

Market Profile

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,736	115,657	307,258
2020 Total Population	15,548	116,863	310,968
2020 Group Quarters	217	2,274	14,051
2023 Total Population	15,242	116,622	309,986
2023 Group Quarters	217	2,243	14,044
2028 Total Population	15,060	116,364	309,004
2023-2028 Annual Rate	-0.24%	-0.04%	-0.06%
2023 Total Daytime Population	12,830	94,848	275,033
Workers	5,537	39,720	124,759
Residents	7,293	55,128	150,274
Household Summary			
2010 Households	6,387	49,219	122,619
2010 Average Household Size	2.28	2.31	2.40
2020 Total Households	6,417	48,373	123,123
2020 Average Household Size	2.39	2.37	2.41
2023 Households	6,399	48,720	123,571
2023 Average Household Size	2.35	2.35	2.39
2028 Households	6,348	48,977	124,173
2028 Average Household Size	2.34	2.33	2.38
2023-2028 Annual Rate	-0.16%	0.11%	0.10%
2010 Families	3,777	29,038	74,374
2010 Average Family Size	2.90	2.94	3.01
2023 Families	3,620	28,048	72,860
2023 Average Family Size	3.09	3.07	3.11
2028 Families	3,586	28,114	73,147
2028 Average Family Size	3.08	3.05	3.08
2023-2028 Annual Rate	-0.19%	0.05%	0.08%
Housing Unit Summary			
2000 Housing Units	6,657	50,465	127,202
Owner Occupied Housing Units	63.1%	60.5%	62.9%
Renter Occupied Housing Units	34.1%	35.4%	32.1%
Vacant Housing Units	2.8%	4.1%	5.0%
2010 Housing Units	6,680	52,047	131,267
Owner Occupied Housing Units	60.4%	57.1%	60.3%
Renter Occupied Housing Units	35.3%	37.4%	33.1%
Vacant Housing Units	4.4%	5.4%	6.6%
2020 Housing Units	6,764	51,611	132,305
Owner Occupied Housing Units	57.1%	56.1%	57.9%
Renter Occupied Housing Units	37.8%	37.6%	35.1%
Vacant Housing Units	5.8%	6.1%	6.9%
2023 Housing Units	6,727	52,002	133,042
Owner Occupied Housing Units	59.4%	57.8%	60.4%
Renter Occupied Housing Units	35.7%	35.9%	32.5%
Vacant Housing Units	4.9%	6.3%	7.1%
2028 Housing Units	6,728	52,189	133,894
Owner Occupied Housing Units	59.8%	58.4%	60.8%
Renter Occupied Housing Units	34.5%	35.5%	31.9%
Vacant Housing Units	5.6%	6.2%	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.

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2023 Households by Income			
Household Income Base	6,399	48,718	123,561
<\$15,000	6.3%	7.6%	8.7%
\$15,000 - \$24,999	7.1%	5.4%	5.4%
\$25,000 - \$34,999	8.2%	8.2%	7.4%
\$35,000 - \$49,999	11.3%	10.7%	9.8%
\$50,000 - \$74,999	22.7%	18.4%	17.4%
\$75,000 - \$99,999	14.2%	13.2%	13.5%
\$100,000 - \$149,999	16.7%	17.5%	17.1%
\$150,000 - \$199,999	7.9%	9.7%	9.8%
\$200,000+	5.7%	9.3%	10.9%
Average Household Income	\$91,944	\$105,666	\$110,991
2028 Households by Income			
Household Income Base	6,348	48,975	124,163
<\$15,000	6.0%	7.2%	8.1%
\$15,000 - \$24,999	6.1%	4.7%	4.7%
\$25,000 - \$34,999	7.0%	7.2%	6.5%
\$35,000 - \$49,999	10.2%	9.7%	8.8%
\$50,000 - \$74,999	22.0%	17.2%	16.3%
\$75,000 - \$99,999	14.0%	12.6%	12.9%
\$100,000 - \$149,999	17.7%	18.3%	17.8%
\$150,000 - \$199,999	9.7%	11.7%	11.7%
\$200,000+	7.3%	11.5%	13.2%
Average Household Income	\$104,141	\$119,973	\$125,997
2023 Owner Occupied Housing Units by Value			
Total	3,997	30,037	80,315
<\$50,000	5.0%	3.9%	3.4%
\$50,000 - \$99,999	0.3%	0.4%	1.4%
\$100,000 - \$149,999	2.4%	2.6%	4.3%
\$150,000 - \$199,999	11.8%	13.4%	14.2%
\$200,000 - \$249,999	17.6%	18.4%	16.6%
\$250,000 - \$299,999	14.1%	11.8%	9.7%
\$300,000 - \$399,999	28.8%	25.4%	25.5%
\$400,000 - \$499,999	8.9%	9.1%	9.7%
\$500,000 - \$749,999	4.7%	11.5%	12.0%
\$750,000 - \$999,999	3.8%	2.2%	2.2%
\$1,000,000 - \$1,499,999	0.9%	0.8%	0.9%
\$1,500,000 - \$1,999,999	1.4%	0.3%	0.2%
\$2,000,000 +	0.4%	0.2%	0.2%
Average Home Value	\$350,494	\$342,854	\$340,699
2028 Owner Occupied Housing Units by Value			
Total	4,026	30,445	81,430
<\$50,000	4.6%	3.6%	3.3%
\$50,000 - \$99,999	0.1%	0.3%	1.1%
\$100,000 - \$149,999	1.2%	1.6%	2.7%
\$150,000 - \$199,999	6.9%	8.7%	9.6%
\$200,000 - \$249,999	12.8%	14.4%	13.7%
\$250,000 - \$299,999	12.9%	11.7%	9.6%
\$300,000 - \$399,999	32.5%	28.6%	28.5%
\$400,000 - \$499,999	11.1%	11.3%	11.9%
\$500,000 - \$749,999	7.2%	14.4%	14.8%
\$750,000 - \$999,999	5.8%	3.2%	3.0%
\$1,000,000 - \$1,499,999	1.8%	1.3%	1.3%
\$1,500,000 - \$1,999,999	2.4%	0.5%	0.2%
\$2,000,000 +	0.4%	0.2%	0.2%
Average Home Value	\$414,115	\$383,541	\$375,762

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.

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Median Household Income			
2023	\$66,759	\$74,467	\$76,800
2028	\$72,860	\$81,630	\$84,266
Median Home Value			
2023	\$295,664	\$297,671	\$302,184
2028	\$334,885	\$333,792	\$334,925
Per Capita Income			
2023	\$38,623	\$43,951	\$44,461
2028	\$43,943	\$50,275	\$50,853
Median Age			
2010	40.2	38.5	37.8
2020	38.5	38.7	38.6
2023	41.9	40.4	39.5
2028	43.2	41.4	40.3
2020 Population by Age			
Total	15,548	116,863	310,968
0 - 4	5.4%	5.4%	5.1%
5 - 9	5.8%	5.8%	5.6%
10 - 14	6.0%	6.0%	5.9%
15 - 24	11.8%	12.8%	15.0%
25 - 34	15.9%	14.8%	13.5%
35 - 44	13.2%	13.0%	12.6%
45 - 54	11.2%	11.5%	11.7%
55 - 64	13.4%	13.2%	13.2%
65 - 74	10.0%	9.7%	10.0%
75 - 84	4.8%	4.8%	4.8%
85 +	2.4%	3.0%	2.5%
18 +	79.1%	79.3%	79.8%
2023 Population by Age			
Total	15,243	116,623	309,986
0 - 4	4.7%	4.9%	4.9%
5 - 9	5.0%	5.1%	5.3%
10 - 14	5.2%	5.4%	5.5%
15 - 24	9.9%	12.2%	14.5%
25 - 34	14.4%	14.8%	13.9%
35 - 44	14.8%	13.6%	12.8%
45 - 54	11.0%	11.3%	11.3%
55 - 64	12.9%	12.7%	12.7%
65 - 74	11.8%	10.4%	10.5%
75 - 84	6.5%	5.9%	5.7%
85 +	3.7%	3.7%	3.0%
18 +	82.3%	81.5%	81.1%
2028 Population by Age			
Total	15,060	116,364	309,005
0 - 4	4.7%	4.9%	5.0%
5 - 9	4.8%	4.8%	5.0%
10 - 14	5.0%	5.1%	5.2%
15 - 24	10.0%	11.9%	14.3%
25 - 34	12.7%	14.0%	13.1%
35 - 44	15.6%	14.3%	13.5%
45 - 54	11.7%	11.6%	11.5%
55 - 64	11.6%	11.3%	11.3%
65 - 74	12.1%	11.3%	11.0%
75 - 84	7.7%	7.1%	7.0%
85 +	4.0%	3.7%	3.2%
18 +	82.5%	82.1%	81.7%
2020 Population by Sex			

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Males	7,285	54,474	143,879
Females	8,263	62,389	167,089
2023 Population by Sex			
Males	7,160	55,326	146,070
Females	8,082	61,296	163,916
2028 Population by Sex			
Males	7,044	55,164	145,584
Females	8,015	61,200	163,420
2010 Population by Race/Ethnicity			
Total	14,737	115,657	307,259
White Alone	72.3%	65.5%	56.4%
Black Alone	18.6%	25.9%	35.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.3%	5.0%	4.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	1.0%
Two or More Races	2.4%	2.3%	2.2%
Hispanic Origin	3.5%	3.3%	3.1%
Diversity Index	47.8	53.2	57.8
2020 Population by Race/Ethnicity			
Total	15,548	116,863	310,968
White Alone	57.0%	52.1%	46.7%
Black Alone	27.5%	32.7%	39.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.7%	6.1%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	2.7%	2.3%
Two or More Races	6.5%	6.1%	5.6%
Hispanic Origin	6.5%	5.5%	4.9%
Diversity Index	64.1	65.4	65.7
2023 Population by Race/Ethnicity			
Total	15,243	116,623	309,987
White Alone	54.7%	50.4%	45.5%
Black Alone	28.9%	33.7%	39.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.0%	6.3%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.2%	2.8%	2.4%
Two or More Races	6.8%	6.3%	5.8%
Hispanic Origin	7.1%	6.0%	5.3%
Diversity Index	65.9	66.6	66.6
2028 Population by Race/Ethnicity			
Total	15,060	116,365	309,004
White Alone	50.7%	47.1%	42.8%
Black Alone	31.1%	35.3%	40.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	6.4%	6.9%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	3.3%	2.8%
Two or More Races	7.5%	7.0%	6.5%
Hispanic Origin	8.1%	6.9%	6.0%
Diversity Index	68.9	68.8	68.3

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.

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2020 Population by Relationship and Household Type			
Total	15,548	116,863	310,968
In Households	98.6%	98.1%	95.5%
Householder	41.1%	41.2%	39.6%
Opposite-Sex Spouse	15.2%	15.4%	14.8%
Same-Sex Spouse	0.3%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.9%	2.7%	2.4%
Same-Sex Unmarried Partner	0.3%	0.2%	0.2%
Biological Child	26.5%	26.1%	25.7%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.2%	1.0%	0.9%
Grandchild	2.3%	2.3%	2.6%
Brother or Sister	1.3%	1.4%	1.4%
Parent	1.6%	1.3%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	1.3%	1.5%	1.6%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.2%	3.4%	3.5%
In Group Quarters	1.4%	1.9%	4.5%
Institutionalized	1.2%	1.0%	1.4%
Noninstitutionalized	0.2%	0.9%	3.1%
2023 Population 25+ by Educational Attainment			
Total	11,450	84,534	216,470
Less than 9th Grade	3.6%	2.6%	2.5%
9th - 12th Grade, No Diploma	4.3%	4.2%	4.3%
High School Graduate	25.8%	22.1%	21.8%
GED/Alternative Credential	4.7%	3.7%	3.5%
Some College, No Degree	15.2%	17.9%	17.7%
Associate Degree	9.0%	8.0%	7.5%
Bachelor's Degree	24.3%	24.8%	24.0%
Graduate/Professional Degree	13.2%	16.7%	18.7%
2023 Population 15+ by Marital Status			
Total	12,964	98,725	261,380
Never Married	35.7%	37.5%	40.7%
Married	46.2%	45.5%	43.0%
Widowed	6.8%	6.7%	6.2%
Divorced	11.3%	10.3%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,458	65,228	168,901
Population 16+ Employed	95.4%	95.9%	95.8%
Population 16+ Unemployment rate	4.6%	4.1%	4.2%
Population 16-24 Employed	10.1%	11.8%	13.2%
Population 16-24 Unemployment rate	10.9%	10.6%	10.0%
Population 25-54 Employed	62.7%	63.1%	61.2%
Population 25-54 Unemployment rate	4.1%	2.9%	3.1%
Population 55-64 Employed	17.4%	17.1%	17.3%
Population 55-64 Unemployment rate	2.0%	4.0%	3.4%
Population 65+ Employed	9.8%	8.0%	8.3%
Population 65+ Unemployment rate	5.6%	3.1%	3.6%

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2023 Employed Population 16+ by Industry			
Total	8,068	62,576	161,889
Agriculture/Mining	0.5%	0.4%	0.3%
Construction	8.3%	5.7%	4.9%
Manufacturing	3.2%	5.5%	5.4%
Wholesale Trade	1.6%	1.7%	1.8%
Retail Trade	13.8%	11.2%	9.5%
Transportation/Utilities	4.1%	5.9%	6.6%
Information	2.4%	1.6%	1.7%
Finance/Insurance/Real Estate	8.6%	7.6%	7.3%
Services	50.9%	52.2%	54.3%
Public Administration	6.5%	8.2%	8.2%
2023 Employed Population 16+ by Occupation			
Total	8,069	62,578	161,889
White Collar	69.9%	68.4%	69.2%
Management/Business/Financial	16.9%	18.3%	18.5%
Professional	30.8%	29.0%	30.6%
Sales	9.3%	8.9%	8.1%
Administrative Support	12.8%	12.1%	11.9%
Services	13.3%	15.8%	15.4%
Blue Collar	16.8%	15.9%	15.4%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	3.5%	3.4%	2.8%
Installation/Maintenance/Repair	3.5%	2.8%	2.3%
Production	3.0%	3.4%	2.9%
Transportation/Material Moving	6.6%	6.2%	7.3%
2020 Households by Type			
Total	6,417	48,373	123,123
Married Couple Households	37.3%	38.0%	38.0%
With Own Children <18	13.9%	14.2%	14.4%
Without Own Children <18	23.4%	23.8%	23.6%
Cohabiting Couple Households	7.7%	7.0%	6.4%
With Own Children <18	2.1%	2.1%	1.9%
Without Own Children <18	5.7%	4.8%	4.5%
Male Householder, No Spouse/Partner	19.7%	19.5%	18.9%
Living Alone	12.7%	13.1%	12.5%
65 Years and over	4.0%	4.2%	3.9%
With Own Children <18	1.6%	1.6%	1.6%
Without Own Children <18, With Relatives	3.7%	3.0%	3.0%
No Relatives Present	1.7%	1.8%	1.8%
Female Householder, No Spouse/Partner	35.2%	35.5%	36.7%
Living Alone	18.7%	18.4%	18.5%
65 Years and over	8.3%	9.0%	8.7%
With Own Children <18	7.5%	7.2%	7.0%
Without Own Children <18, With Relatives	7.7%	8.2%	9.4%
No Relatives Present	1.3%	1.7%	1.8%
2020 Households by Size			
Total	6,417	48,373	123,123
1 Person Household	31.4%	31.5%	31.1%
2 Person Household	32.8%	32.0%	31.5%
3 Person Household	16.4%	16.2%	16.4%
4 Person Household	10.8%	11.6%	12.3%
5 Person Household	4.6%	5.1%	5.3%
6 Person Household	2.4%	2.2%	2.2%
7 + Person Household	1.4%	1.3%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	6,417	48,373	123,123
Owner Occupied	60.1%	59.9%	62.2%
Owned with a Mortgage/Loan	44.3%	44.3%	46.7%
Owned Free and Clear	15.8%	15.6%	15.5%
Renter Occupied	39.9%	40.1%	37.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	96	96
Percent of Income for Mortgage	26.6%	24.0%	23.6%
Wealth Index	80	99	107
2020 Housing Units By Urban/ Rural Status			
Total	6,764	51,611	132,305
Urban Housing Units	100.0%	99.8%	99.1%
Rural Housing Units	0.0%	0.2%	0.9%
2020 Population By Urban/ Rural Status			
Total	15,548	116,863	310,968
Urban Population	100.0%	99.7%	99.1%
Rural Population	0.0%	0.3%	0.9%

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.

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Top 3 Tapestry Segments			
1.	Bright Young Professionals	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Bright Young Professionals	Bright Young Professionals
3.	Comfortable Empty Nesters	Pleasantville (2B)	Family Foundations (12A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$12,192,264	\$107,314,003	\$286,477,104
Average Spent	\$1,905.34	\$2,202.67	\$2,318.32
Spending Potential Index	87	100	105
Education: Total \$	\$10,215,122	\$92,646,072	\$249,233,199
Average Spent	\$1,596.36	\$1,901.60	\$2,016.92
Spending Potential Index	89	106	112
Entertainment/Recreation: Total \$	\$20,577,450	\$178,288,717	\$473,178,089
Average Spent	\$3,215.73	\$3,659.46	\$3,829.20
Spending Potential Index	85	97	101
Food at Home: Total \$	\$37,457,320	\$327,421,408	\$871,036,674
Average Spent	\$5,853.62	\$6,720.47	\$7,048.88
Spending Potential Index	86	99	104
Food Away from Home: Total \$	\$20,534,607	\$179,910,133	\$476,860,414
Average Spent	\$3,209.03	\$3,692.74	\$3,859.00
Spending Potential Index	86	99	104
Health Care: Total \$	\$40,183,196	\$342,206,315	\$907,424,406
Average Spent	\$6,279.61	\$7,023.94	\$7,343.34
Spending Potential Index	85	95	100
HH Furnishings & Equipment: Total \$	\$16,235,576	\$141,862,675	\$377,095,734
Average Spent	\$2,537.21	\$2,911.80	\$3,051.65
Spending Potential Index	86	99	103
Personal Care Products & Services: Total \$	\$5,402,044	\$47,059,002	\$124,355,410
Average Spent	\$844.20	\$965.91	\$1,006.35
Spending Potential Index	88	101	105
Shelter: Total \$	\$138,318,106	\$1,218,068,571	\$3,240,102,289
Average Spent	\$21,615.58	\$25,001.41	\$26,220.57
Spending Potential Index	87	101	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,408,272	\$148,177,824	\$390,433,662
Average Spent	\$2,720.47	\$3,041.42	\$3,159.59
Spending Potential Index	87	97	101
Travel: Total \$	\$12,326,736	\$107,361,057	\$285,448,983
Average Spent	\$1,926.35	\$2,203.63	\$2,310.00
Spending Potential Index	86	98	103
Vehicle Maintenance & Repairs: Total \$	\$7,219,020	\$61,954,134	\$162,852,188
Average Spent	\$1,128.15	\$1,271.64	\$1,317.88
Spending Potential Index	86	97	101

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.

April 24, 2024

Retail Goods and Services Expenditures

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	30.9%	Population	15,242	15,060
Parks and Rec (5C)	15.5%	Households	6,399	6,348
Comfortable Empty Nesters (5A)	10.4%	Families	3,620	3,586
Old and Newcomers (8F)	10.2%	Median Age	41.9	43.2
Retirement Communities (9E)	9.6%	Median Household Income	\$66,759	\$72,860
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$1,905.34	\$12,192,264
Men's		87	\$355.60	\$2,275,498
Women's		87	\$649.48	\$4,156,034
Children's		86	\$286.16	\$1,831,167
Footwear		87	\$433.24	\$2,772,279
Watches & Jewelry		84	\$142.10	\$909,299
Apparel Products and Services (1)		87	\$38.75	\$247,987
Computer				
Computers and Hardware for Home Use		88	\$226.13	\$1,447,000
Portable Memory		88	\$4.06	\$25,961
Computer Software		90	\$13.07	\$83,652
Computer Accessories		88	\$21.99	\$140,704
Entertainment & Recreation		85	\$3,215.73	\$20,577,450
Fees and Admissions		88	\$625.32	\$4,001,391
Membership Fees for Clubs (2)		88	\$243.29	\$1,556,805
Fees for Participant Sports, excl. Trips		90	\$107.38	\$687,095
Tickets to Theatre/Operas/Concerts		89	\$48.81	\$312,353
Tickets to Movies		89	\$24.67	\$157,883
Tickets to Parks or Museums		86	\$23.99	\$153,506
Admission to Sporting Events, excl. Trips		88	\$51.34	\$328,526
Fees for Recreational Lessons		86	\$124.84	\$798,881
Dating Services		93	\$0.99	\$6,343
TV/Video/Audio		86	\$1,162.98	\$7,441,898
Cable and Satellite Television Services		84	\$727.53	\$4,655,479
Televisions		86	\$126.04	\$806,541
Satellite Dishes		81	\$1.38	\$8,856
VCRs, Video Cameras, and DVD Players		87	\$4.18	\$26,769
Miscellaneous Video Equipment		99	\$12.49	\$79,928
Video Cassettes and DVDs		93	\$6.07	\$38,818
Video Game Hardware/Accessories		89	\$35.88	\$229,578
Video Game Software		92	\$17.89	\$114,510
Rental/Streaming/Downloaded Video		89	\$109.48	\$700,550
Installation of Televisions		90	\$1.45	\$9,283
Audio (3)		88	\$118.30	\$756,975
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.28	\$14,612
Pets		81	\$747.83	\$4,785,333
Toys/Games/Crafts/Hobbies (4)		87	\$138.30	\$884,959
Recreational Vehicles and Fees (5)		78	\$117.18	\$749,813
Sports/Recreation/Exercise Equipment (6)		86	\$242.74	\$1,553,265
Photo Equipment and Supplies (7)		89	\$41.71	\$266,925
Reading (8)		89	\$112.60	\$720,545
Catered Affairs (9)		89	\$27.09	\$173,322
Food		86	\$9,062.65	\$57,991,926
Food at Home		86	\$5,853.62	\$37,457,320
Bakery and Cereal Products		86	\$759.80	\$4,861,989
Meats, Poultry, Fish, and Eggs		86	\$1,261.50	\$8,072,310
Dairy Products		86	\$566.16	\$3,622,836
Fruits and Vegetables		86	\$1,160.34	\$7,425,004
Snacks and Other Food at Home (10)		86	\$2,105.83	\$13,475,181
Food Away from Home		86	\$3,209.03	\$20,534,607
Alcoholic Beverages		87	\$588.27	\$3,764,308

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.

April 24, 2024

Retail Goods and Services Expenditures

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	89	\$34,861.97	\$223,081,726
Value of Retirement Plans	87	\$122,737.53	\$785,397,446
Value of Other Financial Assets	83	\$7,134.27	\$45,652,199
Vehicle Loan Amount excluding Interest	84	\$3,072.68	\$19,662,082
Value of Credit Card Debt	87	\$2,748.29	\$17,586,282
Health			
Nonprescription Drugs	85	\$144.40	\$924,007
Prescription Drugs	84	\$310.75	\$1,988,469
Eyeglasses and Contact Lenses	86	\$95.46	\$610,832
Home			
Mortgage Payment and Basics (11)	84	\$10,826.77	\$69,280,501
Maintenance and Remodeling Services	82	\$3,132.35	\$20,043,938
Maintenance and Remodeling Materials (12)	78	\$613.70	\$3,927,051
Utilities, Fuel, and Public Services	85	\$4,928.31	\$31,536,249
Household Furnishings and Equipment			
Household Textiles (13)	87	\$106.72	\$682,919
Furniture	86	\$712.91	\$4,561,890
Rugs	85	\$35.33	\$226,096
Major Appliances (14)	83	\$437.96	\$2,802,486
Housewares (15)	87	\$93.60	\$598,917
Small Appliances	87	\$63.21	\$404,480
Luggage	88	\$12.57	\$80,424
Telephones and Accessories	87	\$93.90	\$600,860
Household Operations			
Child Care	87	\$447.55	\$2,863,903
Lawn and Garden (16)	82	\$548.85	\$3,512,089
Moving/Storage/Freight Express	89	\$79.92	\$511,378
Housekeeping Supplies (17)	86	\$798.50	\$5,109,597
Insurance			
Owners and Renters Insurance	82	\$642.99	\$4,114,486
Vehicle Insurance	85	\$1,853.92	\$11,863,207
Life/Other Insurance	84	\$582.80	\$3,729,336
Health Insurance	85	\$4,210.57	\$26,943,413
Personal Care Products (18)	87	\$480.51	\$3,074,760
School Books and Supplies (19)	86	\$115.50	\$739,057
Smoking Products	84	\$365.86	\$2,341,154
Transportation			
Payments on Vehicles excluding Leases	84	\$2,549.77	\$16,315,985
Gasoline and Motor Oil	84	\$2,117.67	\$13,550,978
Vehicle Maintenance and Repairs	86	\$1,128.15	\$7,219,020
Travel			
Airline Fares	87	\$403.94	\$2,584,788
Lodging on Trips	85	\$613.28	\$3,924,387
Auto/Truck Rental on Trips	88	\$69.44	\$444,370
Food and Drink on Trips	86	\$482.21	\$3,085,691

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.

April 24, 2024

Retail Goods and Services Expenditures

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	20.8%	Population	116,622	116,364
Bright Young Professionals (8C)	14.4%	Households	48,720	48,977
Pleasantville (2B)	7.2%	Families	28,048	28,114
Enterprising Professionals (2D)	6.2%	Median Age	40.4	41.4
Emerald City (8B)	5.1%	Median Household Income	\$74,467	\$81,630
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		100	\$2,202.67	\$107,314,003
Men's		101	\$411.61	\$20,053,629
Women's		100	\$746.79	\$36,383,702
Children's		98	\$326.52	\$15,908,083
Footwear		101	\$504.42	\$24,575,218
Watches & Jewelry		100	\$168.07	\$8,188,355
Apparel Products and Services (1)		102	\$45.26	\$2,205,016
Computer				
Computers and Hardware for Home Use		103	\$262.91	\$12,809,111
Portable Memory		100	\$4.60	\$224,346
Computer Software		106	\$15.35	\$747,849
Computer Accessories		101	\$25.27	\$1,231,323
Entertainment & Recreation				
		97	\$3,659.46	\$178,288,717
Fees and Admissions		101	\$720.54	\$35,104,696
Membership Fees for Clubs (2)		100	\$278.77	\$13,581,637
Fees for Participant Sports, excl. Trips		103	\$122.86	\$5,985,921
Tickets to Theatre/Operas/Concerts		103	\$56.20	\$2,738,141
Tickets to Movies		103	\$28.38	\$1,382,532
Tickets to Parks or Museums		96	\$26.70	\$1,300,822
Admission to Sporting Events, excl. Trips		99	\$57.97	\$2,824,377
Fees for Recreational Lessons		102	\$148.46	\$7,232,829
Dating Services		112	\$1.20	\$58,436
TV/Video/Audio		97	\$1,316.86	\$64,157,507
Cable and Satellite Television Services		96	\$822.98	\$40,095,483
Televisions		98	\$143.45	\$6,989,107
Satellite Dishes		90	\$1.54	\$75,160
VCRs, Video Cameras, and DVD Players		99	\$4.75	\$231,290
Miscellaneous Video Equipment		113	\$14.24	\$693,912
Video Cassettes and DVDs		104	\$6.79	\$330,913
Video Game Hardware/Accessories		102	\$41.01	\$1,997,810
Video Game Software		105	\$20.42	\$995,022
Rental/Streaming/Downloaded Video		99	\$122.75	\$5,980,416
Installation of Televisions		104	\$1.68	\$82,049
Audio (3)		100	\$134.61	\$6,558,294
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.63	\$128,051
Pets		93	\$853.10	\$41,562,916
Toys/Games/Crafts/Hobbies (4)		99	\$156.29	\$7,614,210
Recreational Vehicles and Fees (5)		88	\$132.88	\$6,473,715
Sports/Recreation/Exercise Equipment (6)		97	\$271.64	\$13,234,461
Photo Equipment and Supplies (7)		103	\$47.95	\$2,336,224
Reading (8)		102	\$129.18	\$6,293,687
Catered Affairs (9)		102	\$31.02	\$1,511,301
Food				
		99	\$10,413.21	\$507,331,542
Food at Home		99	\$6,720.47	\$327,421,408
Bakery and Cereal Products		99	\$872.06	\$42,486,554
Meats, Poultry, Fish, and Eggs		99	\$1,453.28	\$70,803,853
Dairy Products		99	\$650.81	\$31,707,619
Fruits and Vegetables		100	\$1,340.26	\$65,297,365
Snacks and Other Food at Home (10)		98	\$2,404.06	\$117,126,017
Food Away from Home		99	\$3,692.74	\$179,910,133
Alcoholic Beverages		101	\$683.47	\$33,298,826

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

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

April 24, 2024

Retail Goods and Services Expenditures

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$40,194.16	\$1,958,259,523
Value of Retirement Plans	98	\$138,983.28	\$6,771,265,218
Value of Other Financial Assets	98	\$8,418.43	\$410,145,871
Vehicle Loan Amount excluding Interest	94	\$3,416.34	\$166,444,126
Value of Credit Card Debt	99	\$3,136.19	\$152,795,364
Health			
Nonprescription Drugs	93	\$159.33	\$7,762,579
Prescription Drugs	92	\$340.40	\$16,584,159
Eyeglasses and Contact Lenses	97	\$107.67	\$5,245,733
Home			
Mortgage Payment and Basics (11)	96	\$12,364.64	\$602,405,322
Maintenance and Remodeling Services	93	\$3,547.56	\$172,837,314
Maintenance and Remodeling Materials (12)	85	\$669.80	\$32,632,561
Utilities, Fuel, and Public Services	96	\$5,589.41	\$272,315,928
Household Furnishings and Equipment			
Household Textiles (13)	100	\$122.82	\$5,983,984
Furniture	98	\$811.19	\$39,521,139
Rugs	99	\$41.12	\$2,003,554
Major Appliances (14)	94	\$494.60	\$24,097,069
Housewares (15)	100	\$107.07	\$5,216,242
Small Appliances	100	\$72.63	\$3,538,553
Luggage	102	\$14.56	\$709,508
Telephones and Accessories	100	\$107.58	\$5,241,306
Household Operations			
Child Care	101	\$520.40	\$25,353,773
Lawn and Garden (16)	92	\$619.25	\$30,169,757
Moving/Storage/Freight Express	102	\$91.54	\$4,459,758
Housekeeping Supplies (17)	97	\$908.12	\$44,243,485
Insurance			
Owners and Renters Insurance	91	\$710.82	\$34,631,225
Vehicle Insurance	97	\$2,104.61	\$102,536,709
Life/Other Insurance	95	\$657.08	\$32,012,727
Health Insurance	95	\$4,718.38	\$229,879,372
Personal Care Products (18)	100	\$550.55	\$26,822,994
School Books and Supplies (19)	99	\$132.71	\$6,465,703
Smoking Products	94	\$407.64	\$19,860,449
Transportation			
Payments on Vehicles excluding Leases	94	\$2,845.89	\$138,651,570
Gasoline and Motor Oil	95	\$2,400.33	\$116,944,015
Vehicle Maintenance and Repairs	97	\$1,271.64	\$61,954,134
Travel			
Airline Fares	100	\$468.30	\$22,815,333
Lodging on Trips	97	\$699.09	\$34,059,783
Auto/Truck Rental on Trips	100	\$79.36	\$3,866,483
Food and Drink on Trips	99	\$551.27	\$26,857,717

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.

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April 24, 2024

Retail Goods and Services Expenditures

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	16.0%	Population	309,986	309,004
Bright Young Professionals (8C)	10.1%	Households	123,571	124,173
Family Foundations (12A)	8.3%	Families	72,860	73,147
Enterprising Professionals (2D)	6.5%	Median Age	39.5	40.3
Pleasantville (2B)	6.4%	Median Household Income	\$76,800	\$84,266
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		105	\$2,318.32	\$286,477,104
Men's		105	\$430.57	\$53,206,353
Women's		105	\$785.22	\$97,030,897
Children's		103	\$340.87	\$42,122,244
Footwear		107	\$532.27	\$65,773,197
Watches & Jewelry		107	\$181.01	\$22,367,479
Apparel Products and Services (1)		109	\$48.37	\$5,976,934
Computer				
Computers and Hardware for Home Use		107	\$273.04	\$33,739,369
Portable Memory		103	\$4.76	\$588,563
Computer Software		110	\$15.96	\$1,972,530
Computer Accessories		105	\$26.31	\$3,251,413
Entertainment & Recreation				
Fees and Admissions		101	\$3,829.20	\$473,178,089
Membership Fees for Clubs (2)		106	\$756.90	\$93,531,010
Fees for Participant Sports, excl. Trips		106	\$293.58	\$36,278,202
Fees for Participant Sports, excl. Trips		107	\$127.64	\$15,772,182
Tickets to Theatre/Operas/Concerts		108	\$59.14	\$7,308,094
Tickets to Movies		105	\$29.07	\$3,592,061
Tickets to Parks or Museums		99	\$27.65	\$3,416,958
Admission to Sporting Events, excl. Trips		106	\$61.66	\$7,619,676
Fees for Recreational Lessons		108	\$156.85	\$19,381,542
Dating Services		122	\$1.31	\$162,295
TV/Video/Audio		102	\$1,378.07	\$170,289,570
Cable and Satellite Television Services		101	\$868.04	\$107,264,244
Televisions		102	\$148.66	\$18,370,582
Satellite Dishes		94	\$1.60	\$197,214
VCRs, Video Cameras, and DVD Players		101	\$4.87	\$602,142
Miscellaneous Video Equipment		116	\$14.67	\$1,813,403
Video Cassettes and DVDs		105	\$6.85	\$846,723
Video Game Hardware/Accessories		105	\$42.40	\$5,239,177
Video Game Software		107	\$20.82	\$2,572,486
Rental/Streaming/Downloaded Video		102	\$125.63	\$15,523,726
Installation of Televisions		107	\$1.73	\$214,196
Audio (3)		104	\$139.96	\$17,295,374
Rental and Repair of TV/Radio/Sound Equipment		102	\$2.83	\$350,304
Pets		97	\$895.19	\$110,619,027
Toys/Games/Crafts/Hobbies (4)		102	\$161.72	\$19,984,336
Recreational Vehicles and Fees (5)		95	\$142.52	\$17,611,471
Sports/Recreation/Exercise Equipment (6)		99	\$277.95	\$34,347,019
Photo Equipment and Supplies (7)		107	\$49.84	\$6,158,356
Reading (8)		106	\$134.66	\$16,639,963
Catered Affairs (9)		106	\$32.35	\$3,997,338
Food				
Food at Home		104	\$10,907.88	\$1,347,897,088
Bakery and Cereal Products		104	\$7,048.88	\$871,036,674
Bakery and Cereal Products		104	\$916.38	\$113,237,637
Meats, Poultry, Fish, and Eggs		104	\$1,526.28	\$188,603,854
Dairy Products		104	\$681.97	\$84,271,183
Fruits and Vegetables		105	\$1,408.78	\$174,084,564
Snacks and Other Food at Home (10)		103	\$2,515.47	\$310,839,435
Food Away from Home		104	\$3,859.00	\$476,860,414
Alcoholic Beverages		107	\$720.65	\$89,051,426

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.

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April 24, 2024

Retail Goods and Services Expenditures

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	109	\$42,820.03	\$5,291,314,346
Value of Retirement Plans	104	\$147,637.96	\$18,243,770,772
Value of Other Financial Assets	105	\$9,014.73	\$1,113,958,663
Vehicle Loan Amount excluding Interest	97	\$3,527.49	\$435,894,917
Value of Credit Card Debt	104	\$3,303.01	\$408,155,878
Health			
Nonprescription Drugs	97	\$166.06	\$20,520,358
Prescription Drugs	97	\$356.10	\$44,003,845
Eyeglasses and Contact Lenses	102	\$113.03	\$13,967,282
Home			
Mortgage Payment and Basics (11)	101	\$13,096.85	\$1,618,390,522
Maintenance and Remodeling Services	99	\$3,744.60	\$462,724,367
Maintenance and Remodeling Materials (12)	89	\$702.21	\$86,773,058
Utilities, Fuel, and Public Services	101	\$5,850.92	\$723,004,363
Household Furnishings and Equipment			
Household Textiles (13)	105	\$128.47	\$15,875,601
Furniture	102	\$844.95	\$104,411,303
Rugs	105	\$43.60	\$5,387,638
Major Appliances (14)	98	\$519.57	\$64,204,205
Housewares (15)	104	\$111.59	\$13,789,399
Small Appliances	104	\$75.47	\$9,326,503
Luggage	106	\$15.18	\$1,875,924
Telephones and Accessories	103	\$111.28	\$13,750,667
Household Operations			
Child Care	106	\$546.09	\$67,480,967
Lawn and Garden (16)	97	\$653.21	\$80,718,170
Moving/Storage/Freight Express	105	\$94.14	\$11,632,859
Housekeeping Supplies (17)	102	\$950.51	\$117,454,992
Insurance			
Owners and Renters Insurance	96	\$750.57	\$92,748,718
Vehicle Insurance	101	\$2,185.66	\$270,084,202
Life/Other Insurance	100	\$695.91	\$85,994,627
Health Insurance	100	\$4,942.65	\$610,768,704
Personal Care Products (18)	104	\$574.56	\$70,998,492
School Books and Supplies (19)	103	\$138.01	\$17,054,494
Smoking Products	98	\$424.66	\$52,475,442
Transportation			
Payments on Vehicles excluding Leases	98	\$2,950.71	\$364,621,875
Gasoline and Motor Oil	98	\$2,494.33	\$308,226,277
Vehicle Maintenance and Repairs	101	\$1,317.88	\$162,852,188
Travel			
Airline Fares	105	\$490.31	\$60,587,609
Lodging on Trips	102	\$734.85	\$90,805,772
Auto/Truck Rental on Trips	105	\$83.35	\$10,299,899
Food and Drink on Trips	103	\$577.22	\$71,327,459

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.

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

- (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

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				587		3,695		10,758				
Total Employees:				5,747		38,479		121,722				
Total Residential Population:				15,242		116,622		309,986				
Employee/Residential Population Ratio (per 100 Residents)				38		33		39				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	0.9%	23	0.4%	60	1.6%	506	1.3%	124	1.2%	1,052	0.9%
Construction	38	6.5%	274	4.8%	235	6.4%	1,732	4.5%	526	4.9%	4,323	3.6%
Manufacturing	6	1.0%	22	0.4%	39	1.1%	241	0.6%	116	1.1%	1,088	0.9%
Transportation	9	1.5%	43	0.7%	65	1.8%	548	1.4%	163	1.5%	1,234	1.0%
Communication	3	0.5%	18	0.3%	24	0.6%	211	0.5%	81	0.8%	899	0.7%
Utility	0	0.0%	0	0.0%	4	0.1%	31	0.1%	12	0.1%	92	0.1%
Wholesale Trade	8	1.4%	30	0.5%	60	1.6%	345	0.9%	146	1.4%	1,293	1.1%
Retail Trade Summary	143	24.4%	2,500	43.5%	756	20.5%	10,850	28.2%	1,926	17.9%	27,834	22.9%
Home Improvement	5	0.9%	331	5.8%	27	0.7%	969	2.5%	60	0.6%	1,511	1.2%
General Merchandise Stores	5	0.9%	57	1.0%	36	1.0%	1,024	2.7%	85	0.8%	2,293	1.9%
Food Stores	16	2.7%	283	4.9%	93	2.5%	1,769	4.6%	213	2.0%	3,764	3.1%
Auto Dealers & Gas Stations	26	4.4%	290	5.0%	74	2.0%	910	2.4%	168	1.6%	2,270	1.9%
Apparel & Accessory Stores	5	0.9%	16	0.3%	55	1.5%	444	1.2%	192	1.8%	2,061	1.7%
Furniture & Home Furnishings	13	2.2%	115	2.0%	59	1.6%	521	1.4%	114	1.1%	1,376	1.1%
Eating & Drinking Places	43	7.3%	913	15.9%	233	6.3%	3,785	9.8%	622	5.8%	10,584	8.7%
Miscellaneous Retail	32	5.5%	495	8.6%	178	4.8%	1,429	3.7%	474	4.4%	3,975	3.3%
Finance, Insurance, Real Estate Summary	65	11.1%	466	8.1%	378	10.2%	2,531	6.6%	1,163	10.8%	8,971	7.4%
Banks, Savings & Lending Institutions	10	1.7%	102	1.8%	76	2.1%	541	1.4%	217	2.0%	1,673	1.4%
Securities Brokers	7	1.2%	42	0.7%	48	1.3%	253	0.7%	189	1.8%	1,503	1.2%
Insurance Carriers & Agents	15	2.6%	86	1.5%	74	2.0%	680	1.8%	206	1.9%	1,836	1.5%
Real Estate, Holding, Other Investment Offices	32	5.5%	236	4.1%	179	4.8%	1,057	2.7%	551	5.1%	3,959	3.3%
Services Summary	260	44.3%	2,234	38.9%	1,633	44.2%	18,778	48.8%	4,916	45.7%	66,103	54.3%
Hotels & Lodging	3	0.5%	72	1.3%	8	0.2%	163	0.4%	27	0.3%	586	0.5%
Automotive Services	26	4.4%	147	2.6%	114	3.1%	623	1.6%	240	2.2%	1,330	1.1%
Movies & Amusements	17	2.9%	71	1.2%	95	2.6%	679	1.8%	234	2.2%	1,877	1.5%
Health Services	45	7.7%	581	10.1%	289	7.8%	6,116	15.9%	1,187	11.0%	27,614	22.7%
Legal Services	7	1.2%	20	0.3%	87	2.4%	496	1.3%	398	3.7%	2,597	2.1%
Education Institutions & Libraries	7	1.2%	305	5.3%	73	2.0%	3,072	8.0%	221	2.1%	7,993	6.6%
Other Services	155	26.4%	1,038	18.1%	967	26.2%	7,630	19.8%	2,608	24.2%	24,106	19.8%
Government	3	0.5%	110	1.9%	37	1.0%	2,414	6.3%	177	1.6%	7,818	6.4%
Unclassified Establishments	47	8.0%	26	0.5%	405	11.0%	292	0.8%	1,406	13.1%	1,015	0.8%
Totals	587	100.0%	5,747	100.0%	3,695	100.0%	38,479	100.0%	10,758	100.0%	121,722	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

Satyr Hill Shopping Center 2
Satyr Hill Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39755
Longitude: -76.54242

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%	2	0.0%	8	0.2%	37	0.1%	22	0.2%	90	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	8	0.0%	2	0.0%	12	0.0%
Construction	40	6.8%	278	4.8%	256	6.9%	1,935	5.0%	568	5.3%	4,776	3.9%
Manufacturing	7	1.2%	37	0.6%	52	1.4%	378	1.0%	141	1.3%	1,328	1.1%
Wholesale Trade	8	1.4%	30	0.5%	58	1.6%	339	0.9%	144	1.3%	1,284	1.1%
Retail Trade	96	16.4%	1,530	26.6%	494	13.4%	6,807	17.7%	1,233	11.5%	16,644	13.7%
Motor Vehicle & Parts Dealers	19	3.2%	255	4.4%	54	1.5%	821	2.1%	118	1.1%	1,974	1.6%
Furniture & Home Furnishings Stores	6	1.0%	38	0.7%	31	0.8%	291	0.8%	53	0.5%	741	0.6%
Electronics & Appliance Stores	5	0.9%	26	0.5%	23	0.6%	128	0.3%	49	0.5%	473	0.4%
Building Material & Garden Equipment & Supplies Dealers	5	0.9%	331	5.8%	27	0.7%	969	2.5%	60	0.6%	1,511	1.2%
Food & Beverage Stores	17	2.9%	318	5.5%	98	2.7%	1,752	4.6%	208	1.9%	3,536	2.9%
Health & Personal Care Stores	8	1.4%	63	1.1%	48	1.3%	340	0.9%	143	1.3%	1,171	1.0%
Gasoline Stations & Fuel Dealers	8	1.4%	41	0.7%	21	0.6%	95	0.2%	51	0.5%	302	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	8	1.4%	30	0.5%	63	1.7%	489	1.3%	223	2.1%	2,343	1.9%
Sporting Goods, Hobby, Book, & Music Stores	11	1.9%	352	6.1%	78	2.1%	786	2.0%	193	1.8%	1,872	1.5%
General Merchandise Stores	10	1.7%	75	1.3%	51	1.4%	1,136	3.0%	135	1.3%	2,721	2.2%
Transportation & Warehousing	5	0.9%	16	0.3%	51	1.4%	457	1.2%	137	1.3%	1,115	0.9%
Information	7	1.2%	40	0.7%	57	1.5%	646	1.7%	168	1.6%	2,066	1.7%
Finance & Insurance	33	5.6%	232	4.0%	200	5.4%	1,471	3.8%	618	5.7%	5,043	4.1%
Central Bank/Credit Intermediation & Related Activities	10	1.7%	102	1.8%	75	2.0%	528	1.4%	213	2.0%	1,643	1.3%
Securities & Commodity Contracts	8	1.4%	44	0.8%	51	1.4%	264	0.7%	199	1.8%	1,563	1.3%
Funds, Trusts & Other Financial Vehicles	15	2.6%	86	1.5%	74	2.0%	680	1.8%	206	1.9%	1,836	1.5%
Real Estate, Rental & Leasing	40	6.8%	278	4.8%	194	5.3%	1,150	3.0%	537	5.0%	3,759	3.1%
Professional, Scientific & Tech Services	40	6.8%	149	2.6%	360	9.7%	2,402	6.2%	1,205	11.2%	10,382	8.5%
Legal Services	8	1.4%	24	0.4%	98	2.7%	556	1.4%	440	4.1%	2,840	2.3%
Management of Companies & Enterprises	2	0.3%	11	0.2%	9	0.2%	54	0.1%	28	0.3%	208	0.2%
Administrative, Support & Waste Management Services	20	3.4%	112	1.9%	134	3.6%	977	2.5%	374	3.5%	3,534	2.9%
Educational Services	13	2.2%	323	5.6%	92	2.5%	2,973	7.7%	267	2.5%	7,775	6.4%
Health Care & Social Assistance	64	10.9%	904	15.7%	416	11.3%	8,158	21.2%	1,561	14.5%	33,684	27.7%
Arts, Entertainment & Recreation	10	1.7%	38	0.7%	74	2.0%	585	1.5%	198	1.8%	1,674	1.4%
Accommodation & Food Services	49	8.3%	1,028	17.9%	256	6.9%	4,092	10.6%	687	6.4%	11,492	9.4%
Accommodation	3	0.5%	72	1.3%	8	0.2%	163	0.4%	27	0.3%	586	0.5%
Food Services & Drinking Places	46	7.8%	956	16.6%	248	6.7%	3,929	10.2%	660	6.1%	10,906	9.0%
Other Services (except Public Administration)	105	17.9%	604	10.5%	542	14.7%	3,304	8.6%	1,285	11.9%	8,016	6.6%
Automotive Repair & Maintenance	21	3.6%	124	2.2%	88	2.4%	509	1.3%	174	1.6%	966	0.8%
Public Administration	3	0.5%	110	1.9%	37	1.0%	2,414	6.3%	178	1.7%	7,828	6.4%
Unclassified Establishments	47	8.0%	26	0.5%	405	11.0%	292	0.8%	1,405	13.1%	1,008	0.8%
Total	587	100.0%	5,747	100.0%	3,695	100.0%	38,479	100.0%	10,758	100.0%	121,722	100.0%

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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.