

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	15,327	136,764	321,950
2010 Total Population	15,257	139,733	327,161
2021 Total Population	15,229	138,587	320,652
2021 Group Quarters	428	9,351	17,947
2026 Total Population	15,411	138,287	317,137
2021-2026 Annual Rate	0.24%	-0.04%	-0.22%
2021 Total Daytime Population	15,546	136,859	303,993
Workers	8,619	70,854	144,030
Residents	6,927	66,005	159,963
Household Summary			
2000 Households	6,957	57,232	129,946
2000 Average Household Size	2.15	2.27	2.36
2010 Households	6,674	56,489	130,524
2010 Average Household Size	2.22	2.31	2.38
2021 Households	6,648	55,928	127,267
2021 Average Household Size	2.23	2.31	2.38
2026 Households	6,730	55,841	125,721
2026 Average Household Size	2.23	2.31	2.38
2021-2026 Annual Rate	0.25%	-0.03%	-0.24%
2010 Families	3,507	32,537	77,652
2010 Average Family Size	2.86	2.96	3.02
2021 Families	3,414	31,441	74,406
2021 Average Family Size	2.89	2.98	3.04
2026 Families	3,434	31,123	73,122
2026 Average Family Size	2.90	2.99	3.05
2021-2026 Annual Rate	0.12%	-0.20%	-0.35%
Housing Unit Summary			
2000 Housing Units	7,266	59,933	137,915
Owner Occupied Housing Units	58.5%	59.4%	62.4%
Renter Occupied Housing Units	37.2%	36.1%	31.8%
Vacant Housing Units	4.3%	4.5%	5.8%
2010 Housing Units	7,155	60,572	140,398
Owner Occupied Housing Units	55.2%	57.1%	59.8%
Renter Occupied Housing Units	38.0%	36.2%	33.2%
Vacant Housing Units	6.7%	6.7%	7.0%
2021 Housing Units	7,328	60,915	138,811
Owner Occupied Housing Units	54.4%	57.4%	61.1%
Renter Occupied Housing Units	36.3%	34.4%	30.6%
Vacant Housing Units	9.3%	8.2%	8.3%
2026 Housing Units	7,436	61,174	138,252
Owner Occupied Housing Units	54.6%	57.5%	61.4%
Renter Occupied Housing Units	35.9%	33.7%	29.5%
Vacant Housing Units	9.5%	8.7%	9.1%
Median Household Income			
2021	\$68,618	\$68,447	\$72,846
2026	\$75,584	\$74,570	\$78,839
Median Home Value			
2021	\$235,939	\$262,899	\$271,197
2026	\$278,621	\$319,254	\$341,496
Per Capita Income			
2021	\$38,733	\$38,536	\$40,835
2026	\$43,084	\$42,687	\$45,167
Median Age			
2010	34.6	36.3	38.0
2021	37.3	38.1	39.7
2026	38.2	38.9	40.4

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

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	6,648	55,921	127,253
<\$15,000	9.8%	9.2%	8.9%
\$15,000 - \$24,999	7.5%	6.6%	6.0%
\$25,000 - \$34,999	7.8%	8.0%	7.9%
\$35,000 - \$49,999	9.7%	11.3%	10.9%
\$50,000 - \$74,999	18.9%	18.6%	17.3%
\$75,000 - \$99,999	13.3%	12.8%	12.9%
\$100,000 - \$149,999	19.4%	17.5%	18.3%
\$150,000 - \$199,999	7.4%	7.5%	7.5%
\$200,000+	6.3%	8.5%	10.3%
Average Household Income	\$89,022	\$95,269	\$102,591
2026 Households by Income			
Household Income Base	6,730	55,834	125,707
<\$15,000	9.0%	8.6%	8.3%
\$15,000 - \$24,999	6.7%	6.0%	5.4%
\$25,000 - \$34,999	7.3%	7.5%	7.4%
\$35,000 - \$49,999	8.6%	10.2%	9.8%
\$50,000 - \$74,999	18.0%	17.8%	16.5%
\$75,000 - \$99,999	13.5%	12.8%	12.9%
\$100,000 - \$149,999	21.0%	18.7%	19.4%
\$150,000 - \$199,999	8.5%	8.5%	8.4%
\$200,000+	7.4%	9.8%	11.8%
Average Household Income	\$98,994	\$105,512	\$113,658
2021 Owner Occupied Housing Units by Value			
Total	3,989	34,949	84,779
<\$50,000	1.5%	1.6%	1.6%
\$50,000 - \$99,999	1.1%	1.6%	2.4%
\$100,000 - \$149,999	7.9%	8.7%	9.5%
\$150,000 - \$199,999	23.0%	17.0%	16.4%
\$200,000 - \$249,999	23.1%	17.4%	14.5%
\$250,000 - \$299,999	15.6%	15.0%	13.4%
\$300,000 - \$399,999	14.8%	16.2%	16.4%
\$400,000 - \$499,999	4.7%	10.2%	10.2%
\$500,000 - \$749,999	6.3%	9.4%	10.6%
\$750,000 - \$999,999	1.1%	1.6%	2.9%
\$1,000,000 - \$1,499,999	0.2%	0.7%	1.2%
\$1,500,000 - \$1,999,999	0.8%	0.4%	0.4%
\$2,000,000 +	0.0%	0.3%	0.6%
Average Home Value	\$284,486	\$321,195	\$342,697
2026 Owner Occupied Housing Units by Value			
Total	4,058	35,193	84,856
<\$50,000	0.9%	1.0%	0.9%
\$50,000 - \$99,999	0.7%	0.6%	0.9%
\$100,000 - \$149,999	3.7%	4.2%	4.3%
\$150,000 - \$199,999	15.8%	10.5%	9.6%
\$200,000 - \$249,999	18.8%	13.4%	11.1%
\$250,000 - \$299,999	17.9%	16.4%	14.5%
\$300,000 - \$399,999	17.0%	20.0%	20.7%
\$400,000 - \$499,999	6.0%	13.4%	13.8%
\$500,000 - \$749,999	14.3%	15.2%	16.2%
\$750,000 - \$999,999	3.8%	3.0%	4.4%
\$1,000,000 - \$1,499,999	0.3%	1.1%	1.8%
\$1,500,000 - \$1,999,999	1.0%	0.6%	0.6%
\$2,000,000 +	0.0%	0.7%	1.0%
Average Home Value	\$354,427	\$389,213	\$419,538

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,257	139,732	327,162
0 - 4	5.3%	5.6%	5.6%
5 - 9	4.2%	5.3%	5.4%
10 - 14	4.9%	5.3%	5.7%
15 - 24	18.4%	18.8%	16.9%
25 - 34	17.7%	13.3%	12.8%
35 - 44	11.9%	12.3%	12.4%
45 - 54	12.4%	13.7%	14.3%
55 - 64	10.8%	11.5%	12.0%
65 - 74	6.2%	6.3%	6.6%
75 - 84	5.5%	5.0%	5.2%
85 +	2.7%	2.8%	3.0%
18 +	82.5%	80.3%	79.5%
2021 Population by Age			
Total	15,228	138,587	320,652
0 - 4	4.6%	4.8%	4.8%
5 - 9	4.5%	5.0%	5.1%
10 - 14	4.6%	5.2%	5.5%
15 - 24	15.0%	17.1%	15.2%
25 - 34	17.8%	14.0%	13.6%
35 - 44	14.5%	12.1%	12.0%
45 - 54	10.4%	11.1%	11.3%
55 - 64	11.3%	12.1%	12.8%
65 - 74	9.1%	9.8%	10.3%
75 - 84	5.3%	5.6%	5.8%
85 +	2.9%	3.2%	3.6%
18 +	83.8%	81.9%	81.4%
2026 Population by Age			
Total	15,411	138,287	317,138
0 - 4	4.7%	4.8%	4.9%
5 - 9	4.3%	4.8%	4.9%
10 - 14	4.3%	4.9%	5.1%
15 - 24	14.5%	16.9%	14.9%
25 - 34	17.2%	13.4%	13.0%
35 - 44	14.9%	12.8%	12.8%
45 - 54	11.5%	11.0%	11.1%
55 - 64	10.3%	11.0%	11.6%
65 - 74	9.4%	10.3%	11.0%
75 - 84	6.1%	6.9%	7.1%
85 +	2.8%	3.2%	3.6%
18 +	84.0%	82.5%	82.0%
2010 Population by Sex			
Males	7,153	64,528	151,314
Females	8,104	75,205	175,847
2021 Population by Sex			
Males	7,206	64,339	148,858
Females	8,023	74,248	171,794
2026 Population by Sex			
Males	7,320	64,373	147,676
Females	8,091	73,914	169,461

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,256	139,732	327,161
White Alone	68.7%	60.3%	56.5%
Black Alone	20.7%	32.2%	35.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.3%	4.0%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.0%	0.9%
Two or More Races	3.0%	2.3%	2.1%
Hispanic Origin	3.7%	3.4%	2.9%
Diversity Index	51.9	56.2	57.7
2021 Population by Race/Ethnicity			
Total	15,229	138,587	320,652
White Alone	57.5%	54.4%	51.6%
Black Alone	28.1%	35.1%	37.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.2%	5.4%	6.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.6%	1.3%
Two or More Races	4.2%	3.1%	2.9%
Hispanic Origin	5.9%	5.4%	4.6%
Diversity Index	63.0	62.1	62.4
2026 Population by Race/Ethnicity			
Total	15,411	138,287	317,136
White Alone	52.2%	51.5%	49.1%
Black Alone	31.5%	36.4%	38.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	9.1%	6.3%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.9%	1.6%
Two or More Races	4.9%	3.6%	3.4%
Hispanic Origin	7.2%	6.7%	5.7%
Diversity Index	67.1	64.9	64.7
2010 Population by Relationship and Household Type			
Total	15,257	139,733	327,161
In Households	97.3%	93.5%	94.8%
In Family Households	68.0%	71.0%	73.9%
Householder	23.0%	23.2%	23.7%
Spouse	15.1%	15.0%	15.6%
Child	23.8%	26.8%	28.2%
Other relative	3.9%	3.8%	4.1%
Nonrelative	2.2%	2.2%	2.3%
In Nonfamily Households	29.3%	22.5%	20.9%
In Group Quarters	2.7%	6.5%	5.2%
Institutionalized Population	1.5%	2.3%	1.5%
Noninstitutionalized Population	1.3%	4.2%	3.7%

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

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
2021 Population 25+ by Educational Attainment			
Total	10,852	94,041	222,516
Less than 9th Grade	2.2%	2.5%	2.7%
9th - 12th Grade, No Diploma	3.0%	4.1%	4.5%
High School Graduate	19.5%	20.7%	20.8%
GED/Alternative Credential	3.0%	3.1%	3.0%
Some College, No Degree	16.9%	18.1%	18.0%
Associate Degree	8.2%	7.0%	6.6%
Bachelor's Degree	26.7%	23.9%	23.0%
Graduate/Professional Degree	20.5%	20.7%	21.3%
2021 Population 15+ by Marital Status			
Total	13,142	117,680	271,184
Never Married	45.2%	44.7%	41.4%
Married	38.8%	39.2%	42.4%
Widowed	4.6%	5.7%	6.4%
Divorced	11.4%	10.4%	9.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,904	76,757	171,221
Population 16+ Employed	93.8%	93.8%	93.8%
Population 16+ Unemployment rate	6.2%	6.2%	6.2%
Population 16-24 Employed	12.3%	14.7%	12.4%
Population 16-24 Unemployment rate	21.4%	14.7%	12.8%
Population 25-54 Employed	66.5%	59.9%	60.6%
Population 25-54 Unemployment rate	3.3%	5.1%	6.0%
Population 55-64 Employed	14.3%	16.5%	17.6%
Population 55-64 Unemployment rate	4.1%	3.8%	3.8%
Population 65+ Employed	6.9%	8.9%	9.4%
Population 65+ Unemployment rate	4.4%	2.6%	2.7%
2021 Employed Population 16+ by Industry			
Total	8,356	71,976	160,592
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	4.9%	4.4%	4.6%
Manufacturing	3.8%	4.3%	4.4%
Wholesale Trade	2.2%	1.6%	1.6%
Retail Trade	11.1%	9.4%	8.9%
Transportation/Utilities	4.6%	5.4%	5.4%
Information	0.8%	1.2%	1.5%
Finance/Insurance/Real Estate	7.1%	7.2%	7.6%
Services	57.8%	58.1%	56.8%
Public Administration	7.5%	8.2%	9.0%
2021 Employed Population 16+ by Occupation			
Total	8,354	71,978	160,592
White Collar	69.7%	69.9%	71.4%
Management/Business/Financial	19.3%	17.9%	18.9%
Professional	31.2%	32.0%	33.1%
Sales	8.7%	8.1%	8.2%
Administrative Support	10.5%	11.8%	11.2%
Services	16.3%	16.5%	15.1%
Blue Collar	14.0%	13.6%	13.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.3%	3.3%	3.1%
Installation/Maintenance/Repair	3.3%	2.2%	2.0%
Production	1.8%	2.3%	2.4%
Transportation/Material Moving	5.6%	5.7%	6.0%

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,674	56,489	130,524
Households with 1 Person	33.1%	32.4%	31.8%
Households with 2+ People	66.9%	67.6%	68.2%
Family Households	52.5%	57.6%	59.5%
Husband-wife Families	34.5%	37.2%	39.1%
With Related Children	14.0%	16.0%	16.6%
Other Family (No Spouse Present)	18.0%	20.4%	20.3%
Other Family with Male Householder	4.8%	4.6%	4.4%
With Related Children	2.2%	2.4%	2.3%
Other Family with Female Householder	13.3%	15.8%	16.0%
With Related Children	7.3%	9.6%	9.7%
Nonfamily Households	14.3%	10.0%	8.7%
All Households with Children	23.9%	28.3%	29.0%
Multigenerational Households	2.7%	3.8%	4.4%
Unmarried Partner Households	7.6%	6.7%	6.7%
Male-female	6.6%	5.8%	5.6%
Same-sex	1.0%	0.9%	1.1%
2010 Households by Size			
Total	6,674	56,491	130,523
1 Person Household	33.1%	32.4%	31.8%
2 Person Household	35.3%	32.7%	32.0%
3 Person Household	15.9%	16.6%	16.2%
4 Person Household	10.2%	11.3%	11.9%
5 Person Household	3.7%	4.5%	5.0%
6 Person Household	1.3%	1.7%	1.9%
7 + Person Household	0.5%	0.8%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	6,674	56,489	130,524
Owner Occupied	59.2%	61.2%	64.3%
Owned with a Mortgage/Loan	43.2%	45.6%	48.1%
Owned Free and Clear	16.0%	15.6%	16.3%
Renter Occupied	40.8%	38.8%	35.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	152	133	134
Percent of Income for Mortgage	14.4%	16.1%	15.6%
Wealth Index	84	104	118
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,155	60,572	140,398
Housing Units Inside Urbanized Area	100.0%	99.6%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	15,257	139,733	327,161
Population Inside Urbanized Area	100.0%	99.6%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	0.4%

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

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Emerald City (8B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Set to Impress (11D)	Bright Young Professionals (8C)	Family Foundations (12A)
3.	College Towns (14B)	College Towns (14B)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$13,930,515	\$124,282,380	\$301,392,526
Average Spent	\$2,095.44	\$2,222.19	\$2,368.19
Spending Potential Index	99	105	112
Education: Total \$	\$11,922,079	\$110,625,539	\$267,373,475
Average Spent	\$1,793.33	\$1,978.00	\$2,100.89
Spending Potential Index	104	115	122
Entertainment/Recreation: Total \$	\$20,402,320	\$182,360,168	\$446,082,291
Average Spent	\$3,068.94	\$3,260.62	\$3,505.09
Spending Potential Index	95	101	108
Food at Home: Total \$	\$34,706,536	\$312,278,676	\$760,712,097
Average Spent	\$5,220.60	\$5,583.58	\$5,977.29
Spending Potential Index	96	102	110
Food Away from Home: Total \$	\$24,828,843	\$219,568,026	\$533,017,128
Average Spent	\$3,734.78	\$3,925.91	\$4,188.18
Spending Potential Index	98	103	110
Health Care: Total \$	\$38,139,505	\$344,416,115	\$849,490,778
Average Spent	\$5,736.99	\$6,158.21	\$6,674.87
Spending Potential Index	92	99	107
HH Furnishings & Equipment: Total \$	\$14,277,526	\$128,149,510	\$314,397,727
Average Spent	\$2,147.64	\$2,291.33	\$2,470.38
Spending Potential Index	95	102	110
Personal Care Products & Services: Total \$	\$5,819,916	\$52,357,812	\$128,067,060
Average Spent	\$875.44	\$936.16	\$1,006.29
Spending Potential Index	98	104	112
Shelter: Total \$	\$133,517,520	\$1,202,719,934	\$2,925,174,528
Average Spent	\$20,083.86	\$21,504.79	\$22,984.55
Spending Potential Index	100	107	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,613,948	\$129,157,161	\$318,371,535
Average Spent	\$2,198.25	\$2,309.35	\$2,501.60
Spending Potential Index	92	97	105
Travel: Total \$	\$16,043,847	\$144,835,819	\$358,261,022
Average Spent	\$2,413.33	\$2,589.68	\$2,815.03
Spending Potential Index	95	102	111
Vehicle Maintenance & Repairs: Total \$	\$7,091,650	\$62,028,050	\$150,472,831
Average Spent	\$1,066.73	\$1,109.07	\$1,182.34
Spending Potential Index	96	100	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Emerald City (8B)	20.6%	Population	15,229	15,411
Set to Impress (11D)	11.0%	Households	6,648	6,730
College Towns (14B)	10.8%	Families	3,414	3,434
Front Porches (8E)	10.3%	Median Age	37.3	38.2
Parks and Rec (5C)	10.2%	Median Household Income	\$68,618	\$75,584
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,095.44	\$13,930,515
Men's		101	\$411.40	\$2,734,958
Women's		98	\$720.92	\$4,792,664
Children's		97	\$301.28	\$2,002,909
Footwear		101	\$503.65	\$3,348,268
Watches & Jewelry		96	\$123.64	\$821,930
Apparel Products and Services (1)		98	\$51.43	\$341,880
Computer				
Computers and Hardware for Home Use		100	\$167.67	\$1,114,666
Portable Memory		97	\$4.21	\$27,970
Computer Software		108	\$10.34	\$68,719
Computer Accessories		101	\$18.22	\$121,112
Entertainment & Recreation		95	\$3,068.94	\$20,402,320
Fees and Admissions		98	\$722.28	\$4,801,697
Membership Fees for Clubs (2)		99	\$246.55	\$1,639,076
Fees for Participant Sports, excl. Trips		96	\$110.77	\$736,415
Tickets to Theatre/Operas/Concerts		99	\$79.91	\$531,223
Tickets to Movies		103	\$57.13	\$379,812
Tickets to Parks or Museums		95	\$32.26	\$214,439
Admission to Sporting Events, excl. Trips		95	\$61.12	\$406,324
Fees for Recreational Lessons		95	\$133.24	\$885,751
Dating Services		108	\$1.30	\$8,657
TV/Video/Audio		95	\$1,119.83	\$7,444,644
Cable and Satellite Television Services		92	\$743.10	\$4,940,144
Televisions		101	\$112.93	\$750,784
Satellite Dishes		106	\$1.66	\$11,006
VCRs, Video Cameras, and DVD Players		101	\$4.93	\$32,775
Miscellaneous Video Equipment		98	\$15.16	\$100,809
Video Cassettes and DVDs		106	\$8.16	\$54,275
Video Game Hardware/Accessories		105	\$30.48	\$202,629
Video Game Software		113	\$18.07	\$120,132
Rental/Streaming/Downloaded Video		106	\$74.80	\$497,256
Installation of Televisions		96	\$0.71	\$4,721
Audio (3)		100	\$107.00	\$711,303
Rental and Repair of TV/Radio/Sound Equipment		96	\$2.83	\$18,812
Pets		91	\$661.72	\$4,399,101
Toys/Games/Crafts/Hobbies (4)		100	\$115.42	\$767,316
Recreational Vehicles and Fees (5)		83	\$93.85	\$623,898
Sports/Recreation/Exercise Equipment (6)		97	\$175.19	\$1,164,655
Photo Equipment and Supplies (7)		104	\$47.89	\$318,395
Reading (8)		99	\$102.08	\$678,611
Catered Affairs (9)		106	\$31.05	\$206,435
Food		97	\$8,955.38	\$59,535,379
Food at Home		96	\$5,220.60	\$34,706,536
Bakery and Cereal Products		95	\$665.79	\$4,426,189
Meats, Poultry, Fish, and Eggs		95	\$1,120.02	\$7,445,892
Dairy Products		95	\$522.67	\$3,474,682
Fruits and Vegetables		96	\$1,019.27	\$6,776,129
Snacks and Other Food at Home (10)		96	\$1,892.85	\$12,583,645
Food Away from Home		98	\$3,734.78	\$24,828,843
Alcoholic Beverages		98	\$616.73	\$4,100,040

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	93	\$25,506.98	\$169,570,426
Value of Retirement Plans	90	\$90,361.72	\$600,724,740
Value of Other Financial Assets	88	\$7,605.09	\$50,558,610
Vehicle Loan Amount excluding Interest	99	\$2,819.94	\$18,746,967
Value of Credit Card Debt	96	\$2,670.88	\$17,756,022
Health			
Nonprescription Drugs	91	\$141.41	\$940,085
Prescription Drugs	89	\$296.29	\$1,969,722
Eyeglasses and Contact Lenses	93	\$89.80	\$596,982
Home			
Mortgage Payment and Basics (11)	87	\$9,310.09	\$61,893,510
Maintenance and Remodeling Services	86	\$2,486.71	\$16,531,676
Maintenance and Remodeling Materials (12)	82	\$504.93	\$3,356,803
Utilities, Fuel, and Public Services	94	\$4,697.98	\$31,232,147
Household Furnishings and Equipment			
Household Textiles (13)	99	\$99.93	\$664,313
Furniture	97	\$622.32	\$4,137,196
Rugs	92	\$29.03	\$193,020
Major Appliances (14)	91	\$342.39	\$2,276,177
Housewares (15)	96	\$84.65	\$562,748
Small Appliances	100	\$52.40	\$348,327
Luggage	101	\$16.93	\$112,564
Telephones and Accessories	97	\$96.68	\$642,728
Household Operations			
Child Care	100	\$533.06	\$3,543,811
Lawn and Garden (16)	85	\$426.51	\$2,835,427
Moving/Storage/Freight Express	106	\$75.26	\$500,298
Housekeeping Supplies (17)	93	\$726.90	\$4,832,404
Insurance			
Owners and Renters Insurance	85	\$531.40	\$3,532,723
Vehicle Insurance	97	\$1,808.66	\$12,023,973
Life/Other Insurance	88	\$533.79	\$3,548,627
Health Insurance	92	\$3,801.47	\$25,272,140
Personal Care Products (18)	97	\$483.07	\$3,211,437
School Books and Supplies (19)	100	\$130.12	\$865,062
Smoking Products	99	\$380.65	\$2,530,549
Transportation			
Payments on Vehicles excluding Leases	94	\$2,438.60	\$16,211,796
Gasoline and Motor Oil	95	\$2,296.39	\$15,266,397
Vehicle Maintenance and Repairs	96	\$1,066.73	\$7,091,650
Travel			
Airline Fares	98	\$616.97	\$4,101,599
Lodging on Trips	93	\$661.57	\$4,398,105
Auto/Truck Rental on Trips	98	\$53.99	\$358,929
Food and Drink on Trips	96	\$573.07	\$3,809,782

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	18.3%	Population	138,587	138,287
Bright Young Professionals (8C)	7.3%	Households	55,928	55,841
College Towns (14B)	6.7%	Families	31,441	31,123
Urban Chic (2A)	6.7%	Median Age	38.1	38.9
City Strivers (11A)	5.7%	Median Household Income	\$68,447	\$74,570
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,222.19	\$124,282,380
Men's		106	\$432.29	\$24,176,923
Women's		104	\$767.34	\$42,916,012
Children's		101	\$314.16	\$17,570,270
Footwear		107	\$537.38	\$30,054,754
Watches & Jewelry		102	\$131.20	\$7,337,525
Apparel Products and Services (1)		110	\$57.81	\$3,233,199
Computer				
Computers and Hardware for Home Use		104	\$175.61	\$9,821,475
Portable Memory		102	\$4.41	\$246,600
Computer Software		112	\$10.78	\$602,815
Computer Accessories		104	\$18.74	\$1,048,166
Entertainment & Recreation		101	\$3,260.62	\$182,360,168
Fees and Admissions		105	\$780.39	\$43,645,717
Membership Fees for Clubs (2)		106	\$264.27	\$14,780,260
Fees for Participant Sports, excl. Trips		102	\$117.48	\$6,570,494
Tickets to Theatre/Operas/Concerts		110	\$88.74	\$4,963,050
Tickets to Movies		105	\$58.31	\$3,260,924
Tickets to Parks or Museums		99	\$33.50	\$1,873,384
Admission to Sporting Events, excl. Trips		102	\$65.75	\$3,677,263
Fees for Recreational Lessons		107	\$150.81	\$8,434,476
Dating Services		128	\$1.54	\$85,867
TV/Video/Audio		101	\$1,188.26	\$66,456,963
Cable and Satellite Television Services		100	\$808.58	\$45,222,008
Televisions		103	\$115.36	\$6,452,119
Satellite Dishes		101	\$1.59	\$88,887
VCRs, Video Cameras, and DVD Players		101	\$4.97	\$278,012
Miscellaneous Video Equipment		106	\$16.48	\$921,798
Video Cassettes and DVDs		104	\$8.00	\$447,439
Video Game Hardware/Accessories		104	\$30.16	\$1,687,002
Video Game Software		108	\$17.34	\$969,915
Rental/Streaming/Downloaded Video		103	\$72.62	\$4,061,475
Installation of Televisions		108	\$0.80	\$44,949
Audio (3)		102	\$109.41	\$6,119,044
Rental and Repair of TV/Radio/Sound Equipment		99	\$2.94	\$164,317
Pets		96	\$702.12	\$39,267,939
Toys/Games/Crafts/Hobbies (4)		101	\$116.76	\$6,530,009
Recreational Vehicles and Fees (5)		94	\$106.21	\$5,939,873
Sports/Recreation/Exercise Equipment (6)		98	\$176.57	\$9,875,470
Photo Equipment and Supplies (7)		105	\$48.19	\$2,694,913
Reading (8)		106	\$109.65	\$6,132,776
Catered Affairs (9)		112	\$32.86	\$1,837,659
Food		103	\$9,509.49	\$531,846,702
Food at Home		102	\$5,583.58	\$312,278,676
Bakery and Cereal Products		103	\$719.10	\$40,217,960
Meats, Poultry, Fish, and Eggs		102	\$1,206.97	\$67,503,218
Dairy Products		103	\$561.83	\$31,421,907
Fruits and Vegetables		104	\$1,097.73	\$61,393,585
Snacks and Other Food at Home (10)		102	\$1,997.96	\$111,742,005
Food Away from Home		103	\$3,925.91	\$219,568,026
Alcoholic Beverages		106	\$661.20	\$36,979,793

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$27,761.15	\$1,552,625,629
Value of Retirement Plans	101	\$100,963.27	\$5,646,673,496
Value of Other Financial Assets	101	\$8,694.54	\$486,268,077
Vehicle Loan Amount excluding Interest	99	\$2,822.63	\$157,864,221
Value of Credit Card Debt	103	\$2,850.25	\$159,409,023
Health			
Nonprescription Drugs	96	\$147.95	\$8,274,786
Prescription Drugs	95	\$316.20	\$17,684,283
Eyeglasses and Contact Lenses	100	\$96.55	\$5,400,126
Home			
Mortgage Payment and Basics (11)	98	\$10,414.78	\$582,477,619
Maintenance and Remodeling Services	97	\$2,777.24	\$155,325,261
Maintenance and Remodeling Materials (12)	88	\$545.61	\$30,514,920
Utilities, Fuel, and Public Services	100	\$4,994.33	\$279,323,022
Household Furnishings and Equipment			
Household Textiles (13)	104	\$105.95	\$5,925,809
Furniture	103	\$655.63	\$36,668,098
Rugs	101	\$31.88	\$1,782,922
Major Appliances (14)	97	\$365.90	\$20,463,790
Housewares (15)	102	\$89.77	\$5,020,865
Small Appliances	102	\$53.91	\$3,014,862
Luggage	105	\$17.65	\$987,261
Telephones and Accessories	107	\$106.84	\$5,975,605
Household Operations			
Child Care	104	\$552.75	\$30,914,121
Lawn and Garden (16)	94	\$471.25	\$26,356,346
Moving/Storage/Freight Express	104	\$74.08	\$4,143,407
Housekeeping Supplies (17)	100	\$780.90	\$43,674,132
Insurance			
Owners and Renters Insurance	92	\$576.16	\$32,223,289
Vehicle Insurance	101	\$1,880.04	\$105,146,818
Life/Other Insurance	98	\$590.01	\$32,997,969
Health Insurance	99	\$4,098.11	\$229,198,963
Personal Care Products (18)	103	\$510.14	\$28,531,221
School Books and Supplies (19)	104	\$135.25	\$7,564,234
Smoking Products	101	\$387.42	\$21,667,901
Transportation			
Payments on Vehicles excluding Leases	96	\$2,503.16	\$139,996,464
Gasoline and Motor Oil	99	\$2,378.24	\$133,009,939
Vehicle Maintenance and Repairs	100	\$1,109.07	\$62,028,050
Travel			
Airline Fares	105	\$662.81	\$37,069,432
Lodging on Trips	101	\$717.47	\$40,126,874
Auto/Truck Rental on Trips	104	\$57.46	\$3,213,404
Food and Drink on Trips	103	\$611.53	\$34,201,427

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	15.1%	Population	320,652	317,137
Family Foundations (12A)	9.2%	Households	127,267	125,721
Bright Young Professionals (8C)	6.1%	Families	74,406	73,122
Pleasantville (2B)	5.9%	Median Age	39.7	40.4
Urban Chic (2A)	5.5%	Median Household Income	\$72,846	\$78,839
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		112	\$2,368.19	\$301,392,526
Men's		113	\$460.63	\$58,622,552
Women's		111	\$822.77	\$104,711,480
Children's		107	\$331.91	\$42,241,684
Footwear		113	\$568.67	\$72,373,012
Watches & Jewelry		109	\$140.77	\$17,915,701
Apparel Products and Services (1)		119	\$62.82	\$7,995,468
Computer				
Computers and Hardware for Home Use		112	\$187.79	\$23,898,917
Portable Memory		109	\$4.71	\$599,216
Computer Software		118	\$11.34	\$1,443,644
Computer Accessories		111	\$19.94	\$2,537,607
Entertainment & Recreation		108	\$3,505.09	\$446,082,291
Fees and Admissions		114	\$846.16	\$107,687,640
Membership Fees for Clubs (2)		115	\$285.74	\$36,365,400
Fees for Participant Sports, excl. Trips		112	\$129.27	\$16,451,313
Tickets to Theatre/Operas/Concerts		119	\$96.03	\$12,220,814
Tickets to Movies		111	\$61.45	\$7,820,972
Tickets to Parks or Museums		106	\$36.05	\$4,587,907
Admission to Sporting Events, excl. Trips		112	\$71.88	\$9,147,727
Fees for Recreational Lessons		117	\$164.13	\$20,888,249
Dating Services		134	\$1.61	\$205,257
TV/Video/Audio		108	\$1,273.12	\$162,026,027
Cable and Satellite Television Services		108	\$874.03	\$111,235,614
Televisions		109	\$122.07	\$15,534,941
Satellite Dishes		104	\$1.63	\$207,835
VCRs, Video Cameras, and DVD Players		107	\$5.24	\$666,715
Miscellaneous Video Equipment		115	\$17.81	\$2,266,693
Video Cassettes and DVDs		108	\$8.27	\$1,052,809
Video Game Hardware/Accessories		107	\$31.02	\$3,948,340
Video Game Software		110	\$17.65	\$2,246,293
Rental/Streaming/Downloaded Video		107	\$75.28	\$9,580,169
Installation of Televisions		120	\$0.89	\$113,644
Audio (3)		109	\$116.22	\$14,790,430
Rental and Repair of TV/Radio/Sound Equipment		102	\$3.01	\$382,543
Pets		104	\$756.36	\$96,259,557
Toys/Games/Crafts/Hobbies (4)		106	\$123.02	\$15,655,811
Recreational Vehicles and Fees (5)		105	\$117.98	\$15,015,241
Sports/Recreation/Exercise Equipment (6)		103	\$185.44	\$23,600,510
Photo Equipment and Supplies (7)		111	\$50.81	\$6,467,023
Reading (8)		114	\$117.60	\$14,966,920
Catered Affairs (9)		119	\$34.98	\$4,451,744
Food		110	\$10,165.47	\$1,293,729,225
Food at Home		110	\$5,977.29	\$760,712,097
Bakery and Cereal Products		110	\$770.18	\$98,018,300
Meats, Poultry, Fish, and Eggs		110	\$1,294.86	\$164,792,535
Dairy Products		110	\$601.66	\$76,571,317
Fruits and Vegetables		111	\$1,177.20	\$149,818,696
Snacks and Other Food at Home (10)		109	\$2,133.40	\$271,511,248
Food Away from Home		110	\$4,188.18	\$533,017,128
Alcoholic Beverages		114	\$715.65	\$91,078,853

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	112	\$30,635.79	\$3,898,925,235
Value of Retirement Plans	112	\$111,887.47	\$14,239,582,442
Value of Other Financial Assets	114	\$9,846.56	\$1,253,142,332
Vehicle Loan Amount excluding Interest	105	\$2,994.64	\$381,118,471
Value of Credit Card Debt	111	\$3,069.30	\$390,620,568
Health			
Nonprescription Drugs	102	\$158.59	\$20,182,647
Prescription Drugs	102	\$342.12	\$43,540,065
Eyeglasses and Contact Lenses	107	\$103.95	\$13,229,418
Home			
Mortgage Payment and Basics (11)	109	\$11,568.89	\$1,472,338,276
Maintenance and Remodeling Services	108	\$3,097.15	\$394,164,971
Maintenance and Remodeling Materials (12)	98	\$603.54	\$76,811,248
Utilities, Fuel, and Public Services	108	\$5,356.60	\$681,718,380
Household Furnishings and Equipment			
Household Textiles (13)	112	\$113.11	\$14,395,744
Furniture	110	\$701.26	\$89,246,990
Rugs	111	\$34.90	\$4,441,760
Major Appliances (14)	106	\$399.43	\$50,833,978
Housewares (15)	109	\$96.35	\$12,262,013
Small Appliances	109	\$57.13	\$7,270,429
Luggage	113	\$18.87	\$2,401,052
Telephones and Accessories	114	\$114.25	\$14,540,867
Household Operations			
Child Care	112	\$592.78	\$75,441,880
Lawn and Garden (16)	104	\$523.54	\$66,629,532
Moving/Storage/Freight Express	108	\$77.18	\$9,822,898
Housekeeping Supplies (17)	108	\$841.63	\$107,111,259
Insurance			
Owners and Renters Insurance	102	\$636.12	\$80,957,099
Vehicle Insurance	107	\$1,999.47	\$254,466,207
Life/Other Insurance	108	\$648.76	\$82,565,696
Health Insurance	108	\$4,446.22	\$565,857,620
Personal Care Products (18)	110	\$545.09	\$69,372,055
School Books and Supplies (19)	109	\$142.38	\$18,120,742
Smoking Products	105	\$401.81	\$51,137,635
Transportation			
Payments on Vehicles excluding Leases	103	\$2,679.22	\$340,976,044
Gasoline and Motor Oil	105	\$2,532.99	\$322,366,619
Vehicle Maintenance and Repairs	107	\$1,182.34	\$150,472,831
Travel			
Airline Fares	114	\$718.46	\$91,436,421
Lodging on Trips	111	\$785.32	\$99,945,616
Auto/Truck Rental on Trips	113	\$62.26	\$7,923,597
Food and Drink on Trips	111	\$662.83	\$84,356,816

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

- (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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	864		6,124		11,536							
Total Employees:	8,785		72,993		127,265							
Total Residential Population:	15,229		138,587		320,652							
Employee/Residential Population Ratio (per 100 Residents)	58		53		40							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	17	2.0%	205	2.3%	71	1.2%	661	0.9%	129	1.1%	1,272	1.0%
Construction	35	4.1%	284	3.2%	256	4.2%	2,633	3.6%	537	4.7%	4,723	3.7%
Manufacturing	6	0.7%	30	0.3%	60	1.0%	523	0.7%	146	1.3%	1,528	1.2%
Transportation	11	1.3%	130	1.5%	68	1.1%	517	0.7%	152	1.3%	1,194	0.9%
Communication	9	1.0%	78	0.9%	46	0.8%	594	0.8%	95	0.8%	1,766	1.4%
Utility	1	0.1%	10	0.1%	10	0.2%	100	0.1%	13	0.1%	123	0.1%
Wholesale Trade	12	1.4%	84	1.0%	70	1.1%	538	0.7%	157	1.4%	1,285	1.0%
Retail Trade Summary	186	21.5%	2,672	30.4%	1,086	17.7%	16,318	22.4%	2,062	17.9%	26,919	21.2%
Home Improvement	4	0.5%	32	0.4%	24	0.4%	885	1.2%	59	0.5%	1,148	0.9%
General Merchandise Stores	16	1.9%	441	5.0%	48	0.8%	889	1.2%	86	0.7%	1,558	1.2%
Food Stores	22	2.5%	469	5.3%	102	1.7%	2,229	3.1%	207	1.8%	4,125	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	9	1.0%	56	0.6%	87	1.4%	1,802	2.5%	178	1.5%	3,212	2.5%
Apparel & Accessory Stores	9	1.0%	77	0.9%	115	1.9%	1,504	2.1%	169	1.5%	1,861	1.5%
Furniture & Home Furnishings	20	2.3%	207	2.4%	72	1.2%	697	1.0%	157	1.4%	1,350	1.1%
Eating & Drinking Places	60	6.9%	984	11.2%	345	5.6%	5,890	8.1%	627	5.4%	9,395	7.4%
Miscellaneous Retail	46	5.3%	405	4.6%	292	4.8%	2,422	3.3%	580	5.0%	4,270	3.4%
Finance, Insurance, Real Estate Summary	115	13.3%	948	10.8%	736	12.0%	5,459	7.5%	1,381	12.0%	11,377	8.9%
Banks, Savings & Lending Institutions	31	3.6%	243	2.8%	123	2.0%	947	1.3%	235	2.0%	2,090	1.6%
Securities Brokers	22	2.5%	153	1.7%	136	2.2%	988	1.4%	229	2.0%	1,729	1.4%
Insurance Carriers & Agents	23	2.7%	356	4.1%	149	2.4%	1,315	1.8%	244	2.1%	2,150	1.7%
Real Estate, Holding, Other Investment Offices	39	4.5%	196	2.2%	328	5.4%	2,210	3.0%	673	5.8%	5,408	4.2%
Services Summary	402	46.5%	4,223	48.1%	2,915	47.6%	41,690	57.1%	5,326	46.2%	70,598	55.5%
Hotels & Lodging	5	0.6%	72	0.8%	18	0.3%	408	0.6%	33	0.3%	775	0.6%
Automotive Services	30	3.5%	171	1.9%	141	2.3%	901	1.2%	271	2.3%	1,789	1.4%
Motion Pictures & Amusements	29	3.4%	229	2.6%	149	2.4%	1,306	1.8%	312	2.7%	2,637	2.1%
Health Services	75	8.7%	994	11.3%	692	11.3%	15,940	21.8%	1,107	9.6%	23,996	18.9%
Legal Services	25	2.9%	133	1.5%	339	5.5%	2,029	2.8%	427	3.7%	2,971	2.3%
Education Institutions & Libraries	14	1.6%	486	5.5%	111	1.8%	4,675	6.4%	245	2.1%	10,042	7.9%
Other Services	223	25.8%	2,137	24.3%	1,464	23.9%	16,431	22.5%	2,931	25.4%	28,389	22.3%
Government	3	0.3%	110	1.3%	111	1.8%	3,608	4.9%	133	1.2%	5,524	4.3%
Unclassified Establishments	66	7.6%	11	0.1%	696	11.4%	353	0.5%	1,406	12.2%	957	0.8%
Totals	864	100.0%	8,785	100.0%	6,124	100.0%	72,993	100.0%	11,536	100.0%	127,265	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.

1300 E Joppa Rd, Towson, Maryland, 21286 2
 1300 E Joppa Rd, Towson, Maryland, 21286
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39650
 Longitude: -76.57521

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	0.0%	12	0.2%	37	0.1%	17	0.1%	55	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%	2	0.0%	11	0.0%	2	0.0%	12	0.0%
Construction	39	4.5%	381	4.3%	276	4.5%	2,945	4.0%	587	5.1%	5,235	4.1%
Manufacturing	8	0.9%	48	0.5%	70	1.1%	638	0.9%	168	1.5%	1,761	1.4%
Wholesale Trade	12	1.4%	83	0.9%	64	1.0%	515	0.7%	141	1.2%	1,221	1.0%
Retail Trade	120	13.9%	1,629	18.5%	713	11.6%	10,124	13.9%	1,384	12.0%	17,028	13.4%
Motor Vehicle & Parts Dealers	7	0.8%	49	0.6%	60	1.0%	1,678	2.3%	127	1.1%	2,978	2.3%
Furniture & Home Furnishings Stores	11	1.3%	145	1.7%	37	0.6%	321	0.4%	82	0.7%	657	0.5%
Electronics & Appliance Stores	5	0.6%	27	0.3%	29	0.5%	279	0.4%	57	0.5%	599	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.5%	32	0.4%	24	0.4%	885	1.2%	59	0.5%	1,148	0.9%
Food & Beverage Stores	22	2.5%	476	5.4%	96	1.6%	2,162	3.0%	204	1.8%	3,955	3.1%
Health & Personal Care Stores	13	1.5%	109	1.2%	86	1.4%	647	0.9%	161	1.4%	1,203	0.9%
Gasoline Stations	3	0.3%	8	0.1%	28	0.5%	124	0.2%	51	0.4%	235	0.2%
Clothing & Clothing Accessories Stores	9	1.0%	84	1.0%	135	2.2%	1,659	2.3%	200	1.7%	2,208	1.7%
Sport Goods, Hobby, Book, & Music Stores	10	1.2%	128	1.5%	39	0.6%	515	0.7%	90	0.8%	933	0.7%
General Merchandise Stores	16	1.9%	441	5.0%	48	0.8%	889	1.2%	86	0.7%	1,558	1.2%
Miscellaneous Store Retailers	13	1.5%	125	1.4%	90	1.5%	827	1.1%	184	1.6%	1,377	1.1%
Nonstore Retailers	7	0.8%	5	0.1%	41	0.7%	138	0.2%	84	0.7%	178	0.1%
Transportation & Warehousing	10	1.2%	168	1.9%	58	0.9%	481	0.7%	134	1.2%	1,133	0.9%
Information	21	2.4%	182	2.1%	103	1.7%	1,529	2.1%	216	1.9%	3,373	2.7%
Finance & Insurance	77	8.9%	752	8.6%	415	6.8%	3,286	4.5%	726	6.3%	6,071	4.8%
Central Bank/Credit Intermediation & Related Activities	31	3.6%	243	2.8%	124	2.0%	949	1.3%	236	2.0%	2,091	1.6%
Securities, Commodity Contracts & Other Financial	22	2.5%	153	1.7%	142	2.3%	1,023	1.4%	246	2.1%	1,830	1.4%
Insurance Carriers & Related Activities; Funds, Trusts &	23	2.7%	356	4.1%	149	2.4%	1,315	1.8%	244	2.1%	2,150	1.7%
Real Estate, Rental & Leasing	47	5.4%	305	3.5%	334	5.5%	2,093	2.9%	666	5.8%	4,998	3.9%
Professional, Scientific & Tech Services	104	12.0%	846	9.6%	833	13.6%	8,899	12.2%	1,358	11.8%	12,876	10.1%
Legal Services	28	3.2%	150	1.7%	366	6.0%	2,200	3.0%	468	4.1%	3,209	2.5%
Management of Companies & Enterprises	1	0.1%	7	0.1%	15	0.2%	118	0.2%	41	0.4%	322	0.3%
Administrative & Support & Waste Management & Remediation	24	2.8%	106	1.2%	207	3.4%	1,619	2.2%	393	3.4%	2,879	2.3%
Educational Services	20	2.3%	514	5.9%	142	2.3%	4,529	6.2%	303	2.6%	10,008	7.9%
Health Care & Social Assistance	99	11.5%	1,340	15.3%	899	14.7%	19,754	27.1%	1,527	13.2%	31,296	24.6%
Arts, Entertainment & Recreation	20	2.3%	201	2.3%	99	1.6%	1,152	1.6%	220	1.9%	2,342	1.8%
Accommodation & Food Services	69	8.0%	1,095	12.5%	379	6.2%	6,481	8.9%	689	6.0%	10,456	8.2%
Accommodation	5	0.6%	72	0.8%	18	0.3%	408	0.6%	33	0.3%	775	0.6%
Food Services & Drinking Places	64	7.4%	1,023	11.6%	361	5.9%	6,073	8.3%	656	5.7%	9,681	7.6%
Other Services (except Public Administration)	124	14.4%	1,001	11.4%	695	11.3%	4,809	6.6%	1,425	12.4%	9,716	7.6%
Automotive Repair & Maintenance	25	2.9%	118	1.3%	104	1.7%	649	0.9%	202	1.8%	1,377	1.1%
Public Administration	3	0.3%	110	1.3%	112	1.8%	3,618	5.0%	134	1.2%	5,534	4.3%
Unclassified Establishments	66	7.6%	11	0.1%	696	11.4%	353	0.5%	1,405	12.2%	950	0.7%
Total	864	100.0%	8,785	100.0%	6,124	100.0%	72,993	100.0%	11,536	100.0%	127,265	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.