

## Market Profile

9832 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	10,136	54,338	103,710
2020 Total Population	10,733	57,560	110,554
2020 Group Quarters	36	1,386	10,112
2023 Total Population	10,771	57,672	110,635
2023 Group Quarters	35	1,386	10,113
2028 Total Population	10,713	57,542	111,181
2023-2028 Annual Rate	-0.11%	-0.05%	0.10%
2023 Total Daytime Population	17,047	77,812	156,476
Workers	12,739	51,357	103,104
Residents	4,308	26,455	53,372
<b>Household Summary</b>			
2010 Households	4,508	23,310	41,224
2010 Average Household Size	2.25	2.29	2.29
2020 Total Households	4,564	23,751	43,048
2020 Average Household Size	2.34	2.37	2.33
2023 Households	4,577	23,820	43,414
2023 Average Household Size	2.35	2.36	2.32
2028 Households	4,568	23,871	44,040
2028 Average Household Size	2.34	2.35	2.29
2023-2028 Annual Rate	-0.04%	0.04%	0.29%
2010 Families	2,352	14,096	24,494
2010 Average Family Size	2.96	2.93	2.94
2023 Families	2,264	13,790	24,470
2023 Average Family Size	3.23	3.12	3.08
2028 Families	2,253	13,781	24,626
2028 Average Family Size	3.22	3.11	3.06
2023-2028 Annual Rate	-0.10%	-0.01%	0.13%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,917	23,351	41,109
Owner Occupied Housing Units	35.4%	60.7%	62.3%
Renter Occupied Housing Units	61.1%	36.1%	34.4%
Vacant Housing Units	3.4%	3.2%	3.3%
2010 Housing Units	4,770	24,682	43,779
Owner Occupied Housing Units	37.7%	61.0%	61.6%
Renter Occupied Housing Units	56.9%	33.5%	32.6%
Vacant Housing Units	5.5%	5.6%	5.8%
2020 Housing Units	4,785	25,071	45,927
Owner Occupied Housing Units	35.7%	59.9%	59.0%
Renter Occupied Housing Units	59.7%	34.9%	34.8%
Vacant Housing Units	4.8%	5.2%	6.4%
2023 Housing Units	4,799	25,170	46,730
Owner Occupied Housing Units	39.4%	62.0%	60.2%
Renter Occupied Housing Units	55.9%	32.7%	32.7%
Vacant Housing Units	4.6%	5.4%	7.1%
2028 Housing Units	4,824	25,341	47,055
Owner Occupied Housing Units	39.7%	62.3%	60.8%
Renter Occupied Housing Units	55.0%	31.9%	32.8%
Vacant Housing Units	5.3%	5.8%	6.4%

**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.

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<b>2023 Households by Income</b>			
Household Income Base	4,577	23,820	43,406
<\$15,000	6.6%	4.8%	6.9%
\$15,000 - \$24,999	5.1%	4.7%	5.0%
\$25,000 - \$34,999	8.8%	6.0%	5.9%
\$35,000 - \$49,999	9.0%	8.6%	7.3%
\$50,000 - \$74,999	19.4%	14.8%	13.7%
\$75,000 - \$99,999	14.3%	11.2%	10.3%
\$100,000 - \$149,999	16.3%	16.3%	15.9%
\$150,000 - \$199,999	9.4%	12.0%	11.5%
\$200,000+	11.0%	21.7%	23.5%
Average Household Income	\$109,457	\$150,351	\$160,031
<b>2028 Households by Income</b>			
Household Income Base	4,568	23,871	44,032
<\$15,000	6.3%	4.5%	6.7%
\$15,000 - \$24,999	4.4%	4.0%	4.4%
\$25,000 - \$34,999	7.7%	5.5%	5.3%
\$35,000 - \$49,999	8.0%	7.9%	6.7%
\$50,000 - \$74,999	17.9%	13.1%	12.4%
\$75,000 - \$99,999	13.8%	10.3%	9.6%
\$100,000 - \$149,999	17.0%	15.9%	15.6%
\$150,000 - \$199,999	11.3%	13.7%	12.9%
\$200,000+	13.6%	25.2%	26.5%
Average Household Income	\$125,062	\$169,980	\$177,970
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,893	15,601	28,129
<\$50,000	1.2%	0.8%	0.9%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.6%	0.1%	0.1%
\$150,000 - \$199,999	2.4%	0.6%	0.8%
\$200,000 - \$249,999	3.6%	1.3%	2.1%
\$250,000 - \$299,999	9.1%	3.3%	3.2%
\$300,000 - \$399,999	39.0%	33.7%	28.8%
\$400,000 - \$499,999	17.8%	20.7%	18.2%
\$500,000 - \$749,999	20.0%	27.9%	31.4%
\$750,000 - \$999,999	5.5%	8.1%	9.6%
\$1,000,000 - \$1,499,999	0.6%	3.0%	4.3%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.4%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$437,388	\$514,848	\$544,136
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,915	15,798	28,601
<\$50,000	0.7%	0.4%	0.7%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.2%	0.0%	0.0%
\$150,000 - \$199,999	0.9%	0.2%	0.4%
\$200,000 - \$249,999	2.0%	0.6%	1.3%
\$250,000 - \$299,999	6.7%	2.3%	2.4%
\$300,000 - \$399,999	37.0%	29.7%	26.0%
\$400,000 - \$499,999	19.5%	21.9%	18.8%
\$500,000 - \$749,999	25.2%	32.3%	35.0%
\$750,000 - \$999,999	6.9%	8.8%	10.0%
\$1,000,000 - \$1,499,999	0.8%	3.5%	4.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$470,507	\$537,816	\$562,565

**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.

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<b>Median Household Income</b>			
2023	\$76,359	\$99,796	\$102,041
2028	\$83,639	\$111,357	\$112,111
<b>Median Home Value</b>			
2023	\$384,641	\$449,073	\$477,738
2028	\$412,567	\$476,412	\$502,574
<b>Per Capita Income</b>			
2023	\$45,991	\$62,078	\$62,984
2028	\$52,727	\$70,461	\$70,661
<b>Median Age</b>			
2010	34.2	43.1	41.4
2020	34.6	42.6	40.1
2023	36.4	45.2	42.8
2028	37.5	45.9	43.7
<b>2020 Population by Age</b>			
Total	10,733	57,560	110,554
0 - 4	6.0%	5.2%	4.5%
5 - 9	6.0%	5.7%	5.0%
10 - 14	6.8%	6.1%	5.5%
15 - 24	13.3%	11.1%	17.8%
25 - 34	18.7%	12.4%	11.4%
35 - 44	15.3%	12.3%	11.1%
45 - 54	11.7%	12.3%	11.5%
55 - 64	10.5%	13.2%	12.6%
65 - 74	7.1%	11.1%	10.8%
75 - 84	3.2%	6.6%	6.2%
85 +	1.3%	4.0%	3.8%
18 +	77.3%	79.1%	81.4%
<b>2023 Population by Age</b>			
Total	10,773	57,670	110,635
0 - 4	5.0%	4.3%	3.7%
5 - 9	4.7%	4.7%	4.3%
10 - 14	4.5%	5.3%	5.0%
15 - 24	12.8%	11.4%	18.0%
25 - 34	20.6%	12.2%	10.9%
35 - 44	15.7%	11.9%	10.4%
45 - 54	10.6%	11.8%	11.1%
55 - 64	11.1%	13.8%	13.0%
65 - 74	8.8%	12.7%	11.8%
75 - 84	4.6%	7.9%	7.6%
85 +	1.6%	4.1%	4.2%
18 +	82.9%	82.1%	83.4%
<b>2028 Population by Age</b>			
Total	10,715	57,541	111,182
0 - 4	5.1%	4.4%	3.8%
5 - 9	4.6%	4.6%	4.2%
10 - 14	4.3%	4.8%	4.5%
15 - 24	12.0%	10.7%	17.3%
25 - 34	19.5%	12.0%	10.5%
35 - 44	17.0%	12.4%	11.0%
45 - 54	11.1%	11.3%	10.6%
55 - 64	9.8%	12.4%	11.7%
65 - 74	9.1%	13.1%	12.2%
75 - 84	5.7%	9.6%	9.3%
85 +	1.9%	4.6%	4.7%
18 +	83.3%	83.0%	84.3%
<b>2020 Population by Sex</b>			

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Males	5,240	27,248	51,868
Females	5,493	30,313	58,686
<b>2023 Population by Sex</b>			
Males	5,277	27,490	52,990
Females	5,494	30,182	57,645
<b>2028 Population by Sex</b>			
Males	5,236	27,321	53,068
Females	5,477	30,221	58,114
<b>2010 Population by Race/Ethnicity</b>			
Total	10,136	54,337	103,710
White Alone	63.6%	77.2%	80.8%
Black Alone	12.8%	8.5%	8.1%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	15.8%	10.1%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	1.8%	1.3%
Two or More Races	3.1%	2.1%	2.0%
Hispanic Origin	9.3%	4.6%	3.8%
Diversity Index	62.7	43.9	38.3
<b>2020 Population by Race/Ethnicity</b>			
Total	10,733	57,560	110,554
White Alone	49.4%	67.3%	69.6%
Black Alone	16.2%	10.6%	12.2%
American Indian Alone	0.5%	0.3%	0.2%
Asian Alone	16.1%	11.4%	9.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	9.7%	4.0%	2.8%
Two or More Races	8.0%	6.4%	6.1%
Hispanic Origin	16.6%	8.0%	6.3%
Diversity Index	77.5	58.9	54.9
<b>2023 Population by Race/Ethnicity</b>			
Total	10,771	57,673	110,636
White Alone	47.3%	65.7%	68.0%
Black Alone	16.7%	10.9%	12.7%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	16.6%	12.0%	9.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	10.3%	4.3%	3.0%
Two or More Races	8.4%	6.7%	6.4%
Hispanic Origin	17.8%	8.7%	6.9%
Diversity Index	79.0	61.0	57.0
<b>2028 Population by Race/Ethnicity</b>			
Total	10,713	57,543	111,182
White Alone	43.3%	62.4%	64.8%
Black Alone	17.6%	11.6%	13.7%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	17.5%	13.1%	10.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.9%	5.0%	3.5%
Two or More Races	9.1%	7.5%	7.3%
Hispanic Origin	19.9%	9.9%	7.8%
Diversity Index	81.5	64.8	61.0

**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.

January 29, 2024

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	10,733	57,560	110,554
In Households	99.7%	97.6%	90.9%
Householder	41.7%	41.2%	38.9%
Opposite-Sex Spouse	15.0%	19.4%	18.3%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	2.1%	1.9%
Same-Sex Unmarried Partner	0.2%	0.2%	0.1%
Biological Child	26.6%	26.4%	23.7%
Adopted Child	0.5%	0.6%	0.5%
Stepchild	1.0%	0.7%	0.6%
Grandchild	1.4%	1.0%	0.8%
Brother or Sister	1.7%	0.9%	0.7%
Parent	1.5%	1.1%	0.9%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.2%	0.2%	0.2%
Other Relatives	1.6%	1.0%	0.8%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	4.2%	2.2%	2.8%
In Group Quarters	0.3%	2.4%	9.1%
Institutionalized	0.0%	2.1%	2.9%
Noninstitutionalized	0.3%	0.3%	6.2%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	7,868	42,864	76,315
Less than 9th Grade	3.3%	1.6%	1.5%
9th - 12th Grade, No Diploma	4.0%	2.3%	2.3%
High School Graduate	14.8%	13.0%	11.7%
GED/Alternative Credential	4.3%	1.4%	1.4%
Some College, No Degree	12.2%	13.3%	12.4%
Associate Degree	6.4%	5.8%	5.3%
Bachelor's Degree	37.5%	34.9%	34.1%
Graduate/Professional Degree	17.5%	27.6%	31.2%
<b>2023 Population 15+ by Marital Status</b>			
Total	9,249	49,434	96,192
Never Married	42.0%	31.4%	36.7%
Married	48.1%	54.6%	49.0%
Widowed	3.3%	6.1%	6.3%
Divorced	6.7%	7.9%	7.9%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,806	32,692	59,156
Population 16+ Employed	95.9%	97.0%	97.1%
Population 16+ Unemployment rate	4.2%	3.0%	2.9%
Population 16-24 Employed	14.9%	12.4%	16.3%
Population 16-24 Unemployment rate	10.0%	7.6%	7.9%
Population 25-54 Employed	64.5%	57.5%	53.1%
Population 25-54 Unemployment rate	2.5%	2.0%	1.8%
Population 55-64 Employed	13.3%	18.4%	18.3%
Population 55-64 Unemployment rate	4.6%	2.9%	2.2%
Population 65+ Employed	7.4%	11.7%	12.3%
Population 65+ Unemployment rate	4.8%	3.1%	2.0%

	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	6,524	31,712	57,424
Agriculture/Mining	2.4%	0.9%	0.7%
Construction	3.2%	3.6%	3.3%
Manufacturing	6.6%	8.3%	6.9%
Wholesale Trade	1.3%	2.7%	2.2%
Retail Trade	13.9%	9.2%	8.0%
Transportation/Utilities	3.1%	3.3%	3.4%
Information	3.6%	2.4%	1.9%
Finance/Insurance/Real Estate	9.5%	10.7%	10.5%
Services	49.5%	53.1%	57.1%
Public Administration	6.9%	5.9%	6.0%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	6,526	31,713	57,423
White Collar	70.9%	79.5%	80.1%
Management/Business/Financial	18.1%	24.7%	23.6%
Professional	33.2%	35.6%	37.4%
Sales	8.9%	9.6%	9.6%
Administrative Support	10.7%	9.7%	9.5%
Services	16.3%	10.1%	11.5%
Blue Collar	12.8%	10.4%	8.3%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	2.4%	1.7%	1.4%
Installation/Maintenance/Repair	1.2%	1.6%	1.3%
Production	3.6%	2.6%	2.1%
Transportation/Material Moving	5.6%	4.2%	3.4%
<b>2020 Households by Type</b>			
Total	4,564	23,751	43,048
Married Couple Households	36.1%	47.5%	47.7%
With Own Children <18	17.2%	19.3%	18.9%
Without Own Children <18	18.9%	28.2%	28.8%
Cohabiting Couple Households	9.0%	5.5%	5.2%
With Own Children <18	2.7%	1.4%	1.1%
Without Own Children <18	6.3%	4.1%	4.0%
Male Householder, No Spouse/Partner	22.3%	17.2%	17.5%
Living Alone	15.1%	12.4%	12.6%
65 Years and over	3.2%	4.0%	4.2%
With Own Children <18	2.1%	1.4%	1.3%
Without Own Children <18, With Relatives	3.0%	2.1%	2.0%
No Relatives Present	2.2%	1.3%	1.6%
Female Householder, No Spouse/Partner	32.6%	29.8%	29.6%
Living Alone	18.5%	19.0%	19.3%
65 Years and over	7.0%	10.7%	10.7%
With Own Children <18	6.9%	4.6%	3.9%
Without Own Children <18, With Relatives	5.9%	5.2%	4.9%
No Relatives Present	1.3%	0.9%	1.5%
<b>2020 Households by Size</b>			
Total	4,564	23,751	43,048
1 Person Household	33.5%	31.5%	31.9%
2 Person Household	30.3%	31.9%	32.5%
3 Person Household	15.1%	15.3%	14.7%
4 Person Household	12.6%	13.6%	13.3%
5 Person Household	5.0%	5.2%	5.2%
6 Person Household	2.1%	1.7%	1.6%
7 + Person Household	1.3%	0.9%	0.8%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,564	23,751	43,048
Owner Occupied	37.4%	63.2%	62.9%
Owned with a Mortgage/Loan	27.2%	42.6%	42.3%
Owned Free and Clear	10.2%	20.6%	20.6%
Renter Occupied	62.6%	36.8%	37.1%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	79	88	84
Percent of Income for Mortgage	30.3%	27.0%	28.1%
Wealth Index	89	187	197
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,785	25,071	45,927
Urban Housing Units	100.0%	98.6%	94.9%
Rural Housing Units	0.0%	1.4%	5.1%
<b>2020 Population By Urban/ Rural Status</b>			
Total	10,733	57,560	110,554
Urban Population	100.0%	98.1%	94.0%
Rural Population	0.0%	1.9%	6.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Exurbanites (1E)	Top Tier (1A)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Exurbanites (1E)
3.	Bright Young Professionals	Pleasantville (2B)	Young and Restless (11B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,498,470	\$72,669,004	\$141,243,978
Average Spent	\$2,293.74	\$3,050.76	\$3,253.42
Spending Potential Index	104	139	148
Education: Total \$	\$8,486,200	\$65,114,978	\$129,476,473
Average Spent	\$1,854.10	\$2,733.63	\$2,982.37
Spending Potential Index	103	152	166
Entertainment/Recreation: Total \$	\$17,300,735	\$123,451,225	\$239,131,738
Average Spent	\$3,779.93	\$5,182.67	\$5,508.17
Spending Potential Index	100	137	146
Food at Home: Total \$	\$31,488,109	\$221,678,000	\$428,382,574
Average Spent	\$6,879.64	\$9,306.38	\$9,867.38
Spending Potential Index	101	137	145
Food Away from Home: Total \$	\$17,912,541	\$123,462,783	\$238,229,545
Average Spent	\$3,913.60	\$5,183.16	\$5,487.39
Spending Potential Index	105	139	147
Health Care: Total \$	\$32,593,645	\$235,570,930	\$455,141,650
Average Spent	\$7,121.18	\$9,889.63	\$10,483.75
Spending Potential Index	97	134	142
HH Furnishings & Equipment: Total \$	\$13,865,155	\$98,491,579	\$190,611,443
Average Spent	\$3,029.31	\$4,134.83	\$4,390.55
Spending Potential Index	103	140	149
Personal Care Products & Services: Total \$	\$4,594,033	\$32,369,433	\$62,519,355
Average Spent	\$1,003.72	\$1,358.92	\$1,440.07
Spending Potential Index	105	142	151
Shelter: Total \$	\$118,208,797	\$835,199,502	\$1,620,768,426
Average Spent	\$25,826.70	\$35,062.95	\$37,332.85
Spending Potential Index	104	142	151
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,078,001	\$106,277,846	\$205,936,910
Average Spent	\$3,075.81	\$4,461.71	\$4,743.56
Spending Potential Index	98	143	152
Travel: Total \$	\$10,665,809	\$76,300,588	\$147,691,764
Average Spent	\$2,330.31	\$3,203.22	\$3,401.94
Spending Potential Index	104	142	151
Vehicle Maintenance & Repairs: Total \$	\$6,100,411	\$42,283,988	\$81,449,806
Average Spent	\$1,332.84	\$1,775.15	\$1,876.12
Spending Potential Index	102	135	143

**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.

January 29, 2024



# Retail Goods and Services Expenditures

9832 York Rd, Cockeysville, Maryland, 21030  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
In Style (5B)	36.6%	Population	10,771	10,713
Enterprising Professionals (2D)	33.9%	Households	4,577	4,568
Bright Young Professionals (8C)	15.2%	Families	2,264	2,253
Young and Restless (11B)	12.1%	Median Age	36.4	37.5
Exurbanites (1E)	1.7%	Median Household Income	\$76,359	\$83,639
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		104	\$2,293.74	\$10,498,470
Men's		105	\$431.41	\$1,974,552
Women's		104	\$777.59	\$3,559,029
Children's		106	\$351.63	\$1,609,390
Footwear		104	\$518.09	\$2,371,295
Watches & Jewelry		101	\$170.07	\$778,423
Apparel Products and Services (1)		101	\$44.96	\$205,781
<b>Computer</b>				
Computers and Hardware for Home Use		110	\$281.40	\$1,287,951
Portable Memory		104	\$4.78	\$21,859
Computer Software		112	\$16.25	\$74,376
Computer Accessories		105	\$26.29	\$120,330
<b>Entertainment &amp; Recreation</b>		100	\$3,779.93	\$17,300,735
Fees and Admissions		103	\$735.50	\$3,366,396
Membership Fees for Clubs (2)		103	\$285.47	\$1,306,608
Fees for Participant Sports, excl. Trips		105	\$125.29	\$573,460
Tickets to Theatre/Operas/Concerts		102	\$55.45	\$253,790
Tickets to Movies		112	\$30.85	\$141,187
Tickets to Parks or Museums		106	\$29.60	\$135,488
Admission to Sporting Events, excl. Trips		100	\$58.19	\$266,314
Fees for Recreational Lessons		103	\$149.51	\$684,316
Dating Services		107	\$1.14	\$5,234
TV/Video/Audio		99	\$1,347.32	\$6,166,678
Cable and Satellite Television Services		94	\$810.76	\$3,710,859
Televisions		105	\$153.36	\$701,946
Satellite Dishes		105	\$1.80	\$8,219
VCRs, Video Cameras, and DVD Players		110	\$5.32	\$24,372
Miscellaneous Video Equipment		112	\$14.09	\$64,489
Video Cassettes and DVDs		113	\$7.35	\$33,626
Video Game Hardware/Accessories		113	\$45.40	\$207,810
Video Game Software		117	\$22.57	\$103,289
Rental/Streaming/Downloaded Video		111	\$137.46	\$629,151
Installation of Televisions		104	\$1.67	\$7,657
Audio (3)		107	\$144.72	\$662,394
Rental and Repair of TV/Radio/Sound Equipment		101	\$2.81	\$12,864
Pets		95	\$878.25	\$4,019,750
Toys/Games/Crafts/Hobbies (4)		105	\$166.00	\$759,775
Recreational Vehicles and Fees (5)		91	\$136.21	\$623,429
Sports/Recreation/Exercise Equipment (6)		108	\$304.37	\$1,393,086
Photo Equipment and Supplies (7)		107	\$50.17	\$229,607
Reading (8)		103	\$130.00	\$595,011
Catered Affairs (9)		106	\$32.12	\$147,003
<b>Food</b>		103	\$10,793.24	\$49,400,650
Food at Home		101	\$6,879.64	\$31,488,109
Bakery and Cereal Products		100	\$881.37	\$4,034,013
Meats, Poultry, Fish, and Eggs		101	\$1,483.38	\$6,789,448
Dairy Products		101	\$662.10	\$3,030,410
Fruits and Vegetables		101	\$1,361.24	\$6,230,418
Snacks and Other Food at Home (10)		102	\$2,491.55	\$11,403,820
Food Away from Home		105	\$3,913.60	\$17,912,541
Alcoholic Beverages		105	\$708.12	\$3,241,043

**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.

# Retail Goods and Services Expenditures

9832 York Rd, Cockeysville, Maryland, 21030  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	97	\$38,248.57	\$175,063,723
Value of Retirement Plans	96	\$136,203.31	\$623,402,540
Value of Other Financial Assets	95	\$8,118.09	\$37,156,479
Vehicle Loan Amount excluding Interest	104	\$3,800.05	\$17,392,846
Value of Credit Card Debt	101	\$3,180.06	\$14,555,112
<b>Health</b>			
Nonprescription Drugs	98	\$166.75	\$763,206
Prescription Drugs	92	\$339.33	\$1,553,103
Eyeglasses and Contact Lenses	97	\$107.97	\$494,161
<b>Home</b>			
Mortgage Payment and Basics (11)	96	\$12,438.78	\$56,932,294
Maintenance and Remodeling Services	95	\$3,610.64	\$16,525,920
Maintenance and Remodeling Materials (12)	89	\$701.36	\$3,210,117
Utilities, Fuel, and Public Services	98	\$5,699.11	\$26,084,824
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	104	\$127.32	\$582,730
Furniture	105	\$862.88	\$3,949,402
Rugs	98	\$40.90	\$187,208
Major Appliances (14)	97	\$510.66	\$2,337,277
Housewares (15)	106	\$113.92	\$521,409
Small Appliances	106	\$76.96	\$352,266
Luggage	109	\$15.57	\$71,246
Telephones and Accessories	101	\$108.57	\$496,917
<b>Household Operations</b>			
Child Care	111	\$572.25	\$2,619,202
Lawn and Garden (16)	92	\$614.25	\$2,811,423
Moving/Storage/Freight Express	110	\$98.32	\$450,025
Housekeeping Supplies (17)	100	\$932.95	\$4,270,106
<b>Insurance</b>			
Owners and Renters Insurance	93	\$723.76	\$3,312,635
Vehicle Insurance	102	\$2,214.99	\$10,137,997
Life/Other Insurance	95	\$657.68	\$3,010,218
Health Insurance	97	\$4,781.00	\$21,882,626
Personal Care Products (18)	104	\$573.92	\$2,626,829
School Books and Supplies (19)	108	\$144.05	\$659,318
Smoking Products	96	\$418.11	\$1,913,671
<b>Transportation</b>			
Payments on Vehicles excluding Leases	102	\$3,092.90	\$14,156,216
Gasoline and Motor Oil	101	\$2,549.92	\$11,670,980
Vehicle Maintenance and Repairs	102	\$1,332.84	\$6,100,411
<b>Travel</b>			
Airline Fares	107	\$496.99	\$2,274,707
Lodging on Trips	102	\$733.65	\$3,357,920
Auto/Truck Rental on Trips	107	\$85.12	\$389,605
Food and Drink on Trips	104	\$580.95	\$2,658,986

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January 29, 2024

# Retail Goods and Services Expenditures

9832 York Rd, Cockeysville, Maryland, 21030  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Exurbanites (1E)	20.5%	Population	57,672	57,542
Young and Restless (11B)	18.3%	Households	23,820	23,871
Pleasantville (2B)	9.6%	Families	13,790	13,781
Golden Years (9B)	8.4%	Median Age	45.2	45.9
Savvy Suburbanites (1D)	8.1%	Median Household Income	\$99,796	\$111,357
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		139	\$3,050.76	\$72,669,004
Men's		141	\$575.95	\$13,719,183
Women's		140	\$1,043.26	\$24,850,514
Children's		133	\$441.59	\$10,518,562
Footwear		137	\$685.17	\$16,320,866
Watches & Jewelry		144	\$242.28	\$5,771,087
Apparel Products and Services (1)		140	\$62.50	\$1,488,791
<b>Computer</b>				
Computers and Hardware for Home Use		144	\$367.65	\$8,757,384
Portable Memory		137	\$6.31	\$150,365
Computer Software		145	\$20.99	\$499,902
Computer Accessories		142	\$35.60	\$847,924
<b>Entertainment &amp; Recreation</b>		137	\$5,182.67	\$123,451,225
Fees and Admissions		147	\$1,043.47	\$24,855,392
Membership Fees for Clubs (2)		146	\$406.29	\$9,677,865
Fees for Participant Sports, excl. Trips		149	\$177.98	\$4,239,578
Tickets to Theatre/Operas/Concerts		148	\$80.60	\$1,919,902
Tickets to Movies		145	\$40.02	\$953,259
Tickets to Parks or Museums		135	\$37.68	\$897,443
Admission to Sporting Events, excl. Trips		145	\$84.66	\$2,016,660
Fees for Recreational Lessons		148	\$214.84	\$5,117,423
Dating Services		131	\$1.40	\$33,263
TV/Video/Audio		134	\$1,822.15	\$43,403,723
Cable and Satellite Television Services		132	\$1,136.97	\$27,082,587
Televisions		138	\$200.69	\$4,780,548
Satellite Dishes		129	\$2.20	\$52,345
VCRs, Video Cameras, and DVD Players		139	\$6.69	\$159,409
Miscellaneous Video Equipment		147	\$18.52	\$441,160
Video Cassettes and DVDs		143	\$9.37	\$223,114
Video Game Hardware/Accessories		136	\$54.80	\$1,305,278
Video Game Software		139	\$26.92	\$641,267
Rental/Streaming/Downloaded Video		137	\$169.18	\$4,029,907
Installation of Televisions		147	\$2.37	\$56,355
Audio (3)		141	\$191.00	\$4,549,651
Rental and Repair of TV/Radio/Sound Equipment		124	\$3.45	\$82,101
Pets		132	\$1,219.40	\$29,046,121
Toys/Games/Crafts/Hobbies (4)		135	\$213.43	\$5,083,892
Recreational Vehicles and Fees (5)		133	\$200.35	\$4,772,409
Sports/Recreation/Exercise Equipment (6)		140	\$392.15	\$9,340,969
Photo Equipment and Supplies (7)		140	\$65.38	\$1,557,276
Reading (8)		145	\$184.14	\$4,386,228
Catered Affairs (9)		139	\$42.20	\$1,005,216
<b>Food</b>		138	\$14,489.54	\$345,140,783
Food at Home		137	\$9,306.38	\$221,678,000
Bakery and Cereal Products		136	\$1,201.13	\$28,610,950
Meats, Poultry, Fish, and Eggs		137	\$2,011.28	\$47,908,611
Dairy Products		137	\$901.70	\$21,478,388
Fruits and Vegetables		138	\$1,854.17	\$44,166,261
Snacks and Other Food at Home (10)		136	\$3,338.11	\$79,513,789
Food Away from Home		139	\$5,183.16	\$123,462,783
Alcoholic Beverages		145	\$977.86	\$23,292,708

**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.

# Retail Goods and Services Expenditures

9832 York Rd, Cockeysville, Maryland, 21030  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	154	\$60,779.83	\$1,447,775,590
Value of Retirement Plans	148	\$208,992.90	\$4,978,210,929
Value of Other Financial Assets	150	\$12,880.38	\$306,810,759
Vehicle Loan Amount excluding Interest	132	\$4,792.23	\$114,151,025
Value of Credit Card Debt	137	\$4,317.86	\$102,851,538
<b>Health</b>			
Nonprescription Drugs	132	\$225.21	\$5,364,608
Prescription Drugs	129	\$476.97	\$11,361,376
Eyeglasses and Contact Lenses	135	\$149.99	\$3,572,817
<b>Home</b>			
Mortgage Payment and Basics (11)	141	\$18,173.03	\$432,881,460
Maintenance and Remodeling Services	142	\$5,376.52	\$128,068,797
Maintenance and Remodeling Materials (12)	125	\$981.04	\$23,368,468
Utilities, Fuel, and Public Services	133	\$7,739.55	\$184,356,185
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	140	\$170.84	\$4,069,431
Furniture	139	\$1,143.79	\$27,245,009
Rugs	143	\$59.42	\$1,415,501
Major Appliances (14)	134	\$707.82	\$16,860,361
Housewares (15)	142	\$152.98	\$3,643,894
Small Appliances	137	\$99.51	\$2,370,391
Luggage	143	\$20.53	\$488,998
Telephones and Accessories	139	\$149.45	\$3,559,990
<b>Household Operations</b>			
Child Care	140	\$721.20	\$17,178,938
Lawn and Garden (16)	138	\$922.02	\$21,962,589
Moving/Storage/Freight Express	143	\$128.62	\$3,063,761
Housekeeping Supplies (17)	137	\$1,276.47	\$30,405,558
<b>Insurance</b>			
Owners and Renters Insurance	131	\$1,023.87	\$24,388,505
Vehicle Insurance	134	\$2,918.54	\$69,519,656
Life/Other Insurance	138	\$954.85	\$22,744,462
Health Insurance	134	\$6,632.57	\$157,987,795
Personal Care Products (18)	139	\$769.16	\$18,321,394
School Books and Supplies (19)	139	\$186.30	\$4,437,647
Smoking Products	121	\$525.16	\$12,509,318
<b>Transportation</b>			
Payments on Vehicles excluding Leases	132	\$3,987.28	\$94,977,054
Gasoline and Motor Oil	132	\$3,332.34	\$79,376,242
Vehicle Maintenance and Repairs	135	\$1,775.15	\$42,283,988
<b>Travel</b>			
Airline Fares	146	\$680.28	\$16,204,337
Lodging on Trips	142	\$1,025.65	\$24,430,969
Auto/Truck Rental on Trips	144	\$114.09	\$2,717,596
Food and Drink on Trips	142	\$791.56	\$18,854,979

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January 29, 2024

# Retail Goods and Services Expenditures

9832 York Rd, Cockeysville, Maryland, 21030  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Top Tier (1A)	14.9%	Population	110,635	111,181
Exurbanites (1E)	14.2%	Households	43,414	44,040
Young and Restless (11B)	10.1%	Families	24,470	24,626
Golden Years (9B)	9.6%	Median Age	42.8	43.7
In Style (5B)	9.1%	Median Household Income	\$102,041	\$112,111
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
		148	\$3,253.42	\$141,243,978
Men's		150	\$612.55	\$26,593,323
Women's		149	\$1,111.88	\$48,271,012
Children's		139	\$462.59	\$20,082,757
Footwear		147	\$733.69	\$31,852,505
Watches & Jewelry		157	\$265.22	\$11,514,393
Apparel Products and Services (1)		152	\$67.49	\$2,929,989
<b>Computer</b>				
Computers and Hardware for Home Use		153	\$390.56	\$16,955,850
Portable Memory		145	\$6.69	\$290,526
Computer Software		156	\$22.51	\$977,260
Computer Accessories		151	\$37.77	\$1,639,771
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		146	\$5,508.17	\$239,131,738
Membership Fees for Clubs (2)		157	\$1,115.31	\$48,420,278
Fees for Participant Sports, excl. Trips		157	\$436.56	\$18,953,016
Fees for Theatre/Operas/Concerts		157	\$187.25	\$8,129,137
Tickets to Theatre/Operas/Concerts		159	\$86.54	\$3,757,135
Tickets to Movies		152	\$42.00	\$1,823,192
Tickets to Parks or Museums		142	\$39.45	\$1,712,507
Admission to Sporting Events, excl. Trips		158	\$92.18	\$4,002,003
Fees for Recreational Lessons		158	\$229.81	\$9,976,770
Dating Services		143	\$1.53	\$66,518
TV/Video/Audio		143	\$1,934.48	\$83,983,639
Cable and Satellite Television Services		141	\$1,210.03	\$52,532,412
Televisions		145	\$210.94	\$9,157,850
Satellite Dishes		135	\$2.30	\$100,063
VCRs, Video Cameras, and DVD Players		148	\$7.11	\$308,641
Miscellaneous Video Equipment		155	\$19.59	\$850,432
Video Cassettes and DVDs		150	\$9.82	\$426,469
Video Game Hardware/Accessories		144	\$57.88	\$2,512,608
Video Game Software		147	\$28.47	\$1,236,159
Rental/Streaming/Downloaded Video		144	\$178.26	\$7,738,929
Installation of Televisions		157	\$2.53	\$109,717
Audio (3)		151	\$203.67	\$8,842,053
Rental and Repair of TV/Radio/Sound Equipment		139	\$3.88	\$168,306
Pets		140	\$1,293.53	\$56,157,109
Toys/Games/Crafts/Hobbies (4)		142	\$225.34	\$9,783,058
Recreational Vehicles and Fees (5)		144	\$215.71	\$9,364,636
Sports/Recreation/Exercise Equipment (6)		146	\$411.29	\$17,855,609
Photo Equipment and Supplies (7)		149	\$69.88	\$3,033,558
Reading (8)		155	\$196.69	\$8,539,209
Catered Affairs (9)		151	\$45.94	\$1,994,643
<b>Food</b>				
		146	\$15,354.77	\$666,612,120
Food at Home		145	\$9,867.38	\$428,382,574
Bakery and Cereal Products		145	\$1,276.83	\$55,432,212
Meats, Poultry, Fish, and Eggs		145	\$2,128.84	\$92,421,558
Dairy Products		145	\$956.91	\$41,543,455
Fruits and Vegetables		147	\$1,969.56	\$85,506,531
Snacks and Other Food at Home (10)		144	\$3,535.24	\$153,478,818
Food Away from Home		147	\$5,487.39	\$238,229,545
Alcoholic Beverages		155	\$1,042.94	\$45,278,032

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

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# Retail Goods and Services Expenditures

9832 York Rd, Cockeysville, Maryland, 21030  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	168	\$66,256.44	\$2,876,457,199
Value of Retirement Plans	159	\$224,627.06	\$9,751,959,061
Value of Other Financial Assets	163	\$13,968.65	\$606,435,112
Vehicle Loan Amount excluding Interest	137	\$5,004.56	\$217,267,773
Value of Credit Card Debt	145	\$4,587.15	\$199,146,694
<b>Health</b>			
Nonprescription Drugs	139	\$237.01	\$10,289,521
Prescription Drugs	138	\$508.33	\$22,068,555
Eyeglasses and Contact Lenses	144	\$160.80	\$6,980,963
<b>Home</b>			
Mortgage Payment and Basics (11)	149	\$19,282.51	\$837,131,007
Maintenance and Remodeling Services	150	\$5,694.13	\$247,204,848
Maintenance and Remodeling Materials (12)	131	\$1,031.37	\$44,775,854
Utilities, Fuel, and Public Services	141	\$8,194.17	\$355,741,782
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	148	\$181.69	\$7,887,853
Furniture	146	\$1,207.34	\$52,415,492
Rugs	153	\$63.82	\$2,770,815
Major Appliances (14)	142	\$748.21	\$32,482,698
Housewares (15)	150	\$161.73	\$7,021,294
Small Appliances	146	\$105.80	\$4,593,338
Luggage	151	\$21.69	\$941,437
Telephones and Accessories	149	\$159.77	\$6,936,064
<b>Household Operations</b>			
Child Care	148	\$765.82	\$33,247,354
Lawn and Garden (16)	146	\$978.49	\$42,480,374
Moving/Storage/Freight Express	151	\$135.76	\$5,894,080
Housekeeping Supplies (17)	145	\$1,347.96	\$58,520,435
<b>Insurance</b>			
Owners and Renters Insurance	139	\$1,084.27	\$47,072,507
Vehicle Insurance	141	\$3,065.58	\$133,088,975
Life/Other Insurance	147	\$1,018.96	\$44,236,953
Health Insurance	142	\$7,031.06	\$305,246,560
Personal Care Products (18)	148	\$816.09	\$35,429,640
School Books and Supplies (19)	147	\$197.53	\$8,575,667
Smoking Products	130	\$563.46	\$24,462,017
<b>Transportation</b>			
Payments on Vehicles excluding Leases	138	\$4,174.31	\$181,223,390
Gasoline and Motor Oil	138	\$3,504.05	\$152,124,622
Vehicle Maintenance and Repairs	143	\$1,876.12	\$81,449,806
<b>Travel</b>			
Airline Fares	155	\$724.06	\$31,434,363
Lodging on Trips	151	\$1,089.27	\$47,289,672
Auto/Truck Rental on Trips	153	\$121.40	\$5,270,378
Food and Drink on Trips	150	\$840.15	\$36,474,220

**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.

January 29, 2024



- (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

9832 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				1,107		3,843		7,827				
Total Employees:				14,860		56,404		106,523				
Total Residential Population:				10,771		57,672		110,635				
Employee/Residential Population Ratio (per 100 Residents)				138		98		96				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	0.9%	93	0.6%	42	1.1%	423	0.7%	82	1.0%	783	0.7%
Construction	63	5.7%	729	4.9%	231	6.0%	2,803	5.0%	362	4.6%	5,198	4.9%
Manufacturing	23	2.1%	1,547	10.4%	96	2.5%	6,441	11.4%	142	1.8%	7,805	7.3%
Transportation	16	1.4%	184	1.2%	53	1.4%	473	0.8%	98	1.3%	781	0.7%
Communication	6	0.5%	156	1.0%	26	0.7%	685	1.2%	54	0.7%	1,044	1.0%
Utility	2	0.2%	15	0.1%	7	0.2%	104	0.2%	13	0.2%	167	0.2%
Wholesale Trade	25	2.3%	326	2.2%	104	2.7%	1,600	2.8%	153	2.0%	2,380	2.2%
Retail Trade Summary	229	20.7%	3,769	25.4%	697	18.1%	12,075	21.4%	1,203	15.4%	20,594	19.3%
Home Improvement	14	1.3%	221	1.5%	47	1.2%	852	1.5%	55	0.7%	952	0.9%
General Merchandise Stores	15	1.4%	324	2.2%	34	0.9%	877	1.6%	53	0.7%	1,162	1.1%
Food Stores	18	1.6%	450	3.0%	54	1.4%	1,464	2.6%	95	1.2%	2,200	2.1%
Auto Dealers & Gas Stations	20	1.8%	611	4.1%	65	1.7%	1,908	3.4%	96	1.2%	2,881	2.7%
Apparel & Accessory Stores	14	1.3%	78	0.5%	37	1.0%	279	0.5%	134	1.7%	1,667	1.6%
Furniture & Home Furnishings	25	2.3%	202	1.4%	76	2.0%	833	1.5%	98	1.3%	1,025	1.0%
Eating & Drinking Places	73	6.6%	1,158	7.8%	205	5.3%	3,598	6.4%	365	4.7%	7,124	6.7%
Miscellaneous Retail	51	4.6%	724	4.9%	178	4.6%	2,264	4.0%	307	3.9%	3,583	3.4%
Finance, Insurance, Real Estate Summary	187	16.9%	2,240	15.1%	644	16.8%	8,891	15.8%	1,204	15.4%	14,088	13.2%
Banks, Savings & Lending Institutions	37	3.3%	294	2.0%	110	2.9%	946	1.7%	188	2.4%	1,560	1.5%
Securities Brokers	32	2.9%	404	2.7%	112	2.9%	1,614	2.9%	253	3.2%	2,944	2.8%
Insurance Carriers & Agents	38	3.4%	725	4.9%	146	3.8%	3,445	6.1%	236	3.0%	4,732	4.4%
Real Estate, Holding, Other Investment Offices	80	7.2%	817	5.5%	275	7.2%	2,886	5.1%	527	6.7%	4,851	4.6%
Services Summary	429	38.8%	5,462	36.8%	1,502	39.1%	21,565	38.2%	3,344	42.7%	47,858	44.9%
Hotels & Lodging	4	0.4%	170	1.1%	12	0.3%	509	0.9%	27	0.3%	905	0.8%
Automotive Services	22	2.0%	244	1.6%	76	2.0%	990	1.8%	121	1.5%	1,309	1.2%
Movies & Amusements	32	2.9%	363	2.4%	102	2.7%	1,164	2.1%	166	2.1%	1,702	1.6%
Health Services	97	8.8%	1,208	8.1%	316	8.2%	5,605	9.9%	758	9.7%	15,852	14.9%
Legal Services	32	2.9%	237	1.6%	107	2.8%	1,020	1.8%	433	5.5%	3,353	3.1%
Education Institutions & Libraries	12	1.1%	414	2.8%	57	1.5%	2,064	3.7%	132	1.7%	4,759	4.5%
Other Services	230	20.8%	2,826	19.0%	832	21.6%	10,214	18.1%	1,707	21.8%	19,977	18.8%
Government	10	0.9%	279	1.9%	27	0.7%	1,085	1.9%	149	1.9%	5,144	4.8%
Unclassified Establishments	108	9.8%	60	0.4%	415	10.8%	258	0.5%	1,024	13.1%	682	0.6%
Totals	1,107	100.0%	14,860	100.0%	3,843	100.0%	56,404	100.0%	7,827	100.0%	106,523	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.

January 29, 2024



## Business Summary

9832 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45989  
Longitude: -76.63510

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	4	0.0%	5	0.1%	32	0.1%	19	0.2%	82	0.1%
Mining	0	0.0%	3	0.0%	2	0.1%	11	0.0%	2	0.0%	12	0.0%
Utilities	0	0.0%	3	0.0%	3	0.1%	49	0.1%	3	0.0%	66	0.1%
Construction	69	6.2%	817	5.5%	244	6.3%	2,987	5.3%	392	5.0%	5,605	5.3%
Manufacturing	32	2.9%	1,551	10.4%	114	3.0%	6,345	11.2%	163	2.1%	7,690	7.2%
Wholesale Trade	25	2.3%	323	2.2%	100	2.6%	1,581	2.8%	149	1.9%	2,359	2.2%
Retail Trade	147	13.3%	2,535	17.1%	468	12.2%	8,298	14.7%	795	10.2%	13,155	12.3%
Motor Vehicle & Parts Dealers	17	1.5%	581	3.9%	53	1.4%	1,839	3.3%	76	1.0%	2,771	2.6%
Furniture & Home Furnishings Stores	16	1.4%	101	0.7%	47	1.2%	380	0.7%	59	0.8%	461	0.4%
Electronics & Appliance Stores	4	0.4%	66	0.4%	17	0.4%	454	0.8%	26	0.3%	561	0.5%
Building Material & Garden Equipment & Supplies Dealers	13	1.2%	218	1.5%	46	1.2%	848	1.5%	54	0.7%	948	0.9%
Food & Beverage Stores	20	1.8%	470	3.2%	56	1.5%	1,526	2.7%	88	1.1%	2,174	2.0%
Health & Personal Care Stores	15	1.4%	419	2.8%	47	1.2%	710	1.3%	80	1.0%	1,006	0.9%
Gasoline Stations & Fuel Dealers	3	0.3%	31	0.2%	12	0.3%	70	0.1%	20	0.3%	110	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	15	1.4%	83	0.6%	43	1.1%	457	0.8%	155	2.0%	1,941	1.8%
Sporting Goods, Hobby, Book, & Music Stores	24	2.2%	202	1.4%	92	2.4%	901	1.6%	145	1.9%	1,645	1.5%
General Merchandise Stores	20	1.8%	365	2.5%	55	1.4%	1,113	2.0%	92	1.2%	1,538	1.4%
Transportation & Warehousing	9	0.8%	143	1.0%	31	0.8%	349	0.6%	61	0.8%	613	0.6%
Information	21	1.9%	502	3.4%	70	1.8%	1,594	2.8%	130	1.7%	2,577	2.4%
Finance & Insurance	108	9.8%	1,445	9.7%	378	9.8%	6,144	10.9%	691	8.8%	9,399	8.8%
Central Bank/Credit Intermediation & Related Activities	37	3.3%	294	2.0%	110	2.9%	956	1.7%	187	2.4%	1,558	1.5%
Securities & Commodity Contracts	33	3.0%	415	2.8%	119	3.1%	1,702	3.0%	265	3.4%	3,062	2.9%
Funds, Trusts & Other Financial Vehicles	39	3.5%	735	4.9%	149	3.9%	3,487	6.2%	239	3.1%	4,778	4.5%
Real Estate, Rental & Leasing	76	6.9%	754	5.1%	254	6.6%	2,562	4.5%	464	5.9%	4,150	3.9%
Professional, Scientific & Tech Services	122	11.0%	1,340	9.0%	451	11.7%	5,166	9.2%	1,157	14.8%	12,563	11.8%
Legal Services	35	3.2%	257	1.7%	120	3.1%	1,118	2.0%	474	6.1%	3,620	3.4%
Management of Companies & Enterprises	5	0.5%	32	0.2%	18	0.5%	130	0.2%	37	0.5%	304	0.3%
Administrative, Support & Waste Management Services	48	4.3%	490	3.3%	150	3.9%	1,468	2.6%	285	3.6%	2,479	2.3%
Educational Services	20	1.8%	402	2.7%	80	2.1%	2,155	3.8%	172	2.2%	4,693	4.4%
Health Care & Social Assistance	109	9.8%	1,579	10.6%	382	9.9%	7,347	13.0%	928	11.9%	19,251	18.1%
Arts, Entertainment & Recreation	29	2.6%	301	2.0%	84	2.2%	903	1.6%	143	1.8%	1,378	1.3%
Accommodation & Food Services	78	7.0%	1,337	9.0%	224	5.8%	4,145	7.3%	409	5.2%	8,154	7.7%
Accommodation	4	0.4%	170	1.1%	12	0.3%	509	0.9%	27	0.3%	905	0.8%
Food Services & Drinking Places	74	6.7%	1,168	7.9%	212	5.5%	3,636	6.4%	382	4.9%	7,249	6.8%
Other Services (except Public Administration)	91	8.2%	960	6.5%	344	9.0%	3,794	6.7%	653	8.3%	6,158	5.8%
Automotive Repair & Maintenance	16	1.4%	205	1.4%	59	1.5%	907	1.6%	86	1.1%	1,065	1.0%
Public Administration	10	0.9%	279	1.9%	27	0.7%	1,085	1.9%	150	1.9%	5,154	4.8%
Unclassified Establishments	108	9.8%	60	0.4%	415	10.8%	258	0.5%	1,024	13.1%	682	0.6%
Total	1,107	100.0%	14,860	100.0%	3,843	100.0%	56,404	100.0%	7,827	100.0%	106,523	100.0%

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January 29, 2024