

1740 E Joppa Rd, Parkville, Maryland, 21234 2  
 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.39841  
 Longitude: -76.55976

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	14,295	123,732	306,583
2010 Total Population	14,030	128,988	311,431
2017 Total Population	14,398	132,382	317,793
2017 Group Quarters	278	7,219	17,071
2022 Total Population	14,689	134,865	322,270
2017-2022 Annual Rate	0.40%	0.37%	0.28%
2017 Total Daytime Population	15,109	122,073	280,277
Workers	8,466	58,517	125,159
Residents	6,643	63,556	155,118
<b>Household Summary</b>			
2000 Households	6,109	50,916	122,205
2000 Average Household Size	2.31	2.30	2.39
2010 Households	5,884	53,501	122,919
2010 Average Household Size	2.34	2.28	2.40
2017 Households	5,943	54,348	124,091
2017 Average Household Size	2.38	2.30	2.42
2022 Households	6,027	55,225	125,523
2022 Average Household Size	2.39	2.31	2.43
2017-2022 Annual Rate	0.28%	0.32%	0.23%
2010 Families	3,468	30,494	74,672
2010 Average Family Size	2.93	2.94	3.02
2017 Families	3,465	30,528	74,656
2017 Average Family Size	2.98	2.99	3.06
2022 Families	3,496	30,788	75,120
2022 Average Family Size	3.01	3.01	3.08
2017-2022 Annual Rate	0.18%	0.17%	0.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,287	53,201	128,982
Owner Occupied Housing Units	70.8%	60.4%	63.7%
Renter Occupied Housing Units	26.4%	35.3%	31.1%
Vacant Housing Units	2.8%	4.3%	5.3%
2010 Housing Units	6,260	56,890	131,716
Owner Occupied Housing Units	68.7%	55.7%	61.2%
Renter Occupied Housing Units	25.3%	38.3%	32.1%
Vacant Housing Units	6.0%	6.0%	6.7%
2017 Housing Units	6,363	57,985	134,125
Owner Occupied Housing Units	66.2%	53.1%	58.4%
Renter Occupied Housing Units	27.2%	40.6%	34.1%
Vacant Housing Units	6.6%	6.3%	7.5%
2022 Housing Units	6,459	59,045	136,354
Owner Occupied Housing Units	66.2%	52.8%	58.0%
Renter Occupied Housing Units	27.2%	40.8%	34.1%
Vacant Housing Units	6.7%	6.5%	7.9%
<b>Median Household Income</b>			
2017	\$61,257	\$58,720	\$61,424
2022	\$65,603	\$62,697	\$66,184
<b>Median Home Value</b>			
2017	\$219,416	\$227,759	\$232,765
2022	\$225,600	\$239,841	\$247,896
<b>Per Capita Income</b>			
2017	\$32,614	\$32,825	\$33,956
2022	\$36,090	\$36,541	\$37,741
<b>Median Age</b>			
2010	37.6	37.4	37.9
2017	39.0	38.5	38.9
2022	40.0	39.2	39.5

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

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

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<b>2017 Households by Income</b>			
Household Income Base	5,943	54,339	124,077
<\$15,000	8.2%	10.2%	9.3%
\$15,000 - \$24,999	7.6%	7.9%	7.8%
\$25,000 - \$34,999	10.6%	10.1%	9.5%
\$35,000 - \$49,999	12.3%	12.7%	12.6%
\$50,000 - \$74,999	20.5%	20.0%	19.2%
\$75,000 - \$99,999	15.4%	13.4%	13.4%
\$100,000 - \$149,999	16.2%	14.8%	15.3%
\$150,000 - \$199,999	5.5%	5.9%	6.7%
\$200,000+	3.8%	4.7%	6.0%
Average Household Income	\$76,928	\$77,760	\$83,585
<b>2022 Households by Income</b>			
Household Income Base	6,027	55,216	125,509
<\$15,000	8.4%	10.4%	9.5%
\$15,000 - \$24,999	7.2%	7.7%	7.6%
\$25,000 - \$34,999	9.8%	9.3%	8.7%
\$35,000 - \$49,999	11.2%	11.4%	11.2%
\$50,000 - \$74,999	19.0%	18.7%	17.8%
\$75,000 - \$99,999	14.9%	13.2%	13.1%
\$100,000 - \$149,999	18.2%	16.5%	16.9%
\$150,000 - \$199,999	6.9%	7.3%	8.1%
\$200,000+	4.4%	5.6%	7.0%
Average Household Income	\$85,846	\$87,080	\$93,551
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	4,210	30,797	78,367
<\$50,000	0.7%	1.2%	1.4%
\$50,000 - \$99,999	1.4%	2.7%	4.3%
\$100,000 - \$149,999	9.7%	10.5%	12.5%
\$150,000 - \$199,999	26.3%	23.4%	20.2%
\$200,000 - \$249,999	30.5%	21.9%	17.7%
\$250,000 - \$299,999	16.0%	13.8%	12.7%
\$300,000 - \$399,999	6.7%	13.8%	15.3%
\$400,000 - \$499,999	3.7%	5.8%	6.7%
\$500,000 - \$749,999	3.6%	5.4%	6.2%
\$750,000 - \$999,999	0.5%	0.9%	1.7%
\$1,000,000 +	0.9%	0.6%	1.3%
Average Home Value	\$249,798	\$267,124	\$283,160
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	4,274	31,156	79,024
<\$50,000	0.3%	0.5%	0.6%
\$50,000 - \$99,999	0.9%	1.8%	3.0%
\$100,000 - \$149,999	8.9%	9.6%	11.7%
\$150,000 - \$199,999	24.9%	21.8%	19.0%
\$200,000 - \$249,999	29.2%	20.5%	16.4%
\$250,000 - \$299,999	16.5%	13.7%	12.5%
\$300,000 - \$399,999	8.2%	16.4%	17.8%
\$400,000 - \$499,999	4.9%	7.3%	8.3%
\$500,000 - \$749,999	4.3%	6.4%	7.2%
\$750,000 - \$999,999	0.7%	1.1%	1.9%
\$1,000,000 +	1.2%	0.8%	1.6%
Average Home Value	\$264,984	\$286,099	\$303,089

**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.

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<b>2010 Population by Age</b>			
Total	14,032	128,984	311,427
0 - 4	5.8%	5.5%	5.7%
5 - 9	4.7%	5.1%	5.5%
10 - 14	5.6%	5.3%	5.7%
15 - 24	13.8%	17.6%	17.0%
25 - 34	16.7%	13.7%	12.6%
35 - 44	12.4%	12.1%	12.4%
45 - 54	14.1%	13.7%	14.4%
55 - 64	11.9%	11.2%	12.1%
65 - 74	6.8%	6.2%	6.5%
75 - 84	5.6%	5.9%	5.1%
85 +	2.4%	3.8%	3.0%
18 +	80.2%	80.6%	79.4%
<b>2017 Population by Age</b>			
Total	14,400	132,383	317,795
0 - 4	5.4%	4.9%	5.1%
5 - 9	5.4%	5.1%	5.4%
10 - 14	5.1%	5.0%	5.5%
15 - 24	11.4%	16.1%	15.8%
25 - 34	16.5%	14.5%	13.4%
35 - 44	14.2%	11.9%	11.8%
45 - 54	12.5%	11.8%	12.4%
55 - 64	12.9%	12.3%	13.1%
65 - 74	9.1%	8.5%	9.0%
75 - 84	4.9%	5.5%	5.1%
85 +	2.7%	4.3%	3.4%
18 +	81.2%	81.9%	80.7%
<b>2022 Population by Age</b>			
Total	14,688	134,864	322,270
0 - 4	5.4%	4.9%	5.1%
5 - 9	5.1%	4.7%	5.1%
10 - 14	5.4%	5.0%	5.4%
15 - 24	10.5%	15.3%	15.0%
25 - 34	15.6%	14.6%	13.6%
35 - 44	15.3%	12.5%	12.4%
45 - 54	12.1%	11.0%	11.4%
55 - 64	12.5%	11.8%	12.5%
65 - 74	10.1%	10.1%	10.4%
75 - 84	5.5%	6.2%	5.9%
85 +	2.5%	3.8%	3.2%
18 +	81.2%	82.4%	81.2%
<b>2010 Population by Sex</b>			
Males	6,637	59,834	143,997
Females	7,393	69,154	167,434
<b>2017 Population by Sex</b>			
Males	6,852	61,793	147,601
Females	7,547	70,589	170,192
<b>2022 Population by Sex</b>			
Males	7,041	63,295	150,453
Females	7,648	71,570	171,817

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<b>2010 Population by Race/Ethnicity</b>			
Total	14,031	128,988	311,432
White Alone	73.2%	62.7%	56.9%
Black Alone	17.8%	29.5%	35.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.7%	4.2%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.1%	0.9%
Two or More Races	2.8%	2.3%	2.1%
Hispanic Origin	3.7%	3.4%	2.9%
Diversity Index	47.2	55.0	57.3
<b>2017 Population by Race/Ethnicity</b>			
Total	14,398	132,384	317,792
White Alone	66.5%	58.6%	54.0%
Black Alone	21.6%	31.2%	36.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.3%	5.6%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.7%	1.4%	1.2%
Two or More Races	3.6%	2.9%	2.7%
Hispanic Origin	5.3%	4.7%	4.0%
Diversity Index	55.7	59.6	60.6
<b>2022 Population by Race/Ethnicity</b>			
Total	14,689	134,865	322,271
White Alone	61.3%	55.3%	51.5%
Black Alone	24.5%	32.6%	36.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.5%	6.7%	6.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	1.8%	1.4%
Two or More Races	4.3%	3.4%	3.1%
Hispanic Origin	6.8%	6.0%	5.0%
Diversity Index	61.4	63.0	63.2
<b>2010 Population by Relationship and Household Type</b>			
Total	14,030	128,988	311,431
In Households	98.1%	94.6%	94.7%
In Family Households	75.0%	71.9%	74.8%
Householder	24.8%	23.6%	24.0%
Spouse	16.7%	15.5%	15.7%
Child	27.3%	26.6%	28.5%
Other relative	3.6%	4.0%	4.2%
Nonrelative	2.6%	2.3%	2.3%
In Nonfamily Households	23.1%	22.7%	19.9%
In Group Quarters	1.9%	5.4%	5.3%
Institutionalized Population	1.9%	1.9%	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.

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<b>2017 Population 25+ by Educational Attainment</b>			
Total	10,476	91,134	216,443
Less than 9th Grade	3.3%	3.2%	3.0%
9th - 12th Grade, No Diploma	5.2%	5.3%	5.5%
High School Graduate	22.8%	23.1%	22.2%
GED/Alternative Credential	2.6%	3.2%	3.4%
Some College, No Degree	18.7%	20.1%	19.6%
Associate Degree	10.8%	7.3%	6.8%
Bachelor's Degree	21.8%	20.7%	21.7%
Graduate/Professional Degree	14.9%	17.1%	17.8%
<b>2017 Population 15+ by Marital Status</b>			
Total	12,122	112,504	266,769
Never Married	37.5%	40.5%	40.2%
Married	45.5%	41.6%	42.6%
Widowed	6.4%	7.5%	7.0%
Divorced	10.5%	10.4%	10.2%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.9%	95.1%	94.5%
Civilian Unemployed (Unemployment Rate)	5.1%	4.9%	5.5%
<b>2017 Employed Population 16+ by Industry</b>			
Total	7,892	69,181	165,016
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	4.5%	5.1%	4.6%
Manufacturing	5.3%	4.5%	4.6%
Wholesale Trade	1.5%	1.7%	1.8%
Retail Trade	7.0%	9.5%	9.6%
Transportation/Utilities	4.7%	4.8%	4.8%
Information	1.6%	1.7%	1.7%
Finance/Insurance/Real Estate	10.4%	7.5%	7.3%
Services	58.6%	57.4%	57.5%
Public Administration	6.1%	7.7%	7.9%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	7,891	69,181	165,015
White Collar	64.1%	65.9%	67.5%
Management/Business/Financial	17.4%	14.9%	15.2%
Professional	26.9%	27.0%	27.9%
Sales	8.9%	10.0%	10.1%
Administrative Support	10.8%	14.0%	14.3%
Services	20.4%	19.5%	18.6%
Blue Collar	15.5%	14.6%	13.9%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	3.1%	3.7%	3.2%
Installation/Maintenance/Repair	4.0%	3.2%	2.6%
Production	4.3%	3.5%	3.3%
Transportation/Material Moving	4.0%	4.2%	4.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,030	128,988	311,431
Population Inside Urbanized Area	100.0%	99.5%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.5%	0.8%

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<b>2010 Households by Type</b>			
Total	5,885	53,500	122,918
Households with 1 Person	30.9%	33.8%	30.9%
Households with 2+ People	69.1%	66.2%	69.1%
Family Households	58.9%	57.0%	60.7%
Husband-wife Families	39.7%	37.4%	39.8%
With Related Children	16.1%	15.4%	16.8%
Other Family (No Spouse Present)	19.3%	19.6%	20.9%
Other Family with Male Householder	4.8%	4.7%	4.6%
With Related Children	2.4%	2.4%	2.4%
Other Family with Female Householder	14.4%	15.0%	16.3%
With Related Children	8.2%	9.0%	10.0%
Nonfamily Households	10.2%	9.2%	8.3%
All Households with Children	27.2%	27.2%	29.6%
Multigenerational Households	3.4%	3.7%	4.6%
Unmarried Partner Households	7.8%	6.7%	6.7%
Male-female	6.9%	5.8%	5.7%
Same-sex	0.9%	0.9%	1.0%
<b>2010 Households by Size</b>			
Total	5,883	53,502	122,921
1 Person Household	30.9%	33.8%	30.9%
2 Person Household	34.0%	32.4%	32.1%
3 Person Household	17.1%	16.0%	16.6%
4 Person Household	11.0%	11.0%	12.2%
5 Person Household	4.6%	4.3%	5.1%
6 Person Household	1.6%	1.7%	1.9%
7 + Person Household	0.8%	0.8%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,884	53,501	122,919
Owner Occupied	73.1%	59.2%	65.6%
Owned with a Mortgage/Loan	53.9%	43.5%	49.2%
Owned Free and Clear	19.2%	15.7%	16.4%
Renter Occupied	26.9%	40.8%	34.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,260	56,890	131,716
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%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
<b>2.</b>	Front Porches (8E)	Bright Young Professionals	Family Foundations (12A)
<b>3.</b>	Emerald City (8B)	Pleasantville (2B)	Bright Young Professionals
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,300,457	\$113,171,081	\$276,484,094
Average Spent	\$2,069.74	\$2,082.34	\$2,228.08
Spending Potential Index	96	96	103
Education: Total \$	\$8,910,451	\$83,338,964	\$204,558,413
Average Spent	\$1,499.32	\$1,533.43	\$1,648.45
Spending Potential Index	103	105	113
Entertainment/Recreation: Total \$	\$17,509,060	\$161,290,429	\$394,501,911
Average Spent	\$2,946.17	\$2,967.73	\$3,179.13
Spending Potential Index	94	95	102
Food at Home: Total \$	\$28,284,622	\$260,561,118	\$632,542,871
Average Spent	\$4,759.32	\$4,794.31	\$5,097.41
Spending Potential Index	95	95	101
Food Away from Home: Total \$	\$18,915,628	\$174,449,115	\$423,619,504
Average Spent	\$3,182.84	\$3,209.85	\$3,413.78
Spending Potential Index	96	96	102
Health Care: Total \$	\$30,562,398	\$284,214,521	\$696,062,376
Average Spent	\$5,142.59	\$5,229.53	\$5,609.29
Spending Potential Index	92	93	100
HH Furnishings & Equipment: Total \$	\$10,876,711	\$100,060,543	\$244,234,377
Average Spent	\$1,830.17	\$1,841.11	\$1,968.19
Spending Potential Index	94	95	101
Personal Care Products & Services: Total \$	\$4,508,293	\$41,762,361	\$101,805,815
Average Spent	\$758.59	\$768.42	\$820.41
Spending Potential Index	95	97	103
Shelter: Total \$	\$95,257,479	\$884,293,521	\$2,155,835,194
Average Spent	\$16,028.52	\$16,270.95	\$17,373.02
Spending Potential Index	99	100	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,874,797	\$120,932,395	\$296,769,362
Average Spent	\$2,166.38	\$2,225.15	\$2,391.55
Spending Potential Index	93	95	102
Travel: Total \$	\$11,770,181	\$109,095,468	\$269,286,334
Average Spent	\$1,980.51	\$2,007.35	\$2,170.07
Spending Potential Index	96	97	105
Vehicle Maintenance & Repairs: Total \$	\$5,992,795	\$55,162,112	\$134,497,600
Average Spent	\$1,008.38	\$1,014.98	\$1,083.86
Spending Potential Index	94	95	101

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

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Parks and Rec (5C)	23.4%	Population	14,398	14,689
Front Porches (8E)	14.2%	Households	5,943	6,027
Emerald City (8B)	14.0%	Families	3,465	3,496
Set to Impress (11D)	12.1%	Median Age	39.0	40.0
Bright Young Professionals (8C)	10.9%	Median Household Income	\$61,257	\$65,603
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		96	\$2,069.74	\$12,300,457
Men's		97	\$408.20	\$2,425,952
Women's		96	\$710.02	\$4,219,640
Children's		95	\$316.99	\$1,883,845
Footwear		95	\$439.49	\$2,611,896
Watches & Jewelry		100	\$118.38	\$703,531
Apparel Products and Services (1)		94	\$76.66	\$455,593
<b>Computer</b>				
Computers and Hardware for Home Use		99	\$171.53	\$1,019,426
Portable Memory		99	\$5.27	\$31,328
Computer Software		103	\$11.87	\$70,570
Computer Accessories		99	\$17.83	\$105,982
<b>Entertainment &amp; Recreation</b>		94	\$2,946.17	\$17,509,060
Fees and Admissions		98	\$624.80	\$3,713,210
Membership Fees for Clubs (2)		98	\$206.84	\$1,229,273
Fees for Participant Sports, excl. Trips		97	\$96.48	\$573,367
Tickets to Theatre/Operas/Concerts		101	\$60.07	\$357,004
Tickets to Movies/Museums/Parks		99	\$76.31	\$453,492
Admission to Sporting Events, excl. Trips		100	\$55.62	\$330,540
Fees for Recreational Lessons		97	\$128.56	\$764,045
Dating Services		114	\$0.92	\$5,490
TV/Video/Audio		95	\$1,216.30	\$7,228,488
Cable and Satellite Television Services		94	\$892.56	\$5,304,487
Televisions		98	\$116.90	\$694,740
Satellite Dishes		91	\$1.32	\$7,844
VCRs, Video Cameras, and DVD Players		98	\$6.42	\$38,163
Miscellaneous Video Equipment		92	\$8.87	\$52,739
Video Cassettes and DVDs		97	\$14.76	\$87,701
Video Game Hardware/Accessories		99	\$29.02	\$172,480
Video Game Software		101	\$15.59	\$92,657
Streaming/Downloaded Video		100	\$25.67	\$152,578
Rental of Video Cassettes and DVDs		97	\$14.83	\$88,139
Installation of Televisions		93	\$0.83	\$4,957
Audio (3)		96	\$85.37	\$507,357
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.15	\$24,645
Pets		90	\$536.40	\$3,187,836
Toys/Games/Crafts/Hobbies (4)		96	\$116.66	\$693,314
Recreational Vehicles and Fees (5)		87	\$89.19	\$530,042
Sports/Recreation/Exercise Equipment (6)		94	\$161.54	\$960,036
Photo Equipment and Supplies (7)		97	\$53.71	\$319,221
Reading (8)		95	\$118.79	\$705,952
Catered Affairs (9)		95	\$28.77	\$170,962
<b>Food</b>		95	\$7,942.16	\$47,200,250
Food at Home		95	\$4,759.32	\$28,284,622
Bakery and Cereal Products		95	\$627.73	\$3,730,618
Meats, Poultry, Fish, and Eggs		94	\$1,073.31	\$6,378,689
Dairy Products		94	\$502.98	\$2,989,221
Fruits and Vegetables		96	\$932.57	\$5,542,257
Snacks and Other Food at Home (10)		94	\$1,622.72	\$9,643,837
Food Away from Home		96	\$3,182.84	\$18,915,628
Alcoholic Beverages		98	\$546.88	\$3,250,086

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

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



1740 E Joppa Rd, Parkville, Maryland, 21234 2  
 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	94	\$5,815.87	\$34,563,714
Value of Retirement Plans	93	\$22,591.83	\$134,263,238
Value of Other Financial Assets	87	\$1,134.43	\$6,741,947
Vehicle Loan Amount excluding Interest	90	\$2,445.28	\$14,532,287
Value of Credit Card Debt	97	\$568.02	\$3,375,762
<b>Health</b>			
Nonprescription Drugs	92	\$117.05	\$695,654
Prescription Drugs	89	\$346.55	\$2,059,557
Eyeglasses and Contact Lenses	93	\$88.10	\$523,579
<b>Home</b>			
Mortgage Payment and Basics (11)	93	\$7,984.79	\$47,453,613
Maintenance and Remodeling Services	90	\$1,755.94	\$10,435,570
Maintenance and Remodeling Materials (12)	86	\$346.66	\$2,060,203
Utilities, Fuel, and Public Services	94	\$4,709.06	\$27,985,944
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	97	\$92.78	\$551,419
Furniture	96	\$549.43	\$3,265,271
Rugs	100	\$23.33	\$138,663
Major Appliances (14)	89	\$285.91	\$1,699,165
Housewares (15)	93	\$88.67	\$526,960
Small Appliances	98	\$47.49	\$282,215
Luggage	99	\$11.74	\$69,752
Telephones and Accessories	97	\$66.94	\$397,801
<b>Household Operations</b>			
Child Care	98	\$467.37	\$2,777,579
Lawn and Garden (16)	88	\$370.06	\$2,199,261
Moving/Storage/Freight Express	103	\$65.84	\$391,265
Housekeeping Supplies (17)	93	\$659.42	\$3,918,919
<b>Insurance</b>			
Owners and Renters Insurance	88	\$456.36	\$2,712,169
Vehicle Insurance	95	\$1,115.15	\$6,627,343
Life/Other Insurance	92	\$394.37	\$2,343,766
Health Insurance	92	\$3,373.69	\$20,049,846
Personal Care Products (18)	95	\$448.62	\$2,666,130
School Books and Supplies (19)	97	\$150.16	\$892,391
Smoking Products	91	\$380.95	\$2,264,009
<b>Transportation</b>			
Payments on Vehicles excluding Leases	92	\$2,053.47	\$12,203,770
Gasoline and Motor Oil	93	\$2,568.26	\$15,263,186
Vehicle Maintenance and Repairs	94	\$1,008.38	\$5,992,795
<b>Travel</b>			
Airline Fares	98	\$500.78	\$2,976,128
Lodging on Trips	94	\$494.35	\$2,937,934
Auto/Truck Rental on Trips	94	\$24.87	\$147,807
Food and Drink on Trips	95	\$469.68	\$2,791,333

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# Retail Goods and Services Expenditures

1740 E Joppa Rd, Parkville, Maryland, 21234 2  
 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Ring: 3 mile radius

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 Latitude: 39.39841  
 Longitude: -76.55976

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Parks and Rec (5C)	19.4%	Population	132,382	134,865
Bright Young Professionals (8C)	10.6%	Households	54,348	55,225
Pleasantville (2B)	5.8%	Families	30,528	30,788
The Elders (9C)	5.5%	Median Age	38.5	39.2
College Towns (14B)	5.0%	Median Household Income	\$58,720	\$62,697
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		96	\$2,082.34	\$113,171,081
Men's		97	\$410.07	\$22,286,331
Women's		98	\$721.73	\$39,224,441
Children's		92	\$309.52	\$16,822,059
Footwear		95	\$441.31	\$23,984,545
Watches & Jewelry		102	\$120.57	\$6,552,867
Apparel Products and Services (1)		97	\$79.14	\$4,300,839
<b>Computer</b>				
Computers and Hardware for Home Use		100	\$172.87	\$9,394,979
Portable Memory		98	\$5.23	\$284,170
Computer Software		104	\$12.03	\$653,831
Computer Accessories		100	\$18.03	\$980,141
<b>Entertainment &amp; Recreation</b>		95	\$2,967.73	\$161,290,429
Fees and Admissions		99	\$632.17	\$34,357,427
Membership Fees for Clubs (2)		101	\$212.28	\$11,537,001
Fees for Participant Sports, excl. Trips		99	\$97.78	\$5,314,152
Tickets to Theatre/Operas/Concerts		103	\$61.42	\$3,338,079
Tickets to Movies/Museums/Parks		99	\$76.39	\$4,151,649
Admission to Sporting Events, excl. Trips		99	\$55.18	\$2,998,822
Fees for Recreational Lessons		96	\$128.24	\$6,969,477
Dating Services		110	\$0.89	\$48,248
TV/Video/Audio		96	\$1,234.58	\$67,096,783
Cable and Satellite Television Services		96	\$910.09	\$49,461,737
Televisions		99	\$118.38	\$6,433,633
Satellite Dishes		90	\$1.31	\$71,454
VCRs, Video Cameras, and DVD Players		98	\$6.39	\$347,391
Miscellaneous Video Equipment		92	\$8.81	\$478,928
Video Cassettes and DVDs		96	\$14.64	\$795,496
Video Game Hardware/Accessories		98	\$28.64	\$1,556,541
Video Game Software		99	\$15.39	\$836,177
Streaming/Downloaded Video		99	\$25.42	\$1,381,534
Rental of Video Cassettes and DVDs		97	\$14.73	\$800,382
Installation of Televisions		97	\$0.86	\$46,757
Audio (3)		96	\$85.65	\$4,655,023
Rental and Repair of TV/Radio/Sound Equipment		106	\$4.26	\$231,730
Pets		90	\$536.60	\$29,163,108
Toys/Games/Crafts/Hobbies (4)		94	\$114.32	\$6,213,131
Recreational Vehicles and Fees (5)		86	\$87.88	\$4,775,952
Sports/Recreation/Exercise Equipment (6)		92	\$158.26	\$8,600,981
Photo Equipment and Supplies (7)		97	\$53.75	\$2,921,307
Reading (8)		97	\$121.19	\$6,586,608
Catered Affairs (9)		95	\$28.98	\$1,575,130
<b>Food</b>		96	\$8,004.16	\$435,010,234
Food at Home		95	\$4,794.31	\$260,561,118
Bakery and Cereal Products		96	\$633.84	\$34,447,810
Meats, Poultry, Fish, and Eggs		95	\$1,080.40	\$58,717,484
Dairy Products		95	\$506.08	\$27,504,611
Fruits and Vegetables		97	\$943.43	\$51,273,485
Snacks and Other Food at Home (10)		95	\$1,630.56	\$88,617,729
Food Away from Home		96	\$3,209.85	\$174,449,115
Alcoholic Beverages		99	\$552.95	\$30,051,754

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 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Ring: 3 mile radius

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 Longitude: -76.55976

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	99	\$6,120.34	\$332,628,235
Value of Retirement Plans	94	\$22,965.53	\$1,248,130,428
Value of Other Financial Assets	90	\$1,174.06	\$63,807,822
Vehicle Loan Amount excluding Interest	90	\$2,439.04	\$132,556,817
Value of Credit Card Debt	97	\$565.60	\$30,739,240
<b>Health</b>			
Nonprescription Drugs	93	\$119.05	\$6,469,929
Prescription Drugs	92	\$355.61	\$19,326,518
Eyeglasses and Contact Lenses	94	\$88.44	\$4,806,494
<b>Home</b>			
Mortgage Payment and Basics (11)	92	\$7,962.34	\$432,737,278
Maintenance and Remodeling Services	92	\$1,795.35	\$97,573,720
Maintenance and Remodeling Materials (12)	85	\$345.61	\$18,783,459
Utilities, Fuel, and Public Services	94	\$4,756.62	\$258,512,673
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	98	\$93.73	\$5,094,281
Furniture	97	\$554.43	\$30,131,919
Rugs	102	\$23.59	\$1,282,261
Major Appliances (14)	89	\$286.92	\$15,593,377
Housewares (15)	94	\$89.57	\$4,867,903
Small Appliances	99	\$47.76	\$2,595,398
Luggage	100	\$11.91	\$647,470
Telephones and Accessories	96	\$66.37	\$3,606,920
<b>Household Operations</b>			
Child Care	97	\$465.37	\$25,291,705
Lawn and Garden (16)	90	\$375.53	\$20,409,341
Moving/Storage/Freight Express	105	\$66.91	\$3,636,308
Housekeeping Supplies (17)	94	\$667.79	\$36,293,064
<b>Insurance</b>			
Owners and Renters Insurance	89	\$461.61	\$25,087,342
Vehicle Insurance	96	\$1,125.62	\$61,175,431
Life/Other Insurance	93	\$398.45	\$21,655,029
Health Insurance	94	\$3,428.06	\$186,308,120
Personal Care Products (18)	96	\$450.98	\$24,509,669
School Books and Supplies (19)	98	\$151.13	\$8,213,621
Smoking Products	91	\$378.93	\$20,594,256
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,042.26	\$110,992,647
Gasoline and Motor Oil	93	\$2,567.46	\$139,536,052
Vehicle Maintenance and Repairs	95	\$1,014.98	\$55,162,112
<b>Travel</b>			
Airline Fares	100	\$509.72	\$27,702,310
Lodging on Trips	96	\$501.66	\$27,264,473
Auto/Truck Rental on Trips	95	\$25.14	\$1,366,333
Food and Drink on Trips	96	\$473.88	\$25,754,605

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# Retail Goods and Services Expenditures

1740 E Joppa Rd, Parkville, Maryland, 21234 2  
 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.39841  
 Longitude: -76.55976

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Parks and Rec (5C)	16.2%	Population	317,793	322,270
Family Foundations (12A)	9.6%	Households	124,091	125,523
Bright Young Professionals (8C)	6.8%	Families	74,656	75,120
Pleasantville (2B)	6.6%	Median Age	38.9	39.5
Golden Years (9B)	5.7%	Median Household Income	\$61,424	\$66,184
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		103	\$2,228.08	\$276,484,094
Men's		104	\$438.02	\$54,354,219
Women's		104	\$771.59	\$95,746,894
Children's		99	\$329.99	\$40,948,390
Footwear		102	\$472.66	\$58,652,283
Watches & Jewelry		109	\$129.63	\$16,085,638
Apparel Products and Services (1)		105	\$86.20	\$10,696,672
<b>Computer</b>				
Computers and Hardware for Home Use		106	\$183.26	\$22,740,821
Portable Memory		104	\$5.51	\$683,822
Computer Software		110	\$12.70	\$1,576,497
Computer Accessories		106	\$19.15	\$2,375,787
<b>Entertainment &amp; Recreation</b>		102	\$3,179.13	\$394,501,911
Fees and Admissions		108	\$685.74	\$85,093,594
Membership Fees for Clubs (2)		110	\$231.02	\$28,667,333
Fees for Participant Sports, excl. Trips		106	\$105.29	\$13,066,099
Tickets to Theatre/Operas/Concerts		112	\$66.42	\$8,242,343
Tickets to Movies/Museums/Parks		106	\$81.40	\$10,100,559
Admission to Sporting Events, excl. Trips		107	\$59.60	\$7,395,529
Fees for Recreational Lessons		106	\$141.09	\$17,507,607
Dating Services		114	\$0.92	\$114,123
TV/Video/Audio		102	\$1,313.41	\$162,981,800
Cable and Satellite Television Services		102	\$969.46	\$120,301,649
Televisions		106	\$125.92	\$15,626,027
Satellite Dishes		98	\$1.42	\$176,071
VCRs, Video Cameras, and DVD Players		103	\$6.70	\$831,705
Miscellaneous Video Equipment		99	\$9.51	\$1,180,273
Video Cassettes and DVDs		100	\$15.30	\$1,898,243
Video Game Hardware/Accessories		103	\$29.99	\$3,721,876
Video Game Software		103	\$15.91	\$1,974,248
Streaming/Downloaded Video		104	\$26.49	\$3,287,395
Rental of Video Cassettes and DVDs		101	\$15.41	\$1,912,774
Installation of Televisions		108	\$0.96	\$118,601
Audio (3)		103	\$91.87	\$11,400,327
Rental and Repair of TV/Radio/Sound Equipment		111	\$4.45	\$552,613
Pets		96	\$574.61	\$71,303,611
Toys/Games/Crafts/Hobbies (4)		101	\$121.97	\$15,135,911
Recreational Vehicles and Fees (5)		94	\$96.35	\$11,955,630
Sports/Recreation/Exercise Equipment (6)		98	\$168.58	\$20,918,928
Photo Equipment and Supplies (7)		103	\$57.39	\$7,121,356
Reading (8)		103	\$129.30	\$16,045,029
Catered Affairs (9)		105	\$31.80	\$3,946,054
<b>Food</b>		102	\$8,511.19	\$1,056,162,375
Food at Home		101	\$5,097.41	\$632,542,871
Bakery and Cereal Products		102	\$674.70	\$83,724,230
Meats, Poultry, Fish, and Eggs		101	\$1,149.41	\$142,631,395
Dairy Products		101	\$538.41	\$66,812,417
Fruits and Vegetables		103	\$1,003.99	\$124,585,572
Snacks and Other Food at Home (10)		101	\$1,730.90	\$214,789,257
Food Away from Home		102	\$3,413.78	\$423,619,504
Alcoholic Beverages		106	\$589.59	\$73,163,226

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 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Ring: 5 mile radius

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 Latitude: 39.39841  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	108	\$6,683.66	\$829,382,106
Value of Retirement Plans	104	\$25,343.84	\$3,144,942,407
Value of Other Financial Assets	96	\$1,248.78	\$154,962,097
Vehicle Loan Amount excluding Interest	95	\$2,589.56	\$321,341,547
Value of Credit Card Debt	105	\$610.74	\$75,787,611
<b>Health</b>			
Nonprescription Drugs	99	\$126.98	\$15,757,452
Prescription Drugs	98	\$380.36	\$47,199,065
Eyeglasses and Contact Lenses	101	\$95.08	\$11,798,722
<b>Home</b>			
Mortgage Payment and Basics (11)	102	\$8,780.68	\$1,089,603,028
Maintenance and Remodeling Services	102	\$1,975.41	\$245,130,122
Maintenance and Remodeling Materials (12)	95	\$382.80	\$47,501,832
Utilities, Fuel, and Public Services	101	\$5,091.35	\$631,790,378
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	105	\$100.10	\$12,421,079
Furniture	103	\$591.78	\$73,434,154
Rugs	110	\$25.65	\$3,183,235
Major Appliances (14)	96	\$308.82	\$38,322,119
Housewares (15)	100	\$95.25	\$11,819,824
Small Appliances	105	\$50.69	\$6,289,740
Luggage	108	\$12.86	\$1,596,183
Telephones and Accessories	101	\$70.20	\$8,711,438
<b>Household Operations</b>			
Child Care	106	\$506.37	\$62,835,995
Lawn and Garden (16)	97	\$406.91	\$50,493,954
Moving/Storage/Freight Express	108	\$69.33	\$8,603,337
Housekeeping Supplies (17)	100	\$712.17	\$88,374,074
<b>Insurance</b>			
Owners and Renters Insurance	97	\$503.24	\$62,448,146
Vehicle Insurance	102	\$1,199.65	\$148,865,150
Life/Other Insurance	102	\$436.33	\$54,144,352
Health Insurance	101	\$3,684.59	\$457,224,625
Personal Care Products (18)	102	\$480.00	\$59,563,754
School Books and Supplies (19)	104	\$160.24	\$19,884,623
Smoking Products	96	\$398.44	\$49,442,560
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,178.02	\$270,272,384
Gasoline and Motor Oil	98	\$2,725.43	\$338,201,495
Vehicle Maintenance and Repairs	101	\$1,083.86	\$134,497,600
<b>Travel</b>			
Airline Fares	108	\$551.00	\$68,374,054
Lodging on Trips	104	\$545.10	\$67,642,324
Auto/Truck Rental on Trips	103	\$27.14	\$3,367,958
Food and Drink on Trips	104	\$511.74	\$63,501,790

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 Longitude: -76.55976

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

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

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

# Business Summary

1740 E Joppa Rd, Parkville, Maryland, 21234 2  
 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.39841  
 Longitude: -76.55976

<b>Data for all businesses in area</b>	<b>1 mile</b>		<b>3 miles</b>		<b>5 miles</b>							
Total Businesses:	684		4,480		9,408							
Total Employees:	7,889		60,679		124,189							
Total Residential Population:	14,398		132,382		317,793							
Employee/Residential Population Ratio (per 100 Residents)	55		46		39							
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>		<b>Businesses</b>		<b>Employees</b>	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	1.9%	117	1.5%	53	1.2%	535	0.9%	106	1.1%	967	0.8%
Construction	39	5.7%	326	4.1%	217	4.8%	2,444	4.0%	466	5.0%	4,230	3.4%
Manufacturing	13	1.9%	62	0.8%	54	1.2%	479	0.8%	134	1.4%	1,398	1.1%
Transportation	12	1.8%	78	1.0%	60	1.3%	565	0.9%	143	1.5%	1,342	1.1%
Communication	6	0.9%	60	0.8%	36	0.8%	270	0.4%	84	0.9%	780	0.6%
Utility	1	0.1%	10	0.1%	8	0.2%	46	0.1%	13	0.1%	88	0.1%
Wholesale Trade	18	2.6%	208	2.6%	84	1.9%	1,771	2.9%	177	1.9%	2,420	1.9%
<b>Retail Trade Summary</b>	<b>164</b>	<b>24.0%</b>	<b>2,637</b>	<b>33.4%</b>	<b>955</b>	<b>21.3%</b>	<b>15,018</b>	<b>24.7%</b>	<b>1,962</b>	<b>20.9%</b>	<b>28,904</b>	<b>23.3%</b>
Home Improvement	10	1.5%	198	2.5%	33	0.7%	897	1.5%	69	0.7%	1,286	1.0%
General Merchandise Stores	7	1.0%	278	3.5%	25	0.6%	1,419	2.3%	53	0.6%	2,744	2.2%
Food Stores	16	2.3%	270	3.4%	94	2.1%	1,783	2.9%	207	2.2%	3,989	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	15	2.2%	185	2.3%	72	1.6%	1,623	2.7%	165	1.8%	3,107	2.5%
Apparel & Accessory Stores	5	0.7%	56	0.7%	121	2.7%	1,476	2.4%	190	2.0%	2,128	1.7%
Furniture & Home Furnishings	22	3.2%	300	3.8%	65	1.5%	749	1.2%	140	1.5%	1,647	1.3%
Eating & Drinking Places	47	6.9%	808	10.2%	290	6.5%	4,707	7.8%	592	6.3%	9,481	7.6%
Miscellaneous Retail	44	6.4%	541	6.9%	255	5.7%	2,364	3.9%	547	5.8%	4,520	3.6%
<b>Finance, Insurance, Real Estate Summary</b>	<b>80</b>	<b>11.7%</b>	<b>838</b>	<b>10.6%</b>	<b>554</b>	<b>12.4%</b>	<b>4,156</b>	<b>6.8%</b>	<b>1,152</b>	<b>12.2%</b>	<b>8,984</b>	<b>7.2%</b>
Banks, Savings & Lending Institutions	21	3.1%	180	2.3%	91	2.0%	786	1.3%	195	2.1%	1,763	1.4%
Securities Brokers	8	1.2%	52	0.7%	85	1.9%	565	0.9%	172	1.8%	1,147	0.9%
Insurance Carriers & Agents	24	3.5%	450	5.7%	146	3.3%	1,402	2.3%	288	3.1%	2,386	1.9%
Real Estate, Holding, Other Investment Offices	27	3.9%	156	2.0%	232	5.2%	1,402	2.3%	498	5.3%	3,688	3.0%
<b>Services Summary</b>	<b>304</b>	<b>44.4%</b>	<b>3,491</b>	<b>44.3%</b>	<b>2,111</b>	<b>47.1%</b>	<b>31,358</b>	<b>51.7%</b>	<b>4,466</b>	<b>47.5%</b>	<b>68,382</b>	<b>55.1%</b>
Hotels & Lodging	5	0.7%	94	1.2%	11	0.2%	284	0.5%	23	0.2%	671	0.5%
Automotive Services	41	6.0%	224	2.8%	133	3.0%	721	1.2%	276	2.9%	1,713	1.4%
Motion Pictures & Amusements	31	4.5%	190	2.4%	126	2.8%	674	1.1%	271	2.9%	1,871	1.5%
Health Services	42	6.1%	722	9.2%	354	7.9%	8,982	14.8%	849	9.0%	25,111	20.2%
Legal Services	13	1.9%	79	1.0%	272	6.1%	1,808	3.0%	351	3.7%	2,316	1.9%
Education Institutions & Libraries	11	1.6%	518	6.6%	106	2.4%	4,772	7.9%	245	2.6%	10,965	8.8%
Other Services	161	23.5%	1,663	21.1%	1,110	24.8%	14,117	23.3%	2,451	26.1%	25,735	20.7%
<b>Government</b>	<b>3</b>	<b>0.4%</b>	<b>60</b>	<b>0.8%</b>	<b>118</b>	<b>2.6%</b>	<b>3,696</b>	<b>6.1%</b>	<b>151</b>	<b>1.6%</b>	<b>6,205</b>	<b>5.0%</b>
<b>Unclassified Establishments</b>	<b>30</b>	<b>4.4%</b>	<b>4</b>	<b>0.1%</b>	<b>231</b>	<b>5.2%</b>	<b>341</b>	<b>0.6%</b>	<b>552</b>	<b>5.9%</b>	<b>489</b>	<b>0.4%</b>
<b>Totals</b>	<b>684</b>	<b>100.0%</b>	<b>7,889</b>	<b>100.0%</b>	<b>4,480</b>	<b>100.0%</b>	<b>60,679</b>	<b>100.0%</b>	<b>9,408</b>	<b>100.0%</b>	<b>124,189</b>	<b>100.0%</b>

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**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

# Business Summary

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 1740 E Joppa Rd, Parkville, Maryland, 21234  
 Rings: 1, 3, 5 mile radii

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	6	0.1%	7	0.2%	20	0.0%	9	0.1%	26	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	1	0.1%	10	0.1%	4	0.1%	20	0.0%	6	0.1%	28	0.0%
Construction	42	6.1%	411	5.2%	235	5.2%	2,650	4.4%	510	5.4%	4,758	3.8%
Manufacturing	13	1.9%	72	0.9%	65	1.5%	595	1.0%	146	1.6%	1,525	1.2%
Wholesale Trade	17	2.5%	205	2.6%	76	1.7%	1,755	2.9%	160	1.7%	2,377	1.9%
Retail Trade	113	16.5%	1,778	22.5%	644	14.4%	10,093	16.6%	1,336	14.2%	19,029	15.3%
Motor Vehicle & Parts Dealers	12	1.8%	172	2.2%	42	0.9%	1,497	2.5%	106	1.1%	2,847	2.3%
Furniture & Home Furnishings Stores	7	1.0%	100	1.3%	26	0.6%	323	0.5%	64	0.7%	697	0.6%
Electronics & Appliance Stores	11	1.6%	122	1.5%	38	0.8%	331	0.5%	69	0.7%	891	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	10	1.5%	198	2.5%	33	0.7%	897	1.5%	69	0.7%	1,286	1.0%
Food & Beverage Stores	16	2.3%	313	4.0%	89	2.0%	1,738	2.9%	211	2.2%	3,891	3.1%
Health & Personal Care Stores	12	1.8%	67	0.8%	80	1.8%	682	1.1%	173	1.8%	1,394	1.1%
Gasoline Stations	3	0.4%	13	0.2%	29	0.6%	125	0.2%	58	0.6%	261	0.2%
Clothing & Clothing Accessories Stores	10	1.5%	91	1.2%	146	3.3%	1,692	2.8%	224	2.4%	2,410	1.9%
Sport Goods, Hobby, Book, & Music Stores	10	1.5%	216	2.7%	39	0.9%	607	1.0%	87	0.9%	998	0.8%
General Merchandise Stores	7	1.0%	278	3.5%	25	0.6%	1,419	2.3%	53	0.6%	2,744	2.2%
Miscellaneous Store Retailers	14	2.0%	202	2.6%	77	1.7%	645	1.1%	177	1.9%	1,365	1.1%
Nonstore Retailers	2	0.3%	3	0.0%	20	0.4%	137	0.2%	46	0.5%	244	0.2%
Transportation & Warehousing	7	1.0%	33	0.4%	47	1.0%	426	0.7%	115	1.2%	1,087	0.9%
Information	11	1.6%	297	3.8%	85	1.9%	1,599	2.6%	197	2.1%	2,773	2.2%
Finance & Insurance	53	7.7%	683	8.7%	325	7.3%	2,762	4.6%	667	7.1%	5,366	4.3%
Central Bank/Credit Intermediation & Related Activities	21	3.1%	180	2.3%	92	2.1%	788	1.3%	198	2.1%	1,766	1.4%
Securities, Commodity Contracts & Other Financial	8	1.2%	53	0.7%	88	2.0%	572	0.9%	181	1.9%	1,214	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	24	3.5%	450	5.7%	146	3.3%	1,402	2.3%	288	3.1%	2,386	1.9%
Real Estate, Rental & Leasing	43	6.3%	210	2.7%	278	6.2%	1,496	2.5%	587	6.2%	3,704	3.0%
Professional, Scientific & Tech Services	70	10.2%	626	7.9%	619	13.8%	7,418	12.2%	1,095	11.6%	10,894	8.8%
Legal Services	14	2.0%	85	1.1%	289	6.5%	1,907	3.1%	383	4.1%	2,500	2.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.1%	50	0.1%	8	0.1%	94	0.1%
Administrative & Support & Waste Management & Remediation	25	3.7%	228	2.9%	178	4.0%	1,550	2.6%	374	4.0%	3,191	2.6%
Educational Services	20	2.9%	539	6.8%	130	2.9%	4,608	7.6%	284	3.0%	10,841	8.7%
Health Care & Social Assistance	64	9.4%	947	12.0%	505	11.3%	12,058	19.9%	1,223	13.0%	31,451	25.3%
Arts, Entertainment & Recreation	15	2.2%	164	2.1%	62	1.4%	500	0.8%	140	1.5%	1,487	1.2%
Accommodation & Food Services	55	8.0%	939	11.9%	314	7.0%	5,135	8.5%	640	6.8%	10,396	8.4%
Accommodation	5	0.7%	94	1.2%	11	0.2%	284	0.5%	23	0.2%	671	0.5%
Food Services & Drinking Places	50	7.3%	844	10.7%	304	6.8%	4,850	8.0%	617	6.6%	9,724	7.8%
Other Services (except Public Administration)	100	14.6%	679	8.6%	553	12.3%	3,906	6.4%	1,208	12.8%	8,469	6.8%
Automotive Repair & Maintenance	31	4.5%	174	2.2%	89	2.0%	466	0.8%	195	2.1%	1,308	1.1%
Public Administration	3	0.4%	60	0.8%	118	2.6%	3,696	6.1%	151	1.6%	6,205	5.0%
Unclassified Establishments	30	4.4%	4	0.1%	231	5.2%	341	0.6%	552	5.9%	489	0.4%
<b>Total</b>	<b>684</b>	<b>100.0%</b>	<b>7,889</b>	<b>100.0%</b>	<b>4,480</b>	<b>100.0%</b>	<b>60,679</b>	<b>100.0%</b>	<b>9,408</b>	<b>100.0%</b>	<b>124,189</b>	<b>100.0%</b>

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