

541 Marketplace Dr, Bel Air, Maryland, 21014 2
 541 Marketplace Dr, Bel Air, Maryland, 21014
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52502
 Longitude: -76.34862

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,617	56,124	95,267
2010 Total Population	7,563	64,279	110,704
2021 Total Population	8,007	69,678	119,340
2021 Group Quarters	242	1,116	1,205
2026 Total Population	8,209	71,625	122,523
2021-2026 Annual Rate	0.50%	0.55%	0.53%
2021 Total Daytime Population	16,505	72,136	118,299
Workers	12,539	38,056	59,706
Residents	3,966	34,080	58,593
Household Summary			
2000 Households	2,816	20,516	34,644
2000 Average Household Size	2.31	2.70	2.73
2010 Households	3,209	23,807	40,818
2010 Average Household Size	2.28	2.65	2.68
2021 Households	3,412	25,956	44,222
2021 Average Household Size	2.28	2.64	2.67
2026 Households	3,499	26,726	45,463
2026 Average Household Size	2.28	2.64	2.67
2021-2026 Annual Rate	0.50%	0.59%	0.56%
2010 Families	2,026	17,396	30,124
2010 Average Family Size	2.91	3.13	3.15
2021 Families	2,103	18,726	32,162
2021 Average Family Size	2.94	3.14	3.16
2026 Families	2,140	19,193	32,902
2026 Average Family Size	2.96	3.14	3.16
2021-2026 Annual Rate	0.35%	0.49%	0.46%
Housing Unit Summary			
2000 Housing Units	2,952	21,112	35,646
Owner Occupied Housing Units	70.2%	80.4%	81.3%
Renter Occupied Housing Units	25.2%	16.8%	15.9%
Vacant Housing Units	4.6%	2.8%	2.8%
2010 Housing Units	3,379	24,803	42,502
Owner Occupied Housing Units	68.5%	78.5%	80.6%
Renter Occupied Housing Units	26.5%	17.5%	15.5%
Vacant Housing Units	5.0%	4.0%	4.0%
2021 Housing Units	3,607	27,125	46,162
Owner Occupied Housing Units	70.4%	78.2%	80.0%
Renter Occupied Housing Units	24.2%	17.5%	15.8%
Vacant Housing Units	5.4%	4.3%	4.2%
2026 Housing Units	3,727	28,144	47,822
Owner Occupied Housing Units	71.0%	78.5%	80.0%
Renter Occupied Housing Units	22.9%	16.5%	15.0%
Vacant Housing Units	6.1%	5.0%	4.9%
Median Household Income			
2021	\$90,228	\$101,369	\$100,897
2026	\$96,701	\$106,431	\$105,811
Median Home Value			
2021	\$336,836	\$354,503	\$342,573
2026	\$369,657	\$388,447	\$375,715
Per Capita Income			
2021	\$45,570	\$47,151	\$46,699
2026	\$49,828	\$51,786	\$51,278
Median Age			
2010	44.0	40.3	39.5
2021	46.9	42.3	41.4
2026	47.8	43.0	42.2

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

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

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2021 Households by Income			
Household Income Base	3,412	25,956	44,222
<\$15,000	5.1%	4.4%	4.3%
\$15,000 - \$24,999	6.5%	4.4%	4.2%
\$25,000 - \$34,999	4.7%	3.4%	3.4%
\$35,000 - \$49,999	10.0%	9.2%	8.4%
\$50,000 - \$74,999	13.2%	13.7%	14.4%
\$75,000 - \$99,999	15.4%	13.9%	14.7%
\$100,000 - \$149,999	23.9%	23.2%	23.2%
\$150,000 - \$199,999	10.9%	12.6%	12.6%
\$200,000+	10.2%	15.3%	14.9%
Average Household Income	\$110,773	\$126,723	\$125,914
2026 Households by Income			
Household Income Base	3,499	26,726	45,463
<\$15,000	4.6%	4.0%	3.9%
\$15,000 - \$24,999	5.9%	3.9%	3.8%
\$25,000 - \$34,999	4.4%	3.1%	3.1%
\$35,000 - \$49,999	8.6%	8.0%	7.4%
\$50,000 - \$74,999	12.6%	12.9%	13.4%
\$75,000 - \$99,999	15.6%	13.6%	14.3%
\$100,000 - \$149,999	25.1%	23.7%	23.7%
\$150,000 - \$199,999	12.2%	13.8%	13.7%
\$200,000+	11.1%	17.0%	16.7%
Average Household Income	\$120,829	\$138,983	\$138,077
2021 Owner Occupied Housing Units by Value			
Total	2,538	21,217	36,931
<\$50,000	1.1%	0.8%	1.0%
\$50,000 - \$99,999	0.2%	0.4%	0.3%
\$100,000 - \$149,999	2.0%	1.6%	1.7%
\$150,000 - \$199,999	5.0%	4.7%	6.5%
\$200,000 - \$249,999	10.4%	11.0%	12.9%
\$250,000 - \$299,999	18.1%	14.3%	15.0%
\$300,000 - \$399,999	35.6%	31.3%	29.5%
\$400,000 - \$499,999	20.2%	23.7%	19.6%
\$500,000 - \$749,999	6.4%	10.3%	10.9%
\$750,000 - \$999,999	0.0%	1.1%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.9%	0.3%	0.2%
Average Home Value	\$361,446	\$376,101	\$371,788
2026 Owner Occupied Housing Units by Value			
Total	2,646	22,083	38,275
<\$50,000	0.5%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.5%	0.4%	0.5%
\$150,000 - \$199,999	1.9%	2.1%	3.3%
\$200,000 - \$249,999	5.7%	6.3%	8.6%
\$250,000 - \$299,999	14.5%	11.5%	13.0%
\$300,000 - \$399,999	38.5%	33.1%	31.6%
\$400,000 - \$499,999	27.5%	29.4%	24.0%
\$500,000 - \$749,999	9.3%	14.5%	14.9%
\$750,000 - \$999,999	0.0%	1.5%	2.6%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	1.4%	0.3%	0.3%
Average Home Value	\$406,380	\$415,396	\$410,079

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

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

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2010 Population by Age			
Total	7,564	64,279	110,703
0 - 4	4.9%	5.5%	5.9%
5 - 9	6.1%	6.8%	6.9%
10 - 14	6.5%	7.9%	7.8%
15 - 24	11.3%	12.7%	12.1%
25 - 34	10.0%	10.4%	11.3%
35 - 44	12.5%	13.8%	14.3%
45 - 54	15.0%	16.8%	16.7%
55 - 64	13.1%	12.3%	12.0%
65 - 74	9.0%	7.0%	6.9%
75 - 84	7.1%	4.6%	4.2%
85 +	4.5%	2.1%	1.7%
18 +	78.6%	74.9%	74.7%
2021 Population by Age			
Total	8,007	69,679	119,340
0 - 4	4.3%	4.9%	5.2%
5 - 9	4.8%	5.6%	5.9%
10 - 14	5.3%	6.3%	6.6%
15 - 24	11.1%	11.9%	11.7%
25 - 34	11.3%	12.4%	12.4%
35 - 44	10.8%	12.2%	12.8%
45 - 54	12.7%	13.5%	13.6%
55 - 64	14.1%	14.3%	14.2%
65 - 74	12.4%	10.6%	10.2%
75 - 84	8.5%	5.8%	5.4%
85 +	4.8%	2.5%	2.1%
18 +	81.8%	79.2%	78.4%
2026 Population by Age			
Total	8,208	71,626	122,522
0 - 4	4.3%	4.9%	5.2%
5 - 9	4.7%	5.4%	5.6%
10 - 14	5.1%	5.9%	6.1%
15 - 24	9.6%	10.4%	10.5%
25 - 34	11.4%	12.4%	12.6%
35 - 44	11.9%	13.5%	13.8%
45 - 54	11.8%	12.3%	12.4%
55 - 64	13.2%	13.5%	13.3%
65 - 74	12.6%	11.5%	11.2%
75 - 84	10.6%	7.4%	6.9%
85 +	5.0%	2.7%	2.4%
18 +	82.8%	80.2%	79.4%
2010 Population by Sex			
Males	3,587	31,141	53,782
Females	3,976	33,138	56,922
2021 Population by Sex			
Males	3,807	33,867	58,049
Females	4,201	35,811	61,291
2026 Population by Sex			
Males	3,891	34,833	59,630
Females	4,318	36,792	62,893

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2010 Population by Race/Ethnicity			
Total	7,564	64,279	110,704
White Alone	90.0%	89.9%	89.2%
Black Alone	4.1%	4.4%	5.2%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.7%	3.0%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	0.8%	0.7%
Two or More Races	1.8%	1.7%	1.8%
Hispanic Origin	3.5%	3.0%	2.9%
Diversity Index	24.3	23.5	24.6
2021 Population by Race/Ethnicity			
Total	8,008	69,677	119,339
White Alone	86.6%	86.5%	85.4%
Black Alone	5.3%	5.7%	6.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.7%	4.0%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.2%	1.1%
Two or More Races	2.5%	2.5%	2.5%
Hispanic Origin	5.4%	4.7%	4.6%
Diversity Index	32.4	31.4	32.8
2026 Population by Race/Ethnicity			
Total	8,208	71,625	122,524
White Alone	84.5%	84.4%	83.2%
Black Alone	6.0%	6.5%	7.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.3%	4.6%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.4%	1.3%
Two or More Races	3.0%	2.9%	3.0%
Hispanic Origin	6.6%	5.7%	5.6%
Diversity Index	37.0	36.0	37.4
2010 Population by Relationship and Household Type			
Total	7,563	64,279	110,704
In Households	96.8%	98.3%	98.9%
In Family Households	79.7%	86.3%	87.2%
Householder	25.8%	27.0%	27.2%
Spouse	20.9%	22.2%	22.5%
Child	28.8%	33.0%	33.2%
Other relative	2.6%	2.6%	2.7%
Nonrelative	1.6%	1.5%	1.6%
In Nonfamily Households	17.1%	11.9%	11.8%
In Group Quarters	3.2%	1.7%	1.1%
Institutionalized Population	1.8%	1.4%	0.9%
Noninstitutionalized Population	1.4%	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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	5,960	49,696	84,348
Less than 9th Grade	3.3%	1.6%	1.8%
9th - 12th Grade, No Diploma	3.4%	3.4%	3.4%
High School Graduate	19.9%	20.5%	21.2%
GED/Alternative Credential	3.2%	2.9%	3.0%
Some College, No Degree	17.7%	17.9%	18.1%
Associate Degree	9.4%	8.9%	8.9%
Bachelor's Degree	24.2%	25.4%	25.4%
Graduate/Professional Degree	19.0%	19.5%	18.2%
2021 Population 15+ by Marital Status			
Total	6,848	57,957	98,274
Never Married	29.0%	28.5%	27.7%
Married	53.8%	56.7%	57.9%
Widowed	8.0%	6.0%	5.8%
Divorced	9.2%	8.8%	8.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,226	36,987	63,207
Population 16+ Employed	95.5%	96.0%	96.0%
Population 16+ Unemployment rate	4.5%	4.0%	4.0%
Population 16-24 Employed	11.3%	10.7%	10.7%
Population 16-24 Unemployment rate	8.8%	8.2%	7.4%
Population 25-54 Employed	58.7%	62.1%	63.3%
Population 25-54 Unemployment rate	3.7%	3.3%	3.6%
Population 55-64 Employed	20.9%	20.0%	19.1%
Population 55-64 Unemployment rate	2.9%	3.4%	3.1%
Population 65+ Employed	9.1%	7.2%	6.9%
Population 65+ Unemployment rate	7.8%	5.4%	4.5%
2021 Employed Population 16+ by Industry			
Total	4,035	35,506	60,702
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	5.3%	5.8%	6.6%
Manufacturing	5.3%	5.1%	5.7%
Wholesale Trade	2.1%	2.5%	2.5%
Retail Trade	14.8%	11.7%	11.0%
Transportation/Utilities	3.7%	4.2%	4.5%
Information	0.6%	1.3%	1.3%
Finance/Insurance/Real Estate	8.2%	8.2%	7.9%
Services	47.3%	50.1%	49.5%
Public Administration	12.7%	10.9%	10.7%
2021 Employed Population 16+ by Occupation			
Total	4,033	35,507	60,701
White Collar	75.0%	75.9%	74.4%
Management/Business/Financial	21.6%	22.3%	22.0%
Professional	29.9%	31.9%	31.0%
Sales	10.6%	10.4%	9.9%
Administrative Support	13.0%	11.2%	11.4%
Services	12.0%	11.8%	11.7%
Blue Collar	12.9%	12.3%	13.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.2%	3.4%	3.5%
Installation/Maintenance/Repair	2.0%	2.2%	2.8%
Production	3.6%	2.2%	2.7%
Transportation/Material Moving	4.0%	4.5%	4.7%

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2010 Households by Type			
Total	3,209	23,807	40,818
Households with 1 Person	32.1%	22.7%	21.6%
Households with 2+ People	67.9%	77.3%	78.4%
Family Households	63.1%	73.1%	73.8%
Husband-wife Families	51.0%	60.1%	61.1%
With Related Children	21.3%	28.7%	29.6%
Other Family (No Spouse Present)	12.1%	13.0%	12.7%
Other Family with Male Householder	3.9%	3.6%	3.7%
With Related Children	2.2%	2.1%	2.2%
Other Family with Female Householder	8.2%	9.4%	9.1%
With Related Children	4.9%	5.7%	5.4%
Nonfamily Households	4.8%	4.3%	4.6%
All Households with Children	28.7%	37.0%	37.6%
Multigenerational Households	3.1%	3.3%	3.6%
Unmarried Partner Households	4.7%	4.7%	5.1%
Male-female	4.3%	4.3%	4.6%
Same-sex	0.4%	0.4%	0.5%
2010 Households by Size			
Total	3,209	23,806	40,819
1 Person Household	32.1%	22.7%	21.6%
2 Person Household	31.6%	31.8%	32.0%
3 Person Household	14.8%	17.5%	18.1%
4 Person Household	13.8%	17.7%	17.8%
5 Person Household	5.0%	7.2%	7.3%
6 Person Household	2.2%	2.3%	2.3%
7 + Person Household	0.7%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,209	23,807	40,818
Owner Occupied	72.1%	81.8%	83.9%
Owned with a Mortgage/Loan	51.2%	64.4%	67.0%
Owned Free and Clear	20.9%	17.4%	16.9%
Renter Occupied	27.9%	18.2%	16.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	140	153	158
Percent of Income for Mortgage	15.7%	14.7%	14.2%
Wealth Index	141	170	168
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,379	24,803	42,502
Housing Units Inside Urbanized Area	100.0%	99.0%	94.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.0%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	7,563	64,279	110,704
Population Inside Urbanized Area	100.0%	99.0%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	5.1%

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

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Top 3 Tapestry Segments			
1.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	In Style (5B)	Old and Newcomers (8F)	Professional Pride (1B)
3.	Exurbanites (1E)	Golden Years (9B)	Old and Newcomers (8F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$8,444,402	\$73,606,477	\$124,639,801
Average Spent	\$2,474.91	\$2,835.82	\$2,818.50
Spending Potential Index	117	134	133
Education: Total \$	\$7,735,386	\$64,678,054	\$109,454,873
Average Spent	\$2,267.11	\$2,491.83	\$2,475.12
Spending Potential Index	131	144	143
Entertainment/Recreation: Total \$	\$12,975,359	\$113,209,534	\$191,145,545
Average Spent	\$3,802.86	\$4,361.59	\$4,322.41
Spending Potential Index	118	135	134
Food at Home: Total \$	\$21,491,298	\$185,192,768	\$312,841,735
Average Spent	\$6,298.74	\$7,134.87	\$7,074.35
Spending Potential Index	116	131	130
Food Away from Home: Total \$	\$14,890,604	\$130,411,736	\$221,267,734
Average Spent	\$4,364.19	\$5,024.34	\$5,003.57
Spending Potential Index	115	132	132
Health Care: Total \$	\$25,121,347	\$217,170,349	\$364,410,524
Average Spent	\$7,362.65	\$8,366.87	\$8,240.48
Spending Potential Index	118	134	132
HH Furnishings & Equipment: Total \$	\$9,149,499	\$80,697,839	\$136,304,084
Average Spent	\$2,681.56	\$3,109.02	\$3,082.27
Spending Potential Index	119	138	137
Personal Care Products & Services: Total \$	\$3,684,937	\$31,719,848	\$53,518,251
Average Spent	\$1,079.99	\$1,222.06	\$1,210.22
Spending Potential Index	120	136	135
Shelter: Total \$	\$83,345,973	\$709,269,209	\$1,200,580,809
Average Spent	\$24,427.31	\$27,325.83	\$27,148.95
Spending Potential Index	121	136	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,768,975	\$86,807,483	\$145,314,607
Average Spent	\$2,863.12	\$3,344.41	\$3,286.03
Spending Potential Index	120	140	137
Travel: Total \$	\$10,722,646	\$93,478,633	\$158,218,276
Average Spent	\$3,142.63	\$3,601.43	\$3,577.82
Spending Potential Index	124	142	142
Vehicle Maintenance & Repairs: Total \$	\$4,272,200	\$37,941,963	\$63,875,993
Average Spent	\$1,252.11	\$1,461.78	\$1,444.44
Spending Potential Index	113	132	130

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

541 Marketplace Dr, Bel Air, Maryland, 21014 2
 541 Marketplace Dr, Bel Air, Maryland, 21014
 Ring: 1 mile radius

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 Latitude: 39.52502
 Longitude: -76.34862

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Golden Years (9B)	43.5%	Population	8,007	8,209
In Style (5B)	20.5%	Households	3,412	3,499
Exurbanites (1E)	14.3%	Families	2,103	2,140
Parks and Rec (5C)	10.3%	Median Age	46.9	47.8
Pleasantville (2B)	7.4%	Median Household Income	\$90,228	\$96,701
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		117	\$2,474.91	\$8,444,402
Men's		119	\$482.31	\$1,645,658
Women's		119	\$879.70	\$3,001,553
Children's		106	\$329.89	\$1,125,568
Footwear		117	\$584.92	\$1,995,738
Watches & Jewelry		116	\$149.90	\$511,459
Apparel Products and Services (1)		129	\$68.16	\$232,546
Computer				
Computers and Hardware for Home Use		117	\$196.84	\$671,630
Portable Memory		114	\$4.96	\$16,927
Computer Software		121	\$11.63	\$39,674
Computer Accessories		118	\$21.22	\$72,406
Entertainment & Recreation		118	\$3,802.86	\$12,975,359
Fees and Admissions		127	\$943.33	\$3,218,645
Membership Fees for Clubs (2)		129	\$321.24	\$1,096,057
Fees for Participant Sports, excl. Trips		126	\$144.81	\$494,092
Tickets to Theatre/Operas/Concerts		135	\$108.88	\$371,503
Tickets to Movies		114	\$63.57	\$216,889
Tickets to Parks or Museums		112	\$37.95	\$129,487
Admission to Sporting Events, excl. Trips		128	\$82.78	\$282,433
Fees for Recreational Lessons		130	\$182.54	\$622,817
Dating Services		131	\$1.57	\$5,368
TV/Video/Audio		115	\$1,348.00	\$4,599,371
Cable and Satellite Television Services		117	\$941.31	\$3,211,755
Televisions		111	\$124.98	\$426,423
Satellite Dishes		108	\$1.70	\$5,795
VCRs, Video Cameras, and DVD Players		110	\$5.38	\$18,370
Miscellaneous Video Equipment		128	\$19.90	\$67,884
Video Cassettes and DVDs		109	\$8.38	\$28,587
Video Game Hardware/Accessories		100	\$28.87	\$98,520
Video Game Software		103	\$16.50	\$56,313
Rental/Streaming/Downloaded Video		107	\$75.04	\$256,044
Installation of Televisions		146	\$1.08	\$3,699
Audio (3)		114	\$122.01	\$416,305
Rental and Repair of TV/Radio/Sound Equipment		96	\$2.84	\$9,676
Pets		114	\$828.60	\$2,827,173
Toys/Games/Crafts/Hobbies (4)		109	\$125.63	\$428,648
Recreational Vehicles and Fees (5)		122	\$137.51	\$469,173
Sports/Recreation/Exercise Equipment (6)		109	\$196.76	\$671,362
Photo Equipment and Supplies (7)		115	\$52.88	\$180,440
Reading (8)		129	\$132.70	\$452,757
Catered Affairs (9)		129	\$37.82	\$129,025
Food		115	\$10,662.93	\$36,381,902
Food at Home		116	\$6,298.74	\$21,491,298
Bakery and Cereal Products		117	\$816.59	\$2,786,206
Meats, Poultry, Fish, and Eggs		115	\$1,358.38	\$4,634,794
Dairy Products		117	\$640.40	\$2,185,057
Fruits and Vegetables		118	\$1,247.38	\$4,256,073
Snacks and Other Food at Home (10)		114	\$2,235.98	\$7,629,168
Food Away from Home		115	\$4,364.19	\$14,890,604
Alcoholic Beverages		124	\$777.48	\$2,652,776

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.

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541 Marketplace Dr, Bel Air, Maryland, 21014 2
 541 Marketplace Dr, Bel Air, Maryland, 21014
 Ring: 1 mile radius

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 Longitude: -76.34862

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	135	\$36,952.76	\$126,082,832
Value of Retirement Plans	135	\$134,965.66	\$460,502,846
Value of Other Financial Assets	134	\$11,483.39	\$39,181,318
Vehicle Loan Amount excluding Interest	106	\$3,022.27	\$10,312,000
Value of Credit Card Debt	119	\$3,289.50	\$11,223,780
Health			
Nonprescription Drugs	111	\$171.90	\$586,524
Prescription Drugs	114	\$381.53	\$1,301,774
Eyeglasses and Contact Lenses	119	\$115.12	\$392,775
Home			
Mortgage Payment and Basics (11)	126	\$13,429.66	\$45,822,006
Maintenance and Remodeling Services	129	\$3,708.76	\$12,654,299
Maintenance and Remodeling Materials (12)	112	\$691.02	\$2,357,774
Utilities, Fuel, and Public Services	113	\$5,637.31	\$19,234,495
Household Furnishings and Equipment			
Household Textiles (13)	118	\$119.41	\$407,440
Furniture	117	\$745.29	\$2,542,920
Rugs	126	\$39.50	\$134,777
Major Appliances (14)	118	\$444.07	\$1,515,175
Housewares (15)	118	\$104.28	\$355,791
Small Appliances	112	\$58.92	\$201,045
Luggage	118	\$19.78	\$67,497
Telephones and Accessories	124	\$124.26	\$423,972
Household Operations			
Child Care	115	\$611.09	\$2,085,033
Lawn and Garden (16)	123	\$615.11	\$2,098,756
Moving/Storage/Freight Express	109	\$77.71	\$265,138
Housekeeping Supplies (17)	115	\$895.95	\$3,056,989
Insurance			
Owners and Renters Insurance	115	\$721.64	\$2,462,227
Vehicle Insurance	110	\$2,054.53	\$7,010,059
Life/Other Insurance	123	\$740.15	\$2,525,381
Health Insurance	118	\$4,887.05	\$16,674,622
Personal Care Products (18)	115	\$573.15	\$1,955,583
School Books and Supplies (19)	110	\$143.93	\$491,105
Smoking Products	102	\$390.81	\$1,333,446
Transportation			
Payments on Vehicles excluding Leases	107	\$2,779.22	\$9,482,683
Gasoline and Motor Oil	108	\$2,599.65	\$8,869,997
Vehicle Maintenance and Repairs	113	\$1,252.11	\$4,272,200
Travel			
Airline Fares	127	\$797.88	\$2,722,367
Lodging on Trips	126	\$891.49	\$3,041,756
Auto/Truck Rental on Trips	124	\$68.03	\$232,114
Food and Drink on Trips	123	\$731.75	\$2,496,739

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541 Marketplace Dr, Bel Air, Maryland, 21014 2
 541 Marketplace Dr, Bel Air, Maryland, 21014
 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	17.5%	Population	69,678	71,625
Old and Newcomers (8F)	13.1%	Households	25,956	26,726
Golden Years (9B)	11.0%	Families	18,726	19,193
Professional Pride (1B)	10.3%	Median Age	42.3	43.0
Workday Drive (4A)	10.1%	Median Household Income	\$101,369	\$106,431
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		134	\$2,835.82	\$73,606,477
Men's		135	\$549.27	\$14,256,879
Women's		136	\$1,002.69	\$26,025,887
Children's		130	\$404.85	\$10,508,347
Footwear		131	\$657.84	\$17,074,928
Watches & Jewelry		134	\$172.51	\$4,477,721
Apparel Products and Services (1)		138	\$72.92	\$1,892,681
Computer				
Computers and Hardware for Home Use		136	\$227.86	\$5,914,430
Portable Memory		132	\$5.75	\$149,153
Computer Software		134	\$12.86	\$333,674
Computer Accessories		138	\$24.94	\$647,294
Entertainment & Recreation		135	\$4,361.59	\$113,209,534
Fees and Admissions		146	\$1,082.61	\$28,100,305
Membership Fees for Clubs (2)		146	\$362.09	\$9,398,343
Fees for Participant Sports, excl. Trips		148	\$170.66	\$4,429,764
Tickets to Theatre/Operas/Concerts		147	\$119.03	\$3,089,444
Tickets to Movies		136	\$75.81	\$1,967,848
Tickets to Parks or Museums		135	\$45.87	\$1,190,717
Admission to Sporting Events, excl. Trips		150	\$96.51	\$2,505,067
Fees for Recreational Lessons		150	\$211.15	\$5,480,697
Dating Services		123	\$1.48	\$38,425
TV/Video/Audio		130	\$1,531.38	\$39,748,610
Cable and Satellite Television Services		130	\$1,046.48	\$27,162,369
Televisions		133	\$149.04	\$3,868,537
Satellite Dishes		132	\$2.08	\$53,982
VCRs, Video Cameras, and DVD Players		131	\$6.44	\$167,146
Miscellaneous Video Equipment		138	\$21.42	\$555,985
Video Cassettes and DVDs		130	\$9.97	\$258,661
Video Game Hardware/Accessories		121	\$35.11	\$911,282
Video Game Software		124	\$19.76	\$512,814
Rental/Streaming/Downloaded Video		130	\$91.45	\$2,373,680
Installation of Televisions		154	\$1.14	\$29,606
Audio (3)		136	\$145.39	\$3,773,673
Rental and Repair of TV/Radio/Sound Equipment		105	\$3.12	\$80,874
Pets		131	\$951.40	\$24,694,478
Toys/Games/Crafts/Hobbies (4)		131	\$151.48	\$3,931,858
Recreational Vehicles and Fees (5)		143	\$161.20	\$4,184,234
Sports/Recreation/Exercise Equipment (6)		132	\$237.35	\$6,160,656
Photo Equipment and Supplies (7)		137	\$62.89	\$1,632,273
Reading (8)		139	\$143.19	\$3,716,632
Catered Affairs (9)		137	\$40.41	\$1,048,852
Food		132	\$12,159.21	\$315,604,504
Food at Home		131	\$7,134.87	\$185,192,768
Bakery and Cereal Products		131	\$918.68	\$23,845,358
Meats, Poultry, Fish, and Eggs		130	\$1,533.03	\$39,791,237
Dairy Products		132	\$720.23	\$18,694,267
Fruits and Vegetables		132	\$1,398.96	\$36,311,508
Snacks and Other Food at Home (10)		130	\$2,563.97	\$66,550,397
Food Away from Home		132	\$5,024.34	\$130,411,736
Alcoholic Beverages		139	\$869.91	\$22,579,351

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541 Marketplace Dr, Bel Air, Maryland, 21014 2
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	152	\$41,590.71	\$1,079,528,499
Value of Retirement Plans	153	\$153,668.27	\$3,988,613,577
Value of Other Financial Assets	145	\$12,460.90	\$323,435,077
Vehicle Loan Amount excluding Interest	129	\$3,699.62	\$96,027,351
Value of Credit Card Debt	136	\$3,761.79	\$97,641,070
Health			
Nonprescription Drugs	127	\$196.82	\$5,108,637
Prescription Drugs	129	\$431.52	\$11,200,513
Eyeglasses and Contact Lenses	135	\$131.05	\$3,401,411
Home			
Mortgage Payment and Basics (11)	147	\$15,703.80	\$407,607,754
Maintenance and Remodeling Services	147	\$4,240.20	\$110,058,597
Maintenance and Remodeling Materials (12)	136	\$836.87	\$21,721,845
Utilities, Fuel, and Public Services	130	\$6,456.74	\$167,591,154
Household Furnishings and Equipment			
Household Textiles (13)	135	\$136.44	\$3,541,336
Furniture	136	\$867.96	\$22,528,730
Rugs	144	\$45.39	\$1,178,083
Major Appliances (14)	139	\$526.07	\$13,654,691
Housewares (15)	136	\$119.59	\$3,103,970
Small Appliances	130	\$68.20	\$1,770,191
Luggage	137	\$22.95	\$595,767
Telephones and Accessories	141	\$141.17	\$3,664,231
Household Operations			
Child Care	140	\$744.28	\$19,318,512
Lawn and Garden (16)	140	\$702.38	\$18,230,865
Moving/Storage/Freight Express	127	\$90.64	\$2,352,672
Housekeeping Supplies (17)	132	\$1,026.67	\$26,648,213
Insurance			
Owners and Renters Insurance	136	\$850.13	\$22,065,886
Vehicle Insurance	128	\$2,394.93	\$62,162,877
Life/Other Insurance	142	\$855.08	\$22,194,502
Health Insurance	134	\$5,536.45	\$143,704,215
Personal Care Products (18)	132	\$656.67	\$17,044,475
School Books and Supplies (19)	131	\$170.63	\$4,428,751
Smoking Products	114	\$439.04	\$11,395,758
Transportation			
Payments on Vehicles excluding Leases	130	\$3,390.99	\$88,016,662
Gasoline and Motor Oil	127	\$3,058.59	\$79,388,787
Vehicle Maintenance and Repairs	132	\$1,461.78	\$37,941,963
Travel			
Airline Fares	144	\$903.19	\$23,443,267
Lodging on Trips	144	\$1,024.08	\$26,580,936
Auto/Truck Rental on Trips	143	\$78.53	\$2,038,388
Food and Drink on Trips	141	\$839.66	\$21,794,203

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541 Marketplace Dr, Bel Air, Maryland, 21014 2
 541 Marketplace Dr, Bel Air, Maryland, 21014
 Ring: 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	16.7%	Population	119,340	122,523
Professional Pride (1B)	11.8%	Households	44,222	45,463
Old and Newcomers (8F)	10.8%	Families	32,162	32,902
Workday Drive (4A)	10.3%	Median Age	41.4	42.2
Enterprising Professionals (2D)	8.5%	Median Household Income	\$100,897	\$105,811
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		133	\$2,818.50	\$124,639,801
Men's		134	\$544.86	\$24,094,678
Women's		135	\$995.31	\$44,014,736
Children's		131	\$406.82	\$17,990,297
Footwear		130	\$652.82	\$28,868,855
Watches & Jewelry		133	\$171.03	\$7,563,367
Apparel Products and Services (1)		137	\$72.17	\$3,191,504
Computer				
Computers and Hardware for Home Use		135	\$227.17	\$10,045,921
Portable Memory		132	\$5.73	\$253,280
Computer Software		133	\$12.81	\$566,390
Computer Accessories		136	\$24.58	\$1,086,794
Entertainment & Recreation		134	\$4,322.41	\$191,145,545
Fees and Admissions		146	\$1,078.39	\$47,688,484
Membership Fees for Clubs (2)		145	\$359.33	\$15,890,260
Fees for Participant Sports, excl. Trips		148	\$170.24	\$7,528,407
Tickets to Theatre/Operas/Concerts		146	\$117.57	\$5,199,148
Tickets to Movies		136	\$75.53	\$3,340,295
Tickets to Parks or Museums		136	\$46.00	\$2,034,079
Admission to Sporting Events, excl. Trips		149	\$96.04	\$4,247,054
Fees for Recreational Lessons		151	\$212.22	\$9,384,700
Dating Services		122	\$1.46	\$64,541
TV/Video/Audio		129	\$1,511.26	\$66,830,975
Cable and Satellite Television Services		128	\$1,029.97	\$45,547,193
Televisions		132	\$147.71	\$6,532,091
Satellite Dishes		130	\$2.04	\$90,098
VCRs, Video Cameras, and DVD Players		130	\$6.39	\$282,402
Miscellaneous Video Equipment		136	\$21.14	\$934,912
Video Cassettes and DVDs		128	\$9.81	\$433,908
Video Game Hardware/Accessories		121	\$35.02	\$1,548,680
Video Game Software		122	\$19.56	\$865,106
Rental/Streaming/Downloaded Video		129	\$90.83	\$4,016,785
Installation of Televisions		150	\$1.11	\$49,152
Audio (3)		135	\$144.64	\$6,396,344
Rental and Repair of TV/Radio/Sound Equipment		103	\$3.04	\$134,304
Pets		129	\$942.43	\$41,676,304
Toys/Games/Crafts/Hobbies (4)		130	\$150.55	\$6,657,479
Recreational Vehicles and Fees (5)		142	\$160.66	\$7,104,760
Sports/Recreation/Exercise Equipment (6)		131	\$236.29	\$10,449,173
Photo Equipment and Supplies (7)		137	\$62.77	\$2,775,644
Reading (8)		136	\$140.19	\$6,199,408
Catered Affairs (9)		137	\$40.19	\$1,777,409
Food		131	\$12,077.91	\$534,109,469
Food at Home		130	\$7,074.35	\$312,841,735
Bakery and Cereal Products		130	\$910.20	\$40,250,652
Meats, Poultry, Fish, and Eggs		129	\$1,521.10	\$67,265,881
Dairy Products		130	\$714.17	\$31,581,815
Fruits and Vegetables		131	\$1,387.62	\$61,363,370
Snacks and Other Food at Home (10)		129	\$2,541.27	\$112,380,017
Food Away from Home		132	\$5,003.57	\$221,267,734
Alcoholic Beverages		138	\$865.41	\$38,270,133

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	149	\$40,818.48	\$1,805,074,858
Value of Retirement Plans	151	\$151,442.36	\$6,697,084,008
Value of Other Financial Assets	142	\$12,216.17	\$540,223,417
Vehicle Loan Amount excluding Interest	129	\$3,690.77	\$163,213,104
Value of Credit Card Debt	135	\$3,737.39	\$165,274,906
Health			
Nonprescription Drugs	125	\$193.61	\$8,561,795
Prescription Drugs	126	\$420.97	\$18,616,307
Eyeglasses and Contact Lenses	133	\$129.18	\$5,712,697
Home			
Mortgage Payment and Basics (11)	147	\$15,680.25	\$693,411,894
Maintenance and Remodeling Services	146	\$4,196.28	\$185,568,052
Maintenance and Remodeling Materials (12)	135	\$834.55	\$36,905,322
Utilities, Fuel, and Public Services	128	\$6,384.28	\$282,325,778
Household Furnishings and Equipment			
Household Textiles (13)	133	\$135.26	\$5,981,500
Furniture	135	\$861.04	\$38,077,085
Rugs	143	\$44.90	\$1,985,556
Major Appliances (14)	138	\$521.28	\$23,052,236
Housewares (15)	134	\$118.37	\$5,234,501
Small Appliances	129	\$67.69	\$2,993,381
Luggage	137	\$22.86	\$1,010,754
Telephones and Accessories	139	\$139.17	\$6,154,307
Household Operations			
Child Care	143	\$756.72	\$33,463,776
Lawn and Garden (16)	138	\$693.10	\$30,650,244
Moving/Storage/Freight Express	126	\$89.88	\$3,974,696
Housekeeping Supplies (17)	130	\$1,016.88	\$44,968,563
Insurance			
Owners and Renters Insurance	134	\$840.16	\$37,153,435
Vehicle Insurance	127	\$2,373.73	\$104,971,127
Life/Other Insurance	140	\$845.65	\$37,396,299
Health Insurance	132	\$5,459.71	\$241,439,378
Personal Care Products (18)	131	\$651.29	\$28,801,555
School Books and Supplies (19)	130	\$170.05	\$7,519,809
Smoking Products	112	\$430.22	\$19,025,028
Transportation			
Payments on Vehicles excluding Leases	130	\$3,379.74	\$149,458,737
Gasoline and Motor Oil	126	\$3,043.63	\$134,595,597
Vehicle Maintenance and Repairs	130	\$1,444.44	\$63,875,993
Travel			
Airline Fares	143	\$898.50	\$39,733,634
Lodging on Trips	143	\$1,017.12	\$44,978,861
Auto/Truck Rental on Trips	142	\$78.24	\$3,459,974
Food and Drink on Trips	140	\$834.09	\$36,885,100

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

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

541 Marketplace Dr, Bel Air, Maryland, 21014 2
 541 Marketplace Dr, Bel Air, Maryland, 21014
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52502
 Longitude: -76.34862

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,075		2,536		3,879							
Total Employees:	14,776		29,812		43,050							
Total Residential Population:	8,007		69,678		119,340							
Employee/Residential Population Ratio (per 100 Residents)	185		43		36							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	14	1.3%	128	0.9%	46	1.8%	359	1.2%	98	2.5%	668	1.6%
Construction	43	4.0%	265	1.8%	149	5.9%	826	2.8%	295	7.6%	1,917	4.5%
Manufacturing	12	1.1%	92	0.6%	31	1.2%	354	1.2%	63	1.6%	648	1.5%
Transportation	17	1.6%	87	0.6%	34	1.3%	151	0.5%	68	1.8%	429	1.0%
Communication	7	0.7%	59	0.4%	18	0.7%	169	0.6%	24	0.6%	187	0.4%
Utility	2	0.2%	5	0.0%	3	0.1%	8	0.0%	6	0.2%	19	0.0%
Wholesale Trade	14	1.3%	121	0.8%	38	1.5%	351	1.2%	68	1.8%	563	1.3%
Retail Trade Summary	213	19.8%	3,787	25.6%	505	19.9%	8,531	28.6%	756	19.5%	12,611	29.3%
Home Improvement	8	0.7%	300	2.0%	22	0.9%	470	1.6%	38	1.0%	684	1.6%
General Merchandise Stores	9	0.8%	594	4.0%	26	1.0%	993	3.3%	39	1.0%	1,780	4.1%
Food Stores	21	2.0%	399	2.7%	62	2.4%	1,413	4.7%	95	2.4%	2,442	5.7%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.1%	140	0.9%	40	1.6%	918	3.1%	57	1.5%	1,151	2.7%
Apparel & Accessory Stores	23	2.1%	138	0.9%	38	1.5%	236	0.8%	46	1.2%	349	0.8%
Furniture & Home Furnishings	18	1.7%	245	1.7%	31	1.2%	367	1.2%	53	1.4%	498	1.2%
Eating & Drinking Places	54	5.0%	1,344	9.1%	138	5.4%	3,024	10.1%	196	5.1%	4,151	9.6%
Miscellaneous Retail	67	6.2%	627	4.2%	149	5.9%	1,110	3.7%	233	6.0%	1,558	3.6%
Finance, Insurance, Real Estate Summary	136	12.7%	1,329	9.0%	298	11.8%	2,707	9.1%	422	10.9%	3,637	8.4%
Banks, Savings & Lending Institutions	31	2.9%	305	2.1%	70	2.8%	791	2.7%	100	2.6%	1,139	2.6%
Securities Brokers	23	2.1%	138	0.9%	48	1.9%	238	0.8%	61	1.6%	299	0.7%
Insurance Carriers & Agents	31	2.9%	346	2.3%	58	2.3%	545	1.8%	78	2.0%	623	1.4%
Real Estate, Holding, Other Investment Offices	51	4.7%	540	3.7%	123	4.9%	1,132	3.8%	183	4.7%	1,576	3.7%
Services Summary	474	44.1%	7,303	49.4%	1,135	44.8%	14,427	48.4%	1,659	42.8%	20,145	46.8%
Hotels & Lodging	1	0.1%	4	0.0%	4	0.2%	20	0.1%	7	0.2%	58	0.1%
Automotive Services	31	2.9%	134	0.9%	67	2.6%	345	1.2%	108	2.8%	566	1.3%
Motion Pictures & Amusements	21	2.0%	291	2.0%	71	2.8%	663	2.2%	129	3.3%	1,124	2.6%
Health Services	113	10.5%	3,164	21.4%	311	12.3%	5,980	20.1%	375	9.7%	6,773	15.7%
Legal Services	54	5.0%	288	1.9%	84	3.3%	408	1.4%	95	2.4%	440	1.0%
Education Institutions & Libraries	19	1.8%	1,193	8.1%	46	1.8%	2,428	8.1%	71	1.8%	3,832	8.9%
Other Services	235	21.9%	2,228	15.1%	551	21.7%	4,582	15.4%	874	22.5%	7,351	17.1%
Government	67	6.2%	1,569	10.6%	80	3.2%	1,829	6.1%	96	2.5%	2,053	4.8%
Unclassified Establishments	76	7.1%	29	0.2%	198	7.8%	99	0.3%	323	8.3%	171	0.4%
Totals	1,075	100.0%	14,776	100.0%	2,536	100.0%	29,812	100.0%	3,879	100.0%	43,050	100.0%

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

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	4	0.0%	4	0.2%	29	0.1%	16	0.4%	76	0.2%
Mining	1	0.1%	9	0.1%	3	0.1%	17	0.1%	3	0.1%	17	0.0%
Utilities	1	0.1%	4	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	51	4.7%	374	2.5%	163	6.4%	958	3.2%	321	8.3%	2,112	4.9%
Manufacturing	16	1.5%	119	0.8%	35	1.4%	376	1.3%	68	1.8%	679	1.6%
Wholesale Trade	13	1.2%	118	0.8%	37	1.5%	346	1.2%	67	1.7%	558	1.3%
Retail Trade	154	14.3%	2,382	16.1%	353	13.9%	5,371	18.0%	538	13.9%	8,270	19.2%
Motor Vehicle & Parts Dealers	10	0.9%	130	0.9%	34	1.3%	854	2.9%	46	1.2%	1,041	2.4%
Furniture & Home Furnishings Stores	13	1.2%	122	0.8%	17	0.7%	156	0.5%	31	0.8%	252	0.6%
Electronics & Appliance Stores	5	0.5%	119	0.8%	12	0.5%	199	0.7%	17	0.4%	228	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	8	0.7%	300	2.0%	22	0.9%	470	1.6%	38	1.0%	684	1.6%
Food & Beverage Stores	16	1.5%	347	2.3%	45	1.8%	1,263	4.2%	77	2.0%	2,290	5.3%
Health & Personal Care Stores	23	2.1%	176	1.2%	53	2.1%	425	1.4%	73	1.9%	564	1.3%
Gasoline Stations	2	0.2%	9	0.1%	6	0.2%	63	0.2%	11	0.3%	109	0.3%
Clothing & Clothing Accessories Stores	32	3.0%	206	1.4%	49	1.9%	318	1.1%	59	1.5%	437	1.0%
Sport Goods, Hobby, Book, & Music Stores	10	0.9%	173	1.2%	27	1.1%	275	0.9%	38	1.0%	305	0.7%
General Merchandise Stores	9	0.8%	594	4.0%	26	1.0%	993	3.3%	39	1.0%	1,780	4.1%
Miscellaneous Store Retailers	20	1.9%	203	1.4%	42	1.7%	349	1.2%	72	1.9%	558	1.3%
Nonstore Retailers	7	0.7%	2	0.0%	20	0.8%	7	0.0%	37	1.0%	22	0.1%
Transportation & Warehousing	7	0.7%	27	0.2%	21	0.8%	87	0.3%	49	1.3%	319	0.7%
Information	10	0.9%	89	0.6%	28	1.1%	259	0.9%	50	1.3%	559	1.3%
Finance & Insurance	85	7.9%	791	5.4%	176	6.9%	1,577	5.3%	241	6.2%	2,069	4.8%
Central Bank/Credit Intermediation & Related Activities	31	2.9%	305	2.1%	70	2.8%	791	2.7%	100	2.6%	1,139	2.6%
Securities, Commodity Contracts & Other Financial	24	2.2%	140	0.9%	49	1.9%	241	0.8%	63	1.6%	307	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	31	2.9%	346	2.3%	58	2.3%	545	1.8%	78	2.0%	623	1.4%
Real Estate, Rental & Leasing	46	4.3%	453	3.1%	124	4.9%	1,059	3.6%	198	5.1%	1,504	3.5%
Professional, Scientific & Tech Services	139	12.9%	1,112	7.5%	290	11.4%	1,945	6.5%	423	10.9%	2,811	6.5%
Legal Services	61	5.7%	308	2.1%	97	3.8%	462	1.5%	109	2.8%	504	1.2%
Management of Companies & Enterprises	2	0.2%	16	0.1%	6	0.2%	34	0.1%	9	0.2%	49	0.1%
Administrative & Support & Waste Management & Remediation	31	2.9%	199	1.3%	80	3.2%	463	1.6%	149	3.8%	858	2.0%
Educational Services	27	2.5%	1,234	8.4%	67	2.6%	2,553	8.6%	100	2.6%	3,985	9.3%
Health Care & Social Assistance	137	12.7%	3,707	25.1%	382	15.1%	7,240	24.3%	480	12.4%	8,876	20.6%
Arts, Entertainment & Recreation	17	1.6%	274	1.9%	49	1.9%	584	2.0%	84	2.2%	918	2.1%
Accommodation & Food Services	58	5.4%	1,387	9.4%	152	6.0%	3,148	10.6%	219	5.6%	4,358	10.1%
Accommodation	1	0.1%	4	0.0%	4	0.2%	20	0.1%	7	0.2%	58	0.1%
Food Services & Drinking Places	57	5.3%	1,382	9.4%	148	5.8%	3,127	10.5%	212	5.5%	4,301	10.0%
Other Services (except Public Administration)	134	12.5%	854	5.8%	286	11.3%	1,807	6.1%	445	11.5%	2,779	6.5%
Automotive Repair & Maintenance	27	2.5%	112	0.8%	50	2.0%	203	0.7%	86	2.2%	408	0.9%
Public Administration	68	6.3%	1,595	10.8%	81	3.2%	1,855	6.2%	97	2.5%	2,076	4.8%
Unclassified Establishments	76	7.1%	29	0.2%	198	7.8%	99	0.3%	323	8.3%	171	0.4%
Total	1,075	100.0%	14,776	100.0%	2,536	100.0%	29,812	100.0%	3,879	100.0%	43,050	100.0%

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