Datastory

Market Profile

203 Baltimore Pike, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53165
Longitude: -76.34880

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,344	57,881	91,985
2010 Total Population	7,923	66,388	107,468
2020 Total Population	8,189	70,558	114,415
2020 Group Quarters	216	1,136	1,203
2025 Total Population	8,340	72,552	117,739
2020-2025 Annual Rate	0.37%	0.56%	0.57%
2020 Total Daytime Population	17,458	71,622	111,864
Workers	13,693	37,584	56,608
Residents	3,765	34,038	55,256
Household Summary			
2000 Households	3,311	21,041	33,288
2000 Average Household Size	2.17	2.72	2.74
2010 Households	3,571	24,578	39,439
2010 Average Household Size	2.16	2.65	2.69
2020 Households	3,696	26,261	42,030
2020 Average Household Size	2.16	2.64	2.69
2025 Households	3,770	27,038	43,255
2025 Average Household Size	2.15	2.64	2.69
2020-2025 Annual Rate	0.40%	0.58%	0.58%
2010 Families	2,144	17,902	29,288
2010 Average Family Size	2.78	3.14	3.15
2020 Families	2,178	18,946	30,954
2020 Average Family Size	2.81	3.15	3.16
2025 Families	2,206	19,429	31,742
2025 Average Family Size	2.82	3.15	3.17
2020-2025 Annual Rate	0.26%	0.50%	0.50%
Housing Unit Summary			
2000 Housing Units	3,510	21,670	34,224
Owner Occupied Housing Units	68.1%	80.2%	82.2%
Renter Occupied Housing Units	26.2%	16.9%	15.1%
Vacant Housing Units	5.7%	2.9%	2.7%
2010 Housing Units	3,794	25,617	41,036
Owner Occupied Housing Units	66.9%	78.5%	81.4%
Renter Occupied Housing Units	27.2%	17.4%	14.7%
Vacant Housing Units	5.9%	4.1%	3.9%
2020 Housing Units	3,929	27,485	43,885
Owner Occupied Housing Units	68.0%	77.8%	80.9%
Renter Occupied Housing Units	26.1%	17.7%	14.9%
Vacant Housing Units	5.9%	4.5%	4.2%
2025 Housing Units	4,036	28,494	45,482
Owner Occupied Housing Units	68.7%	77.7%	80.6%
Renter Occupied Housing Units	24.7%	17.2%	14.5%
Vacant Housing Units	6.6%	5.1%	4.9%
Median Household Income			
2020	$79,818	$100,036	$100,947
2025	$82,507	$103,150	$104,635
Median Home Value			
2020	$288,202	$336,241	$328,783
2025	$321,894	$363,659	$356,179
Per Capita Income			
2020	$41,732	$45,365	$45,237
2025	$44,531	$49,033	$49,119
Median Age			
2010	42.9	40.3	39.5
2020	45.5	41.9	41.2
2025	46.5	42.6	41.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 20, 2021

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2020 Households by Income			
Household Income Base	3,696	26,261	42,030
<$15,000	6.0%	4.7%	4.6%
$15,000 - $24,999	4.4%	4.2%	3.7%
$25,000 - $34,999	8.1%	5.3%	5.1%
$35,000 - $49,999	13.7%	9.8%	8.6%
$50,000 - $74,999	14.0%	12.2%	12.7%
$75,000 - $99,999	15.0%	13.9%	14.6%
$100,000 - $149,999	20.2%	22.6%	22.9%
$150,000 - $199,999	12.0%	14.5%	14.8%
$200,000+	6.4%	12.9%	13.0%
Average Household Income	$98,008	$121,881	$123,012
2025 Households by Income			
Household Income Base	3,770	27,038	43,255
<$15,000	5.6%	4.4%	4.4%
$15,000 - $24,999	4.1%	3.8%	3.4%
$25,000 - $34,999	7.5%	5.0%	4.7%
$35,000 - $49,999	13.5%	9.4%	8.2%
$50,000 - $74,999	13.7%	11.6%	11.9%
$75,000 - $99,999	15.1%	13.6%	14.2%
$100,000 - $149,999	20.8%	22.5%	22.8%
$150,000 - $199,999	13.0%	15.5%	15.9%
$200,000+	6.6%	14.2%	14.5%
Average Household Income	$104,358	$131,610	$133,560
2020 Owner Occupied Housing Units by Value			
Total	2,671	21,387	35,482
<$50,000	1.3%	1.2%	1.4%
$50,000 - $99,999	2.4%	0.7%	0.5%
$100,000 - $149,999	6.0%	2.5%	2.4%
$150,000 - $199,999	8.3%	6.1%	7.5%
$200,000 - $249,999	15.7%	13.2%	14.7%
$250,000 - $299,999	21.3%	15.6%	15.3%
$300,000 - $399,999	29.9%	29.8%	28.4%
$400,000 - $499,999	12.8%	21.5%	18.4%
$500,000 - $749,999	1.5%	8.3%	9.5%
$750,000 - $999,999	0.0%	0.7%	1.3%
$1,000,000 - $1,499,999	0.0%	0.2%	0.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.8%	0.3%	0.2%
Average Home Value	$307,310	$355,559	$354,870
2025 Owner Occupied Housing Units by Value			
Total	2,774	22,150	36,670
<$50,000	1.0%	0.9%	1.2%
$50,000 - $99,999	1.8%	0.4%	0.3%
$100,000 - $149,999	3.4%	1.3%	1.3%
$150,000 - $199,999	4.7%	3.5%	4.7%
$200,000 - $249,999	11.5%	9.2%	11.0%
$250,000 - $299,999	19.8%	13.7%	13.9%
$300,000 - $399,999	36.0%	32.9%	31.3%
$400,000 - $499,999	19.1%	26.6%	22.7%
$500,000 - $749,999	1.8%	10.1%	11.4%
$750,000 - $999,999	0.0%	0.8%	1.5%
$1,000,000 - $1,499,999	0.0%	0.2%	0.3%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	1.0%	0.4%	0.3%
Average Home Value	$340,047	$382,324	$380,636

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

January 20, 2021

Market Profile

203 Baltimore Pike, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	7,923	66,389	107,467
0 - 4	4.8%	5.5%	5.9%
5 - 9	5.6%	6.8%	6.9%
10 - 14	6.3%	7.9%	7.9%
15 - 24	12.1%	12.8%	12.2%
25 - 34	11.8%	10.4%	11.2%
35 - 44	12.2%	13.9%	14.3%
45 - 54	15.0%	16.8%	16.7%
55 - 64	12.8%	12.2%	12.1%
65 - 74	8.3%	7.0%	6.9%
75 - 84	7.3%	4.7%	4.2%
85 +	3.8%	2.1%	1.7%
18 +	79.5%	74.8%	74.6%
2020 Population by Age			
Total	8,188	70,556	114,413
0 - 4	4.3%	5.0%	5.3%
5 - 9	4.6%	5.7%	6.0%
10 - 14	5.0%	6.4%	6.7%
15 - 24	10.8%	12.0%	11.8%
25 - 34	13.4%	12.5%	12.4%
35 - 44	11.2%	12.1%	12.6%
45 - 54	12.4%	13.8%	14.0%
55 - 64	14.2%	14.4%	14.2%
65 - 74	11.7%	10.1%	9.8%
75 - 84	8.2%	5.5%	5.1%
85 +	4.2%	2.5%	2.2%
18 +	82.7%	78.9%	78.0%
2025 Population by Age			
Total	8,342	72,552	117,737
0 - 4	4.3%	5.0%	5.3%
5 - 9	4.4%	5.5%	5.7%
10 - 14	4.7%	6.0%	6.2%
15 - 24	9.5%	10.5%	10.5%
25 - 34	12.6%	12.6%	12.7%
35 - 44	12.8%	13.5%	13.7%
45 - 54	11.6%	12.2%	12.5%
55 - 64	13.2%	13.6%	13.5%
65 - 74	12.4%	11.3%	10.9%
75 - 84	10.2%	7.0%	6.5%
85 +	4.3%	2.7%	2.3%
18 +	83.6%	79.8%	79.0%
2010 Population by Sex			
Males	3,774	32,120	52,233
Females	4,149	34,268	55,235
2020 Population by Sex			
Males	3,902	34,333	55,785
Females	4,286	36,224	58,629
2025 Population by Sex			
Males	3,971	35,357	57,485
Females	4,370	37,195	60,254

January 20, 2021

203 Baltimore Pike, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	7,923	66,387	107,468
White Alone	90.6%	90.3%	89.5%
Black Alone	3.9%	4.2%	5.0%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	1.9%	2.8%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.6%	0.8%	0.7%
Two or More Races	1.8%	1.7%	1.7%
Hispanic Origin	4.3%	2.9%	2.9%
Diversity Index	24.6	22.8	24.0
2020 Population by Race/Ethnicity			
Total	8,188	70,557	114,414
White Alone	87.4%	87.2%	86.2%
Black Alone	4.9%	5.3%	6.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	3.8%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	1.1%	1.0%
Two or More Races	2.4%	2.3%	2.4%
Hispanic Origin	6.6%	4.5%	4.4%
Diversity Index	32.7	30.0	31.4
2025 Population by Race/Ethnicity			
Total	8,340	72,551	117,739
White Alone	85.3%	85.2%	84.1%
Black Alone	5.5%	6.1%	7.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.9%	4.4%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	1.4%	1.2%
Two or More Races	2.9%	2.7%	2.8%
Hispanic Origin	8.1%	5.6%	5.5%
Diversity Index	37.8	34.6	36.0
2010 Population by Relationship and Household Type			
Total	7,923	66,388	107,468
In Households	97.3%	98.3%	98.9%
In Family Households	77.2%	86.3%	87.4%
Householder	25.6%	27.0%	27.3%
Spouse	19.5%	22.2%	22.6%
Child	27.5%	33.1%	33.3%
Other relative	2.7%	2.5%	2.7%
Nonrelative	1.8%	1.5%	1.5%
In Nonfamily Households	20.1%	12.0%	11.5%
In Group Quarters	2.7%	1.7%	1.1%
Institutionalized Population	1.6%	1.4%	0.9%
Noninstitutionalized Population	1.2%	0.4%	0.2%

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2020 Population 25+ by Educational Attainment			
Total	6,162	50,017	80,334
Less than 9th Grade	1.9%	1.5%	1.6%
9th - 12th Grade, No Diploma	2.8%	3.2%	3.3%
High School Graduate	18.5%	19.2%	19.5%
GED/Alternative Credential	2.8%	2.8%	3.2%
Some College, No Degree	21.1%	20.1%	19.9%
Associate Degree	10.6%	8.3%	8.7%
Bachelor's Degree	24.7%	25.4%	25.6%
Graduate/Professional Degree	17.6%	19.5%	18.2%
2020 Population 15+ by Marital Status			
Total	7,051	58,475	93,846
Never Married	27.4%	26.2%	25.6%
Married	55.1%	59.1%	60.3%
Widowed	6.5%	5.6%	5.2%
Divorced	11.1%	9.1%	8.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,901	40,342	65,339
Population 16+ Employed	90.9%	90.5%	90.6%
Population 16+ Unemployment rate	9.1%	9.5%	9.4%
Population 16-24 Employed	11.5%	11.7%	11.6%
Population 16-24 Unemployment rate	14.3%	15.9%	15.9%
Population 25-54 Employed	60.0%	62.5%	63.5%
Population 25-54 Unemployment rate	8.2%	8.5%	8.4%
Population 55-64 Employed	19.0%	19.5%	19.0%
Population 55-64 Unemployment rate	8.0%	8.6%	8.6%
Population 65+ Employed	9.5%	6.3%	5.9%
Population 65+ Unemployment rate	10.7%	8.7%	9.1%
2020 Employed Population 16+ by Industry			
Total	4,453	36,514	59,184
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	5.7%	6.2%	6.6%
Manufacturing	3.6%	5.8%	6.3%
Wholesale Trade	1.8%	2.4%	2.5%
Retail Trade	12.3%	11.5%	10.4%
Transportation/Utilities	2.3%	3.9%	4.1%
Information	0.9%	1.5%	1.5%
Finance/Insurance/Real Estate	6.4%	7.9%	7.8%
Services	53.5%	51.0%	51.0%
Public Administration	13.2%	9.4%	9.4%
2020 Employed Population 16+ by Occupation			
Total	4,453	36,516	59,186
White Collar	70.8%	74.3%	73.2%
Management/Business/Financial	17.1%	18.7%	18.7%
Professional	30.5%	30.2%	29.4%
Sales	9.4%	11.6%	11.0%
Administrative Support	13.7%	13.8%	14.1%
Services	17.6%	13.1%	13.2%
Blue Collar	11.6%	12.6%	13.6%
Farming/Forestry/Fishing	0.3%	0.1%	0.2%
Construction/Extraction	3.8%	3.8%	3.7%
Installation/Maintenance/Repair	2.4%	2.5%	3.1%
Production	2.7%	2.7%	3.0%
Transportation/Material Moving	2.4%	3.5%	3.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,570	24,579	39,438
Households with 1 Person	34.4%	22.9%	21.2%
Households with 2+ People	65.6%	77.1%	78.8%
Family Households	60.1%	72.8%	74.3%
Husband-wife Families	46.0%	59.9%	61.5%
With Related Children	18.6%	28.9%	29.8%
Other Family (No Spouse Present)	14.1%	12.9%	12.7%
Other Family with Male Householder	4.3%	3.6%	3.6%
With Related Children	2.4%	2.1%	2.1%
Other Family with Female Householder	9.7%	9.4%	9.1%
With Related Children	5.8%	5.7%	5.5%
Nonfamily Households	5.5%	4.2%	4.5%
All Households with Children	27.3%	37.1%	37.8%
Multigenerational Households	2.5%	3.2%	3.6%
Unmarried Partner Households	5.3%	4.7%	5.0%
Male-female	5.0%	4.3%	4.6%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	3,569	24,577	39,438
1 Person Household	34.4%	22.9%	21.2%
2 Person Household	31.9%	31.6%	32.1%
3 Person Household	15.1%	17.5%	18.1%
4 Person Household	12.0%	17.7%	18.0%
5 Person Household	4.2%	7.2%	7.4%
6 Person Household	1.8%	2.3%	2.3%
7 + Person Household	0.6%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	3,571	24,578	39,439
Owner Occupied	71.1%	81.9%	84.7%
Owned with a Mortgage/Loan	49.7%	64.3%	67.5%
Owned Free and Clear	21.4%	17.5%	17.1%
Renter Occupied	28.9%	18.1%	15.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	144	160	165
Percent of Income for Mortgage	15.1%	14.0%	13.6%
Wealth Index	113	162	162
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,794	25,617	41,036
Housing Units Inside Urbanized Area	100.0%	99.0%	94.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.0%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	7,923	66,388	107,468
Population Inside Urbanized Area	100.0%	99.0%	94.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	5.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Golden Years (9B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	In Style (5B)	Old and Newcomers (8F)	Professional Pride (1B)
3.	Old and Newcomers (8F)	Professional Pride (1B)	Soccer Moms (4A)
2020 Consumer Spending			
Apparel & Services: Total $	$8,442,999	$74,378,815	$120,259,311
Average Spent	$2,284.36	$2,832.29	$2,861.27
Spending Potential Index	106	132	133
Education: Total $	$7,491,610	$66,934,537	$108,236,832
Average Spent	$2,026.95	$2,548.82	$2,575.23
Spending Potential Index	113	142	144
Entertainment/Recreation: Total $	$12,969,084	$113,989,415	$183,464,553
Average Spent	$3,508.95	$4,340.63	$4,365.09
Spending Potential Index	108	134	134
Food at Home: Total $	$20,967,874	$181,690,289	$292,278,850
Average Spent	$5,673.13	$6,918.64	$6,954.05
Spending Potential Index	106	130	130
Food Away from Home: Total $	$14,692,641	$129,508,139	$209,635,991
Average Spent	$3,975.28	$4,931.58	$4,987.77
Spending Potential Index	105	131	132
Health Care: Total $	$23,066,966	$200,846,443	$321,702,808
Average Spent	$6,241.06	$7,648.09	$7,654.12
Spending Potential Index	109	133	133
HH Furnishings & Equipment: Total $	$8,771,816	$77,833,267	$125,472,273
Average Spent	$2,373.33	$2,963.83	$2,985.30
Spending Potential Index	109	136	137
Personal Care Products & Services: Total $	$3,688,061	$32,480,715	$52,405,587
Average Spent	$997.85	$1,236.84	$1,246.86
Spending Potential Index	109	135	136
Shelter: Total $	$78,355,687	$680,152,230	$1,097,773,991
Average Spent	$21,200.13	$25,899.71	$26,118.82
Spending Potential Index	109	134	135
Support Payments/Cash Contributions/Gifts in Kind: Total $	$9,497,990	$84,220,471	$134,798,435
Average Spent	$2,569.80	$3,207.05	$3,207.20
Spending Potential Index	110	137	137
Travel: Total $	$9,999,255	$88,959,266	$143,783,005
Average Spent	$2,705.43	$3,387.50	$3,420.96
Spending Potential Index	112	141	142
Vehicle Maintenance & Repairs: Total $	$4,771,964	$40,576,884	$64,530,826
Average Spent	$1,291.12	$1,545.14	$1,535.35
Spending Potential Index	111	133	132

January 20, 2021

Retail Goods and Services Expenditures

203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Golden Years (9B)	34.1%	Population	8,189	8,340
In Style (5B)	21.4%	Households	3,696	3,770
Old and Newcomers (8F)	15.5%	Families	2,178	2,206
Parks and Rec (5C)	9.5%	Median Age	45.5	46.5
Green Acres (6A)	6.5%	Median Household Income	$79,818	$82,507

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	106	$2,284.36	$8,442,999
Men's	108	$452.53	$1,672,538
Women's	108	$817.71	$3,022,242
Children's	99	$316.23	$1,168,776
Footwear	106	$509.96	$1,884,830
Watches & Jewelry	105	$122.42	$452,456
Apparel Products and Services (1)	113	$65.52	$242,157
Computer			
Computers and Hardware for Home Use	108	$176.39	$651,945
Portable Memory	105	$4.07	$15,051
Computer Software	109	$10.56	$39,024
Computer Accessories	115	$20.22	$74,735
Entertainment & Recreation	108	$3,508.95	$12,969,084
Fees and Admissions	113	$813.52	$3,006,755
Membership Fees for Clubs (2)	116	$277.03	$1,023,909
Fees for Participant Sports, excl. Trips	111	$109.22	$403,693
Tickets to Theatre/Operas/Concerts	120	$96.67	$357,306
Tickets to Movies	105	$60.43	$223,347
Tickets to Parks or Museums	104	$34.15	$126,209
Admission to Sporting Events, excl. Trips	110	$69.19	$255,727
Fees for Recreational Lessons	114	$165.83	$612,914
Dating Services	122	$0.99	$3,651
TV/Video/Audio	106	$1,240.73	$4,585,753
Cable and Satellite Television Services	107	$866.16	$3,201,318
Televisions	104	$112.67	$416,438
Satellite Dishes	110	$1.29	$4,767
VCRs, Video Cameras, and DVD Players	103	$5.37	$19,855
Miscellaneous Video Equipment	105	$26.31	$97,235
Video Cassettes and DVDs	104	$10.38	$38,376
Video Game Hardware/Accessories	99	$28.19	$104,199
Video Game Software	102	$16.79	$62,073
Rental/Streaming/Downloaded Video	104	$56.22	$207,771
Installation of Televisions	119	$1.28	$4,719
Audio (3)	107	$113.53	$419,589
Rental and Repair of TV/Radio/Sound Equipment	105	$2.55	$9,413
Pets	103	$719.16	$2,658,017
Toys/Games/Crafts/Hobbies (4)	104	$127.21	$470,157
Recreational Vehicles and Fees (5)	115	$179.35	$662,890
Sports/Recreation/Exercise Equipment (6)	105	$213.53	$789,204
Photo Equipment and Supplies (7)	110	$56.40	$208,451
Reading (8)	115	$124.04	$458,436
Catered Affairs (9)	117	$35.02	$129,420
Food	106	$9,648.41	$35,660,515
Food at Home	106	$5,673.13	$20,967,874
Bakery and Cereal Products	107	$741.64	$2,741,084
Meats, Poultry, Fish, and Eggs	106	$1,233.66	$4,559,592
Dairy Products	107	$588.94	$2,176,709
Fruits and Vegetables	108	$1,126.96	$4,165,244
Snacks and Other Food at Home (10)	105	$1,981.94	$7,325,245
Food Away from Home	105	$3,975.28	$14,692,641
Alcoholic Beverages	111	$687.71	$2,541,780

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January 20, 2021

203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.53165
Longitude: -76.34880

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	122	$29,654.99	$109,604,842
Value of Retirement Plans	119	$113,244.20	$418,550,581
Value of Other Financial Assets	117	$9,534.20	$35,238,421
Vehicle Loan Amount excluding Interest	101	$2,944.06	$10,881,259
Value of Credit Card Debt	108	$2,802.67	$10,358,674
Health			
Nonprescription Drugs	107	$158.30	$585,084
Prescription Drugs	108	$378.81	$1,400,088
Eyeglasses and Contact Lenses	108	$101.51	$375,166
Home			
Mortgage Payment and Basics (11)	111	$11,668.80	$43,127,867
Maintenance and Remodeling Services	115	$2,942.25	$10,874,555
Maintenance and Remodeling Materials (12)	105	$576.50	$2,130,732
Utilities, Fuel, and Public Services	105	$5,115.63	$18,907,383
Household Furnishings and Equipment			
Household Textiles (13)	109	$109.85	$406,007
Furniture	110	$701.59	$2,593,077
Rugs	118	$41.38	$152,953
Major Appliances (14)	108	$386.01	$1,426,701
Housewares (15)	106	$103.15	$381,240
Small Appliances	106	$52.53	$194,152
Luggage	112	$16.46	$60,849
Telephones and Accessories	114	$100.79	$372,527
Household Operations			
Child Care	104	$537.38	$1,986,159
Lawn and Garden (16)	111	$542.37	$2,004,598
Moving/Storage/Freight Express	107	$64.25	$237,465
Housekeeping Supplies (17)	106	$821.35	$3,035,696
Insurance			
Owners and Renters Insurance	106	$636.35	$2,351,945
Vehicle Insurance	103	$1,859.54	$6,872,851
Life/Other Insurance	110	$597.77	$2,209,373
Health Insurance	108	$4,019.52	$14,856,131
Personal Care Products (18)	105	$523.65	$1,935,417
School Books and Supplies (19)	103	$152.53	$563,737
Smoking Products	100	$401.63	$1,484,424
Transportation			
Payments on Vehicles excluding Leases	100	$2,572.26	$9,507,070
Gasoline and Motor Oil	101	$2,385.42	$8,816,501
Vehicle Maintenance and Repairs	111	$1,291.12	$4,771,964
Travel			
Airline Fares	113	$680.27	$2,514,277
Lodging on Trips	114	$738.33	$2,728,875
Auto/Truck Rental on Trips	114	$32.73	$120,960
Food and Drink on Trips	111	$638.15	$2,358,605

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January 20, 2021

Datastory
Retail Goods and Services Expenditures
203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.53165
Longitude: -76.34880

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	14.5%	Population	70,558	72,552
Old and Newcomers (8F)	12.8%	Households	26,261	27,038
Professional Pride (1B)	11.6%	Families	18,946	19,429
Golden Years (9B)	11.0%	Median Age	41.9	42.6
Soccer Moms (4A)	10.2%	Median Household Income	$100,036	$103,150

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	132	$2,832.29	$74,378,815
Men's	133	$556.31	$14,609,142
Women's	134	$1,011.94	$26,574,480
Children's	129	$409.30	$10,748,644
Footwear	130	$622.33	$16,343,091
Watches & Jewelry	131	$152.34	$4,000,671
Apparel Products and Services (1)	138	$80.07	$2,102,787
Computer			
Computers and Hardware for Home Use	135	$219.47	$5,763,527
Portable Memory	130	$5.04	$132,323
Computer Software	133	$12.97	$340,539
Computer Accessories	141	$24.83	$652,025
Entertainment & Recreation	134	$4,340.63	$113,989,415
Fees and Admissions	144	$1,030.91	$27,072,773
Membership Fees for Clubs (2)	144	$345.37	$9,069,887
Fees for Participant Sports, excl. Trips	145	$142.33	$3,737,804
Tickets to Theatre/Operas/Concerts	146	$117.85	$3,094,874
Tickets to Movies	134	$76.78	$2,016,395
Tickets to Parks or Museums	132	$43.30	$1,137,147
Admission to Sporting Events, excl. Trips	142	$88.86	$2,333,615
Fees for Recreational Lessons	148	$215.30	$5,653,956
Dating Services	137	$1.11	$29,096
TV/Video/Audio	129	$1,505.39	$39,532,983
Cable and Satellite Television Services	128	$1,038.97	$27,284,322
Televisions	130	$139.78	$3,670,792
Satellite Dishes	140	$1.64	$42,995
VCRs, Video Cameras, and DVD Players	130	$6.76	$177,566
Miscellaneous Video Equipment	133	$33.21	$872,086
Video Cassettes and DVDs	129	$12.91	$339,107
Video Game Hardware/Accessories	123	$34.96	$918,168
Video Game Software	126	$20.69	$543,469
Rental/Streaming/Downloaded Video	129	$69.38	$1,822,053
Installation of Televisions	156	$1.69	$44,494
Audio (3)	134	$142.36	$3,738,627
Rental and Repair of TV/Radio/Sound Equipment	124	$3.02	$79,303
Pets	127	$885.52	$23,254,576
Toys/Games/Crafts/Hobbies (4)	130	$158.71	$4,167,988
Recreational Vehicles and Fees (5)	147	$228.66	$6,004,837
Sports/Recreation/Exercise Equipment (6)	134	$272.63	$7,159,448
Photo Equipment and Supplies (7)	135	$69.06	$1,813,659
Reading (8)	138	$148.87	$3,909,399
Catered Affairs (9)	137	$40.89	$1,073,751
Food	130	$11,850.21	$311,198,428
Food at Home	130	$6,918.64	$181,690,289
Bakery and Cereal Products	130	$903.37	$23,723,326
Meats, Poultry, Fish, and Eggs	129	$1,504.51	$39,510,008
Dairy Products	130	$716.26	$18,809,735
Fruits and Vegetables	131	$1,373.91	$36,080,259
Snacks and Other Food at Home (10)	129	$2,420.58	$63,566,960
Food Away from Home	131	$4,931.58	$129,508,139
Alcoholic Beverages	138	$856.23	$22,485,483

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January 20, 2021

Retail Goods and Services Expenditures

203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 3 mile radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	152	$37,110.46	$974,557,892
Value of Retirement Plans	151	$143,725.85	$3,774,384,549
Value of Other Financial Assets	146	$11,925.60	$313,178,239
Vehicle Loan Amount excluding Interest	129	$3,757.86	$98,685,132
Value of Credit Card Debt	134	$3,474.28	$91,238,131
Health			
Nonprescription Drugs	128	$189.83	$4,985,205
Prescription Drugs	130	$456.28	$11,982,333
Eyeglasses and Contact Lenses	133	$124.38	$3,266,312
Home			
Mortgage Payment and Basics (11)	145	$15,231.46	$399,993,431
Maintenance and Remodeling Services	146	$3,752.48	$98,543,937
Maintenance and Remodeling Materials (12)	135	$746.31	$19,598,964
Utilities, Fuel, and Public Services	128	$6,253.55	$164,224,351
Household Furnishings and Equipment			
Household Textiles (13)	132	$133.98	$3,518,508
Furniture	135	$866.65	$22,759,040
Rugs	148	$51.87	$1,362,086
Major Appliances (14)	136	$488.82	$12,836,897
Housewares (15)	133	$128.61	$3,377,500
Small Appliances	129	$63.73	$1,673,514
Luggage	139	$20.34	$534,241
Telephones and Accessories	142	$125.72	$3,301,550
Household Operations			
Child Care	137	$705.21	$18,519,467
Lawn and Garden (16)	139	$680.42	$17,868,495
Moving/Storage/Freight Express	129	$77.46	$2,034,292
Housekeeping Supplies (17)	130	$1,008.25	$26,477,753
Insurance			
Owners and Renters Insurance	135	$805.63	$21,156,562
Vehicle Insurance	126	$2,278.04	$59,823,536
Life/Other Insurance	139	$751.23	$19,728,017
Health Insurance	133	$4,935.07	$129,599,912
Personal Care Products (18)	130	$646.94	$16,989,174
School Books and Supplies (19)	131	$193.40	$5,078,837
Smoking Products	114	$458.82	$12,049,183
Transportation			
Payments on Vehicles excluding Leases	127	$3,272.99	$85,951,922
Gasoline and Motor Oil	125	$2,965.12	$77,866,913
Vehicle Maintenance and Repairs	133	$1,545.14	$40,576,884
Travel			
Airline Fares	142	$850.24	$22,328,164
Lodging on Trips	142	$924.04	$24,266,305
Auto/Truck Rental on Trips	142	$40.82	$1,072,031
Food and Drink on Trips	139	$798.19	$20,961,328

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January 20, 2021

203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.53165
Longitude: -76.34880

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	17.8%	Population	114,415	117,739
Professional Pride (1B)	11.3%	Households	42,030	43,255
Soccer Moms (4A)	10.8%	Families	30,954	31,742
Old and Newcomers (8F)	9.0%	Median Age	41.2	41.9
Enterprising Professionals (2D)	8.2%	Median Household Income	$100,947	$104,635

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	133	$2,861.27	$120,259,311
Men's	134	$561.09	$23,582,810
Women's	135	$1,020.35	$42,885,416
Children's	131	$418.33	$17,582,212
Footwear	131	$626.98	$26,351,947
Watches & Jewelry	132	$153.95	$6,470,544
Apparel Products and Services (1)	139	$80.57	$3,386,381
Computer			
Computers and Hardware for Home Use	136	$221.70	$9,318,188
Portable Memory	132	$5.09	$213,782
Computer Software	135	$13.10	$550,505
Computer Accessories	141	$24.91	$1,046,944
Entertainment & Recreation	134	$4,365.09	$183,464,553
Fees and Admissions	146	$1,046.92	$44,001,840
Membership Fees for Clubs (2)	146	$349.10	$14,672,679
Fees for Participant Sports, excl. Trips	148	$145.42	$6,111,989
Tickets to Theatre/Operas/Concerts	146	$118.33	$4,973,490
Tickets to Movies	136	$78.04	$3,280,084
Tickets to Parks or Museums	134	$44.11	$1,854,080
Admission to Sporting Events, excl. Trips	144	$90.40	$3,799,643
Fees for Recreational Lessons	152	$220.41	$9,263,700
Dating Services	136	$1.10	$46,174
TV/Video/Audio	129	$1,505.63	$63,281,586
Cable and Satellite Television Services	128	$1,035.49	$43,521,749
Televisions	130	$140.56	$5,907,875
Satellite Dishes	140	$1.64	$68,978
VCRs, Video Cameras, and DVD Players	131	$6.83	$287,132
Miscellaneous Video Equipment	134	$33.45	$1,406,087
Video Cassettes and DVDs	130	$12.98	$545,495
Video Game Hardware/Accessories	125	$35.37	$1,486,779
Video Game Software	127	$20.86	$876,830
Rental/Streaming/Downloaded Video	130	$70.10	$2,946,100
Installation of Televisions	158	$1.71	$71,759
Audio (3)	135	$143.66	$6,038,059
Rental and Repair of TV/Radio/Sound Equipment	122	$2.97	$124,744
Pets	128	$887.70	$37,309,985
Toys/Games/Crafts/Hobbies (4)	131	$160.10	$6,729,182
Recreational Vehicles and Fees (5)	147	$229.18	$9,632,415
Sports/Recreation/Exercise Equipment (6)	137	$276.74	$11,631,284
Photo Equipment and Supplies (7)	136	$69.65	$2,927,591
Reading (8)	138	$148.34	$6,234,594
Catered Affairs (9)	137	$40.83	$1,716,075
Food	131	$11,941.82	$501,914,840
Food at Home	130	$6,954.05	$292,278,850
Bakery and Cereal Products	131	$907.43	$38,139,285
Meats, Poultry, Fish, and Eggs	130	$1,512.63	$63,575,682
Dairy Products	131	$719.68	$30,248,225
Fruits and Vegetables	132	$1,382.43	$58,103,413
Snacks and Other Food at Home (10)	129	$2,431.89	$102,212,244
Food Away from Home	132	$4,987.77	$209,635,991
Alcoholic Beverages	140	$868.52	$36,503,830

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January 20, 2021

Datastory

Retail Goods and Services Expenditures

203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.53165
Longitude: -76.34880

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	151	$36,908.59	$1,551,267,895
Value of Retirement Plans	151	$144,287.74	$6,064,413,798
Value of Other Financial Assets	145	$11,877.30	$499,203,076
Vehicle Loan Amount excluding Interest	131	$3,812.23	$160,227,956
Value of Credit Card Debt	135	$3,505.71	$147,344,970
Health			
Nonprescription Drugs	127	$188.94	$7,940,945
Prescription Drugs	129	$451.53	$18,977,871
Eyeglasses and Contact Lenses	133	$124.41	$5,228,782
Home			
Mortgage Payment and Basics (11)	148	$15,507.97	$651,800,141
Maintenance and Remodeling Services	148	$3,792.43	$159,395,710
Maintenance and Remodeling Materials (12)	137	$757.05	$31,818,917
Utilities, Fuel, and Public Services	128	$6,265.96	$263,358,164
Household Furnishings and Equipment			
Household Textiles (13)	133	$134.28	$5,643,739
Furniture	136	$873.17	$36,699,146
Rugs	148	$52.01	$2,185,893
Major Appliances (14)	137	$492.63	$20,705,265
Housewares (15)	133	$129.33	$5,435,946
Small Appliances	129	$63.93	$2,687,188
Luggage	140	$20.54	$863,486
Telephones and Accessories	142	$125.88	$5,290,863
Household Operations			
Child Care	142	$732.67	$30,794,014
Lawn and Garden (16)	140	$683.30	$28,718,963
Moving/Storage/Freight Express	129	$77.77	$3,268,541
Housekeeping Supplies (17)	130	$1,012.23	$42,544,017
Insurance			
Owners and Renters Insurance	135	$809.46	$34,021,394
Vehicle Insurance	127	$2,288.55	$96,187,817
Life/Other Insurance	139	$753.59	$31,673,482
Health Insurance	133	$4,948.06	$207,966,949
Personal Care Products (18)	131	$652.50	$27,424,447
School Books and Supplies (19)	133	$195.75	$8,227,171
Smoking Products	112	$452.02	$18,998,214
Transportation			
Payments on Vehicles excluding Leases	129	$3,318.90	$139,493,532
Gasoline and Motor Oil	126	$2,991.08	$125,715,296
Vehicle Maintenance and Repairs	132	$1,535.35	$64,530,826
Travel			
Airline Fares	144	$860.95	$36,185,659
Lodging on Trips	143	$931.82	$39,164,250
Auto/Truck Rental on Trips	143	$41.32	$1,736,549
Food and Drink on Trips	140	$805.43	$33,852,096

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January 20, 2021

:Datastory

Retail Goods and Services Expenditures

203 Baltimore Pike, Bel Air, Maryland, 21014
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.53165
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(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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 20, 2021

203 Baltimore Pike, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53165
Longitude: -76.34880

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	1,168	2,422	3,685
Total Employees:	15,416	27,312	39,521
Total Residential Population:	8,189	70,558	114,415
Employee/Residential Population Ratio (per 100 Residents)	188	39	35

by SIC Codes	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent	Businesses Number	Percent	Employees Number	Percent
Agriculture & Mining	14	1.2%	109	0.7%	44	1.8%	366	1.3%	96	2.6%	682	1.7%
Construction	49	4.2%	303	2.0%	163	6.7%	874	3.2%	283	7.7%	1,832	4.6%
Manufacturing	12	1.0%	131	0.8%	30	1.2%	361	1.3%	63	1.7%	733	1.9%
Transportation	15	1.3%	77	0.5%	35	1.4%	178	0.7%	60	1.6%	314	0.8%
Communication	7	0.6%	27	0.2%	17	0.7%	126	0.5%	21	0.6%	140	0.4%
Utility	2	0.2%	5	0.0%	3	0.1%	11	0.0%	6	0.2%	18	0.0%
Wholesale Trade	18	1.5%	181	1.2%	48	2.0%	411	1.5%	79	2.1%	659	1.7%
Retail Trade Summary	230	19.7%	4,174	27.1%	475	19.6%	8,042	29.4%	731	19.8%	12,139	30.7%
Home Improvement	6	0.5%	288	1.9%	16	0.7%	385	1.4%	32	0.9%	588	1.5%
General Merchandise Stores	10	0.9%	695	4.5%	24	1.0%	999	3.7%	36	1.0%	1,610	4.1%
Food Stores	20	1.7%	551	3.6%	59	2.4%	1,554	5.7%	92	2.5%	2,305	5.8%
Auto Dealers, Gas Stations, Auto Aftermarket	12	1.0%	143	0.9%	27	1.1%	433	1.6%	57	1.5%	1,256	3.2%
Apparel & Accessory Stores	32	2.7%	196	1.3%	42	1.7%	286	1.0%	51	1.4%	377	1.0%
Furniture & Home Furnishings	18	1.5%	244	1.6%	31	1.3%	330	1.2%	52	1.4%	457	1.2%
Eating & Drinking Places	57	4.9%	1,425	9.2%	132	5.5%	2,979	10.9%	187	5.1%	4,096	10.4%
Miscellaneous Retail	74	6.3%	632	4.1%	144	5.9%	1,076	3.9%	223	6.1%	1,450	3.7%
Finance, Insurance, Real Estate Summary	160	13.7%	1,469	9.5%	283	11.7%	2,438	8.9%	403	10.9%	3,382	8.6%
Banks, Savings & Lending Institutions	31	2.7%	408	2.6%	62	2.6%	780	2.9%	86	2.3%	1,020	2.6%
Securities Brokers	27	2.3%	133	0.9%	45	1.9%	194	0.7%	58	1.6%	239	0.6%
Insurance Carriers & Agents	47	4.0%	445	2.9%	67	2.8%	538	2.0%	94	2.6%	654	1.7%
Real Estate, Holding, Other Investment Offices	54	4.6%	483	3.1%	110	4.5%	926	3.4%	165	4.5%	1,469	3.7%
Services Summary	500	42.8%	7,146	46.4%	1,038	42.9%	12,585	46.1%	1,525	41.4%	17,439	44.1%
Hotels & Lodging	1	0.1%	4	0.0%	3	0.1%	14	0.1%	6	0.2%	40	0.1%
Automotive Services	27	2.3%	119	0.8%	62	2.6%	283	1.0%	112	3.0%	564	1.4%
Motion Pictures & Amusements	21	1.8%	345	2.2%	69	2.8%	667	2.4%	125	3.4%	1,099	2.8%
Health Services	115	9.8%	2,915	18.9%	261	10.8%	4,915	18.0%	321	8.7%	5,533	14.0%
Legal Services	66	5.7%	319	2.1%	79	3.3%	373	1.4%	85	2.3%	393	1.0%
Education Institutions & Libraries	18	1.5%	1,170	7.6%	38	1.6%	1,935	7.1%	60	1.6%	3,250	8.2%
Other Services	253	21.7%	2,273	14.7%	526	21.7%	4,397	16.1%	817	22.2%	6,560	16.6%
Government	74	6.3%	1,776	11.5%	81	3.3%	1,859	6.8%	95	2.6%	2,080	5.3%
Unclassified Establishments	88	7.5%	18	0.1%	202	8.3%	61	0.2%	322	8.7%	103	0.3%
Totals	1,168	100.0%	15,416	100.0%	2,422	100.0%	27,312	100.0%	3,685	100.0%	39,521	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.
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.

January 20, 2021

Business Summary

203 Baltimore Pike, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	4	0.0%	4	0.2%	25	0.1%	14	0.4%	70	0.2%
Mining	1	0.1%	9	0.1%	3	0.1%	22	0.1%	3	0.1%	22	0.1%
Utilities	1	0.1%	4	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	57	4.9%	350	2.3%	177	7.3%	943	3.5%	306	8.3%	1,939	4.9%
Manufacturing	16	1.4%	162	1.1%	35	1.4%	406	1.5%	69	1.9%	787	2.0%
Wholesale Trade	17	1.5%	176	1.1%	47	1.9%	406	1.5%	77	2.1%	651	1.6%
Retail Trade	168	14.4%	2,697	17.5%	328	13.5%	4,925	18.0%	521	14.1%	7,852	19.9%
Motor Vehicle & Parts Dealers	10	0.9%	133	0.9%	22	0.9%	413	1.5%	48	1.3%	1,199	3.0%
Furniture & Home Furnishings Stores	13	1.1%	100	0.6%	19	0.8%	148	0.5%	33	0.9%	255	0.6%
Electronics & Appliance Stores	4	0.3%	141	0.9%	9	0.4%	172	0.6%	13	0.4%	186	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.5%	288	1.9%	16	0.7%	385	1.4%	32	0.9%	588	1.5%
Food & Beverage Stores	16	1.4%	498	3.2%	42	1.7%	1,382	5.1%	72	2.0%	2,107	5.3%
Health & Personal Care Stores	24	2.1%	188	1.2%	50	2.1%	421	1.5%	72	2.0%	608	1.5%
Gasoline Stations	2	0.2%	10	0.1%	5	0.2%	19	0.1%	10	0.3%	57	0.1%
Clothing & Clothing Accessories Stores	44	3.8%	264	1.7%	57	2.4%	370	1.4%	67	1.8%	465	1.2%
Sport Goods, Hobby, Book, & Music Stores	11	0.9%	164	1.1%	27	1.1%	277	1.0%	39	1.1%	309	0.8%
General Merchandise Stores	10	0.9%	695	4.5%	24	1.0%	999	3.7%	36	1.0%	1,610	4.1%
Miscellaneous Store Retailers	20	1.7%	207	1.3%	40	1.7%	325	1.2%	66	1.8%	435	1.1%
Nonstore Retailers	7	0.6%	9	0.1%	17	0.7%	13	0.0%	34	0.9%	32	0.1%
Transportation & Warehousing	7	0.6%	37	0.2%	20	0.8%	99	0.4%	42	1.1%	219	0.6%
Information	10	0.9%	54	0.4%	31	1.3%	265	1.0%	44	1.2%	361	0.9%
Finance & Insurance	106	9.1%	987	6.4%	174	7.2%	1,513	5.5%	239	6.5%	1,919	4.9%
Central Bank/Credit Intermediation & Related Activities	31	2.7%	408	2.6%	62	2.6%	780	2.9%	86	2.3%	1,020	2.6%
Securities, Commodity Contracts & Other Financial	28	2.4%	134	0.9%	46	1.9%	195	0.7%	60	1.6%	245	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	47	4.0%	445	2.9%	67	2.8%	538	2.0%	94	2.6%	654	1.7%
Real Estate, Rental & Leasing	48	4.1%	457	3.0%	111	4.6%	893	3.3%	178	4.8%	1,440	3.6%
Professional, Scientific & Tech Services	152	13.0%	1,105	7.2%	267	11.0%	1,894	6.9%	386	10.5%	2,649	6.7%
Legal Services	72	6.2%	334	2.2%	87	3.6%	401	1.5%	97	2.6%	432	1.1%
Management of Companies & Enterprises	3	0.3%	22	0.1%	6	0.2%	32	0.1%	9	0.2%	53	0.1%
Administrative & Support & Waste Management & Remediation	34	2.9%	176	1.1%	81	3.3%	451	1.7%	142	3.9%	786	2.0%
Educational Services	28	2.4%	1,222	7.9%	60	2.5%	2,074	7.6%	91	2.5%	3,435	8.7%
Health Care & Social Assistance	140	12.0%	3,400	22.1%	321	13.3%	5,922	21.7%	415	11.3%	7,188	18.2%
Arts, Entertainment & Recreation	15	1.3%	319	2.1%	47	1.9%	585	2.1%	83	2.3%	908	2.3%
Accommodation & Food Services	60	5.1%	1,455	9.4%	145	6.0%	3,091	11.3%	208	5.6%	4,276	10.8%
Accommodation	1	0.1%	4	0.0%	3	0.1%	14	0.1%	6	0.2%	40	0.1%
Food Services & Drinking Places	59	5.1%	1,451	9.4%	142	5.9%	3,077	11.3%	203	5.5%	4,236	10.7%
Other Services (except Public Administration)	142	12.2%	986	6.4%	279	11.5%	1,842	6.7%	440	11.9%	2,780	7.0%
Automotive Repair & Maintenance	23	2.0%	92	0.6%	48	2.0%	203	0.7%	91	2.5%	452	1.1%
Public Administration	74	6.3%	1,776	11.5%	81	3.3%	1,859	6.8%	95	2.6%	2,079	5.3%
Unclassified Establishments	88	7.5%	18	0.1%	202	8.3%	61	0.2%	322	8.7%	103	0.3%
Total	1,168	100.0%	15,416	100.0%	2,422	100.0%	27,312	100.0%	3,685	100.0%	39,521	100.0%

January 20, 2021