

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,474	129,219	315,306
2010 Total Population	14,100	133,001	320,221
2020 Total Population	14,111	132,696	316,180
2020 Group Quarters	247	7,245	17,194
2025 Total Population	14,461	132,790	312,891
2020-2025 Annual Rate	0.49%	0.01%	-0.21%
2020 Total Daytime Population	14,021	125,855	293,315
Workers	7,528	63,132	137,690
Residents	6,493	62,723	155,625
Household Summary			
2000 Households	6,347	53,541	125,783
2000 Average Household Size	2.25	2.29	2.39
2010 Households	6,066	54,750	126,446
2010 Average Household Size	2.28	2.30	2.40
2020 Households	6,045	54,535	124,306
2020 Average Household Size	2.29	2.30	2.41
2025 Households	6,207	54,649	122,872
2025 Average Household Size	2.29	2.30	2.41
2020-2025 Annual Rate	0.53%	0.04%	-0.23%
2010 Families	3,474	31,456	76,803
2010 Average Family Size	2.90	2.96	3.02
2020 Families	3,397	30,737	74,556
2020 Average Family Size	2.93	2.98	3.05
2025 Families	3,465	30,551	73,369
2025 Average Family Size	2.93	2.99	3.06
2020-2025 Annual Rate	0.40%	-0.12%	-0.32%
Housing Unit Summary			
2000 Housing Units	6,534	55,946	133,094
Owner Occupied Housing Units	70.0%	60.3%	63.6%
Renter Occupied Housing Units	27.2%	35.4%	30.9%
Vacant Housing Units	2.9%	4.3%	5.5%
2010 Housing Units	6,481	58,363	135,640
Owner Occupied Housing Units	65.9%	56.6%	61.1%
Renter Occupied Housing Units	27.7%	37.2%	32.1%
Vacant Housing Units	6.4%	6.2%	6.8%
2020 Housing Units	6,502	58,752	134,694
Owner Occupied Housing Units	66.5%	56.3%	61.3%
Renter Occupied Housing Units	26.4%	36.5%	31.0%
Vacant Housing Units	7.0%	7.2%	7.7%
2025 Housing Units	6,703	59,358	134,428
Owner Occupied Housing Units	65.0%	55.6%	60.7%
Renter Occupied Housing Units	27.6%	36.5%	30.7%
Vacant Housing Units	7.4%	7.9%	8.6%
Median Household Income			
2020	\$71,833	\$67,352	\$72,754
2025	\$75,370	\$70,345	\$76,607
Median Home Value			
2020	\$213,781	\$237,054	\$245,543
2025	\$232,811	\$270,979	\$285,218
Per Capita Income			
2020	\$38,867	\$37,471	\$39,278
2025	\$41,788	\$40,400	\$42,700
Median Age			
2010	37.6	37.1	37.9
2020	39.9	38.6	39.3
2025	41.0	39.6	40.1

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

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

1637 E Joppa Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39687
Longitude: -76.56397

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	6,045	54,528	124,292
<\$15,000	9.5%	10.1%	9.0%
\$15,000 - \$24,999	6.4%	7.0%	6.4%
\$25,000 - \$34,999	7.1%	7.4%	7.0%
\$35,000 - \$49,999	10.0%	11.2%	11.0%
\$50,000 - \$74,999	18.7%	18.7%	17.9%
\$75,000 - \$99,999	15.1%	13.4%	13.5%
\$100,000 - \$149,999	19.7%	17.6%	18.1%
\$150,000 - \$199,999	7.3%	7.8%	8.5%
\$200,000+	6.3%	6.9%	8.8%
Average Household Income	\$90,690	\$90,971	\$99,687
2025 Households by Income			
Household Income Base	6,207	54,642	122,858
<\$15,000	9.0%	9.7%	8.6%
\$15,000 - \$24,999	6.0%	6.7%	6.0%
\$25,000 - \$34,999	6.7%	6.9%	6.5%
\$35,000 - \$49,999	9.8%	10.9%	10.6%
\$50,000 - \$74,999	18.3%	18.2%	17.3%
\$75,000 - \$99,999	15.1%	13.3%	13.3%
\$100,000 - \$149,999	20.5%	18.2%	18.6%
\$150,000 - \$199,999	7.9%	8.5%	9.4%
\$200,000+	6.8%	7.5%	9.8%
Average Household Income	\$97,494	\$97,968	\$108,524
2020 Owner Occupied Housing Units by Value			
Total	4,326	33,060	82,502
<\$50,000	1.5%	2.1%	2.0%
\$50,000 - \$99,999	1.8%	2.4%	3.6%
\$100,000 - \$149,999	11.5%	11.0%	12.5%
\$150,000 - \$199,999	27.9%	20.1%	17.8%
\$200,000 - \$249,999	26.8%	19.4%	15.5%
\$250,000 - \$299,999	14.8%	14.3%	12.7%
\$300,000 - \$399,999	7.9%	13.7%	15.6%
\$400,000 - \$499,999	2.9%	8.2%	9.0%
\$500,000 - \$749,999	4.0%	7.0%	7.8%
\$750,000 - \$999,999	0.7%	0.7%	1.7%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.8%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.4%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$242,424	\$289,118	\$307,242
2025 Owner Occupied Housing Units by Value			
Total	4,355	32,977	81,630
<\$50,000	1.7%	3.0%	2.8%
\$50,000 - \$99,999	1.3%	2.1%	3.3%
\$100,000 - \$149,999	7.8%	6.7%	8.1%
\$150,000 - \$199,999	22.4%	13.5%	12.5%
\$200,000 - \$249,999	25.6%	18.2%	13.7%
\$250,000 - \$299,999	18.1%	15.4%	13.7%
\$300,000 - \$399,999	10.3%	16.5%	18.8%
\$400,000 - \$499,999	3.6%	11.6%	12.1%
\$500,000 - \$749,999	6.6%	9.9%	10.5%
\$750,000 - \$999,999	1.7%	1.3%	2.2%
\$1,000,000 - \$1,499,999	0.3%	0.3%	1.0%
\$1,500,000 - \$1,999,999	0.6%	0.8%	0.5%
\$2,000,000 +	0.0%	0.7%	0.8%
Average Home Value	\$280,954	\$334,463	\$348,232

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

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

1637 E Joppa Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39687
Longitude: -76.56397

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,100	133,003	320,220
0 - 4	5.7%	5.6%	5.7%
5 - 9	4.5%	5.2%	5.5%
10 - 14	5.5%	5.4%	5.7%
15 - 24	13.4%	17.6%	17.0%
25 - 34	17.3%	13.7%	12.6%
35 - 44	12.6%	12.4%	12.4%
45 - 54	13.8%	13.9%	14.5%
55 - 64	11.8%	11.4%	12.1%
65 - 74	6.7%	6.2%	6.5%
75 - 84	5.9%	5.4%	5.1%
85 +	2.6%	3.1%	3.0%
18 +	80.8%	80.3%	79.3%
2020 Population by Age			
Total	14,111	132,697	316,178
0 - 4	5.0%	4.9%	5.0%
5 - 9	5.1%	5.0%	5.3%
10 - 14	5.2%	5.2%	5.6%
15 - 24	10.7%	15.8%	15.4%
25 - 34	16.1%	14.5%	13.4%
35 - 44	15.4%	12.3%	11.9%
45 - 54	12.0%	11.4%	11.7%
55 - 64	12.7%	12.4%	13.0%
65 - 74	9.6%	9.5%	9.9%
75 - 84	5.2%	5.4%	5.3%
85 +	2.9%	3.6%	3.4%
18 +	82.2%	81.9%	80.9%
2025 Population by Age			
Total	14,463	132,790	312,890
0 - 4	5.0%	4.9%	5.0%
5 - 9	4.9%	4.7%	5.0%
10 - 14	4.9%	4.9%	5.2%
15 - 24	10.2%	15.4%	15.0%
25 - 34	15.5%	13.9%	13.0%
35 - 44	15.7%	13.1%	12.7%
45 - 54	13.0%	11.1%	11.2%
55 - 64	11.9%	11.4%	11.9%
65 - 74	10.2%	10.5%	10.9%
75 - 84	6.1%	6.7%	6.7%
85 +	2.6%	3.4%	3.3%
18 +	82.3%	82.5%	81.6%
2010 Population by Sex			
Males	6,668	61,699	148,134
Females	7,432	71,302	172,087
2020 Population by Sex			
Males	6,718	61,934	146,819
Females	7,393	70,762	169,361
2025 Population by Sex			
Males	6,922	62,185	145,735
Females	7,539	70,606	167,155

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,099	133,001	320,222
White Alone	72.8%	60.9%	56.4%
Black Alone	17.6%	31.4%	36.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.0%	4.1%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.1%	0.9%
Two or More Races	2.9%	2.3%	2.1%
Hispanic Origin	3.9%	3.4%	2.9%
Diversity Index	47.8	55.9	57.4
2020 Population by Race/Ethnicity			
Total	14,111	132,696	316,180
White Alone	63.3%	55.3%	51.9%
Black Alone	23.8%	34.3%	38.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.7%	5.5%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.6%	1.3%
Two or More Races	3.9%	3.0%	2.8%
Hispanic Origin	6.0%	5.2%	4.4%
Diversity Index	59.1	61.5	61.8
2025 Population by Race/Ethnicity			
Total	14,460	132,790	312,890
White Alone	58.2%	52.2%	49.3%
Black Alone	26.8%	35.7%	39.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.6%	6.4%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.0%	1.6%
Two or More Races	4.6%	3.5%	3.3%
Hispanic Origin	7.4%	6.4%	5.5%
Diversity Index	64.1	64.5	64.2
2010 Population by Relationship and Household Type			
Total	14,100	133,001	320,221
In Households	98.3%	94.7%	94.8%
In Family Households	73.9%	72.3%	74.8%
Householder	24.6%	23.7%	24.0%
Spouse	16.6%	15.3%	15.7%
Child	26.5%	27.0%	28.6%
Other relative	3.7%	4.0%	4.2%
Nonrelative	2.5%	2.3%	2.4%
In Nonfamily Households	24.4%	22.4%	19.9%
In Group Quarters	1.7%	5.3%	5.2%
Institutionalized Population	1.7%	1.8%	1.5%
Noninstitutionalized Population	0.0%	3.5%	3.8%

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

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

1637 E Joppa Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39687
Longitude: -76.56397

	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	10,441	91,680	217,371
Less than 9th Grade	2.7%	2.4%	2.4%
9th - 12th Grade, No Diploma	3.7%	4.3%	4.7%
High School Graduate	21.5%	21.5%	21.2%
GED/Alternative Credential	3.1%	3.2%	3.4%
Some College, No Degree	19.4%	19.7%	19.2%
Associate Degree	7.9%	7.0%	6.6%
Bachelor's Degree	23.1%	22.7%	22.8%
Graduate/Professional Degree	18.7%	19.3%	19.7%
2020 Population 15+ by Marital Status			
Total	11,954	112,617	266,075
Never Married	36.3%	41.6%	40.0%
Married	46.2%	41.8%	43.6%
Widowed	4.5%	5.8%	6.2%
Divorced	13.0%	10.8%	10.2%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,556	77,889	180,043
Population 16+ Employed	89.6%	89.2%	89.3%
Population 16+ Unemployment rate	10.4%	10.8%	10.7%
Population 16-24 Employed	9.6%	12.9%	12.1%
Population 16-24 Unemployment rate	17.2%	20.5%	20.1%
Population 25-54 Employed	65.1%	60.8%	60.5%
Population 25-54 Unemployment rate	9.7%	9.5%	9.6%
Population 55-64 Employed	16.0%	16.9%	17.8%
Population 55-64 Unemployment rate	9.1%	8.4%	8.8%
Population 65+ Employed	9.3%	9.5%	9.6%
Population 65+ Unemployment rate	9.5%	8.2%	7.7%
2020 Employed Population 16+ by Industry			
Total	7,668	69,496	160,782
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	6.7%	5.0%	4.9%
Manufacturing	4.8%	4.7%	5.0%
Wholesale Trade	2.1%	1.5%	1.7%
Retail Trade	9.8%	9.3%	8.7%
Transportation/Utilities	4.9%	5.0%	5.1%
Information	1.0%	1.5%	1.6%
Finance/Insurance/Real Estate	8.3%	6.9%	7.5%
Services	56.6%	58.4%	57.4%
Public Administration	5.8%	7.5%	7.8%
2020 Employed Population 16+ by Occupation			
Total	7,668	69,497	160,781
White Collar	67.6%	67.2%	69.3%
Management/Business/Financial	15.7%	14.3%	15.6%
Professional	29.2%	29.5%	30.1%
Sales	9.1%	8.8%	9.1%
Administrative Support	13.6%	14.7%	14.4%
Services	17.0%	18.6%	17.0%
Blue Collar	15.4%	14.2%	13.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.1%	4.0%	3.5%
Installation/Maintenance/Repair	4.1%	2.8%	2.4%
Production	2.1%	2.8%	2.8%
Transportation/Material Moving	5.0%	4.6%	4.8%

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

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,066	54,751	126,445
Households with 1 Person	32.2%	33.2%	30.9%
Households with 2+ People	67.8%	66.8%	69.1%
Family Households	57.3%	57.5%	60.7%
Husband-wife Families	38.6%	37.2%	39.8%
With Related Children	15.5%	15.6%	16.8%
Other Family (No Spouse Present)	18.7%	20.2%	21.0%
Other Family with Male Householder	4.7%	4.7%	4.5%
With Related Children	2.4%	2.4%	2.4%
Other Family with Female Householder	13.9%	15.5%	16.4%
With Related Children	8.0%	9.4%	10.0%
Nonfamily Households	10.5%	9.4%	8.4%
All Households with Children	26.2%	27.8%	29.7%
Multigenerational Households	3.2%	3.8%	4.6%
Unmarried Partner Households	7.6%	6.7%	6.7%
Male-female	6.7%	5.9%	5.7%
Same-sex	1.0%	0.9%	1.1%
2010 Households by Size			
Total	6,066	54,749	126,445
1 Person Household	32.2%	33.2%	30.9%
2 Person Household	34.1%	32.4%	32.1%
3 Person Household	16.3%	16.3%	16.6%
4 Person Household	10.7%	11.1%	12.2%
5 Person Household	4.3%	4.5%	5.1%
6 Person Household	1.6%	1.7%	1.9%
7 + Person Household	0.7%	0.9%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	6,066	54,750	126,446
Owner Occupied	70.5%	60.4%	65.6%
Owned with a Mortgage/Loan	51.6%	44.7%	49.2%
Owned Free and Clear	18.8%	15.7%	16.4%
Renter Occupied	29.5%	39.6%	34.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	176	145	148
Percent of Income for Mortgage	12.4%	14.7%	14.1%
Wealth Index	92	99	118
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,481	58,363	135,640
Housing Units Inside Urbanized Area	100.0%	99.6%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	0.8%
2010 Population By Urban/ Rural Status			
Total Population	14,100	133,001	320,221
Population Inside Urbanized Area	100.0%	99.5%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	0.7%

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

1637 E Joppa Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39687
Longitude: -76.56397

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Emerald City (8B)	Bright Young Professionals	Family Foundations (12A)
3.	Front Porches (8E)	College Towns (14B)	Bright Young Professionals (8C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$13,200,159	\$119,110,993	\$294,436,852
Average Spent	\$2,183.65	\$2,184.12	\$2,368.65
Spending Potential Index	102	102	110
Education: Total \$	\$11,238,625	\$104,331,244	\$261,441,852
Average Spent	\$1,859.16	\$1,913.11	\$2,103.21
Spending Potential Index	104	107	118
Entertainment/Recreation: Total \$	\$19,562,596	\$176,007,080	\$438,617,167
Average Spent	\$3,236.16	\$3,227.42	\$3,528.53
Spending Potential Index	100	99	109
Food at Home: Total \$	\$32,416,186	\$292,781,254	\$725,158,924
Average Spent	\$5,362.48	\$5,368.69	\$5,833.66
Spending Potential Index	100	101	109
Food Away from Home: Total \$	\$22,956,434	\$207,095,365	\$512,597,628
Average Spent	\$3,797.59	\$3,797.48	\$4,123.68
Spending Potential Index	101	101	109
Health Care: Total \$	\$34,059,938	\$307,274,628	\$767,376,476
Average Spent	\$5,634.40	\$5,634.45	\$6,173.29
Spending Potential Index	98	98	107
HH Furnishings & Equipment: Total \$	\$13,286,027	\$118,768,254	\$295,482,968
Average Spent	\$2,197.85	\$2,177.84	\$2,377.06
Spending Potential Index	101	100	109
Personal Care Products & Services: Total \$	\$5,617,889	\$50,865,005	\$126,014,929
Average Spent	\$929.34	\$932.70	\$1,013.75
Spending Potential Index	101	102	110
Shelter: Total \$	\$121,205,241	\$1,104,226,282	\$2,740,804,960
Average Spent	\$20,050.49	\$20,248.03	\$22,048.85
Spending Potential Index	104	105	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,800,737	\$122,825,689	\$304,977,965
Average Spent	\$2,283.00	\$2,252.24	\$2,453.45
Spending Potential Index	97	96	105
Travel: Total \$	\$14,672,545	\$133,263,476	\$335,087,710
Average Spent	\$2,427.22	\$2,443.63	\$2,695.67
Spending Potential Index	101	101	112
Vehicle Maintenance & Repairs: Total \$	\$7,192,275	\$63,698,013	\$155,931,346
Average Spent	\$1,189.79	\$1,168.02	\$1,254.42
Spending Potential Index	103	101	108

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

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

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	23.9%	Population	14,111	14,461
Emerald City (8B)	15.6%	Households	6,045	6,207
Front Porches (8E)	13.6%	Families	3,397	3,465
Set to Impress (11D)	12.2%	Median Age	39.9	41.0
Enterprising Professionals (2D)	8.1%	Median Household Income	\$71,833	\$75,370
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,183.65	\$13,200,159
Men's		103	\$432.09	\$2,611,977
Women's		101	\$762.07	\$4,606,709
Children's		100	\$317.24	\$1,917,733
Footwear		104	\$500.86	\$3,027,697
Watches & Jewelry		97	\$113.24	\$684,548
Apparel Products and Services (1)		100	\$58.15	\$351,496
Computer				
Computers and Hardware for Home Use		104	\$169.24	\$1,023,071
Portable Memory		101	\$3.91	\$23,639
Computer Software		106	\$10.32	\$62,377
Computer Accessories		106	\$18.69	\$112,994
Entertainment & Recreation		100	\$3,236.16	\$19,562,596
Fees and Admissions		104	\$745.56	\$4,506,886
Membership Fees for Clubs (2)		104	\$249.76	\$1,509,809
Fees for Participant Sports, excl. Trips		102	\$100.58	\$608,009
Tickets to Theatre/Operas/Concerts		107	\$86.56	\$523,254
Tickets to Movies		105	\$60.10	\$363,303
Tickets to Parks or Museums		100	\$32.99	\$199,418
Admission to Sporting Events, excl. Trips		98	\$61.44	\$371,382
Fees for Recreational Lessons		106	\$153.20	\$926,070
Dating Services		115	\$0.93	\$5,642
TV/Video/Audio		100	\$1,164.79	\$7,041,132
Cable and Satellite Television Services		98	\$795.12	\$4,806,508
Televisions		101	\$108.83	\$657,895
Satellite Dishes		100	\$1.17	\$7,048
VCRs, Video Cameras, and DVD Players		102	\$5.31	\$32,104
Miscellaneous Video Equipment		97	\$24.26	\$146,634
Video Cassettes and DVDs		104	\$10.36	\$62,641
Video Game Hardware/Accessories		107	\$30.28	\$183,038
Video Game Software		110	\$18.05	\$109,132
Rental/Streaming/Downloaded Video		108	\$58.44	\$353,276
Installation of Televisions		94	\$1.02	\$6,168
Audio (3)		103	\$109.47	\$661,776
Rental and Repair of TV/Radio/Sound Equipment		102	\$2.47	\$14,911
Pets		94	\$656.74	\$3,970,001
Toys/Games/Crafts/Hobbies (4)		103	\$125.13	\$756,409
Recreational Vehicles and Fees (5)		91	\$141.52	\$855,466
Sports/Recreation/Exercise Equipment (6)		101	\$204.39	\$1,235,561
Photo Equipment and Supplies (7)		107	\$54.66	\$330,428
Reading (8)		103	\$110.95	\$670,674
Catered Affairs (9)		108	\$32.43	\$196,039
Food		101	\$9,160.07	\$55,372,620
Food at Home		100	\$5,362.48	\$32,416,186
Bakery and Cereal Products		100	\$695.99	\$4,207,238
Meats, Poultry, Fish, and Eggs		100	\$1,164.90	\$7,041,805
Dairy Products		100	\$553.13	\$3,343,649
Fruits and Vegetables		102	\$1,061.55	\$6,417,094
Snacks and Other Food at Home (10)		100	\$1,886.91	\$11,406,399
Food Away from Home		101	\$3,797.59	\$22,956,434
Alcoholic Beverages		102	\$636.42	\$3,847,178

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

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$24,676.78	\$149,171,149
Value of Retirement Plans	100	\$95,085.32	\$574,790,787
Value of Other Financial Assets	95	\$7,791.10	\$47,097,223
Vehicle Loan Amount excluding Interest	99	\$2,897.37	\$17,514,601
Value of Credit Card Debt	102	\$2,652.42	\$16,033,879
Health			
Nonprescription Drugs	97	\$144.15	\$871,397
Prescription Drugs	95	\$333.99	\$2,018,969
Eyeglasses and Contact Lenses	98	\$91.75	\$554,635
Home			
Mortgage Payment and Basics (11)	96	\$10,099.36	\$61,050,649
Maintenance and Remodeling Services	97	\$2,501.05	\$15,118,822
Maintenance and Remodeling Materials (12)	90	\$497.59	\$3,007,914
Utilities, Fuel, and Public Services	99	\$4,831.46	\$29,206,183
Household Furnishings and Equipment			
Household Textiles (13)	103	\$104.12	\$629,419
Furniture	103	\$656.93	\$3,971,150
Rugs	103	\$36.05	\$217,899
Major Appliances (14)	98	\$350.02	\$2,115,843
Housewares (15)	97	\$93.83	\$567,205
Small Appliances	103	\$51.13	\$309,085
Luggage	107	\$15.74	\$95,126
Telephones and Accessories	102	\$89.90	\$543,468
Household Operations			
Child Care	103	\$532.56	\$3,219,295
Lawn and Garden (16)	94	\$460.80	\$2,785,522
Moving/Storage/Freight Express	110	\$66.19	\$400,092
Housekeeping Supplies (17)	99	\$764.44	\$4,621,036
Insurance			
Owners and Renters Insurance	92	\$552.36	\$3,339,001
Vehicle Insurance	100	\$1,803.71	\$10,903,456
Life/Other Insurance	95	\$516.70	\$3,123,450
Health Insurance	98	\$3,644.15	\$22,028,879
Personal Care Products (18)	101	\$502.59	\$3,038,178
School Books and Supplies (19)	102	\$150.26	\$908,293
Smoking Products	101	\$405.62	\$2,451,945
Transportation			
Payments on Vehicles excluding Leases	96	\$2,475.16	\$14,962,346
Gasoline and Motor Oil	98	\$2,324.60	\$14,052,212
Vehicle Maintenance and Repairs	103	\$1,189.79	\$7,192,275
Travel			
Airline Fares	103	\$616.52	\$3,726,874
Lodging on Trips	100	\$647.36	\$3,913,276
Auto/Truck Rental on Trips	104	\$29.99	\$181,261
Food and Drink on Trips	101	\$578.49	\$3,496,977

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

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

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	19.4%	Population	132,696	132,790
Bright Young Professionals (8C)	8.4%	Households	54,535	54,649
College Towns (14B)	5.4%	Families	30,737	30,551
City Strivers (11A)	5.2%	Median Age	38.6	39.6
Emerald City (8B)	4.9%	Median Household Income	\$67,352	\$70,345
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,184.12	\$119,110,993
Men's		103	\$433.41	\$23,636,069
Women's		102	\$767.85	\$41,874,508
Children's		98	\$310.54	\$16,935,340
Footwear		103	\$495.95	\$27,046,517
Watches & Jewelry		99	\$114.87	\$6,264,618
Apparel Products and Services (1)		106	\$61.50	\$3,353,942
Computer				
Computers and Hardware for Home Use		105	\$170.52	\$9,299,467
Portable Memory		103	\$3.99	\$217,572
Computer Software		106	\$10.36	\$564,840
Computer Accessories		105	\$18.56	\$1,011,998
Entertainment & Recreation		99	\$3,227.42	\$176,007,080
Fees and Admissions		104	\$745.81	\$40,672,903
Membership Fees for Clubs (2)		105	\$251.89	\$13,736,802
Fees for Participant Sports, excl. Trips		100	\$98.70	\$5,382,672
Tickets to Theatre/Operas/Concerts		109	\$88.09	\$4,803,752
Tickets to Movies		103	\$58.99	\$3,217,175
Tickets to Parks or Museums		100	\$32.72	\$1,784,337
Admission to Sporting Events, excl. Trips		98	\$61.70	\$3,364,732
Fees for Recreational Lessons		105	\$152.76	\$8,330,570
Dating Services		120	\$0.97	\$52,864
TV/Video/Audio		100	\$1,162.51	\$63,397,339
Cable and Satellite Television Services		99	\$801.76	\$43,723,848
Televisions		100	\$107.72	\$5,874,770
Satellite Dishes		96	\$1.12	\$61,178
VCRs, Video Cameras, and DVD Players		98	\$5.11	\$278,862
Miscellaneous Video Equipment		95	\$23.81	\$1,298,740
Video Cassettes and DVDs		99	\$9.92	\$540,839
Video Game Hardware/Accessories		103	\$29.32	\$1,599,020
Video Game Software		104	\$17.20	\$937,800
Rental/Streaming/Downloaded Video		103	\$55.55	\$3,029,373
Installation of Televisions		99	\$1.07	\$58,517
Audio (3)		101	\$107.34	\$5,853,961
Rental and Repair of TV/Radio/Sound Equipment		106	\$2.58	\$140,431
Pets		93	\$649.41	\$35,415,343
Toys/Games/Crafts/Hobbies (4)		100	\$121.54	\$6,628,079
Recreational Vehicles and Fees (5)		97	\$151.67	\$8,271,538
Sports/Recreation/Exercise Equipment (6)		98	\$198.10	\$10,803,485
Photo Equipment and Supplies (7)		105	\$53.95	\$2,942,035
Reading (8)		104	\$111.48	\$6,079,639
Catered Affairs (9)		110	\$32.95	\$1,796,720
Food		101	\$9,166.16	\$499,876,619
Food at Home		101	\$5,368.69	\$292,781,254
Bakery and Cereal Products		101	\$697.86	\$38,057,999
Meats, Poultry, Fish, and Eggs		101	\$1,175.94	\$64,130,131
Dairy Products		100	\$553.04	\$30,160,048
Fruits and Vegetables		102	\$1,066.87	\$58,181,821
Snacks and Other Food at Home (10)		100	\$1,874.97	\$102,251,254
Food Away from Home		101	\$3,797.48	\$207,095,365
Alcoholic Beverages		103	\$638.84	\$34,839,150

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

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	101	\$24,595.73	\$1,341,327,896
Value of Retirement Plans	99	\$94,655.78	\$5,162,052,993
Value of Other Financial Assets	100	\$8,222.94	\$448,437,939
Vehicle Loan Amount excluding Interest	96	\$2,814.93	\$153,512,299
Value of Credit Card Debt	101	\$2,614.44	\$142,578,356
Health			
Nonprescription Drugs	97	\$143.96	\$7,851,021
Prescription Drugs	95	\$333.33	\$18,178,356
Eyeglasses and Contact Lenses	98	\$91.25	\$4,976,167
Home			
Mortgage Payment and Basics (11)	96	\$10,072.91	\$549,326,274
Maintenance and Remodeling Services	98	\$2,504.20	\$136,566,531
Maintenance and Remodeling Materials (12)	90	\$495.15	\$27,003,188
Utilities, Fuel, and Public Services	99	\$4,818.29	\$262,765,308
Household Furnishings and Equipment			
Household Textiles (13)	102	\$103.41	\$5,639,598
Furniture	102	\$651.39	\$35,523,698
Rugs	100	\$35.03	\$1,910,162
Major Appliances (14)	96	\$344.09	\$18,765,041
Housewares (15)	98	\$94.65	\$5,161,690
Small Appliances	102	\$50.35	\$2,746,043
Luggage	106	\$15.57	\$848,954
Telephones and Accessories	104	\$92.25	\$5,030,589
Household Operations			
Child Care	101	\$520.25	\$28,371,956
Lawn and Garden (16)	95	\$464.72	\$25,343,244
Moving/Storage/Freight Express	107	\$64.46	\$3,515,269
Housekeeping Supplies (17)	99	\$766.26	\$41,787,750
Insurance			
Owners and Renters Insurance	92	\$549.76	\$29,980,982
Vehicle Insurance	99	\$1,790.25	\$97,631,463
Life/Other Insurance	96	\$520.10	\$28,363,853
Health Insurance	98	\$3,647.26	\$198,903,211
Personal Care Products (18)	100	\$498.62	\$27,192,477
School Books and Supplies (19)	102	\$149.70	\$8,163,666
Smoking Products	99	\$396.97	\$21,648,756
Transportation			
Payments on Vehicles excluding Leases	93	\$2,407.24	\$131,278,619
Gasoline and Motor Oil	97	\$2,291.24	\$124,952,641
Vehicle Maintenance and Repairs	101	\$1,168.02	\$63,698,013
Travel			
Airline Fares	104	\$625.23	\$34,096,864
Lodging on Trips	101	\$655.11	\$35,726,504
Auto/Truck Rental on Trips	104	\$30.02	\$1,637,334
Food and Drink on Trips	101	\$579.64	\$31,610,931

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

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

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	16.0%	Population	316,180	312,891
Family Foundations (12A)	9.7%	Households	124,306	122,872
Bright Young Professionals (8C)	6.5%	Families	74,556	73,369
Pleasantville (2B)	6.4%	Median Age	39.3	40.1
Golden Years (9B)	5.5%	Median Household Income	\$72,754	\$76,607
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,368.65	\$294,436,852
Men's		112	\$468.36	\$58,219,371
Women's		111	\$837.87	\$104,152,239
Children's		105	\$335.51	\$41,705,388
Footwear		111	\$533.68	\$66,339,887
Watches & Jewelry		108	\$125.29	\$15,574,015
Apparel Products and Services (1)		117	\$67.94	\$8,445,952
Computer				
Computers and Hardware for Home Use		114	\$184.74	\$22,963,741
Portable Memory		112	\$4.33	\$537,678
Computer Software		114	\$11.12	\$1,382,722
Computer Accessories		114	\$20.08	\$2,496,280
Entertainment & Recreation		109	\$3,528.53	\$438,617,167
Fees and Admissions		115	\$822.01	\$102,180,560
Membership Fees for Clubs (2)		116	\$277.86	\$34,539,479
Fees for Participant Sports, excl. Trips		111	\$108.88	\$13,534,048
Tickets to Theatre/Operas/Concerts		120	\$96.66	\$12,014,836
Tickets to Movies		110	\$63.31	\$7,869,659
Tickets to Parks or Museums		109	\$35.75	\$4,444,227
Admission to Sporting Events, excl. Trips		110	\$68.82	\$8,554,603
Fees for Recreational Lessons		117	\$169.68	\$21,091,717
Dating Services		131	\$1.06	\$131,992
TV/Video/Audio		108	\$1,263.96	\$157,117,746
Cable and Satellite Television Services		108	\$877.08	\$109,026,825
Televisions		107	\$115.95	\$14,413,403
Satellite Dishes		104	\$1.22	\$152,162
VCRs, Video Cameras, and DVD Players		105	\$5.49	\$682,104
Miscellaneous Video Equipment		106	\$26.33	\$3,273,356
Video Cassettes and DVDs		106	\$10.61	\$1,319,133
Video Game Hardware/Accessories		108	\$30.75	\$3,822,536
Video Game Software		109	\$17.97	\$2,233,652
Rental/Streaming/Downloaded Video		109	\$58.57	\$7,280,996
Installation of Televisions		112	\$1.21	\$150,912
Audio (3)		109	\$115.97	\$14,415,756
Rental and Repair of TV/Radio/Sound Equipment		115	\$2.79	\$346,909
Pets		102	\$709.62	\$88,209,524
Toys/Games/Crafts/Hobbies (4)		107	\$130.87	\$16,267,519
Recreational Vehicles and Fees (5)		111	\$173.37	\$21,551,147
Sports/Recreation/Exercise Equipment (6)		106	\$213.87	\$26,585,715
Photo Equipment and Supplies (7)		113	\$57.76	\$7,180,307
Reading (8)		113	\$121.43	\$15,094,189
Catered Affairs (9)		119	\$35.64	\$4,430,458
Food		109	\$9,957.34	\$1,237,756,551
Food at Home		109	\$5,833.66	\$725,158,924
Bakery and Cereal Products		109	\$758.91	\$94,336,496
Meats, Poultry, Fish, and Eggs		110	\$1,280.83	\$159,215,136
Dairy Products		109	\$600.72	\$74,673,059
Fruits and Vegetables		111	\$1,160.56	\$144,264,994
Snacks and Other Food at Home (10)		108	\$2,032.64	\$252,669,238
Food Away from Home		109	\$4,123.68	\$512,597,628
Alcoholic Beverages		113	\$700.67	\$87,097,242

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

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	112	\$27,247.18	\$3,386,988,371
Value of Retirement Plans	112	\$106,455.26	\$13,233,027,013
Value of Other Financial Assets	114	\$9,331.02	\$1,159,901,756
Vehicle Loan Amount excluding Interest	105	\$3,053.87	\$379,614,556
Value of Credit Card Debt	110	\$2,863.19	\$355,911,692
Health			
Nonprescription Drugs	106	\$156.64	\$19,470,969
Prescription Drugs	104	\$365.27	\$45,405,233
Eyeglasses and Contact Lenses	107	\$99.99	\$12,428,766
Home			
Mortgage Payment and Basics (11)	109	\$11,409.47	\$1,418,265,437
Maintenance and Remodeling Services	110	\$2,822.84	\$350,896,150
Maintenance and Remodeling Materials (12)	101	\$557.51	\$69,301,754
Utilities, Fuel, and Public Services	107	\$5,253.85	\$653,084,874
Household Furnishings and Equipment			
Household Textiles (13)	111	\$112.16	\$13,941,880
Furniture	111	\$708.35	\$88,051,873
Rugs	109	\$38.25	\$4,754,329
Major Appliances (14)	106	\$379.89	\$47,223,156
Housewares (15)	106	\$103.06	\$12,810,394
Small Appliances	110	\$54.14	\$6,729,441
Luggage	115	\$16.86	\$2,095,904
Telephones and Accessories	114	\$100.98	\$12,552,525
Household Operations			
Child Care	111	\$571.79	\$71,076,708
Lawn and Garden (16)	107	\$521.09	\$64,774,931
Moving/Storage/Freight Express	113	\$67.88	\$8,437,544
Housekeeping Supplies (17)	107	\$833.32	\$103,586,683
Insurance			
Owners and Renters Insurance	103	\$614.66	\$76,406,518
Vehicle Insurance	107	\$1,935.49	\$240,593,174
Life/Other Insurance	107	\$581.67	\$72,305,046
Health Insurance	108	\$4,003.34	\$497,639,266
Personal Care Products (18)	108	\$538.47	\$66,934,904
School Books and Supplies (19)	109	\$160.91	\$20,002,436
Smoking Products	105	\$421.71	\$52,421,320
Transportation			
Payments on Vehicles excluding Leases	102	\$2,622.66	\$326,012,801
Gasoline and Motor Oil	105	\$2,484.83	\$308,879,420
Vehicle Maintenance and Repairs	108	\$1,254.42	\$155,931,346
Travel			
Airline Fares	115	\$688.69	\$85,607,996
Lodging on Trips	112	\$726.91	\$90,359,374
Auto/Truck Rental on Trips	114	\$32.94	\$4,095,100
Food and Drink on Trips	111	\$637.53	\$79,249,172

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

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

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

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

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

1637 E Joppa Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39687
Longitude: -76.56397

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		758		5,150		10,482						
Total Employees:		7,531		60,399		117,740						
Total Residential Population:		14,111		132,696		316,180						
Employee/Residential Population Ratio (per 100 Residents)		53		46		37						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	19	2.5%	186	2.5%	68	1.3%	619	1.0%	120	1.1%	1,024	0.9%
Construction	35	4.6%	233	3.1%	249	4.8%	2,534	4.2%	517	4.9%	4,427	3.8%
Manufacturing	9	1.2%	44	0.6%	58	1.1%	611	1.0%	140	1.3%	1,866	1.6%
Transportation	11	1.5%	38	0.5%	62	1.2%	455	0.8%	139	1.3%	1,036	0.9%
Communication	7	0.9%	99	1.3%	38	0.7%	397	0.7%	82	0.8%	893	0.8%
Utility	1	0.1%	5	0.1%	8	0.2%	88	0.1%	13	0.1%	121	0.1%
Wholesale Trade	12	1.6%	81	1.1%	68	1.3%	605	1.0%	157	1.5%	1,332	1.1%
Retail Trade Summary	169	22.3%	2,451	32.5%	980	19.0%	14,070	23.3%	1,995	19.0%	27,041	23.0%
Home Improvement	4	0.5%	66	0.9%	22	0.4%	866	1.4%	58	0.6%	1,177	1.0%
General Merchandise Stores	10	1.3%	402	5.3%	37	0.7%	873	1.4%	78	0.7%	1,591	1.4%
Food Stores	22	2.9%	305	4.0%	99	1.9%	1,889	3.1%	211	2.0%	4,000	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	10	1.3%	118	1.6%	75	1.5%	1,661	2.8%	168	1.6%	3,318	2.8%
Apparel & Accessory Stores	5	0.7%	42	0.6%	111	2.2%	1,346	2.2%	167	1.6%	1,690	1.4%
Furniture & Home Furnishings	24	3.2%	251	3.3%	70	1.4%	620	1.0%	152	1.5%	1,394	1.2%
Eating & Drinking Places	50	6.6%	803	10.7%	307	6.0%	4,740	7.8%	604	5.8%	9,628	8.2%
Miscellaneous Retail	44	5.8%	463	6.1%	260	5.0%	2,074	3.4%	556	5.3%	4,244	3.6%
Finance, Insurance, Real Estate Summary	91	12.0%	567	7.5%	619	12.0%	4,107	6.8%	1,224	11.7%	8,634	7.3%
Banks, Savings & Lending Institutions	21	2.8%	159	2.1%	99	1.9%	753	1.2%	192	1.8%	1,482	1.3%
Securities Brokers	17	2.2%	85	1.1%	108	2.1%	675	1.1%	205	2.0%	1,386	1.2%
Insurance Carriers & Agents	25	3.3%	186	2.5%	146	2.8%	1,004	1.7%	268	2.6%	1,877	1.6%
Real Estate, Holding, Other Investment Offices	28	3.7%	136	1.8%	267	5.2%	1,676	2.8%	559	5.3%	3,889	3.3%
Services Summary	348	45.9%	3,799	50.4%	2,312	44.9%	32,954	54.6%	4,773	45.5%	64,945	55.2%
Hotels & Lodging	5	0.7%	75	1.0%	11	0.2%	398	0.7%	25	0.2%	706	0.6%
Automotive Services	35	4.6%	162	2.2%	131	2.5%	760	1.3%	265	2.5%	1,767	1.5%
Motion Pictures & Amusements	31	4.1%	217	2.9%	135	2.6%	1,143	1.9%	298	2.8%	2,480	2.1%
Health Services	59	7.8%	857	11.4%	417	8.1%	10,087	16.7%	917	8.7%	21,972	18.7%
Legal Services	19	2.5%	100	1.3%	286	5.6%	1,909	3.2%	363	3.5%	2,316	2.0%
Education Institutions & Libraries	17	2.2%	681	9.0%	91	1.8%	3,687	6.1%	228	2.2%	8,750	7.4%
Other Services	183	24.1%	1,707	22.7%	1,242	24.1%	14,970	24.8%	2,677	25.5%	26,954	22.9%
Government	1	0.1%	2	0.0%	107	2.1%	3,772	6.2%	129	1.2%	5,836	5.0%
Unclassified Establishments	56	7.4%	26	0.3%	581	11.3%	186	0.3%	1,193	11.4%	584	0.5%
Totals	758	100.0%	7,531	100.0%	5,150	100.0%	60,399	100.0%	10,482	100.0%	117,740	100.0%

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

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.

1637 E Joppa Rd, Towson, Maryland, 21286
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39687
Longitude: -76.56397

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%	3	0.0%	11	0.2%	28	0.0%	16	0.2%	43	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	39	5.1%	319	4.2%	263	5.1%	2,713	4.5%	556	5.3%	4,862	4.1%
Manufacturing	11	1.5%	61	0.8%	66	1.3%	659	1.1%	158	1.5%	2,041	1.7%
Wholesale Trade	11	1.5%	79	1.0%	61	1.2%	582	1.0%	144	1.4%	1,286	1.1%
Retail Trade	112	14.8%	1,590	21.1%	647	12.6%	9,058	15.0%	1,340	12.8%	16,870	14.3%
Motor Vehicle & Parts Dealers	9	1.2%	116	1.5%	54	1.0%	1,568	2.6%	119	1.1%	3,102	2.6%
Furniture & Home Furnishings Stores	11	1.5%	171	2.3%	34	0.7%	328	0.5%	77	0.7%	650	0.6%
Electronics & Appliance Stores	7	0.9%	35	0.5%	29	0.6%	194	0.3%	59	0.6%	618	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.5%	66	0.9%	22	0.4%	866	1.4%	58	0.6%	1,177	1.0%
Food & Beverage Stores	20	2.6%	344	4.6%	90	1.7%	1,787	3.0%	208	2.0%	3,803	3.2%
Health & Personal Care Stores	12	1.6%	98	1.3%	78	1.5%	619	1.0%	158	1.5%	1,228	1.0%
Gasoline Stations	1	0.1%	2	0.0%	22	0.4%	93	0.2%	49	0.5%	216	0.2%
Clothing & Clothing Accessories Stores	7	0.9%	72	1.0%	132	2.6%	1,515	2.5%	197	1.9%	2,074	1.8%
Sport Goods, Hobby, Book, & Music Stores	11	1.5%	144	1.9%	36	0.7%	437	0.7%	87	0.8%	908	0.8%
General Merchandise Stores	10	1.3%	402	5.3%	37	0.7%	873	1.4%	78	0.7%	1,591	1.4%
Miscellaneous Store Retailers	14	1.8%	139	1.8%	83	1.6%	753	1.2%	182	1.7%	1,422	1.2%
Nonstore Retailers	5	0.7%	1	0.0%	32	0.6%	24	0.0%	67	0.6%	82	0.1%
Transportation & Warehousing	9	1.2%	37	0.5%	53	1.0%	350	0.6%	121	1.2%	922	0.8%
Information	15	2.0%	174	2.3%	83	1.6%	1,261	2.1%	183	1.7%	2,204	1.9%
Finance & Insurance	63	8.3%	431	5.7%	358	7.0%	2,462	4.1%	679	6.5%	4,832	4.1%
Central Bank/Credit Intermediation & Related Activities	21	2.8%	159	2.1%	100	1.9%	755	1.3%	194	1.9%	1,482	1.3%
Securities, Commodity Contracts & Other Financial	17	2.2%	85	1.1%	112	2.2%	703	1.2%	217	2.1%	1,473	1.3%
Insurance Carriers & Related Activities; Funds, Trusts &	25	3.3%	186	2.5%	146	2.8%	1,004	1.7%	268	2.6%	1,877	1.6%
Real Estate, Rental & Leasing	36	4.7%	257	3.4%	284	5.5%	1,734	2.9%	576	5.5%	3,721	3.2%
Professional, Scientific & Tech Services	86	11.3%	793	10.5%	692	13.4%	8,727	14.4%	1,199	11.4%	13,028	11.1%
Legal Services	21	2.8%	108	1.4%	305	5.9%	2,014	3.3%	404	3.9%	2,549	2.2%
Management of Companies & Enterprises	2	0.3%	13	0.2%	14	0.3%	111	0.2%	28	0.3%	226	0.2%
Administrative & Support & Waste Management & Remediation	32	4.2%	227	3.0%	188	3.7%	1,423	2.4%	385	3.7%	2,701	2.3%
Educational Services	25	3.3%	703	9.3%	121	2.3%	3,523	5.8%	283	2.7%	8,663	7.4%
Health Care & Social Assistance	79	10.4%	1,180	15.7%	592	11.5%	13,518	22.4%	1,299	12.4%	28,123	23.9%
Arts, Entertainment & Recreation	19	2.5%	185	2.5%	83	1.6%	993	1.6%	198	1.9%	2,202	1.9%
Accommodation & Food Services	59	7.8%	915	12.1%	333	6.5%	5,300	8.8%	658	6.3%	10,620	9.0%
Accommodation	5	0.7%	75	1.0%	11	0.2%	398	0.7%	25	0.2%	706	0.6%
Food Services & Drinking Places	54	7.1%	840	11.2%	322	6.3%	4,902	8.1%	634	6.0%	9,914	8.4%
Other Services (except Public Administration)	103	13.6%	535	7.1%	611	11.9%	3,999	6.6%	1,337	12.8%	8,978	7.6%
Automotive Repair & Maintenance	28	3.7%	126	1.7%	92	1.8%	526	0.9%	192	1.8%	1,356	1.2%
Public Administration	1	0.1%	2	0.0%	107	2.1%	3,772	6.2%	129	1.2%	5,836	5.0%
Unclassified Establishments	56	7.4%	26	0.3%	581	11.3%	186	0.3%	1,192	11.4%	577	0.5%
Total	758	100.0%	7,531	100.0%	5,150	100.0%	60,399	100.0%	10,482	100.0%	117,740	100.0%

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

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.