

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	12,356	135,055	326,221
2020 Total Population	12,919	137,054	329,991
2020 Group Quarters	107	1,389	4,799
2024 Total Population	13,091	135,938	325,235
2024 Group Quarters	107	1,390	4,736
2029 Total Population	13,337	135,750	321,974
2024-2029 Annual Rate	0.37%	-0.03%	-0.20%
2024 Total Daytime Population	11,379	115,124	264,844
Workers	5,249	52,470	108,791
Residents	6,130	62,654	156,053
Household Summary			
2010 Households	4,947	55,790	130,314
2010 Average Household Size	2.48	2.41	2.46
2020 Total Households	5,111	55,131	131,463
2020 Average Household Size	2.51	2.46	2.47
2024 Households	5,183	55,288	131,044
2024 Average Household Size	2.51	2.43	2.45
2029 Households	5,306	55,757	131,504
2029 Average Household Size	2.49	2.41	2.41
2024-2029 Annual Rate	0.47%	0.17%	0.07%
2010 Families	3,159	34,571	82,055
2010 Average Family Size	3.06	3.01	3.05
2024 Families	3,296	34,051	80,401
2024 Average Family Size	3.21	3.13	3.15
2029 Families	3,372	34,246	80,398
2029 Average Family Size	3.19	3.10	3.11
2024-2029 Annual Rate	0.46%	0.11%	0.00%
Housing Unit Summary			
2000 Housing Units	4,821	55,605	134,338
Owner Occupied Housing Units	55.7%	65.3%	62.1%
Renter Occupied Housing Units	40.0%	30.5%	31.8%
Vacant Housing Units	4.3%	4.1%	6.0%
2010 Housing Units	5,246	58,890	139,099
Owner Occupied Housing Units	56.0%	62.4%	61.0%
Renter Occupied Housing Units	38.3%	32.4%	32.7%
Vacant Housing Units	5.7%	5.3%	6.3%
2020 Housing Units	5,414	58,453	140,748
Owner Occupied Housing Units	54.5%	60.9%	58.6%
Renter Occupied Housing Units	39.9%	33.4%	34.8%
Vacant Housing Units	5.0%	5.7%	6.6%
2024 Housing Units	5,497	58,618	140,455
Owner Occupied Housing Units	55.9%	62.9%	60.6%
Renter Occupied Housing Units	38.3%	31.4%	32.7%
Vacant Housing Units	5.7%	5.7%	6.7%
2029 Housing Units	5,600	59,225	141,328
Owner Occupied Housing Units	57.8%	64.7%	62.5%
Renter Occupied Housing Units	37.0%	29.4%	30.5%
Vacant Housing Units	5.2%	5.9%	7.0%

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	5,183	55,288	131,041
<\$15,000	9.8%	6.7%	8.6%
\$15,000 - \$24,999	3.8%	4.4%	5.4%
\$25,000 - \$34,999	6.5%	6.1%	7.0%
\$35,000 - \$49,999	8.8%	9.8%	10.6%
\$50,000 - \$74,999	15.9%	17.1%	16.2%
\$75,000 - \$99,999	13.7%	14.4%	13.7%
\$100,000 - \$149,999	22.8%	20.5%	18.5%
\$150,000 - \$199,999	8.9%	11.8%	9.9%
\$200,000+	9.8%	9.4%	10.2%
Average Household Income	\$105,363	\$108,143	\$105,677
2029 Households by Income			
Household Income Base	5,306	55,757	131,501
<\$15,000	8.8%	6.0%	8.0%
\$15,000 - \$24,999	3.0%	3.4%	4.4%
\$25,000 - \$34,999	5.5%	5.1%	6.0%
\$35,000 - \$49,999	7.4%	8.0%	9.0%
\$50,000 - \$74,999	13.9%	15.0%	14.5%
\$75,000 - \$99,999	13.5%	14.4%	13.8%
\$100,000 - \$149,999	23.7%	21.4%	19.4%
\$150,000 - \$199,999	11.1%	14.0%	11.7%
\$200,000+	13.0%	12.6%	13.3%
Average Household Income	\$123,014	\$125,936	\$122,887
2024 Owner Occupied Housing Units by Value			
Total	3,075	36,873	85,035
<\$50,000	4.4%	3.9%	4.1%
\$50,000 - \$99,999	0.1%	0.5%	1.8%
\$100,000 - \$149,999	0.6%	2.5%	5.9%
\$150,000 - \$199,999	11.3%	8.8%	10.9%
\$200,000 - \$249,999	20.2%	16.6%	15.0%
\$250,000 - \$299,999	13.2%	16.4%	12.9%
\$300,000 - \$399,999	20.7%	29.1%	24.2%
\$400,000 - \$499,999	12.6%	9.8%	9.8%
\$500,000 - \$749,999	9.9%	7.8%	10.6%
\$750,000 - \$999,999	5.6%	2.4%	3.0%
\$1,000,000 - \$1,499,999	0.7%	1.6%	1.2%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.4%
\$2,000,000 +	0.7%	0.5%	0.3%
Average Home Value	\$370,293	\$352,507	\$346,260
2029 Owner Occupied Housing Units by Value			
Total	3,235	38,320	88,315
<\$50,000	2.7%	2.7%	3.7%
\$50,000 - \$99,999	0.0%	0.2%	1.1%
\$100,000 - \$149,999	0.2%	0.8%	2.4%
\$150,000 - \$199,999	6.3%	3.8%	5.9%
\$200,000 - \$249,999	11.6%	9.1%	9.4%
\$250,000 - \$299,999	7.7%	12.2%	10.0%
\$300,000 - \$399,999	17.8%	29.9%	25.7%
\$400,000 - \$499,999	18.2%	14.4%	13.7%
\$500,000 - \$749,999	19.2%	16.6%	18.3%
\$750,000 - \$999,999	12.5%	6.2%	6.6%
\$1,000,000 - \$1,499,999	2.1%	2.9%	2.2%
\$1,500,000 - \$1,999,999	0.6%	0.5%	0.6%
\$2,000,000 +	0.9%	0.7%	0.4%
Average Home Value	\$492,017	\$449,587	\$434,821

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

7911 Belair Rd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37241
Longitude: -76.51008

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$82,848	\$83,836	\$78,128
2029	\$94,875	\$95,645	\$87,973
Median Home Value			
2024	\$301,491	\$304,556	\$297,459
2029	\$419,949	\$370,743	\$368,343
Per Capita Income			
2024	\$41,573	\$44,010	\$42,565
2029	\$48,792	\$51,756	\$50,164
Median Age			
2010	34.7	38.8	37.6
2020	36.2	39.4	39.0
2024	37.1	40.0	39.6
2029	38.8	41.4	41.0
2020 Population by Age			
Total	12,919	137,054	329,991
0 - 4	6.0%	5.5%	5.5%
5 - 9	6.6%	5.9%	5.9%
10 - 14	7.0%	6.2%	6.4%
15 - 24	12.9%	11.6%	12.7%
25 - 34	15.7%	14.5%	13.9%
35 - 44	14.2%	13.5%	13.2%
45 - 54	11.3%	12.1%	12.1%
55 - 64	12.5%	13.7%	13.7%
65 - 74	8.0%	9.8%	10.0%
75 - 84	3.9%	4.7%	4.6%
85 +	1.9%	2.6%	2.1%
18 +	76.4%	78.9%	78.5%
2024 Population by Age			
Total	13,092	135,938	325,236
0 - 4	5.9%	5.4%	5.4%
5 - 9	6.3%	5.7%	5.7%
10 - 14	6.4%	5.8%	5.9%
15 - 24	12.7%	11.5%	12.6%
25 - 34	15.1%	14.2%	13.8%
35 - 44	15.5%	14.4%	14.0%
45 - 54	11.6%	11.9%	11.9%
55 - 64	11.3%	12.4%	12.5%
65 - 74	8.9%	10.6%	10.7%
75 - 84	4.2%	5.5%	5.4%
85 +	1.9%	2.6%	2.2%
18 +	77.5%	79.7%	79.4%
2029 Population by Age			
Total	13,339	135,750	321,974
0 - 4	5.6%	5.2%	5.2%
5 - 9	5.7%	5.3%	5.3%
10 - 14	6.2%	5.7%	5.7%
15 - 24	12.4%	10.9%	12.0%
25 - 34	14.1%	13.3%	13.2%
35 - 44	15.7%	14.8%	14.1%
45 - 54	12.9%	12.5%	12.4%
55 - 64	10.1%	11.2%	11.3%
65 - 74	10.0%	11.3%	11.3%
75 - 84	5.3%	7.0%	6.8%
85 +	2.1%	2.9%	2.5%
18 +	78.8%	80.5%	80.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

7911 Belair Rd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37241
Longitude: -76.51008

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	6,053	64,421	153,423
Females	6,866	72,633	176,568
2024 Population by Sex			
Males	6,238	65,141	153,980
Females	6,853	70,798	171,255
2029 Population by Sex			
Males	6,334	64,882	151,923
Females	7,003	70,869	170,051
2010 Population by Race/Ethnicity			
Total	12,357	135,054	326,222
White Alone	67.5%	64.1%	53.0%
Black Alone	19.6%	26.8%	39.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.0%	5.3%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.3%	1.2%
Two or More Races	2.4%	2.2%	2.3%
Hispanic Origin	3.9%	3.6%	3.4%
Diversity Index	53.6	54.8	59.3
2020 Population by Race/Ethnicity			
Total	12,919	137,054	329,991
White Alone	49.1%	49.4%	42.7%
Black Alone	31.7%	34.5%	42.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	10.1%	7.1%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.8%	2.9%
Two or More Races	6.5%	5.9%	5.7%
Hispanic Origin	5.2%	5.5%	5.4%
Diversity Index	67.9	66.7	66.8
2024 Population by Race/Ethnicity			
Total	13,090	135,939	325,235
White Alone	46.3%	47.2%	41.2%
Black Alone	33.3%	35.4%	42.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	10.6%	7.6%	6.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	3.1%	3.2%
Two or More Races	6.9%	6.3%	6.1%
Hispanic Origin	5.6%	6.1%	6.0%
Diversity Index	69.4	68.2	67.9
2029 Population by Race/Ethnicity			
Total	13,337	135,749	321,975
White Alone	43.9%	45.1%	39.6%
Black Alone	34.3%	36.1%	43.3%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	11.6%	8.4%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	3.3%	3.4%
Two or More Races	7.3%	6.7%	6.5%
Hispanic Origin	6.0%	6.5%	6.5%
Diversity Index	70.7	69.6	68.9

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

7911 Belair Rd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37241
Longitude: -76.51008

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	12,919	137,054	329,991
In Households	99.2%	99.0%	98.5%
Householder	39.2%	40.2%	39.8%
Opposite-Sex Spouse	15.4%	15.6%	14.5%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.9%	2.6%	2.5%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	29.5%	27.0%	27.3%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.1%	1.1%	1.1%
Grandchild	2.2%	2.7%	3.1%
Brother or Sister	1.6%	1.6%	1.6%
Parent	1.6%	1.6%	1.5%
Parent-in-law	0.4%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.4%	1.7%	1.9%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.6%	3.1%	3.3%
In Group Quarters	0.8%	1.0%	1.5%
Institutionalized	0.7%	0.8%	0.7%
Noninstitutionalized	0.1%	0.2%	0.7%
2024 Population 25+ by Educational Attainment			
Total	8,980	97,348	228,905
Less than 9th Grade	2.9%	2.8%	3.1%
9th - 12th Grade, No Diploma	4.9%	4.2%	4.4%
High School Graduate	21.3%	23.6%	25.5%
GED/Alternative Credential	4.8%	3.9%	4.3%
Some College, No Degree	15.6%	17.4%	17.6%
Associate Degree	8.5%	9.3%	8.1%
Bachelor's Degree	27.9%	23.8%	22.2%
Graduate/Professional Degree	14.0%	15.0%	14.8%
2024 Population 15+ by Marital Status			
Total	10,644	112,953	269,867
Never Married	36.1%	36.5%	39.6%
Married	49.1%	46.6%	42.9%
Widowed	5.2%	6.5%	6.6%
Divorced	9.6%	10.5%	10.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,283	76,586	177,613
Population 16+ Employed	97.4%	97.3%	97.0%
Population 16+ Unemployment rate	2.6%	2.7%	3.0%
Population 16-24 Employed	11.1%	11.5%	12.2%
Population 16-24 Unemployment rate	8.2%	6.4%	7.6%
Population 25-54 Employed	68.3%	64.6%	63.7%
Population 25-54 Unemployment rate	1.7%	2.1%	2.3%
Population 55-64 Employed	15.7%	16.6%	16.7%
Population 55-64 Unemployment rate	2.6%	2.8%	2.3%
Population 65+ Employed	4.8%	7.3%	7.4%
Population 65+ Unemployment rate	0.6%	2.1%	3.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

November 12, 2024

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	7,096	74,513	172,264
Agriculture/Mining	1.4%	0.3%	0.2%
Construction	4.1%	5.9%	5.6%
Manufacturing	4.3%	5.2%	5.3%
Wholesale Trade	1.8%	1.6%	1.6%
Retail Trade	11.9%	9.9%	9.5%
Transportation/Utilities	6.6%	6.8%	6.9%
Information	1.2%	1.8%	1.6%
Finance/Insurance/Real Estate	6.5%	6.9%	6.3%
Services	52.4%	52.8%	54.2%
Public Administration	9.7%	8.8%	8.9%
2024 Employed Population 16+ by Occupation			
Total	7,095	74,513	172,265
White Collar	71.5%	67.0%	64.8%
Management/Business/Financial	21.6%	18.7%	17.9%
Professional	29.5%	29.8%	28.5%
Sales	11.3%	7.9%	7.5%
Administrative Support	9.2%	10.6%	10.9%
Services	16.1%	15.4%	17.2%
Blue Collar	12.4%	17.7%	18.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	3.7%	3.6%
Installation/Maintenance/Repair	2.5%	3.1%	2.8%
Production	2.8%	3.2%	3.4%
Transportation/Material Moving	4.5%	7.6%	8.2%
2020 Households by Type			
Total	5,111	55,131	131,463
Married Couple Households	39.7%	39.6%	37.1%
With Own Children <18	16.3%	14.7%	13.8%
Without Own Children <18	23.4%	24.9%	23.3%
Cohabiting Couple Households	7.7%	7.0%	6.8%
With Own Children <18	2.7%	2.2%	2.3%
Without Own Children <18	5.0%	4.8%	4.5%
Male Householder, No Spouse/Partner	18.6%	18.7%	18.9%
Living Alone	12.5%	12.3%	12.4%
65 Years and over	3.6%	3.8%	3.8%
With Own Children <18	2.2%	1.6%	1.7%
Without Own Children <18, With Relatives	2.6%	3.2%	3.3%
No Relatives Present	1.3%	1.5%	1.6%
Female Householder, No Spouse/Partner	34.0%	34.7%	37.2%
Living Alone	15.4%	17.3%	17.7%
65 Years and over	6.6%	8.3%	8.2%
With Own Children <18	9.4%	7.2%	7.8%
Without Own Children <18, With Relatives	8.2%	8.9%	10.1%
No Relatives Present	1.0%	1.4%	1.5%
2020 Households by Size			
Total	5,111	55,131	131,463
1 Person Household	27.9%	29.6%	30.0%
2 Person Household	30.0%	32.1%	31.2%
3 Person Household	18.0%	16.8%	16.8%
4 Person Household	13.2%	12.0%	12.5%
5 Person Household	6.5%	5.5%	5.6%
6 Person Household	2.6%	2.4%	2.4%
7 + Person Household	1.8%	1.6%	1.5%

7911 Belair Rd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37241
Longitude: -76.51008

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	5,111	55,131	131,463
Owner Occupied	57.7%	64.6%	62.8%
Owned with a Mortgage/Loan	44.6%	49.2%	47.9%
Owned Free and Clear	13.1%	15.4%	14.8%
Renter Occupied	42.3%	35.4%	37.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	105	99
Percent of Income for Mortgage	22.8%	22.7%	23.8%
Wealth Index	82	92	90
2020 Housing Units By Urban/ Rural Status			
Total	5,414	58,453	140,748
Urban Housing Units	100.0%	100.0%	99.7%
Rural Housing Units	0.0%	0.0%	0.3%
2020 Population By Urban/ Rural Status			
Total	12,919	137,054	329,991
Urban Population	100.0%	100.0%	99.7%
Rural Population	0.0%	0.0%	0.3%

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Bright Young Professionals	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Bright Young Professionals	Bright Young Professionals
3.	Golden Years (9B)	Enterprising Professionals	Family Foundations (12A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$11,973,687	\$127,628,633	\$300,187,621
Average Spent	\$2,310.18	\$2,308.43	\$2,290.74
Spending Potential Index	97	97	96
Education: Total \$	\$8,383,923	\$91,320,530	\$212,364,729
Average Spent	\$1,617.58	\$1,651.72	\$1,620.56
Spending Potential Index	94	96	94
Entertainment/Recreation: Total \$	\$19,557,625	\$215,713,581	\$497,143,038
Average Spent	\$3,773.42	\$3,901.63	\$3,793.71
Spending Potential Index	92	95	93
Food at Home: Total \$	\$35,812,034	\$385,917,261	\$905,353,061
Average Spent	\$6,909.52	\$6,980.13	\$6,908.77
Spending Potential Index	95	96	95
Food Away from Home: Total \$	\$19,311,152	\$209,722,406	\$486,813,896
Average Spent	\$3,725.86	\$3,793.27	\$3,714.89
Spending Potential Index	96	97	95
Health Care: Total \$	\$36,636,062	\$407,285,688	\$945,939,308
Average Spent	\$7,068.51	\$7,366.62	\$7,218.49
Spending Potential Index	92	96	94
HH Furnishings & Equipment: Total \$	\$15,310,718	\$168,326,142	\$389,005,807
Average Spent	\$2,954.03	\$3,044.53	\$2,968.51
Spending Potential Index	93	96	94
Personal Care Products & Services: Total \$	\$4,874,836	\$53,182,425	\$123,111,876
Average Spent	\$940.54	\$961.92	\$939.47
Spending Potential Index	94	97	94
Shelter: Total \$	\$129,848,423	\$1,408,529,764	\$3,269,269,088
Average Spent	\$25,052.75	\$25,476.23	\$24,947.87
Spending Potential Index	94	96	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,220,145	\$185,120,931	\$422,804,389
Average Spent	\$3,129.49	\$3,348.30	\$3,226.43
Spending Potential Index	89	96	92
Travel: Total \$	\$14,453,313	\$159,278,347	\$366,032,511
Average Spent	\$2,788.60	\$2,880.88	\$2,793.20
Spending Potential Index	92	95	92
Vehicle Maintenance & Repairs: Total \$	\$7,233,029	\$79,046,181	\$183,093,681
Average Spent	\$1,395.53	\$1,429.72	\$1,397.19
Spending Potential Index	94	97	94

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Retail Goods and Services Expenditures

7911 Belair Rd, Nottingham, Maryland, 21236
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.37241
 Longitude: -76.51008

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Bright Young Professionals (8C)	54.3%	Population	13,091	13,337
Parks and Rec (5C)	11.2%	Households	5,183	5,306
Golden Years (9B)	10.5%	Families	3,296	3,372
Enterprising Professionals (2D)	9.7%	Median Age	37.1	38.8
Pleasantville (2B)	5.0%	Median Household Income	\$82,848	\$94,875
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,310.18	\$11,973,687
Men's		96	\$423.38	\$2,194,362
Women's		96	\$768.04	\$3,980,739
Children's		102	\$374.61	\$1,941,626
Footwear		98	\$487.06	\$2,524,443
Watches & Jewelry		93	\$210.83	\$1,092,739
Apparel Products and Services (1)		95	\$46.26	\$239,778
Computer				
Computers and Hardware for Home Use		97	\$263.61	\$1,366,300
Portable Memory		99	\$4.02	\$20,823
Computer Software		97	\$15.10	\$78,288
Computer Accessories		93	\$22.09	\$114,467
Entertainment & Recreation		92	\$3,773.42	\$19,557,625
Fees and Admissions		93	\$769.18	\$3,986,648
Membership Fees for Clubs (2)		93	\$280.81	\$1,455,463
Fees for Participant Sports, excl. Trips		95	\$126.04	\$653,244
Tickets to Theatre/Operas/Concerts		93	\$70.88	\$367,360
Tickets to Movies		96	\$23.80	\$123,354
Tickets to Parks or Museums		95	\$35.58	\$184,407
Admission to Sporting Events, excl. Trips		96	\$76.11	\$394,472
Fees for Recreational Lessons		90	\$155.08	\$803,803
Dating Services		111	\$0.88	\$4,544
TV/Video/Audio		94	\$1,245.32	\$6,454,479
Cable and Satellite Television Services		92	\$690.77	\$3,580,245
Televisions		98	\$149.52	\$774,988
Satellite Dishes		87	\$1.09	\$5,633
VCRs, Video Cameras, and DVD Players		90	\$4.48	\$23,237
Miscellaneous Video Equipment		90	\$20.39	\$105,672
Video Cassettes and DVDs		92	\$5.28	\$27,372
Video Game Hardware/Accessories		103	\$47.73	\$247,404
Video Game Software		105	\$21.22	\$109,993
Rental/Streaming/Downloaded Video		97	\$166.51	\$862,998
Installation of Televisions		98	\$1.67	\$8,649
Audio (3)		95	\$135.27	\$701,106
Rental and Repair of TV/Radio/Sound Equipment		87	\$1.39	\$7,182
Pets		90	\$910.47	\$4,718,967
Toys/Games/Crafts/Hobbies (4)		95	\$173.20	\$897,676
Recreational Vehicles and Fees (5)		87	\$170.78	\$885,142
Sports/Recreation/Exercise Equipment (6)		93	\$283.97	\$1,471,829
Photo Equipment and Supplies (7)		94	\$57.17	\$296,291
Reading (8)		91	\$127.43	\$660,444
Catered Affairs (9)		91	\$35.92	\$186,149
Food		95	\$10,635.38	\$55,123,186
Food at Home		95	\$6,909.52	\$35,812,034
Bakery and Cereal Products		95	\$886.77	\$4,596,137
Meats, Poultry, Fish, and Eggs		95	\$1,501.52	\$7,782,381
Dairy Products		94	\$649.66	\$3,367,163
Fruits and Vegetables		94	\$1,357.87	\$7,037,818
Snacks and Other Food at Home (10)		95	\$2,513.71	\$13,028,535
Food Away from Home		96	\$3,725.86	\$19,311,152
Alcoholic Beverages		95	\$618.16	\$3,203,948

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	86	\$39,847.54	\$206,529,787
Value of Retirement Plans	89	\$144,354.42	\$748,188,955
Value of Other Financial Assets	87	\$7,866.08	\$40,769,875
Vehicle Loan Amount excluding Interest	96	\$3,408.58	\$17,666,649
Value of Credit Card Debt	95	\$2,760.68	\$14,308,584
Health			
Nonprescription Drugs	94	\$167.42	\$867,741
Prescription Drugs	93	\$383.15	\$1,985,859
Eyeglasses and Contact Lenses	91	\$114.82	\$595,132
Home			
Mortgage Payment and Basics (11)	89	\$12,074.24	\$62,580,810
Maintenance and Remodeling Services	87	\$4,050.59	\$20,994,224
Maintenance and Remodeling Materials (12)	87	\$754.57	\$3,910,939
Utilities, Fuel, and Public Services	94	\$5,590.22	\$28,974,120
Household Furnishings and Equipment			
Household Textiles (13)	95	\$124.94	\$647,545
Furniture	95	\$940.71	\$4,875,724
Rugs	90	\$41.17	\$213,363
Major Appliances (14)	91	\$533.43	\$2,764,761
Housewares (15)	92	\$98.39	\$509,959
Small Appliances	94	\$75.75	\$392,594
Luggage	97	\$20.19	\$104,657
Telephones and Accessories	91	\$92.06	\$477,142
Household Operations			
Child Care	97	\$535.59	\$2,775,953
Lawn and Garden (16)	89	\$619.04	\$3,208,500
Moving/Storage/Freight Express	96	\$116.33	\$602,917
Housekeeping Supplies (17)	94	\$848.41	\$4,397,300
Insurance			
Owners and Renters Insurance	90	\$745.05	\$3,861,587
Vehicle Insurance	95	\$2,020.99	\$10,474,785
Life/Other Insurance	91	\$616.37	\$3,194,643
Health Insurance	92	\$4,598.01	\$23,831,462
Personal Care Products (18)	95	\$529.39	\$2,743,811
School Books (19)	97	\$41.38	\$214,480
Smoking Products	96	\$448.98	\$2,327,075
Transportation			
Payments on Vehicles excluding Leases	95	\$2,900.27	\$15,032,094
Gasoline and Motor Oil	93	\$3,114.65	\$16,143,233
Vehicle Maintenance and Repairs	94	\$1,395.53	\$7,233,029
Travel			
Airline Fares	92	\$581.17	\$3,012,187
Lodging on Trips	91	\$894.37	\$4,635,536
Auto/Truck Rental on Trips	95	\$110.01	\$570,197
Food and Drink on Trips	93	\$691.45	\$3,583,791

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	24.8%	Population	135,938	135,750
Bright Young Professionals (8C)	20.2%	Households	55,288	55,757
Enterprising Professionals (2D)	11.6%	Families	34,051	34,246
Pleasantville (2B)	8.3%	Median Age	40.0	41.4
Comfortable Empty Nesters (5A)	5.0%	Median Household Income	\$83,836	\$95,645
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,308.43	\$127,628,633
Men's		97	\$429.11	\$23,724,390
Women's		97	\$772.19	\$42,692,784
Children's		99	\$362.41	\$20,036,939
Footwear		97	\$483.56	\$26,735,238
Watches & Jewelry		94	\$214.25	\$11,845,309
Apparel Products and Services (1)		96	\$46.92	\$2,593,972
Computer				
Computers and Hardware for Home Use		98	\$265.08	\$14,655,506
Portable Memory		98	\$4.00	\$221,211
Computer Software		96	\$14.95	\$826,426
Computer Accessories		94	\$22.28	\$1,232,042
Entertainment & Recreation		95	\$3,901.63	\$215,713,581
Fees and Admissions		97	\$800.55	\$44,261,070
Membership Fees for Clubs (2)		97	\$294.36	\$16,274,313
Fees for Participant Sports, excl. Trips		99	\$132.40	\$7,320,330
Tickets to Theatre/Operas/Concerts		97	\$73.62	\$4,070,202
Tickets to Movies		99	\$24.30	\$1,343,294
Tickets to Parks or Museums		97	\$36.39	\$2,012,139
Admission to Sporting Events, excl. Trips		101	\$79.56	\$4,398,765
Fees for Recreational Lessons		92	\$159.08	\$8,794,966
Dating Services		108	\$0.85	\$47,061
TV/Video/Audio		96	\$1,275.10	\$70,497,481
Cable and Satellite Television Services		94	\$712.11	\$39,370,935
Televisions		99	\$151.24	\$8,361,500
Satellite Dishes		90	\$1.12	\$61,978
VCRs, Video Cameras, and DVD Players		92	\$4.60	\$254,312
Miscellaneous Video Equipment		98	\$22.22	\$1,228,238
Video Cassettes and DVDs		93	\$5.36	\$296,441
Video Game Hardware/Accessories		101	\$46.92	\$2,594,136
Video Game Software		103	\$20.79	\$1,149,380
Rental/Streaming/Downloaded Video		99	\$170.19	\$9,409,201
Installation of Televisions		104	\$1.77	\$97,719
Audio (3)		96	\$137.33	\$7,592,731
Rental and Repair of TV/Radio/Sound Equipment		92	\$1.46	\$80,911
Pets		94	\$948.41	\$52,435,466
Toys/Games/Crafts/Hobbies (4)		96	\$174.77	\$9,662,874
Recreational Vehicles and Fees (5)		91	\$179.82	\$9,941,701
Sports/Recreation/Exercise Equipment (6)		96	\$294.37	\$16,274,928
Photo Equipment and Supplies (7)		96	\$58.92	\$3,257,393
Reading (8)		94	\$131.92	\$7,293,475
Catered Affairs (9)		95	\$37.79	\$2,089,193
Food		96	\$10,773.40	\$595,639,667
Food at Home		96	\$6,980.13	\$385,917,261
Bakery and Cereal Products		96	\$896.89	\$49,587,278
Meats, Poultry, Fish, and Eggs		96	\$1,504.12	\$83,159,935
Dairy Products		95	\$657.99	\$36,379,083
Fruits and Vegetables		95	\$1,371.31	\$75,816,860
Snacks and Other Food at Home (10)		96	\$2,549.81	\$140,974,105
Food Away from Home		97	\$3,793.27	\$209,722,406
Alcoholic Beverages		96	\$630.09	\$34,836,332

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	94	\$43,350.86	\$2,396,782,202
Value of Retirement Plans	96	\$155,883.45	\$8,618,484,447
Value of Other Financial Assets	95	\$8,593.16	\$475,098,418
Vehicle Loan Amount excluding Interest	98	\$3,456.08	\$191,079,858
Value of Credit Card Debt	97	\$2,810.98	\$155,413,406
Health			
Nonprescription Drugs	98	\$173.58	\$9,596,792
Prescription Drugs	98	\$406.48	\$22,473,353
Eyeglasses and Contact Lenses	94	\$119.30	\$6,595,903
Home			
Mortgage Payment and Basics (11)	95	\$12,833.37	\$709,531,547
Maintenance and Remodeling Services	94	\$4,371.75	\$241,705,240
Maintenance and Remodeling Materials (12)	95	\$818.76	\$45,267,739
Utilities, Fuel, and Public Services	96	\$5,705.40	\$315,440,001
Household Furnishings and Equipment			
Household Textiles (13)	96	\$126.36	\$6,986,112
Furniture	97	\$964.65	\$53,333,830
Rugs	94	\$42.96	\$2,374,926
Major Appliances (14)	95	\$556.07	\$30,743,932
Housewares (15)	95	\$101.75	\$5,625,494
Small Appliances	94	\$75.71	\$4,185,983
Luggage	99	\$20.49	\$1,133,033
Telephones and Accessories	95	\$96.59	\$5,340,069
Household Operations			
Child Care	98	\$540.70	\$29,894,063
Lawn and Garden (16)	94	\$658.34	\$36,398,475
Moving/Storage/Freight Express	96	\$116.23	\$6,426,231
Housekeeping Supplies (17)	96	\$865.81	\$47,869,066
Insurance			
Owners and Renters Insurance	97	\$798.07	\$44,123,723
Vehicle Insurance	96	\$2,046.21	\$113,130,894
Life/Other Insurance	96	\$646.94	\$35,768,035
Health Insurance	96	\$4,790.15	\$264,837,701
Personal Care Products (18)	96	\$537.53	\$29,718,921
School Books (19)	98	\$41.63	\$2,301,422
Smoking Products	96	\$446.80	\$24,702,596
Transportation			
Payments on Vehicles excluding Leases	97	\$2,965.07	\$163,932,607
Gasoline and Motor Oil	95	\$3,152.26	\$174,282,189
Vehicle Maintenance and Repairs	97	\$1,429.72	\$79,046,181
Travel			
Airline Fares	94	\$596.95	\$33,004,068
Lodging on Trips	95	\$929.49	\$51,389,830
Auto/Truck Rental on Trips	98	\$113.51	\$6,275,793
Food and Drink on Trips	96	\$710.37	\$39,274,805

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	18.1%	Population	325,235	321,974
Bright Young Professionals (8C)	11.7%	Households	131,044	131,504
Family Foundations (12A)	8.8%	Families	80,401	80,398
Pleasantville (2B)	7.8%	Median Age	39.6	41.0
Enterprising Professionals (2D)	6.2%	Median Household Income	\$78,128	\$87,973
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,290.74	\$300,187,621
Men's		96	\$421.91	\$55,288,622
Women's		96	\$770.19	\$100,928,998
Children's		99	\$361.81	\$47,412,526
Footwear		96	\$477.94	\$62,630,783
Watches & Jewelry		93	\$212.30	\$27,820,265
Apparel Products and Services (1)		96	\$46.60	\$6,106,427
Computer				
Computers and Hardware for Home Use		96	\$259.15	\$33,959,551
Portable Memory		96	\$3.91	\$511,822
Computer Software		95	\$14.82	\$1,941,681
Computer Accessories		92	\$21.88	\$2,866,916
Entertainment & Recreation		93	\$3,793.71	\$497,143,038
Fees and Admissions		93	\$769.75	\$100,871,446
Membership Fees for Clubs (2)		95	\$285.50	\$37,413,331
Fees for Participant Sports, excl. Trips		95	\$126.26	\$16,546,006
Tickets to Theatre/Operas/Concerts		93	\$70.60	\$9,251,516
Tickets to Movies		94	\$23.11	\$3,029,000
Tickets to Parks or Museums		93	\$34.86	\$4,567,593
Admission to Sporting Events, excl. Trips		98	\$77.69	\$10,180,659
Fees for Recreational Lessons		87	\$150.85	\$19,767,984
Dating Services		111	\$0.88	\$115,356
TV/Video/Audio		95	\$1,261.47	\$165,308,423
Cable and Satellite Television Services		94	\$709.59	\$92,986,871
Televisions		98	\$149.82	\$19,633,512
Satellite Dishes		92	\$1.15	\$150,463
VCRs, Video Cameras, and DVD Players		90	\$4.47	\$585,860
Miscellaneous Video Equipment		94	\$21.29	\$2,790,155
Video Cassettes and DVDs		90	\$5.17	\$678,023
Video Game Hardware/Accessories		101	\$46.73	\$6,123,095
Video Game Software		102	\$20.63	\$2,704,029
Rental/Streaming/Downloaded Video		96	\$165.56	\$21,695,873
Installation of Televisions		98	\$1.67	\$219,452
Audio (3)		94	\$133.95	\$17,552,874
Rental and Repair of TV/Radio/Sound Equipment		90	\$1.44	\$188,216
Pets		91	\$919.00	\$120,429,105
Toys/Games/Crafts/Hobbies (4)		94	\$171.68	\$22,497,427
Recreational Vehicles and Fees (5)		88	\$173.25	\$22,703,767
Sports/Recreation/Exercise Equipment (6)		91	\$278.50	\$36,495,112
Photo Equipment and Supplies (7)		93	\$56.76	\$7,437,969
Reading (8)		91	\$127.77	\$16,743,747
Catered Affairs (9)		90	\$35.53	\$4,656,043
Food		95	\$10,623.66	\$1,392,166,957
Food at Home		95	\$6,908.77	\$905,353,061
Bakery and Cereal Products		95	\$887.25	\$116,269,304
Meats, Poultry, Fish, and Eggs		95	\$1,497.86	\$196,286,003
Dairy Products		94	\$648.46	\$84,976,228
Fruits and Vegetables		94	\$1,353.62	\$177,383,838
Snacks and Other Food at Home (10)		95	\$2,521.58	\$330,437,689
Food Away from Home		95	\$3,714.89	\$486,813,896
Alcoholic Beverages		95	\$620.23	\$81,277,498

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	91	\$42,083.09	\$5,514,736,142
Value of Retirement Plans	92	\$149,955.03	\$19,650,706,463
Value of Other Financial Assets	91	\$8,260.94	\$1,082,546,547
Vehicle Loan Amount excluding Interest	96	\$3,399.34	\$445,462,927
Value of Credit Card Debt	95	\$2,749.20	\$360,265,545
Health			
Nonprescription Drugs	96	\$170.15	\$22,296,545
Prescription Drugs	97	\$402.57	\$52,754,295
Eyeglasses and Contact Lenses	92	\$116.33	\$15,243,778
Home			
Mortgage Payment and Basics (11)	91	\$12,242.71	\$1,604,333,129
Maintenance and Remodeling Services	89	\$4,151.54	\$544,034,815
Maintenance and Remodeling Materials (12)	89	\$773.81	\$101,402,535
Utilities, Fuel, and Public Services	95	\$5,658.66	\$741,533,976
Household Furnishings and Equipment			
Household Textiles (13)	95	\$124.85	\$16,361,276
Furniture	96	\$946.80	\$124,072,650
Rugs	91	\$41.60	\$5,451,571
Major Appliances (14)	92	\$541.46	\$70,954,499
Housewares (15)	93	\$99.32	\$13,015,627
Small Appliances	93	\$74.99	\$9,826,641
Luggage	97	\$20.13	\$2,638,189
Telephones and Accessories	93	\$94.14	\$12,336,038
Household Operations			
Child Care	94	\$520.09	\$68,154,890
Lawn and Garden (16)	91	\$639.20	\$83,763,095
Moving/Storage/Freight Express	94	\$114.54	\$15,009,456
Housekeeping Supplies (17)	94	\$852.89	\$111,766,180
Insurance			
Owners and Renters Insurance	94	\$773.62	\$101,378,411
Vehicle Insurance	96	\$2,027.34	\$265,670,828
Life/Other Insurance	93	\$629.01	\$82,428,182
Health Insurance	94	\$4,703.69	\$616,390,788
Personal Care Products (18)	94	\$527.82	\$69,167,247
School Books (19)	96	\$41.02	\$5,375,181
Smoking Products	98	\$458.26	\$60,052,371
Transportation			
Payments on Vehicles excluding Leases	96	\$2,912.62	\$381,681,295
Gasoline and Motor Oil	94	\$3,120.70	\$408,949,534
Vehicle Maintenance and Repairs	94	\$1,397.19	\$183,093,681
Travel			
Airline Fares	91	\$574.93	\$75,341,320
Lodging on Trips	92	\$902.34	\$118,246,774
Auto/Truck Rental on Trips	95	\$110.39	\$14,466,228
Food and Drink on Trips	93	\$691.35	\$90,597,393

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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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

7911 Belair Rd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37241
Longitude: -76.51008

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	429				4,685				10,268			
Total Employees:	5,457				53,595				108,859			
Total Population:	13,091				135,938				325,235			
Employee/Population Ratio (per 100 Residents)	42				39				33			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.1%	59	1.1%	63	1.3%	383	0.7%	143	1.4%	1,070	1.0%
Construction	29	6.8%	203	3.7%	302	6.4%	2,379	4.4%	725	7.1%	6,373	5.9%
Manufacturing	8	1.9%	63	1.2%	77	1.6%	845	1.6%	195	1.9%	2,584	2.4%
Transportation	11	2.6%	34	0.6%	94	2.0%	971	1.8%	243	2.4%	2,480	2.3%
Communication	8	1.9%	83	1.5%	32	0.7%	278	0.5%	74	0.7%	580	0.5%
Utility	0	0.0%	2	0.0%	7	0.1%	46	0.1%	19	0.2%	181	0.2%
Wholesale Trade	4	0.9%	15	0.3%	106	2.3%	1,549	2.9%	293	2.9%	4,352	4.0%
Retail Trade Summary	96	22.4%	1,591	29.2%	985	21.0%	15,647	29.2%	1,953	19.0%	27,260	25.0%
Home Improvement	6	1.4%	83	1.5%	35	0.7%	963	1.8%	79	0.8%	1,725	1.6%
General Merchandise Stores	3	0.7%	348	6.4%	45	1.0%	1,738	3.2%	108	1.1%	3,136	2.9%
Food Stores	17	4.0%	325	6.0%	118	2.5%	2,158	4.0%	231	2.2%	4,007	3.7%
Auto Dealers & Gas Stations	6	1.4%	139	2.5%	100	2.1%	1,189	2.2%	215	2.1%	2,465	2.3%
Apparel & Accessory Stores	5	1.2%	34	0.6%	81	1.7%	834	1.6%	129	1.3%	1,190	1.1%
Furniture & Home Furnishings	6	1.4%	67	1.2%	60	1.3%	814	1.5%	131	1.3%	1,371	1.3%
Eating & Drinking Places	26	6.1%	435	8.0%	315	6.7%	5,570	10.4%	630	6.1%	9,360	8.6%
Miscellaneous Retail	27	6.3%	159	2.9%	230	4.9%	2,381	4.4%	431	4.2%	4,005	3.7%
Finance, Insurance, Real Estate Summary	44	10.3%	292	5.4%	398	8.5%	2,944	5.5%	863	8.4%	5,931	5.4%
Banks, Savings & Lending Institutions	11	2.6%	68	1.2%	79	1.7%	584	1.1%	163	1.6%	1,236	1.1%
Securities Brokers	4	0.9%	15	0.3%	39	0.8%	229	0.4%	93	0.9%	505	0.5%
Insurance Carriers & Agents	8	1.9%	55	1.0%	78	1.7%	574	1.1%	152	1.5%	1,155	1.1%
Real Estate, Holding, Other Investment Offices	22	5.1%	153	2.8%	202	4.3%	1,557	2.9%	454	4.4%	3,036	2.8%
Services Summary	185	43.1%	1,559	28.6%	2,174	46.4%	26,038	48.6%	4,657	45.4%	52,895	48.6%
Hotels & Lodging	0	0.0%	7	0.1%	13	0.3%	335	0.6%	38	0.4%	676	0.6%
Automotive Services	12	2.8%	49	0.9%	129	2.8%	729	1.4%	322	3.1%	2,279	2.1%
Movies & Amusements	12	2.8%	69	1.3%	85	1.8%	633	1.2%	230	2.2%	1,706	1.6%
Health Services	48	11.2%	428	7.8%	623	13.3%	12,567	23.4%	1,037	10.1%	19,336	17.8%
Legal Services	9	2.1%	36	0.7%	52	1.1%	230	0.4%	149	1.5%	725	0.7%
Education Institutions & Libraries	11	2.6%	285	5.2%	96	2.0%	3,317	6.2%	216	2.1%	8,476	7.8%
Other Services	93	21.7%	685	12.6%	1,177	25.1%	8,225	15.3%	2,665	26.0%	19,697	18.1%
Government	6	1.4%	1,548	28.4%	33	0.7%	2,296	4.3%	80	0.8%	4,587	4.2%
Unclassified Establishments	30	7.0%	10	0.2%	413	8.8%	219	0.4%	1,025	10.0%	565	0.5%
Totals	429	100.0%	5,457	100.0%	4,685	100.0%	53,595	100.0%	10,268	100.0%	108,859	100.0%

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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

7911 Belair Rd, Nottingham, Maryland, 21236
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.37241
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	10	0.2%	49	0.1%	18	0.2%	75	0.1%
Mining	0	0.0%	0	0.0%	2	0.0%	8	0.0%	3	0.0%	9	0.0%
Utilities	0	0.0%	2	0.0%	1	0.0%	9	0.0%	2	0.0%	22	0.0%
Construction	31	7.2%	214	3.9%	320	6.8%	2,532	4.7%	767	7.5%	6,905	6.3%
Manufacturing	9	2.1%	75	1.4%	94	2.0%	1,065	2.0%	231	2.2%	3,064	2.8%
Wholesale Trade	4	0.9%	15	0.3%	105	2.2%	1,547	2.9%	292	2.8%	4,350	4.0%
Retail Trade	65	15.2%	1,113	20.4%	631	13.5%	9,733	18.2%	1,243	12.1%	17,103	15.7%
Motor Vehicle & Parts Dealers	6	1.4%	138	2.5%	70	1.5%	1,042	1.9%	159	1.5%	2,201	2.0%
Furniture & Home Furnishings Stores	5	1.2%	66	1.2%	30	0.6%	547	1.0%	63	0.6%	847	0.8%
Electronics & Appliance Stores	0	0.0%	1	0.0%	27	0.6%	175	0.3%	53	0.5%	366	0.3%
Building Material & Garden Equipment & Supplies Dealers	6	1.4%	83	1.5%	35	0.7%	962	1.8%	78	0.8%	1,712	1.6%
Food & Beverage Stores	19	4.4%	302	5.5%	116	2.5%	1,988	3.7%	227	2.2%	3,642	3.3%
Health & Personal Care Stores	7	1.6%	56	1.0%	77	1.6%	850	1.6%	133	1.3%	1,460	1.3%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	31	0.7%	153	0.3%	57	0.6%	270	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	6	1.4%	40	0.7%	95	2.0%	913	1.7%	153	1.5%	1,307	1.2%
Sporting Goods, Hobby, Book, & Music Stores	12	2.8%	54	1.0%	88	1.9%	1,170	2.2%	171	1.7%	1,783	1.6%
General Merchandise Stores	4	0.9%	372	6.8%	64	1.4%	1,933	3.6%	150	1.5%	3,515	3.2%
Transportation & Warehousing	7	1.6%	23	0.4%	82	1.8%	622	1.2%	217	2.1%	2,089	1.9%
Information	14	3.3%	146	2.7%	70	1.5%	730	1.4%	161	1.6%	1,619	1.5%
Finance & Insurance	23	5.4%	139	2.5%	197	4.2%	1,398	2.6%	410	4.0%	2,911	2.7%
Central Bank/Credit Intermediation & Related Activities	11	2.6%	69	1.3%	77	1.6%	569	1.1%	161	1.6%	1,224	1.1%
Securities & Commodity Contracts	4	0.9%	15	0.3%	42	0.9%	255	0.5%	97	0.9%	532	0.5%
Funds, Trusts & Other Financial Vehicles	8	1.9%	55	1.0%	78	1.7%	574	1.1%	152	1.5%	1,155	1.1%
Real Estate, Rental & Leasing	28	6.5%	165	3.0%	219	4.7%	1,579	2.9%	492	4.8%	3,233	3.0%
Professional, Scientific & Tech Services	37	8.6%	199	3.6%	385	8.2%	2,225	4.2%	891	8.7%	5,545	5.1%
Legal Services	9	2.1%	37	0.7%	66	1.4%	301	0.6%	178	1.7%	854	0.8%
Management of Companies & Enterprises	1	0.2%	5	0.1%	6	0.1%	38	0.1%	21	0.2%	168	0.2%
Administrative, Support & Waste Management Services	18	4.2%	69	1.3%	164	3.5%	1,535	2.9%	371	3.6%	3,223	3.0%
Educational Services	13	3.0%	289	5.3%	115	2.5%	3,305	6.2%	264	2.6%	8,425	7.7%
Health Care & Social Assistance	61	14.2%	662	12.1%	765	16.3%	14,456	27.0%	1,374	13.4%	24,320	22.3%
Arts, Entertainment & Recreation	10	2.3%	56	1.0%	72	1.5%	576	1.1%	196	1.9%	1,572	1.4%
Accommodation & Food Services	29	6.8%	468	8.6%	347	7.4%	6,079	11.3%	704	6.9%	10,383	9.5%
Accommodation	0	0.0%	7	0.1%	13	0.3%	335	0.6%	38	0.4%	676	0.6%
Food Services & Drinking Places	29	6.8%	461	8.4%	334	7.1%	5,743	10.7%	667	6.5%	9,707	8.9%
Other Services (except Public Administration)	43	10.0%	258	4.7%	653	13.9%	3,561	6.6%	1,507	14.7%	8,650	7.9%
Automotive Repair & Maintenance	6	1.4%	31	0.6%	98	2.1%	603	1.1%	249	2.4%	1,760	1.6%
Public Administration	6	1.4%	1,548	28.4%	34	0.7%	2,329	4.3%	81	0.8%	4,637	4.3%
Unclassified Establishments	30	7.0%	10	0.2%	413	8.8%	219	0.4%	1,024	10.0%	558	0.5%
Total	429	100.0%	5,457	100.0%	4,685	100.0%	53,595	100.0%	10,268	100.0%	108,859	100.0%

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