

9305 Harford Rd, Parkville, Maryland, 21234 3
 9305 Harford Rd, Parkville, Maryland, 21234
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39138
 Longitude: -76.52721

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	15,773	124,311	293,716
2010 Total Population	18,016	127,081	303,356
2020 Total Population	17,871	125,758	301,448
2020 Group Quarters	20	786	11,325
2025 Total Population	17,836	125,264	299,449
2020-2025 Annual Rate	-0.04%	-0.08%	-0.13%
2020 Total Daytime Population	15,299	107,125	276,397
Workers	6,567	48,624	130,919
Residents	8,732	58,501	145,478
Household Summary			
2000 Households	6,751	51,792	118,489
2000 Average Household Size	2.33	2.38	2.38
2010 Households	8,305	53,160	121,848
2010 Average Household Size	2.17	2.38	2.40
2020 Households	8,220	52,331	120,578
2020 Average Household Size	2.17	2.39	2.41
2025 Households	8,188	52,031	119,659
2025 Average Household Size	2.18	2.39	2.41
2020-2025 Annual Rate	-0.08%	-0.11%	-0.15%
2010 Families	4,549	32,577	74,353
2010 Average Family Size	2.90	2.98	3.02
2020 Families	4,414	31,641	72,611
2020 Average Family Size	2.94	3.01	3.05
2025 Families	4,374	31,341	71,721
2025 Average Family Size	2.95	3.02	3.06
2020-2025 Annual Rate	-0.18%	-0.19%	-0.25%
Housing Unit Summary			
2000 Housing Units	7,001	53,860	124,998
Owner Occupied Housing Units	64.0%	64.1%	62.2%
Renter Occupied Housing Units	32.4%	32.1%	32.6%
Vacant Housing Units	3.6%	3.8%	5.2%
2010 Housing Units	8,654	56,081	130,375
Owner Occupied Housing Units	53.9%	60.9%	60.2%
Renter Occupied Housing Units	42.1%	33.9%	33.3%
Vacant Housing Units	4.0%	5.2%	6.5%
2020 Housing Units	8,628	55,955	130,299
Owner Occupied Housing Units	54.4%	61.2%	60.3%
Renter Occupied Housing Units	40.9%	32.3%	32.2%
Vacant Housing Units	4.7%	6.5%	7.5%
2025 Housing Units	8,647	56,109	130,483
Owner Occupied Housing Units	54.6%	61.0%	59.9%
Renter Occupied Housing Units	40.1%	31.8%	31.8%
Vacant Housing Units	5.3%	7.3%	8.3%
Median Household Income			
2020	\$62,279	\$71,022	\$68,582
2025	\$66,267	\$75,185	\$72,720
Median Home Value			
2020	\$246,614	\$233,882	\$232,357
2025	\$280,928	\$265,067	\$269,210
Per Capita Income			
2020	\$36,563	\$37,307	\$36,058
2025	\$39,674	\$40,251	\$39,218
Median Age			
2010	45.4	38.6	37.4
2020	46.7	40.2	38.9
2025	46.6	41.1	39.7

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	8,220	52,329	120,569
<\$15,000	7.7%	7.8%	9.0%
\$15,000 - \$24,999	9.3%	6.9%	7.0%
\$25,000 - \$34,999	7.9%	6.9%	7.2%
\$35,000 - \$49,999	13.3%	11.5%	11.6%
\$50,000 - \$74,999	20.1%	19.0%	18.8%
\$75,000 - \$99,999	13.0%	14.4%	13.9%
\$100,000 - \$149,999	18.3%	19.3%	18.0%
\$150,000 - \$199,999	7.1%	8.4%	8.2%
\$200,000+	3.3%	5.6%	6.3%
Average Household Income	\$79,496	\$89,692	\$90,058
2025 Households by Income			
Household Income Base	8,188	52,029	119,650
<\$15,000	7.3%	7.5%	8.7%
\$15,000 - \$24,999	8.6%	6.5%	6.6%
\$25,000 - \$34,999	7.1%	6.4%	6.7%
\$35,000 - \$49,999	12.8%	11.2%	11.2%
\$50,000 - \$74,999	19.5%	18.3%	18.1%
\$75,000 - \$99,999	13.1%	14.3%	13.9%
\$100,000 - \$149,999	19.7%	20.1%	18.7%
\$150,000 - \$199,999	8.3%	9.5%	9.1%
\$200,000+	3.7%	6.2%	7.2%
Average Household Income	\$86,446	\$96,968	\$98,068
2020 Owner Occupied Housing Units by Value			
Total	4,693	34,230	78,594
<\$50,000	2.0%	1.9%	2.1%
\$50,000 - \$99,999	0.7%	1.2%	3.3%
\$100,000 - \$149,999	2.9%	8.1%	12.5%
\$150,000 - \$199,999	17.2%	22.4%	20.0%
\$200,000 - \$249,999	29.1%	24.1%	18.7%
\$250,000 - \$299,999	21.1%	16.2%	14.4%
\$300,000 - \$399,999	16.0%	14.7%	15.2%
\$400,000 - \$499,999	5.8%	6.4%	7.2%
\$500,000 - \$749,999	2.0%	3.4%	5.2%
\$750,000 - \$999,999	0.8%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.5%	0.4%	0.3%
\$2,000,000 +	1.8%	0.5%	0.3%
Average Home Value	\$310,014	\$275,215	\$273,877
2025 Owner Occupied Housing Units by Value			
Total	4,722	34,197	78,104
<\$50,000	1.8%	2.3%	2.9%
\$50,000 - \$99,999	0.3%	1.2%	3.0%
\$100,000 - \$149,999	1.4%	5.6%	8.2%
\$150,000 - \$199,999	9.8%	14.9%	13.6%
\$200,000 - \$249,999	23.1%	20.6%	16.3%
\$250,000 - \$299,999	21.8%	17.6%	15.7%
\$300,000 - \$399,999	21.9%	19.4%	19.6%
\$400,000 - \$499,999	10.1%	9.8%	10.5%
\$500,000 - \$749,999	3.9%	5.6%	7.7%
\$750,000 - \$999,999	1.6%	0.9%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.9%	0.7%	0.4%
\$2,000,000 +	3.3%	0.9%	0.6%
Average Home Value	\$382,823	\$321,446	\$316,897

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	18,016	127,080	303,357
0 - 4	5.0%	5.9%	5.9%
5 - 9	4.5%	5.4%	5.5%
10 - 14	4.8%	5.8%	5.7%
15 - 24	11.2%	13.5%	15.9%
25 - 34	13.0%	14.8%	13.8%
35 - 44	11.0%	12.9%	12.8%
45 - 54	13.5%	15.0%	14.6%
55 - 64	11.4%	11.9%	12.0%
65 - 74	7.0%	6.1%	6.3%
75 - 84	10.2%	5.4%	4.8%
85 +	8.4%	3.3%	2.6%
18 +	82.4%	79.0%	79.0%
2020 Population by Age			
Total	17,872	125,758	301,449
0 - 4	4.4%	5.2%	5.3%
5 - 9	4.5%	5.3%	5.4%
10 - 14	4.7%	5.5%	5.6%
15 - 24	9.3%	11.2%	14.0%
25 - 34	13.3%	15.2%	14.5%
35 - 44	11.9%	13.5%	12.7%
45 - 54	10.8%	11.9%	11.8%
55 - 64	12.9%	13.2%	12.9%
65 - 74	10.6%	9.8%	9.7%
75 - 84	8.0%	5.1%	5.0%
85 +	9.7%	3.8%	3.0%
18 +	83.9%	80.9%	80.6%
2025 Population by Age			
Total	17,836	125,265	299,448
0 - 4	4.5%	5.2%	5.3%
5 - 9	4.3%	5.1%	5.1%
10 - 14	4.4%	5.2%	5.3%
15 - 24	8.8%	10.8%	13.7%
25 - 34	13.2%	14.7%	14.0%
35 - 44	13.2%	14.5%	13.6%
45 - 54	10.1%	11.7%	11.5%
55 - 64	12.1%	12.0%	11.8%
65 - 74	12.6%	11.1%	10.7%
75 - 84	8.7%	6.3%	6.2%
85 +	8.0%	3.4%	2.9%
18 +	84.3%	81.4%	81.1%
2010 Population by Sex			
Males	8,254	59,707	141,108
Females	9,762	67,374	162,248
2020 Population by Sex			
Males	8,278	59,395	140,814
Females	9,593	66,362	160,635
2025 Population by Sex			
Males	8,338	59,429	140,292
Females	9,498	65,835	159,156

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2010 Population by Race/Ethnicity			
Total	18,016	127,081	303,356
White Alone	79.8%	66.5%	55.0%
Black Alone	11.9%	24.6%	37.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	5.1%	5.4%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.0%	1.1%
Two or More Races	2.0%	2.3%	2.2%
Hispanic Origin	3.0%	3.2%	3.2%
Diversity Index	38.3	52.6	58.6
2020 Population by Race/Ethnicity			
Total	17,872	125,758	301,449
White Alone	72.0%	59.1%	49.6%
Black Alone	16.4%	28.8%	39.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	7.0%	7.3%	5.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	1.6%
Two or More Races	2.9%	3.1%	2.9%
Hispanic Origin	4.8%	4.9%	4.9%
Diversity Index	49.9	60.3	63.1
2025 Population by Race/Ethnicity			
Total	17,837	125,263	299,447
White Alone	67.5%	55.0%	46.6%
Black Alone	18.9%	30.9%	40.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	8.1%	8.5%	6.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.8%	1.8%	2.0%
Two or More Races	3.4%	3.6%	3.4%
Hispanic Origin	6.1%	6.0%	6.0%
Diversity Index	55.9	64.1	65.5
2010 Population by Relationship and Household Type			
Total	18,016	127,081	303,356
In Households	99.9%	99.4%	96.4%
In Family Households	75.3%	78.9%	76.5%
Householder	25.3%	25.6%	24.5%
Spouse	18.4%	17.3%	15.7%
Child	25.8%	29.1%	29.2%
Other relative	3.8%	4.3%	4.5%
Nonrelative	1.9%	2.5%	2.6%
In Nonfamily Households	24.6%	20.5%	19.8%
In Group Quarters	0.1%	0.6%	3.6%
Institutionalized Population	0.0%	0.5%	1.2%
Noninstitutionalized Population	0.1%	0.1%	2.5%

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.

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2020 Population 25+ by Educational Attainment			
Total	13,772	91,447	210,312
Less than 9th Grade	3.1%	2.5%	2.8%
9th - 12th Grade, No Diploma	4.4%	4.8%	4.9%
High School Graduate	23.9%	23.4%	23.2%
GED/Alternative Credential	2.7%	3.3%	3.8%
Some College, No Degree	23.1%	20.7%	20.5%
Associate Degree	8.8%	7.7%	7.1%
Bachelor's Degree	19.8%	22.0%	21.4%
Graduate/Professional Degree	14.3%	15.5%	16.3%
2020 Population 15+ by Marital Status			
Total	15,426	105,570	252,368
Never Married	32.5%	34.8%	39.1%
Married	47.4%	47.7%	43.8%
Widowed	10.1%	6.6%	6.3%
Divorced	9.9%	10.8%	10.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,257	75,700	175,289
Population 16+ Employed	90.0%	89.7%	89.2%
Population 16+ Unemployment rate	10.0%	10.3%	10.8%
Population 16-24 Employed	9.0%	10.0%	11.5%
Population 16-24 Unemployment rate	20.2%	20.5%	20.6%
Population 25-54 Employed	59.2%	63.8%	63.0%
Population 25-54 Unemployment rate	9.2%	9.2%	9.6%
Population 55-64 Employed	19.1%	17.6%	17.1%
Population 55-64 Unemployment rate	8.0%	8.8%	9.1%
Population 65+ Employed	12.7%	8.7%	8.4%
Population 65+ Unemployment rate	8.3%	8.6%	8.3%
2020 Employed Population 16+ by Industry			
Total	9,233	67,883	156,295
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	8.5%	6.3%	5.5%
Manufacturing	4.0%	5.2%	5.1%
Wholesale Trade	1.2%	1.6%	1.7%
Retail Trade	8.2%	9.9%	9.2%
Transportation/Utilities	5.2%	5.2%	5.7%
Information	1.7%	1.6%	1.5%
Finance/Insurance/Real Estate	5.4%	7.3%	7.0%
Services	59.0%	55.0%	56.0%
Public Administration	6.5%	7.8%	8.0%
2020 Employed Population 16+ by Occupation			
Total	9,234	67,883	156,296
White Collar	64.9%	67.2%	66.4%
Management/Business/Financial	14.7%	14.9%	14.6%
Professional	27.7%	28.4%	27.5%
Sales	6.3%	8.7%	8.8%
Administrative Support	16.2%	15.2%	15.5%
Services	17.9%	17.1%	17.8%
Blue Collar	17.3%	15.8%	15.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	6.2%	4.6%	4.1%
Installation/Maintenance/Repair	3.1%	3.3%	2.8%
Production	3.7%	3.1%	3.1%
Transportation/Material Moving	4.3%	4.8%	5.7%

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2010 Households by Type			
Total	8,304	53,160	121,847
Households with 1 Person	39.0%	30.8%	30.9%
Households with 2+ People	61.0%	69.2%	69.1%
Family Households	54.8%	61.3%	61.0%
Husband-wife Families	40.0%	41.3%	39.2%
With Related Children	14.3%	17.0%	16.6%
Other Family (No Spouse Present)	14.8%	20.0%	21.8%
Other Family with Male Householder	4.0%	4.9%	4.9%
With Related Children	2.0%	2.6%	2.6%
Other Family with Female Householder	10.8%	15.1%	16.9%
With Related Children	6.1%	9.3%	10.4%
Nonfamily Households	6.3%	7.9%	8.1%
All Households with Children	22.7%	29.4%	30.0%
Multigenerational Households	3.5%	4.1%	4.8%
Unmarried Partner Households	5.8%	7.3%	7.1%
Male-female	5.1%	6.4%	6.1%
Same-sex	0.7%	0.9%	1.0%
2010 Households by Size			
Total	8,305	53,159	121,847
1 Person Household	39.0%	30.8%	30.9%
2 Person Household	31.8%	32.8%	32.0%
3 Person Household	13.4%	16.9%	16.8%
4 Person Household	9.8%	11.9%	12.0%
5 Person Household	3.8%	4.8%	5.1%
6 Person Household	1.5%	1.9%	2.0%
7 + Person Household	0.7%	1.0%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	8,305	53,160	121,848
Owner Occupied	56.2%	64.3%	64.4%
Owned with a Mortgage/Loan	37.4%	48.2%	48.9%
Owned Free and Clear	18.8%	16.1%	15.5%
Renter Occupied	43.8%	35.7%	35.6%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	132	156	148
Percent of Income for Mortgage	16.5%	13.8%	14.2%
Wealth Index	80	95	97
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,654	56,081	130,375
Housing Units Inside Urbanized Area	100.0%	99.8%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.8%
2010 Population By Urban/ Rural Status			
Total Population	18,016	127,081	303,356
Population Inside Urbanized Area	100.0%	99.8%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.8%

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

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Top 3 Tapestry Segments			
1.	The Elders (9C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Pleasantville (2B)	Bright Young Professionals	Bright Young Professionals (8C)
3.	Bright Young Professionals (8C)	Pleasantville (2B)	Family Foundations (12A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$15,199,188	\$111,853,410	\$259,629,112
Average Spent	\$1,849.05	\$2,137.42	\$2,153.20
Spending Potential Index	86	100	100
Education: Total \$	\$12,847,806	\$96,778,923	\$226,413,445
Average Spent	\$1,562.99	\$1,849.36	\$1,877.73
Spending Potential Index	87	103	105
Entertainment/Recreation: Total \$	\$23,266,606	\$166,622,230	\$384,575,948
Average Spent	\$2,830.49	\$3,184.01	\$3,189.44
Spending Potential Index	87	98	98
Food at Home: Total \$	\$38,415,046	\$275,879,038	\$638,964,152
Average Spent	\$4,673.36	\$5,271.81	\$5,299.18
Spending Potential Index	88	99	99
Food Away from Home: Total \$	\$26,959,368	\$195,188,618	\$452,442,137
Average Spent	\$3,279.73	\$3,729.89	\$3,752.28
Spending Potential Index	87	99	100
Health Care: Total \$	\$42,165,287	\$292,815,503	\$673,018,106
Average Spent	\$5,129.60	\$5,595.45	\$5,581.60
Spending Potential Index	89	97	97
HH Furnishings & Equipment: Total \$	\$15,666,439	\$112,966,905	\$259,650,693
Average Spent	\$1,905.89	\$2,158.70	\$2,153.38
Spending Potential Index	87	99	99
Personal Care Products & Services: Total \$	\$6,801,592	\$48,115,324	\$110,957,745
Average Spent	\$827.44	\$919.44	\$920.22
Spending Potential Index	90	100	100
Shelter: Total \$	\$143,686,369	\$1,036,150,974	\$2,405,197,213
Average Spent	\$17,480.09	\$19,799.95	\$19,947.23
Spending Potential Index	90	102	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,327,262	\$117,727,938	\$267,084,107
Average Spent	\$2,107.94	\$2,249.68	\$2,215.03
Spending Potential Index	90	96	95
Travel: Total \$	\$18,190,389	\$127,459,353	\$292,510,998
Average Spent	\$2,212.94	\$2,435.64	\$2,425.91
Spending Potential Index	92	101	101
Vehicle Maintenance & Repairs: Total \$	\$8,405,043	\$59,889,622	\$137,251,557
Average Spent	\$1,022.51	\$1,144.44	\$1,138.28
Spending Potential Index	88	99	98

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

9305 Harford Rd, Parkville, Maryland, 21234 3
 9305 Harford Rd, Parkville, Maryland, 21234
 Ring: 1 mile radius

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 Latitude: 39.39138
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
The Elders (9C)	20.2%	Population	17,871	17,836
Pleasantville (2B)	18.8%	Households	8,220	8,188
Bright Young Professionals (8C)	13.2%	Families	4,414	4,374
Enterprising Professionals (2D)	8.9%	Median Age	46.7	46.6
Comfortable Empty Nesters (5A)	8.4%	Median Household Income	\$62,279	\$66,267
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$1,849.05	\$15,199,188
Men's		87	\$363.90	\$2,991,280
Women's		89	\$671.69	\$5,521,251
Children's		78	\$248.86	\$2,045,606
Footwear		85	\$408.38	\$3,356,902
Watches & Jewelry		87	\$100.91	\$829,482
Apparel Products and Services (1)		96	\$55.31	\$454,667
Computer				
Computers and Hardware for Home Use		91	\$147.54	\$1,212,759
Portable Memory		89	\$3.45	\$28,335
Computer Software		91	\$8.81	\$72,389
Computer Accessories		94	\$16.52	\$135,829
Entertainment & Recreation		87	\$2,830.49	\$23,266,606
Fees and Admissions		91	\$653.04	\$5,367,998
Membership Fees for Clubs (2)		92	\$221.55	\$1,821,173
Fees for Participant Sports, excl. Trips		94	\$92.55	\$760,797
Tickets to Theatre/Operas/Concerts		96	\$77.24	\$634,936
Tickets to Movies		88	\$50.22	\$412,778
Tickets to Parks or Museums		87	\$28.62	\$235,261
Admission to Sporting Events, excl. Trips		86	\$54.03	\$444,142
Fees for Recreational Lessons		88	\$128.02	\$1,052,352
Dating Services		99	\$0.80	\$6,560
TV/Video/Audio		87	\$1,016.37	\$8,354,550
Cable and Satellite Television Services		88	\$712.54	\$5,857,090
Televisions		86	\$92.53	\$760,571
Satellite Dishes		88	\$1.03	\$8,507
VCRs, Video Cameras, and DVD Players		84	\$4.37	\$35,886
Miscellaneous Video Equipment		83	\$20.78	\$170,843
Video Cassettes and DVDs		84	\$8.44	\$69,416
Video Game Hardware/Accessories		80	\$22.73	\$186,846
Video Game Software		82	\$13.49	\$110,885
Rental/Streaming/Downloaded Video		85	\$45.74	\$376,023
Installation of Televisions		106	\$1.15	\$9,477
Audio (3)		86	\$91.46	\$751,766
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.10	\$17,241
Pets		82	\$573.17	\$4,711,463
Toys/Games/Crafts/Hobbies (4)		83	\$101.02	\$830,370
Recreational Vehicles and Fees (5)		91	\$141.94	\$1,166,734
Sports/Recreation/Exercise Equipment (6)		84	\$171.21	\$1,407,347
Photo Equipment and Supplies (7)		87	\$44.52	\$365,927
Reading (8)		95	\$101.90	\$837,633
Catered Affairs (9)		91	\$27.32	\$224,584
Food		87	\$7,953.09	\$65,374,415
Food at Home		88	\$4,673.36	\$38,415,046
Bakery and Cereal Products		87	\$605.39	\$4,976,343
Meats, Poultry, Fish, and Eggs		88	\$1,023.84	\$8,416,001
Dairy Products		88	\$483.95	\$3,978,080
Fruits and Vegetables		89	\$934.37	\$7,680,491
Snacks and Other Food at Home (10)		86	\$1,625.81	\$13,364,133
Food Away from Home		87	\$3,279.73	\$26,959,368
Alcoholic Beverages		90	\$561.81	\$4,618,080

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 9305 Harford Rd, Parkville, Maryland, 21234
 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	98	\$23,826.78	\$195,856,150
Value of Retirement Plans	92	\$87,887.88	\$722,438,346
Value of Other Financial Assets	105	\$8,620.99	\$70,864,538
Vehicle Loan Amount excluding Interest	82	\$2,408.30	\$19,796,229
Value of Credit Card Debt	87	\$2,269.23	\$18,653,073
Health			
Nonprescription Drugs	88	\$130.60	\$1,073,528
Prescription Drugs	88	\$309.25	\$2,542,002
Eyeglasses and Contact Lenses	86	\$80.11	\$658,492
Home			
Mortgage Payment and Basics (11)	90	\$9,382.02	\$77,120,239
Maintenance and Remodeling Services	94	\$2,406.86	\$19,784,407
Maintenance and Remodeling Materials (12)	84	\$465.23	\$3,824,177
Utilities, Fuel, and Public Services	86	\$4,201.24	\$34,534,231
Household Furnishings and Equipment			
Household Textiles (13)	88	\$88.66	\$728,800
Furniture	87	\$555.47	\$4,566,002
Rugs	86	\$30.12	\$247,606
Major Appliances (14)	86	\$309.40	\$2,543,249
Housewares (15)	89	\$86.19	\$708,445
Small Appliances	87	\$42.89	\$352,546
Luggage	92	\$13.49	\$110,880
Telephones and Accessories	94	\$82.89	\$681,389
Household Operations			
Child Care	83	\$428.04	\$3,518,512
Lawn and Garden (16)	91	\$445.93	\$3,665,558
Moving/Storage/Freight Express	90	\$54.02	\$444,039
Housekeeping Supplies (17)	89	\$687.33	\$5,649,832
Insurance			
Owners and Renters Insurance	86	\$513.90	\$4,224,244
Vehicle Insurance	85	\$1,534.87	\$12,616,671
Life/Other Insurance	87	\$470.43	\$3,866,906
Health Insurance	89	\$3,293.39	\$27,071,634
Personal Care Products (18)	87	\$432.05	\$3,551,424
School Books and Supplies (19)	85	\$125.03	\$1,027,782
Smoking Products	78	\$314.61	\$2,586,093
Transportation			
Payments on Vehicles excluding Leases	80	\$2,073.05	\$17,040,492
Gasoline and Motor Oil	83	\$1,968.69	\$16,182,666
Vehicle Maintenance and Repairs	88	\$1,022.51	\$8,405,043
Travel			
Airline Fares	94	\$565.72	\$4,650,206
Lodging on Trips	92	\$598.97	\$4,923,536
Auto/Truck Rental on Trips	95	\$27.28	\$224,201
Food and Drink on Trips	91	\$521.65	\$4,287,965

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9305 Harford Rd, Parkville, Maryland, 21234 3
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 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	22.3%	Population	125,758	125,264
Bright Young Professionals (8C)	14.5%	Households	52,331	52,031
Pleasantville (2B)	8.6%	Families	31,641	31,341
Enterprising Professionals (2D)	8.2%	Median Age	40.2	41.1
The Elders (9C)	5.6%	Median Household Income	\$71,022	\$75,185
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,137.42	\$111,853,410
Men's		100	\$421.42	\$22,053,474
Women's		100	\$752.89	\$39,399,340
Children's		97	\$307.72	\$16,103,288
Footwear		101	\$484.03	\$25,329,604
Watches & Jewelry		96	\$111.75	\$5,848,127
Apparel Products and Services (1)		103	\$59.61	\$3,119,577
Computer				
Computers and Hardware for Home Use		103	\$167.46	\$8,763,309
Portable Memory		99	\$3.85	\$201,466
Computer Software		103	\$10.06	\$526,339
Computer Accessories		105	\$18.45	\$965,386
Entertainment & Recreation		98	\$3,184.01	\$166,622,230
Fees and Admissions		103	\$740.83	\$38,768,433
Membership Fees for Clubs (2)		104	\$249.25	\$13,043,358
Fees for Participant Sports, excl. Trips		102	\$100.64	\$5,266,353
Tickets to Theatre/Operas/Concerts		107	\$86.32	\$4,517,416
Tickets to Movies		102	\$58.29	\$3,050,431
Tickets to Parks or Museums		99	\$32.53	\$1,702,486
Admission to Sporting Events, excl. Trips		97	\$60.77	\$3,179,989
Fees for Recreational Lessons		105	\$152.12	\$7,960,493
Dating Services		114	\$0.92	\$47,906
TV/Video/Audio		98	\$1,139.44	\$59,627,864
Cable and Satellite Television Services		97	\$785.10	\$41,085,024
Televisions		98	\$105.93	\$5,543,322
Satellite Dishes		98	\$1.15	\$60,240
VCRs, Video Cameras, and DVD Players		97	\$5.04	\$263,539
Miscellaneous Video Equipment		96	\$23.90	\$1,250,909
Video Cassettes and DVDs		98	\$9.77	\$511,262
Video Game Hardware/Accessories		99	\$28.18	\$1,474,607
Video Game Software		101	\$16.64	\$870,727
Rental/Streaming/Downloaded Video		101	\$54.58	\$2,856,323
Installation of Televisions		102	\$1.10	\$57,487
Audio (3)		99	\$105.63	\$5,527,628
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.42	\$126,795
Pets		92	\$641.00	\$33,544,322
Toys/Games/Crafts/Hobbies (4)		98	\$119.25	\$6,240,514
Recreational Vehicles and Fees (5)		98	\$152.74	\$7,992,880
Sports/Recreation/Exercise Equipment (6)		97	\$196.87	\$10,302,367
Photo Equipment and Supplies (7)		102	\$52.28	\$2,735,680
Reading (8)		102	\$110.01	\$5,756,995
Catered Affairs (9)		106	\$31.59	\$1,653,176
Food		99	\$9,001.69	\$471,067,656
Food at Home		99	\$5,271.81	\$275,879,038
Bakery and Cereal Products		99	\$685.10	\$35,851,852
Meats, Poultry, Fish, and Eggs		99	\$1,152.84	\$60,329,452
Dairy Products		99	\$543.42	\$28,437,962
Fruits and Vegetables		100	\$1,049.66	\$54,929,989
Snacks and Other Food at Home (10)		98	\$1,840.78	\$96,329,782
Food Away from Home		99	\$3,729.89	\$195,188,618
Alcoholic Beverages		101	\$629.58	\$32,946,362

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$24,609.46	\$1,287,837,592
Value of Retirement Plans	100	\$95,062.57	\$4,974,719,448
Value of Other Financial Assets	101	\$8,259.72	\$432,239,211
Vehicle Loan Amount excluding Interest	96	\$2,804.00	\$146,736,205
Value of Credit Card Debt	100	\$2,588.86	\$135,477,540
Health			
Nonprescription Drugs	95	\$141.61	\$7,410,358
Prescription Drugs	94	\$329.53	\$17,244,817
Eyeglasses and Contact Lenses	96	\$89.79	\$4,698,717
Home			
Mortgage Payment and Basics (11)	98	\$10,307.55	\$539,404,169
Maintenance and Remodeling Services	100	\$2,560.88	\$134,013,303
Maintenance and Remodeling Materials (12)	91	\$503.87	\$26,368,176
Utilities, Fuel, and Public Services	97	\$4,741.03	\$248,102,813
Household Furnishings and Equipment			
Household Textiles (13)	100	\$101.34	\$5,303,305
Furniture	100	\$642.94	\$33,645,919
Rugs	98	\$34.52	\$1,806,512
Major Appliances (14)	97	\$346.39	\$18,127,017
Housewares (15)	97	\$93.97	\$4,917,475
Small Appliances	99	\$49.12	\$2,570,353
Luggage	105	\$15.37	\$804,578
Telephones and Accessories	103	\$90.71	\$4,746,720
Household Operations			
Child Care	101	\$522.91	\$27,364,598
Lawn and Garden (16)	96	\$470.18	\$24,605,136
Moving/Storage/Freight Express	103	\$62.14	\$3,251,920
Housekeeping Supplies (17)	98	\$756.98	\$39,613,423
Insurance			
Owners and Renters Insurance	93	\$554.61	\$29,023,351
Vehicle Insurance	98	\$1,761.16	\$92,163,009
Life/Other Insurance	95	\$516.91	\$27,050,597
Health Insurance	98	\$3,622.98	\$189,594,322
Personal Care Products (18)	98	\$489.12	\$25,596,233
School Books and Supplies (19)	99	\$146.36	\$7,659,206
Smoking Products	93	\$374.83	\$19,615,431
Transportation			
Payments on Vehicles excluding Leases	93	\$2,405.61	\$125,888,126
Gasoline and Motor Oil	96	\$2,264.22	\$118,488,895
Vehicle Maintenance and Repairs	99	\$1,144.44	\$59,889,622
Travel			
Airline Fares	104	\$621.32	\$32,514,541
Lodging on Trips	101	\$655.27	\$34,290,750
Auto/Truck Rental on Trips	104	\$29.87	\$1,563,227
Food and Drink on Trips	101	\$576.98	\$30,194,197

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	16.9%	Population	301,448	299,449
Bright Young Professionals (8C)	10.6%	Households	120,578	119,659
Family Foundations (12A)	8.0%	Families	72,611	71,721
Enterprising Professionals (2D)	7.2%	Median Age	38.9	39.7
Pleasantville (2B)	6.9%	Median Household Income	\$68,582	\$72,720
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,153.20	\$259,629,112
Men's		101	\$424.80	\$51,222,068
Women's		101	\$758.20	\$91,422,494
Children's		97	\$309.01	\$37,259,357
Footwear		102	\$487.23	\$58,748,759
Watches & Jewelry		97	\$113.31	\$13,662,223
Apparel Products and Services (1)		105	\$60.66	\$7,314,211
Computer				
Computers and Hardware for Home Use		103	\$167.52	\$20,199,555
Portable Memory		101	\$3.91	\$471,606
Computer Software		104	\$10.09	\$1,216,947
Computer Accessories		103	\$18.23	\$2,197,755
Entertainment & Recreation		98	\$3,189.44	\$384,575,948
Fees and Admissions		103	\$740.20	\$89,252,394
Membership Fees for Clubs (2)		104	\$249.58	\$30,094,097
Fees for Participant Sports, excl. Trips		101	\$98.95	\$11,930,670
Tickets to Theatre/Operas/Concerts		107	\$86.51	\$10,430,708
Tickets to Movies		101	\$57.94	\$6,986,161
Tickets to Parks or Museums		99	\$32.55	\$3,925,323
Admission to Sporting Events, excl. Trips		98	\$61.53	\$7,418,951
Fees for Recreational Lessons		105	\$152.19	\$18,350,851
Dating Services		119	\$0.96	\$115,634
TV/Video/Audio		98	\$1,145.87	\$138,166,476
Cable and Satellite Television Services		98	\$791.90	\$95,485,328
Televisions		98	\$105.88	\$12,766,729
Satellite Dishes		96	\$1.12	\$134,901
VCRs, Video Cameras, and DVD Players		96	\$5.02	\$605,586
Miscellaneous Video Equipment		96	\$23.98	\$2,891,683
Video Cassettes and DVDs		97	\$9.72	\$1,172,430
Video Game Hardware/Accessories		100	\$28.42	\$3,427,151
Video Game Software		101	\$16.64	\$2,005,817
Rental/Streaming/Downloaded Video		100	\$54.15	\$6,529,139
Installation of Televisions		99	\$1.07	\$128,988
Audio (3)		99	\$105.45	\$12,715,010
Rental and Repair of TV/Radio/Sound Equipment		104	\$2.52	\$303,714
Pets		92	\$641.76	\$77,381,872
Toys/Games/Crafts/Hobbies (4)		98	\$119.56	\$14,416,500
Recreational Vehicles and Fees (5)		98	\$152.95	\$18,442,549
Sports/Recreation/Exercise Equipment (6)		96	\$195.19	\$23,535,607
Photo Equipment and Supplies (7)		103	\$52.57	\$6,338,836
Reading (8)		102	\$109.25	\$13,173,568
Catered Affairs (9)		107	\$32.08	\$3,868,146
Food		99	\$9,051.45	\$1,091,406,289
Food at Home		99	\$5,299.18	\$638,964,152
Bakery and Cereal Products		99	\$688.67	\$83,037,981
Meats, Poultry, Fish, and Eggs		100	\$1,162.45	\$140,165,440
Dairy Products		99	\$545.30	\$65,750,988
Fruits and Vegetables		101	\$1,053.20	\$126,992,730
Snacks and Other Food at Home (10)		98	\$1,849.57	\$223,017,014
Food Away from Home		100	\$3,752.28	\$452,442,137
Alcoholic Beverages		102	\$633.09	\$76,336,164

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$24,249.83	\$2,923,995,413
Value of Retirement Plans	99	\$94,619.60	\$11,409,042,466
Value of Other Financial Assets	101	\$8,227.33	\$992,035,120
Vehicle Loan Amount excluding Interest	96	\$2,804.26	\$338,132,416
Value of Credit Card Debt	100	\$2,598.85	\$313,363,837
Health			
Nonprescription Drugs	96	\$141.89	\$17,108,221
Prescription Drugs	94	\$328.91	\$39,659,017
Eyeglasses and Contact Lenses	96	\$90.10	\$10,863,827
Home			
Mortgage Payment and Basics (11)	98	\$10,219.65	\$1,232,265,394
Maintenance and Remodeling Services	98	\$2,517.77	\$303,588,033
Maintenance and Remodeling Materials (12)	91	\$500.23	\$60,316,265
Utilities, Fuel, and Public Services	98	\$4,765.95	\$574,669,161
Household Furnishings and Equipment			
Household Textiles (13)	101	\$101.77	\$12,271,091
Furniture	100	\$642.82	\$77,509,538
Rugs	98	\$34.38	\$4,145,704
Major Appliances (14)	96	\$342.96	\$41,353,803
Housewares (15)	96	\$93.45	\$11,268,469
Small Appliances	100	\$49.31	\$5,945,825
Luggage	104	\$15.33	\$1,848,839
Telephones and Accessories	103	\$91.11	\$10,986,085
Household Operations			
Child Care	102	\$524.02	\$63,185,388
Lawn and Garden (16)	95	\$465.54	\$56,133,494
Moving/Storage/Freight Express	104	\$62.39	\$7,523,167
Housekeeping Supplies (17)	98	\$756.97	\$91,274,240
Insurance			
Owners and Renters Insurance	92	\$552.68	\$66,641,431
Vehicle Insurance	98	\$1,766.29	\$212,976,186
Life/Other Insurance	96	\$520.58	\$62,770,955
Health Insurance	98	\$3,620.59	\$436,563,662
Personal Care Products (18)	98	\$491.11	\$59,216,748
School Books and Supplies (19)	100	\$146.76	\$17,695,951
Smoking Products	96	\$383.97	\$46,297,835
Transportation			
Payments on Vehicles excluding Leases	93	\$2,401.75	\$289,598,250
Gasoline and Motor Oil	96	\$2,270.23	\$273,739,243
Vehicle Maintenance and Repairs	98	\$1,138.28	\$137,251,557
Travel			
Airline Fares	103	\$619.65	\$74,716,416
Lodging on Trips	100	\$651.97	\$78,613,337
Auto/Truck Rental on Trips	103	\$29.74	\$3,586,374
Food and Drink on Trips	100	\$574.76	\$69,303,395

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

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

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

9305 Harford Rd, Parkville, Maryland, 21234 3
 9305 Harford Rd, Parkville, Maryland, 21234
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39138
 Longitude: -76.52721

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	531		3,559		10,130							
Total Employees:	5,743		35,885		118,304							
Total Residential Population:	17,871		125,758		301,448							
Employee/Residential Population Ratio (per 100 Residents)	32		29		39							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	1.7%	45	0.8%	57	1.6%	411	1.1%	127	1.3%	1,054	0.9%
Construction	49	9.2%	246	4.3%	239	6.7%	1,503	4.2%	605	6.0%	5,642	4.8%
Manufacturing	7	1.3%	34	0.6%	44	1.2%	254	0.7%	157	1.5%	1,936	1.6%
Transportation	6	1.1%	95	1.7%	55	1.5%	386	1.1%	165	1.6%	1,444	1.2%
Communication	2	0.4%	11	0.2%	30	0.8%	297	0.8%	92	0.9%	974	0.8%
Utility	2	0.4%	26	0.5%	7	0.2%	60	0.2%	16	0.2%	160	0.1%
Wholesale Trade	9	1.7%	45	0.8%	68	1.9%	422	1.2%	231	2.3%	3,076	2.6%
Retail Trade Summary	128	24.1%	2,394	41.7%	808	22.7%	11,492	32.0%	2,110	20.8%	31,750	26.8%
Home Improvement	6	1.1%	386	6.7%	25	0.7%	913	2.5%	61	0.6%	1,906	1.6%
General Merchandise Stores	2	0.4%	56	1.0%	32	0.9%	1,028	2.9%	87	0.9%	3,208	2.7%
Food Stores	13	2.4%	383	6.7%	97	2.7%	2,173	6.1%	218	2.2%	3,860	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	19	3.6%	463	8.1%	74	2.1%	999	2.8%	178	1.8%	2,992	2.5%
Apparel & Accessory Stores	6	1.1%	18	0.3%	44	1.2%	207	0.6%	204	2.0%	2,230	1.9%
Furniture & Home Furnishings	10	1.9%	65	1.1%	69	1.9%	558	1.6%	144	1.4%	1,552	1.3%
Eating & Drinking Places	36	6.8%	687	12.0%	246	6.9%	4,010	11.2%	675	6.7%	11,243	9.5%
Miscellaneous Retail	36	6.8%	337	5.9%	221	6.2%	1,603	4.5%	544	5.4%	4,759	4.0%
Finance, Insurance, Real Estate Summary	61	11.5%	365	6.4%	371	10.4%	2,276	6.3%	1,056	10.4%	7,576	6.4%
Banks, Savings & Lending Institutions	9	1.7%	74	1.3%	70	2.0%	535	1.5%	179	1.8%	1,495	1.3%
Securities Brokers	5	0.9%	22	0.4%	42	1.2%	250	0.7%	157	1.5%	1,076	0.9%
Insurance Carriers & Agents	21	4.0%	73	1.3%	94	2.6%	507	1.4%	238	2.3%	1,647	1.4%
Real Estate, Holding, Other Investment Offices	26	4.9%	195	3.4%	166	4.7%	983	2.7%	482	4.8%	3,358	2.8%
Services Summary	215	40.5%	2,443	42.5%	1,554	43.7%	16,909	47.1%	4,389	43.3%	58,704	49.6%
Hotels & Lodging	0	0.0%	0	0.0%	6	0.2%	130	0.4%	28	0.3%	780	0.7%
Automotive Services	16	3.0%	104	1.8%	130	3.7%	758	2.1%	297	2.9%	1,662	1.4%
Motion Pictures & Amusements	14	2.6%	42	0.7%	114	3.2%	713	2.0%	273	2.7%	2,220	1.9%
Health Services	33	6.2%	1,217	21.2%	228	6.4%	4,592	12.8%	859	8.5%	20,462	17.3%
Legal Services	8	1.5%	23	0.4%	44	1.2%	201	0.6%	317	3.1%	2,148	1.8%
Education Institutions & Libraries	5	0.9%	295	5.1%	73	2.1%	3,055	8.5%	188	1.9%	7,312	6.2%
Other Services	139	26.2%	761	13.3%	959	26.9%	7,460	20.8%	2,428	24.0%	24,119	20.4%
Government	1	0.2%	20	0.3%	10	0.3%	1,764	4.9%	128	1.3%	5,531	4.7%
Unclassified Establishments	44	8.3%	17	0.3%	316	8.9%	112	0.3%	1,055	10.4%	459	0.4%
Totals	531	100.0%	5,743	100.0%	3,559	100.0%	35,885	100.0%	10,130	100.0%	118,304	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	4	0.1%	7	0.2%	16	0.0%	16	0.2%	44	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	15	0.0%
Construction	51	9.6%	253	4.4%	255	7.2%	1,725	4.8%	644	6.4%	6,079	5.1%
Manufacturing	7	1.3%	34	0.6%	54	1.5%	400	1.1%	183	1.8%	2,160	1.8%
Wholesale Trade	9	1.7%	44	0.8%	60	1.7%	399	1.1%	219	2.2%	3,035	2.6%
Retail Trade	90	16.9%	1,680	29.3%	544	15.3%	7,248	20.2%	1,377	13.6%	19,915	16.8%
Motor Vehicle & Parts Dealers	11	2.1%	423	7.4%	54	1.5%	910	2.5%	134	1.3%	2,815	2.4%
Furniture & Home Furnishings Stores	4	0.8%	17	0.3%	35	1.0%	292	0.8%	72	0.7%	912	0.8%
Electronics & Appliance Stores	5	0.9%	28	0.5%	27	0.8%	139	0.4%	59	0.6%	474	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	6	1.1%	386	6.7%	25	0.7%	913	2.5%	61	0.6%	1,906	1.6%
Food & Beverage Stores	14	2.6%	365	6.4%	99	2.8%	2,145	6.0%	206	2.0%	3,595	3.0%
Health & Personal Care Stores	12	2.3%	96	1.7%	69	1.9%	487	1.4%	165	1.6%	1,593	1.3%
Gasoline Stations	8	1.5%	40	0.7%	20	0.6%	89	0.2%	44	0.4%	177	0.1%
Clothing & Clothing Accessories Stores	7	1.3%	28	0.5%	52	1.5%	276	0.8%	238	2.3%	2,492	2.1%
Sport Goods, Hobby, Book, & Music Stores	2	0.4%	93	1.6%	29	0.8%	378	1.1%	77	0.8%	1,253	1.1%
General Merchandise Stores	2	0.4%	56	1.0%	32	0.9%	1,028	2.9%	87	0.9%	3,208	2.7%
Miscellaneous Store Retailers	10	1.9%	135	2.4%	65	1.8%	567	1.6%	168	1.7%	1,430	1.2%
Nonstore Retailers	9	1.7%	13	0.2%	37	1.0%	24	0.1%	66	0.7%	61	0.1%
Transportation & Warehousing	4	0.8%	31	0.5%	48	1.3%	318	0.9%	146	1.4%	1,204	1.0%
Information	5	0.9%	72	1.3%	57	1.6%	517	1.4%	181	1.8%	2,321	2.0%
Finance & Insurance	35	6.6%	170	3.0%	210	5.9%	1,300	3.6%	584	5.8%	4,257	3.6%
Central Bank/Credit Intermediation & Related Activities	9	1.7%	74	1.3%	70	2.0%	535	1.5%	182	1.8%	1,502	1.3%
Securities, Commodity Contracts & Other Financial	5	0.9%	22	0.4%	46	1.3%	257	0.7%	164	1.6%	1,108	0.9%
Insurance Carriers & Related Activities; Funds, Trusts &	21	4.0%	73	1.3%	94	2.6%	507	1.4%	238	2.3%	1,647	1.4%
Real Estate, Rental & Leasing	33	6.2%	194	3.4%	202	5.7%	1,132	3.2%	536	5.3%	3,482	2.9%
Professional, Scientific & Tech Services	45	8.5%	222	3.9%	297	8.3%	1,934	5.4%	1,037	10.2%	10,903	9.2%
Legal Services	11	2.1%	48	0.8%	53	1.5%	250	0.7%	352	3.5%	2,319	2.0%
Management of Companies & Enterprises	1	0.2%	4	0.1%	6	0.2%	34	0.1%	24	0.2%	189	0.2%
Administrative & Support & Waste Management & Remediation	22	4.1%	129	2.2%	149	4.2%	1,066	3.0%	391	3.9%	3,830	3.2%
Educational Services	7	1.3%	257	4.5%	96	2.7%	3,073	8.6%	235	2.3%	7,107	6.0%
Health Care & Social Assistance	50	9.4%	1,426	24.8%	348	9.8%	6,621	18.5%	1,190	11.7%	25,838	21.8%
Arts, Entertainment & Recreation	6	1.1%	36	0.6%	67	1.9%	611	1.7%	176	1.7%	1,959	1.7%
Accommodation & Food Services	38	7.2%	715	12.4%	265	7.4%	4,255	11.9%	734	7.2%	12,318	10.4%
Accommodation	0	0.0%	0	0.0%	6	0.2%	130	0.4%	28	0.3%	780	0.7%
Food Services & Drinking Places	38	7.2%	715	12.4%	259	7.3%	4,125	11.5%	706	7.0%	11,538	9.8%
Other Services (except Public Administration)	82	15.4%	433	7.5%	567	15.9%	3,360	9.4%	1,273	12.6%	7,658	6.5%
Automotive Repair & Maintenance	9	1.7%	76	1.3%	98	2.8%	616	1.7%	220	2.2%	1,225	1.0%
Public Administration	1	0.2%	20	0.3%	10	0.3%	1,764	4.9%	128	1.3%	5,531	4.7%
Unclassified Establishments	44	8.3%	17	0.3%	316	8.9%	112	0.3%	1,054	10.4%	452	0.4%
Total	531	100.0%	5,743	100.0%	3,559	100.0%	35,885	100.0%	10,130	100.0%	118,304	100.0%

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