

2208 Old Emmorton Rd, Bel Air, Maryland, 21015
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.49712
Longitude: -76.32419

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,255	47,498	104,506
2010 Total Population	9,169	56,396	119,900
2020 Total Population	9,820	61,039	127,759
2020 Group Quarters	79	439	1,133
2025 Total Population	10,192	63,192	131,386
2020-2025 Annual Rate	0.75%	0.70%	0.56%
2020 Total Daytime Population	10,145	61,647	124,952
Workers	5,677	32,195	62,882
Residents	4,468	29,452	62,070
Household Summary			
2000 Households	3,117	17,885	38,319
2000 Average Household Size	2.65	2.65	2.71
2010 Households	3,521	21,399	44,436
2010 Average Household Size	2.58	2.61	2.67
2020 Households	3,765	23,386	47,436
2020 Average Household Size	2.59	2.59	2.67
2025 Households	3,902	24,237	48,802
2025 Average Household Size	2.59	2.59	2.67
2020-2025 Annual Rate	0.72%	0.72%	0.57%
2010 Families	2,567	15,185	32,178
2010 Average Family Size	3.05	3.13	3.15
2020 Families	2,696	16,362	33,971
2020 Average Family Size	3.08	3.12	3.16
2025 Families	2,776	16,860	34,802
2025 Average Family Size	3.10	3.13	3.17
2020-2025 Annual Rate	0.59%	0.60%	0.48%
Housing Unit Summary			
2000 Housing Units	3,213	18,403	39,679
Owner Occupied Housing Units	83.5%	78.4%	78.1%
Renter Occupied Housing Units	13.5%	18.8%	18.5%
Vacant Housing Units	3.0%	2.8%	3.4%
2010 Housing Units	3,662	22,325	46,461
Owner Occupied Housing Units	78.8%	77.1%	77.5%
Renter Occupied Housing Units	17.4%	18.7%	18.2%
Vacant Housing Units	3.9%	4.1%	4.4%
2020 Housing Units	3,952	24,483	49,789
Owner Occupied Housing Units	73.6%	75.5%	76.8%
Renter Occupied Housing Units	21.7%	20.0%	18.4%
Vacant Housing Units	4.7%	4.5%	4.7%
2025 Housing Units	4,128	25,551	51,598
Owner Occupied Housing Units	73.1%	75.3%	76.6%
Renter Occupied Housing Units	21.5%	19.6%	18.0%
Vacant Housing Units	5.5%	5.1%	5.4%
Median Household Income			
2020	\$105,399	\$96,305	\$92,574
2025	\$111,935	\$100,690	\$97,616
Median Home Value			
2020	\$323,357	\$307,542	\$306,623
2025	\$365,861	\$337,147	\$337,808
Per Capita Income			
2020	\$50,174	\$45,935	\$42,518
2025	\$54,765	\$49,675	\$46,104
Median Age			
2010	38.0	38.2	37.9
2020	39.3	40.0	39.6
2025	40.5	41.0	40.4

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

Source: 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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2020 Households by Income			
Household Income Base	3,765	23,386	47,436
<\$15,000	4.3%	5.9%	6.0%
\$15,000 - \$24,999	3.1%	4.2%	3.8%
\$25,000 - \$34,999	3.9%	5.5%	6.1%
\$35,000 - \$49,999	8.3%	8.0%	8.8%
\$50,000 - \$74,999	12.2%	13.4%	14.1%
\$75,000 - \$99,999	15.1%	14.8%	14.7%
\$100,000 - \$149,999	19.5%	21.1%	21.8%
\$150,000 - \$199,999	16.1%	14.2%	13.7%
\$200,000+	17.5%	13.0%	11.0%
Average Household Income	\$135,134	\$120,766	\$114,426
2025 Households by Income			
Household Income Base	3,902	24,237	48,802
<\$15,000	4.0%	5.7%	5.7%
\$15,000 - \$24,999	2.7%	3.9%	3.6%
\$25,000 - \$34,999	3.5%	5.1%	5.6%
\$35,000 - \$49,999	7.8%	7.7%	8.4%
\$50,000 - \$74,999	11.5%	12.7%	13.4%
\$75,000 - \$99,999	14.4%	14.4%	14.4%
\$100,000 - \$149,999	19.1%	20.9%	21.9%
\$150,000 - \$199,999	17.5%	15.2%	14.8%
\$200,000+	19.5%	14.4%	12.2%
Average Household Income	\$147,494	\$130,597	\$124,043
2020 Owner Occupied Housing Units by Value			
Total	2,907	18,495	38,251
<\$50,000	1.5%	1.8%	2.4%
\$50,000 - \$99,999	0.5%	0.3%	1.6%
\$100,000 - \$149,999	2.9%	2.3%	4.3%
\$150,000 - \$199,999	10.5%	10.6%	9.8%
\$200,000 - \$249,999	14.8%	16.7%	14.5%
\$250,000 - \$299,999	14.2%	16.3%	15.6%
\$300,000 - \$399,999	24.1%	26.9%	27.3%
\$400,000 - \$499,999	26.0%	14.7%	15.5%
\$500,000 - \$749,999	5.5%	8.4%	7.6%
\$750,000 - \$999,999	0.0%	1.3%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$332,104	\$339,501	\$329,868
2025 Owner Occupied Housing Units by Value			
Total	3,016	19,230	39,527
<\$50,000	1.2%	1.7%	2.3%
\$50,000 - \$99,999	0.2%	0.2%	1.1%
\$100,000 - \$149,999	1.5%	1.3%	2.7%
\$150,000 - \$199,999	7.5%	7.0%	6.4%
\$200,000 - \$249,999	9.8%	13.1%	11.1%
\$250,000 - \$299,999	12.3%	15.4%	14.6%
\$300,000 - \$399,999	26.8%	30.6%	31.1%
\$400,000 - \$499,999	33.6%	18.3%	19.5%
\$500,000 - \$749,999	7.2%	10.3%	9.5%
\$750,000 - \$999,999	0.0%	1.5%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$362,496	\$364,094	\$357,257

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.

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2010 Population by Age			
Total	9,169	56,396	119,903
0 - 4	6.2%	6.5%	6.5%
5 - 9	6.7%	7.0%	7.0%
10 - 14	8.3%	7.4%	7.4%
15 - 24	12.7%	11.6%	12.4%
25 - 34	12.2%	13.1%	12.8%
35 - 44	14.4%	14.4%	14.5%
45 - 54	17.4%	16.0%	16.2%
55 - 64	11.6%	11.6%	11.5%
65 - 74	5.5%	6.5%	6.4%
75 - 84	3.3%	4.0%	3.7%
85 +	1.6%	1.8%	1.5%
18 +	73.3%	74.7%	74.6%
2020 Population by Age			
Total	9,819	61,040	127,759
0 - 4	5.5%	5.7%	5.7%
5 - 9	6.1%	6.1%	6.3%
10 - 14	6.7%	6.6%	6.7%
15 - 24	11.7%	11.6%	11.8%
25 - 34	13.7%	13.1%	13.2%
35 - 44	13.6%	13.2%	13.4%
45 - 54	13.4%	13.4%	13.6%
55 - 64	14.8%	13.8%	13.5%
65 - 74	9.0%	9.5%	9.3%
75 - 84	3.9%	4.7%	4.6%
85 +	1.8%	2.2%	1.9%
18 +	78.1%	77.7%	77.4%
2025 Population by Age			
Total	10,191	63,192	131,386
0 - 4	5.5%	5.7%	5.8%
5 - 9	5.8%	5.8%	6.0%
10 - 14	6.2%	6.0%	6.3%
15 - 24	10.0%	10.5%	10.9%
25 - 34	14.6%	13.8%	13.4%
35 - 44	14.6%	13.5%	14.1%
45 - 54	11.7%	12.3%	12.5%
55 - 64	13.9%	13.1%	12.7%
65 - 74	10.5%	10.8%	10.4%
75 - 84	5.4%	6.2%	6.0%
85 +	1.8%	2.3%	2.0%
18 +	78.8%	78.9%	78.3%
2010 Population by Sex			
Males	4,436	27,205	58,234
Females	4,733	29,191	61,666
2020 Population by Sex			
Males	4,775	29,533	62,252
Females	5,044	31,506	65,507
2025 Population by Sex			
Males	4,987	30,613	64,080
Females	5,205	32,579	67,306

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2010 Population by Race/Ethnicity			
Total	9,169	56,398	119,900
White Alone	87.8%	86.1%	82.2%
Black Alone	5.3%	7.1%	11.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.9%	3.8%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.6%	0.8%	1.0%
Two or More Races	2.0%	2.1%	2.3%
Hispanic Origin	3.5%	3.4%	3.6%
Diversity Index	27.7	30.1	35.8
2020 Population by Race/Ethnicity			
Total	9,820	61,039	127,758
White Alone	83.9%	81.8%	78.3%
Black Alone	6.7%	8.9%	13.0%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	5.2%	5.0%	4.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	0.9%	1.2%	1.4%
Two or More Races	2.7%	2.8%	2.9%
Hispanic Origin	5.5%	5.1%	5.4%
Diversity Index	36.2	38.6	43.2
2025 Population by Race/Ethnicity			
Total	10,192	63,192	131,386
White Alone	81.4%	79.1%	75.8%
Black Alone	7.6%	10.0%	14.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.1%	5.9%	4.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.1%	1.4%	1.7%
Two or More Races	3.2%	3.3%	3.4%
Hispanic Origin	6.8%	6.3%	6.5%
Diversity Index	41.3	43.6	47.6
2010 Population by Relationship and Household Type			
Total	9,169	56,396	119,900
In Households	99.1%	99.2%	99.1%
In Family Households	87.0%	85.8%	86.4%
Householder	26.9%	26.9%	26.9%
Spouse	22.0%	22.0%	21.3%
Child	34.1%	32.5%	33.2%
Other relative	2.4%	2.7%	3.1%
Nonrelative	1.5%	1.7%	1.9%
In Nonfamily Households	12.1%	13.4%	12.6%
In Group Quarters	0.9%	0.8%	0.9%
Institutionalized Population	0.7%	0.5%	0.7%
Noninstitutionalized Population	0.1%	0.3%	0.2%

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 25+ by Educational Attainment			
Total	6,883	42,660	88,715
Less than 9th Grade	0.7%	1.8%	2.0%
9th - 12th Grade, No Diploma	3.0%	3.0%	3.5%
High School Graduate	16.5%	19.0%	20.4%
GED/Alternative Credential	2.5%	3.1%	3.5%
Some College, No Degree	17.4%	20.0%	20.9%
Associate Degree	8.5%	8.3%	8.8%
Bachelor's Degree	30.9%	26.3%	24.0%
Graduate/Professional Degree	20.4%	18.4%	16.8%
2020 Population 15+ by Marital Status			
Total	8,027	49,769	103,828
Never Married	28.2%	26.3%	27.6%
Married	57.6%	59.0%	58.0%
Widowed	3.9%	5.0%	4.8%
Divorced	10.3%	9.6%	9.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,905	35,013	72,782
Population 16+ Employed	90.4%	90.3%	90.2%
Population 16+ Unemployment rate	9.5%	9.7%	9.8%
Population 16-24 Employed	10.1%	11.7%	11.9%
Population 16-24 Unemployment rate	15.6%	16.6%	15.8%
Population 25-54 Employed	62.4%	64.3%	64.9%
Population 25-54 Unemployment rate	9.4%	8.7%	8.9%
Population 55-64 Employed	21.2%	18.4%	17.7%
Population 55-64 Unemployment rate	7.9%	8.8%	8.8%
Population 65+ Employed	6.2%	5.6%	5.5%
Population 65+ Unemployment rate	5.9%	9.3%	9.4%
2020 Employed Population 16+ by Industry			
Total	5,341	31,608	65,632
Agriculture/Mining	0.1%	0.4%	0.4%
Construction	5.7%	6.6%	6.6%
Manufacturing	4.6%	6.0%	6.0%
Wholesale Trade	1.8%	2.2%	2.5%
Retail Trade	7.4%	10.4%	11.2%
Transportation/Utilities	4.3%	4.1%	4.4%
Information	1.7%	1.7%	1.4%
Finance/Insurance/Real Estate	8.1%	8.4%	7.4%
Services	53.2%	50.1%	50.0%
Public Administration	13.2%	10.3%	10.1%
2020 Employed Population 16+ by Occupation			
Total	5,338	31,608	65,631
White Collar	76.3%	73.8%	71.5%
Management/Business/Financial	20.5%	19.2%	17.8%
Professional	36.0%	29.6%	28.1%
Sales	7.2%	10.7%	10.8%
Administrative Support	12.6%	14.4%	14.7%
Services	11.2%	12.2%	13.8%
Blue Collar	12.5%	14.0%	14.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.7%	3.7%	3.9%
Installation/Maintenance/Repair	3.2%	3.4%	3.0%
Production	2.1%	3.3%	3.3%
Transportation/Material Moving	3.4%	3.4%	4.4%

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	3,520	21,399	44,436
Households with 1 Person	22.3%	23.9%	22.4%
Households with 2+ People	77.7%	76.1%	77.6%
Family Households	72.9%	71.0%	72.4%
Husband-wife Families	59.7%	58.1%	57.5%
With Related Children	31.0%	28.5%	27.9%
Other Family (No Spouse Present)	13.2%	12.8%	14.9%
Other Family with Male Householder	3.0%	3.7%	4.1%
With Related Children	2.1%	2.3%	2.5%
Other Family with Female Householder	10.3%	9.1%	10.8%
With Related Children	6.8%	5.7%	6.9%
Nonfamily Households	4.8%	5.1%	5.2%
All Households with Children	40.2%	36.9%	37.7%
Multigenerational Households	3.6%	3.7%	4.1%
Unmarried Partner Households	5.1%	5.6%	6.0%
Male-female	4.5%	5.0%	5.4%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	3,522	21,399	44,437
1 Person Household	22.3%	23.9%	22.4%
2 Person Household	30.4%	31.4%	31.7%
3 Person Household	18.5%	17.8%	18.3%
4 Person Household	18.6%	17.1%	17.0%
5 Person Household	6.9%	6.6%	7.1%
6 Person Household	2.6%	2.3%	2.4%
7 + Person Household	0.8%	0.9%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	3,521	21,399	44,436
Owner Occupied	81.9%	80.4%	81.0%
Owned with a Mortgage/Loan	70.0%	66.3%	65.6%
Owned Free and Clear	12.0%	14.1%	15.4%
Renter Occupied	18.1%	19.6%	19.0%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	176	168	161
Percent of Income for Mortgage	12.8%	13.3%	13.8%
Wealth Index	178	154	142
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,662	22,325	46,461
Housing Units Inside Urbanized Area	100.0%	98.1%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.9%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	9,169	56,396	119,900
Population Inside Urbanized Area	100.0%	98.1%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.9%	3.8%

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.	Soccer Moms (4A)	Enterprising Professionals	Soccer Moms (4A)
2.	Savvy Suburbanites (1D)	Old and Newcomers (8F)	Savvy Suburbanites (1D)
3.	In Style (5B)	Exurbanites (1E)	Old and Newcomers (8F)
2020 Consumer Spending			
Apparel & Services: Total \$	\$11,955,276	\$66,238,224	\$128,096,420
Average Spent	\$3,175.37	\$2,832.39	\$2,700.41
Spending Potential Index	148	132	126
Education: Total \$	\$10,440,604	\$58,306,451	\$110,803,361
Average Spent	\$2,773.07	\$2,493.22	\$2,335.85
Spending Potential Index	155	139	131
Entertainment/Recreation: Total \$	\$18,138,967	\$99,986,287	\$192,720,421
Average Spent	\$4,817.79	\$4,275.48	\$4,062.75
Spending Potential Index	148	132	125
Food at Home: Total \$	\$28,907,486	\$160,663,063	\$311,166,635
Average Spent	\$7,677.95	\$6,870.05	\$6,559.71
Spending Potential Index	144	129	123
Food Away from Home: Total \$	\$20,742,805	\$115,790,292	\$223,738,093
Average Spent	\$5,509.38	\$4,951.27	\$4,716.63
Spending Potential Index	146	131	125
Health Care: Total \$	\$31,887,730	\$174,548,281	\$338,509,047
Average Spent	\$8,469.52	\$7,463.79	\$7,136.12
Spending Potential Index	147	130	124
HH Furnishings & Equipment: Total \$	\$12,531,602	\$68,360,605	\$132,200,490
Average Spent	\$3,328.45	\$2,923.14	\$2,786.92
Spending Potential Index	152	134	128
Personal Care Products & Services: Total \$	\$5,199,397	\$28,785,955	\$55,617,596
Average Spent	\$1,380.98	\$1,230.91	\$1,172.48
Spending Potential Index	150	134	128
Shelter: Total \$	\$107,607,102	\$604,508,888	\$1,158,496,564
Average Spent	\$28,580.90	\$25,849.18	\$24,422.31
Spending Potential Index	148	133	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,479,222	\$73,501,879	\$141,705,116
Average Spent	\$3,580.14	\$3,142.99	\$2,987.29
Spending Potential Index	153	134	128
Travel: Total \$	\$14,085,239	\$78,119,862	\$149,096,920
Average Spent	\$3,741.10	\$3,340.45	\$3,143.12
Spending Potential Index	155	139	130
Vehicle Maintenance & Repairs: Total \$	\$6,463,528	\$35,527,174	\$68,561,033
Average Spent	\$1,716.74	\$1,519.16	\$1,445.34
Spending Potential Index	148	131	125

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	30.1%	Population	9,820	10,192
Savvy Suburbanites (1D)	20.6%	Households	3,765	3,902
In Style (5B)	14.0%	Families	2,696	2,776
Bright Young Professionals (8C)	11.9%	Median Age	39.3	40.5
Parks and Rec (5C)	9.7%	Median Household Income	\$105,399	\$111,935
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		148	\$3,175.37	\$11,955,276
Men's		148	\$621.10	\$2,338,445
Women's		149	\$1,120.77	\$4,219,695
Children's		149	\$475.69	\$1,790,965
Footwear		147	\$703.26	\$2,647,784
Watches & Jewelry		145	\$168.91	\$635,958
Apparel Products and Services (1)		148	\$85.64	\$322,428
Computer				
Computers and Hardware for Home Use		150	\$243.71	\$917,552
Portable Memory		143	\$5.54	\$20,874
Computer Software		148	\$14.36	\$54,053
Computer Accessories		158	\$27.92	\$105,129
Entertainment & Recreation		148	\$4,817.79	\$18,138,967
Fees and Admissions		161	\$1,151.77	\$4,336,407
Membership Fees for Clubs (2)		159	\$381.82	\$1,437,545
Fees for Participant Sports, excl. Trips		165	\$162.45	\$611,628
Tickets to Theatre/Operas/Concerts		159	\$128.45	\$483,603
Tickets to Movies		153	\$87.65	\$330,017
Tickets to Parks or Museums		149	\$48.86	\$183,945
Admission to Sporting Events, excl. Trips		158	\$99.27	\$373,750
Fees for Recreational Lessons		167	\$242.10	\$911,504
Dating Services		144	\$1.17	\$4,415
TV/Video/Audio		143	\$1,672.55	\$6,297,132
Cable and Satellite Television Services		141	\$1,139.57	\$4,290,466
Televisions		147	\$158.89	\$598,218
Satellite Dishes		162	\$1.90	\$7,170
VCRs, Video Cameras, and DVD Players		149	\$7.76	\$29,199
Miscellaneous Video Equipment		151	\$37.74	\$142,086
Video Cassettes and DVDs		149	\$14.86	\$55,931
Video Game Hardware/Accessories		143	\$40.66	\$153,068
Video Game Software		147	\$24.17	\$90,999
Rental/Streaming/Downloaded Video		150	\$80.95	\$304,773
Installation of Televisions		169	\$1.82	\$6,843
Audio (3)		151	\$161.06	\$606,373
Rental and Repair of TV/Radio/Sound Equipment		131	\$3.19	\$12,007
Pets		140	\$974.43	\$3,668,736
Toys/Games/Crafts/Hobbies (4)		149	\$180.92	\$681,181
Recreational Vehicles and Fees (5)		152	\$236.12	\$888,990
Sports/Recreation/Exercise Equipment (6)		156	\$315.86	\$1,189,221
Photo Equipment and Supplies (7)		153	\$78.32	\$294,862
Reading (8)		151	\$162.94	\$613,472
Catered Affairs (9)		150	\$44.88	\$168,966
Food		145	\$13,187.33	\$49,650,290
Food at Home		144	\$7,677.95	\$28,907,486
Bakery and Cereal Products		144	\$1,002.43	\$3,774,148
Meats, Poultry, Fish, and Eggs		143	\$1,665.32	\$6,269,930
Dairy Products		144	\$792.28	\$2,982,949
Fruits and Vegetables		145	\$1,520.93	\$5,726,284
Snacks and Other Food at Home (10)		143	\$2,696.99	\$10,154,175
Food Away from Home		146	\$5,509.38	\$20,742,805
Alcoholic Beverages		152	\$947.83	\$3,568,586

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	166	\$40,410.92	\$152,147,130
Value of Retirement Plans	166	\$158,049.80	\$595,057,480
Value of Other Financial Assets	154	\$12,615.56	\$47,497,597
Vehicle Loan Amount excluding Interest	148	\$4,330.12	\$16,302,915
Value of Credit Card Debt	150	\$3,911.55	\$14,726,979
Health			
Nonprescription Drugs	141	\$208.42	\$784,709
Prescription Drugs	143	\$500.84	\$1,885,660
Eyeglasses and Contact Lenses	147	\$137.34	\$517,088
Home			
Mortgage Payment and Basics (11)	162	\$16,951.66	\$63,823,016
Maintenance and Remodeling Services	162	\$4,155.96	\$15,647,174
Maintenance and Remodeling Materials (12)	149	\$822.30	\$3,095,945
Utilities, Fuel, and Public Services	142	\$6,946.93	\$26,155,189
Household Furnishings and Equipment			
Household Textiles (13)	148	\$150.12	\$565,191
Furniture	153	\$978.67	\$3,684,694
Rugs	170	\$59.58	\$224,303
Major Appliances (14)	154	\$550.35	\$2,072,053
Housewares (15)	147	\$142.33	\$535,891
Small Appliances	144	\$71.21	\$268,114
Luggage	157	\$23.01	\$86,615
Telephones and Accessories	154	\$136.39	\$513,502
Household Operations			
Child Care	161	\$828.19	\$3,118,149
Lawn and Garden (16)	152	\$741.02	\$2,789,941
Moving/Storage/Freight Express	143	\$86.28	\$324,847
Housekeeping Supplies (17)	145	\$1,121.46	\$4,222,296
Insurance			
Owners and Renters Insurance	150	\$895.96	\$3,373,282
Vehicle Insurance	142	\$2,556.09	\$9,623,665
Life/Other Insurance	153	\$827.76	\$3,116,502
Health Insurance	148	\$5,475.17	\$20,614,016
Personal Care Products (18)	146	\$725.91	\$2,733,040
School Books and Supplies (19)	147	\$217.37	\$818,398
Smoking Products	126	\$507.61	\$1,911,169
Transportation			
Payments on Vehicles excluding Leases	145	\$3,752.13	\$14,126,766
Gasoline and Motor Oil	141	\$3,333.18	\$12,549,439
Vehicle Maintenance and Repairs	148	\$1,716.74	\$6,463,528
Travel			
Airline Fares	156	\$935.44	\$3,521,924
Lodging on Trips	156	\$1,014.78	\$3,820,655
Auto/Truck Rental on Trips	157	\$45.33	\$170,673
Food and Drink on Trips	154	\$883.47	\$3,326,254

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	12.7%	Population	61,039	63,192
Old and Newcomers (8F)	12.6%	Households	23,386	24,237
Exurbanites (1E)	10.5%	Families	16,362	16,860
Soccer Moms (4A)	10.5%	Median Age	40.0	41.0
Professional Pride (1B)	9.9%	Median Household Income	\$96,305	\$100,690
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		132	\$2,832.39	\$66,238,224
Men's		133	\$556.61	\$13,016,837
Women's		134	\$1,006.59	\$23,540,006
Children's		130	\$415.05	\$9,706,314
Footwear		130	\$621.96	\$14,545,158
Watches & Jewelry		131	\$152.96	\$3,577,060
Apparel Products and Services (1)		137	\$79.23	\$1,852,849
Computer				
Computers and Hardware for Home Use		135	\$219.97	\$5,144,210
Portable Memory		131	\$5.07	\$118,480
Computer Software		135	\$13.12	\$306,791
Computer Accessories		138	\$24.30	\$568,267
Entertainment & Recreation		132	\$4,275.48	\$99,986,287
Fees and Admissions		143	\$1,024.27	\$23,953,486
Membership Fees for Clubs (2)		142	\$341.00	\$7,974,612
Fees for Participant Sports, excl. Trips		145	\$142.97	\$3,343,445
Tickets to Theatre/Operas/Concerts		142	\$115.05	\$2,690,584
Tickets to Movies		136	\$78.22	\$1,829,154
Tickets to Parks or Museums		133	\$43.80	\$1,024,358
Admission to Sporting Events, excl. Trips		140	\$88.11	\$2,060,436
Fees for Recreational Lessons		148	\$214.02	\$5,005,067
Dating Services		136	\$1.10	\$25,831
TV/Video/Audio		127	\$1,480.45	\$34,621,832
Cable and Satellite Television Services		125	\$1,012.34	\$23,674,477
Televisions		129	\$139.47	\$3,261,755
Satellite Dishes		137	\$1.60	\$37,481
VCRs, Video Cameras, and DVD Players		130	\$6.81	\$159,177
Miscellaneous Video Equipment		131	\$32.64	\$763,209
Video Cassettes and DVDs		129	\$12.93	\$302,422
Video Game Hardware/Accessories		127	\$35.90	\$839,467
Video Game Software		128	\$21.12	\$493,854
Rental/Streaming/Downloaded Video		132	\$71.01	\$1,660,754
Installation of Televisions		153	\$1.65	\$38,606
Audio (3)		134	\$142.02	\$3,321,290
Rental and Repair of TV/Radio/Sound Equipment		122	\$2.96	\$69,339
Pets		125	\$869.77	\$20,340,464
Toys/Games/Crafts/Hobbies (4)		130	\$158.47	\$3,705,964
Recreational Vehicles and Fees (5)		137	\$213.80	\$5,000,018
Sports/Recreation/Exercise Equipment (6)		135	\$274.00	\$6,407,661
Photo Equipment and Supplies (7)		136	\$69.47	\$1,624,720
Reading (8)		135	\$145.39	\$3,399,981
Catered Affairs (9)		133	\$39.86	\$932,160
Food		130	\$11,821.32	\$276,453,355
Food at Home		129	\$6,870.05	\$160,663,063
Bakery and Cereal Products		129	\$893.91	\$20,904,961
Meats, Poultry, Fish, and Eggs		128	\$1,494.74	\$34,955,977
Dairy Products		129	\$709.49	\$16,592,075
Fruits and Vegetables		131	\$1,365.59	\$31,935,763
Snacks and Other Food at Home (10)		128	\$2,406.32	\$56,274,288
Food Away from Home		131	\$4,951.27	\$115,790,292
Alcoholic Beverages		138	\$857.94	\$20,063,765

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	147	\$35,783.60	\$836,835,155
Value of Retirement Plans	145	\$137,809.22	\$3,222,806,363
Value of Other Financial Assets	140	\$11,437.36	\$267,474,127
Vehicle Loan Amount excluding Interest	130	\$3,785.38	\$88,524,790
Value of Credit Card Debt	132	\$3,441.83	\$80,490,621
Health			
Nonprescription Drugs	125	\$185.66	\$4,341,763
Prescription Drugs	125	\$437.51	\$10,231,693
Eyeglasses and Contact Lenses	129	\$120.72	\$2,823,192
Home			
Mortgage Payment and Basics (11)	142	\$14,855.99	\$347,422,166
Maintenance and Remodeling Services	142	\$3,647.85	\$85,308,615
Maintenance and Remodeling Materials (12)	132	\$725.67	\$16,970,557
Utilities, Fuel, and Public Services	126	\$6,154.42	\$143,927,336
Household Furnishings and Equipment			
Household Textiles (13)	131	\$132.22	\$3,092,146
Furniture	134	\$855.38	\$20,003,860
Rugs	143	\$50.32	\$1,176,679
Major Appliances (14)	133	\$476.69	\$11,147,837
Housewares (15)	131	\$127.17	\$2,973,963
Small Appliances	128	\$63.52	\$1,485,379
Luggage	139	\$20.40	\$477,189
Telephones and Accessories	138	\$121.77	\$2,847,615
Household Operations			
Child Care	141	\$728.73	\$17,042,149
Lawn and Garden (16)	135	\$657.78	\$15,382,871
Moving/Storage/Freight Express	133	\$79.78	\$1,865,753
Housekeeping Supplies (17)	129	\$997.59	\$23,329,607
Insurance			
Owners and Renters Insurance	130	\$778.16	\$18,198,162
Vehicle Insurance	126	\$2,267.53	\$53,028,534
Life/Other Insurance	134	\$723.33	\$16,915,706
Health Insurance	130	\$4,824.13	\$112,817,176
Personal Care Products (18)	130	\$647.88	\$15,151,313
School Books and Supplies (19)	132	\$194.68	\$4,552,836
Smoking Products	112	\$449.84	\$10,520,045
Transportation			
Payments on Vehicles excluding Leases	127	\$3,267.26	\$76,408,258
Gasoline and Motor Oil	125	\$2,962.69	\$69,285,497
Vehicle Maintenance and Repairs	131	\$1,519.16	\$35,527,174
Travel			
Airline Fares	141	\$845.94	\$19,783,116
Lodging on Trips	139	\$902.34	\$21,102,023
Auto/Truck Rental on Trips	141	\$40.77	\$953,453
Food and Drink on Trips	137	\$787.76	\$18,422,467

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2208 Old Emmorton Rd, Bel Air, Maryland, 21015
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.49712
 Longitude: -76.32419

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	15.2%	Population	127,759	131,386
Savvy Suburbanites (1D)	11.7%	Households	47,436	48,802
Old and Newcomers (8F)	10.1%	Families	33,971	34,802
Enterprising Professionals (2D)	9.8%	Median Age	39.6	40.4
Professional Pride (1B)	8.9%	Median Household Income	\$92,574	\$97,616
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		126	\$2,700.41	\$128,096,420
Men's		126	\$527.65	\$25,029,815
Women's		127	\$955.21	\$45,311,313
Children's		126	\$401.91	\$19,065,172
Footwear		125	\$596.94	\$28,316,267
Watches & Jewelry		124	\$144.86	\$6,871,797
Apparel Products and Services (1)		128	\$73.83	\$3,502,056
Computer				
Computers and Hardware for Home Use		128	\$208.09	\$9,871,170
Portable Memory		124	\$4.81	\$228,211
Computer Software		127	\$12.34	\$585,427
Computer Accessories		131	\$23.18	\$1,099,774
Entertainment & Recreation		125	\$4,062.75	\$192,720,421
Fees and Admissions		134	\$961.36	\$45,603,039
Membership Fees for Clubs (2)		133	\$319.51	\$15,156,375
Fees for Participant Sports, excl. Trips		138	\$135.26	\$6,416,170
Tickets to Theatre/Operas/Concerts		133	\$107.36	\$5,092,797
Tickets to Movies		130	\$74.43	\$3,530,748
Tickets to Parks or Museums		126	\$41.51	\$1,969,167
Admission to Sporting Events, excl. Trips		132	\$82.69	\$3,922,251
Fees for Recreational Lessons		138	\$199.55	\$9,465,949
Dating Services		130	\$1.05	\$49,583
TV/Video/Audio		122	\$1,419.43	\$67,331,943
Cable and Satellite Television Services		120	\$969.42	\$45,985,435
Televisions		125	\$134.33	\$6,372,277
Satellite Dishes		132	\$1.55	\$73,452
VCRs, Video Cameras, and DVD Players		125	\$6.54	\$310,448
Miscellaneous Video Equipment		127	\$31.61	\$1,499,242
Video Cassettes and DVDs		125	\$12.46	\$591,083
Video Game Hardware/Accessories		123	\$34.77	\$1,649,248
Video Game Software		124	\$20.45	\$970,229
Rental/Streaming/Downloaded Video		127	\$68.35	\$3,242,386
Installation of Televisions		143	\$1.54	\$73,122
Audio (3)		127	\$135.54	\$6,429,635
Rental and Repair of TV/Radio/Sound Equipment		117	\$2.85	\$135,386
Pets		119	\$828.07	\$39,280,197
Toys/Games/Crafts/Hobbies (4)		125	\$152.15	\$7,217,352
Recreational Vehicles and Fees (5)		128	\$199.63	\$9,469,802
Sports/Recreation/Exercise Equipment (6)		129	\$261.99	\$12,427,842
Photo Equipment and Supplies (7)		128	\$65.64	\$3,113,831
Reading (8)		127	\$136.96	\$6,496,635
Catered Affairs (9)		125	\$37.52	\$1,779,779
Food		124	\$11,276.35	\$534,904,728
Food at Home		123	\$6,559.71	\$311,166,635
Bakery and Cereal Products		123	\$853.27	\$40,475,738
Meats, Poultry, Fish, and Eggs		122	\$1,427.61	\$67,720,266
Dairy Products		123	\$676.28	\$32,079,864
Fruits and Vegetables		124	\$1,299.00	\$61,619,544
Snacks and Other Food at Home (10)		122	\$2,303.55	\$109,271,222
Food Away from Home		125	\$4,716.63	\$223,738,093
Alcoholic Beverages		130	\$807.38	\$38,299,073

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	137	\$33,436.66	\$1,586,101,493
Value of Retirement Plans	136	\$129,533.45	\$6,144,548,744
Value of Other Financial Assets	131	\$10,694.98	\$507,326,878
Vehicle Loan Amount excluding Interest	126	\$3,665.86	\$173,893,969
Value of Credit Card Debt	126	\$3,283.51	\$155,756,567
Health			
Nonprescription Drugs	120	\$177.86	\$8,436,864
Prescription Drugs	120	\$420.52	\$19,947,677
Eyeglasses and Contact Lenses	123	\$115.19	\$5,464,030
Home			
Mortgage Payment and Basics (11)	134	\$13,996.56	\$663,940,752
Maintenance and Remodeling Services	133	\$3,413.17	\$161,906,934
Maintenance and Remodeling Materials (12)	125	\$688.06	\$32,638,675
Utilities, Fuel, and Public Services	121	\$5,912.59	\$280,469,563
Household Furnishings and Equipment			
Household Textiles (13)	125	\$126.46	\$5,998,974
Furniture	128	\$817.11	\$38,760,300
Rugs	135	\$47.57	\$2,256,457
Major Appliances (14)	127	\$455.56	\$21,609,809
Housewares (15)	125	\$121.35	\$5,756,400
Small Appliances	123	\$60.73	\$2,880,762
Luggage	132	\$19.34	\$917,441
Telephones and Accessories	132	\$116.27	\$5,515,463
Household Operations			
Child Care	134	\$689.74	\$32,718,730
Lawn and Garden (16)	127	\$620.03	\$29,411,671
Moving/Storage/Freight Express	126	\$75.87	\$3,599,121
Housekeeping Supplies (17)	123	\$955.67	\$45,333,016
Insurance			
Owners and Renters Insurance	125	\$745.96	\$35,385,282
Vehicle Insurance	121	\$2,185.07	\$103,651,017
Life/Other Insurance	127	\$688.26	\$32,648,299
Health Insurance	124	\$4,612.05	\$218,777,313
Personal Care Products (18)	124	\$620.62	\$29,439,815
School Books and Supplies (19)	126	\$186.17	\$8,831,250
Smoking Products	109	\$437.16	\$20,736,895
Transportation			
Payments on Vehicles excluding Leases	123	\$3,165.23	\$150,145,818
Gasoline and Motor Oil	121	\$2,855.87	\$135,471,165
Vehicle Maintenance and Repairs	125	\$1,445.34	\$68,561,033
Travel			
Airline Fares	132	\$791.07	\$37,524,971
Lodging on Trips	131	\$848.66	\$40,256,965
Auto/Truck Rental on Trips	133	\$38.22	\$1,813,124
Food and Drink on Trips	130	\$742.96	\$35,243,120

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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.

2208 Old Emmorton Rd, Bel Air, Maryland, 21015
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.49712
 Longitude: -76.32419

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	418				1,848				3,958			
Total Employees:	4,622				22,347				43,641			
Total Residential Population:	9,820				61,039				127,759			
Employee/Residential Population Ratio (per 100 Residents)	47				37				34			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.4%	54	1.2%	37	2.0%	271	1.2%	85	2.1%	643	1.5%
Construction	22	5.3%	84	1.8%	99	5.4%	441	2.0%	290	7.3%	1,717	3.9%
Manufacturing	5	1.2%	85	1.8%	25	1.4%	373	1.7%	71	1.8%	1,391	3.2%
Transportation	5	1.2%	25	0.5%	32	1.7%	148	0.7%	73	1.8%	483	1.1%
Communication	5	1.2%	33	0.7%	15	0.8%	69	0.3%	27	0.7%	158	0.4%
Utility	0	0.0%	0	0.0%	3	0.2%	7	0.0%	6	0.2%	21	0.0%
Wholesale Trade	6	1.4%	48	1.0%	34	1.8%	242	1.1%	89	2.2%	1,312	3.0%
Retail Trade Summary	82	19.6%	1,614	34.9%	398	21.5%	7,956	35.6%	839	21.2%	14,109	32.3%
Home Improvement	1	0.2%	28	0.6%	14	0.8%	490	2.2%	35	0.9%	777	1.8%
General Merchandise Stores	5	1.2%	215	4.7%	22	1.2%	1,503	6.7%	41	1.0%	1,785	4.1%
Food Stores	10	2.4%	269	5.8%	42	2.3%	1,287	5.8%	98	2.5%	2,585	5.9%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.7%	35	0.8%	21	1.1%	391	1.7%	86	2.2%	1,455	3.3%
Apparel & Accessory Stores	7	1.7%	68	1.5%	39	2.1%	342	1.5%	58	1.5%	444	1.0%
Furniture & Home Furnishings	3	0.7%	23	0.5%	29	1.6%	260	1.2%	52	1.3%	507	1.2%
Eating & Drinking Places	30	7.2%	790	17.1%	107	5.8%	2,608	11.7%	227	5.7%	4,881	11.2%
Miscellaneous Retail	22	5.3%	184	4.0%	123	6.7%	1,075	4.8%	241	6.1%	1,676	3.8%
Finance, Insurance, Real Estate Summary	43	10.3%	365	7.9%	221	12.0%	1,944	8.7%	404	10.2%	3,337	7.6%
Banks, Savings & Lending Institutions	9	2.2%	77	1.7%	46	2.5%	471	2.1%	78	2.0%	932	2.1%
Securities Brokers	6	1.4%	21	0.5%	32	1.7%	130	0.6%	58	1.5%	230	0.5%
Insurance Carriers & Agents	10	2.4%	32	0.7%	53	2.9%	345	1.5%	91	2.3%	635	1.5%
Real Estate, Holding, Other Investment Offices	18	4.3%	234	5.1%	90	4.9%	998	4.5%	178	4.5%	1,540	3.5%
Services Summary	211	50.5%	2,279	49.3%	780	42.2%	9,851	44.1%	1,635	41.3%	18,060	41.4%
Hotels & Lodging	1	0.2%	8	0.2%	3	0.2%	16	0.1%	22	0.6%	330	0.8%
Automotive Services	7	1.7%	26	0.6%	44	2.4%	204	0.9%	144	3.6%	686	1.6%
Motion Pictures & Amusements	16	3.8%	100	2.2%	51	2.8%	464	2.1%	117	3.0%	989	2.3%
Health Services	91	21.8%	1,234	26.7%	225	12.2%	4,506	20.2%	332	8.4%	5,622	12.9%
Legal Services	2	0.5%	5	0.1%	39	2.1%	184	0.8%	90	2.3%	406	0.9%
Education Institutions & Libraries	7	1.7%	230	5.0%	25	1.4%	1,079	4.8%	56	1.4%	2,942	6.7%
Other Services	88	21.1%	675	14.6%	394	21.3%	3,399	15.2%	874	22.1%	7,086	16.2%
Government	2	0.5%	21	0.5%	50	2.7%	997	4.5%	97	2.5%	2,301	5.3%
Unclassified Establishments	30	7.2%	15	0.3%	156	8.4%	48	0.2%	342	8.6%	107	0.2%
Totals	418	100.0%	4,622	100.0%	1,848	100.0%	22,347	100.0%	3,958	100.0%	43,641	100.0%

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	4	0.2%	33	0.1%	11	0.3%	56	0.1%
Mining	0	0.0%	1	0.0%	2	0.1%	14	0.1%	3	0.1%	22	0.1%
Utilities	0	0.0%	0	0.0%	1	0.1%	3	0.0%	1	0.0%	4	0.0%
Construction	24	5.7%	92	2.0%	111	6.0%	512	2.3%	314	7.9%	1,883	4.3%
Manufacturing	4	1.0%	85	1.8%	30	1.6%	415	1.9%	79	2.0%	1,472	3.4%
Wholesale Trade	6	1.4%	48	1.0%	34	1.8%	240	1.1%	86	2.2%	1,302	3.0%
Retail Trade	49	11.7%	803	17.4%	280	15.2%	5,254	23.5%	587	14.8%	9,018	20.7%
Motor Vehicle & Parts Dealers	3	0.7%	34	0.7%	18	1.0%	348	1.6%	69	1.7%	1,351	3.1%
Furniture & Home Furnishings Stores	2	0.5%	16	0.3%	20	1.1%	170	0.8%	30	0.8%	225	0.5%
Electronics & Appliance Stores	0	0.0%	1	0.0%	6	0.3%	81	0.4%	15	0.4%	242	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	28	0.6%	14	0.8%	490	2.2%	35	0.9%	777	1.8%
Food & Beverage Stores	6	1.4%	224	4.8%	36	1.9%	1,219	5.5%	87	2.2%	2,442	5.6%
Health & Personal Care Stores	10	2.4%	93	2.0%	45	2.4%	445	2.0%	77	1.9%	716	1.6%
Gasoline Stations	0	0.0%	1	0.0%	4	0.2%	42	0.2%	17	0.4%	104	0.2%
Clothing & Clothing Accessories Stores	8	1.9%	75	1.6%	52	2.8%	420	1.9%	74	1.9%	532	1.2%
Sport Goods, Hobby, Book, & Music Stores	9	2.2%	84	1.8%	19	1.0%	251	1.1%	38	1.0%	301	0.7%
General Merchandise Stores	5	1.2%	215	4.7%	22	1.2%	1,503	6.7%	41	1.0%	1,785	4.1%
Miscellaneous Store Retailers	3	0.7%	30	0.6%	31	1.7%	277	1.2%	66	1.7%	523	1.2%
Nonstore Retailers	2	0.5%	0	0.0%	14	0.8%	7	0.0%	37	0.9%	19	0.0%
Transportation & Warehousing	2	0.5%	16	0.3%	14	0.8%	73	0.3%	51	1.3%	358	0.8%
Information	8	1.9%	50	1.1%	21	1.1%	139	0.6%	45	1.1%	338	0.8%
Finance & Insurance	25	6.0%	130	2.8%	132	7.1%	951	4.3%	233	5.9%	1,813	4.2%
Central Bank/Credit Intermediation & Related Activities	9	2.2%	77	1.7%	46	2.5%	471	2.1%	81	2.0%	941	2.2%
Securities, Commodity Contracts & Other Financial	6	1.4%	21	0.5%	33	1.8%	135	0.6%	61	1.5%	237	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	10	2.4%	32	0.7%	53	2.9%	345	1.5%	91	2.3%	635	1.5%
Real Estate, Rental & Leasing	18	4.3%	224	4.8%	95	5.1%	985	4.4%	203	5.1%	1,541	3.5%
Professional, Scientific & Tech Services	34	8.1%	205	4.4%	176	9.5%	1,243	5.6%	395	10.0%	2,790	6.4%
Legal Services	4	1.0%	17	0.4%	45	2.4%	207	0.9%	103	2.6%	446	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	14	0.1%	8	0.2%	57	0.1%
Administrative & Support & Waste Management & Remediation	13	3.1%	51	1.1%	70	3.8%	334	1.5%	145	3.7%	867	2.0%
Educational Services	14	3.3%	295	6.4%	42	2.3%	1,190	5.3%	84	2.1%	3,087	7.1%
Health Care & Social Assistance	106	25.4%	1,439	31.1%	269	14.6%	5,542	24.8%	432	10.9%	7,412	17.0%
Arts, Entertainment & Recreation	8	1.9%	56	1.2%	35	1.9%	370	1.7%	78	2.0%	835	1.9%
Accommodation & Food Services	33	7.9%	818	17.7%	115	6.2%	2,677	12.0%	263	6.6%	5,336	12.2%
Accommodation	1	0.2%	8	0.2%	3	0.2%	16	0.1%	22	0.6%	330	0.8%
Food Services & Drinking Places	32	7.7%	810	17.5%	112	6.1%	2,661	11.9%	241	6.1%	5,006	11.5%
Other Services (except Public Administration)	41	9.8%	274	5.9%	210	11.4%	1,312	5.9%	503	12.7%	3,048	7.0%
Automotive Repair & Maintenance	6	1.4%	22	0.5%	36	1.9%	160	0.7%	110	2.8%	521	1.2%
Public Administration	2	0.5%	21	0.5%	50	2.7%	997	4.5%	96	2.4%	2,296	5.3%
Unclassified Establishments	30	7.2%	15	0.3%	156	8.4%	48	0.2%	342	8.6%	107	0.2%
Total	418	100.0%	4,622	100.0%	1,848	100.0%	22,347	100.0%	3,958	100.0%	43,641	100.0%

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