

11411 Pulaski Hwy, White Marsh, Maryland, 21162
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39554
Longitude: -76.40667

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,393	18,156	97,742
2010 Total Population	2,393	24,783	108,761
2021 Total Population	2,958	27,671	114,612
2021 Group Quarters	14	28	378
2026 Total Population	3,131	28,417	117,171
2021-2026 Annual Rate	1.14%	0.53%	0.44%
2021 Total Daytime Population	2,673	24,818	103,139
Workers	1,142	11,413	49,137
Residents	1,531	13,405	54,002
Household Summary			
2000 Households	551	7,084	38,464
2000 Average Household Size	2.53	2.56	2.53
2010 Households	826	9,507	42,542
2010 Average Household Size	2.88	2.60	2.55
2021 Households	980	10,553	44,605
2021 Average Household Size	3.00	2.62	2.56
2026 Households	1,033	10,819	45,486
2026 Average Household Size	3.02	2.62	2.57
2021-2026 Annual Rate	1.06%	0.50%	0.39%
2010 Families	650	6,912	29,449
2010 Average Family Size	3.25	3.06	3.03
2021 Families	762	7,576	30,493
2021 Average Family Size	3.41	3.10	3.07
2026 Families	800	7,733	31,005
2026 Average Family Size	3.43	3.11	3.08
2021-2026 Annual Rate	0.98%	0.41%	0.33%
Housing Unit Summary			
2000 Housing Units	581	7,350	40,018
Owner Occupied Housing Units	81.4%	80.1%	69.1%
Renter Occupied Housing Units	13.4%	16.3%	27.0%
Vacant Housing Units	5.2%	3.6%	3.9%
2010 Housing Units	879	9,984	44,518
Owner Occupied Housing Units	82.4%	81.2%	71.0%
Renter Occupied Housing Units	11.6%	14.0%	24.5%
Vacant Housing Units	6.0%	4.8%	4.4%
2021 Housing Units	1,007	11,007	47,056
Owner Occupied Housing Units	87.2%	80.9%	71.8%
Renter Occupied Housing Units	10.1%	14.9%	23.0%
Vacant Housing Units	2.7%	4.1%	5.2%
2026 Housing Units	1,056	11,272	48,066
Owner Occupied Housing Units	88.4%	81.9%	72.4%
Renter Occupied Housing Units	9.4%	14.1%	22.2%
Vacant Housing Units	2.2%	4.0%	5.4%
Median Household Income			
2021	\$108,558	\$98,415	\$82,381
2026	\$120,346	\$105,948	\$88,672
Median Home Value			
2021	\$434,900	\$371,507	\$308,155
2026	\$465,113	\$430,553	\$359,200
Per Capita Income			
2021	\$41,886	\$45,805	\$39,715
2026	\$46,823	\$51,209	\$44,174
Median Age			
2010	38.3	41.1	38.7
2021	41.1	43.2	40.5
2026	40.9	43.5	41.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	980	10,553	44,605
<\$15,000	1.6%	5.3%	6.4%
\$15,000 - \$24,999	5.8%	4.9%	5.3%
\$25,000 - \$34,999	5.5%	4.9%	5.7%
\$35,000 - \$49,999	3.7%	8.3%	10.3%
\$50,000 - \$74,999	11.1%	12.9%	16.5%
\$75,000 - \$99,999	16.4%	14.4%	15.8%
\$100,000 - \$149,999	23.6%	22.0%	21.2%
\$150,000 - \$199,999	18.6%	13.4%	9.8%
\$200,000+	13.8%	13.9%	8.9%
Average Household Income	\$127,409	\$120,359	\$102,231
2026 Households by Income			
Household Income Base	1,033	10,819	45,486
<\$15,000	1.4%	4.7%	5.8%
\$15,000 - \$24,999	4.9%	4.2%	4.7%
\$25,000 - \$34,999	4.9%	4.2%	5.2%
\$35,000 - \$49,999	3.2%	6.8%	8.9%
\$50,000 - \$74,999	9.0%	12.0%	15.5%
\$75,000 - \$99,999	14.7%	14.1%	15.9%
\$100,000 - \$149,999	23.0%	22.3%	22.1%
\$150,000 - \$199,999	22.7%	15.4%	11.2%
\$200,000+	16.1%	16.2%	10.6%
Average Household Income	\$143,028	\$134,851	\$113,992
2021 Owner Occupied Housing Units by Value			
Total	878	8,909	33,786
<\$50,000	2.5%	1.1%	3.0%
\$50,000 - \$99,999	0.1%	0.3%	1.4%
\$100,000 - \$149,999	0.2%	0.6%	3.2%
\$150,000 - \$199,999	1.1%	4.8%	8.1%
\$200,000 - \$249,999	2.5%	9.5%	15.7%
\$250,000 - \$299,999	3.9%	14.0%	16.4%
\$300,000 - \$399,999	25.6%	27.7%	27.3%
\$400,000 - \$499,999	40.0%	19.5%	12.2%
\$500,000 - \$749,999	21.1%	21.0%	11.0%
\$750,000 - \$999,999	2.8%	0.7%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.2%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$445,981	\$406,912	\$341,856
2026 Owner Occupied Housing Units by Value			
Total	934	9,232	34,796
<\$50,000	0.5%	0.3%	2.1%
\$50,000 - \$99,999	0.0%	0.0%	0.6%
\$100,000 - \$149,999	0.0%	0.1%	1.1%
\$150,000 - \$199,999	0.2%	1.5%	3.9%
\$200,000 - \$249,999	0.7%	4.4%	9.7%
\$250,000 - \$299,999	1.8%	9.6%	13.7%
\$300,000 - \$399,999	19.0%	27.0%	31.9%
\$400,000 - \$499,999	42.5%	23.1%	16.9%
\$500,000 - \$749,999	30.6%	31.5%	17.2%
\$750,000 - \$999,999	4.5%	1.0%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.3%
\$2,000,000 +	0.0%	0.2%	0.7%
Average Home Value	\$496,061	\$467,894	\$402,554

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,390	24,783	108,763
0 - 4	7.7%	6.3%	6.4%
5 - 9	7.8%	6.3%	6.0%
10 - 14	7.0%	6.3%	6.2%
15 - 24	11.1%	10.9%	12.4%
25 - 34	10.4%	11.3%	14.0%
35 - 44	17.6%	15.2%	13.8%
45 - 54	17.2%	16.4%	15.9%
55 - 64	9.5%	13.0%	12.6%
65 - 74	6.3%	7.8%	6.9%
75 - 84	4.0%	5.1%	4.3%
85 +	1.5%	1.5%	1.5%
18 +	74.0%	77.4%	77.4%
2021 Population by Age			
Total	2,959	27,671	114,613
0 - 4	6.2%	5.4%	5.6%
5 - 9	7.0%	6.0%	5.9%
10 - 14	8.0%	6.5%	6.1%
15 - 24	11.8%	9.8%	10.4%
25 - 34	10.5%	11.2%	14.2%
35 - 44	11.6%	13.6%	13.8%
45 - 54	15.6%	13.8%	12.2%
55 - 64	14.5%	14.3%	13.8%
65 - 74	7.9%	11.0%	10.8%
75 - 84	4.8%	6.1%	5.3%
85 +	2.2%	2.4%	2.1%
18 +	74.8%	78.8%	79.3%
2026 Population by Age			
Total	3,132	28,418	117,171
0 - 4	6.1%	5.4%	5.6%
5 - 9	6.3%	5.7%	5.7%
10 - 14	7.0%	6.1%	5.8%
15 - 24	12.6%	10.0%	10.1%
25 - 34	10.7%	10.6%	13.4%
35 - 44	11.7%	14.2%	15.0%
45 - 54	14.5%	13.1%	11.9%
55 - 64	13.8%	13.5%	12.2%
65 - 74	10.2%	11.5%	11.4%
75 - 84	5.0%	7.3%	6.7%
85 +	2.1%	2.5%	2.2%
18 +	76.5%	79.4%	79.6%
2010 Population by Sex			
Males	1,195	12,014	52,136
Females	1,198	12,769	56,625
2021 Population by Sex			
Males	1,467	13,431	55,006
Females	1,491	14,241	59,606
2026 Population by Sex			
Males	1,552	13,844	56,335
Females	1,579	14,573	60,836

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	2,393	24,783	108,761
White Alone	77.9%	81.6%	75.3%
Black Alone	9.2%	8.2%	14.8%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	10.1%	7.7%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	1.1%
Two or More Races	2.0%	1.7%	2.4%
Hispanic Origin	2.3%	2.6%	3.7%
Diversity Index	40.4	35.6	44.9
2021 Population by Race/Ethnicity			
Total	2,958	27,672	114,612
White Alone	67.6%	74.3%	67.2%
Black Alone	13.9%	11.7%	19.6%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	14.3%	10.3%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.9%	1.6%
Two or More Races	3.0%	2.5%	3.2%
Hispanic Origin	3.9%	4.3%	5.8%
Diversity Index	54.0	47.2	55.8
2026 Population by Race/Ethnicity			
Total	3,132	28,418	117,171
White Alone	62.0%	70.0%	62.7%
Black Alone	16.4%	13.7%	22.0%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	16.7%	11.8%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	1.0%	1.9%
Two or More Races	3.5%	3.0%	3.8%
Hispanic Origin	4.9%	5.4%	7.0%
Diversity Index	60.1	53.0	60.8
2010 Population by Relationship and Household Type			
Total	2,393	24,783	108,761
In Households	99.5%	99.9%	99.7%
In Family Households	90.4%	87.1%	84.6%
Householder	26.5%	27.8%	27.0%
Spouse	22.0%	22.7%	20.0%
Child	35.1%	30.8%	30.9%
Other relative	4.6%	4.1%	4.2%
Nonrelative	2.1%	1.7%	2.4%
In Nonfamily Households	9.1%	12.8%	15.1%
In Group Quarters	0.5%	0.1%	0.3%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.5%	0.1%	0.2%

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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2021 Population 25+ by Educational Attainment			
Total	1,984	20,027	82,667
Less than 9th Grade	4.1%	2.9%	3.1%
9th - 12th Grade, No Diploma	3.2%	3.6%	4.6%
High School Graduate	19.2%	21.9%	25.1%
GED/Alternative Credential	0.8%	2.6%	3.5%
Some College, No Degree	19.6%	19.3%	18.9%
Associate Degree	12.1%	8.6%	8.5%
Bachelor's Degree	21.3%	23.0%	21.7%
Graduate/Professional Degree	19.8%	18.1%	14.6%
2021 Population 15+ by Marital Status			
Total	2,332	22,734	94,544
Never Married	29.3%	25.6%	29.7%
Married	59.9%	57.2%	53.8%
Widowed	5.4%	7.0%	6.2%
Divorced	5.4%	10.2%	10.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,538	14,975	64,238
Population 16+ Employed	92.2%	95.5%	95.0%
Population 16+ Unemployment rate	7.8%	4.5%	5.0%
Population 16-24 Employed	7.1%	7.8%	9.9%
Population 16-24 Unemployment rate	26.5%	17.4%	11.2%
Population 25-54 Employed	63.9%	64.4%	64.5%
Population 25-54 Unemployment rate	5.6%	3.4%	4.2%
Population 55-64 Employed	22.3%	19.9%	17.7%
Population 55-64 Unemployment rate	8.7%	2.5%	4.1%
Population 65+ Employed	6.8%	7.9%	7.9%
Population 65+ Unemployment rate	0.0%	3.9%	4.3%
2021 Employed Population 16+ by Industry			
Total	1,418	14,300	61,053
Agriculture/Mining	0.1%	0.4%	0.3%
Construction	8.3%	7.9%	7.9%
Manufacturing	3.9%	6.0%	5.7%
Wholesale Trade	1.7%	1.9%	2.2%
Retail Trade	11.6%	7.8%	10.2%
Transportation/Utilities	4.2%	6.2%	6.1%
Information	1.0%	1.4%	1.3%
Finance/Insurance/Real Estate	6.0%	8.5%	7.6%
Services	52.9%	50.9%	50.7%
Public Administration	10.5%	9.0%	8.0%
2021 Employed Population 16+ by Occupation			
Total	1,417	14,300	61,053
White Collar	73.0%	70.3%	67.1%
Management/Business/Financial	20.1%	22.7%	19.4%
Professional	33.0%	29.2%	27.1%
Sales	10.6%	8.0%	8.3%
Administrative Support	9.2%	10.3%	12.3%
Services	9.2%	12.5%	13.4%
Blue Collar	17.7%	17.2%	19.5%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	2.2%	4.1%	4.5%
Installation/Maintenance/Repair	5.9%	3.4%	3.2%
Production	3.2%	2.9%	3.0%
Transportation/Material Moving	6.4%	6.7%	8.7%

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2010 Households by Type			
Total	826	9,507	42,542
Households with 1 Person	16.6%	22.2%	24.2%
Households with 2+ People	83.4%	77.8%	75.8%
Family Households	78.7%	72.7%	69.2%
Husband-wife Families	65.4%	59.4%	51.2%
With Related Children	36.7%	26.5%	22.1%
Other Family (No Spouse Present)	13.3%	13.3%	18.0%
Other Family with Male Householder	5.3%	4.2%	5.0%
With Related Children	2.8%	2.4%	2.8%
Other Family with Female Householder	8.0%	9.1%	13.0%
With Related Children	4.7%	4.9%	8.1%
Nonfamily Households	4.7%	5.1%	6.5%
All Households with Children	44.3%	34.1%	33.4%
Multigenerational Households	8.1%	5.0%	4.8%
Unmarried Partner Households	6.2%	5.6%	7.3%
Male-female	5.1%	4.9%	6.5%
Same-sex	1.1%	0.7%	0.7%
2010 Households by Size			
Total	828	9,507	42,543
1 Person Household	16.5%	22.2%	24.2%
2 Person Household	26.9%	34.3%	33.9%
3 Person Household	21.6%	18.1%	18.3%
4 Person Household	21.9%	16.1%	14.5%
5 Person Household	8.5%	6.2%	5.8%
6 Person Household	2.9%	2.1%	2.1%
7 + Person Household	1.7%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	826	9,507	42,542
Owner Occupied	87.7%	85.3%	74.3%
Owned with a Mortgage/Loan	68.4%	64.0%	56.1%
Owned Free and Clear	19.4%	21.3%	18.2%
Renter Occupied	12.3%	14.7%	25.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	138	138
Percent of Income for Mortgage	16.8%	15.8%	15.7%
Wealth Index	165	154	118
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	879	9,984	44,518
Housing Units Inside Urbanized Area	86.9%	95.4%	96.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	13.1%	4.6%	3.2%
2010 Population By Urban/ Rural Status			
Total Population	2,393	24,783	108,761
Population Inside Urbanized Area	89.7%	95.5%	96.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	10.3%	4.5%	3.2%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.		Comfortable Empty Nesters (5A)	Enterprising Professionals (2D)
3.		Bright Young Professionals (8C)	Savvy Suburbanites (1D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,711,580	\$28,181,738	\$103,458,558
Average Spent	\$2,766.92	\$2,670.50	\$2,319.44
Spending Potential Index	131	126	109
Education: Total \$	\$2,915,768	\$26,269,986	\$90,375,681
Average Spent	\$2,975.27	\$2,489.34	\$2,026.13
Spending Potential Index	172	144	117
Entertainment/Recreation: Total \$	\$4,154,621	\$43,300,982	\$155,739,384
Average Spent	\$4,239.41	\$4,103.19	\$3,491.52
Spending Potential Index	131	127	108
Food at Home: Total \$	\$6,877,052	\$71,321,225	\$261,897,319
Average Spent	\$7,017.40	\$6,758.38	\$5,871.48
Spending Potential Index	129	124	108
Food Away from Home: Total \$	\$4,742,864	\$49,822,034	\$185,068,469
Average Spent	\$4,839.66	\$4,721.13	\$4,149.05
Spending Potential Index	127	124	109
Health Care: Total \$	\$7,545,249	\$81,723,302	\$294,639,157
Average Spent	\$7,699.23	\$7,744.08	\$6,605.52
Spending Potential Index	123	124	106
HH Furnishings & Equipment: Total \$	\$2,947,326	\$30,794,979	\$110,557,259
Average Spent	\$3,007.48	\$2,918.13	\$2,478.58
Spending Potential Index	133	129	110
Personal Care Products & Services: Total \$	\$1,157,900	\$12,070,218	\$44,045,002
Average Spent	\$1,181.53	\$1,143.77	\$987.45
Spending Potential Index	132	127	110
Shelter: Total \$	\$28,027,599	\$277,192,013	\$1,004,367,815
Average Spent	\$28,599.59	\$26,266.66	\$22,516.93
Spending Potential Index	142	130	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,730,539	\$31,081,579	\$113,816,999
Average Spent	\$2,786.26	\$2,945.28	\$2,551.66
Spending Potential Index	117	123	107
Travel: Total \$	\$3,545,423	\$35,904,212	\$127,538,677
Average Spent	\$3,617.78	\$3,402.28	\$2,859.29
Spending Potential Index	143	135	113
Vehicle Maintenance & Repairs: Total \$	\$1,272,780	\$14,110,158	\$52,413,537
Average Spent	\$1,298.76	\$1,337.08	\$1,175.06
Spending Potential Index	117	121	106

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Longitude: -76.40667

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Pleasantville (2B)	100.0%	Population	2,958	3,131
	0.0%	Households	980	1,033
	0.0%	Families	762	800
	0.0%	Median Age	41.1	40.9
	0.0%	Median Household Income	\$108,558	\$120,346
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,766.92	\$2,711,580
Men's		131	\$530.50	\$519,889
Women's		132	\$976.48	\$956,955
Children's		123	\$381.33	\$373,701
Footwear		133	\$665.80	\$652,481
Watches & Jewelry		122	\$157.70	\$154,545
Apparel Products and Services (1)		150	\$79.17	\$77,584
Computer				
Computers and Hardware for Home Use		138	\$231.90	\$227,264
Portable Memory		123	\$5.35	\$5,239
Computer Software		146	\$14.00	\$13,721
Computer Accessories		123	\$22.15	\$21,704
Entertainment & Recreation		131	\$4,239.41	\$4,154,621
Fees and Admissions		153	\$1,131.38	\$1,108,755
Membership Fees for Clubs (2)		148	\$366.69	\$359,357
Fees for Participant Sports, excl. Trips		135	\$156.17	\$153,048
Tickets to Theatre/Operas/Concerts		172	\$138.61	\$135,835
Tickets to Movies		125	\$69.49	\$68,104
Tickets to Parks or Museums		132	\$44.67	\$43,781
Admission to Sporting Events, excl. Trips		146	\$94.06	\$92,178
Fees for Recreational Lessons		185	\$259.90	\$254,706
Dating Services		148	\$1.78	\$1,746
TV/Video/Audio		122	\$1,435.58	\$1,406,868
Cable and Satellite Television Services		127	\$1,020.78	\$1,000,362
Televisions		113	\$126.64	\$124,110
Satellite Dishes		89	\$1.40	\$1,372
VCRs, Video Cameras, and DVD Players		114	\$5.60	\$5,488
Miscellaneous Video Equipment		141	\$21.89	\$21,454
Video Cassettes and DVDs		101	\$7.76	\$7,609
Video Game Hardware/Accessories		100	\$28.89	\$28,314
Video Game Software		98	\$15.66	\$15,342
Rental/Streaming/Downloaded Video		99	\$69.49	\$68,104
Installation of Televisions		189	\$1.40	\$1,372
Audio (3)		124	\$133.26	\$130,596
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.80	\$2,744
Pets		125	\$911.70	\$893,465
Toys/Games/Crafts/Hobbies (4)		114	\$131.35	\$128,725
Recreational Vehicles and Fees (5)		165	\$185.83	\$182,111
Sports/Recreation/Exercise Equipment (6)		108	\$195.12	\$191,216
Photo Equipment and Supplies (7)		125	\$57.53	\$56,380
Reading (8)		138	\$142.81	\$139,951
Catered Affairs (9)		165	\$48.49	\$47,523
Food		128	\$11,857.06	\$11,619,916
Food at Home		129	\$7,017.40	\$6,877,052
Bakery and Cereal Products		132	\$923.28	\$904,816
Meats, Poultry, Fish, and Eggs		130	\$1,538.29	\$1,507,528
Dairy Products		132	\$722.31	\$707,862
Fruits and Vegetables		134	\$1,419.67	\$1,391,277
Snacks and Other Food at Home (10)		123	\$2,413.85	\$2,365,569
Food Away from Home		127	\$4,839.66	\$4,742,864
Alcoholic Beverages		143	\$897.19	\$879,246

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	143	\$39,064.34	\$38,283,057
Value of Retirement Plans	155	\$155,553.52	\$152,442,450
Value of Other Financial Assets	154	\$13,270.49	\$13,005,081
Vehicle Loan Amount excluding Interest	101	\$2,893.43	\$2,835,565
Value of Credit Card Debt	138	\$3,811.37	\$3,735,142
Health			
Nonprescription Drugs	107	\$165.21	\$161,904
Prescription Drugs	109	\$362.62	\$355,366
Eyeglasses and Contact Lenses	129	\$124.61	\$122,114
Home			
Mortgage Payment and Basics (11)	164	\$17,502.26	\$17,152,217
Maintenance and Remodeling Services	155	\$4,445.98	\$4,357,063
Maintenance and Remodeling Materials (12)	131	\$807.33	\$791,184
Utilities, Fuel, and Public Services	124	\$6,182.83	\$6,059,175
Household Furnishings and Equipment			
Household Textiles (13)	134	\$136.32	\$133,589
Furniture	130	\$829.09	\$812,513
Rugs	150	\$47.09	\$46,151
Major Appliances (14)	131	\$495.24	\$485,338
Housewares (15)	127	\$111.62	\$109,391
Small Appliances	120	\$63.26	\$61,993
Luggage	131	\$21.89	\$21,454
Telephones and Accessories	146	\$145.99	\$143,069
Household Operations			
Child Care	149	\$791.80	\$775,967
Lawn and Garden (16)	136	\$683.36	\$669,694
Moving/Storage/Freight Express	106	\$75.35	\$73,842
Housekeeping Supplies (17)	123	\$958.16	\$938,993
Insurance			
Owners and Renters Insurance	123	\$770.29	\$754,887
Vehicle Insurance	116	\$2,166.92	\$2,123,586
Life/Other Insurance	141	\$852.90	\$835,839
Health Insurance	126	\$5,201.77	\$5,097,730
Personal Care Products (18)	125	\$623.79	\$611,318
School Books and Supplies (19)	126	\$164.44	\$161,154
Smoking Products	95	\$364.91	\$357,611
Transportation			
Payments on Vehicles excluding Leases	108	\$2,826.36	\$2,769,830
Gasoline and Motor Oil	118	\$2,849.65	\$2,792,657
Vehicle Maintenance and Repairs	117	\$1,298.76	\$1,272,780
Travel			
Airline Fares	150	\$940.85	\$922,029
Lodging on Trips	147	\$1,042.67	\$1,021,816
Auto/Truck Rental on Trips	144	\$79.04	\$77,459
Food and Drink on Trips	140	\$834.06	\$817,378

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11411 Pulaski Hwy, White Marsh, Maryland, 21162
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.39554
 Longitude: -76.40667

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Pleasantville (2B)	45.4%	Population	27,671	28,417
Comfortable Empty Nesters (5A)	12.0%	Households	10,553	10,819
Bright Young Professionals (8C)	6.9%	Families	7,576	7,733
Boomburbs (1C)	6.5%	Median Age	43.2	43.5
Green Acres (6A)	5.4%	Median Household Income	\$98,415	\$105,948
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		126	\$2,670.50	\$28,181,738
Men's		126	\$511.16	\$5,394,265
Women's		128	\$942.50	\$9,946,213
Children's		123	\$382.52	\$4,036,780
Footwear		126	\$630.19	\$6,650,409
Watches & Jewelry		122	\$156.85	\$1,655,238
Apparel Products and Services (1)		134	\$70.43	\$743,276
Computer				
Computers and Hardware for Home Use		129	\$216.98	\$2,289,754
Portable Memory		123	\$5.34	\$56,365
Computer Software		130	\$12.54	\$132,310
Computer Accessories		126	\$22.62	\$238,671
Entertainment & Recreation		127	\$4,103.19	\$43,300,982
Fees and Admissions		140	\$1,034.89	\$10,921,212
Membership Fees for Clubs (2)		137	\$341.04	\$3,598,987
Fees for Participant Sports, excl. Trips		135	\$155.44	\$1,640,391
Tickets to Theatre/Operas/Concerts		146	\$118.25	\$1,247,878
Tickets to Movies		125	\$69.68	\$735,313
Tickets to Parks or Museums		128	\$43.50	\$459,059
Admission to Sporting Events, excl. Trips		139	\$89.83	\$947,950
Fees for Recreational Lessons		153	\$215.67	\$2,275,957
Dating Services		124	\$1.49	\$15,677
TV/Video/Audio		122	\$1,430.86	\$15,099,883
Cable and Satellite Television Services		123	\$992.62	\$10,475,087
Televisions		120	\$134.54	\$1,419,785
Satellite Dishes		111	\$1.74	\$18,373
VCRs, Video Cameras, and DVD Players		120	\$5.88	\$62,082
Miscellaneous Video Equipment		133	\$20.66	\$218,003
Video Cassettes and DVDs		114	\$8.72	\$92,013
Video Game Hardware/Accessories		109	\$31.64	\$333,931
Video Game Software		110	\$17.51	\$184,822
Rental/Streaming/Downloaded Video		113	\$79.72	\$841,295
Installation of Televisions		151	\$1.12	\$11,847
Audio (3)		125	\$133.82	\$1,412,211
Rental and Repair of TV/Radio/Sound Equipment		97	\$2.88	\$30,435
Pets		123	\$893.84	\$9,432,743
Toys/Games/Crafts/Hobbies (4)		120	\$138.30	\$1,459,470
Recreational Vehicles and Fees (5)		144	\$162.44	\$1,714,212
Sports/Recreation/Exercise Equipment (6)		117	\$211.01	\$2,226,841
Photo Equipment and Supplies (7)		126	\$57.83	\$610,295
Reading (8)		130	\$133.74	\$1,411,374
Catered Affairs (9)		138	\$40.58	\$428,225
Food		124	\$11,479.51	\$121,143,259
Food at Home		124	\$6,758.38	\$71,321,225
Bakery and Cereal Products		125	\$877.14	\$9,256,417
Meats, Poultry, Fish, and Eggs		124	\$1,466.50	\$15,475,926
Dairy Products		125	\$685.14	\$7,230,292
Fruits and Vegetables		126	\$1,336.27	\$14,101,664
Snacks and Other Food at Home (10)		122	\$2,393.34	\$25,256,925
Food Away from Home		124	\$4,721.13	\$49,822,034
Alcoholic Beverages		133	\$832.04	\$8,780,476

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	138	\$37,652.44	\$397,346,169
Value of Retirement Plans	144	\$144,497.08	\$1,524,877,640
Value of Other Financial Assets	138	\$11,876.83	\$125,336,161
Vehicle Loan Amount excluding Interest	116	\$3,303.60	\$34,862,854
Value of Credit Card Debt	130	\$3,612.89	\$38,126,818
Health			
Nonprescription Drugs	114	\$176.69	\$1,864,595
Prescription Drugs	116	\$388.91	\$4,104,151
Eyeglasses and Contact Lenses	126	\$122.07	\$1,288,196
Home			
Mortgage Payment and Basics (11)	147	\$15,649.75	\$165,151,802
Maintenance and Remodeling Services	142	\$4,070.89	\$42,960,105
Maintenance and Remodeling Materials (12)	129	\$795.52	\$8,395,082
Utilities, Fuel, and Public Services	123	\$6,106.10	\$64,437,720
Household Furnishings and Equipment			
Household Textiles (13)	128	\$129.60	\$1,367,656
Furniture	128	\$814.05	\$8,590,676
Rugs	139	\$43.57	\$459,829
Major Appliances (14)	130	\$491.61	\$5,187,949
Housewares (15)	125	\$110.10	\$1,161,923
Small Appliances	120	\$63.27	\$667,741
Luggage	128	\$21.40	\$225,820
Telephones and Accessories	134	\$133.68	\$1,410,687
Household Operations			
Child Care	138	\$733.03	\$7,735,655
Lawn and Garden (16)	132	\$663.21	\$6,998,839
Moving/Storage/Freight Express	113	\$80.07	\$845,025
Housekeeping Supplies (17)	122	\$955.07	\$10,078,874
Insurance			
Owners and Renters Insurance	127	\$792.46	\$8,362,882
Vehicle Insurance	119	\$2,222.49	\$23,453,944
Life/Other Insurance	135	\$813.18	\$8,581,538
Health Insurance	125	\$5,170.81	\$54,567,590
Personal Care Products (18)	123	\$613.99	\$6,479,399
School Books and Supplies (19)	123	\$160.63	\$1,695,124
Smoking Products	104	\$400.11	\$4,222,361
Transportation			
Payments on Vehicles excluding Leases	119	\$3,091.30	\$32,622,447
Gasoline and Motor Oil	119	\$2,877.30	\$30,364,144
Vehicle Maintenance and Repairs	121	\$1,337.08	\$14,110,158
Travel			
Airline Fares	137	\$859.61	\$9,071,431
Lodging on Trips	137	\$974.39	\$10,282,708
Auto/Truck Rental on Trips	134	\$73.96	\$780,538
Food and Drink on Trips	133	\$791.63	\$8,354,072

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11411 Pulaski Hwy, White Marsh, Maryland, 21162
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.39554
 Longitude: -76.40667

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Pleasantville (2B)	17.2%	Population	114,612	117,171
Enterprising Professionals (2D)	15.8%	Households	44,605	45,486
Savvy Suburbanites (1D)	9.5%	Families	30,493	31,005
Bright Young Professionals (8C)	7.5%	Median Age	40.5	41.0
Comfortable Empty Nesters (5A)	7.4%	Median Household Income	\$82,381	\$88,672
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,319.44	\$103,458,558
Men's		110	\$448.45	\$20,003,015
Women's		110	\$812.17	\$36,226,807
Children's		109	\$337.32	\$15,046,201
Footwear		109	\$546.40	\$24,372,319
Watches & Jewelry		105	\$135.41	\$6,040,099
Apparel Products and Services (1)		113	\$59.34	\$2,646,940
Computer				
Computers and Hardware for Home Use		112	\$188.65	\$8,414,940
Portable Memory		107	\$4.65	\$207,520
Computer Software		114	\$10.95	\$488,386
Computer Accessories		110	\$19.77	\$881,837
Entertainment & Recreation		108	\$3,491.52	\$155,739,384
Fees and Admissions		116	\$857.63	\$38,254,445
Membership Fees for Clubs (2)		115	\$285.34	\$12,727,711
Fees for Participant Sports, excl. Trips		116	\$133.89	\$5,971,944
Tickets to Theatre/Operas/Concerts		116	\$94.09	\$4,196,940
Tickets to Movies		112	\$62.32	\$2,779,979
Tickets to Parks or Museums		111	\$37.73	\$1,682,759
Admission to Sporting Events, excl. Trips		114	\$73.51	\$3,278,885
Fees for Recreational Lessons		120	\$169.46	\$7,558,679
Dating Services		108	\$1.29	\$57,548
TV/Video/Audio		106	\$1,240.99	\$55,354,269
Cable and Satellite Television Services		105	\$845.17	\$37,698,996
Televisions		108	\$121.05	\$5,399,217
Satellite Dishes		102	\$1.60	\$71,309
VCRs, Video Cameras, and DVD Players		106	\$5.19	\$231,539
Miscellaneous Video Equipment		111	\$17.31	\$771,929
Video Cassettes and DVDs		105	\$8.09	\$360,805
Video Game Hardware/Accessories		103	\$29.73	\$1,326,300
Video Game Software		105	\$16.75	\$747,103
Rental/Streaming/Downloaded Video		107	\$75.03	\$3,346,765
Installation of Televisions		123	\$0.91	\$40,795
Audio (3)		110	\$117.53	\$5,242,509
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.62	\$117,000
Pets		104	\$760.02	\$33,900,813
Toys/Games/Crafts/Hobbies (4)		106	\$122.50	\$5,464,124
Recreational Vehicles and Fees (5)		110	\$124.21	\$5,540,341
Sports/Recreation/Exercise Equipment (6)		105	\$188.96	\$8,428,783
Photo Equipment and Supplies (7)		111	\$50.96	\$2,272,889
Reading (8)		109	\$112.92	\$5,036,888
Catered Affairs (9)		114	\$33.63	\$1,499,991
Food		108	\$10,020.53	\$446,965,788
Food at Home		108	\$5,871.48	\$261,897,319
Bakery and Cereal Products		108	\$753.98	\$33,631,414
Meats, Poultry, Fish, and Eggs		108	\$1,267.37	\$56,531,231
Dairy Products		108	\$591.41	\$26,379,705
Fruits and Vegetables		109	\$1,155.98	\$51,562,654
Snacks and Other Food at Home (10)		107	\$2,102.73	\$93,792,316
Food Away from Home		109	\$4,149.05	\$185,068,469
Alcoholic Beverages		113	\$707.87	\$31,574,342

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	113	\$30,921.40	\$1,379,248,863
Value of Retirement Plans	114	\$114,165.74	\$5,092,362,660
Value of Other Financial Assets	111	\$9,514.29	\$424,384,726
Vehicle Loan Amount excluding Interest	107	\$3,048.36	\$135,972,256
Value of Credit Card Debt	110	\$3,061.64	\$136,564,595
Health			
Nonprescription Drugs	101	\$156.31	\$6,972,420
Prescription Drugs	100	\$332.77	\$14,843,383
Eyeglasses and Contact Lenses	106	\$102.46	\$4,570,086
Home			
Mortgage Payment and Basics (11)	115	\$12,274.53	\$547,505,544
Maintenance and Remodeling Services	113	\$3,243.15	\$144,660,496
Maintenance and Remodeling Materials (12)	106	\$652.07	\$29,085,694
Utilities, Fuel, and Public Services	106	\$5,273.54	\$235,226,310
Household Furnishings and Equipment			
Household Textiles (13)	110	\$111.38	\$4,967,953
Furniture	110	\$699.67	\$31,208,967
Rugs	112	\$35.21	\$1,570,748
Major Appliances (14)	109	\$411.42	\$18,351,255
Housewares (15)	109	\$95.97	\$4,280,538
Small Appliances	107	\$56.34	\$2,513,250
Luggage	113	\$18.93	\$844,470
Telephones and Accessories	109	\$109.27	\$4,873,846
Household Operations			
Child Care	117	\$620.45	\$27,675,228
Lawn and Garden (16)	107	\$538.84	\$24,034,913
Moving/Storage/Freight Express	108	\$76.99	\$3,434,248
Housekeeping Supplies (17)	107	\$832.33	\$37,126,045
Insurance			
Owners and Renters Insurance	105	\$654.63	\$29,199,604
Vehicle Insurance	106	\$1,984.17	\$88,503,993
Life/Other Insurance	109	\$656.97	\$29,303,973
Health Insurance	106	\$4,396.98	\$196,127,168
Personal Care Products (18)	108	\$537.55	\$23,977,578
School Books and Supplies (19)	109	\$142.14	\$6,340,221
Smoking Products	96	\$368.06	\$16,417,185
Transportation			
Payments on Vehicles excluding Leases	106	\$2,751.02	\$122,709,320
Gasoline and Motor Oil	106	\$2,551.54	\$113,811,241
Vehicle Maintenance and Repairs	106	\$1,175.06	\$52,413,537
Travel			
Airline Fares	115	\$725.64	\$32,367,362
Lodging on Trips	113	\$803.30	\$35,831,171
Auto/Truck Rental on Trips	115	\$63.47	\$2,830,976
Food and Drink on Trips	112	\$670.44	\$29,904,969

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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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

11411 Pulaski Hwy, White Marsh, Maryland, 21162
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39554
Longitude: -76.40667

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	146		855		3,586							
Total Employees:	1,502		9,206		43,582							
Total Residential Population:	2,958		27,671		114,612							
Employee/Residential Population Ratio (per 100 Residents)	51		33		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	4.1%	38	2.5%	24	2.8%	200	2.2%	67	1.9%	553	1.3%
Construction	21	14.4%	334	22.2%	93	10.9%	1,144	12.4%	304	8.5%	3,217	7.4%
Manufacturing	5	3.4%	404	26.9%	25	2.9%	1,099	11.9%	81	2.3%	2,099	4.8%
Transportation	7	4.8%	40	2.7%	31	3.6%	257	2.8%	116	3.2%	973	2.2%
Communication	0	0.0%	0	0.0%	2	0.2%	15	0.2%	30	0.8%	190	0.4%
Utility	2	1.4%	36	2.4%	7	0.8%	84	0.9%	16	0.4%	143	0.3%
Wholesale Trade	8	5.5%	79	5.3%	40	4.7%	762	8.3%	126	3.5%	2,099	4.8%
Retail Trade Summary	31	21.2%	217	14.4%	171	20.0%	2,059	22.4%	765	21.3%	12,797	29.4%
Home Improvement	4	2.7%	22	1.5%	18	2.1%	325	3.5%	40	1.1%	938	2.2%
General Merchandise Stores	2	1.4%	8	0.5%	7	0.8%	139	1.5%	34	0.9%	1,826	4.2%
Food Stores	4	2.7%	53	3.5%	22	2.6%	316	3.4%	83	2.3%	1,524	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	6	4.1%	47	3.1%	18	2.1%	189	2.1%	74	2.1%	904	2.1%
Apparel & Accessory Stores	1	0.7%	1	0.1%	4	0.5%	14	0.2%	58	1.6%	670	1.5%
Furniture & Home Furnishings	3	2.1%	19	1.3%	10	1.2%	164	1.8%	41	1.1%	736	1.7%
Eating & Drinking Places	7	4.8%	59	3.9%	54	6.3%	630	6.8%	237	6.6%	4,368	10.0%
Miscellaneous Retail	5	3.4%	9	0.6%	37	4.3%	282	3.1%	196	5.5%	1,831	4.2%
Finance, Insurance, Real Estate Summary	7	4.8%	57	3.8%	65	7.6%	374	4.1%	303	8.4%	2,451	5.6%
Banks, Savings & Lending Institutions	1	0.7%	30	2.0%	12	1.4%	130	1.4%	63	1.8%	658	1.5%
Securities Brokers	1	0.7%	2	0.1%	7	0.8%	34	0.4%	31	0.9%	292	0.7%
Insurance Carriers & Agents	2	1.4%	8	0.5%	10	1.2%	40	0.4%	62	1.7%	368	0.8%
Real Estate, Holding, Other Investment Offices	4	2.7%	17	1.1%	36	4.2%	170	1.8%	147	4.1%	1,134	2.6%
Services Summary	45	30.8%	287	19.1%	301	35.2%	3,064	33.3%	1,426	39.8%	18,433	42.3%
Hotels & Lodging	2	1.4%	30	2.0%	8	0.9%	154	1.7%	16	0.4%	348	0.8%
Automotive Services	10	6.8%	72	4.8%	31	3.6%	187	2.0%	139	3.9%	715	1.6%
Motion Pictures & Amusements	7	4.8%	41	2.7%	34	4.0%	184	2.0%	95	2.6%	648	1.5%
Health Services	1	0.7%	5	0.3%	33	3.9%	271	2.9%	307	8.6%	6,787	15.6%
Legal Services	2	1.4%	17	1.1%	10	1.2%	64	0.7%	36	1.0%	247	0.6%
Education Institutions & Libraries	0	0.0%	0	0.0%	13	1.5%	552	6.0%	64	1.8%	2,932	6.7%
Other Services	23	15.8%	122	8.1%	173	20.2%	1,653	18.0%	769	21.4%	6,756	15.5%
Government	1	0.7%	8	0.5%	4	0.5%	111	1.2%	17	0.5%	453	1.0%
Unclassified Establishments	13	8.9%	3	0.2%	92	10.8%	37	0.4%	334	9.3%	174	0.4%
Totals	146	100.0%	1,502	100.0%	855	100.0%	9,206	100.0%	3,586	100.0%	43,582	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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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%	0	0.0%	1	0.1%	16	0.2%	7	0.2%	50	0.1%
Mining	1	0.7%	2	0.1%	1	0.1%	3	0.0%	2	0.1%	8	0.0%
Utilities	0	0.0%	0	0.0%	2	0.2%	13	0.1%	3	0.1%	18	0.0%
Construction	21	14.4%	334	22.2%	96	11.2%	1,179	12.8%	322	9.0%	3,400	7.8%
Manufacturing	5	3.4%	402	26.8%	25	2.9%	1,106	12.0%	90	2.5%	2,196	5.0%
Wholesale Trade	8	5.5%	79	5.3%	40	4.7%	762	8.3%	123	3.4%	2,087	4.8%
Retail Trade	23	15.8%	154	10.3%	111	13.0%	1,375	14.9%	504	14.1%	8,208	18.8%
Motor Vehicle & Parts Dealers	6	4.1%	46	3.1%	16	1.9%	182	2.0%	64	1.8%	864	2.0%
Furniture & Home Furnishings Stores	1	0.7%	17	1.1%	5	0.6%	71	0.8%	19	0.5%	474	1.1%
Electronics & Appliance Stores	1	0.7%	2	0.1%	4	0.5%	91	1.0%	17	0.5%	210	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	4	2.7%	22	1.5%	18	2.1%	325	3.5%	40	1.1%	938	2.2%
Food & Beverage Stores	3	2.1%	47	3.1%	19	2.2%	293	3.2%	73	2.0%	1,418	3.3%
Health & Personal Care Stores	1	0.7%	2	0.1%	5	0.6%	131	1.4%	63	1.8%	809	1.9%
Gasoline Stations	1	0.7%	1	0.1%	2	0.2%	7	0.1%	10	0.3%	40	0.1%
Clothing & Clothing Accessories Stores	1	0.7%	1	0.1%	4	0.5%	14	0.2%	70	2.0%	756	1.7%
Sport Goods, Hobby, Book, & Music Stores	2	1.4%	4	0.3%	5	0.6%	44	0.5%	24	0.7%	530	1.2%
General Merchandise Stores	2	1.4%	8	0.5%	7	0.8%	139	1.5%	34	0.9%	1,826	4.2%
Miscellaneous Store Retailers	2	1.4%	4	0.3%	17	2.0%	77	0.8%	48	1.3%	338	0.8%
Nonstore Retailers	2	1.4%	0	0.0%	9	1.1%	1	0.0%	42	1.2%	6	0.0%
Transportation & Warehousing	7	4.8%	47	3.1%	27	3.2%	242	2.6%	99	2.8%	829	1.9%
Information	1	0.7%	5	0.3%	14	1.6%	103	1.1%	61	1.7%	489	1.1%
Finance & Insurance	4	2.7%	40	2.7%	30	3.5%	207	2.2%	159	4.4%	1,324	3.0%
Central Bank/Credit Intermediation & Related Activities	1	0.7%	30	2.0%	12	1.4%	130	1.4%	64	1.8%	660	1.5%
Securities, Commodity Contracts & Other Financial	1	0.7%	2	0.1%	8	0.9%	37	0.4%	33	0.9%	296	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.4%	8	0.5%	10	1.2%	40	0.4%	62	1.7%	368	0.8%
Real Estate, Rental & Leasing	6	4.1%	40	2.7%	42	4.9%	209	2.3%	186	5.2%	1,274	2.9%
Professional, Scientific & Tech Services	10	6.8%	70	4.7%	57	6.7%	318	3.5%	264	7.4%	1,790	4.1%
Legal Services	2	1.4%	17	1.1%	10	1.2%	68	0.7%	41	1.1%	275	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	5	0.1%	4	0.1%	26	0.1%
Administrative & Support & Waste Management & Remediation	10	6.8%	80	5.3%	51	6.0%	787	8.5%	160	4.5%	2,307	5.3%
Educational Services	3	2.1%	6	0.4%	22	2.6%	550	6.0%	80	2.2%	2,932	6.7%
Health Care & Social Assistance	3	2.1%	17	1.1%	54	6.3%	635	6.9%	386	10.8%	7,834	18.0%
Arts, Entertainment & Recreation	4	2.7%	33	2.2%	24	2.8%	151	1.6%	73	2.0%	594	1.4%
Accommodation & Food Services	10	6.8%	93	6.2%	67	7.8%	834	9.1%	269	7.5%	4,853	11.1%
Accommodation	2	1.4%	30	2.0%	8	0.9%	154	1.7%	16	0.4%	348	0.8%
Food Services & Drinking Places	8	5.5%	63	4.2%	59	6.9%	681	7.4%	253	7.1%	4,505	10.3%
Other Services (except Public Administration)	19	13.0%	90	6.0%	94	11.0%	562	6.1%	443	12.4%	2,741	6.3%
Automotive Repair & Maintenance	7	4.8%	35	2.3%	22	2.6%	102	1.1%	105	2.9%	526	1.2%
Public Administration	1	0.7%	8	0.5%	4	0.5%	111	1.2%	17	0.5%	448	1.0%
Unclassified Establishments	13	8.9%	3	0.2%	92	10.8%	37	0.4%	334	9.3%	174	0.4%
Total	146	100.0%	1,502	100.0%	855	100.0%	9,206	100.0%	3,586	100.0%	43,582	100.0%

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