

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,725	60,946	146,218
2010 Total Population	12,520	73,643	165,186
2018 Total Population	13,152	78,867	175,114
2018 Group Quarters	191	955	3,702
2023 Total Population	13,521	81,620	180,445
2018-2023 Annual Rate	0.55%	0.69%	0.60%
2018 Total Daytime Population	8,444	53,499	151,739
Workers	2,120	17,306	68,287
Residents	6,324	36,193	83,452
Household Summary			
2000 Households	4,394	23,812	58,624
2000 Average Household Size	2.60	2.51	2.44
2010 Households	4,589	28,728	65,646
2010 Average Household Size	2.69	2.53	2.46
2018 Households	4,746	30,239	68,418
2018 Average Household Size	2.73	2.58	2.51
2023 Households	4,859	31,139	70,145
2023 Average Household Size	2.74	2.59	2.52
2018-2023 Annual Rate	0.47%	0.59%	0.50%
2010 Families	3,208	18,592	41,654
2010 Average Family Size	3.21	3.12	3.06
2018 Families	3,287	19,310	42,909
2018 Average Family Size	3.29	3.22	3.15
2023 Families	3,350	19,757	43,757
2023 Average Family Size	3.32	3.25	3.19
2018-2023 Annual Rate	0.38%	0.46%	0.39%
Housing Unit Summary			
2000 Housing Units	4,609	25,134	61,933
Owner Occupied Housing Units	64.5%	61.6%	57.1%
Renter Occupied Housing Units	30.9%	33.1%	37.6%
Vacant Housing Units	4.6%	5.3%	5.3%
2010 Housing Units	4,805	30,310	69,671
Owner Occupied Housing Units	63.2%	59.3%	55.4%
Renter Occupied Housing Units	32.3%	35.5%	38.8%
Vacant Housing Units	4.5%	5.2%	5.8%
2018 Housing Units	4,963	31,493	72,207
Owner Occupied Housing Units	62.2%	58.4%	54.6%
Renter Occupied Housing Units	33.4%	37.6%	40.2%
Vacant Housing Units	4.4%	4.0%	5.2%
2023 Housing Units	5,083	32,285	73,871
Owner Occupied Housing Units	63.5%	59.7%	55.7%
Renter Occupied Housing Units	32.1%	36.7%	39.3%
Vacant Housing Units	4.4%	3.5%	5.0%
Median Household Income			
2018	\$78,593	\$78,757	\$71,176
2023	\$89,578	\$88,958	\$81,960
Median Home Value			
2018	\$253,604	\$265,070	\$258,982
2023	\$281,837	\$287,495	\$284,995
Per Capita Income			
2018	\$33,765	\$36,021	\$35,274
2023	\$39,454	\$41,656	\$40,901
Median Age			
2010	38.4	37.2	37.2
2018	39.4	38.5	38.3
2023	39.1	38.9	38.7

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	4,746	30,239	68,418
<\$15,000	8.2%	7.1%	7.9%
\$15,000 - \$24,999	5.1%	4.4%	6.1%
\$25,000 - \$34,999	6.7%	6.4%	7.3%
\$35,000 - \$49,999	10.7%	10.5%	11.8%
\$50,000 - \$74,999	16.3%	18.3%	18.9%
\$75,000 - \$99,999	16.2%	17.0%	15.7%
\$100,000 - \$149,999	20.3%	20.5%	18.2%
\$150,000 - \$199,999	9.9%	10.3%	7.9%
\$200,000+	6.6%	5.6%	6.2%
Average Household Income	\$92,533	\$91,732	\$88,166
2023 Households by Income			
Household Income Base	4,859	31,139	70,145
<\$15,000	7.1%	6.3%	7.1%
\$15,000 - \$24,999	4.2%	3.7%	5.2%
\$25,000 - \$34,999	5.1%	5.0%	5.8%
\$35,000 - \$49,999	8.4%	8.3%	9.5%
\$50,000 - \$74,999	14.3%	15.8%	16.8%
\$75,000 - \$99,999	16.8%	17.4%	16.4%
\$100,000 - \$149,999	23.8%	24.3%	22.1%
\$150,000 - \$199,999	11.7%	12.0%	9.3%
\$200,000+	8.8%	7.4%	7.9%
Average Household Income	\$108,886	\$106,783	\$103,099
2018 Owner Occupied Housing Units by Value			
Total	3,086	18,391	39,388
<\$50,000	1.4%	1.5%	1.6%
\$50,000 - \$99,999	1.1%	1.0%	1.9%
\$100,000 - \$149,999	4.6%	4.5%	5.6%
\$150,000 - \$199,999	14.9%	13.8%	16.3%
\$200,000 - \$249,999	26.5%	22.0%	21.2%
\$250,000 - \$299,999	21.4%	23.8%	19.3%
\$300,000 - \$399,999	19.8%	18.7%	16.2%
\$400,000 - \$499,999	3.8%	7.8%	7.6%
\$500,000 - \$749,999	6.4%	6.4%	8.0%
\$750,000 - \$999,999	0.1%	0.1%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.1%	0.0%	0.3%
Average Home Value	\$280,073	\$292,185	\$307,849
2023 Owner Occupied Housing Units by Value			
Total	3,229	19,282	41,131
<\$50,000	0.9%	1.0%	1.0%
\$50,000 - \$99,999	0.7%	0.6%	1.3%
\$100,000 - \$149,999	2.7%	2.6%	3.6%
\$150,000 - \$199,999	10.0%	9.3%	11.6%
\$200,000 - \$249,999	21.7%	18.3%	18.3%
\$250,000 - \$299,999	22.1%	24.3%	20.3%
\$300,000 - \$399,999	25.5%	23.0%	20.0%
\$400,000 - \$499,999	5.6%	10.5%	9.8%
\$500,000 - \$749,999	10.6%	9.6%	10.8%
\$750,000 - \$999,999	0.1%	0.2%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.5%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.1%	0.1%	0.3%
Average Home Value	\$315,766	\$326,066	\$344,804

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	12,519	73,643	165,186
0 - 4	6.2%	6.6%	6.5%
5 - 9	6.5%	6.3%	6.1%
10 - 14	7.6%	6.5%	6.3%
15 - 24	14.2%	13.0%	13.9%
25 - 34	11.3%	14.6%	14.3%
35 - 44	13.0%	14.6%	13.9%
45 - 54	15.6%	14.6%	14.2%
55 - 64	13.0%	12.4%	12.2%
65 - 74	7.1%	6.4%	6.6%
75 - 84	3.9%	3.4%	4.0%
85 +	1.5%	1.7%	2.0%
18 +	74.8%	76.4%	77.0%
2018 Population by Age			
Total	13,152	78,869	175,113
0 - 4	5.8%	6.0%	5.9%
5 - 9	5.8%	6.1%	6.0%
10 - 14	6.5%	6.3%	6.1%
15 - 24	13.2%	11.9%	12.9%
25 - 34	13.7%	14.7%	14.6%
35 - 44	11.5%	13.8%	13.1%
45 - 54	13.1%	13.3%	12.8%
55 - 64	13.8%	12.7%	12.7%
65 - 74	9.8%	9.2%	9.3%
75 - 84	4.9%	4.1%	4.5%
85 +	1.9%	1.8%	2.3%
18 +	77.7%	78.0%	78.5%
2023 Population by Age			
Total	13,522	81,622	180,447
0 - 4	6.0%	6.0%	5.9%
5 - 9	5.5%	5.7%	5.7%
10 - 14	5.7%	5.9%	5.8%
15 - 24	11.8%	11.1%	12.2%
25 - 34	15.6%	15.4%	15.0%
35 - 44	12.3%	14.4%	13.7%
45 - 54	11.6%	12.4%	11.8%
55 - 64	13.0%	12.3%	12.1%
65 - 74	10.5%	9.7%	9.8%
75 - 84	5.9%	5.2%	5.6%
85 +	2.1%	1.9%	2.3%
18 +	79.1%	78.8%	79.1%
2010 Population by Sex			
Males	5,688	33,253	75,511
Females	6,832	40,390	89,675
2018 Population by Sex			
Males	5,981	35,894	80,489
Females	7,171	42,973	94,625
2023 Population by Sex			
Males	6,199	37,439	83,357
Females	7,323	44,181	97,088

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	12,521	73,643	165,186
White Alone	12.4%	19.8%	27.8%
Black Alone	81.6%	72.4%	62.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.4%	3.8%	4.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.1%	1.3%	2.1%
Two or More Races	2.2%	2.5%	2.6%
Hispanic Origin	2.8%	3.2%	4.6%
Diversity Index	35.5	47.1	57.0
2018 Population by Race/Ethnicity			
Total	13,152	78,865	175,114
White Alone	8.9%	15.4%	23.2%
Black Alone	84.7%	75.8%	65.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	4.4%	5.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	1.3%	1.5%	2.5%
Two or More Races	2.3%	2.7%	2.9%
Hispanic Origin	3.2%	3.9%	5.6%
Diversity Index	31.9	44.5	56.3
2023 Population by Race/Ethnicity			
Total	13,521	81,620	180,446
White Alone	7.0%	12.8%	20.2%
Black Alone	86.4%	77.7%	67.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.6%	4.7%	5.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.4%	1.7%	2.8%
Two or More Races	2.4%	2.8%	3.1%
Hispanic Origin	3.6%	4.5%	6.5%
Diversity Index	30.1	43.0	55.9
2010 Population by Relationship and Household Type			
Total	12,520	73,643	165,186
In Households	98.5%	98.7%	97.8%
In Family Households	85.2%	81.5%	79.9%
Householder	25.5%	25.5%	25.3%
Spouse	15.4%	15.8%	15.7%
Child	35.5%	32.0%	30.9%
Other relative	5.8%	5.6%	5.4%
Nonrelative	3.0%	2.6%	2.7%
In Nonfamily Households	13.3%	17.2%	17.9%
In Group Quarters	1.5%	1.3%	2.2%
Institutionalized Population	1.1%	0.8%	0.7%
Noninstitutionalized Population	0.4%	0.5%	1.5%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	9,031	54,965	121,092
Less than 9th Grade	2.2%	2.1%	2.4%
9th - 12th Grade, No Diploma	4.0%	3.4%	4.2%
High School Graduate	24.6%	20.9%	22.0%
GED/Alternative Credential	3.3%	2.8%	2.9%
Some College, No Degree	24.4%	20.4%	20.1%
Associate Degree	8.1%	8.0%	7.5%
Bachelor's Degree	20.5%	26.0%	24.7%
Graduate/Professional Degree	13.0%	16.3%	16.2%
2018 Population 15+ by Marital Status			
Total	10,762	64,383	143,677
Never Married	38.5%	39.6%	39.7%
Married	42.9%	42.8%	42.6%
Widowed	6.7%	6.0%	6.2%
Divorced	11.9%	11.5%	11.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	94.9%	94.9%
Civilian Unemployed (Unemployment Rate)	5.8%	5.1%	5.1%
2018 Employed Population 16+ by Industry			
Total	6,988	43,516	93,452
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	2.6%	2.6%	3.5%
Manufacturing	3.7%	2.7%	3.3%
Wholesale Trade	0.8%	0.9%	1.2%
Retail Trade	10.0%	8.3%	8.9%
Transportation/Utilities	8.3%	6.4%	5.6%
Information	1.0%	1.6%	1.5%
Finance/Insurance/Real Estate	7.2%	8.4%	8.3%
Services	52.3%	55.9%	56.0%
Public Administration	13.9%	12.9%	11.4%
2018 Employed Population 16+ by Occupation			
Total	6,991	43,515	93,450
White Collar	67.3%	72.1%	70.1%
Management/Business/Financial	13.6%	17.7%	16.7%
Professional	23.7%	32.2%	30.3%
Sales	10.1%	7.1%	8.5%
Administrative Support	19.8%	15.1%	14.5%
Services	20.4%	17.4%	17.9%
Blue Collar	12.3%	10.6%	12.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	2.2%	1.5%	2.2%
Installation/Maintenance/Repair	1.8%	1.7%	2.3%
Production	3.1%	2.2%	2.3%
Transportation/Material Moving	5.0%	5.1%	5.0%
2010 Population By Urban/ Rural Status			
Total Population	12,520	73,643	165,186
Population Inside Urbanized Area	100.0%	98.3%	97.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.7%	2.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,590	28,728	65,646
Households with 1 Person	25.3%	28.8%	30.0%
Households with 2+ People	74.7%	71.2%	70.0%
Family Households	69.9%	64.7%	63.5%
Husband-wife Families	42.1%	40.1%	39.3%
With Related Children	19.5%	18.2%	17.2%
Other Family (No Spouse Present)	27.8%	24.6%	24.2%
Other Family with Male Householder	5.4%	4.7%	4.9%
With Related Children	3.3%	2.6%	2.6%
Other Family with Female Householder	22.4%	19.9%	19.3%
With Related Children	14.8%	12.7%	12.4%
Nonfamily Households	4.8%	6.5%	6.5%
All Households with Children	38.3%	34.0%	32.8%
Multigenerational Households	7.7%	6.0%	5.4%
Unmarried Partner Households	5.5%	6.4%	6.5%
Male-female	4.9%	5.7%	5.7%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	4,590	28,728	65,647
1 Person Household	25.3%	28.8%	30.0%
2 Person Household	28.7%	31.3%	31.7%
3 Person Household	19.5%	17.6%	17.1%
4 Person Household	13.4%	12.2%	11.8%
5 Person Household	7.7%	6.1%	5.6%
6 Person Household	3.2%	2.4%	2.3%
7 + Person Household	2.3%	1.6%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	4,589	28,728	65,646
Owner Occupied	66.2%	62.5%	58.8%
Owned with a Mortgage/Loan	57.8%	54.9%	49.0%
Owned Free and Clear	8.5%	7.6%	9.8%
Renter Occupied	33.8%	37.5%	41.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,805	30,310	69,671
Housing Units Inside Urbanized Area	100.0%	98.4%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.6%	2.2%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Enterprising Professionals	Enterprising Professionals
2.	Enterprising Professionals	Pleasantville (2B)	Bright Young Professionals
3.	Bright Young Professionals	Parks and Rec (5C)	Parks and Rec (5C)
2018 Consumer Spending			
Apparel & Services: Total \$	\$11,180,513	\$72,149,534	\$158,091,213
Average Spent	\$2,355.78	\$2,385.98	\$2,310.67
Spending Potential Index	108	110	106
Education: Total \$	\$8,394,840	\$50,529,949	\$108,106,931
Average Spent	\$1,768.82	\$1,671.02	\$1,580.09
Spending Potential Index	122	115	109
Entertainment/Recreation: Total \$	\$16,324,142	\$104,094,877	\$227,952,357
Average Spent	\$3,439.56	\$3,442.40	\$3,331.76
Spending Potential Index	107	107	103
Food at Home: Total \$	\$25,002,808	\$160,681,069	\$356,891,034
Average Spent	\$5,268.19	\$5,313.70	\$5,216.33
Spending Potential Index	105	106	104
Food Away from Home: Total \$	\$17,704,037	\$115,662,930	\$255,053,235
Average Spent	\$3,730.31	\$3,824.96	\$3,727.87
Spending Potential Index	106	109	106
Health Care: Total \$	\$28,411,118	\$179,321,536	\$395,630,579
Average Spent	\$5,986.33	\$5,930.14	\$5,782.55
Spending Potential Index	105	104	101
HH Furnishings & Equipment: Total \$	\$10,462,881	\$67,830,273	\$148,824,665
Average Spent	\$2,204.57	\$2,243.14	\$2,175.23
Spending Potential Index	106	107	104
Personal Care Products & Services: Total \$	\$4,198,668	\$27,293,612	\$60,018,189
Average Spent	\$884.68	\$902.60	\$877.23
Spending Potential Index	107	109	106
Shelter: Total \$	\$90,397,089	\$566,075,290	\$1,238,348,392
Average Spent	\$19,047.01	\$18,720.04	\$18,099.75
Spending Potential Index	113	112	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,260,718	\$81,178,182	\$176,841,313
Average Spent	\$2,794.08	\$2,684.55	\$2,584.72
Spending Potential Index	112	108	104
Travel: Total \$	\$11,634,676	\$72,950,481	\$155,914,496
Average Spent	\$2,451.47	\$2,412.46	\$2,278.85
Spending Potential Index	114	112	106
Vehicle Maintenance & Repairs: Total \$	\$5,333,660	\$34,362,609	\$76,013,830
Average Spent	\$1,123.82	\$1,136.37	\$1,111.02
Spending Potential Index	104	106	103

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Pleasantville (2B)	48.8%	Population	13,152	13,521
Enterprising Professionals (2D)	14.4%	Households	4,746	4,859
Bright Young Professionals (8C)	14.2%	Families	3,287	3,350
Golden Years (9B)	12.9%	Median Age	39.4	39.1
City Strivers (11A)	9.7%	Median Household Income	\$78,593	\$89,578
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		108	\$2,355.78	\$11,180,513
Men's		110	\$453.58	\$2,152,686
Women's		111	\$825.55	\$3,918,079
Children's		101	\$325.87	\$1,546,589
Footwear		107	\$505.64	\$2,399,755
Watches & Jewelry		108	\$154.86	\$734,965
Apparel Products and Services (1)		109	\$90.27	\$428,439
Computer				
Computers and Hardware for Home Use		109	\$186.05	\$882,989
Portable Memory		103	\$5.58	\$26,459
Computer Software		113	\$11.87	\$56,336
Computer Accessories		105	\$19.85	\$94,213
Entertainment & Recreation		107	\$3,439.56	\$16,324,142
Fees and Admissions		118	\$804.55	\$3,818,396
Membership Fees for Clubs (2)		120	\$271.15	\$1,286,877
Fees for Participant Sports, excl. Trips		109	\$123.39	\$585,609
Tickets to Theatre/Operas/Concerts		127	\$84.03	\$398,823
Tickets to Movies/Museums/Parks		112	\$89.17	\$423,220
Admission to Sporting Events, excl. Trips		110	\$65.10	\$308,983
Fees for Recreational Lessons		124	\$170.96	\$811,398
Dating Services		109	\$0.73	\$3,485
TV/Video/Audio		104	\$1,353.14	\$6,422,011
Cable and Satellite Television Services		103	\$997.86	\$4,735,846
Televisions		105	\$123.96	\$588,325
Satellite Dishes		99	\$1.75	\$8,306
VCRs, Video Cameras, and DVD Players		105	\$5.77	\$27,394
Miscellaneous Video Equipment		110	\$15.86	\$75,279
Video Cassettes and DVDs		100	\$12.42	\$58,966
Video Game Hardware/Accessories		102	\$30.35	\$144,051
Video Game Software		100	\$15.04	\$71,402
Streaming/Downloaded Video		103	\$34.21	\$162,350
Rental of Video Cassettes and DVDs		104	\$13.27	\$62,978
Installation of Televisions		118	\$1.09	\$5,190
Audio (3)		106	\$98.70	\$468,437
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.84	\$13,489
Pets		99	\$629.95	\$2,989,753
Toys/Games/Crafts/Hobbies (4)		107	\$123.39	\$585,604
Recreational Vehicles and Fees (5)		107	\$116.92	\$554,893
Sports/Recreation/Exercise Equipment (6)		110	\$196.04	\$930,429
Photo Equipment and Supplies (7)		106	\$56.48	\$268,075
Reading (8)		113	\$127.00	\$602,727
Catered Affairs (9)		119	\$32.08	\$152,253
Food		105	\$8,998.49	\$42,706,845
Food at Home		105	\$5,268.19	\$25,002,808
Bakery and Cereal Products		107	\$702.42	\$3,333,670
Meats, Poultry, Fish, and Eggs		104	\$1,171.10	\$5,558,040
Dairy Products		107	\$552.91	\$2,624,124
Fruits and Vegetables		108	\$1,063.24	\$5,046,117
Snacks and Other Food at Home (10)		103	\$1,778.52	\$8,440,857
Food Away from Home		106	\$3,730.31	\$17,704,037
Alcoholic Beverages		115	\$641.90	\$3,046,462

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	123	\$6,177.89	\$29,320,261
Value of Retirement Plans	117	\$27,035.33	\$128,309,654
Value of Other Financial Assets	106	\$1,493.05	\$7,085,992
Vehicle Loan Amount excluding Interest	92	\$2,582.05	\$12,254,417
Value of Credit Card Debt	114	\$668.86	\$3,174,417
Health			
Nonprescription Drugs	100	\$132.88	\$630,625
Prescription Drugs	97	\$350.58	\$1,663,873
Eyeglasses and Contact Lenses	105	\$97.77	\$464,011
Home			
Mortgage Payment and Basics (11)	115	\$9,903.19	\$47,000,558
Maintenance and Remodeling Services	114	\$2,322.03	\$11,020,377
Maintenance and Remodeling Materials (12)	111	\$543.33	\$2,578,644
Utilities, Fuel, and Public Services	104	\$5,176.96	\$24,569,869
Household Furnishings and Equipment			
Household Textiles (13)	108	\$106.22	\$504,118
Furniture	106	\$650.84	\$3,088,898
Rugs	124	\$30.53	\$144,911
Major Appliances (14)	99	\$346.31	\$1,643,577
Housewares (15)	108	\$112.24	\$532,697
Small Appliances	108	\$52.93	\$251,191
Luggage	113	\$15.46	\$73,382
Telephones and Accessories	106	\$74.69	\$354,477
Household Operations			
Child Care	124	\$637.38	\$3,025,024
Lawn and Garden (16)	102	\$437.60	\$2,076,859
Moving/Storage/Freight Express	105	\$68.21	\$323,735
Housekeeping Supplies (17)	103	\$737.29	\$3,499,171
Insurance			
Owners and Renters Insurance	101	\$576.02	\$2,733,807
Vehicle Insurance	105	\$1,317.97	\$6,255,096
Life/Other Insurance	113	\$471.71	\$2,238,755
Health Insurance	106	\$3,991.01	\$18,941,317
Personal Care Products (18)	105	\$510.77	\$2,424,138
School Books and Supplies (19)	108	\$160.71	\$762,751
Smoking Products	95	\$394.07	\$1,870,268
Transportation			
Payments on Vehicles excluding Leases	97	\$2,312.98	\$10,977,407
Gasoline and Motor Oil	100	\$2,386.61	\$11,326,858
Vehicle Maintenance and Repairs	104	\$1,123.82	\$5,333,660
Travel			
Airline Fares	119	\$627.42	\$2,977,728
Lodging on Trips	113	\$645.61	\$3,064,048
Auto/Truck Rental on Trips	111	\$30.84	\$146,377
Food and Drink on Trips	113	\$584.12	\$2,772,210

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Enterprising Professionals (2D)	32.6%	Population	78,867	81,620
Pleasantville (2B)	16.6%	Households	30,239	31,139
Parks and Rec (5C)	8.8%	Families	19,310	19,757
Bright Young Professionals (8C)	8.1%	Median Age	38.5	38.9
Savvy Suburbanites (1D)	6.1%	Median Household Income	\$78,757	\$88,958
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,385.98	\$72,149,534
Men's		109	\$450.72	\$13,629,389
Women's		111	\$822.50	\$24,871,549
Children's		107	\$346.31	\$10,472,008
Footwear		109	\$513.94	\$15,541,006
Watches & Jewelry		111	\$158.99	\$4,807,560
Apparel Products and Services (1)		113	\$93.52	\$2,828,022
Computer				
Computers and Hardware for Home Use		111	\$189.60	\$5,733,362
Portable Memory		109	\$5.94	\$179,493
Computer Software		114	\$12.03	\$363,810
Computer Accessories		108	\$20.42	\$617,460
Entertainment & Recreation		107	\$3,442.40	\$104,094,877
Fees and Admissions		115	\$787.01	\$23,798,412
Membership Fees for Clubs (2)		115	\$260.50	\$7,877,220
Fees for Participant Sports, excl. Trips		112	\$125.99	\$3,809,763
Tickets to Theatre/Operas/Concerts		118	\$78.22	\$2,365,169
Tickets to Movies/Museums/Parks		114	\$90.67	\$2,741,824
Admission to Sporting Events, excl. Trips		110	\$65.09	\$1,968,353
Fees for Recreational Lessons		120	\$165.75	\$5,012,048
Dating Services		118	\$0.79	\$24,035
TV/Video/Audio		104	\$1,358.09	\$41,067,378
Cable and Satellite Television Services		103	\$990.20	\$29,942,567
Televisions		107	\$126.99	\$3,840,006
Satellite Dishes		105	\$1.85	\$55,995
VCRs, Video Cameras, and DVD Players		109	\$6.01	\$181,618
Miscellaneous Video Equipment		109	\$15.84	\$478,913
Video Cassettes and DVDs		106	\$13.15	\$397,537
Video Game Hardware/Accessories		107	\$31.85	\$962,963
Video Game Software		107	\$16.01	\$484,277
Streaming/Downloaded Video		110	\$36.53	\$1,104,698
Rental of Video Cassettes and DVDs		109	\$13.91	\$420,604
Installation of Televisions		116	\$1.07	\$32,440
Audio (3)		109	\$101.43	\$3,067,027
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.27	\$98,732
Pets		101	\$642.28	\$19,421,950
Toys/Games/Crafts/Hobbies (4)		109	\$125.52	\$3,795,690
Recreational Vehicles and Fees (5)		105	\$114.67	\$3,467,593
Sports/Recreation/Exercise Equipment (6)		112	\$200.58	\$6,065,270
Photo Equipment and Supplies (7)		111	\$59.10	\$1,787,214
Reading (8)		109	\$122.70	\$3,710,240
Catered Affairs (9)		120	\$32.45	\$981,131
Food		107	\$9,138.66	\$276,343,998
Food at Home		106	\$5,313.70	\$160,681,069
Bakery and Cereal Products		106	\$701.82	\$21,222,245
Meats, Poultry, Fish, and Eggs		105	\$1,182.88	\$35,769,020
Dairy Products		106	\$550.47	\$16,645,665
Fruits and Vegetables		108	\$1,060.95	\$32,082,019
Snacks and Other Food at Home (10)		105	\$1,817.59	\$54,962,121
Food Away from Home		109	\$3,824.96	\$115,662,930
Alcoholic Beverages		114	\$636.49	\$19,246,816

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	113	\$5,685.32	\$171,918,482
Value of Retirement Plans	110	\$25,561.94	\$772,967,573
Value of Other Financial Assets	102	\$1,435.82	\$43,417,811
Vehicle Loan Amount excluding Interest	99	\$2,759.06	\$83,431,310
Value of Credit Card Debt	111	\$656.57	\$19,854,125
Health			
Nonprescription Drugs	102	\$135.85	\$4,107,930
Prescription Drugs	97	\$351.78	\$10,637,341
Eyeglasses and Contact Lenses	105	\$97.58	\$2,950,571
Home			
Mortgage Payment and Basics (11)	111	\$9,569.78	\$289,380,480
Maintenance and Remodeling Services	109	\$2,230.91	\$67,460,571
Maintenance and Remodeling Materials (12)	105	\$514.52	\$15,558,709
Utilities, Fuel, and Public Services	104	\$5,141.24	\$155,465,821
Household Furnishings and Equipment			
Household Textiles (13)	109	\$107.24	\$3,242,946
Furniture	109	\$664.50	\$20,093,938
Rugs	113	\$27.89	\$843,431
Major Appliances (14)	101	\$353.13	\$10,678,370
Housewares (15)	108	\$111.56	\$3,373,498
Small Appliances	108	\$52.78	\$1,595,966
Luggage	115	\$15.79	\$477,619
Telephones and Accessories	110	\$77.59	\$2,346,305
Household Operations			
Child Care	121	\$623.53	\$18,855,064
Lawn and Garden (16)	102	\$437.07	\$13,216,516
Moving/Storage/Freight Express	116	\$74.75	\$2,260,363
Housekeeping Supplies (17)	104	\$745.84	\$22,553,425
Insurance			
Owners and Renters Insurance	101	\$571.45	\$17,280,145
Vehicle Insurance	105	\$1,322.47	\$39,990,190
Life/Other Insurance	108	\$450.72	\$13,629,417
Health Insurance	104	\$3,939.91	\$119,138,791
Personal Care Products (18)	108	\$522.91	\$15,812,344
School Books and Supplies (19)	110	\$164.46	\$4,973,150
Smoking Products	96	\$397.08	\$12,007,273
Transportation			
Payments on Vehicles excluding Leases	102	\$2,444.66	\$73,924,051
Gasoline and Motor Oil	103	\$2,462.26	\$74,456,252
Vehicle Maintenance and Repairs	106	\$1,136.37	\$34,362,609
Travel			
Airline Fares	116	\$610.85	\$18,471,372
Lodging on Trips	111	\$633.82	\$19,166,189
Auto/Truck Rental on Trips	112	\$31.09	\$940,026
Food and Drink on Trips	111	\$576.45	\$17,431,222

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Enterprising Professionals (2D)	20.8%	Population	175,114	180,445
Bright Young Professionals (8C)	10.7%	Households	68,418	70,145
Parks and Rec (5C)	9.3%	Families	42,909	43,757
Family Foundations (12A)	8.6%	Median Age	38.3	38.7
Pleasantville (2B)	8.5%	Median Household Income	\$71,176	\$81,960
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,310.67	\$158,091,213
Men's		105	\$435.85	\$29,820,190
Women's		107	\$793.85	\$54,313,687
Children's		105	\$338.31	\$23,146,726
Footwear		106	\$499.19	\$34,153,408
Watches & Jewelry		107	\$153.50	\$10,501,840
Apparel Products and Services (1)		109	\$89.97	\$6,155,361
Computer				
Computers and Hardware for Home Use		108	\$184.78	\$12,642,520
Portable Memory		107	\$5.83	\$398,629
Computer Software		111	\$11.74	\$803,123
Computer Accessories		106	\$19.94	\$1,364,009
Entertainment & Recreation		103	\$3,331.76	\$227,952,357
Fees and Admissions		108	\$737.73	\$50,474,080
Membership Fees for Clubs (2)		108	\$244.25	\$16,710,840
Fees for Participant Sports, excl. Trips		107	\$120.54	\$8,247,392
Tickets to Theatre/Operas/Concerts		110	\$72.88	\$4,986,108
Tickets to Movies/Museums/Parks		109	\$86.67	\$5,929,529
Admission to Sporting Events, excl. Trips		104	\$61.86	\$4,232,552
Fees for Recreational Lessons		109	\$150.72	\$10,311,788
Dating Services		122	\$0.82	\$55,871
TV/Video/Audio		103	\$1,345.40	\$92,049,798
Cable and Satellite Television Services		102	\$982.38	\$67,212,518
Televisions		107	\$126.06	\$8,624,904
Satellite Dishes		100	\$1.76	\$120,076
VCRs, Video Cameras, and DVD Players		108	\$5.98	\$409,290
Miscellaneous Video Equipment		104	\$15.11	\$1,033,993
Video Cassettes and DVDs		105	\$13.06	\$893,710
Video Game Hardware/Accessories		108	\$32.21	\$2,203,489
Video Game Software		109	\$16.33	\$1,117,491
Streaming/Downloaded Video		109	\$36.20	\$2,477,015
Rental of Video Cassettes and DVDs		106	\$13.60	\$930,818
Installation of Televisions		108	\$0.99	\$67,459
Audio (3)		106	\$98.19	\$6,717,669
Rental and Repair of TV/Radio/Sound Equipment		103	\$3.53	\$241,368
Pets		98	\$624.81	\$42,748,510
Toys/Games/Crafts/Hobbies (4)		105	\$121.43	\$8,307,946
Recreational Vehicles and Fees (5)		97	\$106.88	\$7,312,753
Sports/Recreation/Exercise Equipment (6)		107	\$190.48	\$13,032,027
Photo Equipment and Supplies (7)		106	\$56.68	\$3,877,984
Reading (8)		105	\$117.99	\$8,072,745
Catered Affairs (9)		113	\$30.35	\$2,076,514
Food		105	\$8,944.20	\$611,944,269
Food at Home		104	\$5,216.33	\$356,891,034
Bakery and Cereal Products		104	\$687.77	\$47,055,903
Meats, Poultry, Fish, and Eggs		103	\$1,166.39	\$79,802,104
Dairy Products		104	\$536.59	\$36,712,606
Fruits and Vegetables		105	\$1,033.81	\$70,731,033
Snacks and Other Food at Home (10)		104	\$1,791.77	\$122,589,387
Food Away from Home		106	\$3,727.87	\$255,053,235
Alcoholic Beverages		109	\$612.10	\$41,878,584

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$5,288.87	\$361,853,889
Value of Retirement Plans	104	\$23,968.78	\$1,639,895,849
Value of Other Financial Assets	102	\$1,434.54	\$98,148,559
Vehicle Loan Amount excluding Interest	98	\$2,750.55	\$188,186,926
Value of Credit Card Debt	106	\$625.68	\$42,807,633
Health			
Nonprescription Drugs	101	\$135.05	\$9,239,990
Prescription Drugs	97	\$351.11	\$24,022,502
Eyeglasses and Contact Lenses	102	\$94.59	\$6,471,645
Home			
Mortgage Payment and Basics (11)	102	\$8,835.37	\$604,498,256
Maintenance and Remodeling Services	101	\$2,072.89	\$141,822,673
Maintenance and Remodeling Materials (12)	98	\$479.24	\$32,788,850
Utilities, Fuel, and Public Services	102	\$5,056.43	\$345,950,844
Household Furnishings and Equipment			
Household Textiles (13)	106	\$104.47	\$7,147,833
Furniture	106	\$649.91	\$44,465,581
Rugs	106	\$26.19	\$1,791,738
Major Appliances (14)	99	\$344.68	\$23,582,002
Housewares (15)	104	\$107.77	\$7,373,088
Small Appliances	105	\$51.46	\$3,520,592
Luggage	109	\$15.02	\$1,027,625
Telephones and Accessories	106	\$74.34	\$5,086,138
Household Operations			
Child Care	112	\$574.76	\$39,324,066
Lawn and Garden (16)	98	\$421.61	\$28,845,955
Moving/Storage/Freight Express	115	\$74.32	\$5,084,674
Housekeeping Supplies (17)	102	\$732.73	\$50,132,091
Insurance			
Owners and Renters Insurance	97	\$552.90	\$37,828,284
Vehicle Insurance	103	\$1,297.88	\$88,798,110
Life/Other Insurance	102	\$424.42	\$29,038,167
Health Insurance	101	\$3,833.19	\$262,259,273
Personal Care Products (18)	105	\$510.99	\$34,961,247
School Books and Supplies (19)	107	\$160.42	\$10,975,378
Smoking Products	98	\$408.20	\$27,928,510
Transportation			
Payments on Vehicles excluding Leases	101	\$2,414.68	\$165,207,543
Gasoline and Motor Oil	102	\$2,438.11	\$166,810,409
Vehicle Maintenance and Repairs	103	\$1,111.02	\$76,013,830
Travel			
Airline Fares	109	\$572.98	\$39,202,300
Lodging on Trips	105	\$599.00	\$40,982,412
Auto/Truck Rental on Trips	106	\$29.34	\$2,007,277
Food and Drink on Trips	106	\$546.51	\$37,390,930

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

- (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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	257		1,580		5,503							
Total Employees:	2,109		18,287		72,833							
Total Residential Population:	13,152		78,867		175,114							
Employee/Residential Population Ratio (per 100 Residents)	16		23		42							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	2.3%	36	1.7%	23	1.5%	151	0.8%	65	1.2%	625	0.9%
Construction	17	6.6%	108	5.1%	81	5.1%	747	4.1%	268	4.9%	2,883	4.0%
Manufacturing	2	0.8%	11	0.5%	25	1.6%	603	3.3%	105	1.9%	2,880	4.0%
Transportation	6	2.3%	58	2.8%	32	2.0%	164	0.9%	120	2.2%	818	1.1%
Communication	1	0.4%	8	0.4%	10	0.6%	45	0.2%	49	0.9%	437	0.6%
Utility	1	0.4%	8	0.4%	2	0.1%	17	0.1%	9	0.2%	103	0.1%
Wholesale Trade	6	2.3%	34	1.6%	28	1.8%	1,177	6.4%	140	2.5%	3,249	4.5%
Retail Trade Summary	42	16.3%	480	22.8%	253	16.0%	3,013	16.5%	1,022	18.6%	15,061	20.7%
Home Improvement	2	0.8%	15	0.7%	6	0.4%	45	0.2%	21	0.4%	262	0.4%
General Merchandise Stores	2	0.8%	9	0.4%	11	0.7%	250	1.4%	36	0.7%	2,014	2.8%
Food Stores	3	1.2%	18	0.9%	30	1.9%	606	3.3%	112	2.0%	2,129	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	9	3.5%	193	9.2%	27	1.7%	327	1.8%	107	1.9%	2,261	3.1%
Apparel & Accessory Stores	2	0.8%	6	0.3%	9	0.6%	52	0.3%	87	1.6%	535	0.7%
Furniture & Home Furnishings	4	1.6%	18	0.9%	18	1.1%	141	0.8%	68	1.2%	845	1.2%
Eating & Drinking Places	10	3.9%	143	6.8%	88	5.6%	1,142	6.2%	322	5.9%	4,790	6.6%
Miscellaneous Retail	10	3.9%	78	3.7%	64	4.1%	450	2.5%	269	4.9%	2,226	3.1%
Finance, Insurance, Real Estate Summary	24	9.3%	115	5.5%	203	12.8%	1,758	9.6%	708	12.9%	6,704	9.2%
Banks, Savings & Lending Institutions	2	0.8%	15	0.7%	26	1.6%	187	1.0%	113	2.1%	1,067	1.5%
Securities Brokers	1	0.4%	1	0.0%	14	0.9%	80	0.4%	75	1.4%	478	0.7%
Insurance Carriers & Agents	8	3.1%	39	1.8%	47	3.0%	560	3.1%	155	2.8%	1,510	2.1%
Real Estate, Holding, Other Investment Offices	13	5.1%	60	2.8%	116	7.3%	932	5.1%	364	6.6%	3,648	5.0%
Services Summary	136	52.9%	1,198	56.8%	800	50.6%	10,452	57.2%	2,622	47.6%	32,349	44.4%
Hotels & Lodging	0	0.0%	0	0.0%	3	0.2%	85	0.5%	15	0.3%	572	0.8%
Automotive Services	17	6.6%	81	3.8%	53	3.4%	260	1.4%	143	2.6%	733	1.0%
Motion Pictures & Amusements	9	3.5%	38	1.8%	44	2.8%	205	1.1%	125	2.3%	1,146	1.6%
Health Services	16	6.2%	119	5.6%	126	8.0%	3,212	17.6%	513	9.3%	8,746	12.0%
Legal Services	1	0.4%	11	0.5%	18	1.1%	158	0.9%	144	2.6%	958	1.3%
Education Institutions & Libraries	8	3.1%	343	16.3%	44	2.8%	2,221	12.1%	124	2.3%	5,670	7.8%
Other Services	86	33.5%	606	28.7%	512	32.4%	4,311	23.6%	1,557	28.3%	14,524	19.9%
Government	2	0.8%	51	2.4%	9	0.6%	138	0.8%	38	0.7%	7,543	10.4%
Unclassified Establishments	13	5.1%	0	0.0%	115	7.3%	21	0.1%	358	6.5%	182	0.2%
Totals	257	100.0%	2,109	100.0%	1,580	100.0%	18,287	100.0%	5,503	100.0%	72,833	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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

9115 Liberty Rd, Randallstown, Maryland, 21133 3
 9115 Liberty Rd, Randallstown, Maryland, 21133
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.37000
 Longitude: -76.80124

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%	0	0.0%	1	0.1%	3	0.0%	4	0.1%	13	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	3	0.0%	2	0.0%	10	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	7	0.0%	5	0.1%	72	0.1%
Construction	17	6.6%	108	5.1%	85	5.4%	772	4.2%	284	5.2%	3,035	4.2%
Manufacturing	3	1.2%	12	0.6%	28	1.8%	619	3.4%	133	2.4%	3,021	4.1%
Wholesale Trade	4	1.6%	26	1.2%	22	1.4%	1,156	6.3%	125	2.3%	3,170	4.4%
Retail Trade	34	13.2%	345	16.4%	158	10.0%	1,815	9.9%	664	12.1%	9,969	13.7%
Motor Vehicle & Parts Dealers	8	3.1%	189	9.0%	18	1.1%	278	1.5%	71	1.3%	2,086	2.9%
Furniture & Home Furnishings Stores	1	0.4%	4	0.2%	6	0.4%	72	0.4%	31	0.6%	384	0.5%
Electronics & Appliance Stores	2	0.8%	14	0.7%	11	0.7%	74	0.4%	28	0.5%	450	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.8%	15	0.7%	6	0.4%	45	0.2%	21	0.4%	262	0.4%
Food & Beverage Stores	5	1.9%	26	1.2%	32	2.0%	572	3.1%	93	1.7%	1,877	2.6%
Health & Personal Care Stores	4	1.6%	31	1.5%	26	1.6%	224	1.2%	104	1.9%	982	1.3%
Gasoline Stations	1	0.4%	5	0.2%	9	0.6%	49	0.3%	36	0.7%	175	0.2%
Clothing & Clothing Accessories Stores	2	0.8%	6	0.3%	11	0.7%	61	0.3%	109	2.0%	681	0.9%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.0%	3	0.2%	23	0.1%	29	0.5%	303	0.4%
General Merchandise Stores	2	0.8%	9	0.4%	11	0.7%	250	1.4%	36	0.7%	2,014	2.8%
Miscellaneous Store Retailers	6	2.3%	47	2.2%	23	1.5%	161	0.9%	88	1.6%	693	1.0%
Nonstore Retailers	0	0.0%	0	0.0%	4	0.3%	7	0.0%	16	0.3%	64	0.1%
Transportation & Warehousing	4	1.6%	56	2.7%	26	1.6%	148	0.8%	92	1.7%	632	0.9%
Information	2	0.8%	12	0.6%	34	2.2%	423	2.3%	126	2.3%	1,449	2.0%
Finance & Insurance	11	4.3%	55	2.6%	89	5.6%	849	4.6%	351	6.4%	3,209	4.4%
Central Bank/Credit Intermediation & Related Activities	2	0.8%	15	0.7%	27	1.7%	189	1.0%	113	2.1%	1,058	1.5%
Securities, Commodity Contracts & Other Financial	1	0.4%	1	0.0%	14	0.9%	97	0.5%	82	1.5%	632	0.9%
Insurance Carriers & Related Activities; Funds, Trusts &	8	3.1%	39	1.8%	47	3.0%	563	3.1%	156	2.8%	1,519	2.1%
Real Estate, Rental & Leasing	20	7.8%	78	3.7%	132	8.4%	904	4.9%	401	7.3%	3,399	4.7%
Professional, Scientific & Tech Services	13	5.1%	54	2.6%	140	8.9%	1,127	6.2%	609	11.1%	6,125	8.4%
Legal Services	2	0.8%	12	0.6%	23	1.5%	177	1.0%	167	3.0%	1,111	1.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.1%	35	0.0%
Administrative & Support & Waste Management & Remediation	17	6.6%	88	4.2%	81	5.1%	458	2.5%	254	4.6%	2,078	2.9%
Educational Services	11	4.3%	349	16.5%	52	3.3%	2,222	12.2%	149	2.7%	5,692	7.8%
Health Care & Social Assistance	43	16.7%	456	21.6%	232	14.7%	4,697	25.7%	754	13.7%	12,268	16.8%
Arts, Entertainment & Recreation	3	1.2%	27	1.3%	26	1.6%	145	0.8%	82	1.5%	964	1.3%
Accommodation & Food Services	10	3.9%	143	6.8%	96	6.1%	1,271	7.0%	357	6.5%	5,547	7.6%
Accommodation	0	0.0%	0	0.0%	3	0.2%	85	0.5%	15	0.3%	572	0.8%
Food Services & Drinking Places	10	3.9%	143	6.8%	93	5.9%	1,186	6.5%	342	6.2%	4,974	6.8%
Other Services (except Public Administration)	50	19.5%	248	11.8%	254	16.1%	1,508	8.2%	712	12.9%	4,422	6.1%
Automotive Repair & Maintenance	10	3.9%	50	2.4%	36	2.3%	185	1.0%	93	1.7%	481	0.7%
Public Administration	2	0.8%	51	2.4%	9	0.6%	138	0.8%	38	0.7%	7,543	10.4%
Unclassified Establishments	13	5.1%	0	0.0%	115	7.3%	21	0.1%	358	6.5%	182	0.2%
Total	257	100.0%	2,109	100.0%	1,580	100.0%	18,287	100.0%	5,503	100.0%	72,833	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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.