

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,789	22,732	98,776
2010 Total Population	4,537	29,586	111,452
2017 Total Population	5,115	31,918	117,355
2017 Group Quarters	12	28	388
2022 Total Population	5,464	33,426	121,238
2017-2022 Annual Rate	1.33%	0.93%	0.65%
2017 Total Daytime Population	3,544	26,309	98,753
Workers	1,010	10,687	43,345
Residents	2,534	15,622	55,408
<b>Household Summary</b>			
2000 Households	656	9,024	39,045
2000 Average Household Size	2.73	2.52	2.51
2010 Households	1,385	11,535	44,318
2010 Average Household Size	3.27	2.56	2.51
2017 Households	1,513	12,159	45,803
2017 Average Household Size	3.37	2.62	2.55
2022 Households	1,605	12,631	47,029
2022 Average Household Size	3.40	2.64	2.57
2017-2022 Annual Rate	1.19%	0.76%	0.53%
2010 Families	1,148	8,238	29,950
2010 Average Family Size	3.61	3.04	3.03
2017 Families	1,243	8,632	30,719
2017 Average Family Size	3.75	3.12	3.09
2022 Families	1,313	8,942	31,427
2022 Average Family Size	3.78	3.15	3.11
2017-2022 Annual Rate	1.10%	0.71%	0.46%
<b>Housing Unit Summary</b>			
2000 Housing Units	683	9,337	40,541
Owner Occupied Housing Units	85.2%	78.5%	68.4%
Renter Occupied Housing Units	10.8%	18.2%	27.9%
Vacant Housing Units	4.0%	3.4%	3.7%
2010 Housing Units	1,436	12,061	46,268
Owner Occupied Housing Units	88.7%	80.1%	68.8%
Renter Occupied Housing Units	7.7%	15.5%	27.0%
Vacant Housing Units	3.6%	4.4%	4.2%
2017 Housing Units	1,563	12,627	47,880
Owner Occupied Housing Units	87.6%	79.4%	67.1%
Renter Occupied Housing Units	9.2%	16.9%	28.6%
Vacant Housing Units	3.2%	3.7%	4.3%
2022 Housing Units	1,658	13,132	49,395
Owner Occupied Housing Units	87.4%	79.5%	67.0%
Renter Occupied Housing Units	9.4%	16.7%	28.2%
Vacant Housing Units	3.2%	3.8%	4.8%
<b>Median Household Income</b>			
2017	\$106,660	\$85,606	\$72,571
2022	\$118,771	\$93,752	\$78,171
<b>Median Home Value</b>			
2017	\$459,925	\$324,697	\$273,001
2022	\$473,825	\$354,332	\$297,072
<b>Per Capita Income</b>			
2017	\$39,005	\$39,530	\$34,645
2022	\$44,399	\$44,255	\$38,670
<b>Median Age</b>			
2010	37.1	41.4	39.4
2017	37.9	42.6	40.6
2022	37.6	42.8	41.0

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

	1 mile	3 miles	5 miles
<b>2017 Households by Income</b>			
Household Income Base	1,513	12,159	45,803
<\$15,000	6.3%	5.4%	6.1%
\$15,000 - \$24,999	4.6%	5.1%	6.5%
\$25,000 - \$34,999	3.2%	5.4%	7.5%
\$35,000 - \$49,999	8.1%	9.9%	11.7%
\$50,000 - \$74,999	12.8%	16.6%	19.5%
\$75,000 - \$99,999	11.3%	15.1%	15.1%
\$100,000 - \$149,999	19.4%	20.9%	19.0%
\$150,000 - \$199,999	17.9%	12.3%	8.8%
\$200,000+	16.4%	9.2%	5.7%
Average Household Income	\$126,170	\$103,799	\$88,434
<b>2022 Households by Income</b>			
Household Income Base	1,605	12,631	47,029
<\$15,000	5.9%	5.3%	6.2%
\$15,000 - \$24,999	4.0%	4.7%	6.3%
\$25,000 - \$34,999	2.7%	4.9%	6.9%
\$35,000 - \$49,999	6.5%	8.6%	10.3%
\$50,000 - \$74,999	11.5%	15.1%	17.9%
\$75,000 - \$99,999	10.3%	14.2%	14.5%
\$100,000 - \$149,999	19.0%	21.8%	20.5%
\$150,000 - \$199,999	19.9%	14.2%	10.4%
\$200,000+	20.0%	11.1%	7.0%
Average Household Income	\$144,775	\$117,129	\$99,364
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,369	10,021	32,127
<\$50,000	3.9%	1.7%	3.3%
\$50,000 - \$99,999	0.4%	1.0%	2.1%
\$100,000 - \$149,999	0.4%	2.2%	4.5%
\$150,000 - \$199,999	3.0%	8.7%	12.9%
\$200,000 - \$249,999	3.8%	15.5%	19.6%
\$250,000 - \$299,999	5.1%	14.5%	16.6%
\$300,000 - \$399,999	15.9%	25.6%	21.9%
\$400,000 - \$499,999	29.1%	15.4%	10.2%
\$500,000 - \$749,999	37.0%	13.2%	7.3%
\$750,000 - \$999,999	0.5%	1.4%	1.1%
\$1,000,000 +	0.7%	0.7%	0.6%
Average Home Value	\$461,906	\$356,675	\$304,886
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,449	10,440	33,090
<\$50,000	1.1%	0.6%	2.2%
\$50,000 - \$99,999	0.1%	0.5%	1.4%
\$100,000 - \$149,999	0.2%	1.7%	3.9%
\$150,000 - \$199,999	2.0%	6.8%	11.1%
\$200,000 - \$249,999	2.6%	12.3%	16.7%
\$250,000 - \$299,999	4.0%	12.8%	15.5%
\$300,000 - \$399,999	16.1%	28.0%	25.1%
\$400,000 - \$499,999	32.3%	19.2%	13.0%
\$500,000 - \$749,999	40.0%	15.4%	9.0%
\$750,000 - \$999,999	0.6%	1.8%	1.4%
\$1,000,000 +	0.9%	0.8%	0.7%
Average Home Value	\$489,582	\$384,250	\$329,284

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	4,536	29,583	111,453
0 - 4	8.8%	6.0%	6.3%
5 - 9	8.7%	6.1%	5.9%
10 - 14	7.8%	6.4%	6.0%
15 - 24	10.4%	11.0%	12.1%
25 - 34	10.0%	11.3%	13.8%
35 - 44	19.2%	14.6%	13.4%
45 - 54	16.2%	16.3%	15.7%
55 - 64	9.0%	13.3%	12.5%
65 - 74	5.0%	7.7%	6.8%
75 - 84	3.7%	5.5%	5.0%
85 +	1.2%	1.8%	2.5%
18 +	71.1%	77.6%	77.9%
<b>2017 Population by Age</b>			
Total	5,115	31,918	117,355
0 - 4	7.7%	5.4%	5.7%
5 - 9	8.6%	6.1%	5.9%
10 - 14	8.4%	6.4%	5.9%
15 - 24	10.8%	10.5%	11.0%
25 - 34	10.0%	11.5%	14.0%
35 - 44	16.1%	13.4%	13.1%
45 - 54	15.2%	14.6%	13.2%
55 - 64	11.8%	14.3%	13.7%
65 - 74	6.1%	10.2%	9.6%
75 - 84	3.7%	5.3%	5.1%
85 +	1.6%	2.4%	2.9%
18 +	71.4%	78.7%	79.3%
<b>2022 Population by Age</b>			
Total	5,466	33,425	121,238
0 - 4	7.5%	5.4%	5.7%
5 - 9	8.1%	5.7%	5.6%
10 - 14	8.3%	6.2%	5.8%
15 - 24	11.3%	10.2%	10.3%
25 - 34	11.5%	12.1%	14.0%
35 - 44	14.2%	13.3%	13.9%
45 - 54	14.5%	13.5%	12.1%
55 - 64	12.2%	14.1%	13.1%
65 - 74	7.2%	11.2%	10.9%
75 - 84	3.6%	5.9%	5.8%
85 +	1.6%	2.4%	2.7%
18 +	71.8%	79.2%	79.6%
<b>2010 Population by Sex</b>			
Males	2,237	14,215	53,040
Females	2,300	15,371	58,412
<b>2017 Population by Sex</b>			
Males	2,513	15,396	55,958
Females	2,602	16,522	61,397
<b>2022 Population by Sex</b>			
Males	2,687	16,198	57,998
Females	2,778	17,227	63,239

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	4,537	29,587	111,454
White Alone	72.8%	81.6%	75.9%
Black Alone	9.4%	7.8%	14.0%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	14.9%	8.0%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	1.1%
Two or More Races	2.0%	1.8%	2.3%
Hispanic Origin	2.7%	2.6%	3.6%
Diversity Index	46.9	35.6	44.2
<b>2017 Population by Race/Ethnicity</b>			
Total	5,116	31,919	117,356
White Alone	65.6%	76.2%	70.6%
Black Alone	11.7%	9.7%	16.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	19.0%	10.6%	8.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	1.4%
Two or More Races	2.6%	2.4%	2.9%
Hispanic Origin	3.8%	3.8%	5.0%
Diversity Index	55.5	44.2	51.9
<b>2022 Population by Race/Ethnicity</b>			
Total	5,465	33,426	121,237
White Alone	60.1%	71.7%	66.3%
Black Alone	13.4%	11.2%	18.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	22.1%	12.8%	9.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.0%	1.8%
Two or More Races	3.0%	3.0%	3.4%
Hispanic Origin	4.8%	4.9%	6.3%
Diversity Index	61.1	50.7	57.4
<b>2010 Population by Relationship and Household Type</b>			
Total	4,537	29,586	111,452
In Households	99.8%	99.9%	99.7%
In Family Households	92.9%	86.5%	83.6%
Householder	26.4%	27.8%	26.9%
Spouse	22.8%	22.5%	20.0%
Child	37.2%	30.5%	30.2%
Other relative	5.0%	4.0%	4.2%
Nonrelative	1.5%	1.7%	2.3%
In Nonfamily Households	6.8%	13.4%	16.0%
In Group Quarters	0.2%	0.1%	0.3%
Institutionalized Population	0.0%	0.0%	0.2%
Noninstitutionalized Population	0.2%	0.1%	0.2%

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

	1 mile	3 miles	5 miles
<b>2017 Population 25+ by Educational Attainment</b>			
Total	3,294	22,869	84,018
Less than 9th Grade	2.0%	2.3%	3.4%
9th - 12th Grade, No Diploma	3.2%	3.9%	5.2%
High School Graduate	18.3%	25.0%	25.3%
GED/Alternative Credential	3.2%	3.7%	4.0%
Some College, No Degree	21.4%	20.0%	20.1%
Associate Degree	6.6%	7.7%	7.8%
Bachelor's Degree	24.8%	21.8%	20.8%
Graduate/Professional Degree	20.5%	15.6%	13.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	3,847	26,207	96,870
Never Married	21.3%	25.6%	29.6%
Married	69.6%	58.7%	53.3%
Widowed	2.8%	6.7%	7.1%
Divorced	6.4%	8.9%	10.1%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.7%	96.3%	95.8%
Civilian Unemployed (Unemployment Rate)	2.4%	3.7%	4.2%
<b>2017 Employed Population 16+ by Industry</b>			
Total	2,614	16,588	63,082
Agriculture/Mining	0.4%	0.5%	0.3%
Construction	5.3%	6.4%	6.9%
Manufacturing	7.1%	7.4%	6.2%
Wholesale Trade	2.8%	2.0%	2.2%
Retail Trade	8.0%	8.9%	11.0%
Transportation/Utilities	3.4%	4.1%	5.3%
Information	1.9%	1.6%	1.6%
Finance/Insurance/Real Estate	9.0%	7.2%	7.2%
Services	55.1%	54.9%	52.0%
Public Administration	7.1%	7.0%	7.4%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	2,613	16,590	63,080
White Collar	78.5%	71.1%	66.1%
Management/Business/Financial	25.4%	19.4%	15.9%
Professional	35.9%	29.5%	25.3%
Sales	7.3%	8.4%	9.7%
Administrative Support	9.9%	13.8%	15.3%
Services	9.0%	12.9%	15.6%
Blue Collar	12.5%	16.0%	18.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	2.8%	4.1%	4.4%
Installation/Maintenance/Repair	3.2%	3.3%	4.0%
Production	2.8%	3.9%	3.8%
Transportation/Material Moving	3.7%	4.7%	6.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,537	29,586	111,452
Population Inside Urbanized Area	95.3%	94.6%	96.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.7%	5.4%	3.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,385	11,535	44,318
Households with 1 Person	13.7%	23.4%	26.1%
Households with 2+ People	86.3%	76.6%	73.9%
Family Households	82.9%	71.4%	67.6%
Husband-wife Families	71.6%	57.9%	50.3%
With Related Children	43.0%	25.5%	21.3%
Other Family (No Spouse Present)	11.3%	13.5%	17.3%
Other Family with Male Householder	4.2%	4.0%	4.7%
With Related Children	2.3%	2.2%	2.7%
Other Family with Female Householder	7.1%	9.5%	12.5%
With Related Children	4.3%	5.3%	7.7%
Nonfamily Households	3.4%	5.2%	6.3%
All Households with Children	49.7%	33.2%	32.1%
Multigenerational Households	8.0%	4.6%	4.6%
Unmarried Partner Households	4.7%	5.5%	6.9%
Male-female	3.9%	4.8%	6.2%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,385	11,534	44,319
1 Person Household	13.7%	23.4%	26.1%
2 Person Household	24.8%	34.5%	33.5%
3 Person Household	21.3%	17.4%	17.7%
4 Person Household	23.8%	15.6%	14.1%
5 Person Household	11.0%	6.0%	5.5%
6 Person Household	3.2%	2.0%	1.9%
7 + Person Household	2.2%	1.0%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,385	11,535	44,318
Owner Occupied	92.0%	83.8%	71.8%
Owned with a Mortgage/Loan	75.0%	61.5%	53.7%
Owned Free and Clear	16.9%	22.2%	18.1%
Renter Occupied	8.0%	16.2%	28.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,436	12,061	46,268
Housing Units Inside Urbanized Area	93.4%	94.6%	96.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	6.6%	5.4%	3.7%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
<b>2.</b>	Boomburbs (1C)	Savvy Suburbanites (1D)	Enterprising Professionals
<b>3.</b>	Top Tier (1A)	Enterprising Professionals	Bright Young Professionals
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,035,287	\$33,243,937	\$108,318,283
Average Spent	\$3,328.02	\$2,734.10	\$2,364.87
Spending Potential Index	154	127	109
Education: Total \$	\$3,935,019	\$25,435,459	\$76,536,210
Average Spent	\$2,600.81	\$2,091.90	\$1,670.99
Spending Potential Index	179	144	115
Entertainment/Recreation: Total \$	\$7,160,191	\$47,675,747	\$154,530,515
Average Spent	\$4,732.45	\$3,921.03	\$3,373.81
Spending Potential Index	152	126	108
Food at Home: Total \$	\$10,690,088	\$73,089,015	\$243,472,814
Average Spent	\$7,065.49	\$6,011.10	\$5,315.65
Spending Potential Index	140	119	106
Food Away from Home: Total \$	\$7,406,123	\$49,912,248	\$165,835,037
Average Spent	\$4,894.99	\$4,104.96	\$3,620.62
Spending Potential Index	147	123	109
Health Care: Total \$	\$12,372,887	\$83,844,220	\$272,974,412
Average Spent	\$8,177.72	\$6,895.65	\$5,959.75
Spending Potential Index	146	123	107
HH Furnishings & Equipment: Total \$	\$4,400,117	\$29,437,531	\$96,488,675
Average Spent	\$2,908.21	\$2,421.05	\$2,106.60
Spending Potential Index	150	125	108
Personal Care Products & Services: Total \$	\$1,814,040	\$12,195,509	\$39,963,217
Average Spent	\$1,198.97	\$1,003.00	\$872.50
Spending Potential Index	151	126	110
Shelter: Total \$	\$38,133,050	\$253,344,602	\$821,862,847
Average Spent	\$25,203.60	\$20,835.97	\$17,943.43
Spending Potential Index	155	128	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,421,779	\$36,279,017	\$117,654,427
Average Spent	\$3,583.46	\$2,983.72	\$2,568.71
Spending Potential Index	153	127	110
Travel: Total \$	\$5,284,332	\$34,205,522	\$107,097,567
Average Spent	\$3,492.62	\$2,813.19	\$2,338.22
Spending Potential Index	169	136	113
Vehicle Maintenance & Repairs: Total \$	\$2,369,441	\$16,024,727	\$52,549,597
Average Spent	\$1,566.05	\$1,317.93	\$1,147.30
Spending Potential Index	146	123	107

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Pleasantville (2B)	65.9%	Population	5,115	5,464
Boomburbs (1C)	34.1%	Households	1,513	1,605
Top Tier (1A)	0.0%	Families	1,243	1,313
Professional Pride (1B)	0.0%	Median Age	37.9	37.6
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$106,660	\$118,771
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		154	\$3,328.02	\$5,035,287
Men's		154	\$651.88	\$986,293
Women's		155	\$1,147.81	\$1,736,631
Children's		145	\$485.14	\$734,024
Footwear		152	\$702.94	\$1,063,548
Watches & Jewelry		173	\$204.93	\$310,058
Apparel Products and Services (1)		166	\$135.32	\$204,733
<b>Computer</b>				
Computers and Hardware for Home Use		155	\$267.73	\$405,080
Portable Memory		142	\$7.54	\$11,403
Computer Software		161	\$18.57	\$28,099
Computer Accessories		156	\$28.12	\$42,542
<b>Entertainment &amp; Recreation</b>		152	\$4,732.45	\$7,160,191
Fees and Admissions		181	\$1,151.73	\$1,742,572
Membership Fees for Clubs (2)		183	\$385.46	\$583,207
Fees for Participant Sports, excl. Trips		170	\$168.96	\$255,639
Tickets to Theatre/Operas/Concerts		181	\$107.52	\$162,678
Tickets to Movies/Museums/Parks		163	\$125.51	\$189,897
Admission to Sporting Events, excl. Trips		167	\$93.26	\$141,109
Fees for Recreational Lessons		203	\$269.96	\$408,451
Dating Services		130	\$1.05	\$1,591
TV/Video/Audio		139	\$1,781.80	\$2,695,867
Cable and Satellite Television Services		135	\$1,284.29	\$1,943,130
Televisions		152	\$181.47	\$274,570
Satellite Dishes		154	\$2.24	\$3,386
VCRs, Video Cameras, and DVD Players		141	\$9.21	\$13,935
Miscellaneous Video Equipment		164	\$15.75	\$23,830
Video Cassettes and DVDs		137	\$20.96	\$31,707
Video Game Hardware/Accessories		136	\$39.64	\$59,977
Video Game Software		125	\$19.31	\$29,215
Streaming/Downloaded Video		144	\$36.79	\$55,658
Rental of Video Cassettes and DVDs		139	\$21.26	\$32,167
Installation of Televisions		189	\$1.68	\$2,549
Audio (3)		161	\$143.74	\$217,486
Rental and Repair of TV/Radio/Sound Equipment		135	\$5.46	\$8,255
Pets		143	\$849.85	\$1,285,823
Toys/Games/Crafts/Hobbies (4)		147	\$178.42	\$269,957
Recreational Vehicles and Fees (5)		163	\$166.29	\$251,592
Sports/Recreation/Exercise Equipment (6)		158	\$270.76	\$409,655
Photo Equipment and Supplies (7)		162	\$89.72	\$135,753
Reading (8)		152	\$190.01	\$287,478
Catered Affairs (9)		177	\$53.86	\$81,494
<b>Food</b>		143	\$11,960.48	\$18,096,211
Food at Home		140	\$7,065.49	\$10,690,088
Bakery and Cereal Products		141	\$935.54	\$1,415,468
Meats, Poultry, Fish, and Eggs		137	\$1,567.35	\$2,371,407
Dairy Products		141	\$753.91	\$1,140,667
Fruits and Vegetables		145	\$1,418.09	\$2,145,574
Snacks and Other Food at Home (10)		139	\$2,390.60	\$3,616,973
Food Away from Home		147	\$4,894.99	\$7,406,123
Alcoholic Beverages		156	\$868.46	\$1,313,975

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	169	\$10,501.70	\$15,889,068
Value of Retirement Plans	174	\$42,220.39	\$63,879,448
Value of Other Financial Assets	127	\$1,644.98	\$2,488,849
Vehicle Loan Amount excluding Interest	131	\$3,575.51	\$5,409,740
Value of Credit Card Debt	161	\$940.13	\$1,422,414
<b>Health</b>			
Nonprescription Drugs	139	\$177.26	\$268,200
Prescription Drugs	133	\$515.84	\$780,465
Eyeglasses and Contact Lenses	147	\$139.14	\$210,518
<b>Home</b>			
Mortgage Payment and Basics (11)	182	\$15,647.22	\$23,674,249
Maintenance and Remodeling Services	175	\$3,391.12	\$5,130,770
Maintenance and Remodeling Materials (12)	168	\$678.95	\$1,027,251
Utilities, Fuel, and Public Services	141	\$7,124.42	\$10,779,243
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	155	\$148.36	\$224,462
Furniture	149	\$855.90	\$1,294,980
Rugs	177	\$41.09	\$62,171
Major Appliances (14)	147	\$470.83	\$712,365
Housewares (15)	143	\$135.31	\$204,725
Small Appliances	149	\$71.99	\$108,928
Luggage	174	\$20.63	\$31,212
Telephones and Accessories	136	\$93.86	\$142,009
<b>Household Operations</b>			
Child Care	178	\$852.91	\$1,290,459
Lawn and Garden (16)	153	\$639.54	\$967,628
Moving/Storage/Freight Express	145	\$92.90	\$140,561
Housekeeping Supplies (17)	140	\$994.98	\$1,505,407
<b>Insurance</b>			
Owners and Renters Insurance	149	\$772.47	\$1,168,748
Vehicle Insurance	144	\$1,692.58	\$2,560,876
Life/Other Insurance	171	\$731.15	\$1,106,227
Health Insurance	148	\$5,398.74	\$8,168,298
Personal Care Products (18)	146	\$688.59	\$1,041,838
School Books and Supplies (19)	151	\$233.46	\$353,226
Smoking Products	107	\$446.51	\$675,569
<b>Transportation</b>			
Payments on Vehicles excluding Leases	139	\$3,113.63	\$4,710,927
Gasoline and Motor Oil	137	\$3,798.66	\$5,747,371
Vehicle Maintenance and Repairs	146	\$1,566.05	\$2,369,441
<b>Travel</b>			
Airline Fares	177	\$902.21	\$1,365,050
Lodging on Trips	168	\$880.15	\$1,331,674
Auto/Truck Rental on Trips	165	\$43.40	\$65,669
Food and Drink on Trips	165	\$815.84	\$1,234,370

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Pleasantville (2B)	38.2%	Population	31,918	33,426
Savvy Suburbanites (1D)	16.0%	Households	12,159	12,631
Enterprising Professionals (2D)	10.4%	Families	8,632	8,942
Old and Newcomers (8F)	6.4%	Median Age	42.6	42.8
Bright Young Professionals (8C)	6.0%	Median Household Income	\$85,606	\$93,752
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		127	\$2,734.10	\$33,243,937
Men's		128	\$540.40	\$6,570,702
Women's		128	\$948.59	\$11,533,880
Children's		118	\$395.93	\$4,814,138
Footwear		125	\$578.08	\$7,028,837
Watches & Jewelry		139	\$164.62	\$2,001,604
Apparel Products and Services (1)		130	\$106.49	\$1,294,775
<b>Computer</b>				
Computers and Hardware for Home Use		128	\$221.71	\$2,695,715
Portable Memory		120	\$6.36	\$77,390
Computer Software		132	\$15.26	\$185,586
Computer Accessories		129	\$23.33	\$283,647
<b>Entertainment &amp; Recreation</b>		126	\$3,921.03	\$47,675,747
Fees and Admissions		142	\$903.32	\$10,983,479
Membership Fees for Clubs (2)		145	\$305.18	\$3,710,726
Fees for Participant Sports, excl. Trips		137	\$135.79	\$1,651,012
Tickets to Theatre/Operas/Concerts		145	\$86.31	\$1,049,385
Tickets to Movies/Museums/Parks		130	\$100.41	\$1,220,831
Admission to Sporting Events, excl. Trips		137	\$76.42	\$929,199
Fees for Recreational Lessons		149	\$198.29	\$2,410,969
Dating Services		115	\$0.93	\$11,358
TV/Video/Audio		119	\$1,525.74	\$18,551,445
Cable and Satellite Television Services		117	\$1,114.15	\$13,546,954
Televisions		126	\$149.98	\$1,823,662
Satellite Dishes		121	\$1.76	\$21,424
VCRs, Video Cameras, and DVD Players		120	\$7.83	\$95,239
Miscellaneous Video Equipment		129	\$12.36	\$150,307
Video Cassettes and DVDs		116	\$17.72	\$215,432
Video Game Hardware/Accessories		116	\$33.92	\$412,439
Video Game Software		110	\$17.06	\$207,464
Streaming/Downloaded Video		121	\$30.83	\$374,829
Rental of Video Cassettes and DVDs		117	\$17.88	\$217,384
Installation of Televisions		146	\$1.30	\$15,791
Audio (3)		130	\$116.16	\$1,412,340
Rental and Repair of TV/Radio/Sound Equipment		119	\$4.78	\$58,179
Pets		120	\$717.60	\$8,725,307
Toys/Games/Crafts/Hobbies (4)		122	\$147.84	\$1,797,640
Recreational Vehicles and Fees (5)		130	\$132.12	\$1,606,500
Sports/Recreation/Exercise Equipment (6)		128	\$219.83	\$2,672,943
Photo Equipment and Supplies (7)		130	\$72.07	\$876,292
Reading (8)		127	\$159.35	\$1,937,493
Catered Affairs (9)		142	\$43.15	\$524,648
<b>Food</b>		121	\$10,116.07	\$123,001,263
Food at Home		119	\$6,011.10	\$73,089,015
Bakery and Cereal Products		120	\$795.95	\$9,677,916
Meats, Poultry, Fish, and Eggs		118	\$1,343.19	\$16,331,872
Dairy Products		120	\$639.82	\$7,779,599
Fruits and Vegetables		122	\$1,192.91	\$14,504,538
Snacks and Other Food at Home (10)		119	\$2,039.24	\$24,795,090
Food Away from Home		123	\$4,104.96	\$49,912,248
Alcoholic Beverages		130	\$723.59	\$8,798,105

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	142	\$8,799.05	\$106,987,615
Value of Retirement Plans	142	\$34,437.40	\$418,724,340
Value of Other Financial Assets	118	\$1,532.39	\$18,632,345
Vehicle Loan Amount excluding Interest	113	\$3,089.90	\$37,570,086
Value of Credit Card Debt	131	\$767.25	\$9,328,962
<b>Health</b>			
Nonprescription Drugs	119	\$152.40	\$1,853,018
Prescription Drugs	116	\$451.49	\$5,489,688
Eyeglasses and Contact Lenses	124	\$117.28	\$1,425,952
<b>Home</b>			
Mortgage Payment and Basics (11)	141	\$12,157.04	\$147,817,448
Maintenance and Remodeling Services	139	\$2,702.11	\$32,854,974
Maintenance and Remodeling Materials (12)	133	\$539.05	\$6,554,317
Utilities, Fuel, and Public Services	120	\$6,056.29	\$73,638,384
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	128	\$122.50	\$1,489,538
Furniture	125	\$713.81	\$8,679,210
Rugs	143	\$33.26	\$404,423
Major Appliances (14)	122	\$389.90	\$4,740,826
Housewares (15)	122	\$115.67	\$1,406,447
Small Appliances	125	\$60.53	\$736,045
Luggage	140	\$16.56	\$201,304
Telephones and Accessories	116	\$80.50	\$978,798
<b>Household Operations</b>			
Child Care	136	\$652.42	\$7,932,798
Lawn and Garden (16)	127	\$531.41	\$6,461,467
Moving/Storage/Freight Express	123	\$78.49	\$954,419
Housekeeping Supplies (17)	120	\$852.45	\$10,364,883
<b>Insurance</b>			
Owners and Renters Insurance	125	\$646.66	\$7,862,754
Vehicle Insurance	122	\$1,432.68	\$17,419,982
Life/Other Insurance	138	\$590.08	\$7,174,758
Health Insurance	124	\$4,537.51	\$55,171,599
Personal Care Products (18)	123	\$578.13	\$7,029,478
School Books and Supplies (19)	125	\$192.96	\$2,346,236
Smoking Products	101	\$421.34	\$5,123,127
<b>Transportation</b>			
Payments on Vehicles excluding Leases	118	\$2,637.84	\$32,073,555
Gasoline and Motor Oil	117	\$3,239.68	\$39,391,241
Vehicle Maintenance and Repairs	123	\$1,317.93	\$16,024,727
<b>Travel</b>			
Airline Fares	140	\$715.58	\$8,700,758
Lodging on Trips	136	\$711.73	\$8,653,951
Auto/Truck Rental on Trips	133	\$35.00	\$425,616
Food and Drink on Trips	134	\$662.32	\$8,053,189

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Pleasantville (2B)	18.5%	Population	117,355	121,238
Enterprising Professionals (2D)	14.8%	Households	45,803	47,029
Bright Young Professionals (8C)	10.1%	Families	30,719	31,427
Savvy Suburbanites (1D)	9.7%	Median Age	40.6	41.0
Comfortable Empty Nesters (5A)	5.2%	Median Household Income	\$72,571	\$78,171
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		109	\$2,364.87	\$108,318,283
Men's		109	\$462.74	\$21,194,721
Women's		110	\$814.66	\$37,313,687
Children's		106	\$353.80	\$16,204,897
Footwear		109	\$504.17	\$23,092,637
Watches & Jewelry		115	\$136.79	\$6,265,168
Apparel Products and Services (1)		113	\$92.73	\$4,247,173
<b>Computer</b>				
Computers and Hardware for Home Use		111	\$192.36	\$8,810,647
Portable Memory		107	\$5.70	\$261,209
Computer Software		114	\$13.18	\$603,509
Computer Accessories		112	\$20.16	\$923,490
<b>Entertainment &amp; Recreation</b>		108	\$3,373.81	\$154,530,515
Fees and Admissions		116	\$740.68	\$33,925,528
Membership Fees for Clubs (2)		118	\$247.32	\$11,327,971
Fees for Participant Sports, excl. Trips		116	\$115.35	\$5,283,466
Tickets to Theatre/Operas/Concerts		117	\$69.49	\$3,182,651
Tickets to Movies/Museums/Parks		113	\$86.96	\$3,983,228
Admission to Sporting Events, excl. Trips		113	\$62.98	\$2,884,728
Fees for Recreational Lessons		118	\$157.70	\$7,223,124
Dating Services		109	\$0.88	\$40,360
TV/Video/Audio		105	\$1,351.85	\$61,918,742
Cable and Satellite Television Services		104	\$991.66	\$45,421,126
Televisions		109	\$130.57	\$5,980,529
Satellite Dishes		110	\$1.60	\$73,372
VCRs, Video Cameras, and DVD Players		107	\$6.99	\$320,335
Miscellaneous Video Equipment		109	\$10.43	\$477,755
Video Cassettes and DVDs		105	\$16.06	\$735,536
Video Game Hardware/Accessories		105	\$30.63	\$1,402,935
Video Game Software		105	\$16.20	\$741,866
Streaming/Downloaded Video		108	\$27.71	\$1,269,080
Rental of Video Cassettes and DVDs		107	\$16.34	\$748,612
Installation of Televisions		120	\$1.07	\$49,142
Audio (3)		110	\$98.21	\$4,498,220
Rental and Repair of TV/Radio/Sound Equipment		108	\$4.37	\$200,233
Pets		105	\$623.56	\$28,560,987
Toys/Games/Crafts/Hobbies (4)		106	\$128.53	\$5,887,094
Recreational Vehicles and Fees (5)		107	\$108.82	\$4,984,067
Sports/Recreation/Exercise Equipment (6)		109	\$187.23	\$8,575,847
Photo Equipment and Supplies (7)		112	\$62.06	\$2,842,386
Reading (8)		108	\$135.70	\$6,215,270
Catered Affairs (9)		116	\$35.38	\$1,620,594
<b>Food</b>		107	\$8,936.27	\$409,307,851
Food at Home		106	\$5,315.65	\$243,472,814
Bakery and Cereal Products		106	\$699.72	\$32,049,413
Meats, Poultry, Fish, and Eggs		105	\$1,194.74	\$54,722,673
Dairy Products		105	\$559.80	\$25,640,309
Fruits and Vegetables		107	\$1,046.29	\$47,923,148
Snacks and Other Food at Home (10)		106	\$1,815.11	\$83,137,271
Food Away from Home		109	\$3,620.62	\$165,835,037
Alcoholic Beverages		111	\$619.90	\$28,393,495

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	116	\$7,181.75	\$328,945,581
Value of Retirement Plans	112	\$27,355.28	\$1,252,953,901
Value of Other Financial Assets	105	\$1,365.26	\$62,533,064
Vehicle Loan Amount excluding Interest	103	\$2,808.72	\$128,647,732
Value of Credit Card Debt	110	\$643.40	\$29,469,739
<b>Health</b>			
Nonprescription Drugs	105	\$133.55	\$6,116,907
Prescription Drugs	103	\$399.21	\$18,285,028
Eyeglasses and Contact Lenses	106	\$100.22	\$4,590,575
<b>Home</b>			
Mortgage Payment and Basics (11)	114	\$9,791.23	\$448,467,503
Maintenance and Remodeling Services	113	\$2,188.19	\$100,225,840
Maintenance and Remodeling Materials (12)	106	\$430.10	\$19,699,928
Utilities, Fuel, and Public Services	105	\$5,290.81	\$242,334,800
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$105.16	\$4,816,822
Furniture	109	\$626.01	\$28,672,957
Rugs	114	\$26.48	\$1,213,038
Major Appliances (14)	106	\$339.15	\$15,533,951
Housewares (15)	108	\$102.32	\$4,686,590
Small Appliances	108	\$52.33	\$2,396,843
Luggage	116	\$13.75	\$629,762
Telephones and Accessories	106	\$73.60	\$3,371,105
<b>Household Operations</b>			
Child Care	114	\$546.35	\$25,024,659
Lawn and Garden (16)	107	\$448.43	\$20,539,487
Moving/Storage/Freight Express	113	\$72.15	\$3,304,739
Housekeeping Supplies (17)	106	\$754.29	\$34,548,754
<b>Insurance</b>			
Owners and Renters Insurance	106	\$545.99	\$25,008,024
Vehicle Insurance	107	\$1,258.53	\$57,644,298
Life/Other Insurance	111	\$475.35	\$21,772,641
Health Insurance	107	\$3,906.55	\$178,931,560
Personal Care Products (18)	108	\$506.58	\$23,202,939
School Books and Supplies (19)	109	\$168.69	\$7,726,466
Smoking Products	94	\$391.59	\$17,936,173
<b>Transportation</b>			
Payments on Vehicles excluding Leases	105	\$2,360.91	\$108,136,676
Gasoline and Motor Oil	104	\$2,890.30	\$132,384,353
Vehicle Maintenance and Repairs	107	\$1,147.30	\$52,549,597
<b>Travel</b>			
Airline Fares	116	\$589.23	\$26,988,485
Lodging on Trips	112	\$587.33	\$26,901,566
Auto/Truck Rental on Trips	112	\$29.60	\$1,355,874
Food and Drink on Trips	112	\$551.73	\$25,270,847

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	124		991		3,260							
Total Employees:	1,287		11,567		43,886							
Total Residential Population:	5,115		31,918		117,355							
Employee/Residential Population Ratio (per 100 Residents)	25		36		37							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	3.2%	25	1.9%	32	3.2%	214	1.9%	69	2.1%	565	1.3%
Construction	20	16.1%	300	23.3%	128	12.9%	1,348	11.7%	325	10.0%	3,465	7.9%
Manufacturing	6	4.8%	157	12.2%	33	3.3%	871	7.5%	96	2.9%	1,892	4.3%
Transportation	4	3.2%	36	2.8%	27	2.7%	252	2.2%	86	2.6%	852	1.9%
Communication	1	0.8%	17	1.3%	7	0.7%	86	0.7%	36	1.1%	302	0.7%
Utility	2	1.6%	29	2.3%	10	1.0%	134	1.2%	29	0.9%	333	0.8%
Wholesale Trade	7	5.6%	77	6.0%	40	4.0%	325	2.8%	135	4.1%	1,318	3.0%
Retail Trade Summary	28	22.6%	218	16.9%	212	21.4%	3,357	29.0%	753	23.1%	13,170	30.0%
Home Improvement	4	3.2%	22	1.7%	21	2.1%	390	3.4%	47	1.4%	1,031	2.3%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.3%	298	2.6%	26	0.8%	2,065	4.7%
Food Stores	2	1.6%	39	3.0%	24	2.4%	425	3.7%	74	2.3%	1,195	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	6	4.8%	35	2.7%	19	1.9%	173	1.5%	72	2.2%	925	2.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%	8	0.8%	100	0.9%	67	2.1%	874	2.0%
Furniture & Home Furnishings	3	2.4%	42	3.3%	19	1.9%	498	4.3%	50	1.5%	1,174	2.7%
Eating & Drinking Places	7	5.6%	58	4.5%	63	6.4%	967	8.4%	211	6.5%	4,197	9.6%
Miscellaneous Retail	6	4.8%	22	1.7%	55	5.5%	506	4.4%	204	6.3%	1,710	3.9%
Finance, Insurance, Real Estate Summary	8	6.5%	58	4.5%	101	10.2%	848	7.3%	297	9.1%	2,315	5.3%
Banks, Savings & Lending Institutions	2	1.6%	29	2.3%	22	2.2%	281	2.4%	59	1.8%	604	1.4%
Securities Brokers	1	0.8%	3	0.2%	3	0.3%	16	0.1%	19	0.6%	107	0.2%
Insurance Carriers & Agents	2	1.6%	9	0.7%	22	2.2%	132	1.1%	75	2.3%	471	1.1%
Real Estate, Holding, Other Investment Offices	3	2.4%	17	1.3%	54	5.4%	420	3.6%	144	4.4%	1,133	2.6%
Services Summary	42	33.9%	356	27.7%	370	37.3%	4,047	35.0%	1,299	39.8%	19,035	43.4%
Hotels & Lodging	1	0.8%	22	1.7%	8	0.8%	214	1.9%	17	0.5%	390	0.9%
Automotive Services	7	5.6%	38	3.0%	33	3.3%	165	1.4%	133	4.1%	677	1.5%
Motion Pictures & Amusements	5	4.0%	18	1.4%	35	3.5%	173	1.5%	96	2.9%	889	2.0%
Health Services	4	3.2%	27	2.1%	45	4.5%	547	4.7%	235	7.2%	7,583	17.3%
Legal Services	0	0.0%	7	0.5%	5	0.5%	39	0.3%	16	0.5%	80	0.2%
Education Institutions & Libraries	1	0.8%	55	4.3%	14	1.4%	684	5.9%	60	1.8%	2,850	6.5%
Other Services	23	18.5%	190	14.8%	230	23.2%	2,225	19.2%	742	22.8%	6,566	15.0%
Government	1	0.8%	9	0.7%	4	0.4%	64	0.6%	21	0.6%	592	1.3%
Unclassified Establishments	3	2.4%	5	0.4%	27	2.7%	21	0.2%	115	3.5%	48	0.1%
Totals	124	100.0%	1,287	100.0%	991	100.0%	11,567	100.0%	3,260	100.0%	43,886	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

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.



# Business Summary

11415 Philadelphia Rd, White Marsh, Maryland, 21162  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.40212  
Longitude: -76.41725

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	3	0.3%	8	0.1%	7	0.2%	15	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	0	0.0%	5	0.4%	3	0.3%	43	0.4%	7	0.2%	98	0.2%
Construction	21	16.9%	317	24.6%	139	14.0%	1,430	12.4%	356	10.9%	3,751	8.5%
Manufacturing	6	4.8%	177	13.8%	36	3.6%	932	8.1%	101	3.1%	1,982	4.5%
Wholesale Trade	7	5.6%	77	6.0%	40	4.0%	325	2.8%	134	4.1%	1,316	3.0%
Retail Trade	19	15.3%	135	10.5%	141	14.2%	2,292	19.8%	524	16.1%	8,796	20.0%
Motor Vehicle & Parts Dealers	4	3.2%	32	2.5%	14	1.4%	145	1.3%	57	1.7%	844	1.9%
Furniture & Home Furnishings Stores	1	0.8%	13	1.0%	8	0.8%	311	2.7%	26	0.8%	855	1.9%
Electronics & Appliance Stores	1	0.8%	7	0.5%	8	0.8%	131	1.1%	20	0.6%	260	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	4	3.2%	22	1.7%	21	2.1%	390	3.4%	47	1.4%	1,031	2.3%
Food & Beverage Stores	2	1.6%	37	2.9%	23	2.3%	411	3.6%	72	2.2%	1,147	2.6%
Health & Personal Care Stores	1	0.8%	7	0.5%	13	1.3%	252	2.2%	63	1.9%	789	1.8%
Gasoline Stations	1	0.8%	4	0.3%	5	0.5%	28	0.2%	15	0.5%	81	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	10	1.0%	117	1.0%	81	2.5%	982	2.2%
Sport Goods, Hobby, Book, & Music Stores	2	1.6%	6	0.5%	8	0.8%	102	0.9%	27	0.8%	323	0.7%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.3%	298	2.6%	26	0.8%	2,065	4.7%
Miscellaneous Store Retailers	3	2.4%	7	0.5%	21	2.1%	98	0.8%	66	2.0%	386	0.9%
Nonstore Retailers	0	0.0%	0	0.0%	7	0.7%	8	0.1%	24	0.7%	34	0.1%
Transportation & Warehousing	4	3.2%	28	2.2%	25	2.5%	217	1.9%	67	2.1%	739	1.7%
Information	2	1.6%	26	2.0%	16	1.6%	174	1.5%	67	2.1%	680	1.5%
Finance & Insurance	4	3.2%	41	3.2%	47	4.7%	428	3.7%	155	4.8%	1,185	2.7%
Central Bank/Credit Intermediation & Related Activities	2	1.6%	29	2.3%	22	2.2%	281	2.4%	61	1.9%	606	1.4%
Securities, Commodity Contracts & Other Financial	1	0.8%	3	0.2%	3	0.3%	16	0.1%	20	0.6%	108	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.6%	9	0.7%	22	2.2%	132	1.1%	75	2.3%	471	1.1%
Real Estate, Rental & Leasing	6	4.8%	35	2.7%	69	7.0%	457	4.0%	201	6.2%	1,278	2.9%
Professional, Scientific & Tech Services	6	4.8%	100	7.8%	67	6.8%	555	4.8%	228	7.0%	1,758	4.0%
Legal Services	1	0.8%	7	0.5%	7	0.7%	51	0.4%	22	0.7%	111	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	7	0.1%	2	0.1%	14	0.0%
Administrative & Support & Waste Management & Remediation	7	5.6%	55	4.3%	73	7.4%	1,029	8.9%	175	5.4%	2,491	5.7%
Educational Services	3	2.4%	61	4.7%	22	2.2%	700	6.1%	74	2.3%	2,820	6.4%
Health Care & Social Assistance	6	4.8%	46	3.6%	75	7.6%	931	8.0%	320	9.8%	8,523	19.4%
Arts, Entertainment & Recreation	2	1.6%	9	0.7%	17	1.7%	118	1.0%	57	1.7%	722	1.6%
Accommodation & Food Services	9	7.3%	83	6.4%	75	7.6%	1,215	10.5%	237	7.3%	4,663	10.6%
Accommodation	1	0.8%	22	1.7%	8	0.8%	214	1.9%	17	0.5%	390	0.9%
Food Services & Drinking Places	8	6.5%	61	4.7%	67	6.8%	1,001	8.7%	220	6.7%	4,273	9.7%
Other Services (except Public Administration)	16	12.9%	78	6.1%	111	11.2%	622	5.4%	411	12.6%	2,408	5.5%
Automotive Repair & Maintenance	6	4.8%	28	2.2%	25	2.5%	127	1.1%	106	3.3%	550	1.3%
Public Administration	1	0.8%	9	0.7%	4	0.4%	64	0.6%	21	0.6%	592	1.3%
Unclassified Establishments	3	2.4%	5	0.4%	27	2.7%	21	0.2%	115	3.5%	48	0.1%
<b>Total</b>	<b>124</b>	<b>100.0%</b>	<b>1,287</b>	<b>100.0%</b>	<b>991</b>	<b>100.0%</b>	<b>11,567</b>	<b>100.0%</b>	<b>3,260</b>	<b>100.0%</b>	<b>43,886</b>	<b>100.0%</b>

**Source:** Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

**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.