

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,551	100,530	265,716
2020 Total Population	18,727	104,621	273,666
2020 Group Quarters	147	1,920	3,211
2023 Total Population	18,675	104,952	273,932
2023 Group Quarters	147	1,907	3,197
2028 Total Population	18,482	104,106	272,589
2023-2028 Annual Rate	-0.21%	-0.16%	-0.10%
2023 Total Daytime Population	11,912	103,690	257,530
Workers	3,516	51,877	119,791
Residents	8,396	51,813	137,739
Household Summary			
2010 Households	6,772	39,702	105,799
2010 Average Household Size	2.56	2.49	2.48
2020 Total Households	7,148	40,901	108,018
2020 Average Household Size	2.60	2.51	2.50
2023 Households	7,152	41,028	108,402
2023 Average Household Size	2.59	2.51	2.50
2028 Households	7,109	40,902	108,647
2028 Average Household Size	2.58	2.50	2.48
2023-2028 Annual Rate	-0.12%	-0.06%	0.05%
2010 Families	4,434	25,312	66,474
2010 Average Family Size	3.11	3.09	3.12
2023 Families	4,516	25,243	65,964
2023 Average Family Size	3.26	3.22	3.23
2028 Families	4,489	25,130	66,036
2028 Average Family Size	3.24	3.20	3.21
2023-2028 Annual Rate	-0.12%	-0.09%	0.02%
Housing Unit Summary			
2000 Housing Units	6,714	39,930	106,448
Owner Occupied Housing Units	49.5%	57.0%	56.7%
Renter Occupied Housing Units	44.8%	37.4%	36.9%
Vacant Housing Units	5.7%	5.6%	6.4%
2010 Housing Units	7,175	42,289	114,711
Owner Occupied Housing Units	47.2%	55.6%	54.7%
Renter Occupied Housing Units	47.2%	38.3%	37.6%
Vacant Housing Units	5.6%	6.1%	7.8%
2020 Housing Units	7,543	43,322	116,502
Owner Occupied Housing Units	45.8%	53.2%	52.6%
Renter Occupied Housing Units	49.0%	41.2%	40.1%
Vacant Housing Units	4.9%	5.6%	7.3%
2023 Housing Units	7,539	43,511	117,270
Owner Occupied Housing Units	49.6%	58.3%	56.8%
Renter Occupied Housing Units	45.2%	36.0%	35.7%
Vacant Housing Units	5.1%	5.7%	7.6%
2028 Housing Units	7,549	43,713	117,776
Owner Occupied Housing Units	50.5%	58.9%	57.4%
Renter Occupied Housing Units	43.7%	34.7%	34.9%
Vacant Housing Units	5.8%	6.4%	7.8%

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	7,152	41,028	108,399
<\$15,000	8.9%	8.1%	10.0%
\$15,000 - \$24,999	6.2%	7.1%	6.6%
\$25,000 - \$34,999	7.8%	7.7%	7.4%
\$35,000 - \$49,999	8.7%	10.8%	9.8%
\$50,000 - \$74,999	22.5%	17.1%	17.3%
\$75,000 - \$99,999	11.6%	14.6%	13.0%
\$100,000 - \$149,999	21.3%	18.6%	16.8%
\$150,000 - \$199,999	8.5%	8.9%	9.3%
\$200,000+	4.6%	7.1%	9.9%
Average Household Income	\$90,414	\$97,602	\$105,147
2028 Households by Income			
Household Income Base	7,109	40,902	108,644
<\$15,000	8.1%	7.5%	9.4%
\$15,000 - \$24,999	5.3%	6.1%	5.8%
\$25,000 - \$34,999	6.7%	6.7%	6.5%
\$35,000 - \$49,999	7.7%	9.7%	8.8%
\$50,000 - \$74,999	20.9%	16.1%	16.3%
\$75,000 - \$99,999	11.4%	14.2%	12.6%
\$100,000 - \$149,999	23.4%	19.7%	17.5%
\$150,000 - \$199,999	10.5%	10.8%	11.1%
\$200,000+	6.1%	9.0%	12.1%
Average Household Income	\$103,001	\$111,183	\$119,538
2023 Owner Occupied Housing Units by Value			
Total	3,742	25,346	66,568
<\$50,000	9.2%	6.2%	4.6%
\$50,000 - \$99,999	0.9%	1.1%	2.8%
\$100,000 - \$149,999	1.3%	3.8%	3.8%
\$150,000 - \$199,999	6.1%	8.8%	8.9%
\$200,000 - \$249,999	19.0%	18.2%	14.7%
\$250,000 - \$299,999	12.7%	14.7%	11.2%
\$300,000 - \$399,999	32.1%	26.7%	26.7%
\$400,000 - \$499,999	8.6%	8.8%	9.9%
\$500,000 - \$749,999	8.6%	7.9%	12.8%
\$750,000 - \$999,999	1.3%	2.7%	2.9%
\$1,000,000 - \$1,499,999	0.3%	0.4%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.2%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$312,570	\$327,700	\$355,001
2028 Owner Occupied Housing Units by Value			
Total	3,813	25,744	67,573
<\$50,000	8.2%	5.5%	4.3%
\$50,000 - \$99,999	0.5%	0.7%	2.1%
\$100,000 - \$149,999	0.7%	2.1%	2.3%
\$150,000 - \$199,999	3.1%	5.0%	5.5%
\$200,000 - \$249,999	13.8%	13.5%	11.1%
\$250,000 - \$299,999	11.5%	13.6%	10.5%
\$300,000 - \$399,999	36.1%	31.1%	29.8%
\$400,000 - \$499,999	11.0%	11.7%	12.2%
\$500,000 - \$749,999	12.6%	11.3%	16.3%
\$750,000 - \$999,999	1.9%	4.0%	3.8%
\$1,000,000 - \$1,499,999	0.4%	0.6%	1.5%
\$1,500,000 - \$1,999,999	0.1%	0.5%	0.3%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$349,823	\$372,272	\$394,154

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	\$68,767	\$73,343	\$72,804
2028	\$77,249	\$80,347	\$80,120
Median Home Value			
2023	\$302,537	\$290,511	\$314,740
2028	\$333,624	\$330,824	\$347,536
Per Capita Income			
2023	\$34,821	\$38,261	\$41,735
2028	\$39,853	\$43,797	\$47,778
Median Age			
2010	36.0	38.8	38.7
2020	38.5	41.0	40.0
2023	38.8	40.7	40.6
2028	39.5	41.1	41.1
2020 Population by Age			
Total	18,727	104,621	273,666
0 - 4	6.1%	5.5%	5.9%
5 - 9	6.4%	5.8%	6.1%
10 - 14	6.1%	6.1%	6.3%
15 - 24	12.7%	12.4%	12.0%
25 - 34	13.8%	12.7%	13.4%
35 - 44	13.1%	12.0%	12.2%
45 - 54	12.4%	12.3%	12.1%
55 - 64	13.6%	13.7%	13.5%
65 - 74	10.0%	11.4%	11.0%
75 - 84	4.3%	5.6%	5.3%
85 +	1.4%	2.4%	2.3%
18 +	77.3%	78.7%	78.0%
2023 Population by Age			
Total	18,678	104,951	273,930
0 - 4	5.7%	5.4%	5.6%
5 - 9	6.1%	5.7%	5.9%
10 - 14	6.4%	6.0%	6.2%
15 - 24	11.3%	11.7%	11.4%
25 - 34	15.2%	13.9%	13.5%
35 - 44	13.4%	12.7%	13.0%
45 - 54	12.2%	11.5%	11.6%
55 - 64	12.0%	12.9%	12.9%
65 - 74	10.9%	11.4%	11.3%
75 - 84	5.0%	6.1%	6.0%
85 +	1.7%	2.8%	2.6%
18 +	78.2%	79.4%	78.7%
2028 Population by Age			
Total	18,483	104,105	272,587
0 - 4	5.7%	5.5%	5.7%
5 - 9	5.7%	5.4%	5.7%
10 - 14	6.1%	5.8%	5.9%
15 - 24	11.6%	11.5%	11.1%
25 - 34	13.6%	13.1%	13.1%
35 - 44	14.8%	13.8%	13.6%
45 - 54	11.8%	11.4%	11.6%
55 - 64	11.7%	11.8%	11.7%
65 - 74	10.3%	11.1%	11.2%
75 - 84	6.6%	7.5%	7.4%
85 +	1.9%	3.2%	2.9%
18 +	78.7%	79.8%	79.2%
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	8,448	47,724	126,090
Females	10,279	56,897	147,576
2023 Population by Sex			
Males	8,503	47,905	126,577
Females	10,172	57,047	147,355
2028 Population by Sex			
Males	8,473	47,566	126,015
Females	10,009	56,541	146,574
2010 Population by Race/Ethnicity			
Total	17,551	100,530	265,716
White Alone	8.3%	19.2%	27.8%
Black Alone	85.3%	73.6%	64.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	2.6%	3.9%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.8%	1.9%	1.6%
Two or More Races	2.2%	2.4%	2.2%
Hispanic Origin	3.9%	4.1%	3.6%
Diversity Index	32.0	46.5	54.2
2020 Population by Race/Ethnicity			
Total	18,727	104,621	273,666
White Alone	5.7%	14.2%	23.3%
Black Alone	84.3%	73.6%	62.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.0%	3.2%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	4.0%	3.6%
Two or More Races	4.1%	4.7%	4.6%
Hispanic Origin	5.9%	6.5%	5.6%
Diversity Index	36.3	50.2	59.4
2023 Population by Race/Ethnicity			
Total	18,676	104,952	273,932
White Alone	5.3%	13.4%	22.2%
Black Alone	84.5%	74.1%	63.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.0%	3.4%	5.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.6%	4.1%	3.7%
Two or More Races	4.1%	4.7%	4.7%
Hispanic Origin	6.2%	6.7%	5.9%
Diversity Index	36.3	49.9	59.2
2028 Population by Race/Ethnicity			
Total	18,482	104,108	272,589
White Alone	4.6%	11.9%	20.5%
Black Alone	84.8%	74.9%	64.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.0%	3.4%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	4.6%	4.1%
Two or More Races	4.2%	4.8%	5.0%
Hispanic Origin	6.6%	7.3%	6.6%
Diversity Index	36.5	49.8	59.4

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	18,727	104,621	273,666
In Households	99.2%	98.2%	98.8%
Householder	38.3%	39.2%	39.6%
Opposite-Sex Spouse	12.4%	13.4%	14.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.0%	2.0%	2.0%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.2%	27.2%	28.2%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.4%	1.1%	1.0%
Grandchild	4.5%	4.1%	3.6%
Brother or Sister	2.1%	1.8%	1.7%
Parent	2.1%	1.9%	1.7%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	3.1%	2.5%	2.2%
Foster Child	0.2%	0.2%	0.1%
Other Nonrelatives	3.5%	3.2%	3.2%
In Group Quarters	0.8%	1.8%	1.2%
Institutionalized	0.5%	0.8%	0.5%
Noninstitutionalized	0.3%	1.1%	0.7%
2023 Population 25+ by Educational Attainment			
Total	13,159	74,787	194,058
Less than 9th Grade	3.3%	2.8%	2.5%
9th - 12th Grade, No Diploma	4.6%	5.5%	5.6%
High School Graduate	21.9%	21.8%	20.7%
GED/Alternative Credential	2.6%	3.2%	2.9%
Some College, No Degree	20.7%	21.9%	19.3%
Associate Degree	13.4%	8.8%	8.2%
Bachelor's Degree	19.8%	21.3%	22.0%
Graduate/Professional Degree	13.8%	14.6%	18.7%
2023 Population 15+ by Marital Status			
Total	15,264	87,104	225,403
Never Married	47.8%	41.5%	39.5%
Married	35.6%	39.7%	42.6%
Widowed	5.3%	7.2%	6.8%
Divorced	11.2%	11.6%	11.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,070	57,140	146,172
Population 16+ Employed	94.9%	94.9%	95.0%
Population 16+ Unemployment rate	5.1%	5.1%	5.0%
Population 16-24 Employed	12.2%	12.7%	11.7%
Population 16-24 Unemployment rate	8.5%	9.8%	10.7%
Population 25-54 Employed	63.4%	61.2%	61.4%
Population 25-54 Unemployment rate	3.9%	4.0%	3.9%
Population 55-64 Employed	15.5%	16.7%	17.3%
Population 55-64 Unemployment rate	4.3%	5.4%	4.4%
Population 65+ Employed	8.8%	9.3%	9.5%
Population 65+ Unemployment rate	10.2%	5.2%	5.5%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	10,504	54,210	138,907
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	3.6%	3.8%	3.9%
Manufacturing	2.2%	4.2%	4.4%
Wholesale Trade	1.3%	0.9%	1.1%
Retail Trade	13.5%	11.6%	9.9%
Transportation/Utilities	12.8%	8.5%	6.8%
Information	0.7%	1.8%	1.6%
Finance/Insurance/Real Estate	7.8%	7.5%	7.5%
Services	46.9%	50.5%	53.8%
Public Administration	10.9%	10.9%	10.7%
2023 Employed Population 16+ by Occupation			
Total	10,504	54,210	138,903
White Collar	63.0%	63.2%	68.0%
Management/Business/Financial	16.2%	15.5%	17.5%
Professional	23.3%	27.7%	31.0%
Sales	9.5%	7.1%	7.2%
Administrative Support	13.9%	12.8%	12.3%
Services	18.9%	19.4%	17.0%
Blue Collar	18.2%	17.3%	15.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.2%	2.1%	2.2%
Installation/Maintenance/Repair	2.0%	2.3%	2.1%
Production	1.6%	2.2%	2.6%
Transportation/Material Moving	13.4%	10.5%	8.0%
2020 Households by Type			
Total	7,148	40,901	108,018
Married Couple Households	32.6%	34.6%	35.8%
With Own Children <18	11.8%	11.5%	13.2%
Without Own Children <18	20.8%	23.0%	22.6%
Cohabiting Couple Households	5.5%	5.4%	5.4%
With Own Children <18	2.4%	2.1%	2.0%
Without Own Children <18	3.2%	3.2%	3.5%
Male Householder, No Spouse/Partner	18.3%	18.4%	18.7%
Living Alone	11.4%	11.7%	12.3%
65 Years and over	2.9%	4.0%	4.1%
With Own Children <18	1.5%	1.6%	1.7%
Without Own Children <18, With Relatives	3.8%	3.6%	3.3%
No Relatives Present	1.7%	1.6%	1.5%
Female Householder, No Spouse/Partner	43.6%	41.6%	40.0%
Living Alone	18.4%	19.6%	19.8%
65 Years and over	8.0%	10.1%	9.7%
With Own Children <18	10.2%	8.0%	7.5%
Without Own Children <18, With Relatives	13.9%	12.9%	11.5%
No Relatives Present	1.2%	1.2%	1.2%
2020 Households by Size			
Total	7,148	40,901	108,018
1 Person Household	29.7%	31.3%	32.0%
2 Person Household	28.2%	30.1%	29.6%
3 Person Household	18.7%	16.6%	16.1%
4 Person Household	12.0%	11.2%	11.4%
5 Person Household	6.2%	5.9%	5.9%
6 Person Household	3.2%	2.9%	2.9%
7 + Person Household	2.0%	2.0%	2.1%

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	7,148	40,901	108,018
Owner Occupied	48.3%	56.4%	56.7%
Owned with a Mortgage/Loan	40.7%	45.4%	44.0%
Owned Free and Clear	7.6%	11.0%	12.8%
Renter Occupied	51.7%	43.6%	43.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	98	89
Percent of Income for Mortgage	26.4%	23.8%	26.0%
Wealth Index	71	88	100
2020 Housing Units By Urban/ Rural Status			
Total	7,543	43,322	116,502
Urban Housing Units	100.0%	99.2%	98.8%
Rural Housing Units	0.0%	0.8%	1.2%
2020 Population By Urban/ Rural Status			
Total	18,727	104,621	273,666
Urban Population	100.0%	99.1%	98.7%
Rural Population	0.0%	0.9%	1.3%

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

8107 Liberty Rd, Windsor Mill, Maryland, 21244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35365
Longitude: -76.75909

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Family Foundations (12A)	Family Foundations (12A)
2.	Bright Young Professionals	Parks and Rec (5C)	Enterprising Professionals (2D)
3.	Front Porches (8E)	Bright Young Professionals	Parks and Rec (5C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$13,338,790	\$83,355,340	\$237,913,903
Average Spent	\$1,865.04	\$2,031.67	\$2,194.74
Spending Potential Index	85	92	100
Education: Total \$	\$11,695,805	\$71,297,397	\$199,413,831
Average Spent	\$1,635.32	\$1,737.77	\$1,839.58
Spending Potential Index	91	97	103
Entertainment/Recreation: Total \$	\$22,482,014	\$138,408,522	\$392,989,712
Average Spent	\$3,143.46	\$3,373.51	\$3,625.30
Spending Potential Index	83	89	96
Food at Home: Total \$	\$40,974,249	\$255,825,396	\$726,663,776
Average Spent	\$5,729.06	\$6,235.39	\$6,703.42
Spending Potential Index	84	92	99
Food Away from Home: Total \$	\$22,303,050	\$138,825,289	\$396,616,077
Average Spent	\$3,118.44	\$3,383.67	\$3,658.75
Spending Potential Index	84	91	98
Health Care: Total \$	\$43,427,741	\$269,529,323	\$763,691,220
Average Spent	\$6,072.11	\$6,569.40	\$7,044.99
Spending Potential Index	83	89	96
HH Furnishings & Equipment: Total \$	\$17,768,119	\$109,982,606	\$313,105,452
Average Spent	\$2,484.36	\$2,680.67	\$2,888.37
Spending Potential Index	84	91	98
Personal Care Products & Services: Total \$	\$5,838,592	\$36,342,403	\$103,237,624
Average Spent	\$816.36	\$885.80	\$952.36
Spending Potential Index	85	93	100
Shelter: Total \$	\$151,551,284	\$944,970,435	\$2,687,050,167
Average Spent	\$21,190.06	\$23,032.33	\$24,787.83
Spending Potential Index	86	93	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,718,644	\$114,095,826	\$322,001,534
Average Spent	\$2,617.26	\$2,780.93	\$2,970.44
Spending Potential Index	84	89	95
Travel: Total \$	\$13,489,090	\$83,026,158	\$237,216,656
Average Spent	\$1,886.06	\$2,023.65	\$2,188.31
Spending Potential Index	84	90	97
Vehicle Maintenance & Repairs: Total \$	\$7,774,644	\$47,828,495	\$135,820,432
Average Spent	\$1,087.06	\$1,165.75	\$1,252.93
Spending Potential Index	83	89	96

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

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

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

February 07, 2024

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	28.6%	Population	18,675	18,482
Bright Young Professionals (8C)	28.2%	Households	7,152	7,109
Front Porches (8E)	12.7%	Families	4,516	4,489
Pleasantville (2B)	10.9%	Median Age	38.8	39.5
Family Foundations (12A)	9.5%	Median Household Income	\$68,767	\$77,249
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		85	\$1,865.04	\$13,338,790
Men's		84	\$343.69	\$2,458,053
Women's		85	\$632.51	\$4,523,700
Children's		85	\$282.79	\$2,022,482
Footwear		86	\$427.49	\$3,057,377
Watches & Jewelry		83	\$140.81	\$1,007,058
Apparel Products and Services (1)		85	\$37.77	\$270,120
Computer				
Computers and Hardware for Home Use		86	\$220.36	\$1,575,996
Portable Memory		86	\$3.96	\$28,304
Computer Software		88	\$12.77	\$91,302
Computer Accessories		85	\$21.17	\$151,377
Entertainment & Recreation		83	\$3,143.46	\$22,482,014
Fees and Admissions		88	\$623.80	\$4,461,440
Membership Fees for Clubs (2)		87	\$240.63	\$1,720,958
Fees for Participant Sports, excl. Trips		89	\$106.25	\$759,895
Tickets to Theatre/Operas/Concerts		89	\$48.40	\$346,125
Tickets to Movies		86	\$23.62	\$168,922
Tickets to Parks or Museums		83	\$23.02	\$164,658
Admission to Sporting Events, excl. Trips		88	\$51.28	\$366,775
Fees for Recreational Lessons		89	\$129.62	\$927,072
Dating Services		92	\$0.98	\$7,035
TV/Video/Audio		83	\$1,128.27	\$8,069,373
Cable and Satellite Television Services		83	\$710.36	\$5,080,512
Televisions		83	\$121.61	\$869,736
Satellite Dishes		75	\$1.29	\$9,233
VCRs, Video Cameras, and DVD Players		82	\$3.96	\$28,356
Miscellaneous Video Equipment		100	\$12.68	\$90,664
Video Cassettes and DVDs		87	\$5.68	\$40,632
Video Game Hardware/Accessories		85	\$34.13	\$244,074
Video Game Software		88	\$16.98	\$121,454
Rental/Streaming/Downloaded Video		84	\$103.61	\$740,986
Installation of Televisions		91	\$1.46	\$10,409
Audio (3)		85	\$114.39	\$818,138
Rental and Repair of TV/Radio/Sound Equipment		76	\$2.12	\$15,179
Pets		79	\$731.82	\$5,233,994
Toys/Games/Crafts/Hobbies (4)		85	\$134.26	\$960,228
Recreational Vehicles and Fees (5)		78	\$117.30	\$838,963
Sports/Recreation/Exercise Equipment (6)		82	\$230.72	\$1,650,086
Photo Equipment and Supplies (7)		88	\$41.02	\$293,366
Reading (8)		86	\$109.16	\$780,681
Catered Affairs (9)		89	\$27.11	\$193,883
Food		84	\$8,847.50	\$63,277,299
Food at Home		84	\$5,729.06	\$40,974,249
Bakery and Cereal Products		85	\$746.79	\$5,341,036
Meats, Poultry, Fish, and Eggs		84	\$1,239.85	\$8,867,421
Dairy Products		84	\$554.26	\$3,964,081
Fruits and Vegetables		85	\$1,140.76	\$8,158,698
Snacks and Other Food at Home (10)		84	\$2,047.40	\$14,643,013
Food Away from Home		84	\$3,118.44	\$22,303,050
Alcoholic Beverages		86	\$577.72	\$4,131,826

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	89	\$34,968.86	\$250,097,286
Value of Retirement Plans	87	\$123,321.38	\$881,994,543
Value of Other Financial Assets	84	\$7,181.27	\$51,360,448
Vehicle Loan Amount excluding Interest	81	\$2,944.11	\$21,056,257
Value of Credit Card Debt	87	\$2,738.40	\$19,585,040
Health			
Nonprescription Drugs	80	\$136.36	\$975,230
Prescription Drugs	80	\$295.08	\$2,110,420
Eyeglasses and Contact Lenses	84	\$93.24	\$666,824
Home			
Mortgage Payment and Basics (11)	86	\$11,060.16	\$79,102,251
Maintenance and Remodeling Services	82	\$3,126.33	\$22,359,481
Maintenance and Remodeling Materials (12)	76	\$600.61	\$4,295,598
Utilities, Fuel, and Public Services	83	\$4,830.12	\$34,545,022
Household Furnishings and Equipment			
Household Textiles (13)	85	\$104.09	\$744,487
Furniture	84	\$690.87	\$4,941,120
Rugs	85	\$35.37	\$252,977
Major Appliances (14)	82	\$431.90	\$3,088,927
Housewares (15)	84	\$90.03	\$643,897
Small Appliances	83	\$60.61	\$433,448
Luggage	85	\$12.16	\$86,974
Telephones and Accessories	85	\$91.57	\$654,933
Household Operations			
Child Care	88	\$454.90	\$3,253,427
Lawn and Garden (16)	82	\$547.53	\$3,915,962
Moving/Storage/Freight Express	85	\$76.03	\$543,740
Housekeeping Supplies (17)	83	\$774.22	\$5,537,253
Insurance			
Owners and Renters Insurance	81	\$633.62	\$4,531,645
Vehicle Insurance	83	\$1,795.09	\$12,838,507
Life/Other Insurance	84	\$579.23	\$4,142,640
Health Insurance	83	\$4,089.17	\$29,245,738
Personal Care Products (18)	84	\$465.13	\$3,326,594
School Books and Supplies (19)	83	\$111.34	\$796,269
Smoking Products	81	\$349.54	\$2,499,898
Transportation			
Payments on Vehicles excluding Leases	82	\$2,465.52	\$17,633,427
Gasoline and Motor Oil	81	\$2,057.75	\$14,717,033
Vehicle Maintenance and Repairs	83	\$1,087.06	\$7,774,644
Travel			
Airline Fares	85	\$395.61	\$2,829,407
Lodging on Trips	84	\$604.94	\$4,326,549
Auto/Truck Rental on Trips	85	\$67.15	\$480,275
Food and Drink on Trips	84	\$472.17	\$3,376,953

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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
Family Foundations (12A)	17.5%	Population	104,952	104,106
Parks and Rec (5C)	16.7%	Households	41,028	40,902
Bright Young Professionals (8C)	14.1%	Families	25,243	25,130
Pleasantville (2B)	11.2%	Median Age	40.7	41.1
Retirement Communities (9E)	7.9%	Median Household Income	\$73,343	\$80,347
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		92	\$2,031.67	\$83,355,340
Men's		92	\$375.26	\$15,396,054
Women's		93	\$692.19	\$28,399,252
Children's		91	\$301.41	\$12,366,143
Footwear		93	\$465.47	\$19,097,216
Watches & Jewelry		92	\$155.15	\$6,365,581
Apparel Products and Services (1)		95	\$42.19	\$1,731,093
Computer				
Computers and Hardware for Home Use		93	\$238.16	\$9,771,113
Portable Memory		91	\$4.17	\$171,179
Computer Software		96	\$13.83	\$567,370
Computer Accessories		92	\$22.99	\$943,063
Entertainment & Recreation		89	\$3,373.51	\$138,408,522
Fees and Admissions		93	\$660.58	\$27,102,340
Membership Fees for Clubs (2)		92	\$256.24	\$10,513,211
Fees for Participant Sports, excl. Trips		94	\$112.85	\$4,629,957
Tickets to Theatre/Operas/Concerts		95	\$51.73	\$2,122,571
Tickets to Movies		91	\$25.11	\$1,030,241
Tickets to Parks or Museums		87	\$24.30	\$996,852
Admission to Sporting Events, excl. Trips		93	\$54.46	\$2,234,232
Fees for Recreational Lessons		93	\$134.78	\$5,529,729
Dating Services		104	\$1.11	\$45,546
TV/Video/Audio		91	\$1,226.87	\$50,335,825
Cable and Satellite Television Services		90	\$778.32	\$31,932,883
Televisions		90	\$131.75	\$5,405,342
Satellite Dishes		82	\$1.40	\$57,474
VCRs, Video Cameras, and DVD Players		88	\$4.25	\$174,489
Miscellaneous Video Equipment		104	\$13.10	\$537,311
Video Cassettes and DVDs		92	\$5.99	\$245,769
Video Game Hardware/Accessories		92	\$37.08	\$1,521,453
Video Game Software		94	\$18.17	\$745,332
Rental/Streaming/Downloaded Video		89	\$110.28	\$4,524,612
Installation of Televisions		94	\$1.51	\$62,062
Audio (3)		91	\$122.54	\$5,027,571
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.47	\$101,528
Pets		86	\$788.93	\$32,368,320
Toys/Games/Crafts/Hobbies (4)		90	\$142.53	\$5,847,578
Recreational Vehicles and Fees (5)		83	\$124.86	\$5,122,651
Sports/Recreation/Exercise Equipment (6)		86	\$240.52	\$9,868,199
Photo Equipment and Supplies (7)		92	\$43.23	\$1,773,511
Reading (8)		93	\$118.23	\$4,850,909
Catered Affairs (9)		91	\$27.77	\$1,139,189
Food		91	\$9,619.06	\$394,650,685
Food at Home		92	\$6,235.39	\$255,825,396
Bakery and Cereal Products		92	\$811.32	\$33,286,819
Meats, Poultry, Fish, and Eggs		92	\$1,352.62	\$55,495,184
Dairy Products		91	\$601.56	\$24,680,980
Fruits and Vegetables		93	\$1,243.57	\$51,021,114
Snacks and Other Food at Home (10)		91	\$2,226.32	\$91,341,299
Food Away from Home		91	\$3,383.67	\$138,825,289
Alcoholic Beverages		94	\$631.23	\$25,897,944

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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	96	\$37,606.01	\$1,542,899,354
Value of Retirement Plans	92	\$130,562.26	\$5,356,708,424
Value of Other Financial Assets	92	\$7,903.27	\$324,255,423
Vehicle Loan Amount excluding Interest	87	\$3,151.32	\$129,292,516
Value of Credit Card Debt	93	\$2,933.24	\$120,345,020
Health			
Nonprescription Drugs	88	\$149.55	\$6,135,622
Prescription Drugs	87	\$321.61	\$13,195,139
Eyeglasses and Contact Lenses	90	\$99.86	\$4,096,983
Home			
Mortgage Payment and Basics (11)	90	\$11,644.19	\$477,737,746
Maintenance and Remodeling Services	87	\$3,317.70	\$136,118,624
Maintenance and Remodeling Materials (12)	80	\$627.37	\$25,739,743
Utilities, Fuel, and Public Services	90	\$5,222.03	\$214,249,453
Household Furnishings and Equipment			
Household Textiles (13)	92	\$112.60	\$4,619,621
Furniture	90	\$744.30	\$30,537,339
Rugs	91	\$38.09	\$1,562,922
Major Appliances (14)	87	\$461.60	\$18,938,721
Housewares (15)	91	\$98.04	\$4,022,195
Small Appliances	91	\$65.96	\$2,706,271
Luggage	92	\$13.21	\$542,145
Telephones and Accessories	90	\$96.83	\$3,972,943
Household Operations			
Child Care	92	\$476.68	\$19,557,267
Lawn and Garden (16)	87	\$582.90	\$23,915,416
Moving/Storage/Freight Express	92	\$82.39	\$3,380,346
Housekeeping Supplies (17)	90	\$843.56	\$34,609,442
Insurance			
Owners and Renters Insurance	87	\$678.02	\$27,817,778
Vehicle Insurance	90	\$1,943.29	\$79,729,281
Life/Other Insurance	89	\$619.23	\$25,405,913
Health Insurance	90	\$4,427.65	\$181,657,676
Personal Care Products (18)	92	\$505.78	\$20,751,047
School Books and Supplies (19)	90	\$120.30	\$4,935,613
Smoking Products	88	\$380.27	\$15,601,705
Transportation			
Payments on Vehicles excluding Leases	87	\$2,631.90	\$107,981,423
Gasoline and Motor Oil	88	\$2,218.78	\$91,031,993
Vehicle Maintenance and Repairs	89	\$1,165.75	\$47,828,495
Travel			
Airline Fares	91	\$425.83	\$17,470,929
Lodging on Trips	90	\$646.37	\$26,519,166
Auto/Truck Rental on Trips	92	\$72.86	\$2,989,351
Food and Drink on Trips	91	\$506.50	\$20,780,561

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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
Family Foundations (12A)	16.8%	Population	273,932	272,589
Enterprising Professionals (2D)	13.3%	Households	108,402	108,647
Parks and Rec (5C)	9.6%	Families	65,964	66,036
Bright Young Professionals (8C)	8.2%	Median Age	40.6	41.1
Pleasantville (2B)	6.6%	Median Household Income	\$72,804	\$80,120
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,194.74	\$237,913,903
Men's		99	\$405.81	\$43,990,129
Women's		100	\$749.16	\$81,210,084
Children's		98	\$324.68	\$35,196,285
Footwear		101	\$501.07	\$54,316,628
Watches & Jewelry		100	\$168.40	\$18,255,232
Apparel Products and Services (1)		102	\$45.62	\$4,945,545
Computer				
Computers and Hardware for Home Use		100	\$256.69	\$27,826,150
Portable Memory		97	\$4.45	\$482,290
Computer Software		103	\$14.85	\$1,610,066
Computer Accessories		99	\$24.75	\$2,683,137
Entertainment & Recreation		96	\$3,625.30	\$392,989,712
Fees and Admissions		99	\$706.24	\$76,558,203
Membership Fees for Clubs (2)		99	\$274.97	\$29,807,448
Fees for Participant Sports, excl. Trips		101	\$120.25	\$13,034,802
Tickets to Theatre/Operas/Concerts		101	\$54.91	\$5,952,112
Tickets to Movies		98	\$27.00	\$2,926,623
Tickets to Parks or Museums		95	\$26.37	\$2,858,110
Admission to Sporting Events, excl. Trips		100	\$58.37	\$6,326,952
Fees for Recreational Lessons		99	\$143.18	\$15,521,049
Dating Services		113	\$1.21	\$131,107
TV/Video/Audio		97	\$1,320.45	\$143,139,188
Cable and Satellite Television Services		97	\$835.40	\$90,558,663
Televisions		98	\$142.62	\$15,460,301
Satellite Dishes		91	\$1.55	\$167,778
VCRs, Video Cameras, and DVD Players		96	\$4.63	\$502,273
Miscellaneous Video Equipment		109	\$13.77	\$1,492,986
Video Cassettes and DVDs		98	\$6.40	\$693,904
Video Game Hardware/Accessories		100	\$40.25	\$4,363,092
Video Game Software		101	\$19.52	\$2,116,019
Rental/Streaming/Downloaded Video		97	\$119.46	\$12,949,517
Installation of Televisions		99	\$1.59	\$172,070
Audio (3)		98	\$132.48	\$14,360,617
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.79	\$301,969
Pets		92	\$848.47	\$91,976,244
Toys/Games/Crafts/Hobbies (4)		97	\$152.88	\$16,572,408
Recreational Vehicles and Fees (5)		90	\$134.88	\$14,621,413
Sports/Recreation/Exercise Equipment (6)		93	\$260.57	\$28,246,762
Photo Equipment and Supplies (7)		99	\$46.10	\$4,996,908
Reading (8)		99	\$126.03	\$13,662,046
Catered Affairs (9)		98	\$29.67	\$3,216,541
Food		98	\$10,362.17	\$1,123,279,853
Food at Home		99	\$6,703.42	\$726,663,776
Bakery and Cereal Products		99	\$869.67	\$94,273,523
Meats, Poultry, Fish, and Eggs		99	\$1,454.39	\$157,658,696
Dairy Products		98	\$644.64	\$69,880,208
Fruits and Vegetables		100	\$1,335.36	\$144,755,886
Snacks and Other Food at Home (10)		98	\$2,399.36	\$260,095,463
Food Away from Home		98	\$3,658.75	\$396,616,077
Alcoholic Beverages		101	\$680.83	\$73,803,158

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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	101	\$39,810.05	\$4,315,488,910
Value of Retirement Plans	98	\$138,963.99	\$15,063,974,937
Value of Other Financial Assets	99	\$8,489.12	\$920,237,112
Vehicle Loan Amount excluding Interest	94	\$3,430.77	\$371,901,850
Value of Credit Card Debt	99	\$3,138.56	\$340,226,295
Health			
Nonprescription Drugs	95	\$161.81	\$17,540,887
Prescription Drugs	94	\$345.28	\$37,428,735
Eyeglasses and Contact Lenses	96	\$106.58	\$11,553,961
Home			
Mortgage Payment and Basics (11)	96	\$12,434.00	\$1,347,870,493
Maintenance and Remodeling Services	94	\$3,567.64	\$386,739,120
Maintenance and Remodeling Materials (12)	86	\$676.78	\$73,363,864
Utilities, Fuel, and Public Services	97	\$5,609.46	\$608,077,125
Household Furnishings and Equipment			
Household Textiles (13)	99	\$121.31	\$13,150,492
Furniture	98	\$805.34	\$87,300,638
Rugs	98	\$40.79	\$4,421,431
Major Appliances (14)	94	\$497.45	\$53,924,501
Housewares (15)	99	\$105.94	\$11,484,226
Small Appliances	98	\$71.22	\$7,720,786
Luggage	100	\$14.30	\$1,550,522
Telephones and Accessories	96	\$103.08	\$11,174,499
Household Operations			
Child Care	99	\$513.94	\$55,711,706
Lawn and Garden (16)	93	\$623.41	\$67,578,837
Moving/Storage/Freight Express	99	\$88.99	\$9,646,348
Housekeeping Supplies (17)	97	\$908.01	\$98,430,562
Insurance			
Owners and Renters Insurance	93	\$729.65	\$79,095,393
Vehicle Insurance	97	\$2,095.72	\$227,180,078
Life/Other Insurance	96	\$663.59	\$71,934,919
Health Insurance	96	\$4,751.98	\$515,124,598
Personal Care Products (18)	99	\$544.55	\$59,030,374
School Books and Supplies (19)	97	\$130.27	\$14,121,537
Smoking Products	95	\$411.69	\$44,627,982
Transportation			
Payments on Vehicles excluding Leases	94	\$2,849.10	\$308,848,260
Gasoline and Motor Oil	95	\$2,395.46	\$259,672,971
Vehicle Maintenance and Repairs	96	\$1,252.93	\$135,820,432
Travel			
Airline Fares	99	\$460.59	\$49,928,577
Lodging on Trips	97	\$698.17	\$75,683,409
Auto/Truck Rental on Trips	100	\$79.27	\$8,592,982
Food and Drink on Trips	98	\$546.65	\$59,257,443

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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.

- (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

8107 Liberty Rd, Windsor Mill, Maryland, 21244
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35365
Longitude: -76.75909

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	420		4,396		10,226							
Total Employees:	4,134		56,398		116,261							
Total Residential Population:	18,675		104,952		273,932							
Employee/Residential Population Ratio (per 100 Residents)	22		54		42							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.7%	13	0.3%	35	0.8%	269	0.5%	79	0.8%	604	0.5%
Construction	15	3.6%	300	7.3%	189	4.3%	1,925	3.4%	467	4.6%	4,313	3.7%
Manufacturing	1	0.2%	13	0.3%	52	1.2%	740	1.3%	128	1.3%	1,576	1.4%
Transportation	13	3.1%	73	1.8%	110	2.5%	683	1.2%	220	2.2%	1,408	1.2%
Communication	4	1.0%	48	1.2%	37	0.8%	555	1.0%	74	0.7%	917	0.8%
Utility	0	0.0%	1	0.0%	8	0.2%	96	0.2%	15	0.1%	195	0.2%
Wholesale Trade	10	2.4%	71	1.7%	104	2.4%	790	1.4%	209	2.0%	3,188	2.7%
Retail Trade Summary	60	14.3%	494	11.9%	719	16.4%	7,210	12.8%	1,695	16.6%	19,066	16.4%
Home Improvement	0	0.0%	1	0.0%	16	0.4%	140	0.2%	43	0.4%	1,014	0.9%
General Merchandise Stores	4	1.0%	10	0.2%	47	1.1%	768	1.4%	102	1.0%	1,797	1.5%
Food Stores	6	1.4%	52	1.3%	79	1.8%	810	1.4%	192	1.9%	2,721	2.3%
Auto Dealers & Gas Stations	5	1.2%	18	0.4%	62	1.4%	653	1.2%	195	1.9%	2,171	1.9%
Apparel & Accessory Stores	3	0.7%	7	0.2%	73	1.7%	400	0.7%	132	1.3%	809	0.7%
Furniture & Home Furnishings	2	0.5%	16	0.4%	32	0.7%	302	0.5%	99	1.0%	972	0.8%
Eating & Drinking Places	20	4.8%	244	5.9%	239	5.4%	2,920	5.2%	539	5.3%	6,878	5.9%
Miscellaneous Retail	19	4.5%	147	3.6%	173	3.9%	1,217	2.2%	394	3.9%	2,704	2.3%
Finance, Insurance, Real Estate Summary	43	10.2%	479	11.6%	459	10.4%	4,871	8.6%	1,095	10.7%	10,507	9.0%
Banks, Savings & Lending Institutions	8	1.9%	319	7.7%	83	1.9%	1,905	3.4%	179	1.8%	2,972	2.6%
Securities Brokers	4	1.0%	17	0.4%	50	1.1%	263	0.5%	131	1.3%	995	0.9%
Insurance Carriers & Agents	4	1.0%	14	0.3%	60	1.4%	487	0.9%	144	1.4%	1,655	1.4%
Real Estate, Holding, Other Investment Offices	28	6.7%	128	3.1%	265	6.0%	2,215	3.9%	640	6.3%	4,884	4.2%
Services Summary	199	47.4%	2,596	62.8%	1,930	43.9%	24,260	43.0%	4,409	43.1%	52,864	45.5%
Hotels & Lodging	2	0.5%	30	0.7%	15	0.3%	316	0.6%	34	0.3%	1,069	0.9%
Automotive Services	15	3.6%	77	1.9%	115	2.6%	528	0.9%	309	3.0%	1,514	1.3%
Movies & Amusements	9	2.1%	35	0.8%	72	1.6%	633	1.1%	166	1.6%	1,298	1.1%
Health Services	29	6.9%	701	17.0%	385	8.8%	6,981	12.4%	879	8.6%	14,292	12.3%
Legal Services	3	0.7%	10	0.2%	107	2.4%	600	1.1%	237	2.3%	1,465	1.3%
Education Institutions & Libraries	11	2.6%	369	8.9%	81	1.8%	2,517	4.5%	200	2.0%	7,426	6.4%
Other Services	130	31.0%	1,373	33.2%	1,155	26.3%	12,686	22.5%	2,584	25.3%	25,800	22.2%
Government	2	0.5%	34	0.8%	58	1.3%	14,534	25.8%	108	1.1%	20,435	17.6%
Unclassified Establishments	68	16.2%	13	0.3%	695	15.8%	466	0.8%	1,725	16.9%	1,188	1.0%
Totals	420	100.0%	4,134	100.0%	4,396	100.0%	56,398	100.0%	10,226	100.0%	116,261	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.

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%	5	0.1%	23	0.0%	11	0.1%	45	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%	3	0.1%	54	0.1%	4	0.0%	79	0.1%
Construction	15	3.6%	300	7.3%	202	4.6%	2,039	3.6%	495	4.8%	4,726	4.1%
Manufacturing	3	0.7%	16	0.4%	69	1.6%	870	1.5%	155	1.5%	1,759	1.5%
Wholesale Trade	9	2.1%	68	1.6%	100	2.3%	768	1.4%	201	2.0%	3,149	2.7%
Retail Trade	39	9.3%	237	5.7%	451	10.3%	4,040	7.2%	1,087	10.6%	11,643	10.0%
Motor Vehicle & Parts Dealers	4	1.0%	7	0.2%	41	0.9%	556	1.0%	147	1.4%	1,934	1.7%
Furniture & Home Furnishings Stores	1	0.2%	11	0.3%	18	0.4%	106	0.2%	54	0.5%	530	0.5%
Electronics & Appliance Stores	0	0.0%	3	0.1%	9	0.2%	168	0.3%	31	0.3%	391	0.3%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.0%	16	0.4%	140	0.2%	43	0.4%	1,014	0.9%
Food & Beverage Stores	8	1.9%	55	1.3%	72	1.6%	677	1.2%	180	1.8%	2,402	2.1%
Health & Personal Care Stores	4	1.0%	58	1.4%	50	1.1%	387	0.7%	140	1.4%	1,101	0.9%
Gasoline Stations & Fuel Dealers	2	0.5%	13	0.3%	22	0.5%	102	0.2%	50	0.5%	243	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	0.7%	7	0.2%	101	2.3%	566	1.0%	171	1.7%	1,021	0.9%
Sporting Goods, Hobby, Book, & Music Stores	5	1.2%	19	0.5%	53	1.2%	377	0.7%	135	1.3%	983	0.8%
General Merchandise Stores	11	2.6%	64	1.5%	68	1.5%	962	1.7%	137	1.3%	2,024	1.7%
Transportation & Warehousing	11	2.6%	47	1.1%	84	1.9%	556	1.0%	187	1.8%	1,294	1.1%
Information	4	1.0%	52	1.3%	73	1.7%	1,092	1.9%	178	1.7%	2,336	2.0%
Finance & Insurance	15	3.6%	348	8.4%	193	4.4%	2,695	4.8%	467	4.6%	5,733	4.9%
Central Bank/Credit Intermediation & Related Activities	7	1.7%	315	7.6%	79	1.8%	1,882	3.3%	176	1.7%	2,951	2.5%
Securities & Commodity Contracts	4	1.0%	19	0.5%	54	1.2%	325	0.6%	145	1.4%	1,126	1.0%
Funds, Trusts & Other Financial Vehicles	4	1.0%	14	0.3%	61	1.4%	488	0.9%	145	1.4%	1,656	1.4%
Real Estate, Rental & Leasing	31	7.4%	137	3.3%	259	5.9%	2,025	3.6%	625	6.1%	4,487	3.9%
Professional, Scientific & Tech Services	36	8.6%	294	7.1%	409	9.3%	3,464	6.1%	966	9.4%	7,639	6.6%
Legal Services	4	1.0%	12	0.3%	126	2.9%	663	1.2%	278	2.7%	1,660	1.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	21	0.5%	143	0.3%	39	0.4%	269	0.2%
Administrative, Support & Waste Management Services	15	3.6%	687	16.6%	196	4.5%	3,877	6.9%	404	4.0%	6,470	5.6%
Educational Services	11	2.6%	372	9.0%	99	2.3%	2,509	4.4%	235	2.3%	7,479	6.4%
Health Care & Social Assistance	49	11.7%	864	20.9%	573	13.0%	9,935	17.6%	1,255	12.3%	19,505	16.8%
Arts, Entertainment & Recreation	8	1.9%	33	0.8%	66	1.5%	498	0.9%	155	1.5%	1,072	0.9%
Accommodation & Food Services	23	5.5%	287	6.9%	267	6.1%	3,368	6.0%	600	5.9%	8,263	7.1%
Accommodation	2	0.5%	30	0.7%	15	0.3%	316	0.6%	34	0.3%	1,069	0.9%
Food Services & Drinking Places	21	5.0%	257	6.2%	252	5.7%	3,053	5.4%	567	5.5%	7,193	6.2%
Other Services (except Public Administration)	82	19.5%	347	8.4%	574	13.1%	3,447	6.1%	1,327	13.0%	8,675	7.5%
Automotive Repair & Maintenance	13	3.1%	70	1.7%	88	2.0%	400	0.7%	233	2.3%	1,141	1.0%
Public Administration	2	0.5%	34	0.8%	57	1.3%	14,532	25.8%	108	1.1%	20,448	17.6%
Unclassified Establishments	68	16.2%	12	0.3%	694	15.8%	459	0.8%	1,724	16.9%	1,181	1.0%
Total	420	100.0%	4,134	100.0%	4,396	100.0%	56,398	100.0%	10,226	100.0%	116,261	100.0%

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