

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	16,364	101,616	262,502
2010 Total Population	17,854	106,104	275,012
2019 Total Population	18,467	108,004	279,993
2019 Group Quarters	272	1,917	3,592
2024 Total Population	18,758	108,792	281,001
2019-2024 Annual Rate	0.31%	0.15%	0.07%
2019 Total Daytime Population	12,458	107,084	266,285
Workers	3,783	53,289	125,427
Residents	8,675	53,795	140,858
Household Summary			
2000 Households	6,580	40,197	103,937
2000 Average Household Size	2.44	2.47	2.48
2010 Households	6,963	42,125	109,411
2010 Average Household Size	2.53	2.47	2.48
2019 Households	7,095	42,592	110,765
2019 Average Household Size	2.56	2.49	2.50
2024 Households	7,173	42,778	110,843
2024 Average Household Size	2.58	2.50	2.50
2019-2024 Annual Rate	0.22%	0.09%	0.01%
2010 Families	4,497	26,669	68,648
2010 Average Family Size	3.10	3.09	3.12
2019 Families	4,529	26,644	68,927
2019 Average Family Size	3.17	3.13	3.16
2024 Families	4,558	26,651	68,808
2024 Average Family Size	3.20	3.15	3.17
2019-2024 Annual Rate	0.13%	0.01%	-0.03%
Housing Unit Summary			
2000 Housing Units	6,924	42,601	111,126
Owner Occupied Housing Units	50.4%	56.5%	56.5%
Renter Occupied Housing Units	44.6%	37.9%	37.0%
Vacant Housing Units	5.0%	5.6%	6.5%
2010 Housing Units	7,351	44,928	118,905
Owner Occupied Housing Units	49.4%	55.0%	54.4%
Renter Occupied Housing Units	45.3%	38.7%	37.6%
Vacant Housing Units	5.3%	6.2%	8.0%
2019 Housing Units	7,462	45,480	121,635
Owner Occupied Housing Units	50.4%	55.5%	55.0%
Renter Occupied Housing Units	44.7%	38.2%	36.1%
Vacant Housing Units	4.9%	6.4%	8.9%
2024 Housing Units	7,535	45,757	122,521
Owner Occupied Housing Units	51.9%	56.4%	55.6%
Renter Occupied Housing Units	43.3%	37.1%	34.8%
Vacant Housing Units	4.8%	6.5%	9.5%
Median Household Income			
2019	\$64,798	\$64,931	\$65,450
2024	\$73,138	\$72,528	\$72,874
Median Home Value			
2019	\$210,891	\$224,640	\$240,253
2024	\$237,456	\$254,545	\$278,479
Per Capita Income			
2019	\$30,415	\$33,540	\$35,314
2024	\$34,016	\$37,591	\$39,456
Median Age			
2010	36.7	39.0	38.8
2019	38.6	40.4	40.0
2024	39.2	40.8	40.4

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	7,095	42,592	110,765
<\$15,000	6.9%	8.1%	9.0%
\$15,000 - \$24,999	6.5%	7.6%	7.5%
\$25,000 - \$34,999	6.7%	7.3%	7.9%
\$35,000 - \$49,999	16.4%	14.2%	13.3%
\$50,000 - \$74,999	19.8%	18.7%	17.5%
\$75,000 - \$99,999	15.0%	13.6%	13.1%
\$100,000 - \$149,999	20.2%	18.4%	17.5%
\$150,000 - \$199,999	6.2%	7.0%	7.7%
\$200,000+	2.3%	5.0%	6.5%
Average Household Income	\$78,635	\$84,849	\$89,024
2024 Households by Income			
Household Income Base	7,173	42,778	110,843
<\$15,000	5.9%	7.1%	8.0%
\$15,000 - \$24,999	5.4%	6.5%	6.6%
\$25,000 - \$34,999	6.1%	6.9%	7.6%
\$35,000 - \$49,999	15.1%	13.2%	12.4%
\$50,000 - \$74,999	18.5%	17.6%	16.4%
\$75,000 - \$99,999	15.3%	14.0%	13.3%
\$100,000 - \$149,999	22.8%	20.0%	18.8%
\$150,000 - \$199,999	7.8%	8.6%	9.2%
\$200,000+	3.0%	6.2%	7.8%
Average Household Income	\$88,371	\$95,383	\$99,764
2019 Owner Occupied Housing Units by Value			
Total	3,759	25,234	66,848
<\$50,000	2.6%	2.6%	2.4%
\$50,000 - \$99,999	2.7%	3.4%	5.8%
\$100,000 - \$149,999	13.6%	10.9%	11.6%
\$150,000 - \$199,999	26.0%	22.2%	17.0%
\$200,000 - \$249,999	23.1%	22.0%	16.4%
\$250,000 - \$299,999	11.0%	15.3%	13.6%
\$300,000 - \$399,999	16.0%	14.4%	16.8%
\$400,000 - \$499,999	3.1%	4.0%	7.3%
\$500,000 - \$749,999	0.8%	3.9%	6.7%
\$750,000 - \$999,999	0.4%	0.3%	1.0%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$232,595	\$259,852	\$288,527
2024 Owner Occupied Housing Units by Value			
Total	3,907	25,788	68,168
<\$50,000	1.9%	1.8%	1.8%
\$50,000 - \$99,999	1.7%	2.3%	4.5%
\$100,000 - \$149,999	9.3%	7.6%	8.1%
\$150,000 - \$199,999	20.9%	17.0%	13.0%
\$200,000 - \$249,999	21.8%	19.7%	14.4%
\$250,000 - \$299,999	12.9%	17.0%	14.5%
\$300,000 - \$399,999	23.2%	19.6%	20.7%
\$400,000 - \$499,999	5.0%	5.7%	9.4%
\$500,000 - \$749,999	1.4%	7.1%	10.0%
\$750,000 - \$999,999	1.1%	0.6%	1.7%
\$1,000,000 - \$1,499,999	1.0%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.0%	0.6%	0.5%
Average Home Value	\$268,628	\$304,832	\$332,425

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.35285
 Longitude: -76.75489

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	17,854	106,105	275,012
0 - 4	6.8%	6.4%	6.5%
5 - 9	6.1%	6.0%	6.1%
10 - 14	6.3%	6.4%	6.3%
15 - 24	14.7%	13.6%	13.2%
25 - 34	13.9%	12.7%	13.1%
35 - 44	13.8%	12.8%	12.9%
45 - 54	14.0%	14.3%	14.4%
55 - 64	12.6%	12.9%	12.8%
65 - 74	6.6%	7.5%	7.4%
75 - 84	3.8%	4.8%	4.9%
85 +	1.6%	2.6%	2.3%
18 +	76.3%	77.0%	76.8%
2019 Population by Age			
Total	18,465	108,005	279,993
0 - 4	6.0%	5.7%	5.9%
5 - 9	6.2%	5.8%	6.1%
10 - 14	6.3%	6.0%	6.2%
15 - 24	11.7%	11.9%	11.6%
25 - 34	15.1%	13.9%	13.9%
35 - 44	13.0%	11.9%	12.3%
45 - 54	12.9%	12.1%	12.2%
55 - 64	12.4%	13.3%	13.4%
65 - 74	9.9%	10.7%	10.4%
75 - 84	4.6%	5.7%	5.5%
85 +	2.0%	3.0%	2.7%
18 +	77.9%	79.0%	78.4%
2024 Population by Age			
Total	18,758	108,794	281,000
0 - 4	5.9%	5.7%	5.9%
5 - 9	6.0%	5.6%	5.8%
10 - 14	6.2%	5.8%	6.0%
15 - 24	11.8%	11.4%	11.1%
25 - 34	14.0%	13.7%	13.8%
35 - 44	13.9%	12.9%	13.1%
45 - 54	12.2%	11.3%	11.5%
55 - 64	12.1%	12.4%	12.4%
65 - 74	10.1%	11.0%	10.8%
75 - 84	5.8%	7.0%	6.6%
85 +	2.0%	3.1%	2.8%
18 +	78.1%	79.3%	78.8%
2010 Population by Sex			
Males	7,975	48,068	125,915
Females	9,879	58,036	149,097
2019 Population by Sex			
Males	8,398	49,153	128,650
Females	10,069	58,851	151,343
2024 Population by Sex			
Males	8,630	49,740	129,598
Females	10,128	59,053	151,404

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	17,853	106,103	275,011
White Alone	9.0%	20.5%	27.2%
Black Alone	84.7%	72.3%	65.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.0%	2.6%	3.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.8%	1.9%	1.5%
Two or More Races	2.1%	2.3%	2.2%
Hispanic Origin	3.9%	4.1%	3.5%
Diversity Index	32.8	47.9	53.5
2019 Population by Race/Ethnicity			
Total	18,467	108,004	279,993
White Alone	6.4%	16.5%	23.8%
Black Alone	86.7%	75.5%	66.9%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	2.1%	2.9%	4.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.2%	2.3%	1.9%
Two or More Races	2.2%	2.5%	2.5%
Hispanic Origin	4.6%	5.0%	4.4%
Diversity Index	31.0	46.0	53.6
2024 Population by Race/Ethnicity			
Total	18,758	108,793	281,001
White Alone	5.3%	14.5%	21.9%
Black Alone	87.5%	76.9%	67.9%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	2.2%	3.0%	5.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.4%	2.6%	2.1%
Two or More Races	2.3%	2.7%	2.7%
Hispanic Origin	5.1%	5.7%	5.1%
Diversity Index	30.5	45.3	53.9
2010 Population by Relationship and Household Type			
Total	17,854	106,104	275,012
In Households	98.5%	98.2%	98.7%
In Family Households	81.4%	80.5%	80.6%
Householder	25.4%	25.2%	25.0%
Spouse	12.8%	14.4%	14.7%
Child	33.8%	32.2%	32.4%
Other relative	6.2%	5.9%	5.7%
Nonrelative	3.3%	2.9%	2.8%
In Nonfamily Households	17.1%	17.7%	18.1%
In Group Quarters	1.5%	1.8%	1.3%
Institutionalized Population	1.4%	1.0%	0.8%
Noninstitutionalized Population	0.1%	0.7%	0.5%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	12,890	76,276	196,955
Less than 9th Grade	1.1%	2.3%	2.9%
9th - 12th Grade, No Diploma	3.7%	4.9%	5.7%
High School Graduate	28.9%	24.4%	22.3%
GED/Alternative Credential	1.7%	3.1%	3.0%
Some College, No Degree	20.2%	22.7%	20.9%
Associate Degree	10.3%	7.3%	7.1%
Bachelor's Degree	23.9%	21.8%	21.8%
Graduate/Professional Degree	10.1%	13.5%	16.4%
2019 Population 15+ by Marital Status			
Total	15,043	89,126	229,320
Never Married	44.8%	39.8%	39.0%
Married	35.7%	40.3%	41.8%
Widowed	6.3%	7.8%	7.5%
Divorced	13.3%	12.0%	11.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	95.4%	95.1%
Civilian Unemployed (Unemployment Rate)	4.1%	4.6%	4.9%
2019 Employed Population 16+ by Industry			
Total	10,009	55,420	142,097
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	2.1%	3.0%	3.6%
Manufacturing	3.5%	3.3%	3.6%
Wholesale Trade	0.7%	1.3%	1.4%
Retail Trade	9.3%	9.5%	8.7%
Transportation/Utilities	11.8%	8.9%	7.2%
Information	3.4%	2.2%	1.9%
Finance/Insurance/Real Estate	5.6%	7.5%	7.3%
Services	49.4%	51.0%	54.5%
Public Administration	14.2%	13.2%	11.9%
2019 Employed Population 16+ by Occupation			
Total	10,008	55,420	142,096
White Collar	64.2%	65.2%	67.8%
Management/Business/Financial	10.7%	12.7%	14.2%
Professional	27.2%	26.5%	28.9%
Sales	8.0%	9.3%	9.3%
Administrative Support	18.3%	16.7%	15.4%
Services	21.3%	20.0%	18.5%
Blue Collar	14.5%	14.8%	13.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.2%	1.8%	2.2%
Installation/Maintenance/Repair	2.5%	3.0%	2.8%
Production	2.8%	2.6%	2.7%
Transportation/Material Moving	8.0%	7.4%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	17,854	106,104	275,012
Population Inside Urbanized Area	100.0%	99.7%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35285
Longitude: -76.75489

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,963	42,125	109,411
Households with 1 Person	29.4%	30.8%	31.1%
Households with 2+ People	70.6%	69.2%	68.9%
Family Households	64.6%	63.3%	62.7%
Husband-wife Families	32.6%	36.3%	37.0%
With Related Children	14.4%	15.1%	15.9%
Other Family (No Spouse Present)	32.0%	27.0%	25.8%
Other Family with Male Householder	5.9%	5.2%	5.0%
With Related Children	3.0%	2.7%	2.6%
Other Family with Female Householder	26.2%	21.8%	20.7%
With Related Children	16.3%	13.7%	12.8%
Nonfamily Households	6.0%	5.8%	6.2%
All Households with Children	34.5%	32.1%	31.8%
Multigenerational Households	7.7%	6.2%	6.0%
Unmarried Partner Households	7.0%	6.0%	6.2%
Male-female	6.5%	5.4%	5.4%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	6,962	42,127	109,410
1 Person Household	29.4%	30.8%	31.1%
2 Person Household	30.2%	30.9%	30.7%
3 Person Household	18.4%	17.0%	16.6%
4 Person Household	11.5%	11.4%	11.3%
5 Person Household	6.4%	5.6%	5.6%
6 Person Household	2.4%	2.5%	2.5%
7 + Person Household	1.8%	1.9%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	6,963	42,125	109,411
Owner Occupied	52.2%	58.7%	59.1%
Owned with a Mortgage/Loan	44.3%	47.6%	46.5%
Owned Free and Clear	7.9%	11.1%	12.6%
Renter Occupied	47.8%	41.3%	40.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,351	44,928	118,905
Housing Units Inside Urbanized Area	100.0%	99.7%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.7%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35285
Longitude: -76.75489

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals (8C)	Family Foundations (12A)	Family Foundations (12A)
2.	Parks and Rec (5C)	Parks and Rec (5C)	Enterprising Professionals
3.	Family Foundations (12A)	Bright Young Professionals	Parks and Rec (5C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$13,589,431	\$88,298,638	\$241,904,829
Average Spent	\$1,915.35	\$2,073.13	\$2,183.95
Spending Potential Index	89	97	102
Education: Total \$	\$10,214,119	\$66,657,758	\$181,795,597
Average Spent	\$1,439.62	\$1,565.03	\$1,641.27
Spending Potential Index	90	98	103
Entertainment/Recreation: Total \$	\$20,720,135	\$133,599,345	\$363,444,107
Average Spent	\$2,920.39	\$3,136.72	\$3,281.22
Spending Potential Index	89	96	100
Food at Home: Total \$	\$32,905,614	\$213,466,903	\$580,057,783
Average Spent	\$4,637.86	\$5,011.90	\$5,236.83
Spending Potential Index	90	97	101
Food Away from Home: Total \$	\$23,247,531	\$150,455,889	\$412,726,398
Average Spent	\$3,276.61	\$3,532.49	\$3,726.14
Spending Potential Index	89	96	101
Health Care: Total \$	\$37,641,595	\$242,842,808	\$657,568,013
Average Spent	\$5,305.37	\$5,701.61	\$5,936.60
Spending Potential Index	89	96	100
HH Furnishings & Equipment: Total \$	\$13,588,629	\$86,965,755	\$236,855,541
Average Spent	\$1,915.24	\$2,041.83	\$2,138.36
Spending Potential Index	90	96	100
Personal Care Products & Services: Total \$	\$5,644,680	\$36,515,792	\$100,017,830
Average Spent	\$795.59	\$857.34	\$902.97
Spending Potential Index	90	97	102
Shelter: Total \$	\$120,511,147	\$788,197,544	\$2,139,488,123
Average Spent	\$16,985.36	\$18,505.77	\$19,315.56
Spending Potential Index	92	100	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,553,007	\$101,546,987	\$275,480,122
Average Spent	\$2,192.11	\$2,384.18	\$2,487.07
Spending Potential Index	88	96	100
Travel: Total \$	\$14,348,172	\$92,560,821	\$252,251,925
Average Spent	\$2,022.29	\$2,173.20	\$2,277.36
Spending Potential Index	90	97	101
Vehicle Maintenance & Repairs: Total \$	\$7,294,309	\$47,267,660	\$127,190,602
Average Spent	\$1,028.09	\$1,109.78	\$1,148.29
Spending Potential Index	90	97	100

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.35285
 Longitude: -76.75489

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Bright Young Professionals (8C)	28.5%	Population	18,467	18,758
Parks and Rec (5C)	25.6%	Households	7,095	7,173
Family Foundations (12A)	16.2%	Families	4,529	4,558
Front Porches (8E)	10.2%	Median Age	38.6	39.2
Pleasantville (2B)	9.3%	Median Household Income	\$64,798	\$73,138
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$1,915.35	\$13,589,431
Men's		89	\$368.38	\$2,613,628
Women's		91	\$652.82	\$4,631,738
Children's		88	\$283.91	\$2,014,363
Footwear		89	\$428.98	\$3,043,619
Watches & Jewelry		88	\$122.14	\$866,601
Apparel Products and Services (1)		89	\$59.12	\$419,482
Computer				
Computers and Hardware for Home Use		92	\$152.67	\$1,083,174
Portable Memory		87	\$3.90	\$27,639
Computer Software		92	\$9.31	\$66,023
Computer Accessories		91	\$17.30	\$122,732
Entertainment & Recreation		89	\$2,920.39	\$20,720,135
Fees and Admissions		93	\$661.26	\$4,691,665
Membership Fees for Clubs (2)		93	\$220.49	\$1,564,394
Fees for Participant Sports, excl. Trips		92	\$99.00	\$702,406
Tickets to Theatre/Operas/Concerts		96	\$71.92	\$510,254
Tickets to Movies		90	\$49.36	\$350,219
Tickets to Parks or Museums		92	\$29.81	\$211,490
Admission to Sporting Events, excl. Trips		89	\$56.11	\$398,100
Fees for Recreational Lessons		93	\$133.84	\$949,602
Dating Services		104	\$0.73	\$5,200
TV/Video/Audio		90	\$1,097.39	\$7,785,955
Cable and Satellite Television Services		89	\$786.11	\$5,577,471
Televisions		89	\$96.73	\$686,334
Satellite Dishes		82	\$1.28	\$9,101
VCRs, Video Cameras, and DVD Players		91	\$5.23	\$37,133
Miscellaneous Video Equipment		92	\$23.27	\$165,136
Video Cassettes and DVDs		90	\$10.34	\$73,332
Video Game Hardware/Accessories		93	\$25.87	\$183,522
Video Game Software		93	\$14.14	\$100,297
Rental/Streaming/Downloaded Video		93	\$43.37	\$307,743
Installation of Televisions		87	\$0.99	\$6,999
Audio (3)		89	\$87.26	\$619,131
Rental and Repair of TV/Radio/Sound Equipment		88	\$2.78	\$19,758
Pets		85	\$565.00	\$4,008,683
Toys/Games/Crafts/Hobbies (4)		90	\$106.30	\$754,185
Recreational Vehicles and Fees (5)		87	\$139.06	\$986,638
Sports/Recreation/Exercise Equipment (6)		88	\$182.42	\$1,294,289
Photo Equipment and Supplies (7)		92	\$47.97	\$340,382
Reading (8)		91	\$96.62	\$685,552
Catered Affairs (9)		91	\$24.35	\$172,785
Food		89	\$7,914.47	\$56,153,145
Food at Home		90	\$4,637.86	\$32,905,614
Bakery and Cereal Products		90	\$610.21	\$4,329,464
Meats, Poultry, Fish, and Eggs		90	\$1,025.40	\$7,275,238
Dairy Products		89	\$477.90	\$3,390,735
Fruits and Vegetables		90	\$917.82	\$6,511,964
Snacks and Other Food at Home (10)		89	\$1,606.51	\$11,398,213
Food Away from Home		89	\$3,276.61	\$23,247,531
Alcoholic Beverages		91	\$527.07	\$3,739,543

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$19,775.43	\$140,306,652
Value of Retirement Plans	94	\$89,100.95	\$632,171,236
Value of Other Financial Assets	96	\$5,443.41	\$38,621,028
Vehicle Loan Amount excluding Interest	87	\$2,489.04	\$17,659,714
Value of Credit Card Debt	92	\$2,259.70	\$16,032,556
Health			
Nonprescription Drugs	90	\$128.63	\$912,622
Prescription Drugs	88	\$321.32	\$2,279,757
Eyeglasses and Contact Lenses	88	\$80.10	\$568,275
Home			
Mortgage Payment and Basics (11)	90	\$9,084.99	\$64,458,030
Maintenance and Remodeling Services	90	\$1,922.16	\$13,637,731
Maintenance and Remodeling Materials (12)	86	\$422.32	\$2,996,338
Utilities, Fuel, and Public Services	90	\$4,355.15	\$30,899,755
Household Furnishings and Equipment			
Household Textiles (13)	91	\$91.23	\$647,306
Furniture	91	\$561.67	\$3,985,055
Rugs	90	\$29.25	\$207,559
Major Appliances (14)	89	\$313.88	\$2,227,004
Housewares (15)	89	\$94.29	\$668,980
Small Appliances	89	\$43.28	\$307,084
Luggage	91	\$12.69	\$90,058
Telephones and Accessories	88	\$66.22	\$469,811
Household Operations			
Child Care	92	\$471.49	\$3,345,240
Lawn and Garden (16)	87	\$408.48	\$2,898,153
Moving/Storage/Freight Express	93	\$61.78	\$438,338
Housekeeping Supplies (17)	88	\$661.57	\$4,693,811
Insurance			
Owners and Renters Insurance	87	\$505.13	\$3,583,881
Vehicle Insurance	89	\$1,384.56	\$9,823,465
Life/Other Insurance	90	\$412.80	\$2,928,791
Health Insurance	90	\$3,524.49	\$25,006,270
Personal Care Products (18)	89	\$447.24	\$3,173,172
School Books and Supplies (19)	89	\$138.79	\$984,734
Smoking Products	88	\$355.59	\$2,522,906
Transportation			
Payments on Vehicles excluding Leases	87	\$2,206.73	\$15,656,746
Gasoline and Motor Oil	88	\$2,018.17	\$14,318,901
Vehicle Maintenance and Repairs	90	\$1,028.09	\$7,294,309
Travel			
Airline Fares	91	\$496.04	\$3,519,375
Lodging on Trips	90	\$561.32	\$3,982,568
Auto/Truck Rental on Trips	90	\$23.62	\$167,600
Food and Drink on Trips	90	\$487.48	\$3,458,678

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	17.9%	Population	108,004	108,792
Parks and Rec (5C)	17.1%	Households	42,592	42,778
Bright Young Professionals (8C)	12.3%	Families	26,644	26,651
Pleasantville (2B)	10.1%	Median Age	40.4	40.8
Retirement Communities (9E)	9.2%	Median Household Income	\$64,931	\$72,528
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,073.13	\$88,298,638
Men's		96	\$398.12	\$16,956,835
Women's		99	\$710.22	\$30,249,785
Children's		93	\$298.79	\$12,725,976
Footwear		97	\$467.22	\$19,899,794
Watches & Jewelry		96	\$132.94	\$5,662,112
Apparel Products and Services (1)		99	\$65.84	\$2,804,136
Computer				
Computers and Hardware for Home Use		99	\$163.96	\$6,983,569
Portable Memory		94	\$4.20	\$178,804
Computer Software		100	\$10.15	\$432,177
Computer Accessories		97	\$18.44	\$785,525
Entertainment & Recreation		96	\$3,136.72	\$133,599,345
Fees and Admissions		99	\$709.42	\$30,215,641
Membership Fees for Clubs (2)		101	\$237.71	\$10,124,563
Fees for Participant Sports, excl. Trips		98	\$105.07	\$4,474,987
Tickets to Theatre/Operas/Concerts		104	\$77.98	\$3,321,274
Tickets to Movies		96	\$52.87	\$2,251,736
Tickets to Parks or Museums		99	\$32.04	\$1,364,554
Admission to Sporting Events, excl. Trips		96	\$60.59	\$2,580,677
Fees for Recreational Lessons		99	\$142.35	\$6,062,803
Dating Services		117	\$0.82	\$35,048
TV/Video/Audio		97	\$1,182.16	\$50,350,379
Cable and Satellite Television Services		97	\$851.87	\$36,283,053
Televisions		95	\$103.43	\$4,405,355
Satellite Dishes		87	\$1.37	\$58,303
VCRs, Video Cameras, and DVD Players		95	\$5.47	\$232,918
Miscellaneous Video Equipment		96	\$24.40	\$1,039,076
Video Cassettes and DVDs		94	\$10.80	\$460,091
Video Game Hardware/Accessories		98	\$27.25	\$1,160,583
Video Game Software		98	\$14.92	\$635,602
Rental/Streaming/Downloaded Video		98	\$45.69	\$1,945,973
Installation of Televisions		96	\$1.09	\$46,408
Audio (3)		95	\$92.81	\$3,953,063
Rental and Repair of TV/Radio/Sound Equipment		97	\$3.05	\$129,956
Pets		91	\$604.35	\$25,740,362
Toys/Games/Crafts/Hobbies (4)		95	\$112.32	\$4,783,784
Recreational Vehicles and Fees (5)		96	\$152.60	\$6,499,620
Sports/Recreation/Exercise Equipment (6)		93	\$192.48	\$8,198,029
Photo Equipment and Supplies (7)		98	\$51.11	\$2,176,815
Reading (8)		99	\$105.31	\$4,485,463
Catered Affairs (9)		101	\$26.98	\$1,149,252
Food		97	\$8,544.39	\$363,922,792
Food at Home		97	\$5,011.90	\$213,466,903
Bakery and Cereal Products		97	\$658.58	\$28,050,243
Meats, Poultry, Fish, and Eggs		97	\$1,112.83	\$47,397,798
Dairy Products		96	\$516.63	\$22,004,204
Fruits and Vegetables		98	\$994.53	\$42,358,862
Snacks and Other Food at Home (10)		96	\$1,729.33	\$73,655,796
Food Away from Home		96	\$3,532.49	\$150,455,889
Alcoholic Beverages		99	\$572.42	\$24,380,686

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	100	\$21,517.16	\$916,458,803
Value of Retirement Plans	99	\$94,761.00	\$4,036,060,713
Value of Other Financial Assets	109	\$6,170.65	\$262,820,272
Vehicle Loan Amount excluding Interest	91	\$2,614.49	\$111,356,436
Value of Credit Card Debt	99	\$2,407.69	\$102,548,384
Health			
Nonprescription Drugs	97	\$138.93	\$5,917,191
Prescription Drugs	95	\$346.23	\$14,746,711
Eyeglasses and Contact Lenses	94	\$85.50	\$3,641,409
Home			
Mortgage Payment and Basics (11)	95	\$9,609.07	\$409,269,620
Maintenance and Remodeling Services	96	\$2,040.57	\$86,911,839
Maintenance and Remodeling Materials (12)	90	\$440.55	\$18,764,112
Utilities, Fuel, and Public Services	96	\$4,672.50	\$199,011,047
Household Furnishings and Equipment			
Household Textiles (13)	98	\$97.68	\$4,160,563
Furniture	98	\$600.08	\$25,558,563
Rugs	96	\$31.00	\$1,320,218
Major Appliances (14)	93	\$330.53	\$14,077,787
Housewares (15)	95	\$101.29	\$4,314,139
Small Appliances	96	\$46.59	\$1,984,358
Luggage	98	\$13.69	\$583,227
Telephones and Accessories	94	\$71.10	\$3,028,091
Household Operations			
Child Care	98	\$499.50	\$21,274,525
Lawn and Garden (16)	93	\$436.52	\$18,592,472
Moving/Storage/Freight Express	101	\$67.07	\$2,856,766
Housekeeping Supplies (17)	95	\$714.19	\$30,418,653
Insurance			
Owners and Renters Insurance	92	\$535.66	\$22,814,799
Vehicle Insurance	96	\$1,481.78	\$63,112,131
Life/Other Insurance	96	\$440.78	\$18,773,815
Health Insurance	96	\$3,786.82	\$161,288,321
Personal Care Products (18)	96	\$482.28	\$20,541,112
School Books and Supplies (19)	96	\$148.52	\$6,325,972
Smoking Products	96	\$385.83	\$16,433,184
Transportation			
Payments on Vehicles excluding Leases	91	\$2,315.17	\$98,607,871
Gasoline and Motor Oil	94	\$2,147.51	\$91,466,918
Vehicle Maintenance and Repairs	97	\$1,109.78	\$47,267,660
Travel			
Airline Fares	99	\$539.64	\$22,984,325
Lodging on Trips	97	\$601.86	\$25,634,271
Auto/Truck Rental on Trips	97	\$25.36	\$1,080,009
Food and Drink on Trips	97	\$522.19	\$22,241,097

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.35285
 Longitude: -76.75489

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Family Foundations (12A)	17.7%	Population	279,993	281,001
Enterprising Professionals (2D)	12.8%	Households	110,765	110,843
Parks and Rec (5C)	10.1%	Families	68,927	68,808
Bright Young Professionals (8C)	6.6%	Median Age	40.0	40.4
Pleasantville (2B)	6.1%	Median Household Income	\$65,450	\$72,874
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,183.95	\$241,904,829
Men's		101	\$416.76	\$46,162,974
Women's		104	\$748.05	\$82,857,249
Children's		98	\$314.60	\$34,847,073
Footwear		102	\$491.58	\$54,449,996
Watches & Jewelry		104	\$143.08	\$15,847,711
Apparel Products and Services (1)		105	\$69.88	\$7,739,826
Computer				
Computers and Hardware for Home Use		104	\$171.79	\$19,028,326
Portable Memory		100	\$4.46	\$493,541
Computer Software		106	\$10.73	\$1,188,211
Computer Accessories		101	\$19.21	\$2,127,649
Entertainment & Recreation		100	\$3,281.22	\$363,444,107
Fees and Admissions		104	\$742.31	\$82,222,001
Membership Fees for Clubs (2)		105	\$248.40	\$27,514,557
Fees for Participant Sports, excl. Trips		103	\$110.66	\$12,257,133
Tickets to Theatre/Operas/Concerts		107	\$80.49	\$8,915,454
Tickets to Movies		101	\$55.46	\$6,143,013
Tickets to Parks or Museums		104	\$33.48	\$3,708,293
Admission to Sporting Events, excl. Trips		102	\$64.33	\$7,125,974
Fees for Recreational Lessons		104	\$148.62	\$16,461,713
Dating Services		124	\$0.87	\$95,866
TV/Video/Audio		101	\$1,237.50	\$137,072,109
Cable and Satellite Television Services		101	\$890.59	\$98,645,753
Televisions		100	\$108.58	\$12,027,319
Satellite Dishes		93	\$1.46	\$161,317
VCRs, Video Cameras, and DVD Players		99	\$5.74	\$635,601
Miscellaneous Video Equipment		102	\$25.85	\$2,863,728
Video Cassettes and DVDs		98	\$11.27	\$1,248,348
Video Game Hardware/Accessories		102	\$28.49	\$3,155,640
Video Game Software		102	\$15.55	\$1,722,272
Rental/Streaming/Downloaded Video		102	\$47.87	\$5,301,845
Installation of Televisions		101	\$1.15	\$127,072
Audio (3)		100	\$97.68	\$10,819,972
Rental and Repair of TV/Radio/Sound Equipment		104	\$3.28	\$363,243
Pets		96	\$633.74	\$70,195,775
Toys/Games/Crafts/Hobbies (4)		100	\$117.41	\$13,005,002
Recreational Vehicles and Fees (5)		97	\$154.86	\$17,153,312
Sports/Recreation/Exercise Equipment (6)		98	\$203.93	\$22,588,043
Photo Equipment and Supplies (7)		103	\$53.66	\$5,943,583
Reading (8)		103	\$109.43	\$12,120,690
Catered Affairs (9)		106	\$28.38	\$3,143,591
Food		101	\$8,962.98	\$992,784,181
Food at Home		101	\$5,236.83	\$580,057,783
Bakery and Cereal Products		101	\$686.86	\$76,080,567
Meats, Poultry, Fish, and Eggs		102	\$1,163.82	\$128,910,958
Dairy Products		101	\$538.19	\$59,612,871
Fruits and Vegetables		102	\$1,038.19	\$114,994,622
Snacks and Other Food at Home (10)		101	\$1,809.77	\$200,458,766
Food Away from Home		101	\$3,726.14	\$412,726,398
Alcoholic Beverages		104	\$601.96	\$66,676,275

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	103	\$22,182.57	\$2,457,052,697
Value of Retirement Plans	103	\$98,188.47	\$10,875,845,454
Value of Other Financial Assets	112	\$6,349.03	\$703,250,811
Vehicle Loan Amount excluding Interest	98	\$2,788.39	\$308,855,769
Value of Credit Card Debt	103	\$2,511.57	\$278,194,325
Health			
Nonprescription Drugs	101	\$144.82	\$16,041,039
Prescription Drugs	99	\$361.32	\$40,021,435
Eyeglasses and Contact Lenses	98	\$89.01	\$9,859,307
Home			
Mortgage Payment and Basics (11)	100	\$10,031.73	\$1,111,164,343
Maintenance and Remodeling Services	100	\$2,133.47	\$236,314,326
Maintenance and Remodeling Materials (12)	93	\$456.74	\$50,590,359
Utilities, Fuel, and Public Services	100	\$4,885.12	\$541,100,447
Household Furnishings and Equipment			
Household Textiles (13)	102	\$101.98	\$11,295,428
Furniture	102	\$627.46	\$69,500,575
Rugs	99	\$32.21	\$3,568,249
Major Appliances (14)	98	\$345.19	\$38,234,909
Housewares (15)	100	\$106.03	\$11,744,855
Small Appliances	100	\$48.73	\$5,397,834
Luggage	103	\$14.46	\$1,601,478
Telephones and Accessories	99	\$74.93	\$8,299,221
Household Operations			
Child Care	104	\$529.33	\$58,631,249
Lawn and Garden (16)	97	\$456.02	\$50,511,068
Moving/Storage/Freight Express	107	\$71.22	\$7,888,939
Housekeeping Supplies (17)	100	\$747.61	\$82,809,252
Insurance			
Owners and Renters Insurance	97	\$563.14	\$62,375,780
Vehicle Insurance	100	\$1,549.09	\$171,584,557
Life/Other Insurance	100	\$460.87	\$51,048,225
Health Insurance	100	\$3,944.94	\$436,961,037
Personal Care Products (18)	101	\$507.93	\$56,260,413
School Books and Supplies (19)	101	\$156.22	\$17,303,394
Smoking Products	100	\$404.04	\$44,753,938
Transportation			
Payments on Vehicles excluding Leases	96	\$2,445.92	\$270,922,582
Gasoline and Motor Oil	99	\$2,254.57	\$249,727,914
Vehicle Maintenance and Repairs	100	\$1,148.29	\$127,190,602
Travel			
Airline Fares	104	\$566.29	\$62,725,644
Lodging on Trips	101	\$629.70	\$69,748,200
Auto/Truck Rental on Trips	102	\$26.63	\$2,949,543
Food and Drink on Trips	101	\$546.82	\$60,568,309

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic 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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35285
Longitude: -76.75489

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	394		4,375		9,458							
Total Employees:	4,116		61,603		119,020							
Total Residential Population:	18,467		108,004		279,993							
Employee/Residential Population Ratio (per 100 Residents)	22		57		43							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.0%	18	0.4%	35	0.8%	252	0.4%	83	0.9%	564	0.5%
Construction	15	3.8%	123	3.0%	201	4.6%	1,920	3.1%	431	4.6%	3,904	3.3%
Manufacturing	4	1.0%	35	0.9%	65	1.5%	943	1.5%	151	1.6%	2,383	2.0%
Transportation	11	2.8%	47	1.1%	86	2.0%	585	0.9%	180	1.9%	1,264	1.1%
Communication	6	1.5%	63	1.5%	45	1.0%	607	1.0%	89	0.9%	909	0.8%
Utility	0	0.0%	1	0.0%	9	0.2%	66	0.1%	13	0.1%	156	0.1%
Wholesale Trade	8	2.0%	167	4.1%	109	2.5%	1,144	1.9%	202	2.1%	2,693	2.3%
Retail Trade Summary	68	17.3%	650	15.8%	817	18.7%	8,804	14.3%	1,755	18.6%	20,083	16.9%
Home Improvement	2	0.5%	11	0.3%	17	0.4%	218	0.4%	39	0.4%	890	0.7%
General Merchandise Stores	4	1.0%	13	0.3%	48	1.1%	900	1.5%	93	1.0%	2,035	1.7%
Food Stores	8	2.0%	167	4.1%	85	1.9%	1,089	1.8%	215	2.3%	3,253	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	9	2.3%	28	0.7%	85	1.9%	908	1.5%	207	2.2%	2,241	1.9%
Apparel & Accessory Stores	1	0.3%	5	0.1%	77	1.8%	422	0.7%	128	1.4%	714	0.6%
Furniture & Home Furnishings	3	0.8%	19	0.5%	42	1.0%	361	0.6%	123	1.3%	1,113	0.9%
Eating & Drinking Places	22	5.6%	246	6.0%	248	5.7%	3,404	5.5%	505	5.3%	6,823	5.7%
Miscellaneous Retail	20	5.1%	162	3.9%	214	4.9%	1,502	2.4%	446	4.7%	3,014	2.5%
Finance, Insurance, Real Estate Summary	46	11.7%	285	6.9%	502	11.5%	3,727	6.1%	1,090	11.5%	10,523	8.8%
Banks, Savings & Lending Institutions	8	2.0%	54	1.3%	76	1.7%	659	1.1%	161	1.7%	1,345	1.1%
Securities Brokers	4	1.0%	16	0.4%	57	1.3%	331	0.5%	133	1.4%	993	0.8%
Insurance Carriers & Agents	6	1.5%	39	0.9%	81	1.9%	502	0.8%	173	1.8%	3,697	3.1%
Real Estate, Holding, Other Investment Offices	29	7.4%	175	4.3%	288	6.6%	2,235	3.6%	623	6.6%	4,488	3.8%
Services Summary	189	48.0%	2,690	65.4%	1,922	43.9%	25,737	41.8%	4,228	44.7%	56,512	47.5%
Hotels & Lodging	1	0.3%	4	0.1%	18	0.4%	401	0.7%	38	0.4%	1,121	0.9%
Automotive Services	17	4.3%	68	1.7%	121	2.8%	578	0.9%	316	3.3%	1,723	1.4%
Motion Pictures & Amusements	9	2.3%	19	0.5%	78	1.8%	594	1.0%	184	1.9%	1,720	1.4%
Health Services	32	8.1%	927	22.5%	328	7.5%	6,179	10.0%	747	7.9%	17,380	14.6%
Legal Services	1	0.3%	4	0.1%	74	1.7%	397	0.6%	155	1.6%	891	0.7%
Education Institutions & Libraries	8	2.0%	284	6.9%	91	2.1%	3,181	5.2%	200	2.1%	7,481	6.3%
Other Services	121	30.7%	1,385	33.6%	1,214	27.7%	14,406	23.4%	2,588	27.4%	26,195	22.0%
Government	1	0.3%	21	0.5%	57	1.3%	17,529	28.5%	85	0.9%	19,385	16.3%
Unclassified Establishments	42	10.7%	15	0.4%	527	12.0%	288	0.5%	1,150	12.2%	644	0.5%
Totals	394	100.0%	4,116	100.0%	4,375	100.0%	61,603	100.0%	9,458	100.0%	119,020	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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.

8012 Liberty Rd, Windsor Mill, Maryland, 21244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35285
Longitude: -76.75489

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.0%	5	0.0%	9	0.1%	28	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	3	0.0%	2	0.0%	11	0.0%
Utilities	0	0.0%	1	0.0%	4	0.1%	36	0.1%	5	0.1%	69	0.1%
Construction	16	4.1%	129	3.1%	216	4.9%	2,045	3.3%	460	4.9%	4,223	3.5%
Manufacturing	6	1.5%	41	1.0%	82	1.9%	1,048	1.7%	180	1.9%	2,474	2.1%
Wholesale Trade	8	2.0%	167	4.1%	98	2.2%	1,075	1.7%	179	1.9%	2,587	2.2%
Retail Trade	43	10.9%	386	9.4%	543	12.4%	5,162	8.4%	1,200	12.7%	12,822	10.8%
Motor Vehicle & Parts Dealers	7	1.8%	13	0.3%	52	1.2%	752	1.2%	146	1.5%	1,940	1.6%
Furniture & Home Furnishings Stores	1	0.3%	10	0.2%	19	0.4%	125	0.2%	62	0.7%	612	0.5%
Electronics & Appliance Stores	0	0.0%	2	0.0%	16	0.4%	206	0.3%	48	0.5%	456	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.5%	11	0.3%	17	0.4%	218	0.4%	39	0.4%	890	0.7%
Food & Beverage Stores	10	2.5%	176	4.3%	75	1.7%	925	1.5%	198	2.1%	2,942	2.5%
Health & Personal Care Stores	4	1.0%	53	1.3%	69	1.6%	503	0.8%	167	1.8%	1,256	1.1%
Gasoline Stations	2	0.5%	15	0.4%	33	0.8%	157	0.3%	60	0.6%	302	0.3%
Clothing & Clothing Accessories Stores	1	0.3%	5	0.1%	106	2.4%	610	1.0%	166	1.8%	933	0.8%
Sport Goods, Hobby, Book, & Music Stores	1	0.3%	10	0.2%	19	0.4%	160	0.3%	46	0.5%	322	0.3%
General Merchandise Stores	4	1.0%	13	0.3%	48	1.1%	900	1.5%	93	1.0%	2,035	1.7%
Miscellaneous Store Retailers	8	2.0%	74	1.8%	68	1.6%	530	0.9%	139	1.5%	1,030	0.9%
Nonstore Retailers	3	0.8%	3	0.1%	19	0.4%	78	0.1%	35	0.4%	105	0.1%
Transportation & Warehousing	10	2.5%	43	1.0%	67	1.5%	519	0.8%	149	1.6%	1,347	1.1%
Information	7	1.8%	77	1.9%	81	1.9%	1,095	1.8%	186	2.0%	2,081	1.7%
Finance & Insurance	17	4.3%	111	2.7%	222	5.1%	1,554	2.5%	487	5.1%	6,204	5.2%
Central Bank/Credit Intermediation & Related Activities	8	2.0%	54	1.3%	78	1.8%	659	1.1%	166	1.8%	1,349	1.1%
Securities, Commodity Contracts & Other Financial	4	1.0%	17	0.4%	61	1.4%	393	0.6%	147	1.6%	1,157	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.5%	39	0.9%	82	1.9%	503	0.8%	174	1.8%	3,698	3.1%
Real Estate, Rental & Leasing	32	8.1%	176	4.3%	299	6.8%	2,077	3.4%	649	6.9%	4,173	3.5%
Professional, Scientific & Tech Services	31	7.9%	237	5.8%	384	8.8%	4,178	6.8%	826	8.7%	7,225	6.1%
Legal Services	2	0.5%	8	0.2%	93	2.1%	484	0.8%	195	2.1%	1,100	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	16	0.4%	116	0.2%	26	0.3%	199	0.2%
Administrative & Support & Waste Management & Remediation	14	3.6%	67	1.6%	204	4.7%	4,250	6.9%	419	4.4%	6,370	5.4%
Educational Services	10	2.5%	289	7.0%	107	2.4%	3,137	5.1%	237	2.5%	7,518	6.3%
Health Care & Social Assistance	55	14.0%	1,540	37.4%	517	11.8%	8,916	14.5%	1,131	12.0%	22,577	19.0%
Arts, Entertainment & Recreation	6	1.5%	14	0.3%	58	1.3%	504	0.8%	142	1.5%	1,389	1.2%
Accommodation & Food Services	24	6.1%	262	6.4%	279	6.4%	3,956	6.4%	567	6.0%	8,218	6.9%
Accommodation	1	0.3%	4	0.1%	18	0.4%	401	0.7%	38	0.4%	1,121	0.9%
Food Services & Drinking Places	23	5.8%	258	6.3%	261	6.0%	3,554	5.8%	529	5.6%	7,097	6.0%
Other Services (except Public Administration)	72	18.3%	540	13.1%	614	14.0%	4,109	6.7%	1,370	14.5%	9,477	8.0%
Automotive Repair & Maintenance	11	2.8%	52	1.3%	87	2.0%	418	0.7%	229	2.4%	1,278	1.1%
Public Administration	1	0.3%	21	0.5%	57	1.3%	17,529	28.5%	85	0.9%	19,385	16.3%
Unclassified Establishments	42	10.7%	15	0.4%	527	12.0%	288	0.5%	1,150	12.2%	644	0.5%
Total	394	100.0%	4,116	100.0%	4,375	100.0%	61,603	100.0%	9,458	100.0%	119,020	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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.