

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	17,790	96,395	277,734
2020 Total Population	19,146	102,426	283,698
2020 Group Quarters	2,939	9,623	17,019
2023 Total Population	19,849	103,358	282,179
2023 Group Quarters	2,943	9,623	17,027
2028 Total Population	20,412	103,662	279,498
2023-2028 Annual Rate	0.56%	0.06%	-0.19%
2023 Total Daytime Population	36,338	119,190	277,291
Workers	26,797	70,014	140,756
Residents	9,541	49,176	136,535
Household Summary			
2010 Households	7,284	37,812	112,069
2010 Average Household Size	1.96	2.31	2.33
2020 Total Households	8,246	39,218	113,870
2020 Average Household Size	1.97	2.37	2.34
2023 Households	8,502	39,756	113,647
2023 Average Household Size	1.99	2.36	2.33
2028 Households	8,928	40,226	113,536
2028 Average Household Size	1.96	2.34	2.31
2023-2028 Annual Rate	0.98%	0.24%	-0.02%
2010 Families	2,976	22,150	65,711
2010 Average Family Size	2.80	2.94	2.98
2023 Families	3,275	22,138	64,173
2023 Average Family Size	2.99	3.13	3.09
2028 Families	3,400	22,265	63,950
2028 Average Family Size	2.97	3.11	3.07
2023-2028 Annual Rate	0.75%	0.11%	-0.07%
Housing Unit Summary			
2000 Housing Units	7,398	39,338	118,397
Owner Occupied Housing Units	47.4%	65.2%	60.0%
Renter Occupied Housing Units	47.8%	31.2%	34.7%
Vacant Housing Units	4.8%	3.6%	5.3%
2010 Housing Units	7,983	40,446	120,295
Owner Occupied Housing Units	42.8%	62.6%	58.7%
Renter Occupied Housing Units	48.4%	30.9%	34.5%
Vacant Housing Units	8.8%	6.5%	6.8%
2020 Housing Units	9,077	42,218	122,425
Owner Occupied Housing Units	36.8%	59.2%	56.2%
Renter Occupied Housing Units	54.0%	33.7%	36.8%
Vacant Housing Units	9.2%	7.2%	7.0%
2023 Housing Units	9,692	43,113	122,627
Owner Occupied Housing Units	39.8%	59.9%	58.7%
Renter Occupied Housing Units	47.9%	32.4%	34.0%
Vacant Housing Units	12.3%	7.8%	7.3%
2028 Housing Units	9,779	43,319	122,998
Owner Occupied Housing Units	40.8%	60.5%	59.1%
Renter Occupied Housing Units	50.5%	32.4%	33.2%
Vacant Housing Units	8.7%	7.1%	7.7%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	8,502	39,748	113,639
<\$15,000	13.5%	8.2%	8.4%
\$15,000 - \$24,999	7.9%	5.1%	5.4%
\$25,000 - \$34,999	8.1%	6.0%	7.0%
\$35,000 - \$49,999	7.2%	7.0%	9.3%
\$50,000 - \$74,999	14.3%	13.5%	16.7%
\$75,000 - \$99,999	8.8%	10.8%	11.8%
\$100,000 - \$149,999	17.0%	17.0%	15.4%
\$150,000 - \$199,999	10.0%	11.8%	9.8%
\$200,000+	13.3%	20.7%	16.1%
Average Household Income	\$113,041	\$149,055	\$129,241
2028 Households by Income			
Household Income Base	8,928	40,218	113,528
<\$15,000	13.4%	7.9%	7.9%
\$15,000 - \$24,999	7.2%	4.5%	4.7%
\$25,000 - \$34,999	7.5%	5.4%	6.2%
\$35,000 - \$49,999	6.5%	6.2%	8.5%
\$50,000 - \$74,999	13.9%	12.5%	15.5%
\$75,000 - \$99,999	8.7%	10.1%	11.3%
\$100,000 - \$149,999	16.7%	16.9%	15.7%
\$150,000 - \$199,999	11.1%	13.2%	11.4%
\$200,000+	15.1%	23.4%	18.7%
Average Household Income	\$124,525	\$165,850	\$145,741
2023 Owner Occupied Housing Units by Value			
Total	3,861	25,808	71,903
<\$50,000	2.3%	1.7%	2.6%
\$50,000 - \$99,999	0.1%	0.4%	1.1%
\$100,000 - \$149,999	0.3%	1.5%	3.2%
\$150,000 - \$199,999	2.4%	4.7%	10.6%
\$200,000 - \$249,999	8.1%	6.6%	11.5%
\$250,000 - \$299,999	7.2%	5.5%	7.3%
\$300,000 - \$399,999	34.3%	26.1%	22.3%
\$400,000 - \$499,999	20.0%	15.5%	12.4%
\$500,000 - \$749,999	21.1%	28.9%	21.0%
\$750,000 - \$999,999	2.2%	5.9%	5.1%
\$1,000,000 - \$1,499,999	1.9%	2.5%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.3%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$431,315	\$477,573	\$417,170
2028 Owner Occupied Housing Units by Value			
Total	3,985	26,195	72,635
<\$50,000	2.3%	1.7%	2.6%
\$50,000 - \$99,999	0.0%	0.3%	0.9%
\$100,000 - \$149,999	0.1%	0.9%	2.1%
\$150,000 - \$199,999	1.3%	2.9%	7.2%
\$200,000 - \$249,999	6.2%	5.1%	9.3%
\$250,000 - \$299,999	6.5%	5.2%	7.2%
\$300,000 - \$399,999	32.5%	24.9%	23.0%
\$400,000 - \$499,999	21.1%	16.5%	13.7%
\$500,000 - \$749,999	25.2%	32.5%	24.8%
\$750,000 - \$999,999	2.4%	6.3%	6.0%
\$1,000,000 - \$1,499,999	2.3%	2.8%	2.9%
\$1,500,000 - \$1,999,999	0.0%	0.7%	0.3%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$452,177	\$502,256	\$450,051

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$72,759	\$98,413	\$80,434
2028	\$78,576	\$107,380	\$89,367
Median Home Value			
2023	\$386,415	\$422,540	\$360,934
2028	\$404,988	\$454,202	\$390,180
Per Capita Income			
2023	\$48,436	\$57,436	\$52,447
2028	\$54,432	\$64,434	\$59,599
Median Age			
2010	36.4	38.1	38.0
2020	35.0	37.4	38.3
2023	37.7	39.4	39.8
2028	39.2	40.1	40.5
2020 Population by Age			
Total	19,146	102,426	283,698
0 - 4	3.7%	4.7%	5.1%
5 - 9	3.7%	5.4%	5.5%
10 - 14	3.9%	5.7%	5.8%
15 - 24	22.4%	19.6%	16.2%
25 - 34	16.4%	11.8%	13.1%
35 - 44	11.1%	11.6%	12.2%
45 - 54	9.0%	11.4%	11.4%
55 - 64	9.9%	11.8%	12.6%
65 - 74	9.3%	9.9%	10.4%
75 - 84	6.0%	5.2%	5.2%
85 +	4.8%	3.0%	2.5%
18 +	86.2%	80.6%	80.1%
2023 Population by Age			
Total	19,849	103,360	282,182
0 - 4	3.0%	4.2%	4.7%
5 - 9	3.3%	4.7%	5.1%
10 - 14	3.3%	5.2%	5.4%
15 - 24	24.0%	19.3%	15.8%
25 - 34	13.7%	11.8%	13.0%
35 - 44	9.7%	10.8%	12.1%
45 - 54	9.5%	10.9%	11.0%
55 - 64	10.3%	12.1%	12.5%
65 - 74	9.0%	10.4%	11.0%
75 - 84	8.5%	6.9%	6.3%
85 +	5.7%	3.7%	2.9%
18 +	87.8%	82.5%	81.4%
2028 Population by Age			
Total	20,412	103,659	279,499
0 - 4	3.2%	4.3%	4.8%
5 - 9	3.2%	4.5%	4.9%
10 - 14	3.1%	4.8%	5.1%
15 - 24	23.4%	18.8%	15.6%
25 - 34	12.6%	11.5%	12.4%
35 - 44	10.1%	11.3%	12.7%
45 - 54	9.4%	10.8%	11.1%
55 - 64	9.5%	11.0%	11.3%
65 - 74	9.5%	10.7%	11.2%
75 - 84	9.8%	8.3%	7.7%
85 +	6.2%	4.1%	3.3%
18 +	88.1%	83.4%	82.0%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Males	9,073	47,615	131,349
Females	10,073	54,811	152,349
2023 Population by Sex			
Males	9,744	49,229	133,198
Females	10,105	54,129	148,981
2028 Population by Sex			
Males	9,979	49,307	131,825
Females	10,434	54,356	147,674
2010 Population by Race/Ethnicity			
Total	17,790	96,395	277,733
White Alone	79.7%	75.7%	61.5%
Black Alone	11.7%	15.4%	29.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.1%	5.6%	5.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.4%	1.0%	1.1%
Two or More Races	2.0%	2.1%	2.1%
Hispanic Origin	4.2%	3.4%	3.3%
Diversity Index	40.1	43.9	55.9
2020 Population by Race/Ethnicity			
Total	19,146	102,426	283,698
White Alone	64.3%	64.5%	53.7%
Black Alone	19.7%	20.0%	31.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	7.9%	6.9%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.1%	2.5%
Two or More Races	6.0%	6.3%	5.9%
Hispanic Origin	5.3%	5.5%	5.4%
Diversity Index	58.5	58.4	64.7
2023 Population by Race/Ethnicity			
Total	19,849	103,358	282,179
White Alone	62.8%	62.9%	52.3%
Black Alone	20.4%	20.7%	31.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	8.3%	7.3%	6.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.2%	2.7%
Two or More Races	6.3%	6.6%	6.1%
Hispanic Origin	5.8%	6.0%	5.9%
Diversity Index	60.2	60.2	66.0
2028 Population by Race/Ethnicity			
Total	20,414	103,662	279,498
White Alone	59.2%	59.7%	49.6%
Black Alone	22.1%	21.9%	32.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	9.1%	8.0%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.6%	3.2%
Two or More Races	7.0%	7.4%	6.9%
Hispanic Origin	6.6%	6.9%	6.7%
Diversity Index	63.8	63.6	68.3

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	19,146	102,426	283,698
In Households	84.6%	90.6%	94.0%
Householder	42.7%	38.2%	40.1%
Opposite-Sex Spouse	13.5%	16.8%	15.5%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.4%	1.9%	2.2%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	16.9%	24.5%	25.0%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	0.4%	0.6%	0.7%
Grandchild	0.6%	1.1%	1.9%
Brother or Sister	0.8%	0.9%	1.2%
Parent	0.8%	0.9%	1.1%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.1%	0.2%	0.2%
Other Relatives	0.7%	0.8%	1.3%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	4.8%	3.5%	3.5%
In Group Quarters	15.4%	9.4%	6.0%
Institutionalized	7.5%	2.5%	1.4%
Noninstitutionalized	7.9%	6.9%	4.6%
2023 Population 25+ by Educational Attainment			
Total	13,165	68,775	194,409
Less than 9th Grade	2.7%	1.6%	1.9%
9th - 12th Grade, No Diploma	4.4%	2.5%	3.4%
High School Graduate	11.9%	11.6%	16.8%
GED/Alternative Credential	2.8%	2.1%	2.7%
Some College, No Degree	13.6%	13.6%	15.4%
Associate Degree	3.9%	5.3%	6.4%
Bachelor's Degree	29.5%	31.9%	27.1%
Graduate/Professional Degree	31.3%	31.4%	26.4%
2023 Population 15+ by Marital Status			
Total	17,922	88,721	239,011
Never Married	48.8%	40.1%	41.3%
Married	32.8%	45.5%	43.8%
Widowed	7.9%	5.7%	5.8%
Divorced	10.5%	8.7%	9.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,881	56,098	153,524
Population 16+ Employed	97.9%	96.9%	96.0%
Population 16+ Unemployment rate	2.1%	3.1%	4.0%
Population 16-24 Employed	23.8%	16.9%	13.8%
Population 16-24 Unemployment rate	5.3%	7.6%	9.5%
Population 25-54 Employed	51.2%	54.7%	58.5%
Population 25-54 Unemployment rate	1.5%	2.0%	3.0%
Population 55-64 Employed	14.1%	17.3%	17.5%
Population 55-64 Unemployment rate	0.1%	2.5%	3.1%
Population 65+ Employed	10.9%	11.1%	10.1%
Population 65+ Unemployment rate	0.2%	2.2%	3.3%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	9,678	54,354	147,424
Agriculture/Mining	0.4%	0.3%	0.5%
Construction	2.7%	3.8%	4.3%
Manufacturing	4.5%	4.8%	5.4%
Wholesale Trade	1.6%	1.7%	1.6%
Retail Trade	7.3%	8.4%	8.6%
Transportation/Utilities	5.2%	4.2%	4.8%
Information	1.5%	1.7%	1.9%
Finance/Insurance/Real Estate	6.3%	8.4%	8.0%
Services	63.0%	60.7%	57.4%
Public Administration	7.5%	6.2%	7.5%
2023 Employed Population 16+ by Occupation			
Total	9,680	54,353	147,423
White Collar	76.9%	78.7%	74.5%
Management/Business/Financial	17.5%	22.8%	20.5%
Professional	39.6%	38.5%	35.9%
Sales	9.9%	8.9%	8.2%
Administrative Support	10.0%	8.5%	9.9%
Services	15.4%	12.7%	13.6%
Blue Collar	7.7%	8.6%	11.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	1.6%	1.9%	2.4%
Installation/Maintenance/Repair	1.3%	1.4%	1.8%
Production	1.4%	1.4%	2.3%
Transportation/Material Moving	3.4%	3.8%	5.3%
2020 Households by Type			
Total	8,246	39,218	113,870
Married Couple Households	32.6%	44.7%	39.3%
With Own Children <18	12.4%	19.1%	15.8%
Without Own Children <18	20.2%	25.6%	23.6%
Cohabiting Couple Households	6.0%	5.3%	6.0%
With Own Children <18	0.8%	1.2%	1.6%
Without Own Children <18	5.3%	4.1%	4.3%
Male Householder, No Spouse/Partner	23.5%	17.6%	18.9%
Living Alone	17.4%	11.9%	13.0%
65 Years and over	5.4%	4.0%	4.1%
With Own Children <18	1.3%	1.3%	1.4%
Without Own Children <18, With Relatives	2.0%	2.3%	2.6%
No Relatives Present	2.8%	2.1%	1.9%
Female Householder, No Spouse/Partner	37.9%	32.4%	35.8%
Living Alone	26.3%	19.2%	19.9%
65 Years and over	13.2%	10.1%	9.6%
With Own Children <18	3.4%	4.8%	6.0%
Without Own Children <18, With Relatives	4.9%	6.2%	7.9%
No Relatives Present	3.4%	2.3%	1.9%
2020 Households by Size			
Total	8,246	39,218	113,870
1 Person Household	43.6%	31.0%	32.9%
2 Person Household	31.0%	31.4%	31.6%
3 Person Household	11.1%	15.7%	15.3%
4 Person Household	8.7%	13.8%	12.1%
5 Person Household	3.6%	5.3%	5.0%
6 Person Household	1.3%	1.9%	2.0%
7 + Person Household	0.6%	0.8%	1.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	8,246	39,218	113,870
Owner Occupied	40.5%	63.7%	60.4%
Owned with a Mortgage/Loan	26.0%	45.5%	43.4%
Owned Free and Clear	14.6%	18.2%	17.1%
Renter Occupied	59.5%	36.3%	39.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	75	91	85
Percent of Income for Mortgage	31.9%	25.8%	27.0%
Wealth Index	111	171	138
2020 Housing Units By Urban/ Rural Status			
Total	9,077	42,218	122,425
Urban Housing Units	100.0%	99.9%	99.6%
Rural Housing Units	0.0%	0.1%	0.4%
2020 Population By Urban/ Rural Status			
Total	19,146	102,426	283,698
Urban Population	100.0%	99.9%	99.5%
Rural Population	0.0%	0.1%	0.5%

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

936 York Rd, Towson, Maryland, 21204
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40907
Longitude: -76.60904

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	College Towns (14B)	Urban Chic (2A)	Parks and Rec (5C)
2.	In Style (5B)	Top Tier (1A)	Urban Chic (2A)
3.	Social Security Set (9F)	College Towns (14B)	Family Foundations (12A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$20,537,868	\$122,170,645	\$305,979,550
Average Spent	\$2,415.65	\$3,073.01	\$2,692.37
Spending Potential Index	110	140	122
Education: Total \$	\$17,795,748	\$112,005,853	\$270,030,964
Average Spent	\$2,093.12	\$2,817.33	\$2,376.05
Spending Potential Index	117	157	132
Entertainment/Recreation: Total \$	\$33,297,825	\$203,318,928	\$504,874,754
Average Spent	\$3,916.47	\$5,114.17	\$4,442.48
Spending Potential Index	104	135	117
Food at Home: Total \$	\$61,625,925	\$368,468,540	\$926,760,147
Average Spent	\$7,248.40	\$9,268.25	\$8,154.73
Spending Potential Index	107	136	120
Food Away from Home: Total \$	\$34,281,126	\$204,024,880	\$509,542,725
Average Spent	\$4,032.12	\$5,131.93	\$4,483.56
Spending Potential Index	108	138	120
Health Care: Total \$	\$64,045,132	\$382,365,309	\$962,218,256
Average Spent	\$7,532.95	\$9,617.80	\$8,466.73
Spending Potential Index	102	131	115
HH Furnishings & Equipment: Total \$	\$26,564,863	\$162,177,888	\$403,070,265
Average Spent	\$3,124.54	\$4,079.33	\$3,546.69
Spending Potential Index	106	138	120
Personal Care Products & Services: Total \$	\$8,874,248	\$53,265,933	\$132,792,548
Average Spent	\$1,043.78	\$1,339.82	\$1,168.47
Spending Potential Index	109	140	122
Shelter: Total \$	\$230,183,719	\$1,397,781,690	\$3,468,285,309
Average Spent	\$27,074.07	\$35,159.01	\$30,518.05
Spending Potential Index	109	142	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$27,357,382	\$170,041,182	\$418,808,577
Average Spent	\$3,217.76	\$4,277.12	\$3,685.17
Spending Potential Index	103	137	118
Travel: Total \$	\$19,846,194	\$124,838,799	\$306,934,956
Average Spent	\$2,334.30	\$3,140.12	\$2,700.77
Spending Potential Index	104	140	120
Vehicle Maintenance & Repairs: Total \$	\$11,855,295	\$69,047,545	\$172,850,040
Average Spent	\$1,394.41	\$1,736.78	\$1,520.94
Spending Potential Index	106	133	116

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 11, 2024

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
College Towns (14B)	35.9%	Population	19,849	20,412
In Style (5B)	11.7%	Households	8,502	8,928
Social Security Set (9F)	11.0%	Families	3,275	3,400
Golden Years (9B)	10.7%	Median Age	37.7	39.2
Pleasantville (2B)	9.8%	Median Household Income	\$72,759	\$78,576
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,415.65	\$20,537,868
Men's		112	\$456.61	\$3,882,077
Women's		110	\$823.89	\$7,004,677
Children's		102	\$338.65	\$2,879,230
Footwear		112	\$556.77	\$4,733,619
Watches & Jewelry		112	\$189.40	\$1,610,272
Apparel Products and Services (1)		113	\$50.34	\$427,992
Computer				
Computers and Hardware for Home Use		115	\$292.98	\$2,490,957
Portable Memory		109	\$5.01	\$42,573
Computer Software		123	\$17.75	\$150,870
Computer Accessories		111	\$27.82	\$236,537
Entertainment & Recreation		104	\$3,916.47	\$33,297,825
Fees and Admissions		104	\$739.73	\$6,289,189
Membership Fees for Clubs (2)		106	\$293.45	\$2,494,876
Fees for Participant Sports, excl. Trips		101	\$120.61	\$1,025,447
Tickets to Theatre/Operas/Concerts		110	\$59.78	\$508,225
Tickets to Movies		111	\$30.73	\$261,252
Tickets to Parks or Museums		100	\$27.92	\$237,417
Admission to Sporting Events, excl. Trips		107	\$62.53	\$531,667
Fees for Recreational Lessons		99	\$143.36	\$1,218,815
Dating Services		126	\$1.35	\$11,490
TV/Video/Audio		107	\$1,449.12	\$12,320,445
Cable and Satellite Television Services		104	\$893.94	\$7,600,284
Televisions		109	\$158.78	\$1,349,917
Satellite Dishes		105	\$1.80	\$15,290
VCRs, Video Cameras, and DVD Players		115	\$5.54	\$47,117
Miscellaneous Video Equipment		114	\$14.43	\$122,694
Video Cassettes and DVDs		117	\$7.62	\$64,751
Video Game Hardware/Accessories		121	\$48.56	\$412,894
Video Game Software		126	\$24.34	\$206,962
Rental/Streaming/Downloaded Video		112	\$138.62	\$1,178,569
Installation of Televisions		105	\$1.69	\$14,362
Audio (3)		111	\$150.08	\$1,275,981
Rental and Repair of TV/Radio/Sound Equipment		134	\$3.72	\$31,624
Pets		98	\$906.88	\$7,710,321
Toys/Games/Crafts/Hobbies (4)		106	\$168.33	\$1,431,164
Recreational Vehicles and Fees (5)		91	\$136.06	\$1,156,815
Sports/Recreation/Exercise Equipment (6)		103	\$289.61	\$2,462,285
Photo Equipment and Supplies (7)		111	\$52.00	\$442,069
Reading (8)		111	\$140.95	\$1,198,332
Catered Affairs (9)		111	\$33.78	\$287,207
Food		107	\$11,280.53	\$95,907,052
Food at Home		107	\$7,248.40	\$61,625,925
Bakery and Cereal Products		107	\$940.15	\$7,993,137
Meats, Poultry, Fish, and Eggs		106	\$1,561.83	\$13,278,685
Dairy Products		106	\$698.45	\$5,938,200
Fruits and Vegetables		107	\$1,439.73	\$12,240,625
Snacks and Other Food at Home (10)		107	\$2,608.24	\$22,175,278
Food Away from Home		108	\$4,032.12	\$34,281,126
Alcoholic Beverages		109	\$734.41	\$6,243,966

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	108	\$42,359.78	\$360,142,837
Value of Retirement Plans	99	\$140,496.38	\$1,194,500,239
Value of Other Financial Assets	105	\$8,999.54	\$76,514,097
Vehicle Loan Amount excluding Interest	102	\$3,700.00	\$31,457,413
Value of Credit Card Debt	104	\$3,304.37	\$28,093,760
Health			
Nonprescription Drugs	102	\$173.61	\$1,476,046
Prescription Drugs	103	\$380.95	\$3,238,833
Eyeglasses and Contact Lenses	105	\$117.20	\$996,471
Home			
Mortgage Payment and Basics (11)	93	\$12,014.87	\$102,150,389
Maintenance and Remodeling Services	92	\$3,485.42	\$29,633,051
Maintenance and Remodeling Materials (12)	85	\$670.00	\$5,696,311
Utilities, Fuel, and Public Services	104	\$6,061.91	\$51,538,390
Household Furnishings and Equipment			
Household Textiles (13)	109	\$133.92	\$1,138,562
Furniture	106	\$872.48	\$7,417,800
Rugs	104	\$43.11	\$366,549
Major Appliances (14)	98	\$517.52	\$4,399,917
Housewares (15)	107	\$115.22	\$979,631
Small Appliances	113	\$82.07	\$697,737
Luggage	110	\$15.76	\$133,960
Telephones and Accessories	111	\$119.15	\$1,013,000
Household Operations			
Child Care	101	\$521.94	\$4,437,573
Lawn and Garden (16)	94	\$627.58	\$5,335,682
Moving/Storage/Freight Express	114	\$102.32	\$869,943
Housekeeping Supplies (17)	104	\$973.70	\$8,278,414
Insurance			
Owners and Renters Insurance	94	\$734.34	\$6,243,341
Vehicle Insurance	106	\$2,296.35	\$19,523,534
Life/Other Insurance	98	\$679.05	\$5,773,255
Health Insurance	102	\$5,043.70	\$42,881,506
Personal Care Products (18)	109	\$601.39	\$5,113,057
School Books and Supplies (19)	111	\$149.28	\$1,269,210
Smoking Products	114	\$492.94	\$4,191,006
Transportation			
Payments on Vehicles excluding Leases	101	\$3,056.73	\$25,988,345
Gasoline and Motor Oil	104	\$2,625.13	\$22,318,890
Vehicle Maintenance and Repairs	106	\$1,394.41	\$11,855,295
Travel			
Airline Fares	107	\$497.58	\$4,230,403
Lodging on Trips	101	\$730.21	\$6,208,268
Auto/Truck Rental on Trips	109	\$86.22	\$733,071
Food and Drink on Trips	105	\$585.43	\$4,977,317

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Urban Chic (2A)	10.6%	Population	103,358	103,662
Top Tier (1A)	10.2%	Households	39,756	40,226
College Towns (14B)	9.7%	Families	22,138	22,265
Emerald City (8B)	8.8%	Median Age	39.4	40.1
Golden Years (9B)	7.5%	Median Household Income	\$98,413	\$107,380
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		140	\$3,073.01	\$122,170,645
Men's		141	\$574.79	\$22,851,371
Women's		140	\$1,045.94	\$41,582,244
Children's		131	\$434.69	\$17,281,518
Footwear		141	\$700.85	\$27,862,844
Watches & Jewelry		149	\$252.26	\$10,028,891
Apparel Products and Services (1)		145	\$64.49	\$2,563,777
Computer				
Computers and Hardware for Home Use		144	\$368.47	\$14,649,059
Portable Memory		137	\$6.32	\$251,116
Computer Software		150	\$21.74	\$864,445
Computer Accessories		141	\$35.31	\$1,403,668
Entertainment & Recreation		135	\$5,114.17	\$203,318,928
Fees and Admissions		145	\$1,033.16	\$41,074,419
Membership Fees for Clubs (2)		145	\$402.26	\$15,992,446
Fees for Participant Sports, excl. Trips		142	\$170.45	\$6,776,401
Tickets to Theatre/Operas/Concerts		148	\$80.50	\$3,200,374
Tickets to Movies		142	\$39.17	\$1,557,151
Tickets to Parks or Museums		131	\$36.44	\$1,448,865
Admission to Sporting Events, excl. Trips		145	\$84.95	\$3,377,190
Fees for Recreational Lessons		150	\$217.77	\$8,657,557
Dating Services		151	\$1.62	\$64,436
TV/Video/Audio		133	\$1,801.61	\$71,624,753
Cable and Satellite Television Services		131	\$1,125.80	\$44,757,483
Televisions		134	\$195.40	\$7,768,158
Satellite Dishes		123	\$2.10	\$83,545
VCRs, Video Cameras, and DVD Players		138	\$6.66	\$264,763
Miscellaneous Video Equipment		148	\$18.72	\$744,069
Video Cassettes and DVDs		140	\$9.11	\$362,012
Video Game Hardware/Accessories		136	\$54.85	\$2,180,815
Video Game Software		141	\$27.23	\$1,082,392
Rental/Streaming/Downloaded Video		134	\$165.89	\$6,594,960
Installation of Televisions		146	\$2.35	\$93,491
Audio (3)		140	\$189.69	\$7,541,495
Rental and Repair of TV/Radio/Sound Equipment		137	\$3.81	\$151,570
Pets		130	\$1,201.32	\$47,759,732
Toys/Games/Crafts/Hobbies (4)		133	\$211.04	\$8,390,055
Recreational Vehicles and Fees (5)		131	\$197.42	\$7,848,672
Sports/Recreation/Exercise Equipment (6)		133	\$374.81	\$14,900,989
Photo Equipment and Supplies (7)		142	\$66.60	\$2,647,682
Reading (8)		145	\$183.33	\$7,288,427
Catered Affairs (9)		148	\$44.88	\$1,784,198
Food		137	\$14,400.18	\$572,493,420
Food at Home		136	\$9,268.25	\$368,468,540
Bakery and Cereal Products		137	\$1,201.98	\$47,786,108
Meats, Poultry, Fish, and Eggs		136	\$1,999.29	\$79,483,624
Dairy Products		137	\$899.95	\$35,778,370
Fruits and Vegetables		139	\$1,859.49	\$73,925,960
Snacks and Other Food at Home (10)		135	\$3,307.54	\$131,494,479
Food Away from Home		138	\$5,131.93	\$204,024,880
Alcoholic Beverages		145	\$977.48	\$38,860,663

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	155	\$60,969.62	\$2,423,908,277
Value of Retirement Plans	144	\$203,544.00	\$8,092,095,208
Value of Other Financial Assets	152	\$13,048.08	\$518,739,338
Vehicle Loan Amount excluding Interest	125	\$4,547.06	\$180,772,798
Value of Credit Card Debt	137	\$4,324.51	\$171,925,040
Health			
Nonprescription Drugs	126	\$215.04	\$8,549,008
Prescription Drugs	125	\$461.93	\$18,364,641
Eyeglasses and Contact Lenses	135	\$149.91	\$5,959,835
Home			
Mortgage Payment and Basics (11)	137	\$17,642.12	\$701,380,255
Maintenance and Remodeling Services	135	\$5,109.85	\$203,147,246
Maintenance and Remodeling Materials (12)	118	\$923.20	\$36,702,836
Utilities, Fuel, and Public Services	131	\$7,608.87	\$302,498,285
Household Furnishings and Equipment			
Household Textiles (13)	140	\$170.85	\$6,792,178
Furniture	135	\$1,115.78	\$44,359,049
Rugs	143	\$59.45	\$2,363,399
Major Appliances (14)	130	\$685.27	\$27,243,514
Housewares (15)	139	\$149.80	\$5,955,420
Small Appliances	139	\$100.82	\$4,008,028
Luggage	141	\$20.29	\$806,524
Telephones and Accessories	140	\$150.07	\$5,966,142
Household Operations			
Child Care	141	\$727.86	\$28,936,718
Lawn and Garden (16)	132	\$882.98	\$35,103,825
Moving/Storage/Freight Express	142	\$126.95	\$5,047,090
Housekeeping Supplies (17)	134	\$1,245.94	\$49,533,725
Insurance			
Owners and Renters Insurance	125	\$978.65	\$38,907,175
Vehicle Insurance	131	\$2,835.36	\$112,722,670
Life/Other Insurance	134	\$928.01	\$36,893,791
Health Insurance	131	\$6,457.58	\$256,727,385
Personal Care Products (18)	138	\$764.50	\$30,393,590
School Books and Supplies (19)	137	\$184.09	\$7,318,662
Smoking Products	124	\$537.32	\$21,361,513
Transportation			
Payments on Vehicles excluding Leases	126	\$3,807.43	\$151,368,274
Gasoline and Motor Oil	128	\$3,254.50	\$129,385,927
Vehicle Maintenance and Repairs	133	\$1,736.78	\$69,047,545
Travel			
Airline Fares	145	\$675.43	\$26,852,327
Lodging on Trips	138	\$998.20	\$39,684,256
Auto/Truck Rental on Trips	142	\$112.61	\$4,476,984
Food and Drink on Trips	139	\$778.82	\$30,962,658

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	10.3%	Population	282,179	279,498
Urban Chic (2A)	7.6%	Households	113,647	113,536
Family Foundations (12A)	7.0%	Families	64,173	63,950
Exurbanites (1E)	6.5%	Median Age	39.8	40.5
Young and Restless (11B)	5.4%	Median Household Income	\$80,434	\$89,367
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		122	\$2,692.37	\$305,979,550
Men's		122	\$500.94	\$56,930,650
Women's		122	\$913.06	\$103,766,906
Children's		117	\$389.48	\$44,263,677
Footwear		124	\$616.80	\$70,097,083
Watches & Jewelry		128	\$215.48	\$24,488,144
Apparel Products and Services (1)		127	\$56.61	\$6,433,090
Computer				
Computers and Hardware for Home Use		124	\$317.59	\$36,092,781
Portable Memory		119	\$5.49	\$624,238
Computer Software		129	\$18.63	\$2,117,178
Computer Accessories		122	\$30.62	\$3,479,544
Entertainment & Recreation		117	\$4,442.48	\$504,874,754
Fees and Admissions		124	\$882.97	\$100,347,165
Membership Fees for Clubs (2)		124	\$344.05	\$39,100,675
Fees for Participant Sports, excl. Trips		123	\$147.18	\$16,726,332
Tickets to Theatre/Operas/Concerts		126	\$68.98	\$7,839,719
Tickets to Movies		122	\$33.80	\$3,840,865
Tickets to Parks or Museums		114	\$31.79	\$3,613,163
Admission to Sporting Events, excl. Trips		124	\$72.25	\$8,210,956
Fees for Recreational Lessons		126	\$183.40	\$20,842,913
Dating Services		142	\$1.52	\$172,542
TV/Video/Audio		117	\$1,590.22	\$180,723,924
Cable and Satellite Television Services		116	\$1,000.01	\$113,648,615
Televisions		118	\$172.05	\$19,553,426
Satellite Dishes		109	\$1.86	\$211,940
VCRs, Video Cameras, and DVD Players		118	\$5.68	\$646,058
Miscellaneous Video Equipment		132	\$16.66	\$1,893,803
Video Cassettes and DVDs		121	\$7.91	\$898,988
Video Game Hardware/Accessories		122	\$48.90	\$5,557,699
Video Game Software		124	\$23.97	\$2,723,572
Rental/Streaming/Downloaded Video		117	\$144.94	\$16,472,214
Installation of Televisions		125	\$2.01	\$228,143
Audio (3)		121	\$162.88	\$18,510,735
Rental and Repair of TV/Radio/Sound Equipment		120	\$3.33	\$378,730
Pets		113	\$1,040.71	\$118,273,782
Toys/Games/Crafts/Hobbies (4)		117	\$185.67	\$21,100,927
Recreational Vehicles and Fees (5)		112	\$167.76	\$19,065,799
Sports/Recreation/Exercise Equipment (6)		115	\$322.24	\$36,621,576
Photo Equipment and Supplies (7)		123	\$57.56	\$6,540,958
Reading (8)		124	\$157.46	\$17,895,244
Catered Affairs (9)		125	\$37.88	\$4,305,378
Food		120	\$12,638.28	\$1,436,302,872
Food at Home		120	\$8,154.73	\$926,760,147
Bakery and Cereal Products		120	\$1,058.66	\$120,313,428
Meats, Poultry, Fish, and Eggs		120	\$1,764.47	\$200,526,964
Dairy Products		120	\$789.09	\$89,677,321
Fruits and Vegetables		122	\$1,631.86	\$185,455,754
Snacks and Other Food at Home (10)		119	\$2,910.65	\$330,786,681
Food Away from Home		120	\$4,483.56	\$509,542,725
Alcoholic Beverages		125	\$843.66	\$95,879,110

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	129	\$50,931.69	\$5,788,234,196
Value of Retirement Plans	122	\$173,085.88	\$19,670,690,828
Value of Other Financial Assets	126	\$10,822.90	\$1,229,990,443
Vehicle Loan Amount excluding Interest	111	\$4,038.18	\$458,927,069
Value of Credit Card Debt	120	\$3,800.97	\$431,969,219
Health			
Nonprescription Drugs	112	\$191.53	\$21,766,941
Prescription Drugs	111	\$409.92	\$46,585,785
Eyeglasses and Contact Lenses	117	\$130.73	\$14,857,492
Home			
Mortgage Payment and Basics (11)	117	\$15,135.46	\$1,720,099,841
Maintenance and Remodeling Services	115	\$4,363.08	\$495,850,890
Maintenance and Remodeling Materials (12)	102	\$804.14	\$91,388,227
Utilities, Fuel, and Public Services	116	\$6,731.78	\$765,047,056
Household Furnishings and Equipment			
Household Textiles (13)	122	\$149.14	\$16,948,942
Furniture	119	\$978.42	\$111,194,676
Rugs	123	\$51.04	\$5,800,365
Major Appliances (14)	113	\$599.39	\$68,119,087
Housewares (15)	121	\$129.90	\$14,762,209
Small Appliances	121	\$87.70	\$9,966,871
Luggage	123	\$17.67	\$2,008,341
Telephones and Accessories	120	\$129.49	\$14,716,344
Household Operations			
Child Care	122	\$629.50	\$71,540,442
Lawn and Garden (16)	113	\$760.54	\$86,433,469
Moving/Storage/Freight Express	123	\$110.18	\$12,521,075
Housekeeping Supplies (17)	118	\$1,098.97	\$124,895,059
Insurance			
Owners and Renters Insurance	110	\$861.89	\$97,950,907
Vehicle Insurance	116	\$2,515.46	\$285,874,754
Life/Other Insurance	117	\$807.33	\$91,750,245
Health Insurance	115	\$5,694.74	\$647,190,080
Personal Care Products (18)	121	\$666.81	\$75,781,353
School Books and Supplies (19)	120	\$160.13	\$18,198,183
Smoking Products	112	\$485.98	\$55,230,238
Transportation			
Payments on Vehicles excluding Leases	112	\$3,383.10	\$384,479,615
Gasoline and Motor Oil	113	\$2,870.28	\$326,199,276
Vehicle Maintenance and Repairs	116	\$1,520.94	\$172,850,040
Travel			
Airline Fares	123	\$575.68	\$65,424,631
Lodging on Trips	119	\$858.96	\$97,617,889
Auto/Truck Rental on Trips	123	\$97.49	\$11,079,459
Food and Drink on Trips	120	\$672.89	\$76,471,547

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

936 York Rd, Towson, Maryland, 21204
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40907
Longitude: -76.60904

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	2,707		6,065		11,874							
Total Employees:	29,594		71,840		138,644							
Total Residential Population:	19,849		103,358		282,179							
Employee/Residential Population Ratio (per 100 Residents)	149		70		49							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	21	0.8%	213	0.7%	66	1.1%	716	1.0%	129	1.1%	1,259	0.9%
Construction	72	2.7%	1,540	5.2%	215	3.5%	2,667	3.7%	500	4.2%	4,772	3.4%
Manufacturing	23	0.8%	382	1.3%	67	1.1%	939	1.3%	150	1.3%	2,972	2.1%
Transportation	27	1.0%	149	0.5%	64	1.1%	459	0.6%	157	1.3%	1,370	1.0%
Communication	19	0.7%	261	0.9%	43	0.7%	665	0.9%	84	0.7%	1,883	1.4%
Utility	5	0.2%	34	0.1%	8	0.1%	68	0.1%	15	0.1%	129	0.1%
Wholesale Trade	20	0.7%	259	0.9%	73	1.2%	717	1.0%	158	1.3%	1,493	1.1%
Retail Trade Summary	391	14.4%	6,548	22.1%	930	15.3%	14,380	20.0%	1,928	16.2%	26,767	19.3%
Home Improvement	6	0.2%	49	0.2%	26	0.4%	180	0.3%	65	0.5%	1,299	0.9%
General Merchandise Stores	13	0.5%	223	0.8%	37	0.6%	817	1.1%	90	0.8%	1,451	1.0%
Food Stores	28	1.0%	380	1.3%	84	1.4%	1,717	2.4%	187	1.6%	3,898	2.8%
Auto Dealers & Gas Stations	25	0.9%	897	3.0%	64	1.1%	1,843	2.6%	154	1.3%	3,210	2.3%
Apparel & Accessory Stores	84	3.1%	1,201	4.1%	110	1.8%	1,372	1.9%	175	1.5%	1,662	1.2%
Furniture & Home Furnishings	15	0.6%	167	0.6%	72	1.2%	705	1.0%	155	1.3%	1,290	0.9%
Eating & Drinking Places	129	4.8%	2,985	10.1%	293	4.8%	5,543	7.7%	612	5.2%	9,708	7.0%
Miscellaneous Retail	90	3.3%	645	2.2%	245	4.0%	2,203	3.1%	490	4.1%	4,250	3.1%
Finance, Insurance, Real Estate Summary	398	14.7%	3,541	12.0%	809	13.3%	7,375	10.3%	1,511	12.7%	13,659	9.9%
Banks, Savings & Lending Institutions	61	2.3%	501	1.7%	143	2.4%	1,161	1.6%	247	2.1%	1,930	1.4%
Securities Brokers	104	3.8%	1,008	3.4%	173	2.9%	1,604	2.2%	271	2.3%	2,645	1.9%
Insurance Carriers & Agents	61	2.3%	704	2.4%	140	2.3%	1,651	2.3%	235	2.0%	2,703	1.9%
Real Estate, Holding, Other Investment Offices	173	6.4%	1,328	4.5%	353	5.8%	2,959	4.1%	758	6.4%	6,382	4.6%
Services Summary	1,189	43.9%	12,725	43.0%	2,815	46.4%	38,857	54.1%	5,409	45.6%	76,905	55.5%
Hotels & Lodging	6	0.2%	129	0.4%	18	0.3%	290	0.4%	35	0.3%	1,024	0.7%
Automotive Services	35	1.3%	257	0.9%	94	1.5%	956	1.3%	210	1.8%	1,683	1.2%
Movies & Amusements	33	1.2%	254	0.9%	137	2.3%	1,172	1.6%	277	2.3%	2,459	1.8%
Health Services	266	9.8%	4,124	13.9%	736	12.1%	15,709	21.9%	1,279	10.8%	29,568	21.3%
Legal Services	275	10.2%	1,980	6.7%	365	6.0%	2,614	3.6%	505	4.3%	3,974	2.9%
Education Institutions & Libraries	36	1.3%	951	3.2%	103	1.7%	3,332	4.6%	253	2.1%	10,362	7.5%
Other Services	539	19.9%	5,030	17.0%	1,363	22.5%	14,785	20.6%	2,849	24.0%	27,835	20.1%
Government	111	4.1%	3,610	12.2%	132	2.2%	4,398	6.1%	170	1.4%	6,191	4.5%
Unclassified Establishments	431	15.9%	332	1.1%	842	13.9%	601	0.8%	1,663	14.0%	1,244	0.9%
Totals	2,707	100.0%	29,594	100.0%	6,065	100.0%	71,840	100.0%	11,874	100.0%	138,644	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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.

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	6	0.2%	21	0.1%	11	0.2%	52	0.1%	20	0.2%	92	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%
Utilities	0	0.0%	2	0.0%	1	0.0%	4	0.0%	2	0.0%	15	0.0%
Construction	81	3.0%	1,723	5.8%	234	3.9%	2,922	4.1%	547	4.6%	5,314	3.8%
Manufacturing	26	1.0%	381	1.3%	80	1.3%	1,032	1.4%	185	1.6%	3,174	2.3%
Wholesale Trade	20	0.7%	259	0.9%	71	1.2%	708	1.0%	153	1.3%	1,473	1.1%
Retail Trade	248	9.2%	3,466	11.7%	603	9.9%	8,580	11.9%	1,245	10.5%	16,521	11.9%
Motor Vehicle & Parts Dealers	19	0.7%	872	2.9%	43	0.7%	1,684	2.3%	104	0.9%	2,896	2.1%
Furniture & Home Furnishings Stores	7	0.3%	46	0.2%	39	0.6%	357	0.5%	75	0.6%	589	0.4%
Electronics & Appliance Stores	8	0.3%	120	0.4%	24	0.4%	350	0.5%	60	0.5%	579	0.4%
Building Material & Garden Equipment & Supplies Dealers	6	0.2%	49	0.2%	26	0.4%	179	0.2%	64	0.5%	1,295	0.9%
Food & Beverage Stores	21	0.8%	307	1.0%	78	1.3%	1,635	2.3%	185	1.6%	3,793	2.7%
Health & Personal Care Stores	25	0.9%	238	0.8%	69	1.1%	530	0.7%	135	1.1%	1,279	0.9%
Gasoline Stations & Fuel Dealers	6	0.2%	25	0.1%	20	0.3%	159	0.2%	51	0.4%	320	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	98	3.6%	1,292	4.4%	129	2.1%	1,651	2.3%	205	1.7%	1,992	1.4%
Sporting Goods, Hobby, Book, & Music Stores	32	1.2%	184	0.6%	108	1.8%	973	1.4%	224	1.9%	1,951	1.4%
General Merchandise Stores	27	1.0%	333	1.1%	67	1.1%	1,063	1.5%	144	1.2%	1,827	1.3%
Transportation & Warehousing	17	0.6%	113	0.4%	45	0.7%	374	0.5%	113	1.0%	1,158	0.8%
Information	39	1.4%	674	2.3%	98	1.6%	1,405	2.0%	196	1.7%	3,668	2.6%
Finance & Insurance	230	8.5%	2,230	7.5%	463	7.6%	4,483	6.2%	769	6.5%	7,384	5.3%
Central Bank/Credit Intermediation & Related Activities	59	2.2%	488	1.6%	142	2.3%	1,147	1.6%	243	2.0%	1,902	1.4%
Securities & Commodity Contracts	109	4.0%	1,038	3.5%	181	3.0%	1,685	2.3%	290	2.4%	2,769	2.0%
Funds, Trusts & Other Financial Vehicles	61	2.3%	704	2.4%	140	2.3%	1,651	2.3%	236	2.0%	2,713	2.0%
Real Estate, Rental & Leasing	146	5.4%	1,109	3.7%	318	5.2%	2,726	3.8%	701	5.9%	5,804	4.2%
Professional, Scientific & Tech Services	509	18.8%	4,258	14.4%	889	14.7%	9,161	12.8%	1,498	12.6%	13,777	9.9%
Legal Services	300	11.1%	2,132	7.2%	398	6.6%	2,805	3.9%	555	4.7%	4,246	3.1%
Management of Companies & Enterprises	9	0.3%	62	0.2%	22	0.4%	147	0.2%	53	0.4%	442	0.3%
Administrative, Support & Waste Management Services	95	3.5%	725	2.4%	206	3.4%	1,558	2.2%	418	3.5%	3,157	2.3%
Educational Services	48	1.8%	792	2.7%	138	2.3%	3,253	4.5%	308	2.6%	10,033	7.2%
Health Care & Social Assistance	327	12.1%	5,000	16.9%	904	14.9%	18,701	26.0%	1,632	13.7%	35,995	26.0%
Arts, Entertainment & Recreation	28	1.0%	206	0.7%	112	1.8%	1,011	1.4%	233	2.0%	2,179	1.6%
Accommodation & Food Services	142	5.2%	3,169	10.7%	328	5.4%	5,976	8.3%	679	5.7%	10,997	7.9%
Accommodation	6	0.2%	129	0.4%	18	0.3%	290	0.4%	35	0.3%	1,024	0.7%
Food Services & Drinking Places	136	5.0%	3,040	10.3%	310	5.1%	5,686	7.9%	644	5.4%	9,973	7.2%
Other Services (except Public Administration)	193	7.1%	1,453	4.9%	567	9.3%	4,739	6.6%	1,287	10.8%	10,011	7.2%
Automotive Repair & Maintenance	20	0.7%	120	0.4%	66	1.1%	744	1.0%	153	1.3%	1,331	1.0%
Public Administration	112	4.1%	3,620	12.2%	133	2.2%	4,408	6.1%	171	1.4%	6,201	4.5%
Unclassified Establishments	431	15.9%	332	1.1%	842	13.9%	601	0.8%	1,663	14.0%	1,244	0.9%
Total	2,707	100.0%	29,594	100.0%	6,065	100.0%	71,840	100.0%	11,874	100.0%	138,644	100.0%

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