

6000 University Blvd, Ellicott City, Maryland, 21043
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.20926
 Longitude: -76.79714

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	12,341	67,426	157,607
2010 Total Population	13,468	78,249	175,711
2021 Total Population	14,738	88,700	199,479
2021 Group Quarters	15	348	5,449
2026 Total Population	15,634	92,867	209,858
2021-2026 Annual Rate	1.19%	0.92%	1.02%
2021 Total Daytime Population	13,221	87,686	211,624
Workers	6,836	46,727	122,297
Residents	6,385	40,959	89,327
Household Summary			
2000 Households	4,850	24,951	57,446
2000 Average Household Size	2.53	2.67	2.61
2010 Households	5,404	28,816	65,732
2010 Average Household Size	2.49	2.70	2.58
2021 Households	5,978	32,414	74,617
2021 Average Household Size	2.46	2.73	2.60
2026 Households	6,354	33,876	78,556
2026 Average Household Size	2.46	2.73	2.60
2021-2026 Annual Rate	1.23%	0.89%	1.03%
2010 Families	3,408	20,524	45,036
2010 Average Family Size	3.13	3.20	3.13
2021 Families	3,647	22,762	50,078
2021 Average Family Size	3.15	3.26	3.18
2026 Families	3,844	23,661	52,329
2026 Average Family Size	3.16	3.27	3.20
2021-2026 Annual Rate	1.06%	0.78%	0.88%
Housing Unit Summary			
2000 Housing Units	5,061	25,837	59,419
Owner Occupied Housing Units	70.2%	71.7%	71.3%
Renter Occupied Housing Units	25.6%	24.8%	25.4%
Vacant Housing Units	4.2%	3.4%	3.3%
2010 Housing Units	5,609	29,906	68,599
Owner Occupied Housing Units	68.9%	71.4%	69.1%
Renter Occupied Housing Units	27.4%	25.0%	26.7%
Vacant Housing Units	3.7%	3.6%	4.2%
2021 Housing Units	6,209	33,713	77,866
Owner Occupied Housing Units	70.9%	70.8%	68.4%
Renter Occupied Housing Units	25.4%	25.3%	27.5%
Vacant Housing Units	3.7%	3.9%	4.2%
2026 Housing Units	6,580	35,089	81,702
Owner Occupied Housing Units	72.7%	72.4%	69.5%
Renter Occupied Housing Units	23.9%	24.1%	26.6%
Vacant Housing Units	3.4%	3.5%	3.9%
Median Household Income			
2021	\$110,485	\$111,993	\$109,841
2026	\$117,040	\$119,705	\$117,210
Median Home Value			
2021	\$372,123	\$391,376	\$412,064
2026	\$415,698	\$428,698	\$451,841
Per Capita Income			
2021	\$56,071	\$52,181	\$53,566
2026	\$61,797	\$57,873	\$59,260
Median Age			
2010	35.0	35.6	37.2
2021	36.4	37.2	38.9
2026	36.1	37.8	39.6

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	5,978	32,414	74,617
<\$15,000	3.8%	3.6%	4.6%
\$15,000 - \$24,999	3.9%	4.3%	4.7%
\$25,000 - \$34,999	3.6%	3.8%	3.5%
\$35,000 - \$49,999	5.9%	5.8%	6.1%
\$50,000 - \$74,999	12.7%	12.0%	11.8%
\$75,000 - \$99,999	12.1%	12.6%	13.0%
\$100,000 - \$149,999	25.8%	23.9%	22.7%
\$150,000 - \$199,999	14.2%	13.9%	13.6%
\$200,000+	17.8%	20.1%	20.0%
Average Household Income	\$136,090	\$142,372	\$142,720
2026 Households by Income			
Household Income Base	6,354	33,876	78,556
<\$15,000	3.3%	3.1%	4.1%
\$15,000 - \$24,999	3.3%	3.7%	4.1%
\$25,000 - \$34,999	3.1%	3.3%	3.2%
\$35,000 - \$49,999	5.0%	4.9%	5.2%
\$50,000 - \$74,999	11.4%	10.8%	10.6%
\$75,000 - \$99,999	11.7%	12.0%	12.4%
\$100,000 - \$149,999	26.8%	24.2%	23.2%
\$150,000 - \$199,999	15.7%	14.9%	14.8%
\$200,000+	19.7%	23.1%	22.5%
Average Household Income	\$149,580	\$158,161	\$157,774
2021 Owner Occupied Housing Units by Value			
Total	4,403	23,880	53,236
<\$50,000	1.7%	2.2%	1.8%
\$50,000 - \$99,999	0.3%	0.4%	0.4%
\$100,000 - \$149,999	0.8%	1.1%	0.8%
\$150,000 - \$199,999	3.3%	1.8%	2.0%
\$200,000 - \$249,999	10.1%	5.6%	4.9%
\$250,000 - \$299,999	9.8%	8.6%	8.8%
\$300,000 - \$399,999	33.2%	33.2%	28.6%
\$400,000 - \$499,999	18.7%	20.5%	22.7%
\$500,000 - \$749,999	20.1%	23.3%	26.7%
\$750,000 - \$999,999	0.9%	2.9%	2.8%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.2%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.0%
\$2,000,000 +	0.6%	0.2%	0.2%
Average Home Value	\$411,983	\$429,381	\$443,234
2026 Owner Occupied Housing Units by Value			
Total	4,784	25,407	56,791
<\$50,000	0.7%	1.1%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.2%	0.3%
\$150,000 - \$199,999	1.0%	0.6%	0.7%
\$200,000 - \$249,999	5.2%	3.4%	2.7%
\$250,000 - \$299,999	6.7%	6.5%	6.7%
\$300,000 - \$399,999	32.9%	31.6%	25.9%
\$400,000 - \$499,999	21.6%	23.0%	24.4%
\$500,000 - \$749,999	29.1%	29.4%	33.9%
\$750,000 - \$999,999	1.0%	3.5%	3.7%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.7%	0.1%	0.1%
\$2,000,000 +	1.0%	0.4%	0.3%
Average Home Value	\$470,187	\$468,660	\$482,774

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	13,468	78,249	175,713
0 - 4	7.6%	7.4%	6.4%
5 - 9	6.7%	7.6%	6.8%
10 - 14	6.3%	7.3%	6.7%
15 - 24	10.7%	11.5%	11.8%
25 - 34	18.8%	15.3%	14.9%
35 - 44	16.8%	16.3%	15.6%
45 - 54	15.6%	15.3%	15.9%
55 - 64	9.8%	10.7%	11.8%
65 - 74	5.0%	5.7%	6.1%
75 - 84	2.2%	2.3%	2.8%
85 +	0.6%	0.6%	1.1%
18 +	75.7%	73.4%	75.8%
2021 Population by Age			
Total	14,738	88,700	199,480
0 - 4	6.2%	6.5%	5.6%
5 - 9	6.4%	7.1%	6.2%
10 - 14	6.7%	7.6%	6.7%
15 - 24	11.7%	11.6%	11.7%
25 - 34	16.8%	13.8%	13.6%
35 - 44	15.6%	15.7%	15.2%
45 - 54	13.3%	13.8%	13.8%
55 - 64	11.9%	11.5%	12.7%
65 - 74	7.3%	7.9%	8.9%
75 - 84	3.2%	3.7%	4.1%
85 +	0.9%	0.9%	1.4%
18 +	77.5%	74.8%	77.5%
2026 Population by Age			
Total	15,634	92,867	209,857
0 - 4	6.2%	6.4%	5.7%
5 - 9	6.0%	6.8%	6.0%
10 - 14	5.7%	6.9%	6.1%
15 - 24	11.2%	11.2%	11.1%
25 - 34	19.3%	14.5%	14.3%
35 - 44	14.1%	15.3%	15.2%
45 - 54	13.0%	13.6%	13.5%
55 - 64	11.4%	11.3%	12.1%
65 - 74	7.9%	8.1%	9.2%
75 - 84	4.0%	4.7%	5.3%
85 +	1.1%	1.2%	1.6%
18 +	78.8%	75.9%	78.5%
2010 Population by Sex			
Males	6,523	38,337	87,116
Females	6,945	39,912	88,595
2021 Population by Sex			
Males	7,157	43,443	98,824
Females	7,582	45,256	100,654
2026 Population by Sex			
Males	7,594	45,514	103,867
Females	8,041	47,353	105,991

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2010 Population by Race/Ethnicity			
Total	13,469	78,250	175,711
White Alone	55.8%	57.2%	61.0%
Black Alone	21.3%	22.0%	21.1%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	16.1%	13.1%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	3.0%	2.2%
Two or More Races	4.1%	4.2%	3.8%
Hispanic Origin	6.4%	7.9%	6.4%
Diversity Index	66.3	66.4	62.1
2021 Population by Race/Ethnicity			
Total	14,737	88,700	199,480
White Alone	45.9%	46.1%	50.9%
Black Alone	24.0%	26.2%	24.8%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	21.9%	18.2%	16.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	3.9%	2.8%
Two or More Races	5.0%	5.2%	4.7%
Hispanic Origin	8.4%	10.4%	8.7%
Diversity Index	73.3	74.4	70.8
2026 Population by Race/Ethnicity			
Total	15,635	92,866	209,858
White Alone	40.9%	41.5%	46.2%
Black Alone	24.8%	27.2%	26.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	25.2%	20.8%	18.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	4.4%	3.3%
Two or More Races	5.4%	5.6%	5.2%
Hispanic Origin	9.5%	11.7%	10.0%
Diversity Index	75.8	77.0	74.0
2010 Population by Relationship and Household Type			
Total	13,468	78,249	175,711
In Households	99.8%	99.4%	96.7%
In Family Households	81.2%	86.1%	82.0%
Householder	25.7%	26.3%	25.6%
Spouse	19.5%	20.4%	20.0%
Child	30.1%	33.2%	30.8%
Other relative	3.9%	4.2%	3.8%
Nonrelative	2.0%	2.1%	1.8%
In Nonfamily Households	18.6%	13.3%	14.6%
In Group Quarters	0.2%	0.6%	3.3%
Institutionalized Population	0.0%	0.5%	3.1%
Noninstitutionalized Population	0.1%	0.1%	0.2%

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

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2021 Population 25+ by Educational Attainment			
Total	10,172	59,631	139,064
Less than 9th Grade	2.6%	2.4%	2.5%
9th - 12th Grade, No Diploma	2.2%	2.5%	3.0%
High School Graduate	8.4%	10.6%	12.5%
GED/Alternative Credential	1.1%	1.6%	2.2%
Some College, No Degree	14.8%	14.4%	13.7%
Associate Degree	4.2%	6.5%	5.9%
Bachelor's Degree	31.1%	32.3%	30.5%
Graduate/Professional Degree	35.6%	29.8%	29.7%
2021 Population 15+ by Marital Status			
Total	11,893	69,935	162,464
Never Married	36.4%	33.6%	33.9%
Married	49.6%	54.4%	52.4%
Widowed	3.2%	3.7%	4.4%
Divorced	10.7%	8.3%	9.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,766	49,293	110,210
Population 16+ Employed	95.6%	96.4%	95.6%
Population 16+ Unemployment rate	4.4%	3.6%	4.4%
Population 16-24 Employed	9.7%	10.6%	10.4%
Population 16-24 Unemployment rate	12.5%	8.9%	11.0%
Population 25-54 Employed	70.7%	67.8%	65.0%
Population 25-54 Unemployment rate	3.4%	2.7%	3.6%
Population 55-64 Employed	14.9%	15.4%	17.6%
Population 55-64 Unemployment rate	4.5%	3.4%	3.4%
Population 65+ Employed	4.7%	6.1%	7.0%
Population 65+ Unemployment rate	0.3%	3.8%	3.2%
2021 Employed Population 16+ by Industry			
Total	8,379	47,513	105,404
Agriculture/Mining	0.4%	0.2%	0.1%
Construction	3.5%	4.2%	4.8%
Manufacturing	4.8%	4.0%	4.5%
Wholesale Trade	1.9%	1.8%	1.8%
Retail Trade	5.7%	6.9%	6.9%
Transportation/Utilities	3.2%	4.1%	3.6%
Information	2.0%	2.1%	1.9%
Finance/Insurance/Real Estate	6.5%	5.6%	6.4%
Services	57.6%	58.5%	56.8%
Public Administration	14.3%	12.7%	13.1%
2021 Employed Population 16+ by Occupation			
Total	8,379	47,512	105,404
White Collar	82.3%	77.9%	79.7%
Management/Business/Financial	23.7%	22.3%	23.8%
Professional	43.8%	41.1%	41.2%
Sales	6.2%	5.8%	6.4%
Administrative Support	8.5%	8.7%	8.2%
Services	9.5%	11.9%	10.3%
Blue Collar	8.3%	10.2%	10.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.8%	1.8%	2.0%
Installation/Maintenance/Repair	2.5%	2.4%	2.1%
Production	1.3%	1.5%	1.6%
Transportation/Material Moving	2.5%	4.3%	4.2%

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2010 Households by Type			
Total	5,405	28,816	65,731
Households with 1 Person	29.9%	23.0%	25.4%
Households with 2+ People	70.1%	77.0%	74.6%
Family Households	63.1%	71.2%	68.5%
Husband-wife Families	47.9%	55.2%	53.5%
With Related Children	24.5%	29.2%	26.4%
Other Family (No Spouse Present)	15.1%	16.0%	15.0%
Other Family with Male Householder	3.4%	3.7%	3.5%
With Related Children	1.9%	2.1%	1.9%
Other Family with Female Householder	11.7%	12.3%	11.4%
With Related Children	7.9%	8.2%	7.4%
Nonfamily Households	7.0%	5.8%	6.1%
All Households with Children	34.7%	39.9%	36.1%
Multigenerational Households	3.0%	3.9%	3.6%
Unmarried Partner Households	5.3%	5.1%	5.1%
Male-female	4.7%	4.4%	4.3%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	5,403	28,814	65,732
1 Person Household	29.9%	23.0%	25.4%
2 Person Household	30.4%	30.4%	31.5%
3 Person Household	17.4%	18.5%	17.5%
4 Person Household	14.5%	17.5%	15.9%
5 Person Household	4.9%	6.7%	6.2%
6 Person Household	1.9%	2.3%	2.1%
7 + Person Household	1.0%	1.6%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	5,404	28,816	65,732
Owner Occupied	71.6%	74.1%	72.1%
Owned with a Mortgage/Loan	64.9%	63.5%	60.0%
Owned Free and Clear	6.7%	10.6%	12.2%
Renter Occupied	28.4%	25.9%	27.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	150	145	136
Percent of Income for Mortgage	14.1%	14.7%	15.7%
Wealth Index	153	176	183
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,609	29,906	68,599
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	13,468	78,249	175,711
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Enterprising Professionals (2D)
2.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
3.	City Lights (8A)	Boomburbs (1C)	Urban Chic (2A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$18,662,612	\$103,968,745	\$239,385,405
Average Spent	\$3,121.88	\$3,207.53	\$3,208.19
Spending Potential Index	147	151	151
Education: Total \$	\$16,331,924	\$92,743,383	\$218,056,164
Average Spent	\$2,732.00	\$2,861.21	\$2,922.34
Spending Potential Index	158	166	169
Entertainment/Recreation: Total \$	\$27,115,373	\$155,197,523	\$357,068,119
Average Spent	\$4,535.86	\$4,787.98	\$4,785.35
Spending Potential Index	140	148	148
Food at Home: Total \$	\$46,116,132	\$256,938,176	\$592,964,559
Average Spent	\$7,714.31	\$7,926.77	\$7,946.78
Spending Potential Index	142	145	146
Food Away from Home: Total \$	\$33,904,591	\$186,910,717	\$430,554,667
Average Spent	\$5,671.56	\$5,766.36	\$5,770.20
Spending Potential Index	149	152	152
Health Care: Total \$	\$48,445,810	\$283,770,410	\$650,116,600
Average Spent	\$8,104.02	\$8,754.56	\$8,712.71
Spending Potential Index	130	140	140
HH Furnishings & Equipment: Total \$	\$19,117,062	\$110,734,015	\$253,601,376
Average Spent	\$3,197.90	\$3,416.24	\$3,398.71
Spending Potential Index	142	152	151
Personal Care Products & Services: Total \$	\$7,764,918	\$43,848,834	\$101,003,405
Average Spent	\$1,298.92	\$1,352.77	\$1,353.62
Spending Potential Index	145	151	151
Shelter: Total \$	\$183,817,018	\$1,015,628,170	\$2,362,844,348
Average Spent	\$30,748.92	\$31,333.01	\$31,666.30
Spending Potential Index	153	155	157
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,864,082	\$114,640,069	\$260,341,775
Average Spent	\$3,155.58	\$3,536.75	\$3,489.04
Spending Potential Index	132	148	146
Travel: Total \$	\$22,858,879	\$131,085,451	\$302,832,221
Average Spent	\$3,823.83	\$4,044.10	\$4,058.49
Spending Potential Index	151	160	161
Vehicle Maintenance & Repairs: Total \$	\$8,883,542	\$51,090,691	\$116,402,336
Average Spent	\$1,486.04	\$1,576.19	\$1,560.00
Spending Potential Index	134	142	141

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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 Latitude: 39.20926
 Longitude: -76.79714

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Enterprising Professionals (2D)	68.0%	Population	14,738	15,634
Professional Pride (1B)	10.7%	Households	5,978	6,354
City Lights (8A)	7.7%	Families	3,647	3,844
Bright Young Professionals (8C)	7.6%	Median Age	36.4	36.1
Urban Chic (2A)	3.9%	Median Household Income	\$110,485	\$117,040
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		147	\$3,121.88	\$18,662,612
Men's		151	\$612.55	\$3,661,846
Women's		147	\$1,083.40	\$6,476,546
Children's		149	\$461.69	\$2,759,984
Footwear		145	\$724.97	\$4,333,893
Watches & Jewelry		144	\$185.13	\$1,106,681
Apparel Products and Services (1)		155	\$81.59	\$487,760
Computer				
Computers and Hardware for Home Use		156	\$262.77	\$1,570,852
Portable Memory		146	\$6.33	\$37,859
Computer Software		162	\$15.55	\$92,935
Computer Accessories		138	\$24.82	\$148,351
Entertainment & Recreation		140	\$4,535.86	\$27,115,373
Fees and Admissions		156	\$1,158.50	\$6,925,542
Membership Fees for Clubs (2)		155	\$386.35	\$2,309,590
Fees for Participant Sports, excl. Trips		158	\$182.29	\$1,089,729
Tickets to Theatre/Operas/Concerts		149	\$120.66	\$721,332
Tickets to Movies		154	\$85.44	\$510,740
Tickets to Parks or Museums		154	\$52.13	\$311,646
Admission to Sporting Events, excl. Trips		151	\$97.33	\$581,809
Fees for Recreational Lessons		165	\$232.36	\$1,389,055
Dating Services		163	\$1.95	\$11,641
TV/Video/Audio		133	\$1,564.63	\$9,353,337
Cable and Satellite Television Services		129	\$1,037.67	\$6,203,211
Televisions		141	\$158.30	\$946,325
Satellite Dishes		126	\$1.98	\$11,831
VCRs, Video Cameras, and DVD Players		137	\$6.69	\$39,966
Miscellaneous Video Equipment		136	\$21.17	\$126,552
Video Cassettes and DVDs		134	\$10.29	\$61,506
Video Game Hardware/Accessories		141	\$40.85	\$244,225
Video Game Software		141	\$22.60	\$135,116
Rental/Streaming/Downloaded Video		145	\$101.62	\$607,486
Installation of Televisions		169	\$1.25	\$7,451
Audio (3)		148	\$158.84	\$949,558
Rental and Repair of TV/Radio/Sound Equipment		114	\$3.36	\$20,109
Pets		134	\$978.09	\$5,847,016
Toys/Games/Crafts/Hobbies (4)		138	\$159.29	\$952,230
Recreational Vehicles and Fees (5)		136	\$153.44	\$917,283
Sports/Recreation/Exercise Equipment (6)		144	\$258.97	\$1,548,143
Photo Equipment and Supplies (7)		157	\$71.99	\$430,337
Reading (8)		138	\$142.86	\$854,010
Catered Affairs (9)		165	\$48.60	\$290,521
Food		145	\$13,385.87	\$80,020,723
Food at Home		142	\$7,714.31	\$46,116,132
Bakery and Cereal Products		140	\$979.29	\$5,854,178
Meats, Poultry, Fish, and Eggs		141	\$1,663.89	\$9,946,754
Dairy Products		142	\$779.30	\$4,658,638
Fruits and Vegetables		145	\$1,535.99	\$9,182,120
Snacks and Other Food at Home (10)		140	\$2,755.84	\$16,474,441
Food Away from Home		149	\$5,671.56	\$33,904,591
Alcoholic Beverages		155	\$974.18	\$5,823,644

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	146	\$39,938.33	\$238,751,344
Value of Retirement Plans	139	\$139,390.49	\$833,276,341
Value of Other Financial Assets	138	\$11,850.66	\$70,843,230
Vehicle Loan Amount excluding Interest	141	\$4,036.17	\$24,128,253
Value of Credit Card Debt	144	\$3,998.59	\$23,903,570
Health			
Nonprescription Drugs	126	\$195.42	\$1,168,250
Prescription Drugs	112	\$375.22	\$2,243,058
Eyeglasses and Contact Lenses	131	\$126.50	\$756,239
Home			
Mortgage Payment and Basics (11)	145	\$15,448.76	\$92,352,662
Maintenance and Remodeling Services	141	\$4,043.04	\$24,169,291
Maintenance and Remodeling Materials (12)	131	\$808.94	\$4,835,859
Utilities, Fuel, and Public Services	133	\$6,612.48	\$39,529,429
Household Furnishings and Equipment			
Household Textiles (13)	146	\$147.58	\$882,256
Furniture	142	\$908.26	\$5,429,562
Rugs	142	\$44.49	\$265,970
Major Appliances (14)	135	\$507.46	\$3,033,571
Housewares (15)	143	\$126.38	\$755,527
Small Appliances	144	\$75.98	\$454,237
Luggage	157	\$26.29	\$157,168
Telephones and Accessories	133	\$132.90	\$794,486
Household Operations			
Child Care	173	\$917.36	\$5,483,995
Lawn and Garden (16)	128	\$643.73	\$3,848,230
Moving/Storage/Freight Express	159	\$112.96	\$675,302
Housekeeping Supplies (17)	137	\$1,069.82	\$6,395,375
Insurance			
Owners and Renters Insurance	122	\$763.77	\$4,565,835
Vehicle Insurance	137	\$2,560.95	\$15,309,372
Life/Other Insurance	133	\$801.76	\$4,792,910
Health Insurance	132	\$5,435.49	\$32,493,351
Personal Care Products (18)	143	\$709.88	\$4,243,666
School Books and Supplies (19)	148	\$193.26	\$1,155,287
Smoking Products	117	\$449.24	\$2,685,578
Transportation			
Payments on Vehicles excluding Leases	135	\$3,526.39	\$21,080,736
Gasoline and Motor Oil	139	\$3,358.62	\$20,077,835
Vehicle Maintenance and Repairs	134	\$1,486.04	\$8,883,542
Travel			
Airline Fares	160	\$1,004.77	\$6,006,495
Lodging on Trips	148	\$1,051.55	\$6,286,178
Auto/Truck Rental on Trips	160	\$88.23	\$527,443
Food and Drink on Trips	150	\$896.19	\$5,357,436

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Enterprising Professionals (2D)	30.2%	Population	88,700	92,867
Professional Pride (1B)	18.3%	Households	32,414	33,876
Boomburbs (1C)	9.7%	Families	22,762	23,661
Savvy Suburbanites (1D)	6.8%	Median Age	37.2	37.8
Bright Young Professionals (8C)	6.6%	Median Household Income	\$111,993	\$119,705
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		151	\$3,207.53	\$103,968,745
Men's		154	\$627.32	\$20,334,053
Women's		151	\$1,118.46	\$36,253,874
Children's		153	\$475.96	\$15,427,900
Footwear		147	\$738.48	\$23,937,143
Watches & Jewelry		150	\$193.54	\$6,273,470
Apparel Products and Services (1)		156	\$82.25	\$2,665,946
Computer				
Computers and Hardware for Home Use		159	\$267.00	\$8,654,626
Portable Memory		150	\$6.49	\$210,205
Computer Software		157	\$15.12	\$490,060
Computer Accessories		147	\$26.53	\$859,917
Entertainment & Recreation		148	\$4,787.98	\$155,197,523
Fees and Admissions		166	\$1,232.37	\$39,946,101
Membership Fees for Clubs (2)		164	\$407.34	\$13,203,435
Fees for Participant Sports, excl. Trips		168	\$193.79	\$6,281,582
Tickets to Theatre/Operas/Concerts		160	\$129.48	\$4,196,857
Tickets to Movies		159	\$88.57	\$2,871,047
Tickets to Parks or Museums		159	\$53.83	\$1,744,942
Admission to Sporting Events, excl. Trips		166	\$107.25	\$3,476,488
Fees for Recreational Lessons		178	\$250.37	\$8,115,546
Dating Services		144	\$1.73	\$56,203
TV/Video/Audio		140	\$1,643.54	\$53,273,546
Cable and Satellite Television Services		136	\$1,097.97	\$35,589,611
Televisions		148	\$165.94	\$5,378,672
Satellite Dishes		141	\$2.21	\$71,475
VCRs, Video Cameras, and DVD Players		143	\$7.03	\$227,743
Miscellaneous Video Equipment		144	\$22.41	\$726,494
Video Cassettes and DVDs		141	\$10.82	\$350,758
Video Game Hardware/Accessories		140	\$40.49	\$1,312,487
Video Game Software		139	\$22.28	\$722,292
Rental/Streaming/Downloaded Video		147	\$103.55	\$3,356,315
Installation of Televisions		180	\$1.33	\$42,977
Audio (3)		155	\$166.24	\$5,388,465
Rental and Repair of TV/Radio/Sound Equipment		111	\$3.28	\$106,257
Pets		141	\$1,028.99	\$33,353,766
Toys/Games/Crafts/Hobbies (4)		145	\$167.60	\$5,432,480
Recreational Vehicles and Fees (5)		153	\$173.07	\$5,609,904
Sports/Recreation/Exercise Equipment (6)		150	\$270.30	\$8,761,415
Photo Equipment and Supplies (7)		160	\$73.36	\$2,377,780
Reading (8)		146	\$150.99	\$4,894,230
Catered Affairs (9)		164	\$48.20	\$1,562,303
Food		148	\$13,693.12	\$443,848,894
Food at Home		145	\$7,926.77	\$256,938,176
Bakery and Cereal Products		145	\$1,012.67	\$32,824,791
Meats, Poultry, Fish, and Eggs		145	\$1,705.28	\$55,274,880
Dairy Products		146	\$800.56	\$25,949,256
Fruits and Vegetables		148	\$1,568.94	\$50,855,469
Snacks and Other Food at Home (10)		144	\$2,839.32	\$92,033,780
Food Away from Home		152	\$5,766.36	\$186,910,717
Alcoholic Beverages		158	\$989.37	\$32,069,335

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	163	\$44,439.69	\$1,440,468,160
Value of Retirement Plans	159	\$159,943.43	\$5,184,406,289
Value of Other Financial Assets	149	\$12,799.09	\$414,869,576
Vehicle Loan Amount excluding Interest	145	\$4,157.97	\$134,776,463
Value of Credit Card Debt	150	\$4,163.01	\$134,939,910
Health			
Nonprescription Drugs	133	\$205.67	\$6,666,558
Prescription Drugs	126	\$420.34	\$13,624,781
Eyeglasses and Contact Lenses	142	\$137.92	\$4,470,591
Home			
Mortgage Payment and Basics (11)	162	\$17,302.76	\$560,851,554
Maintenance and Remodeling Services	159	\$4,574.23	\$148,269,176
Maintenance and Remodeling Materials (12)	147	\$905.79	\$29,360,250
Utilities, Fuel, and Public Services	140	\$6,963.60	\$225,718,088
Household Furnishings and Equipment			
Household Textiles (13)	151	\$153.42	\$4,972,941
Furniture	150	\$959.77	\$31,110,025
Rugs	156	\$49.10	\$1,591,412
Major Appliances (14)	149	\$563.68	\$18,271,087
Housewares (15)	150	\$131.97	\$4,277,722
Small Appliances	146	\$77.03	\$2,496,991
Luggage	159	\$26.60	\$862,176
Telephones and Accessories	147	\$147.39	\$4,777,644
Household Operations			
Child Care	175	\$927.30	\$30,057,381
Lawn and Garden (16)	145	\$728.32	\$23,607,760
Moving/Storage/Freight Express	154	\$109.86	\$3,560,852
Housekeeping Supplies (17)	144	\$1,119.53	\$36,288,509
Insurance			
Owners and Renters Insurance	140	\$872.56	\$28,283,254
Vehicle Insurance	142	\$2,652.09	\$85,964,776
Life/Other Insurance	149	\$900.20	\$29,179,163
Health Insurance	141	\$5,832.63	\$189,058,788
Personal Care Products (18)	147	\$732.81	\$23,753,308
School Books and Supplies (19)	151	\$197.56	\$6,403,826
Smoking Products	118	\$452.12	\$14,654,877
Transportation			
Payments on Vehicles excluding Leases	144	\$3,746.79	\$121,448,302
Gasoline and Motor Oil	143	\$3,443.34	\$111,612,401
Vehicle Maintenance and Repairs	142	\$1,576.19	\$51,090,691
Travel			
Airline Fares	166	\$1,043.09	\$33,810,607
Lodging on Trips	160	\$1,132.22	\$36,699,875
Auto/Truck Rental on Trips	165	\$91.02	\$2,950,226
Food and Drink on Trips	158	\$941.47	\$30,516,967

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Enterprising Professionals (2D)	34.1%	Population	199,479	209,858
Professional Pride (1B)	11.0%	Households	74,617	78,556
Urban Chic (2A)	9.3%	Families	50,078	52,329
Savvy Suburbanites (1D)	8.3%	Median Age	38.9	39.6
Exurbanites (1E)	6.0%	Median Household Income	\$109,841	\$117,210
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		151	\$3,208.19	\$239,385,405
Men's		155	\$629.01	\$46,934,595
Women's		152	\$1,120.08	\$83,576,910
Children's		150	\$466.34	\$34,796,897
Footwear		148	\$740.98	\$55,289,545
Watches & Jewelry		152	\$195.19	\$14,564,374
Apparel Products and Services (1)		161	\$84.61	\$6,313,196
Computer				
Computers and Hardware for Home Use		160	\$268.61	\$20,042,813
Portable Memory		150	\$6.49	\$484,378
Computer Software		161	\$15.43	\$1,151,418
Computer Accessories		146	\$26.23	\$1,957,451
Entertainment & Recreation		148	\$4,785.35	\$357,068,119
Fees and Admissions		167	\$1,234.51	\$92,115,482
Membership Fees for Clubs (2)		165	\$410.34	\$30,618,680
Fees for Participant Sports, excl. Trips		166	\$191.78	\$14,309,783
Tickets to Theatre/Operas/Concerts		163	\$131.91	\$9,842,471
Tickets to Movies		157	\$87.46	\$6,525,914
Tickets to Parks or Museums		157	\$53.21	\$3,970,123
Admission to Sporting Events, excl. Trips		166	\$106.77	\$7,966,548
Fees for Recreational Lessons		179	\$251.20	\$18,743,747
Dating Services		154	\$1.85	\$138,217
TV/Video/Audio		140	\$1,641.01	\$122,447,289
Cable and Satellite Television Services		137	\$1,102.83	\$82,290,100
Televisions		146	\$163.19	\$12,176,861
Satellite Dishes		135	\$2.12	\$157,817
VCRs, Video Cameras, and DVD Players		141	\$6.92	\$516,582
Miscellaneous Video Equipment		145	\$22.56	\$1,683,721
Video Cassettes and DVDs		138	\$10.59	\$790,438
Video Game Hardware/Accessories		138	\$39.86	\$2,973,902
Video Game Software		137	\$21.94	\$1,636,935
Rental/Streaming/Downloaded Video		144	\$101.29	\$7,557,669
Installation of Televisions		188	\$1.39	\$103,780
Audio (3)		154	\$164.92	\$12,306,083
Rental and Repair of TV/Radio/Sound Equipment		115	\$3.40	\$253,402
Pets		141	\$1,030.03	\$76,857,817
Toys/Games/Crafts/Hobbies (4)		142	\$164.28	\$12,258,115
Recreational Vehicles and Fees (5)		154	\$173.25	\$12,927,368
Sports/Recreation/Exercise Equipment (6)		148	\$266.43	\$19,879,881
Photo Equipment and Supplies (7)		159	\$72.94	\$5,442,321
Reading (8)		149	\$153.40	\$11,445,910
Catered Affairs (9)		170	\$49.98	\$3,729,724
Food		148	\$13,716.97	\$1,023,519,226
Food at Home		146	\$7,946.78	\$592,964,559
Bakery and Cereal Products		145	\$1,015.94	\$75,806,203
Meats, Poultry, Fish, and Eggs		145	\$1,712.15	\$127,755,623
Dairy Products		147	\$804.82	\$60,053,251
Fruits and Vegetables		149	\$1,580.35	\$117,920,832
Snacks and Other Food at Home (10)		144	\$2,833.52	\$211,428,649
Food Away from Home		152	\$5,770.20	\$430,554,667
Alcoholic Beverages		160	\$1,003.30	\$74,863,298

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Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	164	\$44,774.76	\$3,340,958,382
Value of Retirement Plans	160	\$160,150.24	\$11,949,930,580
Value of Other Financial Assets	154	\$13,229.84	\$987,171,056
Vehicle Loan Amount excluding Interest	142	\$4,053.46	\$302,457,373
Value of Credit Card Debt	150	\$4,164.61	\$310,750,896
Health			
Nonprescription Drugs	132	\$204.69	\$15,273,181
Prescription Drugs	125	\$416.20	\$31,055,370
Eyeglasses and Contact Lenses	142	\$137.50	\$10,260,200
Home			
Mortgage Payment and Basics (11)	161	\$17,155.91	\$1,280,122,427
Maintenance and Remodeling Services	159	\$4,569.94	\$340,995,183
Maintenance and Remodeling Materials (12)	144	\$889.34	\$66,359,903
Utilities, Fuel, and Public Services	139	\$6,935.32	\$517,492,646
Household Furnishings and Equipment			
Household Textiles (13)	152	\$153.69	\$11,468,155
Furniture	149	\$953.51	\$71,147,917
Rugs	156	\$49.13	\$3,665,603
Major Appliances (14)	147	\$555.44	\$41,445,079
Housewares (15)	150	\$132.10	\$9,857,137
Small Appliances	146	\$77.04	\$5,748,503
Luggage	159	\$26.63	\$1,986,802
Telephones and Accessories	146	\$146.59	\$10,938,406
Household Operations			
Child Care	173	\$916.66	\$68,398,047
Lawn and Garden (16)	145	\$725.23	\$54,114,579
Moving/Storage/Freight Express	156	\$110.69	\$8,259,439
Housekeeping Supplies (17)	143	\$1,115.16	\$83,210,093
Insurance			
Owners and Renters Insurance	137	\$854.80	\$63,782,584
Vehicle Insurance	141	\$2,627.63	\$196,065,983
Life/Other Insurance	148	\$893.81	\$66,693,195
Health Insurance	141	\$5,815.96	\$433,969,222
Personal Care Products (18)	147	\$730.82	\$54,531,639
School Books and Supplies (19)	150	\$196.37	\$14,652,856
Smoking Products	118	\$452.58	\$33,770,261
Transportation			
Payments on Vehicles excluding Leases	140	\$3,650.23	\$272,369,531
Gasoline and Motor Oil	142	\$3,416.65	\$254,939,895
Vehicle Maintenance and Repairs	141	\$1,560.00	\$116,402,336
Travel			
Airline Fares	167	\$1,053.40	\$78,601,662
Lodging on Trips	160	\$1,134.32	\$84,639,333
Auto/Truck Rental on Trips	166	\$91.47	\$6,825,237
Food and Drink on Trips	158	\$944.37	\$70,466,290

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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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

6000 University Blvd, Ellicott City, Maryland, 21043
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.20926
Longitude: -76.79714

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	419		3,890		9,409							
Total Employees:	5,282		60,448		157,623							
Total Residential Population:	14,738		88,700		199,479							
Employee/Residential Population Ratio (per 100 Residents)	36		68		79							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.7%	25	0.5%	41	1.1%	331	0.5%	94	1.0%	966	0.6%
Construction	19	4.5%	142	2.7%	199	5.1%	2,432	4.0%	537	5.7%	8,665	5.5%
Manufacturing	5	1.2%	58	1.1%	84	2.2%	2,049	3.4%	210	2.2%	5,071	3.2%
Transportation	4	1.0%	49	0.9%	77	2.0%	1,046	1.7%	198	2.1%	3,168	2.0%
Communication	2	0.5%	14	0.3%	40	1.0%	519	0.9%	84	0.9%	940	0.6%
Utility	1	0.2%	9	0.2%	10	0.3%	239	0.4%	24	0.3%	468	0.3%
Wholesale Trade	7	1.7%	113	2.1%	108	2.8%	2,101	3.5%	302	3.2%	6,801	4.3%
Retail Trade Summary	64	15.3%	1,303	24.7%	599	15.4%	10,508	17.4%	1,533	16.3%	24,050	15.3%
Home Improvement	3	0.7%	25	0.5%	33	0.8%	743	1.2%	80	0.9%	1,335	0.8%
General Merchandise Stores	2	0.5%	49	0.9%	27	0.7%	914	1.5%	65	0.7%	1,865	1.2%
Food Stores	8	1.9%	127	2.4%	57	1.5%	1,151	1.9%	156	1.7%	3,664	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	1	0.2%	3	0.1%	43	1.1%	510	0.8%	115	1.2%	1,178	0.7%
Apparel & Accessory Stores	3	0.7%	28	0.5%	23	0.6%	205	0.3%	112	1.2%	1,346	0.9%
Furniture & Home Furnishings	6	1.4%	106	2.0%	66	1.7%	1,130	1.9%	146	1.6%	2,056	1.3%
Eating & Drinking Places	25	6.0%	722	13.7%	178	4.6%	4,109	6.8%	442	4.7%	8,893	5.6%
Miscellaneous Retail	16	3.8%	243	4.6%	172	4.4%	1,746	2.9%	417	4.4%	3,712	2.4%
Finance, Insurance, Real Estate Summary	69	16.5%	1,128	21.4%	430	11.1%	5,574	9.2%	977	10.4%	10,563	6.7%
Banks, Savings & Lending Institutions	15	3.6%	154	2.9%	73	1.9%	1,084	1.8%	142	1.5%	2,078	1.3%
Securities Brokers	13	3.1%	87	1.6%	67	1.7%	418	0.7%	162	1.7%	1,125	0.7%
Insurance Carriers & Agents	8	1.9%	137	2.6%	62	1.6%	590	1.0%	150	1.6%	1,288	0.8%
Real Estate, Holding, Other Investment Offices	33	7.9%	750	14.2%	228	5.9%	3,482	5.8%	524	5.6%	6,072	3.9%
Services Summary	175	41.8%	2,249	42.6%	1,751	45.0%	25,264	41.8%	4,209	44.7%	70,403	44.7%
Hotels & Lodging	3	0.7%	50	0.9%	21	0.5%	531	0.9%	53	0.6%	1,281	0.8%
Automotive Services	2	0.5%	7	0.1%	62	1.6%	710	1.2%	176	1.9%	1,492	0.9%
Motion Pictures & Amusements	12	2.9%	103	2.0%	121	3.1%	1,275	2.1%	266	2.8%	5,087	3.2%
Health Services	28	6.7%	338	6.4%	306	7.9%	4,697	7.8%	783	8.3%	11,303	7.2%
Legal Services	10	2.4%	33	0.6%	73	1.9%	319	0.5%	228	2.4%	1,102	0.7%
Education Institutions & Libraries	10	2.4%	560	10.6%	80	2.1%	3,369	5.6%	184	2.0%	17,157	10.9%
Other Services	111	26.5%	1,158	21.9%	1,087	27.9%	14,363	23.8%	2,519	26.8%	32,981	20.9%
Government	2	0.5%	84	1.6%	32	0.8%	9,320	15.4%	92	1.0%	18,577	11.8%
Unclassified Establishments	68	16.2%	109	2.1%	518	13.3%	1,065	1.8%	1,149	12.2%	7,950	5.0%
Totals	419	100.0%	5,282	100.0%	3,890	100.0%	60,448	100.0%	9,409	100.0%	157,623	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.

6000 University Blvd, Ellicott City, Maryland, 21043
 Rings: 1, 3, 5 mile radii

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	18	0.3%	6	0.2%	73	0.1%	12	0.1%	178	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	18	0.0%
Utilities	0	0.0%	0	0.0%	4	0.1%	171	0.3%	8	0.1%	211	0.1%
Construction	20	4.8%	146	2.8%	226	5.8%	2,848	4.7%	598	6.4%	9,358	5.9%
Manufacturing	4	1.0%	60	1.1%	89	2.3%	2,170	3.6%	232	2.5%	5,484	3.5%
Wholesale Trade	7	1.7%	110	2.1%	103	2.6%	2,079	3.4%	290	3.1%	6,741	4.3%
Retail Trade	37	8.8%	560	10.6%	405	10.4%	6,149	10.2%	1,039	11.0%	14,423	9.2%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	32	0.8%	448	0.7%	89	0.9%	928	0.6%
Furniture & Home Furnishings Stores	3	0.7%	72	1.4%	31	0.8%	439	0.7%	64	0.7%	958	0.6%
Electronics & Appliance Stores	3	0.7%	32	0.6%	31	0.8%	671	1.1%	74	0.8%	1,040	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.7%	25	0.5%	32	0.8%	739	1.2%	78	0.8%	1,327	0.8%
Food & Beverage Stores	6	1.4%	102	1.9%	54	1.4%	1,021	1.7%	133	1.4%	3,174	2.0%
Health & Personal Care Stores	6	1.4%	44	0.8%	54	1.4%	494	0.8%	118	1.3%	1,087	0.7%
Gasoline Stations	0	0.0%	2	0.0%	11	0.3%	62	0.1%	26	0.3%	250	0.2%
Clothing & Clothing Accessories Stores	3	0.7%	28	0.5%	28	0.7%	218	0.4%	142	1.5%	1,483	0.9%
Sport Goods, Hobby, Book, & Music Stores	4	1.0%	151	2.9%	31	0.8%	543	0.9%	65	0.7%	843	0.5%
General Merchandise Stores	2	0.5%	49	0.9%	27	0.7%	914	1.5%	65	0.7%	1,865	1.2%
Miscellaneous Store Retailers	4	1.0%	55	1.0%	49	1.3%	550	0.9%	130	1.4%	1,299	0.8%
Nonstore Retailers	2	0.5%	0	0.0%	26	0.7%	48	0.1%	55	0.6%	168	0.1%
Transportation & Warehousing	3	0.7%	20	0.4%	73	1.9%	1,015	1.7%	172	1.8%	2,517	1.6%
Information	15	3.6%	275	5.2%	142	3.7%	2,362	3.9%	298	3.2%	5,064	3.2%
Finance & Insurance	36	8.6%	378	7.2%	210	5.4%	2,327	3.8%	472	5.0%	4,768	3.0%
Central Bank/Credit Intermediation & Related Activities	15	3.6%	154	2.9%	72	1.9%	1,079	1.8%	142	1.5%	2,077	1.3%
Securities, Commodity Contracts & Other Financial	13	3.1%	87	1.6%	75	1.9%	462	0.8%	178	1.9%	1,191	0.8%
Insurance Carriers & Related Activities; Funds, Trusts &	8	1.9%	137	2.6%	63	1.6%	786	1.3%	152	1.6%	1,500	1.0%
Real Estate, Rental & Leasing	34	8.1%	771	14.6%	219	5.6%	3,064	5.1%	514	5.5%	5,773	3.7%
Professional, Scientific & Tech Services	58	13.8%	556	10.5%	550	14.1%	7,942	13.1%	1,314	14.0%	17,049	10.8%
Legal Services	10	2.4%	35	0.7%	77	2.0%	335	0.6%	255	2.7%	1,214	0.8%
Management of Companies & Enterprises	2	0.5%	15	0.3%	20	0.5%	135	0.2%	31	0.3%	284	0.2%
Administrative & Support & Waste Management & Remediation	12	2.9%	68	1.3%	135	3.5%	1,437	2.4%	350	3.7%	4,268	2.7%
Educational Services	13	3.1%	572	10.8%	106	2.7%	3,494	5.8%	240	2.6%	17,423	11.1%
Health Care & Social Assistance	36	8.6%	491	9.3%	398	10.2%	5,933	9.8%	986	10.5%	15,005	9.5%
Arts, Entertainment & Recreation	9	2.1%	89	1.7%	84	2.2%	1,033	1.7%	204	2.2%	4,874	3.1%
Accommodation & Food Services	30	7.2%	792	15.0%	207	5.3%	4,723	7.8%	522	5.5%	10,434	6.6%
Accommodation	3	0.7%	50	0.9%	21	0.5%	531	0.9%	53	0.6%	1,281	0.8%
Food Services & Drinking Places	28	6.7%	742	14.0%	186	4.8%	4,192	6.9%	469	5.0%	9,152	5.8%
Other Services (except Public Administration)	30	7.2%	169	3.2%	362	9.3%	3,109	5.1%	884	9.4%	7,240	4.6%
Automotive Repair & Maintenance	0	0.0%	1	0.0%	43	1.1%	594	1.0%	124	1.3%	1,035	0.7%
Public Administration	2	0.5%	84	1.6%	32	0.8%	9,320	15.4%	91	1.0%	18,559	11.8%
Unclassified Establishments	68	16.2%	109	2.1%	518	13.3%	1,065	1.8%	1,149	12.2%	7,950	5.0%
Total	419	100.0%	5,282	100.0%	3,890	100.0%	60,448	100.0%	9,409	100.0%	157,623	100.0%

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