

## Market Profile

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	11,191	57,026	102,759
2020 Total Population	11,820	59,682	109,706
2020 Group Quarters	83	919	1,129
2025 Total Population	12,108	61,057	111,598
2025 Group Quarters	80	901	1,104
2030 Total Population	12,235	61,921	112,925
2025-2030 Annual Rate	0.21%	0.28%	0.24%
2025 Total Daytime Population	8,655	63,952	107,763
Workers	2,800	34,810	55,219
Residents	5,855	29,142	52,544
<b>Household Summary</b>			
2010 Households	4,161	21,143	37,661
2010 Average Household Size	2.67	2.65	2.70
2020 Total Households	4,517	22,481	40,793
2020 Average Household Size	2.60	2.61	2.66
2025 Households	4,696	23,267	41,996
2025 Average Household Size	2.56	2.59	2.63
2030 Households	4,781	23,745	42,765
2030 Average Household Size	2.54	2.57	2.61
2025-2030 Annual Rate	0.36%	0.41%	0.36%
2010 Families	2,860	15,331	27,957
2010 Average Family Size	3.23	3.14	3.16
2025 Families	3,134	16,368	30,067
2025 Average Family Size	3.19	3.12	3.13
2030 Families	3,174	16,624	30,471
2030 Average Family Size	3.17	3.10	3.12
2025-2030 Annual Rate	0.25%	0.31%	0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,669	18,622	32,797
Owner Occupied Housing Units	68.8%	79.8%	82.2%
Renter Occupied Housing Units	28.3%	17.2%	14.9%
Vacant Housing Units	2.9%	3.0%	2.8%
2010 Housing Units	4,456	22,102	39,218
Owner Occupied Housing Units	69.6%	78.2%	81.2%
Renter Occupied Housing Units	23.7%	17.5%	14.8%
Vacant Housing Units	6.6%	4.3%	4.0%
2020 Housing Units	4,685	23,212	42,136
Owner Occupied Housing Units	71.4%	78.4%	79.7%
Renter Occupied Housing Units	25.0%	18.4%	17.1%
Vacant Housing Units	3.4%	3.2%	3.2%
2025 Housing Units	4,857	24,077	43,374
Owner Occupied Housing Units	73.2%	79.7%	81.1%
Renter Occupied Housing Units	23.5%	17.0%	15.8%
Vacant Housing Units	3.3%	3.4%	3.2%
2030 Housing Units	4,939	24,538	44,109
Owner Occupied Housing Units	74.9%	80.7%	81.9%
Renter Occupied Housing Units	21.9%	16.1%	15.1%
Vacant Housing Units	3.2%	3.2%	3.0%

**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 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2025 Households by Income</b>			
Household Income Base	4,696	23,267	41,996
<\$15,000	8.4%	6.6%	5.3%
\$15,000 - \$24,999	4.0%	2.8%	2.8%
\$25,000 - \$34,999	7.1%	4.5%	4.4%
\$35,000 - \$49,999	9.7%	7.9%	7.0%
\$50,000 - \$74,999	13.5%	10.8%	10.7%
\$75,000 - \$99,999	7.1%	7.3%	8.8%
\$100,000 - \$149,999	24.1%	23.0%	24.7%
\$150,000 - \$199,999	11.1%	12.7%	13.2%
\$200,000+	15.0%	24.4%	23.1%
Average Household Income	\$115,257	\$143,571	\$143,254
<b>2030 Households by Income</b>			
Household Income Base	4,781	23,745	42,765
<\$15,000	7.9%	6.2%	4.9%
\$15,000 - \$24,999	3.4%	2.3%	2.2%
\$25,000 - \$34,999	6.5%	3.9%	3.7%
\$35,000 - \$49,999	8.7%	6.7%	6.0%
\$50,000 - \$74,999	13.0%	9.8%	9.6%
\$75,000 - \$99,999	6.8%	6.5%	7.8%
\$100,000 - \$149,999	23.5%	22.2%	23.8%
\$150,000 - \$199,999	11.5%	12.8%	13.5%
\$200,000+	18.6%	29.6%	28.4%
Average Household Income	\$124,915	\$156,726	\$156,849
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	3,557	19,181	35,156
<\$50,000	3.0%	1.2%	1.2%
\$50,000 - \$99,999	0.1%	0.3%	0.2%
\$100,000 - \$149,999	0.1%	0.4%	0.4%
\$150,000 - \$199,999	1.9%	1.2%	1.3%
\$200,000 - \$249,999	4.0%	3.4%	4.3%
\$250,000 - \$299,999	7.4%	6.7%	7.9%
\$300,000 - \$399,999	24.6%	18.9%	19.9%
\$400,000 - \$499,999	29.8%	26.9%	23.8%
\$500,000 - \$749,999	28.2%	32.9%	31.7%
\$750,000 - \$999,999	0.9%	6.6%	7.7%
\$1,000,000 - \$1,499,999	0.1%	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$438,932	\$503,813	\$503,992
<b>2030 Owner Occupied Housing Units by Value</b>			
Total	3,698	19,795	36,124
<\$50,000	2.1%	0.8%	0.9%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.5%	0.3%	0.4%
\$200,000 - \$249,999	1.2%	1.2%	1.9%
\$250,000 - \$299,999	3.2%	3.0%	4.4%
\$300,000 - \$399,999	19.5%	13.1%	15.0%
\$400,000 - \$499,999	31.2%	27.7%	24.0%
\$500,000 - \$749,999	40.6%	41.9%	39.4%
\$750,000 - \$999,999	1.6%	9.6%	11.6%
\$1,000,000 - \$1,499,999	0.1%	1.5%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.7%	0.9%
Average Home Value	\$491,705	\$563,112	\$565,370

**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>			
2025	\$100,284	\$123,957	\$122,198
2030	\$106,811	\$133,195	\$132,240
<b>Median Home Value</b>			
2025	\$429,981	\$466,431	\$462,120
2030	\$475,737	\$522,610	\$521,798
<b>Per Capita Income</b>			
2025	\$46,842	\$54,738	\$53,919
2030	\$51,180	\$60,106	\$59,412
<b>Median Age</b>			
2010	38.5	40.5	39.6
2020	40.2	41.6	40.7
2025	41.4	42.2	41.4
2030	42.4	42.9	42.1
<b>2020 Population by Age</b>			
Total	11,820	59,682	109,706
0 - 4	5.1%	5.0%	5.3%
5 - 9	6.1%	6.1%	6.3%
10 - 14	7.3%	7.1%	7.2%
15 - 24	12.5%	12.5%	12.3%
25 - 34	11.6%	10.7%	11.1%
35 - 44	13.3%	12.8%	13.1%
45 - 54	12.4%	13.2%	13.4%
55 - 64	13.8%	14.3%	14.2%
65 - 74	10.2%	10.2%	9.9%
75 - 84	5.9%	5.7%	5.1%
85 +	2.0%	2.4%	2.0%
18 +	77.4%	77.4%	76.9%
<b>2025 Population by Age</b>			
Total	12,107	61,056	111,598
0 - 4	5.1%	5.0%	5.2%
5 - 9	5.6%	5.7%	5.9%
10 - 14	6.3%	6.3%	6.4%
15 - 24	12.3%	11.8%	11.7%
25 - 34	12.4%	11.9%	12.2%
35 - 44	13.7%	13.3%	13.6%
45 - 54	12.4%	12.4%	12.5%
55 - 64	11.9%	13.2%	13.2%
65 - 74	11.1%	11.1%	10.8%
75 - 84	6.9%	6.8%	6.3%
85 +	2.4%	2.5%	2.1%
18 +	79.0%	79.0%	78.5%
<b>2030 Population by Age</b>			
Total	12,234	61,921	112,924
0 - 4	4.8%	4.9%	5.1%
5 - 9	5.4%	5.4%	5.6%
10 - 14	5.9%	6.0%	6.2%
15 - 24	11.6%	10.8%	10.9%
25 - 34	12.4%	12.8%	12.9%
35 - 44	13.2%	12.8%	13.2%
45 - 54	13.3%	12.8%	13.0%
55 - 64	11.2%	12.0%	11.9%
65 - 74	11.2%	11.8%	11.4%
75 - 84	7.9%	7.7%	7.2%
85 +	3.1%	3.1%	2.6%
18 +	80.4%	80.2%	79.6%

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<b>2020 Population by Sex</b>			
Males	5,604	28,873	53,260
Females	6,216	30,809	56,446
<b>2025 Population by Sex</b>			
Males	5,845	29,965	54,921
Females	6,263	31,092	56,677
<b>2030 Population by Sex</b>			
Males	5,904	30,339	55,452
Females	6,331	31,582	57,474
<b>2020 Population by Race/Ethnicity</b>			
Total	11,192	57,025	102,759
White Alone	87.4%	90.1%	89.4%
Black Alone	6.0%	4.4%	5.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	3.3%	2.8%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	0.7%
Two or More Races	2.1%	1.7%	1.8%
Hispanic Origin	3.3%	3.0%	2.9%
Diversity Index	27.9	23.2	24.1
<b>2025 Population by Race/Ethnicity</b>			
Total	11,820	59,682	109,706
White Alone	80.4%	82.5%	81.6%
Black Alone	6.5%	5.1%	5.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.7%	4.3%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.6%	1.5%
Two or More Races	6.3%	6.3%	6.5%
Hispanic Origin	4.6%	4.6%	4.5%
Diversity Index	40.1	37.1	38.4
<b>2025 Population by Race/Ethnicity</b>			
Total	12,107	61,057	111,599
White Alone	78.7%	80.8%	79.8%
Black Alone	7.1%	5.6%	6.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.2%	4.8%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	1.7%	1.6%
Two or More Races	6.8%	6.8%	7.0%
Hispanic Origin	5.2%	5.2%	5.1%
Diversity Index	43.0	40.2	41.5
<b>2030 Population by Race/Ethnicity</b>			
Total	12,235	61,920	112,925
White Alone	77.1%	79.3%	78.2%
Black Alone	7.4%	5.9%	6.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.7%	5.2%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	1.9%	1.8%
Two or More Races	7.3%	7.4%	7.6%
Hispanic Origin	5.8%	5.7%	5.6%
Diversity Index	45.6	42.8	44.1

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	11,820	59,682	109,706
In Households	99.3%	98.5%	99.0%
Householder	39.6%	37.6%	37.1%
Opposite-Sex Spouse	20.0%	21.6%	21.7%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.2%	1.8%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.0%	29.3%	29.8%
Adopted Child	0.7%	0.7%	0.7%
Stepchild	1.5%	1.2%	1.2%
Grandchild	1.3%	1.4%	1.5%
Brother or Sister	0.6%	0.5%	0.6%
Parent	1.0%	0.9%	1.0%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.6%	0.6%	0.7%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	2.1%	1.8%	1.8%
In Group Quarters	0.7%	1.5%	1.0%
Institutionalized	0.6%	1.2%	0.8%
Noninstitutionalized	0.1%	0.3%	0.3%
<b>2025 Population 25+ by Educational Attainment</b>			
Total	8,569	43,495	78,954
Less than 9th Grade	2.0%	1.7%	1.5%
9th - 12th Grade, No Diploma	2.3%	2.5%	2.4%
High School Graduate	18.4%	19.9%	20.4%
GED/Alternative Credential	4.2%	2.8%	2.6%
Some College, No Degree	19.5%	14.5%	15.2%
Associate Degree	10.0%	9.9%	9.8%
Bachelor's Degree	24.1%	27.1%	26.8%
Graduate/Professional Degree	19.5%	21.7%	21.3%
<b>2025 Population 15+ by Marital Status</b>			
Total	10,054	50,671	91,996
Never Married	26.9%	26.8%	27.3%
Married	54.8%	59.8%	59.5%
Widowed	8.4%	6.4%	5.6%
Divorced	9.9%	7.0%	7.6%
<b>2025 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,589	32,997	60,919
Population 16+ Employed	95.6%	97.2%	97.5%
Population 16+ Unemployment rate	4.4%	2.8%	2.5%
Population 16-24 Employed	10.8%	11.4%	11.6%
Population 16-24 Unemployment rate	24.6%	13.9%	10.7%
Population 25-54 Employed	65.4%	62.2%	63.1%
Population 25-54 Unemployment rate	1.0%	1.1%	1.2%
Population 55-64 Employed	17.3%	19.0%	17.9%
Population 55-64 Unemployment rate	2.2%	1.5%	1.4%
Population 65+ Employed	6.6%	7.4%	7.4%
Population 65+ Unemployment rate	0.2%	1.1%	1.2%

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<b>2025 Employed Population 16+ by Industry</b>			
Total	6,300	32,061	59,423
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	2.8%	5.1%	5.7%
Manufacturing	8.7%	7.4%	6.4%
Wholesale Trade	1.3%	1.8%	1.8%
Retail Trade	14.9%	10.7%	10.7%
Transportation/Utilities	4.4%	5.0%	5.1%
Information	0.7%	1.0%	1.2%
Finance/Insurance/Real Estate	7.5%	7.2%	7.7%
Services	46.5%	49.9%	49.1%
Public Administration	13.2%	11.7%	12.0%
<b>2025 Employed Population 16+ by Occupation</b>			
Total	6,301	32,063	59,423
White Collar	70.3%	74.6%	74.5%
Management/Business/Financial	19.8%	25.0%	24.2%
Professional	29.7%	30.3%	31.4%
Sales	12.6%	10.2%	9.7%
Administrative Support	8.2%	9.1%	9.2%
Services	17.1%	13.5%	12.4%
Blue Collar	12.7%	12.0%	13.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.6%	2.6%	3.0%
Installation/Maintenance/Repair	1.1%	2.0%	2.5%
Production	4.3%	2.6%	2.6%
Transportation/Material Moving	5.7%	4.8%	5.0%
<b>2020 Households by Type</b>			
Total	4,517	22,481	40,793
Married Couple Households	51.3%	57.6%	58.8%
With Own Children <18	21.6%	23.6%	24.6%
Without Own Children <18	29.7%	34.0%	34.2%
Cohabiting Couple Households	5.8%	5.0%	5.2%
With Own Children <18	2.1%	1.6%	1.7%
Without Own Children <18	3.7%	3.5%	3.5%
Male Householder, No Spouse/Partner	14.2%	13.0%	12.8%
Living Alone	9.5%	8.5%	8.4%
65 Years and over	2.7%	3.1%	2.8%
With Own Children <18	1.4%	1.5%	1.5%
Without Own Children <18, With Relatives	2.2%	2.1%	2.1%
No Relatives Present	1.1%	0.9%	0.8%
Female Householder, No Spouse/Partner	28.7%	24.3%	23.3%
Living Alone	17.1%	14.9%	13.8%
65 Years and over	9.9%	9.3%	8.2%
With Own Children <18	5.1%	3.8%	3.9%
Without Own Children <18, With Relatives	5.8%	5.0%	4.9%
No Relatives Present	0.7%	0.6%	0.6%
<b>2020 Households by Size</b>			
Total	4,517	22,481	40,793
1 Person Household	26.6%	23.5%	22.2%
2 Person Household	31.6%	32.2%	32.0%
3 Person Household	16.1%	17.4%	17.7%
4 Person Household	15.4%	16.4%	17.2%
5 Person Household	6.8%	6.9%	7.1%
6 Person Household	2.4%	2.5%	2.5%
7 + Person Household	1.2%	1.2%	1.2%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	4,517	22,481	40,793
Owner Occupied	74.1%	81.0%	82.3%
Owned with a Mortgage/Loan	54.6%	61.0%	63.2%
Owned Free and Clear	19.4%	19.9%	19.2%
Renter Occupied	25.9%	19.0%	17.7%
<b>2025 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	87	100	100
Percent of Income for Mortgage	26.8%	23.6%	23.7%
Wealth Index	103	144	141
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,685	23,212	42,136
Urban Housing Units	100.0%	97.7%	92.2%
Rural Housing Units	0.0%	2.3%	7.8%
<b>2020 Population By Urban/ Rural Status</b>			
Total	11,820	59,682	109,706
Urban Population	99.9%	97.8%	91.9%
Rural Population	0.1%	2.2%	8.1%

**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.	Savvy Suburbanites (L1)	Savvy Suburbanites (L1)	Savvy Suburbanites (L1)
2.	Retirement Communities (J3)	Retirement Communities (J3)	Professional Pride (L2)
3.	Metro Fusion (C3)	Professional Pride (L2)	Flourishing Families (H1)
<b>2025 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,222,240	\$68,281,200	\$123,794,095
Average Spent	\$2,389.74	\$2,934.68	\$2,947.76
Spending Potential Index	98	120	120
Education: Total \$	\$9,068,704	\$55,226,230	\$97,875,032
Average Spent	\$1,931.16	\$2,373.59	\$2,330.58
Spending Potential Index	108	133	131
Entertainment/Recreation: Total \$	\$19,049,839	\$117,679,927	\$211,865,469
Average Spent	\$4,056.61	\$5,057.80	\$5,044.90
Spending Potential Index	99	123	123
Food at Home: Total \$	\$33,635,122	\$203,066,200	\$365,603,473
Average Spent	\$7,162.50	\$8,727.65	\$8,705.67
Spending Potential Index	96	117	117
Food Away from Home: Total \$	\$18,674,834	\$114,355,073	\$207,102,608
Average Spent	\$3,976.75	\$4,914.90	\$4,931.48
Spending Potential Index	96	119	119
Health Care: Total \$	\$35,659,172	\$218,189,139	\$392,056,676
Average Spent	\$7,593.52	\$9,377.62	\$9,335.57
Spending Potential Index	98	121	121
HH Furnishings & Equipment: Total \$	\$13,480,366	\$83,239,747	\$150,523,320
Average Spent	\$2,870.61	\$3,577.59	\$3,584.23
Spending Potential Index	99	123	123
Personal Care Products & Services: Total \$	\$4,900,629	\$29,779,702	\$53,710,467
Average Spent	\$1,043.58	\$1,279.91	\$1,278.94
Spending Potential Index	100	122	122
Shelter: Total \$	\$122,856,024	\$751,093,894	\$1,346,067,628
Average Spent	\$26,161.84	\$32,281.51	\$32,052.28
Spending Potential Index	98	121	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,607,305	\$98,013,704	\$177,351,940
Average Spent	\$3,323.53	\$4,212.56	\$4,223.07
Spending Potential Index	101	128	128
Travel: Total \$	\$17,263,541	\$108,103,703	\$193,613,610
Average Spent	\$3,676.22	\$4,646.22	\$4,610.29
Spending Potential Index	102	129	128
Vehicle Maintenance & Repairs: Total \$	\$6,136,495	\$37,332,610	\$67,577,751
Average Spent	\$1,306.75	\$1,604.53	\$1,609.15
Spending Potential Index	97	119	119

**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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 26, 2025



# Retail Goods and Services Expenditures

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	44.8%	Population	12,108	12,235
Retirement Communities (J3)	28.6%	Households	4,696	4,781
Metro Fusion (C3)	12.3%	Families	3,134	3,174
City Greens (K6)	9.8%	Median Age	41.4	42.4
Dreambelt (K5)	1.9%	Median Household Income	\$100,284	\$106,811
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		98	\$2,389.74	\$11,222,240
Men's		99	\$477.47	\$2,242,216
Women's		100	\$836.49	\$3,928,167
Children's		92	\$308.21	\$1,447,355
Footwear		95	\$518.91	\$2,436,790
Watches & Jewelry		101	\$202.88	\$952,717
Apparel Products and Services (1)		98	\$45.78	\$214,994
<b>Computer</b>				
Computers and Hardware for Home Use		100	\$225.86	\$1,060,658
Portable Memory		97	\$3.70	\$17,389
Computer Software		96	\$16.23	\$76,238
Computer Accessories		93	\$18.72	\$87,905
<b>Entertainment &amp; Recreation</b>		99	\$4,056.61	\$19,049,839
Fees and Admissions		104	\$973.17	\$4,570,005
Membership Fees for Clubs (2)		105	\$333.01	\$1,563,834
Fees for Participant Sports, excl. Trips		106	\$175.61	\$824,671
Tickets to Theatre/Operas/Concerts		105	\$119.02	\$558,930
Tickets to Movies		100	\$37.09	\$174,168
Tickets to Parks or Museums		93	\$39.81	\$186,940
Admission to Sporting Events, excl. Trips		104	\$95.08	\$446,473
Fees for Recreational Lessons		103	\$172.37	\$809,455
Dating Services		102	\$1.18	\$5,535
TV/Video/Audio		97	\$1,199.00	\$5,630,506
Cable and Satellite Television Services		97	\$642.65	\$3,017,866
Televisions		99	\$116.98	\$549,338
Satellite Dishes		73	\$1.02	\$4,804
VCRs, Video Cameras, and DVD Players		89	\$3.73	\$17,507
Miscellaneous Video Equipment		95	\$33.14	\$155,612
Video Cassettes and DVDs		89	\$4.23	\$19,846
Video Game Hardware/Accessories		93	\$43.95	\$206,386
Video Game Software		101	\$23.30	\$109,440
Rental/Streaming/Downloaded Video		97	\$187.98	\$882,776
Installation of Televisions		112	\$1.69	\$7,917
Audio (3)		99	\$138.36	\$649,733
Rental and Repair of TV/Radio/Sound Equipment		94	\$1.97	\$9,282
Pets		97	\$1,024.48	\$4,810,975
Toys/Games/Crafts/Hobbies (4)		98	\$174.87	\$821,189
Recreational Vehicles and Fees (5)		98	\$188.48	\$885,104
Sports/Recreation/Exercise Equipment (6)		95	\$245.44	\$1,152,599
Photo Equipment and Supplies (7)		102	\$70.78	\$332,385
Reading (8)		103	\$132.68	\$623,047
Catered Affairs (9)		99	\$47.71	\$224,030
<b>Food</b>		96	\$11,139.26	\$52,309,956
Food at Home		96	\$7,162.50	\$33,635,122
Bakery and Cereal Products		98	\$968.32	\$4,547,210
Meats, Poultry, Fish, and Eggs		95	\$1,455.70	\$6,835,950
Dairy Products		97	\$730.19	\$3,428,963
Fruits and Vegetables		97	\$1,234.96	\$5,799,376
Snacks and Other Food at Home (10)		137	\$2,773.34	\$13,023,623
Food Away from Home		96	\$3,976.75	\$18,674,834
Alcoholic Beverages		103	\$695.06	\$3,263,984

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	113	\$53,924.25	\$253,228,255
Value of Retirement Plans	109	\$166,728.42	\$782,956,652
Value of Other Financial Assets	105	\$13,888.25	\$65,219,216
Vehicle Loan Amount excluding Interest	94	\$3,317.22	\$15,577,676
Value of Credit Card Debt	99	\$2,992.56	\$14,053,077
<b>Health</b>			
Nonprescription Drugs	99	\$197.36	\$926,826
Prescription Drugs	100	\$419.55	\$1,970,186
Eyeglasses and Contact Lenses	100	\$132.26	\$621,111
<b>Home</b>			
Mortgage Payment and Basics (11)	101	\$13,449.51	\$63,158,879
Maintenance and Remodeling Services	102	\$4,714.21	\$22,137,932
Maintenance and Remodeling Materials (12)	95	\$758.71	\$3,562,911
Utilities, Fuel, and Public Services	95	\$5,646.03	\$26,513,751
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	97	\$114.29	\$536,709
Furniture	99	\$871.98	\$4,094,841
Rugs	103	\$40.63	\$190,780
Major Appliances (14)	97	\$490.01	\$2,301,101
Housewares (15)	96	\$94.05	\$441,649
Small Appliances	92	\$71.66	\$336,533
Luggage	103	\$25.18	\$118,228
Telephones and Accessories	102	\$84.69	\$397,698
<b>Household Operations</b>			
Child Care	102	\$597.93	\$2,807,901
Lawn and Garden (16)	101	\$687.77	\$3,229,785
Moving/Storage/Freight Express	98	\$124.76	\$585,864
Housekeeping Supplies (17)	97	\$837.91	\$3,934,843
<b>Insurance</b>			
Owners and Renters Insurance	97	\$820.44	\$3,852,782
Vehicle Insurance	94	\$2,053.93	\$9,645,278
Life/Other Insurance	100	\$691.29	\$3,246,309
Health Insurance	98	\$4,871.67	\$22,877,346
Personal Care Products (18)	96	\$573.66	\$2,693,909
Educational Books/Supplies/Other Expenditures	101	\$93.48	\$438,976
Smoking Products	88	\$407.91	\$1,915,554
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,836.05	\$13,318,093
Gasoline/Diesel Fuel/Electric Vehicle Charging	91	\$3,187.91	\$14,970,416
Vehicle Maintenance and Repairs	97	\$1,306.75	\$6,136,495
<b>Travel</b>			
Airline Fares	103	\$867.54	\$4,073,984
Lodging on Trips	103	\$1,135.68	\$5,333,161
Auto/Truck Rental on Trips	101	\$123.40	\$579,475
Food and Drink on Trips	100	\$846.05	\$3,973,042

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**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 26, 2025

- (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** 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.

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# Retail Goods and Services Expenditures

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	37.5%	Population	61,057	61,921
Retirement Communities (J3)	14.1%	Households	23,267	23,745
Professional Pride (L2)	8.0%	Families	16,368	16,624
City Greens (K6)	7.7%	Median Age	42.2	42.9
Burbs and Beyond (K8)	7.0%	Median Household Income	\$123,957	\$133,195
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
Men's		120	\$2,934.68	\$68,281,200
Women's		121	\$581.87	\$13,538,453
Children's		122	\$1,021.29	\$23,762,395
Footwear		115	\$388.18	\$9,031,742
Watches & Jewelry		116	\$636.24	\$14,803,494
Apparel Products and Services (1)		125	\$251.03	\$5,840,731
		120	\$56.06	\$1,304,384
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$275.99	\$6,421,359
Portable Memory		115	\$4.39	\$102,036
Computer Software		114	\$19.21	\$446,985
Computer Accessories		115	\$23.05	\$536,189
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		123	\$5,057.80	\$117,679,927
Membership Fees for Clubs (2)		132	\$1,232.62	\$28,679,465
Fees for Participant Sports, excl. Trips		131	\$415.46	\$9,666,519
Fees for Theatre/Operas/Concerts		135	\$223.78	\$5,206,677
Tickets to Movies		130	\$148.10	\$3,445,746
Tickets to Parks or Museums		124	\$45.63	\$1,061,733
Admission to Sporting Events, excl. Trips		121	\$51.78	\$1,204,841
Fees for Recreational Lessons		131	\$119.89	\$2,789,538
Dating Services		136	\$226.69	\$5,274,487
TV/Video/Audio		111	\$1.29	\$29,924
Cable and Satellite Television Services		119	\$1,463.56	\$34,052,542
Televisions		118	\$784.16	\$18,245,142
Satellite Dishes		121	\$143.27	\$3,333,558
VCRs, Video Cameras, and DVD Players		97	\$1.35	\$31,519
Miscellaneous Video Equipment		111	\$4.64	\$107,907
Video Cassettes and DVDs		114	\$39.62	\$921,916
Video Game Hardware/Accessories		109	\$5.20	\$120,916
Video Game Software		111	\$52.39	\$1,219,031
Rental/Streaming/Downloaded Video		117	\$26.81	\$623,731
Installation of Televisions		119	\$229.91	\$5,349,432
Audio (3)		140	\$2.12	\$49,440
Rental and Repair of TV/Radio/Sound Equipment		122	\$171.70	\$3,994,946
Pets		113	\$2.36	\$55,001
Toys/Games/Crafts/Hobbies (4)		120	\$1,275.95	\$29,687,594
Recreational Vehicles and Fees (5)		120	\$215.48	\$5,013,499
Sports/Recreation/Exercise Equipment (6)		128	\$246.41	\$5,733,291
Photo Equipment and Supplies (7)		121	\$313.02	\$7,283,074
Reading (8)		126	\$87.54	\$2,036,679
Catered Affairs (9)		126	\$162.76	\$3,786,988
		125	\$60.47	\$1,406,795
<b>Food</b>				
Food at Home		118	\$13,642.55	\$317,421,272
Bakery and Cereal Products		117	\$8,727.65	\$203,066,200
Meats, Poultry, Fish, and Eggs		119	\$1,181.12	\$27,481,129
Dairy Products		116	\$1,766.62	\$41,104,006
Fruits and Vegetables		118	\$890.31	\$20,714,752
Snacks and Other Food at Home (10)		118	\$1,511.38	\$35,165,387
Food Away from Home		167	\$3,378.21	\$78,600,926
Alcoholic Beverages		119	\$4,914.90	\$114,355,073
		127	\$861.10	\$20,035,173

**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

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	142	\$67,781.54	\$1,577,072,976
Value of Retirement Plans	138	\$211,425.58	\$4,919,239,084
Value of Other Financial Assets	134	\$17,657.67	\$410,841,061
Vehicle Loan Amount excluding Interest	117	\$4,113.65	\$95,712,274
Value of Credit Card Debt	123	\$3,710.34	\$86,328,551
<b>Health</b>			
Nonprescription Drugs	121	\$241.11	\$5,609,986
Prescription Drugs	121	\$508.55	\$11,832,448
Eyeglasses and Contact Lenses	124	\$163.91	\$3,813,734
<b>Home</b>			
Mortgage Payment and Basics (11)	132	\$17,671.59	\$411,164,775
Maintenance and Remodeling Services	133	\$6,144.29	\$142,959,194
Maintenance and Remodeling Materials (12)	125	\$1,004.97	\$23,382,540
Utilities, Fuel, and Public Services	116	\$6,907.70	\$160,721,413
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$139.50	\$3,245,741
Furniture	123	\$1,084.99	\$25,244,428
Rugs	130	\$51.00	\$1,186,541
Major Appliances (14)	123	\$621.93	\$14,470,338
Housewares (15)	117	\$115.42	\$2,685,455
Small Appliances	112	\$86.85	\$2,020,786
Luggage	127	\$31.19	\$725,814
Telephones and Accessories	123	\$102.51	\$2,385,079
<b>Household Operations</b>			
Child Care	130	\$763.64	\$17,767,525
Lawn and Garden (16)	128	\$868.74	\$20,212,940
Moving/Storage/Freight Express	117	\$149.70	\$3,482,962
Housekeeping Supplies (17)	118	\$1,020.09	\$23,734,436
<b>Insurance</b>			
Owners and Renters Insurance	123	\$1,046.11	\$24,339,882
Vehicle Insurance	114	\$2,492.19	\$57,985,802
Life/Other Insurance	127	\$873.89	\$20,332,746
Health Insurance	121	\$6,014.75	\$139,945,114
Personal Care Products (18)	117	\$695.38	\$16,179,313
Educational Books/Supplies/Other Expenditures	122	\$112.92	\$2,627,346
Smoking Products	103	\$473.65	\$11,020,403
<b>Transportation</b>			
Payments on Vehicles excluding Leases	117	\$3,516.07	\$81,808,361
Gasoline/Diesel Fuel/Electric Vehicle Charging	112	\$3,921.81	\$91,248,734
Vehicle Maintenance and Repairs	119	\$1,604.53	\$37,332,610
<b>Travel</b>			
Airline Fares	130	\$1,098.09	\$25,549,169
Lodging on Trips	130	\$1,440.14	\$33,507,780
Auto/Truck Rental on Trips	127	\$154.46	\$3,593,851
Food and Drink on Trips	126	\$1,064.86	\$24,776,211

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September 26, 2025

- (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** 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.

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	35.1%	Population	111,598	112,925
Professional Pride (L2)	9.5%	Households	41,996	42,765
Flourishing Families (H1)	9.2%	Families	30,067	30,471
Retirement Communities (J3)	7.8%	Median Age	41.4	42.1
Dreambelt (K5)	7.3%	Median Household Income	\$122,198	\$132,240
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		120	\$2,947.76	\$123,794,095
Men's		121	\$581.91	\$24,437,720
Women's		122	\$1,018.32	\$42,765,264
Children's		119	\$401.57	\$16,864,474
Footwear		117	\$641.32	\$26,932,885
Watches & Jewelry		124	\$249.07	\$10,459,871
Apparel Products and Services (1)		119	\$55.57	\$2,333,880
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$276.52	\$11,612,533
Portable Memory		114	\$4.36	\$183,089
Computer Software		114	\$19.19	\$806,016
Computer Accessories		114	\$22.84	\$959,341
<b>Entertainment &amp; Recreation</b>		123	\$5,044.90	\$211,865,469
Fees and Admissions		132	\$1,230.61	\$51,680,506
Membership Fees for Clubs (2)		130	\$410.39	\$17,234,851
Fees for Participant Sports, excl. Trips		136	\$225.94	\$9,488,732
Tickets to Theatre/Operas/Concerts		128	\$145.58	\$6,113,778
Tickets to Movies		124	\$45.87	\$1,926,372
Tickets to Parks or Museums		122	\$52.18	\$2,191,280
Admission to Sporting Events, excl. Trips		134	\$122.29	\$5,135,882
Fees for Recreational Lessons		136	\$227.11	\$9,537,705
Dating Services		107	\$1.24	\$51,906
TV/Video/Audio		118	\$1,460.11	\$61,318,743
Cable and Satellite Television Services		116	\$771.35	\$32,393,573
Televisions		122	\$144.91	\$6,085,796
Satellite Dishes		98	\$1.36	\$57,233
VCRs, Video Cameras, and DVD Players		113	\$4.73	\$198,671
Miscellaneous Video Equipment		124	\$42.91	\$1,802,164
Video Cassettes and DVDs		106	\$5.05	\$212,145
Video Game Hardware/Accessories		113	\$53.43	\$2,244,011
Video Game Software		116	\$26.64	\$1,118,928
Rental/Streaming/Downloaded Video		121	\$233.77	\$9,817,275
Installation of Televisions		136	\$2.06	\$86,349
Audio (3)		122	\$171.46	\$7,200,523
Rental and Repair of TV/Radio/Sound Equipment		116	\$2.43	\$102,072
Pets		120	\$1,268.44	\$53,269,412
Toys/Games/Crafts/Hobbies (4)		121	\$216.52	\$9,092,874
Recreational Vehicles and Fees (5)		130	\$250.07	\$10,502,059
Sports/Recreation/Exercise Equipment (6)		122	\$315.96	\$13,268,930
Photo Equipment and Supplies (7)		125	\$86.58	\$3,636,138
Reading (8)		122	\$157.13	\$6,598,811
Catered Affairs (9)		123	\$59.48	\$2,497,996
<b>Food</b>		118	\$13,637.16	\$572,706,081
Food at Home		117	\$8,705.67	\$365,603,473
Bakery and Cereal Products		118	\$1,175.37	\$49,360,905
Meats, Poultry, Fish, and Eggs		116	\$1,764.70	\$74,110,445
Dairy Products		117	\$886.63	\$37,235,013
Fruits and Vegetables		117	\$1,500.66	\$63,021,752
Snacks and Other Food at Home (10)		167	\$3,378.31	\$141,875,358
Food Away from Home		119	\$4,931.48	\$207,102,608
Alcoholic Beverages		126	\$851.51	\$35,760,187

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 26, 2025

# Retail Goods and Services Expenditures

225 Brierhill Dr, Bel Air, Maryland, 21015  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.54172  
 Longitude: -76.32434

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	136	\$65,049.42	\$2,731,815,565
Value of Retirement Plans	136	\$207,485.87	\$8,713,576,672
Value of Other Financial Assets	133	\$17,555.36	\$737,254,818
Vehicle Loan Amount excluding Interest	120	\$4,224.73	\$177,421,962
Value of Credit Card Debt	123	\$3,720.75	\$156,256,466
<b>Health</b>			
Nonprescription Drugs	120	\$240.49	\$10,099,786
Prescription Drugs	120	\$504.63	\$21,192,235
Eyeglasses and Contact Lenses	123	\$162.38	\$6,819,284
<b>Home</b>			
Mortgage Payment and Basics (11)	133	\$17,708.75	\$743,696,597
Maintenance and Remodeling Services	132	\$6,109.99	\$256,594,950
Maintenance and Remodeling Materials (12)	128	\$1,023.08	\$42,965,299
Utilities, Fuel, and Public Services	117	\$6,929.86	\$291,026,233
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$139.55	\$5,860,504
Furniture	124	\$1,093.72	\$45,932,034
Rugs	129	\$50.49	\$2,120,532
Major Appliances (14)	124	\$626.02	\$26,290,411
Housewares (15)	116	\$114.52	\$4,809,468
Small Appliances	111	\$86.78	\$3,644,531
Luggage	127	\$31.05	\$1,304,041
Telephones and Accessories	122	\$101.18	\$4,249,242
<b>Household Operations</b>			
Child Care	132	\$775.50	\$32,567,887
Lawn and Garden (16)	126	\$860.14	\$36,122,491
Moving/Storage/Freight Express	115	\$146.21	\$6,140,081
Housekeeping Supplies (17)	118	\$1,018.13	\$42,757,582
<b>Insurance</b>			
Owners and Renters Insurance	125	\$1,059.96	\$44,514,128
Vehicle Insurance	116	\$2,525.18	\$106,047,431
Life/Other Insurance	127	\$872.79	\$36,653,630
Health Insurance	121	\$5,995.69	\$251,795,070
Personal Care Products (18)	118	\$699.54	\$29,378,006
Educational Books/Supplies/Other Expenditures	123	\$114.12	\$4,792,397
Smoking Products	103	\$477.31	\$20,045,021
<b>Transportation</b>			
Payments on Vehicles excluding Leases	120	\$3,596.42	\$151,035,065
Gasoline/Diesel Fuel/Electric Vehicle Charging	114	\$3,982.38	\$167,244,218
Vehicle Maintenance and Repairs	119	\$1,609.15	\$67,577,751
<b>Travel</b>			
Airline Fares	128	\$1,083.34	\$45,495,948
Lodging on Trips	129	\$1,425.69	\$59,873,118
Auto/Truck Rental on Trips	127	\$154.14	\$6,473,365
Food and Drink on Trips	126	\$1,060.40	\$44,532,521

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September 26, 2025



- (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** 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.
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# Business Summary

225 Brierhill Dr, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.54172  
Longitude: -76.32434

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				220		2,282		3,825				
Total Employees:				1,877		26,031		40,367				
Total Population:				12,108		61,057		111,598				
Employee/Population Ratio (per 100 Residents)				15.5		42.6		36.2				
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	6	0.3%	28	0.1%	17	0.4%	120	0.3%
Mining	0	0.0%	0	0.0%	2	0.1%	13	0.1%	3	0.1%	18	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	20	9.1%	98	5.2%	161	7.1%	854	3.3%	331	8.7%	1,838	4.5%
Building Construction	8	3.6%	38	2.0%	55	2.4%	259	1.0%	127	3.3%	589	1.5%
Heavy/Civil Eng Construction	1	0.5%	12	0.6%	8	0.3%	59	0.2%	14	0.4%	126	0.3%
Specialty Trade Contractor	12	5.5%	49	2.6%	97	4.3%	535	2.1%	189	4.9%	1,123	2.8%
Manufacturing	2	0.9%	78	4.2%	37	1.6%	442	1.7%	83	2.2%	941	2.3%
Wholesale Trade	1	0.5%	5	0.3%	42	1.8%	405	1.6%	66	1.7%	676	1.7%
Durable Goods	1	0.5%	5	0.3%	35	1.5%	323	1.2%	55	1.4%	555	1.4%
Nondurable Goods	0	0.0%	0	0.0%	4	0.2%	61	0.2%	7	0.2%	99	0.3%
Trade Broker	0	0.0%	0	0.0%	3	0.1%	21	0.1%	3	0.1%	22	0.1%
Retail Trade	19	8.6%	226	12.0%	258	11.3%	3,792	14.6%	448	11.7%	6,850	17.0%
Motor Vehicle & Parts Dealers	1	0.5%	13	0.7%	16	0.7%	167	0.6%	52	1.4%	1,717	4.3%
Furniture & Home Furnishings Stores	0	0.0%	1	0.1%	22	1.0%	93	0.4%	38	1.0%	187	0.5%
Electronics & Appliance Stores	0	0.0%	0	0.0%	8	0.3%	164	0.6%	13	0.3%	183	0.5%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	13	0.6%	341	1.3%	30	0.8%	429	1.1%
Food & Beverage Stores	3	1.4%	130	6.9%	37	1.6%	1,209	4.6%	67	1.8%	1,940	4.8%
Health & Personal Care Stores	6	2.7%	58	3.1%	43	1.9%	300	1.1%	63	1.6%	403	1.0%
Gasoline Stations & Fuel Dealers	1	0.5%	6	0.3%	7	0.3%	33	0.1%	12	0.3%	62	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.5%	2	0.1%	35	1.5%	218	0.8%	47	1.2%	292	0.7%
Sporting Goods, Hobby, Book, & Music Stores	3	1.4%	10	0.5%	45	2.0%	454	1.7%	72	1.9%	566	1.4%
General Merchandise Stores	3	1.4%	7	0.4%	31	1.4%	812	3.1%	54	1.4%	1,071	2.6%
Transportation & Warehousing	0	0.0%	1	0.1%	17	0.7%	112	0.4%	44	1.1%	286	0.7%
Truck Transportation	0	0.0%	0	0.0%	7	0.3%	43	0.2%	15	0.4%	85	0.2%
Information	4	1.8%	17	0.9%	27	1.2%	251	1.0%	52	1.4%	492	1.2%
Finance & Insurance	18	8.2%	152	8.1%	155	6.8%	1,039	4.0%	233	6.1%	1,561	3.9%
Central Bank/Credit Intermediation & Related Activities	9	4.1%	106	5.7%	53	2.3%	539	2.1%	82	2.1%	859	2.1%
Securities & Commodity Contracts	7	3.2%	27	1.4%	53	2.3%	266	1.0%	76	2.0%	368	0.9%
Funds, Trusts & Other Financial Vehicles	3	1.4%	18	1.0%	50	2.2%	234	0.9%	75	2.0%	334	0.8%
Real Estate, Rental & Leasing	18	8.2%	117	6.2%	113	5.0%	988	3.8%	190	5.0%	1,422	3.5%
Professional, Scientific & Tech Services	27	12.3%	165	8.8%	287	12.6%	1,983	7.6%	442	11.6%	2,963	7.3%
Legal Services	4	1.8%	13	0.7%	84	3.7%	393	1.5%	105	2.8%	472	1.2%
Management of Companies & Enterprises	0	0.0%	2	0.1%	6	0.3%	41	0.2%	11	0.3%	90	0.2%
Administrative, Support & Waste Management Services	13	5.9%	65	3.5%	80	3.5%	446	1.7%	156	4.1%	829	2.0%
Educational Services	7	3.2%	368	19.6%	66	2.9%	3,080	11.8%	110	2.9%	4,253	10.5%

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September 26, 2025

# Business Summary

225 Brierhill Dr, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.54172  
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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
Health Care & Social Assistance	30	13.6%	288	15.3%	378	16.6%	6,193	23.8%	561	14.7%	8,458	20.9%
Amulatory Health Care	19	8.6%	174	9.3%	283	12.4%	3,073	11.8%	416	10.9%	4,331	10.7%
Hospital	2	0.9%	31	1.6%	20	0.9%	1,919	7.4%	28	0.7%	2,149	5.3%
Nursing/Residential Care	0	0.0%	1	0.1%	19	0.8%	665	2.5%	26	0.7%	868	2.1%
Social Assistance	9	4.1%	82	4.4%	56	2.5%	536	2.1%	90	2.4%	1,111	2.8%
Arts, Entertainment & Recreation	4	1.8%	21	1.1%	45	2.0%	586	2.3%	79	2.1%	820	2.0%
Accommodation & Food Services	17	7.7%	166	8.8%	134	5.9%	2,391	9.2%	224	5.9%	3,862	9.6%
Accommodation	1	0.5%	1	0.1%	2	0.1%	15	0.1%	4	0.1%	37	0.1%
Food Services & Drinking Places	16	7.3%	165	8.8%	132	5.8%	2,376	9.1%	220	5.8%	3,824	9.5%
Other Services (except Public Administration)	20	9.1%	99	5.3%	293	12.8%	1,818	7.0%	510	13.3%	2,978	7.4%
Repair & Maintenance	2	0.9%	7	0.4%	62	2.7%	319	1.2%	120	3.1%	574	1.4%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	43	1.9%	242	0.9%	90	2.4%	451	1.1%
Personal & Laundry Service	10	4.5%	59	3.1%	123	5.4%	702	2.7%	195	5.1%	1,132	2.8%
Civic and Other Orgs	8	3.6%	34	1.8%	108	4.7%	797	3.1%	195	5.1%	1,272	3.1%
Public Administration	1	0.5%	7	0.4%	60	2.6%	1,562	6.0%	73	1.9%	1,901	4.7%
Unclassified Establishments	19	8.6%	1	0.1%	114	5.0%	4	0.0%	194	5.1%	5	0.0%
Total	220	100.0%	1,877	100.0%	2,282	100.0%	26,031	100.0%	3,825	100.0%	40,367	100.0%

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September 26, 2025

# Business Summary

225 Brierhill Dr, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.54172  
Longitude: -76.32434

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	2.7%	31	1.6%	52	2.3%	350	1.3%	106	2.8%	713	1.8%
Construction	19	8.6%	96	5.1%	150	6.6%	771	3.0%	313	8.2%	1,714	4.3%
Manufacturing	2	0.9%	78	4.2%	32	1.4%	418	1.6%	79	2.1%	847	2.1%
Transportation	1	0.5%	2	0.1%	31	1.4%	178	0.7%	66	1.7%	387	1.0%
Communication	3	1.4%	11	0.6%	16	0.7%	97	0.4%	23	0.6%	142	0.3%
Utility	0	0.0%	1	0.1%	6	0.3%	24	0.1%	11	0.3%	53	0.1%
Wholesale Trade	1	0.5%	5	0.3%	43	1.9%	409	1.6%	67	1.8%	680	1.7%
Retail Trade Summary	36	16.4%	391	20.8%	394	17.3%	6,194	23.8%	675	17.6%	10,791	26.7%
Home Improvement	0	0.0%	0	0.0%	13	0.6%	341	1.3%	30	0.8%	429	1.1%
General Merchandise Stores	1	0.5%	2	0.1%	18	0.8%	760	2.9%	33	0.9%	995	2.5%
Food Stores	5	2.3%	151	8.0%	44	1.9%	1,284	4.9%	78	2.0%	2,112	5.2%
Auto Dealers & Gas Stations	2	0.9%	19	1.0%	24	1.1%	198	0.8%	63	1.6%	1,765	4.4%
Apparel & Accessory Stores	1	0.5%	2	0.1%	26	1.1%	164	0.6%	37	1.0%	234	0.6%
Furniture & Home Furnishings	0	0.0%	1	0.1%	33	1.4%	267	1.0%	57	1.5%	388	1.0%
Eating & Drinking Places	15	6.8%	152	8.1%	124	5.4%	2,285	8.8%	204	5.3%	3,678	9.1%
Miscellaneous Retail	10	4.5%	64	3.4%	112	4.9%	896	3.4%	174	4.5%	1,191	3.0%
Finance, Insurance, Real Estate Summary	37	16.8%	274	14.6%	276	12.1%	2,080	8.0%	426	11.1%	3,062	7.6%
Banks, Savings & Lending Institutions	9	4.1%	106	5.7%	55	2.4%	546	2.1%	84	2.2%	866	2.1%
Securities Brokers	7	3.2%	27	1.4%	51	2.2%	262	1.0%	73	1.9%	357	0.9%
Insurance Carriers & Agents	3	1.4%	18	1.0%	50	2.2%	234	0.9%	75	2.0%	334	0.8%
Real Estate, Holding, Other Investment Offices	19	8.6%	122	6.5%	121	5.3%	1,038	4.0%	195	5.1%	1,505	3.7%
Services Summary	96	43.6%	980	52.2%	1,109	48.6%	13,969	53.7%	1,792	46.9%	20,098	49.8%
Hotels & Lodging	1	0.5%	1	0.1%	2	0.1%	15	0.1%	4	0.1%	37	0.1%
Automotive Services	0	0.0%	0	0.0%	56	2.5%	295	1.1%	117	3.1%	578	1.4%
Movies & Amusements	5	2.3%	23	1.2%	58	2.5%	665	2.5%	111	2.9%	1,064	2.6%
Health Services	20	9.1%	197	10.5%	309	13.5%	5,413	20.8%	452	11.8%	7,004	17.4%
Legal Services	3	1.4%	11	0.6%	73	3.2%	347	1.3%	89	2.3%	395	1.0%
Education Institutions & Libraries	6	2.7%	366	19.5%	50	2.2%	3,049	11.7%	79	2.1%	4,125	10.2%
Other Services	61	27.7%	382	20.4%	560	24.5%	4,185	16.1%	940	24.6%	6,895	17.1%
Government	1	0.5%	7	0.4%	59	2.6%	1,536	5.9%	72	1.9%	1,875	4.6%
Unclassified Establishments	19	8.6%	1	0.4%	114	5.0%	4	5.9%	194	5.1%	5	4.6%
Totals	220	100.0%	1,877	100.0%	2,282	100.0%	26,031	100.0%	3,825	100.0%	40,367	100.0%

**Source:** Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025.

**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.

September 26, 2025