

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	9,265	68,436	146,207
2010 Total Population	15,076	83,394	165,795
2020 Total Population	17,163	87,646	171,213
2020 Group Quarters	18	2,464	3,945
2025 Total Population	17,760	90,093	174,215
2020-2025 Annual Rate	0.69%	0.55%	0.35%
2020 Total Daytime Population	13,839	82,526	157,548
Workers	6,824	41,813	76,712
Residents	7,015	40,713	80,836
Household Summary			
2000 Households	3,985	27,555	58,006
2000 Average Household Size	2.32	2.43	2.46
2010 Households	6,474	33,050	65,882
2010 Average Household Size	2.33	2.45	2.46
2020 Households	7,292	34,612	67,771
2020 Average Household Size	2.35	2.46	2.47
2025 Households	7,516	35,622	68,930
2025 Average Household Size	2.36	2.46	2.47
2020-2025 Annual Rate	0.61%	0.58%	0.34%
2010 Families	3,863	20,820	42,446
2010 Average Family Size	2.98	3.06	3.04
2020 Families	4,247	21,391	42,947
2020 Average Family Size	3.04	3.10	3.07
2025 Families	4,347	21,843	43,412
2025 Average Family Size	3.06	3.11	3.09
2020-2025 Annual Rate	0.47%	0.42%	0.22%
Housing Unit Summary			
2000 Housing Units	4,268	29,117	61,105
Owner Occupied Housing Units	60.4%	58.0%	60.8%
Renter Occupied Housing Units	32.9%	36.6%	34.1%
Vacant Housing Units	6.7%	5.4%	5.1%
2010 Housing Units	6,844	35,018	69,745
Owner Occupied Housing Units	49.9%	55.5%	58.0%
Renter Occupied Housing Units	44.7%	38.9%	36.4%
Vacant Housing Units	5.4%	5.6%	5.5%
2020 Housing Units	7,732	36,939	72,379
Owner Occupied Housing Units	51.2%	55.3%	58.2%
Renter Occupied Housing Units	43.2%	38.4%	35.4%
Vacant Housing Units	5.7%	6.3%	6.4%
2025 Housing Units	8,001	38,208	74,061
Owner Occupied Housing Units	51.9%	54.9%	57.9%
Renter Occupied Housing Units	42.0%	38.4%	35.2%
Vacant Housing Units	6.1%	6.8%	6.9%
Median Household Income			
2020	\$92,453	\$79,792	\$79,792
2025	\$100,612	\$85,003	\$84,747
Median Home Value			
2020	\$277,827	\$266,128	\$269,556
2025	\$317,067	\$306,422	\$314,651
Per Capita Income			
2020	\$46,796	\$39,218	\$41,582
2025	\$52,051	\$43,442	\$45,717
Median Age			
2010	34.7	35.7	37.8
2020	37.0	37.3	39.3
2025	37.8	37.7	39.8

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.

9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39340
 Longitude: -76.79491

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	7,292	34,612	67,771
<\$15,000	3.9%	6.0%	6.7%
\$15,000 - \$24,999	2.8%	5.0%	6.0%
\$25,000 - \$34,999	4.3%	5.2%	5.0%
\$35,000 - \$49,999	8.2%	11.8%	11.0%
\$50,000 - \$74,999	17.6%	18.1%	17.7%
\$75,000 - \$99,999	17.4%	15.7%	14.7%
\$100,000 - \$149,999	22.9%	20.5%	19.5%
\$150,000 - \$199,999	13.7%	10.1%	9.8%
\$200,000+	9.2%	7.5%	9.6%
Average Household Income	\$111,786	\$99,423	\$104,905
2025 Households by Income			
Household Income Base	7,516	35,622	68,930
<\$15,000	3.8%	5.6%	6.2%
\$15,000 - \$24,999	2.5%	4.6%	5.4%
\$25,000 - \$34,999	3.8%	4.6%	4.5%
\$35,000 - \$49,999	7.4%	11.2%	10.4%
\$50,000 - \$74,999	15.4%	16.7%	16.6%
\$75,000 - \$99,999	16.7%	15.4%	14.6%
\$100,000 - \$149,999	23.4%	21.2%	20.1%
\$150,000 - \$199,999	15.7%	11.7%	11.0%
\$200,000+	11.3%	9.0%	11.0%
Average Household Income	\$124,692	\$110,009	\$115,410
2020 Owner Occupied Housing Units by Value			
Total	3,955	20,430	42,133
<\$50,000	0.9%	1.5%	1.8%
\$50,000 - \$99,999	0.3%	0.8%	1.7%
\$100,000 - \$149,999	3.8%	5.3%	5.8%
\$150,000 - \$199,999	13.8%	14.6%	14.5%
\$200,000 - \$249,999	20.0%	21.7%	19.8%
\$250,000 - \$299,999	19.9%	19.3%	16.2%
\$300,000 - \$399,999	24.7%	19.9%	18.1%
\$400,000 - \$499,999	14.6%	9.2%	10.4%
\$500,000 - \$749,999	1.4%	5.5%	8.4%
\$750,000 - \$999,999	0.0%	0.7%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.5%
\$2,000,000 +	0.5%	0.7%	0.5%
Average Home Value	\$301,915	\$314,644	\$328,593
2025 Owner Occupied Housing Units by Value			
Total	4,156	20,951	42,879
<\$50,000	0.8%	1.2%	1.6%
\$50,000 - \$99,999	0.1%	0.5%	1.1%
\$100,000 - \$149,999	1.8%	2.8%	3.1%
\$150,000 - \$199,999	7.3%	8.4%	8.6%
\$200,000 - \$249,999	14.5%	16.0%	15.3%
\$250,000 - \$299,999	20.0%	19.4%	16.7%
\$300,000 - \$399,999	32.1%	27.4%	24.0%
\$400,000 - \$499,999	20.5%	13.5%	14.4%
\$500,000 - \$749,999	2.1%	7.8%	11.2%
\$750,000 - \$999,999	0.0%	1.0%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.5%
\$2,000,000 +	0.7%	0.9%	0.7%
Average Home Value	\$337,413	\$359,625	\$371,660

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

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

9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39340
 Longitude: -76.79491

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,078	83,395	165,794
0 - 4	7.1%	6.7%	6.3%
5 - 9	6.3%	6.2%	6.1%
10 - 14	6.3%	6.2%	6.4%
15 - 24	11.7%	14.5%	13.7%
25 - 34	19.1%	15.5%	13.8%
35 - 44	16.9%	14.5%	13.7%
45 - 54	13.9%	13.9%	14.4%
55 - 64	10.1%	11.8%	12.6%
65 - 74	4.2%	6.0%	6.9%
75 - 84	2.4%	3.2%	4.1%
85 +	1.9%	1.5%	2.1%
18 +	76.8%	76.9%	77.1%
2020 Population by Age			
Total	17,163	87,646	171,213
0 - 4	6.2%	5.9%	5.6%
5 - 9	6.5%	6.0%	5.8%
10 - 14	6.7%	6.2%	6.1%
15 - 24	10.8%	13.5%	12.7%
25 - 34	15.8%	15.0%	14.0%
35 - 44	18.0%	14.2%	13.0%
45 - 54	13.8%	12.6%	12.5%
55 - 64	11.2%	12.0%	12.8%
65 - 74	7.0%	8.9%	10.0%
75 - 84	2.6%	4.1%	5.0%
85 +	1.3%	1.6%	2.4%
18 +	77.2%	78.3%	79.0%
2025 Population by Age			
Total	17,761	90,092	174,215
0 - 4	6.1%	5.9%	5.6%
5 - 9	6.0%	5.7%	5.5%
10 - 14	6.1%	5.7%	5.7%
15 - 24	10.5%	13.0%	12.1%
25 - 34	16.1%	15.6%	14.3%
35 - 44	17.8%	14.3%	13.6%
45 - 54	13.5%	12.1%	11.8%
55 - 64	11.5%	11.6%	12.1%
65 - 74	7.4%	9.1%	10.2%
75 - 84	3.7%	5.2%	6.4%
85 +	1.1%	1.7%	2.6%
18 +	78.2%	79.1%	79.6%
2010 Population by Sex			
Males	6,706	37,958	75,986
Females	8,370	45,436	89,809
2020 Population by Sex			
Males	7,756	40,248	79,023
Females	9,406	47,398	92,190
2025 Population by Sex			
Males	8,073	41,519	80,663
Females	9,686	48,573	93,552

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,076	83,394	165,795
White Alone	22.6%	27.3%	36.2%
Black Alone	65.9%	63.2%	54.8%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	7.3%	4.5%	4.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	2.0%	2.1%
Two or More Races	2.9%	2.7%	2.6%
Hispanic Origin	3.2%	4.5%	4.8%
Diversity Index	53.9	56.6	60.6
2020 Population by Race/Ethnicity			
Total	17,162	87,647	171,214
White Alone	16.3%	20.5%	29.2%
Black Alone	71.2%	68.5%	60.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.0%	5.1%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	2.5%	2.7%
Two or More Races	3.1%	3.1%	3.0%
Hispanic Origin	4.1%	5.8%	6.4%
Diversity Index	50.3	54.2	60.4
2025 Population by Race/Ethnicity			
Total	17,760	90,093	174,215
White Alone	13.5%	17.8%	26.1%
Black Alone	73.4%	70.5%	62.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.3%	5.4%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	2.7%	3.0%
Two or More Races	3.2%	3.2%	3.2%
Hispanic Origin	4.5%	6.5%	7.2%
Diversity Index	48.5	53.2	60.2
2010 Population by Relationship and Household Type			
Total	15,076	83,394	165,795
In Households	99.9%	97.1%	97.7%
In Family Households	78.6%	79.0%	80.4%
Householder	25.1%	24.9%	25.6%
Spouse	16.4%	15.7%	16.7%
Child	29.6%	30.4%	30.6%
Other relative	5.2%	5.3%	5.0%
Nonrelative	2.3%	2.6%	2.5%
In Nonfamily Households	21.3%	18.1%	17.3%
In Group Quarters	0.1%	2.9%	2.3%
Institutionalized Population	0.0%	0.5%	0.8%
Noninstitutionalized Population	0.1%	2.4%	1.6%

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

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

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	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	11,975	59,949	119,543
Less than 9th Grade	0.8%	2.3%	2.3%
9th - 12th Grade, No Diploma	3.4%	3.8%	4.0%
High School Graduate	12.4%	18.3%	18.8%
GED/Alternative Credential	1.4%	2.7%	2.8%
Some College, No Degree	15.1%	20.5%	19.8%
Associate Degree	8.3%	7.8%	7.4%
Bachelor's Degree	32.5%	27.2%	27.0%
Graduate/Professional Degree	26.2%	17.3%	17.9%
2020 Population 15+ by Marital Status			
Total	13,833	71,758	141,308
Never Married	36.3%	38.7%	36.8%
Married	47.2%	44.3%	45.3%
Widowed	4.5%	5.8%	6.0%
Divorced	12.0%	11.3%	11.8%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	11,269	52,644	101,419
Population 16+ Employed	90.8%	90.0%	90.0%
Population 16+ Unemployment rate	9.2%	10.0%	10.0%
Population 16-24 Employed	11.6%	11.4%	11.0%
Population 16-24 Unemployment rate	15.1%	16.5%	16.8%
Population 25-54 Employed	69.0%	65.1%	62.4%
Population 25-54 Unemployment rate	8.6%	9.4%	9.5%
Population 55-64 Employed	13.7%	14.9%	16.6%
Population 55-64 Unemployment rate	7.7%	8.8%	8.7%
Population 65+ Employed	5.7%	8.6%	10.0%
Population 65+ Unemployment rate	7.1%	8.0%	7.9%
2020 Employed Population 16+ by Industry			
Total	10,233	47,354	91,231
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	2.1%	3.2%	4.2%
Manufacturing	2.5%	3.6%	4.1%
Wholesale Trade	0.6%	0.9%	1.3%
Retail Trade	8.7%	8.8%	8.7%
Transportation/Utilities	2.4%	5.1%	5.7%
Information	1.7%	1.7%	2.0%
Finance/Insurance/Real Estate	8.2%	9.2%	8.4%
Services	62.2%	55.4%	55.0%
Public Administration	11.6%	12.1%	10.5%
2020 Employed Population 16+ by Occupation			
Total	10,232	47,353	91,233
White Collar	78.1%	70.0%	70.0%
Management/Business/Financial	18.5%	16.4%	16.2%
Professional	38.7%	31.0%	30.3%
Sales	9.6%	8.7%	8.7%
Administrative Support	11.3%	13.8%	14.7%
Services	15.5%	18.6%	17.6%
Blue Collar	6.4%	11.4%	12.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.9%	2.3%	2.5%
Installation/Maintenance/Repair	1.5%	2.5%	2.4%
Production	1.7%	2.4%	2.6%
Transportation/Material Moving	2.3%	4.2%	4.8%

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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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,474	33,050	65,882
Households with 1 Person	31.6%	30.0%	29.3%
Households with 2+ People	68.4%	70.0%	70.7%
Family Households	59.7%	63.0%	64.4%
Husband-wife Families	39.1%	39.8%	42.0%
With Related Children	19.3%	18.0%	18.2%
Other Family (No Spouse Present)	20.6%	23.2%	22.4%
Other Family with Male Householder	3.8%	4.7%	4.6%
With Related Children	2.3%	2.7%	2.5%
Other Family with Female Householder	16.7%	18.5%	17.9%
With Related Children	10.8%	12.0%	11.6%
Nonfamily Households	8.8%	7.0%	6.3%
All Households with Children	32.7%	33.1%	32.7%
Multigenerational Households	4.2%	5.1%	4.9%
Unmarried Partner Households	7.1%	6.7%	6.2%
Male-female	6.3%	6.0%	5.4%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	6,474	33,049	65,882
1 Person Household	31.6%	30.0%	29.3%
2 Person Household	32.3%	31.6%	32.3%
3 Person Household	16.6%	17.1%	17.1%
4 Person Household	11.5%	11.9%	12.2%
5 Person Household	5.2%	5.6%	5.5%
6 Person Household	1.8%	2.2%	2.2%
7 + Person Household	1.0%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	6,474	33,050	65,882
Owner Occupied	52.8%	58.8%	61.4%
Owned with a Mortgage/Loan	49.8%	51.3%	50.3%
Owned Free and Clear	3.0%	7.5%	11.1%
Renter Occupied	47.2%	41.2%	38.6%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	170	156	154
Percent of Income for Mortgage	12.6%	13.9%	14.1%
Wealth Index	110	104	122
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,844	35,018	69,745
Housing Units Inside Urbanized Area	100.0%	99.1%	97.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.9%	3.0%
2010 Population By Urban/ Rural Status			
Total Population	15,076	83,394	165,795
Population Inside Urbanized Area	100.0%	99.0%	96.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	3.5%

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

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

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 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Soccer Moms (4A)	Pleasantville (2B)	Bright Young Professionals (8C)
3.	Pleasantville (2B)	Bright Young Professionals	Pleasantville (2B)
2020 Consumer Spending			
Apparel & Services: Total \$	\$19,515,208	\$82,559,506	\$169,432,235
Average Spent	\$2,676.25	\$2,385.29	\$2,500.07
Spending Potential Index	125	111	117
Education: Total \$	\$16,666,668	\$72,284,274	\$148,543,300
Average Spent	\$2,285.61	\$2,088.42	\$2,191.84
Spending Potential Index	128	117	123
Entertainment/Recreation: Total \$	\$27,967,687	\$119,877,551	\$249,631,319
Average Spent	\$3,835.39	\$3,463.47	\$3,683.45
Spending Potential Index	118	107	113
Food at Home: Total \$	\$46,614,430	\$199,470,599	\$413,407,608
Average Spent	\$6,392.54	\$5,763.05	\$6,100.07
Spending Potential Index	120	108	114
Food Away from Home: Total \$	\$34,870,304	\$145,085,294	\$296,915,195
Average Spent	\$4,781.99	\$4,191.76	\$4,381.15
Spending Potential Index	127	111	116
Health Care: Total \$	\$46,850,783	\$203,583,412	\$432,298,307
Average Spent	\$6,424.96	\$5,881.87	\$6,378.81
Spending Potential Index	112	102	111
HH Furnishings & Equipment: Total \$	\$18,823,142	\$80,767,933	\$168,769,352
Average Spent	\$2,581.34	\$2,333.52	\$2,490.29
Spending Potential Index	118	107	114
Personal Care Products & Services: Total \$	\$8,273,088	\$34,866,752	\$72,301,557
Average Spent	\$1,134.54	\$1,007.36	\$1,066.85
Spending Potential Index	123	110	116
Shelter: Total \$	\$181,412,337	\$767,199,331	\$1,570,789,225
Average Spent	\$24,878.27	\$22,165.70	\$23,177.90
Spending Potential Index	128	114	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,682,157	\$80,759,025	\$172,436,900
Average Spent	\$2,562.01	\$2,333.27	\$2,544.41
Spending Potential Index	109	100	109
Travel: Total \$	\$22,260,228	\$93,233,242	\$192,684,120
Average Spent	\$3,052.69	\$2,693.67	\$2,843.16
Spending Potential Index	127	112	118
Vehicle Maintenance & Repairs: Total \$	\$9,463,102	\$41,713,830	\$88,543,069
Average Spent	\$1,297.74	\$1,205.18	\$1,306.50
Spending Potential Index	112	104	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 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.

9307 Lyons Mill Rd, Owings Mills, Maryland, 21117 2
 9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	75.2%	Population	17,163	17,760
Soccer Moms (4A)	18.1%	Households	7,292	7,516
Pleasantville (2B)	4.3%	Families	4,247	4,347
Home Improvement (4B)	2.3%	Median Age	37.0	37.8
	0.0%	Median Household Income	\$92,453	\$100,612
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,676.25	\$19,515,208
Men's		125	\$524.25	\$3,822,831
Women's		126	\$946.80	\$6,904,073
Children's		125	\$397.76	\$2,900,491
Footwear		122	\$584.43	\$4,261,700
Watches & Jewelry		126	\$146.65	\$1,069,402
Apparel Products and Services (1)		132	\$76.35	\$556,711
Computer				
Computers and Hardware for Home Use		129	\$209.40	\$1,526,929
Portable Memory		127	\$4.92	\$35,875
Computer Software		131	\$12.73	\$92,849
Computer Accessories		118	\$20.84	\$151,990
Entertainment & Recreation		118	\$3,835.39	\$27,967,687
Fees and Admissions		133	\$954.85	\$6,962,768
Membership Fees for Clubs (2)		133	\$318.59	\$2,323,176
Fees for Participant Sports, excl. Trips		137	\$134.80	\$982,957
Tickets to Theatre/Operas/Concerts		129	\$104.30	\$760,538
Tickets to Movies		130	\$74.64	\$544,263
Tickets to Parks or Museums		132	\$43.33	\$315,946
Admission to Sporting Events, excl. Trips		127	\$79.82	\$582,018
Fees for Recreational Lessons		137	\$198.22	\$1,445,402
Dating Services		143	\$1.16	\$8,467
TV/Video/Audio		113	\$1,314.80	\$9,587,549
Cable and Satellite Television Services		109	\$884.63	\$6,450,747
Televisions		116	\$125.23	\$913,145
Satellite Dishes		105	\$1.23	\$9,004
VCRs, Video Cameras, and DVD Players		117	\$6.13	\$44,720
Miscellaneous Video Equipment		118	\$29.41	\$214,474
Video Cassettes and DVDs		115	\$11.53	\$84,098
Video Game Hardware/Accessories		124	\$35.10	\$255,925
Video Game Software		123	\$20.19	\$147,207
Rental/Streaming/Downloaded Video		127	\$68.35	\$498,438
Installation of Televisions		128	\$1.38	\$10,080
Audio (3)		121	\$128.88	\$939,814
Rental and Repair of TV/Radio/Sound Equipment		112	\$2.73	\$19,898
Pets		111	\$770.35	\$5,617,374
Toys/Games/Crafts/Hobbies (4)		118	\$143.98	\$1,049,884
Recreational Vehicles and Fees (5)		116	\$180.58	\$1,316,815
Sports/Recreation/Exercise Equipment (6)		119	\$242.11	\$1,765,433
Photo Equipment and Supplies (7)		130	\$66.45	\$484,528
Reading (8)		117	\$125.76	\$917,035
Catered Affairs (9)		122	\$36.52	\$266,301
Food		123	\$11,174.54	\$81,484,734
Food at Home		120	\$6,392.54	\$46,614,430
Bakery and Cereal Products		118	\$819.01	\$5,972,192
Meats, Poultry, Fish, and Eggs		120	\$1,403.47	\$10,234,115
Dairy Products		119	\$657.40	\$4,793,772
Fruits and Vegetables		123	\$1,284.60	\$9,367,319
Snacks and Other Food at Home (10)		118	\$2,228.06	\$16,247,032
Food Away from Home		127	\$4,781.99	\$34,870,304
Alcoholic Beverages		134	\$836.18	\$6,097,446

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9307 Lyons Mill Rd, Owings Mills, Maryland, 21117 2
 9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.39340
 Longitude: -76.79491

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$28,523.43	\$207,992,865
Value of Retirement Plans	117	\$111,813.40	\$815,343,339
Value of Other Financial Assets	118	\$9,628.58	\$70,211,612
Vehicle Loan Amount excluding Interest	122	\$3,551.05	\$25,894,247
Value of Credit Card Debt	123	\$3,195.60	\$23,302,304
Health			
Nonprescription Drugs	109	\$161.54	\$1,177,966
Prescription Drugs	98	\$342.37	\$2,496,538
Eyeglasses and Contact Lenses	110	\$102.81	\$749,689
Home			
Mortgage Payment and Basics (11)	125	\$13,104.36	\$95,557,014
Maintenance and Remodeling Services	122	\$3,124.13	\$22,781,136
Maintenance and Remodeling Materials (12)	116	\$636.92	\$4,644,435
Utilities, Fuel, and Public Services	112	\$5,493.06	\$40,055,414
Household Furnishings and Equipment			
Household Textiles (13)	117	\$118.19	\$861,840
Furniture	119	\$760.85	\$5,548,090
Rugs	114	\$40.03	\$291,916
Major Appliances (14)	112	\$400.36	\$2,919,399
Housewares (15)	117	\$113.63	\$828,625
Small Appliances	119	\$58.88	\$429,351
Luggage	131	\$19.29	\$140,697
Telephones and Accessories	122	\$107.45	\$783,504
Household Operations			
Child Care	150	\$774.73	\$5,649,345
Lawn and Garden (16)	114	\$554.86	\$4,046,043
Moving/Storage/Freight Express	135	\$81.11	\$591,441
Housekeeping Supplies (17)	115	\$893.29	\$6,513,885
Insurance			
Owners and Renters Insurance	106	\$633.03	\$4,616,075
Vehicle Insurance	116	\$2,083.49	\$15,192,839
Life/Other Insurance	111	\$603.11	\$4,397,903
Health Insurance	114	\$4,218.42	\$30,760,709
Personal Care Products (18)	122	\$608.92	\$4,440,255
School Books and Supplies (19)	125	\$184.89	\$1,348,238
Smoking Products	98	\$395.10	\$2,881,049
Transportation			
Payments on Vehicles excluding Leases	115	\$2,979.62	\$21,727,388
Gasoline and Motor Oil	117	\$2,779.09	\$20,265,139
Vehicle Maintenance and Repairs	112	\$1,297.74	\$9,463,102
Travel			
Airline Fares	135	\$806.82	\$5,883,332
Lodging on Trips	124	\$803.92	\$5,862,191
Auto/Truck Rental on Trips	135	\$38.81	\$282,971
Food and Drink on Trips	125	\$718.05	\$5,236,002

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9307 Lyons Mill Rd, Owings Mills, Maryland, 21117 2
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 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	35.4%	Population	87,646	90,093
Pleasantville (2B)	12.3%	Households	34,612	35,622
Bright Young Professionals (8C)	7.6%	Families	21,391	21,843
Soccer Moms (4A)	6.7%	Median Age	37.3	37.7
Young and Restless (11B)	5.1%	Median Household Income	\$79,792	\$85,003
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,385.29	\$82,559,506
Men's		112	\$470.25	\$16,276,241
Women's		111	\$836.93	\$28,967,901
Children's		111	\$351.84	\$12,177,858
Footwear		111	\$532.39	\$18,427,080
Watches & Jewelry		108	\$126.36	\$4,373,543
Apparel Products and Services (1)		117	\$67.52	\$2,336,883
Computer				
Computers and Hardware for Home Use		115	\$187.10	\$6,475,829
Portable Memory		112	\$4.34	\$150,147
Computer Software		117	\$11.35	\$392,841
Computer Accessories		110	\$19.33	\$669,208
Entertainment & Recreation		107	\$3,463.47	\$119,877,551
Fees and Admissions		116	\$835.67	\$28,924,049
Membership Fees for Clubs (2)		117	\$280.26	\$9,700,257
Fees for Participant Sports, excl. Trips		115	\$112.99	\$3,910,879
Tickets to Theatre/Operas/Concerts		117	\$94.88	\$3,284,035
Tickets to Movies		115	\$65.70	\$2,274,032
Tickets to Parks or Museums		113	\$37.30	\$1,291,195
Admission to Sporting Events, excl. Trips		109	\$68.64	\$2,375,720
Fees for Recreational Lessons		121	\$174.84	\$6,051,709
Dating Services		130	\$1.05	\$36,222
TV/Video/Audio		104	\$1,210.46	\$41,896,503
Cable and Satellite Television Services		102	\$823.45	\$28,501,132
Televisions		106	\$113.97	\$3,944,605
Satellite Dishes		100	\$1.17	\$40,380
VCRs, Video Cameras, and DVD Players		104	\$5.45	\$188,637
Miscellaneous Video Equipment		105	\$26.19	\$906,424
Video Cassettes and DVDs		105	\$10.45	\$361,626
Video Game Hardware/Accessories		111	\$31.57	\$1,092,811
Video Game Software		111	\$18.31	\$633,882
Rental/Streaming/Downloaded Video		112	\$60.45	\$2,092,313
Installation of Televisions		108	\$1.17	\$40,656
Audio (3)		109	\$115.62	\$4,001,746
Rental and Repair of TV/Radio/Sound Equipment		110	\$2.67	\$92,289
Pets		100	\$693.53	\$24,004,337
Toys/Games/Crafts/Hobbies (4)		107	\$130.42	\$4,514,082
Recreational Vehicles and Fees (5)		109	\$170.44	\$5,899,269
Sports/Recreation/Exercise Equipment (6)		106	\$213.94	\$7,405,045
Photo Equipment and Supplies (7)		115	\$58.83	\$2,036,053
Reading (8)		108	\$115.94	\$4,013,023
Catered Affairs (9)		115	\$34.24	\$1,185,189
Food		109	\$9,954.81	\$344,555,893
Food at Home		108	\$5,763.05	\$199,470,599
Bakery and Cereal Products		107	\$744.47	\$25,767,590
Meats, Poultry, Fish, and Eggs		108	\$1,265.13	\$43,788,666
Dairy Products		108	\$592.69	\$20,514,324
Fruits and Vegetables		110	\$1,154.00	\$39,942,336
Snacks and Other Food at Home (10)		107	\$2,006.75	\$69,457,683
Food Away from Home		111	\$4,191.76	\$145,085,294
Alcoholic Beverages		116	\$719.26	\$24,894,924

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 9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Ring: 3 mile radius

Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	106	\$25,811.76	\$893,396,594
Value of Retirement Plans	106	\$100,952.98	\$3,494,184,642
Value of Other Financial Assets	105	\$8,590.91	\$297,348,725
Vehicle Loan Amount excluding Interest	106	\$3,099.49	\$107,279,691
Value of Credit Card Debt	109	\$2,842.20	\$98,374,157
Health			
Nonprescription Drugs	100	\$148.11	\$5,126,523
Prescription Drugs	94	\$327.80	\$11,345,903
Eyeglasses and Contact Lenses	101	\$94.90	\$3,284,737
Home			
Mortgage Payment and Basics (11)	109	\$11,422.80	\$395,366,108
Maintenance and Remodeling Services	107	\$2,760.41	\$95,543,404
Maintenance and Remodeling Materials (12)	101	\$553.92	\$19,172,373
Utilities, Fuel, and Public Services	104	\$5,060.95	\$175,169,563
Household Furnishings and Equipment			
Household Textiles (13)	107	\$108.81	\$3,766,104
Furniture	108	\$693.91	\$24,017,542
Rugs	104	\$36.56	\$1,265,337
Major Appliances (14)	102	\$365.59	\$12,653,903
Housewares (15)	105	\$101.72	\$3,520,767
Small Appliances	108	\$53.37	\$1,847,102
Luggage	116	\$17.07	\$590,728
Telephones and Accessories	112	\$98.88	\$3,422,361
Household Operations			
Child Care	123	\$634.17	\$21,949,747
Lawn and Garden (16)	102	\$499.08	\$17,274,226
Moving/Storage/Freight Express	118	\$70.85	\$2,452,196
Housekeeping Supplies (17)	104	\$809.63	\$28,022,784
Insurance			
Owners and Renters Insurance	96	\$576.60	\$19,957,188
Vehicle Insurance	106	\$1,903.35	\$65,878,869
Life/Other Insurance	102	\$550.11	\$19,040,270
Health Insurance	104	\$3,840.71	\$132,934,513
Personal Care Products (18)	108	\$539.01	\$18,656,289
School Books and Supplies (19)	112	\$164.45	\$5,691,772
Smoking Products	96	\$386.20	\$13,367,245
Transportation			
Payments on Vehicles excluding Leases	102	\$2,626.06	\$90,893,173
Gasoline and Motor Oil	105	\$2,487.20	\$86,087,133
Vehicle Maintenance and Repairs	104	\$1,205.18	\$41,713,830
Travel			
Airline Fares	117	\$702.10	\$24,301,209
Lodging on Trips	110	\$716.67	\$24,805,403
Auto/Truck Rental on Trips	117	\$33.59	\$1,162,550
Food and Drink on Trips	111	\$635.96	\$22,011,880

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9307 Lyons Mill Rd, Owings Mills, Maryland, 21117 2
 9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Ring: 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	19.7%	Population	171,213	174,215
Bright Young Professionals (8C)	9.1%	Households	67,771	68,930
Pleasantville (2B)	9.1%	Families	42,947	43,412
Parks and Rec (5C)	7.8%	Median Age	39.3	39.8
Savvy Suburbanites (1D)	7.0%	Median Household Income	\$79,792	\$84,747
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		117	\$2,500.07	\$169,432,235
Men's		117	\$491.94	\$33,339,231
Women's		117	\$881.12	\$59,714,337
Children's		114	\$363.98	\$24,667,075
Footwear		117	\$560.41	\$37,979,857
Watches & Jewelry		113	\$132.17	\$8,957,058
Apparel Products and Services (1)		122	\$70.45	\$4,774,678
Computer				
Computers and Hardware for Home Use		120	\$195.14	\$13,224,579
Portable Memory		117	\$4.53	\$306,928
Computer Software		121	\$11.74	\$795,506
Computer Accessories		118	\$20.77	\$1,407,557
Entertainment & Recreation		113	\$3,683.45	\$249,631,319
Fees and Admissions		122	\$873.50	\$59,197,691
Membership Fees for Clubs (2)		123	\$293.91	\$19,918,695
Fees for Participant Sports, excl. Trips		120	\$118.30	\$8,017,246
Tickets to Theatre/Operas/Concerts		124	\$100.18	\$6,789,032
Tickets to Movies		119	\$68.08	\$4,613,965
Tickets to Parks or Museums		117	\$38.48	\$2,607,571
Admission to Sporting Events, excl. Trips		116	\$72.70	\$4,927,153
Fees for Recreational Lessons		125	\$180.76	\$12,250,055
Dating Services		135	\$1.09	\$73,974
TV/Video/Audio		112	\$1,302.17	\$88,249,317
Cable and Satellite Television Services		110	\$893.16	\$60,530,538
Televisions		113	\$121.40	\$8,227,105
Satellite Dishes		109	\$1.28	\$86,778
VCRs, Video Cameras, and DVD Players		111	\$5.80	\$393,006
Miscellaneous Video Equipment		113	\$28.10	\$1,904,311
Video Cassettes and DVDs		112	\$11.15	\$755,718
Video Game Hardware/Accessories		115	\$32.74	\$2,218,879
Video Game Software		116	\$19.09	\$1,293,848
Rental/Streaming/Downloaded Video		117	\$62.96	\$4,266,950
Installation of Televisions		119	\$1.28	\$86,410
Audio (3)		115	\$122.36	\$8,292,517
Rental and Repair of TV/Radio/Sound Equipment		117	\$2.85	\$193,257
Pets		107	\$741.32	\$50,239,979
Toys/Games/Crafts/Hobbies (4)		113	\$137.70	\$9,332,283
Recreational Vehicles and Fees (5)		116	\$180.59	\$12,238,824
Sports/Recreation/Exercise Equipment (6)		112	\$226.25	\$15,333,364
Photo Equipment and Supplies (7)		119	\$60.99	\$4,133,673
Reading (8)		116	\$125.00	\$8,471,496
Catered Affairs (9)		120	\$35.93	\$2,434,692
Food		115	\$10,481.22	\$710,322,803
Food at Home		114	\$6,100.07	\$413,407,608
Bakery and Cereal Products		114	\$790.34	\$53,562,109
Meats, Poultry, Fish, and Eggs		115	\$1,337.26	\$90,627,416
Dairy Products		114	\$627.50	\$42,526,529
Fruits and Vegetables		116	\$1,216.32	\$82,431,372
Snacks and Other Food at Home (10)		113	\$2,128.64	\$144,260,184
Food Away from Home		116	\$4,381.15	\$296,915,195
Alcoholic Beverages		120	\$748.78	\$50,745,672

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 Ring: 5 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	116	\$28,383.11	\$1,923,551,761
Value of Retirement Plans	116	\$110,526.11	\$7,490,464,718
Value of Other Financial Assets	116	\$9,492.03	\$643,284,543
Vehicle Loan Amount excluding Interest	112	\$3,276.05	\$222,021,197
Value of Credit Card Debt	116	\$3,005.62	\$203,694,183
Health			
Nonprescription Drugs	109	\$161.24	\$10,927,212
Prescription Drugs	105	\$367.56	\$24,909,718
Eyeglasses and Contact Lenses	110	\$102.83	\$6,968,833
Home			
Mortgage Payment and Basics (11)	116	\$12,132.14	\$822,207,074
Maintenance and Remodeling Services	115	\$2,964.50	\$200,906,976
Maintenance and Remodeling Materials (12)	107	\$590.89	\$40,045,315
Utilities, Fuel, and Public Services	111	\$5,433.51	\$368,234,295
Household Furnishings and Equipment			
Household Textiles (13)	115	\$116.25	\$7,878,349
Furniture	115	\$739.41	\$50,110,468
Rugs	113	\$39.61	\$2,684,652
Major Appliances (14)	110	\$395.57	\$26,807,919
Housewares (15)	112	\$108.55	\$7,356,764
Small Appliances	114	\$56.50	\$3,829,353
Luggage	122	\$17.90	\$1,213,046
Telephones and Accessories	120	\$105.60	\$7,156,745
Household Operations			
Child Care	123	\$636.38	\$43,128,072
Lawn and Garden (16)	111	\$541.97	\$36,729,533
Moving/Storage/Freight Express	122	\$73.51	\$4,981,552
Housekeeping Supplies (17)	112	\$867.32	\$58,779,178
Insurance			
Owners and Renters Insurance	106	\$634.27	\$42,985,018
Vehicle Insurance	112	\$2,024.36	\$137,193,222
Life/Other Insurance	111	\$599.70	\$40,642,471
Health Insurance	112	\$4,148.22	\$281,128,886
Personal Care Products (18)	114	\$568.72	\$38,542,801
School Books and Supplies (19)	117	\$171.89	\$11,649,173
Smoking Products	104	\$419.80	\$28,450,434
Transportation			
Payments on Vehicles excluding Leases	108	\$2,792.65	\$189,260,870
Gasoline and Motor Oil	111	\$2,629.34	\$178,192,935
Vehicle Maintenance and Repairs	113	\$1,306.50	\$88,543,069
Travel			
Airline Fares	122	\$731.73	\$49,589,773
Lodging on Trips	117	\$761.98	\$51,640,144
Auto/Truck Rental on Trips	122	\$35.08	\$2,377,649
Food and Drink on Trips	117	\$671.83	\$45,530,403

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

9307 Lyons Mill Rd, Owings Mills, Maryland, 21117 2
 9307 Lyons Mill Rd, Owings Mills, Maryland, 21117
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39340
 Longitude: -76.79491

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	311				2,924				6,283			
Total Employees:	3,851				38,367				67,240			
Total Residential Population:	17,163				87,646				171,213			
Employee/Residential Population Ratio (per 100 Residents)	22				44				39			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.3%	41	1.1%	32	1.1%	232	0.6%	80	1.3%	588	0.9%
Construction	13	4.2%	58	1.5%	154	5.3%	1,476	3.8%	346	5.5%	2,982	4.4%
Manufacturing	4	1.3%	52	1.4%	50	1.7%	1,087	2.8%	105	1.7%	2,176	3.2%
Transportation	7	2.3%	30	0.8%	62	2.1%	395	1.0%	135	2.1%	794	1.2%
Communication	3	1.0%	11	0.3%	19	0.6%	133	0.3%	44	0.7%	376	0.6%
Utility	0	0.0%	0	0.0%	4	0.1%	75	0.2%	11	0.2%	206	0.3%
Wholesale Trade	4	1.3%	257	6.7%	59	2.0%	2,481	6.5%	135	2.1%	3,113	4.6%
Retail Trade Summary	42	13.5%	469	12.2%	503	17.2%	8,243	21.5%	1,018	16.2%	13,165	19.6%
Home Improvement	0	0.0%	15	0.4%	13	0.4%	337	0.9%	26	0.4%	412	0.6%
General Merchandise Stores	3	1.0%	38	1.0%	30	1.0%	1,360	3.5%	55	0.9%	1,733	2.6%
Food Stores	4	1.3%	152	3.9%	48	1.6%	1,288	3.4%	107	1.7%	1,981	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	0.3%	20	0.5%	52	1.8%	804	2.1%	103	1.6%	1,457	2.2%
Apparel & Accessory Stores	2	0.6%	4	0.1%	27	0.9%	195	0.5%	63	1.0%	351	0.5%
Furniture & Home Furnishings	2	0.6%	17	0.4%	37	1.3%	509	1.3%	67	1.1%	700	1.0%
Eating & Drinking Places	16	5.1%	174	4.5%	169	5.8%	2,816	7.3%	307	4.9%	4,472	6.7%
Miscellaneous Retail	13	4.2%	50	1.3%	125	4.3%	934	2.4%	289	4.6%	2,059	3.1%
Finance, Insurance, Real Estate Summary	47	15.1%	1,023	26.6%	362	12.4%	8,372	21.8%	787	12.5%	11,710	17.4%
Banks, Savings & Lending Institutions	9	2.9%	53	1.4%	60	2.1%	414	1.1%	113	1.8%	834	1.2%
Securities Brokers	5	1.6%	39	1.0%	45	1.5%	317	0.8%	110	1.8%	682	1.0%
Insurance Carriers & Agents	7	2.3%	712	18.5%	72	2.5%	5,972	15.6%	145	2.3%	6,458	9.6%
Real Estate, Holding, Other Investment Offices	27	8.7%	218	5.7%	186	6.4%	1,668	4.3%	418	6.7%	3,735	5.6%
Services Summary	134	43.1%	1,805	46.9%	1,265	43.3%	15,487	40.4%	2,682	42.7%	30,765	45.8%
Hotels & Lodging	1	0.3%	15	0.4%	5	0.2%	154	0.4%	16	0.3%	456	0.7%
Automotive Services	1	0.3%	6	0.2%	76	2.6%	463	1.2%	164	2.6%	872	1.3%
Motion Pictures & Amusements	8	2.6%	31	0.8%	69	2.4%	443	1.2%	135	2.1%	1,117	1.7%
Health Services	25	8.0%	184	4.8%	237	8.1%	4,153	10.8%	479	7.6%	7,253	10.8%
Legal Services	8	2.6%	79	2.1%	56	1.9%	489	1.3%	153	2.4%	1,082	1.6%
Education Institutions & Libraries	5	1.6%	703	18.3%	54	1.8%	3,538	9.2%	114	1.8%	5,301	7.9%
Other Services	86	27.7%	786	20.4%	767	26.2%	6,247	16.3%	1,621	25.8%	14,684	21.8%
Government	0	0.0%	0	0.0%	10	0.3%	125	0.3%	31	0.5%	901	1.3%
Unclassified Establishments	56	18.0%	105	2.7%	404	13.8%	260	0.7%	909	14.5%	465	0.7%
Totals	311	100.0%	3,851	100.0%	2,924	100.0%	38,367	100.0%	6,283	100.0%	67,240	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%	4	0.1%	11	0.0%	11	0.2%	49	0.1%
Mining	0	0.0%	0	0.0%	2	0.1%	11	0.0%	2	0.0%	11	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	61	0.2%	4	0.1%	80	0.1%
Construction	15	4.8%	71	1.8%	162	5.5%	1,519	4.0%	368	5.9%	3,189	4.7%
Manufacturing	3	1.0%	48	1.2%	56	1.9%	1,125	2.9%	117	1.9%	2,238	3.3%
Wholesale Trade	3	1.0%	252	6.5%	54	1.8%	2,457	6.4%	124	2.0%	3,026	4.5%
Retail Trade	25	8.0%	283	7.3%	319	10.9%	5,286	13.8%	680	10.8%	8,398	12.5%
Motor Vehicle & Parts Dealers	0	0.0%	4	0.1%	40	1.4%	749	2.0%	72	1.1%	1,307	1.9%
Furniture & Home Furnishings Stores	1	0.3%	3	0.1%	21	0.7%	340	0.9%	32	0.5%	407	0.6%
Electronics & Appliance Stores	1	0.3%	14	0.4%	13	0.4%	164	0.4%	26	0.4%	277	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	15	0.4%	13	0.4%	337	0.9%	26	0.4%	412	0.6%
Food & Beverage Stores	4	1.3%	133	3.5%	43	1.5%	1,147	3.0%	93	1.5%	1,716	2.6%
Health & Personal Care Stores	6	1.9%	42	1.1%	51	1.7%	471	1.2%	99	1.6%	841	1.3%
Gasoline Stations	1	0.3%	15	0.4%	12	0.4%	56	0.1%	31	0.5%	151	0.2%
Clothing & Clothing Accessories Stores	2	0.6%	4	0.1%	34	1.2%	281	0.7%	82	1.3%	494	0.7%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.0%	12	0.4%	101	0.3%	32	0.5%	207	0.3%
General Merchandise Stores	3	1.0%	38	1.0%	30	1.0%	1,360	3.5%	55	0.9%	1,733	2.6%
Miscellaneous Store Retailers	3	1.0%	14	0.4%	33	1.1%	278	0.7%	90	1.4%	804	1.2%
Nonstore Retailers	3	1.0%	0	0.0%	18	0.6%	5	0.0%	41	0.7%	51	0.1%
Transportation & Warehousing	3	1.0%	15	0.4%	47	1.6%	295	0.8%	105	1.7%	591	0.9%
Information	10	3.2%	75	1.9%	63	2.2%	628	1.6%	117	1.9%	1,135	1.7%
Finance & Insurance	21	6.8%	805	20.9%	185	6.3%	6,801	17.7%	383	6.1%	8,105	12.1%
Central Bank/Credit Intermediation & Related Activities	9	2.9%	53	1.4%	61	2.1%	413	1.1%	114	1.8%	833	1.2%
Securities, Commodity Contracts & Other Financial	5	1.6%	39	1.0%	53	1.8%	416	1.1%	122	1.9%	802	1.2%
Insurance Carriers & Related Activities; Funds, Trusts &	7	2.3%	712	18.5%	72	2.5%	5,972	15.6%	147	2.3%	6,469	9.6%
Real Estate, Rental & Leasing	25	8.0%	195	5.1%	189	6.5%	1,502	3.9%	407	6.5%	3,326	4.9%
Professional, Scientific & Tech Services	40	12.9%	403	10.5%	303	10.4%	2,711	7.1%	661	10.5%	5,903	8.8%
Legal Services	9	2.9%	82	2.1%	72	2.5%	592	1.5%	182	2.9%	1,230	1.8%
Management of Companies & Enterprises	2	0.6%	13	0.3%	7	0.2%	44	0.1%	29	0.5%	223	0.3%
Administrative & Support & Waste Management & Remediation	13	4.2%	95	2.5%	118	4.0%	831	2.2%	265	4.2%	2,344	3.5%
Educational Services	5	1.6%	704	18.3%	68	2.3%	3,564	9.3%	147	2.3%	5,382	8.0%
Health Care & Social Assistance	37	11.9%	403	10.5%	357	12.2%	5,571	14.5%	715	11.4%	10,626	15.8%
Arts, Entertainment & Recreation	8	2.6%	27	0.7%	53	1.8%	363	0.9%	102	1.6%	991	1.5%
Accommodation & Food Services	18	5.8%	201	5.2%	182	6.2%	3,072	8.0%	341	5.4%	5,134	7.6%
Accommodation	1	0.3%	15	0.4%	5	0.2%	154	0.4%	16	0.3%	456	0.7%
Food Services & Drinking Places	17	5.5%	186	4.8%	177	6.1%	2,918	7.6%	325	5.2%	4,677	7.0%
Other Services (except Public Administration)	29	9.3%	156	4.1%	340	11.6%	2,110	5.5%	764	12.2%	5,103	7.6%
Automotive Repair & Maintenance	1	0.3%	6	0.2%	55	1.9%	311	0.8%	123	2.0%	627	0.9%
Public Administration	0	0.0%	0	0.0%	11	0.4%	145	0.4%	32	0.5%	921	1.4%
Unclassified Establishments	56	18.0%	105	2.7%	404	13.8%	260	0.7%	909	14.5%	465	0.7%
Total	311	100.0%	3,851	100.0%	2,924	100.0%	38,367	100.0%	6,283	100.0%	67,240	100.0%

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