

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,357	107,600	300,940
2020 Total Population	15,311	111,933	300,000
2020 Group Quarters	727	5,616	7,355
2022 Total Population	15,287	111,343	298,804
2022 Group Quarters	727	5,616	7,355
2027 Total Population	15,221	109,961	296,194
2022-2027 Annual Rate	-0.09%	-0.25%	-0.18%
2022 Total Daytime Population	14,268	106,155	283,530
Workers	6,920	50,591	126,826
Residents	7,348	55,564	156,704
Household Summary			
2010 Households	5,438	41,716	113,857
2010 Average Household Size	2.47	2.45	2.58
2020 Total Households	5,517	42,977	113,758
2020 Average Household Size	2.64	2.47	2.57
2022 Total Households	5,507	42,746	113,420
2022 Average Household Size	2.64	2.47	2.57
2027 Total Households	5,463	42,159	112,303
2027 Average Household Size	2.65	2.48	2.57
2022-2027 Annual Rate	-0.16%	-0.28%	-0.20%
2010 Families	3,431	25,833	73,078
2010 Average Family Size	3.06	3.07	3.18
2022 Total Families	3,341	25,578	70,918
2022 Average Family Size	3.35	3.18	3.25
2027 Total Families	3,308	25,174	70,181
2027 Average Family Size	3.36	3.18	3.25
2022-2027 Annual Rate	-0.20%	-0.32%	-0.21%
Housing Unit Summary			
2000 Housing Units	5,720	44,308	124,699
Owner Occupied Housing Units	67.5%	62.1%	55.2%
Renter Occupied Housing Units	28.8%	33.6%	36.7%
Vacant Housing Units	3.7%	4.3%	8.1%
2010 Housing Units	5,695	44,434	128,043
Owner Occupied Housing Units	66.6%	60.9%	52.7%
Renter Occupied Housing Units	28.9%	32.9%	36.2%
Vacant Housing Units	4.5%	6.1%	11.1%
2020 Housing Units	5,822	45,824	126,521
Vacant Housing Units	5.2%	6.2%	10.1%
2022 Housing Units	5,808	45,649	126,337
Owner Occupied Housing Units	71.1%	61.7%	54.8%
Renter Occupied Housing Units	23.8%	31.9%	34.9%
Vacant Housing Units	5.2%	6.4%	10.2%
2027 Housing Units	5,815	45,671	127,064
Owner Occupied Housing Units	71.4%	62.2%	55.4%
Renter Occupied Housing Units	22.5%	30.1%	33.0%
Vacant Housing Units	6.1%	7.7%	11.6%
Median Household Income			
2022	\$102,164	\$76,428	\$67,980
2027	\$116,278	\$89,440	\$79,737
Median Home Value			
2022	\$370,875	\$292,561	\$281,895
2027	\$399,688	\$329,111	\$319,571
Per Capita Income			
2022	\$49,897	\$41,611	\$39,239
2027	\$57,149	\$48,048	\$45,365
Median Age			
2010	39.5	37.9	37.1
2022	40.7	39.4	38.8
2027	41.1	40.1	39.6

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

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

Serena Rose Styles
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

	1 mile	3 miles	5 miles
2022 Households by Income			
Household Income Base	5,500	42,739	113,412
<\$15,000	3.9%	7.0%	10.7%
\$15,000 - \$24,999	3.0%	5.9%	7.0%
\$25,000 - \$34,999	5.8%	6.9%	7.8%
\$35,000 - \$49,999	7.1%	10.9%	11.4%
\$50,000 - \$74,999	16.8%	18.3%	16.7%
\$75,000 - \$99,999	12.1%	13.1%	12.1%
\$100,000 - \$149,999	20.4%	18.6%	16.0%
\$150,000 - \$199,999	13.7%	8.7%	7.8%
\$200,000+	17.3%	10.6%	10.6%
Average Household Income	\$137,094	\$108,154	\$103,072
2027 Households by Income			
Household Income Base	5,456	42,152	112,295
<\$15,000	3.1%	6.2%	9.4%
\$15,000 - \$24,999	2.5%	5.0%	6.0%
\$25,000 - \$34,999	5.3%	6.5%	7.4%
\$35,000 - \$49,999	6.0%	8.9%	9.9%
\$50,000 - \$74,999	12.6%	15.4%	14.6%
\$75,000 - \$99,999	11.1%	12.5%	11.7%
\$100,000 - \$149,999	22.2%	21.5%	18.5%
\$150,000 - \$199,999	16.7%	11.0%	9.6%
\$200,000+	20.5%	13.0%	13.0%
Average Household Income	\$157,467	\$125,100	\$119,354
2022 Owner Occupied Housing Units by Value			
Total	4,120	28,152	69,264
<\$50,000	0.2%	1.4%	4.6%
\$50,000 - \$99,999	0.0%	2.1%	6.2%
\$100,000 - \$149,999	0.2%	5.3%	6.6%
\$150,000 - \$199,999	3.9%	10.9%	11.5%
\$200,000 - \$249,999	8.3%	14.5%	11.7%
\$250,000 - \$299,999	18.2%	18.4%	14.7%
\$300,000 - \$399,999	26.9%	21.0%	14.7%
\$400,000 - \$499,999	18.1%	11.7%	9.5%
\$500,000 - \$749,999	21.6%	12.3%	16.2%
\$750,000 - \$999,999	1.2%	1.4%	3.3%
\$1,000,000 - \$1,499,999	0.6%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.8%	0.4%	0.4%
Average Home Value	\$421,056	\$341,817	\$341,683
2027 Owner Occupied Housing Units by Value			
Total	4,145	28,381	70,327
<\$50,000	0.1%	1.5%	4.7%
\$50,000 - \$99,999	0.0%	1.7%	4.9%
\$100,000 - \$149,999	0.1%	3.0%	4.4%
\$150,000 - \$199,999	2.0%	7.8%	8.2%
\$200,000 - \$249,999	5.3%	11.5%	9.7%
\$250,000 - \$299,999	15.5%	17.6%	14.8%
\$300,000 - \$399,999	27.1%	23.4%	16.9%
\$400,000 - \$499,999	20.9%	14.6%	12.0%
\$500,000 - \$749,999	26.2%	16.1%	19.2%
\$750,000 - \$999,999	1.3%	1.6%	4.0%
\$1,000,000 - \$1,499,999	0.7%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.9%	0.5%	0.4%
Average Home Value	\$450,561	\$375,086	\$375,498

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

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

Serena Rose Styles
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,357	107,603	300,941
0 - 4	6.1%	5.9%	6.5%
5 - 9	5.9%	5.6%	6.4%
10 - 14	6.0%	5.9%	6.6%
15 - 24	11.9%	15.8%	14.8%
25 - 34	14.1%	13.3%	13.1%
35 - 44	13.7%	12.4%	12.9%
45 - 54	16.1%	15.0%	15.4%
55 - 64	13.1%	12.0%	11.6%
65 - 74	6.4%	6.3%	6.3%
75 - 84	4.4%	4.9%	4.3%
85 +	2.3%	2.9%	2.1%
18 +	78.3%	78.7%	76.1%
2022 Population by Age			
Total	15,288	111,344	298,805
0 - 4	5.4%	5.1%	5.7%
5 - 9	5.6%	5.4%	6.0%
10 - 14	6.0%	5.7%	6.3%
15 - 24	11.3%	14.2%	13.1%
25 - 34	13.9%	13.9%	13.8%
35 - 44	13.7%	12.5%	12.7%
45 - 54	12.4%	11.5%	12.1%
55 - 64	13.7%	13.0%	13.1%
65 - 74	10.2%	10.1%	9.7%
75 - 84	5.0%	5.5%	5.1%
85 +	2.9%	3.1%	2.4%
18 +	79.4%	80.6%	78.4%
2027 Population by Age			
Total	15,222	109,961	296,193
0 - 4	5.4%	5.1%	5.7%
5 - 9	5.5%	5.2%	5.8%
10 - 14	5.6%	5.4%	6.0%
15 - 24	10.6%	13.8%	12.6%
25 - 34	14.2%	13.2%	13.2%
35 - 44	14.2%	13.6%	13.8%
45 - 54	12.2%	11.3%	11.8%
55 - 64	11.9%	11.6%	12.0%
65 - 74	11.4%	11.0%	10.4%
75 - 84	6.2%	6.8%	6.2%
85 +	2.8%	3.0%	2.4%
18 +	80.2%	81.1%	78.9%
2010 Population by Sex			
Males	7,016	50,868	141,148
Females	7,341	56,732	159,792
2022 Population by Sex			
Males	7,404	52,848	140,893
Females	7,883	58,496	157,911
2027 Population by Sex			
Males	7,393	52,416	140,134
Females	7,827	57,545	156,059

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,357	107,600	300,941
White Alone	72.9%	49.7%	35.7%
Black Alone	18.2%	40.0%	54.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.2%	6.2%	6.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.7%	1.4%	1.4%
Two or More Races	2.6%	2.4%	2.3%
Hispanic Origin	4.0%	3.5%	3.5%
Diversity Index	47.5	61.7	60.3
2020 Population by Race/Ethnicity			
Total	15,311	111,933	300,000
White Alone	63.4%	42.7%	30.7%
Black Alone	17.5%	37.6%	49.4%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	8.8%	10.3%	10.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	3.0%	3.8%
Two or More Races	6.9%	6.1%	5.7%
Hispanic Origin	6.2%	5.6%	6.4%
Diversity Index	60.6	69.7	68.9
2022 Population by Race/Ethnicity			
Total	15,287	111,342	298,803
White Alone	62.4%	42.2%	30.5%
Black Alone	17.8%	37.4%	49.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	9.0%	10.5%	10.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.3%	3.2%	4.0%
Two or More Races	7.1%	6.3%	5.9%
Hispanic Origin	6.3%	5.7%	6.6%
Diversity Index	61.6	70.2	69.4
2027 Population by Race/Ethnicity			
Total	15,221	109,960	296,192
White Alone	59.8%	40.7%	29.3%
Black Alone	18.5%	37.2%	48.2%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	9.4%	11.0%	10.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.8%	3.8%	4.7%
Two or More Races	8.0%	7.0%	6.5%
Hispanic Origin	6.5%	6.0%	7.0%
Diversity Index	64.1	71.4	70.7
2010 Population by Relationship and Household Type			
Total	14,356	107,600	300,940
In Households	93.7%	94.8%	97.4%
In Family Households	75.2%	76.2%	80.4%
Householder	24.1%	24.0%	24.3%
Spouse	17.4%	15.3%	13.6%
Child	28.6%	29.6%	33.3%
Other relative	3.1%	4.8%	6.1%
Nonrelative	2.1%	2.5%	3.2%
In Nonfamily Households	18.5%	18.6%	17.1%
In Group Quarters	6.3%	5.2%	2.6%
Institutionalized Population	5.7%	1.8%	1.0%
Noninstitutionalized Population	0.6%	3.4%	1.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

	1 mile	3 miles	5 miles
2022 Population 25+ by Educational Attainment			
Total	10,965	77,554	205,964
Less than 9th Grade	2.2%	3.0%	3.3%
9th - 12th Grade, No Diploma	2.6%	5.3%	6.8%
High School Graduate	17.6%	23.7%	24.7%
GED/Alternative Credential	2.0%	2.7%	4.2%
Some College, No Degree	15.7%	18.3%	18.1%
Associate Degree	8.1%	8.3%	7.5%
Bachelor's Degree	29.6%	21.2%	19.6%
Graduate/Professional Degree	22.2%	17.4%	15.9%
2022 Population 15+ by Marital Status			
Total	12,687	93,396	245,051
Never Married	35.6%	41.2%	42.3%
Married	49.6%	41.6%	40.6%
Widowed	5.5%	7.1%	6.7%
Divorced	9.3%	10.1%	10.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,301	59,208	152,181
Population 16+ Employed	97.0%	95.6%	94.8%
Population 16+ Unemployment rate	3.0%	4.4%	5.2%
Population 16-24 Employed	9.8%	12.8%	12.8%
Population 16-24 Unemployment rate	12.7%	10.0%	11.2%
Population 25-54 Employed	64.0%	62.5%	63.3%
Population 25-54 Unemployment rate	1.8%	3.7%	4.5%
Population 55-64 Employed	18.4%	17.5%	17.1%
Population 55-64 Unemployment rate	2.2%	2.5%	3.1%
Population 65+ Employed	7.8%	7.2%	6.8%
Population 65+ Unemployment rate	1.0%	3.9%	4.8%
2022 Employed Population 16+ by Industry			
Total	8,054	56,621	144,241
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	6.8%	6.1%	5.6%
Manufacturing	3.7%	4.1%	4.2%
Wholesale Trade	2.2%	2.3%	2.0%
Retail Trade	6.8%	9.5%	9.0%
Transportation/Utilities	5.5%	6.6%	7.0%
Information	1.8%	1.5%	1.4%
Finance/Insurance/Real Estate	6.4%	6.2%	5.5%
Services	56.7%	53.2%	54.3%
Public Administration	10.0%	10.4%	10.8%
2022 Employed Population 16+ by Occupation			
Total	8,053	56,621	144,238
White Collar	74.7%	67.8%	64.4%
Management/Business/Financial	21.8%	17.3%	16.7%
Professional	36.6%	28.7%	27.5%
Sales	6.9%	8.6%	7.4%
Administrative Support	9.4%	13.2%	12.7%
Services	10.6%	15.3%	17.8%
Blue Collar	14.7%	16.9%	17.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.9%	3.8%	3.5%
Installation/Maintenance/Repair	2.9%	2.2%	2.5%
Production	1.5%	3.1%	3.0%
Transportation/Material Moving	6.2%	7.7%	8.7%

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

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,438	41,716	113,858
Households with 1 Person	28.4%	30.7%	29.1%
Households with 2+ People	71.6%	69.3%	70.9%
Family Households	63.1%	61.9%	64.2%
Husband-wife Families	45.7%	39.5%	35.9%
With Related Children	21.8%	17.4%	16.8%
Other Family (No Spouse Present)	17.4%	22.4%	28.3%
Other Family with Male Householder	4.8%	5.0%	5.9%
With Related Children	2.3%	2.5%	2.9%
Other Family with Female Householder	12.6%	17.4%	22.4%
With Related Children	7.4%	10.7%	14.2%
Nonfamily Households	8.5%	7.3%	6.8%
All Households with Children	31.8%	30.9%	34.4%
Multigenerational Households	3.0%	5.1%	6.8%
Unmarried Partner Households	6.6%	6.7%	7.2%
Male-female	5.7%	5.9%	6.5%
Same-sex	0.9%	0.8%	0.8%
2010 Households by Size			
Total	5,440	41,717	113,857
1 Person Household	28.4%	30.7%	29.1%
2 Person Household	32.4%	30.8%	29.0%
3 Person Household	17.6%	16.9%	17.6%
4 Person Household	13.1%	12.1%	13.1%
5 Person Household	5.5%	5.7%	6.5%
6 Person Household	1.9%	2.3%	2.7%
7 + Person Household	1.0%	1.5%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	5,438	41,716	113,857
Owner Occupied	69.8%	64.9%	59.3%
Owned with a Mortgage/Loan	52.9%	50.3%	45.6%
Owned Free and Clear	16.8%	14.6%	13.7%
Renter Occupied	30.2%	35.1%	40.7%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	122	112	102
Percent of Income for Mortgage	19.1%	20.2%	21.9%
Wealth Index	149	107	99
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,695	44,434	128,043
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	14,357	107,600	300,940
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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

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

Serena Rose Styles
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	City Lights (8A)	Parks and Rec (5C)	Family Foundations (12A)
2.	Parks and Rec (5C)	Bright Young Professionals (8C)	Parks and Rec (5C)
3.	In Style (5B)	Family Foundations (12A)	Modest Income Homes (12D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$17,028,359	\$105,734,987	\$271,979,575
Average Spent	\$3,092.13	\$2,473.56	\$2,397.99
Spending Potential Index	128	103	100
Education: Total \$	\$16,135,259	\$93,176,813	\$228,099,227
Average Spent	\$2,929.95	\$2,179.78	\$2,011.10
Spending Potential Index	149	111	103
Entertainment/Recreation: Total \$	\$25,547,084	\$158,626,267	\$402,288,758
Average Spent	\$4,639.02	\$3,710.90	\$3,546.89
Spending Potential Index	126	101	97
Food at Home: Total \$	\$42,793,476	\$269,046,139	\$691,377,485
Average Spent	\$7,770.74	\$6,294.07	\$6,095.73
Spending Potential Index	126	102	98
Food Away from Home: Total \$	\$30,163,114	\$187,058,465	\$481,122,089
Average Spent	\$5,477.23	\$4,376.05	\$4,241.95
Spending Potential Index	127	101	98
Health Care: Total \$	\$47,073,123	\$305,014,287	\$779,895,446
Average Spent	\$8,547.87	\$7,135.50	\$6,876.17
Spending Potential Index	121	101	97
HH Furnishings & Equipment: Total \$	\$17,957,699	\$111,998,641	\$283,333,312
Average Spent	\$3,260.89	\$2,620.10	\$2,498.09
Spending Potential Index	127	102	98
Personal Care Products & Services: Total \$	\$7,205,739	\$45,328,164	\$115,297,733
Average Spent	\$1,308.47	\$1,060.41	\$1,016.56
Spending Potential Index	128	104	100
Shelter: Total \$	\$169,695,716	\$1,027,988,986	\$2,590,681,047
Average Spent	\$30,814.55	\$24,048.78	\$22,841.48
Spending Potential Index	135	105	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,941,330	\$114,507,164	\$285,570,115
Average Spent	\$3,257.91	\$2,678.78	\$2,517.81
Spending Potential Index	120	99	93
Travel: Total \$	\$21,087,505	\$127,861,064	\$316,699,458
Average Spent	\$3,829.22	\$2,991.18	\$2,792.27
Spending Potential Index	133	104	97
Vehicle Maintenance & Repairs: Total \$	\$8,314,506	\$53,547,772	\$138,344,774
Average Spent	\$1,509.81	\$1,252.70	\$1,219.76
Spending Potential Index	120	99	97

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

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

Serena Rose Styles
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
City Lights (8A)	21.7%	Population	15,287	15,221
Parks and Rec (5C)	20.0%	Households	5,507	5,463
In Style (5B)	13.3%	Families	3,341	3,308
Enterprising Professionals (2D)	12.3%	Median Age	40.7	41.1
Pleasantville (2B)	10.3%	Median Household Income	\$102,164	\$116,278
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		128	\$3,092.13	\$17,028,359
Men's		129	\$596.11	\$3,282,786
Women's		129	\$1,078.30	\$5,938,190
Children's		124	\$436.54	\$2,404,034
Footwear		131	\$743.06	\$4,092,045
Watches & Jewelry		124	\$180.95	\$996,508
Apparel Products and Services (1)		139	\$83.07	\$457,468
Computer				
Computers and Hardware for Home Use		131	\$250.03	\$1,376,931
Portable Memory		124	\$6.15	\$33,870
Computer Software		139	\$15.16	\$83,470
Computer Accessories		124	\$25.33	\$139,487
Entertainment & Recreation		126	\$4,639.02	\$25,547,084
Fees and Admissions		140	\$1,177.29	\$6,483,329
Membership Fees for Clubs (2)		139	\$392.77	\$2,163,011
Fees for Participant Sports, excl. Trips		133	\$174.82	\$962,735
Tickets to Theatre/Operas/Concerts		145	\$133.51	\$735,236
Tickets to Movies		129	\$81.27	\$447,547
Tickets to Parks or Museums		127	\$48.96	\$269,631
Admission to Sporting Events, excl. Trips		137	\$100.65	\$554,307
Fees for Recreational Lessons		152	\$243.27	\$1,339,676
Dating Services		148	\$2.03	\$11,186
TV/Video/Audio		121	\$1,618.50	\$8,913,085
Cable and Satellite Television Services		121	\$1,112.14	\$6,124,577
Televisions		120	\$153.25	\$843,932
Satellite Dishes		111	\$1.98	\$10,890
VCRs, Video Cameras, and DVD Players		119	\$6.65	\$36,629
Miscellaneous Video Equipment		137	\$24.23	\$133,443
Video Cassettes and DVDs		118	\$10.32	\$56,808
Video Game Hardware/Accessories		114	\$37.54	\$206,735
Video Game Software		117	\$21.28	\$117,175
Rental/Streaming/Downloaded Video		118	\$94.32	\$519,424
Installation of Televisions		151	\$1.27	\$6,981
Audio (3)		125	\$152.20	\$838,185
Rental and Repair of TV/Radio/Sound Equipment		99	\$3.32	\$18,305
Pets		120	\$997.78	\$5,494,751
Toys/Games/Crafts/Hobbies (4)		120	\$158.16	\$871,013
Recreational Vehicles and Fees (5)		131	\$167.94	\$924,821
Sports/Recreation/Exercise Equipment (6)		120	\$246.65	\$1,358,317
Photo Equipment and Supplies (7)		129	\$67.21	\$370,120
Reading (8)		133	\$155.93	\$858,679
Catered Affairs (9)		150	\$50.06	\$275,667
Food		126	\$13,247.97	\$72,956,589
Food at Home		126	\$7,770.74	\$42,793,476
Bakery and Cereal Products		127	\$1,005.71	\$5,538,467
Meats, Poultry, Fish, and Eggs		126	\$1,682.14	\$9,263,518
Dairy Products		127	\$792.05	\$4,361,795
Fruits and Vegetables		129	\$1,546.75	\$8,517,974
Snacks and Other Food at Home (10)		123	\$2,744.09	\$15,111,721
Food Away from Home		127	\$5,477.23	\$30,163,114
Alcoholic Beverages		135	\$959.34	\$5,283,106

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	133	\$41,162.18	\$226,680,107
Value of Retirement Plans	136	\$155,385.24	\$855,706,490
Value of Other Financial Assets	130	\$12,658.61	\$69,710,987
Vehicle Loan Amount excluding Interest	114	\$3,704.17	\$20,398,864
Value of Credit Card Debt	130	\$4,104.06	\$22,601,041
Health			
Nonprescription Drugs	113	\$198.52	\$1,093,264
Prescription Drugs	110	\$418.17	\$2,302,886
Eyeglasses and Contact Lenses	124	\$136.34	\$750,825
Home			
Mortgage Payment and Basics (11)	137	\$16,565.16	\$91,224,351
Maintenance and Remodeling Services	134	\$4,364.35	\$24,034,488
Maintenance and Remodeling Materials (12)	118	\$830.91	\$4,575,802
Utilities, Fuel, and Public Services	121	\$6,842.44	\$37,681,340
Household Furnishings and Equipment			
Household Textiles (13)	129	\$148.89	\$819,932
Furniture	127	\$918.72	\$5,059,391
Rugs	131	\$46.87	\$258,119
Major Appliances (14)	124	\$531.06	\$2,924,533
Housewares (15)	124	\$124.35	\$684,772
Small Appliances	123	\$73.58	\$405,231
Luggage	130	\$24.63	\$135,618
Telephones and Accessories	134	\$152.75	\$841,214
Household Operations			
Child Care	140	\$842.91	\$4,641,888
Lawn and Garden (16)	123	\$699.76	\$3,853,568
Moving/Storage/Freight Express	122	\$98.62	\$543,078
Housekeeping Supplies (17)	122	\$1,078.45	\$5,939,046
Insurance			
Owners and Renters Insurance	116	\$824.67	\$4,541,443
Vehicle Insurance	119	\$2,526.92	\$13,915,737
Life/Other Insurance	127	\$868.06	\$4,780,428
Health Insurance	122	\$5,718.80	\$31,493,455
Personal Care Products (18)	124	\$702.16	\$3,866,770
School Books and Supplies (19)	124	\$183.39	\$1,009,920
Smoking Products	109	\$476.82	\$2,625,870
Transportation			
Payments on Vehicles excluding Leases	115	\$3,394.80	\$18,695,188
Gasoline and Motor Oil	119	\$3,258.82	\$17,946,317
Vehicle Maintenance and Repairs	120	\$1,509.81	\$8,314,506
Travel			
Airline Fares	138	\$989.75	\$5,450,533
Lodging on Trips	133	\$1,074.09	\$5,914,989
Auto/Truck Rental on Trips	135	\$84.49	\$465,262
Food and Drink on Trips	132	\$893.90	\$4,922,730

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

Serena Rose Styles
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Parks and Rec (5C)	19.9%	Population	111,343	109,961
Bright Young Professionals (8C)	8.2%	Households	42,746	42,159
Family Foundations (12A)	7.9%	Families	25,578	25,174
Pleasantville (2B)	7.6%	Median Age	39.4	40.1
In Style (5B)	6.9%	Median Household Income	\$76,428	\$89,440
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,473.56	\$105,734,987
Men's		104	\$478.51	\$20,454,572
Women's		103	\$864.23	\$36,942,177
Children's		98	\$347.16	\$14,839,883
Footwear		104	\$593.47	\$25,368,534
Watches & Jewelry		99	\$144.88	\$6,192,918
Apparel Products and Services (1)		110	\$65.63	\$2,805,492
Computer				
Computers and Hardware for Home Use		103	\$196.22	\$8,387,531
Portable Memory		99	\$4.91	\$209,917
Computer Software		107	\$11.70	\$500,156
Computer Accessories		103	\$21.12	\$902,731
Entertainment & Recreation		101	\$3,710.90	\$158,626,267
Fees and Admissions		107	\$898.27	\$38,397,322
Membership Fees for Clubs (2)		107	\$301.46	\$12,886,401
Fees for Participant Sports, excl. Trips		106	\$139.46	\$5,961,258
Tickets to Theatre/Operas/Concerts		111	\$101.48	\$4,338,052
Tickets to Movies		102	\$64.21	\$2,744,524
Tickets to Parks or Museums		99	\$38.32	\$1,638,226
Admission to Sporting Events, excl. Trips		105	\$76.81	\$3,283,398
Fees for Recreational Lessons		109	\$174.90	\$7,476,355
Dating Services		118	\$1.62	\$69,109
TV/Video/Audio		101	\$1,346.45	\$57,555,144
Cable and Satellite Television Services		101	\$930.15	\$39,760,189
Televisions		100	\$128.03	\$5,472,806
Satellite Dishes		94	\$1.68	\$71,899
VCRs, Video Cameras, and DVD Players		99	\$5.49	\$234,699
Miscellaneous Video Equipment		109	\$19.24	\$822,624
Video Cassettes and DVDs		99	\$8.62	\$368,282
Video Game Hardware/Accessories		96	\$31.63	\$1,352,004
Video Game Software		99	\$18.01	\$769,862
Rental/Streaming/Downloaded Video		98	\$78.21	\$3,343,300
Installation of Televisions		113	\$0.95	\$40,486
Audio (3)		100	\$121.45	\$5,191,609
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.98	\$127,383
Pets		97	\$802.94	\$34,322,295
Toys/Games/Crafts/Hobbies (4)		99	\$129.45	\$5,533,266
Recreational Vehicles and Fees (5)		99	\$127.05	\$5,431,073
Sports/Recreation/Exercise Equipment (6)		95	\$194.05	\$8,295,026
Photo Equipment and Supplies (7)		101	\$52.68	\$2,251,964
Reading (8)		106	\$124.39	\$5,317,342
Catered Affairs (9)		108	\$35.97	\$1,537,707
Food		102	\$10,670.11	\$456,104,605
Food at Home		102	\$6,294.07	\$269,046,139
Bakery and Cereal Products		102	\$812.16	\$34,716,409
Meats, Poultry, Fish, and Eggs		102	\$1,363.99	\$58,304,973
Dairy Products		102	\$634.10	\$27,105,272
Fruits and Vegetables		103	\$1,239.10	\$52,966,499
Snacks and Other Food at Home (10)		101	\$2,244.72	\$95,952,987
Food Away from Home		101	\$4,376.05	\$187,058,465
Alcoholic Beverages		105	\$750.86	\$32,096,231

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$32,560.70	\$1,391,839,548
Value of Retirement Plans	106	\$121,056.14	\$5,174,665,779
Value of Other Financial Assets	108	\$10,584.13	\$452,429,271
Vehicle Loan Amount excluding Interest	97	\$3,156.48	\$134,926,832
Value of Credit Card Debt	104	\$3,266.24	\$139,618,623
Health			
Nonprescription Drugs	95	\$167.82	\$7,173,742
Prescription Drugs	97	\$366.40	\$15,662,325
Eyeglasses and Contact Lenses	100	\$110.62	\$4,728,762
Home			
Mortgage Payment and Basics (11)	105	\$12,656.89	\$541,031,360
Maintenance and Remodeling Services	103	\$3,380.30	\$144,494,429
Maintenance and Remodeling Materials (12)	94	\$660.21	\$28,221,300
Utilities, Fuel, and Public Services	101	\$5,685.46	\$243,030,821
Household Furnishings and Equipment			
Household Textiles (13)	103	\$118.75	\$5,076,297
Furniture	102	\$740.61	\$31,657,954
Rugs	104	\$37.17	\$1,588,688
Major Appliances (14)	101	\$431.20	\$18,431,935
Housewares (15)	101	\$101.06	\$4,320,065
Small Appliances	100	\$59.69	\$2,551,618
Luggage	104	\$19.75	\$844,113
Telephones and Accessories	106	\$121.02	\$5,173,250
Household Operations			
Child Care	104	\$625.63	\$26,743,307
Lawn and Garden (16)	100	\$569.05	\$24,324,719
Moving/Storage/Freight Express	97	\$78.45	\$3,353,337
Housekeeping Supplies (17)	101	\$892.79	\$38,163,239
Insurance			
Owners and Renters Insurance	98	\$693.79	\$29,656,821
Vehicle Insurance	99	\$2,105.53	\$90,003,179
Life/Other Insurance	102	\$698.48	\$29,857,222
Health Insurance	101	\$4,752.88	\$203,166,790
Personal Care Products (18)	101	\$572.52	\$24,473,150
School Books and Supplies (19)	99	\$147.53	\$6,306,526
Smoking Products	96	\$417.06	\$17,827,600
Transportation			
Payments on Vehicles excluding Leases	96	\$2,849.45	\$121,802,559
Gasoline and Motor Oil	98	\$2,672.73	\$114,248,543
Vehicle Maintenance and Repairs	99	\$1,252.70	\$53,547,772
Travel			
Airline Fares	106	\$758.61	\$32,427,666
Lodging on Trips	104	\$839.25	\$35,874,702
Auto/Truck Rental on Trips	105	\$65.75	\$2,810,654
Food and Drink on Trips	104	\$703.45	\$30,069,869

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Serena Rose Styles
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Family Foundations (12A)	13.6%	Population	298,804	296,194
Parks and Rec (5C)	11.5%	Households	113,420	112,303
Modest Income Homes (12D)	10.8%	Families	70,918	70,181
Enterprising Professionals (2D)	8.5%	Median Age	38.8	39.6
Bright Young Professionals (8C)	7.2%	Median Household Income	\$67,980	\$79,737
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,397.99	\$271,979,575
Men's		99	\$459.10	\$52,071,465
Women's		100	\$835.53	\$94,766,054
Children's		97	\$343.12	\$38,916,193
Footwear		101	\$576.82	\$65,422,576
Watches & Jewelry		97	\$141.51	\$16,050,076
Apparel Products and Services (1)		104	\$62.04	\$7,036,760
Computer				
Computers and Hardware for Home Use		98	\$186.64	\$21,168,498
Portable Memory		96	\$4.74	\$538,087
Computer Software		101	\$11.04	\$1,252,345
Computer Accessories		99	\$20.29	\$2,301,036
Entertainment & Recreation		97	\$3,546.89	\$402,288,758
Fees and Admissions		99	\$829.14	\$94,041,422
Membership Fees for Clubs (2)		99	\$279.59	\$31,711,289
Fees for Participant Sports, excl. Trips		99	\$129.65	\$14,705,384
Tickets to Theatre/Operas/Concerts		100	\$92.17	\$10,453,990
Tickets to Movies		97	\$61.20	\$6,940,925
Tickets to Parks or Museums		94	\$36.28	\$4,114,721
Admission to Sporting Events, excl. Trips		98	\$71.79	\$8,142,742
Fees for Recreational Lessons		98	\$156.88	\$17,793,208
Dating Services		115	\$1.58	\$179,162
TV/Video/Audio		99	\$1,318.89	\$149,588,162
Cable and Satellite Television Services		99	\$908.25	\$103,013,871
Televisions		100	\$127.09	\$14,413,999
Satellite Dishes		93	\$1.67	\$188,971
VCRs, Video Cameras, and DVD Players		98	\$5.46	\$619,154
Miscellaneous Video Equipment		101	\$17.88	\$2,028,429
Video Cassettes and DVDs		97	\$8.50	\$964,397
Video Game Hardware/Accessories		99	\$32.65	\$3,703,437
Video Game Software		101	\$18.37	\$2,083,970
Rental/Streaming/Downloaded Video		97	\$77.81	\$8,825,675
Installation of Televisions		96	\$0.81	\$92,214
Audio (3)		96	\$117.12	\$13,283,596
Rental and Repair of TV/Radio/Sound Equipment		97	\$3.27	\$370,448
Pets		93	\$769.12	\$87,233,766
Toys/Games/Crafts/Hobbies (4)		97	\$127.35	\$14,444,027
Recreational Vehicles and Fees (5)		92	\$117.87	\$13,368,685
Sports/Recreation/Exercise Equipment (6)		90	\$185.02	\$20,985,097
Photo Equipment and Supplies (7)		97	\$50.79	\$5,760,922
Reading (8)		99	\$115.66	\$13,118,474
Catered Affairs (9)		100	\$33.37	\$3,784,399
Food		98	\$10,337.68	\$1,172,499,574
Food at Home		98	\$6,095.73	\$691,377,485
Bakery and Cereal Products		99	\$783.41	\$88,854,126
Meats, Poultry, Fish, and Eggs		99	\$1,325.75	\$150,366,659
Dairy Products		98	\$607.08	\$68,855,175
Fruits and Vegetables		99	\$1,187.57	\$134,694,000
Snacks and Other Food at Home (10)		98	\$2,191.92	\$248,607,526
Food Away from Home		98	\$4,241.95	\$481,122,089
Alcoholic Beverages		100	\$711.81	\$80,733,645

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$30,168.92	\$3,421,758,651
Value of Retirement Plans	97	\$110,835.88	\$12,571,005,942
Value of Other Financial Assets	102	\$9,973.70	\$1,131,217,250
Vehicle Loan Amount excluding Interest	98	\$3,180.36	\$360,716,151
Value of Credit Card Debt	100	\$3,134.70	\$355,537,727
Health			
Nonprescription Drugs	94	\$165.79	\$18,803,585
Prescription Drugs	95	\$362.10	\$41,068,905
Eyeglasses and Contact Lenses	96	\$105.57	\$11,973,184
Home			
Mortgage Payment and Basics (11)	95	\$11,528.98	\$1,307,617,434
Maintenance and Remodeling Services	94	\$3,058.90	\$346,940,685
Maintenance and Remodeling Materials (12)	88	\$619.72	\$70,288,936
Utilities, Fuel, and Public Services	99	\$5,574.74	\$632,287,137
Household Furnishings and Equipment			
Household Textiles (13)	99	\$114.46	\$12,981,627
Furniture	98	\$714.11	\$80,994,118
Rugs	98	\$35.02	\$3,972,246
Major Appliances (14)	96	\$410.17	\$46,521,005
Housewares (15)	96	\$96.20	\$10,910,798
Small Appliances	98	\$58.49	\$6,633,620
Luggage	99	\$18.87	\$2,139,795
Telephones and Accessories	99	\$112.25	\$12,731,932
Household Operations			
Child Care	98	\$592.78	\$67,232,655
Lawn and Garden (16)	94	\$533.53	\$60,513,169
Moving/Storage/Freight Express	96	\$77.62	\$8,803,357
Housekeeping Supplies (17)	98	\$867.78	\$98,423,530
Insurance			
Owners and Renters Insurance	94	\$668.93	\$75,870,489
Vehicle Insurance	98	\$2,076.57	\$235,524,956
Life/Other Insurance	97	\$665.32	\$75,460,744
Health Insurance	98	\$4,585.41	\$520,077,583
Personal Care Products (18)	98	\$556.21	\$63,085,342
School Books and Supplies (19)	97	\$144.44	\$16,381,942
Smoking Products	100	\$437.86	\$49,662,354
Transportation			
Payments on Vehicles excluding Leases	96	\$2,833.05	\$321,324,459
Gasoline and Motor Oil	96	\$2,638.19	\$299,223,470
Vehicle Maintenance and Repairs	97	\$1,219.76	\$138,344,774
Travel			
Airline Fares	98	\$700.88	\$79,493,327
Lodging on Trips	97	\$781.95	\$88,689,127
Auto/Truck Rental on Trips	98	\$61.45	\$6,969,201
Food and Drink on Trips	98	\$661.45	\$75,021,714

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

Serena Rose Styles
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27239
Longitude: -76.73167

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	754		3,693		9,622							
Total Employees:	6,566		52,502		123,817							
Total Residential Population:	15,287		111,343		298,804							
Employee/Residential Population Ratio (per 100 Residents)	43		47		41							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	26	3.4%	200	3.0%	54	1.5%	371	0.7%	106	1.1%	772	0.6%
Construction	52	6.9%	281	4.3%	227	6.1%	2,146	4.1%	578	6.0%	6,146	5.0%
Manufacturing	6	0.8%	25	0.4%	54	1.5%	663	1.3%	210	2.2%	4,065	3.3%
Transportation	13	1.7%	65	1.0%	85	2.3%	681	1.3%	275	2.9%	2,892	2.3%
Communication	3	0.4%	11	0.2%	38	1.0%	678	1.3%	82	0.9%	945	0.8%
Utility	1	0.1%	3	0.0%	6	0.2%	68	0.1%	25	0.3%	254	0.2%
Wholesale Trade	10	1.3%	41	0.6%	72	1.9%	802	1.5%	276	2.9%	3,947	3.2%
Retail Trade Summary	137	18.2%	1,048	16.0%	754	20.4%	8,416	16.0%	1,845	19.2%	18,356	14.8%
Home Improvement	4	0.5%	21	0.3%	22	0.6%	622	1.2%	65	0.7%	1,014	0.8%
General Merchandise Stores	3	0.4%	16	0.2%	41	1.1%	721	1.4%	93	1.0%	1,496	1.2%
Food Stores	15	2.0%	154	2.3%	95	2.6%	1,418	2.7%	247	2.6%	2,827	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	9	1.2%	72	1.1%	77	2.1%	901	1.7%	199	2.1%	2,056	1.7%
Apparel & Accessory Stores	8	1.1%	13	0.2%	43	1.2%	315	0.6%	90	0.9%	561	0.5%
Furniture & Home Furnishings	10	1.3%	35	0.5%	57	1.5%	379	0.7%	127	1.3%	993	0.8%
Eating & Drinking Places	42	5.6%	509	7.8%	233	6.3%	2,963	5.6%	540	5.6%	6,361	5.1%
Miscellaneous Retail	45	6.0%	228	3.5%	187	5.1%	1,098	2.1%	483	5.0%	3,049	2.5%
Finance, Insurance, Real Estate Summary	72	9.5%	437	6.7%	323	8.7%	2,041	3.9%	793	8.2%	6,207	5.0%
Banks, Savings & Lending Institutions	11	1.5%	116	1.8%	63	1.7%	467	0.9%	114	1.2%	864	0.7%
Securities Brokers	6	0.8%	20	0.3%	28	0.8%	150	0.3%	79	0.8%	484	0.4%
Insurance Carriers & Agents	16	2.1%	100	1.5%	49	1.3%	267	0.5%	111	1.2%	826	0.7%
Real Estate, Holding, Other Investment Offices	40	5.3%	201	3.1%	182	4.9%	1,157	2.2%	489	5.1%	4,033	3.3%
Services Summary	345	45.8%	4,036	61.5%	1,600	43.3%	23,234	44.3%	4,004	41.6%	58,059	46.9%
Hotels & Lodging	3	0.4%	72	1.1%	14	0.4%	290	0.6%	39	0.4%	754	0.6%
Automotive Services	19	2.5%	119	1.8%	128	3.5%	669	1.3%	308	3.2%	1,812	1.5%
Motion Pictures & Amusements	20	2.7%	205	3.1%	82	2.2%	715	1.4%	183	1.9%	1,395	1.1%
Health Services	69	9.2%	1,713	26.1%	350	9.5%	8,092	15.4%	692	7.2%	14,843	12.0%
Legal Services	17	2.3%	77	1.2%	49	1.3%	197	0.4%	129	1.3%	570	0.5%
Education Institutions & Libraries	12	1.6%	326	5.0%	73	2.0%	4,103	7.8%	206	2.1%	9,342	7.5%
Other Services	204	27.1%	1,524	23.2%	904	24.5%	9,167	17.5%	2,446	25.4%	29,344	23.7%
Government	12	1.6%	344	5.2%	38	1.0%	12,885	24.5%	126	1.3%	20,775	16.8%
Unclassified Establishments	76	10.1%	75	1.1%	442	12.0%	519	1.0%	1,304	13.6%	1,399	1.1%
Totals	754	100.0%	6,566	100.0%	3,693	100.0%	52,502	100.0%	9,622	100.0%	123,817	100.0%

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

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

Serena Rose Styles
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27239
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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	2	0.3%	3	0.0%	5	0.1%	12	0.0%	13	0.1%	32	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	15	0.0%	4	0.0%	56	0.0%
Utilities	1	0.1%	3	0.0%	2	0.1%	14	0.0%	9	0.1%	96	0.1%
Construction	52	6.9%	298	4.5%	237	6.4%	2,282	4.3%	615	6.4%	6,598	5.3%
Manufacturing	10	1.3%	55	0.8%	68	1.8%	751	1.4%	244	2.5%	4,261	3.4%
Wholesale Trade	10	1.3%	43	0.7%	61	1.7%	738	1.4%	251	2.6%	3,804	3.1%
Retail Trade	89	11.8%	483	7.4%	499	13.5%	5,240	10.0%	1,255	13.0%	11,455	9.3%
Motor Vehicle & Parts Dealers	4	0.5%	55	0.8%	51	1.4%	761	1.4%	142	1.5%	1,782	1.4%
Furniture & Home Furnishings Stores	3	0.4%	8	0.1%	30	0.8%	194	0.4%	67	0.7%	424	0.3%
Electronics & Appliance Stores	3	0.4%	11	0.2%	19	0.5%	138	0.3%	42	0.4%	419	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.5%	21	0.3%	22	0.6%	622	1.2%	64	0.7%	1,010	0.8%
Food & Beverage Stores	12	1.6%	111	1.7%	76	2.1%	1,242	2.4%	251	2.6%	2,563	2.1%
Health & Personal Care Stores	12	1.6%	95	1.4%	70	1.9%	470	0.9%	134	1.4%	880	0.7%
Gasoline Stations	5	0.7%	17	0.3%	26	0.7%	140	0.3%	57	0.6%	273	0.2%
Clothing & Clothing Accessories Stores	8	1.1%	13	0.2%	52	1.4%	361	0.7%	114	1.2%	653	0.5%
Sport Goods, Hobby, Book, & Music Stores	13	1.7%	57	0.9%	29	0.8%	174	0.3%	59	0.6%	396	0.3%
General Merchandise Stores	3	0.4%	16	0.2%	41	1.1%	721	1.4%	93	1.0%	1,496	1.2%
Miscellaneous Store Retailers	9	1.2%	69	1.1%	46	1.2%	385	0.7%	144	1.5%	1,330	1.1%
Nonstore Retailers	12	1.6%	9	0.1%	37	1.0%	33	0.1%	87	0.9%	227	0.2%
Transportation & Warehousing	11	1.5%	68	1.0%	71	1.9%	629	1.2%	248	2.6%	2,790	2.3%
Information	10	1.3%	83	1.3%	68	1.8%	1,138	2.2%	172	1.8%	2,289	1.8%
Finance & Insurance	32	4.2%	233	3.5%	141	3.8%	880	1.7%	309	3.2%	2,233	1.8%
Central Bank/Credit Intermediation & Related Activities	11	1.5%	114	1.7%	63	1.7%	463	0.9%	114	1.2%	859	0.7%
Securities, Commodity Contracts & Other Financial	6	0.8%	20	0.3%	29	0.8%	150	0.3%	82	0.9%	537	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	16	2.1%	100	1.5%	49	1.3%	267	0.5%	113	1.2%	837	0.7%
Real Estate, Rental & Leasing	39	5.2%	163	2.5%	194	5.3%	1,069	2.0%	522	5.4%	4,177	3.4%
Professional, Scientific & Tech Services	85	11.3%	551	8.4%	297	8.0%	2,455	4.7%	805	8.4%	12,047	9.7%
Legal Services	23	3.1%	109	1.7%	61	1.7%	250	0.5%	155	1.6%	672	0.5%
Management of Companies & Enterprises	3	0.4%	19	0.3%	11	0.3%	80	0.2%	29	0.3%	249	0.2%
Administrative & Support & Waste Management & Remediation	38	5.0%	259	3.9%	150	4.1%	1,212	2.3%	382	4.0%	4,412	3.6%
Educational Services	21	2.8%	330	5.0%	89	2.4%	4,088	7.8%	236	2.5%	9,407	7.6%
Health Care & Social Assistance	92	12.2%	2,077	31.6%	461	12.5%	11,176	21.3%	989	10.3%	20,383	16.5%
Arts, Entertainment & Recreation	12	1.6%	203	3.1%	66	1.8%	681	1.3%	155	1.6%	1,358	1.1%
Accommodation & Food Services	48	6.4%	603	9.2%	262	7.1%	3,406	6.5%	608	6.3%	7,430	6.0%
Accommodation	3	0.4%	72	1.1%	14	0.4%	290	0.6%	39	0.4%	754	0.6%
Food Services & Drinking Places	44	5.8%	531	8.1%	249	6.7%	3,116	5.9%	569	5.9%	6,676	5.4%
Other Services (except Public Administration)	111	14.7%	673	10.2%	529	14.3%	3,251	6.2%	1,349	14.0%	8,609	7.0%
Automotive Repair & Maintenance	16	2.1%	99	1.5%	100	2.7%	529	1.0%	225	2.3%	1,175	0.9%
Public Administration	12	1.6%	343	5.2%	37	1.0%	12,867	24.5%	124	1.3%	20,730	16.7%
Unclassified Establishments	76	10.1%	75	1.1%	442	12.0%	519	1.0%	1,304	13.6%	1,399	1.1%
Total	754	100.0%	6,566	100.0%	3,693	100.0%	52,502	100.0%	9,622	100.0%	123,817	100.0%

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