

504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52785
 Longitude: -76.35417

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,935	64,086	107,521
2020 Total Population	6,296	68,459	115,045
2020 Group Quarters	196	997	1,126
2022 Total Population	6,429	68,776	115,686
2022 Group Quarters	196	997	1,126
2027 Total Population	6,533	69,796	117,538
2022-2027 Annual Rate	0.32%	0.29%	0.32%
2022 Total Daytime Population	17,027	71,553	110,666
Workers	14,003	38,795	55,403
Residents	3,024	32,758	55,263
Household Summary			
2010 Households	2,636	23,738	39,445
2010 Average Household Size	2.16	2.65	2.70
2020 Total Households	2,759	25,877	42,829
2020 Average Household Size	2.21	2.61	2.66
2022 Total Households	2,814	26,140	43,258
2022 Average Household Size	2.22	2.59	2.65
2027 Total Households	2,873	26,630	44,109
2027 Average Household Size	2.21	2.58	2.64
2022-2027 Annual Rate	0.42%	0.37%	0.39%
2010 Families	1,508	17,288	29,290
2010 Average Family Size	2.87	3.14	3.15
2022 Total Families	1,540	18,549	31,358
2022 Average Family Size	3.03	3.13	3.15
2027 Total Families	1,565	18,854	31,922
2027 Average Family Size	3.02	3.12	3.14
2022-2027 Annual Rate	0.32%	0.33%	0.36%
Housing Unit Summary			
2000 Housing Units	2,467	21,276	34,166
Owner Occupied Housing Units	67.3%	80.0%	82.3%
Renter Occupied Housing Units	26.0%	17.1%	15.0%
Vacant Housing Units	6.7%	3.0%	2.7%
2010 Housing Units	2,822	24,775	41,023
Owner Occupied Housing Units	63.8%	78.1%	81.5%
Renter Occupied Housing Units	29.6%	17.7%	14.7%
Vacant Housing Units	6.6%	4.2%	3.8%
2020 Housing Units	2,942	26,705	44,186
Vacant Housing Units	6.2%	3.1%	3.1%
2022 Housing Units	3,015	27,082	44,809
Owner Occupied Housing Units	68.5%	78.2%	80.8%
Renter Occupied Housing Units	24.8%	18.3%	15.8%
Vacant Housing Units	6.7%	3.5%	3.5%
2027 Housing Units	3,083	27,616	45,753
Owner Occupied Housing Units	69.8%	78.9%	81.2%
Renter Occupied Housing Units	23.4%	17.5%	15.2%
Vacant Housing Units	6.8%	3.6%	3.6%
Median Household Income			
2022	\$89,397	\$106,375	\$107,502
2027	\$103,616	\$117,937	\$118,326
Median Home Value			
2022	\$354,825	\$387,225	\$376,703
2027	\$386,058	\$410,713	\$401,729
Per Capita Income			
2022	\$51,175	\$54,160	\$53,907
2027	\$59,101	\$61,948	\$61,735
Median Age			
2010	45.1	40.4	39.7
2022	47.5	42.5	41.6
2027	48.5	43.1	42.3

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	2,814	26,140	43,258
<\$15,000	5.4%	4.0%	3.8%
\$15,000 - \$24,999	5.6%	4.1%	3.6%
\$25,000 - \$34,999	4.5%	3.2%	3.1%
\$35,000 - \$49,999	10.2%	8.3%	7.5%
\$50,000 - \$74,999	14.1%	12.8%	12.9%
\$75,000 - \$99,999	15.7%	13.2%	13.9%
\$100,000 - \$149,999	23.2%	23.2%	23.4%
\$150,000 - \$199,999	10.3%	13.2%	13.4%
\$200,000+	10.9%	18.0%	18.3%
Average Household Income	\$118,518	\$142,296	\$143,939
2027 Households by Income			
Household Income Base	2,873	26,630	44,109
<\$15,000	4.5%	3.3%	3.1%
\$15,000 - \$24,999	4.6%	3.3%	2.9%
\$25,000 - \$34,999	3.9%	2.9%	2.7%
\$35,000 - \$49,999	7.5%	6.3%	5.8%
\$50,000 - \$74,999	11.3%	10.7%	11.1%
\$75,000 - \$99,999	14.9%	12.1%	13.1%
\$100,000 - \$149,999	27.4%	24.5%	23.7%
\$150,000 - \$199,999	13.0%	15.8%	15.4%
\$200,000+	12.8%	21.2%	22.1%
Average Household Income	\$136,187	\$162,165	\$164,279
2022 Owner Occupied Housing Units by Value			
Total	2,066	21,171	36,200
<\$50,000	1.3%	0.8%	1.2%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	1.8%	0.9%	0.9%
\$150,000 - \$199,999	4.9%	3.8%	5.4%
\$200,000 - \$249,999	10.0%	8.7%	10.5%
\$250,000 - \$299,999	16.7%	11.6%	12.4%
\$300,000 - \$399,999	27.6%	27.7%	25.6%
\$400,000 - \$499,999	27.0%	27.4%	22.6%
\$500,000 - \$749,999	10.0%	15.8%	16.8%
\$750,000 - \$999,999	0.3%	2.2%	3.5%
\$1,000,000 - \$1,499,999	0.1%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.0%	0.0%
Average Home Value	\$367,622	\$411,673	\$410,425
2027 Owner Occupied Housing Units by Value			
Total	2,152	21,793	37,162
<\$50,000	0.9%	0.5%	1.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.8%	0.4%	0.4%
\$150,000 - \$199,999	2.5%	2.0%	3.3%
\$200,000 - \$249,999	6.6%	5.7%	7.7%
\$250,000 - \$299,999	14.2%	9.7%	10.9%
\$300,000 - \$399,999	29.0%	28.2%	26.1%
\$400,000 - \$499,999	33.7%	31.3%	25.7%
\$500,000 - \$749,999	11.5%	18.4%	19.4%
\$750,000 - \$999,999	0.5%	2.4%	4.0%
\$1,000,000 - \$1,499,999	0.1%	1.2%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.0%	0.0%
Average Home Value	\$393,529	\$435,237	\$435,001

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	5,935	64,085	107,521
0 - 4	4.5%	5.5%	5.9%
5 - 9	5.5%	6.7%	6.9%
10 - 14	5.8%	7.9%	7.9%
15 - 24	11.0%	12.8%	12.2%
25 - 34	11.0%	10.4%	11.1%
35 - 44	12.0%	13.8%	14.3%
45 - 54	14.5%	16.9%	16.7%
55 - 64	12.8%	12.3%	12.1%
65 - 74	9.0%	7.1%	6.9%
75 - 84	8.2%	4.7%	4.2%
85 +	5.5%	2.1%	1.7%
18 +	80.6%	75.1%	74.7%
2022 Population by Age			
Total	6,429	68,779	115,686
0 - 4	4.1%	4.8%	5.1%
5 - 9	4.6%	5.6%	6.0%
10 - 14	5.0%	6.3%	6.7%
15 - 24	10.5%	11.8%	11.6%
25 - 34	11.6%	12.2%	12.1%
35 - 44	11.1%	12.3%	12.9%
45 - 54	12.5%	13.6%	13.7%
55 - 64	14.0%	14.3%	14.1%
65 - 74	12.9%	10.7%	10.3%
75 - 84	9.5%	5.9%	5.5%
85 +	4.1%	2.3%	2.0%
18 +	82.7%	79.2%	78.2%
2027 Population by Age			
Total	6,532	69,793	117,538
0 - 4	4.1%	4.9%	5.2%
5 - 9	4.5%	5.4%	5.7%
10 - 14	4.8%	6.0%	6.3%
15 - 24	9.4%	10.4%	10.5%
25 - 34	11.1%	12.1%	12.2%
35 - 44	12.1%	13.6%	13.9%
45 - 54	11.8%	12.4%	12.7%
55 - 64	13.2%	13.4%	13.2%
65 - 74	13.1%	11.6%	11.2%
75 - 84	11.6%	7.4%	6.9%
85 +	4.4%	2.6%	2.2%
18 +	83.6%	80.1%	79.2%
2010 Population by Sex			
Males	2,782	31,029	52,239
Females	3,153	33,057	55,282
2022 Population by Sex			
Males	3,067	33,549	56,512
Females	3,363	35,227	59,174
2027 Population by Sex			
Males	3,104	34,067	57,454
Females	3,429	35,729	60,083

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	5,935	64,086	107,522
White Alone	90.7%	90.3%	89.6%
Black Alone	3.7%	4.3%	4.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	1.9%	2.8%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.5%	0.8%	0.7%
Two or More Races	1.9%	1.7%	1.7%
Hispanic Origin	4.2%	2.9%	2.8%
Diversity Index	24.0	22.8	23.8
2020 Population by Race/Ethnicity			
Total	6,296	68,459	115,045
White Alone	81.9%	82.7%	81.8%
Black Alone	5.1%	5.0%	5.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	4.3%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	1.5%	1.5%
Two or More Races	6.9%	6.3%	6.5%
Hispanic Origin	6.3%	4.5%	4.5%
Diversity Index	40.0	36.7	38.0
2022 Population by Race/Ethnicity			
Total	6,429	68,776	115,686
White Alone	81.6%	82.3%	81.3%
Black Alone	5.1%	5.0%	5.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	4.3%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	1.6%	1.6%
Two or More Races	7.1%	6.5%	6.7%
Hispanic Origin	6.3%	4.6%	4.6%
Diversity Index	40.5	37.4	38.7
2027 Population by Race/Ethnicity			
Total	6,531	69,795	117,537
White Alone	80.0%	80.8%	79.8%
Black Alone	5.3%	5.3%	6.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.6%	4.6%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	2.0%	1.9%
Two or More Races	7.7%	7.1%	7.3%
Hispanic Origin	6.7%	4.9%	4.8%
Diversity Index	43.0	39.8	41.1
2010 Population by Relationship and Household Type			
Total	5,935	64,086	107,521
In Households	96.1%	98.2%	98.9%
In Family Households	74.6%	86.2%	87.4%
Householder	24.9%	27.0%	27.3%
Spouse	19.2%	22.2%	22.6%
Child	26.1%	32.9%	33.3%
Other relative	2.6%	2.5%	2.7%
Nonrelative	1.8%	1.5%	1.5%
In Nonfamily Households	21.5%	12.0%	11.5%
In Group Quarters	3.9%	1.8%	1.1%
Institutionalized Population	1.9%	1.4%	0.9%
Noninstitutionalized Population	2.0%	0.4%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2022 Population 25+ by Educational Attainment			
Total	4,869	49,118	81,625
Less than 9th Grade	3.1%	1.4%	1.5%
9th - 12th Grade, No Diploma	3.0%	3.2%	3.1%
High School Graduate	20.6%	20.8%	21.2%
GED/Alternative Credential	3.1%	2.8%	3.0%
Some College, No Degree	15.6%	16.5%	16.5%
Associate Degree	10.9%	9.7%	9.7%
Bachelor's Degree	25.3%	25.9%	26.1%
Graduate/Professional Degree	18.3%	19.8%	18.8%
2022 Population 15+ by Marital Status			
Total	5,548	57,212	95,054
Never Married	29.0%	28.2%	27.2%
Married	53.2%	57.4%	58.9%
Widowed	8.0%	6.1%	5.8%
Divorced	9.8%	8.4%	8.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,590	37,556	63,004
Population 16+ Employed	95.8%	96.5%	96.5%
Population 16+ Unemployment rate	4.2%	3.5%	3.5%
Population 16-24 Employed	11.2%	11.5%	11.4%
Population 16-24 Unemployment rate	10.6%	8.5%	8.0%
Population 25-54 Employed	57.6%	61.0%	62.2%
Population 25-54 Unemployment rate	3.5%	2.6%	2.8%
Population 55-64 Employed	20.4%	20.0%	19.2%
Population 55-64 Unemployment rate	2.1%	2.6%	2.4%
Population 65+ Employed	10.7%	7.5%	7.2%
Population 65+ Unemployment rate	4.7%	5.3%	4.4%
2022 Employed Population 16+ by Industry			
Total	3,439	36,236	60,821
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.8%	5.9%	6.5%
Manufacturing	5.1%	5.1%	5.6%
Wholesale Trade	1.9%	2.5%	2.5%
Retail Trade	14.8%	12.0%	11.0%
Transportation/Utilities	3.4%	4.4%	4.8%
Information	0.6%	1.3%	1.3%
Finance/Insurance/Real Estate	7.2%	7.8%	7.5%
Services	49.2%	50.6%	50.4%
Public Administration	12.0%	10.1%	10.1%
2022 Employed Population 16+ by Occupation			
Total	3,438	36,233	60,821
White Collar	71.2%	74.9%	73.5%
Management/Business/Financial	20.4%	22.1%	21.9%
Professional	29.1%	31.0%	30.4%
Sales	9.8%	10.6%	9.9%
Administrative Support	11.9%	11.3%	11.3%
Services	15.1%	12.3%	12.5%
Blue Collar	13.7%	12.7%	14.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.6%	3.5%	3.5%
Installation/Maintenance/Repair	1.8%	2.2%	2.8%
Production	4.0%	2.4%	2.7%
Transportation/Material Moving	4.1%	4.5%	4.8%

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2010 Households by Type			
Total	2,636	23,738	39,445
Households with 1 Person	37.4%	22.9%	21.2%
Households with 2+ People	62.6%	77.1%	78.8%
Family Households	57.2%	72.8%	74.3%
Husband-wife Families	44.3%	59.9%	61.6%
With Related Children	17.1%	28.6%	29.8%
Other Family (No Spouse Present)	12.9%	12.9%	12.7%
Other Family with Male Householder	4.2%	3.6%	3.6%
With Related Children	2.4%	2.1%	2.1%
Other Family with Female Householder	8.7%	9.3%	9.0%
With Related Children	5.1%	5.7%	5.5%
Nonfamily Households	5.4%	4.3%	4.5%
All Households with Children	25.1%	36.8%	37.7%
Multigenerational Households	2.8%	3.3%	3.6%
Unmarried Partner Households	4.9%	4.7%	5.0%
Male-female	4.5%	4.3%	4.5%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	2,635	23,738	39,444
1 Person Household	37.4%	22.9%	21.2%
2 Person Household	31.3%	31.7%	32.1%
3 Person Household	13.6%	17.5%	18.1%
4 Person Household	11.3%	17.7%	18.0%
5 Person Household	3.9%	7.1%	7.3%
6 Person Household	1.9%	2.3%	2.3%
7 + Person Household	0.5%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,636	23,738	39,438
Owner Occupied	68.3%	81.5%	84.8%
Owned with a Mortgage/Loan	47.3%	64.0%	67.5%
Owned Free and Clear	21.0%	17.5%	17.3%
Renter Occupied	31.7%	18.5%	15.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	110	122	127
Percent of Income for Mortgage	20.9%	19.2%	18.5%
Wealth Index	129	169	172
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,822	24,775	41,023
Housing Units Inside Urbanized Area	100.0%	99.3%	94.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.7%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	5,935	64,086	107,521
Population Inside Urbanized Area	100.0%	99.3%	94.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.7%	5.2%

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

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Top 3 Tapestry Segments			
1.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	In Style (5B)	Old and Newcomers (8F)	Professional Pride (1B)
3.	Parks and Rec (5C)	Golden Years (9B)	Workday Drive (4A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$7,487,921	\$83,204,722	\$139,146,552
Average Spent	\$2,660.95	\$3,183.04	\$3,216.67
Spending Potential Index	110	132	134
Education: Total \$	\$6,763,903	\$73,634,793	\$122,694,477
Average Spent	\$2,403.66	\$2,816.94	\$2,836.34
Spending Potential Index	123	144	145
Entertainment/Recreation: Total \$	\$11,478,257	\$127,948,282	\$213,651,160
Average Spent	\$4,078.98	\$4,894.73	\$4,939.00
Spending Potential Index	111	133	135
Food at Home: Total \$	\$19,083,762	\$209,583,495	\$349,245,301
Average Spent	\$6,781.72	\$8,017.73	\$8,073.54
Spending Potential Index	110	130	130
Food Away from Home: Total \$	\$13,199,985	\$147,356,404	\$246,977,299
Average Spent	\$4,690.83	\$5,637.20	\$5,709.40
Spending Potential Index	109	131	132
Health Care: Total \$	\$22,342,271	\$245,214,600	\$407,292,813
Average Spent	\$7,939.68	\$9,380.82	\$9,415.43
Spending Potential Index	112	132	133
HH Furnishings & Equipment: Total \$	\$8,078,579	\$91,136,012	\$152,448,987
Average Spent	\$2,870.85	\$3,486.46	\$3,524.18
Spending Potential Index	112	136	138
Personal Care Products & Services: Total \$	\$3,270,005	\$35,856,133	\$59,780,384
Average Spent	\$1,162.05	\$1,371.70	\$1,381.95
Spending Potential Index	114	135	136
Shelter: Total \$	\$73,555,057	\$803,968,944	\$1,341,577,960
Average Spent	\$26,138.97	\$30,756.27	\$31,013.41
Spending Potential Index	114	134	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,653,462	\$97,610,405	\$162,540,682
Average Spent	\$3,075.15	\$3,734.14	\$3,757.47
Spending Potential Index	113	137	138
Travel: Total \$	\$9,419,791	\$105,660,484	\$177,151,066
Average Spent	\$3,347.47	\$4,042.10	\$4,095.22
Spending Potential Index	117	141	143
Vehicle Maintenance & Repairs: Total \$	\$3,801,741	\$42,798,846	\$71,305,532
Average Spent	\$1,351.01	\$1,637.29	\$1,648.38
Spending Potential Index	107	130	131

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.52785
 Longitude: -76.35417

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Golden Years (9B)	48.9%	Population	6,429	6,533
In Style (5B)	18.4%	Households	2,814	2,873
Parks and Rec (5C)	12.7%	Families	1,540	1,565
Exurbanites (1E)	11.5%	Median Age	47.5	48.5
Old and Newcomers (8F)	4.6%	Median Household Income	\$89,397	\$103,616
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,660.95	\$7,487,921
Men's		112	\$518.33	\$1,458,569
Women's		113	\$945.36	\$2,660,249
Children's		100	\$353.95	\$996,029
Footwear		111	\$630.38	\$1,773,881
Watches & Jewelry		110	\$161.24	\$453,717
Apparel Products and Services (1)		122	\$73.05	\$205,569
Computer				
Computers and Hardware for Home Use		110	\$209.82	\$590,435
Portable Memory		108	\$5.34	\$15,035
Computer Software		114	\$12.46	\$35,064
Computer Accessories		112	\$22.87	\$64,355
Entertainment & Recreation		111	\$4,078.98	\$11,478,257
Fees and Admissions		119	\$1,002.35	\$2,820,615
Membership Fees for Clubs (2)		121	\$342.71	\$964,372
Fees for Participant Sports, excl. Trips		118	\$154.79	\$435,589
Tickets to Theatre/Operas/Concerts		126	\$115.57	\$325,221
Tickets to Movies		108	\$68.11	\$191,652
Tickets to Parks or Museums		105	\$40.38	\$113,627
Admission to Sporting Events, excl. Trips		120	\$88.08	\$247,849
Fees for Recreational Lessons		119	\$191.00	\$537,463
Dating Services		126	\$1.72	\$4,841
TV/Video/Audio		109	\$1,455.14	\$4,094,769
Cable and Satellite Television Services		111	\$1,015.79	\$2,858,437
Televisions		106	\$134.96	\$379,776
Satellite Dishes		103	\$1.85	\$5,195
VCRs, Video Cameras, and DVD Players		104	\$5.82	\$16,379
Miscellaneous Video Equipment		122	\$21.52	\$60,563
Video Cassettes and DVDs		105	\$9.12	\$25,668
Video Game Hardware/Accessories		96	\$31.49	\$88,613
Video Game Software		100	\$18.09	\$50,898
Rental/Streaming/Downloaded Video		102	\$81.64	\$229,735
Installation of Televisions		135	\$1.13	\$3,181
Audio (3)		107	\$130.62	\$367,569
Rental and Repair of TV/Radio/Sound Equipment		93	\$3.11	\$8,754
Pets		107	\$889.84	\$2,504,021
Toys/Games/Crafts/Hobbies (4)		103	\$135.70	\$381,854
Recreational Vehicles and Fees (5)		113	\$144.52	\$406,677
Sports/Recreation/Exercise Equipment (6)		104	\$212.14	\$596,976
Photo Equipment and Supplies (7)		109	\$56.73	\$159,632
Reading (8)		122	\$142.81	\$401,864
Catered Affairs (9)		120	\$40.14	\$112,963
Food		109	\$11,472.55	\$32,283,748
Food at Home		110	\$6,781.72	\$19,083,762
Bakery and Cereal Products		111	\$878.76	\$2,472,840
Meats, Poultry, Fish, and Eggs		109	\$1,461.87	\$4,113,704
Dairy Products		111	\$688.80	\$1,938,277
Fruits and Vegetables		112	\$1,340.35	\$3,771,739
Snacks and Other Food at Home (10)		108	\$2,411.94	\$6,787,202
Food Away from Home		109	\$4,690.83	\$13,199,985
Alcoholic Beverages		117	\$832.10	\$2,341,521

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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504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.52785
 Longitude: -76.35417

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	127	\$39,317.97	\$110,640,770
Value of Retirement Plans	126	\$143,195.16	\$402,951,187
Value of Other Financial Assets	125	\$12,211.47	\$34,363,073
Vehicle Loan Amount excluding Interest	101	\$3,281.82	\$9,235,047
Value of Credit Card Debt	112	\$3,523.48	\$9,915,085
Health			
Nonprescription Drugs	106	\$186.64	\$525,204
Prescription Drugs	109	\$414.62	\$1,166,748
Eyeglasses and Contact Lenses	112	\$123.72	\$348,159
Home			
Mortgage Payment and Basics (11)	117	\$14,133.13	\$39,770,616
Maintenance and Remodeling Services	120	\$3,917.25	\$11,023,128
Maintenance and Remodeling Materials (12)	104	\$732.72	\$2,061,883
Utilities, Fuel, and Public Services	107	\$6,072.40	\$17,087,736
Household Furnishings and Equipment			
Household Textiles (13)	111	\$127.91	\$359,938
Furniture	110	\$799.39	\$2,249,474
Rugs	117	\$41.92	\$117,959
Major Appliances (14)	111	\$474.12	\$1,334,170
Housewares (15)	112	\$112.13	\$315,522
Small Appliances	106	\$63.47	\$178,604
Luggage	112	\$21.21	\$59,694
Telephones and Accessories	117	\$133.42	\$375,440
Household Operations			
Child Care	107	\$647.33	\$1,821,588
Lawn and Garden (16)	115	\$656.54	\$1,847,490
Moving/Storage/Freight Express	104	\$83.78	\$235,749
Housekeeping Supplies (17)	109	\$966.40	\$2,719,454
Insurance			
Owners and Renters Insurance	109	\$773.89	\$2,177,736
Vehicle Insurance	105	\$2,219.03	\$6,244,346
Life/Other Insurance	115	\$789.18	\$2,220,753
Health Insurance	112	\$5,265.90	\$14,818,236
Personal Care Products (18)	109	\$617.43	\$1,737,440
School Books and Supplies (19)	104	\$154.27	\$434,119
Smoking Products	99	\$430.14	\$1,210,403
Transportation			
Payments on Vehicles excluding Leases	101	\$3,001.44	\$8,446,061
Gasoline and Motor Oil	102	\$2,797.65	\$7,872,599
Vehicle Maintenance and Repairs	107	\$1,351.01	\$3,801,741
Travel			
Airline Fares	119	\$848.01	\$2,386,302
Lodging on Trips	118	\$948.00	\$2,667,683
Auto/Truck Rental on Trips	116	\$72.39	\$203,699
Food and Drink on Trips	115	\$780.93	\$2,197,530

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504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Ring: 3 mile radius

Prepared by Esri
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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Savvy Suburbanites (1D)	17.6%	Population	68,776	69,796
Old and Newcomers (8F)	13.7%	Households	26,140	26,630
Golden Years (9B)	11.0%	Families	18,549	18,854
Exurbanites (1E)	9.7%	Median Age	42.5	43.1
Workday Drive (4A)	9.6%	Median Household Income	\$106,375	\$117,937
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		132	\$3,183.04	\$83,204,722
Men's		134	\$616.50	\$16,115,340
Women's		134	\$1,125.60	\$29,423,074
Children's		128	\$452.81	\$11,836,505
Footwear		130	\$739.87	\$19,340,332
Watches & Jewelry		132	\$193.18	\$5,049,741
Apparel Products and Services (1)		137	\$82.24	\$2,149,706
Computer				
Computers and Hardware for Home Use		134	\$256.09	\$6,694,273
Portable Memory		130	\$6.44	\$168,345
Computer Software		133	\$14.51	\$379,331
Computer Accessories		136	\$27.94	\$730,316
Entertainment & Recreation		133	\$4,894.73	\$127,948,282
Fees and Admissions		144	\$1,215.49	\$31,772,784
Membership Fees for Clubs (2)		144	\$406.49	\$10,625,720
Fees for Participant Sports, excl. Trips		146	\$190.71	\$4,985,114
Tickets to Theatre/Operas/Concerts		146	\$134.42	\$3,513,729
Tickets to Movies		134	\$84.84	\$2,217,823
Tickets to Parks or Museums		133	\$51.37	\$1,342,869
Admission to Sporting Events, excl. Trips		148	\$108.01	\$2,823,340
Fees for Recreational Lessons		149	\$237.96	\$6,220,163
Dating Services		123	\$1.68	\$44,024
TV/Video/Audio		129	\$1,718.88	\$44,931,555
Cable and Satellite Television Services		128	\$1,176.61	\$30,756,515
Televisions		131	\$166.60	\$4,354,879
Satellite Dishes		129	\$2.31	\$60,365
VCRs, Video Cameras, and DVD Players		129	\$7.20	\$188,332
Miscellaneous Video Equipment		137	\$24.11	\$630,207
Video Cassettes and DVDs		128	\$11.13	\$291,050
Video Game Hardware/Accessories		119	\$39.26	\$1,026,369
Video Game Software		122	\$22.11	\$578,008
Rental/Streaming/Downloaded Video		128	\$102.00	\$2,666,344
Installation of Televisions		154	\$1.29	\$33,834
Audio (3)		134	\$162.73	\$4,253,824
Rental and Repair of TV/Radio/Sound Equipment		105	\$3.51	\$91,828
Pets		129	\$1,067.88	\$27,914,445
Toys/Games/Crafts/Hobbies (4)		129	\$169.35	\$4,426,932
Recreational Vehicles and Fees (5)		141	\$181.42	\$4,742,371
Sports/Recreation/Exercise Equipment (6)		129	\$264.75	\$6,920,541
Photo Equipment and Supplies (7)		135	\$70.37	\$1,839,375
Reading (8)		138	\$161.23	\$4,214,457
Catered Affairs (9)		137	\$45.73	\$1,195,396
Food		130	\$13,654.93	\$356,939,900
Food at Home		130	\$8,017.73	\$209,583,495
Bakery and Cereal Products		130	\$1,033.04	\$27,003,615
Meats, Poultry, Fish, and Eggs		129	\$1,723.76	\$45,059,027
Dairy Products		130	\$809.91	\$21,170,963
Fruits and Vegetables		131	\$1,573.80	\$41,139,104
Snacks and Other Food at Home (10)		129	\$2,877.23	\$75,210,787
Food Away from Home		131	\$5,637.20	\$147,356,404
Alcoholic Beverages		137	\$978.40	\$25,575,357

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504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Ring: 3 mile radius

Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	150	\$46,586.04	\$1,217,759,203
Value of Retirement Plans	151	\$172,398.36	\$4,506,493,223
Value of Other Financial Assets	144	\$14,052.97	\$367,344,668
Vehicle Loan Amount excluding Interest	127	\$4,124.01	\$107,801,520
Value of Credit Card Debt	134	\$4,227.76	\$110,513,665
Health			
Nonprescription Drugs	125	\$220.40	\$5,761,262
Prescription Drugs	127	\$483.23	\$12,631,538
Eyeglasses and Contact Lenses	134	\$147.01	\$3,842,809
Home			
Mortgage Payment and Basics (11)	146	\$17,637.32	\$461,039,579
Maintenance and Remodeling Services	146	\$4,759.19	\$124,405,298
Maintenance and Remodeling Materials (12)	133	\$935.97	\$24,466,162
Utilities, Fuel, and Public Services	128	\$7,249.56	\$189,503,484
Household Furnishings and Equipment			
Household Textiles (13)	133	\$153.29	\$4,007,028
Furniture	134	\$973.21	\$25,439,738
Rugs	143	\$50.97	\$1,332,251
Major Appliances (14)	137	\$588.85	\$15,392,616
Housewares (15)	134	\$134.11	\$3,505,538
Small Appliances	128	\$76.52	\$2,000,282
Luggage	135	\$25.74	\$672,894
Telephones and Accessories	140	\$158.76	\$4,150,020
Household Operations			
Child Care	138	\$833.57	\$21,789,617
Lawn and Garden (16)	138	\$787.35	\$20,581,225
Moving/Storage/Freight Express	126	\$101.52	\$2,653,747
Housekeeping Supplies (17)	130	\$1,151.43	\$30,098,405
Insurance			
Owners and Renters Insurance	134	\$950.35	\$24,842,208
Vehicle Insurance	127	\$2,684.19	\$70,164,672
Life/Other Insurance	140	\$958.82	\$25,063,649
Health Insurance	132	\$6,210.98	\$162,355,107
Personal Care Products (18)	130	\$736.77	\$19,259,071
School Books and Supplies (19)	129	\$191.42	\$5,003,756
Smoking Products	113	\$493.11	\$12,889,823
Transportation			
Payments on Vehicles excluding Leases	128	\$3,783.19	\$98,892,568
Gasoline and Motor Oil	125	\$3,429.59	\$89,649,438
Vehicle Maintenance and Repairs	130	\$1,637.29	\$42,798,846
Travel			
Airline Fares	142	\$1,015.05	\$26,533,519
Lodging on Trips	143	\$1,149.33	\$30,043,457
Auto/Truck Rental on Trips	141	\$88.16	\$2,304,494
Food and Drink on Trips	139	\$942.41	\$24,634,513

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504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.52785
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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Savvy Suburbanites (1D)	18.1%	Population	115,686	117,538
Professional Pride (1B)	11.4%	Households	43,258	44,109
Workday Drive (4A)	10.2%	Families	31,358	31,922
Old and Newcomers (8F)	9.4%	Median Age	41.6	42.3
Enterprising Professionals (2D)	7.8%	Median Household Income	\$107,502	\$118,326
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		134	\$3,216.67	\$139,146,552
Men's		135	\$621.59	\$26,888,613
Women's		135	\$1,136.41	\$49,158,860
Children's		132	\$464.26	\$20,082,847
Footwear		131	\$744.70	\$32,214,411
Watches & Jewelry		133	\$195.24	\$8,445,699
Apparel Products and Services (1)		138	\$82.47	\$3,567,534
Computer				
Computers and Hardware for Home Use		136	\$259.45	\$11,223,182
Portable Memory		132	\$6.53	\$282,643
Computer Software		134	\$14.60	\$631,660
Computer Accessories		137	\$28.04	\$1,213,107
Entertainment & Recreation		135	\$4,939.00	\$213,651,160
Fees and Admissions		147	\$1,235.27	\$53,435,157
Membership Fees for Clubs (2)		146	\$411.28	\$17,791,288
Fees for Participant Sports, excl. Trips		149	\$194.86	\$8,429,050
Tickets to Theatre/Operas/Concerts		147	\$134.76	\$5,829,472
Tickets to Movies		137	\$86.22	\$3,729,750
Tickets to Parks or Museums		136	\$52.56	\$2,273,627
Admission to Sporting Events, excl. Trips		150	\$110.15	\$4,764,751
Fees for Recreational Lessons		153	\$243.78	\$10,545,577
Dating Services		121	\$1.66	\$71,641
TV/Video/Audio		129	\$1,724.67	\$74,605,925
Cable and Satellite Television Services		128	\$1,176.13	\$50,876,828
Televisions		132	\$168.44	\$7,286,471
Satellite Dishes		130	\$2.32	\$100,271
VCRs, Video Cameras, and DVD Players		131	\$7.28	\$315,011
Miscellaneous Video Equipment		137	\$24.21	\$1,047,062
Video Cassettes and DVDs		128	\$11.17	\$483,146
Video Game Hardware/Accessories		121	\$39.77	\$1,720,309
Video Game Software		122	\$22.18	\$959,628
Rental/Streaming/Downloaded Video		129	\$103.31	\$4,469,079
Installation of Televisions		152	\$1.28	\$55,211
Audio (3)		136	\$165.15	\$7,144,071
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.44	\$148,839
Pets		130	\$1,076.24	\$46,555,949
Toys/Games/Crafts/Hobbies (4)		131	\$171.63	\$7,424,515
Recreational Vehicles and Fees (5)		144	\$184.52	\$7,982,151
Sports/Recreation/Exercise Equipment (6)		132	\$269.36	\$11,652,006
Photo Equipment and Supplies (7)		137	\$71.58	\$3,096,267
Reading (8)		137	\$160.15	\$6,927,570
Catered Affairs (9)		138	\$45.94	\$1,987,214
Food		131	\$13,782.94	\$596,222,601
Food at Home		130	\$8,073.54	\$349,245,301
Bakery and Cereal Products		131	\$1,039.20	\$44,953,677
Meats, Poultry, Fish, and Eggs		130	\$1,736.11	\$75,100,664
Dairy Products		131	\$815.32	\$35,269,023
Fruits and Vegetables		132	\$1,584.23	\$68,530,699
Snacks and Other Food at Home (10)		130	\$2,898.68	\$125,391,239
Food Away from Home		132	\$5,709.40	\$246,977,299
Alcoholic Beverages		139	\$988.88	\$42,777,069

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	151	\$46,757.71	\$2,022,645,043
Value of Retirement Plans	153	\$173,867.13	\$7,521,144,109
Value of Other Financial Assets	143	\$13,995.87	\$605,433,333
Vehicle Loan Amount excluding Interest	129	\$4,204.76	\$181,889,459
Value of Credit Card Debt	136	\$4,271.22	\$184,764,268
Health			
Nonprescription Drugs	125	\$220.66	\$9,545,168
Prescription Drugs	127	\$480.46	\$20,783,551
Eyeglasses and Contact Lenses	134	\$147.72	\$6,389,944
Home			
Mortgage Payment and Basics (11)	149	\$18,013.90	\$779,245,173
Maintenance and Remodeling Services	147	\$4,818.75	\$208,449,371
Maintenance and Remodeling Materials (12)	136	\$956.73	\$41,386,428
Utilities, Fuel, and Public Services	129	\$7,288.71	\$315,294,917
Household Furnishings and Equipment			
Household Textiles (13)	134	\$154.47	\$6,681,955
Furniture	136	\$983.81	\$42,557,814
Rugs	144	\$51.43	\$2,224,944
Major Appliances (14)	139	\$596.95	\$25,822,810
Housewares (15)	135	\$135.14	\$5,846,054
Small Appliances	129	\$77.15	\$3,337,194
Luggage	137	\$26.08	\$1,128,239
Telephones and Accessories	140	\$159.22	\$6,887,337
Household Operations			
Child Care	144	\$865.29	\$37,430,739
Lawn and Garden (16)	139	\$794.64	\$34,374,679
Moving/Storage/Freight Express	126	\$102.14	\$4,418,379
Housekeeping Supplies (17)	131	\$1,160.99	\$50,222,146
Insurance			
Owners and Renters Insurance	135	\$962.21	\$41,623,083
Vehicle Insurance	128	\$2,707.04	\$117,101,328
Life/Other Insurance	141	\$968.96	\$41,915,318
Health Insurance	133	\$6,238.83	\$269,879,224
Personal Care Products (18)	131	\$743.10	\$32,145,072
School Books and Supplies (19)	131	\$193.94	\$8,389,381
Smoking Products	112	\$488.18	\$21,117,566
Transportation			
Payments on Vehicles excluding Leases	130	\$3,857.62	\$166,873,126
Gasoline and Motor Oil	127	\$3,471.61	\$150,174,747
Vehicle Maintenance and Repairs	131	\$1,648.38	\$71,305,532
Travel			
Airline Fares	144	\$1,028.29	\$44,481,759
Lodging on Trips	145	\$1,165.28	\$50,407,862
Auto/Truck Rental on Trips	143	\$89.46	\$3,869,797
Food and Drink on Trips	141	\$954.16	\$41,275,127

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 Longitude: -76.35417

- (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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

504 Baltimore Pike
 504 Baltimore Pike, Bel Air, Maryland, 21014
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52785
 Longitude: -76.35417

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	1,112		2,639		3,915							
Total Employees:	14,585		29,489		40,315							
Total Residential Population:	6,429		68,776		115,686							
Employee/Residential Population Ratio (per 100 Residents)	227		43		35							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	1.0%	98	0.7%	47	1.8%	363	1.2%	97	2.5%	685	1.7%
Construction	43	3.9%	273	1.9%	157	5.9%	800	2.7%	301	7.7%	1,665	4.1%
Manufacturing	10	0.9%	66	0.5%	28	1.1%	269	0.9%	61	1.6%	615	1.5%
Transportation	16	1.4%	95	0.7%	39	1.5%	196	0.7%	67	1.7%	381	0.9%
Communication	7	0.6%	34	0.2%	17	0.6%	128	0.4%	20	0.5%	137	0.3%
Utility	1	0.1%	4	0.0%	3	0.1%	8	0.0%	6	0.2%	19	0.0%
Wholesale Trade	14	1.3%	152	1.0%	41	1.6%	381	1.3%	66	1.7%	530	1.3%
Retail Trade Summary	218	19.6%	3,831	26.3%	513	19.4%	8,579	29.1%	725	18.5%	11,206	27.8%
Home Improvement	8	0.7%	300	2.1%	23	0.9%	460	1.6%	36	0.9%	556	1.4%
General Merchandise Stores	11	1.0%	628	4.3%	28	1.1%	980	3.3%	36	0.9%	1,133	2.8%
Food Stores	21	1.9%	413	2.8%	59	2.2%	1,421	4.8%	87	2.2%	2,117	5.3%
Auto Dealers, Gas Stations, Auto Aftermarket	9	0.8%	127	0.9%	40	1.5%	1,007	3.4%	58	1.5%	1,313	3.3%
Apparel & Accessory Stores	26	2.3%	144	1.0%	39	1.5%	226	0.8%	46	1.2%	304	0.8%
Furniture & Home Furnishings	19	1.7%	245	1.7%	34	1.3%	360	1.2%	53	1.4%	476	1.2%
Eating & Drinking Places	58	5.2%	1,329	9.1%	144	5.5%	3,024	10.3%	191	4.9%	3,936	9.8%
Miscellaneous Retail	65	5.8%	646	4.4%	147	5.6%	1,101	3.7%	218	5.6%	1,372	3.4%
Finance, Insurance, Real Estate Summary	145	13.0%	1,357	9.3%	304	11.5%	2,654	9.0%	428	10.9%	3,573	8.9%
Banks, Savings & Lending Institutions	33	3.0%	356	2.4%	71	2.7%	822	2.8%	99	2.5%	1,115	2.8%
Securities Brokers	27	2.4%	141	1.0%	49	1.9%	221	0.7%	63	1.6%	273	0.7%
Insurance Carriers & Agents	32	2.9%	245	1.7%	57	2.2%	358	1.2%	79	2.0%	448	1.1%
Real Estate, Holding, Other Investment Offices	53	4.8%	615	4.2%	127	4.8%	1,254	4.3%	188	4.8%	1,738	4.3%
Services Summary	492	44.2%	6,947	47.6%	1,185	44.9%	14,136	47.9%	1,689	43.1%	19,297	47.9%
Hotels & Lodging	0	0.0%	0	0.0%	4	0.2%	27	0.1%	8	0.2%	63	0.2%
Automotive Services	29	2.6%	150	1.0%	71	2.7%	346	1.2%	113	2.9%	561	1.4%
Motion Pictures & Amusements	24	2.2%	350	2.4%	78	3.0%	731	2.5%	127	3.2%	1,202	3.0%
Health Services	103	9.3%	2,722	18.7%	320	12.1%	5,599	19.0%	382	9.8%	6,318	15.7%
Legal Services	61	5.5%	316	2.2%	85	3.2%	412	1.4%	96	2.5%	450	1.1%
Education Institutions & Libraries	21	1.9%	1,243	8.5%	48	1.8%	2,415	8.2%	76	1.9%	3,794	9.4%
Other Services	254	22.8%	2,165	14.8%	579	21.9%	4,606	15.6%	887	22.7%	6,908	17.1%
Government	72	6.5%	1,698	11.6%	83	3.1%	1,888	6.4%	96	2.5%	2,063	5.1%
Unclassified Establishments	83	7.5%	31	0.2%	222	8.4%	87	0.3%	360	9.2%	145	0.4%
Totals	1,112	100.0%	14,585	100.0%	2,639	100.0%	29,489	100.0%	3,915	100.0%	40,315	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	4	0.0%	4	0.2%	30	0.1%	16	0.4%	92	0.2%
Mining	1	0.1%	7	0.0%	3	0.1%	22	0.1%	3	0.1%	22	0.1%
Utilities	1	0.1%	4	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	50	4.5%	380	2.6%	171	6.5%	937	3.2%	326	8.3%	1,860	4.6%
Manufacturing	14	1.3%	97	0.7%	33	1.3%	294	1.0%	66	1.7%	644	1.6%
Wholesale Trade	13	1.2%	148	1.0%	39	1.5%	374	1.3%	64	1.6%	523	1.3%
Retail Trade	156	14.0%	2,453	16.8%	353	13.4%	5,418	18.4%	512	13.1%	7,085	17.6%
Motor Vehicle & Parts Dealers	8	0.7%	122	0.8%	36	1.4%	988	3.4%	50	1.3%	1,279	3.2%
Furniture & Home Furnishings Stores	13	1.2%	94	0.6%	20	0.8%	147	0.5%	33	0.8%	237	0.6%
Electronics & Appliance Stores	5	0.4%	149	1.0%	12	0.5%	204	0.7%	16	0.4%	224	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	8	0.7%	300	2.1%	23	0.9%	460	1.6%	36	0.9%	556	1.4%
Food & Beverage Stores	17	1.5%	367	2.5%	43	1.6%	1,278	4.3%	69	1.8%	1,965	4.9%
Health & Personal Care Stores	24	2.2%	176	1.2%	54	2.0%	418	1.4%	70	1.8%	507	1.3%
Gasoline Stations	1	0.1%	5	0.0%	4	0.2%	19	0.1%	8	0.2%	33	0.1%
Clothing & Clothing Accessories Stores	33	3.0%	203	1.4%	47	1.8%	297	1.0%	57	1.5%	383	1.0%
Sport Goods, Hobby, Book, & Music Stores	9	0.8%	166	1.1%	25	0.9%	248	0.8%	36	0.9%	275	0.7%
General Merchandise Stores	11	1.0%	628	4.3%	28	1.1%	980	3.3%	36	0.9%	1,133	2.8%
Miscellaneous Store Retailers	21	1.9%	234	1.6%	42	1.6%	368	1.2%	68	1.7%	465	1.2%
Nonstore Retailers	5	0.4%	9	0.1%	20	0.8%	12	0.0%	34	0.9%	27	0.1%
Transportation & Warehousing	6	0.5%	39	0.3%	22	0.8%	111	0.4%	46	1.2%	270	0.7%
Information	10	0.9%	104	0.7%	31	1.2%	309	1.0%	44	1.1%	432	1.1%
Finance & Insurance	91	8.2%	736	5.0%	177	6.7%	1,396	4.7%	241	6.2%	1,836	4.6%
Central Bank/Credit Intermediation & Related Activities	31	2.8%	349	2.4%	69	2.6%	815	2.8%	97	2.5%	1,108	2.7%
Securities, Commodity Contracts & Other Financial	27	2.4%	142	1.0%	51	1.9%	222	0.8%	66	1.7%	280	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	32	2.9%	245	1.7%	57	2.2%	358	1.2%	79	2.0%	448	1.1%
Real Estate, Rental & Leasing	47	4.2%	525	3.6%	129	4.9%	1,151	3.9%	201	5.1%	1,627	4.0%
Professional, Scientific & Tech Services	150	13.5%	1,133	7.8%	299	11.3%	2,114	7.2%	428	10.9%	2,958	7.3%
Legal Services	67	6.0%	335	2.3%	97	3.7%	454	1.5%	110	2.8%	501	1.2%
Management of Companies & Enterprises	3	0.3%	19	0.1%	5	0.2%	36	0.1%	9	0.2%	61	0.2%
Administrative & Support & Waste Management & Remediation	33	3.0%	175	1.2%	89	3.4%	486	1.6%	152	3.9%	851	2.1%
Educational Services	32	2.9%	1,253	8.6%	73	2.8%	2,528	8.6%	108	2.8%	3,937	9.8%
Health Care & Social Assistance	132	11.9%	3,172	21.7%	392	14.9%	6,665	22.6%	489	12.5%	8,001	19.8%
Arts, Entertainment & Recreation	19	1.7%	324	2.2%	55	2.1%	621	2.1%	87	2.2%	1,011	2.5%
Accommodation & Food Services	60	5.4%	1,353	9.3%	159	6.0%	3,154	10.7%	214	5.5%	4,142	10.3%
Accommodation	0	0.0%	0	0.0%	4	0.2%	27	0.1%	8	0.2%	63	0.2%
Food Services & Drinking Places	60	5.4%	1,353	9.3%	155	5.9%	3,127	10.6%	206	5.3%	4,079	10.1%
Other Services (except Public Administration)	138	12.4%	905	6.2%	296	11.2%	1,839	6.2%	453	11.6%	2,728	6.8%
Automotive Repair & Maintenance	25	2.2%	124	0.9%	53	2.0%	243	0.8%	89	2.3%	436	1.1%
Public Administration	73	6.6%	1,724	11.8%	84	3.2%	1,914	6.5%	97	2.5%	2,086	5.2%
Unclassified Establishments	83	7.5%	31	0.2%	222	8.4%	87	0.3%	360	9.2%	145	0.4%
Total	1,112	100.0%	14,585	100.0%	2,639	100.0%	29,489	100.0%	3,915	100.0%	40,315	100.0%

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