



Market Profile

1 Newport Dr, Forest Hill, Maryland, 21050
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,899	32,988	71,256
2020 Total Population	3,964	34,053	75,023
2020 Group Quarters	70	680	1,075
2022 Total Population	3,893	34,054	75,505
2022 Group Quarters	70	680	1,075
2027 Total Population	3,872	34,371	76,837
2022-2027 Annual Rate	-0.11%	0.19%	0.35%
2022 Total Daytime Population	5,456	28,755	76,317
Workers	3,522	12,560	39,858
Residents	1,934	16,195	36,459
Household Summary			
2010 Households	1,384	11,913	26,157
2010 Average Household Size	2.79	2.71	2.68
2020 Total Households	1,431	12,536	28,047
2020 Average Household Size	2.72	2.66	2.64
2022 Households	1,427	12,600	28,301
2022 Average Household Size	2.68	2.65	2.63
2027 Households	1,427	12,747	28,888
2027 Average Household Size	2.66	2.64	2.62
2022-2027 Annual Rate	0.00%	0.23%	0.41%
2010 Families	1,044	8,952	19,431
2010 Average Family Size	3.26	3.16	3.14
2022 Families	1,056	9,252	20,526
2022 Average Family Size	3.18	3.14	3.13
2027 Families	1,054	9,341	20,907
2027 Average Family Size	3.17	3.13	3.13
2022-2027 Annual Rate	-0.04%	0.19%	0.37%
Housing Unit Summary			
2000 Housing Units	1,058	10,048	22,963
Owner Occupied Housing Units	81.5%	83.4%	81.4%
Renter Occupied Housing Units	16.2%	13.4%	15.6%
Vacant Housing Units	2.4%	3.2%	3.0%
2010 Housing Units	1,417	12,365	27,310
Owner Occupied Housing Units	87.5%	83.2%	79.9%
Renter Occupied Housing Units	10.2%	13.2%	15.9%
Vacant Housing Units	2.3%	3.7%	4.2%
2020 Housing Units	1,463	12,899	28,981
Vacant Housing Units	2.2%	2.8%	3.2%
2022 Housing Units	1,466	13,013	29,359
Owner Occupied Housing Units	88.3%	84.0%	80.9%
Renter Occupied Housing Units	9.0%	12.8%	15.5%
Vacant Housing Units	2.7%	3.2%	3.6%
2027 Housing Units	1,469	13,188	29,989
Owner Occupied Housing Units	88.7%	84.6%	81.3%
Renter Occupied Housing Units	8.5%	12.1%	15.1%
Vacant Housing Units	2.9%	3.3%	3.7%
Median Household Income			
2022	\$113,071	\$108,223	\$105,004
2027	\$121,212	\$118,239	\$115,264
Median Home Value			
2022	\$413,302	\$407,204	\$392,661
2027	\$432,526	\$430,071	\$417,235
Per Capita Income			
2022	\$53,331	\$52,631	\$52,296
2027	\$60,932	\$60,429	\$59,820
Median Age			
2010	40.3	39.8	40.9
2022	42.2	41.7	43.0
2027	42.6	42.2	43.4

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

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	1,427	12,600	28,301
<\$15,000	2.7%	3.5%	3.9%
\$15,000 - \$24,999	4.0%	3.2%	3.9%
\$25,000 - \$34,999	2.3%	3.3%	3.6%
\$35,000 - \$49,999	6.3%	8.3%	8.2%
\$50,000 - \$74,999	13.2%	12.7%	12.9%
\$75,000 - \$99,999	10.9%	12.8%	13.9%
\$100,000 - \$149,999	28.6%	25.2%	23.9%
\$150,000 - \$199,999	14.9%	13.1%	12.5%
\$200,000+	17.2%	17.9%	17.3%
Average Household Income	\$144,445	\$142,750	\$139,651
2027 Households by Income			
Household Income Base	1,427	12,747	28,888
<\$15,000	2.2%	2.8%	3.2%
\$15,000 - \$24,999	3.2%	2.6%	3.1%
\$25,000 - \$34,999	1.9%	2.7%	3.0%
\$35,000 - \$49,999	4.6%	6.1%	6.3%
\$50,000 - \$74,999	11.7%	11.5%	11.2%
\$75,000 - \$99,999	11.3%	12.3%	13.0%
\$100,000 - \$149,999	27.9%	25.4%	25.0%
\$150,000 - \$199,999	16.0%	15.0%	14.6%
\$200,000+	21.3%	21.8%	20.7%
Average Household Income	\$164,252	\$163,421	\$159,324
2022 Owner Occupied Housing Units by Value			
Total	1,295	10,935	23,764
<\$50,000	1.5%	0.8%	0.8%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.2%	1.0%	0.8%
\$150,000 - \$199,999	3.1%	2.9%	3.4%
\$200,000 - \$249,999	6.2%	9.0%	8.3%
\$250,000 - \$299,999	9.7%	11.9%	11.5%
\$300,000 - \$399,999	25.0%	22.4%	27.1%
\$400,000 - \$499,999	32.5%	26.7%	23.9%
\$500,000 - \$749,999	15.1%	21.0%	19.7%
\$750,000 - \$999,999	5.8%	3.1%	3.3%
\$1,000,000 - \$1,499,999	0.8%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$437,964	\$430,592	\$426,943
2027 Owner Occupied Housing Units by Value			
Total	1,303	11,152	24,374
<\$50,000	1.0%	0.5%	0.6%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.1%	0.5%	0.4%
\$150,000 - \$199,999	1.3%	1.4%	1.7%
\$200,000 - \$249,999	4.0%	6.0%	5.6%
\$250,000 - \$299,999	8.4%	10.5%	9.8%
\$300,000 - \$399,999	23.3%	21.9%	27.3%
\$400,000 - \$499,999	36.5%	30.4%	27.2%
\$500,000 - \$749,999	17.4%	24.0%	22.6%
\$750,000 - \$999,999	6.9%	3.5%	3.6%
\$1,000,000 - \$1,499,999	0.9%	1.2%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$463,144	\$455,456	\$450,482

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	3,898	32,991	71,257
0 - 4	5.2%	5.5%	5.2%
5 - 9	7.6%	7.0%	6.7%
10 - 14	9.4%	8.1%	8.0%
15 - 24	12.6%	12.9%	12.8%
25 - 34	8.0%	10.2%	9.7%
35 - 44	16.2%	14.7%	13.9%
45 - 54	17.4%	17.2%	17.1%
55 - 64	10.8%	11.7%	12.6%
65 - 74	6.4%	6.7%	7.3%
75 - 84	4.6%	4.3%	4.6%
85 +	1.8%	1.7%	2.1%
18 +	72.3%	74.4%	75.2%
2022 Population by Age			
Total	3,894	34,054	75,504
0 - 4	4.5%	4.9%	4.6%
5 - 9	5.5%	5.8%	5.6%
10 - 14	6.9%	6.6%	6.5%
15 - 24	13.2%	11.8%	11.7%
25 - 34	12.0%	12.7%	11.9%
35 - 44	11.0%	12.5%	12.2%
45 - 54	15.8%	14.3%	13.9%
55 - 64	14.8%	14.2%	14.5%
65 - 74	9.4%	9.9%	10.8%
75 - 84	4.8%	5.5%	6.0%
85 +	2.0%	2.0%	2.3%
18 +	78.4%	78.6%	79.2%
2027 Population by Age			
Total	3,873	34,372	76,837
0 - 4	4.6%	4.9%	4.7%
5 - 9	5.2%	5.5%	5.4%
10 - 14	6.1%	6.2%	6.1%
15 - 24	10.8%	10.5%	10.4%
25 - 34	13.5%	12.3%	11.6%
35 - 44	12.7%	14.4%	13.9%
45 - 54	12.7%	12.6%	12.6%
55 - 64	15.1%	13.6%	13.6%
65 - 74	10.8%	10.9%	11.7%
75 - 84	6.1%	6.8%	7.4%
85 +	2.3%	2.2%	2.5%
18 +	80.3%	79.6%	80.2%
2010 Population by Sex			
Males	1,839	16,083	34,645
Females	2,061	16,905	36,611
2022 Population by Sex			
Males	1,870	16,707	36,933
Females	2,023	17,348	38,573
2027 Population by Sex			
Males	1,866	16,879	37,612
Females	2,005	17,492	39,225

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	3,899	32,987	71,256
White Alone	93.7%	92.3%	91.8%
Black Alone	2.7%	3.6%	3.7%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	2.1%	1.8%	2.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.7%
Two or More Races	1.1%	1.5%	1.6%
Hispanic Origin	2.0%	2.4%	2.6%
Diversity Index	15.5	18.7	19.8
2020 Population by Race/Ethnicity			
Total	3,964	34,053	75,023
White Alone	87.3%	86.1%	85.2%
Black Alone	2.6%	3.7%	4.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.4%	2.6%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.5%	1.5%
Two or More Races	6.4%	5.9%	6.0%
Hispanic Origin	3.5%	3.9%	4.0%
Diversity Index	28.5	30.9	32.4
2022 Population by Race/Ethnicity			
Total	3,893	34,054	75,506
White Alone	86.9%	85.7%	84.8%
Black Alone	2.7%	3.8%	4.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	2.7%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.6%	1.6%
Two or More Races	6.7%	6.1%	6.2%
Hispanic Origin	3.6%	4.0%	4.1%
Diversity Index	29.2	31.6	33.1
2027 Population by Race/Ethnicity			
Total	3,872	34,372	76,836
White Alone	85.5%	84.3%	83.4%
Black Alone	2.8%	4.0%	4.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	2.8%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	2.0%	1.9%
Two or More Races	7.4%	6.7%	6.8%
Hispanic Origin	3.8%	4.2%	4.3%
Diversity Index	31.5	34.0	35.4
2010 Population by Relationship and Household Type			
Total	3,899	32,988	71,256
In Households	98.9%	97.9%	98.4%
In Family Households	88.5%	87.1%	87.1%
Householder	26.9%	27.0%	27.2%
Spouse	22.7%	22.4%	22.6%
Child	35.8%	33.8%	33.2%
Other relative	2.1%	2.4%	2.6%
Nonrelative	1.1%	1.4%	1.4%
In Nonfamily Households	10.4%	10.8%	11.3%
In Group Quarters	1.1%	2.1%	1.6%
Institutionalized Population	1.1%	1.9%	1.3%
Noninstitutionalized Population	0.0%	0.2%	0.3%

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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2022 Population 25+ by Educational Attainment			
Total	2,719	24,164	54,028
Less than 9th Grade	0.3%	1.3%	1.5%
9th - 12th Grade, No Diploma	3.3%	3.1%	3.3%
High School Graduate	21.8%	20.2%	21.6%
GED/Alternative Credential	1.5%	2.5%	2.7%
Some College, No Degree	16.7%	18.0%	17.6%
Associate Degree	10.8%	9.5%	9.8%
Bachelor's Degree	26.0%	25.2%	25.0%
Graduate/Professional Degree	19.5%	20.1%	18.6%
2022 Population 15+ by Marital Status			
Total	3,232	28,176	62,892
Never Married	21.6%	25.0%	26.9%
Married	64.8%	61.1%	58.9%
Widowed	6.6%	6.1%	6.3%
Divorced	7.0%	7.8%	7.9%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,101	18,521	40,742
Population 16+ Employed	94.7%	96.7%	96.6%
Population 16+ Unemployment rate	5.3%	3.3%	3.4%
Population 16-24 Employed	11.7%	10.7%	11.5%
Population 16-24 Unemployment rate	11.1%	6.4%	8.4%
Population 25-54 Employed	65.2%	63.1%	61.5%
Population 25-54 Unemployment rate	3.5%	2.4%	2.2%
Population 55-64 Employed	18.1%	19.3%	19.6%
Population 55-64 Unemployment rate	4.5%	3.1%	3.3%
Population 65+ Employed	5.0%	6.9%	7.4%
Population 65+ Unemployment rate	15.4%	6.9%	5.3%
2022 Employed Population 16+ by Industry			
Total	1,990	17,910	39,358
Agriculture/Mining	0.5%	0.2%	0.4%
Construction	6.6%	8.7%	7.4%
Manufacturing	7.7%	5.7%	6.0%
Wholesale Trade	2.2%	2.4%	2.4%
Retail Trade	8.7%	9.3%	11.9%
Transportation/Utilities	5.3%	5.3%	5.1%
Information	0.9%	0.9%	1.0%
Finance/Insurance/Real Estate	5.3%	6.0%	7.1%
Services	54.5%	53.2%	49.6%
Public Administration	8.3%	8.2%	9.0%
2022 Employed Population 16+ by Occupation			
Total	1,989	17,912	39,356
White Collar	73.0%	72.2%	72.2%
Management/Business/Financial	22.8%	21.0%	21.6%
Professional	31.8%	31.6%	29.1%
Sales	9.4%	9.1%	10.2%
Administrative Support	8.9%	10.5%	11.3%
Services	14.0%	12.5%	12.8%
Blue Collar	13.0%	15.3%	15.0%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.1%	5.0%	4.2%
Installation/Maintenance/Repair	2.9%	3.1%	2.5%
Production	3.4%	2.3%	2.9%
Transportation/Material Moving	3.5%	4.7%	5.2%

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2010 Households by Type			
Total	1,385	11,913	26,156
Households with 1 Person	20.8%	20.7%	21.6%
Households with 2+ People	79.2%	79.3%	78.4%
Family Households	75.4%	75.1%	74.3%
Husband-wife Families	63.5%	62.3%	61.7%
With Related Children	34.6%	30.8%	28.9%
Other Family (No Spouse Present)	11.8%	12.8%	12.6%
Other Family with Male Householder	2.8%	3.7%	3.7%
With Related Children	1.7%	2.1%	2.1%
Other Family with Female Householder	9.0%	9.1%	8.9%
With Related Children	5.6%	5.4%	5.3%
Nonfamily Households	3.8%	4.1%	4.1%
All Households with Children	42.2%	38.7%	36.7%
Multigenerational Households	3.3%	3.5%	3.6%
Unmarried Partner Households	4.5%	4.7%	4.6%
Male-female	4.0%	4.3%	4.2%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	1,384	11,912	26,155
1 Person Household	20.8%	20.7%	21.6%
2 Person Household	28.4%	31.4%	32.3%
3 Person Household	19.0%	18.1%	17.8%
4 Person Household	20.7%	18.8%	17.7%
5 Person Household	8.2%	7.7%	7.4%
6 Person Household	2.0%	2.3%	2.4%
7 + Person Household	0.9%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,384	11,913	26,157
Owner Occupied	89.6%	86.3%	83.4%
Owned with a Mortgage/Loan	72.1%	68.3%	64.3%
Owned Free and Clear	17.5%	18.0%	19.1%
Renter Occupied	10.4%	13.7%	16.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	123	119	119
Percent of Income for Mortgage	19.3%	19.8%	19.7%
Wealth Index	178	170	169
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,417	12,365	27,310
Housing Units Inside Urbanized Area	96.7%	92.8%	90.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.3%	7.2%	9.9%
2010 Population By Urban/ Rural Status			
Total Population	3,899	32,988	71,256
Population Inside Urbanized Area	96.3%	92.5%	89.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.7%	7.5%	10.1%

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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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Professional Pride (1B)	Old and Newcomers (8F)
3.	Golden Years (9B)	Old and Newcomers (8F)	Professional Pride (1B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,541,192	\$40,205,418	\$88,059,836
Average Spent	\$3,182.33	\$3,190.91	\$3,111.55
Spending Potential Index	132	132	129
Education: Total \$	\$4,369,747	\$35,316,603	\$79,135,379
Average Spent	\$3,062.19	\$2,802.91	\$2,796.20
Spending Potential Index	156	143	143
Entertainment/Recreation: Total \$	\$6,993,576	\$61,968,384	\$135,856,390
Average Spent	\$4,900.89	\$4,918.13	\$4,800.41
Spending Potential Index	134	134	131
Food at Home: Total \$	\$11,408,604	\$101,148,786	\$221,826,196
Average Spent	\$7,994.82	\$8,027.68	\$7,838.10
Spending Potential Index	129	130	127
Food Away from Home: Total \$	\$7,978,618	\$71,067,732	\$155,625,640
Average Spent	\$5,591.18	\$5,640.30	\$5,498.94
Spending Potential Index	130	131	127
Health Care: Total \$	\$13,204,526	\$119,007,561	\$260,212,823
Average Spent	\$9,253.35	\$9,445.04	\$9,194.47
Spending Potential Index	131	133	130
HH Furnishings & Equipment: Total \$	\$4,998,117	\$44,287,767	\$96,790,644
Average Spent	\$3,502.53	\$3,514.90	\$3,420.04
Spending Potential Index	137	137	133
Personal Care Products & Services: Total \$	\$1,955,225	\$17,284,181	\$37,937,439
Average Spent	\$1,370.16	\$1,371.76	\$1,340.50
Spending Potential Index	134	135	131
Shelter: Total \$	\$44,661,137	\$384,740,142	\$851,052,958
Average Spent	\$31,297.22	\$30,534.93	\$30,071.48
Spending Potential Index	137	133	131
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,106,203	\$47,418,235	\$103,081,545
Average Spent	\$3,578.28	\$3,763.35	\$3,642.33
Spending Potential Index	132	139	134
Travel: Total \$	\$5,895,434	\$51,022,167	\$112,431,726
Average Spent	\$4,131.35	\$4,049.38	\$3,972.71
Spending Potential Index	144	141	138
Vehicle Maintenance & Repairs: Total \$	\$2,253,490	\$20,757,680	\$45,213,574
Average Spent	\$1,579.18	\$1,647.43	\$1,597.60
Spending Potential Index	125	131	127

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

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 31, 2023

Retail Goods and Services Expenditures

1 Newport Dr, Forest Hill, Maryland, 21050
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Pleasantville (2B)	30.1%	Population	3,893	3,872
Savvy Suburbanites (1D)	21.9%	Households	1,427	1,427
Golden Years (9B)	16.3%	Families	1,056	1,054
Workday Drive (4A)	13.7%	Median Age	42.2	42.6
Professional Pride (1B)	11.6%	Median Household Income	\$113,071	\$121,212
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		132	\$3,182.33	\$4,541,192
Men's		133	\$611.88	\$873,150
Women's		135	\$1,128.92	\$1,610,969
Children's		127	\$447.40	\$638,439
Footwear		131	\$744.64	\$1,062,604
Watches & Jewelry		131	\$191.50	\$273,264
Apparel Products and Services (1)		144	\$86.03	\$122,763
Computer				
Computers and Hardware for Home Use		134	\$256.50	\$366,028
Portable Memory		128	\$6.33	\$9,031
Computer Software		135	\$14.71	\$20,996
Computer Accessories		132	\$26.94	\$38,443
Entertainment & Recreation		134	\$4,900.89	\$6,993,576
Fees and Admissions		151	\$1,267.65	\$1,808,932
Membership Fees for Clubs (2)		149	\$419.56	\$598,716
Fees for Participant Sports, excl. Trips		147	\$191.90	\$273,845
Tickets to Theatre/Operas/Concerts		158	\$145.01	\$206,926
Tickets to Movies		130	\$82.00	\$117,017
Tickets to Parks or Museums		133	\$51.12	\$72,943
Admission to Sporting Events, excl. Trips		153	\$112.35	\$160,325
Fees for Recreational Lessons		165	\$263.93	\$376,625
Dating Services		130	\$1.78	\$2,533
TV/Video/Audio		126	\$1,686.60	\$2,406,775
Cable and Satellite Television Services		128	\$1,173.65	\$1,674,803
Televisions		124	\$158.01	\$225,478
Satellite Dishes		114	\$2.04	\$2,916
VCRs, Video Cameras, and DVD Players		124	\$6.90	\$9,850
Miscellaneous Video Equipment		141	\$24.94	\$35,588
Video Cassettes and DVDs		115	\$10.07	\$14,373
Video Game Hardware/Accessories		110	\$36.00	\$51,378
Video Game Software		109	\$19.77	\$28,216
Rental/Streaming/Downloaded Video		116	\$92.22	\$131,602
Installation of Televisions		161	\$1.35	\$1,933
Audio (3)		130	\$158.35	\$225,968
Rental and Repair of TV/Radio/Sound Equipment		97	\$3.27	\$4,668
Pets		128	\$1,060.05	\$1,512,688
Toys/Games/Crafts/Hobbies (4)		123	\$161.32	\$230,199
Recreational Vehicles and Fees (5)		155	\$198.77	\$283,651
Sports/Recreation/Exercise Equipment (6)		121	\$248.37	\$354,422
Photo Equipment and Supplies (7)		131	\$68.29	\$97,450
Reading (8)		138	\$161.58	\$230,577
Catered Affairs (9)		146	\$48.65	\$69,424
Food		129	\$13,586.00	\$19,387,222
Food at Home		129	\$7,994.82	\$11,408,604
Bakery and Cereal Products		131	\$1,040.00	\$1,484,086
Meats, Poultry, Fish, and Eggs		129	\$1,732.32	\$2,472,024
Dairy Products		131	\$813.41	\$1,160,729
Fruits and Vegetables		132	\$1,585.24	\$2,262,141
Snacks and Other Food at Home (10)		126	\$2,823.84	\$4,029,624
Food Away from Home		130	\$5,591.18	\$7,978,618
Alcoholic Beverages		141	\$1,004.50	\$1,433,422

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 31, 2023

Retail Goods and Services Expenditures

1 Newport Dr, Forest Hill, Maryland, 21050
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	152	\$47,080.79	\$67,184,281
Value of Retirement Plans	159	\$181,460.68	\$258,944,395
Value of Other Financial Assets	151	\$14,735.71	\$21,027,858
Vehicle Loan Amount excluding Interest	118	\$3,840.82	\$5,480,854
Value of Credit Card Debt	136	\$4,293.26	\$6,126,480
Health			
Nonprescription Drugs	119	\$208.66	\$297,754
Prescription Drugs	122	\$462.12	\$659,444
Eyeglasses and Contact Lenses	134	\$147.13	\$209,954
Home			
Mortgage Payment and Basics (11)	157	\$18,973.71	\$27,075,484
Maintenance and Remodeling Services	153	\$5,000.16	\$7,135,225
Maintenance and Remodeling Materials (12)	136	\$952.04	\$1,358,563
Utilities, Fuel, and Public Services	126	\$7,153.46	\$10,207,981
Household Furnishings and Equipment			
Household Textiles (13)	133	\$153.27	\$218,713
Furniture	134	\$968.56	\$1,382,137
Rugs	148	\$52.90	\$75,486
Major Appliances (14)	138	\$592.64	\$845,696
Housewares (15)	132	\$132.36	\$188,882
Small Appliances	123	\$73.77	\$105,274
Luggage	133	\$25.35	\$36,168
Telephones and Accessories	146	\$165.76	\$236,541
Household Operations			
Child Care	144	\$869.09	\$1,240,195
Lawn and Garden (16)	142	\$806.83	\$1,151,352
Moving/Storage/Freight Express	113	\$91.37	\$130,383
Housekeeping Supplies (17)	128	\$1,136.97	\$1,622,454
Insurance			
Owners and Renters Insurance	134	\$949.98	\$1,355,622
Vehicle Insurance	122	\$2,586.21	\$3,690,516
Life/Other Insurance	145	\$992.48	\$1,416,264
Health Insurance	131	\$6,171.10	\$8,806,154
Personal Care Products (18)	128	\$725.90	\$1,035,861
School Books and Supplies (19)	127	\$188.01	\$268,296
Smoking Products	103	\$450.83	\$643,337
Transportation			
Payments on Vehicles excluding Leases	122	\$3,616.27	\$5,160,417
Gasoline and Motor Oil	122	\$3,328.84	\$4,750,258
Vehicle Maintenance and Repairs	125	\$1,579.18	\$2,253,490
Travel			
Airline Fares	146	\$1,044.04	\$1,489,841
Lodging on Trips	148	\$1,190.18	\$1,698,387
Auto/Truck Rental on Trips	143	\$89.36	\$127,515
Food and Drink on Trips	141	\$956.82	\$1,365,386

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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March 31, 2023

Retail Goods and Services Expenditures

1 Newport Dr, Forest Hill, Maryland, 21050
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Savvy Suburbanites (1D)	20.3%	Population	34,054	34,371
Professional Pride (1B)	17.9%	Households	12,600	12,747
Old and Newcomers (8F)	12.4%	Families	9,252	9,341
Workday Drive (4A)	11.6%	Median Age	41.7	42.2
Golden Years (9B)	8.4%	Median Household Income	\$108,223	\$118,239
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		132	\$3,190.91	\$40,205,418
Women's		133	\$613.96	\$7,735,861
Children's		134	\$1,127.83	\$14,210,602
Footwear		131	\$461.98	\$5,820,960
Watches & Jewelry		130	\$739.76	\$9,320,936
Apparel Products and Services (1)		133	\$194.00	\$2,444,422
		136	\$81.26	\$1,023,844
Computer				
Computers and Hardware for Home Use		133	\$254.56	\$3,207,459
Portable Memory		132	\$6.50	\$81,943
Computer Software		131	\$14.29	\$180,061
Computer Accessories		137	\$28.05	\$353,417
Entertainment & Recreation				
Fees and Admissions		134	\$4,918.13	\$61,968,384
Membership Fees for Clubs (2)		145	\$1,221.23	\$15,387,513
Fees for Participant Sports, excl. Trips		144	\$405.83	\$5,113,418
Tickets to Theatre/Operas/Concerts		147	\$192.41	\$2,424,386
Tickets to Movies		146	\$134.15	\$1,690,303
Tickets to Parks or Museums		134	\$84.77	\$1,068,069
Admission to Sporting Events, excl. Trips		135	\$51.94	\$654,445
Fees for Recreational Lessons		149	\$109.16	\$1,375,380
Dating Services		151	\$241.37	\$3,041,245
TV/Video/Audio		118	\$1.61	\$20,267
Cable and Satellite Television Services		129	\$1,722.69	\$21,705,918
Televisions		129	\$1,179.62	\$14,863,226
Satellite Dishes		131	\$167.07	\$2,105,123
VCRs, Video Cameras, and DVD Players		129	\$2.31	\$29,156
Miscellaneous Video Equipment		131	\$7.27	\$91,540
Video Cassettes and DVDs		137	\$24.11	\$303,795
Video Game Hardware/Accessories		127	\$11.08	\$139,664
Video Game Software		120	\$39.44	\$496,950
Rental/Streaming/Downloaded Video		121	\$21.97	\$276,829
Installation of Televisions		128	\$102.04	\$1,285,699
Audio (3)		145	\$1.22	\$15,340
Rental and Repair of TV/Radio/Sound Equipment		134	\$163.10	\$2,055,065
Pets		103	\$3.45	\$43,532
Toys/Games/Crafts/Hobbies (4)		130	\$1,075.83	\$13,555,427
Recreational Vehicles and Fees (5)		130	\$171.37	\$2,159,262
Sports/Recreation/Exercise Equipment (6)		146	\$186.65	\$2,351,793
Photo Equipment and Supplies (7)		130	\$267.00	\$3,364,140
Reading (8)		135	\$70.25	\$885,178
Catered Affairs (9)		135	\$158.80	\$2,000,854
		134	\$44.65	\$562,545
Food				
Food at Home		130	\$13,667.98	\$172,216,519
Bakery and Cereal Products		130	\$8,027.68	\$101,148,786
Meats, Poultry, Fish, and Eggs		130	\$1,035.65	\$13,049,188
Dairy Products		129	\$1,727.00	\$21,760,256
Fruits and Vegetables		130	\$810.30	\$10,209,809
Snacks and Other Food at Home (10)		131	\$1,570.12	\$19,783,488
Food Away from Home		129	\$2,884.61	\$36,346,046
Alcoholic Beverages		131	\$5,640.30	\$71,067,732
		137	\$974.21	\$12,275,078

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Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 31, 2023

Retail Goods and Services Expenditures

1 Newport Dr, Forest Hill, Maryland, 21050
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	149	\$46,212.02	\$582,271,413
Value of Retirement Plans	153	\$174,226.73	\$2,195,256,856
Value of Other Financial Assets	143	\$13,949.54	\$175,764,147
Vehicle Loan Amount excluding Interest	129	\$4,183.47	\$52,711,685
Value of Credit Card Debt	135	\$4,243.01	\$53,461,969
Health			
Nonprescription Drugs	126	\$221.19	\$2,786,965
Prescription Drugs	129	\$487.93	\$6,147,955
Eyeglasses and Contact Lenses	134	\$148.04	\$1,865,336
Home			
Mortgage Payment and Basics (11)	149	\$18,025.12	\$227,116,515
Maintenance and Remodeling Services	147	\$4,810.27	\$60,609,378
Maintenance and Remodeling Materials (12)	138	\$964.26	\$12,149,702
Utilities, Fuel, and Public Services	129	\$7,290.52	\$91,860,542
Household Furnishings and Equipment			
Household Textiles (13)	133	\$152.92	\$1,926,784
Furniture	135	\$979.42	\$12,340,638
Rugs	144	\$51.48	\$648,668
Major Appliances (14)	140	\$599.63	\$7,555,331
Housewares (15)	134	\$134.43	\$1,693,852
Small Appliances	128	\$76.23	\$960,473
Luggage	135	\$25.63	\$322,946
Telephones and Accessories	142	\$161.38	\$2,033,399
Household Operations			
Child Care	141	\$847.34	\$10,676,470
Lawn and Garden (16)	140	\$799.68	\$10,075,911
Moving/Storage/Freight Express	122	\$98.47	\$1,240,768
Housekeeping Supplies (17)	131	\$1,159.16	\$14,605,435
Insurance			
Owners and Renters Insurance	137	\$974.80	\$12,282,466
Vehicle Insurance	127	\$2,695.99	\$33,969,448
Life/Other Insurance	143	\$976.89	\$12,308,831
Health Insurance	133	\$6,251.91	\$78,774,092
Personal Care Products (18)	130	\$737.90	\$9,297,498
School Books and Supplies (19)	129	\$192.04	\$2,419,682
Smoking Products	113	\$491.39	\$6,191,476
Transportation			
Payments on Vehicles excluding Leases	130	\$3,863.71	\$48,682,727
Gasoline and Motor Oil	126	\$3,448.65	\$43,452,991
Vehicle Maintenance and Repairs	131	\$1,647.43	\$20,757,680
Travel			
Airline Fares	141	\$1,009.03	\$12,713,771
Lodging on Trips	144	\$1,157.39	\$14,583,154
Auto/Truck Rental on Trips	141	\$87.99	\$1,108,669
Food and Drink on Trips	139	\$943.94	\$11,893,639

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Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 31, 2023

Retail Goods and Services Expenditures

1 Newport Dr, Forest Hill, Maryland, 21050
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Savvy Suburbanites (1D)	25.0%	Population	75,505	76,837
Old and Newcomers (8F)	12.7%	Households	28,301	28,888
Professional Pride (1B)	11.3%	Families	20,526	20,907
Golden Years (9B)	9.0%	Median Age	43.0	43.4
Pleasantville (2B)	8.2%	Median Household Income	\$105,004	\$115,264
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		129	\$3,111.55	\$88,059,836
Men's		130	\$599.84	\$16,976,095
Women's		131	\$1,102.72	\$31,208,079
Children's		125	\$442.49	\$12,523,008
Footwear		127	\$723.79	\$20,484,071
Watches & Jewelry		129	\$188.99	\$5,348,646
Apparel Products and Services (1)		135	\$80.67	\$2,283,097
Computer				
Computers and Hardware for Home Use		131	\$249.35	\$7,056,945
Portable Memory		128	\$6.31	\$178,605
Computer Software		130	\$14.15	\$400,449
Computer Accessories		133	\$27.23	\$770,540
Entertainment & Recreation		131	\$4,800.41	\$135,856,390
Fees and Admissions		142	\$1,198.62	\$33,922,190
Membership Fees for Clubs (2)		142	\$399.83	\$11,315,534
Fees for Participant Sports, excl. Trips		143	\$187.14	\$5,296,283
Tickets to Theatre/Operas/Concerts		145	\$133.33	\$3,773,378
Tickets to Movies		130	\$82.14	\$2,324,665
Tickets to Parks or Museums		130	\$50.14	\$1,419,029
Admission to Sporting Events, excl. Trips		146	\$107.16	\$3,032,833
Fees for Recreational Lessons		148	\$237.25	\$6,714,537
Dating Services		118	\$1.62	\$45,931
TV/Video/Audio		126	\$1,679.00	\$47,517,295
Cable and Satellite Television Services		126	\$1,153.64	\$32,649,091
Televisions		127	\$161.46	\$4,569,379
Satellite Dishes		123	\$2.21	\$62,435
VCRs, Video Cameras, and DVD Players		126	\$7.02	\$198,749
Miscellaneous Video Equipment		135	\$23.85	\$674,888
Video Cassettes and DVDs		123	\$10.71	\$303,112
Video Game Hardware/Accessories		115	\$37.86	\$1,071,454
Video Game Software		117	\$21.19	\$599,578
Rental/Streaming/Downloaded Video		123	\$98.15	\$2,777,832
Installation of Televisions		148	\$1.24	\$35,124
Audio (3)		130	\$158.29	\$4,479,692
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.39	\$95,961
Pets		127	\$1,048.53	\$29,674,337
Toys/Games/Crafts/Hobbies (4)		125	\$164.87	\$4,665,869
Recreational Vehicles and Fees (5)		142	\$182.28	\$5,158,637
Sports/Recreation/Exercise Equipment (6)		125	\$256.88	\$7,269,945
Photo Equipment and Supplies (7)		131	\$68.30	\$1,933,080
Reading (8)		134	\$157.42	\$4,455,194
Catered Affairs (9)		134	\$44.86	\$1,269,662
Food		127	\$13,337.05	\$377,451,836
Food at Home		127	\$7,838.10	\$221,826,196
Bakery and Cereal Products		127	\$1,011.97	\$28,639,644
Meats, Poultry, Fish, and Eggs		126	\$1,687.43	\$47,756,049
Dairy Products		127	\$792.82	\$22,437,609
Fruits and Vegetables		128	\$1,538.73	\$43,547,708
Snacks and Other Food at Home (10)		126	\$2,807.15	\$79,445,187
Food Away from Home		127	\$5,498.94	\$155,625,640
Alcoholic Beverages		135	\$961.05	\$27,198,599

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March 31, 2023

Retail Goods and Services Expenditures

1 Newport Dr, Forest Hill, Maryland, 21050
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	147	\$45,593.18	\$1,290,332,512
Value of Retirement Plans	150	\$171,488.26	\$4,853,289,328
Value of Other Financial Assets	142	\$13,884.08	\$392,933,281
Vehicle Loan Amount excluding Interest	123	\$4,003.97	\$113,316,242
Value of Credit Card Debt	132	\$4,154.26	\$117,569,799
Health			
Nonprescription Drugs	122	\$214.65	\$6,074,682
Prescription Drugs	125	\$473.08	\$13,388,702
Eyeglasses and Contact Lenses	131	\$144.46	\$4,088,265
Home			
Mortgage Payment and Basics (11)	145	\$17,582.34	\$497,597,674
Maintenance and Remodeling Services	144	\$4,714.97	\$133,438,466
Maintenance and Remodeling Materials (12)	132	\$927.29	\$26,243,325
Utilities, Fuel, and Public Services	125	\$7,092.82	\$200,733,963
Household Furnishings and Equipment			
Household Textiles (13)	130	\$149.61	\$4,234,239
Furniture	131	\$952.63	\$26,960,279
Rugs	141	\$50.31	\$1,423,821
Major Appliances (14)	135	\$580.27	\$16,422,322
Housewares (15)	131	\$130.98	\$3,706,792
Small Appliances	124	\$74.33	\$2,103,485
Luggage	132	\$25.00	\$707,520
Telephones and Accessories	139	\$157.81	\$4,466,278
Household Operations			
Child Care	136	\$820.13	\$23,210,361
Lawn and Garden (16)	137	\$779.98	\$22,074,263
Moving/Storage/Freight Express	119	\$96.41	\$2,728,592
Housekeeping Supplies (17)	127	\$1,126.93	\$31,893,359
Insurance			
Owners and Renters Insurance	132	\$939.41	\$26,586,331
Vehicle Insurance	123	\$2,611.02	\$73,894,440
Life/Other Insurance	139	\$950.96	\$26,913,205
Health Insurance	130	\$6,093.52	\$172,452,631
Personal Care Products (18)	127	\$718.47	\$20,333,487
School Books and Supplies (19)	126	\$186.28	\$5,272,027
Smoking Products	110	\$477.84	\$13,523,246
Transportation			
Payments on Vehicles excluding Leases	125	\$3,697.98	\$104,656,520
Gasoline and Motor Oil	122	\$3,341.82	\$94,576,834
Vehicle Maintenance and Repairs	127	\$1,597.60	\$45,213,574
Travel			
Airline Fares	139	\$994.81	\$28,154,012
Lodging on Trips	141	\$1,135.04	\$32,122,879
Auto/Truck Rental on Trips	138	\$86.26	\$2,441,256
Food and Drink on Trips	137	\$925.35	\$26,188,439

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Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 31, 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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

1 Newport Dr, Forest Hill, Maryland, 21050
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.57788
Longitude: -76.38522

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				357		1,034		2,850				
Total Employees:				3,023		8,668		29,575				
Total Residential Population:				3,893		34,054		75,505				
Employee/Residential Population Ratio (per 100 Residents)				78		25		39				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	3.6%	78	2.6%	38	3.7%	255	2.9%	75	2.6%	481	1.6%
Construction	31	8.7%	224	7.4%	119	11.5%	734	8.5%	258	9.1%	1,592	5.4%
Manufacturing	13	3.6%	130	4.3%	26	2.5%	247	2.8%	44	1.5%	350	1.2%
Transportation	8	2.2%	27	0.9%	25	2.4%	128	1.5%	48	1.7%	269	0.9%
Communication	1	0.3%	1	0.0%	2	0.2%	54	0.6%	12	0.4%	101	0.3%
Utility	1	0.3%	7	0.2%	2	0.2%	9	0.1%	3	0.1%	13	0.0%
Wholesale Trade	6	1.7%	34	1.1%	20	1.9%	111	1.3%	42	1.5%	328	1.1%
Retail Trade Summary	57	16.0%	777	25.7%	172	16.6%	2,141	24.7%	511	17.9%	7,557	25.6%
Home Improvement	2	0.6%	28	0.9%	7	0.7%	71	0.8%	29	1.0%	533	1.8%
General Merchandise Stores	3	0.8%	115	3.8%	10	1.0%	177	2.0%	25	0.9%	889	3.0%
Food Stores	7	2.0%	149	4.9%	23	2.2%	680	7.8%	59	2.1%	1,360	4.6%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.1%	30	1.0%	11	1.1%	66	0.8%	32	1.1%	441	1.5%
Apparel & Accessory Stores	1	0.3%	5	0.2%	5	0.5%	28	0.3%	34	1.2%	183	0.6%
Furniture & Home Furnishings	5	1.4%	33	1.1%	16	1.5%	110	1.3%	44	1.5%	408	1.4%
Eating & Drinking Places	16	4.5%	341	11.3%	48	4.6%	784	9.0%	132	4.6%	2,650	9.0%
Miscellaneous Retail	19	5.3%	76	2.5%	52	5.0%	225	2.6%	155	5.4%	1,091	3.7%
Finance, Insurance, Real Estate Summary	32	9.0%	247	8.2%	94	9.1%	673	7.8%	323	11.3%	2,605	8.8%
Banks, Savings & Lending Institutions	10	2.8%	150	5.0%	26	2.5%	345	4.0%	76	2.7%	870	2.9%
Securities Brokers	3	0.8%	16	0.5%	9	0.9%	46	0.5%	50	1.8%	238	0.8%
Insurance Carriers & Agents	6	1.7%	25	0.8%	15	1.5%	79	0.9%	61	2.1%	386	1.3%
Real Estate, Holding, Other Investment Offices	13	3.6%	57	1.9%	43	4.2%	202	2.3%	136	4.8%	1,111	3.8%
Services Summary	161	45.1%	1,437	47.5%	428	41.4%	4,101	47.3%	1,194	41.9%	14,162	47.9%
Hotels & Lodging	1	0.3%	9	0.3%	3	0.3%	17	0.2%	4	0.1%	20	0.1%
Automotive Services	10	2.8%	38	1.3%	30	2.9%	159	1.8%	79	2.8%	416	1.4%
Motion Pictures & Amusements	15	4.2%	97	3.2%	37	3.6%	275	3.2%	85	3.0%	852	2.9%
Health Services	25	7.0%	295	9.8%	71	6.9%	843	9.7%	212	7.4%	4,172	14.1%
Legal Services	3	0.8%	9	0.3%	14	1.4%	60	0.7%	84	2.9%	409	1.4%
Education Institutions & Libraries	5	1.4%	191	6.3%	16	1.5%	728	8.4%	58	2.0%	3,145	10.6%
Other Services	101	28.3%	799	26.4%	257	24.9%	2,018	23.3%	671	23.5%	5,148	17.4%
Government	5	1.4%	53	1.8%	13	1.3%	178	2.1%	92	3.2%	2,003	6.8%
Unclassified Establishments	29	8.1%	7	0.2%	95	9.2%	39	0.4%	248	8.7%	115	0.4%
Totals	357	100.0%	3,023	100.0%	1,034	100.0%	8,668	100.0%	2,850	100.0%	29,575	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.

March 31, 2023

Business Summary

1 Newport Dr, Forest Hill, Maryland, 21050
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.57788
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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	3	0.8%	12	0.4%	8	0.8%	30	0.3%	13	0.5%	52	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	8	0.1%	3	0.1%	24	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	34	9.5%	244	8.1%	126	12.2%	772	8.9%	276	9.7%	1,757	5.9%
Manufacturing	12	3.4%	130	4.3%	26	2.5%	249	2.9%	50	1.8%	389	1.3%
Wholesale Trade	6	1.7%	34	1.1%	20	1.9%	110	1.3%	41	1.4%	323	1.1%
Retail Trade	39	10.9%	421	13.9%	116	11.2%	1,293	14.9%	363	12.7%	4,772	16.1%
Motor Vehicle & Parts Dealers	4	1.1%	27	0.9%	8	0.8%	56	0.6%	27	0.9%	419	1.4%
Furniture & Home Furnishings Stores	4	1.1%	25	0.8%	9	0.9%	60	0.7%	28	1.0%	197	0.7%
Electronics & Appliance Stores	1	0.3%	8	0.3%	3	0.3%	43	0.5%	11	0.4%	199	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.6%	28	0.9%	7	0.7%	71	0.8%	28	1.0%	532	1.8%
Food & Beverage Stores	6	1.7%	138	4.6%	16	1.5%	635	7.3%	47	1.6%	1,258	4.3%
Health & Personal Care Stores	5	1.4%	24	0.8%	14	1.4%	76	0.9%	47	1.6%	354	1.2%
Gasoline Stations	1	0.3%	3	0.1%	3	0.3%	11	0.1%	5	0.2%	22	0.1%
Clothing & Clothing Accessories Stores	1	0.3%	5	0.2%	5	0.5%	28	0.3%	45	1.6%	259	0.9%
Sport Goods, Hobby, Book, & Music Stores	2	0.6%	10	0.3%	7	0.7%	24	0.3%	23	0.8%	231	0.8%
General Merchandise Stores	3	0.8%	115	3.8%	10	1.0%	177	2.0%	25	0.9%	889	3.0%
Miscellaneous Store Retailers	7	2.0%	27	0.9%	21	2.0%	97	1.1%	52	1.8%	388	1.3%
Nonstore Retailers	5	1.4%	12	0.4%	12	1.2%	16	0.2%	24	0.8%	25	0.1%
Transportation & Warehousing	6	1.7%	26	0.9%	20	1.9%	98	1.1%	33	1.2%	186	0.6%
Information	3	0.8%	25	0.8%	12	1.2%	150	1.7%	30	1.1%	323	1.1%
Finance & Insurance	19	5.3%	190	6.3%	51	4.9%	471	5.4%	187	6.6%	1,488	5.0%
Central Bank/Credit Intermediation & Related Activities	10	2.8%	150	5.0%	26	2.5%	345	4.0%	74	2.6%	863	2.9%
Securities, Commodity Contracts & Other Financial	3	0.8%	16	0.5%	9	0.9%	46	0.5%	51	1.8%	239	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.7%	25	0.8%	15	1.5%	79	0.9%	61	2.1%	386	1.3%
Real Estate, Rental & Leasing	17	4.8%	61	2.0%	52	5.0%	202	2.3%	143	5.0%	1,016	3.4%
Professional, Scientific & Tech Services	43	12.0%	298	9.9%	119	11.5%	966	11.1%	338	11.9%	2,408	8.1%
Legal Services	3	0.8%	9	0.3%	14	1.4%	61	0.7%	91	3.2%	432	1.5%
Management of Companies & Enterprises	1	0.3%	4	0.1%	2	0.2%	15	0.2%	6	0.2%	39	0.1%
Administrative & Support & Waste Management & Remediation	20	5.6%	142	4.7%	47	4.5%	315	3.6%	117	4.1%	671	2.3%
Educational Services	10	2.8%	224	7.4%	24	2.3%	780	9.0%	77	2.7%	3,196	10.8%
Health Care & Social Assistance	37	10.4%	480	15.9%	99	9.6%	1,259	14.5%	284	10.0%	5,254	17.8%
Arts, Entertainment & Recreation	8	2.2%	60	2.0%	23	2.2%	221	2.5%	62	2.2%	762	2.6%
Accommodation & Food Services	20	5.6%	365	12.1%	59	5.7%	862	9.9%	148	5.2%	2,770	9.4%
Accommodation	1	0.3%	9	0.3%	3	0.3%	17	0.2%	4	0.1%	20	0.1%
Food Services & Drinking Places	18	5.0%	356	11.8%	56	5.4%	845	9.7%	143	5.0%	2,751	9.3%
Other Services (except Public Administration)	46	12.9%	246	8.1%	123	11.9%	651	7.5%	339	11.9%	1,999	6.8%
Automotive Repair & Maintenance	10	2.8%	38	1.3%	27	2.6%	134	1.5%	65	2.3%	335	1.1%
Public Administration	5	1.4%	53	1.8%	13	1.3%	178	2.1%	93	3.3%	2,028	6.9%
Unclassified Establishments	29	8.1%	7	0.2%	95	9.2%	39	0.4%	248	8.7%	115	0.4%
Total	357	100.0%	3,023	100.0%	1,034	100.0%	8,668	100.0%	2,850	100.0%	29,575	100.0%

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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.

March 31, 2023