

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	13,005	61,149	171,020
2020 Total Population	15,285	68,536	186,890
2020 Group Quarters	397	643	2,096
2023 Total Population	15,552	69,690	189,460
2023 Group Quarters	397	643	2,096
2028 Total Population	15,678	70,646	191,211
2023-2028 Annual Rate	0.16%	0.27%	0.18%
2023 Total Daytime Population	15,773	56,504	172,054
Workers	7,697	23,578	82,979
Residents	8,076	32,926	89,075
Household Summary			
2010 Households	5,201	22,732	63,724
2010 Average Household Size	2.46	2.67	2.65
2020 Total Households	5,753	24,635	67,717
2020 Average Household Size	2.59	2.76	2.73
2023 Total Households	5,868	25,080	68,891
2023 Average Household Size	2.58	2.75	2.72
2028 Total Households	5,946	25,548	69,849
2028 Average Household Size	2.57	2.74	2.71
2023-2028 Annual Rate	0.26%	0.37%	0.28%
2010 Families	3,197	16,421	44,769
2010 Average Family Size	3.15	3.17	3.18
2023 Total Families	3,451	17,588	47,202
2023 Average Family Size	3.44	3.35	3.33
2028 Total Families	3,499	17,931	47,943
2028 Average Family Size	3.42	3.33	3.31
2023-2028 Annual Rate	0.28%	0.39%	0.31%
Housing Unit Summary			
2000 Housing Units	4,498	20,727	59,284
Owner Occupied Housing Units	31.1%	68.1%	68.1%
Renter Occupied Housing Units	65.4%	29.6%	28.3%
Vacant Housing Units	3.5%	2.3%	3.6%
2010 Housing Units	5,492	23,700	66,758
Owner Occupied Housing Units	32.0%	67.6%	67.1%
Renter Occupied Housing Units	62.7%	28.4%	28.4%
Vacant Housing Units	5.3%	4.1%	4.5%
2020 Housing Units	6,139	25,522	70,597
Vacant Housing Units	6.3%	3.5%	4.1%
2023 Housing Units	6,270	25,973	71,703
Owner Occupied Housing Units	37.1%	68.7%	69.6%
Renter Occupied Housing Units	56.5%	27.9%	26.4%
Vacant Housing Units	6.4%	3.4%	3.9%
2028 Housing Units	6,342	26,403	72,697
Owner Occupied Housing Units	38.4%	69.1%	70.4%
Renter Occupied Housing Units	55.3%	27.7%	25.7%
Vacant Housing Units	6.2%	3.2%	3.9%
Median Household Income			
2023	\$89,832	\$121,608	\$112,531
2028	\$103,209	\$135,920	\$125,034
Median Home Value			
2023	\$548,482	\$534,614	\$505,958
2028	\$558,385	\$547,306	\$527,262
Per Capita Income			
2023	\$50,277	\$62,231	\$58,455
2028	\$57,054	\$69,633	\$65,761
Median Age			
2010	34.7	39.8	39.0
2023	38.3	41.7	40.8
2028	39.4	42.2	41.6

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



Market Profile

8528 Baltimore National Pike, Ellicott City, Maryland, 21043
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.28526
Longitude: -76.80775

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	5,868	25,080	68,884
<\$15,000	7.9%	4.4%	4.9%
\$15,000 - \$24,999	4.8%	2.4%	3.5%
\$25,000 - \$34,999	4.9%	3.3%	3.8%
\$35,000 - \$49,999	10.0%	7.3%	7.6%
\$50,000 - \$74,999	16.2%	13.1%	13.3%
\$75,000 - \$99,999	9.5%	9.6%	10.7%
\$100,000 - \$149,999	17.1%	18.6%	18.6%
\$150,000 - \$199,999	13.1%	14.5%	14.3%
\$200,000+	16.5%	26.7%	23.3%
Average Household Income	\$132,333	\$172,104	\$160,234
2028 Households by Income			
Household Income Base	5,946	25,548	69,842
<\$15,000	7.1%	4.0%	4.4%
\$15,000 - \$24,999	4.0%	2.0%	3.0%
\$25,000 - \$34,999	4.2%	2.8%	3.2%
\$35,000 - \$49,999	8.9%	6.4%	6.6%
\$50,000 - \$74,999	15.0%	11.9%	12.0%
\$75,000 - \$99,999	9.2%	8.8%	9.9%
\$100,000 - \$149,999	17.4%	18.0%	18.3%
\$150,000 - \$199,999	14.9%	15.9%	15.9%
\$200,000+	19.3%	30.2%	26.7%
Average Household Income	\$149,555	\$191,665	\$179,459
2023 Owner Occupied Housing Units by Value			
Total	2,325	17,844	49,919
<\$50,000	5.5%	1.6%	2.5%
\$50,000 - \$99,999	0.1%	0.1%	0.2%
\$100,000 - \$149,999	0.0%	0.4%	1.0%
\$150,000 - \$199,999	0.2%	1.1%	3.3%
\$200,000 - \$249,999	0.1%	2.5%	5.9%
\$250,000 - \$299,999	1.3%	2.5%	5.3%
\$300,000 - \$399,999	9.2%	19.3%	17.1%
\$400,000 - \$499,999	23.7%	15.7%	13.6%
\$500,000 - \$749,999	51.0%	48.5%	42.4%
\$750,000 - \$999,999	6.2%	5.9%	6.1%
\$1,000,000 - \$1,499,999	1.6%	1.4%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.9%	0.9%	0.8%
Average Home Value	\$560,564	\$546,981	\$515,522
2028 Owner Occupied Housing Units by Value			
Total	2,436	18,234	51,158
<\$50,000	4.4%	1.3%	2.1%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.2%	0.5%
\$150,000 - \$199,999	0.1%	0.6%	1.9%
\$200,000 - \$249,999	0.0%	1.7%	4.3%
\$250,000 - \$299,999	0.8%	2.0%	4.8%
\$300,000 - \$399,999	8.2%	18.4%	17.1%
\$400,000 - \$499,999	24.1%	16.1%	14.2%
\$500,000 - \$749,999	53.0%	50.7%	45.6%
\$750,000 - \$999,999	6.6%	6.3%	6.6%
\$1,000,000 - \$1,499,999	1.8%	1.7%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	1.0%	0.9%	0.8%
Average Home Value	\$574,754	\$562,008	\$537,738

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.



Market Profile

8528 Baltimore National Pike, Ellicott City, Maryland, 21043
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.28526
 Longitude: -76.80775

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	13,003	61,148	171,021
0 - 4	7.1%	5.9%	6.1%
5 - 9	6.4%	7.1%	7.0%
10 - 14	6.1%	7.2%	7.3%
15 - 24	12.9%	12.0%	12.3%
25 - 34	18.0%	11.3%	12.0%
35 - 44	15.1%	14.7%	14.4%
45 - 54	13.6%	16.9%	16.6%
55 - 64	9.0%	12.8%	12.6%
65 - 74	5.3%	6.5%	6.5%
75 - 84	3.9%	4.0%	3.8%
85 +	2.6%	1.6%	1.6%
18 +	76.3%	75.0%	75.0%
2023 Population by Age			
Total	15,555	69,690	189,460
0 - 4	5.8%	5.1%	5.2%
5 - 9	6.1%	5.8%	6.0%
10 - 14	6.4%	6.7%	6.7%
15 - 24	11.2%	12.2%	11.9%
25 - 34	14.7%	11.6%	12.4%
35 - 44	16.4%	13.0%	13.3%
45 - 54	12.5%	14.0%	13.5%
55 - 64	11.3%	14.1%	13.8%
65 - 74	8.1%	10.4%	10.4%
75 - 84	5.0%	5.2%	5.0%
85 +	2.6%	2.0%	1.9%
18 +	78.2%	78.1%	77.9%
2028 Population by Age			
Total	15,678	70,646	191,213
0 - 4	5.8%	5.2%	5.3%
5 - 9	5.7%	5.6%	5.7%
10 - 14	5.8%	6.1%	6.2%
15 - 24	10.5%	11.1%	11.0%
25 - 34	15.1%	12.2%	12.5%
35 - 44	15.9%	13.7%	14.1%
45 - 54	12.9%	13.1%	12.9%
55 - 64	10.7%	13.3%	12.9%
65 - 74	8.4%	10.7%	10.8%
75 - 84	6.0%	6.5%	6.4%
85 +	3.0%	2.4%	2.2%
18 +	79.3%	79.3%	79.0%
2010 Population by Sex			
Males	6,303	29,675	82,077
Females	6,702	31,474	88,944
2023 Population by Sex			
Males	7,599	34,012	91,805
Females	7,953	35,678	97,655
2028 Population by Sex			
Males	7,594	34,379	92,547
Females	8,084	36,267	98,664

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
2010 Population by Race/Ethnicity			
Total	13,003	61,149	171,020
White Alone	41.9%	58.7%	53.4%
Black Alone	15.1%	17.1%	28.6%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	36.2%	19.6%	13.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.3%	1.5%	1.7%
Two or More Races	2.9%	2.8%	2.9%
Hispanic Origin	6.3%	4.0%	4.4%
Diversity Index	70.7	61.8	64.7
2020 Population by Race/Ethnicity			
Total	15,285	68,536	186,890
White Alone	32.4%	47.1%	43.2%
Black Alone	16.6%	17.1%	27.2%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	41.0%	26.9%	19.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	2.4%	3.0%
Two or More Races	5.4%	6.2%	6.5%
Hispanic Origin	7.2%	5.2%	6.1%
Diversity Index	73.5	70.4	73.0
2023 Population by Race/Ethnicity			
Total	15,552	69,690	189,460
White Alone	31.5%	45.4%	41.7%
Black Alone	16.9%	17.7%	27.5%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	41.5%	27.7%	20.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.1%	2.5%	3.2%
Two or More Races	5.6%	6.4%	6.7%
Hispanic Origin	7.6%	5.6%	6.5%
Diversity Index	73.8	71.5	73.9
2028 Population by Race/Ethnicity			
Total	15,679	70,645	191,211
White Alone	28.8%	42.5%	38.9%
Black Alone	17.0%	18.3%	28.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	43.2%	29.2%	22.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.5%	2.8%	3.5%
Two or More Races	5.9%	7.0%	7.2%
Hispanic Origin	8.2%	6.1%	7.1%
Diversity Index	74.1	73.0	75.3
2010 Population by Relationship and Household Type			
Total	13,005	61,149	171,020
In Households	98.3%	99.4%	98.9%
In Family Households	79.1%	86.6%	85.1%
Householder	24.6%	26.9%	26.3%
Spouse	18.7%	21.7%	19.8%
Child	29.3%	32.4%	32.7%
Other relative	4.7%	4.2%	4.3%
Nonrelative	1.8%	1.5%	1.9%
In Nonfamily Households	19.2%	12.8%	13.9%
In Group Quarters	1.7%	0.6%	1.1%
Institutionalized Population	1.5%	0.4%	0.8%
Noninstitutionalized Population	0.2%	0.2%	0.3%

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

Source: 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 Population 25+ by Educational Attainment			
Total	10,970	49,023	133,027
Less than 9th Grade	2.7%	1.7%	1.9%
9th - 12th Grade, No Diploma	2.2%	2.5%	3.5%
High School Graduate	20.5%	13.6%	14.7%
GED/Alternative Credential	1.2%	1.3%	1.7%
Some College, No Degree	10.9%	11.1%	13.3%
Associate Degree	3.4%	5.2%	6.8%
Bachelor's Degree	28.0%	31.5%	29.5%
Graduate/Professional Degree	31.1%	33.1%	28.6%
2023 Population 15+ by Marital Status			
Total	12,715	57,498	155,626
Never Married	26.3%	27.0%	31.7%
Married	57.8%	60.7%	54.9%
Widowed	5.9%	4.7%	4.9%
Divorced	10.1%	7.6%	8.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,869	38,573	105,274
Population 16+ Employed	96.2%	96.7%	96.6%
Population 16+ Unemployment rate	3.8%	3.3%	3.4%
Population 16-24 Employed	9.4%	10.0%	10.1%
Population 16-24 Unemployment rate	12.9%	9.9%	10.7%
Population 25-54 Employed	71.5%	61.4%	62.7%
Population 25-54 Unemployment rate	2.7%	2.5%	2.3%
Population 55-64 Employed	14.2%	19.7%	18.9%
Population 55-64 Unemployment rate	3.8%	2.8%	2.8%
Population 65+ Employed	4.9%	8.9%	8.3%
Population 65+ Unemployment rate	0.0%	2.4%	3.3%
2023 Employed Population 16+ by Industry			
Total	7,569	37,294	101,693
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.3%	3.4%	4.1%
Manufacturing	7.7%	7.0%	6.1%
Wholesale Trade	0.7%	1.4%	1.4%
Retail Trade	7.2%	6.9%	7.6%
Transportation/Utilities	3.1%	3.3%	4.5%
Information	0.4%	1.8%	2.1%
Finance/Insurance/Real Estate	5.3%	7.0%	6.9%
Services	61.0%	57.4%	56.1%
Public Administration	9.3%	11.5%	11.0%
2023 Employed Population 16+ by Occupation			
Total	7,567	37,293	101,694
White Collar	75.5%	82.7%	78.8%
Management/Business/Financial	15.2%	22.5%	21.6%
Professional	46.9%	46.3%	41.3%
Sales	7.3%	6.7%	6.6%
Administrative Support	6.1%	7.2%	9.3%
Services	13.2%	9.4%	11.3%
Blue Collar	11.3%	7.9%	9.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	2.5%	1.3%	1.7%
Installation/Maintenance/Repair	1.9%	1.2%	1.3%
Production	3.0%	1.8%	1.8%
Transportation/Material Moving	4.0%	3.4%	4.8%

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
2010 Households by Type			
Total	5,201	22,733	63,724
Households with 1 Person	31.1%	22.7%	24.2%
Households with 2+ People	68.9%	77.3%	75.8%
Family Households	61.5%	72.2%	70.3%
Husband-wife Families	46.8%	58.2%	53.1%
With Related Children	25.4%	29.3%	26.2%
Other Family (No Spouse Present)	14.7%	14.0%	17.2%
Other Family with Male Householder	4.0%	3.7%	3.9%
With Related Children	2.0%	1.9%	2.0%
Other Family with Female Householder	10.7%	10.3%	13.3%
With Related Children	7.2%	6.1%	8.3%
Nonfamily Households	7.4%	5.1%	5.5%
All Households with Children	35.0%	37.6%	36.9%
Multigenerational Households	3.2%	4.0%	4.4%
Unmarried Partner Households	6.0%	4.5%	5.0%
Male-female	5.2%	3.8%	4.3%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	5,201	22,733	63,724
1 Person Household	31.1%	22.7%	24.2%
2 Person Household	29.2%	31.8%	31.2%
3 Person Household	16.5%	17.9%	18.0%
4 Person Household	14.5%	17.2%	16.0%
5 Person Household	5.4%	6.8%	6.7%
6 Person Household	2.1%	2.4%	2.4%
7 + Person Household	1.2%	1.2%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	5,201	22,733	63,724
Owner Occupied	33.8%	70.4%	70.3%
Owned with a Mortgage/Loan	26.8%	55.5%	56.6%
Owned Free and Clear	7.0%	14.9%	13.7%
Renter Occupied	66.2%	29.6%	29.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	63	88	86
Percent of Income for Mortgage	36.7%	26.4%	27.0%
Wealth Index	116	204	185
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,492	23,700	66,758
Housing Units Inside Urbanized Area	100.0%	99.4%	98.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	1.6%
2010 Population By Urban/ Rural Status			
Total Population	13,005	61,149	171,020
Population Inside Urbanized Area	100.0%	99.3%	98.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	1.7%

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



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Rings: 1, 3, 5 mile radii

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Latitude: 39.28526
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Golden Years (9B)	Professional Pride (1B)	Professional Pride (1B)
3.	Top Tier (1A)	Pleasantville (2B)	Parks and Rec (5C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$15,990,253	\$86,811,548	\$222,739,811
Average Spent	\$2,724.99	\$3,461.39	\$3,233.22
Spending Potential Index	124	157	147
Education: Total \$	\$14,142,719	\$82,137,312	\$207,469,602
Average Spent	\$2,410.14	\$3,275.01	\$3,011.56
Spending Potential Index	134	183	168
Entertainment/Recreation: Total \$	\$26,268,528	\$146,770,314	\$377,388,271
Average Spent	\$4,476.57	\$5,852.09	\$5,478.05
Spending Potential Index	118	155	145
Food at Home: Total \$	\$48,166,925	\$261,488,669	\$672,818,551
Average Spent	\$8,208.41	\$10,426.18	\$9,766.42
Spending Potential Index	121	153	144
Food Away from Home: Total \$	\$26,929,284	\$145,525,806	\$373,813,147
Average Spent	\$4,589.18	\$5,802.46	\$5,426.15
Spending Potential Index	123	156	146
Health Care: Total \$	\$48,528,663	\$271,001,342	\$705,612,239
Average Spent	\$8,270.05	\$10,805.48	\$10,242.44
Spending Potential Index	112	147	139
HH Furnishings & Equipment: Total \$	\$21,174,726	\$117,516,427	\$301,045,487
Average Spent	\$3,608.51	\$4,685.66	\$4,369.88
Spending Potential Index	122	159	148
Personal Care Products & Services: Total \$	\$6,964,356	\$37,949,723	\$97,485,464
Average Spent	\$1,186.84	\$1,513.15	\$1,415.07
Spending Potential Index	124	158	148
Shelter: Total \$	\$184,366,254	\$1,003,158,075	\$2,559,843,098
Average Spent	\$31,418.93	\$39,998.33	\$37,157.87
Spending Potential Index	127	161	150
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,004,576	\$122,417,034	\$317,346,109
Average Spent	\$3,579.51	\$4,881.06	\$4,606.50
Spending Potential Index	114	156	147
Travel: Total \$	\$16,493,022	\$92,437,666	\$235,618,433
Average Spent	\$2,810.67	\$3,685.71	\$3,420.16
Spending Potential Index	125	164	152
Vehicle Maintenance & Repairs: Total \$	\$8,735,792	\$48,086,617	\$125,275,178
Average Spent	\$1,488.72	\$1,917.33	\$1,818.45
Spending Potential Index	114	146	139

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.



Retail Goods and Services Expenditures

8528 Baltimore National Pike, Ellicott City, Maryland, 21043
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.28526
 Longitude: -76.80775

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Enterprising Professionals (2D)	61.5%	Population	15,552	15,678
Golden Years (9B)	31.2%	Households	5,868	5,946
Top Tier (1A)	6.6%	Families	3,451	3,499
Professional Pride (1B)	0.6%	Median Age	38.3	39.4
	0.0%	Median Household Income	\$89,832	\$103,209
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		124	\$2,724.99	\$15,990,253
Men's		125	\$512.60	\$3,007,945
Women's		125	\$929.89	\$5,456,590
Children's		118	\$392.28	\$2,301,878
Footwear		124	\$616.25	\$3,616,153
Watches & Jewelry		129	\$216.98	\$1,273,218
Apparel Products and Services (1)		128	\$57.00	\$334,469
Computer				
Computers and Hardware for Home Use		130	\$333.40	\$1,956,414
Portable Memory		119	\$5.47	\$32,099
Computer Software		137	\$19.84	\$116,433
Computer Accessories		124	\$31.05	\$182,222
Entertainment & Recreation		118	\$4,476.57	\$26,268,528
Fees and Admissions		128	\$910.46	\$5,342,570
Membership Fees for Clubs (2)		126	\$350.01	\$2,053,863
Fees for Participant Sports, excl. Trips		131	\$157.07	\$921,661
Tickets to Theatre/Operas/Concerts		127	\$69.11	\$405,532
Tickets to Movies		124	\$34.34	\$201,494
Tickets to Parks or Museums		116	\$32.26	\$189,274
Admission to Sporting Events, excl. Trips		120	\$70.07	\$411,189
Fees for Recreational Lessons		135	\$196.15	\$1,150,999
Dating Services		136	\$1.46	\$8,558
TV/Video/Audio		115	\$1,552.57	\$9,110,481
Cable and Satellite Television Services		112	\$963.39	\$5,653,177
Televisions		117	\$170.04	\$997,805
Satellite Dishes		102	\$1.74	\$10,231
VCRs, Video Cameras, and DVD Players		119	\$5.75	\$33,754
Miscellaneous Video Equipment		133	\$16.80	\$98,555
Video Cassettes and DVDs		117	\$7.66	\$44,963
Video Game Hardware/Accessories		117	\$47.17	\$276,814
Video Game Software		121	\$23.46	\$137,692
Rental/Streaming/Downloaded Video		117	\$144.58	\$848,420
Installation of Televisions		127	\$2.04	\$11,999
Audio (3)		123	\$166.73	\$978,354
Rental and Repair of TV/Radio/Sound Equipment		115	\$3.19	\$18,719
Pets		116	\$1,071.95	\$6,290,183
Toys/Games/Crafts/Hobbies (4)		116	\$183.74	\$1,078,178
Recreational Vehicles and Fees (5)		113	\$169.41	\$994,079
Sports/Recreation/Exercise Equipment (6)		119	\$332.77	\$1,952,704
Photo Equipment and Supplies (7)		126	\$58.98	\$346,077
Reading (8)		126	\$159.37	\$935,177
Catered Affairs (9)		123	\$37.33	\$219,079
Food		122	\$12,797.58	\$75,096,209
Food at Home		121	\$8,208.41	\$48,166,925
Bakery and Cereal Products		120	\$1,056.24	\$6,198,042
Meats, Poultry, Fish, and Eggs		121	\$1,777.26	\$10,428,982
Dairy Products		121	\$798.86	\$4,687,704
Fruits and Vegetables		123	\$1,657.30	\$9,725,019
Snacks and Other Food at Home (10)		119	\$2,918.74	\$17,127,178
Food Away from Home		123	\$4,589.18	\$26,929,284
Alcoholic Beverages		132	\$892.21	\$5,235,473

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	132	\$52,060.83	\$305,492,964
Value of Retirement Plans	123	\$173,663.00	\$1,019,054,464
Value of Other Financial Assets	133	\$11,380.60	\$66,781,341
Vehicle Loan Amount excluding Interest	112	\$4,067.92	\$23,870,536
Value of Credit Card Debt	121	\$3,824.83	\$22,444,111
Health			
Nonprescription Drugs	109	\$186.12	\$1,092,175
Prescription Drugs	102	\$375.10	\$2,201,082
Eyeglasses and Contact Lenses	113	\$126.31	\$741,213
Home			
Mortgage Payment and Basics (11)	122	\$15,737.26	\$92,346,260
Maintenance and Remodeling Services	119	\$4,522.31	\$26,536,893
Maintenance and Remodeling Materials (12)	100	\$784.66	\$4,604,386
Utilities, Fuel, and Public Services	112	\$6,526.04	\$38,294,802
Household Furnishings and Equipment			
Household Textiles (13)	122	\$149.91	\$879,648
Furniture	120	\$987.04	\$5,791,955
Rugs	125	\$51.99	\$305,104
Major Appliances (14)	113	\$597.11	\$3,503,837
Housewares (15)	127	\$136.24	\$799,427
Small Appliances	122	\$88.83	\$521,244
Luggage	129	\$18.43	\$108,142
Telephones and Accessories	114	\$122.64	\$719,656
Household Operations			
Child Care	134	\$694.61	\$4,075,972
Lawn and Garden (16)	114	\$762.28	\$4,473,076
Moving/Storage/Freight Express	125	\$112.28	\$658,885
Housekeeping Supplies (17)	118	\$1,100.36	\$6,456,908
Insurance			
Owners and Renters Insurance	107	\$836.14	\$4,906,482
Vehicle Insurance	114	\$2,468.96	\$14,487,842
Life/Other Insurance	115	\$793.73	\$4,657,603
Health Insurance	113	\$5,585.70	\$32,776,882
Personal Care Products (18)	122	\$675.88	\$3,966,075
School Books and Supplies (19)	122	\$163.42	\$958,961
Smoking Products	99	\$429.65	\$2,521,174
Transportation			
Payments on Vehicles excluding Leases	110	\$3,334.61	\$19,567,480
Gasoline and Motor Oil	113	\$2,855.40	\$16,755,482
Vehicle Maintenance and Repairs	114	\$1,488.72	\$8,735,792
Travel			
Airline Fares	132	\$614.67	\$3,606,892
Lodging on Trips	124	\$891.05	\$5,228,665
Auto/Truck Rental on Trips	127	\$100.95	\$592,376
Food and Drink on Trips	125	\$696.58	\$4,087,516

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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
Enterprising Professionals (2D)	24.0%	Population	69,690	70,646
Professional Pride (1B)	14.4%	Households	25,080	25,548
Pleasantville (2B)	13.6%	Families	17,588	17,931
Top Tier (1A)	10.2%	Median Age	41.7	42.2
Urban Chic (2A)	8.3%	Median Household Income	\$121,608	\$135,920
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		157	\$3,461.39	\$86,811,548
Men's		157	\$643.85	\$16,147,805
Women's		158	\$1,178.32	\$29,552,255
Children's		150	\$498.93	\$12,513,191
Footwear		156	\$779.89	\$19,559,602
Watches & Jewelry		171	\$288.95	\$7,246,873
Apparel Products and Services (1)		160	\$71.44	\$1,791,822
Computer				
Computers and Hardware for Home Use		162	\$414.87	\$10,404,912
Portable Memory		152	\$6.97	\$174,735
Computer Software		164	\$23.63	\$592,615
Computer Accessories		157	\$39.41	\$988,418
Entertainment & Recreation		155	\$5,852.09	\$146,770,314
Fees and Admissions		174	\$1,236.78	\$31,018,410
Membership Fees for Clubs (2)		171	\$474.84	\$11,908,949
Fees for Participant Sports, excl. Trips		173	\$207.15	\$5,195,301
Tickets to Theatre/Operas/Concerts		171	\$93.05	\$2,333,701
Tickets to Movies		159	\$43.80	\$1,098,627
Tickets to Parks or Museums		152	\$42.20	\$1,058,310
Admission to Sporting Events, excl. Trips		172	\$100.71	\$2,525,724
Fees for Recreational Lessons		189	\$273.46	\$6,858,478
Dating Services		147	\$1.57	\$39,321
TV/Video/Audio		146	\$1,981.13	\$49,686,700
Cable and Satellite Television Services		144	\$1,242.27	\$31,156,170
Televisions		147	\$214.46	\$5,378,771
Satellite Dishes		130	\$2.23	\$55,819
VCRs, Video Cameras, and DVD Players		151	\$7.28	\$182,478
Miscellaneous Video Equipment		164	\$20.69	\$518,828
Video Cassettes and DVDs		147	\$9.62	\$241,149
Video Game Hardware/Accessories		140	\$56.51	\$1,417,164
Video Game Software		143	\$27.61	\$692,507
Rental/Streaming/Downloaded Video		145	\$179.39	\$4,499,003
Installation of Televisions		170	\$2.74	\$68,832
Audio (3)		159	\$214.69	\$5,384,328
Rental and Repair of TV/Radio/Sound Equipment		131	\$3.65	\$91,650
Pets		151	\$1,392.21	\$34,916,675
Toys/Games/Crafts/Hobbies (4)		148	\$234.20	\$5,873,685
Recreational Vehicles and Fees (5)		163	\$244.38	\$6,129,037
Sports/Recreation/Exercise Equipment (6)		154	\$433.66	\$10,876,099
Photo Equipment and Supplies (7)		160	\$74.76	\$1,875,047
Reading (8)		162	\$205.76	\$5,160,480
Catered Affairs (9)		162	\$49.21	\$1,234,181
Food		154	\$16,228.65	\$407,014,475
Food at Home		153	\$10,426.18	\$261,488,669
Bakery and Cereal Products		153	\$1,349.28	\$33,840,015
Meats, Poultry, Fish, and Eggs		153	\$2,252.41	\$56,490,356
Dairy Products		154	\$1,016.60	\$25,496,358
Fruits and Vegetables		157	\$2,100.76	\$52,687,052
Snacks and Other Food at Home (10)		151	\$3,707.13	\$92,974,888
Food Away from Home		156	\$5,802.46	\$145,525,806
Alcoholic Beverages		168	\$1,136.57	\$28,505,191

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.

- (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.

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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
Enterprising Professionals (2D)	18.0%	Population	189,460	191,211
Professional Pride (1B)	15.3%	Households	68,891	69,849
Parks and Rec (5C)	9.0%	Families	47,202	47,943
Top Tier (1A)	8.8%	Median Age	40.8	41.6
Pleasantville (2B)	7.0%	Median Household Income	\$112,531	\$125,034
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		147	\$3,233.22	\$222,739,811
Men's		147	\$601.43	\$41,433,259
Women's		147	\$1,098.53	\$75,678,598
Children's		143	\$473.53	\$32,621,869
Footwear		146	\$730.18	\$50,302,618
Watches & Jewelry		156	\$263.30	\$18,139,024
Apparel Products and Services (1)		149	\$66.26	\$4,564,443
Computer				
Computers and Hardware for Home Use		150	\$384.85	\$26,512,405
Portable Memory		143	\$6.60	\$454,432
Computer Software		151	\$21.79	\$1,501,263
Computer Accessories		146	\$36.68	\$2,527,206
Entertainment & Recreation		145	\$5,478.05	\$377,388,271
Fees and Admissions		161	\$1,145.72	\$78,929,778
Membership Fees for Clubs (2)		159	\$441.31	\$30,402,056
Fees for Participant Sports, excl. Trips		161	\$192.95	\$13,292,652
Tickets to Theatre/Operas/Concerts		158	\$86.21	\$5,939,296
Tickets to Movies		149	\$41.03	\$2,826,364
Tickets to Parks or Museums		143	\$39.87	\$2,746,389
Admission to Sporting Events, excl. Trips		161	\$93.81	\$6,462,450
Fees for Recreational Lessons		172	\$249.04	\$17,156,362
Dating Services		141	\$1.51	\$104,209
TV/Video/Audio		138	\$1,875.96	\$129,237,023
Cable and Satellite Television Services		137	\$1,177.05	\$81,087,859
Televisions		139	\$202.77	\$13,968,731
Satellite Dishes		126	\$2.15	\$148,127
VCRs, Video Cameras, and DVD Players		140	\$6.76	\$465,864
Miscellaneous Video Equipment		158	\$20.01	\$1,378,547
Video Cassettes and DVDs		140	\$9.17	\$631,815
Video Game Hardware/Accessories		134	\$54.05	\$3,723,348
Video Game Software		136	\$26.37	\$1,816,455
Rental/Streaming/Downloaded Video		139	\$171.08	\$11,786,025
Installation of Televisions		159	\$2.56	\$176,673
Audio (3)		148	\$200.58	\$13,818,081
Rental and Repair of TV/Radio/Sound Equipment		123	\$3.42	\$235,498
Pets		140	\$1,293.97	\$89,142,774
Toys/Games/Crafts/Hobbies (4)		140	\$222.35	\$15,317,781
Recreational Vehicles and Fees (5)		149	\$223.96	\$15,428,758
Sports/Recreation/Exercise Equipment (6)		146	\$409.17	\$28,187,859
Photo Equipment and Supplies (7)		150	\$70.11	\$4,830,269
Reading (8)		150	\$190.46	\$13,120,882
Catered Affairs (9)		153	\$46.35	\$3,193,146
Food		144	\$15,192.58	\$1,046,631,698
Food at Home		144	\$9,766.42	\$672,818,551
Bakery and Cereal Products		144	\$1,265.57	\$87,186,529
Meats, Poultry, Fish, and Eggs		143	\$2,109.35	\$145,315,034
Dairy Products		144	\$950.03	\$65,448,715
Fruits and Vegetables		146	\$1,959.42	\$134,986,113
Snacks and Other Food at Home (10)		142	\$3,482.05	\$239,882,160
Food Away from Home		146	\$5,426.15	\$373,813,147
Alcoholic Beverages		155	\$1,044.77	\$71,975,400

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	168	\$66,155.27	\$4,557,502,694
Value of Retirement Plans	162	\$229,069.64	\$15,780,836,421
Value of Other Financial Assets	163	\$13,920.45	\$958,993,862
Vehicle Loan Amount excluding Interest	135	\$4,922.70	\$339,129,408
Value of Credit Card Debt	147	\$4,642.13	\$319,800,729
Health			
Nonprescription Drugs	133	\$226.80	\$15,624,768
Prescription Drugs	130	\$477.30	\$32,881,587
Eyeglasses and Contact Lenses	142	\$158.11	\$10,892,167
Home			
Mortgage Payment and Basics (11)	158	\$20,399.98	\$1,405,374,948
Maintenance and Remodeling Services	155	\$5,887.40	\$405,588,867
Maintenance and Remodeling Materials (12)	135	\$1,056.60	\$72,790,070
Utilities, Fuel, and Public Services	138	\$8,011.83	\$551,943,153
Household Furnishings and Equipment			
Household Textiles (13)	146	\$178.90	\$12,324,346
Furniture	144	\$1,189.29	\$81,931,664
Rugs	155	\$64.53	\$4,445,673
Major Appliances (14)	142	\$750.44	\$51,698,443
Housewares (15)	149	\$160.57	\$11,062,043
Small Appliances	141	\$102.32	\$7,048,722
Luggage	150	\$21.45	\$1,477,758
Telephones and Accessories	143	\$153.42	\$10,569,377
Household Operations			
Child Care	160	\$828.50	\$57,076,272
Lawn and Garden (16)	148	\$989.28	\$68,152,806
Moving/Storage/Freight Express	144	\$129.33	\$8,909,544
Housekeeping Supplies (17)	142	\$1,326.61	\$91,391,637
Insurance			
Owners and Renters Insurance	139	\$1,088.30	\$74,973,894
Vehicle Insurance	137	\$2,969.97	\$204,604,001
Life/Other Insurance	149	\$1,030.74	\$71,008,832
Health Insurance	140	\$6,901.62	\$475,459,804
Personal Care Products (18)	145	\$802.46	\$55,282,186
School Books and Supplies (19)	144	\$192.81	\$13,282,917
Smoking Products	118	\$511.93	\$35,267,300
Transportation			
Payments on Vehicles excluding Leases	136	\$4,108.59	\$283,045,132
Gasoline and Motor Oil	135	\$3,426.21	\$236,034,845
Vehicle Maintenance and Repairs	139	\$1,818.45	\$125,275,178
Travel			
Airline Fares	157	\$731.52	\$50,395,336
Lodging on Trips	153	\$1,102.98	\$75,985,303
Auto/Truck Rental on Trips	153	\$120.96	\$8,333,261
Food and Drink on Trips	151	\$842.57	\$58,045,545

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

8528 Baltimore National Pike, Ellicott City, Maryland, 21043
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.28526
Longitude: -76.80775

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	558		2,259		6,920							
Total Employees:	8,062		23,770		84,951							
Total Residential Population:	15,552		69,690		189,460							
Employee/Residential Population Ratio (per 100 Residents)	52		34		45							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	1.6%	40	0.5%	28	1.2%	173	0.7%	116	1.7%	824	1.0%
Construction	22	3.9%	181	2.2%	125	5.5%	1,031	4.3%	382	5.5%	3,328	3.9%
Manufacturing	5	0.9%	226	2.8%	28	1.2%	621	2.6%	101	1.5%	1,684	2.0%
Transportation	10	1.8%	100	1.2%	27	1.2%	289	1.2%	120	1.7%	1,268	1.5%
Communication	0	0.0%	0	0.0%	13	0.6%	87	0.4%	54	0.8%	835	1.0%
Utility	1	0.2%	13	0.2%	3	0.1%	29	0.1%	17	0.2%	297	0.3%
Wholesale Trade	8	1.4%	55	0.7%	35	1.5%	232	1.0%	137	2.0%	970	1.1%
Retail Trade Summary	78	14.0%	1,367	17.0%	437	19.3%	6,009	25.3%	1,190	17.2%	15,304	18.0%
Home Improvement	5	0.9%	30	0.4%	18	0.8%	291	1.2%	41	0.6%	827	1.0%
General Merchandise Stores	4	0.7%	274	3.4%	17	0.8%	474	2.0%	55	0.8%	1,311	1.5%
Food Stores	12	2.2%	142	1.8%	56	2.5%	887	3.7%	144	2.1%	2,552	3.0%
Auto Dealers & Gas Stations	16	2.9%	462	5.7%	54	2.4%	1,153	4.9%	115	1.7%	1,905	2.2%
Apparel & Accessory Stores	1	0.2%	2	0.0%	19	0.8%	87	0.4%	69	1.0%	480	0.6%
Furniture & Home Furnishings	2	0.4%	14	0.2%	29	1.3%	161	0.7%	89	1.3%	697	0.8%
Eating & Drinking Places	19	3.4%	250	3.1%	140	6.2%	2,047	8.6%	388	5.6%	5,335	6.3%
Miscellaneous Retail	20	3.6%	193	2.4%	103	4.6%	908	3.8%	289	4.2%	2,198	2.6%
Finance, Insurance, Real Estate Summary	79	14.2%	811	10.1%	232	10.3%	2,091	8.8%	638	9.2%	5,322	6.3%
Banks, Savings & Lending Institutions	6	1.1%	53	0.7%	30	1.3%	246	1.0%	95	1.4%	1,101	1.3%
Securities Brokers	13	2.3%	100	1.2%	38	1.7%	196	0.8%	79	1.1%	425	0.5%
Insurance Carriers & Agents	11	2.0%	104	1.3%	33	1.5%	207	0.9%	108	1.6%	781	0.9%
Real Estate, Holding, Other Investment Offices	48	8.6%	554	6.9%	131	5.8%	1,443	6.1%	357	5.2%	3,015	3.5%
Services Summary	227	40.7%	4,426	54.9%	938	41.5%	10,819	45.5%	3,125	45.2%	35,881	42.2%
Hotels & Lodging	2	0.4%	7	0.1%	8	0.4%	57	0.2%	26	0.4%	341	0.4%
Automotive Services	6	1.1%	28	0.3%	54	2.4%	324	1.4%	153	2.2%	860	1.0%
Movies & Amusements	9	1.6%	94	1.2%	54	2.4%	353	1.5%	159	2.3%	1,305	1.5%
Health Services	44	7.9%	511	6.3%	206	9.1%	2,011	8.5%	681	9.8%	8,864	10.4%
Legal Services	33	5.9%	152	1.9%	57	2.5%	256	1.1%	137	2.0%	634	0.7%
Education Institutions & Libraries	9	1.6%	108	1.3%	41	1.8%	1,539	6.5%	145	2.1%	4,947	5.8%
Other Services	124	22.2%	3,526	43.7%	517	22.9%	6,280	26.4%	1,824	26.4%	18,929	22.3%
Government	24	4.3%	764	9.5%	47	2.1%	2,107	8.9%	84	1.2%	18,222	21.5%
Unclassified Establishments	94	16.8%	78	1.0%	346	15.3%	282	1.2%	957	13.8%	1,018	1.2%
Totals	558	100.0%	8,062	100.0%	2,259	100.0%	23,770	100.0%	6,920	100.0%	84,951	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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



Business Summary

8528 Baltimore National Pike, Ellicott City, Maryland, 21043
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.28526
Longitude: -76.80775

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%	2	0.1%	9	0.0%	13	0.2%	90	0.1%
Mining	1	0.2%	3	0.0%	1	0.0%	3	0.0%	1	0.0%	5	0.0%
Utilities	1	0.2%	13	0.2%	3	0.1%	27	0.1%	11	0.2%	228	0.3%
Construction	25	4.5%	196	2.4%	131	5.8%	1,072	4.5%	410	5.9%	3,539	4.2%
Manufacturing	6	1.1%	238	3.0%	37	1.6%	673	2.8%	116	1.7%	1,804	2.1%
Wholesale Trade	7	1.3%	53	0.7%	33	1.5%	224	0.9%	133	1.9%	961	1.1%
Retail Trade	56	10.0%	987	12.2%	279	12.4%	3,720	15.6%	757	10.9%	9,497	11.2%
Motor Vehicle & Parts Dealers	11	2.0%	443	5.5%	43	1.9%	1,084	4.6%	77	1.1%	1,704	2.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	15	0.7%	83	0.3%	40	0.6%	245	0.3%
Electronics & Appliance Stores	2	0.4%	8	0.1%	10	0.4%	49	0.2%	36	0.5%	374	0.4%
Building Material & Garden Equipment & Supplies Dealers	5	0.9%	30	0.4%	19	0.8%	292	1.2%	41	0.6%	824	1.0%
Food & Beverage Stores	12	2.2%	124	1.5%	46	2.0%	797	3.4%	127	1.8%	2,392	2.8%
Health & Personal Care Stores	7	1.3%	51	0.6%	31	1.4%	223	0.9%	100	1.4%	689	0.8%
Gasoline Stations & Fuel Dealers	5	0.9%	19	0.2%	12	0.5%	72	0.3%	42	0.6%	215	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.2%	3	0.0%	24	1.1%	105	0.4%	90	1.3%	595	0.7%
Sporting Goods, Hobby, Book, & Music Stores	7	1.3%	33	0.4%	56	2.5%	522	2.2%	130	1.9%	967	1.1%
General Merchandise Stores	5	0.9%	277	3.4%	22	1.0%	491	2.1%	75	1.1%	1,492	1.8%
Transportation & Warehousing	7	1.3%	93	1.2%	23	1.0%	278	1.2%	93	1.3%	681	0.8%
Information	4	0.7%	122	1.5%	35	1.5%	346	1.5%	152	2.2%	2,207	2.6%
Finance & Insurance	32	5.7%	267	3.3%	102	4.5%	658	2.8%	287	4.1%	2,373	2.8%
Central Bank/Credit Intermediation & Related Activities	6	1.1%	53	0.7%	30	1.3%	246	1.0%	93	1.3%	1,092	1.3%
Securities & Commodity Contracts	13	2.3%	100	1.2%	38	1.7%	196	0.8%	85	1.2%	491	0.6%
Funds, Trusts & Other Financial Vehicles	12	2.2%	114	1.4%	34	1.5%	217	0.9%	109	1.6%	791	0.9%
Real Estate, Rental & Leasing	47	8.4%	735	9.1%	131	5.8%	1,588	6.7%	349	5.0%	2,979	3.5%
Professional, Scientific & Tech Services	82	14.7%	2,507	31.1%	245	10.8%	3,427	14.4%	759	11.0%	7,949	9.4%
Legal Services	36	6.5%	172	2.1%	65	2.9%	293	1.2%	159	2.3%	723	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.2%	26	0.1%	19	0.3%	127	0.1%
Administrative, Support & Waste Management Services	19	3.4%	99	1.2%	72	3.2%	404	1.7%	276	4.0%	2,198	2.6%
Educational Services	10	1.8%	123	1.5%	51	2.3%	1,593	6.7%	189	2.7%	5,155	6.1%
Health Care & Social Assistance	61	10.9%	1,053	13.1%	258	11.4%	2,938	12.4%	891	12.9%	12,831	15.1%
Arts, Entertainment & Recreation	11	2.0%	156	1.9%	51	2.3%	391	1.6%	141	2.0%	1,189	1.4%
Accommodation & Food Services	23	4.1%	371	4.6%	156	6.9%	2,284	9.6%	436	6.3%	5,985	7.0%
Accommodation	2	0.4%	7	0.1%	8	0.4%	57	0.2%	26	0.4%	341	0.4%
Food Services & Drinking Places	21	3.8%	364	4.5%	148	6.6%	2,227	9.4%	410	5.9%	5,644	6.6%
Other Services (except Public Administration)	47	8.4%	229	2.8%	253	11.2%	1,748	7.4%	849	12.3%	5,952	7.0%
Automotive Repair & Maintenance	3	0.5%	20	0.2%	39	1.7%	267	1.1%	114	1.6%	676	0.8%
Public Administration	23	4.1%	738	9.2%	46	2.0%	2,080	8.8%	82	1.2%	18,186	21.4%
Unclassified Establishments	94	16.8%	78	1.0%	346	15.3%	282	1.2%	957	13.8%	1,016	1.2%
Total	558	100.0%	8,062	100.0%	2,259	100.0%	23,770	100.0%	6,920	100.0%	84,951	100.0%

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