

## Market Profile

1813 Belair Rd, Fallston, Maryland, 21047  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	2,131	23,434	102,374
2020 Total Population	2,789	26,227	108,828
2020 Group Quarters	0	220	1,049
2023 Total Population	2,833	26,789	110,343
2023 Group Quarters	0	221	1,049
2028 Total Population	2,886	27,241	111,401
2023-2028 Annual Rate	0.37%	0.34%	0.19%
2023 Total Daytime Population	5,634	32,643	103,485
Workers	4,226	19,999	51,563
Residents	1,408	12,644	51,922
<b>Household Summary</b>			
2010 Households	713	8,819	38,185
2010 Average Household Size	2.99	2.63	2.65
2020 Total Households	985	10,026	41,332
2020 Average Household Size	2.83	2.59	2.61
2023 Households	1,017	10,364	42,282
2023 Average Household Size	2.79	2.56	2.58
2028 Households	1,048	10,651	43,117
2028 Average Household Size	2.75	2.54	2.56
2023-2028 Annual Rate	0.60%	0.55%	0.39%
2010 Families	606	6,555	28,003
2010 Average Family Size	3.25	3.08	3.12
2023 Families	849	7,534	30,167
2023 Average Family Size	3.07	3.06	3.11
2028 Families	875	7,726	30,718
2028 Average Family Size	3.04	3.03	3.08
2023-2028 Annual Rate	0.61%	0.50%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	574	8,063	33,366
Owner Occupied Housing Units	91.8%	83.9%	81.4%
Renter Occupied Housing Units	5.2%	13.6%	15.7%
Vacant Housing Units	3.0%	2.5%	2.9%
2010 Housing Units	737	9,150	39,826
Owner Occupied Housing Units	92.3%	81.9%	80.0%
Renter Occupied Housing Units	4.6%	14.5%	15.8%
Vacant Housing Units	3.3%	3.6%	4.1%
2020 Housing Units	1,025	10,390	42,747
Vacant Housing Units	3.9%	3.5%	3.3%
2023 Housing Units	1,056	10,708	43,629
Owner Occupied Housing Units	89.3%	79.0%	79.4%
Renter Occupied Housing Units	7.0%	17.8%	17.5%
Vacant Housing Units	3.7%	3.2%	3.1%
2028 Housing Units	1,080	10,947	44,313
Owner Occupied Housing Units	90.4%	80.3%	80.5%
Renter Occupied Housing Units	6.7%	17.0%	16.8%
Vacant Housing Units	3.0%	2.7%	2.7%
<b>Median Household Income</b>			
2023	\$118,793	\$106,872	\$104,490
2028	\$128,832	\$116,705	\$112,958
<b>Median Home Value</b>			
2023	\$455,432	\$436,281	\$402,899
2028	\$462,526	\$451,216	\$422,543
<b>Per Capita Income</b>			
2023	\$55,803	\$54,686	\$53,179
2028	\$63,501	\$62,159	\$60,003
<b>Median Age</b>			
2010	42.6	44.2	40.2
2023	46.0	47.1	42.4
2028	47.1	47.6	43.1

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2023 Households by Income</b>			
Household Income Base	1,017	10,364	42,282
<\$15,000	3.8%	5.5%	5.0%
\$15,000 - \$24,999	2.2%	4.4%	4.2%
\$25,000 - \$34,999	1.1%	3.7%	3.8%
\$35,000 - \$49,999	4.4%	6.1%	6.8%
\$50,000 - \$74,999	11.4%	14.7%	15.0%
\$75,000 - \$99,999	11.9%	11.1%	12.1%
\$100,000 - \$149,999	30.3%	22.4%	21.7%
\$150,000 - \$199,999	15.9%	14.8%	14.3%
\$200,000+	19.0%	17.4%	16.9%
Average Household Income	\$153,142	\$141,324	\$138,773
<b>2028 Households by Income</b>			
Household Income Base	1,048	10,651	43,117
<\$15,000	3.5%	5.0%	4.6%
\$15,000 - \$24,999	1.8%	3.7%	3.6%
\$25,000 - \$34,999	0.9%	3.1%	3.3%
\$35,000 - \$49,999	3.7%	5.3%	6.0%
\$50,000 - \$74,999	9.6%	13.1%	13.6%
\$75,000 - \$99,999	10.4%	10.1%	11.3%
\$100,000 - \$149,999	29.2%	22.4%	21.7%
\$150,000 - \$199,999	18.1%	17.1%	16.4%
\$200,000+	22.7%	20.3%	19.5%
Average Household Income	\$172,284	\$158,951	\$155,029
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	943	8,459	34,646
<\$50,000	0.1%	1.7%	2.4%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.0%	0.5%	0.8%
\$150,000 - \$199,999	0.0%	1.3%	3.0%
\$200,000 - \$249,999	0.2%	3.5%	8.1%
\$250,000 - \$299,999	2.5%	5.2%	8.5%
\$300,000 - \$399,999	20.7%	25.0%	26.2%
\$400,000 - \$499,999	47.8%	35.0%	27.8%
\$500,000 - \$749,999	24.0%	22.9%	18.2%
\$750,000 - \$999,999	4.0%	2.8%	3.2%
\$1,000,000 - \$1,499,999	0.2%	1.1%	1.0%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.1%
\$2,000,000 +	0.1%	0.6%	0.5%
Average Home Value	\$492,082	\$469,722	\$432,042
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	976	8,789	35,654
<\$50,000	0.1%	1.2%	2.0%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.2%	0.3%
\$150,000 - \$199,999	0.0%	0.6%	1.6%
\$200,000 - \$249,999	0.1%	1.9%	5.5%
\$250,000 - \$299,999	1.6%	3.9%	7.2%
\$300,000 - \$399,999	17.3%	22.6%	26.2%
\$400,000 - \$499,999	49.5%	38.4%	30.8%
\$500,000 - \$749,999	26.4%	26.0%	20.7%
\$750,000 - \$999,999	4.4%	3.2%	3.7%
\$1,000,000 - \$1,499,999	0.2%	1.2%	1.2%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.1%
\$2,000,000 +	0.1%	0.6%	0.5%
Average Home Value	\$502,837	\$492,149	\$455,605

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Age</b>			
Total	2,130	23,435	102,372
0 - 4	5.0%	4.7%	5.8%
5 - 9	7.7%	6.3%	6.7%
10 - 14	8.4%	7.2%	7.4%
15 - 24	11.9%	11.8%	12.2%
25 - 34	6.8%	8.2%	11.2%
35 - 44	14.8%	12.9%	14.0%
45 - 54	19.5%	17.8%	16.8%
55 - 64	12.1%	13.9%	12.4%
65 - 74	7.2%	8.9%	7.3%
75 - 84	4.9%	5.6%	4.4%
85 +	1.8%	2.6%	1.8%
18 +	73.9%	77.1%	75.5%
<b>2023 Population by Age</b>			
Total	2,835	26,788	110,342
0 - 4	4.3%	4.0%	5.0%
5 - 9	5.4%	5.0%	5.7%
10 - 14	6.8%	5.9%	6.4%
15 - 24	11.8%	10.9%	11.3%
25 - 34	9.9%	10.5%	12.1%
35 - 44	10.6%	11.0%	12.9%
45 - 54	15.0%	13.5%	13.3%
55 - 64	17.2%	15.9%	14.2%
65 - 74	11.1%	13.1%	11.2%
75 - 84	5.7%	7.6%	6.0%
85 +	2.1%	2.5%	2.0%
18 +	78.8%	81.2%	79.1%
<b>2028 Population by Age</b>			
Total	2,885	27,240	111,400
0 - 4	4.4%	4.1%	5.0%
5 - 9	5.2%	4.8%	5.4%
10 - 14	6.1%	5.4%	5.9%
15 - 24	10.2%	9.5%	10.3%
25 - 34	8.9%	10.2%	11.9%
35 - 44	12.5%	12.8%	13.9%
45 - 54	12.9%	12.1%	12.5%
55 - 64	16.7%	14.5%	13.0%
65 - 74	13.3%	14.0%	11.9%
75 - 84	7.5%	9.5%	7.6%
85 +	2.3%	3.1%	2.4%
18 +	80.7%	82.3%	80.1%
<b>2010 Population by Sex</b>			
Males	1,049	11,389	49,815
Females	1,082	12,046	52,559
<b>2023 Population by Sex</b>			
Males	1,399	13,141	54,136
Females	1,434	13,648	56,207
<b>2028 Population by Sex</b>			
Males	1,414	13,283	54,506
Females	1,473	13,959	56,895

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

June 26, 2023

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,130	23,435	102,374
White Alone	91.7%	92.3%	89.2%
Black Alone	3.1%	3.1%	5.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	3.0%	2.4%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.7%
Two or More Races	1.6%	1.5%	1.8%
Hispanic Origin	2.4%	2.4%	2.9%
Diversity Index	19.7	18.7	24.5
<b>2020 Population by Race/Ethnicity</b>			
Total	2,789	26,227	108,828
White Alone	85.1%	84.4%	81.6%
Black Alone	4.1%	4.0%	6.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	4.8%	4.0%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	1.2%	1.5%
Two or More Races	5.3%	6.1%	6.4%
Hispanic Origin	3.1%	4.0%	4.5%
Diversity Index	31.3	33.5	38.3
<b>2023 Population by Race/Ethnicity</b>			
Total	2,834	26,789	110,343
White Alone	84.1%	83.4%	80.4%
Black Alone	4.4%	4.3%	6.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.1%	4.3%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	1.3%	1.7%
Two or More Races	5.7%	6.5%	6.8%
Hispanic Origin	3.5%	4.4%	4.9%
Diversity Index	33.3	35.6	40.4
<b>2028 Population by Race/Ethnicity</b>			
Total	2,886	27,243	111,401
White Alone	82.0%	81.2%	78.1%
Black Alone	4.9%	4.7%	7.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.7%	4.8%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	1.5%	1.8%
Two or More Races	6.6%	7.5%	7.8%
Hispanic Origin	4.0%	5.0%	5.6%
Diversity Index	37.0	39.3	44.1
<b>2010 Population by Relationship and Household Type</b>			
Total	2,131	23,434	102,373
In Households	100.0%	98.9%	98.9%
In Family Households	93.7%	87.6%	86.8%
Householder	29.0%	27.9%	27.3%
Spouse	25.6%	24.0%	22.7%
Child	34.8%	31.5%	32.5%
Other relative	2.9%	2.8%	2.8%
Nonrelative	1.4%	1.5%	1.5%
In Nonfamily Households	6.2%	11.3%	12.1%
In Group Quarters	0.0%	1.1%	1.1%
Institutionalized Population	0.0%	0.3%	0.9%
Noninstitutionalized Population	0.0%	0.7%	0.2%

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

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<b>2023 Population 25+ by Educational Attainment</b>			
Total	2,031	19,858	79,031
Less than 9th Grade	0.2%	1.7%	1.4%
9th - 12th Grade, No Diploma	0.5%	2.7%	2.7%
High School Graduate	14.6%	22.6%	20.6%
GED/Alternative Credential	3.5%	3.2%	3.1%
Some College, No Degree	14.3%	15.2%	17.9%
Associate Degree	4.9%	9.3%	9.2%
Bachelor's Degree	39.0%	28.5%	26.6%
Graduate/Professional Degree	23.0%	16.8%	18.4%
<b>2023 Population 15+ by Marital Status</b>			
Total	2,367	22,788	91,509
Never Married	19.4%	23.7%	27.3%
Married	70.3%	63.4%	59.3%
Widowed	4.1%	5.1%	5.2%
Divorced	6.2%	7.8%	8.2%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,462	14,751	60,598
Population 16+ Employed	98.5%	97.0%	97.1%
Population 16+ Unemployment rate	1.6%	3.0%	2.9%
Population 16-24 Employed	12.4%	11.2%	11.5%
Population 16-24 Unemployment rate	3.8%	10.5%	10.5%
Population 25-54 Employed	60.6%	57.6%	61.9%
Population 25-54 Unemployment rate	0.8%	1.8%	1.7%
Population 55-64 Employed	18.8%	20.9%	18.5%
Population 55-64 Unemployment rate	1.5%	2.0%	2.1%
Population 65+ Employed	8.2%	10.3%	8.2%
Population 65+ Unemployment rate	4.1%	2.6%	1.5%
<b>2023 Employed Population 16+ by Industry</b>			
Total	1,440	14,312	58,858
Agriculture/Mining	0.3%	1.1%	0.8%
Construction	8.1%	9.2%	6.8%
Manufacturing	4.2%	7.5%	7.3%
Wholesale Trade	3.8%	2.0%	1.7%
Retail Trade	13.2%	12.8%	11.1%
Transportation/Utilities	2.1%	4.1%	5.0%
Information	2.8%	1.4%	1.3%
Finance/Insurance/Real Estate	10.3%	9.2%	8.0%
Services	44.3%	43.5%	47.3%
Public Administration	11.0%	9.2%	10.7%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	1,440	14,309	58,862
White Collar	77.7%	73.7%	73.9%
Management/Business/Financial	26.2%	23.4%	22.5%
Professional	27.6%	29.0%	30.8%
Sales	14.1%	10.4%	9.5%
Administrative Support	9.8%	10.9%	11.1%
Services	11.6%	11.9%	12.6%
Blue Collar	10.7%	14.4%	13.5%
Farming/Forestry/Fishing	0.8%	0.1%	0.1%
Construction/Extraction	5.6%	4.4%	3.2%
Installation/Maintenance/Repair	0.8%	1.9%	2.4%
Production	1.5%	3.8%	3.1%
Transportation/Material Moving	2.1%	4.2%	4.8%

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June 26, 2023

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<b>2010 Households by Type</b>			
Total	713	8,819	38,185
Households with 1 Person	12.1%	22.0%	22.0%
Households with 2+ People	87.9%	78.0%	78.0%
Family Households	85.0%	74.3%	73.3%
Husband-wife Families	75.2%	63.7%	60.8%
With Related Children	36.3%	27.3%	28.5%
Other Family (No Spouse Present)	9.8%	10.6%	12.5%
Other Family with Male Householder	3.4%	3.2%	3.7%
With Related Children	1.7%	1.7%	2.2%
Other Family with Female Householder	6.5%	7.4%	8.8%
With Related Children	2.8%	3.8%	5.2%
Nonfamily Households	2.9%	3.7%	4.6%
All Households with Children	41.2%	33.2%	36.2%
Multigenerational Households	4.5%	3.8%	3.6%
Unmarried Partner Households	3.9%	4.0%	5.0%
Male-female	3.4%	3.4%	4.5%
Same-sex	0.6%	0.6%	0.5%
<b>2010 Households by Size</b>			
Total	711	8,821	38,186
1 Person Household	12.1%	22.0%	22.0%
2 Person Household	34.0%	33.9%	32.7%
3 Person Household	19.4%	17.1%	17.9%
4 Person Household	22.2%	17.3%	17.4%
5 Person Household	9.1%	6.8%	6.9%
6 Person Household	2.3%	2.1%	2.2%
7 + Person Household	0.8%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	714	8,819	38,185
Owner Occupied	95.2%	84.9%	83.5%
Owned with a Mortgage/Loan	70.6%	62.9%	65.5%
Owned Free and Clear	24.5%	22.0%	18.0%
Renter Occupied	4.8%	15.1%	16.5%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	105	98	104
Percent of Income for Mortgage	23.0%	24.5%	23.2%
Wealth Index	216	180	164
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	737	9,150	39,826
Housing Units Inside Urbanized Area	99.6%	92.6%	93.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.4%	7.4%	6.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,131	23,434	102,374
Population Inside Urbanized Area	99.4%	93.0%	93.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.6%	7.0%	6.3%

**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>			
1.	Savvy Suburbanites (1D)	Exurbanites (1E)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Savvy Suburbanites (1D)	Old and Newcomers (8F)
3.	Comfortable Empty Nesters (5A)	Golden Years (9B)	Workday Drive (4A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,017,213	\$28,789,809	\$117,214,954
Average Spent	\$2,966.78	\$2,777.87	\$2,772.22
Spending Potential Index	135	126	126
Education: Total \$	\$3,102,240	\$26,922,464	\$105,152,984
Average Spent	\$3,050.38	\$2,597.69	\$2,486.94
Spending Potential Index	170	145	139
Entertainment/Recreation: Total \$	\$5,369,901	\$50,883,910	\$204,368,148
Average Spent	\$5,280.14	\$4,909.68	\$4,833.46
Spending Potential Index	140	130	128
Food at Home: Total \$	\$9,206,938	\$88,419,632	\$357,079,723
Average Spent	\$9,053.04	\$8,531.42	\$8,445.19
Spending Potential Index	133	125	124
Food Away from Home: Total \$	\$5,045,978	\$48,494,327	\$197,999,086
Average Spent	\$4,961.63	\$4,679.11	\$4,682.82
Spending Potential Index	133	126	126
Health Care: Total \$	\$10,238,069	\$98,001,643	\$391,715,945
Average Spent	\$10,066.93	\$9,455.97	\$9,264.37
Spending Potential Index	137	129	126
HH Furnishings & Equipment: Total \$	\$4,223,961	\$40,059,789	\$161,195,772
Average Spent	\$4,153.35	\$3,865.28	\$3,812.40
Spending Potential Index	141	131	129
Personal Care Products & Services: Total \$	\$1,348,018	\$12,937,320	\$52,106,091
Average Spent	\$1,325.48	\$1,248.29	\$1,232.35
Spending Potential Index	139	131	129
Shelter: Total \$	\$34,851,228	\$334,302,424	\$1,342,483,041
Average Spent	\$34,268.66	\$32,256.12	\$31,750.70
Spending Potential Index	138	130	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,801,671	\$45,151,444	\$177,552,788
Average Spent	\$4,721.41	\$4,356.57	\$4,199.25
Spending Potential Index	151	139	134
Travel: Total \$	\$3,358,024	\$31,532,177	\$125,976,340
Average Spent	\$3,301.89	\$3,042.47	\$2,979.43
Spending Potential Index	147	135	132
Vehicle Maintenance & Repairs: Total \$	\$1,734,699	\$16,778,419	\$68,566,138
Average Spent	\$1,705.70	\$1,618.91	\$1,621.64
Spending Potential Index	130	124	124

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

# Retail Goods and Services Expenditures

1813 Belair Rd, Fallston, Maryland, 21047  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	95.3%	Population	2,833	2,886
Pleasantville (2B)	2.4%	Households	1,017	1,048
Comfortable Empty Nesters (5A)	2.1%	Families	849	875
Exurbanites (1E)	0.3%	Median Age	46.0	47.1
	0.0%	Median Household Income	\$118,793	\$128,832
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		135	\$2,966.78	\$3,017,213
Men's		134	\$548.69	\$558,014
Women's		135	\$1,010.52	\$1,027,697
Children's		130	\$430.36	\$437,680
Footwear		133	\$662.92	\$674,185
Watches & Jewelry		150	\$252.58	\$256,872
Apparel Products and Services (1)		139	\$61.71	\$62,764
<b>Computer</b>				
Computers and Hardware for Home Use		133	\$341.14	\$346,944
Portable Memory		136	\$6.27	\$6,381
Computer Software		128	\$18.43	\$18,747
Computer Accessories		135	\$33.74	\$34,313
<b>Entertainment &amp; Recreation</b>		140	\$5,280.14	\$5,369,901
Fees and Admissions		163	\$1,160.94	\$1,180,671
Membership Fees for Clubs (2)		161	\$448.23	\$455,848
Fees for Participant Sports, excl. Trips		164	\$196.37	\$199,707
Tickets to Theatre/Operas/Concerts		162	\$88.52	\$90,025
Tickets to Movies		132	\$36.56	\$37,184
Tickets to Parks or Museums		134	\$37.17	\$37,806
Admission to Sporting Events, excl. Trips		176	\$102.81	\$104,558
Fees for Recreational Lessons		173	\$250.19	\$254,443
Dating Services		101	\$1.08	\$1,101
TV/Video/Audio		130	\$1,759.13	\$1,789,033
Cable and Satellite Television Services		132	\$1,134.39	\$1,153,670
Televisions		125	\$181.49	\$184,579
Satellite Dishes		107	\$1.83	\$1,865
VCRs, Video Cameras, and DVD Players		118	\$5.68	\$5,772
Miscellaneous Video Equipment		153	\$19.37	\$19,704
Video Cassettes and DVDs		124	\$8.11	\$8,248
Video Game Hardware/Accessories		110	\$44.33	\$45,087
Video Game Software		108	\$20.87	\$21,223
Rental/Streaming/Downloaded Video		121	\$149.83	\$152,375
Installation of Televisions		152	\$2.44	\$2,486
Audio (3)		139	\$188.16	\$191,360
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.62	\$2,665
Pets		135	\$1,244.70	\$1,265,856
Toys/Games/Crafts/Hobbies (4)		129	\$204.59	\$208,065
Recreational Vehicles and Fees (5)		157	\$236.03	\$240,043
Sports/Recreation/Exercise Equipment (6)		138	\$386.46	\$393,030
Photo Equipment and Supplies (7)		140	\$65.67	\$66,784
Reading (8)		143	\$180.60	\$183,667
Catered Affairs (9)		138	\$42.04	\$42,752
<b>Food</b>		133	\$14,014.67	\$14,252,916
Food at Home		133	\$9,053.04	\$9,206,938
Bakery and Cereal Products		135	\$1,187.18	\$1,207,365
Meats, Poultry, Fish, and Eggs		132	\$1,947.76	\$1,980,873
Dairy Products		135	\$885.93	\$900,986
Fruits and Vegetables		135	\$1,808.51	\$1,839,254
Snacks and Other Food at Home (10)		132	\$3,223.66	\$3,278,460
Food Away from Home		133	\$4,961.63	\$5,045,978
Alcoholic Beverages		147	\$991.64	\$1,008,494

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 26, 2023



# Retail Goods and Services Expenditures

1813 Belair Rd, Fallston, Maryland, 21047  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	178	\$69,988.16	\$71,177,956
Value of Retirement Plans	178	\$251,239.88	\$255,510,954
Value of Other Financial Assets	156	\$13,374.72	\$13,602,090
Vehicle Loan Amount excluding Interest	124	\$4,505.84	\$4,582,440
Value of Credit Card Debt	142	\$4,484.30	\$4,560,530
<b>Health</b>			
Nonprescription Drugs	126	\$215.14	\$218,802
Prescription Drugs	130	\$478.77	\$486,910
Eyeglasses and Contact Lenses	142	\$157.60	\$160,279
<b>Home</b>			
Mortgage Payment and Basics (11)	165	\$21,281.11	\$21,642,893
Maintenance and Remodeling Services	162	\$6,172.70	\$6,277,640
Maintenance and Remodeling Materials (12)	142	\$1,114.66	\$1,133,606
Utilities, Fuel, and Public Services	131	\$7,583.68	\$7,712,602
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	135	\$164.77	\$167,572
Furniture	135	\$1,110.80	\$1,129,684
Rugs	154	\$63.96	\$65,043
Major Appliances (14)	140	\$738.67	\$751,227
Housewares (15)	139	\$149.04	\$151,571
Small Appliances	121	\$88.13	\$89,625
Luggage	135	\$19.30	\$19,629
Telephones and Accessories	136	\$146.23	\$148,716
<b>Household Operations</b>			
Child Care	151	\$782.34	\$795,637
Lawn and Garden (16)	155	\$1,036.20	\$1,053,819
Moving/Storage/Freight Express	124	\$111.19	\$113,084
Housekeeping Supplies (17)	136	\$1,264.80	\$1,286,297
<b>Insurance</b>			
Owners and Renters Insurance	145	\$1,127.98	\$1,147,151
Vehicle Insurance	124	\$2,698.46	\$2,744,332
Life/Other Insurance	156	\$1,082.59	\$1,100,991
Health Insurance	137	\$6,777.00	\$6,892,206
Personal Care Products (18)	134	\$739.04	\$751,604
School Books and Supplies (19)	129	\$173.16	\$176,105
Smoking Products	103	\$444.93	\$452,493
<b>Transportation</b>			
Payments on Vehicles excluding Leases	128	\$3,874.14	\$3,939,997
Gasoline and Motor Oil	123	\$3,103.16	\$3,155,914
Vehicle Maintenance and Repairs	130	\$1,705.70	\$1,734,699
<b>Travel</b>			
Airline Fares	147	\$685.03	\$696,676
Lodging on Trips	152	\$1,096.99	\$1,115,641
Auto/Truck Rental on Trips	144	\$114.27	\$116,217
Food and Drink on Trips	145	\$808.51	\$822,254

**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.

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June 26, 2023

# Retail Goods and Services Expenditures

1813 Belair Rd, Fallston, Maryland, 21047  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Exurbanites (1E)	22.7%	Population	26,789	27,241
Savvy Suburbanites (1D)	21.9%	Households	10,364	10,651
Golden Years (9B)	18.6%	Families	7,534	7,726
Workday Drive (4A)	17.1%	Median Age	47.1	47.6
Comfortable Empty Nesters (5A)	6.7%	Median Household Income	\$106,872	\$116,705
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		126	\$2,777.87	\$28,789,809
Men's		127	\$519.99	\$5,389,205
Women's		128	\$955.53	\$9,903,121
Children's		120	\$398.25	\$4,127,504
Footwear		124	\$617.75	\$6,402,317
Watches & Jewelry		135	\$228.30	\$2,366,123
Apparel Products and Services (1)		130	\$58.04	\$601,539
<b>Computer</b>				
Computers and Hardware for Home Use		126	\$323.31	\$3,350,832
Portable Memory		127	\$5.82	\$60,316
Computer Software		124	\$17.97	\$186,271
Computer Accessories		129	\$32.19	\$333,579
<b>Entertainment &amp; Recreation</b>		130	\$4,909.68	\$50,883,910
Fees and Admissions		145	\$1,030.54	\$10,680,510
Membership Fees for Clubs (2)		144	\$400.41	\$4,149,851
Fees for Participant Sports, excl. Trips		147	\$175.73	\$1,821,274
Tickets to Theatre/Operas/Concerts		145	\$78.94	\$818,094
Tickets to Movies		127	\$35.10	\$363,814
Tickets to Parks or Museums		128	\$35.59	\$368,854
Admission to Sporting Events, excl. Trips		148	\$86.66	\$898,184
Fees for Recreational Lessons		150	\$216.90	\$2,247,995
Dating Services		112	\$1.20	\$12,444
TV/Video/Audio		124	\$1,676.14	\$17,371,552
Cable and Satellite Television Services		125	\$1,075.47	\$11,146,146
Televisions		120	\$175.37	\$1,817,520
Satellite Dishes		108	\$1.85	\$19,218
VCRs, Video Cameras, and DVD Players		119	\$5.74	\$59,444
Miscellaneous Video Equipment		138	\$17.41	\$180,453
Video Cassettes and DVDs		123	\$8.02	\$83,156
Video Game Hardware/Accessories		109	\$43.94	\$455,426
Video Game Software		109	\$21.07	\$218,323
Rental/Streaming/Downloaded Video		119	\$146.65	\$1,519,914
Installation of Televisions		142	\$2.28	\$23,599
Audio (3)		130	\$175.54	\$1,819,309
Rental and Repair of TV/Radio/Sound Equipment		101	\$2.80	\$29,043
Pets		126	\$1,165.23	\$12,076,410
Toys/Games/Crafts/Hobbies (4)		123	\$194.27	\$2,013,370
Recreational Vehicles and Fees (5)		137	\$206.18	\$2,136,887
Sports/Recreation/Exercise Equipment (6)		130	\$364.30	\$3,775,583
Photo Equipment and Supplies (7)		130	\$61.00	\$632,198
Reading (8)		136	\$172.05	\$1,783,155
Catered Affairs (9)		132	\$39.97	\$414,247
<b>Food</b>		126	\$13,210.53	\$136,913,960
Food at Home		125	\$8,531.42	\$88,419,632
Bakery and Cereal Products		126	\$1,110.70	\$11,511,311
Meats, Poultry, Fish, and Eggs		125	\$1,833.86	\$19,006,128
Dairy Products		126	\$832.74	\$8,630,501
Fruits and Vegetables		127	\$1,705.33	\$17,674,060
Snacks and Other Food at Home (10)		125	\$3,048.79	\$31,597,632
Food Away from Home		126	\$4,679.11	\$48,494,327
Alcoholic Beverages		136	\$917.55	\$9,509,527

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 26, 2023

# Retail Goods and Services Expenditures

1813 Belair Rd, Fallston, Maryland, 21047  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	160	\$62,842.08	\$651,295,353
Value of Retirement Plans	155	\$218,616.49	\$2,265,741,336
Value of Other Financial Assets	149	\$12,748.63	\$132,126,806
Vehicle Loan Amount excluding Interest	118	\$4,308.50	\$44,653,314
Value of Credit Card Debt	130	\$4,122.28	\$42,723,269
<b>Health</b>			
Nonprescription Drugs	122	\$209.15	\$2,167,646
Prescription Drugs	124	\$457.06	\$4,736,925
Eyeglasses and Contact Lenses	130	\$144.70	\$1,499,689
<b>Home</b>			
Mortgage Payment and Basics (11)	146	\$18,819.19	\$195,042,085
Maintenance and Remodeling Services	146	\$5,549.25	\$57,512,396
Maintenance and Remodeling Materials (12)	130	\$1,018.10	\$10,551,576
Utilities, Fuel, and Public Services	123	\$7,147.67	\$74,078,449
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	127	\$155.84	\$1,615,152
Furniture	127	\$1,046.37	\$10,844,609
Rugs	139	\$57.81	\$599,157
Major Appliances (14)	130	\$685.22	\$7,101,652
Housewares (15)	131	\$140.76	\$1,458,838
Small Appliances	120	\$87.04	\$902,046
Luggage	128	\$18.32	\$189,847
Telephones and Accessories	129	\$138.27	\$1,433,035
<b>Household Operations</b>			
Child Care	135	\$697.49	\$7,228,736
Lawn and Garden (16)	139	\$934.50	\$9,685,123
Moving/Storage/Freight Express	123	\$110.73	\$1,147,585
Housekeeping Supplies (17)	127	\$1,182.98	\$12,260,407
<b>Insurance</b>			
Owners and Renters Insurance	132	\$1,033.84	\$10,714,767
Vehicle Insurance	119	\$2,588.44	\$26,826,629
Life/Other Insurance	139	\$960.62	\$9,955,845
Health Insurance	128	\$6,350.25	\$65,813,973
Personal Care Products (18)	127	\$699.99	\$7,254,732
School Books and Supplies (19)	123	\$164.26	\$1,702,350
Smoking Products	102	\$443.82	\$4,599,710
<b>Transportation</b>			
Payments on Vehicles excluding Leases	120	\$3,637.40	\$37,698,028
Gasoline and Motor Oil	117	\$2,971.89	\$30,800,706
Vehicle Maintenance and Repairs	124	\$1,618.91	\$16,778,419
<b>Travel</b>			
Airline Fares	137	\$638.16	\$6,613,901
Lodging on Trips	138	\$993.36	\$10,295,233
Auto/Truck Rental on Trips	134	\$106.44	\$1,103,185
Food and Drink on Trips	133	\$746.46	\$7,736,268

**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.

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June 26, 2023

# Retail Goods and Services Expenditures

1813 Belair Rd, Fallston, Maryland, 21047  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	21.8%	Population	110,343	111,401
Old and Newcomers (8F)	11.6%	Households	42,282	43,117
Workday Drive (4A)	10.5%	Families	30,167	30,718
Exurbanites (1E)	9.0%	Median Age	42.4	43.1
Golden Years (9B)	7.1%	Median Household Income	\$104,490	\$112,958
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		126	\$2,772.22	\$117,214,954
Men's		127	\$518.48	\$21,922,278
Women's		127	\$947.03	\$40,042,341
Children's		124	\$410.45	\$17,354,491
Footwear		124	\$619.05	\$26,174,575
Watches & Jewelry		131	\$220.90	\$9,340,147
Apparel Products and Services (1)		127	\$56.32	\$2,381,123
<b>Computer</b>				
Computers and Hardware for Home Use		127	\$324.93	\$13,738,855
Portable Memory		126	\$5.81	\$245,758
Computer Software		124	\$17.94	\$758,596
Computer Accessories		127	\$31.91	\$1,349,224
<b>Entertainment &amp; Recreation</b>		128	\$4,833.46	\$204,368,148
Fees and Admissions		140	\$997.74	\$42,186,577
Membership Fees for Clubs (2)		139	\$386.29	\$16,333,229
Fees for Participant Sports, excl. Trips		142	\$169.67	\$7,173,872
Tickets to Theatre/Operas/Concerts		138	\$75.48	\$3,191,373
Tickets to Movies		129	\$35.61	\$1,505,797
Tickets to Parks or Museums		130	\$36.23	\$1,531,952
Admission to Sporting Events, excl. Trips		143	\$83.55	\$3,532,652
Fees for Recreational Lessons		145	\$209.71	\$8,866,975
Dating Services		112	\$1.20	\$50,726
TV/Video/Audio		123	\$1,662.27	\$70,284,086
Cable and Satellite Television Services		122	\$1,049.93	\$44,393,243
Televisions		122	\$177.49	\$7,504,671
Satellite Dishes		113	\$1.94	\$82,199
VCRs, Video Cameras, and DVD Players		122	\$5.88	\$248,786
Miscellaneous Video Equipment		135	\$17.05	\$720,944
Video Cassettes and DVDs		126	\$8.23	\$347,819
Video Game Hardware/Accessories		116	\$46.64	\$1,971,824
Video Game Software		116	\$22.43	\$948,594
Rental/Streaming/Downloaded Video		123	\$152.06	\$6,429,274
Installation of Televisions		136	\$2.19	\$92,503
Audio (3)		130	\$175.51	\$7,421,036
Rental and Repair of TV/Radio/Sound Equipment		105	\$2.91	\$123,193
Pets		124	\$1,139.93	\$48,198,520
Toys/Games/Crafts/Hobbies (4)		124	\$197.11	\$8,334,252
Recreational Vehicles and Fees (5)		133	\$199.43	\$8,432,415
Sports/Recreation/Exercise Equipment (6)		132	\$371.50	\$15,707,654
Photo Equipment and Supplies (7)		130	\$60.75	\$2,568,797
Reading (8)		130	\$165.31	\$6,989,723
Catered Affairs (9)		130	\$39.41	\$1,666,125
<b>Food</b>		125	\$13,128.02	\$555,078,809
Food at Home		124	\$8,445.19	\$357,079,723
Bakery and Cereal Products		125	\$1,096.02	\$46,341,891
Meats, Poultry, Fish, and Eggs		123	\$1,814.72	\$76,730,035
Dairy Products		125	\$821.28	\$34,725,362
Fruits and Vegetables		125	\$1,678.45	\$70,968,271
Snacks and Other Food at Home (10)		124	\$3,034.72	\$128,314,163
Food Away from Home		126	\$4,682.82	\$197,999,086
Alcoholic Beverages		132	\$890.15	\$37,637,269

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June 26, 2023

# Retail Goods and Services Expenditures

1813 Belair Rd, Fallston, Maryland, 21047  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	146	\$57,265.73	\$2,421,309,519
Value of Retirement Plans	144	\$204,164.79	\$8,632,495,618
Value of Other Financial Assets	136	\$11,661.31	\$493,063,599
Vehicle Loan Amount excluding Interest	122	\$4,449.36	\$188,127,664
Value of Credit Card Debt	128	\$4,047.32	\$171,128,634
<b>Health</b>			
Nonprescription Drugs	122	\$208.05	\$8,796,956
Prescription Drugs	122	\$447.74	\$18,931,276
Eyeglasses and Contact Lenses	127	\$141.48	\$5,981,901
<b>Home</b>			
Mortgage Payment and Basics (11)	140	\$18,035.88	\$762,592,958
Maintenance and Remodeling Services	139	\$5,294.59	\$223,865,917
Maintenance and Remodeling Materials (12)	128	\$1,002.24	\$42,376,542
Utilities, Fuel, and Public Services	122	\$7,098.87	\$300,154,400
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	126	\$154.79	\$6,545,036
Furniture	127	\$1,045.92	\$44,223,382
Rugs	134	\$55.63	\$2,352,264
Major Appliances (14)	127	\$673.50	\$28,476,926
Housewares (15)	130	\$139.49	\$5,897,894
Small Appliances	121	\$87.84	\$3,714,136
Luggage	128	\$18.35	\$775,869
Telephones and Accessories	126	\$135.29	\$5,720,214
<b>Household Operations</b>			
Child Care	136	\$703.44	\$29,742,786
Lawn and Garden (16)	133	\$888.68	\$37,575,187
Moving/Storage/Freight Express	124	\$110.75	\$4,682,546
Housekeeping Supplies (17)	125	\$1,169.25	\$49,438,206
<b>Insurance</b>			
Owners and Renters Insurance	129	\$1,006.04	\$42,537,471
Vehicle Insurance	121	\$2,617.12	\$110,656,924
Life/Other Insurance	134	\$925.62	\$39,137,197
Health Insurance	126	\$6,219.86	\$262,987,991
Personal Care Products (18)	126	\$695.75	\$29,417,532
School Books and Supplies (19)	125	\$166.96	\$7,059,572
Smoking Products	106	\$461.33	\$19,506,089
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,711.56	\$156,932,217
Gasoline and Motor Oil	119	\$3,012.00	\$127,353,456
Vehicle Maintenance and Repairs	124	\$1,621.64	\$68,566,138
<b>Travel</b>			
Airline Fares	134	\$624.44	\$26,402,544
Lodging on Trips	134	\$966.29	\$40,856,722
Auto/Truck Rental on Trips	133	\$105.31	\$4,452,541
Food and Drink on Trips	131	\$733.08	\$30,996,256

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

June 26, 2023

- (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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

## Business Summary

1813 Belair Rd, Fallston, Maryland, 21047  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				221		1,177		3,560				
Total Employees:				3,295		14,979		39,639				
Total Residential Population:				2,833		26,789		110,343				
Employee/Residential Population Ratio (per 100 Residents)				116		56		36				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	2.3%	25	0.8%	30	2.5%	257	1.7%	79	2.2%	589	1.5%
Construction	11	5.0%	177	5.4%	89	7.6%	639	4.3%	284	8.0%	1,685	4.3%
Manufacturing	7	3.2%	42	1.3%	20	1.7%	96	0.6%	53	1.5%	489	1.2%
Transportation	5	2.3%	17	0.5%	22	1.9%	106	0.7%	60	1.7%	367	0.9%
Communication	0	0.0%	0	0.0%	8	0.7%	40	0.3%	24	0.7%	157	0.4%
Utility	1	0.5%	3	0.1%	2	0.2%	5	0.0%	5	0.1%	23	0.1%
Wholesale Trade	5	2.3%	103	3.1%	22	1.9%	247	1.6%	67	1.9%	613	1.5%
Retail Trade Summary	71	32.1%	2,094	63.6%	282	24.0%	5,954	39.7%	696	19.6%	12,638	31.9%
Home Improvement	6	2.7%	64	1.9%	18	1.5%	393	2.6%	38	1.1%	721	1.8%
General Merchandise Stores	2	0.9%	67	2.0%	12	1.0%	698	4.7%	35	1.0%	1,747	4.4%
Food Stores	7	3.2%	89	2.7%	29	2.5%	459	3.1%	82	2.3%	2,178	5.5%
Auto Dealers & Gas Stations	25	11.3%	1,575	47.8%	40	3.4%	1,770	11.8%	67	1.9%	2,026	5.1%
Apparel & Accessory Stores	1	0.5%	3	0.1%	18	1.5%	119	0.8%	46	1.3%	326	0.8%
Furniture & Home Furnishings	3	1.4%	25	0.8%	21	1.8%	198	1.3%	48	1.3%	382	1.0%
Eating & Drinking Places	13	5.9%	207	6.3%	62	5.3%	1,599	10.7%	199	5.6%	3,910	9.9%
Miscellaneous Retail	15	6.8%	63	1.9%	81	6.9%	718	4.8%	181	5.1%	1,347	3.4%
Finance, Insurance, Real Estate Summary	19	8.6%	203	6.2%	99	8.4%	876	5.8%	385	10.8%	3,142	7.9%
Banks, Savings & Lending Institutions	0	0.0%	5	0.2%	15	1.3%	174	1.2%	79	2.2%	891	2.2%
Securities Brokers	3	1.4%	15	0.5%	11	0.9%	51	0.3%	55	1.5%	274	0.7%
Insurance Carriers & Agents	6	2.7%	25	0.8%	23	2.0%	173	1.2%	74	2.1%	422	1.1%
Real Estate, Holding, Other Investment Offices	10	4.5%	158	4.8%	50	4.2%	478	3.2%	177	5.0%	1,556	3.9%
Services Summary	79	35.7%	572	17.4%	494	42.0%	6,246	41.7%	1,490	41.9%	17,347	43.8%
Hotels & Lodging	0	0.0%	2	0.1%	1	0.1%	16	0.1%	6	0.2%	39	0.1%
Automotive Services	18	8.1%	79	2.4%	55	4.7%	240	1.6%	103	2.9%	493	1.2%
Movies & Amusements	8	3.6%	42	1.3%	42	3.6%	509	3.4%	97	2.7%	1,014	2.6%
Health Services	17	7.7%	111	3.4%	138	11.7%	2,967	19.8%	372	10.4%	5,945	15.0%
Legal Services	2	0.9%	14	0.4%	21	1.8%	104	0.7%	92	2.6%	429	1.1%
Education Institutions & Libraries	1	0.5%	58	1.8%	16	1.4%	820	5.5%	65	1.8%	3,176	8.0%
Other Services	32	14.5%	266	8.1%	221	18.8%	1,589	10.6%	755	21.2%	6,250	15.8%
Government	1	0.5%	50	1.5%	20	1.7%	445	3.0%	93	2.6%	2,083	5.3%
Unclassified Establishments	17	7.7%	8	0.2%	88	7.5%	68	0.5%	325	9.1%	506	1.3%
Totals	221	100.0%	3,295	100.0%	1,177	100.0%	14,979	100.0%	3,560	100.0%	39,639	100.0%

**Source:** Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

**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.

June 26, 2023



## Business Summary

1813 Belair Rd, Fallston, Maryland, 21047  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.50015  
Longitude: -76.38584

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	6	0.5%	42	0.3%	15	0.4%	70	0.2%
Mining	0	0.0%	0	0.0%	2	0.2%	13	0.1%	3	0.1%	22	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	4	0.0%
Construction	11	5.0%	179	5.4%	97	8.2%	701	4.7%	304	8.5%	1,787	4.5%
Manufacturing	8	3.6%	49	1.5%	24	2.0%	132	0.9%	59	1.7%	522	1.3%
Wholesale Trade	5	2.3%	103	3.1%	21	1.8%	243	1.6%	65	1.8%	607	1.5%
Retail Trade	56	25.3%	1,871	56.8%	212	18.0%	4,274	28.5%	477	13.4%	8,546	21.6%
Motor Vehicle & Parts Dealers	24	10.9%	1,574	47.8%	37	3.1%	1,761	11.8%	55	1.5%	1,978	5.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	9	0.8%	42	0.3%	26	0.7%	141	0.4%
Electronics & Appliance Stores	3	1.4%	25	0.8%	10	0.8%	150	1.0%	18	0.5%	224	0.6%
Building Material & Garden Equipment & Supplies Dealers	6	2.7%	64	1.9%	18	1.5%	393	2.6%	38	1.1%	721	1.8%
Food & Beverage Stores	6	2.7%	80	2.4%	25	2.1%	401	2.7%	74	2.1%	2,088	5.3%
Health & Personal Care Stores	4	1.8%	27	0.8%	27	2.3%	189	1.3%	65	1.8%	458	1.2%
Gasoline Stations & Fuel Dealers	0	0.0%	1	0.0%	3	0.3%	11	0.1%	13	0.4%	56	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.5%	3	0.1%	26	2.2%	185	1.2%	55	1.5%	399	1.0%
Sporting Goods, Hobby, Book, & Music Stores	5	2.3%	16	0.5%	33	2.8%	395	2.6%	79	2.2%	663	1.7%
General Merchandise Stores	6	2.7%	80	2.4%	25	2.1%	747	5.0%	55	1.5%	1,817	4.6%
Transportation & Warehousing	3	1.4%	12	0.4%	13	1.1%	64	0.4%	37	1.0%	242	0.6%
Information	2	0.9%	12	0.4%	14	1.2%	78	0.5%	45	1.3%	445	1.1%
Finance & Insurance	9	4.1%	45	1.4%	48	4.1%	395	2.6%	209	5.9%	1,587	4.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	5	0.2%	14	1.2%	171	1.1%	77	2.2%	884	2.2%
Securities & Commodity Contracts	3	1.4%	15	0.5%	11	0.9%	51	0.3%	58	1.6%	281	0.7%
Funds, Trusts & Other Financial Vehicles	6	2.7%	25	0.8%	23	2.0%	173	1.2%	74	2.1%	422	1.1%
Real Estate, Rental & Leasing	15	6.8%	172	5.2%	58	4.9%	488	3.3%	179	5.0%	1,530	3.9%
Professional, Scientific & Tech Services	14	6.3%	88	2.7%	94	8.0%	636	4.2%	361	10.1%	2,680	6.8%
Legal Services	6	2.7%	25	0.8%	27	2.3%	132	0.9%	105	2.9%	482	1.2%
Management of Companies & Enterprises	1	0.5%	8	0.2%	3	0.3%	24	0.2%	8	0.2%	53	0.1%
Administrative, Support & Waste Management Services	9	4.1%	51	1.5%	39	3.3%	216	1.4%	125	3.5%	758	1.9%
Educational Services	4	1.8%	69	2.1%	29	2.5%	903	6.0%	93	2.6%	3,286	8.3%
Health Care & Social Assistance	23	10.4%	231	7.0%	163	13.8%	3,300	22.0%	467	13.1%	7,452	18.8%
Arts, Entertainment & Recreation	4	1.8%	20	0.6%	33	2.8%	450	3.0%	77	2.2%	865	2.2%
Accommodation & Food Services	14	6.3%	219	6.6%	67	5.7%	1,664	11.1%	218	6.1%	4,085	10.3%
Accommodation	0	0.0%	2	0.1%	1	0.1%	16	0.1%	6	0.2%	39	0.1%
Food Services & Drinking Places	14	6.3%	216	6.6%	66	5.6%	1,648	11.0%	212	6.0%	4,046	10.2%
Other Services (except Public Administration)	24	10.9%	108	3.3%	144	12.2%	839	5.6%	399	11.2%	2,490	6.3%
Automotive Repair & Maintenance	9	4.1%	44	1.3%	37	3.1%	165	1.1%	73	2.1%	348	0.9%
Public Administration	1	0.5%	50	1.5%	20	1.7%	449	3.0%	93	2.6%	2,104	5.3%
Unclassified Establishments	17	7.7%	8	0.2%	88	7.5%	68	0.5%	325	9.1%	506	1.3%
Total	221	100.0%	3,295	100.0%	1,177	100.0%	14,979	100.0%	3,560	100.0%	39,639	100.0%

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