

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

	1 mile	2 miles	3 miles
<b>Population Summary</b>			
2000 Total Population	9,256	31,837	56,480
2010 Total Population	9,952	35,946	65,425
2019 Total Population	10,134	37,509	68,252
2019 Group Quarters	306	828	1,159
2024 Total Population	10,237	38,345	69,706
2019-2024 Annual Rate	0.20%	0.44%	0.42%
2019 Total Daytime Population	21,656	42,682	66,885
Workers	17,128	25,207	35,111
Residents	4,528	17,475	31,774
<b>Household Summary</b>			
2000 Households	3,983	11,893	20,497
2000 Average Household Size	2.26	2.63	2.72
2010 Households	4,354	13,860	24,166
2010 Average Household Size	2.22	2.53	2.66
2019 Households	4,437	14,613	25,301
2019 Average Household Size	2.21	2.51	2.65
2024 Households	4,482	14,965	25,860
2024 Average Household Size	2.22	2.51	2.65
2019-2024 Annual Rate	0.20%	0.48%	0.44%
2010 Families	2,671	9,525	17,627
2010 Average Family Size	2.82	3.08	3.15
2019 Families	2,676	9,967	18,309
2019 Average Family Size	2.84	3.06	3.15
2024 Families	2,687	10,168	18,654
2024 Average Family Size	2.85	3.06	3.16
2019-2024 Annual Rate	0.08%	0.40%	0.37%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,196	12,306	21,131
Owner Occupied Housing Units	68.0%	75.9%	80.1%
Renter Occupied Housing Units	26.9%	20.8%	16.9%
Vacant Housing Units	5.1%	3.4%	3.0%
2010 Housing Units	4,606	14,583	25,209
Owner Occupied Housing Units	66.3%	73.9%	79.2%
Renter Occupied Housing Units	28.3%	21.1%	16.7%
Vacant Housing Units	5.5%	5.0%	4.1%
2019 Housing Units	4,709	15,403	26,487
Owner Occupied Housing Units	63.6%	73.0%	78.0%
Renter Occupied Housing Units	30.7%	21.8%	17.5%
Vacant Housing Units	5.8%	5.1%	4.5%
2024 Housing Units	4,794	15,878	27,262
Owner Occupied Housing Units	63.8%	73.5%	78.2%
Renter Occupied Housing Units	29.7%	20.8%	16.6%
Vacant Housing Units	6.5%	5.8%	5.1%
<b>Median Household Income</b>			
2019	\$72,433	\$82,555	\$94,361
2024	\$80,112	\$91,719	\$102,279
<b>Median Home Value</b>			
2019	\$283,348	\$314,577	\$332,985
2024	\$315,745	\$343,349	\$360,825
<b>Per Capita Income</b>			
2019	\$39,813	\$41,220	\$43,363
2024	\$44,335	\$45,787	\$47,712
<b>Median Age</b>			
2010	41.2	40.4	40.4
2019	43.3	42.1	42.1
2024	44.3	42.9	42.8

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	2 miles	3 miles
<b>2019 Households by Income</b>			
Household Income Base	4,437	14,613	25,301
<\$15,000	7.0%	5.8%	5.1%
\$15,000 - \$24,999	5.3%	6.4%	6.0%
\$25,000 - \$34,999	6.7%	6.1%	4.9%
\$35,000 - \$49,999	13.4%	10.7%	9.5%
\$50,000 - \$74,999	19.0%	16.7%	15.0%
\$75,000 - \$99,999	12.0%	11.7%	11.6%
\$100,000 - \$149,999	19.3%	20.0%	21.4%
\$150,000 - \$199,999	10.8%	13.2%	14.6%
\$200,000+	6.5%	9.3%	11.8%
Average Household Income	\$95,006	\$106,529	\$117,064
<b>2024 Households by Income</b>			
Household Income Base	4,482	14,965	25,860
<\$15,000	5.8%	5.0%	4.5%
\$15,000 - \$24,999	4.4%	5.4%	5.1%
\$25,000 - \$34,999	6.3%	5.7%	4.6%
\$35,000 - \$49,999	12.4%	9.8%	8.8%
\$50,000 - \$74,999	18.0%	15.6%	14.0%
\$75,000 - \$99,999	12.2%	11.8%	11.5%
\$100,000 - \$149,999	20.7%	20.9%	21.9%
\$150,000 - \$199,999	12.7%	15.2%	16.4%
\$200,000+	7.5%	10.6%	13.3%
Average Household Income	\$105,755	\$118,297	\$128,769
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,993	11,251	20,666
<\$50,000	1.2%	1.4%	1.2%
\$50,000 - \$99,999	3.6%	1.0%	0.8%
\$100,000 - \$149,999	6.6%	3.4%	2.5%
\$150,000 - \$199,999	9.3%	7.8%	6.1%
\$200,000 - \$249,999	17.0%	14.3%	13.9%
\$250,000 - \$299,999	18.4%	17.2%	15.5%
\$300,000 - \$399,999	31.9%	33.2%	30.1%
\$400,000 - \$499,999	10.2%	15.9%	20.2%
\$500,000 - \$749,999	1.3%	5.4%	8.4%
\$750,000 - \$999,999	0.0%	0.1%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.5%	0.2%	0.3%
Average Home Value	\$292,646	\$326,284	\$353,217
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,060	11,669	21,332
<\$50,000	0.7%	0.8%	0.6%
\$50,000 - \$99,999	2.5%	0.7%	0.5%
\$100,000 - \$149,999	4.0%	1.8%	1.4%
\$150,000 - \$199,999	5.8%	4.6%	3.6%
\$200,000 - \$249,999	13.4%	10.2%	10.1%
\$250,000 - \$299,999	17.6%	15.5%	13.8%
\$300,000 - \$399,999	38.4%	37.8%	32.7%
\$400,000 - \$499,999	14.8%	20.1%	24.1%
\$500,000 - \$749,999	2.1%	7.9%	11.3%
\$750,000 - \$999,999	0.0%	0.1%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.7%	0.3%	0.4%
Average Home Value	\$326,087	\$358,382	\$384,766

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

	1 mile	2 miles	3 miles
<b>2010 Population by Age</b>			
Total	9,952	35,946	65,424
0 - 4	5.2%	5.5%	5.5%
5 - 9	5.4%	6.2%	6.8%
10 - 14	6.4%	7.2%	8.0%
15 - 24	12.6%	12.9%	12.7%
25 - 34	13.0%	11.5%	10.2%
35 - 44	12.4%	13.1%	14.0%
45 - 54	14.9%	16.0%	16.8%
55 - 64	12.7%	12.6%	12.1%
65 - 74	7.6%	7.3%	7.0%
75 - 84	6.6%	5.3%	4.8%
85 +	3.2%	2.4%	2.2%
18 +	79.0%	76.6%	74.8%
<b>2019 Population by Age</b>			
Total	10,136	37,512	68,251
0 - 4	4.6%	5.0%	5.0%
5 - 9	4.9%	5.5%	5.6%
10 - 14	5.2%	6.1%	6.4%
15 - 24	11.0%	11.8%	12.3%
25 - 34	14.3%	12.7%	12.4%
35 - 44	11.9%	12.4%	11.7%
45 - 54	12.2%	13.5%	14.2%
55 - 64	13.8%	13.8%	14.3%
65 - 74	11.2%	10.4%	10.0%
75 - 84	7.3%	5.9%	5.5%
85 +	3.6%	2.8%	2.6%
18 +	82.0%	79.6%	78.8%
<b>2024 Population by Age</b>			
Total	10,238	38,344	69,705
0 - 4	4.6%	4.9%	5.0%
5 - 9	4.6%	5.3%	5.4%
10 - 14	5.0%	5.8%	5.9%
15 - 24	10.1%	10.9%	10.7%
25 - 34	13.4%	12.5%	12.8%
35 - 44	13.3%	13.3%	13.0%
45 - 54	11.5%	12.5%	12.4%
55 - 64	12.8%	13.1%	13.9%
65 - 74	12.0%	11.3%	11.2%
75 - 84	9.1%	7.3%	6.9%
85 +	3.6%	3.0%	2.7%
18 +	82.6%	80.4%	80.1%
<b>2010 Population by Sex</b>			
Males	4,806	17,378	31,605
Females	5,146	18,568	33,820
<b>2019 Population by Sex</b>			
Males	4,887	18,238	33,086
Females	5,247	19,271	35,166
<b>2024 Population by Sex</b>			
Males	4,936	18,666	33,802
Females	5,302	19,679	35,904

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 24, 2020

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

	1 mile	2 miles	3 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	9,951	35,946	65,424
White Alone	90.1%	89.6%	90.6%
Black Alone	4.5%	4.8%	4.1%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	1.8%	2.6%	2.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.6%	1.0%	0.7%
Two or More Races	1.7%	1.8%	1.6%
Hispanic Origin	4.2%	3.2%	2.8%
Diversity Index	25.2	24.4	22.1
<b>2019 Population by Race/Ethnicity</b>			
Total	10,133	37,509	68,252
White Alone	87.2%	86.7%	88.1%
Black Alone	5.5%	5.8%	4.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.4%	3.5%	3.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.3%	1.4%	1.1%
Two or More Races	2.3%	2.4%	2.2%
Hispanic Origin	6.2%	4.7%	4.1%
Diversity Index	32.6	31.2	28.1
<b>2024 Population by Race/Ethnicity</b>			
Total	10,237	38,345	69,706
White Alone	85.1%	84.6%	86.2%
Black Alone	6.1%	6.5%	5.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.9%	4.2%	4.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.8%	1.7%	1.3%
Two or More Races	2.8%	2.9%	2.6%
Hispanic Origin	7.6%	5.8%	5.1%
Diversity Index	37.4	35.7	32.4
<b>2010 Population by Relationship and Household Type</b>			
Total	9,952	35,946	65,425
In Households	96.9%	97.7%	98.2%
In Family Households	77.5%	83.2%	86.3%
Householder	25.8%	26.6%	27.0%
Spouse	19.3%	21.3%	22.2%
Child	27.9%	31.1%	33.2%
Other relative	2.6%	2.6%	2.5%
Nonrelative	1.8%	1.6%	1.5%
In Nonfamily Households	19.5%	14.5%	11.9%
In Group Quarters	3.1%	2.3%	1.8%
Institutionalized Population	2.1%	1.7%	1.4%
Noninstitutionalized Population	1.0%	0.6%	0.4%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 24, 2020

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

	1 mile	2 miles	3 miles
<b>2019 Population 25+ by Educational Attainment</b>			
Total	7,525	26,828	48,241
Less than 9th Grade	1.1%	1.2%	1.4%
9th - 12th Grade, No Diploma	2.9%	3.2%	3.3%
High School Graduate	18.3%	19.5%	19.1%
GED/Alternative Credential	1.8%	2.4%	2.5%
Some College, No Degree	22.2%	23.3%	21.2%
Associate Degree	10.7%	9.3%	9.2%
Bachelor's Degree	23.8%	22.8%	24.4%
Graduate/Professional Degree	19.2%	18.2%	18.8%
<b>2019 Population 15+ by Marital Status</b>			
Total	8,637	31,272	56,625
Never Married	25.9%	25.8%	25.2%
Married	56.5%	57.8%	60.0%
Widowed	6.4%	6.7%	6.3%
Divorced	11.3%	9.7%	8.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.1%	96.8%	96.9%
Civilian Unemployed (Unemployment Rate)	2.9%	3.3%	3.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	5,713	20,168	36,844
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	5.7%	5.5%	6.0%
Manufacturing	3.3%	4.7%	5.6%
Wholesale Trade	2.1%	2.2%	2.6%
Retail Trade	11.1%	13.7%	12.0%
Transportation/Utilities	3.4%	4.8%	4.6%
Information	1.1%	1.0%	1.6%
Finance/Insurance/Real Estate	5.8%	7.1%	7.5%
Services	53.5%	50.5%	49.9%
Public Administration	13.7%	10.2%	10.0%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	5,713	20,166	36,840
White Collar	70.5%	72.5%	73.0%
Management/Business/Financial	15.9%	16.4%	18.1%
Professional	31.7%	28.1%	28.5%
Sales	9.7%	13.3%	12.7%
Administrative Support	13.2%	14.7%	13.8%
Services	18.0%	15.1%	14.4%
Blue Collar	11.5%	12.4%	12.5%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.1%	3.1%	3.3%
Installation/Maintenance/Repair	2.6%	2.8%	2.8%
Production	3.2%	2.7%	2.7%
Transportation/Material Moving	2.4%	3.6%	3.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,952	35,946	65,425
Population Inside Urbanized Area	100.0%	100.0%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 24, 2020

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

	1 mile	2 miles	3 miles
<b>2010 Households by Type</b>			
Total	4,354	13,860	24,166
Households with 1 Person	32.8%	26.4%	22.9%
Households with 2+ People	67.2%	73.6%	77.1%
Family Households	61.3%	68.7%	72.9%
Husband-wife Families	46.0%	55.2%	60.1%
With Related Children	19.0%	25.1%	29.0%
Other Family (No Spouse Present)	15.3%	13.5%	12.8%
Other Family with Male Householder	4.4%	3.8%	3.6%
With Related Children	2.6%	2.2%	2.1%
Other Family with Female Householder	10.8%	9.7%	9.3%
With Related Children	6.7%	5.9%	5.6%
Nonfamily Households	5.9%	4.9%	4.2%
All Households with Children	28.7%	33.7%	37.1%
Multigenerational Households	2.4%	3.1%	3.2%
Unmarried Partner Households	5.8%	5.0%	4.6%
Male-female	5.4%	4.6%	4.2%
Same-sex	0.3%	0.3%	0.4%
<b>2010 Households by Size</b>			
Total	4,354	13,860	24,168
1 Person Household	32.8%	26.4%	22.9%
2 Person Household	32.5%	32.0%	31.5%
3 Person Household	15.8%	17.0%	17.5%
4 Person Household	12.2%	15.6%	17.7%
5 Person Household	4.3%	6.2%	7.3%
6 Person Household	1.7%	2.1%	2.3%
7 + Person Household	0.6%	0.7%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,354	13,860	24,166
Owner Occupied	70.1%	77.8%	82.6%
Owned with a Mortgage/Loan	50.5%	59.7%	64.7%
Owned Free and Clear	19.6%	18.1%	17.9%
Renter Occupied	29.9%	22.2%	17.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,606	14,583	25,209
Housing Units Inside Urbanized Area	100.0%	100.0%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	1.0%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

	1 mile	2 miles	3 miles
<b>Top 3 Tapestry Segments</b>			
1.	Old and Newcomers (8F)	Old and Newcomers (8F)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Golden Years (9B)	Old and Newcomers (8F)
3.	In Style (5B)	Savvy Suburbanites (1D)	Golden Years (9B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,108,827	\$37,126,246	\$70,190,567
Average Spent	\$2,278.30	\$2,540.63	\$2,774.22
Spending Potential Index	106	119	130
Education: Total \$	\$7,673,288	\$29,046,430	\$56,579,487
Average Spent	\$1,729.39	\$1,987.71	\$2,236.25
Spending Potential Index	109	125	140
Entertainment/Recreation: Total \$	\$15,710,073	\$57,764,289	\$109,522,595
Average Spent	\$3,540.70	\$3,952.94	\$4,328.79
Spending Potential Index	108	121	132
Food at Home: Total \$	\$24,482,382	\$88,897,506	\$166,785,999
Average Spent	\$5,517.78	\$6,083.45	\$6,592.07
Spending Potential Index	107	118	127
Food Away from Home: Total \$	\$17,390,443	\$63,840,026	\$120,510,981
Average Spent	\$3,919.41	\$4,368.71	\$4,763.09
Spending Potential Index	107	119	130
Health Care: Total \$	\$28,868,792	\$105,088,294	\$197,903,746
Average Spent	\$6,506.38	\$7,191.43	\$7,821.97
Spending Potential Index	110	121	132
HH Furnishings & Equipment: Total \$	\$10,346,262	\$38,103,868	\$72,008,587
Average Spent	\$2,331.81	\$2,607.53	\$2,846.08
Spending Potential Index	109	122	133
Personal Care Products & Services: Total \$	\$4,309,235	\$15,878,035	\$30,044,958
Average Spent	\$971.20	\$1,086.57	\$1,187.50
Spending Potential Index	110	123	134
Shelter: Total \$	\$89,616,989	\$327,496,999	\$619,127,864
Average Spent	\$20,197.65	\$22,411.35	\$24,470.49
Spending Potential Index	109	121	132
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,501,438	\$45,714,394	\$86,135,505
Average Spent	\$2,817.54	\$3,128.34	\$3,404.43
Spending Potential Index	114	126	137
Travel: Total \$	\$11,040,564	\$41,253,387	\$79,014,625
Average Spent	\$2,488.29	\$2,823.06	\$3,122.98
Spending Potential Index	111	126	139
Vehicle Maintenance & Repairs: Total \$	\$5,721,776	\$20,661,625	\$38,361,912
Average Spent	\$1,289.56	\$1,413.92	\$1,516.22
Spending Potential Index	113	124	133

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

10 S Main St, Bel Air, Maryland, 21014  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Old and Newcomers (8F)	24.3%	Population	10,134	10,237
Golden Years (9B)	23.1%	Households	4,437	4,482
In Style (5B)	17.2%	Families	2,676	2,687
Home Improvement (4B)	14.1%	Median Age	43.3	44.3
Parks and Rec (5C)	8.0%	Median Household Income	\$72,433	\$80,112
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		106	\$2,278.30	\$10,108,827
Men's		107	\$443.62	\$1,968,336
Women's		109	\$782.62	\$3,472,469
Children's		102	\$329.10	\$1,460,231
Footwear		105	\$503.05	\$2,232,032
Watches & Jewelry		107	\$147.25	\$653,366
Apparel Products and Services (1)		109	\$72.66	\$322,392
<b>Computer</b>				
Computers and Hardware for Home Use		110	\$182.39	\$809,275
Portable Memory		105	\$4.70	\$20,861
Computer Software		109	\$11.01	\$48,856
Computer Accessories		112	\$21.21	\$94,123
<b>Entertainment &amp; Recreation</b>		108	\$3,540.70	\$15,710,073
Fees and Admissions		113	\$804.43	\$3,569,253
Membership Fees for Clubs (2)		114	\$269.78	\$1,197,027
Fees for Participant Sports, excl. Trips		113	\$121.41	\$538,696
Tickets to Theatre/Operas/Concerts		117	\$88.15	\$391,140
Tickets to Movies		108	\$59.08	\$262,137
Tickets to Parks or Museums		106	\$34.39	\$152,592
Admission to Sporting Events, excl. Trips		112	\$70.43	\$312,490
Fees for Recreational Lessons		112	\$160.37	\$711,572
Dating Services		116	\$0.81	\$3,600
TV/Video/Audio		107	\$1,304.74	\$5,789,153
Cable and Satellite Television Services		107	\$936.93	\$4,157,176
Televisions		106	\$115.21	\$511,193
Satellite Dishes		100	\$1.57	\$6,956
VCRs, Video Cameras, and DVD Players		109	\$6.30	\$27,963
Miscellaneous Video Equipment		108	\$27.43	\$121,703
Video Cassettes and DVDs		108	\$12.38	\$54,933
Video Game Hardware/Accessories		105	\$29.22	\$129,643
Video Game Software		105	\$16.03	\$71,147
Rental/Streaming/Downloaded Video		109	\$50.85	\$225,614
Installation of Televisions		117	\$1.33	\$5,898
Audio (3)		107	\$104.30	\$462,785
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.19	\$14,142
Pets		105	\$695.88	\$3,087,619
Toys/Games/Crafts/Hobbies (4)		107	\$126.53	\$561,407
Recreational Vehicles and Fees (5)		110	\$176.27	\$782,105
Sports/Recreation/Exercise Equipment (6)		108	\$224.44	\$995,824
Photo Equipment and Supplies (7)		111	\$57.82	\$256,560
Reading (8)		113	\$120.74	\$535,724
Catered Affairs (9)		112	\$29.85	\$132,426
<b>Food</b>		107	\$9,437.19	\$41,872,825
Food at Home		107	\$5,517.78	\$24,482,382
Bakery and Cereal Products		107	\$726.45	\$3,223,275
Meats, Poultry, Fish, and Eggs		106	\$1,210.74	\$5,372,040
Dairy Products		107	\$572.25	\$2,539,088
Fruits and Vegetables		107	\$1,093.07	\$4,849,958
Snacks and Other Food at Home (10)		106	\$1,915.26	\$8,498,021
Food Away from Home		107	\$3,919.41	\$17,390,443
Alcoholic Beverages		111	\$641.67	\$2,847,106

**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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 24, 2020



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	122	\$26,118.72	\$115,888,759
Value of Retirement Plans	118	\$112,629.04	\$499,735,067
Value of Other Financial Assets	121	\$6,845.70	\$30,374,360
Vehicle Loan Amount excluding Interest	102	\$2,922.11	\$12,965,391
Value of Credit Card Debt	109	\$2,675.35	\$11,870,537
<b>Health</b>			
Nonprescription Drugs	110	\$157.77	\$700,036
Prescription Drugs	109	\$398.02	\$1,766,004
Eyeglasses and Contact Lenses	109	\$98.86	\$438,649
<b>Home</b>			
Mortgage Payment and Basics (11)	110	\$11,109.96	\$49,294,901
Maintenance and Remodeling Services	113	\$2,402.15	\$10,658,347
Maintenance and Remodeling Materials (12)	108	\$529.99	\$2,351,545
Utilities, Fuel, and Public Services	106	\$5,147.96	\$22,841,504
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	109	\$109.33	\$485,088
Furniture	110	\$675.44	\$2,996,910
Rugs	119	\$38.48	\$170,734
Major Appliances (14)	108	\$382.72	\$1,698,111
Housewares (15)	109	\$116.00	\$514,702
Small Appliances	106	\$51.71	\$229,416
Luggage	109	\$15.18	\$67,352
Telephones and Accessories	107	\$81.03	\$359,538
<b>Household Operations</b>			
Child Care	106	\$538.94	\$2,391,267
Lawn and Garden (16)	109	\$513.83	\$2,279,859
Moving/Storage/Freight Express	110	\$73.13	\$324,456
Housekeeping Supplies (17)	107	\$803.62	\$3,565,648
<b>Insurance</b>			
Owners and Renters Insurance	108	\$624.37	\$2,770,319
Vehicle Insurance	105	\$1,630.02	\$7,232,383
Life/Other Insurance	110	\$507.80	\$2,253,091
Health Insurance	109	\$4,291.05	\$19,039,382
Personal Care Products (18)	107	\$538.04	\$2,387,262
School Books and Supplies (19)	105	\$163.28	\$724,485
Smoking Products	101	\$409.55	\$1,817,171
<b>Transportation</b>			
Payments on Vehicles excluding Leases	103	\$2,611.92	\$11,589,103
Gasoline and Motor Oil	103	\$2,356.81	\$10,457,179
Vehicle Maintenance and Repairs	113	\$1,289.56	\$5,721,776
<b>Travel</b>			
Airline Fares	111	\$608.36	\$2,699,311
Lodging on Trips	111	\$691.40	\$3,067,735
Auto/Truck Rental on Trips	113	\$29.51	\$130,954
Food and Drink on Trips	111	\$596.79	\$2,647,978

**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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

10 S Main St, Bel Air, Maryland, 21014  
Ring: 2 mile radius

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Old and Newcomers (8F)	22.7%	Population	37,509	38,345
Golden Years (9B)	13.7%	Households	14,613	14,965
Savvy Suburbanites (1D)	13.4%	Families	9,967	10,168
Exurbanites (1E)	9.9%	Median Age	42.1	42.9
Soccer Moms (4A)	9.2%	Median Household Income	\$82,555	\$91,719
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		119	\$2,540.63	\$37,126,246
Men's		119	\$491.98	\$7,189,263
Women's		121	\$873.87	\$12,769,909
Children's		115	\$369.98	\$5,406,585
Footwear		116	\$556.66	\$8,134,451
Watches & Jewelry		120	\$165.89	\$2,424,151
Apparel Products and Services (1)		124	\$82.25	\$1,201,887
<b>Computer</b>				
Computers and Hardware for Home Use		122	\$202.57	\$2,960,152
Portable Memory		119	\$5.32	\$77,767
Computer Software		120	\$12.17	\$177,911
Computer Accessories		125	\$23.62	\$345,140
<b>Entertainment &amp; Recreation</b>		121	\$3,952.94	\$57,764,289
Fees and Admissions		128	\$916.00	\$13,385,494
Membership Fees for Clubs (2)		130	\$306.61	\$4,480,537
Fees for Participant Sports, excl. Trips		129	\$138.34	\$2,021,501
Tickets to Theatre/Operas/Concerts		131	\$98.86	\$1,444,638
Tickets to Movies		121	\$66.28	\$968,600
Tickets to Parks or Museums		120	\$38.68	\$565,296
Admission to Sporting Events, excl. Trips		127	\$80.16	\$1,171,381
Fees for Recreational Lessons		130	\$186.20	\$2,720,988
Dating Services		123	\$0.86	\$12,552
TV/Video/Audio		117	\$1,428.16	\$20,869,700
Cable and Satellite Television Services		116	\$1,022.37	\$14,939,938
Televisions		117	\$126.47	\$1,848,070
Satellite Dishes		115	\$1.80	\$26,256
VCRs, Video Cameras, and DVD Players		121	\$6.98	\$102,039
Miscellaneous Video Equipment		120	\$30.61	\$447,371
Video Cassettes and DVDs		119	\$13.66	\$199,591
Video Game Hardware/Accessories		114	\$31.82	\$465,000
Video Game Software		115	\$17.44	\$254,886
Rental/Streaming/Downloaded Video		119	\$55.51	\$811,125
Installation of Televisions		134	\$1.53	\$22,429
Audio (3)		119	\$116.53	\$1,702,832
Rental and Repair of TV/Radio/Sound Equipment		109	\$3.43	\$50,165
Pets		117	\$773.83	\$11,308,014
Toys/Games/Crafts/Hobbies (4)		119	\$140.71	\$2,056,253
Recreational Vehicles and Fees (5)		128	\$205.00	\$2,995,612
Sports/Recreation/Exercise Equipment (6)		125	\$257.90	\$3,768,710
Photo Equipment and Supplies (7)		124	\$64.39	\$940,999
Reading (8)		126	\$134.25	\$1,961,808
Catered Affairs (9)		123	\$32.69	\$477,698
<b>Food</b>		118	\$10,452.17	\$152,737,532
Food at Home		118	\$6,083.45	\$88,897,506
Bakery and Cereal Products		118	\$800.64	\$11,699,819
Meats, Poultry, Fish, and Eggs		117	\$1,332.19	\$19,467,220
Dairy Products		118	\$631.11	\$9,222,415
Fruits and Vegetables		119	\$1,209.72	\$17,677,640
Snacks and Other Food at Home (10)		117	\$2,109.79	\$30,830,412
Food Away from Home		119	\$4,368.71	\$63,840,026
Alcoholic Beverages		124	\$716.29	\$10,467,200

**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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	138	\$29,497.83	\$431,051,829
Value of Retirement Plans	134	\$128,024.59	\$1,870,823,289
Value of Other Financial Assets	132	\$7,510.00	\$109,743,585
Vehicle Loan Amount excluding Interest	114	\$3,265.25	\$47,715,075
Value of Credit Card Debt	122	\$2,975.55	\$43,481,684
<b>Health</b>			
Nonprescription Drugs	120	\$172.86	\$2,525,960
Prescription Drugs	119	\$435.88	\$6,369,503
Eyeglasses and Contact Lenses	122	\$110.04	\$1,607,954
<b>Home</b>			
Mortgage Payment and Basics (11)	128	\$12,860.77	\$187,934,439
Maintenance and Remodeling Services	130	\$2,773.13	\$40,523,784
Maintenance and Remodeling Materials (12)	123	\$603.01	\$8,811,785
Utilities, Fuel, and Public Services	117	\$5,670.58	\$82,864,257
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	121	\$120.73	\$1,764,184
Furniture	122	\$751.15	\$10,976,507
Rugs	132	\$42.74	\$624,585
Major Appliances (14)	121	\$429.10	\$6,270,423
Housewares (15)	122	\$129.59	\$1,893,734
Small Appliances	117	\$56.77	\$829,522
Luggage	123	\$17.17	\$250,863
Telephones and Accessories	122	\$92.16	\$1,346,803
<b>Household Operations</b>			
Child Care	121	\$617.10	\$9,017,684
Lawn and Garden (16)	124	\$583.67	\$8,529,105
Moving/Storage/Freight Express	121	\$80.21	\$1,172,157
Housekeeping Supplies (17)	118	\$887.65	\$12,971,214
<b>Insurance</b>			
Owners and Renters Insurance	121	\$701.19	\$10,246,526
Vehicle Insurance	116	\$1,790.95	\$26,171,122
Life/Other Insurance	124	\$573.03	\$8,373,676
Health Insurance	121	\$4,745.21	\$69,341,805
Personal Care Products (18)	119	\$597.49	\$8,731,052
School Books and Supplies (19)	118	\$183.89	\$2,687,212
Smoking Products	107	\$432.24	\$6,316,338
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$2,904.18	\$42,438,729
Gasoline and Motor Oil	114	\$2,604.55	\$38,060,276
Vehicle Maintenance and Repairs	124	\$1,413.92	\$20,661,625
<b>Travel</b>			
Airline Fares	127	\$691.31	\$10,102,066
Lodging on Trips	127	\$786.77	\$11,497,023
Auto/Truck Rental on Trips	128	\$33.49	\$489,462
Food and Drink on Trips	125	\$675.02	\$9,864,016

**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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Savvy Suburbanites (1D)	13.7%	Population	68,252	69,706
Old and Newcomers (8F)	13.1%	Households	25,301	25,860
Golden Years (9B)	11.9%	Families	18,309	18,654
Professional Pride (1B)	11.8%	Median Age	42.1	42.8
Soccer Moms (4A)	9.8%	Median Household Income	\$94,361	\$102,279
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		130	\$2,774.22	\$70,190,567
Men's		129	\$536.00	\$13,561,399
Women's		133	\$956.65	\$24,204,227
Children's		125	\$402.82	\$10,191,640
Footwear		126	\$603.94	\$15,280,164
Watches & Jewelry		133	\$183.41	\$4,640,437
Apparel Products and Services (1)		138	\$91.41	\$2,312,701
<b>Computer</b>				
Computers and Hardware for Home Use		133	\$220.10	\$5,568,783
Portable Memory		130	\$5.78	\$146,198
Computer Software		130	\$13.17	\$333,185
Computer Accessories		135	\$25.68	\$649,663
<b>Entertainment &amp; Recreation</b>		132	\$4,328.79	\$109,522,595
Fees and Admissions		143	\$1,018.20	\$25,761,516
Membership Fees for Clubs (2)		144	\$341.13	\$8,630,844
Fees for Participant Sports, excl. Trips		143	\$153.24	\$3,877,059
Tickets to Theatre/Operas/Concerts		145	\$109.46	\$2,769,545
Tickets to Movies		130	\$71.46	\$1,808,093
Tickets to Parks or Museums		132	\$42.68	\$1,079,877
Admission to Sporting Events, excl. Trips		142	\$89.47	\$2,263,736
Fees for Recreational Lessons		146	\$209.85	\$5,309,353
Dating Services		130	\$0.91	\$23,008
TV/Video/Audio		126	\$1,541.74	\$39,007,543
Cable and Satellite Television Services		126	\$1,105.20	\$27,962,700
Televisions		125	\$136.01	\$3,441,229
Satellite Dishes		124	\$1.95	\$49,247
VCRs, Video Cameras, and DVD Players		129	\$7.43	\$187,903
Miscellaneous Video Equipment		131	\$33.39	\$844,729
Video Cassettes and DVDs		128	\$14.62	\$369,952
Video Game Hardware/Accessories		121	\$33.64	\$851,056
Video Game Software		121	\$18.44	\$466,568
Rental/Streaming/Downloaded Video		126	\$58.85	\$1,489,027
Installation of Televisions		150	\$1.71	\$43,226
Audio (3)		130	\$126.86	\$3,209,710
Rental and Repair of TV/Radio/Sound Equipment		116	\$3.64	\$92,195
Pets		128	\$845.76	\$21,398,610
Toys/Games/Crafts/Hobbies (4)		129	\$152.15	\$3,849,536
Recreational Vehicles and Fees (5)		146	\$233.90	\$5,917,785
Sports/Recreation/Exercise Equipment (6)		137	\$284.38	\$7,195,084
Photo Equipment and Supplies (7)		135	\$70.25	\$1,777,329
Reading (8)		137	\$146.61	\$3,709,392
Catered Affairs (9)		134	\$35.80	\$905,800
<b>Food</b>		128	\$11,355.16	\$287,296,980
Food at Home		127	\$6,592.07	\$166,785,999
Bakery and Cereal Products		128	\$868.07	\$21,963,145
Meats, Poultry, Fish, and Eggs		126	\$1,441.58	\$36,473,419
Dairy Products		128	\$684.79	\$17,325,986
Fruits and Vegetables		129	\$1,315.24	\$33,277,013
Snacks and Other Food at Home (10)		127	\$2,282.38	\$57,746,436
Food Away from Home		130	\$4,763.09	\$120,510,981
Alcoholic Beverages		136	\$785.11	\$19,864,094

**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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	152	\$32,650.10	\$826,080,096
Value of Retirement Plans	150	\$143,255.62	\$3,624,510,321
Value of Other Financial Assets	144	\$8,157.44	\$206,391,418
Vehicle Loan Amount excluding Interest	124	\$3,541.37	\$89,600,092
Value of Credit Card Debt	133	\$3,254.36	\$82,338,678
<b>Health</b>			
Nonprescription Drugs	130	\$186.59	\$4,721,035
Prescription Drugs	129	\$471.39	\$11,926,744
Eyeglasses and Contact Lenses	133	\$120.51	\$3,048,951
<b>Home</b>			
Mortgage Payment and Basics (11)	144	\$14,493.50	\$366,700,038
Maintenance and Remodeling Services	146	\$3,109.25	\$78,667,134
Maintenance and Remodeling Materials (12)	137	\$671.52	\$16,990,160
Utilities, Fuel, and Public Services	126	\$6,140.59	\$155,363,063
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	131	\$130.91	\$3,312,072
Furniture	133	\$819.17	\$20,725,864
Rugs	146	\$47.39	\$1,198,894
Major Appliances (14)	133	\$469.93	\$11,889,656
Housewares (15)	133	\$141.69	\$3,584,991
Small Appliances	125	\$60.94	\$1,541,930
Luggage	135	\$18.87	\$477,414
Telephones and Accessories	132	\$99.88	\$2,527,018
<b>Household Operations</b>			
Child Care	136	\$691.69	\$17,500,456
Lawn and Garden (16)	138	\$647.57	\$16,384,275
Moving/Storage/Freight Express	129	\$85.44	\$2,161,816
Housekeeping Supplies (17)	128	\$961.34	\$24,322,878
<b>Insurance</b>			
Owners and Renters Insurance	134	\$773.91	\$19,580,636
Vehicle Insurance	125	\$1,931.27	\$48,863,045
Life/Other Insurance	138	\$638.06	\$16,143,587
Health Insurance	132	\$5,169.10	\$130,783,364
Personal Care Products (18)	129	\$648.56	\$16,409,333
School Books and Supplies (19)	129	\$200.71	\$5,078,195
Smoking Products	113	\$456.21	\$11,542,457
<b>Transportation</b>			
Payments on Vehicles excluding Leases	124	\$3,159.07	\$79,927,567
Gasoline and Motor Oil	123	\$2,813.62	\$71,187,317
Vehicle Maintenance and Repairs	133	\$1,516.22	\$38,361,912
<b>Travel</b>			
Airline Fares	140	\$765.23	\$19,361,181
Lodging on Trips	141	\$875.61	\$22,153,895
Auto/Truck Rental on Trips	141	\$36.92	\$934,179
Food and Drink on Trips	138	\$744.23	\$18,829,725

**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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic 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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

Data for all businesses in area				1 mile		2 miles		3 miles				
Total Businesses:				1,142		1,618		2,370				
Total Employees:				14,134		18,799		26,439				
Total Residential Population:				10,134		37,509		68,252				
Employee/Residential Population Ratio (per 100 Residents)				139		50		39				
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%	82	0.6%	27	1.7%	190	1.0%	52	2.2%	374	1.4%
Construction	52	4.6%	321	2.3%	96	5.9%	517	2.8%	179	7.6%	1,075	4.1%
Manufacturing	13	1.1%	145	1.0%	20	1.2%	217	1.2%	33	1.4%	361	1.4%
Transportation	12	1.1%	66	0.5%	19	1.2%	95	0.5%	32	1.4%	218	0.8%
Communication	6	0.5%	26	0.2%	11	0.7%	94	0.5%	16	0.7%	119	0.5%
Utility	2	0.2%	5	0.0%	2	0.1%	5	0.0%	3	0.1%	10	0.0%
Wholesale Trade	18	1.6%	178	1.3%	28	1.7%	243	1.3%	49	2.1%	412	1.6%
Retail Trade Summary	210	18.4%	3,363	23.8%	321	19.8%	5,156	27.4%	449	18.9%	7,230	27.3%
Home Improvement	7	0.6%	253	1.8%	11	0.7%	326	1.7%	17	0.7%	394	1.5%
General Merchandise Stores	8	0.7%	570	4.0%	13	0.8%	738	3.9%	18	0.8%	898	3.4%
Food Stores	17	1.5%	317	2.2%	35	2.2%	777	4.1%	56	2.4%	1,291	4.9%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.1%	120	0.8%	19	1.2%	232	1.2%	29	1.2%	437	1.7%
Apparel & Accessory Stores	28	2.5%	196	1.4%	33	2.0%	248	1.3%	39	1.6%	298	1.1%
Furniture & Home Furnishings	20	1.8%	248	1.8%	26	1.6%	281	1.5%	34	1.4%	336	1.3%
Eating & Drinking Places	52	4.6%	1,104	7.8%	86	5.3%	1,775	9.4%	121	5.1%	2,560	9.7%
Miscellaneous Retail	68	6.0%	555	3.9%	99	6.1%	780	4.1%	134	5.7%	1,017	3.8%
Finance, Insurance, Real Estate Summary	161	14.1%	1,256	8.9%	205	12.7%	1,564	8.3%	282	11.9%	2,264	8.6%
Banks, Savings & Lending Institutions	32	2.8%	402	2.8%	41	2.5%	530	2.8%	58	2.4%	754	2.9%
Securities Brokers	22	1.9%	123	0.9%	30	1.9%	144	0.8%	42	1.8%	190	0.7%
Insurance Carriers & Agents	51	4.5%	330	2.3%	54	3.3%	348	1.9%	70	3.0%	418	1.6%
Real Estate, Holding, Other Investment Offices	56	4.9%	402	2.8%	81	5.0%	542	2.9%	111	4.7%	902	3.4%
Services Summary	507	44.4%	6,852	48.5%	702	43.4%	8,827	47.0%	1,024	43.2%	12,397	46.9%
Hotels & Lodging	0	0.0%	0	0.0%	2	0.1%	12	0.1%	3	0.1%	19	0.1%
Automotive Services	23	2.0%	104	0.7%	40	2.5%	188	1.0%	62	2.6%	292	1.1%
Motion Pictures & Amusements	17	1.5%	336	2.4%	37	2.3%	464	2.5%	64	2.7%	625	2.4%
Health Services	117	10.2%	2,482	17.6%	161	10.0%	3,301	17.6%	246	10.4%	4,526	17.1%
Legal Services	66	5.8%	315	2.2%	73	4.5%	354	1.9%	77	3.2%	366	1.4%
Education Institutions & Libraries	22	1.9%	1,278	9.0%	29	1.8%	1,527	8.1%	45	1.9%	2,226	8.4%
Other Services	263	23.0%	2,337	16.5%	360	22.2%	2,981	15.9%	527	22.2%	4,343	16.4%
Government	79	6.9%	1,827	12.9%	82	5.1%	1,872	10.0%	87	3.7%	1,932	7.3%
Unclassified Establishments	71	6.2%	13	0.1%	106	6.6%	17	0.1%	164	6.9%	49	0.2%
Totals	1,142	100.0%	14,134	100.0%	1,618	100.0%	18,799	100.0%	2,370	100.0%	26,439	100.0%

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

**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.



10 S Main St, Bel Air, Maryland, 21014  
Rings: 1, 2, 3 mile radii

Prepared by Esri  
Latitude: 39.53642  
Longitude: -76.34936

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	2	0.2%	10	0.1%	3	0.2%	16	0.1%	8	0.3%	39	0.1%
Mining	1	0.1%	6	0.0%	2	0.1%	12	0.1%	2	0.1%	14	0.1%
Utilities	1	0.1%	4	0.0%	1	0.1%	4	0.0%	1	0.0%	4	0.0%
Construction	59	5.2%	362	2.6%	106	6.6%	571	3.0%	195	8.2%	1,150	4.3%
Manufacturing	16	1.4%	145	1.0%	25	1.5%	230	1.2%	39	1.6%	384	1.5%
Wholesale Trade	17	1.5%	173	1.2%	27	1.7%	238	1.3%	48	2.0%	406	1.5%
Retail Trade	152	13.3%	2,208	15.6%	224	13.8%	3,290	17.5%	309	13.0%	4,525	17.1%
Motor Vehicle & Parts Dealers	9	0.8%	110	0.8%	15	0.9%	216	1.1%	24	1.0%	416	1.6%
Furniture & Home Furnishings Stores	12	1.1%	90	0.6%	16	1.0%	114	0.6%	21	0.9%	154	0.6%
Electronics & Appliance Stores	5	0.4%	154	1.1%	8	0.5%	162	0.9%	10	0.4%	172	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.6%	253	1.8%	11	0.7%	326	1.7%	17	0.7%	394	1.5%
Food & Beverage Stores	13	1.1%	279	2.0%	26	1.6%	701	3.7%	41	1.7%	1,150	4.3%
Health & Personal Care Stores	22	1.9%	165	1.2%	31	1.9%	245	1.3%	46	1.9%	380	1.4%
Gasoline Stations	3	0.3%	10	0.1%	4	0.2%	16	0.1%	5	0.2%	20	0.1%
Clothing & Clothing Accessories Stores	37	3.2%	228	1.6%	45	2.8%	290	1.5%	51	2.2%	344	1.3%
Sport Goods, Hobby, Book, & Music Stores	9	0.8%	139	1.0%	13	0.8%	177	0.9%	19	0.8%	230	0.9%
General Merchandise Stores	8	0.7%	570	4.0%	13	0.8%	738	3.9%	18	0.8%	898	3.4%
Miscellaneous Store Retailers	23	2.0%	206	1.5%	34	2.1%	298	1.6%	44	1.9%	352	1.3%
Nonstore Retailers	6	0.5%	4	0.0%	9	0.6%	6	0.0%	14	0.6%	12	0.0%
Transportation & Warehousing	4	0.4%	27	0.2%	8	0.5%	47	0.3%	17	0.7%	135	0.5%
Information	13	1.1%	150	1.1%	21	1.3%	230	1.2%	35	1.5%	356	1.3%
Finance & Insurance	106	9.3%	856	6.1%	125	7.7%	1,023	5.4%	172	7.3%	1,365	5.2%
Central Bank/Credit Intermediation & Related Activities	32	2.8%	402	2.8%	41	2.5%	530	2.8%	58	2.4%	754	2.9%
Securities, Commodity Contracts & Other Financial	23	2.0%	124	0.9%	31	1.9%	145	0.8%	43	1.8%	193	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	51	4.5%	330	2.3%	54	3.3%	348	1.9%	70	3.0%	418	1.6%
Real Estate, Rental & Leasing	46	4.0%	361	2.6%	77	4.8%	504	2.7%	110	4.6%	862	3.3%
Professional, Scientific & Tech Services	163	14.3%	1,094	7.7%	208	12.9%	1,408	7.5%	275	11.6%	1,814	6.9%
Legal Services	72	6.3%	334	2.4%	80	4.9%	373	2.0%	87	3.7%	400	1.5%
Management of Companies & Enterprises	3	0.3%	21	0.1%	3	0.2%	21	0.1%	5	0.2%	29	0.1%
Administrative & Support & Waste Management & Remediation	30	2.6%	230	1.6%	47	2.9%	305	1.6%	85	3.6%	576	2.2%
Educational Services	31	2.7%	1,271	9.0%	40	2.5%	1,537	8.2%	65	2.7%	2,280	8.6%
Health Care & Social Assistance	145	12.7%	2,919	20.7%	200	12.4%	3,885	20.7%	308	13.0%	5,492	20.8%
Arts, Entertainment & Recreation	12	1.1%	305	2.2%	27	1.7%	426	2.3%	42	1.8%	550	2.1%
Accommodation & Food Services	55	4.8%	1,139	8.1%	94	5.8%	1,849	9.8%	135	5.7%	2,683	10.1%
Accommodation	0	0.0%	0	0.0%	2	0.1%	12	0.1%	3	0.1%	19	0.1%
Food Services & Drinking Places	55	4.8%	1,139	8.1%	92	5.7%	1,837	9.8%	133	5.6%	2,664	10.1%
Other Services (except Public Administration)	137	12.0%	1,014	7.2%	194	12.0%	1,311	7.0%	268	11.3%	1,795	6.8%
Automotive Repair & Maintenance	19	1.7%	70	0.5%	32	2.0%	136	0.7%	49	2.1%	218	0.8%
Public Administration	79	6.9%	1,827	12.9%	82	5.1%	1,872	10.0%	87	3.7%	1,932	7.3%
Unclassified Establishments	71	6.2%	13	0.1%	106	6.6%	17	0.1%	164	6.9%	49	0.2%
Total	1,142	100.0%	14,134	100.0%	1,618	100.0%	18,799	100.0%	2,370	100.0%	26,439	100.0%

**Source:** Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

**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.

June 24, 2020