

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,572	35,497	78,305
2010 Total Population	2,645	38,790	89,447
2020 Total Population	2,822	40,178	95,329
2020 Group Quarters	2	54	116
2025 Total Population	2,890	41,036	98,003
2020-2025 Annual Rate	0.48%	0.42%	0.55%
2020 Total Daytime Population	3,183	35,688	83,604
Workers	1,770	15,191	35,971
Residents	1,413	20,497	47,633
<b>Household Summary</b>			
2000 Households	972	13,434	28,698
2000 Average Household Size	2.65	2.64	2.73
2010 Households	1,001	14,685	32,811
2010 Average Household Size	2.64	2.64	2.72
2020 Households	1,054	15,160	34,926
2020 Average Household Size	2.68	2.65	2.73
2025 Households	1,078	15,473	35,901
2025 Average Household Size	2.68	2.65	2.73
2020-2025 Annual Rate	0.45%	0.41%	0.55%
2010 Families	737	10,307	24,080
2010 Average Family Size	3.07	3.10	3.16
2020 Families	767	10,516	25,297
2020 Average Family Size	3.13	3.13	3.19
2025 Families	780	10,687	25,876
2025 Average Family Size	3.14	3.14	3.20
2020-2025 Annual Rate	0.34%	0.32%	0.45%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,018	14,099	29,880
Owner Occupied Housing Units	78.1%	67.8%	75.4%
Renter Occupied Housing Units	17.4%	27.5%	20.6%
Vacant Housing Units	4.5%	4.7%	4.0%
2010 Housing Units	1,064	15,539	34,538
Owner Occupied Housing Units	78.5%	67.8%	76.0%
Renter Occupied Housing Units	15.6%	26.7%	19.0%
Vacant Housing Units	5.9%	5.5%	5.0%
2020 Housing Units	1,128	16,146	36,893
Owner Occupied Housing Units	79.3%	67.8%	75.3%
Renter Occupied Housing Units	14.3%	26.0%	19.4%
Vacant Housing Units	6.6%	6.1%	5.3%
2025 Housing Units	1,162	16,604	38,181
Owner Occupied Housing Units	79.1%	67.9%	75.0%
Renter Occupied Housing Units	13.6%	25.3%	19.0%
Vacant Housing Units	7.2%	6.8%	6.0%
<b>Median Household Income</b>			
2020	\$70,849	\$66,922	\$83,662
2025	\$76,785	\$71,845	\$88,948
<b>Median Home Value</b>			
2020	\$249,565	\$239,005	\$279,775
2025	\$285,417	\$267,839	\$311,543
<b>Per Capita Income</b>			
2020	\$30,476	\$31,442	\$38,167
2025	\$33,392	\$34,071	\$41,986
<b>Median Age</b>			
2010	37.5	35.2	36.9
2020	40.0	36.9	38.4
2025	40.8	37.4	39.1

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	1,054	15,160	34,926
<\$15,000	9.7%	10.6%	7.5%
\$15,000 - \$24,999	4.3%	5.2%	4.5%
\$25,000 - \$34,999	9.8%	9.7%	6.7%
\$35,000 - \$49,999	9.8%	10.9%	9.1%
\$50,000 - \$74,999	18.8%	18.2%	16.0%
\$75,000 - \$99,999	18.7%	15.0%	15.1%
\$100,000 - \$149,999	18.4%	18.7%	20.9%
\$150,000 - \$199,999	5.8%	7.3%	11.5%
\$200,000+	4.8%	4.5%	8.8%
Average Household Income	\$84,621	\$83,304	\$103,921
<b>2025 Households by Income</b>			
Household Income Base	1,078	15,473	35,901
<\$15,000	8.5%	9.7%	7.0%
\$15,000 - \$24,999	3.9%	4.8%	4.1%
\$25,000 - \$34,999	8.6%	8.9%	6.0%
\$35,000 - \$49,999	8.9%	10.4%	8.6%
\$50,000 - \$74,999	18.0%	17.7%	15.1%
\$75,000 - \$99,999	19.4%	15.3%	14.7%
\$100,000 - \$149,999	20.6%	20.0%	21.4%
\$150,000 - \$199,999	6.5%	8.1%	12.8%
\$200,000+	5.4%	4.9%	10.3%
Average Household Income	\$92,690	\$90,329	\$114,324
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	894	10,955	27,770
<\$50,000	5.7%	5.1%	3.5%
\$50,000 - \$99,999	4.7%	4.4%	2.0%
\$100,000 - \$149,999	17.8%	10.6%	5.8%
\$150,000 - \$199,999	9.1%	15.1%	12.8%
\$200,000 - \$249,999	12.9%	19.0%	16.1%
\$250,000 - \$299,999	14.5%	16.3%	16.6%
\$300,000 - \$399,999	28.3%	21.5%	23.9%
\$400,000 - \$499,999	3.7%	4.0%	11.2%
\$500,000 - \$749,999	3.0%	3.1%	6.9%
\$750,000 - \$999,999	0.2%	0.2%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$250,419	\$255,869	\$304,888
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	919	11,278	28,643
<\$50,000	5.3%	5.6%	3.5%
\$50,000 - \$99,999	3.4%	3.4%	1.5%
\$100,000 - \$149,999	12.8%	7.5%	3.8%
\$150,000 - \$199,999	6.2%	10.6%	8.5%
\$200,000 - \$249,999	11.2%	16.6%	13.0%
\$250,000 - \$299,999	15.7%	17.5%	16.4%
\$300,000 - \$399,999	35.8%	27.2%	28.1%
\$400,000 - \$499,999	5.1%	5.9%	14.4%
\$500,000 - \$749,999	4.0%	4.4%	9.0%
\$750,000 - \$999,999	0.3%	0.3%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$278,913	\$282,765	\$334,145

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	2,642	38,791	89,446
0 - 4	6.6%	8.0%	7.2%
5 - 9	6.7%	7.1%	7.0%
10 - 14	7.3%	6.6%	7.0%
15 - 24	12.7%	13.1%	12.5%
25 - 34	13.1%	15.0%	13.6%
35 - 44	16.0%	14.2%	14.7%
45 - 54	16.2%	14.5%	16.0%
55 - 64	11.0%	10.9%	11.5%
65 - 74	6.3%	6.5%	6.2%
75 - 84	3.3%	3.3%	3.2%
85 +	0.9%	0.9%	1.0%
18 +	75.4%	74.3%	74.4%
<b>2020 Population by Age</b>			
Total	2,824	40,176	95,327
0 - 4	5.6%	7.0%	6.4%
5 - 9	6.4%	7.0%	6.7%
10 - 14	6.5%	7.0%	6.9%
15 - 24	11.1%	12.1%	11.4%
25 - 34	13.1%	14.3%	13.9%
35 - 44	14.1%	13.9%	13.7%
45 - 54	14.4%	12.5%	13.2%
55 - 64	13.6%	11.9%	13.2%
65 - 74	9.2%	8.8%	9.1%
75 - 84	4.7%	4.3%	4.2%
85 +	1.3%	1.3%	1.4%
18 +	78.2%	75.5%	76.5%
<b>2025 Population by Age</b>			
Total	2,892	41,035	98,003
0 - 4	5.6%	7.0%	6.4%
5 - 9	6.2%	6.8%	6.4%
10 - 14	6.5%	6.6%	6.5%
15 - 24	10.8%	12.2%	11.0%
25 - 34	12.0%	13.9%	13.5%
35 - 44	15.1%	14.3%	14.7%
45 - 54	12.9%	11.9%	12.2%
55 - 64	13.4%	11.3%	12.3%
65 - 74	10.1%	9.2%	10.1%
75 - 84	6.0%	5.3%	5.4%
85 +	1.4%	1.5%	1.5%
18 +	77.9%	75.8%	77.0%
<b>2010 Population by Sex</b>			
Males	1,288	18,695	43,561
Females	1,357	20,095	45,886
<b>2020 Population by Sex</b>			
Males	1,358	19,450	46,427
Females	1,465	20,728	48,902
<b>2025 Population by Sex</b>			
Males	1,390	19,883	47,789
Females	1,500	21,153	50,214

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	2,646	38,790	89,448
White Alone	64.8%	66.1%	73.7%
Black Alone	27.6%	26.3%	18.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.8%	2.2%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.4%	1.6%	1.2%
Two or More Races	3.1%	3.4%	2.7%
Hispanic Origin	5.1%	5.1%	4.1%
Diversity Index	55.1	54.2	46.6
<b>2020 Population by Race/Ethnicity</b>			
Total	2,823	40,176	95,328
White Alone	59.1%	60.8%	68.8%
Black Alone	31.3%	29.6%	21.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.5%	2.8%	4.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	2.2%	1.6%
Two or More Races	3.9%	4.1%	3.5%
Hispanic Origin	6.8%	7.1%	5.9%
Diversity Index	60.8	60.2	53.7
<b>2025 Population by Race/Ethnicity</b>			
Total	2,891	41,035	98,003
White Alone	55.8%	57.8%	65.8%
Black Alone	33.5%	31.4%	23.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	3.9%	3.1%	4.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.1%	2.6%	1.9%
Two or More Races	4.4%	4.6%	4.0%
Hispanic Origin	7.9%	8.4%	7.1%
Diversity Index	63.7	63.3	57.6
<b>2010 Population by Relationship and Household Type</b>			
Total	2,645	38,790	89,447
In Households	99.9%	99.9%	99.9%
In Family Households	87.7%	85.5%	87.6%
Householder	26.9%	26.6%	27.0%
Spouse	19.8%	17.9%	20.4%
Child	33.8%	33.6%	33.8%
Other relative	4.8%	4.4%	4.0%
Nonrelative	2.3%	3.0%	2.4%
In Nonfamily Households	12.2%	14.4%	12.3%
In Group Quarters	0.1%	0.1%	0.1%
Institutionalized Population	0.1%	0.1%	0.0%
Noninstitutionalized Population	0.0%	0.1%	0.1%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	1,987	26,923	65,525
Less than 9th Grade	2.4%	3.0%	2.6%
9th - 12th Grade, No Diploma	5.6%	5.6%	4.3%
High School Graduate	28.8%	24.4%	22.9%
GED/Alternative Credential	4.4%	6.1%	4.6%
Some College, No Degree	13.5%	23.4%	22.9%
Associate Degree	10.0%	9.2%	8.8%
Bachelor's Degree	23.4%	18.1%	20.7%
Graduate/Professional Degree	12.0%	10.2%	13.2%
<b>2020 Population 15+ by Marital Status</b>			
Total	2,300	31,766	76,366
Never Married	36.3%	32.2%	29.1%
Married	48.7%	51.4%	56.5%
Widowed	4.9%	5.0%	4.5%
Divorced	10.1%	11.3%	10.0%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,593	22,225	53,315
Population 16+ Employed	89.2%	89.2%	89.6%
Population 16+ Unemployment rate	10.8%	10.8%	10.4%
Population 16-24 Employed	12.1%	13.0%	11.5%
Population 16-24 Unemployment rate	15.7%	17.2%	17.1%
Population 25-54 Employed	66.7%	66.9%	66.4%
Population 25-54 Unemployment rate	10.7%	10.1%	9.6%
Population 55-64 Employed	15.7%	15.3%	17.0%
Population 55-64 Unemployment rate	7.1%	7.9%	8.5%
Population 65+ Employed	5.5%	4.7%	5.0%
Population 65+ Unemployment rate	10.3%	12.3%	10.7%
<b>2020 Employed Population 16+ by Industry</b>			
Total	1,421	19,815	47,782
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	6.4%	8.6%	8.2%
Manufacturing	6.3%	6.0%	6.1%
Wholesale Trade	4.6%	2.8%	2.3%
Retail Trade	12.8%	12.3%	10.6%
Transportation/Utilities	4.6%	6.2%	5.3%
Information	0.4%	1.5%	1.4%
Finance/Insurance/Real Estate	5.1%	6.3%	6.8%
Services	51.2%	47.9%	49.7%
Public Administration	8.7%	8.3%	9.2%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	1,420	19,815	47,783
White Collar	66.4%	62.4%	66.6%
Management/Business/Financial	14.5%	13.3%	16.2%
Professional	29.7%	23.1%	26.5%
Sales	6.7%	9.7%	9.3%
Administrative Support	15.5%	16.3%	14.6%
Services	16.0%	18.0%	14.7%
Blue Collar	17.6%	19.6%	18.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	5.6%	5.5%	4.9%
Installation/Maintenance/Repair	1.6%	3.8%	4.2%
Production	2.5%	4.2%	4.1%
Transportation/Material Moving	8.0%	6.0%	5.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,002	14,685	32,810
Households with 1 Person	20.3%	23.4%	21.0%
Households with 2+ People	79.7%	76.6%	79.0%
Family Households	73.6%	70.2%	73.4%
Husband-wife Families	54.3%	47.3%	55.5%
With Related Children	26.1%	21.4%	26.4%
Other Family (No Spouse Present)	19.3%	22.9%	17.9%
Other Family with Male Householder	4.7%	5.7%	4.9%
With Related Children	2.7%	3.5%	3.0%
Other Family with Female Householder	14.6%	17.2%	13.0%
With Related Children	8.8%	12.0%	8.5%
Nonfamily Households	6.2%	6.4%	5.6%
All Households with Children	37.9%	37.4%	38.4%
Multigenerational Households	6.7%	5.5%	5.4%
Unmarried Partner Households	7.0%	8.1%	6.9%
Male-female	6.2%	7.3%	6.1%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	1,001	14,686	32,810
1 Person Household	20.3%	23.4%	21.0%
2 Person Household	33.6%	32.9%	32.2%
3 Person Household	19.1%	18.5%	19.1%
4 Person Household	15.9%	14.4%	16.4%
5 Person Household	6.0%	6.4%	7.1%
6 Person Household	2.9%	2.6%	2.6%
7 + Person Household	2.3%	1.7%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,001	14,685	32,811
Owner Occupied	83.4%	71.7%	80.0%
Owned with a Mortgage/Loan	64.8%	56.9%	65.3%
Owned Free and Clear	18.6%	14.8%	14.7%
Renter Occupied	16.6%	28.3%	20.0%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	150	148	159
Percent of Income for Mortgage	14.7%	14.9%	14.0%
Wealth Index	87	83	122
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,064	15,539	34,538
Housing Units Inside Urbanized Area	99.8%	95.8%	94.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	4.2%	5.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,645	38,790	89,447
Population Inside Urbanized Area	99.9%	96.2%	95.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	3.8%	4.8%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	American Dreamers (7C)	Metro Fusion (11C)	Soccer Moms (4A)
2.	Comfortable Empty Nesters (5A)	Home Improvement (4B)	Home Improvement (4B)
3.	Home Improvement (4B)	Enterprising Professionals	Metro Fusion (11C)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,120,658	\$30,543,143	\$86,130,748
Average Spent	\$2,012.01	\$2,014.72	\$2,466.09
Spending Potential Index	94	94	115
Education: Total \$	\$1,666,345	\$24,860,692	\$73,637,920
Average Spent	\$1,580.97	\$1,639.89	\$2,108.40
Spending Potential Index	88	92	118
Entertainment/Recreation: Total \$	\$3,185,680	\$44,869,358	\$128,857,393
Average Spent	\$3,022.47	\$2,959.72	\$3,689.44
Spending Potential Index	93	91	114
Food at Home: Total \$	\$5,239,663	\$74,829,544	\$209,260,449
Average Spent	\$4,971.22	\$4,935.99	\$5,991.54
Spending Potential Index	93	92	112
Food Away from Home: Total \$	\$3,736,184	\$53,535,296	\$150,381,711
Average Spent	\$3,544.77	\$3,531.35	\$4,305.72
Spending Potential Index	94	94	114
Health Care: Total \$	\$5,802,690	\$79,293,336	\$226,121,481
Average Spent	\$5,505.40	\$5,230.43	\$6,474.30
Spending Potential Index	96	91	113
HH Furnishings & Equipment: Total \$	\$2,217,117	\$30,759,481	\$88,508,174
Average Spent	\$2,103.53	\$2,028.99	\$2,534.16
Spending Potential Index	96	93	116
Personal Care Products & Services: Total \$	\$929,314	\$13,088,770	\$37,181,322
Average Spent	\$881.70	\$863.38	\$1,064.57
Spending Potential Index	96	94	116
Shelter: Total \$	\$18,975,860	\$274,993,472	\$778,653,261
Average Spent	\$18,003.66	\$18,139.41	\$22,294.37
Spending Potential Index	93	94	115
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,407,698	\$32,051,115	\$93,255,014
Average Spent	\$2,284.34	\$2,114.19	\$2,670.07
Spending Potential Index	98	90	114
Travel: Total \$	\$2,421,204	\$33,759,229	\$99,160,535
Average Spent	\$2,297.16	\$2,226.86	\$2,839.16
Spending Potential Index	95	92	118
Vehicle Maintenance & Repairs: Total \$	\$1,137,488	\$16,067,462	\$45,338,630
Average Spent	\$1,079.21	\$1,059.86	\$1,298.13
Spending Potential Index	93	91	112

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
American Dreamers (7C)	36.0%	Population	2,822	2,890
Comfortable Empty Nesters (5A)	20.0%	Households	1,054	1,078
Home Improvement (4B)	18.5%	Families	767	780
Midlife Constants (5E)	15.5%	Median Age	40.0	40.8
Soccer Moms (4A)	10.1%	Median Household Income	\$70,849	\$76,785
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$2,012.01	\$2,120,658
Men's		92	\$387.65	\$408,579
Women's		94	\$707.77	\$745,986
Children's		97	\$307.68	\$324,299
Footwear		93	\$447.17	\$471,320
Watches & Jewelry		93	\$108.94	\$114,818
Apparel Products and Services (1)		91	\$52.80	\$55,655
<b>Computer</b>				
Computers and Hardware for Home Use		95	\$153.89	\$162,197
Portable Memory		96	\$3.70	\$3,896
Computer Software		93	\$9.01	\$9,495
Computer Accessories		98	\$17.26	\$18,193
<b>Entertainment &amp; Recreation</b>		93	\$3,022.47	\$3,185,680
Fees and Admissions		95	\$683.48	\$720,388
Membership Fees for Clubs (2)		94	\$224.44	\$236,562
Fees for Participant Sports, excl. Trips		102	\$100.76	\$106,198
Tickets to Theatre/Operas/Concerts		91	\$73.25	\$77,210
Tickets to Movies		99	\$56.61	\$59,664
Tickets to Parks or Museums		95	\$31.15	\$32,830
Admission to Sporting Events, excl. Trips		95	\$59.76	\$62,992
Fees for Recreational Lessons		94	\$136.73	\$144,111
Dating Services		96	\$0.78	\$823
TV/Video/Audio		94	\$1,092.57	\$1,151,570
Cable and Satellite Television Services		93	\$749.85	\$790,342
Televisions		97	\$104.35	\$109,984
Satellite Dishes		108	\$1.26	\$1,323
VCRs, Video Cameras, and DVD Players		98	\$5.14	\$5,416
Miscellaneous Video Equipment		98	\$24.43	\$25,746
Video Cassettes and DVDs		96	\$9.59	\$10,110
Video Game Hardware/Accessories		93	\$26.31	\$27,733
Video Game Software		93	\$15.25	\$16,073
Rental/Streaming/Downloaded Video		95	\$51.42	\$54,197
Installation of Televisions		106	\$1.14	\$1,203
Audio (3)		96	\$101.77	\$107,263
Rental and Repair of TV/Radio/Sound Equipment		85	\$2.07	\$2,180
Pets		90	\$625.02	\$658,771
Toys/Games/Crafts/Hobbies (4)		94	\$114.02	\$120,175
Recreational Vehicles and Fees (5)		88	\$137.24	\$144,655
Sports/Recreation/Exercise Equipment (6)		98	\$197.79	\$208,472
Photo Equipment and Supplies (7)		90	\$46.14	\$48,634
Reading (8)		93	\$100.16	\$105,564
Catered Affairs (9)		87	\$26.05	\$27,452
<b>Food</b>		93	\$8,515.98	\$8,975,847
Food at Home		93	\$4,971.22	\$5,239,663
Bakery and Cereal Products		93	\$643.05	\$677,774
Meats, Poultry, Fish, and Eggs		93	\$1,089.69	\$1,148,533
Dairy Products		92	\$507.73	\$535,146
Fruits and Vegetables		94	\$977.87	\$1,030,674
Snacks and Other Food at Home (10)		93	\$1,752.88	\$1,847,536
Food Away from Home		94	\$3,544.77	\$3,736,184
Alcoholic Beverages		94	\$584.22	\$615,772

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	99	\$24,126.92	\$25,429,772
Value of Retirement Plans	98	\$93,048.44	\$98,073,061
Value of Other Financial Assets	99	\$8,073.21	\$8,509,162
Vehicle Loan Amount excluding Interest	98	\$2,874.04	\$3,029,240
Value of Credit Card Debt	95	\$2,468.15	\$2,601,427
<b>Health</b>			
Nonprescription Drugs	93	\$137.26	\$144,669
Prescription Drugs	94	\$330.18	\$348,013
Eyeglasses and Contact Lenses	92	\$86.07	\$90,723
<b>Home</b>			
Mortgage Payment and Basics (11)	101	\$10,557.26	\$11,127,347
Maintenance and Remodeling Services	99	\$2,535.68	\$2,672,604
Maintenance and Remodeling Materials (12)	96	\$529.07	\$557,641
Utilities, Fuel, and Public Services	94	\$4,618.43	\$4,867,826
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	94	\$95.17	\$100,309
Furniture	96	\$616.69	\$649,994
Rugs	94	\$32.86	\$34,635
Major Appliances (14)	98	\$352.97	\$372,027
Housewares (15)	95	\$92.20	\$97,179
Small Appliances	93	\$45.87	\$48,346
Luggage	96	\$14.14	\$14,903
Telephones and Accessories	94	\$82.69	\$87,160
<b>Household Operations</b>			
Child Care	95	\$488.65	\$515,039
Lawn and Garden (16)	96	\$469.88	\$495,252
Moving/Storage/Freight Express	91	\$54.88	\$57,839
Housekeeping Supplies (17)	95	\$739.97	\$779,928
<b>Insurance</b>			
Owners and Renters Insurance	100	\$596.65	\$628,873
Vehicle Insurance	95	\$1,714.06	\$1,806,624
Life/Other Insurance	95	\$516.35	\$544,230
Health Insurance	96	\$3,551.00	\$3,742,754
Personal Care Products (18)	95	\$473.03	\$498,573
School Books and Supplies (19)	94	\$138.69	\$146,181
Smoking Products	83	\$331.85	\$349,773
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,512.07	\$2,647,726
Gasoline and Motor Oil	95	\$2,246.91	\$2,368,241
Vehicle Maintenance and Repairs	93	\$1,079.21	\$1,137,488
<b>Travel</b>			
Airline Fares	95	\$570.50	\$601,308
Lodging on Trips	95	\$614.98	\$648,194
Auto/Truck Rental on Trips	96	\$27.57	\$29,061
Food and Drink on Trips	95	\$546.13	\$575,626

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Metro Fusion (11C)	20.6%	Population	40,178	41,036
Home Improvement (4B)	15.7%	Households	15,160	15,473
Enterprising Professionals (2D)	13.2%	Families	10,516	10,687
Parks and Rec (5C)	10.2%	Median Age	36.9	37.4
Middleburg (4C)	7.0%	Median Household Income	\$66,922	\$71,845
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$2,014.72	\$30,543,143
Men's		93	\$390.83	\$5,924,920
Women's		93	\$702.05	\$10,643,045
Children's		96	\$306.81	\$4,651,181
Footwear		95	\$456.41	\$6,919,219
Watches & Jewelry		91	\$105.99	\$1,606,760
Apparel Products and Services (1)		91	\$52.64	\$798,018
<b>Computer</b>				
Computers and Hardware for Home Use		95	\$154.01	\$2,334,772
Portable Memory		93	\$3.60	\$54,631
Computer Software		94	\$9.15	\$138,697
Computer Accessories		95	\$16.83	\$255,081
<b>Entertainment &amp; Recreation</b>		91	\$2,959.72	\$44,869,358
Fees and Admissions		94	\$676.45	\$10,255,006
Membership Fees for Clubs (2)		94	\$225.04	\$3,411,677
Fees for Participant Sports, excl. Trips		97	\$95.55	\$1,448,484
Tickets to Theatre/Operas/Concerts		93	\$74.84	\$1,134,604
Tickets to Movies		97	\$55.68	\$844,041
Tickets to Parks or Museums		94	\$30.81	\$467,071
Admission to Sporting Events, excl. Trips		91	\$57.02	\$864,478
Fees for Recreational Lessons		94	\$136.68	\$2,072,063
Dating Services		102	\$0.83	\$12,587
TV/Video/Audio		91	\$1,066.89	\$16,174,004
Cable and Satellite Television Services		90	\$726.82	\$11,018,643
Televisions		94	\$101.75	\$1,542,488
Satellite Dishes		97	\$1.13	\$17,076
VCRs, Video Cameras, and DVD Players		95	\$4.94	\$74,832
Miscellaneous Video Equipment		94	\$23.55	\$356,955
Video Cassettes and DVDs		94	\$9.41	\$142,722
Video Game Hardware/Accessories		97	\$27.45	\$416,149
Video Game Software		97	\$16.02	\$242,909
Rental/Streaming/Downloaded Video		98	\$52.82	\$800,734
Installation of Televisions		93	\$1.00	\$15,198
Audio (3)		94	\$99.76	\$1,512,404
Rental and Repair of TV/Radio/Sound Equipment		92	\$2.24	\$33,894
Pets		87	\$606.37	\$9,192,528
Toys/Games/Crafts/Hobbies (4)		94	\$113.93	\$1,727,225
Recreational Vehicles and Fees (5)		85	\$132.34	\$2,006,282
Sports/Recreation/Exercise Equipment (6)		94	\$190.30	\$2,885,018
Photo Equipment and Supplies (7)		94	\$47.94	\$726,770
Reading (8)		91	\$98.31	\$1,490,450
Catered Affairs (9)		91	\$27.18	\$412,075
<b>Food</b>		93	\$8,467.34	\$128,364,840
Food at Home		92	\$4,935.99	\$74,829,544
Bakery and Cereal Products		92	\$638.90	\$9,685,758
Meats, Poultry, Fish, and Eggs		92	\$1,079.51	\$16,365,427
Dairy Products		92	\$505.54	\$7,664,020
Fruits and Vegetables		93	\$973.09	\$14,751,986
Snacks and Other Food at Home (10)		92	\$1,738.94	\$26,362,353
Food Away from Home		94	\$3,531.35	\$53,535,296
Alcoholic Beverages		94	\$583.67	\$8,848,394

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	91	\$22,185.74	\$336,335,833
Value of Retirement Plans	91	\$86,450.22	\$1,310,585,337
Value of Other Financial Assets	89	\$7,279.65	\$110,359,507
Vehicle Loan Amount excluding Interest	96	\$2,792.14	\$42,328,768
Value of Credit Card Debt	93	\$2,426.47	\$36,785,346
<b>Health</b>			
Nonprescription Drugs	89	\$132.72	\$2,012,053
Prescription Drugs	88	\$307.61	\$4,663,298
Eyeglasses and Contact Lenses	89	\$83.37	\$1,263,934
<b>Home</b>			
Mortgage Payment and Basics (11)	92	\$9,610.05	\$145,688,349
Maintenance and Remodeling Services	91	\$2,325.57	\$35,255,601
Maintenance and Remodeling Materials (12)	87	\$479.61	\$7,270,894
Utilities, Fuel, and Public Services	92	\$4,477.81	\$67,883,560
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$94.39	\$1,430,991
Furniture	94	\$602.05	\$9,127,027
Rugs	91	\$31.98	\$484,788
Major Appliances (14)	91	\$327.26	\$4,961,247
Housewares (15)	92	\$88.80	\$1,346,230
Small Appliances	93	\$46.02	\$697,628
Luggage	97	\$14.26	\$216,236
Telephones and Accessories	94	\$83.26	\$1,262,210
<b>Household Operations</b>			
Child Care	98	\$505.40	\$7,661,793
Lawn and Garden (16)	88	\$432.04	\$6,549,663
Moving/Storage/Freight Express	98	\$58.91	\$893,080
Housekeeping Supplies (17)	92	\$715.04	\$10,839,947
<b>Insurance</b>			
Owners and Renters Insurance	89	\$533.08	\$8,081,553
Vehicle Insurance	93	\$1,683.27	\$25,518,321
Life/Other Insurance	89	\$482.72	\$7,318,051
Health Insurance	91	\$3,389.38	\$51,382,992
Personal Care Products (18)	94	\$467.39	\$7,085,591
School Books and Supplies (19)	95	\$139.94	\$2,121,553
Smoking Products	87	\$349.14	\$5,293,009
<b>Transportation</b>			
Payments on Vehicles excluding Leases	93	\$2,394.87	\$36,306,276
Gasoline and Motor Oil	93	\$2,195.61	\$33,285,465
Vehicle Maintenance and Repairs	91	\$1,059.86	\$16,067,462
<b>Travel</b>			
Airline Fares	94	\$561.29	\$8,509,114
Lodging on Trips	91	\$593.88	\$9,003,216
Auto/Truck Rental on Trips	95	\$27.26	\$413,209
Food and Drink on Trips	92	\$530.00	\$8,034,856

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904 Pulaski Hwy, Joppa, Maryland, 21085  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.43135  
 Longitude: -76.34371

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	17.2%	Population	95,329	98,003
Home Improvement (4B)	11.7%	Households	34,926	35,901
Metro Fusion (11C)	8.9%	Families	25,297	25,876
Pleasantville (2B)	8.6%	Median Age	38.4	39.1
Enterprising Professionals (2D)	8.5%	Median Household Income	\$83,662	\$88,948
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		115	\$2,466.09	\$86,130,748
Men's		115	\$480.36	\$16,777,213
Women's		115	\$866.59	\$30,266,580
Children's		117	\$373.67	\$13,050,697
Footwear		114	\$548.20	\$19,146,386
Watches & Jewelry		112	\$130.82	\$4,569,192
Apparel Products and Services (1)		115	\$66.45	\$2,320,681
<b>Computer</b>				
Computers and Hardware for Home Use		117	\$189.84	\$6,630,231
Portable Memory		113	\$4.38	\$153,075
Computer Software		116	\$11.24	\$392,550
Computer Accessories		119	\$21.04	\$734,734
<b>Entertainment &amp; Recreation</b>		114	\$3,689.44	\$128,857,393
Fees and Admissions		121	\$870.39	\$30,399,392
Membership Fees for Clubs (2)		120	\$288.10	\$10,062,075
Fees for Participant Sports, excl. Trips		125	\$122.61	\$4,282,141
Tickets to Theatre/Operas/Concerts		119	\$96.26	\$3,361,965
Tickets to Movies		119	\$68.44	\$2,390,346
Tickets to Parks or Museums		116	\$38.24	\$1,335,610
Admission to Sporting Events, excl. Trips		118	\$74.31	\$2,595,481
Fees for Recreational Lessons		125	\$181.47	\$6,338,127
Dating Services		119	\$0.96	\$33,645
TV/Video/Audio		111	\$1,294.45	\$45,209,837
Cable and Satellite Television Services		109	\$882.68	\$30,828,499
Televisions		114	\$122.97	\$4,294,891
Satellite Dishes		121	\$1.41	\$49,335
VCRs, Video Cameras, and DVD Players		115	\$6.00	\$209,695
Miscellaneous Video Equipment		116	\$28.92	\$1,009,987
Video Cassettes and DVDs		114	\$11.41	\$398,332
Video Game Hardware/Accessories		114	\$32.21	\$1,125,073
Video Game Software		115	\$18.88	\$659,397
Rental/Streaming/Downloaded Video		116	\$62.76	\$2,191,834
Installation of Televisions		124	\$1.34	\$46,639
Audio (3)		116	\$123.28	\$4,305,624
Rental and Repair of TV/Radio/Sound Equipment		107	\$2.59	\$90,532
Pets		108	\$749.65	\$26,182,374
Toys/Games/Crafts/Hobbies (4)		115	\$139.52	\$4,872,792
Recreational Vehicles and Fees (5)		116	\$180.61	\$6,308,100
Sports/Recreation/Exercise Equipment (6)		118	\$238.29	\$8,322,497
Photo Equipment and Supplies (7)		116	\$59.51	\$2,078,444
Reading (8)		114	\$123.05	\$4,297,501
Catered Affairs (9)		114	\$33.97	\$1,186,455
<b>Food</b>		113	\$10,297.26	\$359,642,160
Food at Home		112	\$5,991.54	\$209,260,449
Bakery and Cereal Products		112	\$778.80	\$27,200,269
Meats, Poultry, Fish, and Eggs		112	\$1,306.67	\$45,636,751
Dairy Products		112	\$616.23	\$21,522,419
Fruits and Vegetables		114	\$1,186.89	\$41,453,305
Snacks and Other Food at Home (10)		112	\$2,102.95	\$73,447,705
Food Away from Home		114	\$4,305.72	\$150,381,711
Alcoholic Beverages		117	\$730.39	\$25,509,647

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	120	\$29,379.76	\$1,026,117,425
Value of Retirement Plans	121	\$115,212.30	\$4,023,904,662
Value of Other Financial Assets	116	\$9,479.35	\$331,075,807
Vehicle Loan Amount excluding Interest	115	\$3,367.14	\$117,600,895
Value of Credit Card Debt	116	\$3,003.64	\$104,905,089
<b>Health</b>			
Nonprescription Drugs	108	\$160.47	\$5,604,616
Prescription Drugs	108	\$378.71	\$13,226,968
Eyeglasses and Contact Lenses	111	\$104.01	\$3,632,661
<b>Home</b>			
Mortgage Payment and Basics (11)	122	\$12,774.31	\$446,155,613
Maintenance and Remodeling Services	120	\$3,083.04	\$107,678,228
Maintenance and Remodeling Materials (12)	113	\$624.72	\$21,819,080
Utilities, Fuel, and Public Services	111	\$5,423.34	\$189,415,473
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	114	\$115.28	\$4,026,398
Furniture	116	\$745.97	\$26,053,581
Rugs	121	\$42.38	\$1,480,319
Major Appliances (14)	116	\$415.04	\$14,495,625
Housewares (15)	113	\$109.64	\$3,829,121
Small Appliances	112	\$55.45	\$1,936,490
Luggage	120	\$17.59	\$614,338
Telephones and Accessories	118	\$104.35	\$3,644,440
<b>Household Operations</b>			
Child Care	124	\$638.04	\$22,284,224
Lawn and Garden (16)	114	\$558.80	\$19,516,514
Moving/Storage/Freight Express	114	\$68.56	\$2,394,493
Housekeeping Supplies (17)	112	\$870.27	\$30,395,097
<b>Insurance</b>			
Owners and Renters Insurance	113	\$678.86	\$23,709,691
Vehicle Insurance	112	\$2,010.78	\$70,228,561
Life/Other Insurance	115	\$621.00	\$21,689,090
Health Insurance	113	\$4,193.88	\$146,475,544
Personal Care Products (18)	114	\$566.27	\$19,777,655
School Books and Supplies (19)	116	\$170.27	\$5,946,895
Smoking Products	99	\$399.52	\$13,953,474
<b>Transportation</b>			
Payments on Vehicles excluding Leases	113	\$2,910.66	\$101,657,655
Gasoline and Motor Oil	111	\$2,632.80	\$91,953,327
Vehicle Maintenance and Repairs	112	\$1,298.13	\$45,338,630
<b>Travel</b>			
Airline Fares	119	\$715.32	\$24,983,374
Lodging on Trips	118	\$764.50	\$26,701,085
Auto/Truck Rental on Trips	120	\$34.51	\$1,205,328
Food and Drink on Trips	117	\$671.99	\$23,470,087

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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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

904 Pulaski Hwy, Joppa, Maryland, 21085  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.43135  
Longitude: -76.34371

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	181		1,051		2,370							
Total Employees:	1,362		9,899		22,882							
Total Residential Population:	2,822		40,178		95,329							
Employee/Residential Population Ratio (per 100 Residents)	48		25		24							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	3.3%	75	5.5%	26	2.5%	200	2.0%	63	2.7%	416	1.8%
Construction	17	9.4%	173	12.7%	99	9.4%	744	7.5%	231	9.7%	1,735	7.6%
Manufacturing	6	3.3%	55	4.0%	31	2.9%	850	8.6%	57	2.4%	1,585	6.9%
Transportation	7	3.9%	58	4.3%	35	3.3%	293	3.0%	65	2.7%	430	1.9%
Communication	2	1.1%	7	0.5%	8	0.8%	25	0.3%	17	0.7%	73	0.3%
Utility	1	0.6%	5	0.4%	3	0.3%	10	0.1%	10	0.4%	85	0.4%
Wholesale Trade	10	5.5%	108	7.9%	37	3.5%	699	7.1%	73	3.1%	1,185	5.2%
Retail Trade Summary	33	18.2%	289	21.2%	235	22.4%	3,123	31.5%	517	21.8%	7,423	32.4%
Home Improvement	1	0.6%	27	2.0%	13	1.2%	333	3.4%	33	1.4%	543	2.4%
General Merchandise Stores	2	1.1%	8	0.6%	13	1.2%	595	6.0%	27	1.1%	951	4.2%
Food Stores	4	2.2%	50	3.7%	25	2.4%	309	3.1%	60	2.5%	1,374	6.0%
Auto Dealers, Gas Stations, Auto Aftermarket	9	5.0%	56	4.1%	35	3.3%	310	3.1%	67	2.8%	914	4.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%	8	0.8%	51	0.5%	25	1.1%	225	1.0%
Furniture & Home Furnishings	1	0.6%	5	0.4%	14	1.3%	81	0.8%	30	1.3%	194	0.8%
Eating & Drinking Places	6	3.3%	87	6.4%	68	6.5%	1,079	10.9%	144	6.1%	2,452	10.7%
Miscellaneous Retail	10	5.5%	54	4.0%	59	5.6%	365	3.7%	131	5.5%	770	3.4%
Finance, Insurance, Real Estate Summary	6	3.3%	110	8.1%	65	6.2%	492	5.0%	180	7.6%	1,384	6.0%
Banks, Savings & Lending Institutions	1	0.6%	91	6.7%	9	0.9%	160	1.6%	30	1.3%	384	1.7%
Securities Brokers	0	0.0%	0	0.0%	3	0.3%	15	0.2%	19	0.8%	67	0.3%
Insurance Carriers & Agents	1	0.6%	1	0.1%	9	0.9%	37	0.4%	38	1.6%	141	0.6%
Real Estate, Holding, Other Investment Offices	5	2.8%	17	1.2%	44	4.2%	281	2.8%	94	4.0%	793	3.5%
Services Summary	77	42.5%	468	34.4%	400	38.1%	3,289	33.2%	921	38.9%	8,020	35.0%
Hotels & Lodging	1	0.6%	5	0.4%	11	1.0%	101	1.0%	18	0.8%	179	0.8%
Automotive Services	30	16.6%	148	10.9%	69	6.6%	314	3.2%	115	4.9%	558	2.4%
Motion Pictures & Amusements	2	1.1%	4	0.3%	34	3.2%	192	1.9%	83	3.5%	455	2.0%
Health Services	7	3.9%	51	3.7%	37	3.5%	266	2.7%	142	6.0%	1,392	6.1%
Legal Services	1	0.6%	2	0.1%	5	0.5%	13	0.1%	11	0.5%	44	0.2%
Education Institutions & Libraries	1	0.6%	10	0.7%	17	1.6%	878	8.9%	37	1.6%	1,754	7.7%
Other Services	36	19.9%	248	18.2%	227	21.6%	1,525	15.4%	516	21.8%	3,637	15.9%
Government	2	1.1%	9	0.7%	10	1.0%	132	1.3%	26	1.1%	460	2.0%
Unclassified Establishments	15	8.3%	7	0.5%	101	9.6%	41	0.4%	210	8.9%	87	0.4%
Totals	181	100.0%	1,362	100.0%	1,051	100.0%	9,899	100.0%	2,370	100.0%	22,882	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.6%	3	0.2%	5	0.5%	17	0.2%	11	0.5%	48	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	8	0.1%	2	0.1%	11	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.0%
Construction	18	9.9%	203	14.9%	106	10.1%	841	8.5%	245	10.3%	1,890	8.3%
Manufacturing	7	3.9%	59	4.3%	33	3.1%	880	8.9%	59	2.5%	1,623	7.1%
Wholesale Trade	9	5.0%	106	7.8%	35	3.3%	692	7.0%	71	3.0%	1,178	5.1%
Retail Trade	27	14.9%	199	14.6%	160	15.2%	1,981	20.0%	358	15.1%	4,860	21.2%
Motor Vehicle & Parts Dealers	8	4.4%	52	3.8%	28	2.7%	260	2.6%	56	2.4%	844	3.7%
Furniture & Home Furnishings Stores	0	0.0%	1	0.1%	7	0.7%	40	0.4%	15	0.6%	119	0.5%
Electronics & Appliance Stores	0	0.0%	0	0.0%	4	0.4%	13	0.1%	9	0.4%	39	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.6%	27	2.0%	13	1.2%	333	3.4%	33	1.4%	543	2.4%
Food & Beverage Stores	5	2.8%	51	3.7%	29	2.8%	337	3.4%	59	2.5%	1,356	5.9%
Health & Personal Care Stores	3	1.7%	40	2.9%	13	1.2%	112	1.1%	35	1.5%	344	1.5%
Gasoline Stations	1	0.6%	4	0.3%	7	0.7%	50	0.5%	11	0.5%	70	0.3%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	9	0.9%	51	0.5%	26	1.1%	228	1.0%
Sport Goods, Hobby, Book, & Music Stores	1	0.6%	4	0.3%	4	0.4%	13	0.1%	21	0.9%	102	0.4%
General Merchandise Stores	2	1.1%	8	0.6%	13	1.2%	595	6.0%	27	1.1%	951	4.2%
Miscellaneous Store Retailers	3	1.7%	9	0.7%	19	1.8%	169	1.7%	38	1.6%	252	1.1%
Nonstore Retailers	3	1.7%	2	0.1%	14	1.3%	8	0.1%	29	1.2%	13	0.1%
Transportation & Warehousing	5	2.8%	33	2.4%	28	2.7%	229	2.3%	49	2.1%	353	1.5%
Information	3	1.7%	21	1.5%	18	1.7%	133	1.3%	35	1.5%	224	1.0%
Finance & Insurance	2	1.1%	93	6.8%	25	2.4%	221	2.2%	92	3.9%	607	2.7%
Central Bank/Credit Intermediation & Related Activities	1	0.6%	91	6.7%	12	1.1%	169	1.7%	33	1.4%	393	1.7%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	4	0.4%	16	0.2%	21	0.9%	73	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.6%	1	0.1%	9	0.9%	37	0.4%	38	1.6%	141	0.6%
Real Estate, Rental & Leasing	12	6.6%	61	4.5%	66	6.3%	356	3.6%	127	5.4%	887	3.9%
Professional, Scientific & Tech Services	7	3.9%	42	3.1%	60	5.7%	389	3.9%	165	7.0%	1,044	4.6%
Legal Services	1	0.6%	2	0.1%	6	0.6%	14	0.1%	16	0.7%	62	0.3%
Management of Companies & Enterprises	0	0.0%	1	0.1%	2	0.2%	14	0.1%	3	0.1%	23	0.1%
Administrative & Support & Waste Management & Remediation	10	5.5%	86	6.3%	42	4.0%	364	3.7%	107	4.5%	705	3.1%
Educational Services	1	0.6%	10	0.7%	21	2.0%	865	8.7%	56	2.4%	1,820	8.0%
Health Care & Social Assistance	11	6.1%	102	7.5%	62	5.9%	533	5.4%	203	8.6%	2,321	10.1%
Arts, Entertainment & Recreation	1	0.6%	4	0.3%	23	2.2%	156	1.6%	51	2.2%	349	1.5%
Accommodation & Food Services	6	3.3%	93	6.8%	82	7.8%	1,211	12.2%	171	7.2%	2,698	11.8%
Accommodation	1	0.6%	5	0.4%	11	1.0%	101	1.0%	18	0.8%	179	0.8%
Food Services & Drinking Places	6	3.3%	88	6.5%	71	6.8%	1,111	11.2%	152	6.4%	2,519	11.0%
Other Services (except Public Administration)	45	24.9%	230	16.9%	172	16.4%	841	8.5%	330	13.9%	1,696	7.4%
Automotive Repair & Maintenance	24	13.3%	109	8.0%	51	4.9%	223	2.3%	86	3.6%	395	1.7%
Public Administration	2	1.1%	8	0.6%	9	0.9%	128	1.3%	25	1.1%	455	2.0%
Unclassified Establishments	15	8.3%	7	0.5%	101	9.6%	41	0.4%	210	8.9%	87	0.4%
<b>Total</b>	<b>181</b>	<b>100.0%</b>	<b>1,362</b>	<b>100.0%</b>	<b>1,051</b>	<b>100.0%</b>	<b>9,899</b>	<b>100.0%</b>	<b>2,370</b>	<b>100.0%</b>	<b>22,882</b>	<b>100.0%</b>

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