

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	20,059	163,219	374,675
2010 Total Population	19,970	165,738	379,459
2016 Total Population	20,167	166,777	381,622
2016 Group Quarters	69	1,820	17,311
2021 Total Population	20,438	168,788	385,694
2016-2021 Annual Rate	0.27%	0.24%	0.21%
2016 Total Daytime Population	14,373	123,741	342,575
Workers	4,958	44,658	150,493
Residents	9,415	79,083	192,082
<b>Household Summary</b>			
2000 Households	8,336	67,724	149,094
2000 Average Household Size	2.39	2.38	2.41
2010 Households	8,181	68,408	149,933
2010 Average Household Size	2.43	2.40	2.42
2016 Households	8,196	68,387	150,211
2016 Average Household Size	2.45	2.41	2.43
2021 Households	8,271	68,986	151,603
2021 Average Household Size	2.46	2.42	2.43
2016-2021 Annual Rate	0.18%	0.17%	0.18%
2010 Families	5,174	41,283	90,604
2010 Average Family Size	3.00	3.02	3.05
2016 Families	5,147	40,946	89,962
2016 Average Family Size	3.03	3.05	3.07
2021 Families	5,173	41,114	90,341
2021 Average Family Size	3.05	3.07	3.08
2016-2021 Annual Rate	0.10%	0.08%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,653	71,475	160,580
Owner Occupied Housing Units	75.5%	62.6%	59.9%
Renter Occupied Housing Units	20.8%	32.2%	32.9%
Vacant Housing Units	3.7%	5.2%	7.2%
2010 Housing Units	8,707	72,950	162,424
Owner Occupied Housing Units	72.0%	59.6%	57.9%
Renter Occupied Housing Units	22.0%	34.2%	34.4%
Vacant Housing Units	6.0%	6.2%	7.7%
2016 Housing Units	8,803	73,936	164,616
Owner Occupied Housing Units	69.3%	56.4%	54.6%
Renter Occupied Housing Units	23.8%	36.1%	36.6%
Vacant Housing Units	6.9%	7.5%	8.8%
2021 Housing Units	8,914	74,972	166,807
Owner Occupied Housing Units	69.1%	56.0%	54.2%
Renter Occupied Housing Units	23.6%	36.1%	36.6%
Vacant Housing Units	7.2%	8.0%	9.1%
<b>Median Household Income</b>			
2016	\$61,449	\$56,174	\$55,513
2021	\$69,245	\$58,730	\$57,490
<b>Median Home Value</b>			
2016	\$200,654	\$193,736	\$204,881
2021	\$210,634	\$205,985	\$221,480
<b>Per Capita Income</b>			
2016	\$30,105	\$28,670	\$29,955
2021	\$32,793	\$30,624	\$32,025
<b>Median Age</b>			
2010	39.9	38.0	36.7
2016	40.9	38.9	37.5
2021	41.5	39.5	38.2

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2016 Households by Income</b>			
Household Income Base	8,196	68,387	150,190
<\$15,000	7.3%	9.5%	11.9%
\$15,000 - \$24,999	7.9%	7.6%	8.5%
\$25,000 - \$34,999	8.5%	10.0%	9.9%
\$35,000 - \$49,999	13.7%	15.5%	13.9%
\$50,000 - \$74,999	22.3%	22.0%	19.5%
\$75,000 - \$99,999	15.8%	14.3%	13.1%
\$100,000 - \$149,999	16.3%	14.1%	13.8%
\$150,000 - \$199,999	5.6%	4.6%	5.2%
\$200,000+	2.6%	2.5%	4.2%
Average Household Income	\$73,631	\$69,052	\$73,515
<b>2021 Households by Income</b>			
Household Income Base	8,271	68,986	151,582
<\$15,000	8.5%	11.4%	13.7%
\$15,000 - \$24,999	8.1%	7.5%	8.2%
\$25,000 - \$34,999	7.3%	8.8%	8.9%
\$35,000 - \$49,999	11.6%	14.8%	13.6%
\$50,000 - \$74,999	17.7%	17.0%	14.8%
\$75,000 - \$99,999	17.6%	15.9%	14.2%
\$100,000 - \$149,999	19.3%	16.1%	15.6%
\$150,000 - \$199,999	7.0%	5.5%	6.2%
\$200,000+	3.2%	2.9%	4.9%
Average Household Income	\$80,564	\$74,080	\$78,918
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	6,104	41,662	89,915
<\$50,000	3.4%	3.5%	5.1%
\$50,000 - \$99,999	4.3%	5.8%	7.9%
\$100,000 - \$149,999	9.8%	16.2%	14.8%
\$150,000 - \$199,999	32.1%	28.0%	20.4%
\$200,000 - \$249,999	30.0%	21.8%	18.1%
\$250,000 - \$299,999	11.1%	11.8%	12.1%
\$300,000 - \$399,999	5.5%	7.8%	10.7%
\$400,000 - \$499,999	1.4%	2.5%	4.7%
\$500,000 - \$749,999	0.8%	1.6%	3.7%
\$750,000 - \$999,999	1.0%	0.5%	1.6%
\$1,000,000 +	0.5%	0.5%	0.9%
Average Home Value	\$216,465	\$214,777	\$242,353
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	6,163	41,952	90,463
<\$50,000	3.6%	3.4%	4.7%
\$50,000 - \$99,999	5.8%	6.8%	8.7%
\$100,000 - \$149,999	11.1%	16.9%	14.9%
\$150,000 - \$199,999	23.7%	20.5%	14.7%
\$200,000 - \$249,999	27.3%	20.8%	16.2%
\$250,000 - \$299,999	10.6%	10.6%	10.2%
\$300,000 - \$399,999	11.1%	13.7%	17.1%
\$400,000 - \$499,999	2.7%	3.5%	5.9%
\$500,000 - \$749,999	1.8%	2.4%	4.5%
\$750,000 - \$999,999	1.5%	0.8%	2.0%
\$1,000,000 +	0.8%	0.7%	1.1%
Average Home Value	\$236,699	\$232,808	\$262,076

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

7804 Harford Rd, Parkville, Maryland, 21234  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37418  
Longitude: -76.54254

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	19,974	165,739	379,458
0 - 4	6.0%	6.0%	6.0%
5 - 9	5.3%	5.5%	5.6%
10 - 14	5.5%	6.0%	5.8%
15 - 24	12.0%	14.2%	17.0%
25 - 34	14.4%	14.4%	13.6%
35 - 44	13.9%	13.0%	12.5%
45 - 54	15.5%	15.0%	14.4%
55 - 64	12.5%	11.9%	11.8%
65 - 74	7.0%	6.1%	6.3%
75 - 84	5.2%	4.9%	4.6%
85 +	2.6%	3.0%	2.5%
18 +	79.7%	78.6%	78.8%
<b>2016 Population by Age</b>			
Total	20,168	166,778	381,621
0 - 4	5.6%	5.6%	5.6%
5 - 9	5.9%	5.7%	5.7%
10 - 14	5.4%	5.5%	5.6%
15 - 24	10.6%	13.0%	15.8%
25 - 34	14.3%	15.0%	14.2%
35 - 44	13.8%	12.8%	12.2%
45 - 54	14.2%	13.1%	12.7%
55 - 64	13.7%	13.2%	12.8%
65 - 74	8.9%	8.1%	8.2%
75 - 84	4.9%	4.7%	4.6%
85 +	2.8%	3.2%	2.7%
18 +	80.0%	79.8%	79.8%
<b>2021 Population by Age</b>			
Total	20,438	168,787	385,696
0 - 4	5.4%	5.6%	5.5%
5 - 9	5.5%	5.3%	5.3%
10 - 14	5.9%	5.6%	5.6%
15 - 24	9.7%	11.8%	14.8%
25 - 34	13.7%	15.4%	14.5%
35 - 44	14.5%	13.4%	12.7%
45 - 54	13.1%	12.0%	11.6%
55 - 64	13.8%	13.0%	12.5%
65 - 74	10.5%	9.9%	9.7%
75 - 84	5.2%	5.0%	5.1%
85 +	2.5%	2.9%	2.7%
18 +	80.0%	80.4%	80.3%
<b>2010 Population by Sex</b>			
Males	9,585	76,914	175,379
Females	10,385	88,824	204,080
<b>2016 Population by Sex</b>			
Males	9,698	77,742	177,019
Females	10,469	89,035	204,603
<b>2021 Population by Sex</b>			
Males	9,874	79,169	179,792
Females	10,564	89,619	205,903

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	19,970	165,737	379,458
White Alone	73.9%	51.2%	49.9%
Black Alone	20.5%	41.7%	42.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	3.6%	4.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	1.1%
Two or More Races	2.0%	2.3%	2.2%
Hispanic Origin	3.6%	3.0%	3.2%
Diversity Index	45.2	58.8	59.6
<b>2016 Population by Race/Ethnicity</b>			
Total	20,167	166,777	381,621
White Alone	71.0%	48.5%	47.5%
Black Alone	22.0%	42.7%	43.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.7%	4.5%	5.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.4%	1.2%	1.4%
Two or More Races	2.5%	2.7%	2.6%
Hispanic Origin	4.8%	3.9%	4.2%
Diversity Index	49.7	61.2	62.0
<b>2021 Population by Race/Ethnicity</b>			
Total	20,439	168,788	385,694
White Alone	68.4%	46.0%	45.3%
Black Alone	23.2%	43.6%	43.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.3%	5.5%	6.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	1.5%	1.7%
Two or More Races	3.0%	3.2%	3.0%
Hispanic Origin	6.1%	4.9%	5.3%
Diversity Index	53.7	63.4	64.2
<b>2010 Population by Relationship and Household Type</b>			
Total	19,970	165,738	379,459
In Households	99.7%	98.9%	95.5%
In Family Households	80.3%	78.1%	75.5%
Householder	25.9%	24.9%	23.9%
Spouse	17.7%	15.3%	14.5%
Child	29.5%	30.2%	29.7%
Other relative	4.6%	4.9%	4.8%
Nonrelative	2.6%	2.8%	2.7%
In Nonfamily Households	19.3%	20.9%	20.0%
In Group Quarters	0.3%	1.1%	4.5%
Institutionalized Population	0.2%	0.6%	1.2%
Noninstitutionalized Population	0.1%	0.5%	3.3%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2016 Population 25+ by Educational Attainment</b>			
Total	14,620	117,029	256,820
Less than 9th Grade	3.0%	3.5%	3.4%
9th - 12th Grade, No Diploma	5.2%	6.3%	7.0%
High School Graduate	30.2%	27.0%	25.1%
GED/Alternative Credential	3.7%	3.9%	4.1%
Some College, No Degree	22.5%	21.7%	20.2%
Associate Degree	7.4%	7.5%	6.6%
Bachelor's Degree	18.2%	17.9%	18.5%
Graduate/Professional Degree	9.8%	12.2%	15.0%
<b>2016 Population 15+ by Marital Status</b>			
Total	16,753	138,677	317,054
Never Married	32.0%	38.4%	42.6%
Married	47.5%	42.7%	39.7%
Widowed	6.6%	7.2%	6.8%
Divorced	13.9%	11.6%	10.8%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.3%	93.7%	92.9%
Civilian Unemployed	4.7%	6.3%	7.1%
<b>2016 Employed Population 16+ by Industry</b>			
Total	10,962	89,538	192,596
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	6.0%	5.8%	5.0%
Manufacturing	6.4%	4.7%	4.6%
Wholesale Trade	2.0%	1.6%	1.7%
Retail Trade	10.8%	10.3%	10.5%
Transportation/Utilities	3.8%	4.9%	4.8%
Information	1.8%	1.5%	1.5%
Finance/Insurance/Real Estate	6.6%	6.0%	5.8%
Services	53.8%	56.0%	57.5%
Public Administration	8.4%	9.0%	8.5%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	10,961	89,537	192,596
White Collar	65.9%	63.8%	65.1%
Management/Business/Financial	14.9%	13.3%	13.7%
Professional	26.2%	26.2%	27.4%
Sales	7.3%	8.9%	9.3%
Administrative Support	17.5%	15.4%	14.6%
Services	15.5%	19.7%	19.2%
Blue Collar	18.6%	16.5%	15.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.6%	3.9%	3.4%
Installation/Maintenance/Repair	4.7%	3.4%	3.0%
Production	4.6%	3.6%	3.6%
Transportation/Material Moving	5.6%	5.4%	5.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,970	165,738	379,459
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	8,182	68,408	149,934
Households with 1 Person	28.9%	31.4%	31.2%
Households with 2+ People	71.1%	68.6%	68.8%
Family Households	63.2%	60.3%	60.4%
Husband-wife Families	43.0%	37.0%	36.7%
With Related Children	17.3%	15.4%	15.5%
Other Family (No Spouse Present)	20.2%	23.3%	23.8%
Other Family with Male Householder	5.8%	5.2%	5.0%
With Related Children	2.8%	2.8%	2.6%
Other Family with Female Householder	14.4%	18.2%	18.8%
With Related Children	8.3%	11.2%	11.7%
Nonfamily Households	7.8%	8.2%	8.3%
All Households with Children	28.9%	30.0%	30.3%
Multigenerational Households	4.6%	5.1%	5.3%
Unmarried Partner Households	7.3%	7.5%	7.3%
Male-female	6.3%	6.4%	6.3%
Same-sex	1.0%	1.0%	1.0%
<b>2010 Households by Size</b>			
Total	8,183	68,407	149,933
1 Person Household	28.9%	31.4%	31.2%
2 Person Household	33.3%	31.8%	31.3%
3 Person Household	17.6%	16.8%	16.7%
4 Person Household	11.7%	11.5%	11.9%
5 Person Household	5.1%	5.1%	5.3%
6 Person Household	2.2%	2.1%	2.1%
7 + Person Household	1.1%	1.3%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,181	68,408	149,933
Owner Occupied	76.6%	63.6%	62.7%
Owned with a Mortgage/Loan	57.0%	49.0%	47.4%
Owned Free and Clear	19.6%	14.5%	15.3%
Renter Occupied	23.4%	36.4%	37.3%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,707	72,950	162,424
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

7804 Harford Rd, Parkville, Maryland, 21234  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37418  
Longitude: -76.54254

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
<b>2.</b>	Pleasantville (2B)	Bright Young Professionals	Family Foundations (12A)
<b>3.</b>	Retirement Communities	Family Foundations (12A)	Bright Young Professionals
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$15,474,256	\$124,386,129	\$292,048,787
Average Spent	\$1,888.03	\$1,818.86	\$1,944.26
Spending Potential Index	94	90	97
Education: Total \$	\$12,500,588	\$93,297,457	\$219,065,326
Average Spent	\$1,525.21	\$1,364.26	\$1,458.38
Spending Potential Index	108	96	103
Entertainment/Recreation: Total \$	\$22,405,138	\$176,225,363	\$411,692,860
Average Spent	\$2,733.67	\$2,576.88	\$2,740.76
Spending Potential Index	94	88	94
Food at Home: Total \$	\$37,180,336	\$301,992,597	\$709,380,724
Average Spent	\$4,536.40	\$4,415.94	\$4,722.56
Spending Potential Index	91	89	95
Food Away from Home: Total \$	\$23,208,214	\$188,948,688	\$444,372,902
Average Spent	\$2,831.65	\$2,762.93	\$2,958.32
Spending Potential Index	92	89	96
Health Care: Total \$	\$40,562,156	\$315,153,687	\$732,051,846
Average Spent	\$4,949.02	\$4,608.39	\$4,873.49
Spending Potential Index	93	87	92
HH Furnishings & Equipment: Total \$	\$13,649,176	\$107,508,837	\$250,967,216
Average Spent	\$1,665.35	\$1,572.07	\$1,670.76
Spending Potential Index	94	89	95
Personal Care Products & Services: Total \$	\$5,582,775	\$44,683,002	\$104,437,859
Average Spent	\$681.16	\$653.38	\$695.27
Spending Potential Index	93	89	95
Shelter: Total \$	\$125,504,924	\$995,301,966	\$2,325,764,412
Average Spent	\$15,312.95	\$14,553.96	\$15,483.32
Spending Potential Index	98	93	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,594,285	\$137,882,636	\$321,875,535
Average Spent	\$2,146.69	\$2,016.21	\$2,142.82
Spending Potential Index	93	87	92
Travel: Total \$	\$15,152,815	\$114,346,066	\$265,006,088
Average Spent	\$1,848.81	\$1,672.04	\$1,764.23
Spending Potential Index	99	90	95
Vehicle Maintenance & Repairs: Total \$	\$7,835,507	\$62,045,223	\$144,888,144
Average Spent	\$956.02	\$907.27	\$964.56
Spending Potential Index	92	88	93

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	65.4%	Population	20,167	20,438
Pleasantville (2B)	13.7%	Households	8,196	8,271
Retirement Communities (9E)	6.9%	Families	5,147	5,173
Home Improvement (4B)	5.4%	Median Age	40.9	41.5
Bright Young Professionals (8C)	4.8%	Median Household Income	\$61,449	\$69,245
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$1,888.03	\$15,474,256
Men's		95	\$379.44	\$3,109,857
Women's		94	\$643.53	\$5,274,362
Children's		89	\$287.29	\$2,354,644
Footwear		94	\$403.67	\$3,308,499
Watches & Jewelry		98	\$101.51	\$831,982
Apparel Products and Services (1)		101	\$72.59	\$594,911
<b>Computer</b>				
Computers and Hardware for Home Use		96	\$167.01	\$1,368,834
Portable Memory		93	\$4.38	\$35,934
Computer Software		102	\$13.24	\$108,494
Computer Accessories		99	\$17.53	\$143,665
<b>Entertainment &amp; Recreation</b>		94	\$2,733.67	\$22,405,138
Fees and Admissions		104	\$599.87	\$4,916,501
Membership Fees for Clubs (2)		106	\$202.98	\$1,663,647
Fees for Participant Sports, excl. Trips		100	\$89.64	\$734,730
Tickets to Theatre/Operas/Concerts		108	\$56.84	\$465,867
Tickets to Movies/Museums/Parks		95	\$63.36	\$519,278
Admission to Sporting Events, excl. Trips		103	\$55.04	\$451,095
Fees for Recreational Lessons		107	\$131.21	\$1,075,365
Dating Services		116	\$0.80	\$6,519
TV/Video/Audio		92	\$1,103.68	\$9,045,726
Cable and Satellite Television Services		92	\$821.61	\$6,733,928
Televisions		94	\$103.89	\$851,490
Satellite Dishes		75	\$1.09	\$8,919
VCRs, Video Cameras, and DVD Players		91	\$7.38	\$60,506
Miscellaneous Video Equipment		80	\$6.16	\$50,474
Video Cassettes and DVDs		89	\$16.48	\$135,095
Video Game Hardware/Accessories		89	\$22.86	\$187,326
Video Game Software		86	\$11.81	\$96,832
Streaming/Downloaded Video		89	\$16.25	\$133,214
Rental of Video Cassettes and DVDs		86	\$14.09	\$115,516
Installation of Televisions		93	\$0.86	\$7,034
Audio (3)		94	\$77.32	\$633,720
Rental and Repair of TV/Radio/Sound Equipment		98	\$3.86	\$31,671
Pets		89	\$476.86	\$3,908,374
Toys/Games/Crafts/Hobbies (4)		91	\$104.45	\$856,101
Recreational Vehicles and Fees (5)		90	\$97.25	\$797,084
Sports/Recreation/Exercise Equipment (6)		88	\$144.88	\$1,187,412
Photo Equipment and Supplies (7)		95	\$52.49	\$430,173
Reading (8)		97	\$127.32	\$1,043,541
Catered Affairs (9)		104	\$26.87	\$220,225
<b>Food</b>		91	\$7,368.05	\$60,388,550
Food at Home		91	\$4,536.40	\$37,180,336
Bakery and Cereal Products		92	\$620.84	\$5,088,367
Meats, Poultry, Fish, and Eggs		90	\$1,003.19	\$8,222,180
Dairy Products		92	\$488.05	\$4,000,078
Fruits and Vegetables		93	\$890.61	\$7,299,440
Snacks and Other Food at Home (10)		90	\$1,533.71	\$12,570,271
Food Away from Home		92	\$2,831.65	\$23,208,214
Alcoholic Beverages		98	\$500.05	\$4,098,372

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**Source:** Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	102	\$7,664.71	\$62,819,965
Value of Retirement Plans	103	\$26,951.51	\$220,894,594
Value of Other Financial Assets	87	\$989.15	\$8,107,043
Vehicle Loan Amount excluding Interest	84	\$2,057.88	\$16,866,382
Value of Credit Card Debt	100	\$573.43	\$4,699,806
<b>Health</b>			
Nonprescription Drugs	90	\$111.59	\$914,605
Prescription Drugs	88	\$369.89	\$3,031,614
Eyeglasses and Contact Lenses	96	\$85.54	\$701,054
<b>Home</b>			
Mortgage Payment and Basics (11)	103	\$8,850.26	\$72,536,719
Maintenance and Remodeling Services	100	\$1,760.73	\$14,430,906
Maintenance and Remodeling Materials (12)	90	\$325.78	\$2,670,106
Utilities, Fuel, and Public Services	93	\$4,521.44	\$37,057,704
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	97	\$84.76	\$694,707
Furniture	94	\$463.87	\$3,801,902
Rugs	108	\$26.44	\$216,723
Major Appliances (14)	92	\$260.10	\$2,131,802
Housewares (15)	92	\$77.04	\$631,421
Small Appliances	97	\$45.64	\$374,079
Luggage	102	\$9.47	\$77,633
Telephones and Accessories	93	\$66.31	\$543,443
<b>Household Operations</b>			
Child Care	100	\$421.59	\$3,455,339
Lawn and Garden (16)	93	\$377.96	\$3,097,785
Moving/Storage/Freight Express	89	\$56.36	\$461,896
Housekeeping Supplies (17)	91	\$639.94	\$5,244,916
<b>Insurance</b>			
Owners and Renters Insurance	92	\$427.99	\$3,507,823
Vehicle Insurance	93	\$1,038.21	\$8,509,149
Life/Other Insurance	99	\$408.52	\$3,348,269
Health Insurance	95	\$3,191.84	\$26,160,332
Personal Care Products (18)	91	\$393.51	\$3,225,219
School Books and Supplies (19)	90	\$148.07	\$1,213,577
Smoking Products	83	\$341.97	\$2,802,815
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$1,800.26	\$14,754,893
Gasoline and Motor Oil	88	\$2,691.42	\$22,058,858
Vehicle Maintenance and Repairs	92	\$956.02	\$7,835,507
<b>Travel</b>			
Airline Fares	102	\$467.47	\$3,831,399
Lodging on Trips	100	\$463.89	\$3,802,059
Auto/Truck Rental on Trips	96	\$23.09	\$189,253
Food and Drink on Trips	98	\$430.34	\$3,527,104

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	28.6%	Population	166,777	168,788
Bright Young Professionals (8C)	11.9%	Households	68,387	68,986
Family Foundations (12A)	7.1%	Families	40,946	41,114
City Strivers (11A)	5.0%	Median Age	38.9	39.5
Pleasantville (2B)	4.8%	Median Household Income	\$56,174	\$58,730
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		90	\$1,818.86	\$124,386,129
Men's		91	\$363.92	\$24,887,240
Women's		90	\$619.17	\$42,343,360
Children's		88	\$284.81	\$19,477,131
Footwear		90	\$387.30	\$26,486,003
Watches & Jewelry		91	\$94.74	\$6,479,123
Apparel Products and Services (1)		96	\$68.92	\$4,713,272
<b>Computer</b>				
Computers and Hardware for Home Use		93	\$160.70	\$10,989,585
Portable Memory		91	\$4.26	\$291,112
Computer Software		97	\$12.49	\$854,431
Computer Accessories		91	\$16.27	\$1,112,694
<b>Entertainment &amp; Recreation</b>		88	\$2,576.88	\$176,225,363
Fees and Admissions		94	\$539.98	\$36,927,859
Membership Fees for Clubs (2)		94	\$180.52	\$12,345,039
Fees for Participant Sports, excl. Trips		93	\$83.05	\$5,679,596
Tickets to Theatre/Operas/Concerts		95	\$50.37	\$3,444,742
Tickets to Movies/Museums/Parks		92	\$61.18	\$4,183,804
Admission to Sporting Events, excl. Trips		94	\$49.89	\$3,412,035
Fees for Recreational Lessons		93	\$114.16	\$7,807,227
Dating Services		117	\$0.81	\$55,415
TV/Video/Audio		89	\$1,072.67	\$73,356,389
Cable and Satellite Television Services		89	\$797.60	\$54,545,662
Televisions		91	\$100.37	\$6,863,792
Satellite Dishes		76	\$1.11	\$75,830
VCRs, Video Cameras, and DVD Players		90	\$7.31	\$499,641
Miscellaneous Video Equipment		84	\$6.49	\$443,826
Video Cassettes and DVDs		89	\$16.45	\$1,124,989
Video Game Hardware/Accessories		90	\$23.15	\$1,583,431
Video Game Software		90	\$12.41	\$848,622
Streaming/Downloaded Video		89	\$16.25	\$1,111,254
Rental of Video Cassettes and DVDs		88	\$14.31	\$978,325
Installation of Televisions		86	\$0.79	\$54,236
Audio (3)		89	\$72.65	\$4,968,160
Rental and Repair of TV/Radio/Sound Equipment		96	\$3.78	\$258,620
Pets		84	\$450.21	\$30,788,623
Toys/Games/Crafts/Hobbies (4)		87	\$99.28	\$6,789,123
Recreational Vehicles and Fees (5)		82	\$87.73	\$5,999,825
Sports/Recreation/Exercise Equipment (6)		83	\$137.01	\$9,369,778
Photo Equipment and Supplies (7)		90	\$49.46	\$3,382,515
Reading (8)		89	\$117.14	\$8,010,632
Catered Affairs (9)		90	\$23.41	\$1,600,620
<b>Food</b>		89	\$7,178.87	\$490,941,284
Food at Home		89	\$4,415.94	\$301,992,597
Bakery and Cereal Products		89	\$599.67	\$41,009,442
Meats, Poultry, Fish, and Eggs		88	\$983.16	\$67,235,271
Dairy Products		88	\$468.67	\$32,051,258
Fruits and Vegetables		90	\$860.73	\$58,862,462
Snacks and Other Food at Home (10)		88	\$1,503.71	\$102,834,163
Food Away from Home		89	\$2,762.93	\$188,948,688
Alcoholic Beverages		92	\$472.94	\$32,342,705

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	92	\$6,880.09	\$470,508,923
Value of Retirement Plans	87	\$22,836.04	\$1,561,688,340
Value of Other Financial Assets	85	\$963.96	\$65,922,117
Vehicle Loan Amount excluding Interest	85	\$2,070.09	\$141,567,333
Value of Credit Card Debt	91	\$520.26	\$35,578,950
<b>Health</b>			
Nonprescription Drugs	86	\$107.10	\$7,323,922
Prescription Drugs	84	\$351.85	\$24,061,979
Eyeglasses and Contact Lenses	88	\$78.45	\$5,364,816
<b>Home</b>			
Mortgage Payment and Basics (11)	89	\$7,606.55	\$520,188,913
Maintenance and Remodeling Services	86	\$1,515.45	\$103,637,204
Maintenance and Remodeling Materials (12)	79	\$286.55	\$19,596,003
Utilities, Fuel, and Public Services	88	\$4,300.87	\$294,123,322
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	91	\$79.00	\$5,402,410
Furniture	91	\$446.28	\$30,519,430
Rugs	94	\$22.91	\$1,566,529
Major Appliances (14)	85	\$239.82	\$16,400,840
Housewares (15)	90	\$74.88	\$5,120,552
Small Appliances	91	\$42.94	\$2,936,789
Luggage	93	\$8.63	\$589,992
Telephones and Accessories	91	\$64.85	\$4,434,910
<b>Household Operations</b>			
Child Care	93	\$393.44	\$26,906,331
Lawn and Garden (16)	83	\$337.88	\$23,106,628
Moving/Storage/Freight Express	91	\$57.86	\$3,956,652
Housekeeping Supplies (17)	88	\$616.98	\$42,193,366
<b>Insurance</b>			
Owners and Renters Insurance	83	\$385.37	\$26,354,165
Vehicle Insurance	89	\$994.61	\$68,018,679
Life/Other Insurance	87	\$360.32	\$24,641,201
Health Insurance	88	\$2,961.75	\$202,545,166
Personal Care Products (18)	89	\$384.38	\$26,286,815
School Books and Supplies (19)	88	\$144.13	\$9,856,936
Smoking Products	84	\$344.45	\$23,555,673
<b>Transportation</b>			
Payments on Vehicles excluding Leases	84	\$1,756.72	\$120,136,534
Gasoline and Motor Oil	86	\$2,631.05	\$179,929,283
Vehicle Maintenance and Repairs	88	\$907.27	\$62,045,223
<b>Travel</b>			
Airline Fares	92	\$421.87	\$28,850,110
Lodging on Trips	89	\$414.26	\$28,329,682
Auto/Truck Rental on Trips	89	\$21.32	\$1,457,900
Food and Drink on Trips	89	\$390.64	\$26,714,918

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# Retail Goods and Services Expenditures

7804 Harford Rd, Parkville, Maryland, 21234  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.37418  
 Longitude: -76.54254

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	14.0%	Population	381,622	385,694
Family Foundations (12A)	10.8%	Households	150,211	151,603
Bright Young Professionals (8C)	8.6%	Families	89,962	90,341
City Strivers (11A)	6.3%	Median Age	37.5	38.2
Enterprising Professionals (2D)	6.0%	Median Household Income	\$55,513	\$57,490
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		97	\$1,944.26	\$292,048,787
Men's		97	\$388.54	\$58,362,880
Women's		96	\$660.64	\$99,235,175
Children's		95	\$307.01	\$46,115,855
Footwear		96	\$413.65	\$62,134,814
Watches & Jewelry		97	\$100.70	\$15,126,955
Apparel Products and Services (1)		102	\$73.72	\$11,073,107
<b>Computer</b>				
Computers and Hardware for Home Use		99	\$171.49	\$25,759,389
Portable Memory		97	\$4.57	\$685,779
Computer Software		103	\$13.27	\$1,993,619
Computer Accessories		97	\$17.17	\$2,578,644
<b>Entertainment &amp; Recreation</b>		94	\$2,740.76	\$411,692,860
Fees and Admissions		99	\$569.53	\$85,549,572
Membership Fees for Clubs (2)		99	\$190.21	\$28,572,314
Fees for Participant Sports, excl. Trips		98	\$87.31	\$13,115,427
Tickets to Theatre/Operas/Concerts		101	\$53.07	\$7,971,974
Tickets to Movies/Museums/Parks		98	\$65.10	\$9,778,427
Admission to Sporting Events, excl. Trips		99	\$53.00	\$7,961,234
Fees for Recreational Lessons		97	\$119.96	\$18,019,755
Dating Services		126	\$0.87	\$130,441
TV/Video/Audio		95	\$1,148.31	\$172,488,466
Cable and Satellite Television Services		95	\$853.63	\$128,225,078
Televisions		98	\$107.45	\$16,140,041
Satellite Dishes		83	\$1.21	\$182,017
VCRs, Video Cameras, and DVD Players		97	\$7.82	\$1,175,269
Miscellaneous Video Equipment		91	\$7.01	\$1,052,705
Video Cassettes and DVDs		95	\$17.58	\$2,641,216
Video Game Hardware/Accessories		98	\$25.06	\$3,764,811
Video Game Software		98	\$13.48	\$2,025,417
Streaming/Downloaded Video		96	\$17.40	\$2,613,163
Rental of Video Cassettes and DVDs		94	\$15.36	\$2,307,256
Installation of Televisions		92	\$0.85	\$127,858
Audio (3)		95	\$77.41	\$11,627,560
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.03	\$606,076
Pets		89	\$478.27	\$71,842,113
Toys/Games/Crafts/Hobbies (4)		92	\$105.62	\$15,866,027
Recreational Vehicles and Fees (5)		86	\$92.68	\$13,921,798
Sports/Recreation/Exercise Equipment (6)		88	\$145.68	\$21,883,038
Photo Equipment and Supplies (7)		96	\$52.63	\$7,906,013
Reading (8)		94	\$123.41	\$18,537,009
Catered Affairs (9)		95	\$24.62	\$3,698,823
<b>Food</b>		95	\$7,680.89	\$1,153,753,627
Food at Home		95	\$4,722.56	\$709,380,724
Bakery and Cereal Products		95	\$640.79	\$96,254,214
Meats, Poultry, Fish, and Eggs		95	\$1,053.49	\$158,245,378
Dairy Products		94	\$499.49	\$75,029,153
Fruits and Vegetables		96	\$917.12	\$137,761,514
Snacks and Other Food at Home (10)		94	\$1,611.67	\$242,090,465
Food Away from Home		96	\$2,958.32	\$444,372,902
Alcoholic Beverages		98	\$503.43	\$75,620,641

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	97	\$7,294.61	\$1,095,730,709
Value of Retirement Plans	92	\$24,025.51	\$3,608,895,994
Value of Other Financial Assets	93	\$1,047.74	\$157,382,694
Vehicle Loan Amount excluding Interest	91	\$2,229.44	\$334,886,648
Value of Credit Card Debt	96	\$547.76	\$82,279,483
<b>Health</b>			
Nonprescription Drugs	92	\$114.43	\$17,188,541
Prescription Drugs	89	\$374.93	\$56,319,037
Eyeglasses and Contact Lenses	93	\$82.95	\$12,460,679
<b>Home</b>			
Mortgage Payment and Basics (11)	92	\$7,918.39	\$1,189,429,984
Maintenance and Remodeling Services	90	\$1,581.42	\$237,546,248
Maintenance and Remodeling Materials (12)	83	\$301.41	\$45,275,729
Utilities, Fuel, and Public Services	94	\$4,586.11	\$688,884,188
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	96	\$83.96	\$12,612,126
Furniture	97	\$477.52	\$71,728,182
Rugs	98	\$23.93	\$3,595,170
Major Appliances (14)	89	\$253.02	\$38,005,749
Housewares (15)	95	\$79.55	\$11,948,821
Small Appliances	96	\$45.44	\$6,825,678
Luggage	99	\$9.15	\$1,374,325
Telephones and Accessories	97	\$69.38	\$10,421,916
<b>Household Operations</b>			
Child Care	99	\$418.52	\$62,866,417
Lawn and Garden (16)	87	\$355.03	\$53,329,250
Moving/Storage/Freight Express	98	\$61.87	\$9,293,432
Housekeeping Supplies (17)	94	\$658.20	\$98,869,193
<b>Insurance</b>			
Owners and Renters Insurance	88	\$406.63	\$61,079,995
Vehicle Insurance	95	\$1,059.51	\$159,150,105
Life/Other Insurance	92	\$378.98	\$56,926,659
Health Insurance	93	\$3,131.69	\$470,414,739
Personal Care Products (18)	95	\$410.61	\$61,677,942
School Books and Supplies (19)	94	\$155.21	\$23,314,273
Smoking Products	91	\$374.67	\$56,278,866
<b>Transportation</b>			
Payments on Vehicles excluding Leases	90	\$1,877.98	\$282,092,778
Gasoline and Motor Oil	92	\$2,817.70	\$423,249,940
Vehicle Maintenance and Repairs	93	\$964.56	\$144,888,144
<b>Travel</b>			
Airline Fares	98	\$445.08	\$66,855,380
Lodging on Trips	94	\$437.06	\$65,651,125
Auto/Truck Rental on Trips	94	\$22.60	\$3,394,740
Food and Drink on Trips	94	\$412.45	\$61,954,970

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

**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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

7804 Harford Rd, Parkville, Maryland, 21234  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37418  
Longitude: -76.54254

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	627		4,422		12,290							
Total Employees:	5,828		46,566		158,656							
Total Residential Population:	20,167		166,777		381,622							
Employee/Residential Population Ratio:	0.29:1		0.28:1		0.42:1							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	1.9%	52	0.9%	65	1.5%	479	1.0%	129	1.0%	1,392	0.9%
Construction	61	9.7%	417	7.2%	361	8.2%	2,444	5.2%	752	6.1%	6,434	4.1%
Manufacturing	8	1.3%	58	1.0%	71	1.6%	577	1.2%	260	2.1%	5,357	3.4%
Transportation	10	1.6%	55	0.9%	74	1.7%	687	1.5%	243	2.0%	2,954	1.9%
Communication	3	0.5%	22	0.4%	36	0.8%	236	0.5%	132	1.1%	1,290	0.8%
Utility	2	0.3%	4	0.1%	7	0.2%	34	0.1%	26	0.2%	202	0.1%
Wholesale Trade	18	2.9%	104	1.8%	98	2.2%	1,905	4.1%	386	3.1%	6,341	4.0%
Retail Trade Summary	144	23.0%	1,749	30.0%	979	22.1%	12,549	26.9%	2,605	21.2%	37,074	23.4%
Home Improvement	9	1.4%	413	7.1%	48	1.1%	1,016	2.2%	97	0.8%	2,213	1.4%
General Merchandise Stores	3	0.5%	25	0.4%	38	0.9%	1,306	2.8%	81	0.7%	3,942	2.5%
Food Stores	17	2.7%	419	7.2%	109	2.5%	1,989	4.3%	276	2.2%	4,821	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	15	2.4%	73	1.3%	121	2.7%	1,209	2.6%	275	2.2%	2,494	1.6%
Apparel & Accessory Stores	11	1.8%	30	0.5%	51	1.2%	316	0.7%	247	2.0%	2,794	1.8%
Furniture & Home Furnishings	10	1.6%	55	0.9%	76	1.7%	692	1.5%	194	1.6%	2,912	1.8%
Eating & Drinking Places	47	7.5%	487	8.4%	296	6.7%	4,238	9.1%	763	6.2%	12,056	7.6%
Miscellaneous Retail	32	5.1%	246	4.2%	241	5.5%	1,782	3.8%	672	5.5%	5,841	3.7%
Finance, Insurance, Real Estate Summary	73	11.6%	363	6.2%	564	12.8%	3,047	6.5%	1,586	12.9%	9,291	5.9%
Banks, Savings & Lending Institutions	19	3.0%	52	0.9%	206	4.7%	681	1.5%	551	4.5%	1,837	1.2%
Securities Brokers	3	0.5%	28	0.5%	35	0.8%	205	0.4%	144	1.2%	946	0.6%
Insurance Carriers & Agents	24	3.8%	105	1.8%	116	2.6%	885	1.9%	299	2.4%	2,463	1.6%
Real Estate, Holding, Other Investment Offices	27	4.3%	177	3.0%	207	4.7%	1,276	2.7%	592	4.8%	4,046	2.6%
Services Summary	271	43.2%	2,922	50.1%	1,943	43.9%	22,561	48.4%	5,431	44.2%	81,084	51.1%
Hotels & Lodging	0	0.0%	6	0.1%	7	0.2%	157	0.3%	35	0.3%	1,000	0.6%
Automotive Services	24	3.8%	116	2.0%	187	4.2%	866	1.9%	370	3.0%	2,013	1.3%
Motion Pictures & Amusements	20	3.2%	83	1.4%	135	3.1%	651	1.4%	296	2.4%	1,951	1.2%
Health Services	39	6.2%	884	15.2%	294	6.6%	8,274	17.8%	1,036	8.4%	26,467	16.7%
Legal Services	7	1.1%	31	0.5%	55	1.2%	289	0.6%	339	2.8%	2,253	1.4%
Education Institutions & Libraries	11	1.8%	753	12.9%	91	2.1%	3,868	8.3%	279	2.3%	13,441	8.5%
Other Services	171	27.3%	1,048	18.0%	1,175	26.6%	8,457	18.2%	3,077	25.0%	33,958	21.4%
Government	2	0.3%	71	1.2%	22	0.5%	1,963	4.2%	194	1.6%	6,613	4.2%
Unclassified Establishments	23	3.7%	10	0.2%	202	4.6%	85	0.2%	546	4.4%	625	0.4%
Totals	627	100.0%	5,828	100.0%	4,422	100.0%	46,566	100.0%	12,290	100.0%	158,656	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

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.

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Latitude: 39.37418  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	5	0.1%	4	0.1%	9	0.0%	7	0.1%	316	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	7	0.0%
Utilities	1	0.2%	3	0.1%	1	0.0%	3	0.0%	8	0.1%	52	0.0%
Construction	67	10.7%	488	8.4%	385	8.7%	2,735	5.9%	812	6.6%	7,122	4.5%
Manufacturing	11	1.8%	81	1.4%	73	1.7%	596	1.3%	267	2.2%	5,349	3.4%
Wholesale Trade	17	2.7%	101	1.7%	89	2.0%	1,880	4.0%	364	3.0%	6,280	4.0%
Retail Trade	97	15.5%	1,251	21.5%	668	15.1%	8,105	17.4%	1,796	14.6%	24,546	15.5%
Motor Vehicle & Parts Dealers	8	1.3%	38	0.7%	76	1.7%	1,053	2.3%	173	1.4%	2,154	1.4%
Furniture & Home Furnishings Stores	3	0.5%	6	0.1%	28	0.6%	246	0.5%	83	0.7%	1,439	0.9%
Electronics & Appliance Stores	9	1.4%	54	0.9%	46	1.0%	342	0.7%	102	0.8%	1,349	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	9	1.4%	413	7.1%	48	1.1%	1,016	2.2%	97	0.8%	2,213	1.4%
Food & Beverage Stores	17	2.7%	436	7.5%	119	2.7%	1,989	4.3%	305	2.5%	4,764	3.0%
Health & Personal Care Stores	14	2.2%	144	2.5%	74	1.7%	503	1.1%	206	1.7%	2,094	1.3%
Gasoline Stations	7	1.1%	35	0.6%	45	1.0%	156	0.3%	102	0.8%	340	0.2%
Clothing & Clothing Accessories Stores	12	1.9%	31	0.5%	62	1.4%	381	0.8%	299	2.4%	3,160	2.0%
Sport Goods, Hobby, Book, & Music Stores	2	0.3%	14	0.2%	40	0.9%	513	1.1%	103	0.8%	1,284	0.8%
General Merchandise Stores	3	0.5%	25	0.4%	38	0.9%	1,306	2.8%	81	0.7%	3,942	2.5%
Miscellaneous Store Retailers	11	1.8%	42	0.7%	78	1.8%	560	1.2%	202	1.6%	1,378	0.9%
Nonstore Retailers	2	0.3%	12	0.2%	15	0.3%	38	0.1%	41	0.3%	428	0.3%
Transportation & Warehousing	12	1.9%	61	1.0%	69	1.6%	573	1.2%	206	1.7%	2,720	1.7%
Information	7	1.1%	41	0.7%	77	1.7%	583	1.3%	252	2.1%	2,617	1.6%
Finance & Insurance	46	7.3%	185	3.2%	361	8.2%	1,783	3.8%	1,009	8.2%	5,322	3.4%
Central Bank/Credit Intermediation & Related Activities	19	3.0%	52	0.9%	208	4.7%	689	1.5%	559	4.5%	1,873	1.2%
Securities, Commodity Contracts & Other Financial	3	0.5%	29	0.5%	37	0.8%	210	0.5%	151	1.2%	984	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	24	3.8%	105	1.8%	116	2.6%	885	1.9%	300	2.4%	2,465	1.6%
Real Estate, Rental & Leasing	30	4.8%	153	2.6%	275	6.2%	1,407	3.0%	720	5.9%	4,248	2.7%
Professional, Scientific & Tech Services	53	8.5%	283	4.9%	355	8.0%	2,074	4.5%	1,228	10.0%	11,514	7.3%
Legal Services	9	1.4%	37	0.6%	68	1.5%	347	0.7%	385	3.1%	2,479	1.6%
Management of Companies & Enterprises	2	0.3%	13	0.2%	4	0.1%	31	0.1%	9	0.1%	101	0.1%
Administrative & Support & Waste Management & Remediation	24	3.8%	221	3.8%	187	4.2%	1,921	4.1%	515	4.2%	9,837	6.2%
Educational Services	15	2.4%	760	13.0%	116	2.6%	3,913	8.4%	309	2.5%	13,200	8.3%
Health Care & Social Assistance	54	8.6%	1,042	17.9%	454	10.3%	10,016	21.5%	1,457	11.9%	33,154	20.9%
Arts, Entertainment & Recreation	10	1.6%	72	1.2%	69	1.6%	528	1.1%	161	1.3%	1,575	1.0%
Accommodation & Food Services	48	7.7%	503	8.6%	316	7.1%	4,522	9.7%	826	6.7%	13,299	8.4%
Accommodation	0	0.0%	6	0.1%	7	0.2%	157	0.3%	35	0.3%	1,000	0.6%
Food Services & Drinking Places	48	7.7%	497	8.5%	309	7.0%	4,365	9.4%	791	6.4%	12,299	7.8%
Other Services (except Public Administration)	105	16.7%	483	8.3%	694	15.7%	3,841	8.2%	1,601	13.0%	10,160	6.4%
Automotive Repair & Maintenance	16	2.6%	75	1.3%	133	3.0%	644	1.4%	269	2.2%	1,282	0.8%
Public Administration	2	0.3%	71	1.2%	22	0.5%	1,963	4.2%	194	1.6%	6,613	4.2%
Unclassified Establishments	23	3.7%	10	0.2%	202	4.6%	85	0.2%	546	4.4%	625	0.4%
<b>Total</b>	<b>627</b>	<b>100.0%</b>	<b>5,828</b>	<b>100.0%</b>	<b>4,422</b>	<b>100.0%</b>	<b>46,566</b>	<b>100.0%</b>	<b>12,290</b>	<b>100.0%</b>	<b>158,656</b>	<b>100.0%</b>

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