

113 S Kelly Ave, Bel Air, Maryland, 21014 Rings: 1, 3, 5 mile radii Prepared by Esri

Latitude: 39.52876 Longitude: -76.35344

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	1 mile	3 miles	5 miles
Population Summary	F 624	F7 025	02.210
2000 Total Population	5,634	57,825	92,219
2010 Total Population	6,265	65,612	107,650
2017 Total Population	6,542	68,330	112,140
2017 Group Quarters	162	1,134	1,199
2022 Total Population	6,836	70,616	115,707
2017-2022 Annual Rate	0.88%	0.66%	0.63%
2017 Total Daytime Population	22,004	66,991	100,787
Workers	19,021	36,056	49,736
Residents	2,983	30,935	51,051
Household Summary			
2000 Households	2,565	21,062	33,403
2000 Average Household Size	2.15	2.71	2.74
2010 Households	2,855	24,264	39,544
2010 Average Household Size	2.14	2.66	2.69
2017 Households	2,976	25,198	41,013
2017 Average Household Size	2.14	2.67	2.71
2022 Households	3,093	26,010	42,236
2022 Average Household Size	2.16	2.67	2.71
	0.77%		0.59%
2017-2022 Annual Rate		0.64%	
2010 Families	1,719	17,731	29,351
2010 Average Family Size	2.76	3.14	3.15
2017 Families	1,772	18,293	30,237
2017 Average Family Size	2.78	3.16	3.17
2022 Families	1,833	18,807	31,024
2022 Average Family Size	2.81	3.17	3.18
2017-2022 Annual Rate	0.68%	0.56%	0.52%
Housing Unit Summary			
2000 Housing Units	2,712	21,676	34,347
Owner Occupied Housing Units	69.0%	80.3%	82.2%
Renter Occupied Housing Units	25.6%	16.9%	15.1%
Vacant Housing Units	5.4%	2.8%	2.7%
2010 Housing Units	3,021	25,280	41,147
Owner Occupied Housing Units	68.8%	78.5%	81.4%
Renter Occupied Housing Units	25.8%	17.5%	14.7%
Vacant Housing Units	5.5%	4.0%	3.9%
5	3,163	26,341	42,903
2017 Housing Units Owner Occupied Housing Units	66.1%	76.6%	79.5%
Renter Occupied Housing Units	28.0%	19.1%	16.1%
		4.3%	4.4%
Vacant Housing Units	5.9%		
2022 Housing Units	3,305	27,294	44,360
Owner Occupied Housing Units	66.0%	76.2%	79.1%
Renter Occupied Housing Units	27.7%	19.1%	16.1%
Vacant Housing Units	6.4%	4.7%	4.8%
Median Household Income			
2017	\$78,507	\$93,219	\$93,593
2022	\$85,997	\$101,268	\$101,193
Median Home Value			
2017	\$288,123	\$326,594	\$318,209
2022	\$316,894	\$351,341	\$343,197
Per Capita Income	+	+/	+= .=,==.
2017	\$41,446	\$41,648	\$41,034
2022	\$46,348	\$46,359	\$45,643
Median Age	\$+0,5+6	60,014	φ+J,043
	44.0	10 E	20.0
2010	44.3	40.5	39.6
2017	46.2	41.8	40.9
2022	47.4	42.7	41.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income	0.076	25.400	44.040
Household Income Base	2,976	25,198	41,013
<\$15,000	5.8%	4.6%	4.1%
\$15,000 - \$24,999	6.7%	4.9%	4.4%
\$25,000 - \$34,999	7.8%	5.6%	5.4%
\$35,000 - \$49,999	10.6%	8.7%	7.5%
\$50,000 - \$74,999	16.5%	14.7%	15.6%
\$75,000 - \$99,999	14.1%	14.7%	16.4%
\$100,000 - \$149,999	22.5%	23.7%	24.2%
\$150,000 - \$199,999	8.4%	12.2%	12.3%
\$200,000+	7.4%	10.8%	10.2%
Average Household Income	\$96,002	\$111,232	\$111,074
2022 Households by Income			
Household Income Base	3,093	26,010	42,236
<\$15,000	5.7%	4.6%	4.1%
\$15,000 - \$24,999	6.3%	4.7%	4.2%
\$25,000 - \$34,999	6.9%	5.1%	4.8%
\$35,000 - \$49,999	9.3%	7.7%	6.7%
\$50,000 - \$74,999	14.9%	13.3%	14.0%
\$75,000 - \$99,999	13.5%	13.6%	15.2%
\$100,000 - \$149,999	24.7%	24.6%	25.0%
\$150,000 - \$199,999	10.1%	13.9%	14.1%
\$200,000+	8.6%	12.5%	11.9%
Average Household Income	\$108,031	\$124,200	\$123,942
2017 Owner Occupied Housing Units by Value			
Total	2,091	20,165	34,095
<\$50,000	1.5%	1.0%	0.9%
\$50,000 - \$99,999	0.9%	0.5%	0.5%
\$100,000 - \$149,999	6.0%	2.7%	2.6%
\$150,000 - \$199,999	15.1%	7.9%	8.4%
\$200,000 - \$249,999	14.1%	16.7%	18.4%
\$250,000 - \$299,999	16.3%	13.6%	14.4%
\$300,000 - \$399,999	29.3%	28.8%	27.4%
\$400,000 - \$499,999	11.4%	17.3%	15.0%
\$500,000 - \$749,999	5.2%	10.2%	10.4%
\$750,000 - \$999,999	0.0%	0.9%	1.6%
\$1,000,000 +	0.2%	0.4%	0.7%
Average Home Value	\$300,633	\$348,530	\$349,507
2022 Owner Occupied Housing Units by Value			
Total	2,180	20,798	35,104
<\$50,000	0.6%	0.4%	0.3%
\$50,000 - \$99,999	0.6%	0.3%	0.3%
\$100,000 - \$149,999	4.9%	2.2%	2.0%
\$150,000 - \$199,999	12.1%	6.0%	6.6%
\$200,000 - \$249,999	11.6%	13.3%	15.1%
\$250,000 - \$299,999	14.5%	11.8%	12.7%
\$300,000 - \$399,999	33.7%	31.4%	29.9%
\$400,000 - \$499,999	15.1%	20.9%	18.1%
\$500,000 - \$749,999	6.6%	12.3%	12.3%
\$750,000 - \$999,999	0.1%	1.1%	1.9%
\$1,000,000 +	0.2%	0.5%	0.8%
Average Home Value	\$324,587	\$372,011	\$372,334

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	1	0 111100	5 111105
Total	6,266	65,613	107,650
0 - 4	4.7%	5.5%	5.9%
5 - 9	5.7%	6.7%	6.9%
10 - 14	6.0%	7.9%	7.9%
15 - 24	11.3%	12.8%	12.2%
25 - 34	10.9%	10.3%	11.1%
35 - 44	12.2%	13.8%	14.3%
45 - 54	15.1%	16.9%	16.7%
55 - 64	13.2%	12.3%	12.1%
65 - 74	9.3%	7.0%	6.9%
75 - 84	7.5%	4.7%	4.2%
85 +	4.0%	2.1%	1.7%
18 +	79.9%	75.0%	74.6%
2017 Population by Age		, 010 / 0	,
Total	6,543	68,328	112,139
0 - 4	4.4%	5.0%	5.4%
5 - 9	4.9%	5.8%	6.2%
10 - 14	5.6%	6.7%	7.0%
15 - 24	10.7%	12.6%	12.2%
25 - 34	11.8%	11.9%	11.8%
35 - 44	11.1%	11.9%	12.7%
45 - 54	13.4%	14.9%	15.0%
55 - 64	14.1%	14.2%	13.9%
65 - 74	11.8%	9.5%	9.2%
75 - 84	8.1%	5.1%	4.6%
85 +	4.2%	2.5%	2.0%
18 +	81.7%	78.3%	77.3%
2022 Population by Age	01.770	70.570	77.570
Total	6,836	70,617	115,706
0 - 4	4.3%	5.0%	5.3%
5 - 9	4.6%	5.4%	5.8%
10 - 14	5.1%	6.1%	6.4%
15 - 24	9.8%	11.1%	11.0%
25 - 34	11.7%	12.6%	12.4%
35 - 44	11.6%	12.7%	13.3%
45 - 54	12.4%	12.9%	13.3%
55 - 64	13.9%	14.4%	14.1%
65 - 74	12.7%	11.0%	10.5%
75 - 84	9.7%	6.3%	5.8%
85 +	4.2%	2.6%	2.2%
18 +	82.7%	79.7%	78.7%
2010 Population by Sex	02.770	75.770	70.770
Males	2 077	31,769	52,319
Females	2,977		
	3,288	33,843	55,331
2017 Population by Sex	2 116	22 100	E4 610
Males	3,116	33,198	54,619
Females	3,427	35,132	57,521
2022 Population by Sex	2.251	24 254	FC 400
Males	3,251	34,354	56,436
Females	3,585	36,262	59,271

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	6,266	65,612	107,651
White Alone	90.7%	90.3%	89.6%
Black Alone	3.8%	4.2%	4.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.0%	2.8%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	0.8%	0.7%
Two or More Races	1.8%	1.7%	1.7%
Hispanic Origin	4.2%	2.9%	2.9%
Diversity Index	24.0	22.8	23.9
2017 Population by Race/Ethnicity			
Total	6,544	68,329	112,140
White Alone	88.6%	88.0%	87.1%
Black Alone	4.2%	4.8%	5.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	4.0%	4.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	1.0%	0.9%
Two or More Races	2.2%	2.1%	2.1%
Hispanic Origin	5.6%	4.0%	3.9%
Diversity Index	29.4	28.1	29.4
2022 Population by Race/Ethnicity			
Total	6,836	70,615	115,708
White Alone	86.8%	85.9%	84.9%
Black Alone	4.6%	5.3%	6.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.6%	5.0%	5.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.3%	1.2%	1.1%
Two or More Races	2.5%	2.4%	2.5%
Hispanic Origin	6.8%	5.0%	4.9%
Diversity Index	33.9	32.7	34.1
2010 Population by Relationship and Household Type		0217	0 112
Total	6,265	65,612	107,650
In Households	97.4%	98.3%	98.9%
In Family Households	77.6%	86.4%	87.4%
Householder	25.7%	27.0%	27.3%
Spouse	20.2%	22.3%	22.6%
Child	27.2%	33.0%	33.3%
Other relative	2.6%	2.5%	2.7%
Nonrelative	1.8%	1.5%	1.5%
In Nonfamily Households	19.8%	11.9%	11.5%
In Group Quarters	2.6%	1.7%	1.1%
Institutionalized Population	1.4%	1.4%	0.9%
Noninstitutionalized Population	1.2%	0.4%	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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	4,875	47,753	77,607
Less than 9th Grade	1.1%	1.5%	1.5%
9th - 12th Grade, No Diploma	3.5%	3.2%	2.9%
High School Graduate	25.6%	20.3%	20.5%
GED/Alternative Credential	2.4%	2.6%	2.8%
Some College, No Degree	22.3%	20.7%	20.7%
Associate Degree	8.2%	8.5%	9.3%
Bachelor's Degree	20.9%	25.2%	25.2%
Graduate/Professional Degree	16.0%	18.0%	17.2%
2017 Population 15+ by Marital Status			
Total	5,576	56,346	91,342
Never Married	25.3%	26.2%	26.0%
Married	56.0%	58.3%	59.8%
Widowed	8.2%	6.8%	5.9%
Divorced	10.5%	8.7%	8.4%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	96.8%	96.5%
Civilian Unemployed (Unemployment Rate)	4.0%	3.2%	3.5%
2017 Employed Population 16+ by Industry			
Total	3,610	37,760	61,823
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.1%	5.4%	6.2%
Manufacturing	5.1%	6.8%	7.2%
Wholesale Trade	1.2%	3.2%	2.9%
Retail Trade	16.1%	12.3%	11.7%
Transportation/Utilities	2.6%	3.2%	3.8%
Information	1.1%	1.7%	1.6%
Finance/Insurance/Real Estate	6.0%	6.7%	6.5%
Services	52.9%	51.3%	50.8%
Public Administration	9.8%	9.1%	8.8%
2017 Employed Population 16+ by Occupation			
Total	3,607	37,758	61,821
White Collar	71.7%	74.4%	72.4%
Management/Business/Financial	14.2%	17.5%	18.2%
Professional	27.7%	29.6%	28.2%
Sales	18.1%	13.5%	12.2%
Administrative Support	11.6%	13.8%	13.8%
Services	14.7%	12.5%	12.8%
Blue Collar	13.6%	13.1%	14.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	4.5%	4.1%	4.2%
Installation/Maintenance/Repair	3.3%	2.8%	3.4%
Production	2.1%	2.3%	3.0%
Transportation/Material Moving	3.5%	3.8%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	6,265	65,612	107,650
Population Inside Urbanized Area	100.0%	99.3%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	5.1%



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2010 Households by Type			
Total	2,855	24,264	39,543
Households with 1 Person	34.6%	22.7%	21.2%
Households with 2+ People	65.4%	77.3%	78.8%
Family Households	60.2%	73.1%	74.2%
Husband-wife Families	47.4%	60.2%	61.5%
With Related Children	18.7%	28.8%	29.8%
Other Family (No Spouse Present)	12.8%	12.8%	12.7%
Other Family with Male Householder	4.1%	3.6%	3.6%
With Related Children	2.3%	2.1%	2.1%
Other Family with Female Householder	8.7%	9.3%	9.1%
With Related Children	5.0%	5.6%	5.5%
Nonfamily Households	5.2%	4.2%	4.5%
All Households with Children	26.4%	37.0%	37.7%
Multigenerational Households	2.8%	3.3%	3.6%
Unmarried Partner Households	4.9%	4.6%	5.0%
Male-female	4.5%	4.3%	4.6%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	2,854	24,264	39,543
1 Person Household	34.6%	22.7%	21.2%
2 Person Household	32.2%	31.7%	32.1%
3 Person Household	14.2%	17.5%	18.1%
4 Person Household	12.2%	17.8%	18.0%
5 Person Household	4.4%	7.2%	7.4%
6 Person Household	2.0%	2.3%	2.3%
7 + Person Household	0.6%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,855	24,264	39,544
Owner Occupied	72.7%	81.8%	84.7%
Owned with a Mortgage/Loan	50.6%	64.2%	67.5%
Owned Free and Clear	22.1%	17.6%	17.2%
Renter Occupied	27.3%	18.2%	15.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,021	25,280	41,147
Housing Units Inside Urbanized Area	100.0%	99.3%	94.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	5.3%
-			

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild 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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments				
	1.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
	2.	In Style (5B)	Old and Newcomers (8F)	Professional Pride (1B)
	3.	Parks and Rec (5C)	Golden Years (9B)	Soccer Moms (4A)
2017 Consumer Spending				
Apparel & Services: Total \$		\$7,435,224	\$73,939,722	\$120,712,854
Average Spent		\$2,498.40	\$2,934.35	\$2,943.28
Spending Potential Index		116	136	136
Education: Total \$		\$5,531,439	\$54,146,075	\$87,456,446
Average Spent		\$1,858.68	\$2,148.82	\$2,132.41
Spending Potential Index		128	148	146
Entertainment/Recreation: Total \$		\$10,867,387	\$106,662,218	\$173,291,235
Average Spent		\$3,651.68	\$4,232.96	\$4,225.28
Spending Potential Index		117	136	135
Food at Home: Total \$		\$16,952,662	\$164,510,096	\$266,696,168
Average Spent		\$5,696.46	\$6,528.70	\$6,502.72
Spending Potential Index		113	130	129
Food Away from Home: Total \$		\$11,351,089	\$112,462,910	\$183,462,781
Average Spent		\$3,814.21	\$4,463.17	\$4,473.28
Spending Potential Index		114	134	134
Health Care: Total \$		\$19,693,625	\$189,675,928	\$306,413,186
Average Spent		\$6,617.48	\$7,527.42	\$7,471.12
Spending Potential Index		118	135	134
HH Furnishings & Equipment: Total \$		\$6,712,806	\$66,731,159	\$108,697,570
Average Spent		\$2,255.65	\$2,648.27	\$2,650.32
Spending Potential Index		116	136	136
Personal Care Products & Services: Total \$		\$2,810,405	\$27,524,643	\$44,724,492
Average Spent		\$944.36	\$1,092.33	\$1,090.50
Spending Potential Index		119	137	137
Shelter: Total \$		\$58,045,315	\$556,974,195	\$901,884,600
Average Spent		\$19,504.47	\$22,103.90	\$21,990.21
Spending Potential Index		120	136	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$8,500,774	\$82,551,082	\$133,526,010
Average Spent		\$2,856.44	\$3,276.10	\$3,255.70
Spending Potential Index		122	140	139
Travel: Total \$		\$7,663,559	\$75,496,793	\$122,817,344
Average Spent		\$2,575.12	\$2,996.14	\$2,994.60
Spending Potential Index		124	145	145
Vehicle Maintenance & Repairs: Total \$		\$3,676,603	\$35,991,807	\$58,367,354
Average Spent		\$1,235.42	\$1,428.36	\$1,423.14
Spending Potential Index		115	133	133

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Golden Years (9B)	43.1%	Population	6,542	6,836
In Style (5B)	20.2%	Households	2,976	3,093
Parks and Rec (5C)	11.8%	Families	1,772	1,833
Exurbanites (1E)	10.8%	Median Age	46.2	47.4
Old and Newcomers (8F)	5.9%	Median Household Income	\$78,507	\$85,997
	5.9%			\$0J,997
		Spending Potential	Average Amount	Tata
Annoval and Complete		Index	Spent	Total
Apparel and Services		116	\$2,498.40	\$7,435,224
Men's		117	\$496.34	\$1,477,109
Women's		119	\$879.31	\$2,616,825
Children's		104	\$349.19	\$1,039,195
Footwear		113	\$525.31	\$1,563,310
Watches & Jewelry		127	\$150.68	\$448,414
Apparel Products and Services (1)		119	\$97.57	\$290,370
Computer				
Computers and Hardware for Hom	e Use	118	\$204.57	\$608,807
Portable Memory		113	\$6.01	\$17,900
Computer Software		121	\$13.98	\$41,601
Computer Accessories		122	\$21.96	\$65,343
intertainment & Recreation		117	\$3,651.68	\$10,867,387
Fees and Admissions		126	\$803.30	\$2,390,620
Membership Fees for Clubs (2)		131	\$275.74	\$820,594
Fees for Participant Sports, excl	. Trips	126	\$124.70	\$371,12
Tickets to Theatre/Operas/Conc	erts	133	\$79.25	\$235,849
Tickets to Movies/Museums/Parl	ks	117	\$89.96	\$267,720
Admission to Sporting Events, e		125	\$69.94	\$208,129
Fees for Recreational Lessons		122	\$162.77	\$484,404
Dating Services		116	\$0.94	\$2,796
TV/Video/Audio		115	\$1,468.42	\$4,370,010
Cable and Satellite Television Se	rvices	115	\$1,090.15	\$3,244,286
Televisions		117	\$139.56	\$415,323
Satellite Dishes		108	\$1.56	\$4,63
VCRs, Video Cameras, and DVD	Players	112	\$7.31	\$21,74
Miscellaneous Video Equipment	Thayers	112	\$11.32	\$33,684
Video Cassettes and DVDs		108	\$16.54	\$49,228
Video Game Hardware/Accessor	ioc	106	\$10.54	\$92,48
Video Game Software	les	100	\$16.10	\$47,90
Streaming/Downloaded Video		104	\$28.43	
Rental of Video Cassettes and D	VDc	111 107		\$84,60
	VDS		\$16.29	\$48,470
Installation of Televisions		135 117	\$1.20	\$3,55
Audio (3)	ound Equipment		\$104.40	\$310,68
Rental and Repair of TV/Radio/S	ound Equipment	112	\$4.50	\$13,398
Pets		113	\$675.57	\$2,010,50
Toys/Games/Crafts/Hobbies (4)		112	\$135.97	\$404,63
Recreational Vehicles and Fees (5)		115	\$117.31	\$349,12
Sports/Recreation/Exercise Equipm	.,	113	\$193.49	\$575,820
Photo Equipment and Supplies (7)		117	\$64.86	\$193,020
Reading (8)		124	\$154.66	\$460,27
Catered Affairs (9)		125	\$38.10	\$113,37
ood		114	\$9,510.67	\$28,303,75
Food at Home		113	\$5,696.46	\$16,952,66
Bakery and Cereal Products		114	\$756.69	\$2,251,92
Meats, Poultry, Fish, and Eggs		112	\$1,274.88	\$3,794,02
Dairy Products		114	\$607.20	\$1,807,01
Fruits and Vegetables		115	\$1,125.77	\$3,350,29
Snacks and Other Food at Home	e (10)	112	\$1,931.92	\$5,749,405
		114	\$3,814.21	\$11,351,089
Food Away from Home		114	45,011.21	φ11/001/00.

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.



113 S Kelly Ave, Bel Air, Maryland, 21014 Ring: 1 mile radius

Prepared by Esri

Latitude: 39.52876 Longitude: -76.35344

		A A I	
	Spending Potential Index	Average Amount Spent	Total
Financial	Index	Spent	Total
Value of Stocks/Bonds/Mutual Funds	139	\$8,612.10	\$25,629,595
Value of Retirement Plans	133	\$32,289.21	\$96,092,691
Value of Other Financial Assets	122	\$1,590.05	\$4,731,991
Vehicle Loan Amount excluding Interest	105	\$2,848.49	\$8,477,098
Value of Credit Card Debt	120	\$700.91	\$2,085,908
Health		<i>4, 0010</i> <u>-</u>	<i><i><i>ų</i>₂<i>,</i>000<i>,</i>900</i></i>
Nonprescription Drugs	116	\$148.28	\$441,282
Prescription Drugs	117	\$452.60	\$1,346,935
Eyeqlasses and Contact Lenses	118	\$111.57	\$332,041
Home		+	+/
Mortgage Payment and Basics (11)	124	\$10,646.79	\$31,684,844
Maintenance and Remodeling Services	128	\$2,485.57	\$7,397,068
Maintenance and Remodeling Materials (12)	116	\$470.29	\$1,399,573
Utilities, Fuel, and Public Services	114	\$5,743.94	\$17,093,961
Household Furnishings and Equipment		1-,	, , ,
Household Textiles (13)	119	\$113.85	\$338,805
Furniture	116	\$662.60	\$1,971,883
Rugs	134	\$31.10	\$92,549
Major Appliances (14)	113	\$363.59	\$1,082,038
Housewares (15)	116	\$109.91	\$327,080
Small Appliances	119	\$57.31	\$170,549
Luggage	126	\$14.91	\$44,365
Telephones and Accessories	111	\$76.85	\$228,703
Household Operations			
Child Care	114	\$547.38	\$1,629,014
Lawn and Garden (16)	120	\$504.74	\$1,502,107
Moving/Storage/Freight Express	117	\$74.82	\$222,667
Housekeeping Supplies (17)	114	\$814.31	\$2,423,395
Insurance			
Owners and Renters Insurance	119	\$613.38	\$1,825,408
Vehicle Insurance	115	\$1,348.34	\$4,012,673
Life/Other Insurance	125	\$532.95	\$1,586,066
Health Insurance	119	\$4,329.58	\$12,884,819
Personal Care Products (18)	115	\$542.74	\$1,615,186
School Books and Supplies (19)	113	\$175.28	\$521,642
Smoking Products	102	\$425.81	\$1,267,206
Transportation			
Payments on Vehicles excluding Leases	108	\$2,426.03	\$7,219,856
Gasoline and Motor Oil	109	\$3,015.43	\$8,973,924
Vehicle Maintenance and Repairs	115	\$1,235.42	\$3,676,603
Travel			
Airline Fares	127	\$648.45	\$1,929,779
Lodging on Trips	125	\$654.78	\$1,948,615
Auto/Truck Rental on Trips	121	\$31.91	\$94,956
Food and Drink on Trips	123	\$607.14	\$1,806,837

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.



113 S Kelly Ave, Bel Air, Maryland, 21014 Ring: 3 mile radius

Prepared by Esri Latitude: 39.52876

Longitude: -76.35344

Top Tapestry Segments	Percent	Demographic Summary	2017	202
Savvy Suburbanites (1D)	17.3%	Population	68,330	70,61
Old and Newcomers (8F)	13.2%	Households	25,198	26,01
Golden Years (9B)	11.5%	Families	18,293	18,80
Professional Pride (1B)	10.6%	Median Age	41.8	42.
Soccer Moms (4A)	9.8%	Median Household Income	\$93,219	\$101,26
		Spending Potential Index	Average Amount Spent	Tota
Apparel and Services		136	\$2,934.35	\$73,939,72
Men's		130		
			\$578.03	\$14,565,11
Women's		137	\$1,012.87	\$25,522,32
Children's		128	\$429.55	\$10,823,86
Footwear		135	\$623.58	\$15,713,0
Watches & Jewelry		145	\$172.61	\$4,349,49
Apparel Products and Services (1)		144	\$117.70	\$2,965,86
Computer				
Computers and Hardware for Home	e Use	138	\$237.92	\$5,994,99
Portable Memory		133	\$7.05	\$177,54
Computer Software		139	\$16.00	\$403,20
Computer Accessories		139	\$25.14	\$633,5
Entertainment & Recreation		136	\$4,232.96	\$106,662,2
Fees and Admissions		149	\$945.71	\$23,829,93
Membership Fees for Clubs (2)		151	\$318.18	\$8,017,5
Fees for Participant Sports, excl.	Trins	148	\$147.10	\$3,706,5
Tickets to Theatre/Operas/Conce	•	150	\$89.16	\$2,246,62
Tickets to Movies/Museums/Park		130	\$106.36	
				\$2,679,9
Admission to Sporting Events, ex	ci. inps	148	\$82.37	\$2,075,6
Fees for Recreational Lessons		151	\$201.52	\$5,077,9
Dating Services		126	\$1.02	\$25,6
TV/Video/Audio		129	\$1,657.70	\$41,770,7
Cable and Satellite Television Se	rvices	128	\$1,216.93	\$30,664,2
Televisions		134	\$160.19	\$4,036,3
Satellite Dishes		139	\$2.01	\$50,6
VCRs, Video Cameras, and DVD	Players	130	\$8.49	\$213,9
Miscellaneous Video Equipment		140	\$13.40	\$337,6
Video Cassettes and DVDs		126	\$19.16	\$482,7
Video Game Hardware/Accessori	es	126	\$36.68	\$924,3
Video Game Software		123	\$19.06	\$480,2
Streaming/Downloaded Video		130	\$33.26	\$837,9
Rental of Video Cassettes and D	/Ds	126	\$19.27	\$485,6
Installation of Televisions		163	\$1.45	\$36,5
Audio (3)		138	\$122.84	\$3,095,2
Rental and Repair of TV/Radio/Se	ound Fauinment	123	\$4.97	\$125,2
Pets		133	\$791.37	\$19,940,8
		133	\$160.05	
Toys/Games/Crafts/Hobbies (4)				\$4,032,8
Recreational Vehicles and Fees (5)	amb (C)	143	\$145.49	\$3,665,9
Sports/Recreation/Exercise Equipm	ent (6)	138	\$236.32	\$5,954,8
Photo Equipment and Supplies (7)		139	\$76.94	\$1,938,6
Reading (8)		138	\$172.69	\$4,351,3
Catered Affairs (9)		154	\$46.71	\$1,176,9
Food		131	\$10,991.86	\$276,973,0
Food at Home		130	\$6,528.70	\$164,510,0
Bakery and Cereal Products		130	\$861.86	\$21,717,0
Meats, Poultry, Fish, and Eggs		128	\$1,462.56	\$36,853,6
Dairy Products		130	\$691.20	\$17,416,9
Fruits and Vegetables		131	\$1,281.67	\$32,295,5
Snacks and Other Food at Home	(10)	130	\$2,231.40	\$56,226,9
			, _,	, , 0 / 5
Food Away from Home		134	\$4,463.17	\$112,462,93

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



113 S Kelly Ave, Bel Air, Maryland, 21014 Ring: 3 mile radius Prepared by Esri

Latitude: 39.52876 Longitude: -76.35344

Index Spending Fixed Total Financia		Spending Potential	Average Amount	
Financial visue of StockyBookyNutual Funds 157 \$9,752.05 \$228,732,132 Value of Retirement Plans 153 \$37,196.37 \$9237,274,102 Value of Other Financial Assets 139 \$1,802.29 \$45,414,134 Value of Other Financial Assets 130 \$3,802.29 \$45,414,134 Value of Credit Card Debt 138 \$806.11 \$20,312,245 Health 131 \$167.64 \$4,224,094 Prescription Drugs 130 \$506.22 \$12,755,740 Eyeplasses and Contact Lenses 136 \$128.31 \$3,233,166 Home 100 \$5,518.95 \$124,785,740 \$22,252,778 Maintenance and Remodeling Materials (12) 140 \$567,16 \$14,4291,299 \$144,788,783 \$322,251,778 Maintenance and Remodeling Materials (12) 140 \$567,16 \$14,4291,299 \$100,92,011 \$138 \$131.32 \$3,309,076 Furniture 136 \$780.03 \$19,455,16 \$14,4291,299 \$144,783,730 \$158,722,253,178 Maintenance and Remodeling Materials (12)		• •	-	Total
Value of Stocks/Bonds/Mutual Funds 157 \$9,752.05 \$245,732,132 Value of Retirement Plans 153 \$37,196.37 \$937,274,104 Value of Other Financial Assets 126 \$3,429.95 \$\$66,427,944 Venicle Loan Amount excluding Interest 126 \$3,429.95 \$\$66,427,944 Value of Credit Card Debt 138 \$\$806.22 \$\$12,785,740 Health	Financial		opene	iotai
Value of Retirement Plans 153 \$\$7,196.37 \$\$937,274,104 Value of Other Financial Aseris 126 \$\$3,423.95 \$\$86,427,944 Value of Other Financial Aseris 126 \$\$3,423.95 \$\$86,427,944 Value of Credit Caral Debt 128 \$\$806.11 \$\$20,112,245 Health 131 \$\$167.64 \$\$4,224,094 Prescription Drugs 130 \$\$506.22 \$\$21,2755,740 Eyeglasses and Contact Lenses 136 \$\$12,88.1 \$\$3,323,166 Home Waintenance and Remodeling Services 130 \$\$56,716 \$\$12,785,78 Maintenance and Remodeling Services 130 \$\$56,716 \$\$14,92,1299 Utilities, Fuel, and Public Services \$\$130 \$\$56,716 \$\$14,92,1299 Utilities, Fuel, and Public Services 138 \$\$131.32 \$\$3,309,076 \$\$147 \$\$143,93 \$\$145,25 \$\$160,986,056 Rugs 135 \$\$432,251 \$\$10,90,071 \$\$123,255 \$\$10,90,073 \$\$19,455,16 \$\$149,493,452 \$\$869,896 Moischold Textilies (13) 138 \$\$1		157	\$9,752.05	\$245,732,132
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Eyeglasses and Contact Lenses 136 \$128.31 \$3,233,166 Home		130	,	
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Household Textiles (13) 138 \$131.32 \$3,309,076 Furniture 136 \$780.03 \$\$19,655,168 Rugs 149 \$34.52 \$\$69,896 Major Appliances (14) 135 \$\$432.65 \$\$10,902,013 Housewares (15) 135 \$\$128.30 \$\$3,233,005 Small Appliances 133 \$\$64.47 \$\$1,624,563 Luggage 147 \$\$17.41 \$\$438,633 Telephones and Accessories 131 \$90.92 \$\$2,291,099 Household Operations 139 \$\$666.48 \$\$16,793,895 Lawn and Garden (16) 140 \$\$88.78 \$\$14,836,154 Moving/Storage/Freight Express 132 \$\$938.79 \$\$23,255,729 Insurance 138 \$\$712.32 \$\$17,948,916 Vehicle Insurance 136 \$\$623.75 \$\$15,717,135 Health Insurance 135 \$\$4,928.91 \$\$124,198,667 Personal Care Products (18) 134 \$\$28.55 \$\$15,838,208 School Books and Supplies (19) 135 \$208.54 \$\$5,254,780 Smoking Products 131 <td< td=""><td></td><td></td><td></td><td>1 - 7 7</td></td<>				1 - 7 7
Furniture 136 \$780.03 \$19,655,168 Rugs 149 \$34.52 \$869,896 Major Appliances (14) 135 \$432.65 \$10,902,013 Housewares (15) 135 \$128.30 \$3,233,005 Small Appliances 133 \$64.47 \$1,624,563 Luggage 147 \$17.41 \$438,633 Telephones and Accessories 131 \$90.92 \$2,221,099 Household Operations 132 \$84.24 \$16,793,895 Lawn and Garden (16) 139 \$666.48 \$16,793,895 Moving/Storage/Freight Express 132 \$84.24 \$2,212,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 131 \$1,545.76 \$38,949,933 Life/Other Insurance 131 \$1,545.76 \$38,949,933 Life/Other Insurance 133 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$2,928.54		138	\$131.32	\$3,309,076
Rugs 149 \$34.52 \$869,896 Major Appliances (14) 135 \$432.65 \$10,902,013 Housewares (15) 135 \$128.30 \$3,233,005 Small Appliances 133 \$64.47 \$1,624,563 Luggage 147 \$17.41 \$438,633 Telephones and Accessories 131 \$90.92 \$2,291,099 Household Operations 139 \$666.48 \$16,793,895 Lawn and Garden (16) 140 \$588.78 \$14,836,154 Moving/Storage/Freight Express 132 \$938.79 \$23,655,729 Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 136 \$623.75 \$15,717,135 Health Insurance 136 \$628.55 \$15,839,208 School Books and Supplies (17) 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,717,135 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 <td></td> <td></td> <td></td> <td></td>				
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Housewares (15) 135 \$128.30 \$3,233,005 Small Appliances 133 \$64.47 \$1,624,563 Luggage 147 \$17.41 \$438,633 Telephones and Accessories 131 \$90.92 \$2,291,099 Household Operations 139 \$666.48 \$16,793,895 Lawn and Garden (16) 140 \$588.78 \$14,836,154 Moving/Storage/Freight Express 132 \$938.79 \$22,655,729 Insurance 131 \$1,545.76 \$3,894,993 Life/Other Insurance 133 \$1,24,198,667 \$2,907.24 \$1,7,948,916 Vehicle Insurance 135 \$2,007.24 \$73,256,671 \$3,525.24 \$80,828,866 School Books and Supplies (19) 135 \$2,007.24 \$73,256,671	-			
Small Appliances 133 \$66.47 \$1,624,563 Luggage 147 \$17.41 \$438,633 Telephones and Accessories 131 \$90.92 \$2,291,099 Household Operations \$80.92 \$2,291,099 Household Operations \$84.24 \$2,21,093 Child Care 139 \$666.48 \$16,793,895 Lawn and Garden (16) 140 \$\$88.78 \$14,836,154 Moving/Storage/Freight Express 132 \$84.24 \$2,122,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 133 \$4,928.91 \$12,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,524,700 Smoking Products			,	
Luggage 147 \$17.41 \$438,633 Telephones and Accessories 131 \$90.92 \$2,291,099 Household Operations Child Care 139 \$666.48 \$16,793,895 Lawn and Garden (16) 140 \$588.78 \$14,836,154 Moving/Storage/Freight Express 132 \$84.24 \$2,122,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 135 \$4,928.91 \$124,198,667 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 114 \$473.07 \$11,920,324 Transportation 127 \$3,525.24 \$88,828				
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Household Operations No. Child Care 139 \$666.48 \$16,793,895 Lawn and Garden (16) 140 \$588.78 \$14,836,154 Moving/Storage/Freight Express 132 \$84.24 \$2,122,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 133 \$1,545.76 \$38,949,993 Life/Other Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 133 \$1,245.76 \$38,949,993 Life/Other Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 133 \$4,928.91 \$121,920,324 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 130 \$2,907.24				
Child Care 139 \$666.48 \$16,793,895 Lawn and Garden (16) 140 \$588.78 \$14,836,154 Moving/Storage/Freight Express 132 \$84.24 \$2,122,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 138 \$712.32 \$17,948,916 Owners and Renters Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 138 \$72.32 \$15,717,948,916 Vehicle Insurance 136 \$623.75 \$15,717,135 Health Insurance 136 \$623.75 \$15,717,135 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 130 \$4,73.07 \$11,903,324 Payments on Vehicles excluding Leases 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 130 \$1,428.36 \$35,991,807	•		1	1 / - /
Lawn and Garden (16) 140 \$588.78 \$14,836,154 Moving/Storage/Freight Express 132 \$84.24 \$2,122,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 132 \$938.79 \$23,655,729 Owners and Renters Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 146 \$623.75 \$15,717,135 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 134 \$473.07 \$11,920,324 Transportation 135 \$208.54 \$5,254,780 Payments on Vehicles excluding Leases 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807	-	139	\$666.48	\$16,793,895
Moving/Storage/Freight Express 132 \$84.24 \$2,122,581 Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance \$712.32 \$17,948,916 Owners and Renters Insurance 138 \$712.32 \$17,948,916 Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 146 \$623.75 \$15,717,135 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,83,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 114 \$473.07 \$11,920,324 Transportation 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 146 \$763.25 \$19,232,385	Lawn and Garden (16)			
Housekeeping Supplies (17) 132 \$938.79 \$23,655,729 Insurance 138 \$712.32 \$17,948,916 Owners and Renters Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 146 \$623.75 \$15,717,135 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 130 \$2,907.24 \$73,256,671 Payments on Vehicles excluding Leases 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Lidging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514			•	
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Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 146 \$623.75 \$15,717,135 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 114 \$473.07 \$11,920,324 Transportation 127 \$3,525.24 \$88,828,886 Qasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514				, , ,
Vehicle Insurance 131 \$1,545.76 \$38,949,993 Life/Other Insurance 146 \$623.75 \$15,717,135 Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 114 \$473.07 \$11,920,324 Transportation 127 \$3,525.24 \$88,828,886 Qasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Owners and Renters Insurance	138	\$712.32	\$17,948,916
Life/Other Insurance146\$623.75\$15,717,135Health Insurance135\$4,928.91\$124,198,667Personal Care Products (18)134\$628.55\$15,838,208School Books and Supplies (19)135\$208.54\$5,254,780Smoking Products114\$473.07\$11,920,324Transportation130\$2,907.24\$73,256,671Gasoline and Motor Oil127\$3,525.24\$88,828,886Vehicle Maintenance and Repairs133\$1,428.36\$35,991,807Travel147\$749.17\$18,877,471Lodging on Trips146\$763.25\$19,232,385Auto/Truck Rental on Trips144\$37.96\$956,514	Vehicle Insurance			
Health Insurance 135 \$4,928.91 \$124,198,667 Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 134 \$473.07 \$11,920,324 Transportation 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Life/Other Insurance	146		
Personal Care Products (18) 134 \$628.55 \$15,838,208 School Books and Supplies (19) 135 \$208.54 \$5,254,780 Smoking Products 114 \$473.07 \$11,920,324 Transportation \$73,256,671 Payments on Vehicles excluding Leases 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Health Insurance	135		
Smoking Products 114 \$473.07 \$11,920,324 Transportation -	Personal Care Products (18)	134		
Smoking Products 114 \$473.07 \$11,920,324 Transportation -	School Books and Supplies (19)	135	\$208.54	\$5,254,780
Payments on Vehicles excluding Leases 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514		114	\$473.07	
Payments on Vehicles excluding Leases 130 \$2,907.24 \$73,256,671 Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel Airline Fares 147 \$749.17 \$18,877,471 Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Transportation			
Gasoline and Motor Oil 127 \$3,525.24 \$88,828,886 Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Airline Fares 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514		130	\$2,907.24	\$73,256,671
Vehicle Maintenance and Repairs 133 \$1,428.36 \$35,991,807 Travel 147 \$749.17 \$18,877,471 Airline Fares 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Gasoline and Motor Oil	127		
Travel 147 \$749.17 \$18,877,471 Airline Fares 146 \$763.25 \$19,232,385 Lodging on Trips 144 \$37.96 \$956,514	Vehicle Maintenance and Repairs	133		
Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Travel			
Lodging on Trips 146 \$763.25 \$19,232,385 Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Airline Fares	147	\$749.17	\$18,877,471
Auto/Truck Rental on Trips 144 \$37.96 \$956,514	Lodging on Trips	146	\$763.25	
Food and Drink on Trips 143 \$707.46 \$17,826,684	Auto/Truck Rental on Trips	144	\$37.96	\$956,514
	Food and Drink on Trips	143	\$707.46	\$17,826,684

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



113 S Kelly Ave, Bel Air, Maryland, 21014 Ring: 5 mile radius

Prepared by Esri Latitude: 39.52876

Longitude: -76.35344

Men's 137 \$577.60 \$27 Wormen's 137 \$51,010.13 \$436.69 \$14 Children's 130 \$436.69 \$14 Footwaar 135 \$527.22 \$2 Watches & Jewelry 145 \$172.07 \$2 Apparel Products and Services (1) 146 \$119.57 \$5 Computers 137 \$237.52 \$4 Portable Memory 133 \$7.06 \$5 Computer Software 138 \$25.00 \$5 Computer Accessories 138 \$25.00 \$5 Entertainment & Recreation 135 \$4,225.28 \$17 Fees and Admissions 149 \$948.56 \$2 Membership Fees for Clubs (2) 151 \$316.92 \$15 Fees for Particigan Kyosts, excl. Trips 148 \$88.24 \$2 Tickets to Movie/Wuseums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$82.52 \$4 Press for Recreation	Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Soccer Moms (4A) 10.7% Families 30.237 Old and Newcomers (8F) 9.0% Median Age 40.9 Enterprising Professionals (2D) 8.3% Median Household Income \$93.593 Index Spending Potential Average Amount Spending Potential Apparel and Services 137 \$10.10.13 \$43 Meris 133 \$435.69 \$13 Computers 130 \$435.69 \$13 Potobear 135 \$672.22 \$2 Watches & Ewely 145 \$172.07 \$100.13 Apparel Products and Services (1) 146 \$119.57 \$5 Computer software 133 \$7.06 \$172.07 \$2 Computer Accesories 138 \$12.54 \$17 \$2 Computer Accesories 138 \$2.50 \$1 \$15 Computer Accesories 138 \$42.25 \$1 \$1 Computer Accesories 138 \$42.25 \$1 \$1 Computer Accesories 1			•		115,707
Old and Newcomers (8F) 9.0% Median Age 40.9 Enterprising Professionals (2D) 8.3% Median Age 40.9 Apparel and Services 136 \$2,943,28 \$11 Apparel and Services 137 \$2,943,28 \$11 Men's 137 \$1,010,13 \$448,69 \$13 Women's 137 \$1,010,13 \$448,69 \$13 Computer 133 \$627,22 \$23 Watches & Jewelry 145 \$172,07 \$ Apparel Products and Hardware for Home Use 137 \$237,52 \$ Computer Software 138 \$15.94 \$ Computer Software 138 \$25.00 \$ Computer Software 138 \$25.92 \$ \$ Computer Software 138 \$25.92 \$ \$ Computer Software 138 \$25.90 \$ \$ Computer Software 138 \$15.94 \$ \$ \$ Computer Software 148					42,236
Enterprising Professionals (2D) 8.3% Median Household Income \$93,593 Index Spending Potential Average Amount Index Spending Potential Apparel and Services 137 \$12,010.13 \$43 \$43 \$91 Men's 137 \$10,101.13 \$43 \$69 \$13 \$435,669 \$13 Men's 130 \$436,669 \$13 \$62,72.2 \$23 \$10,101.3 \$43 \$69 \$13 \$57,260 \$23 \$23 \$436,669 \$13 \$436,669 \$13 \$57,260 \$23 \$23 \$23,523 \$24 \$24,725 \$25 <td< td=""><td>. ,</td><td></td><td></td><td>,</td><td>31,024</td></td<>	. ,			,	31,024
Spending Potential Index Average Amount Spent Apparel and Services 136 \$2,943.28 \$12 Men's 137 \$577.60 \$12 Worners 137 \$1,010.13 \$43 Worners 137 \$436.69 \$12 Children's 135 \$627.22 \$2 Watches & Jewelry 145 \$172.07 \$ Apparel Products and Services (1) 146 \$113.75 \$ Computer - - \$ \$ Computer Software 133 \$7.06 \$ \$ Computer Software 138 \$\$ \$ \$ Computer Software 138 \$\$ \$ \$ Computer Software 138 \$\$ \$ \$ \$ Computer Software 138 \$		9.0%	5		41.8
Apparel and Services 11dex Spent Apparel and Services 137 \$577.60 \$12 Men's 137 \$577.60 \$12 Women's 137 \$51.010.13 \$436.69 \$12 Children's 130 \$436.69 \$12 Fortwear 135 \$627.22 \$2 Watches & Jewelry 145 \$172.07 \$12 Apparel Products and Services (1) 146 \$113.57 \$ Computer 133 \$7.06 \$ Computer Software 133 \$7.06 \$ Computer Accessories 138 \$15.94 \$ Computer Accessories 138 \$25.00 \$ Entertainment & Recreation 135 \$44.225.28 \$17 Fees for Participant Sports, excl. Trips 149 \$948.56 \$2 Tickets to Moves/Museums/Parks 139 \$107.13 \$ Tickets to Moves/Museums/Parks 139 \$107.13 \$ Tickets to Moves/Museums/Parks 138	Enterprising Professionals (2D)	8.3%	Median Household Income	\$93,593	\$101,193
Apparel and Services 136 \$2,943.28 \$12 Menis 137 \$577.60 \$2 Women's 137 \$1,010.13 \$436.65 \$13 Chidren's 130 \$436.65 \$13 \$436.65 \$13 Footwear 135 \$622.22 \$2 \$2 \$407.07 \$ \$407.07 \$ Apparel Products and Hardware for Home Use 137 \$5237.52 \$ \$ \$ Computer sand Hardware for Home Use 137 \$5237.52 \$ \$ \$ Computer Software 138 \$\$15.94 \$ \$ \$ Computer Software 138 \$\$15.94 \$ \$ \$ Computer Software 138 \$\$15.94 \$			Spending Potential	Average Amount	
Men's 137 \$577.60 \$27 Women's 137 \$11.01.01.3 \$436.69 \$11 Computers 130 \$436.69 \$12 Watches & Jewerly 145 \$172.07 \$2 Watches & Jewerly 145 \$172.07 \$2 Computer 137 \$237.52 \$4 Computer Soltware 133 \$7.06 \$2 Computer Accessories 138 \$15.94 \$3 Computer Accessories 138 \$25.00 \$1 Tees and Admissions 149 \$948.56 \$3 Membership Fees for Clubs (2) 151 \$316.92 \$3 Tickets to Movies/Museums/Parks 139 \$107.13 \$4 Tickets to Movies/Museums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$82.52 \$5 Tickets to Movies/Museums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$82.52 \$5 Ticket			Index	Spent	Total
Women's 137 \$1,010.13 \$436.69 \$1 Children's 135 \$426.69 \$1 Watches & Lawelry 145 \$172.07 \$2 Apparel Products and Services (1) 146 \$119.57 \$ Computer 133 \$7.06 \$ \$ Computer Software 138 \$15.94 \$ \$ Computer Software 138 \$25.00 \$ \$ Computer Software 138 \$25.00 \$ \$ Computer Software 138 \$25.00 \$ \$ \$ Computer Software 138 \$425.20 \$ \$ \$ Computer Software 138 \$425.00 \$ <	Apparel and Services		136	\$2,943.28	\$120,712,854
Children's 130 \$438.69 \$1 Footwear 135 \$627.22 \$2 Watches & Jeweiry 145 \$172.07 \$5 Apparel Products and Services (1) 146 \$119.57 \$5 Computer 133 \$527.22 \$2 Computer Software 133 \$5.06 \$5 Computer Software 138 \$15.94 \$5 Computer Accessories 138 \$25.00 \$6 Entertainment & Recreation 135 \$4,225.28 \$17 Fees and Admissions 149 \$948.56 \$32 Membership Fees for Clubs (2) 151 \$316.92 \$1 Tickets to Theatre/Operas/Concerts 148 \$48.24 \$4 Tickets to Theatre/Operas/Concerts 148 \$425.2 \$4 Teckets to Movies/Museums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$42.4 \$4 Tickets to Movies/Museums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$42.04.97 \$5 <	Men's		137	\$577.60	\$23,689,156
Footwar 135 \$\$27.22 \$\$2 Watches & Jewelry 145 \$\$172.07 \$\$ Apparel Products and Services (1) 146 \$\$119.57 \$\$ Computer 133 \$\$237.52 \$\$ Computer software 133 \$\$7.06 \$\$ Computer Software 138 \$\$25.00 \$\$ Tess and Admissions 149 \$\$44.255 \$\$ Membership Fees for Clubs (2) 151 \$\$116.92 \$\$ Tickets to Movies/Museums/Parks 139 \$\$107.13 \$\$ Tickets to Movies/Museums/Parks 139 \$\$107.13 \$\$ Admission to Sporting Events, excl. Trips 148 \$\$28.25 \$\$ Tickets to Movies/Museums/Parks 127 \$\$1,203.13 \$\$ Dating Services 127 \$1,203.13 \$\$ Tickets to Movie	Women's		137	\$1,010.13	\$41,428,274
Watches & Jewelry 145 \$172.07 \$ Apparel Products and Services (1) 146 \$119.57 \$ Computers 137 \$237.52 \$ Portable Memory 133 \$7.06 \$ Computer Software 138 \$15.94 \$ Computer Accessories 138 \$52.50 \$ Teses and Admissions 149 \$948.56 \$ Membership Fees for Clubs (2) 151 \$316.92 \$ Tickets to Theatre/Operas/Concerts 148 \$88.24 \$ Tickets to Theatre/Operas/Concerts 148 \$82.52 \$ Tickets to Theatre/Operas/Concerts 154 \$204.97 \$ Dating Services 125 \$1.01 \$ TV/Video/Audio 128 \$1,643.68 \$ Televisions 134 \$1,59.49 \$ Statellite Television Services 127 \$1,203.13 \$ Tickets to Movies/Museums/Parks 139 \$107.13 \$ Video/Caudia 1	Children's		130	\$436.69	\$17,910,089
Apparel Products and Services (1) 146 \$119.57 \$ Computers and Hardware for Home Use 137 \$223.52 \$ Portable Memory 133 \$7.06 Computer Software 138 \$15.54 Computer Software 138 \$\$42.52.8 \$\$17 Fees and Admissions 149 \$948.56 \$\$2 Membership Fees for Clubs (2) 151 \$316.62 \$\$1 Tickets to Theatre/Operas/Concerts 148 \$\$88.24 \$\$ Tickets to Theatre/Operas/Concerts 148 \$\$25.52 \$\$ Admission to Sporting Events, excl. Trips 148 \$\$204.97 \$\$ Tickets to Theatre/Operas/Concerts 128 \$\$1,643.68 \$\$ Admission to Sporting Events, excl. Trips 148 \$\$204.97 \$\$ Dating Services 127 \$\$1,203.13 \$\$ TV/Video/Audio 128 \$\$1,643.68 \$\$ VEX, Video Cameras, and DVD Players 129 \$\$ \$\$ Video Casettes and DVD \$\$ \$\$ \$\$ \$\$ Video Casettes and DVD \$\$ \$\$ \$\$<	Footwear		135	\$627.22	\$25,724,340
Apparel Products and Services (1) 146 \$119.57 \$ Computers and Hardware for Home Use 137 \$223.52 \$ Portable Memory 133 \$7.06 Computer Software 138 \$15.54 Computer Accessories 138 \$425.00 \$ Entertainment & Recreation 135 \$4225.28 \$\$117 Fees and Admissions 149 \$146.52 \$\$11 Fees for Participant Sports, excl. Trips 149 \$\$147.76 \$\$ Tickets to Theatre/Operas/Concerts 148 \$\$20.71 \$\$ Admission to Sporting Events, excl. Trips 148 \$\$204.97 \$\$ Dating Services 127 \$\$1,203.13 \$\$ TV/Video/Audio 128 \$\$1,643.68 \$\$ Game Landware/Accessories 127 \$\$1,203.13 \$\$ Video Cameras, and DVD Players 128 \$\$1,643.08 \$\$ Video Came Fardware/Accessories 126 \$\$1,643.08 \$\$ Video Came Bardware/Accessories 126 \$\$3.57.3 \$\$	Watches & Jewelry		145	\$172.07	\$7,057,173
Computer Second Hardware for Home Use 137 \$237.52 \$9 Computers and Hardware for Home Use 133 \$7.06 133 \$7.06 Computer Software 138 \$25.00 \$1 \$153 \$164 \$1204.97 \$151 \$151 \$151 \$151 \$151 \$151 \$151 \$151 \$151 \$151	Apparel Products and Services (1)		146		\$4,903,822
Computers and Hardware for Home Use 137 \$237.52 \$ Portable Memory 133 \$7.06 Computer Software 138 \$15.54 Computer Accessories 138 \$52.50 \$ Entertainment & Recreation 135 \$42.25.28 \$17 Fees and Admissions 149 \$144.7.6 \$ Membership Fees for Clubs (2) 151 \$316.92 \$1 Tickets to Theatre/Operas/Concerts 148 \$88.24 \$ Tickets to Movies/Museums/Parks 139 \$107.13 \$ Admission to Sporting Events, excl. Trips 148 \$204.97 \$ Admission to Sporting Events, excl. Trips 128 \$1,643.68 \$\$ Outing Services 127 \$1,203.13 \$\$ Televisions 134 \$199.49 \$ Satellite Television Services 126 \$1,01 \$ Vivideo Cameras, and DVD Players 126 \$1,01 \$ Vivideo Game Software 126 \$1,01 \$ Vivideo Game					
Portable Memory 133 \$7.06 Computer Software 138 \$15.94 Computer Accessories 138 \$25.00 \$ Entertainment & Recreation 135 \$4,225.28 \$11 Fees and Admissions 149 \$948.56 \$32 Membership Fees for Clubs (2) 151 \$316.92 \$51 Fees for Participant Sports, excl. Trips 148 \$88.24 \$\$ Tickets to Theatre/Operas/Concerts 148 \$88.25 \$\$ Tickets to Theatre/Operas/Concerts 148 \$82.52 \$\$ Admission to Sporting Events, excl. Trips 148 \$82.52 \$\$ Petes for Recreational Lessons 125 \$\$1.01 \$\$ TV/Video/Audio 128 \$\$1,643.68 \$\$ Cable and Satellite Television Services 127 \$\$1,203.13 \$\$ VCRS, Video Cameras, and DVD Players 129 \$\$8.45 \$\$ Video Game Software 126 \$\$19.17 \$\$ Video Game Software 126 \$\$13.33 \$\$	-	e Use	137	\$237 52	\$9,741,449
Computer Software 138 \$15.94 Computer Accessories 138 \$425.00 \$4 Entertainment & Recreation 135 \$425.22.88 \$17 Fees and Admissions 149 \$948.56 \$32 Membership Fees for Clubs (2) 151 \$316.92 \$14 Fees for Participant Sports, excl. Trips 149 \$147.76 \$4 Tickets to Theatre/Operas/Concerts 148 \$88.24 \$4 Tickets to Movies/Museums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$82.52 \$4 Dating Services 125 \$1.01 \$17 TV/Video/Audio 128 \$1,643.68 \$6C Cable and Satellite Television Services 127 \$1,203.13 \$44 Televisions 134 \$159.49 \$4 Satellite Dishes 141 \$2.05 \$10 Video Cameras, and DVD 126 \$11.7 \$10 Video Game Software 126 \$131.7 \$10	•	000			\$289,437
Computer Accessories 138 \$25.00 \$4 Entertainment & Recreation 135 \$4,225.28 \$17 Fees and Admissions 149 \$948.56 \$33 Membership Fees for Participant Sports, excl. Trips 151 \$316.92 \$15 Fees for Participant Sports, excl. Trips 148 \$88.24 \$ Tickets to Theatre/Operas/Concerts 148 \$88.2.52 \$ Admission to Sporting Events, excl. Trips 148 \$82.52 \$ Dating Services 125 \$1.01 \$ TV/Video/Audio 128 \$1,463.68 \$ Cable and Satellite Television Services 127 \$1,203.13 \$ Televisions 134 \$159.49 \$ Satellite Dishes 141 \$20.5 \$ Video Cameras, and DVD Players 129 \$8.45 \$ Video Game Software 124 \$19.15 \$ Streaming/Downloaded Video 130 \$33.33 \$ Video Game Software 124 \$19.15 \$	•			· ·	\$653,787
Entertainment & Recreation 135 \$4,225.28 \$17 Fees and Admissions 149 \$948,56 \$33 Membership Fees for Clubs (2) 151 \$316,92 \$31 Fees for Participant Sports, excl. Trips 149 \$147.76 \$3 Tickets to Theatre/Operas/Concerts 148 \$88.24 \$4 Tickets to Thoatre/Operas/Concerts 148 \$82.23 \$4 Admission to Sporting Events, excl. Trips 148 \$82.24 \$4 Fees for Recreational Lessons 154 \$204.97 \$5 Dating Services 125 \$1.01 \$17 TV/Udeo/Audio 128 \$1,643.68 \$6 Cable and Satellite Television Services 127 \$1,203.13 \$44 Televisions 134 \$159.49 \$4 Satellite Dishes 141 \$2.05 \$16 Video Cassettes and DVD Players 126 \$13.7 \$4 Video Cassettes and DVDs 127 \$19.35 \$1 Video Cassettes and DVDs 127 \$19.35				,	\$1,025,521
Fees and Admissions 149 \$948.56 \$33 Membership Fees for Clubs (2) 151 \$316.92 \$13 Fees for Participant Sports, excl. Trips 149 \$147.76 \$\$ Tickets to Theatre/Operas/Concerts 148 \$\$88.24 \$\$ Tickets to Movies/Museums/Parks 139 \$107.13 \$\$ Admission to Sporting Events, excl. Trips 148 \$\$82.52 \$\$ Pees for Recreational Lessons 154 \$204.97 \$\$ Dating Services 127 \$1,203.13 \$\$ TV/Video/Audio 128 \$1,643.68 \$\$ Cable and Satellite Television Services 127 \$1,203.13 \$\$ VCRs, Video Cameras, and DVD Players 129 \$\$.45 \$\$ Video Cameras, and DVD Players 126 \$\$19.17 \$\$ Video Cameras, and DVD S 126 \$\$19.17 \$\$ Video Came Software 124 \$\$19.15 \$\$ Streaming/Downloaded Video 130 \$\$33.33 \$\$ Rental of Video Casettes and DVDs 127 \$\$19.35 \$\$ Installation of Televisions <td>•</td> <td></td> <td></td> <td></td> <td>\$173,291,235</td>	•				\$173,291,235
Membership Fees for Clubs (2) 151 \$316.92 \$1 Fees for Participant Sports, excl. Trips 149 \$147.76 \$ Tickets to TheatryOperas/Concerts 148 \$\$88.24 \$ Tickets to Movies/Museums/Parks 139 \$107.13 \$ Admission to Sporting Events, excl. Trips 148 \$\$82.52 \$ Pees for Recreational Lessons 154 \$\$204.97 \$ Dating Services 125 \$1.01 \$ TV/Video/Audio 128 \$\$1,643.68 \$66 Cable and Satellite Television Services 127 \$1,203.13 \$44 Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 \$ VCRs, Video Cameras, and DVD Players 129 \$8.45 \$ Miscellaneous Video Equipment 141 \$13.54 \$ Video Game Hardware/Accessories 126 \$19.17 \$ Video Game Software 124 \$19.15 \$ Installation of Televisions 155 \$1.47 \$ Audio (3) 138 \$122.96 \$ <td></td> <td></td> <td></td> <td></td> <td></td>					
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Tickets to Theatre/Operas/Concerts 148 \$88.24 \$ Tickets to Movies/Museums/Parks 139 \$107.13 \$ Admission to Sporting Events, excl. Trips 148 \$82.52 \$ Fees for Recreational Lessons 154 \$204.97 \$ Dating Services 125 \$1.01 \$ TV/Video/Audio 128 \$1,643.68 \$ Cable and Satellite Television Services 127 \$1,203.13 \$ Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 \$ VCRs, Video Cameras, and DVD Players 129 \$8.45 \$ Miscellaneous Video Equipment 141 \$13.54 \$ Video Game Software 126 \$19.17 \$ Video Game Software 126 \$13.14 \$ Streaming/Downloaded Video 130 \$33.33 \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 133 \$160.73 \$ <td< td=""><td></td><td>Tring</td><td></td><td></td><td>\$12,998,041</td></td<>		Tring			\$12,998,041
Tickets to Movies/Museums/Parks 139 \$107.13 \$4 Admission to Sporting Events, excl. Trips 148 \$82.52 \$4 Fees for Recreational Lessons 154 \$204.97 \$5 Dating Services 125 \$1.01 \$1 TV/Video/Audio 128 \$1,643.68 \$6 Cable and Satellite Television Services 127 \$1,203.13 \$4 Televisions 134 \$159.49 \$5 Satellite Dishes 141 \$2.05 \$2 VCRs, Video Cameras, and DVD Players 129 \$8.45 \$1 Video Game Hardware/Accessories 126 \$19.17 \$1 Video Game Hardware/Accessories 126 \$33.33 \$5 Video Game Software 124 \$19.15 \$1 Streaming/Downloaded Video 130 \$33.33 \$5 Installation of Televisions 165 \$1.47 \$4 Audio (3) 133 \$160.73 \$5 Rental and Repair of TV/Radio/Sound Equipment 133 \$160.73 \$5 Pets 133 \$160.73 \$5 \$447	• • •	•		•	\$6,060,183
Admission to Sporting Events, excl. Trips 148 \$82.52 \$ Fees for Recreational Lessons 154 \$204.97 \$ Dating Services 125 \$1.01 \$ TV/Video/Audio 128 \$1,643.68 \$ Cable and Satellite Television Services 127 \$1,203.13 \$ Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 \$ VCRs, Video Cameras, and DVD Players 129 \$8.45 \$ Miscellaneous Video Equipment 141 \$13.54 \$ Video Game Hardware/Accessories 126 \$36.73 \$ Video Game Software 124 \$19.17 \$ Video Game Software 126 \$36.73 \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Admido (3) \$33.33 \$ \$ Pets 133 \$160.73 \$ Recreational Vehicles and Fees (5) \$417.42 \$ Sports/Recreation/Exercise Equipment (6)<	· · ·				\$3,619,191
Fees for Recreational Lessons 154 \$204.97 \$ Dating Services 125 \$1.01 TV/Video/Audio 128 \$1,643.68 \$6 Cable and Satellite Television Services 127 \$1,203.13 \$44 Televisions 134 \$159.49 \$\$ Satellite Dishes 141 \$2.05 \$2 VCRs, Video Cameras, and DVD Players 129 \$8.45 \$3 Video Game Software 126 \$19.17 \$3 Video Game Software 126 \$33.33 \$\$ Streaming/Downloaded Video 130 \$33.33 \$\$ Rental of Video Cassettes and DVDs 127 \$119.35 \$\$ Installation of Televisions 165 \$1.47 \$\$ Audio (3) 138 \$122.96 \$\$ Pets 133 \$790.67 \$\$ Toys/Games/Crafts/Hobbies (4) 133 \$\$160.73 \$\$ Photo Equipment and Supplies (7) 140 \$77.68 \$\$ Photo Equipment and Supplies (7) 140 \$77.68 \$\$ Food 131					\$4,393,876
Dating Services 125 \$1.01 TV/Video/Audio 128 \$1,643.68 \$6 Cable and Satellite Television Services 127 \$1,203.13 \$44 Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 \$ VCRs, Video Cameras, and DVD Players 129 \$84.85 \$ Miscellaneous Video Equipment 141 \$13.54 \$ Video Game Software 126 \$36.73 \$ Video Game Software 126 \$33.33 \$ Rental of Video Cassettes and DVDs 120 \$33.33 \$ Streaming/Downloaded Video 130 \$33.33 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$44.86 \$ Pets 133 \$7100.67 \$3 \$ Toys/Games/Crafts/Hobbies (4) 133 \$147.42 \$ Reactinal Vehicles and		xcl. Irips			\$3,384,241
TV/Video/Audio 128 \$1,643.68 \$6 Cable and Satellite Television Services 127 \$1,203.13 \$4 Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 \$ VCRs, Video Cameras, and DVD Players 129 \$8.45 \$ Miscellaneous Video Equipment 141 \$13.54 \$ Video Game Hardware/Accessories 126 \$19.17 \$ Video Game Software 124 \$19.15 \$ Streaming/Downloaded Video 130 \$33.33 \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$44.86 \$ Pets 133 \$160.73 \$ \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Photo Equipment and Supplies (7) 131 \$10.976.01					\$8,406,502
Cable and Satellite Television Services 127 \$1,203.13 \$4 Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 \$ VCRs, Video Cameras, and DVD Players 129 \$8.45 \$ Miscellaneous Video Equipment 141 \$113.54 \$ Video Cassettes and DVDs 126 \$19.17 \$ Video Game Hardware/Accessories 126 \$36.73 \$ Video Game Software 124 \$19.15 \$ Streaming/Downloaded Video 130 \$33.33 \$ \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 \$ Pets 133 \$160.73 \$ \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Phote Equipment and Supplies (7) 140	-				\$41,369
Televisions 134 \$159.49 \$ Satellite Dishes 141 \$2.05 VCRs, Video Cameras, and DVD Players 129 \$8.45 Miscellaneous Video Equipment 141 \$13.54 Video Cassettes and DVDs 126 \$19.17 Video Game Hardware/Accessories 126 \$36.73 \$ Video Game Software 124 \$19.15 \$ Video Game Software 124 \$19.15 \$ Video Game Software 124 \$19.15 \$ Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Rental ond Repair of TV/Radio/Sound Equipment (6) 139 \$238.67 \$ Pots 133 \$170.72 \$ \$ Recreation/Exercise Equipment (6) 139 \$238.67 \$					\$67,412,396
Satellite Dishes 141 \$2.05 VCRs, Video Cameras, and DVD Players 129 \$8.45 Miscellaneous Video Equipment 141 \$13.54 Video Cassettes and DVDs 126 \$19.17 Video Game Hardware/Accessories 126 \$36.73 \$ Video Game Software 124 \$19.15 \$ Streaming/Downloaded Video 130 \$33.33 \$ \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 \$ Pets 133 \$160.73 \$ \$ Toys/Games/Crafts/Hobies (4) 133 \$160.73 \$ \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) \$170.72 \$ \$ \$ \$		rvices			\$49,343,941
VCRs, Video Cameras, and DVD Players 129 \$8.45 Miscellaneous Video Equipment 141 \$13.54 Video Cassettes and DVDs 126 \$19.17 Video Game Hardware/Accessories 126 \$36.73 \$\$ Video Game Software 124 \$19.15 \$\$ Streaming/Downloaded Video 130 \$\$33.33 \$\$ Rental of Video Cassettes and DVDs 127 \$\$19.35 Installation of Televisions 165 \$\$1.47 Audio (3) 138 \$\$122.96 \$\$ Rental and Repair of TV/Radio/Sound Equipment 121 \$\$4.86 Pets 133 \$\$790.67 \$\$33 Toys/Games/Crafts/Hobbies (4) 133 \$\$160.73 \$\$ Recreational Vehicles and Fees (5) 145 \$\$147.42 \$\$ Photo Equipment and Supplies (7) 140 \$\$77.68 \$\$ Reading (8) 131 \$\$10.976.01 \$\$ Food 131 \$\$10.976.01 \$\$ Food at Home 129 \$\$6,502.72 \$\$ Bakery and Cereal Products 129 \$\$6,502.72 \$\$ <td></td> <td></td> <td></td> <td></td> <td>\$6,541,274</td>					\$6,541,274
Miscellaneous Video Equipment 141 \$13.54 Video Cassettes and DVDs 126 \$19.17 Video Game Hardware/Accessories 126 \$36.73 \$ Video Game Software 124 \$19.15 \$ Streaming/Downloaded Video 130 \$33.33 \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 \$ Pets 133 \$790.67 \$ \$ Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ \$ Food 131 \$10,976.01 \$ \$ Food A Home 129 \$6,502.72 \$ \$ \$ \$					\$84,016
Video Cassettes and DVDs 126 \$19.17 Video Game Hardware/Accessories 126 \$36.73 \$ Video Game Software 124 \$19.15 \$ Streaming/Downloaded Video 130 \$33.33 \$ Rental of Video Cassettes and DVDs 127 \$19.35 \$ Installation of Televisions 165 \$1.47 \$ Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 Pets 133 \$790.67 \$3 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$45 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129	VCRs, Video Cameras, and DVD	Players			\$346,397
Video Game Hardware/Accessories 126 \$36.73 \$\$ Video Game Software 124 \$19.15 Streaming/Downloaded Video 130 \$33.33 \$\$ Rental of Video Cassettes and DVDs 127 \$19.35 \$\$ Installation of Televisions 165 \$1.47 \$\$ Audio (3) 138 \$122.96 \$\$ Rental and Repair of TV/Radio/Sound Equipment 121 \$\$ \$\$ Pets 133 \$\$ \$\$ \$\$ Toys/Games/Crafts/Hobbies (4) 133 \$\$ \$\$ \$\$ Sports/Recreation/Exercise Equipment (6) 139 \$\$ \$\$ \$\$ Photo Equipment and Supplies (7) 140 \$\$ \$\$ \$\$ Reading (8) 136 \$\$ \$\$ \$\$ \$\$ Food 131 \$\$ \$\$ \$\$ \$\$ \$\$ Food at Home 129 \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$	Miscellaneous Video Equipment			\$13.54	\$555,326
Video Game Software 124 \$19.15 Streaming/Downloaded Video 130 \$33.33 \$ Rental of Video Cassettes and DVDs 127 \$19.35 Installation of Televisions 165 \$1.47 Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$44.86 Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 131 \$110,976.01 \$ Food 131 \$10,976.01 \$ \$ Food at Home 129 \$ \$ \$ Bakery and Cereal Products 129 \$ \$ \$ Meats, Poultry, Fish, and Eggs 127 \$ \$ \$ \$ Dairy Products 129 \$ \$ \$ \$ \$	Video Cassettes and DVDs		126	\$19.17	\$786,019
Streaming/Downloaded Video 130 \$33.33 \$ Rental of Video Cassettes and DVDs 127 \$19.35 Installation of Televisions 165 \$1.47 Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$445 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$65,702.73 \$55 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$22 Fruits and Vegetables 131 \$	Video Game Hardware/Accessor	ies		\$36.73	\$1,506,571
Rental of Video Cassettes and DVDs 127 \$19.35 Installation of Televisions 165 \$1.47 Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 \$ Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) \$155 \$47.15 \$ Food 131 \$10,976.01 \$ Food at Home 129 \$\$65,02.72 \$ \$ Bakery and Cereal Products 129 \$\$857.06 \$ \$ Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$ \$ Dairy Products 129 \$687.32 \$ \$ Fruits and Vegetables 131 \$1,275.85 \$ \$ <td></td> <td></td> <td></td> <td>\$19.15</td> <td>\$785,448</td>				\$19.15	\$785,448
Installation of Televisions 165 \$1.47 Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 \$ Pets 133 \$790.67 \$3 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10.976.01 \$ \$ Food at Home 129 \$65,502.72 \$ \$ Bakery and Cereal Products 129 \$857.06 \$ \$ \$ Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$ \$ \$ \$ Dairy Products 129 \$687.32 \$ \$ \$ \$ \$ Food 131 \$1,275.85 \$ \$ <t< td=""><td>Streaming/Downloaded Video</td><td></td><td>130</td><td>\$33.33</td><td>\$1,366,922</td></t<>	Streaming/Downloaded Video		130	\$33.33	\$1,366,922
Audio (3) 138 \$122.96 \$ Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$455 Food at Home 129 \$65,502.72 \$266 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$27 Fuits and Vegetables 131 \$1,275.85 \$55	Rental of Video Cassettes and D	VDs	127	\$19.35	\$793,788
Rental and Repair of TV/Radio/Sound Equipment 121 \$4.86 Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$43 Recreational Vehicles and Fees (5) 145 \$147.42 \$43 Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$43 Photo Equipment and Supplies (7) 140 \$77.68 \$43 Reading (8) 136 \$170.72 \$43 Catered Affairs (9) 155 \$47.15 \$45 Food 131 \$10,976.01 \$45 Food at Home 129 \$65,02.72 \$26 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$22 Fruits and Vegetables 131 \$1,275.85 \$55	Installation of Televisions		165	\$1.47	\$60,131
Pets 133 \$790.67 \$33 Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$43 Recreational Vehicles and Fees (5) 145 \$147.42 \$43 Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$44 Photo Equipment and Supplies (7) 140 \$77.68 \$45 Reading (8) 136 \$170.72 \$45 Catered Affairs (9) 155 \$47.15 \$45 Food 131 \$10,976.01 \$45 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$27 Fruits and Vegetables 131 \$1,275.85 \$55	Audio (3)		138	\$122.96	\$5,043,043
Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$445 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$22 Fruits and Vegetables 131 \$1,275.85 \$55	Rental and Repair of TV/Radio/S	ound Equipment	121	\$4.86	\$199,520
Toys/Games/Crafts/Hobbies (4) 133 \$160.73 \$ Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$ Food at Home 129 \$6,502.72 \$ Bakery and Cereal Products 129 \$857.06 \$ Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$ Dairy Products 129 \$687.32 \$ Fruits and Vegetables 131 \$1,275.85 \$	Pets		133	\$790.67	\$32,427,880
Recreational Vehicles and Fees (5) 145 \$147.42 \$ Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$45 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$37 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$57 Dairy Products 129 \$687.32 \$27 Fruits and Vegetables 131 \$1,275.85 \$57	Toys/Games/Crafts/Hobbies (4)		133		\$6,591,859
Sports/Recreation/Exercise Equipment (6) 139 \$238.67 \$ Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$445 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$37 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$57 Dairy Products 129 \$687.32 \$27 Fruits and Vegetables 131 \$1,275.85 \$57			145		\$6,046,077
Photo Equipment and Supplies (7) 140 \$77.68 \$ Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$445 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$3 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$5 Dairy Products 129 \$687.32 \$22 Fruits and Vegetables 131 \$11,275.85 \$5					\$9,788,417
Reading (8) 136 \$170.72 \$ Catered Affairs (9) 155 \$47.15 \$ Food 131 \$10,976.01 \$45 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$22 Fruits and Vegetables 131 \$1,275.85 \$55	Photo Equipment and Supplies (7)				\$3,185,837
Catered Affairs (9) 155 \$47.15 \$47.15 Food 131 \$10,976.01 \$45.50 Food at Home 129 \$6,502.72 \$26.50 Bakery and Cereal Products 129 \$857.06 \$33.55 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55.55 Dairy Products 129 \$687.32 \$22.55 Fruits and Vegetables 131 \$1,275.85 \$55.55					\$7,001,573
Food 131 \$10,976.01 \$45 Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$26 Fruits and Vegetables 131 \$1,275.85 \$55					\$1,933,793
Food at Home 129 \$6,502.72 \$26 Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$26 Fruits and Vegetables 131 \$1,275.85 \$55					\$450,158,949
Bakery and Cereal Products 129 \$857.06 \$33 Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$55 Dairy Products 129 \$687.32 \$25 Fruits and Vegetables 131 \$1,275.85 \$55					\$266,696,168
Meats, Poultry, Fish, and Eggs 127 \$1,456.73 \$5 Dairy Products 129 \$687.32 \$2 Fruits and Vegetables 131 \$1,275.85 \$5					\$35,150,535
Dairy Products 129 \$687.32 \$2 Fruits and Vegetables 131 \$1,275.85 \$5					\$59,744,666
Fruits and Vegetables131\$1,275.85\$5					\$28,189,010
					\$20,109,010
	5	(10)			
		(10)			\$91,285,424
	•				\$183,462,781 \$31,654,360

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.



113 S Kelly Ave, Bel Air, Maryland, 21014 Ring: 5 mile radius

Prepared by Esri

Latitude: 39.52876 Longitude: -76.35344

	Spending Potential	Average Amount						
	Index	Spent	Total					
Financial								
Value of Stocks/Bonds/Mutual Funds	155	\$9,606.89	\$394,007,222					
Value of Retirement Plans	152	\$36,893.03	\$1,513,093,642					
Value of Other Financial Assets	137	\$1,776.26	\$72,849,767					
Vehicle Loan Amount excluding Interest	127	\$3,451.00	\$141,535,805					
Value of Credit Card Debt	138	\$805.02	\$33,016,419					
Health								
Nonprescription Drugs	130	\$166.15	\$6,814,360					
Prescription Drugs	129	\$499.25	\$20,475,556					
Eyeglasses and Contact Lenses	135	\$127.68	\$5,236,557					
Home								
Mortgage Payment and Basics (11)	149	\$12,868.76	\$527,786,397					
Maintenance and Remodeling Services	149	\$2,901.93	\$119,016,871					
Maintenance and Remodeling Materials (12)	141	\$569.02	\$23,337,085					
Utilities, Fuel, and Public Services	129	\$6,487.30	\$266,063,542					
Household Furnishings and Equipment								
Household Textiles (13)	137	\$130.76	\$5,362,795					
Furniture	136	\$781.31	\$32,043,816					
Rugs	146	\$34.01	\$1,394,806					
Major Appliances (14)	135	\$433.45	\$17,777,142					
Housewares (15)	135	\$128.14	\$5,255,271					
Small Appliances	132	\$63.95	\$2,622,873					
Luggage	147	\$17.42	\$714,422					
Telephones and Accessories	132	\$91.48	\$3,751,676					
Household Operations								
Child Care	142	\$681.35	\$27,944,301					
Lawn and Garden (16)	140	\$586.34	\$24,047,477					
Moving/Storage/Freight Express	131	\$83.92	\$3,441,978					
Housekeeping Supplies (17)	131	\$935.33	\$38,360,513					
Insurance								
Owners and Renters Insurance	137	\$709.14	\$29,084,039					
Vehicle Insurance	131	\$1,537.34	\$63,050,824					
Life/Other Insurance	145	\$621.26	\$25,479,850					
Health Insurance	134	\$4,894.99	\$200,758,046					
Personal Care Products (18)	134	\$627.82	\$25,748,926					
School Books and Supplies (19)	135	\$209.48	\$8,591,245					
Smoking Products	112	\$464.47	\$19,049,411					
Transportation								
Payments on Vehicles excluding Leases	130	\$2,927.75	\$120,075,669					
Gasoline and Motor Oil	127	\$3,520.10	\$144,370,051					
Vehicle Maintenance and Repairs	133	\$1,423.14	\$58,367,354					
Travel								
Airline Fares	147	\$748.81	\$30,710,950					
Lodging on Trips	146	\$762.51	\$31,272,806					
Auto/Truck Rental on Trips	144	\$38.03	\$1,559,819					
Food and Drink on Trips	143	\$706.95	\$28,994,004					

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.



113 S Kelly Ave, Bel Air, Maryland, 21014 Ring: 5 mile radius

(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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



113 S Kelly Ave, Bel Air, Maryland, 21014 Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.52876 Longitude: -76.35344

	1 mile				3 miles				5 miles				
Total Businesses:		1,145	i			2,423				3,50			
Total Employees:	15,448				29,680				40,935				
Total Residential Population:	6,542				68,330				112,140				
Employee/Residential Population Ratio (per 100 Residents)	236			43					37				
	Busine	Businesses		Employees		Businesses		Employees		Businesses		oyees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percen	
Agriculture & Mining	17	1.5%	114	0.7%	48	2.0%	364	1.2%	87	2.5%	610	1.5%	
Construction	49	4.3%	294	1.9%	161	6.6%	1,350	4.5%	297	8.5%	2,510	6.1%	
Manufacturing	17	1.5%	359	2.3%	39	1.6%	530	1.8%	76	2.2%	751	1.8%	
Transportation	15	1.3%	84	0.5%	37	1.5%	254	0.9%	65	1.9%	425	1.0%	
Communication	11	1.0%	47	0.3%	19	0.8%	142	0.5%	24	0.7%	167	0.4%	
Utility	3	0.3%	7	0.0%	4	0.2%	11	0.0%	6	0.2%	14	0.0%	
Wholesale Trade	25	2.2%	291	1.9%	53	2.2%	613	2.1%	89	2.5%	854	2.1%	
Retail Trade Summary	227	19.8%	4,210	27.3%	492	20.3%	9,080	30.6%	690	19.7%	12,417	30.3%	
Home Improvement	7	0.6%	306	2.0%	18	0.7%	393	1.3%	32	0.9%	597	1.5%	
General Merchandise Stores	8	0.7%	889	5.8%	17	0.7%	1,379	4.6%	26	0.7%	1,942	4.7%	
Food Stores	21	1.8%	371	2.4%	58	2.4%	1,478	5.0%	80	2.3%	2,252	5.5%	
Auto Dealers, Gas Stations, Auto Aftermarket	15	1.3%	248	1.6%	45	1.9%	1,171	3.9%	62	1.8%	1,398	3.4%	
Apparel & Accessory Stores	33	2.9%	271	1.8%	48	2.0%	383	1.3%	55	1.6%	449	1.1%	
Furniture & Home Furnishings	22	1.9%	162	1.0%	44	1.8%	277	0.9%	64	1.8%	412	1.0%	
Eating & Drinking Places	51	4.5%	1,311	8.5%	127	5.2%	2,891	9.7%	173	4.9%	3,954	9.7%	
Miscellaneous Retail	70	6.1%	651	4.2%	134	5.5%	1,108	3.7%	200	5.7%	1,412	3.4%	
Finance, Insurance, Real Estate Summary	144	12.6%	1,245	8.1%	287	11.8%	2,747	9.3%	384	11.0%	3,534	8.6%	
Banks, Savings & Lending Institutions	41	3.6%	482	3.1%	77	3.2%	983	3.3%	101	2.9%	1,261	3.1%	
Securities Brokers	21	1.8%	131	0.8%	39	1.6%	191	0.6%	46	1.3%	207	0.5%	
Insurance Carriers & Agents	45	3.9%	342	2.2%	72	3.0%	489	1.6%	95	2.7%	588	1.4%	
Real Estate, Holding, Other Investment Offices	36	3.1%	290	1.9%	99	4.1%	1,085	3.7%	142	4.1%	1,479	3.6%	
Services Summary	520	45.4%	6,865	44.4%	1,097	45.3%	12,413	41.8%	1,526	43.6%	17,238	42.1%	
Hotels & Lodging	0	0.0%	0	0.0%	4	0.2%	17	0.1%	6	0.2%	42	0.1%	
Automotive Services	32	2.8%	133	0.9%	74	3.1%	329	1.1%	115	3.3%	574	1.4%	
Motion Pictures & Amusements	22	1.9%	307	2.0%	75	3.1%	609	2.1%	118	3.4%	927	2.3%	
Health Services	119	10.4%	2,918	18.9%	273	11.3%	4,823	16.2%	319	9.1%	5,614	13.7%	
Legal Services	60	5.2%	298	1.9%	74	3.1%	366	1.2%	76	2.2%	372	0.9%	
Education Institutions & Libraries	24	2.1%	1,069	6.9%	45	1.9%	1,900	6.4%	71	2.0%	3,296	8.1%	
Other Services	263	23.0%	2,141	13.9%	553	22.8%	4,370	14.7%	821	23.5%	6,413	15.7%	
Government	79	6.9%	1,920	12.4%	92	3.8%	2,133	7.2%	107	3.1%	2,347	5.7%	
Unclassified Establishments	39	3.4%	11	0.1%	94	3.9%	43	0.1%	150	4.3%	68	0.2%	
Totals	1,145	100.0%	15,448	100.0%	2,423	100.0%	29,680	100.0%	3,501	100.0%	40,935	100.0%	

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017. 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.



113 S Kelly Ave, Bel Air, Maryland, 21014 Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.52876

Longitude: -76.35344

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	
Agriculture, Forestry, Fishing & Hunting	1	0.1%	4	0.0%	5	0.2%	29	0.1%	12	0.3%	53	0.1
Mining	1	0.1%	4	0.0%	2	0.1%	10	0.0%	2	0.1%	15	0.0
Utilities	1	0.1%	4	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0
Construction	56	4.9%	341	2.2%	176	7.3%	1,420	4.8%	320	9.1%	2,619	6.4
Manufacturing	18	1.6%	202	1.3%	39	1.6%	346	1.2%	76	2.2%	573	1.4
Wholesale Trade	24	2.1%	287	1.9%	51	2.1%	606	2.0%	87	2.5%	846	2.1
Retail Trade	171	14.9%	2,849	18.4%	351	14.5%	6,087	20.5%	501	14.3%	8,331	20.4
Motor Vehicle & Parts Dealers	12	1.0%	236	1.5%	40	1.7%	1,139	3.8%	51	1.5%	1,318	3.2
Furniture & Home Furnishings Stores	14	1.2%	101	0.7%	23	0.9%	156	0.5%	37	1.1%	273	0.7
Electronics & Appliance Stores	5	0.4%	55	0.4%	16	0.7%	104	0.4%	20	0.6%	123	0.3
Bldg Material & Garden Equipment & Supplies Dealers	7	0.6%	306	2.0%	18	0.7%	393	1.3%	32	0.9%	597	1.5
Food & Beverage Stores	18	1.6%	337	2.2%	48	2.0%	1,391	4.7%	72	2.1%	2,166	5.3
Health & Personal Care Stores	17	1.5%	135	0.9%	42	1.7%	355	1.2%	61	1.7%	492	1.2
Gasoline Stations	2	0.2%	12	0.1%	6	0.2%	31	0.1%	11	0.3%	81	0.2
Clothing & Clothing Accessories Stores	44	3.8%	322	2.1%	63	2.6%	444	1.5%	70	2.0%	510	1.2
Sport Goods, Hobby, Book, & Music Stores	11	1.0%	220	1.4%	19	0.8%	316	1.1%	28	0.8%	341	0.8
General Merchandise Stores	8	0.7%	889	5.8%	17	0.7%	1,379	4.6%	26	0.7%	1,942	4.7
Miscellaneous Store Retailers	25	2.2%	236	1.5%	46	1.9%	366	1.2%	69	2.0%	457	1.1
Nonstore Retailers	5	0.4%	1	0.0%	13	0.5%	12	0.0%	24	0.7%	31	0.1
Transportation & Warehousing	6	0.5%	31	0.2%	20	0.8%	141	0.5%	40	1.1%	263	0.6
Information	25	2.2%	340	2.2%	49	2.0%	624	2.1%	69	2.0%	811	2.0
Finance & Insurance	107	9.3%	955	6.2%	188	7.8%	1,666	5.6%	243	6.9%	2,060	5.0
Central Bank/Credit Intermediation & Related Activities	41	3.6%	482	3.1%	77	3.2%	983	3.3%	101	2.9%	1,261	3.1
Securities, Commodity Contracts & Other Financial	21	1.8%	131	0.8%	40	1.7%	194	0.7%	47	1.3%	211	0.5
Insurance Carriers & Related Activities; Funds, Trusts &	45	3.9%	342	2.2%	72	3.0%	489	1.6%	95	2.7%	588	1.4
Real Estate, Rental & Leasing	40	3.5%	290	1.9%	120	5.0%	1,093	3.7%	180	5.1%	1,510	3.7
Professional, Scientific & Tech Services	155	13.5%	973	6.3%	279	11.5%	1,731	5.8%	372	10.6%	2,365	5.8
Legal Services	66	5.8%	318	2.1%	86	3.5%	412	1.4%	90	2.6%	428	1.0
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	9	0.0%	4	0.1%	18	0.0
Administrative & Support & Waste Management & Remediation	40	3.5%	252	1.6%	92	3.8%	603	2.0%	156	4.5%	1,036	2.5
Educational Services	31	2.7%	1,045	6.8%	64	2.6%	1,959	6.6%	94	2.7%	3,364	8.2
Health Care & Social Assistance	141	12.3%	3,344	21.6%	334	13.8%	5,916	19.9%	412	11.8%	7,227	17.7
Arts, Entertainment & Recreation	11	1.0%	278	1.8%	45	1.9%	525	1.8%	68	1.9%	770	1.9
Accommodation & Food Services	53	4.6%	1,334	8.6%	138	5.7%	2,972	10.0%	188	5.4%	4,083	10.0
Accommodation	0	0.0%	0	0.0%	4	0.2%	17	0.1%	6	0.2%	42	0.1
Food Services & Drinking Places	53	4.6%	1,334	8.6%	134	5.5%	2,955	10.0%	182	5.2%	4,041	9.9
Other Services (except Public Administration)	145	12.7%	986	6.4%	280	11.6%	1,763	5.9%	420	12.0%	2,571	6.3
Automotive Repair & Maintenance	28	2.4%	120	0.8%	57	2.4%	260	0.9%	93	2.7%	479	1.2
Public Administration	79	6.9%	1,920	12.4%	92	3.8%	2,133	7.2%	107	3.1%	2,347	5.7
	75	0.570	1,520	12.7 /0	52	5.070	2,133	7.270	107	5.170	2,547	5.7
Unclassified Establishments	39	3.4%	11	0.1%	94	3.9%	43	0.1%	150	4.3%	68	0.2
Total	1,145	100.0%	15,448	100.0%	2,423	100.0%	29,680	100.0%	3,501	100.0%	40,935	100.0

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.