

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,812	128,057	302,157
2010 Total Population	13,648	131,202	306,857
2020 Total Population	13,701	132,138	302,952
2020 Group Quarters	533	9,102	17,191
2025 Total Population	14,138	132,700	299,927
2020-2025 Annual Rate	0.63%	0.08%	-0.20%
2020 Total Daytime Population	13,827	131,621	287,313
Workers	7,376	69,350	138,549
Residents	6,451	62,271	148,764
Household Summary			
2000 Households	6,209	53,603	121,147
2000 Average Household Size	2.16	2.26	2.37
2010 Households	5,923	52,989	121,565
2010 Average Household Size	2.22	2.31	2.39
2020 Households	5,923	53,207	119,449
2020 Average Household Size	2.22	2.31	2.39
2025 Households	6,123	53,508	118,120
2025 Average Household Size	2.22	2.31	2.39
2020-2025 Annual Rate	0.67%	0.11%	-0.22%
2010 Families	3,257	30,456	73,338
2010 Average Family Size	2.86	2.95	3.01
2020 Families	3,193	29,990	71,150
2020 Average Family Size	2.89	2.98	3.04
2025 Families	3,289	29,913	70,037
2025 Average Family Size	2.89	2.99	3.05
2020-2025 Annual Rate	0.59%	-0.05%	-0.31%
Housing Unit Summary			
2000 Housing Units	6,432	55,966	128,218
Owner Occupied Housing Units	64.1%	59.4%	63.3%
Renter Occupied Housing Units	32.4%	36.3%	31.2%
Vacant Housing Units	3.5%	4.2%	5.5%
2010 Housing Units	6,315	56,700	130,425
Owner Occupied Housing Units	60.6%	57.0%	60.9%
Renter Occupied Housing Units	33.2%	36.4%	32.3%
Vacant Housing Units	6.2%	6.5%	6.8%
2020 Housing Units	6,365	57,408	129,478
Owner Occupied Housing Units	60.6%	56.8%	61.0%
Renter Occupied Housing Units	32.4%	35.9%	31.3%
Vacant Housing Units	6.9%	7.3%	7.7%
2025 Housing Units	6,605	58,182	129,265
Owner Occupied Housing Units	58.7%	56.1%	60.4%
Renter Occupied Housing Units	34.0%	35.9%	31.0%
Vacant Housing Units	7.3%	8.0%	8.6%
Median Household Income			
2020	\$72,745	\$69,529	\$74,002
2025	\$77,286	\$72,771	\$77,442
Median Home Value			
2020	\$226,643	\$252,347	\$251,706
2025	\$247,297	\$286,230	\$291,565
Per Capita Income			
2020	\$39,774	\$38,194	\$40,399
2025	\$43,450	\$41,229	\$43,868
Median Age			
2010	36.8	36.3	38.0
2020	38.9	37.8	39.4
2025	39.7	38.8	40.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	5,923	53,200	119,435
<\$15,000	11.0%	10.2%	8.7%
\$15,000 - \$24,999	6.6%	6.8%	6.3%
\$25,000 - \$34,999	6.7%	7.1%	6.8%
\$35,000 - \$49,999	9.7%	10.6%	10.7%
\$50,000 - \$74,999	17.2%	18.2%	17.9%
\$75,000 - \$99,999	14.3%	13.4%	13.4%
\$100,000 - \$149,999	20.2%	17.6%	18.0%
\$150,000 - \$199,999	7.4%	8.1%	8.7%
\$200,000+	7.0%	7.9%	9.4%
Average Household Income	\$92,521	\$94,614	\$102,221
2025 Households by Income			
Household Income Base	6,123	53,501	118,106
<\$15,000	10.1%	9.8%	8.4%
\$15,000 - \$24,999	6.0%	6.5%	5.9%
\$25,000 - \$34,999	6.2%	6.7%	6.3%
\$35,000 - \$49,999	9.3%	10.4%	10.4%
\$50,000 - \$74,999	16.7%	17.7%	17.3%
\$75,000 - \$99,999	14.5%	13.3%	13.2%
\$100,000 - \$149,999	21.4%	18.1%	18.4%
\$150,000 - \$199,999	8.1%	8.8%	9.5%
\$200,000+	7.7%	8.6%	10.5%
Average Household Income	\$100,863	\$102,020	\$111,150
2020 Owner Occupied Housing Units by Value			
Total	3,859	32,590	78,960
<\$50,000	1.4%	1.9%	1.9%
\$50,000 - \$99,999	2.0%	2.2%	3.3%
\$100,000 - \$149,999	10.4%	9.9%	11.8%
\$150,000 - \$199,999	23.8%	17.2%	17.4%
\$200,000 - \$249,999	23.3%	18.2%	15.1%
\$250,000 - \$299,999	14.3%	14.8%	12.6%
\$300,000 - \$399,999	12.7%	16.1%	15.7%
\$400,000 - \$499,999	5.2%	9.5%	9.4%
\$500,000 - \$749,999	5.8%	8.0%	8.8%
\$750,000 - \$999,999	0.8%	1.0%	2.2%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.4%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$264,771	\$305,223	\$318,046
2025 Owner Occupied Housing Units by Value			
Total	3,880	32,613	78,097
<\$50,000	1.4%	2.5%	2.7%
\$50,000 - \$99,999	1.4%	1.8%	3.0%
\$100,000 - \$149,999	7.0%	5.9%	7.6%
\$150,000 - \$199,999	19.3%	11.9%	12.3%
\$200,000 - \$249,999	21.9%	16.7%	13.3%
\$250,000 - \$299,999	16.5%	15.4%	13.4%
\$300,000 - \$399,999	14.9%	18.5%	18.5%
\$400,000 - \$499,999	6.5%	12.9%	12.6%
\$500,000 - \$749,999	8.0%	11.0%	11.5%
\$750,000 - \$999,999	1.8%	1.6%	2.8%
\$1,000,000 - \$1,499,999	0.4%	0.5%	1.2%
\$1,500,000 - \$1,999,999	0.7%	0.8%	0.6%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$303,479	\$348,156	\$358,796

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

1101 Cromwell Bridge Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.40038
 Longitude: -76.57226

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	13,649	131,202	306,857
0 - 4	5.5%	5.6%	5.6%
5 - 9	4.4%	5.2%	5.5%
10 - 14	5.1%	5.3%	5.7%
15 - 24	15.5%	19.0%	17.0%
25 - 34	17.3%	13.3%	12.5%
35 - 44	11.9%	12.2%	12.4%
45 - 54	13.1%	13.6%	14.4%
55 - 64	11.4%	11.4%	12.1%
65 - 74	6.7%	6.3%	6.5%
75 - 84	6.1%	5.2%	5.2%
85 +	3.0%	2.9%	3.0%
18 +	81.8%	80.5%	79.4%
2020 Population by Age			
Total	13,702	132,138	302,955
0 - 4	4.8%	4.8%	4.9%
5 - 9	4.8%	5.0%	5.2%
10 - 14	4.9%	5.2%	5.5%
15 - 24	12.5%	17.4%	15.6%
25 - 34	17.0%	14.1%	13.3%
35 - 44	14.6%	11.9%	11.8%
45 - 54	11.2%	11.3%	11.7%
55 - 64	11.9%	12.2%	13.0%
65 - 74	9.3%	9.3%	9.9%
75 - 84	5.6%	5.4%	5.4%
85 +	3.3%	3.3%	3.5%
18 +	82.9%	81.9%	81.1%
2025 Population by Age			
Total	14,137	132,699	299,925
0 - 4	4.8%	4.8%	4.9%
5 - 9	4.6%	4.7%	5.0%
10 - 14	4.6%	4.8%	5.2%
15 - 24	11.9%	17.1%	15.2%
25 - 34	16.7%	13.6%	13.0%
35 - 44	15.1%	12.7%	12.6%
45 - 54	12.0%	10.9%	11.2%
55 - 64	11.0%	11.2%	11.9%
65 - 74	9.9%	10.1%	10.9%
75 - 84	6.4%	6.7%	6.7%
85 +	3.0%	3.3%	3.4%
18 +	83.2%	82.6%	81.7%
2010 Population by Sex			
Males	6,394	60,702	142,058
Females	7,254	70,500	164,799
2020 Population by Sex			
Males	6,477	61,506	140,815
Females	7,223	70,631	162,137
2025 Population by Sex			
Males	6,716	61,905	139,833
Females	7,422	70,795	160,094

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	13,646	131,201	306,858
White Alone	72.5%	63.2%	58.1%
Black Alone	17.5%	29.0%	34.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.6%	4.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.1%	0.9%
Two or More Races	3.0%	2.3%	2.1%
Hispanic Origin	3.7%	3.5%	2.9%
Diversity Index	48.1	54.7	56.9
2020 Population by Race/Ethnicity			
Total	13,701	132,137	302,953
White Alone	63.1%	57.5%	53.5%
Black Alone	23.5%	31.8%	36.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.5%	5.7%	5.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.6%	1.3%
Two or More Races	4.0%	3.0%	2.8%
Hispanic Origin	5.6%	5.4%	4.5%
Diversity Index	59.0	60.9	61.6
2025 Population by Race/Ethnicity			
Total	14,137	132,701	299,925
White Alone	58.2%	54.3%	50.9%
Black Alone	26.3%	33.2%	37.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.5%	6.7%	6.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.1%	2.0%	1.6%
Two or More Races	4.6%	3.5%	3.3%
Hispanic Origin	6.9%	6.7%	5.6%
Diversity Index	63.8	64.1	64.2
2010 Population by Relationship and Household Type			
Total	13,648	131,202	306,857
In Households	96.2%	93.3%	94.5%
In Family Households	70.3%	70.7%	74.3%
Householder	23.7%	23.2%	23.9%
Spouse	16.1%	15.3%	15.9%
Child	24.7%	26.4%	28.2%
Other relative	3.6%	3.7%	4.0%
Nonrelative	2.2%	2.1%	2.3%
In Nonfamily Households	25.9%	22.5%	20.2%
In Group Quarters	3.8%	6.7%	5.5%
Institutionalized Population	2.1%	2.4%	1.5%
Noninstitutionalized Population	1.7%	4.3%	3.9%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	10,008	89,225	208,065
Less than 9th Grade	2.0%	2.4%	2.3%
9th - 12th Grade, No Diploma	4.1%	4.2%	4.4%
High School Graduate	19.0%	20.3%	20.4%
GED/Alternative Credential	2.2%	2.9%	3.2%
Some College, No Degree	17.8%	18.9%	18.9%
Associate Degree	7.2%	6.7%	6.6%
Bachelor's Degree	25.3%	23.8%	23.5%
Graduate/Professional Degree	22.4%	20.8%	20.8%
2020 Population 15+ by Marital Status			
Total	11,713	112,256	255,377
Never Married	38.4%	42.7%	39.8%
Married	44.2%	41.4%	44.1%
Widowed	4.4%	5.5%	6.0%
Divorced	13.0%	10.4%	10.1%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,144	77,668	172,591
Population 16+ Employed	89.6%	89.3%	89.4%
Population 16+ Unemployment rate	10.4%	10.7%	10.6%
Population 16-24 Employed	9.8%	14.3%	12.3%
Population 16-24 Unemployment rate	18.3%	19.7%	19.8%
Population 25-54 Employed	65.8%	59.3%	60.1%
Population 25-54 Unemployment rate	9.8%	9.3%	9.5%
Population 55-64 Employed	15.0%	16.7%	17.8%
Population 55-64 Unemployment rate	8.8%	8.3%	8.8%
Population 65+ Employed	9.4%	9.7%	9.8%
Population 65+ Unemployment rate	8.1%	8.1%	7.7%
2020 Employed Population 16+ by Industry			
Total	7,297	69,369	154,323
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.7%	4.7%	4.9%
Manufacturing	4.8%	4.6%	5.0%
Wholesale Trade	2.0%	1.6%	1.6%
Retail Trade	9.0%	9.1%	8.5%
Transportation/Utilities	4.6%	4.8%	4.9%
Information	1.0%	1.5%	1.7%
Finance/Insurance/Real Estate	7.7%	7.1%	7.7%
Services	59.0%	59.2%	57.7%
Public Administration	6.3%	7.1%	7.8%
2020 Employed Population 16+ by Occupation			
Total	7,296	69,369	154,322
White Collar	69.0%	68.7%	70.1%
Management/Business/Financial	16.9%	15.1%	16.1%
Professional	30.5%	30.3%	31.0%
Sales	9.3%	9.0%	9.1%
Administrative Support	12.3%	14.4%	14.0%
Services	16.4%	18.1%	16.6%
Blue Collar	14.6%	13.3%	13.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.2%	3.6%	3.5%
Installation/Maintenance/Repair	4.0%	2.6%	2.3%
Production	1.6%	2.6%	2.7%
Transportation/Material Moving	4.8%	4.4%	4.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,924	52,989	121,564
Households with 1 Person	33.7%	32.4%	31.2%
Households with 2+ People	66.3%	67.6%	68.8%
Family Households	55.0%	57.5%	60.3%
Husband-wife Families	37.2%	37.8%	40.1%
With Related Children	15.0%	16.2%	17.1%
Other Family (No Spouse Present)	17.8%	19.7%	20.3%
Other Family with Male Householder	4.7%	4.6%	4.4%
With Related Children	2.2%	2.4%	2.3%
Other Family with Female Householder	13.1%	15.1%	15.8%
With Related Children	7.3%	9.1%	9.6%
Nonfamily Households	11.4%	10.1%	8.5%
All Households with Children	24.9%	28.0%	29.4%
Multigenerational Households	2.9%	3.6%	4.4%
Unmarried Partner Households	7.4%	6.7%	6.6%
Male-female	6.4%	5.8%	5.6%
Same-sex	0.9%	0.9%	1.1%
2010 Households by Size			
Total	5,925	52,990	121,567
1 Person Household	33.7%	32.4%	31.2%
2 Person Household	34.4%	32.8%	32.2%
3 Person Household	15.8%	16.5%	16.4%
4 Person Household	10.4%	11.3%	12.2%
5 Person Household	3.9%	4.4%	5.0%
6 Person Household	1.4%	1.7%	1.9%
7 + Person Household	0.5%	0.8%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	5,923	52,989	121,565
Owner Occupied	64.6%	61.0%	65.3%
Owned with a Mortgage/Loan	47.0%	44.9%	48.8%
Owned Free and Clear	17.6%	16.1%	16.6%
Renter Occupied	35.4%	39.0%	34.7%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	169	142	148
Percent of Income for Mortgage	13.0%	15.2%	14.2%
Wealth Index	98	107	123
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,315	56,700	130,425
Housing Units Inside Urbanized Area	100.0%	99.6%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	0.8%
2010 Population By Urban/ Rural Status			
Total Population	13,648	131,202	306,857
Population Inside Urbanized Area	100.0%	99.5%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	0.8%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

1101 Cromwell Bridge Rd, Towson, Maryland, 21286
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Bright Young Professionals	Family Foundations (12A)
3.	Set to Impress (11D)	College Towns (14B)	Pleasantville (2B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$13,303,273	\$121,080,024	\$289,815,619
Average Spent	\$2,246.04	\$2,275.64	\$2,426.27
Spending Potential Index	105	106	113
Education: Total \$	\$11,163,551	\$107,110,941	\$258,733,156
Average Spent	\$1,884.78	\$2,013.10	\$2,166.06
Spending Potential Index	105	113	121
Entertainment/Recreation: Total \$	\$19,430,153	\$178,335,780	\$431,982,878
Average Spent	\$3,280.46	\$3,351.74	\$3,616.46
Spending Potential Index	101	103	111
Food at Home: Total \$	\$32,342,982	\$296,144,310	\$713,192,072
Average Spent	\$5,460.57	\$5,565.89	\$5,970.68
Spending Potential Index	102	104	112
Food Away from Home: Total \$	\$23,226,225	\$210,507,837	\$504,535,322
Average Spent	\$3,921.36	\$3,956.39	\$4,223.86
Spending Potential Index	104	105	112
Health Care: Total \$	\$33,567,719	\$309,064,533	\$754,304,063
Average Spent	\$5,667.35	\$5,808.72	\$6,314.86
Spending Potential Index	99	101	110
HH Furnishings & Equipment: Total \$	\$13,203,769	\$120,296,486	\$290,831,308
Average Spent	\$2,229.24	\$2,260.91	\$2,434.77
Spending Potential Index	102	103	111
Personal Care Products & Services: Total \$	\$5,648,592	\$51,411,547	\$124,001,323
Average Spent	\$953.67	\$966.26	\$1,038.11
Spending Potential Index	104	105	113
Shelter: Total \$	\$121,696,569	\$1,121,907,705	\$2,701,427,697
Average Spent	\$20,546.44	\$21,085.72	\$22,615.74
Spending Potential Index	106	109	117
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,696,665	\$123,457,851	\$300,346,163
Average Spent	\$2,312.45	\$2,320.33	\$2,514.43
Spending Potential Index	99	99	107
Travel: Total \$	\$14,597,568	\$134,778,388	\$330,600,435
Average Spent	\$2,464.56	\$2,533.10	\$2,767.71
Spending Potential Index	102	105	115
Vehicle Maintenance & Repairs: Total \$	\$7,154,392	\$64,701,939	\$153,575,829
Average Spent	\$1,207.90	\$1,216.04	\$1,285.70
Spending Potential Index	104	105	111

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

1101 Cromwell Bridge Rd, Towson, Maryland, 21286
 Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Emerald City (8B)	20.8%	Population	13,701	14,138
Front Porches (8E)	13.9%	Households	5,923	6,123
Set to Impress (11D)	12.0%	Families	3,193	3,289
Parks and Rec (5C)	9.7%	Median Age	38.9	39.7
Enterprising Professionals (2D)	9.0%	Median Household Income	\$72,745	\$77,286
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,246.04	\$13,303,273
Men's		107	\$447.28	\$2,649,216
Women's		104	\$781.58	\$4,629,304
Children's		103	\$326.28	\$1,932,570
Footwear		107	\$511.86	\$3,031,736
Watches & Jewelry		102	\$119.04	\$705,092
Apparel Products and Services (1)		104	\$60.00	\$355,354
Computer				
Computers and Hardware for Home Use		107	\$174.19	\$1,031,725
Portable Memory		105	\$4.05	\$24,001
Computer Software		110	\$10.74	\$63,635
Computer Accessories		107	\$18.82	\$111,470
Entertainment & Recreation		101	\$3,280.46	\$19,430,153
Fees and Admissions		106	\$758.30	\$4,491,406
Membership Fees for Clubs (2)		106	\$254.92	\$1,509,863
Fees for Participant Sports, excl. Trips		104	\$102.39	\$606,461
Tickets to Theatre/Operas/Concerts		108	\$87.61	\$518,906
Tickets to Movies		108	\$62.23	\$368,604
Tickets to Parks or Museums		103	\$33.85	\$200,504
Admission to Sporting Events, excl. Trips		100	\$62.88	\$372,424
Fees for Recreational Lessons		106	\$153.46	\$908,952
Dating Services		119	\$0.96	\$5,691
TV/Video/Audio		101	\$1,179.77	\$6,987,783
Cable and Satellite Television Services		99	\$798.89	\$4,731,848
Televisions		104	\$111.90	\$662,775
Satellite Dishes		100	\$1.17	\$6,951
VCRs, Video Cameras, and DVD Players		105	\$5.46	\$32,316
Miscellaneous Video Equipment		99	\$24.76	\$146,649
Video Cassettes and DVDs		106	\$10.61	\$62,868
Video Game Hardware/Accessories		111	\$31.59	\$187,128
Video Game Software		114	\$18.74	\$111,013
Rental/Streaming/Downloaded Video		113	\$60.74	\$359,754
Installation of Televisions		97	\$1.05	\$6,208
Audio (3)		106	\$112.28	\$665,041
Rental and Repair of TV/Radio/Sound Equipment		106	\$2.57	\$15,231
Pets		96	\$664.03	\$3,933,053
Toys/Games/Crafts/Hobbies (4)		105	\$127.67	\$756,177
Recreational Vehicles and Fees (5)		89	\$138.93	\$822,904
Sports/Recreation/Exercise Equipment (6)		104	\$209.90	\$1,243,214
Photo Equipment and Supplies (7)		111	\$56.93	\$337,215
Reading (8)		104	\$111.82	\$662,318
Catered Affairs (9)		111	\$33.11	\$196,082
Food		103	\$9,381.94	\$55,569,207
Food at Home		102	\$5,460.57	\$32,342,982
Bakery and Cereal Products		102	\$705.71	\$4,179,943
Meats, Poultry, Fish, and Eggs		102	\$1,187.23	\$7,031,958
Dairy Products		102	\$561.68	\$3,326,821
Fruits and Vegetables		103	\$1,081.12	\$6,403,451
Snacks and Other Food at Home (10)		102	\$1,924.84	\$11,400,808
Food Away from Home		104	\$3,921.36	\$23,226,225
Alcoholic Beverages		106	\$660.34	\$3,911,205

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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$24,987.36	\$148,000,142
Value of Retirement Plans	99	\$94,382.78	\$559,029,192
Value of Other Financial Assets	95	\$7,812.96	\$46,276,137
Vehicle Loan Amount excluding Interest	102	\$2,982.82	\$17,667,270
Value of Credit Card Debt	103	\$2,681.78	\$15,884,179
Health			
Nonprescription Drugs	98	\$145.97	\$864,599
Prescription Drugs	95	\$331.79	\$1,965,190
Eyeglasses and Contact Lenses	98	\$92.03	\$545,098
Home			
Mortgage Payment and Basics (11)	95	\$9,995.06	\$59,200,767
Maintenance and Remodeling Services	96	\$2,474.69	\$14,657,609
Maintenance and Remodeling Materials (12)	90	\$494.13	\$2,926,760
Utilities, Fuel, and Public Services	100	\$4,882.35	\$28,918,176
Household Furnishings and Equipment			
Household Textiles (13)	104	\$105.76	\$626,429
Furniture	104	\$666.05	\$3,945,042
Rugs	103	\$36.16	\$214,159
Major Appliances (14)	97	\$348.41	\$2,063,610
Housewares (15)	99	\$96.15	\$569,472
Small Appliances	106	\$52.32	\$309,879
Luggage	110	\$16.16	\$95,714
Telephones and Accessories	104	\$92.09	\$545,458
Household Operations			
Child Care	107	\$550.78	\$3,262,242
Lawn and Garden (16)	94	\$458.61	\$2,716,334
Moving/Storage/Freight Express	117	\$70.27	\$416,184
Housekeeping Supplies (17)	100	\$776.66	\$4,600,158
Insurance			
Owners and Renters Insurance	92	\$548.38	\$3,248,066
Vehicle Insurance	102	\$1,842.20	\$10,911,358
Life/Other Insurance	95	\$515.00	\$3,050,349
Health Insurance	99	\$3,665.55	\$21,711,032
Personal Care Products (18)	104	\$517.19	\$3,063,326
School Books and Supplies (19)	105	\$154.88	\$917,340
Smoking Products	102	\$410.15	\$2,429,346
Transportation			
Payments on Vehicles excluding Leases	98	\$2,523.05	\$14,944,001
Gasoline and Motor Oil	100	\$2,376.55	\$14,076,335
Vehicle Maintenance and Repairs	104	\$1,207.90	\$7,154,392
Travel			
Airline Fares	105	\$630.75	\$3,735,910
Lodging on Trips	100	\$651.95	\$3,861,526
Auto/Truck Rental on Trips	107	\$30.77	\$182,238
Food and Drink on Trips	103	\$587.88	\$3,481,993

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	17.4%	Population	132,138	132,700
Bright Young Professionals (8C)	7.9%	Households	53,207	53,508
College Towns (14B)	7.2%	Families	29,990	29,913
Urban Chic (2A)	6.4%	Median Age	37.8	38.8
Pleasantville (2B)	5.8%	Median Household Income	\$69,529	\$72,771
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,275.64	\$121,080,024
Men's		108	\$452.68	\$24,085,672
Women's		106	\$797.53	\$42,434,240
Children's		102	\$325.05	\$17,294,904
Footwear		108	\$517.17	\$27,517,009
Watches & Jewelry		103	\$119.69	\$6,368,216
Apparel Products and Services (1)		110	\$63.53	\$3,379,982
Computer				
Computers and Hardware for Home Use		109	\$177.71	\$9,455,271
Portable Memory		107	\$4.15	\$220,990
Computer Software		112	\$10.85	\$577,141
Computer Accessories		109	\$19.16	\$1,019,231
Entertainment & Recreation		103	\$3,351.74	\$178,335,780
Fees and Admissions		108	\$776.73	\$41,327,631
Membership Fees for Clubs (2)		110	\$262.57	\$13,970,531
Fees for Participant Sports, excl. Trips		104	\$101.87	\$5,420,032
Tickets to Theatre/Operas/Concerts		113	\$91.54	\$4,870,349
Tickets to Movies		108	\$61.70	\$3,282,705
Tickets to Parks or Museums		104	\$34.10	\$1,814,393
Admission to Sporting Events, excl. Trips		103	\$64.38	\$3,425,482
Fees for Recreational Lessons		110	\$159.57	\$8,490,412
Dating Services		125	\$1.01	\$53,726
TV/Video/Audio		103	\$1,203.53	\$64,036,008
Cable and Satellite Television Services		102	\$826.72	\$43,987,208
Televisions		104	\$111.85	\$5,951,075
Satellite Dishes		98	\$1.15	\$61,238
VCRs, Video Cameras, and DVD Players		102	\$5.35	\$284,398
Miscellaneous Video Equipment		99	\$24.74	\$1,316,457
Video Cassettes and DVDs		103	\$10.34	\$550,396
Video Game Hardware/Accessories		109	\$30.95	\$1,647,016
Video Game Software		110	\$18.16	\$966,144
Rental/Streaming/Downloaded Video		108	\$58.32	\$3,103,248
Installation of Televisions		101	\$1.09	\$57,769
Audio (3)		105	\$112.15	\$5,967,275
Rental and Repair of TV/Radio/Sound Equipment		111	\$2.70	\$143,784
Pets		97	\$675.94	\$35,964,778
Toys/Games/Crafts/Hobbies (4)		104	\$126.93	\$6,753,420
Recreational Vehicles and Fees (5)		101	\$157.07	\$8,357,399
Sports/Recreation/Exercise Equipment (6)		101	\$205.63	\$10,940,881
Photo Equipment and Supplies (7)		111	\$56.60	\$3,011,452
Reading (8)		107	\$115.15	\$6,126,640
Catered Affairs (9)		114	\$34.16	\$1,817,573
Food		105	\$9,522.28	\$506,652,147
Food at Home		104	\$5,565.89	\$296,144,310
Bakery and Cereal Products		104	\$723.14	\$38,475,896
Meats, Poultry, Fish, and Eggs		104	\$1,217.66	\$64,788,032
Dairy Products		104	\$573.08	\$30,491,877
Fruits and Vegetables		106	\$1,105.55	\$58,823,063
Snacks and Other Food at Home (10)		103	\$1,946.46	\$103,565,441
Food Away from Home		105	\$3,956.39	\$210,507,837
Alcoholic Beverages		107	\$666.76	\$35,476,463

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	104	\$25,444.81	\$1,353,842,184
Value of Retirement Plans	103	\$97,983.30	\$5,213,397,535
Value of Other Financial Assets	102	\$8,337.50	\$443,613,425
Vehicle Loan Amount excluding Interest	100	\$2,933.37	\$156,075,827
Value of Credit Card Debt	104	\$2,711.60	\$144,276,231
Health			
Nonprescription Drugs	100	\$148.53	\$7,902,874
Prescription Drugs	98	\$342.18	\$18,206,389
Eyeglasses and Contact Lenses	101	\$94.54	\$5,030,009
Home			
Mortgage Payment and Basics (11)	99	\$10,415.07	\$554,154,430
Maintenance and Remodeling Services	100	\$2,579.12	\$137,227,181
Maintenance and Remodeling Materials (12)	93	\$511.93	\$27,238,197
Utilities, Fuel, and Public Services	102	\$4,994.01	\$265,716,341
Household Furnishings and Equipment			
Household Textiles (13)	106	\$107.39	\$5,713,888
Furniture	106	\$677.21	\$36,032,169
Rugs	104	\$36.48	\$1,940,735
Major Appliances (14)	99	\$355.94	\$18,938,483
Housewares (15)	101	\$97.80	\$5,203,907
Small Appliances	106	\$52.49	\$2,792,866
Luggage	110	\$16.20	\$861,848
Telephones and Accessories	108	\$95.23	\$5,066,652
Household Operations			
Child Care	106	\$544.48	\$28,970,182
Lawn and Garden (16)	98	\$478.59	\$25,464,446
Moving/Storage/Freight Express	113	\$68.00	\$3,618,271
Housekeeping Supplies (17)	102	\$790.18	\$42,042,908
Insurance			
Owners and Renters Insurance	94	\$565.62	\$30,094,761
Vehicle Insurance	103	\$1,860.57	\$98,995,561
Life/Other Insurance	99	\$537.35	\$28,590,926
Health Insurance	102	\$3,763.67	\$200,253,440
Personal Care Products (18)	104	\$518.57	\$27,591,501
School Books and Supplies (19)	107	\$157.30	\$8,369,423
Smoking Products	103	\$414.42	\$22,049,999
Transportation			
Payments on Vehicles excluding Leases	97	\$2,503.96	\$133,228,000
Gasoline and Motor Oil	101	\$2,388.37	\$127,077,903
Vehicle Maintenance and Repairs	105	\$1,216.04	\$64,701,939
Travel			
Airline Fares	108	\$648.88	\$34,524,775
Lodging on Trips	104	\$677.65	\$36,055,975
Auto/Truck Rental on Trips	108	\$31.14	\$1,656,670
Food and Drink on Trips	105	\$601.40	\$31,998,749

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	16.2%	Population	302,952	299,927
Family Foundations (12A)	8.8%	Households	119,449	118,120
Pleasantville (2B)	6.6%	Families	71,150	70,037
Bright Young Professionals (8C)	6.4%	Median Age	39.4	40.2
Urban Chic (2A)	5.5%	Median Household Income	\$74,002	\$77,442
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		113	\$2,426.27	\$289,815,619
Men's		115	\$480.37	\$57,380,030
Women's		114	\$858.64	\$102,563,110
Children's		108	\$342.87	\$40,955,945
Footwear		114	\$546.19	\$65,242,146
Watches & Jewelry		110	\$128.41	\$15,338,076
Apparel Products and Services (1)		121	\$69.79	\$8,336,312
Computer				
Computers and Hardware for Home Use		117	\$189.61	\$22,648,414
Portable Memory		114	\$4.43	\$529,566
Computer Software		117	\$11.43	\$1,365,503
Computer Accessories		117	\$20.57	\$2,457,188
Entertainment & Recreation		111	\$3,616.46	\$431,982,878
Fees and Admissions		118	\$844.61	\$100,887,499
Membership Fees for Clubs (2)		119	\$285.64	\$34,119,162
Fees for Participant Sports, excl. Trips		113	\$111.59	\$13,329,598
Tickets to Theatre/Operas/Concerts		123	\$99.44	\$11,878,306
Tickets to Movies		113	\$64.90	\$7,752,210
Tickets to Parks or Museums		111	\$36.65	\$4,377,473
Admission to Sporting Events, excl. Trips		113	\$70.65	\$8,439,362
Fees for Recreational Lessons		120	\$174.65	\$20,861,817
Dating Services		133	\$1.08	\$129,572
TV/Video/Audio		111	\$1,292.47	\$154,384,028
Cable and Satellite Television Services		111	\$896.53	\$107,089,815
Televisions		110	\$118.54	\$14,159,220
Satellite Dishes		107	\$1.25	\$149,283
VCRs, Video Cameras, and DVD Players		107	\$5.61	\$670,089
Miscellaneous Video Equipment		108	\$26.90	\$3,212,651
Video Cassettes and DVDs		109	\$10.85	\$1,296,187
Video Game Hardware/Accessories		111	\$31.46	\$3,757,918
Video Game Software		112	\$18.39	\$2,197,039
Rental/Streaming/Downloaded Video		111	\$59.97	\$7,162,795
Installation of Televisions		116	\$1.25	\$149,323
Audio (3)		112	\$118.87	\$14,198,538
Rental and Repair of TV/Radio/Sound Equipment		118	\$2.86	\$341,169
Pets		105	\$727.30	\$86,875,477
Toys/Games/Crafts/Hobbies (4)		110	\$133.92	\$15,996,939
Recreational Vehicles and Fees (5)		115	\$178.71	\$21,346,682
Sports/Recreation/Exercise Equipment (6)		108	\$218.95	\$26,153,581
Photo Equipment and Supplies (7)		116	\$59.30	\$7,083,759
Reading (8)		116	\$124.63	\$14,886,666
Catered Affairs (9)		122	\$36.57	\$4,368,247
Food		112	\$10,194.54	\$1,217,727,394
Food at Home		112	\$5,970.68	\$713,192,072
Bakery and Cereal Products		112	\$776.76	\$92,783,180
Meats, Poultry, Fish, and Eggs		112	\$1,310.46	\$156,533,719
Dairy Products		112	\$615.14	\$73,478,014
Fruits and Vegetables		114	\$1,188.63	\$141,980,923
Snacks and Other Food at Home (10)		110	\$2,079.68	\$248,416,236
Food Away from Home		112	\$4,223.86	\$504,535,322
Alcoholic Beverages		116	\$719.30	\$85,919,276

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	115	\$28,023.45	\$3,347,372,529
Value of Retirement Plans	115	\$109,322.47	\$13,058,459,624
Value of Other Financial Assets	117	\$9,571.04	\$1,143,250,671
Vehicle Loan Amount excluding Interest	107	\$3,118.22	\$372,468,023
Value of Credit Card Debt	113	\$2,929.79	\$349,960,452
Health			
Nonprescription Drugs	108	\$160.17	\$19,132,735
Prescription Drugs	107	\$373.20	\$44,578,230
Eyeglasses and Contact Lenses	109	\$102.41	\$12,232,179
Home			
Mortgage Payment and Basics (11)	112	\$11,702.64	\$1,397,869,088
Maintenance and Remodeling Services	113	\$2,900.07	\$346,410,122
Maintenance and Remodeling Materials (12)	104	\$571.63	\$68,280,337
Utilities, Fuel, and Public Services	110	\$5,371.15	\$641,578,680
Household Furnishings and Equipment			
Household Textiles (13)	113	\$114.79	\$13,711,956
Furniture	113	\$725.22	\$86,626,591
Rugs	112	\$39.26	\$4,689,240
Major Appliances (14)	108	\$388.96	\$46,460,849
Housewares (15)	109	\$105.58	\$12,611,045
Small Appliances	112	\$55.43	\$6,621,106
Luggage	118	\$17.29	\$2,064,914
Telephones and Accessories	117	\$103.53	\$12,366,954
Household Operations			
Child Care	114	\$586.24	\$70,026,092
Lawn and Garden (16)	109	\$534.63	\$63,861,116
Moving/Storage/Freight Express	116	\$69.67	\$8,321,633
Housekeeping Supplies (17)	110	\$852.14	\$101,786,818
Insurance			
Owners and Renters Insurance	105	\$627.95	\$75,008,271
Vehicle Insurance	110	\$1,978.49	\$236,328,297
Life/Other Insurance	110	\$595.43	\$71,123,766
Health Insurance	110	\$4,094.94	\$489,136,075
Personal Care Products (18)	110	\$550.94	\$65,809,075
School Books and Supplies (19)	112	\$165.05	\$19,714,591
Smoking Products	107	\$430.64	\$51,439,617
Transportation			
Payments on Vehicles excluding Leases	104	\$2,677.90	\$319,872,979
Gasoline and Motor Oil	107	\$2,540.55	\$303,465,930
Vehicle Maintenance and Repairs	111	\$1,285.70	\$153,575,829
Travel			
Airline Fares	118	\$707.80	\$84,546,392
Lodging on Trips	115	\$746.52	\$89,171,340
Auto/Truck Rental on Trips	117	\$33.83	\$4,041,034
Food and Drink on Trips	114	\$654.33	\$78,159,548

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1101 Cromwell Bridge Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40038
Longitude: -76.57226

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		721		5,718		10,836						
Total Employees:		7,368		71,112		123,287						
Total Residential Population:		13,701		132,138		302,952						
Employee/Residential Population Ratio (per 100 Residents)		54		54		41						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	18	2.5%	186	2.5%	68	1.2%	620	0.9%	126	1.2%	1,231	1.0%
Construction	31	4.3%	206	2.8%	245	4.3%	2,518	3.5%	525	4.8%	4,493	3.6%
Manufacturing	7	1.0%	43	0.6%	64	1.1%	831	1.2%	147	1.4%	1,950	1.6%
Transportation	9	1.2%	29	0.4%	64	1.1%	454	0.6%	144	1.3%	1,140	0.9%
Communication	6	0.8%	107	1.5%	41	0.7%	599	0.8%	92	0.8%	1,823	1.5%
Utility	1	0.1%	5	0.1%	9	0.2%	94	0.1%	14	0.1%	129	0.1%
Wholesale Trade	13	1.8%	86	1.2%	75	1.3%	662	0.9%	160	1.5%	1,390	1.1%
Retail Trade Summary	151	20.9%	2,232	30.3%	1,033	18.1%	16,427	23.1%	2,015	18.6%	27,277	22.1%
Home Improvement	3	0.4%	14	0.2%	23	0.4%	889	1.3%	58	0.5%	1,172	1.0%
General Merchandise Stores	9	1.2%	423	5.7%	39	0.7%	855	1.2%	78	0.7%	1,557	1.3%
Food Stores	19	2.6%	290	3.9%	100	1.7%	2,017	2.8%	210	1.9%	4,171	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	7	1.0%	44	0.6%	79	1.4%	2,282	3.2%	168	1.6%	3,343	2.7%
Apparel & Accessory Stores	5	0.7%	45	0.6%	116	2.0%	1,408	2.0%	170	1.6%	1,686	1.4%
Furniture & Home Furnishings	24	3.3%	258	3.5%	72	1.3%	708	1.0%	161	1.5%	1,450	1.2%
Eating & Drinking Places	44	6.1%	764	10.4%	325	5.7%	5,917	8.3%	605	5.6%	9,563	7.8%
Miscellaneous Retail	39	5.4%	393	5.3%	279	4.9%	2,352	3.3%	564	5.2%	4,334	3.5%
Finance, Insurance, Real Estate Summary	94	13.0%	591	8.0%	710	12.4%	4,863	6.8%	1,310	12.1%	9,619	7.8%
Banks, Savings & Lending Institutions	20	2.8%	148	2.0%	110	1.9%	875	1.2%	202	1.9%	1,578	1.3%
Securities Brokers	18	2.5%	90	1.2%	135	2.4%	909	1.3%	225	2.1%	1,585	1.3%
Insurance Carriers & Agents	26	3.6%	194	2.6%	163	2.9%	1,114	1.6%	268	2.5%	1,896	1.5%
Real Estate, Holding, Other Investment Offices	31	4.3%	160	2.2%	302	5.3%	1,965	2.8%	615	5.7%	4,559	3.7%
Services Summary	337	46.7%	3,832	52.0%	2,641	46.2%	40,203	56.5%	4,901	45.2%	67,717	54.9%
Hotels & Lodging	5	0.7%	75	1.0%	14	0.2%	422	0.6%	26	0.2%	746	0.6%
Automotive Services	33	4.6%	154	2.1%	134	2.3%	836	1.2%	265	2.4%	1,780	1.4%
Motion Pictures & Amusements	30	4.2%	224	3.0%	143	2.5%	1,212	1.7%	308	2.8%	2,675	2.2%
Health Services	60	8.3%	901	12.2%	572	10.0%	14,460	20.3%	960	8.9%	22,917	18.6%
Legal Services	21	2.9%	117	1.6%	311	5.4%	2,050	2.9%	375	3.5%	2,909	2.4%
Education Institutions & Libraries	16	2.2%	647	8.8%	105	1.8%	3,931	5.5%	232	2.1%	8,842	7.2%
Other Services	171	23.7%	1,713	23.2%	1,362	23.8%	17,292	24.3%	2,736	25.2%	27,849	22.6%
Government	2	0.3%	39	0.5%	108	1.9%	3,639	5.1%	129	1.2%	5,840	4.7%
Unclassified Establishments	52	7.2%	12	0.2%	661	11.6%	202	0.3%	1,274	11.8%	681	0.6%
Totals	721	100.0%	7,368	100.0%	5,718	100.0%	71,112	100.0%	10,836	100.0%	123,287	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	4	0.1%	12	0.2%	34	0.0%	16	0.1%	43	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	3	0.0%	1	0.0%	4	0.0%
Construction	35	4.9%	291	3.9%	262	4.6%	2,763	3.9%	569	5.3%	4,980	4.0%
Manufacturing	9	1.2%	60	0.8%	71	1.2%	851	1.2%	168	1.6%	2,113	1.7%
Wholesale Trade	12	1.7%	85	1.2%	69	1.2%	640	0.9%	147	1.4%	1,335	1.1%
Retail Trade	99	13.7%	1,411	19.2%	681	11.9%	10,228	14.4%	1,358	12.5%	17,195	13.9%
Motor Vehicle & Parts Dealers	6	0.8%	43	0.6%	56	1.0%	2,182	3.1%	118	1.1%	3,119	2.5%
Furniture & Home Furnishings Stores	11	1.5%	178	2.4%	35	0.6%	341	0.5%	85	0.8%	705	0.6%
Electronics & Appliance Stores	7	1.0%	33	0.4%	30	0.5%	279	0.4%	60	0.6%	641	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.4%	14	0.2%	23	0.4%	889	1.3%	58	0.5%	1,172	1.0%
Food & Beverage Stores	17	2.4%	297	4.0%	89	1.6%	1,915	2.7%	206	1.9%	3,984	3.2%
Health & Personal Care Stores	12	1.7%	95	1.3%	88	1.5%	695	1.0%	158	1.5%	1,283	1.0%
Gasoline Stations	0	0.0%	1	0.0%	23	0.4%	99	0.1%	50	0.5%	224	0.2%
Clothing & Clothing Accessories Stores	7	1.0%	75	1.0%	139	2.4%	1,609	2.3%	202	1.9%	2,074	1.7%
Sport Goods, Hobby, Book, & Music Stores	10	1.4%	122	1.7%	38	0.7%	543	0.8%	89	0.8%	905	0.7%
General Merchandise Stores	9	1.2%	423	5.7%	39	0.7%	855	1.2%	78	0.7%	1,557	1.3%
Miscellaneous Store Retailers	13	1.8%	127	1.7%	90	1.6%	796	1.1%	187	1.7%	1,441	1.2%
Nonstore Retailers	3	0.4%	0	0.0%	31	0.5%	23	0.0%	66	0.6%	91	0.1%
Transportation & Warehousing	9	1.2%	35	0.5%	53	0.9%	346	0.5%	122	1.1%	1,002	0.8%
Information	15	2.1%	190	2.6%	93	1.6%	1,570	2.2%	196	1.8%	3,249	2.6%
Finance & Insurance	63	8.7%	431	5.8%	415	7.3%	2,931	4.1%	711	6.6%	5,149	4.2%
Central Bank/Credit Intermediation & Related Activities	20	2.8%	148	2.0%	111	1.9%	877	1.2%	204	1.9%	1,577	1.3%
Securities, Commodity Contracts & Other Financial	18	2.5%	90	1.2%	140	2.4%	940	1.3%	239	2.2%	1,676	1.4%
Insurance Carriers & Related Activities; Funds, Trusts &	26	3.6%	194	2.6%	163	2.9%	1,114	1.6%	268	2.5%	1,896	1.5%
Real Estate, Rental & Leasing	38	5.3%	276	3.7%	310	5.4%	1,953	2.7%	619	5.7%	4,252	3.4%
Professional, Scientific & Tech Services	88	12.2%	820	11.1%	778	13.6%	10,309	14.5%	1,250	11.5%	14,213	11.5%
Legal Services	23	3.2%	125	1.7%	338	5.9%	2,214	3.1%	417	3.8%	3,148	2.6%
Management of Companies & Enterprises	2	0.3%	14	0.2%	16	0.3%	121	0.2%	36	0.3%	328	0.3%
Administrative & Support & Waste Management & Remediation	28	3.9%	224	3.0%	206	3.6%	1,554	2.2%	398	3.7%	2,812	2.3%
Educational Services	24	3.3%	673	9.1%	138	2.4%	3,782	5.3%	289	2.7%	8,786	7.1%
Health Care & Social Assistance	79	11.0%	1,222	16.6%	762	13.3%	17,953	25.2%	1,340	12.4%	29,013	23.5%
Arts, Entertainment & Recreation	18	2.5%	193	2.6%	89	1.6%	1,068	1.5%	209	1.9%	2,392	1.9%
Accommodation & Food Services	54	7.5%	876	11.9%	355	6.2%	6,515	9.2%	660	6.1%	10,594	8.6%
Accommodation	5	0.7%	75	1.0%	14	0.2%	422	0.6%	26	0.2%	746	0.6%
Food Services & Drinking Places	48	6.7%	801	10.9%	342	6.0%	6,093	8.6%	634	5.9%	9,847	8.0%
Other Services (except Public Administration)	93	12.9%	512	6.9%	639	11.2%	4,651	6.5%	1,343	12.4%	9,311	7.6%
Automotive Repair & Maintenance	26	3.6%	116	1.6%	94	1.6%	601	0.8%	191	1.8%	1,354	1.1%
Public Administration	2	0.3%	39	0.5%	108	1.9%	3,639	5.1%	129	1.2%	5,840	4.7%
Unclassified Establishments	52	7.2%	12	0.2%	661	11.6%	202	0.3%	1,273	11.7%	674	0.5%
Total	721	100.0%	7,368	100.0%	5,718	100.0%	71,112	100.0%	10,836	100.0%	123,287	100.0%

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