

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,820	53,114	97,373
2010 Total Population	8,656	62,270	112,800
2020 Total Population	9,056	66,288	120,674
2020 Group Quarters	182	484	1,246
2025 Total Population	9,225	68,260	124,290
2020-2025 Annual Rate	0.37%	0.59%	0.59%
2020 Total Daytime Population	9,761	67,584	118,985
Workers	5,540	35,786	60,734
Residents	4,221	31,798	58,251
<b>Household Summary</b>			
2000 Households	2,806	19,861	35,742
2000 Average Household Size	2.79	2.66	2.70
2010 Households	3,121	23,557	41,990
2010 Average Household Size	2.72	2.62	2.66
2020 Households	3,306	25,232	45,033
2020 Average Household Size	2.68	2.61	2.65
2025 Households	3,377	26,000	46,404
2025 Average Household Size	2.68	2.61	2.65
2020-2025 Annual Rate	0.43%	0.60%	0.60%
2010 Families	2,259	16,833	30,523
2010 Average Family Size	3.23	3.12	3.13
2020 Families	2,345	17,855	32,377
2020 Average Family Size	3.23	3.12	3.15
2025 Families	2,376	18,313	33,222
2025 Average Family Size	3.23	3.13	3.15
2020-2025 Annual Rate	0.26%	0.51%	0.52%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,861	20,451	36,899
Owner Occupied Housing Units	86.8%	79.0%	80.5%
Renter Occupied Housing Units	11.3%	18.1%	16.4%
Vacant Housing Units	1.9%	2.9%	3.1%
2010 Housing Units	3,215	24,597	43,781
Owner Occupied Housing Units	75.4%	78.4%	79.5%
Renter Occupied Housing Units	21.6%	17.4%	16.4%
Vacant Housing Units	2.9%	4.2%	4.1%
2020 Housing Units	3,430	26,458	47,083
Owner Occupied Housing Units	73.6%	77.7%	78.7%
Renter Occupied Housing Units	22.8%	17.6%	17.0%
Vacant Housing Units	3.6%	4.6%	4.4%
2025 Housing Units	3,532	27,454	48,854
Owner Occupied Housing Units	73.1%	77.6%	78.4%
Renter Occupied Housing Units	22.5%	17.1%	16.6%
Vacant Housing Units	4.4%	5.3%	5.0%
<b>Median Household Income</b>			
2020	\$106,015	\$97,389	\$96,613
2025	\$110,308	\$101,884	\$101,202
<b>Median Home Value</b>			
2020	\$365,869	\$306,526	\$317,077
2025	\$398,056	\$336,609	\$345,854
<b>Per Capita Income</b>			
2020	\$50,576	\$45,705	\$44,132
2025	\$54,455	\$49,544	\$47,790
<b>Median Age</b>			
2010	41.9	38.7	38.9
2020	44.2	40.7	40.7
2025	44.9	41.6	41.5

**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.

	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	3,306	25,232	45,033
<\$15,000	5.1%	5.3%	5.2%
\$15,000 - \$24,999	4.6%	3.9%	4.0%
\$25,000 - \$34,999	3.1%	5.6%	5.4%
\$35,000 - \$49,999	9.2%	8.4%	8.7%
\$50,000 - \$74,999	10.6%	13.0%	13.6%
\$75,000 - \$99,999	13.7%	15.0%	14.7%
\$100,000 - \$149,999	20.7%	21.6%	22.4%
\$150,000 - \$199,999	16.1%	14.5%	14.3%
\$200,000+	16.9%	12.6%	11.8%
Average Household Income	\$135,136	\$120,685	\$118,338
<b>2025 Households by Income</b>			
Household Income Base	3,377	26,000	46,404
<\$15,000	4.7%	5.0%	4.9%
\$15,000 - \$24,999	4.1%	3.6%	3.7%
\$25,000 - \$34,999	2.8%	5.2%	5.0%
\$35,000 - \$49,999	8.8%	8.0%	8.3%
\$50,000 - \$74,999	10.2%	12.2%	12.9%
\$75,000 - \$99,999	13.5%	14.7%	14.4%
\$100,000 - \$149,999	20.6%	21.6%	22.4%
\$150,000 - \$199,999	17.3%	15.7%	15.3%
\$200,000+	18.0%	14.0%	13.1%
Average Household Income	\$145,325	\$130,863	\$128,095
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,524	20,564	37,051
<\$50,000	1.1%	1.7%	2.0%
\$50,000 - \$99,999	0.5%	0.5%	0.7%
\$100,000 - \$149,999	1.6%	2.6%	2.8%
\$150,000 - \$199,999	5.2%	9.8%	8.7%
\$200,000 - \$249,999	11.3%	16.7%	14.8%
\$250,000 - \$299,999	11.3%	16.9%	16.2%
\$300,000 - \$399,999	29.0%	27.7%	28.6%
\$400,000 - \$499,999	31.7%	14.9%	16.9%
\$500,000 - \$749,999	8.1%	7.4%	7.8%
\$750,000 - \$999,999	0.0%	1.2%	1.0%
\$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 +	0.4%	0.2%	0.3%
Average Home Value	\$370,673	\$335,187	\$341,008
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,581	21,298	38,317
<\$50,000	0.7%	1.6%	1.8%
\$50,000 - \$99,999	0.2%	0.4%	0.4%
\$100,000 - \$149,999	0.6%	1.5%	1.5%
\$150,000 - \$199,999	4.3%	6.4%	5.5%
\$200,000 - \$249,999	7.1%	12.9%	11.1%
\$250,000 - \$299,999	8.6%	15.7%	14.9%
\$300,000 - \$399,999	28.9%	31.6%	32.3%
\$400,000 - \$499,999	39.2%	18.9%	21.1%
\$500,000 - \$749,999	9.8%	9.1%	9.7%
\$750,000 - \$999,999	0.0%	1.3%	1.2%
\$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 +	0.4%	0.3%	0.3%
Average Home Value	\$396,329	\$360,310	\$367,691

**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.

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	8,658	62,273	112,801
0 - 4	5.4%	6.3%	6.1%
5 - 9	6.4%	6.9%	6.9%
10 - 14	8.0%	7.5%	7.5%
15 - 24	12.1%	11.8%	12.2%
25 - 34	9.7%	12.5%	12.1%
35 - 44	13.3%	14.2%	14.4%
45 - 54	17.0%	16.1%	16.5%
55 - 64	13.0%	11.9%	11.8%
65 - 74	7.0%	6.6%	6.8%
75 - 84	5.0%	4.3%	4.1%
85 +	3.2%	1.9%	1.7%
18 +	75.1%	74.9%	75.0%
<b>2020 Population by Age</b>			
Total	9,057	66,286	120,674
0 - 4	4.8%	5.5%	5.4%
5 - 9	5.3%	6.0%	6.0%
10 - 14	6.1%	6.6%	6.6%
15 - 24	11.9%	11.6%	11.6%
25 - 34	11.6%	12.7%	12.8%
35 - 44	11.2%	13.1%	13.1%
45 - 54	13.3%	13.5%	13.8%
55 - 64	15.6%	14.0%	13.9%
65 - 74	11.0%	9.8%	9.7%
75 - 84	5.9%	5.0%	5.0%
85 +	3.4%	2.2%	2.1%
18 +	80.0%	78.0%	78.0%
<b>2025 Population by Age</b>			
Total	9,226	68,259	124,288
0 - 4	4.7%	5.5%	5.4%
5 - 9	5.1%	5.8%	5.8%
10 - 14	5.6%	6.0%	6.1%
15 - 24	9.8%	10.5%	10.6%
25 - 34	13.0%	13.3%	13.0%
35 - 44	11.9%	13.4%	13.9%
45 - 54	11.0%	12.4%	12.5%
55 - 64	15.1%	13.2%	13.2%
65 - 74	12.4%	10.9%	10.8%
75 - 84	7.9%	6.6%	6.4%
85 +	3.6%	2.4%	2.3%
18 +	81.2%	79.1%	79.0%
<b>2010 Population by Sex</b>			
Males	4,151	30,055	54,812
Females	4,505	32,215	57,988
<b>2020 Population by Sex</b>			
Males	4,378	32,134	58,798
Females	4,678	34,154	61,876
<b>2025 Population by Sex</b>			
Males	4,467	33,148	60,637
Females	4,757	35,112	63,654

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

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	8,656	62,270	112,801
White Alone	89.2%	87.2%	86.9%
Black Alone	4.4%	6.2%	7.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	3.7%	3.6%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.6%	0.8%	0.8%
Two or More Races	1.8%	2.0%	1.9%
Hispanic Origin	2.9%	3.3%	3.1%
Diversity Index	24.6	28.3	28.5
<b>2020 Population by Race/Ethnicity</b>			
Total	9,056	66,286	120,674
White Alone	85.5%	83.3%	83.1%
Black Alone	5.7%	7.7%	8.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.0%	4.8%	4.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.2%	1.1%
Two or More Races	2.5%	2.7%	2.6%
Hispanic Origin	4.7%	5.0%	4.8%
Diversity Index	32.9	36.4	36.4
<b>2025 Population by Race/Ethnicity</b>			
Total	9,226	68,259	124,291
White Alone	83.2%	80.8%	80.7%
Black Alone	6.5%	8.7%	9.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	5.9%	5.6%	4.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.2%	1.4%	1.4%
Two or More Races	2.9%	3.2%	3.0%
Hispanic Origin	5.9%	6.2%	5.9%
Diversity Index	37.7	41.3	41.0
<b>2010 Population by Relationship and Household Type</b>			
Total	8,656	62,270	112,800
In Households	97.9%	99.2%	98.9%
In Family Households	85.8%	86.1%	86.5%
Householder	26.9%	27.0%	27.0%
Spouse	22.5%	22.1%	22.1%
Child	32.5%	32.6%	32.8%
Other relative	2.4%	2.7%	2.9%
Nonrelative	1.4%	1.7%	1.7%
In Nonfamily Households	12.1%	13.1%	12.4%
In Group Quarters	2.1%	0.8%	1.1%
Institutionalized Population	1.3%	0.5%	0.9%
Noninstitutionalized Population	0.8%	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.

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

	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	6,511	46,536	84,840
Less than 9th Grade	1.6%	1.7%	1.9%
9th - 12th Grade, No Diploma	2.2%	2.9%	3.5%
High School Graduate	17.5%	18.6%	20.1%
GED/Alternative Credential	2.2%	3.2%	3.3%
Some College, No Degree	16.1%	19.9%	20.5%
Associate Degree	6.5%	8.7%	8.6%
Bachelor's Degree	31.6%	26.5%	24.9%
Graduate/Professional Degree	22.4%	18.5%	17.4%
<b>2020 Population 15+ by Marital Status</b>			
Total	7,589	54,242	98,834
Never Married	24.8%	26.5%	26.4%
Married	59.2%	58.7%	59.2%
Widowed	6.1%	5.1%	5.0%
Divorced	9.9%	9.7%	9.3%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,340	38,234	68,884
Population 16+ Employed	90.5%	90.3%	90.5%
Population 16+ Unemployment rate	9.5%	9.7%	9.5%
Population 16-24 Employed	11.6%	11.5%	11.6%
Population 16-24 Unemployment rate	14.6%	16.8%	15.6%
Population 25-54 Employed	56.7%	63.9%	64.2%
Population 25-54 Unemployment rate	9.6%	8.5%	8.6%
Population 55-64 Employed	23.2%	18.6%	18.4%
Population 55-64 Unemployment rate	7.3%	9.0%	8.7%
Population 65+ Employed	8.4%	6.0%	5.8%
Population 65+ Unemployment rate	7.3%	9.1%	9.0%
<b>2020 Employed Population 16+ by Industry</b>			
Total	4,834	34,536	62,340
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	6.2%	6.0%	6.9%
Manufacturing	6.0%	6.0%	6.2%
Wholesale Trade	2.8%	2.2%	2.4%
Retail Trade	8.6%	10.8%	10.8%
Transportation/Utilities	4.4%	4.0%	4.1%
Information	1.8%	1.6%	1.5%
Finance/Insurance/Real Estate	8.4%	8.2%	7.7%
Services	51.4%	50.4%	50.1%
Public Administration	10.4%	10.6%	9.8%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	4,833	34,536	62,339
White Collar	76.0%	74.0%	72.7%
Management/Business/Financial	19.6%	18.9%	18.4%
Professional	32.3%	29.6%	29.1%
Sales	10.0%	11.0%	10.9%
Administrative Support	14.1%	14.5%	14.3%
Services	11.3%	13.1%	13.0%
Blue Collar	12.7%	12.9%	14.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.0%	3.3%	3.9%
Installation/Maintenance/Repair	3.2%	3.0%	3.0%
Production	1.9%	3.1%	3.3%
Transportation/Material Moving	3.6%	3.3%	3.9%

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

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,120	23,557	41,990
Households with 1 Person	23.8%	23.5%	22.3%
Households with 2+ People	76.2%	76.5%	77.7%
Family Households	72.4%	71.5%	72.7%
Husband-wife Families	60.6%	58.4%	59.4%
With Related Children	28.8%	28.3%	28.7%
Other Family (No Spouse Present)	11.8%	13.0%	13.3%
Other Family with Male Householder	3.0%	3.7%	3.8%
With Related Children	2.1%	2.2%	2.3%
Other Family with Female Householder	8.8%	9.4%	9.4%
With Related Children	5.8%	5.8%	5.7%
Nonfamily Households	3.8%	5.1%	5.0%
All Households with Children	36.9%	36.7%	37.1%
Multigenerational Households	3.3%	3.5%	3.8%
Unmarried Partner Households	4.4%	5.4%	5.4%
Male-female	3.8%	4.9%	4.9%
Same-sex	0.6%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	3,120	23,557	41,989
1 Person Household	23.8%	23.5%	22.3%
2 Person Household	31.4%	31.8%	32.0%
3 Person Household	17.6%	17.8%	18.1%
4 Person Household	17.3%	17.0%	17.2%
5 Person Household	6.7%	6.7%	7.1%
6 Person Household	2.6%	2.3%	2.3%
7 + Person Household	0.7%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,121	23,557	41,990
Owner Occupied	77.7%	81.8%	82.9%
Owned with a Mortgage/Loan	61.9%	66.2%	66.4%
Owned Free and Clear	15.8%	15.6%	16.5%
Renter Occupied	22.3%	18.2%	17.1%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	156	170	163
Percent of Income for Mortgage	14.4%	13.1%	13.7%
Wealth Index	197	155	151
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,215	24,597	43,781
Housing Units Inside Urbanized Area	100.0%	97.8%	95.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.2%	5.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,656	62,270	112,800
Population Inside Urbanized Area	100.0%	97.8%	95.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.2%	4.8%

**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.

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

2 Patterson Mill Rd, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.50686  
Longitude: -76.32768

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Soccer Moms (4A)	Soccer Moms (4A)
3.	In Style (5B)	Enterprising Professionals	Old and Newcomers (8F)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,335,725	\$71,239,183	\$124,650,707
Average Spent	\$3,126.35	\$2,823.37	\$2,767.99
Spending Potential Index	146	132	129
Education: Total \$	\$9,338,880	\$62,873,109	\$109,720,214
Average Spent	\$2,824.83	\$2,491.80	\$2,436.44
Spending Potential Index	158	139	136
Entertainment/Recreation: Total \$	\$15,855,592	\$107,917,813	\$189,572,167
Average Spent	\$4,796.00	\$4,277.02	\$4,209.63
Spending Potential Index	148	132	130
Food at Home: Total \$	\$25,304,597	\$173,092,635	\$303,473,823
Average Spent	\$7,654.14	\$6,860.04	\$6,738.92
Spending Potential Index	143	128	126
Food Away from Home: Total \$	\$18,014,964	\$124,455,648	\$217,642,696
Average Spent	\$5,449.17	\$4,932.45	\$4,832.96
Spending Potential Index	145	131	128
Health Care: Total \$	\$27,994,416	\$189,007,950	\$333,490,355
Average Spent	\$8,467.76	\$7,490.80	\$7,405.47
Spending Potential Index	147	130	129
HH Furnishings & Equipment: Total \$	\$10,839,782	\$73,834,807	\$129,673,281
Average Spent	\$3,278.82	\$2,926.24	\$2,879.52
Spending Potential Index	150	134	132
Personal Care Products & Services: Total \$	\$4,521,116	\$31,005,822	\$54,332,922
Average Spent	\$1,367.55	\$1,228.83	\$1,206.51
Spending Potential Index	149	134	131
Shelter: Total \$	\$95,442,385	\$650,558,817	\$1,131,922,664
Average Spent	\$28,869.44	\$25,783.09	\$25,135.40
Spending Potential Index	149	133	130
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,831,241	\$79,389,804	\$139,736,183
Average Spent	\$3,578.72	\$3,146.39	\$3,102.97
Spending Potential Index	153	134	132
Travel: Total \$	\$12,491,541	\$84,357,260	\$147,376,580
Average Spent	\$3,778.45	\$3,343.26	\$3,272.64
Spending Potential Index	157	139	136
Vehicle Maintenance & Repairs: Total \$	\$5,719,555	\$38,299,082	\$67,132,332
Average Spent	\$1,730.05	\$1,517.88	\$1,490.74
Spending Potential Index	149	131	129

**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.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	23.6%	Population	9,056	9,225
Golden Years (9B)	21.3%	Households	3,306	3,377
In Style (5B)	17.5%	Families	2,345	2,376
Exurbanites (1E)	17.2%	Median Age	44.2	44.9
Bright Young Professionals (8C)	12.5%	Median Household Income	\$106,015	\$110,308
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		146	\$3,126.35	\$10,335,725
Men's		147	\$618.31	\$2,044,119
Women's		149	\$1,121.86	\$3,708,868
Children's		138	\$439.65	\$1,453,474
Footwear		144	\$688.10	\$2,274,850
Watches & Jewelry		145	\$168.61	\$557,441
Apparel Products and Services (1)		155	\$89.83	\$296,972
<b>Computer</b>				
Computers and Hardware for Home Use		150	\$244.22	\$807,384
Portable Memory		144	\$5.59	\$18,489
Computer Software		148	\$14.43	\$47,719
Computer Accessories		156	\$27.60	\$91,254
<b>Entertainment &amp; Recreation</b>		148	\$4,796.00	\$15,855,592
Fees and Admissions		160	\$1,144.97	\$3,785,279
Membership Fees for Clubs (2)		161	\$386.78	\$1,278,693
Fees for Participant Sports, excl. Trips		160	\$156.93	\$518,807
Tickets to Theatre/Operas/Concerts		164	\$132.56	\$438,256
Tickets to Movies		148	\$84.80	\$280,343
Tickets to Parks or Museums		145	\$47.70	\$157,686
Admission to Sporting Events, excl. Trips		156	\$98.20	\$324,637
Fees for Recreational Lessons		163	\$236.78	\$782,789
Dating Services		152	\$1.23	\$4,068
TV/Video/Audio		143	\$1,664.96	\$5,504,348
Cable and Satellite Television Services		142	\$1,151.02	\$3,805,279
Televisions		143	\$154.16	\$509,669
Satellite Dishes		156	\$1.82	\$6,017
VCRs, Video Cameras, and DVD Players		142	\$7.42	\$24,533
Miscellaneous Video Equipment		146	\$36.31	\$120,040
Video Cassettes and DVDs		142	\$14.21	\$46,972
Video Game Hardware/Accessories		134	\$38.03	\$125,738
Video Game Software		137	\$22.64	\$74,863
Rental/Streaming/Downloaded Video		142	\$76.74	\$253,712
Installation of Televisions		177	\$1.91	\$6,322
Audio (3)		148	\$157.36	\$520,238
Rental and Repair of TV/Radio/Sound Equipment		136	\$3.32	\$10,964
Pets		140	\$975.69	\$3,225,623
Toys/Games/Crafts/Hobbies (4)		142	\$173.43	\$573,357
Recreational Vehicles and Fees (5)		159	\$248.38	\$821,160
Sports/Recreation/Exercise Equipment (6)		147	\$298.51	\$986,883
Photo Equipment and Supplies (7)		150	\$76.65	\$253,397
Reading (8)		156	\$167.74	\$554,548
Catered Affairs (9)		153	\$45.67	\$150,995
<b>Food</b>		144	\$13,103.32	\$43,319,561
Food at Home		143	\$7,654.14	\$25,304,597
Bakery and Cereal Products		144	\$999.07	\$3,302,933
Meats, Poultry, Fish, and Eggs		143	\$1,664.44	\$5,502,644
Dairy Products		144	\$792.19	\$2,618,996
Fruits and Vegetables		146	\$1,525.64	\$5,043,758
Snacks and Other Food at Home (10)		142	\$2,672.80	\$8,836,267
Food Away from Home		145	\$5,449.17	\$18,014,964
Alcoholic Beverages		153	\$954.45	\$3,155,405

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	172	\$41,922.03	\$138,594,217
Value of Retirement Plans	169	\$160,679.58	\$531,206,683
Value of Other Financial Assets	165	\$13,536.30	\$44,751,014
Vehicle Loan Amount excluding Interest	141	\$4,104.42	\$13,569,213
Value of Credit Card Debt	147	\$3,832.55	\$12,670,423
<b>Health</b>			
Nonprescription Drugs	142	\$211.07	\$697,785
Prescription Drugs	145	\$506.11	\$1,673,216
Eyeglasses and Contact Lenses	147	\$137.42	\$454,313
<b>Home</b>			
Mortgage Payment and Basics (11)	159	\$16,664.32	\$55,092,233
Maintenance and Remodeling Services	164	\$4,201.92	\$13,891,531
Maintenance and Remodeling Materials (12)	148	\$814.21	\$2,691,769
Utilities, Fuel, and Public Services	141	\$6,891.71	\$22,783,987
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	147	\$148.70	\$491,603
Furniture	150	\$960.49	\$3,175,378
Rugs	163	\$57.42	\$189,815
Major Appliances (14)	150	\$539.06	\$1,782,133
Housewares (15)	147	\$142.28	\$470,381
Small Appliances	143	\$70.65	\$233,576
Luggage	155	\$22.79	\$75,341
Telephones and Accessories	157	\$138.32	\$457,270
<b>Household Operations</b>			
Child Care	148	\$762.36	\$2,520,370
Lawn and Garden (16)	155	\$757.74	\$2,505,076
Moving/Storage/Freight Express	145	\$87.44	\$289,082
Housekeeping Supplies (17)	143	\$1,112.94	\$3,679,369
<b>Insurance</b>			
Owners and Renters Insurance	147	\$880.24	\$2,910,072
Vehicle Insurance	139	\$2,512.18	\$8,305,263
Life/Other Insurance	152	\$825.71	\$2,729,789
Health Insurance	147	\$5,458.35	\$18,045,306
Personal Care Products (18)	143	\$711.39	\$2,351,858
School Books and Supplies (19)	144	\$212.64	\$702,983
Smoking Products	126	\$504.57	\$1,668,096
<b>Transportation</b>			
Payments on Vehicles excluding Leases	138	\$3,557.25	\$11,760,269
Gasoline and Motor Oil	137	\$3,251.45	\$10,749,285
Vehicle Maintenance and Repairs	149	\$1,730.05	\$5,719,555
<b>Travel</b>			
Airline Fares	159	\$952.61	\$3,149,317
Lodging on Trips	159	\$1,030.13	\$3,405,599
Auto/Truck Rental on Trips	159	\$45.88	\$151,689
Food and Drink on Trips	155	\$888.64	\$2,937,828

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**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	12.0%	Population	66,288	68,260
Soccer Moms (4A)	11.7%	Households	25,232	26,000
Enterprising Professionals (2D)	11.0%	Families	17,855	18,313
Old and Newcomers (8F)	10.8%	Median Age	40.7	41.6
Exurbanites (1E)	9.8%	Median Household Income	\$97,389	\$101,884
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		132	\$2,823.37	\$71,239,183
Men's		132	\$554.66	\$13,995,101
Women's		133	\$1,004.59	\$25,347,877
Children's		130	\$412.54	\$10,409,279
Footwear		129	\$620.22	\$15,649,433
Watches & Jewelry		131	\$152.29	\$3,842,582
Apparel Products and Services (1)		137	\$79.06	\$1,994,912
<b>Computer</b>				
Computers and Hardware for Home Use		135	\$219.01	\$5,525,965
Portable Memory		130	\$5.04	\$127,200
Computer Software		134	\$13.02	\$328,620
Computer Accessories		138	\$24.38	\$615,183
<b>Entertainment &amp; Recreation</b>		132	\$4,277.02	\$107,917,813
Fees and Admissions		143	\$1,023.33	\$25,820,541
Membership Fees for Clubs (2)		142	\$341.07	\$8,605,912
Fees for Participant Sports, excl. Trips		145	\$142.73	\$3,601,463
Tickets to Theatre/Operas/Concerts		143	\$115.27	\$2,908,587
Tickets to Movies		135	\$77.68	\$1,960,147
Tickets to Parks or Museums		133	\$43.60	\$1,100,195
Admission to Sporting Events, excl. Trips		140	\$88.15	\$2,224,197
Fees for Recreational Lessons		147	\$213.71	\$5,392,287
Dating Services		136	\$1.10	\$27,754
TV/Video/Audio		127	\$1,481.83	\$37,389,500
Cable and Satellite Television Services		125	\$1,015.55	\$25,624,361
Televisions		129	\$139.11	\$3,510,138
Satellite Dishes		138	\$1.61	\$40,557
VCRs, Video Cameras, and DVD Players		130	\$6.78	\$171,165
Miscellaneous Video Equipment		131	\$32.72	\$825,590
Video Cassettes and DVDs		129	\$12.90	\$325,400
Video Game Hardware/Accessories		125	\$35.52	\$896,323
Video Game Software		127	\$20.94	\$528,268
Rental/Streaming/Downloaded Video		131	\$70.43	\$1,777,100
Installation of Televisions		153	\$1.65	\$41,666
Audio (3)		133	\$141.67	\$3,574,692
Rental and Repair of TV/Radio/Sound Equipment		121	\$2.94	\$74,238
Pets		125	\$870.14	\$21,955,273
Toys/Games/Crafts/Hobbies (4)		130	\$158.04	\$3,987,584
Recreational Vehicles and Fees (5)		138	\$215.64	\$5,441,051
Sports/Recreation/Exercise Equipment (6)		135	\$273.17	\$6,892,651
Photo Equipment and Supplies (7)		135	\$69.16	\$1,744,949
Reading (8)		135	\$145.75	\$3,677,484
Catered Affairs (9)		134	\$39.98	\$1,008,779
<b>Food</b>		129	\$11,792.50	\$297,548,284
Food at Home		128	\$6,860.04	\$173,092,635
Bakery and Cereal Products		129	\$893.30	\$22,539,678
Meats, Poultry, Fish, and Eggs		128	\$1,492.35	\$37,654,873
Dairy Products		129	\$708.80	\$17,884,467
Fruits and Vegetables		130	\$1,363.66	\$34,407,988
Snacks and Other Food at Home (10)		128	\$2,401.94	\$60,605,630
Food Away from Home		131	\$4,932.45	\$124,455,648
Alcoholic Beverages		138	\$855.88	\$21,595,503

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	147	\$35,937.90	\$906,785,140
Value of Retirement Plans	146	\$138,990.46	\$3,507,007,168
Value of Other Financial Assets	141	\$11,515.32	\$290,554,631
Vehicle Loan Amount excluding Interest	129	\$3,771.63	\$95,165,841
Value of Credit Card Debt	132	\$3,444.65	\$86,915,531
<b>Health</b>			
Nonprescription Drugs	125	\$185.99	\$4,693,012
Prescription Drugs	126	\$440.58	\$11,116,719
Eyeglasses and Contact Lenses	130	\$121.21	\$3,058,346
<b>Home</b>			
Mortgage Payment and Basics (11)	143	\$14,943.40	\$377,051,930
Maintenance and Remodeling Services	143	\$3,671.32	\$92,634,707
Maintenance and Remodeling Materials (12)	132	\$729.48	\$18,406,164
Utilities, Fuel, and Public Services	126	\$6,159.89	\$155,426,221
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	131	\$132.23	\$3,336,399
Furniture	134	\$856.72	\$21,616,688
Rugs	144	\$50.54	\$1,275,318
Major Appliances (14)	134	\$478.93	\$12,084,434
Housewares (15)	131	\$127.03	\$3,205,186
Small Appliances	128	\$63.37	\$1,598,840
Luggage	139	\$20.35	\$513,361
Telephones and Accessories	138	\$121.92	\$3,076,320
<b>Household Operations</b>			
Child Care	140	\$723.01	\$18,242,977
Lawn and Garden (16)	135	\$661.98	\$16,703,087
Moving/Storage/Freight Express	131	\$78.77	\$1,987,492
Housekeeping Supplies (17)	128	\$996.99	\$25,156,011
<b>Insurance</b>			
Owners and Renters Insurance	131	\$783.73	\$19,775,083
Vehicle Insurance	126	\$2,263.12	\$57,102,970
Life/Other Insurance	134	\$727.95	\$18,367,714
Health Insurance	131	\$4,840.72	\$122,141,103
Personal Care Products (18)	130	\$645.77	\$16,294,066
School Books and Supplies (19)	131	\$193.45	\$4,881,035
Smoking Products	112	\$449.25	\$11,335,511
<b>Transportation</b>			
Payments on Vehicles excluding Leases	126	\$3,263.80	\$82,352,327
Gasoline and Motor Oil	125	\$2,955.12	\$74,563,679
Vehicle Maintenance and Repairs	131	\$1,517.88	\$38,299,082
<b>Travel</b>			
Airline Fares	141	\$844.76	\$21,315,092
Lodging on Trips	139	\$905.13	\$22,838,233
Auto/Truck Rental on Trips	141	\$40.71	\$1,027,181
Food and Drink on Trips	137	\$788.13	\$19,886,003

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	13.4%	Population	120,674	124,290
Soccer Moms (4A)	13.2%	Households	45,033	46,404
Old and Newcomers (8F)	10.6%	Families	32,377	33,222
Professional Pride (1B)	9.7%	Median Age	40.7	41.5
Enterprising Professionals (2D)	8.9%	Median Household Income	\$96,613	\$101,202
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		129	\$2,767.99	\$124,650,707
Men's		129	\$541.68	\$24,393,253
Women's		131	\$984.86	\$44,351,018
Children's		128	\$407.15	\$18,335,188
Footwear		127	\$608.10	\$27,384,388
Watches & Jewelry		128	\$149.34	\$6,725,212
Apparel Products and Services (1)		133	\$76.87	\$3,461,649
<b>Computer</b>				
Computers and Hardware for Home Use		131	\$213.61	\$9,619,571
Portable Memory		127	\$4.92	\$221,784
Computer Software		130	\$12.65	\$569,538
Computer Accessories		136	\$24.00	\$1,080,710
<b>Entertainment &amp; Recreation</b>		130	\$4,209.63	\$189,572,167
Fees and Admissions		139	\$998.42	\$44,961,903
Membership Fees for Clubs (2)		139	\$332.70	\$14,982,680
Fees for Participant Sports, excl. Trips		142	\$139.75	\$6,293,229
Tickets to Theatre/Operas/Concerts		139	\$112.34	\$5,059,095
Tickets to Movies		132	\$75.65	\$3,406,658
Tickets to Parks or Museums		129	\$42.56	\$1,916,632
Admission to Sporting Events, excl. Trips		138	\$86.34	\$3,888,233
Fees for Recreational Lessons		143	\$208.01	\$9,367,249
Dating Services		132	\$1.07	\$48,126
TV/Video/Audio		125	\$1,461.98	\$65,837,225
Cable and Satellite Television Services		124	\$1,003.45	\$45,188,541
Televisions		127	\$137.00	\$6,169,493
Satellite Dishes		137	\$1.60	\$71,839
VCRs, Video Cameras, and DVD Players		128	\$6.67	\$300,391
Miscellaneous Video Equipment		131	\$32.55	\$1,465,635
Video Cassettes and DVDs		127	\$12.70	\$571,886
Video Game Hardware/Accessories		123	\$34.87	\$1,570,106
Video Game Software		125	\$20.55	\$925,580
Rental/Streaming/Downloaded Video		128	\$68.89	\$3,102,412
Installation of Televisions		150	\$1.62	\$73,026
Audio (3)		131	\$139.18	\$6,267,509
Rental and Repair of TV/Radio/Sound Equipment		120	\$2.90	\$130,809
Pets		124	\$860.56	\$38,753,438
Toys/Games/Crafts/Hobbies (4)		128	\$155.81	\$7,016,379
Recreational Vehicles and Fees (5)		138	\$214.68	\$9,667,645
Sports/Recreation/Exercise Equipment (6)		133	\$268.89	\$12,108,963
Photo Equipment and Supplies (7)		132	\$67.50	\$3,039,763
Reading (8)		133	\$142.66	\$6,424,412
Catered Affairs (9)		131	\$39.14	\$1,762,440
<b>Food</b>		127	\$11,571.88	\$521,116,519
Food at Home		126	\$6,738.92	\$303,473,823
Bakery and Cereal Products		127	\$878.20	\$39,547,761
Meats, Poultry, Fish, and Eggs		126	\$1,465.30	\$65,986,886
Dairy Products		127	\$696.69	\$31,373,938
Fruits and Vegetables		128	\$1,335.63	\$60,147,648
Snacks and Other Food at Home (10)		126	\$2,363.10	\$106,417,589
Food Away from Home		128	\$4,832.96	\$217,642,696
Alcoholic Beverages		134	\$834.71	\$37,589,535

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	145	\$35,281.98	\$1,588,853,398
Value of Retirement Plans	144	\$137,059.74	\$6,172,211,496
Value of Other Financial Assets	138	\$11,315.95	\$509,591,320
Vehicle Loan Amount excluding Interest	128	\$3,729.24	\$167,938,746
Value of Credit Card Debt	130	\$3,387.55	\$152,551,391
<b>Health</b>			
Nonprescription Drugs	124	\$183.92	\$8,282,482
Prescription Drugs	125	\$438.44	\$19,744,153
Eyeglasses and Contact Lenses	128	\$120.03	\$5,405,271
<b>Home</b>			
Mortgage Payment and Basics (11)	141	\$14,734.28	\$663,528,686
Maintenance and Remodeling Services	140	\$3,597.99	\$162,028,452
Maintenance and Remodeling Materials (12)	131	\$724.53	\$32,627,887
Utilities, Fuel, and Public Services	124	\$6,082.03	\$273,892,165
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	128	\$130.03	\$5,855,837
Furniture	131	\$842.07	\$37,921,139
Rugs	142	\$49.91	\$2,247,692
Major Appliances (14)	132	\$473.58	\$21,326,521
Housewares (15)	129	\$125.27	\$5,641,358
Small Appliances	126	\$62.16	\$2,799,463
Luggage	135	\$19.82	\$892,517
Telephones and Accessories	137	\$120.65	\$5,433,298
<b>Household Operations</b>			
Child Care	137	\$705.37	\$31,764,766
Lawn and Garden (16)	134	\$653.06	\$29,409,327
Moving/Storage/Freight Express	127	\$76.28	\$3,435,192
Housekeeping Supplies (17)	127	\$982.69	\$44,253,564
<b>Insurance</b>			
Owners and Renters Insurance	130	\$780.74	\$35,159,213
Vehicle Insurance	124	\$2,229.30	\$100,392,289
Life/Other Insurance	133	\$722.52	\$32,537,370
Health Insurance	129	\$4,783.47	\$215,413,974
Personal Care Products (18)	127	\$634.92	\$28,592,450
School Books and Supplies (19)	129	\$189.70	\$8,542,639
Smoking Products	111	\$446.03	\$20,086,087
<b>Transportation</b>			
Payments on Vehicles excluding Leases	126	\$3,239.01	\$145,862,119
Gasoline and Motor Oil	123	\$2,915.13	\$131,276,924
Vehicle Maintenance and Repairs	129	\$1,490.74	\$67,132,332
<b>Travel</b>			
Airline Fares	137	\$821.71	\$37,004,100
Lodging on Trips	137	\$888.53	\$40,013,099
Auto/Truck Rental on Trips	137	\$39.59	\$1,782,721
Food and Drink on Trips	135	\$772.25	\$34,776,810

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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.

2 Patterson Mill Rd, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.50686  
Longitude: -76.32768

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	404		2,314		3,839							
Total Employees:	4,711		26,886		42,909							
Total Residential Population:	9,056		66,288		120,674							
Employee/Residential Population Ratio (per 100 Residents)	52		41		36							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.7%	55	1.2%	40	1.7%	296	1.1%	88	2.3%	633	1.5%
Construction	18	4.5%	74	1.6%	131	5.7%	623	2.3%	298	7.8%	1,705	4.0%
Manufacturing	4	1.0%	46	1.0%	29	1.3%	408	1.5%	65	1.7%	1,151	2.7%
Transportation	4	1.0%	17	0.4%	33	1.4%	163	0.6%	68	1.8%	444	1.0%
Communication	6	1.5%	34	0.7%	16	0.7%	78	0.3%	25	0.7%	151	0.4%
Utility	0	0.0%	0	0.0%	3	0.1%	8	0.0%	6	0.2%	20	0.0%
Wholesale Trade	6	1.5%	46	1.0%	42	1.8%	353	1.3%	84	2.2%	1,283	3.0%
Retail Trade Summary	85	21.0%	1,715	36.4%	467	20.2%	8,605	32.0%	810	21.1%	13,684	31.9%
Home Improvement	0	0.0%	38	0.8%	16	0.7%	462	1.7%	33	0.9%	687	1.6%
General Merchandise Stores	6	1.5%	237	5.0%	25	1.1%	1,406	5.2%	36	0.9%	1,728	4.0%
Food Stores	10	2.5%	270	5.7%	53	2.3%	1,438	5.3%	98	2.6%	2,675	6.2%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.7%	38	0.8%	27	1.2%	493	1.8%	80	2.1%	1,432	3.3%
Apparel & Accessory Stores	8	2.0%	73	1.5%	48	2.1%	353	1.3%	55	1.4%	428	1.0%
Furniture & Home Furnishings	4	1.0%	28	0.6%	31	1.3%	329	1.2%	55	1.4%	475	1.1%
Eating & Drinking Places	31	7.7%	827	17.6%	127	5.5%	2,989	11.1%	215	5.6%	4,677	10.9%
Miscellaneous Retail	23	5.7%	203	4.3%	141	6.1%	1,134	4.2%	237	6.2%	1,583	3.7%
Finance, Insurance, Real Estate Summary	39	9.7%	356	7.6%	284	12.3%	2,472	9.2%	398	10.4%	3,324	7.7%
Banks, Savings & Lending Institutions	9	2.2%	78	1.7%	61	2.6%	678	2.5%	78	2.0%	916	2.1%
Securities Brokers	6	1.5%	22	0.5%	47	2.0%	191	0.7%	59	1.5%	236	0.6%
Insurance Carriers & Agents	9	2.2%	29	0.6%	68	2.9%	522	1.9%	91	2.4%	639	1.5%
Real Estate, Holding, Other Investment Offices	14	3.5%	228	4.8%	109	4.7%	1,081	4.0%	171	4.5%	1,534	3.6%
Services Summary	207	51.2%	2,330	49.5%	992	42.9%	11,960	44.5%	1,570	40.9%	18,151	42.3%
Hotels & Lodging	1	0.2%	8	0.2%	4	0.2%	16	0.1%	20	0.5%	321	0.7%
Automotive Services	7	1.7%	25	0.5%	52	2.2%	245	0.9%	128	3.3%	641	1.5%
Motion Pictures & Amusements	15	3.7%	99	2.1%	63	2.7%	595	2.2%	121	3.2%	1,003	2.3%
Health Services	88	21.8%	1,288	27.3%	251	10.8%	4,720	17.6%	326	8.5%	5,670	13.2%
Legal Services	2	0.5%	5	0.1%	76	3.3%	351	1.3%	85	2.2%	392	0.9%
Education Institutions & Libraries	6	1.5%	218	4.6%	36	1.6%	1,856	6.9%	57	1.5%	3,123	7.3%
Other Services	87	21.5%	687	14.6%	511	22.1%	4,178	15.5%	833	21.7%	7,002	16.3%
Government	2	0.5%	22	0.5%	80	3.5%	1,867	6.9%	95	2.5%	2,257	5.3%
Unclassified Establishments	27	6.7%	15	0.3%	196	8.5%	53	0.2%	332	8.6%	106	0.2%
Totals	404	100.0%	4,711	100.0%	2,314	100.0%	26,886	100.0%	3,839	100.0%	42,909	100.0%

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

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2 Patterson Mill Rd, Bel Air, Maryland, 21015  
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Prepared by Esri  
Latitude: 39.50686  
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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%	32	0.1%	13	0.3%	64	0.1%
Mining	0	0.0%	2	0.0%	2	0.1%	14	0.1%	3	0.1%	22	0.1%
Utilities	0	0.0%	0	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	19	4.7%	83	1.8%	144	6.2%	695	2.6%	324	8.4%	1,877	4.4%
Manufacturing	3	0.7%	47	1.0%	34	1.5%	455	1.7%	74	1.9%	1,232	2.9%
Wholesale Trade	6	1.5%	46	1.0%	41	1.8%	349	1.3%	83	2.2%	1,277	3.0%
Retail Trade	52	12.9%	869	18.4%	328	14.2%	5,506	20.5%	567	14.8%	8,779	20.5%
Motor Vehicle & Parts Dealers	3	0.7%	38	0.8%	23	1.0%	457	1.7%	64	1.7%	1,331	3.1%
Furniture & Home Furnishings Stores	2	0.5%	20	0.4%	21	0.9%	175	0.7%	31	0.8%	241	0.6%
Electronics & Appliance Stores	1	0.2%	2	0.0%	7	0.3%	145	0.5%	17	0.4%	194	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	38	0.8%	16	0.7%	462	1.7%	33	0.9%	687	1.6%
Food & Beverage Stores	6	1.5%	227	4.8%	42	1.8%	1,320	4.9%	84	2.2%	2,515	5.9%
Health & Personal Care Stores	11	2.7%	98	2.1%	50	2.2%	468	1.7%	74	1.9%	685	1.6%
Gasoline Stations	0	0.0%	1	0.0%	4	0.2%	36	0.1%	16	0.4%	101	0.2%
Clothing & Clothing Accessories Stores	9	2.2%	82	1.7%	63	2.7%	439	1.6%	71	1.8%	516	1.2%
Sport Goods, Hobby, Book, & Music Stores	9	2.2%	91	1.9%	24	1.0%	267	1.0%	37	1.0%	300	0.7%
General Merchandise Stores	6	1.5%	237	5.0%	25	1.1%	1,406	5.2%	36	0.9%	1,728	4.0%
Miscellaneous Store Retailers	3	0.7%	35	0.7%	36	1.6%	320	1.2%	67	1.7%	459	1.1%
Nonstore Retailers	2	0.5%	0	0.0%	17	0.7%	12	0.0%	37	1.0%	22	0.1%
Transportation & Warehousing	1	0.2%	7	0.1%	18	0.8%	106	0.4%	49	1.3%	339	0.8%
Information	8	2.0%	51	1.1%	25	1.1%	148	0.6%	46	1.2%	390	0.9%
Finance & Insurance	24	5.9%	128	2.7%	177	7.6%	1,397	5.2%	230	6.0%	1,798	4.2%
Central Bank/Credit Intermediation & Related Activities	9	2.2%	78	1.7%	61	2.6%	678	2.5%	79	2.1%	918	2.1%
Securities, Commodity Contracts & Other Financial	6	1.5%	22	0.5%	49	2.1%	197	0.7%	61	1.6%	242	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	9	2.2%	29	0.6%	68	2.9%	522	1.9%	91	2.4%	639	1.5%
Real Estate, Rental & Leasing	15	3.7%	222	4.7%	112	4.8%	1,051	3.9%	193	5.0%	1,521	3.5%
Professional, Scientific & Tech Services	32	7.9%	199	4.2%	259	11.2%	1,748	6.5%	380	9.9%	2,670	6.2%
Legal Services	3	0.7%	13	0.3%	85	3.7%	380	1.4%	98	2.6%	432	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.2%	25	0.1%	8	0.2%	55	0.1%
Administrative & Support & Waste Management & Remediation	13	3.2%	45	1.0%	80	3.5%	365	1.4%	139	3.6%	854	2.0%
Educational Services	13	3.2%	282	6.0%	58	2.5%	1,997	7.4%	86	2.2%	3,281	7.6%
Health Care & Social Assistance	103	25.5%	1,497	31.8%	311	13.4%	5,787	21.5%	421	11.0%	7,502	17.5%
Arts, Entertainment & Recreation	9	2.2%	58	1.2%	41	1.8%	499	1.9%	80	2.1%	851	2.0%
Accommodation & Food Services	34	8.4%	853	18.1%	137	5.9%	3,071	11.4%	252	6.6%	5,143	12.0%
Accommodation	1	0.2%	8	0.2%	4	0.2%	16	0.1%	20	0.5%	321	0.7%
Food Services & Drinking Places	33	8.2%	845	17.9%	133	5.7%	3,056	11.4%	231	6.0%	4,822	11.2%
Other Services (except Public Administration)	42	10.4%	287	6.1%	262	11.3%	1,718	6.4%	463	12.1%	2,892	6.7%
Automotive Repair & Maintenance	6	1.5%	21	0.4%	41	1.8%	184	0.7%	100	2.6%	499	1.2%
Public Administration	2	0.5%	22	0.5%	80	3.5%	1,867	6.9%	94	2.4%	2,252	5.2%
Unclassified Establishments	27	6.7%	15	0.3%	196	8.5%	53	0.2%	332	8.6%	106	0.2%
<b>Total</b>	<b>404</b>	<b>100.0%</b>	<b>4,711</b>	<b>100.0%</b>	<b>2,314</b>	<b>100.0%</b>	<b>26,886</b>	<b>100.0%</b>	<b>3,839</b>	<b>100.0%</b>	<b>42,909</b>	<b>100.0%</b>

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