

Market Profile

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,030	34,482	73,788
2020 Total Population	4,985	35,513	77,770
2020 Group Quarters	113	691	1,069
2024 Total Population	4,966	35,870	79,325
2024 Group Quarters	111	678	1,048
2029 Total Population	4,946	36,123	80,647
2024-2029 Annual Rate	-0.08%	0.14%	0.33%
2024 Total Daytime Population	5,843	28,854	78,829
Workers	3,605	11,993	41,041
Residents	2,238	16,861	37,788
Household Summary			
2010 Households	1,902	12,425	27,038
2010 Average Household Size	2.61	2.72	2.69
2020 Total Households	1,906	13,057	29,005
2020 Average Household Size	2.56	2.67	2.64
2024 Households	1,939	13,368	29,910
2024 Average Household Size	2.50	2.63	2.62
2029 Households	1,969	13,658	30,858
2029 Average Household Size	2.46	2.60	2.58
2024-2029 Annual Rate	0.31%	0.43%	0.63%
2010 Families	1,387	9,327	20,170
2010 Average Family Size	3.13	3.17	3.14
2024 Families	1,397	9,639	21,508
2024 Average Family Size	3.02	3.13	3.13
2029 Families	1,412	9,802	22,099
2029 Average Family Size	2.97	3.09	3.09
2024-2029 Annual Rate	0.21%	0.34%	0.54%
Housing Unit Summary			
2000 Housing Units	1,525	10,539	23,755
Owner Occupied Housing Units	83.7%	83.2%	81.3%
Renter Occupied Housing Units	12.1%	13.7%	15.9%
Vacant Housing Units	4.3%	3.1%	2.9%
2010 Housing Units	1,976	12,886	28,201
Owner Occupied Housing Units	84.9%	83.1%	80.4%
Renter Occupied Housing Units	11.3%	13.3%	15.5%
Vacant Housing Units	3.7%	3.6%	4.1%
2020 Housing Units	1,975	13,426	29,956
Owner Occupied Housing Units	86.7%	82.6%	80.1%
Renter Occupied Housing Units	9.8%	14.7%	16.7%
Vacant Housing Units	3.2%	2.9%	3.3%
2024 Housing Units	1,998	13,676	30,731
Owner Occupied Housing Units	88.3%	84.5%	81.9%
Renter Occupied Housing Units	8.8%	13.3%	15.4%
Vacant Housing Units	3.0%	2.3%	2.7%
2029 Housing Units	2,024	13,936	31,613
Owner Occupied Housing Units	89.5%	86.0%	83.3%
Renter Occupied Housing Units	7.8%	12.0%	14.3%
Vacant Housing Units	2.7%	2.0%	2.4%

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.

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2024 Households by Income			
Household Income Base	1,939	13,368	29,910
<\$15,000	4.0%	5.3%	5.9%
\$15,000 - \$24,999	3.8%	3.3%	3.7%
\$25,000 - \$34,999	3.5%	3.5%	4.1%
\$35,000 - \$49,999	5.1%	7.4%	7.4%
\$50,000 - \$74,999	11.2%	10.9%	11.0%
\$75,000 - \$99,999	12.2%	10.9%	10.5%
\$100,000 - \$149,999	21.8%	20.4%	19.7%
\$150,000 - \$199,999	17.7%	16.1%	15.9%
\$200,000+	20.6%	22.2%	21.9%
Average Household Income	\$148,261	\$151,310	\$149,619
2029 Households by Income			
Household Income Base	1,969	13,658	30,858
<\$15,000	3.7%	4.9%	5.4%
\$15,000 - \$24,999	2.9%	2.6%	3.0%
\$25,000 - \$34,999	2.8%	2.8%	3.4%
\$35,000 - \$49,999	4.0%	6.0%	6.1%
\$50,000 - \$74,999	9.4%	9.3%	9.6%
\$75,000 - \$99,999	11.2%	10.2%	10.0%
\$100,000 - \$149,999	20.8%	19.7%	19.0%
\$150,000 - \$199,999	19.5%	17.6%	17.4%
\$200,000+	25.7%	26.7%	26.1%
Average Household Income	\$170,635	\$172,554	\$170,102
2024 Owner Occupied Housing Units by Value			
Total	1,764	11,550	25,183
<\$50,000	1.1%	0.8%	1.2%
\$50,000 - \$99,999	0.1%	0.4%	0.3%
\$100,000 - \$149,999	0.1%	0.4%	0.3%
\$150,000 - \$199,999	1.8%	1.7%	1.5%
\$200,000 - \$249,999	2.4%	4.5%	4.2%
\$250,000 - \$299,999	5.7%	7.3%	7.2%
\$300,000 - \$399,999	18.3%	19.9%	21.2%
\$400,000 - \$499,999	42.0%	26.4%	26.4%
\$500,000 - \$749,999	27.5%	33.6%	32.1%
\$750,000 - \$999,999	0.6%	3.7%	4.0%
\$1,000,000 - \$1,499,999	0.4%	1.0%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$460,011	\$483,377	\$484,183
2029 Owner Occupied Housing Units by Value			
Total	1,812	11,991	26,327
<\$50,000	0.5%	0.3%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.1%	0.1%
\$150,000 - \$199,999	0.4%	0.5%	0.5%
\$200,000 - \$249,999	0.9%	1.9%	1.6%
\$250,000 - \$299,999	2.9%	3.9%	3.6%
\$300,000 - \$399,999	12.8%	15.5%	15.7%
\$400,000 - \$499,999	40.3%	27.2%	27.9%
\$500,000 - \$749,999	40.5%	43.7%	42.4%
\$750,000 - \$999,999	1.2%	5.1%	5.9%
\$1,000,000 - \$1,499,999	0.6%	1.6%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$507,529	\$534,194	\$538,015

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Median Household Income			
2024	\$118,064	\$116,319	\$114,287
2029	\$134,498	\$131,393	\$128,360
Median Home Value			
2024	\$448,851	\$456,670	\$453,118
2029	\$480,753	\$503,362	\$500,740
Per Capita Income			
2024	\$56,460	\$56,411	\$56,370
2029	\$66,243	\$65,268	\$65,020
Median Age			
2010	40.6	39.9	41.0
2020	43.8	41.6	42.2
2024	43.4	42.0	42.5
2029	43.4	42.7	43.4
2020 Population by Age			
Total	4,985	35,513	77,770
0 - 4	4.7%	5.0%	5.0%
5 - 9	5.8%	6.3%	6.1%
10 - 14	6.6%	7.0%	6.9%
15 - 24	14.0%	12.7%	12.3%
25 - 34	9.5%	10.3%	10.4%
35 - 44	10.8%	12.9%	12.6%
45 - 54	15.3%	13.8%	13.4%
55 - 64	15.0%	14.7%	14.8%
65 - 74	10.1%	9.8%	10.4%
75 - 84	5.6%	5.4%	5.8%
85 +	2.7%	2.1%	2.2%
18 +	78.0%	77.2%	77.6%
2024 Population by Age			
Total	4,965	35,870	79,323
0 - 4	4.7%	5.0%	5.0%
5 - 9	6.0%	6.2%	6.1%
10 - 14	6.3%	6.6%	6.4%
15 - 24	11.8%	11.9%	11.7%
25 - 34	11.4%	10.9%	10.8%
35 - 44	11.8%	13.7%	13.5%
45 - 54	13.1%	13.0%	12.7%
55 - 64	14.8%	13.7%	13.7%
65 - 74	10.9%	10.4%	11.0%
75 - 84	6.4%	6.3%	6.7%
85 +	2.9%	2.2%	2.4%
18 +	79.4%	78.3%	78.7%
2029 Population by Age			
Total	4,948	36,124	80,647
0 - 4	4.8%	4.9%	4.9%
5 - 9	5.3%	5.6%	5.5%
10 - 14	6.4%	6.5%	6.3%
15 - 24	9.8%	10.8%	10.7%
25 - 34	13.0%	12.4%	11.9%
35 - 44	12.7%	12.9%	12.9%
45 - 54	11.7%	13.1%	13.0%
55 - 64	13.7%	12.6%	12.5%
65 - 74	11.8%	11.4%	11.8%
75 - 84	7.7%	7.1%	7.7%
85 +	3.2%	2.6%	2.8%
18 +	80.0%	79.3%	79.7%

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2020 Population by Sex			
Males	2,336	17,392	37,947
Females	2,649	18,121	39,823
2024 Population by Sex			
Males	2,382	17,883	39,416
Females	2,584	17,987	39,909
2029 Population by Sex			
Males	2,375	17,938	39,934
Females	2,572	18,185	40,713
2010 Population by Race/Ethnicity			
Total	5,029	34,481	73,788
White Alone	94.0%	92.3%	91.8%
Black Alone	2.4%	3.6%	3.6%
American Indian Alone	0.2%	0.1%	0.1%
Asian Alone	2.1%	1.9%	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	1.0%	1.5%	1.6%
Hispanic Origin	1.8%	2.5%	2.5%
Diversity Index	14.6	18.7	19.7
2020 Population by Race/Ethnicity			
Total	4,985	35,513	77,770
White Alone	87.7%	86.1%	85.2%
Black Alone	2.5%	3.7%	4.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.6%	2.6%	3.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.5%	1.4%
Two or More Races	6.0%	5.9%	6.0%
Hispanic Origin	3.4%	4.0%	4.0%
Diversity Index	27.6	31.0	32.4
2024 Population by Race/Ethnicity			
Total	4,966	35,869	79,325
White Alone	86.7%	84.9%	83.9%
Black Alone	2.7%	4.1%	4.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.8%	2.9%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.7%	1.6%
Two or More Races	6.4%	6.3%	6.5%
Hispanic Origin	3.8%	4.5%	4.5%
Diversity Index	29.8	33.5	34.9
2029 Population by Race/Ethnicity			
Total	4,946	36,124	80,647
White Alone	85.5%	83.5%	82.6%
Black Alone	2.9%	4.3%	4.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.2%	3.2%	3.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.8%	1.7%
Two or More Races	7.1%	6.9%	7.0%
Hispanic Origin	4.2%	5.0%	5.0%
Diversity Index	32.3	36.1	37.5

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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2020 Population by Relationship and Household Type			
Total	4,985	35,513	77,770
In Households	97.7%	98.1%	98.6%
Householder	37.3%	36.7%	37.2%
Opposite-Sex Spouse	21.5%	21.9%	22.1%
Same-Sex Spouse	0.2%	0.1%	0.1%
Opposite-Sex Unmarried Partner	1.4%	1.6%	1.8%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	30.6%	30.1%	29.5%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.2%	1.1%	1.2%
Grandchild	1.5%	1.5%	1.5%
Brother or Sister	0.4%	0.5%	0.5%
Parent	0.7%	0.9%	0.9%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.6%	0.6%	0.6%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.2%	1.6%	1.7%
In Group Quarters	2.3%	1.9%	1.4%
Institutionalized	0.2%	1.3%	1.0%
Noninstitutionalized	2.0%	0.7%	0.4%
2024 Population 25+ by Educational Attainment			
Total	3,539	25,215	56,200
Less than 9th Grade	1.8%	1.6%	1.6%
9th - 12th Grade, No Diploma	1.5%	2.2%	2.4%
High School Graduate	26.0%	22.6%	21.8%
GED/Alternative Credential	1.1%	2.2%	2.7%
Some College, No Degree	11.0%	14.8%	15.8%
Associate Degree	12.2%	10.4%	9.6%
Bachelor's Degree	28.4%	26.7%	27.0%
Graduate/Professional Degree	18.0%	19.3%	19.1%
2024 Population 15+ by Marital Status			
Total	4,125	29,493	65,494
Never Married	24.1%	26.2%	26.5%
Married	58.5%	60.2%	60.0%
Widowed	10.4%	6.5%	6.2%
Divorced	6.9%	7.0%	7.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,793	19,459	42,762
Population 16+ Employed	98.1%	98.1%	97.7%
Population 16+ Unemployment rate	1.9%	1.9%	2.3%
Population 16-24 Employed	13.1%	12.5%	12.0%
Population 16-24 Unemployment rate	8.9%	8.2%	10.3%
Population 25-54 Employed	59.0%	61.5%	61.5%
Population 25-54 Unemployment rate	0.6%	1.0%	1.1%
Population 55-64 Employed	18.3%	18.4%	18.9%
Population 55-64 Unemployment rate	0.2%	0.7%	1.1%
Population 65+ Employed	9.6%	7.6%	7.7%
Population 65+ Unemployment rate	2.6%	1.2%	1.1%

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2024 Employed Population 16+ by Industry			
Total	2,740	19,084	41,785
Agriculture/Mining	0.5%	0.5%	0.7%
Construction	6.2%	6.2%	6.4%
Manufacturing	5.9%	7.0%	8.2%
Wholesale Trade	3.9%	2.1%	1.7%
Retail Trade	11.6%	10.2%	10.5%
Transportation/Utilities	8.4%	5.9%	5.6%
Information	0.7%	1.0%	1.2%
Finance/Insurance/Real Estate	5.8%	6.1%	6.5%
Services	48.5%	50.9%	48.4%
Public Administration	8.5%	10.1%	10.9%
2024 Employed Population 16+ by Occupation			
Total	2,740	19,083	41,785
White Collar	77.6%	73.4%	72.8%
Management/Business/Financial	24.7%	24.0%	24.0%
Professional	34.3%	30.8%	30.1%
Sales	10.9%	9.5%	9.8%
Administrative Support	7.6%	9.1%	8.9%
Services	6.3%	12.8%	13.1%
Blue Collar	16.2%	13.8%	14.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.2%	3.3%	3.4%
Installation/Maintenance/Repair	3.3%	2.8%	2.6%
Production	2.4%	2.5%	3.2%
Transportation/Material Moving	7.3%	5.1%	4.9%
2020 Households by Type			
Total	1,906	13,057	29,005
Married Couple Households	58.6%	60.0%	59.5%
With Own Children <18	24.0%	25.0%	23.9%
Without Own Children <18	34.6%	35.1%	35.6%
Cohabiting Couple Households	3.6%	4.6%	4.9%
With Own Children <18	0.9%	1.2%	1.4%
Without Own Children <18	2.7%	3.4%	3.4%
Male Householder, No Spouse/Partner	10.4%	12.2%	12.9%
Living Alone	6.6%	8.1%	8.4%
65 Years and over	2.2%	2.9%	3.1%
With Own Children <18	1.5%	1.5%	1.4%
Without Own Children <18, With Relatives	1.8%	1.9%	2.2%
No Relatives Present	0.6%	0.9%	0.8%
Female Householder, No Spouse/Partner	27.3%	23.1%	22.8%
Living Alone	16.5%	13.9%	13.8%
65 Years and over	9.8%	8.3%	8.6%
With Own Children <18	4.6%	3.6%	3.5%
Without Own Children <18, With Relatives	5.9%	5.1%	4.9%
No Relatives Present	0.3%	0.5%	0.5%
2020 Households by Size			
Total	1,906	13,057	29,005
1 Person Household	23.1%	22.0%	22.2%
2 Person Household	32.3%	32.8%	32.7%
3 Person Household	16.5%	17.2%	17.3%
4 Person Household	17.6%	17.1%	16.9%
5 Person Household	6.7%	7.3%	7.2%
6 Person Household	2.7%	2.6%	2.6%
7 + Person Household	1.2%	1.1%	1.2%

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2020 Households by Tenure and Mortgage Status			
Total	1,906	13,057	29,005
Owner Occupied	89.8%	84.9%	82.7%
Owned with a Mortgage/Loan	68.4%	64.5%	61.5%
Owned Free and Clear	21.4%	20.4%	21.3%
Renter Occupied	10.2%	15.1%	17.3%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	103	99	99
Percent of Income for Mortgage	23.8%	24.6%	24.8%
Wealth Index	164	155	153
2020 Housing Units By Urban/ Rural Status			
Total	1,975	13,426	29,956
Urban Housing Units	99.5%	88.3%	84.2%
Rural Housing Units	0.5%	11.7%	15.8%
2020 Population By Urban/ Rural Status			
Total	4,985	35,513	77,770
Urban Population	99.3%	87.8%	83.5%
Rural Population	0.7%	12.2%	16.5%

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.	Golden Years (9B)	Professional Pride (1B)	Old and Newcomers (8F)
3.	Savvy Suburbanites (1D)	Old and Newcomers (8F)	Professional Pride (1B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$5,697,975	\$40,655,430	\$90,073,987
Average Spent	\$2,938.62	\$3,041.25	\$3,011.50
Spending Potential Index	123	128	126
Education: Total \$	\$4,929,833	\$33,532,408	\$74,451,367
Average Spent	\$2,542.46	\$2,508.41	\$2,489.18
Spending Potential Index	147	145	144
Entertainment/Recreation: Total \$	\$10,418,567	\$73,226,631	\$161,696,388
Average Spent	\$5,373.17	\$5,477.76	\$5,406.10
Spending Potential Index	131	134	132
Food at Home: Total \$	\$17,281,394	\$123,296,239	\$274,065,612
Average Spent	\$8,912.53	\$9,223.24	\$9,163.01
Spending Potential Index	122	126	125
Food Away from Home: Total \$	\$9,583,556	\$68,313,528	\$151,123,393
Average Spent	\$4,942.53	\$5,110.23	\$5,052.60
Spending Potential Index	127	131	130
Health Care: Total \$	\$19,314,422	\$134,565,676	\$298,465,727
Average Spent	\$9,961.02	\$10,066.25	\$9,978.79
Spending Potential Index	130	131	130
HH Furnishings & Equipment: Total \$	\$7,929,693	\$55,807,972	\$123,222,112
Average Spent	\$4,089.58	\$4,174.74	\$4,119.76
Spending Potential Index	129	132	130
Personal Care Products & Services: Total \$	\$2,431,743	\$17,330,823	\$38,557,881
Average Spent	\$1,254.12	\$1,296.44	\$1,289.13
Spending Potential Index	126	130	129
Shelter: Total \$	\$64,522,795	\$462,994,743	\$1,027,368,552
Average Spent	\$33,276.33	\$34,634.56	\$34,348.66
Spending Potential Index	125	130	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,180,416	\$64,191,263	\$141,682,820
Average Spent	\$4,734.61	\$4,801.86	\$4,736.97
Spending Potential Index	135	137	135
Travel: Total \$	\$7,862,905	\$55,318,522	\$122,103,398
Average Spent	\$4,055.13	\$4,138.13	\$4,082.36
Spending Potential Index	134	136	135
Vehicle Maintenance & Repairs: Total \$	\$3,555,617	\$25,278,920	\$55,939,616
Average Spent	\$1,833.74	\$1,891.00	\$1,870.26
Spending Potential Index	124	128	126

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

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 19, 2025

Retail Goods and Services Expenditures

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	43.0%	Population	4,966	4,946
Golden Years (9B)	25.1%	Households	1,939	1,969
Savvy Suburbanites (1D)	16.2%	Families	1,397	1,412
Workday Drive (4A)	10.7%	Median Age	43.4	43.4
Comfortable Empty Nesters (5A)	4.8%	Median Household Income	\$118,064	\$134,498
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		123	\$2,938.62	\$5,697,975
Men's		128	\$565.75	\$1,096,990
Women's		120	\$959.91	\$1,861,261
Children's		120	\$441.89	\$856,827
Footwear		120	\$600.76	\$1,164,882
Watches & Jewelry		136	\$308.91	\$598,968
Apparel Products and Services (1)		126	\$61.40	\$119,047
Computer				
Computers and Hardware for Home Use		124	\$334.41	\$648,430
Portable Memory		127	\$5.16	\$9,996
Computer Software		112	\$17.50	\$33,940
Computer Accessories		116	\$27.65	\$53,604
Entertainment & Recreation		131	\$5,373.17	\$10,418,567
Fees and Admissions		147	\$1,217.38	\$2,360,495
Membership Fees for Clubs (2)		149	\$451.16	\$874,794
Fees for Participant Sports, excl. Trips		152	\$202.97	\$393,550
Tickets to Theatre/Operas/Concerts		143	\$109.00	\$211,356
Tickets to Movies		124	\$30.56	\$59,251
Tickets to Parks or Museums		128	\$48.13	\$93,325
Admission to Sporting Events, excl. Trips		158	\$124.93	\$242,243
Fees for Recreational Lessons		145	\$249.73	\$484,224
Dating Services		114	\$0.90	\$1,753
TV/Video/Audio		123	\$1,625.76	\$3,152,341
Cable and Satellite Television Services		123	\$927.58	\$1,798,584
Televisions		124	\$188.63	\$365,752
Satellite Dishes		97	\$1.21	\$2,344
VCRs, Video Cameras, and DVD Players		104	\$5.20	\$10,077
Miscellaneous Video Equipment		127	\$28.80	\$55,843
Video Cassettes and DVDs		112	\$6.47	\$12,540
Video Game Hardware/Accessories		112	\$52.21	\$101,237
Video Game Software		113	\$22.88	\$44,369
Rental/Streaming/Downloaded Video		121	\$208.67	\$404,608
Installation of Televisions		194	\$3.29	\$6,384
Audio (3)		126	\$178.87	\$346,835
Rental and Repair of TV/Radio/Sound Equipment		122	\$1.94	\$3,769
Pets		130	\$1,318.40	\$2,556,387
Toys/Games/Crafts/Hobbies (4)		124	\$226.36	\$438,916
Recreational Vehicles and Fees (5)		137	\$270.60	\$524,690
Sports/Recreation/Exercise Equipment (6)		131	\$400.00	\$775,604
Photo Equipment and Supplies (7)		136	\$83.12	\$161,179
Reading (8)		128	\$179.15	\$347,380
Catered Affairs (9)		132	\$52.39	\$101,575
Food		124	\$13,855.05	\$26,864,950
Food at Home		122	\$8,912.53	\$17,281,394
Bakery and Cereal Products		124	\$1,166.86	\$2,262,548
Meats, Poultry, Fish, and Eggs		119	\$1,868.25	\$3,622,533
Dairy Products		123	\$851.31	\$1,650,694
Fruits and Vegetables		122	\$1,768.36	\$3,428,848
Snacks and Other Food at Home (10)		123	\$3,257.75	\$6,316,771
Food Away from Home		127	\$4,942.53	\$9,583,556
Alcoholic Beverages		127	\$828.05	\$1,605,585

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2025

Retail Goods and Services Expenditures

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	152	\$70,619.28	\$136,930,779
Value of Retirement Plans	157	\$254,944.44	\$494,337,268
Value of Other Financial Assets	140	\$12,747.73	\$24,717,843
Vehicle Loan Amount excluding Interest	122	\$4,323.51	\$8,383,287
Value of Credit Card Debt	132	\$3,821.27	\$7,409,445
Health			
Nonprescription Drugs	126	\$223.63	\$433,627
Prescription Drugs	133	\$550.81	\$1,068,029
Eyeglasses and Contact Lenses	134	\$168.96	\$327,616
Home			
Mortgage Payment and Basics (11)	146	\$19,767.68	\$38,329,532
Maintenance and Remodeling Services	146	\$6,820.38	\$13,224,710
Maintenance and Remodeling Materials (12)	148	\$1,277.98	\$2,478,004
Utilities, Fuel, and Public Services	123	\$7,348.01	\$14,247,786
Household Furnishings and Equipment			
Household Textiles (13)	123	\$161.49	\$313,138
Furniture	131	\$1,294.57	\$2,510,175
Rugs	140	\$63.91	\$123,915
Major Appliances (14)	132	\$774.40	\$1,501,570
Housewares (15)	121	\$129.42	\$250,943
Small Appliances	109	\$87.59	\$169,840
Luggage	134	\$27.79	\$53,893
Telephones and Accessories	125	\$127.05	\$246,341
Household Operations			
Child Care	142	\$788.10	\$1,528,129
Lawn and Garden (16)	140	\$978.41	\$1,897,129
Moving/Storage/Freight Express	121	\$146.80	\$284,640
Housekeeping Supplies (17)	123	\$1,115.40	\$2,162,768
Insurance			
Owners and Renters Insurance	138	\$1,142.19	\$2,214,716
Vehicle Insurance	117	\$2,489.74	\$4,827,607
Life/Other Insurance	143	\$969.40	\$1,879,664
Health Insurance	129	\$6,451.64	\$12,509,735
Personal Care Products (18)	122	\$683.83	\$1,325,947
School Books (19)	128	\$54.62	\$105,908
Smoking Products	104	\$487.34	\$944,954
Transportation			
Payments on Vehicles excluding Leases	126	\$3,833.11	\$7,432,391
Gasoline and Motor Oil	116	\$3,871.71	\$7,507,254
Vehicle Maintenance and Repairs	124	\$1,833.74	\$3,555,617
Travel			
Airline Fares	131	\$834.11	\$1,617,342
Lodging on Trips	137	\$1,350.47	\$2,618,559
Auto/Truck Rental on Trips	136	\$157.83	\$306,025
Food and Drink on Trips	132	\$981.06	\$1,902,280

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2025

Retail Goods and Services Expenditures

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Savvy Suburbanites (1D)	20.6%	Population	35,870	36,123
Professional Pride (1B)	17.3%	Households	13,368	13,658
Old and Newcomers (8F)	12.5%	Families	9,639	9,802
Workday Drive (4A)	11.9%	Median Age	42.0	42.7
Golden Years (9B)	8.3%	Median Household Income	\$116,319	\$131,393
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		128	\$3,041.25	\$40,655,430
Men's		131	\$575.60	\$7,694,654
Women's		125	\$1,001.80	\$13,392,013
Children's		126	\$461.40	\$6,167,973
Footwear		126	\$629.26	\$8,411,941
Watches & Jewelry		136	\$310.54	\$4,151,265
Apparel Products and Services (1)		129	\$62.66	\$837,583
Computer				
Computers and Hardware for Home Use		129	\$348.57	\$4,659,727
Portable Memory		130	\$5.29	\$70,672
Computer Software		120	\$18.75	\$250,631
Computer Accessories		124	\$29.41	\$393,136
Entertainment & Recreation		134	\$5,477.76	\$73,226,631
Fees and Admissions		147	\$1,215.17	\$16,244,415
Membership Fees for Clubs (2)		147	\$443.04	\$5,922,617
Fees for Participant Sports, excl. Trips		151	\$200.82	\$2,684,619
Tickets to Theatre/Operas/Concerts		145	\$109.96	\$1,469,980
Tickets to Movies		132	\$32.61	\$435,941
Tickets to Parks or Museums		135	\$50.43	\$674,111
Admission to Sporting Events, excl. Trips		151	\$119.08	\$1,591,843
Fees for Recreational Lessons		150	\$258.26	\$3,452,412
Dating Services		122	\$0.96	\$12,891
TV/Video/Audio		126	\$1,671.93	\$22,350,392
Cable and Satellite Television Services		125	\$946.65	\$12,654,783
Televisions		127	\$194.28	\$2,597,107
Satellite Dishes		105	\$1.31	\$17,537
VCRs, Video Cameras, and DVD Players		116	\$5.79	\$77,438
Miscellaneous Video Equipment		125	\$28.22	\$377,305
Video Cassettes and DVDs		123	\$7.08	\$94,588
Video Game Hardware/Accessories		119	\$55.39	\$740,520
Video Game Software		120	\$24.32	\$325,108
Rental/Streaming/Downloaded Video		126	\$217.81	\$2,911,687
Installation of Televisions		177	\$3.01	\$40,240
Audio (3)		131	\$186.01	\$2,486,573
Rental and Repair of TV/Radio/Sound Equipment		129	\$2.06	\$27,507
Pets		132	\$1,340.36	\$17,917,927
Toys/Games/Crafts/Hobbies (4)		127	\$232.34	\$3,105,975
Recreational Vehicles and Fees (5)		139	\$274.84	\$3,674,058
Sports/Recreation/Exercise Equipment (6)		138	\$421.01	\$5,628,044
Photo Equipment and Supplies (7)		137	\$83.67	\$1,118,550
Reading (8)		133	\$185.64	\$2,481,696
Catered Affairs (9)		133	\$52.78	\$705,573
Food		128	\$14,333.47	\$191,609,767
Food at Home		126	\$9,223.24	\$123,296,239
Bakery and Cereal Products		128	\$1,200.28	\$16,045,394
Meats, Poultry, Fish, and Eggs		124	\$1,945.81	\$26,011,602
Dairy Products		127	\$881.00	\$11,777,235
Fruits and Vegetables		127	\$1,834.95	\$24,529,545
Snacks and Other Food at Home (10)		127	\$3,361.20	\$44,932,464
Food Away from Home		131	\$5,110.23	\$68,313,528
Alcoholic Beverages		131	\$852.54	\$11,396,751

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2025

Retail Goods and Services Expenditures

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	149	\$68,908.36	\$921,167,007
Value of Retirement Plans	152	\$245,953.52	\$3,287,906,609
Value of Other Financial Assets	142	\$12,869.15	\$172,034,847
Vehicle Loan Amount excluding Interest	126	\$4,468.58	\$59,735,926
Value of Credit Card Debt	134	\$3,871.69	\$51,756,795
Health			
Nonprescription Drugs	129	\$229.01	\$3,061,349
Prescription Drugs	131	\$540.60	\$7,226,684
Eyeglasses and Contact Lenses	134	\$169.02	\$2,259,469
Home			
Mortgage Payment and Basics (11)	146	\$19,718.72	\$263,599,787
Maintenance and Remodeling Services	146	\$6,807.89	\$91,007,903
Maintenance and Remodeling Materials (12)	144	\$1,248.74	\$16,693,096
Utilities, Fuel, and Public Services	126	\$7,501.61	\$100,281,462
Household Furnishings and Equipment			
Household Textiles (13)	127	\$166.94	\$2,231,672
Furniture	133	\$1,314.43	\$17,571,243
Rugs	141	\$64.18	\$857,970
Major Appliances (14)	133	\$781.86	\$10,451,953
Housewares (15)	126	\$135.47	\$1,810,930
Small Appliances	117	\$94.18	\$1,259,037
Luggage	136	\$28.13	\$375,998
Telephones and Accessories	126	\$127.82	\$1,708,706
Household Operations			
Child Care	144	\$796.02	\$10,641,167
Lawn and Garden (16)	139	\$972.42	\$12,999,326
Moving/Storage/Freight Express	127	\$154.77	\$2,068,913
Housekeeping Supplies (17)	127	\$1,149.16	\$15,362,017
Insurance			
Owners and Renters Insurance	137	\$1,130.45	\$15,111,793
Vehicle Insurance	122	\$2,593.24	\$34,666,477
Life/Other Insurance	142	\$957.42	\$12,798,816
Health Insurance	130	\$6,516.42	\$87,111,454
Personal Care Products (18)	127	\$708.64	\$9,473,114
School Books (19)	131	\$55.83	\$746,359
Smoking Products	109	\$509.61	\$6,812,444
Transportation			
Payments on Vehicles excluding Leases	128	\$3,892.63	\$52,036,679
Gasoline and Motor Oil	121	\$4,026.02	\$53,819,785
Vehicle Maintenance and Repairs	128	\$1,891.00	\$25,278,920
Travel			
Airline Fares	137	\$867.56	\$11,597,514
Lodging on Trips	138	\$1,360.78	\$18,190,944
Auto/Truck Rental on Trips	138	\$160.13	\$2,140,617
Food and Drink on Trips	135	\$1,001.91	\$13,393,499

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2025

Retail Goods and Services Expenditures

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Savvy Suburbanites (1D)	25.2%	Population	79,325	80,647
Old and Newcomers (8F)	12.2%	Households	29,910	30,858
Professional Pride (1B)	10.9%	Families	21,508	22,099
Golden Years (9B)	8.8%	Median Age	42.5	43.4
Workday Drive (4A)	8.0%	Median Household Income	\$114,287	\$128,360
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		126	\$3,011.50	\$90,073,987
Men's		130	\$571.02	\$17,079,197
Women's		124	\$994.53	\$29,746,467
Children's		123	\$451.04	\$13,490,722
Footwear		125	\$622.17	\$18,609,181
Watches & Jewelry		136	\$310.43	\$9,284,991
Apparel Products and Services (1)		128	\$62.30	\$1,863,428
Computer				
Computers and Hardware for Home Use		128	\$345.68	\$10,339,404
Portable Memory		130	\$5.31	\$158,923
Computer Software		120	\$18.73	\$560,328
Computer Accessories		123	\$29.24	\$874,583
Entertainment & Recreation		132	\$5,406.10	\$161,696,388
Fees and Admissions		145	\$1,196.89	\$35,798,972
Membership Fees for Clubs (2)		145	\$439.10	\$13,133,482
Fees for Participant Sports, excl. Trips		148	\$197.56	\$5,908,944
Tickets to Theatre/Operas/Concerts		143	\$109.10	\$3,263,081
Tickets to Movies		130	\$32.03	\$958,071
Tickets to Parks or Museums		131	\$49.20	\$1,471,666
Admission to Sporting Events, excl. Trips		149	\$117.64	\$3,518,558
Fees for Recreational Lessons		146	\$251.29	\$7,515,959
Dating Services		124	\$0.98	\$29,210
TV/Video/Audio		125	\$1,659.30	\$49,629,808
Cable and Satellite Television Services		125	\$943.62	\$28,223,540
Televisions		126	\$192.32	\$5,752,397
Satellite Dishes		103	\$1.29	\$38,701
VCRs, Video Cameras, and DVD Players		115	\$5.71	\$170,892
Miscellaneous Video Equipment		120	\$27.13	\$811,414
Video Cassettes and DVDs		122	\$7.02	\$210,013
Video Game Hardware/Accessories		118	\$54.82	\$1,639,713
Video Game Software		120	\$24.33	\$727,822
Rental/Streaming/Downloaded Video		124	\$214.52	\$6,416,179
Installation of Televisions		177	\$3.01	\$90,124
Audio (3)		129	\$183.49	\$5,488,324
Rental and Repair of TV/Radio/Sound Equipment		128	\$2.03	\$60,690
Pets		131	\$1,324.68	\$39,621,107
Toys/Games/Crafts/Hobbies (4)		126	\$229.43	\$6,862,257
Recreational Vehicles and Fees (5)		136	\$268.20	\$8,021,846
Sports/Recreation/Exercise Equipment (6)		133	\$407.22	\$12,179,847
Photo Equipment and Supplies (7)		136	\$83.06	\$2,484,371
Reading (8)		132	\$185.46	\$5,547,122
Catered Affairs (9)		131	\$51.86	\$1,551,058
Food		127	\$14,215.61	\$425,189,005
Food at Home		125	\$9,163.01	\$274,065,612
Bakery and Cereal Products		127	\$1,192.76	\$35,675,338
Meats, Poultry, Fish, and Eggs		123	\$1,935.01	\$57,876,123
Dairy Products		127	\$875.03	\$26,172,042
Fruits and Vegetables		126	\$1,824.29	\$54,564,605
Snacks and Other Food at Home (10)		126	\$3,335.92	\$99,777,504
Food Away from Home		130	\$5,052.60	\$151,123,393
Alcoholic Beverages		130	\$850.80	\$25,447,310

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 19, 2025

Retail Goods and Services Expenditures

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	149	\$69,002.48	\$2,063,864,178
Value of Retirement Plans	150	\$243,761.56	\$7,290,908,253
Value of Other Financial Assets	140	\$12,739.52	\$381,039,156
Vehicle Loan Amount excluding Interest	124	\$4,373.68	\$130,816,876
Value of Credit Card Debt	132	\$3,829.76	\$114,548,194
Health			
Nonprescription Drugs	128	\$226.99	\$6,789,419
Prescription Drugs	130	\$537.62	\$16,080,264
Eyeglasses and Contact Lenses	133	\$167.72	\$5,016,368
Home			
Mortgage Payment and Basics (11)	143	\$19,291.98	\$577,023,176
Maintenance and Remodeling Services	143	\$6,662.95	\$199,288,890
Maintenance and Remodeling Materials (12)	140	\$1,213.71	\$36,302,062
Utilities, Fuel, and Public Services	125	\$7,433.31	\$222,330,419
Household Furnishings and Equipment			
Household Textiles (13)	126	\$165.49	\$4,949,716
Furniture	131	\$1,297.18	\$38,798,789
Rugs	139	\$63.59	\$1,902,081
Major Appliances (14)	131	\$768.87	\$22,996,807
Housewares (15)	125	\$134.30	\$4,016,945
Small Appliances	117	\$93.75	\$2,804,172
Luggage	135	\$27.90	\$834,435
Telephones and Accessories	126	\$127.29	\$3,807,366
Household Operations			
Child Care	140	\$776.07	\$23,212,309
Lawn and Garden (16)	137	\$958.87	\$28,679,796
Moving/Storage/Freight Express	127	\$154.98	\$4,635,571
Housekeeping Supplies (17)	126	\$1,141.04	\$34,128,522
Insurance			
Owners and Renters Insurance	134	\$1,110.46	\$33,213,801
Vehicle Insurance	121	\$2,567.93	\$76,806,827
Life/Other Insurance	140	\$945.34	\$28,275,144
Health Insurance	129	\$6,461.75	\$193,271,024
Personal Care Products (18)	126	\$703.84	\$21,051,982
School Books (19)	130	\$55.44	\$1,658,136
Smoking Products	109	\$509.50	\$15,239,108
Transportation			
Payments on Vehicles excluding Leases	126	\$3,824.77	\$114,398,846
Gasoline and Motor Oil	119	\$3,971.09	\$118,775,159
Vehicle Maintenance and Repairs	126	\$1,870.26	\$55,939,616
Travel			
Airline Fares	135	\$855.34	\$25,583,176
Lodging on Trips	137	\$1,342.82	\$40,163,820
Auto/Truck Rental on Trips	136	\$158.26	\$4,733,605
Food and Drink on Trips	133	\$990.03	\$29,611,763

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2025

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
2018 Rock Spring Rd, Forest Hill, Maryland, 21050
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.57328
Longitude: -76.38615

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2025

Business Summary

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

Data for all businesses in area		1 mile				3 miles				5 miles			
Total Businesses:		338				1,103				2,962			
Total Employees:		3,027				10,076				31,312			
Total Population:		4,966				35,870				79,325			
Employee/Population Ratio (per 100 Residents)		61				28				39			
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	2	0.6%	11	0.4%	9	0.8%	38	0.4%	16	0.5%	69	0.2%	
Mining	0	0.0%	0	0.0%	1	0.1%	7	0.1%	3	0.1%	16	0.1%	
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%	
Construction	33	9.8%	305	10.1%	129	11.7%	900	8.9%	291	9.8%	1,739	5.5%	
Building Construction	13	3.9%	56	1.9%	49	4.4%	214	2.1%	104	3.5%	455	1.4%	
Heavy/Civil Eng Construction	2	0.6%	27	0.9%	6	0.5%	91	0.9%	15	0.5%	162	0.5%	
Specialty Trade Contractor	18	5.3%	221	7.3%	74	6.7%	595	5.9%	172	5.8%	1,121	3.6%	
Manufacturing	15	4.4%	136	4.5%	35	3.2%	293	2.9%	65	2.2%	614	2.0%	
Wholesale Trade	6	1.8%	25	0.8%	24	2.2%	130	1.3%	53	1.8%	448	1.4%	
Durable Goods	5	1.5%	23	0.8%	20	1.8%	101	1.0%	47	1.6%	380	1.2%	
Nondurable Goods	1	0.3%	2	0.1%	3	0.3%	20	0.2%	4	0.1%	48	0.1%	
Trade Broker	0	0.0%	0	0.0%	1	0.1%	8	0.1%	2	0.1%	20	0.1%	
Retail Trade	34	10.1%	333	11.0%	106	9.6%	1,363	13.5%	336	11.3%	4,777	15.3%	
Motor Vehicle & Parts Dealers	4	1.2%	31	1.0%	8	0.7%	59	0.6%	30	1.0%	690	2.2%	
Furniture & Home Furnishings Stores	5	1.5%	33	1.1%	10	0.9%	63	0.6%	29	1.0%	148	0.5%	
Electronics & Appliance Stores	1	0.3%	8	0.3%	4	0.4%	71	0.7%	12	0.4%	191	0.6%	
Building Material & Garden Equipment & Supplies Dealers	4	1.2%	34	1.1%	9	0.8%	85	0.8%	26	0.9%	464	1.5%	
Food & Beverage Stores	6	1.8%	140	4.6%	17	1.5%	712	7.1%	48	1.6%	1,351	4.3%	
Health & Personal Care Stores	6	1.8%	33	1.1%	16	1.4%	82	0.8%	48	1.6%	323	1.0%	
Gasoline Stations & Fuel Dealers	2	0.6%	16	0.5%	5	0.5%	32	0.3%	10	0.3%	55	0.2%	
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	5	0.5%	30	0.3%	37	1.3%	230	0.7%	
Sporting Goods, Hobby, Book, & Music Stores	2	0.6%	2	0.1%	14	1.3%	61	0.6%	52	1.8%	466	1.5%	
General Merchandise Stores	5	1.5%	37	1.2%	17	1.5%	169	1.7%	43	1.4%	861	2.8%	
Transportation & Warehousing	7	2.1%	36	1.2%	21	1.9%	109	1.1%	33	1.1%	189	0.6%	
Truck Transportation	1	0.3%	7	0.2%	8	0.7%	33	0.3%	11	0.4%	46	0.1%	
Information	4	1.2%	51	1.7%	15	1.4%	177	1.8%	36	1.2%	381	1.2%	
Finance & Insurance	19	5.6%	205	6.8%	53	4.8%	470	4.7%	185	6.3%	1,310	4.2%	
Central Bank/Credit Intermediation & Related Activities	11	3.3%	153	5.0%	24	2.2%	322	3.2%	66	2.2%	723	2.3%	
Securities & Commodity Contracts	3	0.9%	26	0.9%	13	1.2%	78	0.8%	60	2.0%	308	1.0%	
Funds, Trusts & Other Financial Vehicles	5	1.5%	26	0.9%	16	1.4%	71	0.7%	60	2.0%	279	0.9%	
Real Estate, Rental & Leasing	18	5.3%	81	2.7%	51	4.6%	216	2.1%	148	5.0%	1,051	3.4%	
Professional, Scientific & Tech Services	35	10.4%	240	7.9%	133	12.1%	1,016	10.1%	362	12.2%	2,510	8.0%	
Legal Services	3	0.9%	8	0.3%	17	1.5%	68	0.7%	89	3.0%	404	1.3%	
Management of Companies & Enterprises	1	0.3%	8	0.3%	3	0.3%	23	0.2%	7	0.2%	56	0.2%	
Administrative, Support & Waste Management Services	19	5.6%	141	4.7%	54	4.9%	342	3.4%	126	4.3%	719	2.3%	
Educational Services	9	2.7%	125	4.1%	24	2.2%	984	9.8%	79	2.7%	3,535	11.3%	

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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 19, 2025

Business Summary

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.57328
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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
Health Care & Social Assistance	41	12.1%	591	19.5%	124	11.2%	1,626	16.1%	364	12.3%	6,026	19.3%
Ambulatory Health Care	28	8.3%	394	13.0%	90	8.2%	968	9.6%	270	9.1%	2,952	9.4%
Hospital	1	0.3%	13	0.4%	2	0.2%	40	0.4%	12	0.4%	1,676	5.3%
Nursing/Residential Care	3	0.9%	81	2.7%	8	0.7%	302	3.0%	16	0.5%	743	2.4%
Social Assistance	9	2.7%	104	3.4%	24	2.2%	315	3.1%	65	2.2%	656	2.1%
Arts, Entertainment & Recreation	8	2.4%	62	2.0%	25	2.3%	284	2.8%	66	2.2%	795	2.5%
Accommodation & Food Services	20	5.9%	394	13.0%	66	6.0%	1,003	9.9%	158	5.3%	2,694	8.6%
Accommodation	0	0.0%	0	0.0%	1	0.1%	11	0.1%	2	0.1%	14	0.0%
Food Services & Drinking Places	20	5.9%	394	13.0%	65	5.9%	992	9.8%	155	5.2%	2,681	8.6%
Other Services (except Public Administration)	51	15.1%	255	8.4%	157	14.2%	790	7.8%	394	13.3%	2,208	7.0%
Repair & Maintenance	14	4.1%	59	1.9%	45	4.1%	191	1.9%	97	3.3%	465	1.5%
Automotive Repair & Maintenance	13	3.9%	44	1.4%	36	3.3%	158	1.6%	72	2.4%	348	1.1%
Personal & Laundry Service	12	3.5%	75	2.5%	50	4.5%	258	2.6%	143	4.8%	796	2.5%
Civic and Other Orgs	24	7.1%	122	4.0%	61	5.5%	340	3.4%	155	5.2%	947	3.0%
Public Administration	4	1.2%	28	0.9%	17	1.5%	302	3.0%	95	3.2%	2,165	6.9%
Unclassified Establishments	14	4.1%	0	0.0%	56	5.1%	2	0.0%	147	5.0%	6	0.0%
Total	338	100.0%	3,027	100.0%	1,103	100.0%	10,076	100.0%	2,962	100.0%	31,312	100.0%

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March 19, 2025

Business Summary

2018 Rock Spring Rd, Forest Hill, Maryland, 21050 2
 2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.57328
 Longitude: -76.38615

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	3.3%	40	1.3%	44	4.0%	251	2.5%	86	2.9%	524	1.7%
Construction	31	9.2%	285	9.4%	122	11.1%	823	8.2%	273	9.2%	1,599	5.1%
Manufacturing	15	4.4%	139	4.6%	37	3.4%	298	3.0%	61	2.1%	587	1.9%
Transportation	7	2.1%	35	1.2%	24	2.2%	137	1.4%	47	1.6%	269	0.9%
Communication	1	0.3%	2	0.1%	3	0.3%	25	0.3%	14	0.5%	86	0.3%
Utility	2	0.6%	14	0.5%	3	0.3%	27	0.3%	10	0.3%	54	0.2%
Wholesale Trade	6	1.8%	25	0.8%	24	2.2%	130	1.3%	54	1.8%	452	1.4%
Retail Trade Summary	53	15.7%	727	24.0%	172	15.6%	2,359	23.4%	496	16.8%	7,487	23.9%
Home Improvement	4	1.2%	34	1.1%	9	0.8%	85	0.8%	27	0.9%	464	1.5%
General Merchandise Stores	2	0.6%	31	1.0%	11	1.0%	148	1.5%	23	0.8%	792	2.5%
Food Stores	7	2.1%	140	4.6%	21	1.9%	717	7.1%	55	1.9%	1,399	4.5%
Auto Dealers & Gas Stations	5	1.5%	36	1.2%	12	1.1%	77	0.8%	39	1.3%	730	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	4	0.4%	29	0.3%	26	0.9%	155	0.5%
Furniture & Home Furnishings	6	1.8%	41	1.4%	16	1.4%	140	1.4%	46	1.6%	351	1.1%
Eating & Drinking Places	17	5.0%	381	12.6%	59	5.3%	944	9.4%	144	4.9%	2,583	8.3%
Miscellaneous Retail	12	3.5%	63	2.1%	39	3.5%	219	2.2%	135	4.6%	1,013	3.2%
Finance, Insurance, Real Estate Summary	37	10.9%	286	9.4%	103	9.3%	691	6.9%	339	11.4%	2,415	7.7%
Banks, Savings & Lending Institutions	11	3.3%	153	5.0%	24	2.2%	322	3.2%	68	2.3%	730	2.3%
Securities Brokers	3	0.9%	26	0.9%	12	1.1%	77	0.8%	59	2.0%	305	1.0%
Insurance Carriers & Agents	5	1.5%	26	0.9%	16	1.4%	71	0.7%	60	2.0%	279	0.9%
Real Estate, Holding, Other Investment Offices	17	5.0%	81	2.7%	51	4.6%	222	2.2%	153	5.2%	1,101	3.5%
Services Summary	158	46.8%	1,446	47.8%	497	45.1%	5,033	50.0%	1,342	45.3%	15,692	50.1%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	11	0.1%	2	0.1%	14	0.0%
Automotive Services	14	4.1%	53	1.8%	41	3.7%	175	1.7%	88	3.0%	421	1.3%
Movies & Amusements	14	4.1%	100	3.3%	32	2.9%	339	3.4%	81	2.7%	902	2.9%
Health Services	30	8.9%	435	14.4%	93	8.4%	1,175	11.7%	283	9.6%	5,056	16.1%
Legal Services	3	0.9%	8	0.3%	16	1.4%	64	0.6%	77	2.6%	354	1.1%
Education Institutions & Libraries	4	1.2%	92	3.0%	17	1.5%	938	9.3%	60	2.0%	3,476	11.1%
Other Services	93	27.5%	757	25.0%	297	26.9%	2,331	23.1%	750	25.3%	5,469	17.5%
Government	4	1.2%	28	0.9%	17	1.5%	302	3.0%	94	3.2%	2,141	6.8%
Unclassified Establishments	14	4.1%	0	0.9%	56	5.1%	2	3.0%	147	5.0%	6	6.8%
Totals	338	100.0%	3,027	100.0%	1,103	100.0%	10,076	100.0%	2,962	100.0%	31,312	100.0%

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