Market Profile

2215 E Churchville Rd, Bel Air, Maryland, 21015
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,591	23,362	63,989
2010 Total Population	1,785	26,971	73,795
2021 Total Population	1,838	28,057	78,467
2021 Group Quarters	1	83	1,124
2026 Total Population	1,864	28,474	80,125
2021-2026 Annual Rate	0.28%	0.30%	0.42%
2021 Total Daytime Population	2,238	24,286	80,668
Workers	1,318	10,415	42,055
Residents	920	13,871	38,613
Household Summary			
2000 Households	523	8,161	23,323
2000 Average Household Size	3.04	2.86	2.71
2010 Households	583	9,520	27,179
2010 Average Household Size	3.06	2.82	2.67
2021 Households	599	9,957	29,037
2021 Average Household Size	3.07	2.81	2.66
2026 Households	607	10,118	29,694
2026 Average Household Size	3.07	2.81	2.66
2021-2026 Annual Rate	0.27%	0.32%	0.45%
2010 Families	496	7,387	20,048
2010 Average Family Size	3.34	3.23	3.14
2021 Families	507	7,623	21,099
2021 Average Family Size	3.36	3.23	3.15
2026 Families	512	7,711	21,461
2026 Average Family Size	3.37	3.24	3.16
2021-2026 Annual Rate	0.20%	0.23%	0.34%
Housing Unit Summary			
2000 Housing Units	550	8,352	24,047
Owner Occupied Housing Units	89.8%	82.1%	81.3%
Renter Occupied Housing Units	5.3%	15.6%	15.7%
Vacant Housing Units	4.9%	2.3%	3.0%
2010 Housing Units	621	9,984	28,410
Owner Occupied Housing Units	89.2%	81.6%	79.0%
Renter Occupied Housing Units	4.7%	13.8%	16.6%
Vacant Housing Units	6.1%	4.6%	4.3%
2021 Housing Units	641	10,471	30,455
Owner Occupied Housing Units	89.2%	82.2%	79.7%
Renter Occupied Housing Units	4.4%	12.9%	15.7%
Vacant Housing Units	6.6%	4.9%	4.7%
2026 Housing Units	655	10,728	31,391
Owner Occupied Housing Units	88.7%	82.2%	79.9%
Renter Occupied Housing Units	4.0%	12.1%	14.7%
Vacant Housing Units	7.3%	5.7%	5.4%
Median Household Income			
2021	$115,734	$104,309	$102,611
2026	$123,692	$109,178	$107,599
Median Home Value			
2021	$402,941	$361,648	$353,262
2026	$429,952	$391,563	$387,466
Per Capita Income			
2021	$50,132	$47,747	$47,516
2026	$55,078	$52,211	$52,116
Median Age			
2010	43.4	40.2	40.8
2021	47.1	41.7	42.8
2026	47.9	42.2	43.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 30, 2021

2215 E Churchville Rd, Bel Air, Maryland, 21015
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	599	9,957	29,037
<$15,000	3.2%	3.8%	4.1%
$15,000 - $24,999	4.0%	4.6%	4.6%
$25,000 - $34,999	3.3%	3.7%	3.7%
$35,000 - $49,999	4.7%	7.5%	8.9%
$50,000 - $74,999	8.5%	13.0%	13.3%
$75,000 - $99,999	16.0%	14.6%	13.4%
$100,000 - $149,999	24.4%	22.1%	23.8%
$150,000 - $199,999	15.2%	13.4%	12.4%
$200,000+	20.7%	17.4%	15.8%
Average Household Income	$147,605	$133,352	$128,441
2026 Households by Income			
Household Income Base	607	10,118	29,694
<$15,000	2.8%	3.5%	3.8%
$15,000 - $24,999	3.5%	4.1%	4.1%
$25,000 - $34,999	3.0%	3.3%	3.3%
$35,000 - $49,999	4.4%	6.8%	7.7%
$50,000 - $74,999	6.9%	12.3%	12.4%
$75,000 - $99,999	15.0%	14.2%	13.1%
$100,000 - $149,999	24.5%	22.0%	24.4%
$150,000 - $199,999	16.5%	14.4%	13.5%
$200,000+	23.2%	19.4%	17.6%
Average Household Income	$162,230	$145,627	$140,688
2021 Owner Occupied Housing Units by Value			
Total	572	8,608	24,269
<$50,000	0.9%	1.1%	1.0%
$50,000 - $99,999	0.0%	0.2%	0.5%
$100,000 - $149,999	0.9%	1.3%	1.5%
$150,000 - $199,999	0.9%	4.9%	4.7%
$200,000 - $249,999	3.8%	10.2%	11.4%
$250,000 - $299,999	13.1%	13.5%	14.8%
$300,000 - $399,999	29.4%	30.5%	30.3%
$400,000 - $499,999	32.7%	21.8%	21.9%
$500,000 - $749,999	16.3%	12.9%	11.1%
$750,000 - $999,999	1.6%	2.9%	2.0%
$1,000,000 - $1,499,999	0.0%	0.5%	0.4%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.3%	0.1%	0.4%
Average Home Value	$421,454	$391,489	$383,045
2026 Owner Occupied Housing Units by Value			
Total	581	8,818	25,084
<$50,000	0.3%	0.4%	0.4%
$50,000 - $99,999	0.0%	0.0%	0.1%
$100,000 - $149,999	0.2%	0.4%	0.4%
$150,000 - $199,999	0.3%	2.1%	2.1%
$200,000 - $249,999	1.5%	6.3%	6.6%
$250,000 - $299,999	9.0%	10.7%	12.3%
$300,000 - $399,999	28.1%	32.9%	32.3%
$400,000 - $499,999	35.6%	25.2%	27.3%
$500,000 - $749,999	22.2%	17.6%	15.0%
$750,000 - $999,999	2.6%	3.8%	2.6%
$1,000,000 - $1,499,999	0.0%	0.5%	0.5%
$1,500,000 - $1,999,999	0.0%	0.1%	0.1%
$2,000,000 +	0.3%	0.1%	0.5%
Average Home Value	$455,842	$429,314	$423,070

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 30, 2021

Market Profile

2215 E Churchville Rd, Bel Air, Maryland, 21015
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.55382
Longitude: -76.28390

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,783	26,974	73,792
0 - 4	4.3%	5.4%	5.4%
5 - 9	7.3%	7.3%	6.7%
10 - 14	9.1%	8.6%	8.0%
15 - 24	12.5%	13.1%	12.6%
25 - 34	5.6%	9.1%	10.0%
35 - 44	14.0%	14.0%	13.8%
45 - 54	18.5%	17.5%	17.0%
55 - 64	15.1%	12.5%	12.6%
65 - 74	8.2%	7.0%	7.2%
75 - 84	4.0%	4.0%	4.7%
85 +	1.3%	1.5%	2.1%
18 +	74.1%	73.6%	75.1%
2021 Population by Age			
Total	1,837	28,055	78,467
0 - 4	4.1%	5.0%	4.8%
5 - 9	4.8%	5.7%	5.6%
10 - 14	6.0%	6.5%	6.3%
15 - 24	12.3%	12.5%	11.8%
25 - 34	11.7%	12.5%	12.2%
35 - 44	8.5%	11.6%	11.9%
45 - 54	14.4%	13.9%	13.6%
55 - 64	16.9%	14.4%	14.5%
65 - 74	13.4%	10.5%	11.0%
75 - 84	6.0%	5.3%	5.8%
85 +	1.8%	2.0%	2.5%
18 +	80.7%	78.5%	79.3%
2026 Population by Age			
Total	1,866	28,474	80,125
0 - 4	4.2%	5.1%	4.8%
5 - 9	4.8%	5.5%	5.4%
10 - 14	5.4%	6.1%	6.0%
15 - 24	9.5%	10.8%	10.4%
25 - 34	10.9%	12.5%	12.1%
35 - 44	12.3%	13.5%	13.4%
45 - 54	11.2%	12.4%	12.2%
55 - 64	16.3%	13.5%	13.6%
65 - 74	14.6%	11.7%	11.8%
75 - 84	8.6%	6.7%	7.5%
85 +	2.1%	2.2%	2.7%
18 +	82.3%	79.7%	80.2%
2010 Population by Sex			
Males	888	13,144	35,828
Females	897	13,827	37,967
2021 Population by Sex			
Males	907	13,723	38,169
Females	931	14,334	40,297
2026 Population by Sex			
Males	917	13,937	38,991
Females	947	14,536	41,134

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,785	26,971	73,796
White Alone	92.6%	89.6%	90.1%
Black Alone	3.2%	4.7%	4.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.4%	3.1%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.7%	0.7%
Two or More Races	1.2%	1.7%	1.7%
Hispanic Origin	1.7%	2.8%	2.9%
Diversity Index	16.9	23.7	23.1
2021 Population by Race/Ethnicity			
Total	1,838	28,056	78,467
White Alone	89.8%	85.9%	86.5%
Black Alone	4.4%	6.2%	6.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	4.2%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	1.1%
Two or More Races	1.7%	2.4%	2.4%
Hispanic Origin	2.7%	4.4%	4.5%
Diversity Index	23.2	31.8	31.2
2026 Population by Race/Ethnicity			
Total	1,863	28,474	80,124
White Alone	88.1%	83.7%	84.3%
Black Alone	5.0%	7.1%	6.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.9%	4.8%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.3%	1.3%
Two or More Races	2.0%	2.9%	2.9%
Hispanic Origin	3.3%	5.4%	5.6%
Diversity Index	27.1	36.5	35.8
2010 Population by Relationship and Household Type			
Total	1,785	26,971	73,795
In Households	99.9%	99.7%	98.5%
In Family Households	93.8%	89.9%	86.9%
Householder	28.9%	27.6%	27.1%
Spouse	25.7%	23.0%	22.4%
Child	35.7%	35.0%	33.0%
Other relative	2.5%	2.8%	2.7%
Nonrelative	1.1%	1.5%	1.6%
In Nonfamily Households	6.1%	9.8%	11.6%
In Group Quarters	0.1%	0.3%	1.5%
Institutionalized Population	0.0%	0.3%	1.2%
Noninstitutionalized Population	0.1%	0.0%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	1,338	19,708	56,125
Less than 9th Grade	1.3%	1.7%	1.9%
9th - 12th Grade, No Diploma	4.0%	2.9%	3.5%
High School Graduate	20.3%	21.7%	21.3%
GED/Alternative Credential	2.3%	2.7%	2.9%
Some College, No Degree	15.9%	17.2%	18.1%
Associate Degree	9.9%	8.8%	8.8%
Bachelor's Degree	26.7%	25.9%	24.7%
Graduate/Professional Degree	19.6%	19.1%	18.9%
2021 Population 15+ by Marital Status			
Total	1,564	23,222	65,352
Never Married	22.1%	28.9%	27.3%
Married	67.5%	57.9%	57.3%
Widowed	5.2%	5.6%	6.4%
Divorced	5.2%	7.6%	9.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	941	14,801	41,476
Population 16+ Employed	97.3%	96.2%	95.9%
Population 16+ Unemployment rate	2.7%	3.8%	4.1%
Population 16-24 Employed	11.1%	11.6%	10.8%
Population 16-24 Unemployment rate	4.7%	10.9%	8.6%
Population 25-54 Employed	57.4%	62.5%	61.4%
Population 25-54 Unemployment rate	2.4%	2.6%	3.6%
Population 55-64 Employed	22.8%	19.2%	20.0%
Population 55-64 Unemployment rate	2.8%	4.2%	3.2%
Population 65+ Employed	8.6%	6.7%	7.7%
Population 65+ Unemployment rate	0.0%	1.6%	4.3%
2021 Employed Population 16+ by Industry			
Total	916	14,232	39,757
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	7.9%	5.7%	6.2%
Manufacturing	8.0%	6.2%	5.8%
Wholesale Trade	2.5%	2.4%	2.2%
Retail Trade	13.5%	13.1%	11.6%
Transportation/Utilities	5.1%	4.0%	4.7%
Information	1.7%	2.0%	1.4%
Finance/Insurance/Real Estate	8.1%	8.4%	7.3%
Services	41.4%	45.8%	49.3%
Public Administration	11.8%	12.3%	11.2%
2021 Employed Population 16+ by Occupation			
Total	918	14,233	39,759
White Collar	76.4%	75.9%	75.0%
Management/Business/Financial	22.6%	23.0%	21.4%
Professional	30.3%	30.1%	32.0%
Sales	11.7%	11.7%	10.2%
Administrative Support	11.8%	10.9%	11.4%
Services	9.4%	12.4%	11.7%
Blue Collar	14.4%	11.7%	13.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.2%	2.7%	3.5%
Installation/Maintenance/Repair	2.1%	1.7%	2.5%
Production	3.3%	2.2%	2.5%
Transportation/Material Moving	5.9%	5.0%	4.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	584	9,520	27,179
Households with 1 Person	12.5%	18.4%	22.0%
Households with 2+ People	87.5%	81.6%	78.0%
Family Households	84.9%	77.6%	73.8%
Husband-wife Families	75.5%	64.6%	60.9%
With Related Children	34.4%	31.5%	28.7%
Other Family (No Spouse Present)	9.4%	13.0%	12.9%
Other Family with Male Householder	2.7%	3.5%	3.7%
With Related Children	1.4%	2.0%	2.1%
Other Family with Female Householder	6.7%	9.5%	9.2%
With Related Children	3.1%	5.7%	5.6%
Nonfamily Households	2.6%	4.0%	4.3%
All Households with Children	39.1%	39.7%	36.8%
Multigenerational Households	3.9%	3.8%	3.7%
Unmarried Partner Households	3.3%	4.5%	4.7%
Male-female	2.9%	4.1%	4.3%
Same-sex	0.3%	0.4%	0.4%
2010 Households by Size			
Total	584	9,521	27,179
1 Person Household	12.5%	18.4%	22.0%
2 Person Household	35.3%	32.3%	32.1%
3 Person Household	18.0%	18.0%	17.6%
4 Person Household	19.9%	18.9%	17.4%
5 Person Household	10.4%	8.9%	7.5%
6 Person Household	3.1%	2.6%	2.5%
7 + Person Household	0.9%	1.0%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	583	9,520	27,179
Owner Occupied	95.0%	85.6%	82.6%
Owned with a Mortgage/Loan	69.6%	66.7%	64.0%
Owned Free and Clear	25.4%	18.8%	18.7%
Renter Occupied	5.0%	14.4%	17.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	155	155	156
Percent of Income for Mortgage	14.6%	14.5%	14.4%
Wealth Index	245	186	176
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	621	9,984	28,410
Housing Units Inside Urbanized Area	55.2%	78.2%	86.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	44.8%	21.8%	13.8%
2010 Population By Urban/ Rural Status			
Total Population	1,785	26,971	73,795
Population Inside Urbanized Area	57.4%	78.9%	86.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	42.6%	21.1%	13.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Professional Pride (1B)	Professional Pride (1B)	Savvy Suburbanites (1D)
2.	Comfortable Empty Nesters (5A)	Savvy Suburbanites (1D)	Professional Pride (1B)
3.	Savvy Suburbanites (1D)	Old and Newcomers (8F)	Old and Newcomers (8F)
2021 Consumer Spending			
Apparel & Services: Total $	$1,938,599	$29,701,470	$83,373,843
Average Spent	$3,236.39	$2,982.97	$2,871.30
Spending Potential Index	153	141	135
Education: Total $	$1,752,902	$26,216,589	$73,247,257
Average Spent	$2,926.38	$2,632.98	$2,522.55
Spending Potential Index	170	153	146
Entertainment/Recreation: Total $	$3,047,502	$45,732,995	$128,537,435
Average Spent	$5,087.65	$4,593.05	$4,426.68
Spending Potential Index	157	142	137
Food at Home: Total $	$4,890,178	$74,547,076	$210,056,000
Average Spent	$8,163.90	$7,486.90	$7,234.08
Spending Potential Index	150	137	133
Food Away from Home: Total $	$3,424,631	$52,586,205	$147,560,811
Average Spent	$5,717.25	$5,281.33	$5,081.82
Spending Potential Index	151	139	134
Health Care: Total $	$5,886,957	$87,248,645	$247,384,849
Average Spent	$9,827.97	$8,762.54	$8,519.64
Spending Potential Index	158	140	137
HH Furnishings & Equipment: Total $	$2,178,114	$32,561,278	$91,583,726
Average Spent	$3,636.25	$3,270.19	$3,154.04
Spending Potential Index	161	145	140
Personal Care Products & Services: Total $	$836,791	$12,721,727	$35,944,603
Average Spent	$1,396.98	$1,277.67	$1,237.89
Spending Potential Index	156	142	138
Shelter: Total $	$18,600,658	$284,600,139	$801,677,998
Average Spent	$31,052.85	$28,582.92	$27,608.84
Spending Potential Index	154	142	137
Support Payments/Cash Contributions/Gifts in Kind: Total $	$2,381,657	$34,890,840	$98,564,890
Average Spent	$3,976.06	$3,504.15	$3,394.46
Spending Potential Index	166	147	142
Travel: Total $	$2,545,064	$37,722,855	$105,989,238
Average Spent	$4,248.85	$3,788.58	$3,650.14
Spending Potential Index	168	150	144
Vehicle Maintenance & Repairs: Total $	$1,011,175	$15,307,072	$43,051,910
Average Spent	$1,688.11	$1,537.32	$1,482.66
Spending Potential Index	152	139	134

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 30, 2021