

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,933	51,071	85,206
2020 Total Population	15,527	54,510	92,801
2020 Group Quarters	120	1,820	2,045
2023 Total Population	15,472	55,100	94,848
2023 Group Quarters	121	1,834	2,046
2028 Total Population	15,296	55,202	96,226
2023-2028 Annual Rate	-0.23%	0.04%	0.29%
2023 Total Daytime Population	11,570	47,365	83,566
Workers	3,985	20,296	38,830
Residents	7,585	27,069	44,736
Household Summary			
2010 Households	5,820	19,384	33,463
2010 Average Household Size	2.52	2.55	2.49
2020 Total Households	5,955	20,572	36,094
2020 Average Household Size	2.59	2.56	2.51
2023 Total Households	5,945	20,913	37,024
2023 Average Household Size	2.58	2.55	2.51
2028 Total Households	5,903	21,085	37,826
2028 Average Household Size	2.57	2.53	2.49
2023-2028 Annual Rate	-0.14%	0.16%	0.43%
2010 Families	3,902	13,170	21,934
2010 Average Family Size	3.05	3.08	3.05
2023 Families	3,844	13,749	23,319
2023 Average Family Size	3.22	3.15	3.16
2028 Families	3,816	13,851	23,752
2028 Average Family Size	3.20	3.13	3.15
2023-2028 Annual Rate	-0.15%	0.15%	0.37%
Housing Unit Summary			
2000 Housing Units	5,442	17,658	28,685
Owner Occupied Housing Units	64.4%	63.9%	63.1%
Renter Occupied Housing Units	31.1%	31.9%	32.2%
Vacant Housing Units	4.5%	4.2%	4.7%
2010 Housing Units	6,073	20,283	35,227
Owner Occupied Housing Units	62.5%	61.7%	60.0%
Renter Occupied Housing Units	33.4%	33.9%	35.0%
Vacant Housing Units	4.2%	4.4%	5.0%
2020 Housing Units	6,265	21,593	38,166
Vacant Housing Units	4.9%	4.7%	5.4%
2023 Housing Units	6,261	21,956	39,426
Owner Occupied Housing Units	60.9%	60.5%	57.8%
Renter Occupied Housing Units	34.1%	34.7%	36.1%
Vacant Housing Units	5.0%	4.8%	6.1%
2028 Housing Units	6,270	22,100	39,764
Owner Occupied Housing Units	61.0%	61.2%	58.6%
Renter Occupied Housing Units	33.1%	34.2%	36.6%
Vacant Housing Units	5.9%	4.6%	4.9%
Median Household Income			
2023	\$73,324	\$85,377	\$91,202
2028	\$79,591	\$94,838	\$101,704
Median Home Value			
2023	\$338,023	\$394,946	\$382,817
2028	\$362,295	\$435,966	\$409,965
Per Capita Income			
2023	\$38,579	\$46,165	\$49,466
2028	\$43,879	\$52,739	\$56,348
Median Age			
2010	36.5	35.9	36.0
2023	38.3	37.6	38.3
2028	38.7	38.3	39.0

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

705 Main St, Reisterstown, Maryland, 21136
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45405
Longitude: -76.81933

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	5,945	20,909	37,016
<\$15,000	8.6%	7.6%	6.5%
\$15,000 - \$24,999	6.8%	4.8%	3.9%
\$25,000 - \$34,999	5.3%	6.0%	6.2%
\$35,000 - \$49,999	11.5%	9.5%	8.3%
\$50,000 - \$74,999	18.7%	15.3%	15.4%
\$75,000 - \$99,999	13.6%	13.9%	13.8%
\$100,000 - \$149,999	17.6%	17.4%	19.1%
\$150,000 - \$199,999	8.8%	10.9%	12.3%
\$200,000+	9.0%	14.6%	14.6%
Average Household Income	\$101,492	\$122,084	\$126,776
2028 Households by Income			
Household Income Base	5,903	21,081	37,818
<\$15,000	8.1%	7.0%	6.0%
\$15,000 - \$24,999	5.9%	4.2%	3.4%
\$25,000 - \$34,999	4.6%	5.3%	5.3%
\$35,000 - \$49,999	10.8%	8.6%	7.4%
\$50,000 - \$74,999	17.7%	14.2%	14.0%
\$75,000 - \$99,999	12.8%	13.0%	12.8%
\$100,000 - \$149,999	18.4%	17.4%	19.2%
\$150,000 - \$199,999	10.5%	12.9%	14.4%
\$200,000+	11.2%	17.5%	17.5%
Average Household Income	\$114,948	\$138,664	\$143,435
2023 Owner Occupied Housing Units by Value			
Total	3,813	13,288	22,794
<\$50,000	3.4%	2.1%	2.0%
\$50,000 - \$99,999	1.2%	1.1%	0.7%
\$100,000 - \$149,999	1.6%	1.1%	1.0%
\$150,000 - \$199,999	2.8%	2.4%	2.9%
\$200,000 - \$249,999	14.5%	8.9%	8.4%
\$250,000 - \$299,999	12.0%	8.2%	9.6%
\$300,000 - \$399,999	38.2%	27.7%	30.7%
\$400,000 - \$499,999	9.5%	17.1%	16.6%
\$500,000 - \$749,999	11.6%	27.2%	22.0%
\$750,000 - \$999,999	4.7%	3.3%	4.2%
\$1,000,000 - \$1,499,999	0.4%	0.7%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$370,278	\$436,889	\$435,550
2028 Owner Occupied Housing Units by Value			
Total	3,826	13,521	23,285
<\$50,000	2.7%	1.5%	1.5%
\$50,000 - \$99,999	0.6%	0.6%	0.4%
\$100,000 - \$149,999	0.7%	0.5%	0.4%
\$150,000 - \$199,999	1.4%	1.2%	1.4%
\$200,000 - \$249,999	9.8%	6.0%	5.5%
\$250,000 - \$299,999	10.0%	6.7%	8.0%
\$300,000 - \$399,999	39.8%	26.9%	30.9%
\$400,000 - \$499,999	11.0%	18.7%	18.6%
\$500,000 - \$749,999	16.4%	32.7%	26.1%
\$750,000 - \$999,999	7.0%	4.1%	4.9%
\$1,000,000 - \$1,499,999	0.6%	0.9%	1.9%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$413,850	\$470,725	\$466,788

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

705 Main St, Reisterstown, Maryland, 21136
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.45405
 Longitude: -76.81933

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,936	51,069	85,206
0 - 4	6.5%	6.4%	6.5%
5 - 9	6.6%	6.7%	6.5%
10 - 14	7.1%	6.8%	6.5%
15 - 24	13.4%	15.1%	13.9%
25 - 34	14.3%	13.7%	15.1%
35 - 44	14.3%	14.4%	14.9%
45 - 54	15.1%	15.3%	15.0%
55 - 64	11.8%	12.0%	11.9%
65 - 74	6.3%	5.8%	5.6%
75 - 84	3.3%	2.9%	2.9%
85 +	1.3%	1.0%	1.2%
18 +	75.4%	75.8%	76.5%
2023 Population by Age			
Total	15,472	55,100	94,847
0 - 4	5.5%	5.4%	5.5%
5 - 9	5.7%	5.8%	5.9%
10 - 14	6.1%	6.2%	6.4%
15 - 24	13.1%	14.8%	13.2%
25 - 34	14.9%	14.1%	14.0%
35 - 44	13.4%	13.4%	14.8%
45 - 54	12.4%	12.6%	13.1%
55 - 64	12.4%	12.2%	12.3%
65 - 74	9.8%	9.7%	9.4%
75 - 84	5.1%	4.3%	4.1%
85 +	1.7%	1.3%	1.3%
18 +	79.0%	78.7%	78.4%
2028 Population by Age			
Total	15,295	55,203	96,225
0 - 4	5.7%	5.5%	5.5%
5 - 9	5.5%	5.5%	5.6%
10 - 14	5.6%	5.7%	5.8%
15 - 24	11.5%	14.0%	12.8%
25 - 34	16.2%	14.3%	14.2%
35 - 44	14.3%	14.2%	14.8%
45 - 54	11.7%	12.0%	13.0%
55 - 64	11.5%	11.4%	11.7%
65 - 74	9.9%	9.9%	9.6%
75 - 84	6.0%	5.7%	5.5%
85 +	2.2%	1.7%	1.6%
18 +	80.0%	79.7%	79.5%
2010 Population by Sex			
Males	7,026	23,947	39,829
Females	7,906	27,124	45,376
2023 Population by Sex			
Males	7,396	26,359	45,124
Females	8,076	28,741	49,724
2028 Population by Sex			
Males	7,308	26,388	45,766
Females	7,988	28,813	50,460

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

705 Main St, Reisterstown, Maryland, 21136
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45405
Longitude: -76.81933

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,933	51,071	85,207
White Alone	60.2%	59.3%	52.5%
Black Alone	27.0%	28.7%	35.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	5.9%	5.6%	5.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	3.1%	2.6%
Two or More Races	3.2%	3.0%	2.9%
Hispanic Origin	9.0%	7.4%	6.2%
Diversity Index	63.1	62.1	63.8
2020 Population by Race/Ethnicity			
Total	15,527	54,510	92,801
White Alone	41.9%	41.8%	36.6%
Black Alone	32.8%	36.5%	44.5%
American Indian Alone	0.6%	0.6%	0.4%
Asian Alone	7.2%	6.7%	6.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	8.9%	7.0%	5.4%
Two or More Races	8.5%	7.3%	6.5%
Hispanic Origin	14.9%	12.0%	9.4%
Diversity Index	77.3	74.5	71.5
2023 Population by Race/Ethnicity			
Total	15,471	55,100	94,847
White Alone	40.0%	39.9%	34.9%
Black Alone	33.8%	37.7%	45.7%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	7.4%	6.9%	6.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	9.4%	7.4%	5.6%
Two or More Races	8.7%	7.5%	6.7%
Hispanic Origin	15.9%	12.7%	9.9%
Diversity Index	78.3	75.3	71.8
2028 Population by Race/Ethnicity			
Total	15,294	55,202	96,224
White Alone	35.9%	36.1%	31.8%
Black Alone	35.3%	39.5%	47.4%
American Indian Alone	0.6%	0.6%	0.5%
Asian Alone	7.8%	7.3%	6.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.0%	8.4%	6.3%
Two or More Races	9.3%	8.0%	7.1%
Hispanic Origin	17.8%	14.1%	10.8%
Diversity Index	80.2	76.9	72.6
2010 Population by Relationship and Household Type			
Total	14,933	51,071	85,206
In Households	98.4%	96.9%	97.7%
In Family Households	82.4%	81.8%	80.8%
Householder	25.9%	25.7%	25.7%
Spouse	17.4%	18.3%	18.2%
Child	31.6%	31.0%	30.1%
Other relative	4.8%	4.3%	4.4%
Nonrelative	2.8%	2.5%	2.4%
In Nonfamily Households	16.0%	15.0%	16.8%
In Group Quarters	1.6%	3.1%	2.3%
Institutionalized Population	1.0%	0.5%	0.3%
Noninstitutionalized Population	0.6%	2.7%	2.0%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	10,772	37,342	65,420
Less than 9th Grade	3.3%	2.9%	2.0%
9th - 12th Grade, No Diploma	6.2%	4.6%	4.1%
High School Graduate	19.5%	16.7%	15.8%
GED/Alternative Credential	2.7%	2.9%	2.5%
Some College, No Degree	15.2%	17.2%	16.9%
Associate Degree	8.9%	8.1%	8.1%
Bachelor's Degree	26.4%	27.6%	27.9%
Graduate/Professional Degree	17.8%	19.9%	22.7%
2023 Population 15+ by Marital Status			
Total	12,792	45,518	77,952
Never Married	37.0%	36.7%	35.6%
Married	47.5%	49.1%	49.2%
Widowed	6.6%	5.2%	5.4%
Divorced	8.9%	9.0%	9.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,725	30,515	53,806
Population 16+ Employed	92.5%	93.6%	94.9%
Population 16+ Unemployment rate	7.5%	6.4%	5.1%
Population 16-24 Employed	12.0%	11.9%	11.0%
Population 16-24 Unemployment rate	20.6%	17.7%	15.6%
Population 25-54 Employed	63.9%	64.2%	65.3%
Population 25-54 Unemployment rate	4.4%	4.4%	3.6%
Population 55-64 Employed	17.1%	16.4%	16.2%
Population 55-64 Unemployment rate	5.2%	4.8%	3.3%
Population 65+ Employed	7.0%	7.5%	7.4%
Population 65+ Unemployment rate	13.9%	6.1%	4.1%
2023 Employed Population 16+ by Industry			
Total	8,068	28,571	51,059
Agriculture/Mining	0.6%	0.4%	0.3%
Construction	6.5%	5.5%	4.6%
Manufacturing	11.2%	8.2%	6.5%
Wholesale Trade	1.8%	1.2%	1.1%
Retail Trade	7.2%	8.5%	8.4%
Transportation/Utilities	3.8%	4.5%	4.5%
Information	1.8%	2.2%	1.9%
Finance/Insurance/Real Estate	9.1%	8.3%	8.8%
Services	51.8%	52.4%	54.3%
Public Administration	6.2%	8.8%	9.4%
2023 Employed Population 16+ by Occupation			
Total	8,069	28,571	51,059
White Collar	68.8%	69.0%	71.1%
Management/Business/Financial	20.7%	21.3%	22.3%
Professional	28.4%	29.9%	31.2%
Sales	6.8%	6.1%	6.2%
Administrative Support	13.0%	11.7%	11.4%
Services	14.2%	15.5%	15.3%
Blue Collar	17.0%	15.6%	13.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.7%	2.8%	2.2%
Installation/Maintenance/Repair	1.4%	2.4%	2.1%
Production	4.1%	3.5%	2.9%
Transportation/Material Moving	7.8%	6.7%	6.4%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,820	19,384	33,463
Households with 1 Person	26.7%	26.0%	27.6%
Households with 2+ People	73.3%	74.0%	72.4%
Family Households	67.0%	67.9%	65.5%
Husband-wife Families	45.2%	48.3%	46.5%
With Related Children	21.1%	22.9%	21.8%
Other Family (No Spouse Present)	21.9%	19.6%	19.0%
Other Family with Male Householder	5.0%	4.6%	4.4%
With Related Children	3.0%	2.7%	2.5%
Other Family with Female Householder	16.9%	15.1%	14.6%
With Related Children	11.5%	10.5%	9.9%
Nonfamily Households	6.3%	6.0%	6.9%
All Households with Children	36.1%	36.5%	34.6%
Multigenerational Households	4.3%	4.1%	3.9%
Unmarried Partner Households	6.3%	6.5%	6.6%
Male-female	5.5%	5.6%	5.8%
Same-sex	0.8%	0.9%	0.9%
2010 Households by Size			
Total	5,818	19,384	33,462
1 Person Household	26.7%	26.0%	27.6%
2 Person Household	31.6%	31.5%	32.2%
3 Person Household	17.7%	18.0%	17.4%
4 Person Household	14.8%	15.2%	14.0%
5 Person Household	5.2%	5.8%	5.5%
6 Person Household	2.8%	2.4%	2.2%
7 + Person Household	1.4%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	5,820	19,382	33,463
Owner Occupied	65.2%	64.5%	63.1%
Owned with a Mortgage/Loan	52.5%	53.1%	53.1%
Owned Free and Clear	12.7%	11.4%	10.0%
Renter Occupied	34.8%	35.5%	36.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	84	84	93
Percent of Income for Mortgage	27.7%	27.8%	25.2%
Wealth Index	89	132	129
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,073	20,283	35,227
Housing Units Inside Urbanized Area	99.8%	94.9%	92.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	5.0%	7.4%
2010 Population By Urban/ Rural Status			
Total Population	14,933	51,071	85,206
Population Inside Urbanized Area	99.8%	94.6%	91.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	5.4%	8.2%

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.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

705 Main St, Reisterstown, Maryland, 21136
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45405
Longitude: -76.81933

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Savvy Suburbanites (1D)	Enterprising Professionals (2D)
2.	City Lights (8A)	Enterprising Professionals (2D)	Savvy Suburbanites (1D)
3.	Enterprising Professionals (2D)	Workday Drive (4A)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$12,691,569	\$53,027,974	\$97,276,548
Average Spent	\$2,134.83	\$2,535.65	\$2,627.39
Spending Potential Index	97	115	119
Education: Total \$	\$11,349,598	\$46,882,542	\$84,457,760
Average Spent	\$1,909.10	\$2,241.79	\$2,281.16
Spending Potential Index	106	125	127
Entertainment/Recreation: Total \$	\$20,524,468	\$87,464,158	\$160,514,103
Average Spent	\$3,452.39	\$4,182.29	\$4,335.41
Spending Potential Index	91	111	115
Food at Home: Total \$	\$38,517,570	\$159,857,909	\$292,228,622
Average Spent	\$6,478.99	\$7,643.95	\$7,892.95
Spending Potential Index	95	112	116
Food Away from Home: Total \$	\$21,113,468	\$89,333,572	\$164,475,113
Average Spent	\$3,551.47	\$4,271.68	\$4,442.39
Spending Potential Index	95	115	119
Health Care: Total \$	\$38,203,601	\$163,631,003	\$298,243,043
Average Spent	\$6,426.17	\$7,824.37	\$8,055.40
Spending Potential Index	87	106	109
HH Furnishings & Equipment: Total \$	\$16,493,660	\$70,111,075	\$128,950,062
Average Spent	\$2,774.38	\$3,352.51	\$3,482.88
Spending Potential Index	94	113	118
Personal Care Products & Services: Total \$	\$5,434,481	\$23,002,634	\$42,222,227
Average Spent	\$914.13	\$1,099.92	\$1,140.40
Spending Potential Index	96	115	119
Shelter: Total \$	\$144,163,001	\$600,175,455	\$1,104,630,536
Average Spent	\$24,249.45	\$28,698.68	\$29,835.53
Spending Potential Index	98	116	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,248,882	\$71,244,590	\$129,704,533
Average Spent	\$2,733.20	\$3,406.71	\$3,503.26
Spending Potential Index	87	109	112
Travel: Total \$	\$12,512,682	\$53,879,282	\$99,719,008
Average Spent	\$2,104.74	\$2,576.35	\$2,693.36
Spending Potential Index	94	115	120
Vehicle Maintenance & Repairs: Total \$	\$7,010,433	\$30,043,180	\$54,931,071
Average Spent	\$1,179.21	\$1,436.58	\$1,483.66
Spending Potential Index	90	110	113

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Fusion (11C)	25.4%	Population	15,472	15,296
City Lights (8A)	17.5%	Households	5,945	5,903
Enterprising Professionals (2D)	15.8%	Families	3,844	3,816
Pleasantville (2B)	15.6%	Median Age	38.3	38.7
Parks and Rec (5C)	10.4%	Median Household Income	\$73,324	\$79,591
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,134.83	\$12,691,569
Men's		96	\$394.01	\$2,342,389
Women's		96	\$717.39	\$4,264,854
Children's		96	\$319.05	\$1,896,737
Footwear		99	\$494.85	\$2,941,857
Watches & Jewelry		98	\$165.69	\$985,027
Apparel Products and Services (1)		98	\$43.85	\$260,706
Computer				
Computers and Hardware for Home Use		100	\$255.89	\$1,521,281
Portable Memory		94	\$4.34	\$25,826
Computer Software		104	\$15.09	\$89,693
Computer Accessories		96	\$23.96	\$142,439
Entertainment & Recreation		91	\$3,452.39	\$20,524,468
Fees and Admissions		97	\$693.30	\$4,121,691
Membership Fees for Clubs (2)		95	\$263.36	\$1,565,701
Fees for Participant Sports, excl. Trips		97	\$115.84	\$688,674
Tickets to Theatre/Operas/Concerts		98	\$53.54	\$318,281
Tickets to Movies		98	\$27.12	\$161,223
Tickets to Parks or Museums		90	\$25.04	\$148,836
Admission to Sporting Events, excl. Trips		94	\$54.91	\$326,439
Fees for Recreational Lessons		105	\$152.36	\$905,757
Dating Services		107	\$1.14	\$6,780
TV/Video/Audio		90	\$1,225.65	\$7,286,486
Cable and Satellite Television Services		89	\$764.91	\$4,547,402
Televisions		92	\$134.80	\$801,407
Satellite Dishes		79	\$1.35	\$8,047
VCRs, Video Cameras, and DVD Players		91	\$4.41	\$26,226
Miscellaneous Video Equipment		105	\$13.26	\$78,856
Video Cassettes and DVDs		94	\$6.12	\$36,386
Video Game Hardware/Accessories		95	\$38.39	\$228,222
Video Game Software		99	\$19.11	\$113,606
Rental/Streaming/Downloaded Video		91	\$112.60	\$669,418
Installation of Televisions		101	\$1.62	\$9,616
Audio (3)		94	\$126.67	\$753,032
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.40	\$14,269
Pets		88	\$811.62	\$4,825,102
Toys/Games/Crafts/Hobbies (4)		92	\$146.48	\$870,820
Recreational Vehicles and Fees (5)		86	\$129.55	\$770,164
Sports/Recreation/Exercise Equipment (6)		88	\$248.29	\$1,476,061
Photo Equipment and Supplies (7)		98	\$45.70	\$271,684
Reading (8)		96	\$121.89	\$724,628
Catered Affairs (9)		98	\$29.91	\$177,833
Food		95	\$10,030.45	\$59,631,038
Food at Home		95	\$6,478.99	\$38,517,570
Bakery and Cereal Products		96	\$840.83	\$4,998,730
Meats, Poultry, Fish, and Eggs		96	\$1,412.09	\$8,394,857
Dairy Products		96	\$628.80	\$3,738,227
Fruits and Vegetables		97	\$1,304.09	\$7,752,833
Snacks and Other Food at Home (10)		94	\$2,293.17	\$13,632,922
Food Away from Home		95	\$3,551.47	\$21,113,468
Alcoholic Beverages		99	\$664.63	\$3,951,212

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	98	\$38,455.95	\$228,620,621
Value of Retirement Plans	92	\$130,576.34	\$776,276,321
Value of Other Financial Assets	97	\$8,280.54	\$49,227,806
Vehicle Loan Amount excluding Interest	86	\$3,137.39	\$18,651,796
Value of Credit Card Debt	95	\$3,011.18	\$17,901,456
Health			
Nonprescription Drugs	84	\$143.41	\$852,574
Prescription Drugs	81	\$298.07	\$1,772,016
Eyeglasses and Contact Lenses	90	\$100.01	\$594,530
Home			
Mortgage Payment and Basics (11)	93	\$11,975.36	\$71,193,539
Maintenance and Remodeling Services	88	\$3,326.97	\$19,778,819
Maintenance and Remodeling Materials (12)	77	\$603.62	\$3,588,492
Utilities, Fuel, and Public Services	90	\$5,249.05	\$31,205,627
Household Furnishings and Equipment			
Household Textiles (13)	96	\$117.06	\$695,931
Furniture	92	\$760.66	\$4,522,115
Rugs	96	\$39.84	\$236,824
Major Appliances (14)	88	\$462.46	\$2,749,325
Housewares (15)	95	\$102.22	\$607,716
Small Appliances	96	\$69.80	\$414,953
Luggage	98	\$14.04	\$83,462
Telephones and Accessories	93	\$99.73	\$592,888
Household Operations			
Child Care	101	\$520.21	\$3,092,629
Lawn and Garden (16)	86	\$579.17	\$3,443,162
Moving/Storage/Freight Express	96	\$85.91	\$510,730
Housekeeping Supplies (17)	92	\$857.73	\$5,099,212
Insurance			
Owners and Renters Insurance	82	\$642.59	\$3,820,223
Vehicle Insurance	91	\$1,978.15	\$11,760,075
Life/Other Insurance	89	\$614.37	\$3,652,412
Health Insurance	88	\$4,332.95	\$25,759,403
Personal Care Products (18)	96	\$527.63	\$3,136,732
School Books and Supplies (19)	95	\$126.66	\$752,984
Smoking Products	84	\$365.03	\$2,170,116
Transportation			
Payments on Vehicles excluding Leases	87	\$2,622.86	\$15,592,904
Gasoline and Motor Oil	90	\$2,285.29	\$13,586,049
Vehicle Maintenance and Repairs	90	\$1,179.21	\$7,010,433
Travel			
Airline Fares	98	\$455.22	\$2,706,276
Lodging on Trips	92	\$666.01	\$3,959,444
Auto/Truck Rental on Trips	95	\$75.01	\$445,939
Food and Drink on Trips	94	\$526.45	\$3,129,727

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	19.0%	Population	55,100	55,202
Enterprising Professionals (2D)	15.5%	Households	20,913	21,085
Workday Drive (4A)	12.5%	Families	13,749	13,851
Young and Restless (11B)	12.3%	Median Age	37.6	38.3
Pleasantville (2B)	9.7%	Median Household Income	\$85,377	\$94,838
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		115	\$2,535.65	\$53,027,974
Men's		115	\$471.21	\$9,854,442
Women's		115	\$855.89	\$17,899,173
Children's		116	\$383.86	\$8,027,599
Footwear		116	\$578.18	\$12,091,496
Watches & Jewelry		116	\$195.77	\$4,094,098
Apparel Products and Services (1)		114	\$50.74	\$1,061,166
Computer				
Computers and Hardware for Home Use		119	\$305.34	\$6,385,587
Portable Memory		114	\$5.23	\$109,451
Computer Software		121	\$17.50	\$365,902
Computer Accessories		115	\$28.72	\$600,562
Entertainment & Recreation		111	\$4,182.29	\$87,464,158
Fees and Admissions		119	\$845.63	\$17,684,694
Membership Fees for Clubs (2)		117	\$324.03	\$6,776,443
Fees for Participant Sports, excl. Trips		119	\$142.10	\$2,971,816
Tickets to Theatre/Operas/Concerts		118	\$64.25	\$1,343,557
Tickets to Movies		120	\$33.10	\$692,158
Tickets to Parks or Museums		113	\$31.57	\$660,224
Admission to Sporting Events, excl. Trips		117	\$68.33	\$1,428,909
Fees for Recreational Lessons		125	\$181.03	\$3,785,818
Dating Services		115	\$1.23	\$25,769
TV/Video/Audio		108	\$1,470.09	\$30,744,023
Cable and Satellite Television Services		105	\$904.55	\$18,916,953
Televisions		113	\$163.99	\$3,429,576
Satellite Dishes		104	\$1.78	\$37,217
VCRs, Video Cameras, and DVD Players		114	\$5.49	\$114,789
Miscellaneous Video Equipment		123	\$15.58	\$325,885
Video Cassettes and DVDs		116	\$7.59	\$158,663
Video Game Hardware/Accessories		116	\$46.70	\$976,648
Video Game Software		119	\$23.01	\$481,180
Rental/Streaming/Downloaded Video		114	\$140.60	\$2,940,279
Installation of Televisions		119	\$1.92	\$40,073
Audio (3)		115	\$156.06	\$3,263,765
Rental and Repair of TV/Radio/Sound Equipment		101	\$2.82	\$58,996
Pets		106	\$975.05	\$20,391,217
Toys/Games/Crafts/Hobbies (4)		112	\$177.82	\$3,718,794
Recreational Vehicles and Fees (5)		106	\$159.53	\$3,336,198
Sports/Recreation/Exercise Equipment (6)		114	\$319.18	\$6,674,984
Photo Equipment and Supplies (7)		117	\$54.73	\$1,144,489
Reading (8)		114	\$144.73	\$3,026,746
Catered Affairs (9)		117	\$35.53	\$743,012
Food		113	\$11,915.63	\$249,191,482
Food at Home		112	\$7,643.95	\$159,857,909
Bakery and Cereal Products		112	\$988.02	\$20,662,488
Meats, Poultry, Fish, and Eggs		113	\$1,656.21	\$34,636,272
Dairy Products		112	\$739.12	\$15,457,266
Fruits and Vegetables		114	\$1,525.23	\$31,897,094
Snacks and Other Food at Home (10)		112	\$2,735.37	\$57,204,789
Food Away from Home		115	\$4,271.68	\$89,333,572
Alcoholic Beverages		117	\$790.72	\$16,536,338

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$46,034.81	\$962,726,043
Value of Retirement Plans	114	\$161,151.42	\$3,370,159,654
Value of Other Financial Assets	113	\$9,686.65	\$202,576,968
Vehicle Loan Amount excluding Interest	109	\$3,949.92	\$82,604,617
Value of Credit Card Debt	113	\$3,570.77	\$74,675,510
Health			
Nonprescription Drugs	104	\$176.99	\$3,701,484
Prescription Drugs	100	\$367.05	\$7,676,020
Eyeglasses and Contact Lenses	108	\$120.40	\$2,517,990
Home			
Mortgage Payment and Basics (11)	113	\$14,649.13	\$306,357,358
Maintenance and Remodeling Services	110	\$4,160.13	\$87,000,769
Maintenance and Remodeling Materials (12)	99	\$774.59	\$16,198,959
Utilities, Fuel, and Public Services	108	\$6,283.60	\$131,408,995
Household Furnishings and Equipment			
Household Textiles (13)	114	\$139.64	\$2,920,234
Furniture	113	\$930.65	\$19,462,593
Rugs	114	\$47.40	\$991,372
Major Appliances (14)	107	\$566.60	\$11,849,286
Housewares (15)	115	\$123.95	\$2,592,222
Small Appliances	113	\$82.29	\$1,720,871
Luggage	118	\$16.86	\$352,644
Telephones and Accessories	111	\$119.68	\$2,502,824
Household Operations			
Child Care	123	\$633.12	\$13,240,366
Lawn and Garden (16)	106	\$712.36	\$14,897,620
Moving/Storage/Freight Express	115	\$103.16	\$2,157,461
Housekeeping Supplies (17)	110	\$1,029.78	\$21,535,832
Insurance			
Owners and Renters Insurance	103	\$804.28	\$16,819,870
Vehicle Insurance	110	\$2,385.46	\$49,887,196
Life/Other Insurance	109	\$755.62	\$15,802,217
Health Insurance	106	\$5,264.78	\$110,102,370
Personal Care Products (18)	114	\$629.72	\$13,169,312
School Books and Supplies (19)	115	\$154.21	\$3,225,064
Smoking Products	100	\$432.85	\$9,052,150
Transportation			
Payments on Vehicles excluding Leases	108	\$3,275.37	\$68,497,917
Gasoline and Motor Oil	109	\$2,749.02	\$57,490,355
Vehicle Maintenance and Repairs	110	\$1,436.58	\$30,043,180
Travel			
Airline Fares	118	\$550.18	\$11,505,994
Lodging on Trips	114	\$820.75	\$17,164,420
Auto/Truck Rental on Trips	116	\$92.32	\$1,930,628
Food and Drink on Trips	115	\$640.66	\$13,398,090

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Enterprising Professionals (2D)	30.6%	Population	94,848	96,226
Savvy Suburbanites (1D)	12.4%	Households	37,024	37,826
Workday Drive (4A)	10.9%	Families	23,319	23,752
Young and Restless (11B)	7.0%	Median Age	38.3	39.0
Pleasantville (2B)	6.8%	Median Household Income	\$91,202	\$101,704
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		119	\$2,627.39	\$97,276,548
Men's		120	\$490.61	\$18,164,377
Women's		119	\$888.71	\$32,903,667
Children's		120	\$397.65	\$14,722,588
Footwear		120	\$595.84	\$22,060,480
Watches & Jewelry		120	\$202.12	\$7,483,473
Apparel Products and Services (1)		118	\$52.45	\$1,941,965
Computer				
Computers and Hardware for Home Use		125	\$319.39	\$11,825,272
Portable Memory		117	\$5.39	\$199,557
Computer Software		127	\$18.31	\$678,046
Computer Accessories		119	\$29.86	\$1,105,636
Entertainment & Recreation		115	\$4,335.41	\$160,514,103
Fees and Admissions		123	\$876.56	\$32,453,650
Membership Fees for Clubs (2)		121	\$335.12	\$12,407,645
Fees for Participant Sports, excl. Trips		124	\$148.70	\$5,505,299
Tickets to Theatre/Operas/Concerts		121	\$65.88	\$2,439,176
Tickets to Movies		125	\$34.48	\$1,276,685
Tickets to Parks or Museums		119	\$33.14	\$1,227,022
Admission to Sporting Events, excl. Trips		119	\$69.40	\$2,569,345
Fees for Recreational Lessons		130	\$188.55	\$6,980,963
Dating Services		120	\$1.28	\$47,515
TV/Video/Audio		112	\$1,514.19	\$56,061,227
Cable and Satellite Television Services		108	\$926.21	\$34,292,071
Televisions		116	\$169.70	\$6,282,990
Satellite Dishes		108	\$1.85	\$68,392
VCRs, Video Cameras, and DVD Players		120	\$5.76	\$213,426
Miscellaneous Video Equipment		127	\$16.01	\$592,841
Video Cassettes and DVDs		120	\$7.84	\$290,255
Video Game Hardware/Accessories		120	\$48.19	\$1,784,184
Video Game Software		123	\$23.77	\$879,976
Rental/Streaming/Downloaded Video		119	\$146.90	\$5,438,645
Installation of Televisions		123	\$1.98	\$73,236
Audio (3)		121	\$163.03	\$6,036,103
Rental and Repair of TV/Radio/Sound Equipment		106	\$2.95	\$109,107
Pets		110	\$1,015.61	\$37,601,992
Toys/Games/Crafts/Hobbies (4)		116	\$184.33	\$6,824,595
Recreational Vehicles and Fees (5)		110	\$165.17	\$6,115,087
Sports/Recreation/Exercise Equipment (6)		120	\$336.34	\$12,452,785
Photo Equipment and Supplies (7)		122	\$57.02	\$2,111,007
Reading (8)		118	\$149.35	\$5,529,639
Catered Affairs (9)		121	\$36.84	\$1,364,121
Food		117	\$12,335.34	\$456,703,735
Food at Home		116	\$7,892.95	\$292,228,622
Bakery and Cereal Products		115	\$1,016.31	\$37,627,908
Meats, Poultry, Fish, and Eggs		116	\$1,708.08	\$63,240,063
Dairy Products		116	\$763.52	\$28,268,587
Fruits and Vegetables		117	\$1,576.80	\$58,379,414
Snacks and Other Food at Home (10)		116	\$2,828.24	\$104,712,650
Food Away from Home		119	\$4,442.39	\$164,475,113
Alcoholic Beverages		122	\$825.50	\$30,563,306

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	120	\$47,062.82	\$1,742,453,947
Value of Retirement Plans	117	\$165,227.74	\$6,117,392,025
Value of Other Financial Assets	118	\$10,091.57	\$373,630,194
Vehicle Loan Amount excluding Interest	114	\$4,139.15	\$153,248,007
Value of Credit Card Debt	117	\$3,686.88	\$136,503,130
Health			
Nonprescription Drugs	107	\$182.88	\$6,770,824
Prescription Drugs	101	\$372.81	\$13,802,923
Eyeglasses and Contact Lenses	111	\$123.35	\$4,566,947
Home			
Mortgage Payment and Basics (11)	118	\$15,237.61	\$564,157,391
Maintenance and Remodeling Services	114	\$4,348.77	\$161,008,986
Maintenance and Remodeling Materials (12)	103	\$807.28	\$29,888,856
Utilities, Fuel, and Public Services	111	\$6,452.11	\$238,882,873
Household Furnishings and Equipment			
Household Textiles (13)	118	\$144.93	\$5,365,804
Furniture	118	\$969.45	\$35,892,967
Rugs	118	\$49.03	\$1,815,362
Major Appliances (14)	111	\$588.04	\$21,771,530
Housewares (15)	121	\$129.79	\$4,805,226
Small Appliances	118	\$85.72	\$3,173,856
Luggage	123	\$17.68	\$654,521
Telephones and Accessories	114	\$122.16	\$4,522,991
Household Operations			
Child Care	130	\$670.06	\$24,808,269
Lawn and Garden (16)	109	\$733.42	\$27,154,183
Moving/Storage/Freight Express	120	\$107.61	\$3,984,241
Housekeeping Supplies (17)	114	\$1,063.72	\$39,383,235
Insurance			
Owners and Renters Insurance	106	\$830.55	\$30,750,250
Vehicle Insurance	113	\$2,463.14	\$91,195,460
Life/Other Insurance	112	\$775.30	\$28,704,738
Health Insurance	110	\$5,424.76	\$200,846,237
Personal Care Products (18)	118	\$652.42	\$24,155,322
School Books and Supplies (19)	120	\$160.86	\$5,955,838
Smoking Products	101	\$438.15	\$16,221,969
Transportation			
Payments on Vehicles excluding Leases	113	\$3,399.13	\$125,849,279
Gasoline and Motor Oil	112	\$2,847.40	\$105,421,998
Vehicle Maintenance and Repairs	113	\$1,483.66	\$54,931,071
Travel			
Airline Fares	124	\$578.99	\$21,436,617
Lodging on Trips	119	\$855.20	\$31,663,101
Auto/Truck Rental on Trips	122	\$96.73	\$3,581,297
Food and Drink on Trips	120	\$668.52	\$24,751,366

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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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

705 Main St, Reisterstown, Maryland, 21136
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45405
Longitude: -76.81933

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	530		1,902		3,611							
Total Employees:	3,838		18,831		37,509							
Total Residential Population:	15,472		55,100		94,848							
Employee/Residential Population Ratio (per 100 Residents)	25		34		40							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	2.3%	84	2.2%	39	2.1%	316	1.7%	69	1.9%	530	1.4%
Construction	32	6.0%	139	3.6%	149	7.8%	1,197	6.4%	266	7.4%	2,389	6.4%
Manufacturing	9	1.7%	87	2.3%	39	2.1%	665	3.5%	71	2.0%	1,054	2.8%
Transportation	8	1.5%	62	1.6%	49	2.6%	302	1.6%	76	2.1%	420	1.1%
Communication	5	0.9%	28	0.7%	13	0.7%	241	1.3%	23	0.6%	334	0.9%
Utility	2	0.4%	42	1.1%	5	0.3%	135	0.7%	8	0.2%	221	0.6%
Wholesale Trade	5	0.9%	16	0.4%	48	2.5%	1,183	6.3%	87	2.4%	2,717	7.2%
Retail Trade Summary	95	17.9%	863	22.5%	331	17.4%	4,119	21.9%	624	17.3%	9,004	24.0%
Home Improvement	4	0.8%	60	1.6%	16	0.8%	221	1.2%	27	0.7%	482	1.3%
General Merchandise Stores	6	1.1%	67	1.7%	14	0.7%	517	2.7%	31	0.9%	976	2.6%
Food Stores	7	1.3%	123	3.2%	34	1.8%	483	2.6%	63	1.7%	1,396	3.7%
Auto Dealers & Gas Stations	15	2.8%	66	1.7%	39	2.1%	844	4.5%	69	1.9%	1,335	3.6%
Apparel & Accessory Stores	3	0.6%	7	0.2%	12	0.6%	59	0.3%	25	0.7%	230	0.6%
Furniture & Home Furnishings	4	0.8%	11	0.3%	25	1.3%	124	0.7%	44	1.2%	537	1.4%
Eating & Drinking Places	29	5.5%	342	8.9%	103	5.4%	1,252	6.6%	205	5.7%	2,795	7.5%
Miscellaneous Retail	27	5.1%	189	4.9%	88	4.6%	619	3.3%	162	4.5%	1,252	3.3%
Finance, Insurance, Real Estate Summary	60	11.3%	443	11.5%	199	10.5%	2,065	11.0%	397	11.0%	4,461	11.9%
Banks, Savings & Lending Institutions	13	2.5%	100	2.6%	37	1.9%	452	2.4%	73	2.0%	1,010	2.7%
Securities Brokers	7	1.3%	26	0.7%	31	1.6%	131	0.7%	56	1.6%	267	0.7%
Insurance Carriers & Agents	11	2.1%	43	1.1%	41	2.2%	604	3.2%	75	2.1%	1,373	3.7%
Real Estate, Holding, Other Investment Offices	28	5.3%	273	7.1%	90	4.7%	879	4.7%	193	5.3%	1,811	4.8%
Services Summary	234	44.2%	2,000	52.1%	768	40.4%	8,120	43.1%	1,432	39.7%	15,587	41.6%
Hotels & Lodging	2	0.4%	55	1.4%	6	0.3%	228	1.2%	12	0.3%	426	1.1%
Automotive Services	19	3.6%	110	2.9%	53	2.8%	292	1.6%	98	2.7%	569	1.5%
Movies & Amusements	10	1.9%	47	1.2%	47	2.5%	366	1.9%	88	2.4%	653	1.7%
Health Services	41	7.7%	378	9.8%	127	6.7%	1,129	6.0%	225	6.2%	1,821	4.9%
Legal Services	9	1.7%	39	1.0%	49	2.6%	295	1.6%	90	2.5%	601	1.6%
Education Institutions & Libraries	11	2.1%	510	13.3%	36	1.9%	2,065	11.0%	63	1.7%	3,978	10.6%
Other Services	142	26.8%	860	22.4%	450	23.7%	3,745	19.9%	858	23.8%	7,539	20.1%
Government	5	0.9%	64	1.7%	13	0.7%	311	1.7%	21	0.6%	458	1.2%
Unclassified Establishments	64	12.1%	11	0.3%	249	13.1%	176	0.9%	536	14.8%	335	0.9%
Totals	530	100.0%	3,838	100.0%	1,902	100.0%	18,831	100.0%	3,611	100.0%	37,509	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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

705 Main St, Reisterstown, Maryland, 21136
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45405
Longitude: -76.81933

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	3	0.6%	5	0.1%	7	0.4%	19	0.1%	13	0.4%	42	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	7	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	12	0.1%	3	0.1%	36	0.1%
Construction	34	6.4%	186	4.8%	157	8.3%	1,352	7.2%	278	7.7%	2,569	6.8%
Manufacturing	8	1.5%	74	1.9%	37	1.9%	628	3.3%	68	1.9%	1,022	2.7%
Wholesale Trade	5	0.9%	16	0.4%	47	2.5%	1,143	6.1%	84	2.3%	2,668	7.1%
Retail Trade	62	11.7%	507	13.2%	213	11.2%	2,790	14.8%	396	11.0%	5,992	16.0%
Motor Vehicle & Parts Dealers	10	1.9%	46	1.2%	29	1.5%	808	4.3%	51	1.4%	1,264	3.4%
Furniture & Home Furnishings Stores	2	0.4%	6	0.2%	11	0.6%	71	0.4%	24	0.7%	346	0.9%
Electronics & Appliance Stores	1	0.2%	5	0.1%	14	0.7%	55	0.3%	20	0.6%	193	0.5%
Building Material & Garden Equipment & Supplies Dealers	4	0.8%	60	1.6%	16	0.8%	221	1.2%	27	0.7%	481	1.3%
Food & Beverage Stores	10	1.9%	130	3.4%	34	1.8%	450	2.4%	61	1.7%	1,239	3.3%
Health & Personal Care Stores	5	0.9%	37	1.0%	23	1.2%	199	1.1%	53	1.5%	525	1.4%
Gasoline Stations & Fuel Dealers	5	0.9%	20	0.5%	10	0.5%	38	0.2%	19	0.5%	85	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	0.8%	11	0.3%	14	0.7%	67	0.4%	29	0.8%	246	0.7%
Sporting Goods, Hobby, Book, & Music Stores	14	2.6%	118	3.1%	39	2.1%	309	1.6%	66	1.8%	560	1.5%
General Merchandise Stores	8	1.5%	74	1.9%	23	1.2%	572	3.0%	45	1.2%	1,053	2.8%
Transportation & Warehousing	8	1.5%	58	1.5%	37	1.9%	222	1.2%	60	1.7%	351	0.9%
Information	14	2.6%	102	2.7%	51	2.7%	836	4.4%	96	2.7%	1,328	3.5%
Finance & Insurance	33	6.2%	178	4.6%	116	6.1%	1,206	6.4%	216	6.0%	2,721	7.3%
Central Bank/Credit Intermediation & Related Activities	13	2.5%	100	2.6%	39	2.1%	455	2.4%	76	2.1%	1,014	2.7%
Securities & Commodity Contracts	7	1.3%	26	0.7%	35	1.8%	137	0.7%	63	1.7%	322	0.9%
Funds, Trusts & Other Financial Vehicles	12	2.3%	52	1.4%	43	2.3%	615	3.3%	77	2.1%	1,384	3.7%
Real Estate, Rental & Leasing	31	5.8%	276	7.2%	92	4.8%	855	4.5%	192	5.3%	1,673	4.5%
Professional, Scientific & Tech Services	61	11.5%	302	7.9%	230	12.1%	1,920	10.2%	421	11.7%	3,989	10.6%
Legal Services	12	2.3%	47	1.2%	59	3.1%	325	1.7%	107	3.0%	706	1.9%
Management of Companies & Enterprises	2	0.4%	14	0.4%	5	0.3%	29	0.2%	10	0.3%	62	0.2%
Administrative, Support & Waste Management Services	20	3.8%	82	2.1%	81	4.3%	527	2.8%	146	4.0%	1,025	2.7%
Educational Services	12	2.3%	518	13.5%	46	2.4%	2,116	11.2%	84	2.3%	4,077	10.9%
Health Care & Social Assistance	56	10.6%	619	16.1%	172	9.0%	1,722	9.1%	315	8.7%	2,933	7.8%
Arts, Entertainment & Recreation	10	1.9%	42	1.1%	34	1.8%	282	1.5%	70	1.9%	496	1.3%
Accommodation & Food Services	34	6.4%	409	10.7%	120	6.3%	1,544	8.2%	233	6.5%	3,397	9.1%
Accommodation	2	0.4%	55	1.4%	6	0.3%	228	1.2%	12	0.3%	426	1.1%
Food Services & Drinking Places	32	6.0%	354	9.2%	114	6.0%	1,317	7.0%	221	6.1%	2,971	7.9%
Other Services (except Public Administration)	67	12.6%	375	9.8%	193	10.1%	1,441	6.1%	370	10.2%	2,332	6.2%
Automotive Repair & Maintenance	11	2.1%	83	2.2%	35	1.8%	219	1.2%	64	1.8%	403	1.1%
Public Administration	5	0.9%	64	1.7%	13	0.7%	311	1.7%	21	0.6%	452	1.2%
Unclassified Establishments	64	12.1%	11	0.3%	249	13.1%	176	0.9%	536	14.8%	335	0.9%
Total	530	100.0%	3,838	100.0%	1,902	100.0%	18,831	100.0%	3,611	100.0%	37,509	100.0%

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