

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	6,282	21,914	44,560
2020 Total Population	6,756	26,140	50,540
2020 Group Quarters	33	119	389
2023 Total Population	6,867	27,371	52,657
2023 Group Quarters	33	119	388
2028 Total Population	7,383	28,098	54,580
2023-2028 Annual Rate	1.46%	0.53%	0.72%
2023 Total Daytime Population	7,070	25,364	51,076
Workers	3,762	12,159	26,234
Residents	3,308	13,205	24,842
Household Summary			
2010 Households	2,644	8,460	16,945
2010 Average Household Size	2.37	2.58	2.56
2020 Total Households	2,957	10,381	20,069
2020 Average Household Size	2.27	2.51	2.50
2023 Households	3,023	10,925	20,961
2023 Average Household Size	2.26	2.49	2.49
2028 Households	3,313	11,367	21,983
2028 Average Household Size	2.22	2.46	2.47
2023-2028 Annual Rate	1.85%	0.80%	0.96%
2010 Families	1,651	5,830	11,739
2010 Average Family Size	2.96	3.07	3.05
2023 Families	1,829	7,389	14,240
2023 Average Family Size	2.92	3.02	3.03
2028 Families	2,005	7,679	14,944
2028 Average Family Size	2.86	2.99	3.00
2023-2028 Annual Rate	1.85%	0.77%	0.97%
Housing Unit Summary			
2000 Housing Units	2,600	8,425	16,285
Owner Occupied Housing Units	56.8%	55.5%	60.5%
Renter Occupied Housing Units	37.6%	37.1%	33.2%
Vacant Housing Units	5.6%	7.5%	6.4%
2010 Housing Units	2,806	9,334	18,570
Owner Occupied Housing Units	54.1%	59.2%	63.1%
Renter Occupied Housing Units	40.1%	31.5%	28.2%
Vacant Housing Units	5.8%	9.4%	8.8%
2020 Housing Units	3,126	11,196	21,555
Owner Occupied Housing Units	50.1%	55.8%	61.0%
Renter Occupied Housing Units	44.5%	36.9%	32.1%
Vacant Housing Units	6.1%	7.3%	7.0%
2023 Housing Units	3,194	11,773	22,464
Owner Occupied Housing Units	52.3%	59.5%	63.9%
Renter Occupied Housing Units	42.4%	33.3%	29.4%
Vacant Housing Units	5.4%	7.2%	6.7%
2028 Housing Units	3,471	12,180	23,465
Owner Occupied Housing Units	50.6%	60.0%	65.1%
Renter Occupied Housing Units	44.9%	33.4%	28.6%
Vacant Housing Units	4.6%	6.7%	6.3%

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
2023 Households by Income			
Household Income Base	3,023	10,925	20,961
<\$15,000	10.5%	9.6%	7.4%
\$15,000 - \$24,999	7.6%	5.1%	5.0%
\$25,000 - \$34,999	6.5%	6.8%	6.6%
\$35,000 - \$49,999	9.0%	8.2%	7.7%
\$50,000 - \$74,999	14.8%	15.1%	16.6%
\$75,000 - \$99,999	15.2%	11.8%	12.9%
\$100,000 - \$149,999	24.4%	23.3%	22.0%
\$150,000 - \$199,999	7.5%	9.7%	10.9%
\$200,000+	4.6%	10.3%	10.9%
Average Household Income	\$91,586	\$109,350	\$113,951
2028 Households by Income			
Household Income Base	3,313	11,367	21,983
<\$15,000	9.7%	8.8%	6.8%
\$15,000 - \$24,999	7.1%	4.6%	4.2%
\$25,000 - \$34,999	5.8%	5.9%	5.6%
\$35,000 - \$49,999	8.1%	7.2%	6.7%
\$50,000 - \$74,999	13.8%	14.0%	15.4%
\$75,000 - \$99,999	15.0%	11.6%	12.4%
\$100,000 - \$149,999	26.0%	24.7%	23.1%
\$150,000 - \$199,999	9.3%	11.8%	13.0%
\$200,000+	5.3%	11.6%	12.9%
Average Household Income	\$100,949	\$121,591	\$128,135
2023 Owner Occupied Housing Units by Value			
Total	1,669	7,003	14,346
<\$50,000	10.2%	12.1%	7.9%
\$50,000 - \$99,999	2.0%	1.9%	1.3%
\$100,000 - \$149,999	2.6%	3.1%	2.3%
\$150,000 - \$199,999	12.3%	7.1%	6.5%
\$200,000 - \$249,999	18.9%	12.7%	10.7%
\$250,000 - \$299,999	15.0%	14.1%	13.0%
\$300,000 - \$399,999	21.8%	21.1%	23.7%
\$400,000 - \$499,999	12.3%	15.2%	15.5%
\$500,000 - \$749,999	3.8%	9.2%	14.2%
\$750,000 - \$999,999	0.2%	2.0%	3.0%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.3%	1.3%	1.4%
Average Home Value	\$282,053	\$336,943	\$383,021
2028 Owner Occupied Housing Units by Value			
Total	1,755	7,304	15,269
<\$50,000	9.6%	11.6%	7.2%
\$50,000 - \$99,999	1.1%	1.0%	0.7%
\$100,000 - \$149,999	1.5%	1.6%	1.1%
\$150,000 - \$199,999	7.5%	4.4%	3.6%
\$200,000 - \$249,999	15.2%	9.7%	7.5%
\$250,000 - \$299,999	15.5%	13.6%	11.6%
\$300,000 - \$399,999	27.2%	23.5%	25.6%
\$400,000 - \$499,999	16.0%	18.3%	18.7%
\$500,000 - \$749,999	4.9%	11.5%	17.5%
\$750,000 - \$999,999	0.5%	2.6%	3.9%
\$1,000,000 - \$1,499,999	0.6%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.5%	1.6%	1.7%
Average Home Value	\$314,359	\$374,726	\$424,859

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$77,151	\$84,313	\$86,362
2028	\$82,556	\$94,748	\$97,186
Median Home Value			
2023	\$263,147	\$296,263	\$334,807
2028	\$298,805	\$334,448	\$371,302
Per Capita Income			
2023	\$39,164	\$43,794	\$45,291
2028	\$44,042	\$49,383	\$51,531
Median Age			
2010	40.9	38.0	37.6
2020	40.8	39.0	40.0
2023	44.1	40.2	40.4
2028	45.2	40.7	41.2
2020 Population by Age			
Total	6,756	26,140	50,540
0 - 4	5.1%	6.0%	5.8%
5 - 9	5.8%	6.4%	6.1%
10 - 14	5.2%	6.5%	6.4%
15 - 24	11.7%	11.8%	11.5%
25 - 34	14.6%	13.7%	13.5%
35 - 44	12.3%	12.9%	12.5%
45 - 54	12.0%	12.7%	12.9%
55 - 64	14.9%	14.4%	14.9%
65 - 74	10.7%	9.7%	10.2%
75 - 84	5.3%	4.2%	4.5%
85 +	2.4%	1.7%	1.8%
18 +	80.8%	77.6%	78.1%
2023 Population by Age			
Total	6,866	27,369	52,658
0 - 4	4.8%	6.0%	5.9%
5 - 9	5.1%	6.2%	6.1%
10 - 14	5.2%	6.2%	6.3%
15 - 24	11.4%	11.4%	11.2%
25 - 34	13.3%	13.4%	13.3%
35 - 44	11.2%	12.9%	13.2%
45 - 54	12.1%	11.6%	12.1%
55 - 64	14.4%	13.5%	13.6%
65 - 74	12.1%	11.0%	11.1%
75 - 84	7.8%	5.8%	5.5%
85 +	2.6%	2.0%	1.8%
18 +	81.7%	78.2%	78.3%
2028 Population by Age			
Total	7,384	28,099	54,580
0 - 4	4.9%	6.1%	5.9%
5 - 9	4.9%	6.0%	5.8%
10 - 14	5.0%	6.0%	6.0%
15 - 24	10.4%	11.0%	10.7%
25 - 34	12.6%	13.1%	13.1%
35 - 44	12.1%	13.4%	13.6%
45 - 54	11.2%	11.3%	11.8%
55 - 64	13.1%	11.9%	12.1%
65 - 74	13.4%	11.7%	11.7%
75 - 84	9.4%	7.2%	7.1%
85 +	3.1%	2.3%	2.2%
18 +	82.2%	78.6%	78.9%
2020 Population by Sex			

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

	1 mile	3 miles	5 miles
Males	3,222	12,650	24,436
Females	3,534	13,490	26,104
2023 Population by Sex			
Males	3,281	13,318	25,753
Females	3,586	14,053	26,904
2028 Population by Sex			
Males	3,496	13,638	26,652
Females	3,887	14,459	27,928
2010 Population by Race/Ethnicity			
Total	6,282	21,915	44,562
White Alone	61.6%	64.2%	69.3%
Black Alone	28.2%	26.3%	22.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.5%	2.7%	2.6%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	1.6%	1.5%	1.4%
Two or More Races	4.4%	4.6%	4.0%
Hispanic Origin	5.9%	5.2%	5.1%
Diversity Index	58.9	56.3	52.0
2020 Population by Race/Ethnicity			
Total	6,756	26,140	50,540
White Alone	55.2%	54.9%	60.2%
Black Alone	26.9%	28.5%	24.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.4%	3.1%	3.1%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.3%	3.4%	2.8%
Two or More Races	9.8%	9.5%	8.8%
Hispanic Origin	9.7%	8.4%	7.1%
Diversity Index	67.9	66.7	62.5
2023 Population by Race/Ethnicity			
Total	6,867	27,371	52,656
White Alone	53.7%	53.2%	58.7%
Black Alone	27.6%	29.5%	25.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.6%	3.3%	3.3%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.6%	3.5%	3.0%
Two or More Races	10.1%	9.8%	9.1%
Hispanic Origin	10.4%	8.8%	7.6%
Diversity Index	69.2	67.9	64.0
2028 Population by Race/Ethnicity			
Total	7,383	28,098	54,579
White Alone	51.0%	50.3%	55.9%
Black Alone	28.8%	31.0%	26.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	3.5%	3.6%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	5.0%	3.8%	3.2%
Two or More Races	11.1%	10.8%	10.1%
Hispanic Origin	11.2%	9.6%	8.3%
Diversity Index	71.2	70.0	66.4

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

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

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	6,756	26,140	50,540
In Households	99.5%	99.5%	99.2%
Householder	42.3%	39.6%	39.6%
Opposite-Sex Spouse	16.0%	16.7%	17.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	3.1%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.5%	26.7%	26.5%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.7%	1.6%	1.5%
Grandchild	2.9%	3.1%	2.9%
Brother or Sister	1.3%	1.1%	1.0%
Parent	1.5%	1.4%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.4%
Other Relatives	1.5%	1.5%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.8%	2.9%	2.5%
In Group Quarters	0.5%	0.5%	0.8%
Institutionalized	0.2%	0.2%	0.4%
Noninstitutionalized	0.3%	0.3%	0.4%
2023 Population 25+ by Educational Attainment			
Total	5,044	19,237	37,191
Less than 9th Grade	4.0%	2.2%	1.9%
9th - 12th Grade, No Diploma	7.0%	7.5%	6.1%
High School Graduate	27.5%	24.1%	22.7%
GED/Alternative Credential	3.1%	4.4%	4.3%
Some College, No Degree	20.1%	17.8%	19.4%
Associate Degree	15.4%	12.4%	10.8%
Bachelor's Degree	13.4%	18.9%	20.3%
Graduate/Professional Degree	9.5%	12.7%	14.5%
2023 Population 15+ by Marital Status			
Total	5,829	22,346	43,065
Never Married	31.1%	33.9%	31.9%
Married	50.7%	51.5%	53.1%
Widowed	6.4%	5.3%	5.9%
Divorced	11.8%	9.3%	9.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,704	14,629	28,579
Population 16+ Employed	97.6%	96.5%	96.7%
Population 16+ Unemployment rate	2.4%	3.5%	3.3%
Population 16-24 Employed	14.5%	13.1%	12.5%
Population 16-24 Unemployment rate	2.8%	10.6%	11.3%
Population 25-54 Employed	55.8%	61.3%	61.7%
Population 25-54 Unemployment rate	1.8%	1.9%	1.8%
Population 55-64 Employed	17.7%	18.0%	18.0%
Population 55-64 Unemployment rate	4.1%	3.1%	2.5%
Population 65+ Employed	12.0%	7.6%	7.8%
Population 65+ Unemployment rate	2.0%	3.9%	3.3%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	3,616	14,121	27,628
Agriculture/Mining	0.4%	0.2%	0.2%
Construction	7.1%	6.2%	6.1%
Manufacturing	9.8%	7.0%	6.6%
Wholesale Trade	2.0%	1.3%	1.1%
Retail Trade	12.3%	13.9%	13.6%
Transportation/Utilities	7.4%	6.5%	6.0%
Information	1.3%	0.9%	1.2%
Finance/Insurance/Real Estate	3.0%	3.3%	4.2%
Services	40.7%	46.0%	47.1%
Public Administration	15.9%	14.6%	14.0%
2023 Employed Population 16+ by Occupation			
Total	3,616	14,122	27,630
White Collar	60.5%	60.7%	64.2%
Management/Business/Financial	14.9%	18.8%	18.0%
Professional	25.4%	21.9%	25.8%
Sales	6.7%	7.4%	7.2%
Administrative Support	13.4%	12.6%	13.2%
Services	18.8%	15.7%	14.2%
Blue Collar	20.7%	23.6%	21.6%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	4.0%	4.1%	3.5%
Installation/Maintenance/Repair	2.5%	3.6%	3.6%
Production	5.2%	4.5%	4.9%
Transportation/Material Moving	8.8%	11.3%	9.4%
2020 Households by Type			
Total	2,957	10,381	20,069
Married Couple Households	38.8%	42.5%	45.8%
With Own Children <18	12.6%	14.7%	15.9%
Without Own Children <18	26.3%	27.9%	29.9%
Cohabiting Couple Households	8.3%	8.1%	7.7%
With Own Children <18	2.6%	2.9%	2.8%
Without Own Children <18	5.7%	5.2%	5.0%
Male Householder, No Spouse/Partner	20.6%	19.5%	18.2%
Living Alone	14.5%	13.5%	12.7%
65 Years and over	4.5%	3.7%	3.5%
With Own Children <18	0.9%	1.6%	1.7%
Without Own Children <18, With Relatives	3.7%	3.3%	2.9%
No Relatives Present	1.5%	1.2%	0.9%
Female Householder, No Spouse/Partner	32.3%	29.8%	28.3%
Living Alone	19.7%	14.9%	14.6%
65 Years and over	11.4%	7.3%	7.1%
With Own Children <18	4.5%	6.7%	5.7%
Without Own Children <18, With Relatives	7.1%	7.3%	7.0%
No Relatives Present	1.0%	1.0%	0.9%
2020 Households by Size			
Total	2,957	10,381	20,069
1 Person Household	34.2%	28.3%	27.3%
2 Person Household	30.5%	32.0%	33.0%
3 Person Household	15.2%	16.6%	16.8%
4 Person Household	10.8%	12.5%	12.4%
5 Person Household	5.5%	5.9%	6.0%
6 Person Household	2.1%	2.6%	2.7%
7 + Person Household	1.9%	2.0%	1.9%

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

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	2,957	10,381	20,069
Owner Occupied	53.0%	60.2%	65.5%
Owned with a Mortgage/Loan	39.3%	45.6%	49.7%
Owned Free and Clear	13.7%	14.6%	15.8%
Renter Occupied	47.0%	39.8%	34.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	110	108	100
Percent of Income for Mortgage	20.5%	21.1%	23.3%
Wealth Index	79	103	114
2020 Housing Units By Urban/ Rural Status			
Total	3,126	11,196	21,555
Urban Housing Units	94.1%	89.7%	86.0%
Rural Housing Units	5.9%	10.3%	14.0%
2020 Population By Urban/ Rural Status			
Total	6,756	26,140	50,540
Urban Population	94.4%	89.5%	85.7%
Rural Population	5.6%	10.5%	14.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Old and Newcomers (8F)	Metro Fusion (11C)	Comfortable Empty Nesters
3.	Golden Years (9B)	Pleasantville (2B)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$5,740,803	\$24,741,674	\$48,786,105
Average Spent	\$1,899.04	\$2,264.68	\$2,327.47
Spending Potential Index	86	103	106
Education: Total \$	\$4,820,205	\$21,620,734	\$42,265,070
Average Spent	\$1,594.51	\$1,979.01	\$2,016.37
Spending Potential Index	89	110	112
Entertainment/Recreation: Total \$	\$9,697,348	\$41,560,697	\$83,354,223
Average Spent	\$3,207.86	\$3,804.18	\$3,976.63
Spending Potential Index	85	101	105
Food at Home: Total \$	\$17,797,914	\$76,013,123	\$149,913,631
Average Spent	\$5,887.50	\$6,957.72	\$7,152.03
Spending Potential Index	87	102	105
Food Away from Home: Total \$	\$9,617,875	\$41,459,729	\$82,361,951
Average Spent	\$3,181.57	\$3,794.94	\$3,929.29
Spending Potential Index	85	102	106
Health Care: Total \$	\$19,136,524	\$79,987,714	\$160,370,887
Average Spent	\$6,330.31	\$7,321.53	\$7,650.92
Spending Potential Index	86	99	104
HH Furnishings & Equipment: Total \$	\$7,646,283	\$32,864,672	\$65,765,575
Average Spent	\$2,529.37	\$3,008.21	\$3,137.52
Spending Potential Index	86	102	106
Personal Care Products & Services: Total \$	\$2,526,484	\$10,777,508	\$21,409,699
Average Spent	\$835.75	\$986.50	\$1,021.41
Spending Potential Index	87	103	107
Shelter: Total \$	\$64,939,833	\$280,691,655	\$555,964,493
Average Spent	\$21,481.92	\$25,692.60	\$26,523.76
Spending Potential Index	87	104	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,186,254	\$34,564,265	\$70,062,894
Average Spent	\$2,707.99	\$3,163.78	\$3,342.54
Spending Potential Index	87	101	107
Travel: Total \$	\$5,753,810	\$24,912,745	\$50,432,249
Average Spent	\$1,903.34	\$2,280.34	\$2,406.00
Spending Potential Index	85	101	107
Vehicle Maintenance & Repairs: Total \$	\$3,383,807	\$14,365,369	\$28,660,118
Average Spent	\$1,119.35	\$1,314.91	\$1,367.31
Spending Potential Index	85	100	104

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.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Fusion (11C)	18.4%	Population	6,867	7,383
Old and Newcomers (8F)	17.7%	Households	3,023	3,313
Golden Years (9B)	17.0%	Families	1,829	2,005
Midlife Constants (5E)	14.7%	Median Age	44.1	45.2
Comfortable Empty Nesters (5A)	14.0%	Median Household Income	\$77,151	\$82,556
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$1,899.04	\$5,740,803
Men's		86	\$353.71	\$1,069,252
Women's		87	\$647.00	\$1,955,893
Children's		85	\$281.19	\$850,038
Footwear		87	\$433.40	\$1,310,164
Watches & Jewelry		85	\$144.27	\$436,121
Apparel Products and Services (1)		89	\$39.48	\$119,334
Computer				
Computers and Hardware for Home Use		87	\$221.58	\$669,833
Portable Memory		87	\$3.98	\$12,044
Computer Software		89	\$12.91	\$39,025
Computer Accessories		87	\$21.82	\$65,954
Entertainment & Recreation		85	\$3,207.86	\$9,697,348
Fees and Admissions		86	\$612.88	\$1,852,725
Membership Fees for Clubs (2)		86	\$240.22	\$726,170
Fees for Participant Sports, excl. Trips		87	\$104.48	\$315,841
Tickets to Theatre/Operas/Concerts		89	\$48.70	\$147,226
Tickets to Movies		86	\$23.63	\$71,436
Tickets to Parks or Museums		83	\$23.11	\$69,857
Admission to Sporting Events, excl. Trips		88	\$51.34	\$155,196
Fees for Recreational Lessons		83	\$120.43	\$364,047
Dating Services		92	\$0.98	\$2,952
TV/Video/Audio		86	\$1,170.40	\$3,538,120
Cable and Satellite Television Services		87	\$745.93	\$2,254,953
Televisions		86	\$124.91	\$377,602
Satellite Dishes		78	\$1.33	\$4,029
VCRs, Video Cameras, and DVD Players		83	\$4.01	\$12,110
Miscellaneous Video Equipment		94	\$11.86	\$35,841
Video Cassettes and DVDs		89	\$5.79	\$17,494
Video Game Hardware/Accessories		87	\$35.04	\$105,937
Video Game Software		89	\$17.24	\$52,118
Rental/Streaming/Downloaded Video		85	\$105.16	\$317,890
Installation of Televisions		88	\$1.41	\$4,252
Audio (3)		85	\$115.36	\$348,734
Rental and Repair of TV/Radio/Sound Equipment		85	\$2.37	\$7,161
Pets		82	\$758.76	\$2,293,745
Toys/Games/Crafts/Hobbies (4)		86	\$135.67	\$410,127
Recreational Vehicles and Fees (5)		80	\$120.52	\$364,339
Sports/Recreation/Exercise Equipment (6)		82	\$230.78	\$697,647
Photo Equipment and Supplies (7)		87	\$40.53	\$122,512
Reading (8)		89	\$112.77	\$340,910
Catered Affairs (9)		84	\$25.54	\$77,222
Food		86	\$9,069.07	\$27,415,789
Food at Home		87	\$5,887.50	\$17,797,914
Bakery and Cereal Products		87	\$766.48	\$2,317,076
Meats, Poultry, Fish, and Eggs		87	\$1,274.97	\$3,854,220
Dairy Products		87	\$569.78	\$1,722,449
Fruits and Vegetables		87	\$1,166.57	\$3,526,539
Snacks and Other Food at Home (10)		86	\$2,109.70	\$6,377,630
Food Away from Home		85	\$3,181.57	\$9,617,875
Alcoholic Beverages		87	\$588.91	\$1,780,287

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

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	90	\$35,409.88	\$107,044,078
Value of Retirement Plans	87	\$123,442.89	\$373,167,843
Value of Other Financial Assets	85	\$7,297.43	\$22,060,138
Vehicle Loan Amount excluding Interest	83	\$3,013.50	\$9,109,806
Value of Credit Card Debt	87	\$2,740.11	\$8,283,364
Health			
Nonprescription Drugs	86	\$146.22	\$442,010
Prescription Drugs	87	\$319.02	\$964,383
Eyeglasses and Contact Lenses	86	\$96.04	\$290,316
Home			
Mortgage Payment and Basics (11)	83	\$10,770.85	\$32,560,285
Maintenance and Remodeling Services	82	\$3,130.80	\$9,464,396
Maintenance and Remodeling Materials (12)	78	\$615.15	\$1,859,604
Utilities, Fuel, and Public Services	86	\$4,974.43	\$15,037,714
Household Furnishings and Equipment			
Household Textiles (13)	86	\$105.76	\$319,709
Furniture	85	\$704.17	\$2,128,719
Rugs	86	\$35.81	\$108,267
Major Appliances (14)	83	\$439.43	\$1,328,406
Housewares (15)	86	\$92.45	\$279,474
Small Appliances	86	\$62.53	\$189,042
Luggage	86	\$12.38	\$37,418
Telephones and Accessories	86	\$92.27	\$278,932
Household Operations			
Child Care	83	\$429.46	\$1,298,244
Lawn and Garden (16)	83	\$559.06	\$1,690,026
Moving/Storage/Freight Express	87	\$78.23	\$236,502
Housekeeping Supplies (17)	86	\$804.39	\$2,431,678
Insurance			
Owners and Renters Insurance	83	\$650.26	\$1,965,736
Vehicle Insurance	85	\$1,852.43	\$5,599,883
Life/Other Insurance	85	\$588.49	\$1,778,994
Health Insurance	86	\$4,248.74	\$12,843,935
Personal Care Products (18)	87	\$478.33	\$1,445,980
School Books and Supplies (19)	85	\$113.67	\$343,626
Smoking Products	86	\$372.05	\$1,124,693
Transportation			
Payments on Vehicles excluding Leases	84	\$2,524.22	\$7,630,729
Gasoline and Motor Oil	84	\$2,121.41	\$6,413,027
Vehicle Maintenance and Repairs	85	\$1,119.35	\$3,383,807
Travel			
Airline Fares	85	\$395.24	\$1,194,800
Lodging on Trips	84	\$608.78	\$1,840,337
Auto/Truck Rental on Trips	86	\$68.24	\$206,294
Food and Drink on Trips	85	\$476.48	\$1,440,390

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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.

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T Scott Jenkins DDS PA
 Aberdeen Market Place Shopping Center
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.52178
 Longitude: -76.18162

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	23.2%	Population	27,371	28,098
Metro Fusion (11C)	14.9%	Households	10,925	11,367
Pleasantville (2B)	13.3%	Families	7,389	7,679
Comfortable Empty Nesters (5A)	13.1%	Median Age	40.2	40.7
Up and Coming Families (7A)	7.4%	Median Household Income	\$84,313	\$94,748
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,264.68	\$24,741,674
Men's		102	\$418.72	\$4,574,493
Women's		102	\$763.28	\$8,338,788
Children's		104	\$345.01	\$3,769,280
Footwear		104	\$520.28	\$5,684,053
Watches & Jewelry		102	\$171.53	\$1,873,934
Apparel Products and Services (1)		103	\$45.87	\$501,127
Computer				
Computers and Hardware for Home Use		105	\$267.86	\$2,926,320
Portable Memory		104	\$4.77	\$52,086
Computer Software		107	\$15.52	\$169,573
Computer Accessories		103	\$25.78	\$281,652
Entertainment & Recreation		101	\$3,804.18	\$41,560,697
Fees and Admissions		106	\$752.20	\$8,217,748
Membership Fees for Clubs (2)		104	\$288.88	\$3,156,045
Fees for Participant Sports, excl. Trips		106	\$127.37	\$1,391,549
Tickets to Theatre/Operas/Concerts		107	\$58.33	\$637,264
Tickets to Movies		105	\$29.03	\$317,182
Tickets to Parks or Museums		101	\$28.19	\$307,984
Admission to Sporting Events, excl. Trips		104	\$60.94	\$665,801
Fees for Recreational Lessons		109	\$158.31	\$1,729,487
Dating Services		107	\$1.14	\$12,435
TV/Video/Audio		100	\$1,361.04	\$14,869,396
Cable and Satellite Television Services		100	\$857.79	\$9,371,308
Televisions		101	\$146.99	\$1,605,904
Satellite Dishes		89	\$1.53	\$16,661
VCRs, Video Cameras, and DVD Players		99	\$4.76	\$52,048
Miscellaneous Video Equipment		116	\$14.60	\$159,542
Video Cassettes and DVDs		105	\$6.86	\$74,976
Video Game Hardware/Accessories		103	\$41.28	\$450,946
Video Game Software		106	\$20.48	\$223,792
Rental/Streaming/Downloaded Video		101	\$124.76	\$1,363,024
Installation of Televisions		107	\$1.73	\$18,930
Audio (3)		102	\$137.66	\$1,503,896
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.60	\$28,370
Pets		96	\$888.95	\$9,711,726
Toys/Games/Crafts/Hobbies (4)		103	\$162.50	\$1,775,356
Recreational Vehicles and Fees (5)		96	\$143.61	\$1,568,885
Sports/Recreation/Exercise Equipment (6)		100	\$281.97	\$3,080,550
Photo Equipment and Supplies (7)		106	\$49.48	\$540,537
Reading (8)		104	\$132.25	\$1,444,809
Catered Affairs (9)		106	\$32.19	\$351,690
Food		102	\$10,752.66	\$117,472,853
Food at Home		102	\$6,957.72	\$76,013,123
Bakery and Cereal Products		103	\$906.61	\$9,904,688
Meats, Poultry, Fish, and Eggs		102	\$1,508.28	\$16,477,978
Dairy Products		103	\$675.21	\$7,376,655
Fruits and Vegetables		103	\$1,385.49	\$15,136,489
Snacks and Other Food at Home (10)		101	\$2,482.13	\$27,117,313
Food Away from Home		102	\$3,794.94	\$41,459,729
Alcoholic Beverages		103	\$695.67	\$7,600,249

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	106	\$41,785.50	\$456,506,588
Value of Retirement Plans	104	\$146,448.04	\$1,599,944,829
Value of Other Financial Assets	100	\$8,600.36	\$93,958,895
Vehicle Loan Amount excluding Interest	98	\$3,571.13	\$39,014,550
Value of Credit Card Debt	104	\$3,273.92	\$35,767,533
Health			
Nonprescription Drugs	97	\$165.23	\$1,805,094
Prescription Drugs	97	\$355.51	\$3,883,930
Eyeglasses and Contact Lenses	101	\$112.34	\$1,227,277
Home			
Mortgage Payment and Basics (11)	103	\$13,261.07	\$144,877,242
Maintenance and Remodeling Services	99	\$3,761.63	\$41,095,802
Maintenance and Remodeling Materials (12)	93	\$726.31	\$7,934,942
Utilities, Fuel, and Public Services	101	\$5,843.67	\$63,842,103
Household Furnishings and Equipment			
Household Textiles (13)	103	\$125.84	\$1,374,756
Furniture	101	\$833.84	\$9,109,742
Rugs	103	\$42.90	\$468,665
Major Appliances (14)	99	\$522.30	\$5,706,078
Housewares (15)	102	\$109.25	\$1,193,561
Small Appliances	102	\$74.00	\$808,457
Luggage	104	\$14.87	\$162,423
Telephones and Accessories	102	\$109.59	\$1,197,299
Household Operations			
Child Care	106	\$546.95	\$5,975,479
Lawn and Garden (16)	98	\$659.31	\$7,202,913
Moving/Storage/Freight Express	102	\$91.80	\$1,002,919
Housekeeping Supplies (17)	101	\$939.80	\$10,267,287
Insurance			
Owners and Renters Insurance	97	\$755.14	\$8,249,904
Vehicle Insurance	101	\$2,183.95	\$23,859,668
Life/Other Insurance	100	\$694.86	\$7,591,311
Health Insurance	100	\$4,921.18	\$53,763,886
Personal Care Products (18)	102	\$565.49	\$6,177,947
School Books and Supplies (19)	101	\$135.76	\$1,483,127
Smoking Products	96	\$417.94	\$4,565,986
Transportation			
Payments on Vehicles excluding Leases	99	\$2,979.30	\$32,548,885
Gasoline and Motor Oil	99	\$2,511.12	\$27,433,950
Vehicle Maintenance and Repairs	100	\$1,314.91	\$14,365,369
Travel			
Airline Fares	103	\$479.68	\$5,240,553
Lodging on Trips	101	\$729.24	\$7,966,987
Auto/Truck Rental on Trips	102	\$80.75	\$882,157
Food and Drink on Trips	102	\$570.10	\$6,228,299

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	14.8%	Population	52,657	54,580
Comfortable Empty Nesters (5A)	13.2%	Households	20,961	21,983
Workday Drive (4A)	8.6%	Families	14,240	14,944
Pleasantville (2B)	7.8%	Median Age	40.4	41.2
Metro Fusion (11C)	7.8%	Median Household Income	\$86,362	\$97,186
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,327.47	\$48,786,105
Men's		106	\$432.49	\$9,065,395
Women's		106	\$788.52	\$16,528,259
Children's		107	\$354.53	\$7,431,250
Footwear		106	\$528.13	\$11,070,034
Watches & Jewelry		105	\$176.99	\$3,709,914
Apparel Products and Services (1)		105	\$46.81	\$981,253
Computer				
Computers and Hardware for Home Use		108	\$275.66	\$5,778,161
Portable Memory		107	\$4.93	\$103,408
Computer Software		109	\$15.69	\$328,843
Computer Accessories		106	\$26.66	\$558,837
Entertainment & Recreation		105	\$3,976.63	\$83,354,223
Fees and Admissions		111	\$790.93	\$16,578,781
Membership Fees for Clubs (2)		109	\$304.19	\$6,376,083
Fees for Participant Sports, excl. Trips		113	\$134.87	\$2,827,088
Tickets to Theatre/Operas/Concerts		111	\$60.55	\$1,269,270
Tickets to Movies		109	\$30.06	\$630,015
Tickets to Parks or Museums		108	\$29.95	\$627,699
Admission to Sporting Events, excl. Trips		110	\$64.14	\$1,344,354
Fees for Recreational Lessons		115	\$166.07	\$3,481,095
Dating Services		104	\$1.11	\$23,177
TV/Video/Audio		104	\$1,404.83	\$29,446,610
Cable and Satellite Television Services		103	\$883.82	\$18,525,800
Televisions		104	\$151.53	\$3,176,144
Satellite Dishes		95	\$1.62	\$33,990
VCRs, Video Cameras, and DVD Players		104	\$4.99	\$104,550
Miscellaneous Video Equipment		116	\$14.69	\$307,953
Video Cassettes and DVDs		108	\$7.07	\$148,151
Video Game Hardware/Accessories		104	\$41.81	\$876,433
Video Game Software		106	\$20.54	\$430,472
Rental/Streaming/Downloaded Video		105	\$130.06	\$2,726,205
Installation of Televisions		111	\$1.78	\$37,314
Audio (3)		107	\$144.29	\$3,024,542
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.63	\$55,056
Pets		101	\$935.02	\$19,598,971
Toys/Games/Crafts/Hobbies (4)		106	\$168.22	\$3,526,045
Recreational Vehicles and Fees (5)		103	\$154.88	\$3,246,520
Sports/Recreation/Exercise Equipment (6)		108	\$301.96	\$6,329,465
Photo Equipment and Supplies (7)		110	\$51.21	\$1,073,400
Reading (8)		108	\$136.40	\$2,859,145
Catered Affairs (9)		109	\$33.17	\$695,284
Food		105	\$11,081.32	\$232,275,582
Food at Home		105	\$7,152.03	\$149,913,631
Bakery and Cereal Products		106	\$929.27	\$19,478,399
Meats, Poultry, Fish, and Eggs		105	\$1,544.70	\$32,378,459
Dairy Products		106	\$694.70	\$14,561,678
Fruits and Vegetables		106	\$1,421.01	\$29,785,854
Snacks and Other Food at Home (10)		105	\$2,562.34	\$53,709,241
Food Away from Home		106	\$3,929.29	\$82,361,951
Alcoholic Beverages		107	\$724.42	\$15,184,513

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	111	\$43,745.64	\$916,952,364
Value of Retirement Plans	110	\$156,181.79	\$3,273,726,407
Value of Other Financial Assets	106	\$9,039.87	\$189,484,780
Vehicle Loan Amount excluding Interest	104	\$3,769.17	\$79,005,557
Value of Credit Card Debt	107	\$3,386.06	\$70,975,279
Health			
Nonprescription Drugs	101	\$173.17	\$3,629,840
Prescription Drugs	101	\$370.99	\$7,776,330
Eyeglasses and Contact Lenses	105	\$116.72	\$2,446,553
Home			
Mortgage Payment and Basics (11)	110	\$14,167.47	\$296,964,344
Maintenance and Remodeling Services	107	\$4,083.96	\$85,603,972
Maintenance and Remodeling Materials (12)	101	\$795.67	\$16,678,009
Utilities, Fuel, and Public Services	104	\$6,027.79	\$126,348,470
Household Furnishings and Equipment			
Household Textiles (13)	106	\$129.85	\$2,721,751
Furniture	105	\$870.10	\$18,238,163
Rugs	107	\$44.68	\$936,601
Major Appliances (14)	105	\$552.41	\$11,578,970
Housewares (15)	106	\$114.41	\$2,398,212
Small Appliances	104	\$75.80	\$1,588,822
Luggage	107	\$15.39	\$322,617
Telephones and Accessories	105	\$113.09	\$2,370,438
Household Operations			
Child Care	111	\$575.37	\$12,060,404
Lawn and Garden (16)	105	\$701.39	\$14,701,911
Moving/Storage/Freight Express	106	\$94.83	\$1,987,779
Housekeeping Supplies (17)	105	\$975.27	\$20,442,715
Insurance			
Owners and Renters Insurance	103	\$807.15	\$16,918,609
Vehicle Insurance	104	\$2,250.76	\$47,178,238
Life/Other Insurance	106	\$735.40	\$15,414,764
Health Insurance	104	\$5,142.09	\$107,783,313
Personal Care Products (18)	106	\$583.36	\$12,227,817
School Books and Supplies (19)	105	\$141.08	\$2,957,145
Smoking Products	97	\$421.04	\$8,825,464
Transportation			
Payments on Vehicles excluding Leases	104	\$3,130.23	\$65,612,705
Gasoline and Motor Oil	103	\$2,597.15	\$54,438,856
Vehicle Maintenance and Repairs	104	\$1,367.31	\$28,660,118
Travel			
Airline Fares	108	\$504.64	\$10,577,664
Lodging on Trips	107	\$772.03	\$16,182,519
Auto/Truck Rental on Trips	107	\$85.22	\$1,786,397
Food and Drink on Trips	107	\$598.35	\$12,542,065

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

T Scott Jenkins DDS PA
 Aberdeen Market Place Shopping Center
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52178
 Longitude: -76.18162

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	243		883		1,632							
Total Employees:	3,043		9,867		20,266							
Total Residential Population:	6,867		27,371		52,657							
Employee/Residential Population Ratio (per 100 Residents)	44		36		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.6%	23	0.8%	17	1.9%	85	0.9%	30	1.8%	203	1.0%
Construction	12	4.9%	112	3.7%	55	6.2%	572	5.8%	110	6.7%	1,186	5.9%
Manufacturing	9	3.7%	237	7.8%	26	2.9%	677	6.9%	62	3.8%	2,163	10.7%
Transportation	2	0.8%	15	0.5%	23	2.6%	210	2.1%	50	3.1%	480	2.4%
Communication	10	4.1%	38	1.2%	14	1.6%	62	0.6%	16	1.0%	117	0.6%
Utility	0	0.0%	0	0.0%	2	0.2%	45	0.5%	4	0.2%	51	0.3%
Wholesale Trade	4	1.6%	40	1.3%	32	3.6%	484	4.9%	71	4.4%	1,363	6.7%
Retail Trade Summary	68	28.0%	1,295	42.6%	183	20.7%	2,960	30.0%	313	19.2%	4,681	23.1%
Home Improvement	4	1.6%	159	5.2%	13	1.5%	341	3.5%	18	1.1%	382	1.9%
General Merchandise Stores	5	2.1%	116	3.8%	11	1.2%	403	4.1%	19	1.2%	468	2.3%
Food Stores	7	2.9%	184	6.0%	26	2.9%	310	3.1%	43	2.6%	609	3.0%
Auto Dealers & Gas Stations	1	0.4%	2	0.1%	25	2.8%	304	3.1%	39	2.4%	454	2.2%
Apparel & Accessory Stores	0	0.0%	1	0.0%	4	0.5%	150	1.5%	7	0.4%	245	1.2%
Furniture & Home Furnishings	2	0.8%	5	0.2%	5	0.6%	17	0.2%	12	0.7%	147	0.7%
Eating & Drinking Places	34	14.0%	685	22.5%	60	6.8%	1,076	10.9%	103	6.3%	1,824	9.0%
Miscellaneous Retail	14	5.8%	143	4.7%	40	4.5%	358	3.6%	72	4.4%	553	2.7%
Finance, Insurance, Real Estate Summary	22	9.1%	140	4.6%	70	7.9%	431	4.4%	119	7.3%	670	3.3%
Banks, Savings & Lending Institutions	7	2.9%	62	2.0%	20	2.3%	199	2.0%	27	1.7%	270	1.3%
Securities Brokers	4	1.6%	20	0.7%	5	0.6%	21	0.2%	10	0.6%	38	0.2%
Insurance Carriers & Agents	2	0.8%	7	0.2%	10	1.1%	39	0.4%	14	0.9%	59	0.3%
Real Estate, Holding, Other Investment Offices	10	4.1%	52	1.7%	35	4.0%	172	1.7%	68	4.2%	303	1.5%
Services Summary	91	37.4%	1,111	36.5%	357	40.4%	3,515	35.6%	662	40.6%	7,928	39.1%
Hotels & Lodging	11	4.5%	190	6.2%	22	2.5%	314	3.2%	32	2.0%	525	2.6%
Automotive Services	9	3.7%	44	1.4%	39	4.4%	220	2.2%	62	3.8%	361	1.8%
Movies & Amusements	4	1.6%	41	1.3%	18	2.0%	161	1.6%	36	2.2%	385	1.9%
Health Services	13	5.3%	133	4.4%	53	6.0%	430	4.4%	102	6.2%	1,324	6.5%
Legal Services	3	1.2%	7	0.2%	7	0.8%	20	0.2%	12	0.7%	38	0.2%
Education Institutions & Libraries	5	2.1%	441	14.5%	19	2.2%	784	7.9%	32	2.0%	1,566	7.7%
Other Services	46	18.9%	256	8.4%	200	22.7%	1,585	16.1%	386	23.7%	3,730	18.4%
Government	2	0.8%	24	0.8%	24	2.7%	741	7.5%	39	2.4%	1,100	5.4%
Unclassified Establishments	19	7.8%	9	0.3%	80	9.1%	84	0.9%	156	9.6%	324	1.6%
Totals	243	100.0%	3,043	100.0%	883	100.0%	9,867	100.0%	1,632	100.0%	20,266	100.0%

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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	0	0.0%	1	0.0%	4	0.5%	12	0.1%	11	0.7%	63	0.3%
Mining	0	0.0%	4	0.1%	1	0.1%	13	0.1%	1	0.1%	15	0.1%
Utilities	0	0.0%	0	0.0%	2	0.2%	41	0.4%	2	0.1%	44	0.2%
Construction	12	4.9%	112	3.7%	57	6.5%	580	5.9%	116	7.1%	1,206	6.0%
Manufacturing	9	3.7%	237	7.8%	26	2.9%	678	6.9%	64	3.9%	2,185	10.8%
Wholesale Trade	3	1.2%	39	1.3%	31	3.5%	483	4.9%	70	4.3%	1,362	6.7%
Retail Trade	32	13.2%	588	19.3%	116	13.1%	1,826	18.5%	197	12.1%	2,749	13.6%
Motor Vehicle & Parts Dealers	1	0.4%	2	0.1%	22	2.5%	290	2.9%	31	1.9%	403	2.0%
Furniture & Home Furnishings Stores	2	0.8%	5	0.2%	4	0.5%	13	0.1%	7	0.4%	46	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	83	0.4%
Building Material & Garden Equipment & Supplies Dealers	3	1.2%	158	5.2%	12	1.4%	340	3.4%	17	1.0%	381	1.9%
Food & Beverage Stores	6	2.5%	169	5.6%	25	2.8%	279	2.8%	41	2.5%	556	2.7%
Health & Personal Care Stores	6	2.5%	48	1.6%	13	1.5%	76	0.8%	24	1.5%	143	0.7%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	4	0.5%	45	0.5%	10	0.6%	83	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	2	0.8%	29	1.0%	7	0.8%	183	1.9%	12	0.7%	279	1.4%
Sporting Goods, Hobby, Book, & Music Stores	5	2.1%	9	0.3%	13	1.5%	49	0.5%	26	1.6%	127	0.6%
General Merchandise Stores	6	2.5%	168	5.5%	17	1.9%	550	5.6%	29	1.8%	647	3.2%
Transportation & Warehousing	4	1.6%	19	0.6%	22	2.5%	179	1.8%	46	2.8%	357	1.8%
Information	10	4.1%	38	1.2%	23	2.6%	128	1.3%	29	1.8%	347	1.7%
Finance & Insurance	12	4.9%	87	2.9%	36	4.1%	259	2.6%	53	3.2%	368	1.8%
Central Bank/Credit Intermediation & Related Activities	6	2.5%	61	2.0%	21	2.4%	198	2.0%	28	1.7%	269	1.3%
Securities & Commodity Contracts	4	1.6%	20	0.7%	5	0.6%	22	0.2%	11	0.7%	39	0.2%
Funds, Trusts & Other Financial Vehicles	2	0.8%	7	0.2%	10	1.1%	39	0.4%	14	0.9%	59	0.3%
Real Estate, Rental & Leasing	16	6.6%	76	2.5%	50	5.7%	244	2.5%	83	5.1%	415	2.0%
Professional, Scientific & Tech Services	16	6.6%	127	4.2%	67	7.6%	618	6.3%	142	8.7%	1,532	7.6%
Legal Services	3	1.2%	7	0.2%	8	0.9%	23	0.2%	14	0.9%	42	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	7	0.1%	4	0.2%	26	0.1%
Administrative, Support & Waste Management Services	8	3.3%	30	1.0%	31	3.5%	238	2.4%	54	3.3%	526	2.6%
Educational Services	5	2.1%	441	14.5%	18	2.0%	771	7.8%	35	2.1%	1,442	7.1%
Health Care & Social Assistance	16	6.6%	144	4.7%	66	7.5%	529	5.4%	136	8.3%	2,009	9.9%
Arts, Entertainment & Recreation	4	1.6%	41	1.3%	20	2.3%	162	1.6%	38	2.3%	380	1.9%
Accommodation & Food Services	46	18.9%	897	29.5%	86	9.7%	1,435	14.5%	142	8.7%	2,421	11.9%
Accommodation	11	4.5%	190	6.2%	22	2.5%	314	3.2%	32	2.0%	525	2.6%
Food Services & Drinking Places	36	14.8%	707	23.2%	64	7.2%	1,121	11.4%	110	6.7%	1,897	9.4%
Other Services (except Public Administration)	30	12.3%	129	4.2%	124	14.0%	841	8.5%	214	13.1%	1,396	6.9%
Automotive Repair & Maintenance	3	1.2%	22	0.7%	22	2.5%	138	1.4%	38	2.3%	213	1.1%
Public Administration	2	0.8%	24	0.8%	24	2.7%	741	7.5%	39	2.4%	1,098	5.4%
Unclassified Establishments	19	7.8%	9	0.3%	80	9.1%	84	0.9%	156	9.6%	324	1.6%
Total	243	100.0%	3,043	100.0%	883	100.0%	9,867	100.0%	1,632	100.0%	20,266	100.0%

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