

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,758	17,633	51,439
2020 Total Population	4,894	21,598	57,714
2020 Group Quarters	36	170	861
2023 Total Population	4,961	22,571	59,477
2023 Group Quarters	36	170	844
2028 Total Population	4,964	23,220	60,688
2023-2028 Annual Rate	0.01%	0.57%	0.40%
2023 Total Daytime Population	4,196	16,725	47,576
Workers	1,393	5,645	18,206
Residents	2,803	11,080	29,370
Household Summary			
2010 Households	1,545	6,037	17,672
2010 Average Household Size	2.43	2.92	2.88
2020 Total Households	1,978	7,400	19,593
2020 Average Household Size	2.46	2.90	2.90
2023 Households	2,004	7,776	20,221
2023 Average Household Size	2.46	2.88	2.90
2028 Households	2,019	8,035	20,750
2028 Average Household Size	2.44	2.87	2.88
2023-2028 Annual Rate	0.15%	0.66%	0.52%
2010 Families	1,126	5,036	14,323
2010 Average Family Size	2.90	3.22	3.22
2023 Families	1,429	6,358	16,166
2023 Average Family Size	3.00	3.24	3.29
2028 Families	1,440	6,583	16,618
2028 Average Family Size	2.98	3.22	3.27
2023-2028 Annual Rate	0.15%	0.70%	0.55%
Housing Unit Summary			
2000 Housing Units	513	4,222	14,909
Owner Occupied Housing Units	88.3%	88.5%	79.9%
Renter Occupied Housing Units	3.9%	8.6%	17.8%
Vacant Housing Units	7.8%	3.0%	2.3%
2010 Housing Units	1,609	6,267	18,274
Owner Occupied Housing Units	83.4%	86.0%	79.4%
Renter Occupied Housing Units	12.6%	10.4%	17.3%
Vacant Housing Units	4.0%	3.7%	3.3%
2020 Housing Units	2,036	7,585	20,205
Owner Occupied Housing Units	83.0%	83.9%	80.3%
Renter Occupied Housing Units	14.2%	13.7%	16.7%
Vacant Housing Units	3.1%	2.6%	3.1%
2023 Housing Units	2,062	7,953	20,815
Owner Occupied Housing Units	85.0%	86.9%	82.8%
Renter Occupied Housing Units	12.2%	10.9%	14.4%
Vacant Housing Units	2.8%	2.2%	2.9%
2028 Housing Units	2,074	8,202	21,311
Owner Occupied Housing Units	85.8%	87.8%	83.6%
Renter Occupied Housing Units	11.5%	10.2%	13.7%
Vacant Housing Units	2.7%	2.0%	2.6%

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



Market Profile

2020 Marriottsville Rd, Marriottsville, Maryland, 21104
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31610
 Longitude: -76.89956

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,004	7,776	20,221
<\$15,000	6.9%	4.1%	3.5%
\$15,000 - \$24,999	5.9%	2.5%	1.9%
\$25,000 - \$34,999	2.5%	1.5%	2.2%
\$35,000 - \$49,999	4.2%	5.3%	5.4%
\$50,000 - \$74,999	9.7%	8.2%	8.9%
\$75,000 - \$99,999	5.5%	5.3%	7.0%
\$100,000 - \$149,999	18.5%	18.1%	17.6%
\$150,000 - \$199,999	17.0%	16.3%	16.6%
\$200,000+	29.7%	38.5%	37.0%
Average Household Income	\$186,816	\$220,333	\$218,401
2028 Households by Income			
Household Income Base	2,019	8,035	20,750
<\$15,000	6.1%	3.6%	3.1%
\$15,000 - \$24,999	4.7%	1.9%	1.5%
\$25,000 - \$34,999	2.1%	1.2%	1.8%
\$35,000 - \$49,999	3.5%	4.4%	4.5%
\$50,000 - \$74,999	9.3%	7.2%	7.9%
\$75,000 - \$99,999	6.5%	5.1%	6.5%
\$100,000 - \$149,999	15.7%	16.2%	16.1%
\$150,000 - \$199,999	17.1%	17.0%	17.6%
\$200,000+	34.9%	43.4%	41.1%
Average Household Income	\$211,802	\$245,891	\$241,583
2023 Owner Occupied Housing Units by Value			
Total	1,753	6,908	17,231
<\$50,000	1.0%	0.6%	0.7%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.2%	0.1%	0.1%
\$250,000 - \$299,999	1.4%	0.5%	0.6%
\$300,000 - \$399,999	4.9%	2.1%	4.4%
\$400,000 - \$499,999	8.8%	8.1%	11.2%
\$500,000 - \$749,999	58.3%	64.4%	61.9%
\$750,000 - \$999,999	17.6%	15.0%	13.0%
\$1,000,000 - \$1,499,999	5.9%	7.5%	5.6%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.5%
\$2,000,000 +	1.8%	1.6%	1.8%
Average Home Value	\$695,579	\$709,913	\$688,233
2028 Owner Occupied Housing Units by Value			
Total	1,780	7,200	17,826
<\$50,000	0.7%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.1%	0.0%	0.1%
\$250,000 - \$299,999	0.8%	0.3%	0.4%
\$300,000 - \$399,999	3.9%	1.6%	3.6%
\$400,000 - \$499,999	8.0%	7.4%	10.5%
\$500,000 - \$749,999	59.4%	64.8%	62.9%
\$750,000 - \$999,999	18.5%	15.4%	13.3%
\$1,000,000 - \$1,499,999	6.6%	8.5%	6.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.5%
\$2,000,000 +	1.8%	1.5%	1.8%
Average Home Value	\$710,261	\$721,268	\$699,851

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

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

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$138,230	\$161,671	\$158,188
2028	\$154,418	\$176,861	\$170,521
Median Home Value			
2023	\$644,447	\$649,629	\$632,525
2028	\$653,237	\$655,553	\$638,729
Per Capita Income			
2023	\$69,842	\$75,403	\$74,473
2028	\$79,809	\$84,590	\$82,851
Median Age			
2010	45.7	43.3	42.8
2020	48.2	44.6	43.7
2023	48.5	46.0	45.7
2028	49.7	46.7	46.4
2020 Population by Age			
Total	4,894	21,598	57,714
0 - 4	3.4%	3.9%	4.5%
5 - 9	6.2%	6.7%	6.8%
10 - 14	7.9%	8.6%	7.9%
15 - 24	11.6%	12.5%	12.4%
25 - 34	4.7%	6.3%	7.5%
35 - 44	11.2%	12.5%	12.8%
45 - 54	14.9%	15.6%	14.9%
55 - 64	13.0%	14.3%	14.4%
65 - 74	15.0%	11.7%	11.2%
75 - 84	9.4%	5.9%	5.6%
85 +	2.7%	2.0%	2.1%
18 +	77.5%	75.4%	75.8%
2023 Population by Age			
Total	4,958	22,571	59,477
0 - 4	4.2%	4.0%	4.1%
5 - 9	5.6%	5.6%	5.6%
10 - 14	7.1%	7.5%	7.3%
15 - 24	10.7%	12.0%	12.0%
25 - 34	7.4%	8.7%	8.7%
35 - 44	10.3%	10.8%	11.3%
45 - 54	14.7%	15.5%	15.2%
55 - 64	14.6%	16.5%	16.3%
65 - 74	13.7%	12.3%	12.1%
75 - 84	9.0%	5.5%	5.5%
85 +	2.7%	1.6%	1.9%
18 +	78.4%	77.7%	77.9%
2028 Population by Age			
Total	4,962	23,218	60,689
0 - 4	4.2%	4.0%	4.1%
5 - 9	5.5%	5.4%	5.4%
10 - 14	6.5%	6.8%	6.6%
15 - 24	9.7%	10.4%	10.6%
25 - 34	7.0%	8.1%	8.4%
35 - 44	11.2%	12.9%	12.9%
45 - 54	13.3%	14.0%	14.0%
55 - 64	15.2%	15.8%	15.5%
65 - 74	13.1%	13.2%	12.8%
75 - 84	10.6%	7.3%	7.2%
85 +	3.7%	2.1%	2.3%
18 +	79.8%	79.2%	79.4%
2020 Population by Sex			

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

	1 mile	3 miles	5 miles
Males	2,263	10,407	28,168
Females	2,631	11,191	29,546
2023 Population by Sex			
Males	2,357	11,183	29,582
Females	2,604	11,388	29,895
2028 Population by Sex			
Males	2,358	11,519	30,160
Females	2,605	11,701	30,528
2010 Population by Race/Ethnicity			
Total	3,757	17,633	51,439
White Alone	67.9%	72.6%	69.5%
Black Alone	5.8%	6.8%	8.8%
American Indian Alone	0.0%	0.1%	0.2%
Asian Alone	24.5%	17.9%	18.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.5%	1.0%
Two or More Races	1.5%	2.1%	2.5%
Hispanic Origin	1.9%	2.1%	2.9%
Diversity Index	49.6	45.9	50.5
2020 Population by Race/Ethnicity			
Total	4,894	21,598	57,714
White Alone	51.3%	54.9%	56.1%
Black Alone	6.9%	7.3%	9.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	36.2%	31.2%	27.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.9%	1.4%
Two or More Races	4.8%	5.6%	6.2%
Hispanic Origin	2.5%	3.2%	3.8%
Diversity Index	61.9	61.8	62.9
2023 Population by Race/Ethnicity			
Total	4,960	22,571	59,478
White Alone	49.9%	53.0%	54.3%
Black Alone	7.0%	7.4%	9.2%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	37.3%	32.7%	28.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.9%	1.5%
Two or More Races	4.9%	5.8%	6.4%
Hispanic Origin	2.6%	3.5%	4.1%
Diversity Index	62.5	63.0	64.2
2028 Population by Race/Ethnicity			
Total	4,965	23,220	60,688
White Alone	46.3%	49.1%	50.8%
Black Alone	7.3%	7.7%	9.6%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	40.0%	35.7%	31.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	1.6%
Two or More Races	5.4%	6.3%	7.0%
Hispanic Origin	2.9%	3.8%	4.5%
Diversity Index	63.8	64.9	66.4

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

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	4,894	21,598	57,714
In Households	99.3%	99.2%	98.5%
Householder	38.3%	34.1%	34.0%
Opposite-Sex Spouse	24.5%	24.8%	24.1%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	0.7%	0.8%	0.9%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	30.0%	32.8%	32.0%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	0.4%	0.6%	0.6%
Grandchild	0.8%	0.9%	1.0%
Brother or Sister	0.4%	0.5%	0.5%
Parent	1.4%	1.3%	1.4%
Parent-in-law	0.7%	0.8%	0.7%
Son-in-law or Daughter-in-law	0.2%	0.3%	0.3%
Other Relatives	0.6%	0.7%	0.7%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	0.6%	0.9%	1.4%
In Group Quarters	0.7%	0.8%	1.5%
Institutionalized	0.5%	0.6%	0.8%
Noninstitutionalized	0.2%	0.1%	0.7%
2023 Population 25+ by Educational Attainment			
Total	3,591	15,993	42,235
Less than 9th Grade	1.8%	1.5%	1.2%
9th - 12th Grade, No Diploma	1.2%	1.4%	1.8%
High School Graduate	13.2%	10.2%	11.5%
GED/Alternative Credential	0.7%	1.9%	1.4%
Some College, No Degree	15.0%	11.1%	10.7%
Associate Degree	3.9%	4.4%	4.7%
Bachelor's Degree	33.7%	34.7%	33.3%
Graduate/Professional Degree	30.5%	34.7%	35.4%
2023 Population 15+ by Marital Status			
Total	4,121	18,705	49,352
Never Married	19.7%	23.6%	22.9%
Married	64.5%	66.3%	66.1%
Widowed	7.9%	5.4%	5.7%
Divorced	7.9%	4.8%	5.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,182	11,853	31,066
Population 16+ Employed	99.6%	97.4%	97.1%
Population 16+ Unemployment rate	0.3%	2.6%	2.9%
Population 16-24 Employed	6.5%	8.0%	9.0%
Population 16-24 Unemployment rate	3.4%	8.1%	10.8%
Population 25-54 Employed	62.1%	57.8%	57.8%
Population 25-54 Unemployment rate	0.1%	2.1%	2.2%
Population 55-64 Employed	21.0%	24.3%	23.7%
Population 55-64 Unemployment rate	0.0%	2.0%	1.7%
Population 65+ Employed	10.4%	9.9%	9.5%
Population 65+ Unemployment rate	0.4%	2.4%	1.5%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	2,174	11,543	30,173
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	1.9%	3.9%	4.9%
Manufacturing	6.2%	7.3%	7.3%
Wholesale Trade	1.6%	1.3%	1.2%
Retail Trade	3.7%	4.9%	5.4%
Transportation/Utilities	3.7%	3.4%	3.5%
Information	2.1%	1.1%	1.4%
Finance/Insurance/Real Estate	11.8%	9.3%	7.9%
Services	58.3%	58.2%	57.9%
Public Administration	10.8%	10.6%	10.5%
2023 Employed Population 16+ by Occupation			
Total	2,173	11,545	30,173
White Collar	90.1%	86.9%	85.3%
Management/Business/Financial	27.4%	28.2%	27.2%
Professional	47.1%	44.0%	45.2%
Sales	5.7%	6.1%	5.8%
Administrative Support	9.9%	8.5%	7.1%
Services	5.0%	7.3%	7.4%
Blue Collar	4.9%	5.9%	7.3%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	0.3%	1.5%	2.0%
Installation/Maintenance/Repair	1.1%	0.9%	1.1%
Production	1.2%	1.8%	1.7%
Transportation/Material Moving	2.3%	1.4%	2.3%
2020 Households by Type			
Total	1,978	7,400	19,593
Married Couple Households	65.3%	73.2%	71.1%
With Own Children <18	26.9%	33.5%	32.7%
Without Own Children <18	38.4%	39.7%	38.4%
Cohabiting Couple Households	2.2%	2.3%	2.7%
With Own Children <18	0.5%	0.7%	0.8%
Without Own Children <18	1.7%	1.5%	1.9%
Male Householder, No Spouse/Partner	8.0%	7.8%	8.9%
Living Alone	5.4%	4.9%	5.5%
65 Years and over	2.9%	2.2%	2.3%
With Own Children <18	0.9%	1.1%	1.1%
Without Own Children <18, With Relatives	1.3%	1.3%	1.6%
No Relatives Present	0.5%	0.5%	0.7%
Female Householder, No Spouse/Partner	24.5%	16.7%	17.2%
Living Alone	17.4%	10.0%	9.9%
65 Years and over	13.3%	6.8%	6.2%
With Own Children <18	2.5%	2.6%	3.0%
Without Own Children <18, With Relatives	4.4%	3.8%	4.1%
No Relatives Present	0.2%	0.2%	0.3%
2020 Households by Size			
Total	1,978	7,400	19,593
1 Person Household	22.8%	14.9%	15.4%
2 Person Household	34.5%	32.4%	31.8%
3 Person Household	15.8%	18.3%	18.6%
4 Person Household	17.9%	22.8%	22.4%
5 Person Household	6.0%	7.8%	7.7%
6 Person Household	1.9%	2.4%	2.7%
7 + Person Household	1.1%	1.4%	1.3%

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

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	1,978	7,400	19,593
Owner Occupied	85.4%	86.0%	82.8%
Owned with a Mortgage/Loan	59.5%	63.1%	60.1%
Owned Free and Clear	26.0%	22.9%	22.7%
Renter Occupied	14.6%	14.0%	17.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	83	96	97
Percent of Income for Mortgage	28.0%	24.1%	24.0%
Wealth Index	250	297	291
2020 Housing Units By Urban/ Rural Status			
Total	2,036	7,585	20,205
Urban Housing Units	77.5%	73.6%	78.5%
Rural Housing Units	22.5%	26.4%	21.5%
2020 Population By Urban/ Rural Status			
Total	4,894	21,598	57,714
Urban Population	74.7%	72.3%	77.1%
Rural Population	25.3%	27.7%	22.9%

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



Market Profile

2020 Marriottsville Rd, Marriottsville, Maryland, 21104
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.31610
Longitude: -76.89956

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Professional Pride (1B)	Top Tier (1A)
2.	Professional Pride (1B)	Top Tier (1A)	Professional Pride (1B)
3.	Top Tier (1A)	Exurbanites (1E)	Savvy Suburbanites (1D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,172,899	\$33,299,002	\$86,190,461
Average Spent	\$3,579.29	\$4,282.28	\$4,262.42
Spending Potential Index	163	195	194
Education: Total \$	\$7,056,662	\$33,948,341	\$88,715,549
Average Spent	\$3,521.29	\$4,365.78	\$4,387.30
Spending Potential Index	196	243	245
Entertainment/Recreation: Total \$	\$12,885,311	\$58,445,998	\$150,091,850
Average Spent	\$6,429.80	\$7,516.20	\$7,422.57
Spending Potential Index	170	199	196
Food at Home: Total \$	\$21,846,974	\$99,179,253	\$258,622,527
Average Spent	\$10,901.68	\$12,754.53	\$12,789.80
Spending Potential Index	160	188	188
Food Away from Home: Total \$	\$12,162,303	\$55,758,071	\$143,599,038
Average Spent	\$6,069.01	\$7,170.53	\$7,101.48
Spending Potential Index	163	193	191
Health Care: Total \$	\$24,367,737	\$108,912,416	\$278,917,343
Average Spent	\$12,159.55	\$14,006.23	\$13,793.45
Spending Potential Index	165	190	187
HH Furnishings & Equipment: Total \$	\$10,170,556	\$46,461,327	\$119,553,710
Average Spent	\$5,075.13	\$5,974.96	\$5,912.35
Spending Potential Index	172	202	200
Personal Care Products & Services: Total \$	\$3,248,285	\$14,678,515	\$37,985,053
Average Spent	\$1,620.90	\$1,887.67	\$1,878.50
Spending Potential Index	170	197	196
Shelter: Total \$	\$84,537,789	\$382,150,365	\$998,086,403
Average Spent	\$42,184.53	\$49,144.85	\$49,358.90
Spending Potential Index	170	198	199
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,843,265	\$52,737,587	\$133,132,846
Average Spent	\$5,909.81	\$6,782.10	\$6,583.89
Spending Potential Index	189	217	210
Travel: Total \$	\$8,249,166	\$37,563,817	\$95,831,839
Average Spent	\$4,116.35	\$4,830.74	\$4,739.22
Spending Potential Index	183	215	211
Vehicle Maintenance & Repairs: Total \$	\$4,178,723	\$18,688,840	\$47,767,904
Average Spent	\$2,085.19	\$2,403.40	\$2,362.29
Spending Potential Index	159	183	180

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

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

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

November 30, 2023

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Exurbanites (1E)	54.9%	Population	4,961	4,964
Professional Pride (1B)	30.5%	Households	2,004	2,019
Top Tier (1A)	14.6%	Families	1,429	1,440
	0.0%	Median Age	48.5	49.7
	0.0%	Median Household Income	\$138,230	\$154,418
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		163	\$3,579.29	\$7,172,899
Men's		165	\$673.64	\$1,349,972
Women's		166	\$1,238.47	\$2,481,895
Children's		151	\$501.26	\$1,004,518
Footwear		157	\$783.20	\$1,569,531
Watches & Jewelry		183	\$308.45	\$618,125
Apparel Products and Services (1)		167	\$74.28	\$148,858
Computer				
Computers and Hardware for Home Use		164	\$420.76	\$843,197
Portable Memory		159	\$7.33	\$14,697
Computer Software		156	\$22.61	\$45,301
Computer Accessories		167	\$41.89	\$83,946
Entertainment & Recreation		170	\$6,429.80	\$12,885,311
Fees and Admissions		196	\$1,395.67	\$2,796,919
Membership Fees for Clubs (2)		196	\$543.86	\$1,089,899
Fees for Participant Sports, excl. Trips		197	\$235.27	\$471,479
Tickets to Theatre/Operas/Concerts		189	\$103.34	\$207,099
Tickets to Movies		168	\$46.45	\$93,093
Tickets to Parks or Museums		169	\$47.01	\$94,204
Admission to Sporting Events, excl. Trips		202	\$117.88	\$236,224
Fees for Recreational Lessons		207	\$300.55	\$602,300
Dating Services		122	\$1.31	\$2,621
TV/Video/Audio		157	\$2,126.54	\$4,261,583
Cable and Satellite Television Services		157	\$1,355.28	\$2,715,984
Televisions		155	\$225.48	\$451,868
Satellite Dishes		142	\$2.43	\$4,872
VCRs, Video Cameras, and DVD Players		157	\$7.58	\$15,200
Miscellaneous Video Equipment		169	\$21.35	\$42,786
Video Cassettes and DVDs		157	\$10.22	\$20,484
Video Game Hardware/Accessories		132	\$52.97	\$106,155
Video Game Software		130	\$25.15	\$50,403
Rental/Streaming/Downloaded Video		152	\$187.27	\$375,283
Installation of Televisions		194	\$3.12	\$6,250
Audio (3)		172	\$232.30	\$465,523
Rental and Repair of TV/Radio/Sound Equipment		122	\$3.38	\$6,776
Pets		165	\$1,525.36	\$3,056,828
Toys/Games/Crafts/Hobbies (4)		155	\$246.02	\$493,023
Recreational Vehicles and Fees (5)		192	\$287.96	\$577,080
Sports/Recreation/Exercise Equipment (6)		175	\$490.52	\$983,000
Photo Equipment and Supplies (7)		166	\$77.49	\$155,284
Reading (8)		178	\$225.85	\$452,608
Catered Affairs (9)		179	\$54.38	\$108,985
Food		161	\$16,970.70	\$34,009,276
Food at Home		160	\$10,901.68	\$21,846,974
Bakery and Cereal Products		160	\$1,410.84	\$2,827,317
Meats, Poultry, Fish, and Eggs		159	\$2,336.37	\$4,682,077
Dairy Products		162	\$1,064.97	\$2,134,200
Fruits and Vegetables		163	\$2,185.92	\$4,380,581
Snacks and Other Food at Home (10)		159	\$3,903.59	\$7,822,799
Food Away from Home		163	\$6,069.01	\$12,162,303
Alcoholic Beverages		179	\$1,204.23	\$2,413,280

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	221	\$86,776.70	\$173,900,500
Value of Retirement Plans	213	\$300,902.02	\$603,007,652
Value of Other Financial Assets	213	\$18,203.51	\$36,479,829
Vehicle Loan Amount excluding Interest	153	\$5,562.67	\$11,147,595
Value of Credit Card Debt	165	\$5,232.51	\$10,485,953
Health			
Nonprescription Drugs	157	\$268.73	\$538,536
Prescription Drugs	157	\$578.22	\$1,158,753
Eyeglasses and Contact Lenses	167	\$185.78	\$372,294
Home			
Mortgage Payment and Basics (11)	198	\$25,615.02	\$51,332,500
Maintenance and Remodeling Services	204	\$7,738.32	\$15,507,591
Maintenance and Remodeling Materials (12)	174	\$1,365.03	\$2,735,528
Utilities, Fuel, and Public Services	157	\$9,079.77	\$18,195,850
Household Furnishings and Equipment			
Household Textiles (13)	165	\$202.28	\$405,371
Furniture	166	\$1,369.06	\$2,743,592
Rugs	186	\$77.62	\$155,556
Major Appliances (14)	171	\$903.82	\$1,811,255
Housewares (15)	173	\$185.88	\$372,499
Small Appliances	153	\$111.09	\$222,629
Luggage	168	\$24.02	\$48,131
Telephones and Accessories	168	\$180.31	\$361,339
Household Operations			
Child Care	175	\$904.09	\$1,811,804
Lawn and Garden (16)	190	\$1,273.80	\$2,552,689
Moving/Storage/Freight Express	163	\$145.99	\$292,562
Housekeeping Supplies (17)	163	\$1,522.04	\$3,050,166
Insurance			
Owners and Renters Insurance	174	\$1,355.25	\$2,715,920
Vehicle Insurance	152	\$3,294.88	\$6,602,936
Life/Other Insurance	185	\$1,282.88	\$2,570,883
Health Insurance	165	\$8,153.79	\$16,340,194
Personal Care Products (18)	164	\$903.26	\$1,810,133
School Books and Supplies (19)	159	\$213.53	\$427,913
Smoking Products	118	\$511.70	\$1,025,446
Transportation			
Payments on Vehicles excluding Leases	154	\$4,655.42	\$9,329,470
Gasoline and Motor Oil	150	\$3,791.25	\$7,597,669
Vehicle Maintenance and Repairs	159	\$2,085.19	\$4,178,723
Travel			
Airline Fares	187	\$871.52	\$1,746,533
Lodging on Trips	187	\$1,349.97	\$2,705,341
Auto/Truck Rental on Trips	180	\$142.97	\$286,514
Food and Drink on Trips	178	\$997.53	\$1,999,043

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

2020 Marriottsville Rd, Marriottsville, Maryland, 21104
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.31610
 Longitude: -76.89956

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Professional Pride (1B)	52.1%	Population	22,571	23,220
Top Tier (1A)	30.3%	Households	7,776	8,035
Exurbanites (1E)	15.1%	Families	6,358	6,583
Savvy Suburbanites (1D)	2.5%	Median Age	46.0	46.7
	0.0%	Median Household Income	\$161,671	\$176,861
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		195	\$4,282.28	\$33,299,002
Men's		194	\$795.58	\$6,186,412
Women's		194	\$1,451.22	\$11,284,699
Children's		187	\$621.34	\$4,831,549
Footwear		190	\$948.54	\$7,375,842
Watches & Jewelry		224	\$378.16	\$2,940,600
Apparel Products and Services (1)		196	\$87.44	\$679,900
Computer				
Computers and Hardware for Home Use		192	\$492.31	\$3,828,218
Portable Memory		185	\$8.51	\$66,135
Computer Software		178	\$25.79	\$200,563
Computer Accessories		192	\$48.14	\$374,334
Entertainment & Recreation		199	\$7,516.20	\$58,445,998
Fees and Admissions		236	\$1,678.40	\$13,051,255
Membership Fees for Clubs (2)		236	\$656.11	\$5,101,946
Fees for Participant Sports, excl. Trips		232	\$277.91	\$2,161,044
Tickets to Theatre/Operas/Concerts		223	\$121.70	\$946,378
Tickets to Movies		194	\$53.62	\$416,934
Tickets to Parks or Museums		199	\$55.49	\$431,512
Admission to Sporting Events, excl. Trips		250	\$146.17	\$1,136,644
Fees for Recreational Lessons		252	\$365.84	\$2,844,802
Dating Services		144	\$1.54	\$11,995
TV/Video/Audio		181	\$2,450.60	\$19,055,892
Cable and Satellite Television Services		180	\$1,553.68	\$12,081,404
Televisions		178	\$259.91	\$2,021,065
Satellite Dishes		166	\$2.84	\$22,088
VCRs, Video Cameras, and DVD Players		176	\$8.47	\$65,851
Miscellaneous Video Equipment		198	\$25.06	\$194,829
Video Cassettes and DVDs		175	\$11.40	\$88,628
Video Game Hardware/Accessories		157	\$63.02	\$490,058
Video Game Software		152	\$29.46	\$229,085
Rental/Streaming/Downloaded Video		176	\$216.99	\$1,687,344
Installation of Televisions		225	\$3.63	\$28,195
Audio (3)		202	\$272.34	\$2,117,697
Rental and Repair of TV/Radio/Sound Equipment		137	\$3.81	\$29,649
Pets		191	\$1,763.21	\$13,710,685
Toys/Games/Crafts/Hobbies (4)		183	\$289.09	\$2,247,965
Recreational Vehicles and Fees (5)		233	\$350.05	\$2,722,020
Sports/Recreation/Exercise Equipment (6)		205	\$576.85	\$4,485,604
Photo Equipment and Supplies (7)		195	\$91.30	\$709,949
Reading (8)		201	\$254.25	\$1,977,050
Catered Affairs (9)		205	\$62.45	\$485,578
Food		189	\$19,925.07	\$154,937,324
Food at Home		188	\$12,754.53	\$99,179,253
Bakery and Cereal Products		188	\$1,658.61	\$12,897,387
Meats, Poultry, Fish, and Eggs		186	\$2,735.65	\$21,272,429
Dairy Products		189	\$1,242.94	\$9,665,126
Fruits and Vegetables		190	\$2,549.24	\$19,822,855
Snacks and Other Food at Home (10)		187	\$4,568.09	\$35,521,454
Food Away from Home		193	\$7,170.53	\$55,758,071
Alcoholic Beverages		209	\$1,409.15	\$10,957,547

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	253	\$99,607.17	\$774,545,336
Value of Retirement Plans	251	\$354,850.28	\$2,759,315,771
Value of Other Financial Assets	234	\$20,015.38	\$155,639,579
Vehicle Loan Amount excluding Interest	181	\$6,597.25	\$51,300,247
Value of Credit Card Debt	194	\$6,151.51	\$47,834,141
Health			
Nonprescription Drugs	180	\$307.18	\$2,388,609
Prescription Drugs	178	\$655.74	\$5,099,030
Eyeglasses and Contact Lenses	195	\$217.16	\$1,688,627
Home			
Mortgage Payment and Basics (11)	235	\$30,383.51	\$236,262,148
Maintenance and Remodeling Services	238	\$9,044.86	\$70,332,805
Maintenance and Remodeling Materials (12)	203	\$1,594.50	\$12,398,835
Utilities, Fuel, and Public Services	182	\$10,537.32	\$81,938,197
Household Furnishings and Equipment			
Household Textiles (13)	193	\$235.80	\$1,833,585
Furniture	195	\$1,606.09	\$12,488,969
Rugs	223	\$92.69	\$720,753
Major Appliances (14)	199	\$1,052.66	\$8,185,507
Housewares (15)	202	\$217.19	\$1,688,864
Small Appliances	174	\$126.09	\$980,442
Luggage	197	\$28.21	\$219,361
Telephones and Accessories	189	\$203.48	\$1,582,233
Household Operations			
Child Care	220	\$1,135.35	\$8,828,491
Lawn and Garden (16)	221	\$1,478.24	\$11,494,771
Moving/Storage/Freight Express	181	\$162.26	\$1,261,696
Housekeeping Supplies (17)	191	\$1,781.04	\$13,849,348
Insurance			
Owners and Renters Insurance	203	\$1,580.34	\$12,288,753
Vehicle Insurance	176	\$3,827.45	\$29,762,222
Life/Other Insurance	221	\$1,532.32	\$11,915,355
Health Insurance	191	\$9,423.20	\$73,274,811
Personal Care Products (18)	191	\$1,053.94	\$8,195,438
School Books and Supplies (19)	189	\$253.86	\$1,974,013
Smoking Products	135	\$586.21	\$4,558,351
Transportation			
Payments on Vehicles excluding Leases	183	\$5,533.48	\$43,028,356
Gasoline and Motor Oil	174	\$4,399.52	\$34,210,678
Vehicle Maintenance and Repairs	183	\$2,403.40	\$18,688,840
Travel			
Airline Fares	218	\$1,016.41	\$7,903,608
Lodging on Trips	222	\$1,597.23	\$12,420,036
Auto/Truck Rental on Trips	213	\$169.19	\$1,315,588
Food and Drink on Trips	209	\$1,169.04	\$9,090,466

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

2020 Marriottsville Rd, Marriottsville, Maryland, 21104
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.31610
 Longitude: -76.89956

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Top Tier (1A)	37.0%	Population	59,477	60,688
Professional Pride (1B)	28.9%	Households	20,221	20,750
Savvy Suburbanites (1D)	8.8%	Families	16,166	16,618
Exurbanites (1E)	6.5%	Median Age	45.7	46.4
Golden Years (9B)	6.3%	Median Household Income	\$158,188	\$170,521
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		194	\$4,262.42	\$86,190,461
Men's		193	\$788.55	\$15,945,180
Women's		194	\$1,448.70	\$29,294,112
Children's		182	\$602.98	\$12,192,845
Footwear		191	\$951.70	\$19,244,253
Watches & Jewelry		226	\$381.42	\$7,712,623
Apparel Products and Services (1)		200	\$89.09	\$1,801,447
Computer				
Computers and Hardware for Home Use		193	\$494.71	\$10,003,499
Portable Memory		184	\$8.46	\$171,029
Computer Software		186	\$26.86	\$543,146
Computer Accessories		193	\$48.28	\$976,305
Entertainment & Recreation		196	\$7,422.57	\$150,091,850
Fees and Admissions		231	\$1,646.33	\$33,290,481
Membership Fees for Clubs (2)		230	\$640.12	\$12,943,842
Fees for Participant Sports, excl. Trips		227	\$271.87	\$5,497,533
Tickets to Theatre/Operas/Concerts		225	\$122.51	\$2,477,282
Tickets to Movies		191	\$52.77	\$1,067,075
Tickets to Parks or Museums		189	\$52.46	\$1,060,847
Admission to Sporting Events, excl. Trips		242	\$141.39	\$2,859,029
Fees for Recreational Lessons		251	\$363.55	\$7,351,439
Dating Services		154	\$1.65	\$33,433
TV/Video/Audio		180	\$2,439.20	\$49,323,074
Cable and Satellite Television Services		181	\$1,558.41	\$31,512,683
Televisions		176	\$257.03	\$5,197,306
Satellite Dishes		156	\$2.66	\$53,872
VCRs, Video Cameras, and DVD Players		176	\$8.48	\$171,416
Miscellaneous Video Equipment		197	\$24.93	\$504,144
Video Cassettes and DVDs		172	\$11.24	\$227,203
Video Game Hardware/Accessories		155	\$62.50	\$1,263,909
Video Game Software		153	\$29.61	\$598,758
Rental/Streaming/Downloaded Video		170	\$209.92	\$4,244,858
Installation of Televisions		224	\$3.60	\$72,736
Audio (3)		197	\$266.86	\$5,396,109
Rental and Repair of TV/Radio/Sound Equipment		142	\$3.96	\$80,078
Pets		191	\$1,756.04	\$35,508,968
Toys/Games/Crafts/Hobbies (4)		179	\$283.29	\$5,728,475
Recreational Vehicles and Fees (5)		227	\$340.62	\$6,887,649
Sports/Recreation/Exercise Equipment (6)		194	\$545.36	\$11,027,699
Photo Equipment and Supplies (7)		194	\$90.92	\$1,838,502
Reading (8)		204	\$259.01	\$5,237,422
Catered Affairs (9)		203	\$61.80	\$1,249,580
Food		189	\$19,891.28	\$402,221,565
Food at Home		188	\$12,789.80	\$258,622,527
Bakery and Cereal Products		189	\$1,665.69	\$33,681,823
Meats, Poultry, Fish, and Eggs		187	\$2,753.06	\$55,669,541
Dairy Products		190	\$1,250.44	\$25,285,127
Fruits and Vegetables		192	\$2,574.77	\$52,064,424
Snacks and Other Food at Home (10)		186	\$4,545.85	\$91,921,612
Food Away from Home		191	\$7,101.48	\$143,599,038
Alcoholic Beverages		211	\$1,423.29	\$28,780,282

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	258	\$101,439.08	\$2,051,199,556
Value of Retirement Plans	246	\$348,082.96	\$7,038,585,621
Value of Other Financial Assets	243	\$20,830.33	\$421,210,114
Vehicle Loan Amount excluding Interest	171	\$6,242.93	\$126,238,273
Value of Credit Card Debt	194	\$6,137.69	\$124,110,257
Health			
Nonprescription Drugs	175	\$298.10	\$6,027,851
Prescription Drugs	174	\$641.27	\$12,967,027
Eyeglasses and Contact Lenses	194	\$215.35	\$4,354,685
Home			
Mortgage Payment and Basics (11)	230	\$29,776.85	\$602,117,721
Maintenance and Remodeling Services	231	\$8,762.38	\$177,184,187
Maintenance and Remodeling Materials (12)	192	\$1,503.98	\$30,412,021
Utilities, Fuel, and Public Services	180	\$10,467.31	\$211,659,559
Household Furnishings and Equipment			
Household Textiles (13)	192	\$235.06	\$4,753,193
Furniture	190	\$1,568.67	\$31,720,155
Rugs	223	\$92.81	\$1,876,641
Major Appliances (14)	194	\$1,027.45	\$20,776,144
Housewares (15)	200	\$214.76	\$4,342,654
Small Appliances	175	\$127.49	\$2,577,886
Luggage	195	\$28.03	\$566,719
Telephones and Accessories	189	\$203.28	\$4,110,458
Household Operations			
Child Care	215	\$1,113.18	\$22,509,621
Lawn and Garden (16)	216	\$1,446.61	\$29,251,879
Moving/Storage/Freight Express	181	\$162.72	\$3,290,289
Housekeeping Supplies (17)	189	\$1,762.43	\$35,638,145
Insurance			
Owners and Renters Insurance	196	\$1,526.28	\$30,862,808
Vehicle Insurance	174	\$3,771.73	\$76,268,116
Life/Other Insurance	215	\$1,491.56	\$30,160,867
Health Insurance	188	\$9,286.67	\$187,785,680
Personal Care Products (18)	191	\$1,053.34	\$21,299,655
School Books and Supplies (19)	186	\$249.02	\$5,035,415
Smoking Products	135	\$586.80	\$11,865,644
Transportation			
Payments on Vehicles excluding Leases	175	\$5,297.09	\$107,112,435
Gasoline and Motor Oil	171	\$4,342.04	\$87,800,397
Vehicle Maintenance and Repairs	180	\$2,362.29	\$47,767,904
Travel			
Airline Fares	216	\$1,008.45	\$20,391,825
Lodging on Trips	216	\$1,558.27	\$31,509,815
Auto/Truck Rental on Trips	208	\$164.86	\$3,333,563
Food and Drink on Trips	206	\$1,150.14	\$23,257,029

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

2020 Marriottsville Rd, Marriottsville, Maryland, 21104
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.31610
Longitude: -76.89956

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	195		695		1,677							
Total Employees:	1,468		5,271		17,658							
Total Residential Population:	4,961		22,571		59,477							
Employee/Residential Population Ratio (per 100 Residents)	30		23		30							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.0%	22	1.5%	26	3.7%	208	3.9%	55	3.3%	442	2.5%
Construction	16	8.2%	69	4.7%	59	8.5%	410	7.8%	121	7.2%	887	5.0%
Manufacturing	2	1.0%	36	2.5%	11	1.6%	83	1.6%	24	1.4%	172	1.0%
Transportation	3	1.5%	27	1.8%	7	1.0%	72	1.4%	19	1.1%	194	1.1%
Communication	0	0.0%	0	0.0%	2	0.3%	6	0.1%	11	0.7%	75	0.4%
Utility	1	0.5%	12	0.8%	2	0.3%	19	0.4%	5	0.3%	41	0.2%
Wholesale Trade	1	0.5%	6	0.4%	12	1.7%	59	1.1%	31	1.8%	176	1.0%
Retail Trade Summary	23	11.8%	200	13.6%	93	13.4%	883	16.8%	277	16.5%	3,585	20.3%
Home Improvement	2	1.0%	15	1.0%	6	0.9%	64	1.2%	17	1.0%	312	1.8%
General Merchandise Stores	0	0.0%	0	0.0%	2	0.3%	2	0.0%	7	0.4%	275	1.6%
Food Stores	3	1.5%	33	2.2%	8	1.2%	151	2.9%	34	2.0%	727	4.1%
Auto Dealers & Gas Stations	1	0.5%	5	0.3%	4	0.6%	18	0.3%	14	0.8%	221	1.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	3	0.4%	8	0.2%	6	0.4%	23	0.1%
Furniture & Home Furnishings	1	0.5%	12	0.8%	10	1.4%	71	1.3%	22	1.3%	138	0.8%
Eating & Drinking Places	9	4.6%	98	6.7%	32	4.6%	348	6.6%	96	5.7%	1,235	7.0%
Miscellaneous Retail	6	3.1%	38	2.6%	29	4.2%	222	4.2%	80	4.8%	653	3.7%
Finance, Insurance, Real Estate Summary	30	15.4%	208	14.2%	72	10.4%	463	8.8%	163	9.7%	1,699	9.6%
Banks, Savings & Lending Institutions	5	2.6%	67	4.6%	10	1.4%	127	2.4%	29	1.7%	328	1.9%
Securities Brokers	4	2.1%	24	1.6%	7	1.0%	42	0.8%	20	1.2%	97	0.5%
Insurance Carriers & Agents	8	4.1%	36	2.5%	20	2.9%	119	2.3%	33	2.0%	214	1.2%
Real Estate, Holding, Other Investment Offices	13	6.7%	82	5.6%	35	5.0%	176	3.3%	81	4.8%	1,060	6.0%
Services Summary	83	42.6%	824	56.1%	285	41.0%	2,773	52.6%	691	41.2%	9,681	54.8%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.1%	7	0.1%	2	0.1%	10	0.1%
Automotive Services	1	0.5%	6	0.4%	6	0.9%	36	0.7%	26	1.6%	169	1.0%
Movies & Amusements	5	2.6%	60	4.1%	18	2.6%	169	3.2%	39	2.3%	304	1.7%
Health Services	27	13.8%	159	10.8%	56	8.1%	296	5.6%	136	8.1%	1,064	6.0%
Legal Services	2	1.0%	4	0.3%	11	1.6%	44	0.8%	26	1.6%	120	0.7%
Education Institutions & Libraries	6	3.1%	157	10.7%	19	2.7%	637	12.1%	46	2.7%	1,957	11.1%
Other Services	42	21.5%	437	29.8%	173	24.9%	1,584	30.1%	416	24.8%	6,058	34.3%
Government	2	1.0%	37	2.5%	4	0.6%	104	2.0%	14	0.8%	374	2.1%
Unclassified Establishments	32	16.4%	27	1.8%	122	17.6%	191	3.6%	268	16.0%	332	1.9%
Totals	195	100.0%	1,468	100.0%	695	100.0%	5,271	100.0%	1,677	100.0%	17,658	100.0%

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

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



Business Summary

2020 Marriottsville Rd, Marriottsville, Maryland, 21104
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.31610
Longitude: -76.89956

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	5	0.7%	43	0.8%	12	0.7%	127	0.7%
Mining	1	0.5%	5	0.3%	1	0.1%	9	0.2%	2	0.1%	10	0.1%
Utilities	1	0.5%	7	0.5%	1	0.1%	13	0.2%	3	0.2%	33	0.2%
Construction	18	9.2%	91	6.2%	63	9.1%	445	8.4%	127	7.6%	935	5.3%
Manufacturing	2	1.0%	23	1.6%	9	1.3%	60	1.1%	25	1.5%	167	0.9%
Wholesale Trade	1	0.5%	6	0.4%	11	1.6%	57	1.1%	30	1.8%	174	1.0%
Retail Trade	10	5.1%	87	5.9%	57	8.2%	507	9.6%	170	10.1%	2,253	12.8%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	2	0.3%	6	0.1%	10	0.6%	200	1.1%
Furniture & Home Furnishings Stores	1	0.5%	11	0.7%	4	0.6%	24	0.5%	9	0.5%	42	0.2%
Electronics & Appliance Stores	0	0.0%	1	0.1%	6	0.9%	47	0.9%	11	0.7%	85	0.5%
Building Material & Garden Equipment & Supplies Dealers	2	1.0%	15	1.0%	6	0.9%	64	1.2%	18	1.1%	313	1.8%
Food & Beverage Stores	3	1.5%	33	2.2%	8	1.2%	155	2.9%	30	1.8%	693	3.9%
Health & Personal Care Stores	2	1.0%	14	1.0%	9	1.3%	58	1.1%	20	1.2%	161	0.9%
Gasoline Stations & Fuel Dealers	1	0.5%	5	0.3%	2	0.3%	12	0.2%	6	0.4%	25	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	3	0.2%	7	1.0%	66	1.3%	13	0.8%	95	0.5%
Sporting Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.1%	8	1.2%	59	1.1%	38	2.3%	338	1.9%
General Merchandise Stores	1	0.5%	4	0.3%	5	0.7%	16	0.3%	14	0.8%	301	1.7%
Transportation & Warehousing	2	1.0%	26	1.8%	6	0.9%	72	1.4%	17	1.0%	200	1.1%
Information	3	1.5%	44	3.0%	13	1.9%	107	2.0%	33	2.0%	373	2.1%
Finance & Insurance	17	8.7%	126	8.6%	37	5.3%	287	5.4%	83	4.9%	649	3.7%
Central Bank/Credit Intermediation & Related Activities	5	2.6%	67	4.6%	10	1.4%	127	2.4%	29	1.7%	328	1.9%
Securities & Commodity Contracts	4	2.1%	24	1.6%	7	1.0%	42	0.8%	20	1.2%	97	0.5%
Funds, Trusts & Other Financial Vehicles	8	4.1%	36	2.5%	20	2.9%	119	2.3%	34	2.0%	224	1.3%
Real Estate, Rental & Leasing	12	6.2%	78	5.3%	31	4.5%	152	2.9%	74	4.4%	1,205	6.8%
Professional, Scientific & Tech Services	21	10.8%	225	15.3%	82	11.8%	647	12.3%	190	11.3%	3,342	18.9%
Legal Services	3	1.5%	7	0.5%	13	1.9%	50	0.9%	32	1.9%	144	0.8%
Management of Companies & Enterprises	0	0.0%	1	0.1%	3	0.4%	20	0.4%	5	0.3%	30	0.2%
Administrative, Support & Waste Management Services	6	3.1%	17	1.2%	25	3.6%	123	2.3%	55	3.3%	318	1.8%
Educational Services	7	3.6%	154	10.5%	24	3.5%	646	12.3%	55	3.3%	1,977	11.2%
Health Care & Social Assistance	31	15.9%	243	16.6%	74	10.6%	602	11.4%	178	10.6%	2,069	11.7%
Arts, Entertainment & Recreation	3	1.5%	37	2.5%	13	1.9%	115	2.2%	33	2.0%	251	1.4%
Accommodation & Food Services	12	6.2%	108	7.4%	36	5.2%	375	7.1%	104	6.2%	1,314	7.4%
Accommodation	0	0.0%	0	0.0%	1	0.1%	7	0.1%	2	0.1%	10	0.1%
Food Services & Drinking Places	11	5.6%	108	7.4%	35	5.0%	368	7.0%	102	6.1%	1,304	7.4%
Other Services (except Public Administration)	14	7.2%	100	6.8%	79	11.4%	646	12.3%	201	12.0%	1,478	8.4%
Automotive Repair & Maintenance	1	0.5%	6	0.4%	4	0.6%	16	0.3%	18	1.1%	116	0.7%
Public Administration	2	1.0%	63	4.3%	5	0.7%	154	2.9%	15	0.9%	421	2.4%
Unclassified Establishments	32	16.4%	27	1.8%	122	17.6%	191	3.6%	268	16.0%	332	1.9%
Total	195	100.0%	1,468	100.0%	695	100.0%	5,271	100.0%	1,677	100.0%	17,658	100.0%

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November 30, 2023