

310 S Tollgate Rd

310 S Tollgate Rd, Bel Air, Maryland, 21014

Rings: 1, 3, 5 mile radii

Prepared by Esri Latitude: 39.52239

Longitude: -76.35559

Kings: 1, 3, 5 mile radii			Longitude: 70.55555
	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,124	58,367	110,332
2020 Total Population	5,596	62,816	118,070
2020 Group Quarters	193	949	1,135
2025 Total Population	5,765	63,476	120,178
2025 Group Quarters	188	931	1,113
2030 Total Population	5,822	63,732	121,231
2025-2030 Annual Rate	0.20%	0.08%	0.17%
2025 Total Daytime Population	16,944	70,497	115,542
Workers	14,076	39,835	59,511
Residents	2,868	30,662	56,031
Household Summary			
2010 Households	2,274	21,810	40,731
2010 Average Household Size	2.14	2.63	2.68
2020 Total Households	2,468	23,933	44,290
2020 Average Household Size	2.19	2.59	2.64
2025 Households	2,555	24,542	45,692
2025 Average Household Size	2.18	2.55	2.61
2030 Households	2,597	24,821	46,425
2030 Average Household Size	2.17	, 2.53	2.59
2025-2030 Annual Rate	0.33%	0.23%	0.32%
2010 Families	1,325	15,754	30,051
2010 Average Family Size	2.84	3.12	3.14
2025 Families	1,483	17,002	32,437
2025 Average Family Size	2.93	3.09	3.11
2030 Families	1,493	17,085	32,788
2030 Average Family Size	2.93	3.07	3.10
2025-2030 Annual Rate	0.13%	0.10%	0.22%
Housing Unit Summary			
2000 Housing Units	1,949	19,333	35,523
Owner Occupied Housing Units	67.1%	78.6%	81.4%
Renter Occupied Housing Units	28.5%	18.3%	15.8%
Vacant Housing Units	4.5%	3.0%	2.7%
2010 Housing Units	2,400	22,792	42,387
Owner Occupied Housing Units	63.0%	77.4%	80.6%
Renter Occupied Housing Units	31.7%	18.3%	15.5%
Vacant Housing Units	5.2%	4.3%	3.9%
2020 Housing Units	2,608	24,715	45,719
Owner Occupied Housing Units	62.5%	76.4%	78.4%
Renter Occupied Housing Units	32.1%	20.4%	18.5%
Vacant Housing Units	5.3%	3.1%	3.2%
2025 Housing Units	2,684	25,249	47,136
Owner Occupied Housing Units	65.7%	78.3%	79.7%
Renter Occupied Housing Units	29.5%	18.9%	17.2%
Vacant Housing Units	4.8%	2.8%	3.1%
2030 Housing Units	2,722	25,500	47,825
Owner Occupied Housing Units	68.3%	79.8%	80.8%
Renter Occupied Housing Units	27.1%	17.6%	16.3%
Vacant Housing Units	4.6%	2.7%	2.9%
vacant nousing onits	7.070	2.7 70	2.970

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

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2025 Households by Income	1 mile	3 miles	5 mile	
Household Income Base	2,555	24,542	45,69	
<\$15,000	13.1%	6.8%	5.3°	
\$15,000 - \$24,999	3.8%	3.1%	2.9	
\$25,000 - \$34,999	4.7%	4.7%	4.30	
\$35,000 - \$34,555	8.2%	7.4%	7.0	
\$50,000 - \$74,999	14.1%	11.0%	10.79	
\$75,000 - \$74,999	8.3%	7.9%	9.0	
\$100,000 - \$149,999	22.5%	23.9%	25.0	
\$150,000 - \$199,999	10.7%	12.7%	13.1	
\$200,000+	14.6%	22.5%	22.7	
Average Household Income	\$116,110	\$139,568	\$142,54	
2030 Households by Income	\$110,110	\$139,300	φ142,3-	
Household Income Base	2,597	24,821	46,42	
<\$15,000	12.8%	6.4%	4.9	
\$15,000 - \$24,999	3.2%	2.5%	2.3	
\$25,000 - \$34,999	4.1%	4.0%	3.6	
\$35,000 - \$49,999	7.4%	6.4%	5.9	
\$50,000 - \$74,999	13.4%	10.1%	9.6	
\$75,000 - \$99,999	7.7%	7.0%	8.1	
\$100,000 - \$149,999	22.6%	23.1%	24.1	
\$150,000 - \$149,999	11.1%	12.8%	13.4	
\$200,000+	17.6%	27.6%	28.0	
Average Household Income	\$124,671	\$152,668	\$156,0!	
2025 Owner Occupied Housing Un		\$132,008	\$150,0	
Total	1,764	19,759	37,55	
<\$50,000	0.5%	1.2%	1.29	
\$50,000 - \$99,999	0.0%	0.2%	0.2	
\$100,000 - \$99,999	1.5%	0.3%	0.4	
\$150,000 - \$149,999	2.9%	1.2%	1.3	
\$200,000 - \$199,999	5.7%	3.1%	4.3	
\$250,000 - \$249,999 \$250,000 - \$299,999	8.2%	6.3%	8.0	
\$300,000 - \$299,999	15.2%	18.6%	20.2	
\$400,000 - \$399,999	28.3%	27.4%	23.6	
\$500,000 - \$499,999 \$500,000 - \$749,999	31.4%	34.5%	31.1	
\$750,000 - \$749,999 \$750,000 - \$999,999	4.0%	5.7%	7.9	
\$1,000,000 - \$1,499,999	0.3%	0.7%	1.1	
\$1,500,000 - \$1,499,999	0.3%	0.1%	0.0	
		0.6%		
\$2,000,000 + Average Home Value	1.6% \$498,846	\$504,493	0.6 \$502,9	
2030 Owner Occupied Housing Un		\$304,493	\$302,5	
Total	1,859	20,338	38,62	
<\$50,000	0.3%	0.8%	0.9	
\$50,000 - \$99,999				
	0.0%	0.0%	0.0	
\$100,000 - \$149,999	0.2% 0.7%	0.0%	0.1	
\$150,000 - \$199,999		0.3%	0.4	
\$200,000 - \$249,999	2.3%	1.1%	1.9	
\$250,000 - \$299,999	3.9%	2.8%	4.5	
\$300,000 - \$399,999	9.7%	12.7%	15.3	
\$400,000 - \$499,999 \$500,000 - \$740,000	33.0%	27.5%	23.6	
\$500,000 - \$749,999	40.2%	44.0%	38.7	
\$750,000 - \$999,999	6.5%	8.6%	11.9	
\$1,000,000 - \$1,499,999	0.4%	1.4%	1.9	
\$1,500,000 - \$1,999,999	0.2%	0.0%	0.0	
\$2,000,000 +	2.6%	0.7%	0.8	
Average Home Value	\$574,646	\$562,524	\$566,46	

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

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Median Household Income				
2025	\$92,488	\$119,772	\$121,30	
2030	\$102,947	\$129,828	\$131,40	
Median Home Value				
2025	\$456,000	\$469,172	\$460,47	
2030	\$499,430	\$526,848	\$521,70	
Per Capita Income				
2025	\$49,591	\$53,996	\$54,22	
2030	\$53,626	\$59,496	\$59,78	
Median Age	1	,,	17	
2010	46.1	40.7	39	
2020	46.7	41.6	4(	
2025	46.7	42.3	4:	
2030	47.6	43.0	42	
2020 Population by Age	47.0	43.0	72	
	E E06	62.916	110 0	
Total	5,596	62,816 5.0%	118,0 5.3	
0 - 4	4.8%			
5 - 9	5.1%	6.2%	6.2	
10 - 14	5.4%	7.0%	7.1	
15 - 24	10.2%	12.1%	12.2	
25 - 34	11.4%	10.7%	11.4	
35 - 44	11.3%	13.2%	13.1	
45 - 54	11.7%	12.9%	13.4	
55 - 64	13.6%	14.4%	14.2	
65 - 74	11.9%	10.3%	9.9	
75 - 84	8.5%	5.9%	5.2	
85 +	6.2%	2.4%	1.9	
18 +	80.9%	77.5%	77.1	
2025 Population by Age				
Total	5,764	63,476	120,1	
0 - 4	4.7%	5.0%	5.2	
5 - 9	5.1%	5.7%	5.9	
10 - 14	5.2%	6.4%	6.4	
15 - 24	10.1%	11.6%	11.6	
25 - 34	10.9%	11.8%	12.3	
35 - 44	12.2%	13.5%	13.7	
45 - 54	10.8%	12.4%	12.	
55 - 64	13.2%	12.9%	13.2	
65 - 74	12.4%	11.2%	10.8	
75 - 84	9.7%	7.0%	6.4	
85 +	5.7%	2.5%	2.:	
18 +	81.6%	79.0%	78.6	
2030 Population by Age				
Total	5,822	63,733	121,2	
0 - 4	4.5%	4.9%	5.1	
5 - 9	4.8%	5.4%	5.0	
10 - 14	5.2%	6.0%	6.3	
15 - 24	9.6%	10.9%	11.0	
25 - 34	10.4%	12.5%	12.8	
25 - 34 35 - 44				
	12.3%	12.8%	13.2	
45 - 54	11.3%	13.2%	13.0	
55 - 64	11.8%	11.6%	12.0	
65 - 74	13.6%	11.9%	11.4	
75 - 84	10.5%	7.7%	7.2	
85 +	6.0%	3.1%	2.6	
18 +	82.2%	80.1%	79.6	

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2020 Population by Sex			
Males	2,648	30,354	57,334
Females	2,948	32,462	60,736
2025 Population by Sex			
Males	2,773	31,056	59,164
Females	2,992	32,420	61,014
2030 Population by Sex			
Males	2,794	31,073	59,579
Females	3,029	32,659	61,652
2010 Population by Race/Ethnicity	-,	. ,	, , , , , , , , , , , , , , , , , , , ,
Total	5,125	58,368	110,332
White Alone	90.5%	89.9%	89.3%
Black Alone	3.6%	4.4%	5.1%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	2.4%	2.9%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	0.8%	0.7%
Two or More Races	2.0%	1.7%	1.8%
Hispanic Origin	3.9%	2.9%	2.9%
Diversity Index	24.0	23.4	24.4
2020 Population by Race/Ethnicity			
Total	5,596	62,816	118,070
White Alone	80.8%	82.3%	81.4%
Black Alone	5.1%	5.2%	6.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.4%	4.4%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.4%	1.6%	1.5%
Two or More Races	7.0%	6.3%	6.5%
Hispanic Origin	5.8%	4.6%	4.5%
Diversity Index	41.1	37.4	38.6
2025 Population by Race/Ethnicity			
Total	5,765	63,475	120,177
White Alone	78.9%	80.5%	79.5%
Black Alone	5.7%	5.8%	6.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.8%	4.9%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.7%	1.8%	1.7%
Two or More Races	7.6%	6.8%	7.0%
Hispanic Origin	6.7%	5.2%	5.1%
Diversity Index	44.5	40.6	41.8
2030 Population by Race/Ethnicity			
Total	5,823	63,732	121,231
White Alone	77.1%	79.0%	78.0%
Black Alone	6.0%	6.1%	7.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	5.3%	5.4%	5.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.0%	1.9%	1.8%
Two or More Races	8.2%	7.3%	7.6%
Hispanic Origin	7.3%	5.7%	5.6%
Diversity Index	47.4	43.3	44.4

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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Kings: 1, 3, 5 mile rau			.ongitude: -/6.3555
2020 Banulation by Balatinashin and Harris 1.1.7	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Ty	-	62.046	110.070
Total	5,596	62,816	118,070
In Households	96.6%	98.5%	99.0%
Householder	42.1%	38.0%	37.5%
Opposite-Sex Spouse	20.0%	21.6%	21.7%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.3%	1.8%	1.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.8%	29.0%	29.5%
Adopted Child	0.5%	0.7%	0.6%
Stepchild	0.9%	1.2%	1.2%
Grandchild	1.5%	1.3%	1.6%
Brother or Sister	0.7%	0.5%	0.6%
Parent	1.0%	0.9%	1.0%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	0.6%	0.6%	0.7%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	2.1%	1.8%	1.8%
In Group Quarters	3.4%	1.5%	1.0%
Institutionalized	2.9%	1.2%	0.7%
Noninstitutionalized	0.5%	0.3%	0.3%
2025 Population 25+ by Educational Attainment			
Total	4,313	45,272	85,169
Less than 9th Grade	1.7%	1.6%	1.4%
9th - 12th Grade, No Diploma	4.2%	2.4%	2.4%
High School Graduate	27.5%	19.1%	20.5%
GED/Alternative Credential	4.1%	2.7%	2.5%
Some College, No Degree	12.4%	15.7%	15.6%
Associate Degree	10.4%	10.0%	9.7%
Bachelor's Degree	24.3%	27.4%	26.9%
Graduate/Professional Degree	15.4%	21.2%	21.0%
2025 Population 15+ by Marital Status	13.470	21.2 /0	21.0 /0
Total	4,899	52,604	99,110
Never Married	27.3%	-	27.7%
		27.2%	59.1%
Married	56.1%	58.7%	5.6%
Widowed	8.1%	6.3%	
Divorced	8.6%	7.8%	7.7%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,975	33,972	66,127
Population 16+ Employed	96.9%	97.1%	97.5%
Population 16+ Unemployment rate	3.1%	2.9%	2.5%
Population 16-24 Employed	10.7%	11.0%	11.8%
Population 16-24 Unemployment rate	15.8%	14.2%	9.8%
Population 25-54 Employed	58.5%	62.8%	62.8%
Population 25-54 Unemployment rate	1.2%	1.3%	1.3%
Population 55-64 Employed	19.6%	18.3%	17.7%
Population 55-64 Unemployment rate	1.6%	1.4%	1.7%
Population 65+ Employed	11.2%	7.9%	7.7%
Population 65+ Unemployment rate	1.8%	1.4%	1.4%

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2025 Employed Population 16+ by Industry			
Total	2,882	32,981	64,50
Agriculture/Mining	0.5%	0.3%	0.5%
Construction	7.7%	5.3%	6.19
Manufacturing	7.7%	6.9%	6.5%
Wholesale Trade	1.2%	1.6%	1.99
Retail Trade	19.1%	11.8%	10.5%
Transportation/Utilities	5.7%	4.5%	5.09
Information	0.7%	1.0%	1.29
Finance/Insurance/Real Estate	6.8%	7.6%	7.79
Services	45.9%	49.0%	49.39
Public Administration	4.7%	11.8%	11.40
2025 Employed Population 16+ by Occupation			
Total	2,883	32,983	64,50
White Collar	65.5%	74.6%	74.2
Management/Business/Financial	15.7%	24.1%	24.0
Professional	24.7%	30.3%	31.3
Sales	14.1%	10.7%	9.5
Administrative Support	11.1%	9.5%	9.3
Services	18.0%	13.7%	12.7
Blue Collar	16.4%	11.7%	13.1
Farming/Forestry/Fishing	0.0%	0.0%	0.1
Construction/Extraction	4.0%	2.9%	3.1
Installation/Maintenance/Repair	1.9%	1.7%	2.5
Production	3.4%	2.5%	2.6
Transportation/Material Moving	7.1%	4.6%	4.8
2020 Households by Type			
Total	2,468	23,933	44,29
Married Couple Households	47.0%	56.9%	58.19
With Own Children <18	16.8%	23.3%	24.0
Without Own Children <18	30.2%	33.6%	34.0
Cohabitating Couple Households	5.3%	5.1%	5.3
With Own Children <18	1.4%	1.6%	1.6
Without Own Children <18	3.8%	3.5%	3.7
Male Householder, No Spouse/Partner	17.6%	13.3%	13.2
Living Alone	12.4%	8.9%	8.7
65 Years and over	5.2%	3.1%	2.8
With Own Children <18	1.3%	1.5%	1.5
Without Own Children <18, With Relatives	2.6%	2.0%	2.2
No Relatives Present	1.2%	0.9%	0.8
Female Householder, No Spouse/Partner			23.5
, , ,	30.1%	24.6%	
Living Alone	21.9%	15.3%	14.0
65 Years and over	14.9%	9.4%	8.1
With Own Children <18	3.2%	3.9%	3.9
Without Own Children <18, With Relatives	4.3%	4.8%	5.0
No Relatives Present	0.7%	0.7%	0.6
2020 Households by Size			
Total	2,468	23,933	44,29
1 Person Household	34.4%	24.2%	22.7
2 Person Household	28.4%	32.3%	32.3
3 Person Household	15.1%	17.2%	17.6
4 Person Household	12.7%	16.0%	17.0
5 Person Household	5.7%	6.7%	6.99
6 Person Household	2.0%	2.4%	2.49
7 + Person Household	1.7%	1.2%	1.19

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	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	2,468	23,933	44,290
Owner Occupied	66.1%	78.9%	80.9%
Owned with a Mortgage/Loan	46.9%	59.2%	62.0%
Owned Free and Clear	19.2%	19.7%	18.9%
Renter Occupied	33.9%	21.1%	19.1%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	77	96	99
Percent of Income for Mortgage	30.9%	24.5%	23.8%
Wealth Index	101	137	140
2020 Housing Units By Urban/ Rural Status			
Total	2,608	24,715	45,719
Urban Housing Units	99.0%	98.2%	94.0%
Rural Housing Units	1.0%	1.8%	6.0%
2020 Population By Urban/ Rural Status			
Total	5,596	62,816	118,070
Urban Population	98.9%	98.0%	93.8%
Rural Population	1.1%	2.0%	6.2%

**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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	1	mile	3 miles	5 miles
Top 3 Tapestry Segments				
1.	Retirement Communities (J3)	Savvy Suburt	oanites (L1)	Savvy Suburbanites (L1)
2.	Dreambelt (K5)	Retirement Comm	unities (J3)	Flourishing Families (H1)
3.	Savvy Suburbanites (L1)	City (	Greens (K6)	Professional Pride (L2)
2025 Consumer Spending				
Apparel & Services: Total \$		\$6,088,715	\$70,265,700	\$134,429,358
Average Spent		\$2,383.06	\$2,863.08	
Spending Potential Index		97	117	120
Education: Total \$		\$4,842,358	\$56,988,280	\$106,253,352
Average Spent		\$1,895.25	\$2,322.07	\$2,325.43
Spending Potential Index		106	130	130
Entertainment/Recreation: Total \$		\$10,436,401	\$120,700,386	\$229,189,126
Average Spent		\$4,084.70	\$4,918.12	\$5,015.96
Spending Potential Index		99	120	122
Food at Home: Total \$		\$18,461,470	\$208,815,571	\$396,701,951
Average Spent		\$7,225.62	\$8,508.50	\$8,682.09
Spending Potential Index		97	114	117
Food Away from Home: Total \$		\$10,197,204	\$117,386,476	\$224,775,308
Average Spent		\$3,991.08	\$4,783.09	
Spending Potential Index		97	116	119
Health Care: Total \$		\$19,674,452	\$223,600,675	\$423,609,550
Average Spent		\$7,700.37	\$9,110.94	\$9,270.98
Spending Potential Index		100	118	
HH Furnishings & Equipment: Total	\$	\$7,343,373	\$85,363,168	\$162,898,516
Average Spent		\$2,874.12	\$3,478.25	\$3,565.14
Spending Potential Index		99	120	123
Personal Care Products & Services:	Total \$	\$2,691,381	\$30,565,408	\$58,284,667
Average Spent		\$1,053.38	\$1,245.43	\$1,275.60
Spending Potential Index		100	119	122
Shelter: Total \$		\$68,913,555	\$769,431,082	\$1,460,210,712
Average Spent		\$26,972.04	\$31,351.60	
Spending Potential Index		101	118	120
Support Payments/Cash Contributio	ns/Gifts in Kind: Total \$	\$8,741,782	\$99,894,003	\$191,236,158
Average Spent		\$3,421.44	\$4,070.33	\$4,185.33
Spending Potential Index		104	123	127
Travel: Total \$		\$9,570,033	\$110,576,766	\$209,011,524
Average Spent		\$3,745.61	\$4,505.61	
Spending Potential Index		104	125	127
Vehicle Maintenance & Repairs: Total	al\$	\$3,345,504	\$38,354,044	\$73,301,508
Average Spent		\$1,309.39	\$1,562.79	
Spending Potential Index		97	116	119

**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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 15, 2025

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310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014

Ring: 1 mile radius Longitude: -76.35559

Kilig. 1 iii	iic radius			-011gitude70.5555
Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Retirement Communities (J3)	57.8%	Population	5,765	5,822
Dreambelt (K5)	14.4%	Households	2,555	2,597
Savvy Suburbanites (L1)	10.8%	Families	1,483	1,493
City Greens (K6)	10.2%	Median Age	46.7	47.6
Burbs and Beyond (K8)	6.8%	Median Household Income	\$92,488	\$102,947
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		97	\$2,383.06	\$6,088,715
Men's		99	\$475.20	\$1,214,125
Women's		101	\$842.58	\$2,152,797
Children's		87	\$292.76	\$748,001
Footwear		96	\$522.15	\$1,334,091
Watches & Jewelry		102	\$204.16	\$521,619
Apparel Products and Services (1)		99	\$46.22	\$118,081
Computer				
Computers and Hardware for Home Us	ie.	100	\$226.22	\$578,002
Portable Memory		99	\$3.78	\$9,655
Computer Software		98	\$16.55	\$42,273
Computer Accessories		98	\$19.62	\$50,117
Entertainment & Recreation		99	\$4,084.70	\$10,436,401
Fees and Admissions		104	\$976.44	\$2,494,803
Membership Fees for Clubs (2)		106	\$337.05	\$861,169
Fees for Participant Sports, excl. Tri	ns	104	\$173.14	\$442,380
Tickets to Theatre/Operas/Concerts	<b>P</b> 5	108	\$122.54	\$313,090
Tickets to Movies		101	\$37.48	\$95,765
Tickets to Parks or Museums		97	\$41.38	\$105,730
Admission to Sporting Events, excl.	Trins	98	\$89.67	\$229,108
Fees for Recreational Lessons		104	\$173.84	\$444,157
Dating Services		115	\$1.33	\$3,405
TV/Video/Audio		98	\$1,214.64	\$3,103,403
Cable and Satellite Television Service	es	101	\$669.52	\$1,710,635
Televisions		98	\$116.10	\$296,626
Satellite Dishes		84	\$1.17	\$2,987
VCRs, Video Cameras, and DVD Play	/ers	90	\$3.76	\$9,611
Miscellaneous Video Equipment		86	\$29.81	\$76,168
Video Cassettes and DVDs		99	\$4.69	\$11,985
Video Game Hardware/Accessories		88	\$41.74	\$106,633
Video Game Software		100	\$22.98	\$58,712
Rental/Streaming/Downloaded Video	n	94	\$182.40	\$466,026
Installation of Televisions		123	\$1.85	\$4,717
Audio (3)		99	\$138.76	\$354,539
Rental and Repair of TV/Radio/Soun	d Equipment	89	\$1.86	\$4,762
Pets		97	\$1,032.78	\$2,638,752
Toys/Games/Crafts/Hobbies (4)		96	\$171.83	\$439,024
Recreational Vehicles and Fees (5)		96	\$185.21	\$473,199
Sports/Recreation/Exercise Equipment	(6)	93	\$241.32	\$616,566
Photo Equipment and Supplies (7)	(0)	102	\$70.93	\$181,237
Reading (8)		111	\$143.08	\$365,568
Catered Affairs (9)		101	\$48.47	\$123,849
Food		97	\$11,216.70	\$28,658,673
Food at Home		97	\$7,225.62	\$18,461,470
Bakery and Cereal Products		98	\$977.08	\$2,496,437
Meats, Poultry, Fish, and Eggs		96	\$1,468.13	\$3,751,060
Dairy Products		98	\$739.90	\$1,890,451
Fruits and Vegetables		99	\$1,263.20	\$3,227,473
Snacks and Other Food at Home (10	))	138	\$2,777.32	\$7,096,048
Food Away from Home	.,	97	\$3,991.08	\$10,197,204
Alcoholic Beverages		105	\$708.56	\$1,810,364
Alcoholic Develages		103	Ψ/00.50	Ψ1,010,304

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 15, 2025

Prepared by Esri

Latitude: 39.52239



310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014 Ring: 1 mile radius Prepared by Esri Latitude: 39.52239 Longitude: -76.35559

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	120	\$57,226.19	\$146,212,907
Value of Retirement Plans	109	\$167,163.08	\$427,101,667
Value of Other Financial Assets	107	\$14,124.53	\$36,088,174
Vehicle Loan Amount excluding Interest	90	\$3,171.24	\$8,102,506
Value of Credit Card Debt	99	\$2,997.64	\$7,658,966
Health			
Nonprescription Drugs	101	\$201.25	\$514,183
Prescription Drugs	98	\$410.84	\$1,049,699
Eyeglasses and Contact Lenses	101	\$132.86	\$339,450
Home			
Mortgage Payment and Basics (11)	102	\$13,590.58	\$34,723,921
Maintenance and Remodeling Services	103	\$4,787.35	\$12,231,673
Maintenance and Remodeling Materials (12)	92	\$735.81	\$1,879,984
Utilities, Fuel, and Public Services	95	\$5,621.23	\$14,362,240
Household Furnishings and Equipment			
Household Textiles (13)	97	\$114.59	\$292,780
Furniture	97	\$860.61	\$2,198,852
Rugs	105	\$41.23	\$105,330
Major Appliances (14)	97	\$489.87	\$1,251,624
Housewares (15)	99	\$97.30	\$248,595
Small Appliances	95	\$73.73	\$188,369
Luggage	104	\$25.38	\$64,838
Telephones and Accessories	102	\$84.34	\$215,482
Household Operations		·	, ,
Child Care	97	\$570.70	\$1,458,143
Lawn and Garden (16)	102	\$695.09	\$1,775,948
Moving/Storage/Freight Express	104	\$132.24	\$337,883
Housekeeping Supplies (17)	97	\$842.39	\$2,152,294
Insurance		·	, , ,
Owners and Renters Insurance	95	\$806.62	\$2,060,904
Vehicle Insurance	93	\$2,029.35	\$5,184,988
Life/Other Insurance	101	\$694.38	\$1,774,130
Health Insurance	99	\$4,932.44	\$12,602,389
Personal Care Products (18)	96	\$573.11	\$1,464,296
Educational Books/Supplies/Other Expenditures	96	\$89.51	\$228,701
Smoking Products	86	\$396.51	\$1,013,089
Transportation		·	, , ,
Payments on Vehicles excluding Leases	90	\$2,720.38	\$6,950,571
Gasoline/Diesel Fuel/Electric Vehicle Charging	90	\$3,140.28	\$8,023,420
Vehicle Maintenance and Repairs	97	\$1,309.39	\$3,345,504
Travel		, ,	, -,, -
Airline Fares	107	\$901.51	\$2,303,346
Lodging on Trips	104	\$1,149.88	\$2,937,947
Auto/Truck Rental on Trips	103	\$125.16	\$319,786
Food and Drink on Trips	102	\$860.02	\$2,197,348
	102	4000.02	÷=,=5.,610

**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.

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310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014

Ring: 3 mile radius Longitude: -76.35559

9.	o nime radias			
Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	42.7%	Population	63,476	63,732
Retirement Communities (J3)	13.4%	Households	24,542	24,821
City Greens (K6)	9.5%	Families	17,002	17,085
Dreambelt (K5)	7.8%	Median Age	42.3	43.0
Professional Pride (L2)	6.0%	Median Household Income	\$119,772	\$129,828
Troressional True (E2)	0.0 70	Spending Potential	Average Amount	ψ123/020
		Index	Spent	Total
Apparel and Services		117	\$2,863.08	\$70,265,700
Men's		118	\$568.30	\$13,947,320
Women's		119	\$994.92	\$24,417,211
Children's		113	\$379.94	\$9,324,564
			\$621.02	
Footwear		114 121		\$15,241,058
Watches & Jewelry			\$244.28	\$5,995,120
Apparel Products and Services (1)		117	\$54.62	\$1,340,426
Computer				
Computers and Hardware for Home	e Use	119	\$269.31	\$6,609,353
Portable Memory		112	\$4.28	\$105,061
Computer Software		112	\$18.83	\$462,037
Computer Accessories		111	\$22.33	\$547,929
Entertainment & Recreation		120	\$4,918.12	\$120,700,386
Fees and Admissions		128	\$1,197.95	\$29,400,090
Membership Fees for Clubs (2)		127	\$403.48	\$9,902,262
Fees for Participant Sports, excl.	Trips	131	\$217.54	\$5,338,821
Tickets to Theatre/Operas/Conce	erts	127	\$144.11	\$3,536,782
Tickets to Movies		121	\$44.56	\$1,093,512
Tickets to Parks or Museums		117	\$50.10	\$1,229,465
Admission to Sporting Events, ex	kcl. Trips	128	\$116.98	\$2,870,811
Fees for Recreational Lessons		132	\$219.92	\$5,397,318
Dating Services		109	\$1.27	\$31,119
TV/Video/Audio		115	\$1,425.30	\$34,979,691
Cable and Satellite Television Se	rvices	115	\$760.92	\$18,674,429
Televisions		118	\$139.91	\$3,433,649
Satellite Dishes		92	\$1.28	\$31,402
VCRs, Video Cameras, and DVD	Plavers	108	\$4.50	\$110,550
Miscellaneous Video Equipment	,	112	\$39.06	\$958,506
Video Cassettes and DVDs		105	\$5.01	\$122,983
Video Game Hardware/Accessori	es	109	\$51.55	\$1,265,116
Video Game Software		115	\$26.54	\$651,273
Rental/Streaming/Downloaded V	/ideo	116	\$224.80	\$5,517,065
Installation of Televisions	1400	136	\$2.05	\$50,253
Audio (3)		119	\$167.38	\$4,107,843
Rental and Repair of TV/Radio/S	ound Fauinment	111	\$2.31	\$56,622
Pets	ound Equipment	117	\$1,239.71	\$30,425,034
Toys/Games/Crafts/Hobbies (4)		118	\$210.81	\$5,173,587
Recreational Vehicles and Fees (5)		124	\$238.58	\$5,855,352
Sports/Recreation/Exercise Equipm	ent (6)	117	\$303.89	\$7,458,136
Photo Equipment and Supplies (7)	ichi (0)	123	\$85.50	
Reading (8)		122	\$157.54	\$2,098,297 \$3,866,353
Catered Affairs (9)		122		
( )			\$58.83	\$1,443,847
Food Food at Home		115 114	\$13,291.58	\$326,202,047
			\$8,508.50	\$208,815,571
Bakery and Cereal Products		116	\$1,151.91 ¢1,722.75	\$28,270,169
Meats, Poultry, Fish, and Eggs		113	\$1,722.75	\$42,279,732
Dairy Products		115	\$867.65	\$21,293,774
Fruits and Vegetables	(10)	115	\$1,471.13	\$36,104,360
Snacks and Other Food at Home	(10)	163	\$3,295.07	\$80,867,536
Food Away from Home		116	\$4,783.09	\$117,386,476
Alcoholic Beverages		124	\$836.58	\$20,531,260

**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.

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September 15, 2025

Prepared by Esri

Latitude: 39.52239



310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014 Ring: 3 mile radius

Latitude: 39.52239 Longitude: -76.35559

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Tota
Financial			
Value of Stocks/Bonds/Mutual Funds	136	\$65,344.56	\$1,603,686,162
Value of Retirement Plans	134	\$204,822.29	\$5,026,748,591
Value of Other Financial Assets	129	\$17,035.41	\$418,082,957
Vehicle Loan Amount excluding Interest	114	\$4,016.04	\$98,561,590
Value of Credit Card Debt	120	\$3,615.59	\$88,733,849
Health			
Nonprescription Drugs	117	\$234.25	\$5,749,06
Prescription Drugs	118	\$496.21	\$12,177,86
Eyeglasses and Contact Lenses	121	\$159.57	\$3,916,24
Home			
Mortgage Payment and Basics (11)	128	\$17,071.88	\$418,978,11
Maintenance and Remodeling Services	128	\$5,930.56	\$145,547,76
Maintenance and Remodeling Materials (12)	121	\$972.18	\$23,859,16
Utilities, Fuel, and Public Services	114	\$6,734.51	\$165,278,42
Household Furnishings and Equipment			
Household Textiles (13)	116	\$135.98	\$3,337,33
Furniture	119	\$1,055.59	\$25,906,23
Rugs	126	\$49.52	\$1,215,34
Major Appliances (14)	119	\$603.59	\$14,813,38
Housewares (15)	114	\$112.02	\$2,749,25
Small Appliances	109	\$84.57	\$2,075,44
Luggage	124	\$30.38	\$745,67
Telephones and Accessories	120	\$99.98	\$2,453,77
Household Operations			. , ,
Child Care	128	\$747.95	\$18,356,18
Lawn and Garden (16)	124	\$841.34	\$20,648,20
Moving/Storage/Freight Express	114	\$145.37	\$3,567,73
Housekeeping Supplies (17)	115	\$994.34	\$24,403,13
Insurance		122	, ,, -
Owners and Renters Insurance	120	\$1,014.56	\$24,899,41
Vehicle Insurance	112	\$2,433.55	\$59,724,30
Life/Other Insurance	123	\$847.59	\$20,801,56
Health Insurance	118	\$5,844.72	\$143,441,23
Personal Care Products (18)	114	\$678.35	\$16,648,12
Educational Books/Supplies/Other Expenditures	119	\$110.88	\$2,721,31
Smoking Products	101	\$465.13	\$11,415,32
Transportation	-0-	¥ 100.12	Ψ==,:=0,0=
Payments on Vehicles excluding Leases	114	\$3,434.52	\$84,289,98
Gasoline/Diesel Fuel/Electric Vehicle Charging	109	\$3,821.30	\$93,782,30
Vehicle Maintenance and Repairs	116	\$1,562.79	\$38,354,04
Travel	110	Ψ1/302.73	Ψ30,33 τ,0-
Airline Fares	126	\$1,063.54	\$26,101,29
Lodging on Trips	126	\$1,003.34	\$34,265,82
Auto/Truck Rental on Trips	123	\$1,390.21 \$150.10	\$3,683,76
Food and Drink on Trips	123	\$1,033.15	\$25,355,65
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**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.

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310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014 Ring: 5 mile radius

Longitude: -76.35559

Prepared by Esri

Latitude: 39.52239

<b>Top Tapestry Segments</b>	Percent	Demographic Summary	2025	2
Savvy Suburbanites (L1)	33.6%	Population	120,178	121
Flourishing Families (H1)	8.8%	Households	45,692	46
Professional Pride (L2)	8.2%	Families	32,437	32
Retirement Communities (J3)	7.2%	Median Age	41.4	3.
City Greens (K6)	6.1%	Median Household Income	\$121,306	\$131
city diceils (Ro)	0.1 /0	Spending Potential	Average Amount	Ψ151
			<del>-</del>	
Annanal and Cambasa		Index	Spent	4124.420
Apparel and Services		120	\$2,942.08	\$134,429
Men's		121	\$580.84	\$26,539
Women's		121	\$1,016.13	\$46,429
Children's		119	\$400.70	\$18,308
Footwear		117	\$640.32	\$29,257
Watches & Jewelry		124	\$248.65	\$11,361
Apparel Products and Services (1)		119	\$55.43	\$2,532
Computer				
Computers and Hardware for Home	Use	122	\$276.24	\$12,621
Portable Memory		114	\$4.38	\$200
Computer Software		115	\$19.33	\$883
Computer Accessories		114	\$22.84	\$1,043
Entertainment & Recreation		122	\$5,015.96	\$229,189
Fees and Admissions		131	\$1,221.82	\$55,827
Membership Fees for Clubs (2)		129	\$408.21	\$18,65
Fees for Participant Sports, excl.	Trips	135	\$223.87	\$10,229
Tickets to Theatre/Operas/Concer	•	128	\$144.79	\$6,615
Tickets to Movies	165	124	\$45.86	\$2,095
Tickets to Parks or Museums		121	\$51.73	\$2,363
Admission to Sporting Events, ex	cl Trins	133	\$121.48	\$5,550
Fees for Recreational Lessons	ci. Trips	134	\$224.63	\$10,263
		109	\$1.26	
Dating Services				\$57 \$66.46
TV/Video/Audio	n door	118 115	\$1,454.69 \$765.88	\$66,467
Cable and Satellite Television Ser	vices			\$34,994
Televisions		122	\$144.58	\$6,606
Satellite Dishes	N	98	\$1.36	\$62
VCRs, Video Cameras, and DVD F	riayers	113	\$4.71	\$215
Miscellaneous Video Equipment		124	\$43.21	\$1,974
Video Cassettes and DVDs		106	\$5.05	\$230
Video Game Hardware/Accessorie	es	114	\$53.80	\$2,458
Video Game Software		117	\$26.97	\$1,232
Rental/Streaming/Downloaded Vi	deo	121	\$233.92	\$10,688
Installation of Televisions		134	\$2.03	\$92
Audio (3)		122	\$170.74	\$7,80
Rental and Repair of TV/Radio/So	ound Equipment	117	\$2.44	\$11:
Pets		119	\$1,260.47	\$57,593
Toys/Games/Crafts/Hobbies (4)		121	\$215.93	\$9,866
Recreational Vehicles and Fees (5)		128	\$247.16	\$11,293
Sports/Recreation/Exercise Equipme	ent (6)	121	\$314.23	\$14,357
Photo Equipment and Supplies (7)		125	\$86.31	\$3,943
Reading (8)		121	\$156.28	\$7,140
Catered Affairs (9)		123	\$59.06	\$2,698
Food		118	\$13,601.45	\$621,47
Food at Home		117	\$8,682.09	\$396,70
Bakery and Cereal Products		118	\$1,171.34	\$53,520
Meats, Poultry, Fish, and Eggs		115	\$1,760.76	\$80,452
Dairy Products		117	\$883.80	\$40,382
Fruits and Vegetables		117	\$1,496.05	\$68,357
	(10)	167	\$3,370.13	\$153,988
Snacks and Other Food at Homo				
Snacks and Other Food at Home Food Away from Home	(10)	119	\$4,919.36	\$224,775

**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.

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310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014 Ring: 5 mile radius Prepared by Esri Latitude: 39.52239 Longitude: -76.35559

	Spending Potential Index	Average Amount Spent	Tot
ial			
e of Stocks/Bonds/Mutual Funds	134	\$64,312.43	\$2,938,563,32
e of Retirement Plans	134	\$204,932.34	\$9,363,768,70
e of Other Financial Assets	131	\$17,328.31	\$791,765,3
cle Loan Amount excluding Interest	120	\$4,216.62	\$192,665,7
e of Credit Card Debt	123	\$3,702.22	\$169,161,6
rescription Drugs	120	\$239.17	\$10,928,2
cription Drugs	119	\$501.26	\$22,903,5
lasses and Contact Lenses	122	\$161.21	\$7,365,8
gage Payment and Basics (11)	131	\$17,463.41	\$797,938,0
tenance and Remodeling Services	130	\$6,024.25	\$275,259,9
tenance and Remodeling Materials (12)	126	\$1,006.45	\$45,986,6
ies, Fuel, and Public Services	116	\$6,903.40	\$315,430,1
hold Furnishings and Equipment			
ehold Textiles (13)	118	\$139.32	\$6,365,7
iture	123	\$1,089.42	\$49,777,9
	128	\$50.15	\$2,291,4
r Appliances (14)	123	\$620.48	\$28,350,8
ewares (15)	116	\$114.19	\$5,217,5
ll Appliances	112	\$86.94	\$3,972,3
age	126	\$30.94	\$1,413,6
phones and Accessories	121	\$100.75	\$4,603,4
hold Operations			
Care	131	\$770.57	\$35,208,7
and Garden (16)	125	\$850.06	\$38,841,0
ng/Storage/Freight Express	115	\$146.62	\$6,699,4
eeping Supplies (17)	117	\$1,014.49	\$46,354,2
nce			
ers and Renters Insurance	124	\$1,047.80	\$47,876,0
cle Insurance	116	\$2,522.44	\$115,255,5
Other Insurance	125	\$864.74	\$39,511,5
th Insurance	120	\$5,954.75	\$272,084,6
al Care Products (18)	118	\$699.76	\$31,973,4
onal Books/Supplies/Other Expenditures	123	\$114.44	\$5,228,9
g Products	104	\$479.71	\$21,918,9
ortation			
nents on Vehicles excluding Leases	119	\$3,583.58	\$163,741,1
line/Diesel Fuel/Electric Vehicle Charging	113	\$3,972.88	\$181,528,7
cle Maintenance and Repairs	119	\$1,604.25	\$73,301,5
e Fares	127	\$1,075.71	\$49,151,2
ing on Trips	128	\$1,412.39	\$64,535,0
9			
/Truck Rental on Trips	126	\$153.42	\$7,009,9

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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310 S Tollgate Rd 310 S Tollgate Rd, Bel Air, Maryland, 21014

Ring: 5 mile radius

Prepared by Esri Latitude: 39.52239 Longitude: -76.35559

- (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 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.

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# **Business Summary**

310 S Tollgate Rd

310 S Tollgate Rd, Bel Air, Maryland, 21014

Prepared by Esri

Latitude: 39.52239

Rings: 1, 3, 5 mile r	adii		Longitude: -76.35559
Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	834	2,600	4,054
Total Employees:	11,045	29,780	43,521
Total Population:	5,765	63,476	120,178
Employee/Population Ratio (per 100 Residents)	191.6	46.9	36.2

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Employee/Population Ratio (per 100 Residents)		191.6	5		46.9				36.2				
	Businesses		Emplo	Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	Number		Number	Percent	Number	Percent	Number			Percent	Number		
Agriculture, Forestry, Fishing & Hunting	1	0.1%	1	0.0%	4	0.1%	31	0.1%	20	0.5%	106	0.2%	
Mining	1	0.1%	5	0.1%	3	0.1%	18	0.1%	3	0.1%	18	0.0%	
Utilities	1	0.1%	3	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%	
Construction	39	4.7%	243	2.2%	164	6.3%	808	2.7%	356	8.8%	1,945	4.5%	
Building Construction	12	1.4%	72	0.7%	58	2.2%	281	0.9%	137	3.4%	626	1.4%	
Heavy/Civil Eng Construction	2	0.2%	4	0.0%	7	0.3%	33	0.1%	15	0.4%	127	0.3%	
Specialty Trade Contractor	25	3.0%	167	1.5%	99	3.8%	494	1.7%	204	5.0%	1,192	2.7%	
Manufacturing	14	1.7%	109	1.0%	41	1.6%	381	1.3%	86	2.1%	941	2.2%	
Wholesale Trade	13	1.6%	132	1.2%	44	1.7%	532	1.8%	69	1.7%	703	1.6%	
Durable Goods	12	1.4%	121	1.1%	37	1.4%	438	1.5%	58	1.4%	568	1.3%	
Nondurable Goods	0	0.0%	0	0.0%	4	0.1%	72	0.2%	8	0.2%	112	0.3%	
Trade Broker	1	0.1%	12	0.1%	3	0.1%	22	0.1%	3	0.1%	22	0.1%	
Retail Trade	128	15.3%	1,972	17.9%	319	12.3%	5,575	18.7%	489	12.1%	8,109	18.6%	
Motor Vehicle & Parts Dealers	8	1.0%	124	1.1%	38	1.5%	1,609	5.4%	50	1.2%	1,743	4.0%	
Furniture & Home Furnishings Stores	15	1.8%	60	0.5%	21	0.8%	93	0.3%	38	0.9%	192	0.4%	
Electronics & Appliance Stores	4	0.5%	101	0.9%	10	0.4%	165	0.6%	14	0.3%	185	0.4%	
Building Material & Garden Equipment & Supplies Dealers	7	0.8%	307	2.8%	18	0.7%	364	1.2%	33	0.8%	560	1.3%	
Food & Beverage Stores	14	1.7%	313	2.8%	42	1.6%	1,237	4.2%	75	1.9%	2,470	5.7%	
Health & Personal Care Stores	21	2.5%	144	1.3%	50	1.9%	323	1.1%	74	1.8%	472	1.1%	
Gasoline Stations & Fuel Dealers	3	0.4%	11	0.1%	8	0.3%	32	0.1%	14	0.3%	80	0.2%	
Clothing, Clothing Accessories, Shoe and Jewelry Stores	22	2.6%	145	1.3%	42	1.6%	265	0.9%	51	1.3%	328	0.8%	
Sporting Goods, Hobby, Book, & Music Stores	21	2.5%	262	2.4%	52	2.0%	494	1.7%	81	2.0%	627	1.4%	
General Merchandise Stores	13	1.6%	506	4.6%	37	1.4%	993	3.3%	60	1.5%	1,453	3.3%	
Transportation & Warehousing	3	0.4%	13	0.1%	19	0.7%	126	0.4%	47	1.2%	295	0.7%	
Truck Transportation	1	0.1%	6	0.1%	5	0.2%	39	0.1%	16	0.4%	85	0.2%	
Information	8	1.0%	53	0.5%	37	1.4%	294	1.0%	52	1.3%	483	1.1%	
Finance & Insurance	58	7.0%	363	3.3%	173	6.7%	1,135	3.8%	241	5.9%	1,634	3.8%	
Central Bank/Credit Intermediation & Related Activities	20	2.4%	172	1.6%	55	2.1%	591	2.0%	89	2.2%	936	2.1%	
Securities & Commodity Contracts	20	2.4%	108	1.0%	60	2.3%	288	1.0%	76	1.9%	365	0.8%	
Funds, Trusts & Other Financial Vehicles	18	2.2%	83	0.8%	59	2.3%	256	0.9%	76	1.9%	334	0.8%	
Real Estate, Rental & Leasing	41	4.9%	483	4.4%	134	5.2%	1,120	3.8%	212	5.2%	1,628	3.7%	
Professional, Scientific & Tech Services	91	10.9%	702	6.4%	311	12.0%	2,052	6.9%	470	11.6%	3,190	7.3%	
Legal Services	39	4.7%	190	1.7%	97	3.7%	449	1.5%	108	2.7%	483	1.1%	
Management of Companies & Enterprises	2	0.2%	14	0.1%	8	0.3%	63	0.2%	11	0.3%	98	0.2%	
Administrative, Support & Waste Management Services	21	2.5%	102	0.9%	79	3.0%	378	1.3%	164	4.0%	956	2.2%	
		2.9%											

**Source:** Copyright 2025 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2025. **Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

# **Business Summary**

310 S Tollgate Rd

310 S Tollgate Rd, Bel Air, Maryland, 21014

Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.52239

Longitude: -76.35559

	Busine	esses	Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	147	17.6%	3,359	30.4%	470	18.1%	7,273	24.4%	589	14.5%	8,888	20.4%
Amubulatory Health Care	114	13.7%	1,389	12.6%	359	13.8%	3,740	12.6%	436	10.8%	4,539	10.4%
Hospital	11	1.3%	1,704	15.4%	26	1.0%	2,068	6.9%	30	0.7%	2,187	5.0%
Nursing/Residential Care	4	0.5%	171	1.6%	19	0.7%	735	2.5%	27	0.7%	859	2.0%
Social Assistance	19	2.3%	95	0.9%	66	2.5%	731	2.5%	97	2.4%	1,303	3.0%
Arts, Entertainment & Recreation	16	1.9%	265	2.4%	49	1.9%	626	2.1%	83	2.0%	939	2.2%
Accommodation & Food Services	48	5.8%	1,036	9.4%	166	6.4%	2,999	10.1%	245	6.0%	4,352	10.0%
Accommodation	0	0.0%	0	0.0%	2	0.1%	9	0.0%	5	0.1%	50	0.1%
Food Services & Drinking Places	48	5.8%	1,036	9.4%	164	6.3%	2,990	10.0%	240	5.9%	4,301	9.9%
Other Services (except Public Administration)	115	13.8%	742	6.7%	327	12.6%	2,035	6.8%	527	13.0%	3,063	7.0%
Repair & Maintenance	27	3.2%	157	1.4%	66	2.5%	337	1.1%	122	3.0%	583	1.3%
Automotive Repair & Maintenance	21	2.5%	117	1.1%	47	1.8%	254	0.8%	90	2.2%	437	1.0%
Personal & Laundry Service	57	6.8%	324	2.9%	148	5.7%	818	2.8%	201	5.0%	1,089	2.5%
Civic and Other Orgs	30	3.6%	260	2.4%	113	4.3%	879	3.0%	204	5.0%	1,392	3.2%
Public Administration	32	3.8%	816	7.4%	60	2.3%	1,587	5.3%	74	1.8%	1,902	4.4%
Unclassified Establishments	31	3.7%	0	0.0%	122	4.7%	4	0.0%	208	5.1%	11	0.0%
Total	834	100.0%	11,045	100.0%	2,600	100.0%	29,780	100.0%	4,054	100.0%	43,521	100.0%

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# **Business Summary**

310 S Tollgate Rd

310 S Tollgate Rd, Bel Air, Maryland, 21014

Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 39.52239 Longitude: -76.35559

	Busin	esses	Employees		Busine	esses	Emplo	yees	Businesses		Employees	
by SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	1.3%	100	0.9%	45	1.7%	321	1.1%	109	2.7%	734	1.7%
Construction	34	4.1%	198	1.8%	154	5.9%	749	2.5%	335	8.3%	1,803	4.1%
Manufacturing	10	1.2%	81	0.7%	38	1.5%	368	1.2%	81	2.0%	838	1.9%
Transportation	11	1.3%	45	0.4%	37	1.4%	187	0.6%	69	1.7%	391	0.9%
Communication	7	0.8%	45	0.4%	20	0.8%	132	0.4%	23	0.6%	144	0.3%
Utility	4	0.5%	13	0.1%	7	0.3%	26	0.1%	11	0.3%	52	0.1%
Wholesale Trade	14	1.7%	136	1.2%	45	1.7%	536	1.8%	70	1.7%	707	1.6%
Retail Trade Summary	178	21.3%	3,030	27.4%	486	18.7%	8,595	28.9%	736	18.1%	12,532	28.8%
Home Improvement	7	0.8%	307	2.8%	18	0.7%	364	1.2%	33	0.8%	560	1.3%
General Merchandise Stores	7	0.8%	473	4.3%	23	0.9%	938	3.1%	36	0.9%	1,368	3.1%
Food Stores	18	2.2%	358	3.2%	51	2.0%	1,322	4.4%	84	2.1%	2,615	6.0%
Auto Dealers & Gas Stations	11	1.3%	134	1.2%	46	1.8%	1,641	5.5%	62	1.5%	1,803	4.1%
Apparel & Accessory Stores	15	1.8%	100	0.9%	33	1.3%	213	0.7%	40	1.0%	268	0.6%
Furniture & Home Furnishings	20	2.4%	165	1.5%	34	1.3%	270	0.9%	58	1.4%	395	0.9%
Eating & Drinking Places	46	5.5%	998	9.0%	155	6.0%	2,891	9.7%	225	5.5%	4,162	9.6%
Miscellaneous Retail	54	6.5%	495	4.5%	126	4.8%	957	3.2%	199	4.9%	1,361	3.1%
Finance, Insurance, Real Estate Summary	104	12.5%	872	7.9%	314	12.1%	2,333	7.8%	456	11.3%	3,348	7.7%
Banks, Savings & Lending Institutions	21	2.5%	178	1.6%	57	2.2%	598	2.0%	91	2.2%	943	2.2%
Securities Brokers	20	2.4%	108	1.0%	58	2.2%	282	0.9%	73	1.8%	354	0.8%
Insurance Carriers & Agents	18	2.2%	83	0.8%	59	2.3%	256	0.9%	76	1.9%	334	0.8%
Real Estate, Holding, Other Investment Offices	45	5.4%	503	4.5%	140	5.4%	1,197	4.0%	216	5.3%	1,718	4.0%
Services Summary	398	47.7%	5,729	51.9%	1,271	48.9%	14,967	50.3%	1,884	46.5%	21,086	48.5%
Hotels & Lodging	0	0.0%	0	0.0%	2	0.1%	9	0.0%	5	0.1%	50	0.1%
Automotive Services	26	3.1%	138	1.3%	69	2.6%	357	1.2%	119	2.9%	567	1.3%
Movies & Amusements	22	2.6%	302	2.7%	69	2.6%	758	2.5%	115	2.8%	1,150	2.6%
Health Services	124	14.9%	3,112	28.2%	391	15.0%	6,333	21.3%	475	11.7%	7,263	16.7%
Legal Services	33	4.0%	165	1.5%	81	3.1%	372	1.3%	90	2.2%	399	0.9%
Education Institutions & Libraries	13	1.6%	572	5.2%	47	1.8%	2,655	8.9%	77	1.9%	4,122	9.5%
Other Services	181	21.7%	1,439	13.0%	611	23.5%	4,483	15.1%	1,003	24.7%	7,535	17.3%
Government	31	3.7%	795	7.2%	59	2.3%	1,561	5.2%	73	1.8%	1,876	4.3%
Unclassified Establishments	31	3.7%	0	7.2%	122	4.7%	4	5.2%	208	5.1%	11	4.3%
Totals	834	100.0%	11,045	100.0%	2,600	100.0%	29,780	100.0%	4,054	100.0%	43,521	100.0%

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