

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.57335  
 Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	4,219	29,402	63,760
2010 Total Population	5,888	35,057	73,239
2021 Total Population	5,945	36,659	77,835
2021 Group Quarters	73	719	1,068
2026 Total Population	5,975	37,300	79,605
2021-2026 Annual Rate	0.10%	0.35%	0.45%
2021 Total Daytime Population	6,592	33,620	78,563
Workers	3,585	15,695	40,113
Residents	3,007	17,925	38,450
<b>Household Summary</b>			
2000 Households	1,553	10,324	22,905
2000 Average Household Size	2.71	2.80	2.75
2010 Households	2,267	12,552	26,827
2010 Average Household Size	2.57	2.74	2.69
2021 Households	2,288	13,140	28,658
2021 Average Household Size	2.57	2.74	2.68
2026 Households	2,297	13,374	29,347
2026 Average Household Size	2.57	2.74	2.68
2021-2026 Annual Rate	0.08%	0.35%	0.48%
2010 Families	1,624	9,435	20,074
2010 Average Family Size	3.10	3.19	3.14
2021 Families	1,619	9,774	21,193
2021 Average Family Size	3.12	3.20	3.15
2026 Families	1,620	9,916	21,618
2026 Average Family Size	3.13	3.21	3.15
2021-2026 Annual Rate	0.01%	0.29%	0.40%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,630	10,665	23,612
Owner Occupied Housing Units	78.0%	83.4%	81.7%
Renter Occupied Housing Units	17.2%	13.4%	15.3%
Vacant Housing Units	4.7%	3.2%	3.0%
2010 Housing Units	2,366	13,029	28,009
Owner Occupied Housing Units	84.2%	83.2%	80.7%
Renter Occupied Housing Units	11.6%	13.2%	15.1%
Vacant Housing Units	4.2%	3.7%	4.2%
2021 Housing Units	2,399	13,641	29,947
Owner Occupied Housing Units	84.8%	84.3%	81.0%
Renter Occupied Housing Units	10.6%	12.1%	14.7%
Vacant Housing Units	4.6%	3.7%	4.3%
2026 Housing Units	2,430	13,988	30,896
Owner Occupied Housing Units	84.9%	84.6%	81.2%
Renter Occupied Housing Units	9.7%	11.0%	13.8%
Vacant Housing Units	5.5%	4.4%	5.0%
<b>Median Household Income</b>			
2021	\$102,759	\$102,780	\$100,490
2026	\$107,324	\$108,081	\$105,324
<b>Median Home Value</b>			
2021	\$353,226	\$365,971	\$361,696
2026	\$387,399	\$405,162	\$394,165
<b>Per Capita Income</b>			
2021	\$45,098	\$45,470	\$45,686
2026	\$49,280	\$50,142	\$50,278
<b>Median Age</b>			
2010	40.1	40.0	41.0
2021	42.8	41.7	43.2
2026	43.0	42.2	43.6

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

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.57335  
Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	2,288	13,140	28,658
<\$15,000	2.9%	3.7%	4.1%
\$15,000 - \$24,999	5.4%	3.6%	4.3%
\$25,000 - \$34,999	2.6%	3.6%	3.9%
\$35,000 - \$49,999	9.2%	9.4%	9.1%
\$50,000 - \$74,999	14.0%	13.7%	13.8%
\$75,000 - \$99,999	13.4%	13.8%	14.5%
\$100,000 - \$149,999	26.9%	25.2%	24.0%
\$150,000 - \$199,999	13.4%	12.5%	12.0%
\$200,000+	12.2%	14.6%	14.4%
Average Household Income	\$120,593	\$125,923	\$124,123
<b>2026 Households by Income</b>			
Household Income Base	2,297	13,374	29,347
<\$15,000	2.7%	3.4%	3.7%
\$15,000 - \$24,999	4.7%	3.2%	3.8%
\$25,000 - \$34,999	2.4%	3.2%	3.5%
\$35,000 - \$49,999	7.7%	8.0%	7.9%
\$50,000 - \$74,999	12.8%	12.6%	13.0%
\$75,000 - \$99,999	13.3%	13.4%	14.2%
\$100,000 - \$149,999	28.0%	25.8%	24.6%
\$150,000 - \$199,999	14.9%	13.8%	13.2%
\$200,000+	13.5%	16.6%	16.2%
Average Household Income	\$131,837	\$138,815	\$136,433
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,034	11,495	24,267
<\$50,000	0.5%	0.6%	0.8%
\$50,000 - \$99,999	0.2%	0.6%	0.4%
\$100,000 - \$149,999	0.6%	1.8%	1.4%
\$150,000 - \$199,999	5.1%	3.9%	4.1%
\$200,000 - \$249,999	11.1%	11.2%	10.2%
\$250,000 - \$299,999	16.3%	13.3%	13.5%
\$300,000 - \$399,999	30.5%	28.1%	31.8%
\$400,000 - \$499,999	29.1%	23.9%	22.0%
\$500,000 - \$749,999	4.9%	14.2%	13.2%
\$750,000 - \$999,999	1.7%	1.7%	1.9%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$363,765	\$391,925	\$390,926
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,062	11,831	25,093
<\$50,000	0.2%	0.2%	0.3%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.1%	0.5%	0.4%
\$150,000 - \$199,999	1.6%	1.4%	1.6%
\$200,000 - \$249,999	6.8%	6.3%	5.8%
\$250,000 - \$299,999	15.0%	11.3%	10.9%
\$300,000 - \$399,999	30.0%	28.7%	32.8%
\$400,000 - \$499,999	36.0%	29.6%	26.8%
\$500,000 - \$749,999	7.4%	18.9%	17.9%
\$750,000 - \$999,999	2.7%	2.3%	2.5%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$398,171	\$432,554	\$430,804

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

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.57335  
 Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	5,887	35,059	73,240
0 - 4	5.5%	5.5%	5.2%
5 - 9	7.3%	6.9%	6.7%
10 - 14	8.6%	8.1%	8.0%
15 - 24	12.4%	12.9%	12.7%
25 - 34	9.2%	10.2%	9.6%
35 - 44	15.8%	14.6%	13.9%
45 - 54	16.5%	17.2%	17.2%
55 - 64	10.3%	11.9%	12.8%
65 - 74	6.8%	6.8%	7.4%
75 - 84	5.6%	4.3%	4.6%
85 +	2.1%	1.7%	1.9%
18 +	73.3%	74.5%	75.2%
<b>2021 Population by Age</b>			
Total	5,945	36,657	77,837
0 - 4	4.7%	4.8%	4.7%
5 - 9	5.3%	5.7%	5.4%
10 - 14	6.0%	6.6%	6.3%
15 - 24	12.8%	11.9%	11.8%
25 - 34	13.4%	12.7%	12.2%
35 - 44	9.9%	12.3%	11.7%
45 - 54	14.4%	14.1%	13.8%
55 - 64	14.7%	14.3%	14.7%
65 - 74	9.9%	10.0%	10.9%
75 - 84	6.0%	5.5%	6.0%
85 +	3.0%	2.2%	2.4%
18 +	79.7%	78.8%	79.6%
<b>2026 Population by Age</b>			
Total	5,976	37,301	79,607
0 - 4	4.9%	4.9%	4.7%
5 - 9	4.9%	5.5%	5.3%
10 - 14	5.2%	6.1%	5.9%
15 - 24	10.2%	10.5%	10.3%
25 - 34	15.2%	12.4%	12.0%
35 - 44	11.7%	14.3%	13.7%
45 - 54	10.8%	12.3%	12.2%
55 - 64	15.1%	13.7%	13.8%
65 - 74	11.5%	11.0%	11.9%
75 - 84	7.3%	6.9%	7.5%
85 +	3.2%	2.4%	2.7%
18 +	81.6%	79.7%	80.6%
<b>2010 Population by Sex</b>			
Males	2,762	17,099	35,649
Females	3,126	17,958	37,590
<b>2021 Population by Sex</b>			
Males	2,807	17,909	37,910
Females	3,137	18,750	39,926
<b>2026 Population by Sex</b>			
Males	2,834	18,246	38,791
Females	3,141	19,054	40,814

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.57335  
Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	5,887	35,057	73,239
White Alone	93.8%	92.4%	91.8%
Black Alone	2.7%	3.5%	3.6%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	2.0%	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	18.6	19.7
<b>2021 Population by Race/Ethnicity</b>			
Total	5,945	36,659	77,836
White Alone	91.5%	89.5%	88.9%
Black Alone	3.6%	4.7%	4.8%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.7%	2.6%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.9%	1.0%
Two or More Races	1.6%	2.2%	2.2%
Hispanic Origin	3.3%	3.9%	4.0%
Diversity Index	21.4	25.6	26.9
<b>2026 Population by Race/Ethnicity</b>			
Total	5,976	37,299	79,605
White Alone	89.9%	87.7%	87.0%
Black Alone	4.2%	5.4%	5.5%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	3.2%	3.0%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	1.1%	1.2%
Two or More Races	1.9%	2.6%	2.7%
Hispanic Origin	4.1%	4.9%	5.0%
Diversity Index	25.2	29.8	31.1
<b>2010 Population by Relationship and Household Type</b>			
Total	5,888	35,057	73,239
In Households	98.8%	97.9%	98.5%
In Family Households	86.5%	87.1%	87.5%
Householder	26.8%	27.1%	27.4%
Spouse	22.3%	22.5%	22.8%
Child	34.4%	33.7%	33.2%
Other relative	1.9%	2.4%	2.6%
Nonrelative	1.0%	1.4%	1.4%
In Nonfamily Households	12.3%	10.8%	11.0%
In Group Quarters	1.2%	2.1%	1.5%
Institutionalized Population	1.2%	1.8%	1.2%
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.

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.57335  
Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	4,234	26,015	55,887
Less than 9th Grade	0.1%	1.5%	1.8%
9th - 12th Grade, No Diploma	3.8%	3.5%	3.6%
High School Graduate	21.5%	20.5%	21.3%
GED/Alternative Credential	1.1%	2.5%	2.7%
Some College, No Degree	19.0%	19.5%	19.0%
Associate Degree	9.3%	8.8%	9.0%
Bachelor's Degree	25.6%	24.2%	24.5%
Graduate/Professional Degree	19.5%	19.4%	18.2%
<b>2021 Population 15+ by Marital Status</b>			
Total	4,996	30,364	65,085
Never Married	24.1%	25.2%	26.9%
Married	60.0%	60.5%	58.7%
Widowed	8.2%	6.2%	6.3%
Divorced	7.6%	8.1%	8.1%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,159	19,371	40,981
Population 16+ Employed	93.7%	96.3%	96.1%
Population 16+ Unemployment rate	6.3%	3.7%	3.9%
Population 16-24 Employed	10.3%	10.1%	10.8%
Population 16-24 Unemployment rate	11.1%	5.8%	8.0%
Population 25-54 Employed	64.5%	63.9%	62.1%
Population 25-54 Unemployment rate	4.9%	3.0%	2.8%
Population 55-64 Employed	18.4%	19.3%	19.8%
Population 55-64 Unemployment rate	7.0%	3.9%	4.3%
Population 65+ Employed	6.8%	6.7%	7.2%
Population 65+ Unemployment rate	9.8%	6.8%	5.5%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,960	18,652	39,392
Agriculture/Mining	0.4%	0.3%	0.5%
Construction	8.0%	8.2%	7.2%
Manufacturing	7.4%	5.9%	6.2%
Wholesale Trade	2.0%	2.4%	2.5%
Retail Trade	10.7%	9.4%	11.6%
Transportation/Utilities	4.9%	5.1%	4.8%
Information	1.0%	0.9%	1.0%
Finance/Insurance/Real Estate	5.4%	6.4%	7.6%
Services	52.5%	52.8%	49.2%
Public Administration	7.9%	8.8%	9.5%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,960	18,653	39,393
White Collar	73.5%	73.2%	73.4%
Management/Business/Financial	22.4%	21.2%	21.9%
Professional	32.8%	32.1%	29.8%
Sales	9.6%	9.2%	10.3%
Administrative Support	8.7%	10.7%	11.3%
Services	13.0%	12.0%	12.1%
Blue Collar	13.5%	14.8%	14.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	3.8%	4.6%	4.0%
Installation/Maintenance/Repair	3.0%	3.0%	2.5%
Production	3.5%	2.2%	2.7%
Transportation/Material Moving	3.2%	4.7%	5.1%

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.57335  
 Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	2,268	12,552	26,827
Households with 1 Person	24.3%	20.7%	21.1%
Households with 2+ People	75.7%	79.3%	78.9%
Family Households	71.6%	75.2%	74.8%
Husband-wife Families	59.6%	62.4%	62.4%
With Related Children	32.0%	30.6%	29.1%
Other Family (No Spouse Present)	12.0%	12.8%	12.4%
Other Family with Male Householder	3.0%	3.7%	3.7%
With Related Children	1.8%	2.1%	2.0%
Other Family with Female Householder	9.1%	9.1%	8.8%
With Related Children	5.8%	5.4%	5.2%
Nonfamily Households	4.1%	4.1%	4.1%
All Households with Children	39.9%	38.5%	36.7%
Multigenerational Households	2.9%	3.4%	3.5%
Unmarried Partner Households	4.5%	4.7%	4.5%
Male-female	4.1%	4.3%	4.1%
Same-sex	0.4%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	2,269	12,553	26,827
1 Person Household	24.3%	20.7%	21.1%
2 Person Household	28.9%	31.5%	32.5%
3 Person Household	18.2%	18.1%	17.8%
4 Person Household	19.2%	18.8%	17.8%
5 Person Household	7.1%	7.7%	7.5%
6 Person Household	1.8%	2.3%	2.4%
7 + Person Household	0.6%	0.8%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,267	12,552	26,827
Owner Occupied	87.9%	86.3%	84.3%
Owned with a Mortgage/Loan	69.4%	68.1%	64.7%
Owned Free and Clear	18.5%	18.2%	19.6%
Renter Occupied	12.1%	13.7%	15.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	158	151	149
Percent of Income for Mortgage	14.4%	14.9%	15.1%
Wealth Index	160	169	171
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,366	13,029	28,009
Housing Units Inside Urbanized Area	99.0%	93.6%	90.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	6.4%	9.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,888	35,057	73,239
Population Inside Urbanized Area	99.0%	93.4%	89.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.0%	6.6%	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.

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.57335  
Longitude: -76.38613

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Professional Pride (1B)	Old and Newcomers (8F)
3.	Comfortable Empty Nesters (5A)	Workday Drive (4A)	Professional Pride (1B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,097,150	\$36,971,641	\$79,190,480
Average Spent	\$2,664.84	\$2,813.67	\$2,763.29
Spending Potential Index	126	133	130
Education: Total \$	\$5,816,475	\$32,521,081	\$71,236,656
Average Spent	\$2,542.17	\$2,474.97	\$2,485.75
Spending Potential Index	147	143	144
Entertainment/Recreation: Total \$	\$9,388,376	\$56,996,474	\$122,244,212
Average Spent	\$4,103.31	\$4,337.63	\$4,265.62
Spending Potential Index	127	134	132
Food at Home: Total \$	\$15,473,170	\$93,011,818	\$199,496,541
Average Spent	\$6,762.75	\$7,078.52	\$6,961.29
Spending Potential Index	124	130	128
Food Away from Home: Total \$	\$10,713,049	\$65,351,343	\$139,976,119
Average Spent	\$4,682.28	\$4,973.47	\$4,884.36
Spending Potential Index	123	131	129
Health Care: Total \$	\$17,925,162	\$109,460,409	\$234,210,066
Average Spent	\$7,834.42	\$8,330.32	\$8,172.59
Spending Potential Index	126	134	131
HH Furnishings & Equipment: Total \$	\$6,668,120	\$40,736,619	\$87,106,740
Average Spent	\$2,914.39	\$3,100.20	\$3,039.53
Spending Potential Index	129	137	135
Personal Care Products & Services: Total \$	\$2,639,798	\$15,899,830	\$34,136,870
Average Spent	\$1,153.76	\$1,210.03	\$1,191.18
Spending Potential Index	129	135	133
Shelter: Total \$	\$60,357,650	\$353,980,285	\$765,879,564
Average Spent	\$26,380.09	\$26,939.14	\$26,724.81
Spending Potential Index	131	134	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,758,185	\$43,597,344	\$92,888,993
Average Spent	\$2,953.75	\$3,317.91	\$3,241.29
Spending Potential Index	124	139	136
Travel: Total \$	\$7,845,923	\$46,964,447	\$101,281,832
Average Spent	\$3,429.16	\$3,574.16	\$3,534.16
Spending Potential Index	136	141	140
Vehicle Maintenance & Repairs: Total \$	\$3,023,494	\$19,080,008	\$40,661,055
Average Spent	\$1,321.46	\$1,452.06	\$1,418.84
Spending Potential Index	119	131	128

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

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

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.57335  
 Longitude: -76.38613

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Pleasantville (2B)	36.1%	Population	5,945	5,975
Golden Years (9B)	24.4%	Households	2,288	2,297
Comfortable Empty Nesters (5A)	17.5%	Families	1,619	1,620
Savvy Suburbanites (1D)	13.0%	Median Age	42.8	43.0
Workday Drive (4A)	8.4%	Median Household Income	\$102,759	\$107,324
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		126	\$2,664.84	\$6,097,150
Men's		126	\$511.95	\$1,171,348
Women's		128	\$948.62	\$2,170,435
Children's		117	\$364.93	\$834,960
Footwear		126	\$629.72	\$1,440,796
Watches & Jewelry		123	\$159.00	\$363,781
Apparel Products and Services (1)		140	\$73.55	\$168,286
<b>Computer</b>				
Computers and Hardware for Home Use		127	\$213.67	\$488,880
Portable Memory		123	\$5.32	\$12,168
Computer Software		131	\$12.58	\$28,774
Computer Accessories		125	\$22.49	\$51,466
<b>Entertainment &amp; Recreation</b>		127	\$4,103.31	\$9,388,376
Fees and Admissions		141	\$1,044.16	\$2,389,047
Membership Fees for Clubs (2)		140	\$347.63	\$795,381
Fees for Participant Sports, excl. Trips		136	\$156.59	\$358,270
Tickets to Theatre/Operas/Concerts		152	\$122.51	\$280,303
Tickets to Movies		121	\$67.42	\$154,253
Tickets to Parks or Museums		124	\$42.05	\$96,211
Admission to Sporting Events, excl. Trips		142	\$91.19	\$208,645
Fees for Recreational Lessons		153	\$215.17	\$492,304
Dating Services		134	\$1.61	\$3,680
TV/Video/Audio		122	\$1,430.67	\$3,273,364
Cable and Satellite Television Services		125	\$1,006.08	\$2,301,906
Televisions		117	\$130.80	\$299,261
Satellite Dishes		105	\$1.65	\$3,781
VCRs, Video Cameras, and DVD Players		117	\$5.75	\$13,165
Miscellaneous Video Equipment		137	\$21.28	\$48,700
Video Cassettes and DVDs		109	\$8.38	\$19,179
Video Game Hardware/Accessories		104	\$29.95	\$68,530
Video Game Software		104	\$16.57	\$37,919
Rental/Streaming/Downloaded Video		108	\$75.73	\$173,274
Installation of Televisions		155	\$1.15	\$2,627
Audio (3)		122	\$130.42	\$298,406
Rental and Repair of TV/Radio/Sound Equipment		98	\$2.89	\$6,617
Pets		122	\$892.23	\$2,041,418
Toys/Games/Crafts/Hobbies (4)		115	\$133.40	\$305,219
Recreational Vehicles and Fees (5)		146	\$164.27	\$375,839
Sports/Recreation/Exercise Equipment (6)		113	\$202.81	\$464,036
Photo Equipment and Supplies (7)		123	\$56.36	\$128,959
Reading (8)		134	\$138.42	\$316,708
Catered Affairs (9)		141	\$41.33	\$94,571
<b>Food</b>		124	\$11,445.03	\$26,186,219
Food at Home		124	\$6,762.75	\$15,473,170
Bakery and Cereal Products		126	\$881.65	\$2,017,226
Meats, Poultry, Fish, and Eggs		125	\$1,468.96	\$3,360,971
Dairy Products		126	\$688.89	\$1,576,177
Fruits and Vegetables		127	\$1,343.19	\$3,073,210
Snacks and Other Food at Home (10)		121	\$2,380.06	\$5,445,587
Food Away from Home		123	\$4,682.28	\$10,713,049
Alcoholic Beverages		135	\$846.81	\$1,937,502

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	143	\$39,072.85	\$89,398,678
Value of Retirement Plans	150	\$149,969.70	\$343,130,683
Value of Other Financial Assets	147	\$12,658.95	\$28,963,667
Vehicle Loan Amount excluding Interest	110	\$3,153.51	\$7,215,221
Value of Credit Card Debt	130	\$3,606.77	\$8,252,290
<b>Health</b>			
Nonprescription Drugs	114	\$177.26	\$405,582
Prescription Drugs	119	\$396.25	\$906,610
Eyeglasses and Contact Lenses	128	\$123.55	\$282,690
<b>Home</b>			
Mortgage Payment and Basics (11)	147	\$15,651.99	\$35,811,757
Maintenance and Remodeling Services	144	\$4,128.48	\$9,445,962
Maintenance and Remodeling Materials (12)	127	\$781.60	\$1,788,294
Utilities, Fuel, and Public Services	122	\$6,055.25	\$13,854,414
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	127	\$128.55	\$294,121
Furniture	126	\$805.47	\$1,842,908
Rugs	140	\$44.05	\$100,795
Major Appliances (14)	129	\$488.19	\$1,116,986
Housewares (15)	126	\$110.87	\$253,680
Small Appliances	118	\$62.17	\$142,238
Luggage	126	\$21.15	\$48,382
Telephones and Accessories	138	\$138.64	\$317,215
<b>Household Operations</b>			
Child Care	132	\$700.38	\$1,602,476
Lawn and Garden (16)	135	\$675.12	\$1,544,685
Moving/Storage/Freight Express	107	\$76.28	\$174,532
Housekeeping Supplies (17)	123	\$957.20	\$2,190,080
<b>Insurance</b>			
Owners and Renters Insurance	127	\$791.50	\$1,810,953
Vehicle Insurance	117	\$2,172.38	\$4,970,395
Life/Other Insurance	137	\$824.74	\$1,886,997
Health Insurance	127	\$5,227.37	\$11,960,233
Personal Care Products (18)	123	\$611.60	\$1,399,343
School Books and Supplies (19)	120	\$156.08	\$357,111
Smoking Products	102	\$391.52	\$895,806
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$2,973.18	\$6,802,638
Gasoline and Motor Oil	116	\$2,791.03	\$6,385,869
Vehicle Maintenance and Repairs	119	\$1,321.46	\$3,023,494
<b>Travel</b>			
Airline Fares	138	\$867.65	\$1,985,186
Lodging on Trips	139	\$986.26	\$2,256,565
Auto/Truck Rental on Trips	134	\$73.96	\$169,210
Food and Drink on Trips	133	\$795.79	\$1,820,765

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.57335  
 Longitude: -76.38613

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	20.9%	Population	36,659	37,300
Professional Pride (1B)	17.2%	Households	13,140	13,374
Workday Drive (4A)	12.1%	Families	9,774	9,916
Old and Newcomers (8F)	11.8%	Median Age	41.7	42.2
Golden Years (9B)	9.0%	Median Household Income	\$102,780	\$108,081
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		133	\$2,813.67	\$36,971,641
Men's		133	\$541.32	\$7,112,884
Women's		135	\$994.75	\$13,070,997
Children's		131	\$407.05	\$5,348,627
Footwear		130	\$652.32	\$8,571,429
Watches & Jewelry		133	\$171.07	\$2,247,827
Apparel Products and Services (1)		136	\$71.76	\$942,871
<b>Computer</b>				
Computers and Hardware for Home Use		134	\$224.44	\$2,949,186
Portable Memory		132	\$5.73	\$75,323
Computer Software		131	\$12.60	\$165,576
Computer Accessories		137	\$24.73	\$324,897
<b>Entertainment &amp; Recreation</b>		134	\$4,337.63	\$56,996,474
Fees and Admissions		146	\$1,078.18	\$14,167,285
Membership Fees for Clubs (2)		144	\$358.38	\$4,709,099
Fees for Participant Sports, excl. Trips		147	\$169.87	\$2,232,096
Tickets to Theatre/Operas/Concerts		147	\$118.48	\$1,556,816
Tickets to Movies		135	\$74.72	\$981,772
Tickets to Parks or Museums		135	\$45.78	\$601,555
Admission to Sporting Events, excl. Trips		150	\$96.43	\$1,267,152
Fees for Recreational Lessons		151	\$213.10	\$2,800,125
Dating Services		118	\$1.42	\$18,670
TV/Video/Audio		129	\$1,518.87	\$19,958,011
Cable and Satellite Television Services		129	\$1,040.31	\$13,669,700
Televisions		131	\$147.26	\$1,935,004
Satellite Dishes		130	\$2.04	\$26,785
VCRs, Video Cameras, and DVD Players		131	\$6.40	\$84,159
Miscellaneous Video Equipment		137	\$21.30	\$279,899
Video Cassettes and DVDs		127	\$9.76	\$128,285
Video Game Hardware/Accessories		120	\$34.71	\$456,030
Video Game Software		121	\$19.33	\$253,971
Rental/Streaming/Downloaded Video		128	\$89.87	\$1,180,909
Installation of Televisions		146	\$1.08	\$14,137
Audio (3)		134	\$143.77	\$1,889,190
Rental and Repair of TV/Radio/Sound Equipment		103	\$3.04	\$39,941
Pets		130	\$948.46	\$12,462,821
Toys/Games/Crafts/Hobbies (4)		131	\$150.96	\$1,983,576
Recreational Vehicles and Fees (5)		146	\$164.77	\$2,165,039
Sports/Recreation/Exercise Equipment (6)		130	\$235.20	\$3,090,482
Photo Equipment and Supplies (7)		135	\$61.94	\$813,832
Reading (8)		136	\$140.15	\$1,841,566
Catered Affairs (9)		134	\$39.40	\$517,776
<b>Food</b>		130	\$12,051.99	\$158,363,161
Food at Home		130	\$7,078.52	\$93,011,818
Bakery and Cereal Products		131	\$913.28	\$12,000,518
Meats, Poultry, Fish, and Eggs		129	\$1,522.93	\$20,011,325
Dairy Products		131	\$714.59	\$9,389,706
Fruits and Vegetables		131	\$1,384.82	\$18,196,566
Snacks and Other Food at Home (10)		129	\$2,542.90	\$33,413,702
Food Away from Home		131	\$4,973.47	\$65,351,343
Alcoholic Beverages		137	\$859.96	\$11,299,826

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	149	\$40,824.89	\$536,439,027
Value of Retirement Plans	154	\$153,953.66	\$2,022,951,096
Value of Other Financial Assets	143	\$12,318.57	\$161,866,039
Vehicle Loan Amount excluding Interest	129	\$3,685.60	\$48,428,761
Value of Credit Card Debt	135	\$3,743.64	\$49,191,475
<b>Health</b>			
Nonprescription Drugs	126	\$194.91	\$2,561,108
Prescription Drugs	129	\$430.05	\$5,650,840
Eyeglasses and Contact Lenses	135	\$130.62	\$1,716,306
<b>Home</b>			
Mortgage Payment and Basics (11)	149	\$15,916.65	\$209,144,769
Maintenance and Remodeling Services	148	\$4,248.07	\$55,819,606
Maintenance and Remodeling Materials (12)	138	\$850.54	\$11,176,099
Utilities, Fuel, and Public Services	129	\$6,427.10	\$84,452,080
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	133	\$134.85	\$1,771,889
Furniture	135	\$863.75	\$11,349,648
Rugs	145	\$45.42	\$596,803
Major Appliances (14)	140	\$528.97	\$6,950,658
Housewares (15)	135	\$118.55	\$1,557,692
Small Appliances	128	\$67.18	\$882,722
Luggage	135	\$22.60	\$296,976
Telephones and Accessories	142	\$142.38	\$1,870,912
<b>Household Operations</b>			
Child Care	141	\$747.55	\$9,822,806
Lawn and Garden (16)	141	\$705.77	\$9,273,787
Moving/Storage/Freight Express	122	\$86.71	\$1,139,370
Housekeeping Supplies (17)	131	\$1,022.16	\$13,431,189
<b>Insurance</b>			
Owners and Renters Insurance	138	\$859.95	\$11,299,731
Vehicle Insurance	127	\$2,375.81	\$31,218,176
Life/Other Insurance	143	\$862.14	\$11,328,580
Health Insurance	133	\$5,514.71	\$72,463,325
Personal Care Products (18)	131	\$650.56	\$8,548,303
School Books and Supplies (19)	130	\$169.20	\$2,223,332
Smoking Products	113	\$432.51	\$5,683,164
<b>Transportation</b>			
Payments on Vehicles excluding Leases	131	\$3,404.76	\$44,738,610
Gasoline and Motor Oil	126	\$3,038.96	\$39,931,988
Vehicle Maintenance and Repairs	131	\$1,452.06	\$19,080,008
<b>Travel</b>			
Airline Fares	142	\$890.72	\$11,704,063
Lodging on Trips	144	\$1,021.74	\$13,425,703
Auto/Truck Rental on Trips	141	\$77.63	\$1,020,055
Food and Drink on Trips	140	\$833.01	\$10,945,743

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.57335  
 Longitude: -76.38613

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Savvy Suburbanites (1D)	24.7%	Population	77,835	79,605
Old and Newcomers (8F)	11.9%	Households	28,658	29,347
Professional Pride (1B)	11.1%	Families	21,193	21,618
Golden Years (9B)	9.6%	Median Age	43.2	43.6
Pleasantville (2B)	7.8%	Median Household Income	\$100,490	\$105,324
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		130	\$2,763.29	\$79,190,480
Men's		131	\$532.95	\$15,273,339
Women's		133	\$979.77	\$28,078,190
Children's		126	\$392.33	\$11,243,471
Footwear		128	\$642.39	\$18,409,578
Watches & Jewelry		130	\$168.01	\$4,814,930
Apparel Products and Services (1)		136	\$71.77	\$2,056,739
<b>Computer</b>				
Computers and Hardware for Home Use		132	\$221.60	\$6,350,552
Portable Memory		129	\$5.61	\$160,656
Computer Software		131	\$12.56	\$360,028
Computer Accessories		134	\$24.17	\$692,803
<b>Entertainment &amp; Recreation</b>		132	\$4,265.62	\$122,244,212
Fees and Admissions		144	\$1,066.04	\$30,550,506
Membership Fees for Clubs (2)		143	\$355.73	\$10,194,396
Fees for Participant Sports, excl. Trips		144	\$166.50	\$4,771,569
Tickets to Theatre/Operas/Concerts		147	\$118.58	\$3,398,134
Tickets to Movies		131	\$72.95	\$2,090,691
Tickets to Parks or Museums		131	\$44.54	\$1,276,329
Admission to Sporting Events, excl. Trips		148	\$95.38	\$2,733,286
Fees for Recreational Lessons		150	\$210.93	\$6,044,823
Dating Services		120	\$1.44	\$41,277
TV/Video/Audio		127	\$1,491.29	\$42,737,503
Cable and Satellite Television Services		127	\$1,025.02	\$29,375,007
Televisions		128	\$143.33	\$4,107,664
Satellite Dishes		125	\$1.96	\$56,109
VCRs, Video Cameras, and DVD Players		127	\$6.23	\$178,573
Miscellaneous Video Equipment		136	\$21.19	\$607,241
Video Cassettes and DVDs		124	\$9.50	\$272,285
Video Game Hardware/Accessories		116	\$33.52	\$960,656
Video Game Software		117	\$18.75	\$537,375
Rental/Streaming/Downloaded Video		124	\$87.05	\$2,494,541
Installation of Televisions		150	\$1.11	\$31,789
Audio (3)		131	\$140.63	\$4,030,169
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.00	\$86,095
Pets		128	\$931.64	\$26,699,020
Toys/Games/Crafts/Hobbies (4)		126	\$146.23	\$4,190,606
Recreational Vehicles and Fees (5)		144	\$162.06	\$4,644,319
Sports/Recreation/Exercise Equipment (6)		127	\$228.09	\$6,536,582
Photo Equipment and Supplies (7)		132	\$60.65	\$1,738,049
Reading (8)		136	\$140.03	\$4,013,114
Catered Affairs (9)		136	\$39.90	\$1,143,350
<b>Food</b>		128	\$11,845.65	\$339,472,660
Food at Home		128	\$6,961.29	\$199,496,541
Bakery and Cereal Products		129	\$898.78	\$25,757,189
Meats, Poultry, Fish, and Eggs		127	\$1,498.55	\$42,945,350
Dairy Products		129	\$704.26	\$20,182,736
Fruits and Vegetables		129	\$1,367.02	\$39,175,994
Snacks and Other Food at Home (10)		127	\$2,492.68	\$71,435,272
Food Away from Home		129	\$4,884.36	\$139,976,119
Alcoholic Beverages		136	\$854.51	\$24,488,483

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	149	\$40,649.22	\$1,164,925,449
Value of Retirement Plans	152	\$152,746.59	\$4,377,411,637
Value of Other Financial Assets	144	\$12,376.19	\$354,676,826
Vehicle Loan Amount excluding Interest	124	\$3,552.36	\$101,803,598
Value of Credit Card Debt	133	\$3,690.63	\$105,766,015
<b>Health</b>			
Nonprescription Drugs	123	\$190.70	\$5,464,941
Prescription Drugs	126	\$420.43	\$12,048,820
Eyeglasses and Contact Lenses	133	\$128.41	\$3,679,915
<b>Home</b>			
Mortgage Payment and Basics (11)	147	\$15,641.37	\$448,250,356
Maintenance and Remodeling Services	146	\$4,199.81	\$120,358,070
Maintenance and Remodeling Materials (12)	134	\$824.62	\$23,632,047
Utilities, Fuel, and Public Services	127	\$6,298.55	\$180,503,837
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	131	\$132.92	\$3,809,139
Furniture	133	\$846.18	\$24,249,879
Rugs	142	\$44.76	\$1,282,634
Major Appliances (14)	137	\$515.91	\$14,784,990
Housewares (15)	132	\$116.40	\$3,335,892
Small Appliances	125	\$66.00	\$1,891,329
Luggage	133	\$22.21	\$636,471
Telephones and Accessories	140	\$140.13	\$4,015,836
<b>Household Operations</b>			
Child Care	137	\$727.67	\$20,853,547
Lawn and Garden (16)	138	\$694.30	\$19,897,275
Moving/Storage/Freight Express	120	\$85.69	\$2,455,757
Housekeeping Supplies (17)	128	\$1,001.07	\$28,688,785
<b>Insurance</b>			
Owners and Renters Insurance	134	\$835.25	\$23,936,585
Vehicle Insurance	124	\$2,317.76	\$66,422,424
Life/Other Insurance	140	\$845.74	\$24,237,232
Health Insurance	131	\$5,416.09	\$155,214,444
Personal Care Products (18)	128	\$638.09	\$18,286,395
School Books and Supplies (19)	127	\$165.35	\$4,738,522
Smoking Products	110	\$423.29	\$12,130,510
<b>Transportation</b>			
Payments on Vehicles excluding Leases	126	\$3,282.17	\$94,060,381
Gasoline and Motor Oil	123	\$2,966.36	\$85,009,805
Vehicle Maintenance and Repairs	128	\$1,418.84	\$40,661,055
<b>Travel</b>			
Airline Fares	141	\$885.20	\$25,367,931
Lodging on Trips	142	\$1,009.88	\$28,941,148
Auto/Truck Rental on Trips	139	\$76.72	\$2,198,609
Food and Drink on Trips	138	\$822.96	\$23,584,302

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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

**Source:** Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.57335  
Longitude: -76.38613

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	358		1,097		2,781							
Total Employees:	3,203		10,316		29,940							
Total Residential Population:	5,945		36,659		77,835							
Employee/Residential Population Ratio (per 100 Residents)	54		28		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	3.4%	63	2.0%	37	3.4%	252	2.4%	77	2.8%	537	1.8%
Construction	34	9.5%	278	8.7%	121	11.0%	880	8.5%	253	9.1%	1,654	5.5%
Manufacturing	13	3.6%	117	3.7%	29	2.6%	297	2.9%	49	1.8%	423	1.4%
Transportation	9	2.5%	55	1.7%	24	2.2%	162	1.6%	48	1.7%	289	1.0%
Communication	1	0.3%	2	0.1%	3	0.3%	55	0.5%	13	0.5%	127	0.4%
Utility	2	0.6%	6	0.2%	2	0.2%	8	0.1%	4	0.1%	14	0.0%
Wholesale Trade	8	2.2%	46	1.4%	26	2.4%	185	1.8%	49	1.8%	405	1.4%
Retail Trade Summary	59	16.5%	841	26.3%	186	17.0%	2,393	23.2%	495	17.8%	7,269	24.3%
Home Improvement	3	0.8%	17	0.5%	8	0.7%	55	0.5%	27	1.0%	450	1.5%
General Merchandise Stores	2	0.6%	115	3.6%	9	0.8%	215	2.1%	22	0.8%	835	2.8%
Food Stores	9	2.5%	173	5.4%	27	2.5%	697	6.8%	60	2.2%	1,306	4.4%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.1%	36	1.1%	10	0.9%	68	0.7%	33	1.2%	423	1.4%
Apparel & Accessory Stores	1	0.3%	5	0.2%	7	0.6%	42	0.4%	32	1.2%	185	0.6%
Furniture & Home Furnishings	6	1.7%	41	1.3%	18	1.6%	147	1.4%	42	1.5%	419	1.4%
Eating & Drinking Places	16	4.5%	331	10.3%	52	4.7%	852	8.3%	125	4.5%	2,572	8.6%
Miscellaneous Retail	18	5.0%	125	3.9%	56	5.1%	317	3.1%	153	5.5%	1,079	3.6%
Finance, Insurance, Real Estate Summary	33	9.2%	274	8.6%	105	9.6%	827	8.0%	310	11.1%	2,548	8.5%
Banks, Savings & Lending Institutions	10	2.8%	173	5.4%	27	2.5%	383	3.7%	72	2.6%	827	2.8%
Securities Brokers	3	0.8%	16	0.5%	12	1.1%	64	0.6%	47	1.7%	246	0.8%
Insurance Carriers & Agents	7	2.0%	27	0.8%	19	1.7%	171	1.7%	61	2.2%	560	1.9%
Real Estate, Holding, Other Investment Offices	13	3.6%	57	1.8%	47	4.3%	209	2.0%	130	4.7%	915	3.1%
Services Summary	156	43.6%	1,467	45.8%	452	41.2%	4,953	48.0%	1,163	41.8%	14,625	48.8%
Hotels & Lodging	1	0.3%	9	0.3%	2	0.2%	20	0.2%	4	0.1%	27	0.1%
Automotive Services	11	3.1%	57	1.8%	31	2.8%	173	1.7%	80	2.9%	407	1.4%
Motion Pictures & Amusements	18	5.0%	106	3.3%	40	3.6%	324	3.1%	83	3.0%	817	2.7%
Health Services	23	6.4%	289	9.0%	75	6.8%	958	9.3%	209	7.5%	4,310	14.4%
Legal Services	3	0.8%	9	0.3%	20	1.8%	89	0.9%	82	2.9%	401	1.3%
Education Institutions & Libraries	4	1.1%	98	3.1%	18	1.6%	1,022	9.9%	55	2.0%	3,153	10.5%
Other Services	96	26.8%	898	28.0%	266	24.2%	2,368	23.0%	650	23.4%	5,511	18.4%
Government	5	1.4%	44	1.4%	18	1.6%	268	2.6%	89	3.2%	1,945	6.5%
Unclassified Establishments	26	7.3%	10	0.3%	94	8.6%	37	0.4%	231	8.3%	104	0.3%
Totals	358	100.0%	3,203	100.0%	1,097	100.0%	10,316	100.0%	2,781	100.0%	29,940	100.0%

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

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.57335  
Longitude: -76.38613

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	4	1.1%	16	0.5%	8	0.7%	33	0.3%	13	0.5%	55	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	3	0.0%	3	0.1%	33	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	37	10.3%	298	9.3%	129	11.8%	917	8.9%	272	9.8%	1,815	6.1%
Manufacturing	12	3.4%	116	3.6%	28	2.6%	299	2.9%	53	1.9%	458	1.5%
Wholesale Trade	8	2.2%	46	1.4%	26	2.4%	183	1.8%	48	1.7%	400	1.3%
Retail Trade	40	11.2%	492	15.4%	127	11.6%	1,485	14.4%	355	12.8%	4,567	15.3%
Motor Vehicle & Parts Dealers	4	1.1%	33	1.0%	7	0.6%	58	0.6%	27	1.0%	394	1.3%
Furniture & Home Furnishings Stores	4	1.1%	29	0.9%	9	0.8%	55	0.5%	25	0.9%	198	0.7%
Electronics & Appliance Stores	1	0.3%	12	0.4%	6	0.5%	85	0.8%	12	0.4%	204	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.8%	17	0.5%	8	0.7%	55	0.5%	27	1.0%	449	1.5%
Food & Beverage Stores	6	1.7%	149	4.7%	19	1.7%	640	6.2%	47	1.7%	1,191	4.0%
Health & Personal Care Stores	5	1.4%	29	0.9%	16	1.5%	92	0.9%	46	1.7%	344	1.1%
Gasoline Stations	1	0.3%	3	0.1%	3	0.3%	10	0.1%	6	0.2%	29	0.1%
Clothing & Clothing Accessories Stores	1	0.3%	5	0.2%	8	0.7%	44	0.4%	44	1.6%	262	0.9%
Sport Goods, Hobby, Book, & Music Stores	2	0.6%	9	0.3%	9	0.8%	31	0.3%	24	0.9%	219	0.7%
General Merchandise Stores	2	0.6%	115	3.6%	9	0.8%	215	2.1%	22	0.8%	835	2.8%
Miscellaneous Store Retailers	7	2.0%	80	2.5%	22	2.0%	184	1.8%	50	1.8%	421	1.4%
Nonstore Retailers	5	1.4%	12	0.4%	12	1.1%	17	0.2%	25	0.9%	21	0.1%
Transportation & Warehousing	7	2.0%	46	1.4%	19	1.7%	132	1.3%	36	1.3%	214	0.7%
Information	6	1.7%	72	2.2%	15	1.4%	199	1.9%	32	1.2%	334	1.1%
Finance & Insurance	20	5.6%	216	6.7%	58	5.3%	620	6.0%	181	6.5%	1,636	5.5%
Central Bank/Credit Intermediation & Related Activities	10	2.8%	173	5.4%	27	2.5%	383	3.7%	72	2.6%	827	2.8%
Securities, Commodity Contracts & Other Financial	3	0.8%	16	0.5%	12	1.1%	66	0.6%	48	1.7%	249	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	7	2.0%	27	0.8%	19	1.7%	171	1.7%	61	2.2%	560	1.9%
Real Estate, Rental & Leasing	18	5.0%	62	1.9%	54	4.9%	194	1.9%	135	4.9%	817	2.7%
Professional, Scientific & Tech Services	38	10.6%	292	9.1%	126	11.5%	1,051	10.2%	329	11.8%	2,444	8.2%
Legal Services	3	0.8%	9	0.3%	22	2.0%	95	0.9%	90	3.2%	429	1.4%
Management of Companies & Enterprises	1	0.3%	5	0.2%	3	0.3%	18	0.2%	6	0.2%	37	0.1%
Administrative & Support & Waste Management & Remediation	19	5.3%	149	4.7%	47	4.3%	329	3.2%	112	4.0%	677	2.3%
Educational Services	8	2.2%	127	4.0%	25	2.3%	1,066	10.3%	72	2.6%	3,237	10.8%
Health Care & Social Assistance	35	9.8%	506	15.8%	108	9.8%	1,485	14.4%	280	10.1%	5,632	18.8%
Arts, Entertainment & Recreation	10	2.8%	62	1.9%	25	2.3%	259	2.5%	60	2.2%	733	2.4%
Accommodation & Food Services	19	5.3%	358	11.2%	61	5.6%	927	9.0%	140	5.0%	2,701	9.0%
Accommodation	1	0.3%	9	0.3%	2	0.2%	20	0.2%	4	0.1%	27	0.1%
Food Services & Drinking Places	19	5.3%	349	10.9%	59	5.4%	907	8.8%	136	4.9%	2,674	8.9%
Other Services (except Public Administration)	45	12.6%	285	8.9%	128	11.7%	813	7.9%	334	12.0%	2,072	6.9%
Automotive Repair & Maintenance	11	3.1%	57	1.8%	28	2.6%	145	1.4%	66	2.4%	322	1.1%
Public Administration	5	1.4%	44	1.4%	18	1.6%	268	2.6%	90	3.2%	1,969	6.6%
Unclassified Establishments	26	7.3%	10	0.3%	94	8.6%	37	0.4%	231	8.3%	104	0.3%
<b>Total</b>	<b>358</b>	<b>100.0%</b>	<b>3,203</b>	<b>100.0%</b>	<b>1,097</b>	<b>100.0%</b>	<b>10,316</b>	<b>100.0%</b>	<b>2,781</b>	<b>100.0%</b>	<b>29,940</b>	<b>100.0%</b>

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

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