Market Profile

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Rings: 1, 3, 5 mile radii Prepared by Esri

Latitude: 39.40220 Longitude: -76.41719

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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,789	22,732	98,776
2010 Total Population	4,537	29,586	111,452
2019 Total Population	5,403	32,008	118,805
2019 Group Quarters	13	28	387
2024 Total Population	5,682	33,302	122,559
2019-2024 Annual Rate	1.01%	0.80%	0.62%
2019 Total Daytime Population	3,572	26,299	101,607
Workers	874	11,204	46,209
Residents	2,698		
	2,090	15,095	55,398
Household Summary	656	0.001	20.045
2000 Households	656	9,024	39,045
2000 Average Household Size	2.73	2.52	2.51
2010 Households	1,385	11,535	44,318
2010 Average Household Size	3.27	2.56	2.51
2019 Households	1,606	12,298	46,717
2019 Average Household Size	3.36	2.60	2.53
2024 Households	1,683	12,730	48,009
2024 Average Household Size	3.37	2.61	2.54
2019-2024 Annual Rate	0.94%	0.69%	0.55%
2010 Families	1,148	8,238	29,950
	3.61	3.04	3.03
2010 Average Family Size			
2019 Families	1,313	8,724	31,329
2019 Average Family Size	3.74	3.10	3.07
2024 Families	1,371	9,009	32,124
2024 Average Family Size	3.76	3.12	3.09
2019-2024 Annual Rate	0.87%	0.64%	0.50%
Housing Unit Summary			
2000 Housing Units	683	9,337	40,541
Owner Occupied Housing Units	85.2%	78.5%	68.4%
Renter Occupied Housing Units	10.8%	18.2%	27.9%
Vacant Housing Units	4.0%	3.4%	3.7%
2010 Housing Units	1,436	12,061	46,268
Owner Occupied Housing Units	88.7%	80.1%	68.8%
· -	7.7%	15.5%	27.0%
Renter Occupied Housing Units			
Vacant Housing Units	3.6%	4.4%	4.2%
2019 Housing Units	1,645	12,849	48,786
Owner Occupied Housing Units	90.4%	80.1%	68.7%
Renter Occupied Housing Units	7.2%	15.6%	27.0%
Vacant Housing Units	2.4%	4.3%	4.2%
2024 Housing Units	1,716	13,279	50,111
Owner Occupied Housing Units	91.1%	80.9%	69.7%
Renter Occupied Housing Units	6.9%	14.9%	26.1%
Vacant Housing Units	1.9%	4.1%	4.2%
Median Household Income	210 /0		
	\$116,533	\$93,407	\$77,351
2019 2024			
	\$129,836	\$103,239	\$84,551
Median Home Value			
2019	\$449,220	\$343,576	\$288,119
2024	\$468,339	\$375,177	\$321,611
Per Capita Income			
2019	\$41,533	\$43,817	\$38,244
2024	\$46,781	\$49,174	\$42,867
Median Age			
2010	37.1	41.4	39.4
2019	37.9	42.8	41.0
2024	37.9	43.1	41.6
2027	57.5	40.1	41.0

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

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	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	1,606	12,298	46,717
<\$15,000	6.0%	5.3%	5.9%
\$15,000 - \$24,999	3.7%	5.2%	6.5%
\$25,000 - \$34,999	3.6%	5.4%	6.6%
\$35,000 - \$49,999	7.0%	10.2%	11.8%
\$50,000 - \$74,999	9.5%	14.0%	17.5%
\$75,000 - \$99,999	10.0%	12.5%	13.8%
\$100,000 - \$149,999	23.1%	21.0%	20.4%
\$150,000 - \$199,999	21.1%	15.3%	10.4%
\$200,000+	15.8%	11.0%	7.2%
Average Household Income	\$133,572	\$114,070	\$97,195
2024 Households by Income			
Household Income Base	1,683	12,730	48,009
<\$15,000	5.6%	4.7%	5.2%
\$15,000 - \$24,999	3.3%	4.4%	5.5%
\$25,000 - \$34,999	3.3%	5.0%	6.2%
\$35,000 - \$49,999	6.1%	9.3%	10.8%
\$50,000 - \$74,999	8.2%	12.5%	16.2%
\$75,000 - \$99,999	8.7%	12.0%	13.7%
\$100,000 - \$149,999	21.4%	20.9%	21.3%
\$150,000 - \$199,999	23.8%	17.7%	12.3%
\$200,000+	19.5%	13.5%	8.9%
Average Household Income	\$151,044	\$128,592	\$109,367
2019 Owner Occupied Housing Units by Value			
Total	1,487	10,297	33,525
<\$50,000	2.0%	1.2%	2.9%
\$50,000 - \$99,999	0.0%	0.3%	2.3%
\$100,000 - \$149,999	0.4%	1.6%	4.1%
\$150,000 - \$199,999	2.1%	6.1%	10.5%
\$200,000 - \$249,999	3.5%	13.1%	17.3%
\$250,000 - \$299,999	3.8%	15.2%	16.9%
\$300,000 - \$399,999	21.3%	28.6%	24.9%
\$400,000 - \$499,999	34.5%	18.8%	11.5%
\$500,000 - \$749,999	29.9%	13.6%	7.9%
\$750,000 - \$999,999	2.2%	1.1%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$463,753	\$371,764	\$320,634
2024 Owner Occupied Housing Units by Value			
Total	1,564	10,744	34,909
<\$50,000	0.8%	0.6%	2.2%
\$50,000 - \$99,999	0.0%	0.2%	1.8%
\$100,000 - \$149,999	0.1%	0.7%	2.9%
\$150,000 - \$199,999	1.0%	3.4%	7.5%
\$200,000 - \$249,999	2.0%	9.0%	13.5%
\$250,000 - \$299,999	2.7%	13.3%	16.0%
\$300,000 - \$399,999	19.4%	30.3%	28.3%
\$400,000 - \$499,999	35.0%	21.8%	14.3%
\$500,000 - \$749,999	35.0%	18.3%	11.0%
\$750,000 - \$999,999	3.4%	1.7%	1.5%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$1,500,000 + \$2,000,000 +	0.1%	0.3%	0.5%
\$2,000,000 + Average Home Value			
Average nume value	\$494,466	\$409,810	\$357,191

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

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Latitude: 39.40220 Longitude: -76.41719

	1 mile	3 miles	5 miles
2010 Population by Age	2	0 111100	0 111100
Total	4,536	29,583	111,453
0 - 4	8.8%	6.0%	6.3%
5 - 9	8.7%	6.1%	5.9%
10 - 14	7.8%	6.4%	6.0%
15 - 24	10.4%	11.0%	12.1%
25 - 34	10.0%	11.3%	13.8%
35 - 44	19.2%	14.6%	13.4%
45 - 54	16.2%	16.3%	15.7%
55 - 64	9.0%	13.3%	12.5%
65 - 74	5.0%	7.7%	6.8%
75 - 84	3.7%	5.5%	5.0%
85 +	1.2%	1.8%	2.5%
18 +	71.1%	77.6%	77.9%
2019 Population by Age			
Total	5,404	32,007	118,805
0 - 4	7.7%	5.4%	5.6%
5 - 9	8.2%	5.9%	5.8%
10 - 14	8.3%	6.4%	5.9%
15 - 24	10.7%	10.2%	10.5%
25 - 34	10.4%	11.6%	13.9%
35 - 44	15.8%	13.3%	13.4%
45 - 54	14.8%	13.9%	12.6%
55 - 64	12.1%	14.4%	13.8%
65 - 74	6.3%	10.6%	10.2%
75 - 84	4.0%	5.6%	5.4%
85 +	1.7%	2.5%	3.0%
18 +	72.1%	79.0%	79.6%
2024 Population by Age			
Total	5,681	33,303	122,558
0 - 4	7.6%	5.4%	5.6%
5 - 9	7.6%	5.6%	5.5%
10 - 14	7.7%	6.0%	5.7%
15 - 24	11.1%	10.1%	10.1%
25 - 34	10.8%	11.6%	13.5%
35 - 44	15.9%	13.9%	14.3%
45 - 54	13.8%	13.1%	12.0%
55 - 64	11.8%	13.7%	12.5%
65 - 74	7.6%	11.4%	11.2%
75 - 84	4.3%	6.7%	6.7%
85 +	1.7%	2.5%	3.1%
18 +	73.3%	79.7%	80.0%
2010 Population by Sex			
Males	2,237	14,215	53,040
Females	2,300	15,371	58,412
2019 Population by Sex			
Males	2,656	15,458	56,678
Females	2,747	16,550	62,127
2024 Population by Sex			
Males	2,796	16,146	58,548
Females	2,886	17,156	64,012

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	4,537	29,587	111,454
White Alone	72.8%	81.6%	75.9%
Black Alone	9.4%	7.8%	14.0%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	14.9%	8.0%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	1.1%
Two or More Races	2.0%	1.8%	2.3%
Hispanic Origin	2.7%	2.6%	3.6%
Diversity Index	46.9	35.6	44.2
2019 Population by Race/Ethnicity			
Total	5,402	32,008	118,804
White Alone	63.8%	74.7%	69.0%
Black Alone	12.8%	10.5%	17.5%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	19.5%	11.1%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.9%	1.5%
Two or More Races	2.7%	2.6%	3.0%
Hispanic Origin	4.1%	4.0%	5.3%
Diversity Index	57.5	46.3	53.7
2024 Population by Race/Ethnicity			
Total	5,682	33,303	122,559
White Alone	58.1%	70.2%	64.7%
Black Alone	14.7%	12.3%	19.6%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	22.5%	13.0%	9.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.1%	1.9%
Two or More Races	3.2%	3.1%	3.5%
Hispanic Origin	5.0%	5.1%	6.5%
Diversity Index	62.8	52.6	59.0
2010 Population by Relationship and Household Type	0210	5210	5510
Total	4,537	29,586	111,452
In Households	99.8%	99.9%	99.7%
In Family Households	92.9%	86.5%	83.6%
Householder	26.4%	27.8%	26.9%
Spouse	22.8%	22.5%	20.9%
Child	37.2%	30.5%	30.2%
Other relative	5.0%	4.0%	4.2%
Nonrelative	1.5%	1.7%	2.3%
In Nonfamily Households	6.8%	13.4%	16.0%
In Group Quarters	0.2%	0.1%	0.3%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.2%	0.1%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.
 Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	3,518	23,081	85,810
Less than 9th Grade	4.7%	2.7%	3.1%
9th - 12th Grade, No Diploma	3.4%	3.9%	5.4%
High School Graduate	19.6%	23.9%	24.6%
GED/Alternative Credential	2.1%	3.3%	3.7%
Some College, No Degree	18.5%	18.6%	20.0%
Associate Degree	8.8%	8.8%	8.1%
Bachelor's Degree	23.9%	24.6%	22.1%
Graduate/Professional Degree	19.1%	14.3%	12.9%
2019 Population 15+ by Marital Status	19.170	14.5%	12.970
Total	4,093	26,356	98,287
Never Married	23.8%	25.9%	29.0%
Married	65.6%	58.0%	54.1%
Widowed	5.1%	7.6%	7.4%
Divorced	5.5%	8.5%	9.5%
2019 Civilian Population 16+ in Labor Force	5.5 %	0.570	9.570
Civilian Employed	96.4%	97.0%	96.5%
Civilian Unemployed (Unemployment Rate)	3.6%	3.0%	3.5%
2019 Employed Population 16+ by Industry	5.0 %	5.070	5.570
Total	2,739	17,194	64,592
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	6.3%	6.9%	7.7%
Manufacturing	5.3%	6.3%	5.6%
Wholesale Trade	1.3%	2.0%	2.2%
Retail Trade	8.4%	8.5%	10.1%
Transportation/Utilities	6.2%	6.6%	6.1%
Information	0.7%	1.3%	1.5%
Finance/Insurance/Real Estate	7.4%	8.3%	7.4%
Services	55.3%	51.6%	51.0%
Public Administration	9.1%	8.4%	8.1%
2019 Employed Population 16+ by Occupation	9.170	0.470	0.1 /0
Total	2,735	17,195	64,591
White Collar	69.8%	69.6%	65.8%
Management/Business/Financial	19.8%	19.7%	16.1%
Professional	29.9%	26.4%	25.1%
Sales	9.3%	9.4%	9.8%
Administrative Support	10.8%	14.1%	14.7%
Services	12.6%	13.8%	15.9%
Blue Collar	17.4%	16.6%	18.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.9%	4.0%	4.3%
Installation/Maintenance/Repair	5.3%	3.7%	4.0%
Production	3.8%	3.3%	3.2%
Transportation/Material Moving	6.3%	5.6%	6.7%
2010 Population By Urban/ Rural Status	0.570	5.070	0.770
	4 507	20 506	111 452
Total Population	4,537	29,586 94.6%	111,452
Population Inside Urbanized Area	95.3% 0.0%	0.0%	96.1% 0.0%
Population Inside Urbanized Cluster Rural Population	4.7%	5.4%	3.9%
	4.770	J.470	5.5%

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,385	11,535	44,318
Households with 1 Person	13.7%	23.4%	26.1%
Households with 2+ People	86.3%	76.6%	73.9%
Family Households	82.9%	71.4%	67.6%
Husband-wife Families	71.6%	57.9%	50.3%
With Related Children	43.0%	25.5%	21.3%
Other Family (No Spouse Present)	11.3%	13.5%	17.3%
Other Family with Male Householder	4.2%	4.0%	4.7%
With Related Children	2.3%	2.2%	2.7%
Other Family with Female Householder	7.1%	9.5%	12.5%
With Related Children	4.3%	5.3%	7.7%
Nonfamily Households	3.4%	5.2%	6.3%
All Households with Children	49.7%	33.2%	32.1%
Multigenerational Households	8.0%	4.6%	4.6%
Unmarried Partner Households	4.7%	5.5%	6.9%
Male-female	3.9%	4.8%	6.2%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	1,385	11,534	44,319
1 Person Household	13.7%	23.4%	26.1%
2 Person Household	24.8%	34.5%	33.5%
3 Person Household	21.3%	17.4%	17.7%
4 Person Household	23.8%	15.6%	14.1%
5 Person Household	11.0%	6.0%	5.5%
6 Person Household	3.2%	2.0%	1.9%
7 + Person Household	2.2%	1.0%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,385	11,535	44,318
Owner Occupied	92.0%	83.8%	71.8%
Owned with a Mortgage/Loan	75.0%	61.5%	53.7%
Owned Free and Clear	16.9%	22.2%	18.1%
Renter Occupied	8.0%	16.2%	28.2%
2010 Housing Units By Urban/ Rural Status	8.078	10.270	20.270
	1.426	12.001	46.260
Total Housing Units	1,436	12,061	46,268
Housing Units Inside Urbanized Area	93.4%	94.6%	96.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.6%	5.4%	3.7%

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.

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	1 mile 3 miles		5 miles
Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Boomburbs (1C)	Savvy Suburbanites (1D)	Enterprising Professionals
3.	Top Tier (1A)	Enterprising Professionals	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$5,075,615	\$33,239,359	\$110,130,866
Average Spent	\$3,160.41	\$2,702.83	\$2,357.40
Spending Potential Index	148	126	110
Education: Total \$	\$4,524,290	\$28,214,972	\$84,831,743
Average Spent	\$2,817.12	\$2,294.27	\$1,815.86
Spending Potential Index	177	144	114
Entertainment/Recreation: Total \$	\$7,854,481	\$51,583,537	\$167,499,473
Average Spent	\$4,890.71	\$4,194.47	\$3,585.41
Spending Potential Index	150	128	110
Food at Home: Total \$	\$11,644,840	\$78,240,436	\$261,971,159
Average Spent	\$7,250.83	\$6,362.05	\$5,607.62
Spending Potential Index	140	123	108
Food Away from Home: Total \$	\$8,515,169	\$56,477,730	\$188,752,583
Average Spent	\$5,302.10	\$4,592.43	\$4,040.34
Spending Potential Index	144	125	110
Health Care: Total \$	\$13,410,543	\$90,838,100	\$299,692,721
Average Spent	\$8,350.28	\$7,386.41	\$6,415.07
Spending Potential Index	141	124	108
HH Furnishings & Equipment: Total \$	\$5,069,735	\$33,384,592	\$109,948,227
Average Spent	\$3,156.75	\$2,714.64	\$2,353.50
Spending Potential Index	148	127	110
Personal Care Products & Services: Total \$	\$2,070,607	\$13,790,561	\$46,143,400
Average Spent	\$1,289.29	\$1,121.37	\$987.72
Spending Potential Index	145	126	111
Shelter: Total \$	\$45,744,227	\$298,804,768	\$972,253,642
Average Spent	\$28,483.33	\$24,297.02	\$20,811.56
Spending Potential Index	154	131	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,789,386	\$38,836,542	\$126,850,589
Average Spent	\$3,604.85	\$3,157.96	\$2,715.30
Spending Potential Index	145	127	109
Travel: Total \$	\$5,837,756	\$37,555,948	\$119,466,002
Average Spent	\$3,634.97	\$3,053.83	\$2,557.23
Spending Potential Index	162	136	114
Vehicle Maintenance & Repairs: Total \$	\$2,508,238	\$17,239,757	\$57,752,294
Average Spent	\$1,561.79	\$1,401.83	\$1,236.22
Spending Potential Index	137	123	108

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
 Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 16, 2020

Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 1 mile radius Prepared by Esri Latitude: 39.40220 Longitude: -76.41719

Ring:	1 mile radius			Longitude: -/6.41/19
Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Pleasantville (2B)	68.1%	Population	5,403	5,682
Boomburbs (1C)	31.9%	Households	1,606	1,683
Top Tier (1A)	0.0%	Families	1,313	1,371
Professional Pride (1B)	0.0%	Median Age	37.9	37.9
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$116,533	\$129,836
		Spending Potential	Average Amount	1 - 7
		Index	Spent	Total
Apparel and Services		148	\$3,160.41	\$5,075,615
Men's		147	\$609.48	\$978,830
Women's		151	\$1,088.92	\$1,748,813
Children's		145	\$469.12	\$753,400
Footwear		143	\$685.87	\$1,101,508
Watches & Jewelry		145	\$199.89	\$321,026
Apparel Products and Services (1)		161	\$107.12	\$172,038
Computer		101	\$107.12	\$172,030
•		150	#247.6F	¢207 722
Computers and Hardware for Hom Portable Memory	e use	150	\$247.65	\$397,733
,		148	\$6.62	\$10,636
Computer Software		149	\$15.10	\$24,246
Computer Accessories		148	\$28.01	\$44,992
Entertainment & Recreation		150	\$4,890.71	\$7,854,481
Fees and Admissions		170	\$1,209.19	\$1,941,962
Membership Fees for Clubs (2)	T •	173	\$408.15	\$655,487
Fees for Participant Sports, excl	•	158	\$169.27	\$271,841
Tickets to Theatre/Operas/Conc	erts	171	\$128.39	\$206,199
Tickets to Movies		151	\$82.63	\$132,705
Tickets to Parks or Museums		159	\$51.34	\$82,454
Admission to Sporting Events, e	excl. Trips	158	\$99.77	\$160,234
Fees for Recreational Lessons		187	\$268.66	\$431,461
Dating Services		140	\$0.98	\$1,580
TV/Video/Audio		134	\$1,637.52	\$2,629,851
Cable and Satellite Television Se	ervices	134	\$1,176.93	\$1,890,157
Televisions		131	\$142.23	\$228,420
Satellite Dishes		147	\$2.31	\$3,708
VCRs, Video Cameras, and DVD		130	\$7.48	\$12,005
Miscellaneous Video Equipment		132	\$33.62	\$53,995
Video Cassettes and DVDs		129	\$14.78	\$23,733
Video Game Hardware/Accessor	ies	128	\$35.65	\$57,261
Video Game Software		128	\$19.46	\$31,245
Rental/Streaming/Downloaded	Video	129	\$60.30	\$96,837
Installation of Televisions		157	\$1.79	\$2,868
Audio (3)		143	\$139.60	\$224,205
Rental and Repair of TV/Radio/S	Sound Equipment	107	\$3.37	\$5,416
Pets		139	\$922.37	\$1,481,334
Toys/Games/Crafts/Hobbies (4)		145	\$170.56	\$273,913
Recreational Vehicles and Fees (5)		212	\$338.40	\$543,473
Sports/Recreation/Exercise Equipr		157	\$326.05	\$523,637
Photo Equipment and Supplies (7)		150	\$78.04	\$125,336
Reading (8)		154	\$163.86	\$263,153
Catered Affairs (9)		168	\$44.72	\$71,821
Food		142	\$12,552.93	\$20,160,009
Food at Home		140	\$7,250.83	\$11,644,840
Bakery and Cereal Products		141	\$955.36	\$1,534,314
Meats, Poultry, Fish, and Eggs		140	\$1,595.98	\$2,563,144
Dairy Products		142	\$758.97	\$1,218,907
Fruits and Vegetables		145	\$1,479.87	\$2,376,676
Snacks and Other Food at Home	e (10)	137	\$2,460.65	\$3,951,799
Food Away from Home		144	\$5,302.10	\$8,515,169
Alcoholic Beverages		157	\$905.70	\$1,454,558

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.

Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 1 mile radius Prepared by Esri Latitude: 39.40220

Longitude: -76.41719

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	169	\$36,293.39	\$58,287,182
Value of Retirement Plans	168	\$159,663.88	\$256,420,197
Value of Other Financial Assets	169	\$9,612.91	\$15,438,339
Vehicle Loan Amount excluding Interest	128	\$3,659.46	\$5,877,089
Value of Credit Card Debt Health	150	\$3,665.32	\$5,886,503
Nonprescription Drugs	131	\$188.23	\$302,304
Prescription Drugs	127	\$465.32	\$747,296
Eyeglasses and Contact Lenses	142	\$128.40	\$206,204
Home		<i>+</i> 01.0	<i>\</i>
Mortgage Payment and Basics (11)	179	\$17,998.75	\$28,905,990
Maintenance and Remodeling Services	174	\$3,705.07	\$5,950,335
Maintenance and Remodeling Materials (12)	154	\$752.30	\$1,208,197
Utilities, Fuel, and Public Services	138	\$6,693.97	\$10,750,508
Household Furnishings and Equipment			. , ,
Household Textiles (13)	142	\$142.47	\$228,807
Furniture	148	\$909.52	\$1,460,687
Rugs	158	\$51.14	\$82,136
Major Appliances (14)	146	\$516.40	\$829,339
Housewares (15)	145	\$154.32	\$247,839
Small Appliances	137	\$66.74	\$107,182
Luggage	157	\$21.93	\$35,215
Telephones and Accessories	155	\$116.94	\$187,811
Household Operations			. ,
Child Care	173	\$882.55	\$1,417,372
Lawn and Garden (16)	156	\$733.00	\$1,177,192
Moving/Storage/Freight Express	128	\$85.22	\$136,864
Housekeeping Supplies (17)	136	\$1,023.06	\$1,643,030
Insurance			
Owners and Renters Insurance	144	\$836.60	\$1,343,587
Vehicle Insurance	135	\$2,087.68	\$3,352,817
Life/Other Insurance	153	\$707.10	\$1,135,608
Health Insurance	142	\$5,572.00	\$8,948,640
Personal Care Products (18)	140	\$701.18	\$1,126,097
School Books and Supplies (19)	147	\$228.06	\$366,266
Smoking Products	112	\$453.59	\$728,469
Transportation			
Payments on Vehicles excluding Leases	131	\$3,329.46	\$5,347,105
Gasoline and Motor Oil	133	\$3,051.31	\$4,900,403
Vehicle Maintenance and Repairs	137	\$1,561.79	\$2,508,238
Travel			
Airline Fares	169	\$924.28	\$1,484,396
Lodging on Trips	165	\$1,021.25	\$1,640,126
Auto/Truck Rental on Trips	162	\$42.55	\$68,330
Food and Drink on Trips	159	\$858.52	\$1,378,781

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 3 mile radius Longitude: -76.41719

Prepared by Esri Latitude: 39.40220

Top Tapestry Segments Percent Demographic Summary 2019 2024 Pressant/life (28) 38,9% Population 32,006 33,302 Savry Suburbances (1D) 15.4% Households 12,239 12,230 Old and Newcomers (8F) 6.2% Median Age 4.28 43,11 Comfortable Empty Nesters (5A) 6.1% Median Household Income 93,40 9130,329 Meria 126 52,702,83 533,229,359 56,467,175 Women's 130 9339,23 511,338,332 511,138,333 Children's 122 5238,09 72,23,314 Women's 130 9339,23 511,058,032 Computer's 122 529,80 67,273,314 Watches and Services (1) 125 550,60 466,869 Computer Software 129 62,1315 62,621,320 Computer Software 128 512,07 513,532 Computer Software 128 52,500 546,400 Computer Software 128 <	Ring: 3	mile radius			Longitude: -/6.41/19
Savay Suburbanities (1D) 15.4% Households 12,280 12,280 Old and Newcomers (8F) 6.2% Median Age 4.2.8 4.3.1 Comfortable Empty Nesters (5A) 6.1% Median Ausehold Income \$93,407 \$103,239 Merian Household Income \$93,407 \$103,239 Years Spending Potential Average Amount Apparel and Services 126 \$52,072,83 \$33,223,539 Years Spending Potential Years Spe	Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Enterprising Professionals (2D) 10.2% Families 8.724 9,009 Old and Newcomers (SP) 6.2% Median Abusehold Income \$39,407 \$103,239 Spending Potential Apparel and Services 126 \$27,02,83 \$33,239,359 Men's 126 \$27,02,83 \$33,239,359 Men's 126 \$27,02,83 \$31,333,353 Children's 121 \$389,27 \$4,787,742 Footwear 123 \$589,80 \$57,253,314 Watches & Jewery 126 \$174,62 \$2,121,740 Apparel Products and Herkoare for Home Use 129 \$213,15 \$2,52,313 Computer 128 \$24,20 \$2,52,53,314 Watches & Jewery 126 \$133 \$89,92 \$51,135,8357 Computer Sortware 128 \$24,20 \$2,52,53,334 Computer Sortware 128 \$24,20 \$2,52,53,337 Potable Memory 126 \$140,147 \$51,53,537 Computer Accessories 128 \$14,01,161,53,537 \$144,017 \$1	Pleasantville (2B)	38.9%	Population	32,008	33,302
Enterprising Professionals (2D) 10.2% Families 8.724 9,009 Old and Newcomers (SP) 6.2% Median Abusehold Income \$39,407 \$103,239 Spending Potential Apparel and Services 126 \$27,02,83 \$33,239,359 Men's 126 \$27,02,83 \$33,239,359 Men's 126 \$27,02,83 \$31,333,353 Children's 121 \$389,27 \$4,787,742 Footwear 123 \$589,80 \$57,253,314 Watches & Jewery 126 \$174,62 \$2,121,740 Apparel Products and Herkoare for Home Use 129 \$213,15 \$2,52,313 Computer 128 \$24,20 \$2,52,53,314 Watches & Jewery 126 \$133 \$89,92 \$51,135,8357 Computer Sortware 128 \$24,20 \$2,52,53,334 Computer Sortware 128 \$24,20 \$2,52,53,337 Potable Memory 126 \$140,147 \$51,53,537 Computer Accessories 128 \$14,01,161,53,537 \$144,017 \$1	Savvy Suburbanites (1D)	15.4%	Households		
Old and Newcomers (RF) 6.3% Median Age 4.2.8 4.3.1 Comfortable Empty Nesters (SA) 6.1% Median Ausehold Income \$93,407 \$103,239 Apparel and Services 1.26 \$2,702,83 \$53,239,359 Men's 1.26 \$25,09 \$64,607,175 Worner's 1.30 \$393,23 \$11,538,332 Children's 1.21 \$389,32 \$41,787,242 Footwear 1.23 \$589,80 \$7,723,314 Watches & Buewing 1.26 \$21,274,400 \$48,922 Apparel Products and Services (1) 1.35 \$89,92 \$1,105,833 Computers 1.29 \$21,31.5 \$2,621,320 Computer Sottware 1.28 \$24,24 \$2727,652 Entertainment & Recreation 1.28 \$24,42 \$2727,652 Entertainment & Recreation 1.24 \$44,407 \$41,77,452 Treets and Admissions 1.26 \$26,892 \$43,427 Computer Sottware 1.28 \$24,42 \$2727,652 Entertainment & Re	Enterprising Professionals (2D)	10.2%	Families		
Comfortable Empty Nesters (SA) 6.1% Median Household Income System System Apparel and Services 126 System Total Men's 126 System		6.2%	Median Age		
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Food124\$10,954.48\$134,718,166Food at Home123\$6,362.05\$78,240,436Bakery and Cereal Products123\$836.57\$10,288,135Meats, Poultry, Fish, and Eggs122\$1,399.07\$17,205,708Dairy Products124\$663.54\$8,160,271Fruits and Vegetables126\$1,283.90\$15,789,420				\$141.58	\$1,741,115
Food at Home 123 \$6,362.05 \$78,240,436 Bakery and Cereal Products 123 \$836.57 \$10,288,135 Meats, Poultry, Fish, and Eggs 122 \$1,399.07 \$17,205,708 Dairy Products 124 \$663.54 \$8,160,271 Fruits and Vegetables 126 \$1,283.90 \$15,789,420	()				
Bakery and Cereal Products 123 \$836.57 \$10,288,135 Meats, Poultry, Fish, and Eggs 122 \$1,399.07 \$17,205,708 Dairy Products 124 \$663.54 \$8,160,271 Fruits and Vegetables 126 \$1,283.90 \$15,789,420					
Meats, Poultry, Fish, and Eggs 122 \$1,399.07 \$17,205,708 Dairy Products 124 \$663.54 \$8,160,271 Fruits and Vegetables 126 \$1,283.90 \$15,789,420					
Dairy Products 124 \$663.54 \$8,160,271 Fruits and Vegetables 126 \$1,283.90 \$15,789,420	,				
Fruits and Vegetables 126 \$1,283.90 \$15,789,420					
Snacks and Other Food at Home (10) 121 \$2,178.96 \$26,796,903					
		(10)			
Food Away from Home 125 \$4,592.43 \$56,477,730	-				
Alcoholic Beverages 134 \$772.53 \$9,500,528	Alcoholic Beverages		134	\$772.53	\$9,500,528

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.

Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 3 mile radius

Prepared by Esri Latitude: 39.40220

	Spending Potential	Average Amount	
Financial	Index	Spent	Total
Value of Stocks/Bonds/Mutual Funds	146	\$31,290.68	\$384,812,751
Value of Retirement Plans	140	\$137,157.24	\$1,686,759,792
Value of Other Financial Assets	144	\$137,137.24 \$8,163.17	\$1,000,759,792
Vehicle Loan Amount excluding Interest	144	\$3,262.16	\$40,118,094
Value of Credit Card Debt	129	\$3,158.13	\$38,838,705
Health	129	\$5,130.13	\$30,030,703
Nonprescription Drugs	120	\$172.56	\$2,122,092
Prescription Drugs	118	\$430.03	\$5,288,501
Eyeglasses and Contact Lenses	126	\$113.63	\$1,397,387
Home	120	\$115.05	\$1,597,507
Mortgage Payment and Basics (11)	144	\$14,518.81	\$178,552,309
Maintenance and Remodeling Services	142	\$3,034.74	\$37,321,273
Maintenance and Remodeling Materials (12)	131	\$639.33	\$7,862,506
Utilities, Fuel, and Public Services	121	\$5,894.08	\$72,485,393
Household Furnishings and Equipment	121	\$3,03+100	Ψ/2,403,353
Household Textiles (13)	124	\$124.60	\$1,532,318
Furniture	124	\$782.74	\$9,626,158
Rugs	134	\$43.53	\$535,365
Major Appliances (14)	125	\$443.84	\$5,458,394
Housewares (15)	125	\$135.04	\$1,660,733
Small Appliances	121	\$58.70	\$721,905
	132	\$18.41	\$226,391
Telephones and Accessories	132	\$97.45	\$1,198,407
Household Operations	123	ψυτισ	φ1,190,407
Child Care	139	\$707.45	\$8,700,269
Lawn and Garden (16)	132	\$621.59	\$7,644,375
Moving/Storage/Freight Express	119	\$78.95	\$970,945
Housekeeping Supplies (17)	121	\$903.87	\$11,115,784
Insurance	121	4505.07	ψ11,115,701
Owners and Renters Insurance	125	\$724.67	\$8,911,976
Vehicle Insurance	119	\$1,847.14	\$22,716,101
Life/Other Insurance	133	\$610.72	\$7,510,579
Health Insurance	125	\$4,914.15	\$60,434,246
Personal Care Products (18)	123	\$614.56	\$7,557,845
School Books and Supplies (19)	126	\$195.50	\$2,404,234
Smoking Products	107	\$432.19	\$5,315,022
Transportation	107	φ 132113	45/515/622
Payments on Vehicles excluding Leases	116	\$2,939.49	\$36,149,866
Gasoline and Motor Oil	110	\$2,696.41	\$33,160,392
Vehicle Maintenance and Repairs	123	\$1,401.83	\$17,239,757
Travel	125	41/101100	<i>\\</i> 1,12351131
Airline Fares	140	\$763.58	\$9,390,504
Lodging on Trips	138	\$858.19	\$10,554,071
Auto/Truck Rental on Trips	136	\$35.67	\$438,685
Food and Drink on Trips	130	\$725.48	\$8,921,904
. coa ana brink on mpo	15 1	4723110	40,521,50 4

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.

Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 5 mile radius Prepared by Esri Latitude: 39.40220 Longitude: -76.41719

Ring: 5 n	nile radius			Longitude: -/6.41/19
Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Pleasantville (2B)	18.4%	Population	118,805	122,559
Enterprising Professionals (2D)	14.4%	Households	46,717	48,009
Bright Young Professionals (8C)	9.9%	Families	31,329	32,124
Savvy Suburbanites (1D)	9.4%	Median Age	41.0	41.6
Comfortable Empty Nesters (5A)	6.8%	Median Household Income	\$77,351	\$84,551
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		110	\$2,357.40	\$110,130,866
Men's		109	\$451.67	\$21,100,755
Women's		112	\$808.05	\$37,749,713
Children's		107	\$343.70	\$16,056,844
Footwear		109	\$521.85	\$24,379,083
Watches & Jewelry		113	\$156.32	\$7,303,024
Apparel Products and Services (1)		113	\$75.81	\$3,541,448
Computer		111	\$75.01	\$3,311,110
Computers and Hardware for Home U	<u></u>	112	\$185.41	\$8,661,754
•	se			
Portable Memory		110	\$4.91	\$229,604
Computer Software		111	\$11.30	\$528,082
Computer Accessories		111	\$21.09	\$985,340
Entertainment & Recreation		110	\$3,585.41	\$167,499,473
Fees and Admissions		116	\$828.61	\$38,710,217
Membership Fees for Clubs (2)		117	\$277.38	\$12,958,165
Fees for Participant Sports, excl. Tr	•	117	\$125.09	\$5,843,629
Tickets to Theatre/Operas/Concerts	5	118	\$88.60	\$4,138,944
Tickets to Movies		112	\$61.34	\$2,865,652
Tickets to Parks or Museums		113	\$36.46	\$1,703,158
Admission to Sporting Events, excl.	Trips	111	\$69.84	\$3,262,745
Fees for Recreational Lessons		118	\$169.10	\$7,899,743
Dating Services		117	\$0.82	\$38,180
TV/Video/Audio		106	\$1,301.80	\$60,816,348
Cable and Satellite Television Servio	ces	106	\$929.92	\$43,443,188
Televisions		107	\$116.08	\$5,422,889
Satellite Dishes		104	\$1.63	\$76,189
VCRs, Video Cameras, and DVD Pla	yers	109	\$6.31	\$294,668
Miscellaneous Video Equipment		108	\$27.49	\$1,284,046
Video Cassettes and DVDs		106	\$12.18	\$568,842
Video Game Hardware/Accessories		106	\$29.65	\$1,385,072
Video Game Software		106	\$16.14	\$753,911
Rental/Streaming/Downloaded Vide	20	109	\$51.04	\$2,384,555
Installation of Televisions		119	\$1.36	\$63,332
Audio (3)		109	\$106.86	\$4,992,294
Rental and Repair of TV/Radio/Sour	nd Equipment	100	\$3.15	\$147,363
Pets		105	\$697.23	\$32,572,569
Toys/Games/Crafts/Hobbies (4)		108	\$127.33	\$5,948,482
Recreational Vehicles and Fees (5)		118	\$188.52	\$8,807,041
Sports/Recreation/Exercise Equipmen	t (6)	112	\$232.52	\$10,862,742
Photo Equipment and Supplies (7)		113	\$58.80	\$2,746,939
Reading (8)		112	\$119.80	\$5,596,819
Catered Affairs (9)		116	\$30.79	\$1,438,316
Food		109	\$9,647.96	\$450,723,742
Food at Home		108	\$5,607.62	\$261,971,159
Bakery and Cereal Products		108	\$734.74	\$34,324,627
Meats, Poultry, Fish, and Eggs		108	\$1,236.66	\$57,773,194
Dairy Products		108	\$580.15	\$27,102,990
Fruits and Vegetables		110	\$1,121.51	\$52,393,444
Snacks and Other Food at Home (1	0)	108	\$1,934.56	\$90,376,903
Food Away from Home	- /	110	\$4,040.34	\$188,752,583
Alcoholic Beverages		110	\$659.75	\$30,821,693
		117	4000170	<i>430,021,000</i>

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 5 mile radius Prepared by Esri Latitude: 39.40220

Longitude: -76.41719

	Spending Potential Index	Average Amount Spent	Total		
Financial	Index	Spent	Iotai		
Value of Stocks/Bonds/Mutual Funds	118	\$25,226.42	\$1,178,502,513		
Value of Retirement Plans	116	\$110,177.73	\$5,147,172,927		
Value of Other Financial Assets	116	\$6,594.53	\$308,076,559		
Vehicle Loan Amount excluding Interest	105	\$3,008.60	\$140,552,897		
Value of Credit Card Debt	111	\$2,707.77	\$126,498,798		
Health					
Nonprescription Drugs	108	\$155.07	\$7,244,305		
Prescription Drugs	104	\$379.65	\$17,736,023		
Eyeglasses and Contact Lenses	107	\$96.88	\$4,525,868		
Home					
Mortgage Payment and Basics (11)	116	\$11,644.66	\$544,003,516		
Maintenance and Remodeling Services	117	\$2,487.35	\$116,201,605		
Maintenance and Remodeling Materials (12)	108	\$526.70	\$24,605,880		
Utilities, Fuel, and Public Services	107	\$5,179.64	\$241,977,346		
Household Furnishings and Equipment					
Household Textiles (13)	109	\$109.28	\$5,105,395		
Furniture	111	\$679.17	\$31,728,874		
Rugs	109	\$35.18	\$1,643,609		
Major Appliances (14)	108	\$383.33	\$17,907,923		
Housewares (15)	110	\$117.18	\$5,474,497		
Small Appliances	107	\$52.05	\$2,431,586		
Luggage	113	\$15.84	\$739,945		
Telephones and Accessories	113	\$85.32	\$3,985,685		
Household Operations					
Child Care	116	\$590.08	\$27,566,743		
Lawn and Garden (16)	110	\$518.20	\$24,208,646		
Moving/Storage/Freight Express	114	\$75.41	\$3,523,029		
Housekeeping Supplies (17)	107	\$804.45	\$37,581,493		
Insurance					
Owners and Renters Insurance	107	\$619.47	\$28,939,731		
Vehicle Insurance	107	\$1,651.12	\$77,135,486		
Life/Other Insurance	109	\$503.09	\$23,503,067		
Health Insurance	108	\$4,255.36	\$198,797,456		
Personal Care Products (18)	109	\$547.35	\$25,570,542		
School Books and Supplies (19)	110	\$171.25	\$8,000,129		
Smoking Products	97	\$393.30	\$18,373,711		
Transportation					
Payments on Vehicles excluding Leases	104	\$2,646.97	\$123,658,449		
Gasoline and Motor Oil	106	\$2,418.37	\$112,979,032		
Vehicle Maintenance and Repairs	108	\$1,236.22	\$57,752,294		
Travel					
Airline Fares	117	\$637.64	\$29,788,566		
Lodging on Trips	114	\$707.83	\$33,067,915		
Auto/Truck Rental on Trips	114	\$29.94	\$1,398,897		
Food and Drink on Trips	113	\$611.72	\$28,577,667		

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Datastory Retail Goods and Services Expenditures

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Ring: 5 mile radius Prepared by Esri Latitude: 39.40220 Longitude: -76.41719

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Rings: 1, 3, 5 mile radii Prepared by Esri

Latitude: 39.40220 Longitude: -76.41719

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Data for all businesses in area	1 mile				3 miles				5 miles				
Total Businesses:	126				1,042				3,382				
Total Employees:	1,176			11,784				45,944					
Total Residential Population:		5,403	3		32,008				118,805				
Employee/Residential Population Ratio (per 100 Residents)		22				37				39			
	Businesses		Employees		Businesses		Employees		Businesses		Employees		
by SIC Codes	Number	Percent	Number		Number		Number		Number	Percent	Number		
Agriculture & Mining	6	4.8%	34	2.9%	34	3.3%	238	2.0%	74	2.2%	588	1.3%	
Construction	18	14.3%	289	24.6%	123	11.8%	1,339	11.4%	306	9.0%	3,287	7.2%	
Manufacturing	4	3.2%	97	8.2%	32	3.1%	838	7.1%	89	2.6%	1,844	4.0%	
Transportation	4	3.2%	28	2.4%	28	2.7%	234	2.0%	85	2.5%	779	1.7%	
Communication	0	0.0%	0	0.0%	5	0.5%	37	0.3%	36	1.1%	262	0.6%	
Utility	1	0.8%	19	1.6%	6	0.6%	85	0.7%	19	0.6%	244	0.5%	
Wholesale Trade	7	5.6%	90	7.7%	38	3.6%	743	6.3%	123	3.6%	2,089	4.5%	
Retail Trade Summary	23	18.3%	227	19.3%	222	21.3%	3,439	29.2%	775	22.9%	12,877	28.0%	
Home Improvement	3	2.4%	15	1.3%	18	1.7%	389	3.3%	41	1.2%	972	2.1%	
General Merchandise Stores	2	1.6%	3	0.3%	7	0.7%	332	2.8%	34	1.0%	2,048	4.5%	
Food Stores	3	2.4%	29	2.5%	24	2.3%	305	2.6%	71	2.1%	865	1.9%	
Auto Dealers, Gas Stations, Auto Aftermarket	3	2.4%	89	7.6%	14	1.3%	312	2.6%	67	2.0%	1,104	2.4%	
Apparel & Accessory Stores	0	0.0%	0	0.0%	11	1.1%	107	0.9%	68	2.0%	767	1.7%	
Furniture & Home Furnishings	2	1.6%	15	1.3%	15	1.4%	280	2.4%	53	1.6%	901	2.0%	
Eating & Drinking Places	8	6.3%	59	5.0%	81	7.8%	1,172	9.9%	242	7.2%	4,489	9.8%	
Miscellaneous Retail	3	2.4%	17	1.4%	51	4.9%	540	4.6%	198	5.9%	1,732	3.8%	
Finance, Insurance, Real Estate Summary	8	6.3%	58	4.9%	94	9.0%	762	6.5%	288	8.5%	2,342	5.1%	
Banks, Savings & Lending Institutions	1	0.8%	22	1.9%	15	1.4%	210	1.8%	49	1.4%	505	1.1%	
Securities Brokers	1	0.8%	3	0.3%	11	1.1%	67	0.6%	30	0.9%	219	0.5%	
Insurance Carriers & Agents	2	1.6%	14	1.2%	23	2.2%	136	1.2%	72	2.1%	371	0.8%	
Real Estate, Holding, Other Investment Offices	4	3.2%	19	1.6%	44	4.2%	349	3.0%	136	4.0%	1,247	2.7%	
Services Summary	42	33.3%	317	27.0%	377	36.2%	3,976	33.7%	1,337	39.5%	20,963	45.6%	
Hotels & Lodging	2	1.6%	24	2.0%	10	1.0%	184	1.6%	19	0.6%	394	0.9%	
Automotive Services	7	5.6%	50	4.3%	35	3.4%	220	1.9%	138	4.1%	778	1.7%	
Motion Pictures & Amusements	5	4.0%	29	2.5%	37	3.6%	248	2.1%	100	3.0%	872	1.9%	
Health Services	4	3.2%	28	2.4%	49	4.7%	472	4.0%	252	7.5%	7,964	17.3%	
Legal Services	1	0.8%	8	0.7%	8	0.8%	61	0.5%	17	0.5%	157	0.3%	
Education Institutions & Libraries	1	0.8%	62	5.3%	15	1.4%	712	6.0%	68	2.0%	4,443	9.7%	
Other Services	22	17.5%	116	9.9%	225	21.6%	2,078	17.6%	743	22.0%	6,355	13.8%	
Government	1	0.8%	10	0.9%	4	0.4%	68	0.6%	21	0.6%	586	1.3%	
Unclassified Establishments	13	10.3%	6	0.5%	79	7.6%	27	0.2%	229	6.8%	84	0.2%	
Totals	126	100.0%	1,176	100.0%	1,042	100.0%	11,784	100.0%	3,382	100.0%	45,944	100.0%	

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

11415 Philadelphia Rd, White Marsh, Maryland, 21162 2 11415 Philadelphia Rd, White Marsh, Maryland, 21162 Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.40220

Longitude: -76.41719

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number		Number		Number	Percent	Number		Number	
Agriculture, Forestry, Fishing & Hunting	1	0.8%	2	0.2%	3	0.3%	7	0.1%	7	0.2%	19	0.0
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0
Utilities	0	0.0%	1	0.1%	1	0.1%	10	0.1%	3	0.1%	63	0.1
Construction	18	14.3%	299	25.4%	129	12.4%	1,404	11.9%	327	9.7%	3,520	7.7
Manufacturing	4	3.2%	96	8.2%	33	3.2%	854	7.2%	96	2.8%	1,945	4.2
Wholesale Trade	7	5.6%	90	7.7%	37	3.6%	742	6.3%	121	3.6%	2,084	4.5
Retail Trade	15	11.9%	165	14.0%	133	12.8%	2,208	18.7%	511	15.1%	8,189	17.8
Motor Vehicle & Parts Dealers	3	2.4%	88	7.5%	12	1.2%	303	2.6%	55	1.6%	1,041	2.3
Furniture & Home Furnishings Stores	1	0.8%	12	1.0%	8	0.8%	141	1.2%	28	0.8%	557	1.2
Electronics & Appliance Stores	1	0.8%	2	0.2%	6	0.6%	134	1.1%	19	0.6%	289	0.6
Bldg Material & Garden Equipment & Supplies Dealers	3	2.4%	15	1.3%	18	1.7%	389	3.3%	41	1.2%	972	2.1
Food & Beverage Stores	3	2.4%	27	2.3%	22	2.1%	291	2.5%	63	1.9%	790	1.79
Health & Personal Care Stores	1	0.8%	7	0.6%	12	1.2%	249	2.1%	64	1.9%	786	1.7
Gasoline Stations	0	0.0%	1	0.1%	2	0.2%	9	0.1%	12	0.4%	62	0.1
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	14	1.3%	123	1.0%	83	2.5%	860	1.9
Sport Goods, Hobby, Book, & Music Stores	1	0.8%	6	0.5%	7	0.7%	113	1.0%	27	0.8%	335	0.7
General Merchandise Stores	2	1.6%	3	0.3%	7	0.7%	332	2.8%	34	1.0%	2,048	4.5
Miscellaneous Store Retailers	1	0.8%	4	0.3%	19	1.8%	117	1.0%	62	1.8%	414	0.9
Nonstore Retailers	0	0.0%	0	0.0%	7	0.7%	7	0.1%	23	0.7%	35	0.1
Transportation & Warehousing	4	3.2%	35	3.0%	28	2.7%	256	2.2%	74	2.2%	745	1.6
Information	1	0.8%	9	0.8%	14	1.3%	140	1.2%	69	2.0%	734	1.6
Finance & Insurance	4	3.2%	39	3.3%	50	4.8%	413	3.5%	154	4.6%	1,098	2.4
Central Bank/Credit Intermediation & Related Activities	1	0.8%	22	1.9%	16	1.5%	210	1.8%	50	1.5%	507	1.1
Securities, Commodity Contracts & Other Financial	1		3	0.3%	11	1.1%	67	0.6%	31	0.9%	220	0.5
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.6%	14	1.2%	23	2.2%	136	1.2%	72	2.1%	371	0.8
Real Estate, Rental & Leasing	6	4.8%	36	3.1%	52	5.0%	397	3.4%	182	5.4%	1,421	3.1
Professional, Scientific & Tech Services	7	5.6%	44	3.7%	70	6.7%	398	3.4%	228	6.7%	, 1,505	3.3
Legal Services	1	0.8%	8	0.7%	8	0.8%	65	0.6%	20	0.6%	178	0.4
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	8	0.1%	2	0.1%	15	0.0
Administrative & Support & Waste Management & Remediation	8	6.3%	56	4.8%	73	7.0%	1,055	9.0%	170	5.0%	2,400	5.2
Educational Services	3	2.4%	64	5.4%	25	2.4%	722	6.1%	85	2.5%	4,405	9.6
Health Care & Social Assistance	7	5.6%	47	4.0%	76	7.3%	813	6.9%	330	9.8%	8,845	19.3
Arts, Entertainment & Recreation	2		22	1.9%	26	2.5%	190	1.6%	74	2.2%	748	1.6
Accommodation & Food Services	10	7.9%	86	7.3%	95	9.1%	1,391	11.8%	272	8.0%	4,968	10.8
Accommodation	2	1.6%	24	2.0%	10	1.0%	184	1.6%	19	0.6%	394	0.9
Food Services & Drinking Places	9	7.1%	62	5.3%	86	8.3%	1,207	10.2%	253	7.5%	4,574	10.0
Other Services (except Public Administration)	16	12.7%	68	5.8%	112	10.7%	679	5.8%	425	12.6%	2,563	5.6
Automotive Repair & Maintenance	5	4.0%	25	2.1%	25	2.4%	137	1.2%	106	3.1%	577	1.3
Public Administration	1	0.8%	10	0.9%	4	0.4%	68	0.6%	21	0.6%	586	1.3
	I	0.070	10	0.970	4	0.470	08	0.070	21	0.070	580	1.5
Unclassified Establishments	13	10.3%	6	0.5%	79	7.6%	27	0.2%	229	6.8%	84	0.2
Total	126	100.0%	1,176	100.0%	1,042	100.0%	11,784	100.0%	3,382	100.0%	45,944	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.