

9114 Philadelphia Rd, Rosedale, Maryland, 21237  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.34802  
Longitude: -76.47282

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,515	83,807	255,041
2010 Total Population	8,759	89,604	270,359
2020 Total Population	9,012	93,748	273,290
2020 Group Quarters	356	756	1,881
2025 Total Population	9,098	95,033	272,701
2020-2025 Annual Rate	0.19%	0.27%	-0.04%
2020 Total Daytime Population	11,409	88,414	238,265
Workers	7,236	42,423	104,439
Residents	4,173	45,991	133,826
<b>Household Summary</b>			
2000 Households	3,027	33,666	102,866
2000 Average Household Size	2.42	2.47	2.46
2010 Households	3,368	35,179	107,897
2010 Average Household Size	2.50	2.53	2.49
2020 Households	3,427	36,534	108,224
2020 Average Household Size	2.53	2.55	2.51
2025 Households	3,450	36,938	107,658
2025 Average Household Size	2.53	2.55	2.52
2020-2025 Annual Rate	0.13%	0.22%	-0.10%
2010 Families	2,061	22,864	69,131
2010 Average Family Size	3.08	3.08	3.07
2020 Families	2,059	23,461	68,719
2020 Average Family Size	3.14	3.13	3.10
2025 Families	2,062	23,627	68,207
2025 Average Family Size	3.16	3.14	3.12
2020-2025 Annual Rate	0.03%	0.14%	-0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,234	35,364	109,389
Owner Occupied Housing Units	41.2%	61.4%	61.9%
Renter Occupied Housing Units	52.4%	33.8%	32.1%
Vacant Housing Units	6.4%	4.8%	6.0%
2010 Housing Units	3,557	37,239	115,021
Owner Occupied Housing Units	44.7%	62.4%	61.4%
Renter Occupied Housing Units	50.0%	32.0%	32.4%
Vacant Housing Units	5.3%	5.5%	6.2%
2020 Housing Units	3,661	39,011	116,937
Owner Occupied Housing Units	45.3%	62.7%	61.8%
Renter Occupied Housing Units	48.3%	30.9%	30.8%
Vacant Housing Units	6.4%	6.3%	7.5%
2025 Housing Units	3,715	39,676	117,330
Owner Occupied Housing Units	45.7%	62.7%	61.7%
Renter Occupied Housing Units	47.2%	30.4%	30.0%
Vacant Housing Units	7.1%	6.9%	8.2%
<b>Median Household Income</b>			
2020	\$63,478	\$68,848	\$65,907
2025	\$67,154	\$73,113	\$69,762
<b>Median Home Value</b>			
2020	\$224,787	\$226,772	\$222,967
2025	\$255,143	\$262,079	\$260,466
<b>Per Capita Income</b>			
2020	\$31,383	\$33,418	\$33,588
2025	\$33,831	\$35,810	\$36,352
<b>Median Age</b>			
2010	33.8	37.2	38.0
2020	35.7	38.7	39.5
2025	36.1	39.2	40.2

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

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

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<b>2020 Households by Income</b>			
Household Income Base	3,427	36,534	108,219
<\$15,000	4.5%	7.5%	8.6%
\$15,000 - \$24,999	9.3%	8.3%	8.0%
\$25,000 - \$34,999	9.3%	6.9%	7.6%
\$35,000 - \$49,999	11.7%	12.0%	12.5%
\$50,000 - \$74,999	23.6%	18.7%	18.6%
\$75,000 - \$99,999	17.0%	15.2%	14.4%
\$100,000 - \$149,999	13.4%	18.8%	17.8%
\$150,000 - \$199,999	6.7%	7.9%	7.6%
\$200,000+	4.4%	4.7%	5.0%
Average Household Income	\$81,578	\$85,676	\$84,759
<b>2025 Households by Income</b>			
Household Income Base	3,450	36,938	107,653
<\$15,000	4.3%	7.2%	8.3%
\$15,000 - \$24,999	8.6%	7.8%	7.5%
\$25,000 - \$34,999	8.5%	6.4%	7.0%
\$35,000 - \$49,999	11.1%	11.6%	12.1%
\$50,000 - \$74,999	22.9%	17.9%	17.9%
\$75,000 - \$99,999	17.8%	15.4%	14.4%
\$100,000 - \$149,999	14.5%	19.8%	18.5%
\$150,000 - \$199,999	7.7%	8.9%	8.6%
\$200,000+	4.7%	4.9%	5.7%
Average Household Income	\$88,154	\$92,049	\$92,016
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	1,660	24,469	72,209
<\$50,000	2.3%	3.4%	3.5%
\$50,000 - \$99,999	3.2%	2.9%	4.5%
\$100,000 - \$149,999	8.7%	11.9%	13.6%
\$150,000 - \$199,999	21.9%	19.7%	19.6%
\$200,000 - \$249,999	28.3%	22.5%	19.1%
\$250,000 - \$299,999	18.1%	16.5%	14.2%
\$300,000 - \$399,999	10.7%	13.8%	14.1%
\$400,000 - \$499,999	5.4%	5.5%	5.9%
\$500,000 - \$749,999	0.5%	2.8%	4.2%
\$750,000 - \$999,999	0.9%	0.2%	0.4%
\$1,000,000 - \$1,499,999	0.1%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$239,344	\$253,464	\$260,445
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,699	24,890	72,410
<\$50,000	2.5%	3.7%	4.0%
\$50,000 - \$99,999	2.1%	2.0%	3.9%
\$100,000 - \$149,999	5.2%	7.5%	9.4%
\$150,000 - \$199,999	14.7%	13.0%	13.3%
\$200,000 - \$249,999	23.4%	19.2%	16.1%
\$250,000 - \$299,999	20.6%	18.9%	15.7%
\$300,000 - \$399,999	17.7%	20.2%	19.2%
\$400,000 - \$499,999	10.8%	9.0%	9.1%
\$500,000 - \$749,999	1.0%	4.8%	6.8%
\$750,000 - \$999,999	2.1%	0.4%	0.8%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.7%	0.8%
Average Home Value	\$278,853	\$298,149	\$306,499

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

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<b>2010 Population by Age</b>			
Total	8,761	89,602	270,356
0 - 4	7.9%	6.8%	6.5%
5 - 9	5.9%	6.0%	6.0%
10 - 14	5.3%	6.0%	6.1%
15 - 24	14.3%	13.0%	13.1%
25 - 34	18.7%	15.2%	14.4%
35 - 44	14.4%	13.4%	13.2%
45 - 54	14.1%	14.8%	15.2%
55 - 64	10.3%	11.6%	11.9%
65 - 74	4.6%	6.6%	6.4%
75 - 84	2.8%	4.5%	4.8%
85 +	1.7%	2.1%	2.5%
18 +	77.7%	77.6%	77.6%
<b>2020 Population by Age</b>			
Total	9,015	93,751	273,290
0 - 4	6.9%	6.0%	5.8%
5 - 9	6.6%	6.1%	5.9%
10 - 14	6.4%	6.0%	6.0%
15 - 24	11.2%	10.9%	11.1%
25 - 34	17.7%	15.6%	14.8%
35 - 44	15.0%	13.5%	13.3%
45 - 54	11.9%	12.0%	12.2%
55 - 64	11.4%	12.9%	13.3%
65 - 74	7.6%	9.5%	9.7%
75 - 84	3.3%	4.9%	5.0%
85 +	1.9%	2.4%	3.0%
18 +	77.1%	78.8%	79.1%
<b>2025 Population by Age</b>			
Total	9,101	95,033	272,704
0 - 4	7.0%	6.0%	5.8%
5 - 9	6.3%	5.8%	5.7%
10 - 14	6.2%	5.9%	5.8%
15 - 24	12.6%	10.8%	10.8%
25 - 34	16.1%	15.0%	14.2%
35 - 44	15.3%	14.4%	14.2%
45 - 54	11.9%	11.6%	11.7%
55 - 64	10.1%	11.6%	12.1%
65 - 74	8.3%	10.4%	10.8%
75 - 84	4.3%	6.0%	6.1%
85 +	2.0%	2.4%	2.8%
18 +	77.1%	79.0%	79.4%
<b>2010 Population by Sex</b>			
Males	4,224	42,812	127,863
Females	4,535	46,792	142,496
<b>2020 Population by Sex</b>			
Males	4,333	44,950	129,806
Females	4,679	48,798	143,484
<b>2025 Population by Sex</b>			
Males	4,353	45,622	129,915
Females	4,745	49,411	142,786

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,761	89,604	270,359
White Alone	51.8%	67.8%	62.8%
Black Alone	32.9%	21.4%	28.6%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	7.4%	5.4%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.1%	2.1%	1.5%
Two or More Races	3.4%	2.7%	2.5%
Hispanic Origin	8.2%	5.1%	4.1%
Diversity Index	67.6	54.1	56.0
<b>2020 Population by Race/Ethnicity</b>			
Total	9,011	93,749	273,291
White Alone	41.1%	58.7%	56.2%
Black Alone	40.0%	27.2%	32.2%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	8.6%	6.9%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	3.2%	2.3%
Two or More Races	4.1%	3.5%	3.2%
Hispanic Origin	11.5%	7.7%	6.1%
Diversity Index	73.2	63.7	62.6
<b>2025 Population by Race/Ethnicity</b>			
Total	9,099	95,032	272,702
White Alone	36.2%	53.7%	52.5%
Black Alone	43.1%	30.2%	34.1%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	9.2%	7.7%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	3.8%	2.8%
Two or More Races	4.5%	4.0%	3.7%
Hispanic Origin	13.3%	9.3%	7.5%
Diversity Index	75.0	67.9	65.9
<b>2010 Population by Relationship and Household Type</b>			
Total	8,759	89,604	270,359
In Households	96.0%	99.2%	99.3%
In Family Households	76.2%	81.9%	81.4%
Householder	23.7%	25.5%	25.6%
Spouse	14.5%	17.1%	16.6%
Child	28.9%	31.1%	31.2%
Other relative	5.5%	5.1%	5.0%
Nonrelative	3.7%	3.1%	3.1%
In Nonfamily Households	19.8%	17.3%	17.9%
In Group Quarters	4.0%	0.8%	0.7%
Institutionalized Population	1.8%	0.5%	0.5%
Noninstitutionalized Population	2.2%	0.4%	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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<b>2020 Population 25+ by Educational Attainment</b>			
Total	6,199	66,564	194,550
Less than 9th Grade	8.2%	4.4%	3.9%
9th - 12th Grade, No Diploma	6.3%	7.4%	6.7%
High School Graduate	19.8%	28.2%	27.3%
GED/Alternative Credential	5.2%	5.0%	4.9%
Some College, No Degree	21.5%	20.0%	21.2%
Associate Degree	9.9%	8.0%	7.4%
Bachelor's Degree	18.2%	16.6%	17.6%
Graduate/Professional Degree	10.9%	10.3%	11.0%
<b>2020 Population 15+ by Marital Status</b>			
Total	7,212	76,773	224,895
Never Married	38.5%	32.6%	34.4%
Married	43.8%	47.9%	46.9%
Widowed	5.5%	7.2%	7.1%
Divorced	12.2%	12.3%	11.6%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,475	53,914	157,766
Population 16+ Employed	89.5%	89.6%	89.2%
Population 16+ Unemployment rate	10.5%	10.4%	10.8%
Population 16-24 Employed	11.7%	11.2%	10.6%
Population 16-24 Unemployment rate	17.3%	17.6%	19.4%
Population 25-54 Employed	68.8%	66.0%	64.6%
Population 25-54 Unemployment rate	9.4%	9.6%	9.9%
Population 55-64 Employed	14.0%	16.0%	17.1%
Population 55-64 Unemployment rate	9.6%	9.0%	9.0%
Population 65+ Employed	5.5%	6.7%	7.7%
Population 65+ Unemployment rate	11.5%	8.7%	8.6%
<b>2020 Employed Population 16+ by Industry</b>			
Total	4,898	48,304	140,805
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	9.9%	9.3%	8.1%
Manufacturing	4.1%	6.3%	6.1%
Wholesale Trade	1.6%	2.2%	2.0%
Retail Trade	14.1%	10.8%	10.4%
Transportation/Utilities	6.2%	5.9%	5.9%
Information	1.0%	1.3%	1.4%
Finance/Insurance/Real Estate	4.6%	6.4%	6.5%
Services	52.4%	49.7%	51.9%
Public Administration	5.9%	7.9%	7.6%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	4,896	48,304	140,806
White Collar	52.7%	60.6%	61.5%
Management/Business/Financial	8.8%	13.1%	13.1%
Professional	20.8%	22.7%	23.0%
Sales	7.1%	8.4%	9.0%
Administrative Support	16.0%	16.4%	16.4%
Services	20.6%	17.0%	17.8%
Blue Collar	26.7%	22.3%	20.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	6.5%	6.2%	5.7%
Installation/Maintenance/Repair	4.2%	3.8%	3.7%
Production	3.7%	4.3%	3.9%
Transportation/Material Moving	12.0%	7.9%	7.3%

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<b>2010 Households by Type</b>			
Total	3,367	35,178	107,898
Households with 1 Person	29.1%	27.8%	29.0%
Households with 2+ People	70.9%	72.2%	71.0%
Family Households	61.2%	65.0%	64.1%
Husband-wife Families	37.3%	43.4%	41.7%
With Related Children	17.5%	18.7%	17.6%
Other Family (No Spouse Present)	23.9%	21.6%	22.4%
Other Family with Male Householder	6.7%	6.0%	5.6%
With Related Children	4.2%	3.4%	3.1%
Other Family with Female Householder	17.2%	15.6%	16.8%
With Related Children	11.3%	9.9%	10.7%
Nonfamily Households	9.7%	7.2%	6.9%
All Households with Children	33.6%	32.5%	32.0%
Multigenerational Households	4.9%	5.7%	5.4%
Unmarried Partner Households	9.9%	8.1%	7.9%
Male-female	9.2%	7.4%	7.0%
Same-sex	0.8%	0.7%	0.9%
<b>2010 Households by Size</b>			
Total	3,367	35,179	107,897
1 Person Household	29.1%	27.8%	29.0%
2 Person Household	31.3%	31.8%	31.5%
3 Person Household	17.9%	17.5%	17.2%
4 Person Household	12.2%	12.9%	12.8%
5 Person Household	5.9%	6.0%	5.6%
6 Person Household	2.1%	2.3%	2.3%
7 + Person Household	1.5%	1.6%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,368	35,179	107,897
Owner Occupied	47.2%	66.1%	65.5%
Owned with a Mortgage/Loan	38.7%	50.1%	49.2%
Owned Free and Clear	8.5%	16.0%	16.3%
Renter Occupied	52.8%	33.9%	34.5%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	146	156	148
Percent of Income for Mortgage	14.8%	13.8%	14.1%
Wealth Index	65	84	88
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,557	37,239	115,021
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,759	89,604	270,359
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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

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<b>Top 3 Tapestry Segments</b>			
1.	Bright Young Professionals (8C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Bright Young Professionals	Bright Young Professionals (8C)
3.	Enterprising Professionals (2D)	Enterprising Professionals	Pleasantville (2B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,938,109	\$74,819,919	\$218,357,898
Average Spent	\$2,024.54	\$2,047.95	\$2,017.65
Spending Potential Index	94	95	94
Education: Total \$	\$5,434,994	\$63,559,951	\$189,197,213
Average Spent	\$1,585.93	\$1,739.75	\$1,748.20
Spending Potential Index	89	97	98
Entertainment/Recreation: Total \$	\$9,881,111	\$111,502,878	\$325,906,200
Average Spent	\$2,883.31	\$3,052.03	\$3,011.40
Spending Potential Index	89	94	93
Food at Home: Total \$	\$16,824,552	\$184,592,128	\$540,696,491
Average Spent	\$4,909.41	\$5,052.61	\$4,996.09
Spending Potential Index	92	95	94
Food Away from Home: Total \$	\$12,205,436	\$130,938,278	\$381,303,044
Average Spent	\$3,561.55	\$3,584.01	\$3,523.28
Spending Potential Index	94	95	93
Health Care: Total \$	\$17,097,427	\$195,617,719	\$572,794,978
Average Spent	\$4,989.04	\$5,354.40	\$5,292.68
Spending Potential Index	87	93	92
HH Furnishings & Equipment: Total \$	\$6,776,250	\$75,559,468	\$220,367,674
Average Spent	\$1,977.31	\$2,068.20	\$2,036.22
Spending Potential Index	91	95	93
Personal Care Products & Services: Total \$	\$2,932,445	\$32,018,019	\$93,514,641
Average Spent	\$855.69	\$876.39	\$864.08
Spending Potential Index	93	95	94
Shelter: Total \$	\$62,301,813	\$686,025,494	\$2,022,549,978
Average Spent	\$18,179.69	\$18,777.73	\$18,688.55
Spending Potential Index	94	97	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,001,492	\$78,285,008	\$227,937,917
Average Spent	\$2,043.04	\$2,142.80	\$2,106.17
Spending Potential Index	87	91	90
Travel: Total \$	\$7,339,798	\$84,272,122	\$248,176,835
Average Spent	\$2,141.76	\$2,306.68	\$2,293.18
Spending Potential Index	89	96	95
Vehicle Maintenance & Repairs: Total \$	\$3,662,198	\$40,027,962	\$116,190,310
Average Spent	\$1,068.63	\$1,095.64	\$1,073.61
Spending Potential Index	92	95	93

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

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

December 28, 2020

9114 Philadelphia Rd, Rosedale, Maryland, 21237  
Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Bright Young Professionals (8C)	64.6%	Population	9,012	9,098
Front Porches (8E)	19.3%	Households	3,427	3,450
Enterprising Professionals (2D)	13.6%	Families	2,059	2,062
Pleasantville (2B)	2.1%	Median Age	35.7	36.1
Soccer Moms (4A)	0.4%	Median Household Income	\$63,478	\$67,154
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		94	\$2,024.54	\$6,938,109
Men's		95	\$396.82	\$1,359,919
Women's		92	\$694.20	\$2,379,035
Children's		98	\$312.13	\$1,069,681
Footwear		97	\$464.57	\$1,592,083
Watches & Jewelry		91	\$105.66	\$362,088
Apparel Products and Services (1)		88	\$51.15	\$175,303
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$157.22	\$538,796
Portable Memory		95	\$3.66	\$12,547
Computer Software		98	\$9.58	\$32,826
Computer Accessories		94	\$16.52	\$56,605
<b>Entertainment &amp; Recreation</b>		89	\$2,883.31	\$9,881,111
Fees and Admissions		92	\$659.92	\$2,261,530
Membership Fees for Clubs (2)		91	\$218.86	\$750,040
Fees for Participant Sports, excl. Trips		95	\$93.19	\$319,355
Tickets to Theatre/Operas/Concerts		90	\$72.97	\$250,058
Tickets to Movies		101	\$58.08	\$199,052
Tickets to Parks or Museums		94	\$31.06	\$106,451
Admission to Sporting Events, excl. Trips		85	\$53.33	\$182,760
Fees for Recreational Lessons		91	\$131.60	\$450,977
Dating Services		102	\$0.83	\$2,837
TV/Video/Audio		90	\$1,050.29	\$3,599,335
Cable and Satellite Television Services		86	\$698.66	\$2,394,305
Televisions		96	\$103.22	\$353,729
Satellite Dishes		95	\$1.11	\$3,812
VCRs, Video Cameras, and DVD Players		96	\$5.03	\$17,248
Miscellaneous Video Equipment		91	\$22.73	\$77,894
Video Cassettes and DVDs		98	\$9.77	\$33,497
Video Game Hardware/Accessories		106	\$30.03	\$102,929
Video Game Software		107	\$17.71	\$60,690
Rental/Streaming/Downloaded Video		107	\$57.48	\$196,973
Installation of Televisions		82	\$0.89	\$3,063
Audio (3)		95	\$101.29	\$347,126
Rental and Repair of TV/Radio/Sound Equipment		97	\$2.35	\$8,070
Pets		84	\$583.00	\$1,997,956
Toys/Games/Crafts/Hobbies (4)		95	\$116.11	\$397,925
Recreational Vehicles and Fees (5)		70	\$109.56	\$375,455
Sports/Recreation/Exercise Equipment (6)		94	\$191.23	\$655,343
Photo Equipment and Supplies (7)		98	\$50.32	\$172,443
Reading (8)		89	\$95.77	\$328,212
Catered Affairs (9)		91	\$27.11	\$92,911
<b>Food</b>		93	\$8,470.96	\$29,029,988
Food at Home		92	\$4,909.41	\$16,824,552
Bakery and Cereal Products		91	\$631.34	\$2,163,590
Meats, Poultry, Fish, and Eggs		92	\$1,070.98	\$3,670,247
Dairy Products		91	\$500.06	\$1,713,719
Fruits and Vegetables		93	\$967.58	\$3,315,899
Snacks and Other Food at Home (10)		92	\$1,739.45	\$5,961,098
Food Away from Home		94	\$3,561.55	\$12,205,436
Alcoholic Beverages		93	\$579.08	\$1,984,522

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	85	\$20,742.12	\$71,083,245
Value of Retirement Plans	81	\$76,882.60	\$263,476,661
Value of Other Financial Assets	78	\$6,421.80	\$22,007,495
Vehicle Loan Amount excluding Interest	97	\$2,833.69	\$9,711,064
Value of Credit Card Debt	92	\$2,387.19	\$8,180,890
<b>Health</b>			
Nonprescription Drugs	87	\$129.09	\$442,382
Prescription Drugs	82	\$286.83	\$982,978
Eyeglasses and Contact Lenses	84	\$78.70	\$269,711
<b>Home</b>			
Mortgage Payment and Basics (11)	81	\$8,513.57	\$29,176,002
Maintenance and Remodeling Services	81	\$2,075.67	\$7,113,328
Maintenance and Remodeling Materials (12)	77	\$421.90	\$1,445,852
Utilities, Fuel, and Public Services	90	\$4,380.90	\$15,013,340
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$94.36	\$323,369
Furniture	92	\$590.70	\$2,024,344
Rugs	85	\$29.99	\$102,777
Major Appliances (14)	85	\$306.29	\$1,049,671
Housewares (15)	89	\$86.70	\$297,115
Small Appliances	95	\$47.02	\$161,132
Luggage	99	\$14.60	\$50,034
Telephones and Accessories	90	\$79.63	\$272,902
<b>Household Operations</b>			
Child Care	99	\$512.02	\$1,754,677
Lawn and Garden (16)	79	\$386.88	\$1,325,838
Moving/Storage/Freight Express	110	\$65.97	\$226,092
Housekeeping Supplies (17)	90	\$701.41	\$2,403,716
<b>Insurance</b>			
Owners and Renters Insurance	80	\$476.62	\$1,633,384
Vehicle Insurance	94	\$1,696.65	\$5,814,412
Life/Other Insurance	81	\$437.77	\$1,500,247
Health Insurance	87	\$3,234.64	\$11,085,117
Personal Care Products (18)	94	\$470.29	\$1,611,695
School Books and Supplies (19)	98	\$143.87	\$493,052
Smoking Products	90	\$361.21	\$1,237,863
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,352.10	\$8,060,637
Gasoline and Motor Oil	93	\$2,198.97	\$7,535,864
Vehicle Maintenance and Repairs	92	\$1,068.63	\$3,662,198
<b>Travel</b>			
Airline Fares	92	\$549.78	\$1,884,084
Lodging on Trips	86	\$556.36	\$1,906,654
Auto/Truck Rental on Trips	94	\$27.05	\$92,716
Food and Drink on Trips	90	\$514.03	\$1,761,569

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	23.8%	Population	93,748	95,033
Bright Young Professionals (8C)	21.7%	Households	36,534	36,938
Enterprising Professionals (2D)	12.4%	Families	23,461	23,627
Front Porches (8E)	8.8%	Median Age	38.7	39.2
Comfortable Empty Nesters (5A)	6.3%	Median Household Income	\$68,848	\$73,113
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		95	\$2,047.95	\$74,819,919
Men's		96	\$401.95	\$14,684,796
Women's		95	\$717.42	\$26,210,327
Children's		95	\$301.63	\$11,019,703
Footwear		97	\$464.74	\$16,978,655
Watches & Jewelry		92	\$107.18	\$3,915,740
Apparel Products and Services (1)		95	\$55.04	\$2,010,697
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$158.37	\$5,786,060
Portable Memory		94	\$3.65	\$133,214
Computer Software		97	\$9.48	\$346,475
Computer Accessories		99	\$17.39	\$635,187
<b>Entertainment &amp; Recreation</b>		94	\$3,052.03	\$111,502,878
Fees and Admissions		98	\$703.21	\$25,691,131
Membership Fees for Clubs (2)		98	\$235.66	\$8,609,746
Fees for Participant Sports, excl. Trips		98	\$96.21	\$3,514,814
Tickets to Theatre/Operas/Concerts		99	\$80.29	\$2,933,187
Tickets to Movies		97	\$55.78	\$2,037,975
Tickets to Parks or Museums		95	\$31.32	\$1,144,234
Admission to Sporting Events, excl. Trips		93	\$58.43	\$2,134,588
Fees for Recreational Lessons		100	\$144.67	\$5,285,344
Dating Services		106	\$0.86	\$31,243
TV/Video/Audio		94	\$1,092.79	\$39,923,925
Cable and Satellite Television Services		93	\$750.50	\$27,418,777
Televisions		94	\$101.74	\$3,717,037
Satellite Dishes		96	\$1.12	\$40,781
VCRs, Video Cameras, and DVD Players		94	\$4.91	\$179,509
Miscellaneous Video Equipment		94	\$23.42	\$855,506
Video Cassettes and DVDs		95	\$9.49	\$346,733
Video Game Hardware/Accessories		97	\$27.47	\$1,003,439
Video Game Software		98	\$16.20	\$591,986
Rental/Streaming/Downloaded Video		98	\$53.10	\$1,939,870
Installation of Televisions		93	\$1.00	\$36,354
Audio (3)		96	\$101.60	\$3,711,882
Rental and Repair of TV/Radio/Sound Equipment		92	\$2.25	\$82,051
Pets		90	\$625.57	\$22,854,431
Toys/Games/Crafts/Hobbies (4)		95	\$115.65	\$4,224,982
Recreational Vehicles and Fees (5)		91	\$141.28	\$5,161,573
Sports/Recreation/Exercise Equipment (6)		94	\$190.57	\$6,962,422
Photo Equipment and Supplies (7)		98	\$49.97	\$1,825,589
Reading (8)		96	\$103.40	\$3,777,582
Catered Affairs (9)		99	\$29.60	\$1,081,245
<b>Food</b>		95	\$8,636.62	\$315,530,406
Food at Home		95	\$5,052.61	\$184,592,128
Bakery and Cereal Products		95	\$656.64	\$23,989,598
Meats, Poultry, Fish, and Eggs		94	\$1,101.76	\$40,251,520
Dairy Products		95	\$520.61	\$19,020,100
Fruits and Vegetables		96	\$1,000.57	\$36,554,696
Snacks and Other Food at Home (10)		94	\$1,773.04	\$64,776,215
Food Away from Home		95	\$3,584.01	\$130,938,278
Alcoholic Beverages		97	\$600.50	\$21,938,673

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	94	\$22,950.08	\$838,458,059
Value of Retirement Plans	94	\$89,831.17	\$3,281,891,980
Value of Other Financial Assets	91	\$7,477.87	\$273,196,664
Vehicle Loan Amount excluding Interest	94	\$2,756.85	\$100,718,827
Value of Credit Card Debt	96	\$2,494.41	\$91,130,645
<b>Health</b>			
Nonprescription Drugs	92	\$136.14	\$4,973,722
Prescription Drugs	90	\$316.02	\$11,545,363
Eyeglasses and Contact Lenses	92	\$86.21	\$3,149,494
<b>Home</b>			
Mortgage Payment and Basics (11)	94	\$9,872.00	\$360,663,521
Maintenance and Remodeling Services	94	\$2,421.86	\$88,480,288
Maintenance and Remodeling Materials (12)	89	\$488.56	\$17,849,108
Utilities, Fuel, and Public Services	93	\$4,555.99	\$166,448,375
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	96	\$96.83	\$3,537,534
Furniture	96	\$616.46	\$22,521,704
Rugs	94	\$33.11	\$1,209,467
Major Appliances (14)	93	\$333.45	\$12,182,177
Housewares (15)	92	\$89.59	\$3,273,140
Small Appliances	95	\$47.12	\$1,721,540
Luggage	100	\$14.62	\$534,306
Telephones and Accessories	95	\$84.09	\$3,072,036
<b>Household Operations</b>			
Child Care	100	\$514.72	\$18,804,607
Lawn and Garden (16)	92	\$447.82	\$16,360,635
Moving/Storage/Freight Express	99	\$59.64	\$2,178,974
Housekeeping Supplies (17)	93	\$724.54	\$26,470,438
<b>Insurance</b>			
Owners and Renters Insurance	90	\$536.57	\$19,603,220
Vehicle Insurance	94	\$1,699.34	\$62,083,704
Life/Other Insurance	92	\$495.84	\$18,115,198
Health Insurance	94	\$3,473.14	\$126,887,799
Personal Care Products (18)	94	\$470.71	\$17,196,829
School Books and Supplies (19)	95	\$140.58	\$5,135,993
Smoking Products	91	\$366.12	\$13,375,741
<b>Transportation</b>			
Payments on Vehicles excluding Leases	92	\$2,375.32	\$86,779,829
Gasoline and Motor Oil	93	\$2,200.80	\$80,404,107
Vehicle Maintenance and Repairs	95	\$1,095.64	\$40,027,962
<b>Travel</b>			
Airline Fares	97	\$583.86	\$21,330,901
Lodging on Trips	95	\$619.63	\$22,637,565
Auto/Truck Rental on Trips	98	\$28.19	\$1,029,736
Food and Drink on Trips	96	\$547.99	\$20,020,181

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	21.0%	Population	273,290	272,701
Bright Young Professionals (8C)	11.9%	Households	108,224	107,658
Pleasantville (2B)	9.4%	Families	68,719	68,207
Front Porches (8E)	8.4%	Median Age	39.5	40.2
Enterprising Professionals (2D)	7.2%	Median Household Income	\$65,907	\$69,762
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
		94	\$2,017.65	\$218,357,898
Men's		95	\$396.40	\$42,900,512
Women's		94	\$710.26	\$76,866,989
Children's		92	\$292.08	\$31,610,002
Footwear		96	\$458.12	\$49,579,990
Watches & Jewelry		90	\$104.92	\$11,354,687
Apparel Products and Services (1)		96	\$55.86	\$6,045,717
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$157.05	\$16,996,589
Portable Memory		94	\$3.62	\$392,303
Computer Software		97	\$9.40	\$1,017,400
Computer Accessories		98	\$17.23	\$1,864,964
<b>Entertainment &amp; Recreation</b>				
		93	\$3,011.40	\$325,906,200
Fees and Admissions		97	\$697.58	\$75,495,357
Membership Fees for Clubs (2)		98	\$234.36	\$25,363,811
Fees for Participant Sports, excl. Trips		96	\$94.32	\$10,207,372
Tickets to Theatre/Operas/Concerts		100	\$80.81	\$8,745,168
Tickets to Movies		95	\$54.60	\$5,908,729
Tickets to Parks or Museums		94	\$30.86	\$3,339,890
Admission to Sporting Events, excl. Trips		92	\$57.52	\$6,224,528
Fees for Recreational Lessons		99	\$144.26	\$15,612,054
Dating Services		107	\$0.87	\$93,803
TV/Video/Audio		92	\$1,079.23	\$116,798,165
Cable and Satellite Television Services		92	\$746.49	\$80,787,812
Televisions		92	\$99.48	\$10,766,545
Satellite Dishes		92	\$1.08	\$116,832
VCRs, Video Cameras, and DVD Players		91	\$4.75	\$514,004
Miscellaneous Video Equipment		91	\$22.76	\$2,463,264
Video Cassettes and DVDs		92	\$9.19	\$994,981
Video Game Hardware/Accessories		93	\$26.43	\$2,860,724
Video Game Software		94	\$15.57	\$1,685,437
Rental/Streaming/Downloaded Video		95	\$50.98	\$5,516,831
Installation of Televisions		94	\$1.01	\$109,187
Audio (3)		93	\$99.21	\$10,737,017
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.27	\$245,530
Pets		88	\$610.76	\$66,098,422
Toys/Games/Crafts/Hobbies (4)		92	\$112.61	\$12,187,078
Recreational Vehicles and Fees (5)		94	\$145.71	\$15,768,805
Sports/Recreation/Exercise Equipment (6)		91	\$184.12	\$19,926,320
Photo Equipment and Supplies (7)		95	\$48.67	\$5,267,285
Reading (8)		96	\$103.10	\$11,157,714
Catered Affairs (9)		99	\$29.63	\$3,207,054
<b>Food</b>				
		94	\$8,519.36	\$921,999,534
Food at Home		94	\$4,996.09	\$540,696,491
Bakery and Cereal Products		94	\$649.78	\$70,321,829
Meats, Poultry, Fish, and Eggs		94	\$1,093.07	\$118,296,639
Dairy Products		94	\$515.02	\$55,737,315
Fruits and Vegetables		95	\$993.32	\$107,501,010
Snacks and Other Food at Home (10)		93	\$1,744.90	\$188,839,698
Food Away from Home		93	\$3,523.28	\$381,303,044
Alcoholic Beverages		95	\$592.78	\$64,152,850

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	94	\$22,838.86	\$2,471,713,069
Value of Retirement Plans	94	\$89,709.33	\$9,708,702,749
Value of Other Financial Assets	94	\$7,720.40	\$835,532,302
Vehicle Loan Amount excluding Interest	91	\$2,657.11	\$287,563,472
Value of Credit Card Debt	94	\$2,455.76	\$265,772,227
<b>Health</b>			
Nonprescription Drugs	90	\$134.14	\$14,516,830
Prescription Drugs	89	\$312.69	\$33,840,110
Eyeglasses and Contact Lenses	91	\$85.11	\$9,210,971
<b>Home</b>			
Mortgage Payment and Basics (11)	94	\$9,823.80	\$1,063,170,906
Maintenance and Remodeling Services	94	\$2,422.98	\$262,224,508
Maintenance and Remodeling Materials (12)	88	\$482.94	\$52,266,230
Utilities, Fuel, and Public Services	92	\$4,505.48	\$487,601,289
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	94	\$95.60	\$10,346,321
Furniture	95	\$606.47	\$65,634,357
Rugs	92	\$32.23	\$3,488,415
Major Appliances (14)	92	\$328.82	\$35,585,748
Housewares (15)	91	\$88.31	\$9,557,002
Small Appliances	94	\$46.36	\$5,017,073
Luggage	98	\$14.41	\$1,559,792
Telephones and Accessories	96	\$84.91	\$9,189,379
<b>Household Operations</b>			
Child Care	96	\$495.26	\$53,599,162
Lawn and Garden (16)	91	\$446.99	\$48,374,650
Moving/Storage/Freight Express	96	\$58.03	\$6,280,653
Housekeeping Supplies (17)	92	\$715.81	\$77,467,554
<b>Insurance</b>			
Owners and Renters Insurance	88	\$528.78	\$57,226,488
Vehicle Insurance	93	\$1,669.46	\$180,675,250
Life/Other Insurance	91	\$491.92	\$53,237,686
Health Insurance	93	\$3,432.07	\$371,431,808
Personal Care Products (18)	93	\$461.39	\$49,933,167
School Books and Supplies (19)	94	\$137.95	\$14,929,427
Smoking Products	89	\$358.17	\$38,762,513
<b>Transportation</b>			
Payments on Vehicles excluding Leases	89	\$2,291.41	\$247,986,047
Gasoline and Motor Oil	91	\$2,154.38	\$233,155,726
Vehicle Maintenance and Repairs	93	\$1,073.61	\$116,190,310
<b>Travel</b>			
Airline Fares	97	\$583.12	\$63,107,299
Lodging on Trips	95	\$618.21	\$66,905,523
Auto/Truck Rental on Trips	97	\$28.00	\$3,030,303
Food and Drink on Trips	95	\$543.46	\$58,814,877

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

December 28, 2020

- (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.

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

9114 Philadelphia Rd, Rosedale, Maryland, 21237  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.34802  
Longitude: -76.47282

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				552		3,510		8,113				
Total Employees:				10,906		47,144		90,570				
Total Residential Population:				9,012		93,748		273,290				
Employee/Residential Population Ratio (per 100 Residents)				121		50		33				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.3%	30	0.3%	43	1.2%	365	0.8%	110	1.4%	788	0.9%
Construction	46	8.3%	649	6.0%	296	8.4%	3,073	6.5%	676	8.3%	6,329	7.0%
Manufacturing	26	4.7%	451	4.1%	108	3.1%	1,811	3.8%	206	2.5%	4,183	4.6%
Transportation	10	1.8%	74	0.7%	82	2.3%	934	2.0%	218	2.7%	2,189	2.4%
Communication	7	1.3%	58	0.5%	41	1.2%	350	0.7%	77	0.9%	519	0.6%
Utility	1	0.2%	13	0.1%	7	0.2%	76	0.2%	20	0.2%	214	0.2%
Wholesale Trade	38	6.9%	782	7.2%	157	4.5%	3,045	6.5%	327	4.0%	4,942	5.5%
Retail Trade Summary	115	20.8%	2,171	19.9%	890	25.4%	15,217	32.3%	1,909	23.5%	26,842	29.6%
Home Improvement	6	1.1%	201	1.8%	36	1.0%	1,180	2.5%	74	0.9%	2,143	2.4%
General Merchandise Stores	6	1.1%	281	2.6%	46	1.3%	2,568	5.4%	93	1.1%	3,566	3.9%
Food Stores	11	2.0%	184	1.7%	98	2.8%	1,418	3.0%	223	2.7%	3,602	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.2%	184	1.7%	92	2.6%	1,347	2.9%	241	3.0%	3,170	3.5%
Apparel & Accessory Stores	7	1.3%	72	0.7%	78	2.2%	851	1.8%	131	1.6%	1,230	1.4%
Furniture & Home Furnishings	10	1.8%	89	0.8%	55	1.6%	813	1.7%	121	1.5%	1,272	1.4%
Eating & Drinking Places	35	6.3%	540	5.0%	271	7.7%	4,846	10.3%	561	6.9%	8,346	9.2%
Miscellaneous Retail	29	5.3%	620	5.7%	214	6.1%	2,195	4.7%	463	5.7%	3,514	3.9%
Finance, Insurance, Real Estate Summary	18	3.3%	141	1.3%	272	7.7%	2,277	4.8%	652	8.0%	4,566	5.0%
Banks, Savings & Lending Institutions	4	0.7%	52	0.5%	55	1.6%	473	1.0%	108	1.3%	978	1.1%
Securities Brokers	1	0.2%	2	0.0%	21	0.6%	130	0.3%	57	0.7%	352	0.4%
Insurance Carriers & Agents	5	0.9%	50	0.5%	65	1.9%	506	1.1%	158	1.9%	879	1.0%
Real Estate, Holding, Other Investment Offices	8	1.4%	37	0.3%	130	3.7%	1,168	2.5%	328	4.0%	2,356	2.6%
Services Summary	249	45.1%	6,455	59.2%	1,318	37.5%	18,142	38.5%	3,156	38.9%	36,561	40.4%
Hotels & Lodging	2	0.4%	65	0.6%	17	0.5%	375	0.8%	26	0.3%	516	0.6%
Automotive Services	12	2.2%	91	0.8%	143	4.1%	822	1.7%	345	4.3%	2,063	2.3%
Motion Pictures & Amusements	8	1.4%	82	0.8%	75	2.1%	537	1.1%	212	2.6%	1,424	1.6%
Health Services	122	22.1%	4,838	44.4%	307	8.7%	6,968	14.8%	531	6.5%	11,642	12.9%
Legal Services	1	0.2%	5	0.0%	23	0.7%	190	0.4%	61	0.8%	344	0.4%
Education Institutions & Libraries	8	1.4%	619	5.7%	60	1.7%	2,858	6.1%	139	1.7%	6,534	7.2%
Other Services	96	17.4%	754	6.9%	692	19.7%	6,391	13.6%	1,841	22.7%	14,038	15.5%
Government	3	0.5%	62	0.6%	20	0.6%	1,732	3.7%	39	0.5%	3,069	3.4%
Unclassified Establishments	31	5.6%	20	0.2%	276	7.9%	122	0.3%	725	8.9%	368	0.4%
Totals	552	100.0%	10,906	100.0%	3,510	100.0%	47,144	100.0%	8,113	100.0%	90,570	100.0%

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	5	0.1%	10	0.0%	12	0.1%	32	0.0%
Mining	1	0.2%	8	0.1%	2	0.1%	15	0.0%	3	0.0%	18	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	18	0.0%	3	0.0%	30	0.0%
Construction	50	9.1%	690	6.3%	314	8.9%	3,271	6.9%	711	8.8%	6,791	7.5%
Manufacturing	29	5.3%	473	4.3%	113	3.2%	1,865	4.0%	230	2.8%	4,433	4.9%
Wholesale Trade	37	6.7%	779	7.1%	155	4.4%	3,036	6.4%	318	3.9%	4,913	5.4%
Retail Trade	78	14.1%	1,607	14.7%	592	16.9%	10,166	21.6%	1,289	15.9%	17,942	19.8%
Motor Vehicle & Parts Dealers	10	1.8%	178	1.6%	77	2.2%	1,283	2.7%	199	2.5%	2,989	3.3%
Furniture & Home Furnishings Stores	6	1.1%	65	0.6%	32	0.9%	570	1.2%	60	0.7%	791	0.9%
Electronics & Appliance Stores	3	0.5%	14	0.1%	18	0.5%	220	0.5%	49	0.6%	377	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	6	1.1%	201	1.8%	36	1.0%	1,180	2.5%	74	0.9%	2,143	2.4%
Food & Beverage Stores	10	1.8%	169	1.5%	90	2.6%	1,287	2.7%	209	2.6%	3,246	3.6%
Health & Personal Care Stores	13	2.4%	164	1.5%	66	1.9%	872	1.8%	135	1.7%	1,358	1.5%
Gasoline Stations	2	0.4%	6	0.1%	15	0.4%	64	0.1%	43	0.5%	181	0.2%
Clothing & Clothing Accessories Stores	8	1.4%	77	0.7%	95	2.7%	946	2.0%	159	2.0%	1,372	1.5%
Sport Goods, Hobby, Book, & Music Stores	6	1.1%	369	3.4%	32	0.9%	679	1.4%	59	0.7%	869	1.0%
General Merchandise Stores	6	1.1%	281	2.6%	46	1.3%	2,568	5.4%	93	1.1%	3,566	3.9%
Miscellaneous Store Retailers	5	0.9%	82	0.8%	57	1.6%	473	1.0%	131	1.6%	961	1.1%
Nonstore Retailers	3	0.5%	0	0.0%	29	0.8%	23	0.0%	77	0.9%	89	0.1%
Transportation & Warehousing	7	1.3%	52	0.5%	70	2.0%	727	1.5%	184	2.3%	2,031	2.2%
Information	9	1.6%	113	1.0%	71	2.0%	724	1.5%	128	1.6%	1,100	1.2%
Finance & Insurance	10	1.8%	104	1.0%	146	4.2%	1,124	2.4%	334	4.1%	2,240	2.5%
Central Bank/Credit Intermediation & Related Activities	4	0.7%	52	0.5%	59	1.7%	487	1.0%	114	1.4%	1,001	1.1%
Securities, Commodity Contracts & Other Financial	1	0.2%	2	0.0%	22	0.6%	132	0.3%	61	0.8%	359	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	5	0.9%	50	0.5%	65	1.9%	506	1.1%	158	1.9%	879	1.0%
Real Estate, Rental & Leasing	17	3.1%	87	0.8%	179	5.1%	1,351	2.9%	426	5.3%	2,580	2.8%
Professional, Scientific & Tech Services	36	6.5%	253	2.3%	221	6.3%	1,734	3.7%	555	6.8%	3,731	4.1%
Legal Services	3	0.5%	8	0.1%	35	1.0%	238	0.5%	83	1.0%	453	0.5%
Management of Companies & Enterprises	1	0.2%	5	0.0%	5	0.1%	35	0.1%	13	0.2%	106	0.1%
Administrative & Support & Waste Management & Remediation	21	3.8%	170	1.6%	122	3.5%	2,047	4.3%	309	3.8%	3,393	3.7%
Educational Services	7	1.3%	593	5.4%	67	1.9%	2,788	5.9%	168	2.1%	6,484	7.2%
Health Care & Social Assistance	131	23.7%	4,904	45.0%	380	10.8%	8,037	17.0%	737	9.1%	14,645	16.2%
Arts, Entertainment & Recreation	5	0.9%	79	0.7%	53	1.5%	507	1.1%	159	2.0%	1,422	1.6%
Accommodation & Food Services	37	6.7%	595	5.5%	300	8.5%	5,319	11.3%	615	7.6%	9,111	10.1%
Accommodation	2	0.4%	65	0.6%	17	0.5%	375	0.8%	26	0.3%	516	0.6%
Food Services & Drinking Places	35	6.3%	530	4.9%	283	8.1%	4,944	10.5%	589	7.3%	8,595	9.5%
Other Services (except Public Administration)	41	7.4%	311	2.9%	419	11.9%	2,514	5.3%	1,155	14.2%	6,131	6.8%
Automotive Repair & Maintenance	10	1.8%	74	0.7%	109	3.1%	633	1.3%	267	3.3%	1,457	1.6%
Public Administration	3	0.5%	62	0.6%	20	0.6%	1,732	3.7%	39	0.5%	3,069	3.4%
Unclassified Establishments	31	5.6%	20	0.2%	276	7.9%	122	0.3%	725	8.9%	368	0.4%
Total	552	100.0%	10,906	100.0%	3,510	100.0%	47,144	100.0%	8,113	100.0%	90,570	100.0%

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