

2800 Fallston Rd, Fallston, Maryland, 21047 3  
 2800 Fallston Rd, Fallston, Maryland, 21047  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.54412  
 Longitude: -76.47387

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,366	10,679	28,660
2010 Total Population	1,537	11,432	30,249
2018 Total Population	1,573	11,646	31,269
2018 Group Quarters	2	6	19
2023 Total Population	1,597	11,812	31,950
2018-2023 Annual Rate	0.30%	0.28%	0.43%
2018 Total Daytime Population	780	6,486	20,510
Workers	220	1,356	6,238
Residents	560	5,130	14,272
<b>Household Summary</b>			
2000 Households	446	3,586	9,624
2000 Average Household Size	3.05	2.98	2.98
2010 Households	507	3,949	10,520
2010 Average Household Size	3.03	2.89	2.87
2018 Households	516	4,020	10,844
2018 Average Household Size	3.04	2.90	2.88
2023 Households	523	4,074	11,065
2023 Average Household Size	3.05	2.90	2.89
2018-2023 Annual Rate	0.27%	0.27%	0.40%
2010 Families	430	3,394	8,941
2010 Average Family Size	3.31	3.13	3.13
2018 Families	436	3,438	9,171
2018 Average Family Size	3.34	3.14	3.15
2023 Families	441	3,476	9,336
2023 Average Family Size	3.35	3.15	3.16
2018-2023 Annual Rate	0.23%	0.22%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	457	3,647	9,796
Owner Occupied Housing Units	91.2%	93.6%	91.7%
Renter Occupied Housing Units	6.3%	4.8%	6.5%
Vacant Housing Units	2.4%	1.6%	1.8%
2010 Housing Units	534	4,091	10,904
Owner Occupied Housing Units	88.8%	91.9%	90.9%
Renter Occupied Housing Units	6.2%	4.6%	5.6%
Vacant Housing Units	5.1%	3.5%	3.5%
2018 Housing Units	545	4,171	11,252
Owner Occupied Housing Units	88.8%	91.8%	90.7%
Renter Occupied Housing Units	6.1%	4.6%	5.6%
Vacant Housing Units	5.3%	3.6%	3.6%
2023 Housing Units	554	4,241	11,533
Owner Occupied Housing Units	88.8%	91.8%	90.7%
Renter Occupied Housing Units	5.6%	4.3%	5.3%
Vacant Housing Units	5.6%	3.9%	4.1%
<b>Median Household Income</b>			
2018	\$115,097	\$118,007	\$113,379
2023	\$121,913	\$126,040	\$122,194
<b>Median Home Value</b>			
2018	\$457,071	\$431,125	\$426,168
2023	\$492,857	\$461,344	\$458,982
<b>Per Capita Income</b>			
2018	\$47,482	\$50,742	\$50,234
2023	\$53,296	\$57,153	\$56,814
<b>Median Age</b>			
2010	43.9	45.1	45.0
2018	46.4	47.5	47.3
2023	47.2	48.6	48.2

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	516	4,020	10,844
<\$15,000	3.3%	1.9%	2.3%
\$15,000 - \$24,999	2.1%	2.0%	2.9%
\$25,000 - \$34,999	2.3%	2.4%	2.9%
\$35,000 - \$49,999	4.8%	4.8%	5.6%
\$50,000 - \$74,999	10.1%	9.9%	11.3%
\$75,000 - \$99,999	14.9%	15.7%	15.9%
\$100,000 - \$149,999	29.3%	27.5%	24.6%
\$150,000 - \$199,999	15.3%	14.7%	14.6%
\$200,000+	17.6%	20.9%	19.8%
Average Household Income	\$138,900	\$147,293	\$144,221
<b>2023 Households by Income</b>			
Household Income Base	523	4,074	11,065
<\$15,000	2.9%	1.7%	2.0%
\$15,000 - \$24,999	1.7%	1.7%	2.4%
\$25,000 - \$34,999	1.9%	1.9%	2.3%
\$35,000 - \$49,999	3.8%	3.8%	4.3%
\$50,000 - \$74,999	8.4%	8.2%	9.5%
\$75,000 - \$99,999	14.1%	14.7%	15.0%
\$100,000 - \$149,999	30.2%	28.4%	25.9%
\$150,000 - \$199,999	16.1%	15.2%	15.4%
\$200,000+	20.7%	24.4%	23.2%
Average Household Income	\$156,195	\$166,085	\$163,330
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	484	3,830	10,211
<\$50,000	0.2%	0.4%	0.7%
\$50,000 - \$99,999	1.4%	0.6%	0.5%
\$100,000 - \$149,999	0.2%	0.2%	0.7%
\$150,000 - \$199,999	1.2%	1.5%	1.9%
\$200,000 - \$249,999	3.3%	5.2%	4.9%
\$250,000 - \$299,999	2.5%	5.5%	6.7%
\$300,000 - \$399,999	29.5%	29.0%	28.4%
\$400,000 - \$499,999	20.5%	24.8%	23.3%
\$500,000 - \$749,999	21.5%	21.9%	20.7%
\$750,000 - \$999,999	16.1%	7.3%	8.5%
\$1,000,000 - \$1,499,999	1.4%	2.5%	2.6%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.1%
\$2,000,000 +	1.9%	1.0%	0.9%
Average Home Value	\$554,588	\$500,490	\$496,433
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	492	3,894	10,455
<\$50,000	0.0%	0.2%	0.3%
\$50,000 - \$99,999	0.4%	0.3%	0.2%
\$100,000 - \$149,999	0.2%	0.1%	0.3%
\$150,000 - \$199,999	0.6%	0.7%	0.9%
\$200,000 - \$249,999	1.8%	2.9%	2.9%
\$250,000 - \$299,999	1.8%	3.9%	4.9%
\$300,000 - \$399,999	25.2%	25.8%	25.8%
\$400,000 - \$499,999	21.3%	26.4%	24.8%
\$500,000 - \$749,999	23.8%	25.8%	24.4%
\$750,000 - \$999,999	20.5%	9.6%	11.1%
\$1,000,000 - \$1,499,999	1.4%	3.2%	3.1%
\$1,500,000 - \$1,999,999	0.4%	0.2%	0.1%
\$2,000,000 +	2.2%	1.2%	1.0%
Average Home Value	\$599,695	\$541,192	\$538,547

**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.

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<b>2010 Population by Age</b>			
Total	1,535	11,434	30,246
0 - 4	5.0%	4.3%	4.4%
5 - 9	7.2%	6.5%	6.5%
10 - 14	7.9%	8.3%	8.0%
15 - 24	11.7%	12.1%	12.1%
25 - 34	6.5%	6.2%	6.3%
35 - 44	13.4%	12.5%	12.6%
45 - 54	18.6%	18.9%	19.1%
55 - 64	15.2%	16.7%	16.1%
65 - 74	10.2%	10.0%	9.7%
75 - 84	3.4%	3.4%	3.9%
85 +	1.0%	1.1%	1.2%
18 +	75.4%	75.9%	76.1%
<b>2018 Population by Age</b>			
Total	1,572	11,647	31,269
0 - 4	4.5%	4.0%	4.1%
5 - 9	5.7%	5.0%	5.2%
10 - 14	7.2%	6.7%	6.8%
15 - 24	11.4%	11.6%	11.5%
25 - 34	9.7%	9.7%	9.5%
35 - 44	9.7%	9.5%	9.7%
45 - 54	15.1%	15.1%	15.1%
55 - 64	16.7%	17.2%	17.7%
65 - 74	12.2%	13.5%	13.0%
75 - 84	6.4%	6.0%	5.8%
85 +	1.5%	1.6%	1.7%
18 +	78.3%	80.0%	79.7%
<b>2023 Population by Age</b>			
Total	1,596	11,813	31,951
0 - 4	4.4%	4.1%	4.1%
5 - 9	5.3%	4.8%	5.0%
10 - 14	6.3%	5.7%	5.9%
15 - 24	10.3%	9.9%	10.0%
25 - 34	9.1%	9.5%	9.4%
35 - 44	12.2%	12.1%	12.0%
45 - 54	12.6%	12.4%	12.7%
55 - 64	16.1%	16.5%	16.6%
65 - 74	13.5%	14.5%	14.5%
75 - 84	8.1%	8.4%	7.7%
85 +	2.1%	2.0%	2.1%
18 +	80.1%	81.8%	81.2%
<b>2010 Population by Sex</b>			
Males	750	5,685	15,002
Females	787	5,747	15,247
<b>2018 Population by Sex</b>			
Males	763	5,741	15,445
Females	810	5,905	15,823
<b>2023 Population by Sex</b>			
Males	777	5,827	15,815
Females	819	5,986	16,135

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,538	11,432	30,249
White Alone	93.4%	94.8%	95.4%
Black Alone	2.2%	1.7%	1.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.5%	0.3%
Two or More Races	0.8%	1.2%	1.1%
Hispanic Origin	2.2%	1.8%	1.6%
Diversity Index	16.4	13.2	11.8
<b>2018 Population by Race/Ethnicity</b>			
Total	1,572	11,646	31,269
White Alone	91.6%	93.4%	94.0%
Black Alone	2.5%	2.0%	1.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	2.1%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	0.7%	0.4%
Two or More Races	1.0%	1.6%	1.5%
Hispanic Origin	3.1%	2.6%	2.3%
Diversity Index	21.1	17.1	15.5
<b>2023 Population by Race/Ethnicity</b>			
Total	1,596	11,813	31,949
White Alone	90.0%	92.0%	92.8%
Black Alone	2.9%	2.3%	2.0%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	4.3%	2.6%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	0.8%	0.5%
Two or More Races	1.2%	2.0%	1.9%
Hispanic Origin	4.1%	3.4%	3.1%
Diversity Index	25.2	20.8	19.1
<b>2010 Population by Relationship and Household Type</b>			
Total	1,537	11,432	30,249
In Households	99.9%	99.9%	99.9%
In Family Households	93.4%	93.9%	93.5%
Householder	29.1%	29.7%	29.7%
Spouse	26.5%	26.9%	26.6%
Child	33.9%	33.5%	33.5%
Other relative	2.9%	2.8%	2.7%
Nonrelative	0.9%	1.1%	1.0%
In Nonfamily Households	6.4%	6.0%	6.4%
In Group Quarters	0.1%	0.1%	0.1%
Institutionalized Population	0.1%	0.0%	0.0%
Noninstitutionalized Population	0.1%	0.0%	0.1%

**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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<b>2018 Population 25+ by Educational Attainment</b>			
Total	1,121	8,464	22,663
Less than 9th Grade	0.8%	1.3%	1.2%
9th - 12th Grade, No Diploma	1.2%	1.3%	1.9%
High School Graduate	16.6%	19.3%	20.3%
GED/Alternative Credential	3.4%	2.9%	2.3%
Some College, No Degree	23.4%	19.2%	17.9%
Associate Degree	6.1%	7.2%	7.6%
Bachelor's Degree	28.4%	30.8%	29.5%
Graduate/Professional Degree	20.2%	18.1%	19.1%
<b>2018 Population 15+ by Marital Status</b>			
Total	1,301	9,813	26,251
Never Married	33.1%	28.0%	26.6%
Married	59.0%	62.9%	63.7%
Widowed	1.9%	4.2%	4.5%
Divorced	6.1%	4.8%	5.2%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.4%	96.6%	97.0%
Civilian Unemployed (Unemployment Rate)	2.5%	3.4%	3.0%
<b>2018 Employed Population 16+ by Industry</b>			
Total	1,027	6,635	17,290
Agriculture/Mining	1.8%	1.7%	1.1%
Construction	5.4%	7.0%	7.5%
Manufacturing	3.4%	6.3%	6.3%
Wholesale Trade	3.6%	3.6%	2.9%
Retail Trade	13.6%	11.9%	12.2%
Transportation/Utilities	4.1%	3.1%	3.4%
Information	1.9%	1.6%	1.4%
Finance/Insurance/Real Estate	4.7%	7.8%	8.5%
Services	57.4%	53.0%	51.5%
Public Administration	4.1%	3.9%	5.1%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	1,027	6,636	17,288
White Collar	69.9%	69.4%	71.6%
Management/Business/Financial	23.4%	20.3%	20.1%
Professional	24.8%	25.0%	26.2%
Sales	10.5%	11.5%	12.2%
Administrative Support	11.2%	12.7%	13.1%
Services	11.8%	14.0%	12.3%
Blue Collar	18.3%	16.6%	16.1%
Farming/Forestry/Fishing	1.7%	1.6%	0.7%
Construction/Extraction	4.1%	4.7%	4.8%
Installation/Maintenance/Repair	3.6%	2.5%	3.2%
Production	5.8%	3.8%	3.2%
Transportation/Material Moving	3.1%	3.9%	4.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,537	11,432	30,249
Population Inside Urbanized Area	78.1%	80.6%	67.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	21.9%	19.4%	32.3%

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<b>2010 Households by Type</b>			
Total	507	3,949	10,520
Households with 1 Person	12.0%	11.2%	12.3%
Households with 2+ People	88.0%	88.8%	87.7%
Family Households	84.8%	85.9%	85.0%
Husband-wife Families	77.1%	77.8%	76.1%
With Related Children	32.3%	32.4%	31.7%
Other Family (No Spouse Present)	7.7%	8.1%	8.9%
Other Family with Male Householder	3.2%	3.0%	3.1%
With Related Children	1.6%	1.5%	1.5%
Other Family with Female Householder	4.5%	5.1%	5.8%
With Related Children	1.8%	2.3%	2.8%
Nonfamily Households	3.2%	2.9%	2.8%
All Households with Children	35.9%	36.4%	36.2%
Multigenerational Households	4.3%	4.2%	4.0%
Unmarried Partner Households	3.7%	3.2%	3.2%
Male-female	3.2%	2.7%	2.7%
Same-sex	0.6%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	507	3,949	10,520
1 Person Household	12.0%	11.2%	12.3%
2 Person Household	38.1%	38.5%	37.9%
3 Person Household	17.0%	18.1%	18.8%
4 Person Household	19.9%	19.8%	19.1%
5 Person Household	8.5%	8.6%	8.6%
6 Person Household	2.8%	2.8%	2.5%
7 + Person Household	1.8%	1.1%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	507	3,949	10,520
Owner Occupied	93.5%	95.2%	94.2%
Owned with a Mortgage/Loan	69.2%	69.1%	68.0%
Owned Free and Clear	24.3%	26.1%	26.2%
Renter Occupied	6.5%	4.8%	5.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	534	4,091	10,904
Housing Units Inside Urbanized Area	77.2%	79.3%	65.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	22.8%	20.7%	34.2%

**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.

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<b>Top 3 Tapestry Segments</b>			
	1. Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
	2. Top Tier (1A)	Professional Pride (1B)	Exurbanites (1E)
	3. Professional Pride (1B)	Exurbanites (1E)	Pleasantville (2B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,762,906	\$14,571,604	\$38,412,720
Average Spent	\$3,416.48	\$3,624.78	\$3,542.30
Spending Potential Index	157	167	163
Education: Total \$	\$1,414,332	\$11,629,988	\$30,425,394
Average Spent	\$2,740.95	\$2,893.03	\$2,805.74
Spending Potential Index	189	200	194
Entertainment/Recreation: Total \$	\$2,679,008	\$22,112,504	\$58,406,289
Average Spent	\$5,191.88	\$5,500.62	\$5,386.05
Spending Potential Index	161	171	167
Food at Home: Total \$	\$3,879,700	\$31,987,146	\$84,291,516
Average Spent	\$7,518.80	\$7,957.00	\$7,773.10
Spending Potential Index	150	159	155
Food Away from Home: Total \$	\$2,809,274	\$23,216,733	\$61,185,712
Average Spent	\$5,444.33	\$5,775.31	\$5,642.36
Spending Potential Index	155	164	161
Health Care: Total \$	\$4,745,893	\$39,108,828	\$103,284,881
Average Spent	\$9,197.47	\$9,728.56	\$9,524.61
Spending Potential Index	161	170	166
HH Furnishings & Equipment: Total \$	\$1,746,533	\$14,440,083	\$38,158,163
Average Spent	\$3,384.75	\$3,592.06	\$3,518.83
Spending Potential Index	162	172	168
Personal Care Products & Services: Total \$	\$690,039	\$5,705,341	\$15,053,477
Average Spent	\$1,337.28	\$1,419.24	\$1,388.18
Spending Potential Index	162	171	168
Shelter: Total \$	\$13,736,361	\$113,255,997	\$300,043,220
Average Spent	\$26,620.85	\$28,173.13	\$27,669.05
Spending Potential Index	159	168	165
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,197,008	\$18,149,588	\$48,395,359
Average Spent	\$4,257.77	\$4,514.82	\$4,462.87
Spending Potential Index	171	182	180
Travel: Total \$	\$1,984,732	\$16,403,448	\$43,516,459
Average Spent	\$3,846.38	\$4,080.46	\$4,012.95
Spending Potential Index	179	189	186
Vehicle Maintenance & Repairs: Total \$	\$861,669	\$7,111,002	\$18,793,351
Average Spent	\$1,669.90	\$1,768.91	\$1,733.06
Spending Potential Index	155	164	161

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Savvy Suburbanites (1D)	100.0%	Population	1,573	1,597
Top Tier (1A)	0.0%	Households	516	523
Professional Pride (1B)	0.0%	Families	436	441
Boomburbs (1C)	0.0%	Median Age	46.4	47.2
Exurbanites (1E)	0.0%	Median Household Income	\$115,097	\$121,913
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		157	\$3,416.48	\$1,762,906
Men's		157	\$648.53	\$334,643
Women's		163	\$1,207.44	\$623,038
Children's		145	\$469.14	\$242,077
Footwear		151	\$710.46	\$366,599
Watches & Jewelry		167	\$239.79	\$123,732
Apparel Products and Services (1)		171	\$141.12	\$72,817
<b>Computer</b>				
Computers and Hardware for Home Use		157	\$267.90	\$138,238
Portable Memory		148	\$8.07	\$4,165
Computer Software		152	\$16.00	\$8,258
Computer Accessories		157	\$29.64	\$15,296
<b>Entertainment &amp; Recreation</b>		161	\$5,191.88	\$2,679,008
Fees and Admissions		185	\$1,265.75	\$653,128
Membership Fees for Clubs (2)		190	\$428.50	\$221,108
Fees for Participant Sports, excl. Trips		177	\$200.13	\$103,265
Tickets to Theatre/Operas/Concerts		193	\$127.62	\$65,851
Tickets to Movies/Museums/Parks		157	\$125.11	\$64,559
Admission to Sporting Events, excl. Trips		194	\$114.95	\$59,316
Fees for Recreational Lessons		194	\$268.60	\$138,597
Dating Services		125	\$0.84	\$431
TV/Video/Audio		146	\$1,902.87	\$981,882
Cable and Satellite Television Services		145	\$1,402.83	\$723,862
Televisions		147	\$174.10	\$89,836
Satellite Dishes		150	\$2.64	\$1,364
VCRs, Video Cameras, and DVD Players		146	\$8.07	\$4,165
Miscellaneous Video Equipment		173	\$25.05	\$12,926
Video Cassettes and DVDs		141	\$17.53	\$9,048
Video Game Hardware/Accessories		130	\$38.83	\$20,035
Video Game Software		125	\$18.79	\$9,695
Streaming/Downloaded Video		139	\$46.07	\$23,770
Rental of Video Cassettes and DVDs		137	\$17.53	\$9,048
Installation of Televisions		197	\$1.81	\$934
Audio (3)		157	\$145.99	\$75,330
Rental and Repair of TV/Radio/Sound Equipment		105	\$3.62	\$1,867
Pets		159	\$1,009.68	\$520,994
Toys/Games/Crafts/Hobbies (4)		153	\$176.19	\$90,914
Recreational Vehicles and Fees (5)		181	\$198.46	\$102,404
Sports/Recreation/Exercise Equipment (6)		176	\$314.80	\$162,438
Photo Equipment and Supplies (7)		159	\$84.62	\$43,662
Reading (8)		169	\$190.52	\$98,310
Catered Affairs (9)		182	\$48.99	\$25,278
<b>Food</b>		152	\$12,963.13	\$6,688,974
Food at Home		150	\$7,518.80	\$3,879,700
Bakery and Cereal Products		151	\$998.54	\$515,249
Meats, Poultry, Fish, and Eggs		147	\$1,653.06	\$852,980
Dairy Products		152	\$786.59	\$405,880
Fruits and Vegetables		153	\$1,504.71	\$776,428
Snacks and Other Food at Home (10)		149	\$2,575.90	\$1,329,163
Food Away from Home		155	\$5,444.33	\$2,809,274
Alcoholic Beverages		166	\$932.58	\$481,210

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	204	\$10,282.85	\$5,305,953
Value of Retirement Plans	204	\$47,129.22	\$24,318,680
Value of Other Financial Assets	171	\$2,420.44	\$1,248,949
Vehicle Loan Amount excluding Interest	140	\$3,920.70	\$2,023,080
Value of Credit Card Debt	167	\$984.21	\$507,852
<b>Health</b>			
Nonprescription Drugs	153	\$204.02	\$105,276
Prescription Drugs	153	\$552.09	\$284,877
Eyeglasses and Contact Lenses	167	\$154.76	\$79,855
<b>Home</b>			
Mortgage Payment and Basics (11)	193	\$16,689.82	\$8,611,949
Maintenance and Remodeling Services	197	\$4,018.53	\$2,073,563
Maintenance and Remodeling Materials (12)	196	\$958.60	\$494,639
Utilities, Fuel, and Public Services	151	\$7,486.65	\$3,863,111
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	157	\$155.03	\$79,998
Furniture	160	\$979.62	\$505,483
Rugs	184	\$45.23	\$23,339
Major Appliances (14)	161	\$561.41	\$289,688
Housewares (15)	166	\$172.15	\$88,831
Small Appliances	150	\$73.34	\$37,845
Luggage	168	\$23.10	\$11,921
Telephones and Accessories	156	\$109.67	\$56,588
<b>Household Operations</b>			
Child Care	176	\$904.33	\$466,633
Lawn and Garden (16)	177	\$759.03	\$391,661
Moving/Storage/Freight Express	136	\$88.23	\$45,529
Housekeeping Supplies (17)	153	\$1,099.03	\$567,097
<b>Insurance</b>			
Owners and Renters Insurance	172	\$977.25	\$504,262
Vehicle Insurance	151	\$1,901.20	\$981,020
Life/Other Insurance	191	\$797.17	\$411,338
Health Insurance	161	\$6,095.23	\$3,145,138
Personal Care Products (18)	154	\$746.51	\$385,198
School Books and Supplies (19)	154	\$229.91	\$118,633
Smoking Products	122	\$506.86	\$261,538
<b>Transportation</b>			
Payments on Vehicles excluding Leases	148	\$3,546.19	\$1,829,834
Gasoline and Motor Oil	144	\$3,442.79	\$1,776,478
Vehicle Maintenance and Repairs	155	\$1,669.90	\$861,669
<b>Travel</b>			
Airline Fares	180	\$950.11	\$490,259
Lodging on Trips	184	\$1,050.32	\$541,963
Auto/Truck Rental on Trips	180	\$49.82	\$25,709
Food and Drink on Trips	176	\$912.54	\$470,869

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Savvy Suburbanites (1D)	90.4%	Population	11,646	11,812
Professional Pride (1B)	5.0%	Households	4,020	4,074
Exurbanites (1E)	4.6%	Families	3,438	3,476
Top Tier (1A)	0.0%	Median Age	47.5	48.6
Boomburbs (1C)	0.0%	Median Household Income	\$118,007	\$126,040
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		167	\$3,624.78	\$14,571,604
Men's		166	\$686.69	\$2,760,513
Women's		172	\$1,279.46	\$5,143,436
Children's		154	\$497.93	\$2,001,663
Footwear		160	\$754.02	\$3,031,152
Watches & Jewelry		178	\$255.61	\$1,027,540
Apparel Products and Services (1)		183	\$151.07	\$607,299
<b>Computer</b>				
Computers and Hardware for Home Use		167	\$284.21	\$1,142,536
Portable Memory		158	\$8.62	\$34,647
Computer Software		161	\$16.99	\$68,303
Computer Accessories		167	\$31.50	\$126,641
<b>Entertainment &amp; Recreation</b>		171	\$5,500.62	\$22,112,504
Fees and Admissions		196	\$1,342.07	\$5,395,104
Membership Fees for Clubs (2)		201	\$454.08	\$1,825,413
Fees for Participant Sports, excl. Trips		188	\$212.75	\$855,275
Tickets to Theatre/Operas/Concerts		204	\$134.82	\$541,966
Tickets to Movies/Museums/Parks		167	\$133.08	\$534,985
Admission to Sporting Events, excl. Trips		205	\$121.65	\$489,049
Fees for Recreational Lessons		206	\$284.79	\$1,144,860
Dating Services		131	\$0.88	\$3,555
TV/Video/Audio		154	\$2,013.63	\$8,094,774
Cable and Satellite Television Services		154	\$1,482.87	\$5,961,137
Televisions		156	\$184.47	\$741,566
Satellite Dishes		161	\$2.84	\$11,423
VCRs, Video Cameras, and DVD Players		155	\$8.58	\$34,476
Miscellaneous Video Equipment		183	\$26.49	\$106,484
Video Cassettes and DVDs		150	\$18.63	\$74,911
Video Game Hardware/Accessories		138	\$41.15	\$165,405
Video Game Software		133	\$19.94	\$80,151
Streaming/Downloaded Video		148	\$49.03	\$197,084
Rental of Video Cassettes and DVDs		145	\$18.63	\$74,908
Installation of Televisions		211	\$1.94	\$7,814
Audio (3)		167	\$155.20	\$623,893
Rental and Repair of TV/Radio/Sound Equipment		113	\$3.86	\$15,520
Pets		168	\$1,069.97	\$4,301,271
Toys/Games/Crafts/Hobbies (4)		162	\$186.57	\$750,010
Recreational Vehicles and Fees (5)		192	\$210.86	\$847,663
Sports/Recreation/Exercise Equipment (6)		187	\$333.99	\$1,342,645
Photo Equipment and Supplies (7)		169	\$89.98	\$361,725
Reading (8)		179	\$201.77	\$811,117
Catered Affairs (9)		192	\$51.79	\$208,194
<b>Food</b>		161	\$13,732.31	\$55,203,879
Food at Home		159	\$7,957.00	\$31,987,146
Bakery and Cereal Products		160	\$1,055.43	\$4,242,836
Meats, Poultry, Fish, and Eggs		155	\$1,749.43	\$7,032,723
Dairy Products		160	\$831.67	\$3,343,319
Fruits and Vegetables		162	\$1,592.16	\$6,400,485
Snacks and Other Food at Home (10)		158	\$2,728.30	\$10,967,784
Food Away from Home		164	\$5,775.31	\$23,216,733
Alcoholic Beverages		176	\$986.99	\$3,967,690

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	216	\$10,894.75	\$43,796,891
Value of Retirement Plans	215	\$49,734.70	\$199,933,489
Value of Other Financial Assets	181	\$2,560.51	\$10,293,239
Vehicle Loan Amount excluding Interest	149	\$4,161.65	\$16,729,816
Value of Credit Card Debt	176	\$1,038.70	\$4,175,570
<b>Health</b>			
Nonprescription Drugs	162	\$216.13	\$868,824
Prescription Drugs	162	\$584.17	\$2,348,372
Eyeglasses and Contact Lenses	176	\$163.68	\$657,981
<b>Home</b>			
Mortgage Payment and Basics (11)	204	\$17,631.97	\$70,880,522
Maintenance and Remodeling Services	208	\$4,257.12	\$17,113,639
Maintenance and Remodeling Materials (12)	206	\$1,008.33	\$4,053,490
Utilities, Fuel, and Public Services	160	\$7,912.27	\$31,807,314
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	167	\$164.66	\$661,922
Furniture	170	\$1,039.78	\$4,179,913
Rugs	193	\$47.51	\$190,995
Major Appliances (14)	171	\$594.93	\$2,391,637
Housewares (15)	176	\$182.01	\$731,668
Small Appliances	159	\$77.64	\$312,130
Luggage	179	\$24.60	\$98,874
Telephones and Accessories	166	\$117.04	\$470,486
<b>Household Operations</b>			
Child Care	185	\$952.80	\$3,830,272
Lawn and Garden (16)	187	\$804.02	\$3,232,143
Moving/Storage/Freight Express	146	\$94.71	\$380,715
Housekeeping Supplies (17)	162	\$1,163.81	\$4,678,532
<b>Insurance</b>			
Owners and Renters Insurance	182	\$1,033.20	\$4,153,465
Vehicle Insurance	160	\$2,012.08	\$8,088,574
Life/Other Insurance	202	\$841.20	\$3,381,619
Health Insurance	171	\$6,443.39	\$25,902,419
Personal Care Products (18)	163	\$792.04	\$3,184,018
School Books and Supplies (19)	163	\$243.95	\$980,687
Smoking Products	129	\$533.96	\$2,146,513
<b>Transportation</b>			
Payments on Vehicles excluding Leases	157	\$3,759.66	\$15,113,841
Gasoline and Motor Oil	152	\$3,647.89	\$14,664,513
Vehicle Maintenance and Repairs	164	\$1,768.91	\$7,111,002
<b>Travel</b>			
Airline Fares	191	\$1,008.44	\$4,053,941
Lodging on Trips	195	\$1,113.34	\$4,475,646
Auto/Truck Rental on Trips	192	\$53.06	\$213,308
Food and Drink on Trips	187	\$967.33	\$3,888,662

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Savvy Suburbanites (1D)	65.1%	Population	31,269	31,950
Exurbanites (1E)	15.2%	Households	10,844	11,065
Pleasantville (2B)	6.0%	Families	9,171	9,336
Top Tier (1A)	5.7%	Median Age	47.3	48.2
Professional Pride (1B)	4.8%	Median Household Income	\$113,379	\$122,194
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		163	\$3,542.30	\$38,412,720
Men's		162	\$671.14	\$7,277,894
Women's		169	\$1,254.60	\$13,604,874
Children's		149	\$480.27	\$5,208,074
Footwear		157	\$737.67	\$7,999,276
Watches & Jewelry		175	\$251.03	\$2,722,186
Apparel Products and Services (1)		178	\$147.59	\$1,600,416
<b>Computer</b>				
Computers and Hardware for Home Use		164	\$278.55	\$3,020,638
Portable Memory		157	\$8.54	\$92,652
Computer Software		159	\$16.82	\$182,393
Computer Accessories		165	\$31.03	\$336,521
<b>Entertainment &amp; Recreation</b>		167	\$5,386.05	\$58,406,289
Fees and Admissions		192	\$1,314.43	\$14,253,656
Membership Fees for Clubs (2)		197	\$446.11	\$4,837,612
Fees for Participant Sports, excl. Trips		184	\$207.96	\$2,255,156
Tickets to Theatre/Operas/Concerts		201	\$132.78	\$1,439,877
Tickets to Movies/Museums/Parks		165	\$131.82	\$1,429,448
Admission to Sporting Events, excl. Trips		198	\$117.23	\$1,271,213
Fees for Recreational Lessons		201	\$277.67	\$3,011,033
Dating Services		128	\$0.86	\$9,318
TV/Video/Audio		151	\$1,973.80	\$21,403,936
Cable and Satellite Television Services		151	\$1,452.61	\$15,752,102
Televisions		153	\$180.61	\$1,958,482
Satellite Dishes		164	\$2.89	\$31,299
VCRs, Video Cameras, and DVD Players		153	\$8.46	\$91,693
Miscellaneous Video Equipment		177	\$25.65	\$278,182
Video Cassettes and DVDs		148	\$18.30	\$198,491
Video Game Hardware/Accessories		135	\$40.14	\$435,276
Video Game Software		130	\$19.42	\$210,628
Streaming/Downloaded Video		146	\$48.34	\$524,253
Rental of Video Cassettes and DVDs		144	\$18.43	\$199,843
Installation of Televisions		214	\$1.97	\$21,362
Audio (3)		165	\$153.21	\$1,661,409
Rental and Repair of TV/Radio/Sound Equipment		110	\$3.77	\$40,917
Pets		164	\$1,045.83	\$11,341,004
Toys/Games/Crafts/Hobbies (4)		158	\$182.23	\$1,976,146
Recreational Vehicles and Fees (5)		189	\$206.73	\$2,241,733
Sports/Recreation/Exercise Equipment (6)		182	\$325.26	\$3,527,093
Photo Equipment and Supplies (7)		165	\$88.06	\$954,908
Reading (8)		177	\$199.26	\$2,160,723
Catered Affairs (9)		187	\$50.45	\$547,091
<b>Food</b>		157	\$13,415.46	\$145,477,228
Food at Home		155	\$7,773.10	\$84,291,516
Bakery and Cereal Products		156	\$1,029.05	\$11,159,027
Meats, Poultry, Fish, and Eggs		151	\$1,708.44	\$18,526,335
Dairy Products		157	\$813.19	\$8,818,221
Fruits and Vegetables		158	\$1,557.82	\$16,892,995
Snacks and Other Food at Home (10)		154	\$2,664.60	\$28,894,938
Food Away from Home		161	\$5,642.36	\$61,185,712
Alcoholic Beverages		172	\$966.13	\$10,476,700

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	214	\$10,799.25	\$117,107,041
Value of Retirement Plans	208	\$48,228.48	\$522,989,639
Value of Other Financial Assets	180	\$2,541.51	\$27,560,133
Vehicle Loan Amount excluding Interest	145	\$4,050.74	\$43,926,194
Value of Credit Card Debt	172	\$1,011.33	\$10,966,888
<b>Health</b>			
Nonprescription Drugs	158	\$211.18	\$2,290,059
Prescription Drugs	158	\$571.79	\$6,200,489
Eyeglasses and Contact Lenses	172	\$159.62	\$1,730,914
<b>Home</b>			
Mortgage Payment and Basics (11)	198	\$17,121.71	\$185,667,835
Maintenance and Remodeling Services	204	\$4,164.78	\$45,162,876
Maintenance and Remodeling Materials (12)	198	\$972.37	\$10,544,343
Utilities, Fuel, and Public Services	156	\$7,738.00	\$83,910,840
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	164	\$162.24	\$1,759,378
Furniture	166	\$1,015.94	\$11,016,872
Rugs	188	\$46.27	\$501,760
Major Appliances (14)	166	\$579.56	\$6,284,736
Housewares (15)	171	\$177.36	\$1,923,255
Small Appliances	156	\$76.49	\$829,436
Luggage	177	\$24.25	\$262,916
Telephones and Accessories	166	\$116.49	\$1,263,175
<b>Household Operations</b>			
Child Care	178	\$917.93	\$9,954,005
Lawn and Garden (16)	182	\$784.54	\$8,507,583
Moving/Storage/Freight Express	147	\$94.83	\$1,028,324
Housekeeping Supplies (17)	158	\$1,135.97	\$12,318,497
<b>Insurance</b>			
Owners and Renters Insurance	177	\$1,004.61	\$10,894,013
Vehicle Insurance	157	\$1,973.47	\$21,400,353
Life/Other Insurance	196	\$815.17	\$8,839,717
Health Insurance	167	\$6,299.98	\$68,317,019
Personal Care Products (18)	160	\$776.06	\$8,415,554
School Books and Supplies (19)	160	\$238.52	\$2,586,551
Smoking Products	125	\$519.55	\$5,633,986
<b>Transportation</b>			
Payments on Vehicles excluding Leases	153	\$3,647.51	\$39,553,646
Gasoline and Motor Oil	149	\$3,572.50	\$38,740,198
Vehicle Maintenance and Repairs	161	\$1,733.06	\$18,793,351
<b>Travel</b>			
Airline Fares	189	\$995.92	\$10,799,791
Lodging on Trips	190	\$1,089.80	\$11,817,769
Auto/Truck Rental on Trips	189	\$52.36	\$567,763
Food and Drink on Trips	183	\$949.18	\$10,292,927

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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 civic 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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2800 Fallston Rd, Fallston, Maryland, 21047 3  
 2800 Fallston Rd, Fallston, Maryland, 21047  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.54412  
 Longitude: -76.47387

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		42		174		685						
Total Employees:		217		1,169		5,728						
Total Residential Population:		1,573		11,646		31,269						
Employee/Residential Population Ratio (per 100 Residents)		14		10		18						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	7.1%	26	12.0%	9	5.2%	92	7.9%	43	6.3%	774	13.5%
Construction	4	9.5%	18	8.3%	28	16.1%	154	13.2%	96	14.0%	669	11.7%
Manufacturing	1	2.4%	4	1.8%	6	3.4%	19	1.6%	17	2.5%	62	1.1%
Transportation	1	2.4%	2	0.9%	3	1.7%	13	1.1%	18	2.6%	110	1.9%
Communication	1	2.4%	7	3.2%	1	0.6%	9	0.8%	4	0.6%	27	0.5%
Utility	0	0.0%	1	0.5%	2	1.1%	12	1.0%	3	0.4%	14	0.2%
Wholesale Trade	3	7.1%	5	2.3%	8	4.6%	19	1.6%	20	2.9%	80	1.4%
<b>Retail Trade Summary</b>	<b>11</b>	<b>26.2%</b>	<b>71</b>	<b>32.7%</b>	<b>27</b>	<b>15.5%</b>	<b>192</b>	<b>16.4%</b>	<b>101</b>	<b>14.7%</b>	<b>1,265</b>	<b>22.1%</b>
Home Improvement	2	4.8%	29	13.4%	6	3.4%	54	4.6%	15	2.2%	160	2.8%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%	119	2.1%
Food Stores	2	4.8%	20	9.2%	3	1.7%	35	3.0%	12	1.8%	228	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	1	0.5%	1	0.6%	3	0.3%	5	0.7%	102	1.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%	2	1.1%	5	0.4%	14	2.0%	78	1.4%
Eating & Drinking Places	2	4.8%	12	5.5%	6	3.4%	72	6.2%	22	3.2%	434	7.6%
Miscellaneous Retail	4	9.5%	9	4.1%	10	5.7%	23	2.0%	30	4.4%	143	2.5%
<b>Finance, Insurance, Real Estate Summary</b>	<b>6</b>	<b>14.3%</b>	<b>26</b>	<b>12.0%</b>	<b>22</b>	<b>12.6%</b>	<b>88</b>	<b>7.5%</b>	<b>70</b>	<b>10.2%</b>	<b>379</b>	<b>6.6%</b>
Banks, Savings & Lending Institutions	1	2.4%	5	2.3%	3	1.7%	16	1.4%	13	1.9%	111	1.9%
Securities Brokers	0	0.0%	0	0.0%	2	1.1%	9	0.8%	10	1.5%	30	0.5%
Insurance Carriers & Agents	2	4.8%	8	3.7%	8	4.6%	29	2.5%	22	3.2%	106	1.9%
Real Estate, Holding, Other Investment Offices	3	7.1%	13	6.0%	9	5.2%	35	3.0%	26	3.8%	131	2.3%
<b>Services Summary</b>	<b>10</b>	<b>23.8%</b>	<b>54</b>	<b>24.9%</b>	<b>51</b>	<b>29.3%</b>	<b>543</b>	<b>46.4%</b>	<b>252</b>	<b>36.8%</b>	<b>2,166</b>	<b>37.8%</b>
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Automotive Services	0	0.0%	1	0.5%	1	0.6%	3	0.3%	20	2.9%	90	1.6%
Motion Pictures & Amusements	1	2.4%	2	0.9%	7	4.0%	71	6.1%	29	4.2%	276	4.8%
Health Services	1	2.4%	5	2.3%	5	2.9%	39	3.3%	31	4.5%	226	3.9%
Legal Services	0	0.0%	1	0.5%	1	0.6%	2	0.2%	3	0.4%	12	0.2%
Education Institutions & Libraries	0	0.0%	0	0.0%	3	1.7%	234	20.0%	14	2.0%	715	12.5%
Other Services	7	16.7%	45	20.7%	34	19.5%	194	16.6%	156	22.8%	846	14.8%
<b>Government</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0.6%</b>	<b>20</b>	<b>1.7%</b>	<b>10</b>	<b>1.5%</b>	<b>137</b>	<b>2.4%</b>
<b>Unclassified Establishments</b>	<b>2</b>	<b>4.8%</b>	<b>3</b>	<b>1.4%</b>	<b>14</b>	<b>8.0%</b>	<b>8</b>	<b>0.7%</b>	<b>50</b>	<b>7.3%</b>	<b>46</b>	<b>0.8%</b>
<b>Totals</b>	<b>42</b>	<b>100.0%</b>	<b>217</b>	<b>100.0%</b>	<b>174</b>	<b>100.0%</b>	<b>1,169</b>	<b>100.0%</b>	<b>685</b>	<b>100.0%</b>	<b>5,728</b>	<b>100.0%</b>

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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	1	2.4%	1	0.5%	2	1.1%	3	0.3%	12	1.8%	556	9.7%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	3	0.1%
Utilities	0	0.0%	0	0.0%	1	0.6%	10	0.9%	1	0.1%	10	0.2%
Construction	4	9.5%	21	9.7%	29	16.7%	160	13.7%	104	15.2%	696	12.2%
Manufacturing	1	2.4%	4	1.8%	5	2.9%	18	1.5%	18	2.6%	70	1.2%
Wholesale Trade	3	7.1%	5	2.3%	8	4.6%	19	1.6%	20	2.9%	80	1.4%
Retail Trade	9	21.4%	59	27.2%	21	12.1%	118	10.1%	75	10.9%	805	14.1%
Motor Vehicle & Parts Dealers	0	0.0%	1	0.5%	1	0.6%	3	0.3%	4	0.6%	100	1.7%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5	0.7%	41	0.7%
Electronics & Appliance Stores	0	0.0%	0	0.0%	2	1.1%	5	0.4%	6	0.9%	23	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	2	4.8%	29	13.4%	6	3.4%	54	4.6%	15	2.2%	160	2.8%
Food & Beverage Stores	1	2.4%	9	4.1%	3	1.7%	25	2.1%	11	1.6%	211	3.7%
Health & Personal Care Stores	2	4.8%	16	7.4%	3	1.7%	22	1.9%	8	1.2%	77	1.3%
Gasoline Stations	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Clothing & Clothing Accessories Stores	1	2.4%	2	0.9%	1	0.6%	3	0.3%	3	0.4%	7	0.1%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	1	0.6%	2	0.2%	3	0.4%	12	0.2%
General Merchandise Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%	119	2.1%
Miscellaneous Store Retailers	1	2.4%	1	0.5%	2	1.1%	4	0.3%	11	1.6%	41	0.7%
Nonstore Retailers	2	4.8%	0	0.0%	2	1.1%	1	0.1%	5	0.7%	11	0.2%
Transportation & Warehousing	1	2.4%	3	1.4%	4	2.3%	16	1.4%	18	2.6%	115	2.0%
Information	1	2.4%	7	3.2%	4	2.3%	23	2.0%	14	2.0%	95	1.7%
Finance & Insurance	3	7.1%	13	6.0%	13	7.5%	53	4.5%	44	6.4%	248	4.3%
Central Bank/Credit Intermediation & Related Activities	1	2.4%	5	2.3%	3	1.7%	16	1.4%	13	1.9%	111	1.9%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	2	1.1%	9	0.8%	10	1.5%	30	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	2	4.8%	8	3.7%	8	4.6%	29	2.5%	22	3.2%	106	1.9%
Real Estate, Rental & Leasing	3	7.1%	11	5.1%	10	5.7%	26	2.2%	32	4.7%	123	2.1%
Professional, Scientific & Tech Services	3	7.1%	27	12.4%	14	8.0%	109	9.3%	69	10.1%	396	6.9%
Legal Services	0	0.0%	1	0.5%	1	0.6%	6	0.5%	4	0.6%	23	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	2	4.8%	16	7.4%	9	5.2%	59	5.0%	36	5.3%	167	2.9%
Educational Services	0	0.0%	0	0.0%	2	1.1%	224	19.2%	14	2.0%	709	12.4%
Health Care & Social Assistance	1	2.4%	5	2.3%	8	4.6%	55	4.7%	45	6.6%	312	5.4%
Arts, Entertainment & Recreation	1	2.4%	16	7.4%	6	3.4%	108	9.2%	19	2.8%	290	5.1%
Accommodation & Food Services	2	4.8%	12	5.5%	6	3.4%	72	6.2%	23	3.4%	445	7.8%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%
Food Services & Drinking Places	2	4.8%	12	5.5%	6	3.4%	72	6.2%	23	3.4%	444	7.8%
Other Services (except Public Administration)	4	9.5%	13	6.0%	17	9.8%	66	5.6%	81	11.8%	427	7.5%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	0	0.0%	0	0.0%	14	2.0%	72	1.3%
Public Administration	0	0.0%	0	0.0%	1	0.6%	20	1.7%	10	1.5%	137	2.4%
Unclassified Establishments	2	4.8%	3	1.4%	14	8.0%	8	0.7%	50	7.3%	46	0.8%
<b>Total</b>	<b>42</b>	<b>100.0%</b>	<b>217</b>	<b>100.0%</b>	<b>174</b>	<b>100.0%</b>	<b>1,169</b>	<b>100.0%</b>	<b>685</b>	<b>100.0%</b>	<b>5,728</b>	<b>100.0%</b>

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