%
2020 Households by Type			
Total	426	1,806	5,046
Married Couple Households	56.3%	58.6%	63.1%
With Own Children <18	13.8%	17.6%	20.5%
Without Own Children <18	42.7%	41.1%	42.6%
Cohabiting Couple Households	6.6%	6.8%	5.9%
With Own Children <18	1.9%	1.8%	1.5%
Without Own Children <18	4.9%	5.0%	4.3%
Male Householder, No Spouse/Partner	17.6%	15.7%	14.1%
Living Alone	11.7%	10.5%	9.3%
65 Years and over	4.2%	4.4%	4.2%
With Own Children <18	1.2%	1.3%	1.4%
Without Own Children <18, With Relatives	3.8%	3.1%	2.6%
No Relatives Present	1.2%	0.9%	0.8%
Female Householder, No Spouse/Partner	19.2%	18.8%	16.9%
Living Alone	11.7%	10.2%	9.2%
65 Years and over	8.5%	7.2%	6.1%
With Own Children <18	2.1%	2.4%	2.3%
Without Own Children <18, With Relatives	5.2%	5.7%	5.0%
No Relatives Present	0.2%	0.5%	0.5%
2020 Households by Size			
Total	426	1,806	5,046
1 Person Household	23.2%	20.8%	18.5%
2 Person Household	39.9%	37.4%	35.6%
3 Person Household	16.0%	17.2%	18.5%
4 Person Household	12.4%	15.1%	16.4%
5 Person Household	5.2%	6.2%	7.3%
6 Person Household	2.1%	2.0%	2.4%
7 + Person Household	0.9%	1.3%	1.3%

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	426	1,806	5,046
Owner Occupied	77.7%	84.5%	87.4%
Owned with a Mortgage/Loan	44.4%	53.9%	57.9%
Owned Free and Clear	33.3%	30.6%	29.5%
Renter Occupied	22.3%	15.5%	12.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	70	82	89
Percent of Income for Mortgage	34.5%	29.5%	27.2%
Wealth Index	90	138	178
2020 Housing Units By Urban/ Rural Status			
Total	471	1,929	5,367
Urban Housing Units	0.0%	0.0%	1.8%
Rural Housing Units	100.0%	100.0%	98.2%
2020 Population By Urban/ Rural Status			
Total	1,097	4,790	13,690
Urban Population	0.0%	0.0%	2.1%
Rural Population	100.0%	100.0%	97.9%

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

3326 Forge Hill Rd, Street, Maryland, 21154
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.63033
Longitude: -76.27488

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Pleasantville (2B)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Salt of the Earth (6B)	Pleasantville (2B)
3.		Green Acres (6A)	Green Acres (6A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$784,641	\$4,311,745	\$13,871,083
Average Spent	\$1,820.51	\$2,330.67	\$2,691.32
Spending Potential Index	83	106	122
Education: Total \$	\$688,280	\$3,966,839	\$13,029,505
Average Spent	\$1,596.94	\$2,144.24	\$2,528.04
Spending Potential Index	89	120	141
Entertainment/Recreation: Total \$	\$1,388,976	\$7,686,364	\$24,771,560
Average Spent	\$3,222.68	\$4,154.79	\$4,806.28
Spending Potential Index	85	110	127
Food at Home: Total \$	\$2,504,614	\$13,474,642	\$42,930,930
Average Spent	\$5,811.17	\$7,283.59	\$8,329.63
Spending Potential Index	85	107	122
Food Away from Home: Total \$	\$1,332,382	\$7,194,162	\$23,162,535
Average Spent	\$3,091.37	\$3,888.74	\$4,494.09
Spending Potential Index	83	104	121
Health Care: Total \$	\$2,787,446	\$15,050,816	\$48,273,523
Average Spent	\$6,467.39	\$8,135.58	\$9,366.22
Spending Potential Index	88	111	127
HH Furnishings & Equipment: Total \$	\$1,089,344	\$5,974,550	\$19,282,256
Average Spent	\$2,527.48	\$3,229.49	\$3,741.22
Spending Potential Index	86	109	127
Personal Care Products & Services: Total \$	\$336,846	\$1,874,047	\$6,103,177
Average Spent	\$781.55	\$1,013.00	\$1,184.16
Spending Potential Index	82	106	124
Shelter: Total \$	\$8,784,227	\$48,742,069	\$157,611,381
Average Spent	\$20,381.04	\$26,347.06	\$30,580.40
Spending Potential Index	82	106	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,178,444	\$6,457,206	\$21,269,177
Average Spent	\$2,734.21	\$3,490.38	\$4,126.73
Spending Potential Index	87	112	132
Travel: Total \$	\$816,429	\$4,570,786	\$14,971,379
Average Spent	\$1,894.27	\$2,470.70	\$2,904.81
Spending Potential Index	84	110	129
Vehicle Maintenance & Repairs: Total \$	\$465,282	\$2,518,571	\$8,107,496
Average Spent	\$1,079.54	\$1,361.39	\$1,573.05
Spending Potential Index	82	104	120

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.

May 09, 2024



Retail Goods and Services Expenditures

3326 Forge Hill Rd, Street, Maryland, 21154
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.63033
 Longitude: -76.27488

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Southern Satellites (10A)	54.5%	Population	1,122	1,123
Pleasantville (2B)	45.5%	Households	431	434
	0.0%	Families	310	313
	0.0%	Median Age	47.0	46.8
	0.0%	Median Household Income	\$64,317	\$78,677
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,820.51	\$784,641
Men's		81	\$332.04	\$143,109
Women's		82	\$615.25	\$265,174
Children's		83	\$276.40	\$119,128
Footwear		82	\$408.97	\$176,264
Watches & Jewelry		90	\$151.04	\$65,099
Apparel Products and Services (1)		83	\$36.82	\$15,868
Computer				
Computers and Hardware for Home Use		79	\$201.67	\$86,918
Portable Memory		75	\$3.47	\$1,496
Computer Software		78	\$11.26	\$4,855
Computer Accessories		78	\$19.51	\$8,408
Entertainment & Recreation		85	\$3,222.68	\$1,388,976
Fees and Admissions		84	\$599.74	\$258,490
Membership Fees for Clubs (2)		85	\$236.11	\$101,764
Fees for Participant Sports, excl. Trips		84	\$100.04	\$43,119
Tickets to Theatre/Operas/Concerts		84	\$45.71	\$19,701
Tickets to Movies		72	\$19.97	\$8,605
Tickets to Parks or Museums		82	\$22.75	\$9,806
Admission to Sporting Events, excl. Trips		89	\$51.75	\$22,306
Fees for Recreational Lessons		85	\$122.63	\$52,855
Dating Services		72	\$0.77	\$334
TV/Video/Audio		86	\$1,165.00	\$502,115
Cable and Satellite Television Services		91	\$780.52	\$336,406
Televisions		81	\$117.89	\$50,812
Satellite Dishes		71	\$1.22	\$527
VCRs, Video Cameras, and DVD Players		73	\$3.54	\$1,525
Miscellaneous Video Equipment		77	\$9.74	\$4,198
Video Cassettes and DVDs		73	\$4.74	\$2,045
Video Game Hardware/Accessories		74	\$29.75	\$12,824
Video Game Software		73	\$14.19	\$6,118
Rental/Streaming/Downloaded Video		74	\$91.83	\$39,580
Installation of Televisions		76	\$1.22	\$524
Audio (3)		80	\$107.54	\$46,350
Rental and Repair of TV/Radio/Sound Equipment		101	\$2.80	\$1,205
Pets		87	\$804.33	\$346,668
Toys/Games/Crafts/Hobbies (4)		80	\$127.41	\$54,914
Recreational Vehicles and Fees (5)		91	\$137.36	\$59,204
Sports/Recreation/Exercise Equipment (6)		79	\$223.14	\$96,172
Photo Equipment and Supplies (7)		80	\$37.32	\$16,083
Reading (8)		82	\$104.19	\$44,906
Catered Affairs (9)		80	\$24.19	\$10,424
Food		85	\$8,902.54	\$3,836,996
Food at Home		85	\$5,811.17	\$2,504,614
Bakery and Cereal Products		86	\$760.12	\$327,613
Meats, Poultry, Fish, and Eggs		87	\$1,275.58	\$549,774
Dairy Products		85	\$559.01	\$240,932
Fruits and Vegetables		85	\$1,142.71	\$492,507
Snacks and Other Food at Home (10)		85	\$2,073.75	\$893,788
Food Away from Home		83	\$3,091.37	\$1,332,382
Alcoholic Beverages		84	\$564.74	\$243,404

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	92	\$36,096.42	\$15,557,559
Value of Retirement Plans	90	\$127,988.55	\$55,163,066
Value of Other Financial Assets	88	\$7,541.04	\$3,250,188
Vehicle Loan Amount excluding Interest	86	\$3,129.34	\$1,348,747
Value of Credit Card Debt	87	\$2,748.50	\$1,184,605
Health			
Nonprescription Drugs	89	\$151.19	\$65,161
Prescription Drugs	92	\$339.62	\$146,378
Eyeglasses and Contact Lenses	85	\$94.94	\$40,920
Home			
Mortgage Payment and Basics (11)	92	\$11,927.51	\$5,140,755
Maintenance and Remodeling Services	91	\$3,452.12	\$1,487,864
Maintenance and Remodeling Materials (12)	94	\$740.83	\$319,298
Utilities, Fuel, and Public Services	88	\$5,122.57	\$2,207,828
Household Furnishings and Equipment			
Household Textiles (13)	83	\$101.41	\$43,709
Furniture	83	\$686.86	\$296,035
Rugs	92	\$38.39	\$16,546
Major Appliances (14)	90	\$474.89	\$204,679
Housewares (15)	82	\$87.82	\$37,850
Small Appliances	78	\$56.58	\$24,386
Luggage	83	\$11.88	\$5,120
Telephones and Accessories	83	\$89.67	\$38,649
Household Operations			
Child Care	84	\$436.60	\$188,175
Lawn and Garden (16)	94	\$632.78	\$272,729
Moving/Storage/Freight Express	78	\$69.82	\$30,094
Housekeeping Supplies (17)	86	\$805.45	\$347,151
Insurance			
Owners and Renters Insurance	94	\$730.13	\$314,688
Vehicle Insurance	86	\$1,874.98	\$808,116
Life/Other Insurance	93	\$647.46	\$279,056
Health Insurance	89	\$4,388.42	\$1,891,410
Personal Care Products (18)	82	\$455.01	\$196,111
School Books and Supplies (19)	83	\$110.99	\$47,837
Smoking Products	89	\$387.74	\$167,117
Transportation			
Payments on Vehicles excluding Leases	87	\$2,627.81	\$1,132,586
Gasoline and Motor Oil	87	\$2,192.39	\$944,920
Vehicle Maintenance and Repairs	82	\$1,079.54	\$465,282
Travel			
Airline Fares	80	\$375.35	\$161,778
Lodging on Trips	88	\$632.60	\$272,651
Auto/Truck Rental on Trips	79	\$62.96	\$27,135
Food and Drink on Trips	83	\$466.86	\$201,217

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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
Pleasantville (2B)	35.7%	Population	4,897	4,954
Salt of the Earth (6B)	17.4%	Households	1,850	1,889
Green Acres (6A)	16.0%	Families	1,388	1,415
Southern Satellites (10A)	14.5%	Median Age	47.3	47.0
Savvy Suburbanites (1D)	12.2%	Median Household Income	\$85,291	\$97,302
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,330.67	\$4,311,745
Men's		104	\$424.14	\$784,662
Women's		106	\$794.55	\$1,469,926
Children's		104	\$343.75	\$635,944
Footwear		105	\$525.42	\$972,024
Watches & Jewelry		115	\$194.40	\$359,637
Apparel Products and Services (1)		109	\$48.41	\$89,552
Computer				
Computers and Hardware for Home Use		102	\$260.64	\$482,185
Portable Memory		104	\$4.79	\$8,865
Computer Software		101	\$14.62	\$27,045
Computer Accessories		104	\$26.00	\$48,105
Entertainment & Recreation		110	\$4,154.79	\$7,686,364
Fees and Admissions		115	\$819.72	\$1,516,481
Membership Fees for Clubs (2)		115	\$320.50	\$592,928
Fees for Participant Sports, excl. Trips		114	\$135.95	\$251,511
Tickets to Theatre/Operas/Concerts		117	\$63.84	\$118,096
Tickets to Movies		96	\$26.44	\$48,905
Tickets to Parks or Museums		104	\$29.07	\$53,775
Admission to Sporting Events, excl. Trips		126	\$73.56	\$136,084
Fees for Recreational Lessons		117	\$169.42	\$313,428
Dating Services		89	\$0.95	\$1,753
TV/Video/Audio		107	\$1,445.21	\$2,673,639
Cable and Satellite Television Services		111	\$953.65	\$1,764,253
Televisions		101	\$147.35	\$272,598
Satellite Dishes		88	\$1.50	\$2,771
VCRs, Video Cameras, and DVD Players		94	\$4.55	\$8,412
Miscellaneous Video Equipment		106	\$13.40	\$24,791
Video Cassettes and DVDs		94	\$6.15	\$11,370
Video Game Hardware/Accessories		93	\$37.48	\$69,336
Video Game Software		91	\$17.54	\$32,454
Rental/Streaming/Downloaded Video		95	\$117.17	\$216,766
Installation of Televisions		107	\$1.72	\$3,190
Audio (3)		105	\$141.95	\$262,611
Rental and Repair of TV/Radio/Sound Equipment		99	\$2.75	\$5,087
Pets		113	\$1,038.94	\$1,922,038
Toys/Games/Crafts/Hobbies (4)		104	\$164.26	\$303,886
Recreational Vehicles and Fees (5)		124	\$186.85	\$345,680
Sports/Recreation/Exercise Equipment (6)		100	\$280.87	\$519,608
Photo Equipment and Supplies (7)		106	\$49.68	\$91,914
Reading (8)		109	\$138.45	\$256,139
Catered Affairs (9)		101	\$30.80	\$56,979
Food		106	\$11,172.33	\$20,668,805
Food at Home		107	\$7,283.59	\$13,474,642
Bakery and Cereal Products		109	\$957.03	\$1,770,499
Meats, Poultry, Fish, and Eggs		107	\$1,580.55	\$2,924,009
Dairy Products		108	\$708.87	\$1,311,413
Fruits and Vegetables		107	\$1,441.77	\$2,667,272
Snacks and Other Food at Home (10)		106	\$2,595.38	\$4,801,451
Food Away from Home		104	\$3,888.74	\$7,194,162
Alcoholic Beverages		112	\$754.42	\$1,395,670

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	127	\$50,113.37	\$92,709,740
Value of Retirement Plans	126	\$178,044.12	\$329,381,628
Value of Other Financial Assets	120	\$10,294.50	\$19,044,829
Vehicle Loan Amount excluding Interest	101	\$3,683.78	\$6,814,993
Value of Credit Card Debt	112	\$3,536.34	\$6,542,236
Health			
Nonprescription Drugs	107	\$182.32	\$337,293
Prescription Drugs	112	\$411.72	\$761,681
Eyeglasses and Contact Lenses	112	\$124.60	\$230,519
Home			
Mortgage Payment and Basics (11)	122	\$15,799.36	\$29,228,818
Maintenance and Remodeling Services	120	\$4,548.14	\$8,414,068
Maintenance and Remodeling Materials (12)	116	\$909.15	\$1,681,925
Utilities, Fuel, and Public Services	108	\$6,256.82	\$11,575,124
Household Furnishings and Equipment			
Household Textiles (13)	105	\$128.49	\$237,713
Furniture	105	\$865.91	\$1,601,940
Rugs	119	\$49.40	\$91,396
Major Appliances (14)	111	\$587.56	\$1,086,991
Housewares (15)	106	\$114.33	\$211,504
Small Appliances	98	\$71.25	\$131,812
Luggage	103	\$14.80	\$27,373
Telephones and Accessories	104	\$112.19	\$207,549
Household Operations			
Child Care	113	\$581.34	\$1,075,477
Lawn and Garden (16)	121	\$810.10	\$1,498,688
Moving/Storage/Freight Express	95	\$85.41	\$158,016
Housekeeping Supplies (17)	108	\$1,009.34	\$1,867,272
Insurance			
Owners and Renters Insurance	117	\$909.80	\$1,683,123
Vehicle Insurance	102	\$2,223.90	\$4,114,206
Life/Other Insurance	119	\$827.63	\$1,531,116
Health Insurance	111	\$5,490.77	\$10,157,933
Personal Care Products (18)	105	\$580.58	\$1,074,077
School Books and Supplies (19)	102	\$136.53	\$252,581
Smoking Products	99	\$430.04	\$795,582
Transportation			
Payments on Vehicles excluding Leases	105	\$3,166.20	\$5,857,474
Gasoline and Motor Oil	103	\$2,611.54	\$4,831,356
Vehicle Maintenance and Repairs	104	\$1,361.39	\$2,518,571
Travel			
Airline Fares	107	\$498.85	\$922,879
Lodging on Trips	114	\$818.51	\$1,514,237
Auto/Truck Rental on Trips	106	\$84.35	\$156,052
Food and Drink on Trips	109	\$609.75	\$1,128,042

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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
Savvy Suburbanites (1D)	29.8%	Population	14,078	14,244
Pleasantville (2B)	21.1%	Households	5,154	5,264
Green Acres (6A)	19.5%	Families	3,984	4,060
Salt of the Earth (6B)	12.6%	Median Age	47.5	47.3
Comfortable Empty Nesters (5A)	9.8%	Median Household Income	\$100,716	\$110,907
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		122	\$2,691.32	\$13,871,083
Men's		120	\$492.80	\$2,539,906
Women's		123	\$919.69	\$4,740,087
Children's		119	\$395.14	\$2,036,562
Footwear		121	\$603.94	\$3,112,731
Watches & Jewelry		133	\$223.82	\$1,153,545
Apparel Products and Services (1)		126	\$55.93	\$288,252
Computer				
Computers and Hardware for Home Use		118	\$302.70	\$1,560,124
Portable Memory		123	\$5.64	\$29,092
Computer Software		116	\$16.74	\$86,292
Computer Accessories		121	\$30.33	\$156,337
Entertainment & Recreation		127	\$4,806.28	\$24,771,560
Fees and Admissions		138	\$980.82	\$5,055,158
Membership Fees for Clubs (2)		138	\$383.63	\$1,977,239
Fees for Participant Sports, excl. Trips		137	\$163.82	\$844,354
Tickets to Theatre/Operas/Concerts		139	\$75.95	\$391,458
Tickets to Movies		114	\$31.50	\$162,355
Tickets to Parks or Museums		123	\$34.11	\$175,821
Admission to Sporting Events, excl. Trips		151	\$88.31	\$455,136
Fees for Recreational Lessons		140	\$202.43	\$1,043,326
Dating Services		99	\$1.06	\$5,468
TV/Video/Audio		122	\$1,650.11	\$8,504,680
Cable and Satellite Television Services		125	\$1,078.38	\$5,557,959
Televisions		116	\$169.07	\$871,406
Satellite Dishes		102	\$1.75	\$9,031
VCRs, Video Cameras, and DVD Players		109	\$5.26	\$27,127
Miscellaneous Video Equipment		129	\$16.23	\$83,633
Video Cassettes and DVDs		111	\$7.24	\$37,340
Video Game Hardware/Accessories		106	\$42.71	\$220,124
Video Game Software		103	\$19.93	\$102,709
Rental/Streaming/Downloaded Video		111	\$137.45	\$708,428
Installation of Televisions		129	\$2.07	\$10,678
Audio (3)		124	\$167.16	\$861,536
Rental and Repair of TV/Radio/Sound Equipment		103	\$2.85	\$14,708
Pets		128	\$1,178.84	\$6,075,767
Toys/Games/Crafts/Hobbies (4)		120	\$189.74	\$977,926
Recreational Vehicles and Fees (5)		144	\$216.29	\$1,114,764
Sports/Recreation/Exercise Equipment (6)		119	\$334.59	\$1,724,497
Photo Equipment and Supplies (7)		125	\$58.28	\$300,354
Reading (8)		127	\$161.23	\$830,982
Catered Affairs (9)		120	\$36.37	\$187,431
Food		122	\$12,823.72	\$66,093,465
Food at Home		122	\$8,329.63	\$42,930,930
Bakery and Cereal Products		124	\$1,093.41	\$5,635,455
Meats, Poultry, Fish, and Eggs		122	\$1,798.75	\$9,270,748
Dairy Products		123	\$811.65	\$4,183,231
Fruits and Vegetables		123	\$1,650.45	\$8,506,408
Snacks and Other Food at Home (10)		122	\$2,975.38	\$15,335,088
Food Away from Home		121	\$4,494.09	\$23,162,535
Alcoholic Beverages		131	\$881.39	\$4,542,692

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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	151	\$59,519.22	\$306,762,084
Value of Retirement Plans	151	\$213,802.68	\$1,101,938,987
Value of Other Financial Assets	139	\$11,870.42	\$61,180,129
Vehicle Loan Amount excluding Interest	116	\$4,226.58	\$21,783,811
Value of Credit Card Debt	129	\$4,083.86	\$21,048,196
Health			
Nonprescription Drugs	122	\$207.58	\$1,069,877
Prescription Drugs	127	\$466.69	\$2,405,323
Eyeglasses and Contact Lenses	130	\$144.38	\$744,140
Home			
Mortgage Payment and Basics (11)	144	\$18,577.65	\$95,749,194
Maintenance and Remodeling Services	142	\$5,376.82	\$27,712,112
Maintenance and Remodeling Materials (12)	133	\$1,046.96	\$5,396,023
Utilities, Fuel, and Public Services	123	\$7,112.59	\$36,658,300
Household Furnishings and Equipment			
Household Textiles (13)	121	\$148.58	\$765,764
Furniture	122	\$1,005.54	\$5,182,529
Rugs	137	\$56.88	\$293,154
Major Appliances (14)	128	\$677.13	\$3,489,939
Housewares (15)	124	\$133.47	\$687,914
Small Appliances	112	\$81.57	\$420,400
Luggage	120	\$17.14	\$88,320
Telephones and Accessories	121	\$130.07	\$670,358
Household Operations			
Child Care	132	\$682.08	\$3,515,455
Lawn and Garden (16)	140	\$936.84	\$4,828,463
Moving/Storage/Freight Express	111	\$99.26	\$511,562
Housekeeping Supplies (17)	124	\$1,160.88	\$5,983,160
Insurance			
Owners and Renters Insurance	135	\$1,051.03	\$5,417,019
Vehicle Insurance	116	\$2,525.12	\$13,014,472
Life/Other Insurance	139	\$965.10	\$4,974,104
Health Insurance	128	\$6,311.29	\$32,528,391
Personal Care Products (18)	122	\$671.42	\$3,460,474
School Books and Supplies (19)	117	\$157.18	\$810,119
Smoking Products	108	\$467.03	\$2,407,049
Transportation			
Payments on Vehicles excluding Leases	120	\$3,633.18	\$18,725,429
Gasoline and Motor Oil	116	\$2,947.37	\$15,190,731
Vehicle Maintenance and Repairs	120	\$1,573.05	\$8,107,496
Travel			
Airline Fares	127	\$589.97	\$3,040,728
Lodging on Trips	134	\$962.31	\$4,959,745
Auto/Truck Rental on Trips	127	\$100.35	\$517,219
Food and Drink on Trips	128	\$715.31	\$3,686,730

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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

3326 Forge Hill Rd, Street, Maryland, 21154
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.63033
Longitude: -76.27488

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	52				126				383			
Total Employees:	388				1,035				3,122			
Total Residential Population:	1,122				4,897				14,078			
Employee/Residential Population Ratio (per 100 Residents)	35				21				22			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	7.7%	19	4.9%	9	7.1%	50	4.8%	30	7.8%	160	5.1%
Construction	6	11.5%	23	5.9%	19	15.1%	93	9.0%	62	16.2%	334	10.7%
Manufacturing	0	0.0%	0	0.0%	1	0.8%	4	0.4%	4	1.0%	60	1.9%
Transportation	3	5.8%	7	1.8%	4	3.2%	15	1.4%	8	2.1%	49	1.6%
Communication	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.3%	4	0.1%
Utility	2	3.8%	11	2.8%	3	2.4%	21	2.0%	4	1.0%	59	1.9%
Wholesale Trade	2	3.8%	24	6.2%	4	3.2%	42	4.1%	10	2.6%	72	2.3%
Retail Trade Summary	12	23.1%	134	34.5%	27	21.4%	285	27.5%	67	17.5%	627	20.1%
Home Improvement	0	0.0%	0	0.0%	2	1.6%	8	0.8%	5	1.3%	22	0.7%
General Merchandise Stores	2	3.8%	8	2.1%	3	2.4%	11	1.1%	5	1.3%	22	0.7%
Food Stores	4	7.7%	69	17.8%	5	4.0%	89	8.6%	10	2.6%	189	6.1%
Auto Dealers & Gas Stations	1	1.9%	8	2.1%	3	2.4%	32	3.1%	9	2.3%	69	2.2%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.3%	2	0.1%
Furniture & Home Furnishings	1	1.9%	2	0.5%	2	1.6%	10	1.0%	7	1.8%	35	1.1%
Eating & Drinking Places	2	3.8%	23	5.9%	4	3.2%	47	4.5%	10	2.6%	130	4.2%
Miscellaneous Retail	4	7.7%	23	5.9%	8	6.3%	87	8.4%	20	5.2%	158	5.1%
Finance, Insurance, Real Estate Summary	3	5.8%	11	2.8%	7	5.6%	28	2.7%	24	6.3%	113	3.6%
Banks, Savings & Lending Institutions	2	3.8%	10	2.6%	2	1.6%	13	1.3%	5	1.3%	29	0.9%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.5%	9	0.3%
Insurance Carriers & Agents	1	1.9%	1	0.3%	2	1.6%	6	0.6%	5	1.3%	17	0.5%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	2	1.6%	7	0.7%	12	3.1%	58	1.9%
Services Summary	13	25.0%	128	33.0%	40	31.7%	451	43.6%	140	36.6%	1,528	48.9%
Hotels & Lodging	1	1.9%	7	1.8%	1	0.8%	10	1.0%	1	0.3%	10	0.3%
Automotive Services	3	5.8%	14	3.6%	7	5.6%	27	2.6%	18	4.7%	74	2.4%
Movies & Amusements	1	1.9%	1	0.3%	3	2.4%	22	2.1%	14	3.7%	150	4.8%
Health Services	0	0.0%	0	0.0%	2	1.6%	11	1.1%	8	2.1%	57	1.8%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	1	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%	4	3.2%	120	11.6%	14	3.7%	567	18.2%
Other Services	9	17.3%	107	27.6%	23	18.3%	261	25.2%	84	21.9%	669	21.4%
Government	3	5.8%	28	7.2%	4	3.2%	41	4.0%	8	2.1%	96	3.1%
Unclassified Establishments	4	7.7%	4	1.0%	9	7.1%	5	0.5%	26	6.8%	19	0.6%
Totals	52	100.0%	388	100.0%	126	100.0%	1,035	100.0%	383	100.0%	3,122	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

3326 Forge Hill Rd, Street, Maryland, 21154
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.63033
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.9%	3	0.8%	3	2.4%	15	1.4%	8	2.1%	33	1.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.8%	10	1.0%	2	0.5%	48	1.5%
Construction	6	11.5%	23	5.9%	19	15.1%	93	9.0%	63	16.4%	336	10.8%
Manufacturing	1	1.9%	2	0.5%	1	0.8%	3	0.3%	3	0.8%	55	1.8%
Wholesale Trade	2	3.8%	24	6.2%	4	3.2%	42	4.1%	10	2.6%	72	2.3%
Retail Trade	9	17.3%	104	26.8%	22	17.5%	225	21.7%	55	14.4%	471	15.1%
Motor Vehicle & Parts Dealers	1	1.9%	8	2.1%	3	2.4%	32	3.1%	9	2.3%	69	2.2%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	1	0.8%	7	0.7%	5	1.3%	31	1.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.5%	5	0.2%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	2	1.6%	8	0.8%	4	1.0%	21	0.7%
Food & Beverage Stores	4	7.7%	69	17.8%	5	4.0%	88	8.5%	10	2.6%	186	6.0%
Health & Personal Care Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.3%	4	0.1%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.3%	2	0.1%
Sporting Goods, Hobby, Book, & Music Stores	3	5.8%	18	4.6%	7	5.6%	76	7.3%	14	3.7%	123	3.9%
General Merchandise Stores	2	3.8%	8	2.1%	3	2.4%	13	1.3%	7	1.8%	29	0.9%
Transportation & Warehousing	1	1.9%	2	0.5%	2	1.6%	9	0.9%	6	1.6%	24	0.8%
Information	0	0.0%	0	0.0%	1	0.8%	8	0.8%	4	1.0%	61	2.0%
Finance & Insurance	3	5.8%	11	2.8%	5	4.0%	21	2.0%	12	3.1%	55	1.8%
Central Bank/Credit Intermediation & Related Activities	2	3.8%	10	2.6%	2	1.6%	13	1.3%	5	1.3%	29	0.9%
Securities & Commodity Contracts	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.5%	9	0.3%
Funds, Trusts & Other Financial Vehicles	1	1.9%	1	0.3%	2	1.6%	6	0.6%	5	1.3%	17	0.5%
Real Estate, Rental & Leasing	1	1.9%	2	0.5%	3	2.4%	9	0.9%	12	3.1%	52	1.7%
Professional, Scientific & Tech Services	1	1.9%	9	2.3%	7	5.6%	32	3.1%	33	8.6%	142	4.5%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.5%	2	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.3%	9	0.3%
Administrative, Support & Waste Management Services	7	13.5%	105	27.1%	11	8.7%	129	12.5%	23	6.0%	190	6.1%
Educational Services	0	0.0%	0	0.0%	4	3.2%	121	11.7%	16	4.2%	572	18.3%
Health Care & Social Assistance	0	0.0%	0	0.0%	4	3.2%	103	10.0%	17	4.4%	288	9.2%
Arts, Entertainment & Recreation	2	3.8%	6	1.5%	5	4.0%	20	1.9%	15	3.9%	110	3.5%
Accommodation & Food Services	3	5.8%	35	9.0%	6	4.8%	68	6.6%	14	3.7%	165	5.3%
Accommodation	1	1.9%	7	1.8%	1	0.8%	10	1.0%	1	0.3%	10	0.3%
Food Services & Drinking Places	2	3.8%	29	7.5%	5	4.0%	58	5.6%	13	3.4%	155	5.0%
Other Services (except Public Administration)	9	17.3%	35	9.0%	19	15.1%	88	8.5%	60	15.7%	335	10.7%
Automotive Repair & Maintenance	2	3.8%	12	3.1%	6	4.8%	24	2.3%	16	4.2%	68	2.2%
Public Administration	2	3.8%	23	5.9%	3	2.4%	34	3.3%	6	1.6%	86	2.8%
Unclassified Establishments	4	7.7%	4	1.0%	9	7.1%	5	0.5%	26	6.8%	19	0.6%
Total	52	100.0%	388	100.0%	126	100.0%	1,035	100.0%	383	100.0%	3,122	100.0%

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