

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	8,499	19,455	40,961
2020 Total Population	9,260	21,939	44,261
2020 Group Quarters	73	465	615
2023 Total Population	9,608	22,761	45,123
2023 Group Quarters	74	465	610
2028 Total Population	9,982	23,474	46,381
2023-2028 Annual Rate	0.77%	0.62%	0.55%
2023 Total Daytime Population	9,801	22,644	45,586
Workers	5,358	12,104	24,008
Residents	4,443	10,540	21,578
<b>Household Summary</b>			
2010 Households	3,322	7,752	15,768
2010 Average Household Size	2.52	2.42	2.51
2020 Total Households	3,784	9,065	18,021
2020 Average Household Size	2.43	2.37	2.42
2023 Households	3,996	9,472	18,569
2023 Average Household Size	2.39	2.35	2.40
2028 Households	4,223	9,906	19,368
2028 Average Household Size	2.35	2.32	2.36
2023-2028 Annual Rate	1.11%	0.90%	0.85%
2010 Families	2,166	5,014	10,526
2010 Average Family Size	3.11	3.00	3.04
2023 Families	2,570	6,016	12,154
2023 Average Family Size	3.00	2.98	2.97
2028 Families	2,714	6,293	12,661
2028 Average Family Size	2.96	2.94	2.93
2023-2028 Annual Rate	1.10%	0.90%	0.82%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,354	7,280	16,043
Owner Occupied Housing Units	53.3%	57.8%	55.8%
Renter Occupied Housing Units	41.2%	35.1%	36.9%
Vacant Housing Units	5.5%	7.1%	7.3%
2010 Housing Units	3,632	8,664	17,681
Owner Occupied Housing Units	56.6%	59.1%	57.6%
Renter Occupied Housing Units	34.9%	30.4%	31.6%
Vacant Housing Units	8.5%	10.5%	10.8%
2020 Housing Units	4,040	9,865	19,597
Owner Occupied Housing Units	60.3%	62.6%	57.5%
Renter Occupied Housing Units	33.3%	29.3%	34.4%
Vacant Housing Units	7.5%	7.8%	8.0%
2023 Housing Units	4,240	10,270	20,152
Owner Occupied Housing Units	63.0%	64.9%	60.5%
Renter Occupied Housing Units	31.2%	27.3%	31.6%
Vacant Housing Units	5.8%	7.8%	7.9%
2028 Housing Units	4,465	10,685	20,892
Owner Occupied Housing Units	64.5%	66.2%	61.4%
Renter Occupied Housing Units	30.1%	26.5%	31.3%
Vacant Housing Units	5.4%	7.3%	7.3%

**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
<b>2023 Households by Income</b>			
Household Income Base	3,996	9,472	18,569
<\$15,000	7.1%	8.5%	9.2%
\$15,000 - \$24,999	6.1%	5.6%	6.3%
\$25,000 - \$34,999	7.5%	5.7%	6.3%
\$35,000 - \$49,999	8.9%	8.3%	8.5%
\$50,000 - \$74,999	16.9%	15.9%	16.9%
\$75,000 - \$99,999	14.0%	12.1%	12.4%
\$100,000 - \$149,999	16.6%	17.1%	19.2%
\$150,000 - \$199,999	10.2%	13.2%	10.8%
\$200,000+	12.7%	13.6%	10.2%
Average Household Income	\$114,308	\$120,789	\$108,492
<b>2028 Households by Income</b>			
Household Income Base	4,223	9,906	19,368
<\$15,000	6.5%	7.7%	8.5%
\$15,000 - \$24,999	5.2%	4.8%	5.6%
\$25,000 - \$34,999	6.6%	5.0%	5.5%
\$35,000 - \$49,999	7.8%	7.3%	7.5%
\$50,000 - \$74,999	16.0%	15.0%	15.9%
\$75,000 - \$99,999	13.4%	11.6%	12.2%
\$100,000 - \$149,999	17.1%	17.4%	20.1%
\$150,000 - \$199,999	12.0%	15.2%	12.7%
\$200,000+	15.4%	16.0%	12.0%
Average Household Income	\$130,048	\$136,218	\$121,913
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,673	6,665	12,201
<\$50,000	4.6%	5.0%	8.4%
\$50,000 - \$99,999	0.6%	0.8%	1.4%
\$100,000 - \$149,999	1.2%	0.9%	2.8%
\$150,000 - \$199,999	4.6%	3.8%	6.4%
\$200,000 - \$249,999	11.8%	9.8%	11.6%
\$250,000 - \$299,999	14.3%	13.9%	14.3%
\$300,000 - \$399,999	26.5%	30.6%	26.2%
\$400,000 - \$499,999	17.9%	16.5%	14.2%
\$500,000 - \$749,999	12.9%	14.2%	11.4%
\$750,000 - \$999,999	3.3%	3.0%	2.2%
\$1,000,000 - \$1,499,999	1.4%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.6%	0.4%	0.2%
\$2,000,000 +	0.2%	0.1%	0.3%
Average Home Value	\$393,092	\$386,669	\$348,053
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,880	7,078	12,830
<\$50,000	3.7%	4.3%	7.8%
\$50,000 - \$99,999	0.3%	0.4%	0.7%
\$100,000 - \$149,999	0.5%	0.4%	1.5%
\$150,000 - \$199,999	2.3%	2.0%	3.8%
\$200,000 - \$249,999	7.4%	6.3%	8.4%
\$250,000 - \$299,999	11.8%	11.9%	13.4%
\$300,000 - \$399,999	28.3%	31.9%	28.5%
\$400,000 - \$499,999	22.8%	20.3%	17.6%
\$500,000 - \$749,999	16.0%	17.2%	13.9%
\$750,000 - \$999,999	4.2%	3.7%	2.9%
\$1,000,000 - \$1,499,999	1.8%	1.0%	0.9%
\$1,500,000 - \$1,999,999	0.7%	0.5%	0.3%
\$2,000,000 +	0.2%	0.2%	0.4%
Average Home Value	\$434,418	\$420,210	\$381,608

**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
<b>Median Household Income</b>			
2023	\$79,933	\$85,745	\$79,304
2028	\$88,119	\$96,305	\$87,817
<b>Median Home Value</b>			
2023	\$348,731	\$351,129	\$319,665
2028	\$385,276	\$377,623	\$350,478
<b>Per Capita Income</b>			
2023	\$47,417	\$49,896	\$44,472
2028	\$54,747	\$57,071	\$50,712
<b>Median Age</b>			
2010	39.8	43.0	40.0
2020	42.9	45.7	42.5
2023	40.9	44.7	42.0
2028	41.6	45.0	42.6
<b>2020 Population by Age</b>			
Total	9,260	21,939	44,261
0 - 4	4.8%	4.8%	5.3%
5 - 9	6.2%	5.6%	6.0%
10 - 14	6.2%	5.8%	6.1%
15 - 24	11.0%	10.3%	11.1%
25 - 34	12.3%	11.2%	12.4%
35 - 44	11.9%	11.5%	12.0%
45 - 54	13.5%	12.9%	12.8%
55 - 64	16.1%	17.1%	16.0%
65 - 74	11.7%	13.0%	11.4%
75 - 84	4.6%	5.6%	5.0%
85 +	1.7%	2.2%	2.0%
18 +	79.2%	80.4%	79.2%
<b>2023 Population by Age</b>			
Total	9,607	22,760	45,122
0 - 4	5.1%	4.8%	5.4%
5 - 9	5.6%	5.2%	5.7%
10 - 14	6.0%	5.6%	5.9%
15 - 24	11.2%	10.2%	11.0%
25 - 34	14.5%	12.6%	13.5%
35 - 44	12.5%	11.9%	12.0%
45 - 54	12.8%	12.7%	12.0%
55 - 64	14.2%	15.0%	14.3%
65 - 74	11.2%	12.9%	12.0%
75 - 84	5.2%	6.5%	6.1%
85 +	1.7%	2.6%	2.2%
18 +	80.0%	81.2%	79.7%
<b>2028 Population by Age</b>			
Total	9,981	23,473	46,379
0 - 4	5.2%	4.8%	5.4%
5 - 9	5.2%	5.0%	5.5%
10 - 14	5.7%	5.4%	5.7%
15 - 24	10.2%	9.5%	10.3%
25 - 34	14.1%	12.2%	13.0%
35 - 44	14.0%	13.1%	13.1%
45 - 54	11.8%	12.0%	11.4%
55 - 64	13.1%	13.4%	12.7%
65 - 74	11.7%	13.1%	12.5%
75 - 84	6.9%	8.6%	7.8%
85 +	2.1%	3.0%	2.6%
18 +	80.6%	81.7%	80.2%
<b>2020 Population by Sex</b>			

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	4,444	10,740	21,603
Females	4,816	11,199	22,658
<b>2023 Population by Sex</b>			
Males	4,743	11,132	22,041
Females	4,865	11,629	23,082
<b>2028 Population by Sex</b>			
Males	4,926	11,452	22,569
Females	5,055	12,022	23,811
<b>2010 Population by Race/Ethnicity</b>			
Total	8,499	19,454	40,961
White Alone	73.9%	76.9%	72.3%
Black Alone	18.5%	16.1%	19.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.1%	2.1%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.0%	1.0%	1.2%
Two or More Races	4.0%	3.5%	4.0%
Hispanic Origin	4.8%	4.2%	4.8%
Diversity Index	47.1	43.1	48.8
<b>2020 Population by Race/Ethnicity</b>			
Total	9,260	21,939	44,261
White Alone	68.1%	70.4%	65.4%
Black Alone	18.7%	16.8%	20.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.6%	2.4%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	2.1%	2.7%
Two or More Races	7.9%	7.7%	8.6%
Hispanic Origin	6.1%	5.7%	7.0%
Diversity Index	55.2	52.6	58.4
<b>2023 Population by Race/Ethnicity</b>			
Total	9,608	22,761	45,123
White Alone	66.5%	69.0%	64.1%
Black Alone	19.7%	17.6%	20.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.8%	2.6%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	2.2%	2.9%
Two or More Races	8.2%	8.1%	8.9%
Hispanic Origin	6.7%	6.2%	7.5%
Diversity Index	57.3	54.6	60.0
<b>2028 Population by Race/Ethnicity</b>			
Total	9,982	23,474	46,381
White Alone	63.4%	66.1%	61.2%
Black Alone	21.1%	19.0%	22.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.2%	2.9%	2.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	2.4%	3.1%
Two or More Races	9.2%	9.1%	9.9%
Hispanic Origin	7.5%	6.9%	8.2%
Diversity Index	60.6	58.0	62.9

**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
<b>2020 Population by Relationship and Household Type</b>			
Total	9,260	21,939	44,261
In Households	99.2%	97.9%	98.6%
Householder	40.6%	41.0%	40.6%
Opposite-Sex Spouse	18.4%	18.8%	17.6%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.9%	2.8%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.3%	24.0%	25.1%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	1.4%	1.4%	1.5%
Grandchild	2.8%	2.8%	3.0%
Brother or Sister	0.9%	0.9%	1.0%
Parent	1.0%	1.1%	1.2%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	0.9%	1.0%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.3%	2.3%	2.7%
In Group Quarters	0.8%	2.1%	1.4%
Institutionalized	0.7%	1.8%	0.9%
Noninstitutionalized	0.0%	0.4%	0.5%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	6,932	16,880	32,495
Less than 9th Grade	2.3%	1.9%	2.0%
9th - 12th Grade, No Diploma	5.9%	5.4%	6.7%
High School Graduate	21.8%	22.0%	23.9%
GED/Alternative Credential	5.9%	4.5%	4.7%
Some College, No Degree	20.3%	19.4%	19.3%
Associate Degree	7.2%	7.8%	10.3%
Bachelor's Degree	19.2%	20.0%	17.8%
Graduate/Professional Degree	17.5%	19.0%	15.2%
<b>2023 Population 15+ by Marital Status</b>			
Total	8,011	19,209	37,473
Never Married	31.4%	28.4%	31.2%
Married	50.7%	52.4%	51.0%
Widowed	7.8%	7.7%	6.7%
Divorced	10.1%	11.6%	11.0%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,376	12,687	24,232
Population 16+ Employed	97.0%	97.1%	96.8%
Population 16+ Unemployment rate	3.0%	2.9%	3.2%
Population 16-24 Employed	11.9%	11.0%	12.3%
Population 16-24 Unemployment rate	13.9%	12.3%	9.8%
Population 25-54 Employed	62.0%	59.0%	59.6%
Population 25-54 Unemployment rate	1.3%	1.1%	1.7%
Population 55-64 Employed	17.8%	19.1%	18.1%
Population 55-64 Unemployment rate	0.9%	2.3%	3.6%
Population 65+ Employed	8.3%	10.9%	9.9%
Population 65+ Unemployment rate	2.2%	3.1%	2.9%

	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	5,215	12,318	23,454
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	5.8%	4.6%	5.4%
Manufacturing	6.3%	7.0%	7.4%
Wholesale Trade	0.5%	0.7%	1.1%
Retail Trade	13.5%	12.5%	13.7%
Transportation/Utilities	6.0%	7.2%	7.4%
Information	0.7%	0.6%	0.9%
Finance/Insurance/Real Estate	3.1%	4.4%	3.8%
Services	50.1%	49.1%	46.4%
Public Administration	14.0%	13.6%	13.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,214	12,318	23,455
White Collar	68.9%	65.2%	62.1%
Management/Business/Financial	15.5%	17.5%	16.0%
Professional	30.7%	29.9%	26.1%
Sales	5.5%	5.4%	6.5%
Administrative Support	17.2%	12.4%	13.5%
Services	13.8%	14.3%	15.4%
Blue Collar	17.2%	20.5%	22.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.0%	2.9%	3.6%
Installation/Maintenance/Repair	2.9%	3.5%	3.8%
Production	5.3%	5.4%	4.9%
Transportation/Material Moving	6.0%	8.7%	10.1%
<b>2020 Households by Type</b>			
Total	3,784	9,065	18,021
Married Couple Households	45.7%	46.4%	43.8%
With Own Children <18	15.2%	14.6%	14.1%
Without Own Children <18	30.5%	31.8%	29.7%
Cohabiting Couple Households	7.6%	7.0%	7.6%
With Own Children <18	2.6%	2.4%	2.7%
Without Own Children <18	5.0%	4.6%	4.8%
Male Householder, No Spouse/Partner	18.4%	19.5%	20.0%
Living Alone	13.6%	14.5%	14.4%
65 Years and over	4.4%	4.9%	4.5%
With Own Children <18	1.7%	1.5%	1.5%
Without Own Children <18, With Relatives	2.4%	2.5%	2.9%
No Relatives Present	0.8%	0.9%	1.1%
Female Householder, No Spouse/Partner	28.3%	27.2%	28.6%
Living Alone	15.9%	15.8%	15.5%
65 Years and over	7.8%	8.5%	8.0%
With Own Children <18	5.1%	4.3%	5.4%
Without Own Children <18, With Relatives	6.1%	5.9%	6.7%
No Relatives Present	1.2%	1.1%	1.1%
<b>2020 Households by Size</b>			
Total	3,784	9,065	18,021
1 Person Household	29.5%	30.3%	30.0%
2 Person Household	33.0%	33.5%	32.6%
3 Person Household	15.6%	15.0%	15.6%
4 Person Household	11.6%	11.0%	11.6%
5 Person Household	5.5%	5.4%	5.5%
6 Person Household	2.8%	2.7%	2.6%
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
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	3,784	9,065	18,021
Owner Occupied	64.4%	68.1%	62.6%
Owned with a Mortgage/Loan	49.5%	51.3%	46.1%
Owned Free and Clear	14.9%	16.8%	16.4%
Renter Occupied	35.6%	31.9%	37.4%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	89	94	95
Percent of Income for Mortgage	26.2%	24.6%	24.2%
Wealth Index	117	130	108
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,040	9,865	19,597
Urban Housing Units	99.7%	94.9%	88.7%
Rural Housing Units	0.3%	5.1%	11.3%
<b>2020 Population By Urban/ Rural Status</b>			
Total	9,260	21,939	44,261
Urban Population	99.5%	94.5%	88.5%
Rural Population	0.5%	5.5%	11.5%

**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.

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Workday Drive (4A)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Golden Years (9B)	Workday Drive (4A)
3.	Set to Impress (11D)	Comfortable Empty Nesters	Comfortable Empty Nesters
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,363,522	\$23,226,198	\$41,360,916
Average Spent	\$2,343.22	\$2,452.09	\$2,227.42
Spending Potential Index	107	112	101
Education: Total \$	\$7,992,044	\$20,578,169	\$36,455,371
Average Spent	\$2,000.01	\$2,172.53	\$1,963.24
Spending Potential Index	112	121	109
Entertainment/Recreation: Total \$	\$16,084,729	\$39,962,004	\$70,173,284
Average Spent	\$4,025.21	\$4,218.96	\$3,779.06
Spending Potential Index	106	112	100
Food at Home: Total \$	\$28,728,266	\$71,385,496	\$127,153,247
Average Spent	\$7,189.26	\$7,536.48	\$6,847.61
Spending Potential Index	106	111	101
Food Away from Home: Total \$	\$15,736,143	\$38,858,786	\$69,258,165
Average Spent	\$3,937.97	\$4,102.49	\$3,729.77
Spending Potential Index	106	110	100
Health Care: Total \$	\$31,056,151	\$77,342,830	\$135,513,378
Average Spent	\$7,771.81	\$8,165.42	\$7,297.83
Spending Potential Index	106	111	99
HH Furnishings & Equipment: Total \$	\$12,619,677	\$31,500,353	\$55,377,486
Average Spent	\$3,158.08	\$3,325.63	\$2,982.25
Spending Potential Index	107	113	101
Personal Care Products & Services: Total \$	\$4,102,775	\$10,244,809	\$18,114,560
Average Spent	\$1,026.72	\$1,081.59	\$975.53
Spending Potential Index	107	113	102
Shelter: Total \$	\$105,424,484	\$264,362,849	\$469,663,164
Average Spent	\$26,382.50	\$27,909.93	\$25,292.86
Spending Potential Index	106	113	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,575,272	\$34,178,832	\$59,053,283
Average Spent	\$3,397.22	\$3,608.41	\$3,180.21
Spending Potential Index	109	115	102
Travel: Total \$	\$9,653,439	\$24,153,894	\$42,281,933
Average Spent	\$2,415.78	\$2,550.03	\$2,277.02
Spending Potential Index	107	113	101
Vehicle Maintenance & Repairs: Total \$	\$5,558,978	\$13,563,795	\$24,082,365
Average Spent	\$1,391.14	\$1,431.99	\$1,296.91
Spending Potential Index	106	109	99

**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.



West Marine  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.54517  
Longitude: -76.10892

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	39.6%	Population	9,608	9,982
Parks and Rec (5C)	17.6%	Households	3,996	4,223
Set to Impress (11D)	16.7%	Families	2,570	2,714
Small Town Sincerity (12C)	6.7%	Median Age	40.9	41.6
Front Porches (8E)	6.2%	Median Household Income	\$79,933	\$88,119
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		107	\$2,343.22	\$9,363,522
Men's		107	\$435.70	\$1,741,075
Women's		106	\$793.68	\$3,171,564
Children's		109	\$360.36	\$1,439,990
Footwear		106	\$529.76	\$2,116,925
Watches & Jewelry		105	\$176.99	\$707,250
Apparel Products and Services (1)		105	\$46.73	\$186,718
<b>Computer</b>				
Computers and Hardware for Home Use		107	\$274.00	\$1,094,901
Portable Memory		109	\$5.00	\$19,971
Computer Software		106	\$15.36	\$61,396
Computer Accessories		106	\$26.59	\$106,250
<b>Entertainment &amp; Recreation</b>		106	\$4,025.21	\$16,084,729
Fees and Admissions		112	\$796.74	\$3,183,762
Membership Fees for Clubs (2)		111	\$309.03	\$1,234,887
Fees for Participant Sports, excl. Trips		113	\$135.01	\$539,518
Tickets to Theatre/Operas/Concerts		111	\$60.42	\$241,437
Tickets to Movies		109	\$29.99	\$119,833
Tickets to Parks or Museums		110	\$30.61	\$122,324
Admission to Sporting Events, excl. Trips		113	\$66.10	\$264,139
Fees for Recreational Lessons		113	\$164.41	\$656,971
Dating Services		108	\$1.16	\$4,653
TV/Video/Audio		105	\$1,424.11	\$5,690,728
Cable and Satellite Television Services		104	\$892.12	\$3,564,897
Televisions		105	\$153.39	\$612,933
Satellite Dishes		101	\$1.72	\$6,856
VCRs, Video Cameras, and DVD Players		106	\$5.11	\$20,437
Miscellaneous Video Equipment		120	\$15.11	\$60,375
Video Cassettes and DVDs		110	\$7.21	\$28,825
Video Game Hardware/Accessories		107	\$42.87	\$171,291
Video Game Software		109	\$21.11	\$84,374
Rental/Streaming/Downloaded Video		109	\$133.94	\$535,238
Installation of Televisions		112	\$1.81	\$7,226
Audio (3)		109	\$146.97	\$587,279
Rental and Repair of TV/Radio/Sound Equipment		99	\$2.75	\$10,996
Pets		103	\$945.26	\$3,777,263
Toys/Games/Crafts/Hobbies (4)		108	\$171.63	\$685,826
Recreational Vehicles and Fees (5)		104	\$156.20	\$624,168
Sports/Recreation/Exercise Equipment (6)		110	\$309.73	\$1,237,670
Photo Equipment and Supplies (7)		111	\$51.82	\$207,071
Reading (8)		107	\$135.64	\$542,016
Catered Affairs (9)		112	\$34.09	\$136,225
<b>Food</b>		106	\$11,127.23	\$44,464,408
Food at Home		106	\$7,189.26	\$28,728,266
Bakery and Cereal Products		106	\$935.60	\$3,738,656
Meats, Poultry, Fish, and Eggs		105	\$1,544.59	\$6,172,185
Dairy Products		106	\$696.56	\$2,783,454
Fruits and Vegetables		106	\$1,420.19	\$5,675,095
Snacks and Other Food at Home (10)		106	\$2,592.31	\$10,358,875
Food Away from Home		106	\$3,937.97	\$15,736,143
Alcoholic Beverages		107	\$719.50	\$2,875,122

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	110	\$43,483.01	\$173,758,089
Value of Retirement Plans	112	\$158,252.03	\$632,375,130
Value of Other Financial Assets	103	\$8,809.04	\$35,200,930
Vehicle Loan Amount excluding Interest	106	\$3,842.20	\$15,353,429
Value of Credit Card Debt	108	\$3,423.01	\$13,678,329
<b>Health</b>			
Nonprescription Drugs	104	\$177.05	\$707,480
Prescription Drugs	104	\$382.59	\$1,528,812
Eyeglasses and Contact Lenses	107	\$119.43	\$477,249
<b>Home</b>			
Mortgage Payment and Basics (11)	109	\$14,107.63	\$56,374,090
Maintenance and Remodeling Services	107	\$4,082.21	\$16,312,521
Maintenance and Remodeling Materials (12)	105	\$821.36	\$3,282,156
Utilities, Fuel, and Public Services	105	\$6,082.44	\$24,305,427
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	107	\$131.04	\$523,635
Furniture	107	\$884.66	\$3,535,084
Rugs	107	\$44.64	\$178,363
Major Appliances (14)	105	\$557.04	\$2,225,940
Housewares (15)	107	\$114.64	\$458,113
Small Appliances	104	\$75.88	\$303,225
Luggage	107	\$15.30	\$61,155
Telephones and Accessories	110	\$117.77	\$470,604
<b>Household Operations</b>			
Child Care	113	\$585.94	\$2,341,419
Lawn and Garden (16)	105	\$704.35	\$2,814,563
Moving/Storage/Freight Express	106	\$95.32	\$380,908
Housekeeping Supplies (17)	105	\$983.09	\$3,928,419
<b>Insurance</b>			
Owners and Renters Insurance	106	\$824.43	\$3,294,442
Vehicle Insurance	104	\$2,262.25	\$9,039,938
Life/Other Insurance	108	\$747.87	\$2,988,507
Health Insurance	106	\$5,220.76	\$20,862,168
Personal Care Products (18)	106	\$585.78	\$2,340,765
School Books and Supplies (19)	106	\$142.31	\$568,677
Smoking Products	103	\$447.09	\$1,786,559
<b>Transportation</b>			
Payments on Vehicles excluding Leases	106	\$3,202.47	\$12,797,075
Gasoline and Motor Oil	103	\$2,612.89	\$10,441,118
Vehicle Maintenance and Repairs	106	\$1,391.14	\$5,558,978
<b>Travel</b>			
Airline Fares	108	\$501.88	\$2,005,524
Lodging on Trips	108	\$777.56	\$3,107,116
Auto/Truck Rental on Trips	109	\$86.25	\$344,670
Food and Drink on Trips	107	\$601.06	\$2,401,823

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West Marine  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.54517  
Longitude: -76.10892

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	24.2%	Population	22,761	23,474
Golden Years (9B)	13.5%	Households	9,472	9,906
Comfortable Empty Nesters (5A)	12.8%	Families	6,016	6,293
Set to Impress (11D)	11.7%	Median Age	44.7	45.0
Parks and Rec (5C)	11.2%	Median Household Income	\$85,745	\$96,305
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		112	\$2,452.09	\$23,226,198
Men's		112	\$456.28	\$4,321,896
Women's		112	\$835.96	\$7,918,211
Children's		109	\$362.61	\$3,434,602
Footwear		111	\$553.85	\$5,246,061
Watches & Jewelry		114	\$192.97	\$1,827,784
Apparel Products and Services (1)		113	\$50.43	\$477,644
<b>Computer</b>				
Computers and Hardware for Home Use		111	\$285.11	\$2,700,606
Portable Memory		112	\$5.15	\$48,734
Computer Software		112	\$16.15	\$152,972
Computer Accessories		112	\$28.03	\$265,514
<b>Entertainment &amp; Recreation</b>		112	\$4,218.96	\$39,962,004
Fees and Admissions		119	\$850.48	\$8,055,781
Membership Fees for Clubs (2)		119	\$330.31	\$3,128,682
Fees for Participant Sports, excl. Trips		121	\$144.20	\$1,365,883
Tickets to Theatre/Operas/Concerts		121	\$65.78	\$623,113
Tickets to Movies		111	\$30.76	\$291,359
Tickets to Parks or Museums		111	\$30.94	\$293,030
Admission to Sporting Events, excl. Trips		122	\$71.19	\$674,322
Fees for Recreational Lessons		121	\$176.11	\$1,668,081
Dating Services		111	\$1.19	\$11,312
TV/Video/Audio		110	\$1,484.40	\$14,060,232
Cable and Satellite Television Services		110	\$944.82	\$8,949,315
Televisions		108	\$157.13	\$1,488,302
Satellite Dishes		98	\$1.68	\$15,893
VCRs, Video Cameras, and DVD Players		107	\$5.15	\$48,780
Miscellaneous Video Equipment		123	\$15.51	\$146,881
Video Cassettes and DVDs		111	\$7.27	\$68,873
Video Game Hardware/Accessories		105	\$42.38	\$401,448
Video Game Software		107	\$20.74	\$196,412
Rental/Streaming/Downloaded Video		108	\$133.13	\$1,261,042
Installation of Televisions		118	\$1.90	\$17,957
Audio (3)		112	\$151.95	\$1,439,293
Rental and Repair of TV/Radio/Sound Equipment		99	\$2.75	\$26,035
Pets		108	\$995.78	\$9,431,999
Toys/Games/Crafts/Hobbies (4)		110	\$174.27	\$1,650,716
Recreational Vehicles and Fees (5)		112	\$167.98	\$1,591,094
Sports/Recreation/Exercise Equipment (6)		111	\$311.58	\$2,951,271
Photo Equipment and Supplies (7)		115	\$53.59	\$507,602
Reading (8)		115	\$146.19	\$1,384,738
Catered Affairs (9)		114	\$34.69	\$328,570
<b>Food</b>		111	\$11,638.97	\$110,244,282
Food at Home		111	\$7,536.48	\$71,385,496
Bakery and Cereal Products		112	\$982.64	\$9,307,550
Meats, Poultry, Fish, and Eggs		110	\$1,623.09	\$15,373,922
Dairy Products		111	\$732.48	\$6,938,015
Fruits and Vegetables		112	\$1,499.19	\$14,200,303
Snacks and Other Food at Home (10)		110	\$2,699.08	\$25,565,706
Food Away from Home		110	\$4,102.49	\$38,858,786
Alcoholic Beverages		115	\$776.18	\$7,352,008

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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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	125	\$49,380.18	\$467,729,041
Value of Retirement Plans	123	\$173,668.17	\$1,644,984,890
Value of Other Financial Assets	117	\$10,060.16	\$95,289,862
Vehicle Loan Amount excluding Interest	105	\$3,837.28	\$36,346,722
Value of Credit Card Debt	114	\$3,594.13	\$34,043,645
<b>Health</b>			
Nonprescription Drugs	107	\$183.32	\$1,736,413
Prescription Drugs	109	\$400.47	\$3,793,253
Eyeglasses and Contact Lenses	113	\$125.39	\$1,187,718
<b>Home</b>			
Mortgage Payment and Basics (11)	118	\$15,245.13	\$144,401,868
Maintenance and Remodeling Services	116	\$4,420.24	\$41,868,523
Maintenance and Remodeling Materials (12)	108	\$849.18	\$8,043,465
Utilities, Fuel, and Public Services	109	\$6,331.89	\$59,975,677
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	112	\$136.82	\$1,295,993
Furniture	111	\$912.66	\$8,644,699
Rugs	116	\$48.43	\$458,685
Major Appliances (14)	110	\$583.85	\$5,530,254
Housewares (15)	112	\$120.72	\$1,143,503
Small Appliances	108	\$78.42	\$742,822
Luggage	111	\$15.98	\$151,403
Telephones and Accessories	113	\$121.52	\$1,150,995
<b>Household Operations</b>			
Child Care	116	\$600.59	\$5,688,818
Lawn and Garden (16)	113	\$760.31	\$7,201,650
Moving/Storage/Freight Express	110	\$98.31	\$931,203
Housekeeping Supplies (17)	111	\$1,032.31	\$9,778,003
<b>Insurance</b>			
Owners and Renters Insurance	111	\$868.73	\$8,228,641
Vehicle Insurance	107	\$2,323.78	\$22,010,801
Life/Other Insurance	115	\$797.67	\$7,555,487
Health Insurance	111	\$5,486.87	\$51,971,626
Personal Care Products (18)	111	\$614.27	\$5,818,328
School Books and Supplies (19)	109	\$145.88	\$1,381,768
Smoking Products	102	\$440.82	\$4,175,457
<b>Transportation</b>			
Payments on Vehicles excluding Leases	107	\$3,234.76	\$30,639,663
Gasoline and Motor Oil	105	\$2,671.43	\$25,303,807
Vehicle Maintenance and Repairs	109	\$1,431.99	\$13,563,795
<b>Travel</b>			
Airline Fares	114	\$532.95	\$5,048,059
Lodging on Trips	114	\$823.78	\$7,802,830
Auto/Truck Rental on Trips	114	\$90.51	\$857,280
Food and Drink on Trips	113	\$632.13	\$5,987,525

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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
Parks and Rec (5C)	18.3%	Population	45,123	46,381
Workday Drive (4A)	14.0%	Households	18,569	19,368
Comfortable Empty Nesters (5A)	12.4%	Families	12,154	12,661
Golden Years (9B)	9.7%	Median Age	42.0	42.6
Metro Fusion (11C)	8.8%	Median Household Income	\$79,304	\$87,817
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		101	\$2,227.42	\$41,360,916
Men's		101	\$413.00	\$7,669,015
Women's		101	\$754.39	\$14,008,290
Children's		101	\$335.07	\$6,221,835
Footwear		102	\$507.73	\$9,428,117
Watches & Jewelry		102	\$171.72	\$3,188,612
Apparel Products and Services (1)		102	\$45.51	\$845,046
<b>Computer</b>				
Computers and Hardware for Home Use		102	\$261.70	\$4,859,584
Portable Memory		102	\$4.69	\$87,048
Computer Software		104	\$15.05	\$279,517
Computer Accessories		101	\$25.35	\$470,728
<b>Entertainment &amp; Recreation</b>		100	\$3,779.06	\$70,173,284
Fees and Admissions		106	\$752.70	\$13,976,864
Membership Fees for Clubs (2)		105	\$291.60	\$5,414,785
Fees for Participant Sports, excl. Trips		107	\$127.60	\$2,369,481
Tickets to Theatre/Operas/Concerts		107	\$58.26	\$1,081,871
Tickets to Movies		102	\$28.16	\$522,957
Tickets to Parks or Museums		100	\$27.79	\$516,030
Admission to Sporting Events, excl. Trips		106	\$62.18	\$1,154,585
Fees for Recreational Lessons		108	\$155.99	\$2,896,574
Dating Services		104	\$1.11	\$20,582
TV/Video/Audio		99	\$1,343.51	\$24,947,699
Cable and Satellite Television Services		99	\$849.63	\$15,776,749
Televisions		99	\$143.70	\$2,668,388
Satellite Dishes		89	\$1.52	\$28,157
VCRs, Video Cameras, and DVD Players		98	\$4.70	\$87,225
Miscellaneous Video Equipment		114	\$14.34	\$266,277
Video Cassettes and DVDs		102	\$6.66	\$123,618
Video Game Hardware/Accessories		99	\$39.89	\$740,710
Video Game Software		102	\$19.71	\$366,066
Rental/Streaming/Downloaded Video		99	\$122.32	\$2,271,334
Installation of Televisions		107	\$1.72	\$31,848
Audio (3)		101	\$136.75	\$2,539,232
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.59	\$48,094
Pets		96	\$887.73	\$16,484,292
Toys/Games/Crafts/Hobbies (4)		100	\$159.16	\$2,955,362
Recreational Vehicles and Fees (5)		97	\$145.87	\$2,708,691
Sports/Recreation/Exercise Equipment (6)		99	\$278.42	\$5,169,931
Photo Equipment and Supplies (7)		104	\$48.72	\$904,622
Reading (8)		104	\$131.33	\$2,438,758
Catered Affairs (9)		104	\$31.62	\$587,065
<b>Food</b>		101	\$10,577.38	\$196,411,412
Food at Home		101	\$6,847.61	\$127,153,247
Bakery and Cereal Products		101	\$892.45	\$16,571,897
Meats, Poultry, Fish, and Eggs		101	\$1,479.96	\$27,481,460
Dairy Products		101	\$664.66	\$12,342,053
Fruits and Vegetables		102	\$1,362.50	\$25,300,230
Snacks and Other Food at Home (10)		100	\$2,448.04	\$45,457,607
Food Away from Home		100	\$3,729.77	\$69,258,165
Alcoholic Beverages		103	\$694.38	\$12,894,007

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	109	\$42,759.50	\$794,001,161
Value of Retirement Plans	106	\$150,426.99	\$2,793,278,806
Value of Other Financial Assets	102	\$8,709.98	\$161,735,547
Vehicle Loan Amount excluding Interest	96	\$3,503.16	\$65,050,226
Value of Credit Card Debt	103	\$3,243.06	\$60,220,408
<b>Health</b>			
Nonprescription Drugs	96	\$164.50	\$3,054,647
Prescription Drugs	97	\$356.51	\$6,620,074
Eyeglasses and Contact Lenses	101	\$112.16	\$2,082,787
<b>Home</b>			
Mortgage Payment and Basics (11)	103	\$13,307.91	\$247,114,646
Maintenance and Remodeling Services	100	\$3,817.20	\$70,881,642
Maintenance and Remodeling Materials (12)	94	\$735.24	\$13,652,752
Utilities, Fuel, and Public Services	99	\$5,744.89	\$106,676,780
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	101	\$123.93	\$2,301,217
Furniture	100	\$825.10	\$15,321,300
Rugs	103	\$42.86	\$795,914
Major Appliances (14)	98	\$519.67	\$9,649,810
Housewares (15)	101	\$108.33	\$2,011,534
Small Appliances	99	\$72.09	\$1,338,591
Luggage	102	\$14.57	\$270,489
Telephones and Accessories	102	\$109.18	\$2,027,315
<b>Household Operations</b>			
Child Care	105	\$541.80	\$10,060,721
Lawn and Garden (16)	99	\$665.41	\$12,356,021
Moving/Storage/Freight Express	101	\$90.20	\$1,674,975
Housekeeping Supplies (17)	100	\$930.46	\$17,277,646
<b>Insurance</b>			
Owners and Renters Insurance	98	\$761.95	\$14,148,580
Vehicle Insurance	98	\$2,129.97	\$39,551,456
Life/Other Insurance	101	\$701.92	\$13,033,877
Health Insurance	99	\$4,907.01	\$91,118,211
Personal Care Products (18)	101	\$556.73	\$10,337,986
School Books and Supplies (19)	100	\$133.32	\$2,475,660
Smoking Products	95	\$409.72	\$7,608,055
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,937.00	\$54,537,157
Gasoline and Motor Oil	97	\$2,451.28	\$45,517,773
Vehicle Maintenance and Repairs	99	\$1,296.91	\$24,082,365
<b>Travel</b>			
Airline Fares	102	\$476.87	\$8,854,951
Lodging on Trips	102	\$731.94	\$13,591,316
Auto/Truck Rental on Trips	102	\$80.91	\$1,502,490
Food and Drink on Trips	101	\$567.48	\$10,537,596

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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

West Marine  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.54517  
Longitude: -76.10892

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	326		721		1,548							
Total Employees:	3,689		9,404		18,516							
Total Residential Population:	9,608		22,761		45,123							
Employee/Residential Population Ratio (per 100 Residents)	38		41		41							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	3	0.1%	7	1.0%	41	0.4%	20	1.3%	115	0.6%
Construction	18	5.5%	78	2.1%	38	5.3%	169	1.8%	84	5.4%	699	3.8%
Manufacturing	12	3.7%	601	16.3%	22	3.1%	871	9.3%	44	2.8%	1,460	7.9%
Transportation	10	3.1%	85	2.3%	25	3.5%	194	2.1%	48	3.1%	431	2.3%
Communication	1	0.3%	51	1.4%	2	0.3%	56	0.6%	16	1.0%	116	0.6%
Utility	1	0.3%	1	0.0%	2	0.3%	10	0.1%	5	0.3%	54	0.3%
Wholesale Trade	7	2.1%	44	1.2%	15	2.1%	114	1.2%	33	2.1%	244	1.3%
Retail Trade Summary	74	22.7%	776	21.0%	142	19.7%	1,486	15.8%	325	21.0%	4,399	23.8%
Home Improvement	0	0.0%	2	0.1%	1	0.1%	13	0.1%	11	0.7%	227	1.2%
General Merchandise Stores	8	2.5%	36	1.0%	13	1.8%	53	0.6%	21	1.4%	480	2.6%
Food Stores	8	2.5%	157	4.3%	13	1.8%	226	2.4%	41	2.6%	606	3.3%
Auto Dealers & Gas Stations	4	1.2%	66	1.8%	6	0.8%	84	0.9%	26	1.7%	291	1.6%
Apparel & Accessory Stores	2	0.6%	16	0.4%	7	1.0%	238	2.5%	9	0.6%	248	1.3%
Furniture & Home Furnishings	2	0.6%	22	0.6%	5	0.7%	34	0.4%	10	0.6%	50	0.3%
Eating & Drinking Places	23	7.1%	366	9.9%	41	5.7%	622	6.6%	109	7.0%	1,802	9.7%
Miscellaneous Retail	26	8.0%	111	3.0%	55	7.6%	216	2.3%	98	6.3%	695	3.8%
Finance, Insurance, Real Estate Summary	25	7.7%	125	3.4%	58	8.0%	268	2.8%	130	8.4%	683	3.7%
Banks, Savings & Lending Institutions	5	1.5%	48	1.3%	10	1.4%	99	1.1%	30	1.9%	290	1.6%
Securities Brokers	2	0.6%	5	0.1%	3	0.4%	11	0.1%	9	0.6%	34	0.2%
Insurance Carriers & Agents	3	0.9%	12	0.3%	8	1.1%	31	0.3%	20	1.3%	74	0.4%
Real Estate, Holding, Other Investment Offices	15	4.6%	60	1.6%	37	5.1%	127	1.4%	70	4.5%	285	1.5%
Services Summary	138	42.3%	1,812	49.1%	308	42.7%	5,765	61.3%	647	41.8%	8,797	47.5%
Hotels & Lodging	4	1.2%	16	0.4%	12	1.7%	50	0.5%	29	1.9%	357	1.9%
Automotive Services	10	3.1%	40	1.1%	19	2.6%	78	0.8%	49	3.2%	224	1.2%
Movies & Amusements	5	1.5%	34	0.9%	15	2.1%	168	1.8%	33	2.1%	312	1.7%
Health Services	40	12.3%	819	22.2%	80	11.1%	2,778	29.5%	129	8.3%	3,223	17.4%
Legal Services	2	0.6%	12	0.3%	4	0.6%	31	0.3%	11	0.7%	51	0.3%
Education Institutions & Libraries	4	1.2%	244	6.6%	15	2.1%	786	8.4%	33	2.1%	1,582	8.5%
Other Services	72	22.1%	646	17.5%	164	22.7%	1,873	19.9%	362	23.4%	3,047	16.5%
Government	9	2.8%	91	2.5%	31	4.3%	354	3.8%	62	4.0%	1,374	7.4%
Unclassified Establishments	29	8.9%	22	0.6%	70	9.7%	78	0.8%	135	8.7%	144	0.8%
Totals	326	100.0%	3,689	100.0%	721	100.0%	9,404	100.0%	1,548	100.0%	18,516	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.



West Marine  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.54517  
Longitude: -76.10892

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	0.3%	3	0.1%	3	0.4%	8	0.1%	4	0.3%	13	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.1%	10	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	3	0.0%	3	0.2%	47	0.3%
Construction	19	5.8%	81	2.2%	40	5.5%	175	1.9%	88	5.7%	713	3.9%
Manufacturing	13	4.0%	603	16.3%	23	3.2%	876	9.3%	45	2.9%	1,470	7.9%
Wholesale Trade	7	2.1%	44	1.2%	15	2.1%	114	1.2%	32	2.1%	243	1.3%
Retail Trade	50	15.3%	399	10.8%	98	13.6%	844	9.0%	204	13.2%	2,496	13.5%
Motor Vehicle & Parts Dealers	3	0.9%	54	1.5%	4	0.6%	61	0.6%	21	1.4%	256	1.4%
Furniture & Home Furnishings Stores	1	0.3%	20	0.5%	3	0.4%	30	0.3%	6	0.4%	36	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	4	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	2	0.1%	1	0.1%	13	0.1%	10	0.6%	226	1.2%
Food & Beverage Stores	7	2.1%	146	4.0%	14	1.9%	221	2.4%	38	2.5%	549	3.0%
Health & Personal Care Stores	8	2.5%	49	1.3%	11	1.5%	74	0.8%	27	1.7%	175	0.9%
Gasoline Stations & Fuel Dealers	2	0.6%	15	0.4%	3	0.4%	26	0.3%	7	0.5%	68	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	1.2%	20	0.5%	12	1.7%	250	2.7%	17	1.1%	291	1.6%
Sporting Goods, Hobby, Book, & Music Stores	12	3.7%	45	1.2%	28	3.9%	84	0.9%	43	2.8%	269	1.5%
General Merchandise Stores	12	3.7%	47	1.3%	20	2.8%	84	0.9%	33	2.1%	623	3.4%
Transportation & Warehousing	8	2.5%	60	1.6%	17	2.4%	105	1.1%	39	2.5%	348	1.9%
Information	3	0.9%	68	1.8%	8	1.1%	117	1.2%	32	2.1%	250	1.4%
Finance & Insurance	10	3.1%	66	1.8%	23	3.2%	143	1.5%	62	4.0%	400	2.2%
Central Bank/Credit Intermediation & Related Activities	5	1.5%	48	1.3%	11	1.5%	101	1.1%	32	2.1%	291	1.6%
Securities & Commodity Contracts	2	0.6%	5	0.1%	4	0.6%	12	0.1%	10	0.6%	35	0.2%
Funds, Trusts & Other Financial Vehicles	3	0.9%	12	0.3%	8	1.1%	31	0.3%	20	1.3%	74	0.4%
Real Estate, Rental & Leasing	17	5.2%	73	2.0%	36	5.0%	134	1.4%	84	5.4%	343	1.9%
Professional, Scientific & Tech Services	19	5.8%	190	5.2%	49	6.8%	517	5.5%	106	6.8%	936	5.1%
Legal Services	2	0.6%	12	0.3%	4	0.6%	31	0.3%	12	0.8%	52	0.3%
Management of Companies & Enterprises	1	0.3%	7	0.2%	1	0.1%	7	0.1%	2	0.1%	14	0.1%
Administrative, Support & Waste Management Services	3	0.9%	10	0.3%	14	1.9%	88	0.9%	44	2.8%	275	1.5%
Educational Services	5	1.5%	240	6.5%	14	1.9%	758	8.1%	33	2.1%	1,536	8.3%
Health Care & Social Assistance	50	15.3%	937	25.4%	101	14.0%	3,105	33.0%	160	10.3%	3,598	19.4%
Arts, Entertainment & Recreation	9	2.8%	66	1.8%	23	3.2%	240	2.6%	43	2.8%	388	2.1%
Accommodation & Food Services	29	8.9%	391	10.6%	54	7.5%	685	7.3%	145	9.4%	2,236	12.1%
Accommodation	4	1.2%	16	0.4%	12	1.7%	50	0.5%	29	1.9%	357	1.9%
Food Services & Drinking Places	24	7.4%	375	10.2%	42	5.8%	635	6.8%	116	7.5%	1,879	10.1%
Other Services (except Public Administration)	44	13.5%	338	9.2%	99	13.7%	1,051	11.2%	226	14.6%	1,683	9.1%
Automotive Repair & Maintenance	8	2.5%	36	1.0%	14	1.9%	50	0.5%	29	1.9%	136	0.7%
Public Administration	9	2.8%	91	2.5%	31	4.3%	354	3.8%	62	4.0%	1,374	7.4%
Unclassified Establishments	29	8.9%	22	0.6%	70	9.7%	78	0.8%	135	8.7%	144	0.8%
<b>Total</b>	<b>326</b>	<b>100.0%</b>	<b>3,689</b>	<b>100.0%</b>	<b>721</b>	<b>100.0%</b>	<b>9,404</b>	<b>100.0%</b>	<b>1,548</b>	<b>100.0%</b>	<b>18,516</b>	<b>100.0%</b>

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