

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	16,885	92,669	268,984
2010 Total Population	18,304	96,838	275,208
2018 Total Population	20,594	101,454	280,552
2018 Group Quarters	4,037	9,238	17,402
2023 Total Population	21,663	103,780	282,122
2018-2023 Annual Rate	1.02%	0.45%	0.11%
2018 Total Daytime Population	39,008	122,800	272,810
Workers	28,824	72,162	137,193
Residents	10,184	50,638	135,617
Household Summary			
2000 Households	7,074	38,104	110,924
2000 Average Household Size	1.93	2.25	2.29
2010 Households	7,207	37,944	110,889
2010 Average Household Size	2.00	2.32	2.33
2018 Households	8,193	39,327	111,673
2018 Average Household Size	2.02	2.34	2.36
2023 Households	8,692	40,152	111,846
2023 Average Household Size	2.03	2.35	2.37
2018-2023 Annual Rate	1.19%	0.42%	0.03%
2010 Families	2,989	22,099	65,333
2010 Average Family Size	2.84	2.96	2.98
2018 Families	3,306	22,472	65,088
2018 Average Family Size	2.94	3.04	3.05
2023 Families	3,467	22,746	64,892
2023 Average Family Size	2.97	3.07	3.08
2018-2023 Annual Rate	0.96%	0.24%	-0.06%
Housing Unit Summary			
2000 Housing Units	7,430	39,613	117,044
Owner Occupied Housing Units	46.7%	63.7%	60.5%
Renter Occupied Housing Units	48.5%	32.5%	34.3%
Vacant Housing Units	4.8%	3.8%	5.2%
2010 Housing Units	7,909	40,663	118,985
Owner Occupied Housing Units	43.3%	61.1%	59.0%
Renter Occupied Housing Units	47.8%	32.2%	34.1%
Vacant Housing Units	8.9%	6.7%	6.8%
2018 Housing Units	8,777	42,077	121,292
Owner Occupied Housing Units	40.2%	59.3%	57.6%
Renter Occupied Housing Units	53.1%	34.2%	34.5%
Vacant Housing Units	6.7%	6.5%	7.9%
2023 Housing Units	9,192	42,935	122,789
Owner Occupied Housing Units	41.1%	59.8%	57.7%
Renter Occupied Housing Units	53.5%	33.8%	33.4%
Vacant Housing Units	5.4%	6.5%	8.9%
Median Household Income			
2018	\$56,178	\$77,543	\$69,663
2023	\$65,324	\$88,735	\$81,637
Median Home Value			
2018	\$313,218	\$334,997	\$278,547
2023	\$341,330	\$361,755	\$311,880
Per Capita Income			
2018	\$38,617	\$44,025	\$40,935
2023	\$44,123	\$50,378	\$47,349
Median Age			
2010	35.2	37.8	38.0
2018	35.9	38.7	39.2
2023	37.2	39.3	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	8,193	39,320	111,661
<\$15,000	16.9%	10.4%	9.7%
\$15,000 - \$24,999	10.0%	6.6%	7.3%
\$25,000 - \$34,999	8.5%	7.1%	7.8%
\$35,000 - \$49,999	9.9%	9.3%	10.8%
\$50,000 - \$74,999	14.5%	15.0%	17.2%
\$75,000 - \$99,999	11.2%	12.4%	13.0%
\$100,000 - \$149,999	13.1%	16.7%	16.1%
\$150,000 - \$199,999	7.1%	9.9%	7.9%
\$200,000+	8.7%	12.6%	10.3%
Average Household Income	\$84,828	\$109,439	\$99,303
2023 Households by Income			
Household Income Base	8,692	40,145	111,834
<\$15,000	15.8%	9.5%	8.7%
\$15,000 - \$24,999	8.8%	5.7%	6.2%
\$25,000 - \$34,999	7.4%	5.7%	6.2%
\$35,000 - \$49,999	8.5%	7.6%	8.8%
\$50,000 - \$74,999	13.7%	13.5%	15.6%
\$75,000 - \$99,999	11.9%	12.9%	13.7%
\$100,000 - \$149,999	15.1%	19.2%	19.1%
\$150,000 - \$199,999	8.2%	10.9%	9.1%
\$200,000+	10.5%	14.9%	12.6%
Average Household Income	\$98,433	\$126,168	\$115,950
2018 Owner Occupied Housing Units by Value			
Total	3,532	24,946	69,790
<\$50,000	1.0%	0.9%	1.5%
\$50,000 - \$99,999	0.7%	1.0%	3.3%
\$100,000 - \$149,999	3.1%	4.4%	9.1%
\$150,000 - \$199,999	8.0%	9.5%	15.1%
\$200,000 - \$249,999	12.9%	11.3%	13.7%
\$250,000 - \$299,999	20.5%	14.6%	12.8%
\$300,000 - \$399,999	28.6%	23.7%	18.2%
\$400,000 - \$499,999	12.2%	13.1%	9.6%
\$500,000 - \$749,999	10.1%	13.8%	10.0%
\$750,000 - \$999,999	2.4%	4.9%	4.3%
\$1,000,000 - \$1,499,999	0.3%	1.6%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.1%	0.7%	0.5%
Average Home Value	\$349,915	\$404,368	\$351,502
2023 Owner Occupied Housing Units by Value			
Total	3,775	25,659	70,840
<\$50,000	0.5%	0.5%	1.0%
\$50,000 - \$99,999	0.5%	0.7%	2.7%
\$100,000 - \$149,999	1.7%	3.2%	6.8%
\$150,000 - \$199,999	5.3%	7.6%	12.4%
\$200,000 - \$249,999	10.5%	9.7%	12.1%
\$250,000 - \$299,999	18.8%	13.1%	12.7%
\$300,000 - \$399,999	30.9%	24.5%	19.8%
\$400,000 - \$499,999	14.7%	15.0%	11.3%
\$500,000 - \$749,999	13.2%	16.3%	12.6%
\$750,000 - \$999,999	3.5%	6.2%	5.6%
\$1,000,000 - \$1,499,999	0.3%	1.8%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.4%
\$2,000,000 +	0.1%	0.8%	0.6%
Average Home Value	\$381,464	\$435,070	\$388,619

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	18,307	96,837	275,213
0 - 4	3.2%	5.1%	5.6%
5 - 9	3.3%	5.4%	5.4%
10 - 14	3.0%	5.5%	5.6%
15 - 24	28.7%	20.0%	17.2%
25 - 34	11.6%	10.9%	12.6%
35 - 44	9.5%	11.8%	12.2%
45 - 54	10.4%	13.3%	13.9%
55 - 64	8.9%	11.5%	12.4%
65 - 74	6.2%	6.8%	7.2%
75 - 84	8.4%	6.1%	5.3%
85 +	6.7%	3.7%	2.6%
18 +	88.1%	80.7%	79.8%
2018 Population by Age			
Total	20,597	101,457	280,551
0 - 4	3.0%	4.5%	5.0%
5 - 9	3.1%	5.0%	5.3%
10 - 14	3.2%	5.3%	5.5%
15 - 24	27.3%	19.4%	16.2%
25 - 34	12.6%	11.9%	13.1%
35 - 44	8.8%	10.7%	11.5%
45 - 54	9.5%	11.7%	11.9%
55 - 64	9.7%	12.3%	13.0%
65 - 74	7.7%	9.1%	9.8%
75 - 84	8.0%	6.1%	5.5%
85 +	7.1%	4.1%	3.1%
18 +	88.4%	82.0%	81.1%
2023 Population by Age			
Total	21,663	103,783	282,120
0 - 4	3.0%	4.5%	5.0%
5 - 9	3.0%	4.7%	5.0%
10 - 14	3.0%	4.9%	5.2%
15 - 24	26.1%	18.7%	15.6%
25 - 34	12.8%	12.4%	13.2%
35 - 44	9.2%	11.1%	12.1%
45 - 54	9.0%	11.0%	11.2%
55 - 64	9.4%	11.6%	12.2%
65 - 74	8.6%	10.0%	10.8%
75 - 84	9.0%	7.0%	6.6%
85 +	6.8%	4.1%	3.1%
18 +	88.7%	82.8%	81.7%
2010 Population by Sex			
Males	8,664	44,775	127,534
Females	9,640	52,063	147,674
2018 Population by Sex			
Males	9,779	47,210	130,514
Females	10,816	54,243	150,038
2023 Population by Sex			
Males	10,290	48,507	131,802
Females	11,373	55,274	150,320

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	18,304	96,837	275,208
White Alone	79.8%	74.9%	61.6%
Black Alone	11.5%	16.2%	29.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.2%	5.6%	5.2%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.4%	1.0%	1.1%
Two or More Races	1.9%	2.1%	2.1%
Hispanic Origin	4.1%	3.5%	3.3%
Diversity Index	39.9	45.0	55.9
2018 Population by Race/Ethnicity			
Total	20,595	101,453	280,552
White Alone	73.1%	69.6%	58.1%
Black Alone	14.9%	18.3%	30.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	7.1%	7.6%	6.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.1%	1.4%	1.4%
Two or More Races	2.6%	2.8%	2.7%
Hispanic Origin	6.3%	5.1%	4.6%
Diversity Index	50.5	52.6	60.2
2023 Population by Race/Ethnicity			
Total	21,663	103,781	282,122
White Alone	67.9%	65.4%	55.2%
Black Alone	17.3%	19.9%	31.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	8.7%	9.3%	8.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	1.8%	1.8%
Two or More Races	3.2%	3.4%	3.2%
Hispanic Origin	8.3%	6.5%	5.9%
Diversity Index	57.8	58.3	63.6
2010 Population by Relationship and Household Type			
Total	18,304	96,838	275,208
In Households	78.6%	90.8%	93.9%
In Family Households	47.5%	68.9%	72.7%
Householder	16.4%	22.8%	23.7%
Spouse	12.7%	17.1%	16.3%
Child	15.3%	24.8%	27.0%
Other relative	2.0%	2.8%	3.6%
Nonrelative	1.1%	1.5%	2.0%
In Nonfamily Households	31.2%	21.8%	21.2%
In Group Quarters	21.4%	9.2%	6.1%
Institutionalized Population	11.1%	3.4%	1.7%
Noninstitutionalized Population	10.2%	5.9%	4.4%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	13,073	66,783	191,038
Less than 9th Grade	2.7%	2.2%	2.4%
9th - 12th Grade, No Diploma	3.9%	2.8%	3.9%
High School Graduate	15.9%	15.2%	19.1%
GED/Alternative Credential	2.5%	1.9%	2.7%
Some College, No Degree	14.3%	14.4%	17.0%
Associate Degree	5.5%	6.1%	6.2%
Bachelor's Degree	26.9%	27.9%	24.2%
Graduate/Professional Degree	28.4%	29.4%	24.6%
2018 Population 15+ by Marital Status			
Total	18,693	86,459	236,490
Never Married	50.2%	41.5%	40.8%
Married	34.2%	44.2%	43.5%
Widowed	7.2%	6.1%	6.1%
Divorced	8.5%	8.2%	9.6%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.3%	96.2%	95.2%
Civilian Unemployed (Unemployment Rate)	2.7%	3.8%	4.8%
2018 Employed Population 16+ by Industry			
Total	9,577	50,807	146,822
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	1.8%	2.7%	3.9%
Manufacturing	4.0%	3.7%	4.1%
Wholesale Trade	1.3%	1.7%	1.6%
Retail Trade	10.8%	8.9%	8.5%
Transportation/Utilities	6.2%	3.4%	4.0%
Information	2.2%	2.1%	1.8%
Finance/Insurance/Real Estate	7.3%	9.1%	8.2%
Services	61.4%	62.0%	60.2%
Public Administration	4.8%	6.1%	7.4%
2018 Employed Population 16+ by Occupation			
Total	9,577	50,804	146,824
White Collar	74.4%	75.2%	72.3%
Management/Business/Financial	18.1%	18.7%	16.9%
Professional	30.6%	34.4%	32.6%
Sales	13.6%	12.0%	10.1%
Administrative Support	12.0%	10.2%	12.5%
Services	18.2%	16.1%	16.6%
Blue Collar	7.4%	8.7%	11.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	1.2%	1.7%	2.6%
Installation/Maintenance/Repair	1.8%	2.1%	2.1%
Production	1.9%	2.1%	2.6%
Transportation/Material Moving	2.5%	2.5%	3.8%
2010 Population By Urban/ Rural Status			
Total Population	18,304	96,838	275,208
Population Inside Urbanized Area	100.0%	99.4%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.6%	0.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

936 York Rd, Towson, Maryland, 21204
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40929
Longitude: -76.60864

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	7,208	37,944	110,889
Households with 1 Person	42.8%	31.5%	32.2%
Households with 2+ People	57.2%	68.5%	67.8%
Family Households	41.5%	58.2%	58.9%
Husband-wife Families	32.2%	43.6%	40.6%
With Related Children	12.3%	19.4%	17.2%
Other Family (No Spouse Present)	9.3%	14.6%	18.3%
Other Family with Male Householder	2.7%	3.5%	4.0%
With Related Children	1.2%	1.7%	2.0%
Other Family with Female Householder	6.6%	11.1%	14.3%
With Related Children	2.9%	6.3%	8.6%
Nonfamily Households	15.7%	10.3%	8.8%
All Households with Children	16.5%	27.7%	28.2%
Multigenerational Households	1.2%	2.3%	3.6%
Unmarried Partner Households	4.8%	5.2%	6.3%
Male-female	4.1%	4.3%	5.2%
Same-sex	0.7%	0.9%	1.0%
2010 Households by Size			
Total	7,206	37,943	110,889
1 Person Household	42.9%	31.5%	32.2%
2 Person Household	32.9%	33.8%	32.9%
3 Person Household	12.1%	15.8%	15.8%
4 Person Household	8.0%	12.5%	11.7%
5 Person Household	2.7%	4.5%	4.7%
6 Person Household	1.0%	1.4%	1.7%
7 + Person Household	0.4%	0.6%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	7,207	37,944	110,889
Owner Occupied	47.5%	65.5%	63.4%
Owned with a Mortgage/Loan	29.5%	46.6%	46.0%
Owned Free and Clear	18.0%	19.0%	17.4%
Renter Occupied	52.5%	34.5%	36.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,909	40,663	118,985
Housing Units Inside Urbanized Area	100.0%	99.4%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.6%	0.4%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

936 York Rd, Towson, Maryland, 21204
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40929
Longitude: -76.60864

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	College Towns (14B)	Urban Chic (2A)	Parks and Rec (5C)
2.	Social Security Set (9F)	Top Tier (1A)	Urban Chic (2A)
3.	Golden Years (9B)	College Towns (14B)	Exurbanites (1E)
2018 Consumer Spending			
Apparel & Services: Total \$	\$18,347,201	\$111,167,295	\$287,281,706
Average Spent	\$2,239.38	\$2,826.74	\$2,572.53
Spending Potential Index	103	130	118
Education: Total \$	\$13,553,889	\$82,052,400	\$204,125,646
Average Spent	\$1,654.33	\$2,086.41	\$1,827.89
Spending Potential Index	114	144	126
Entertainment/Recreation: Total \$	\$26,409,454	\$161,606,140	\$418,173,392
Average Spent	\$3,223.42	\$4,109.29	\$3,744.62
Spending Potential Index	100	128	116
Food at Home: Total \$	\$41,981,474	\$247,913,024	\$648,577,058
Average Spent	\$5,124.07	\$6,303.89	\$5,807.82
Spending Potential Index	102	126	116
Food Away from Home: Total \$	\$29,763,676	\$178,379,463	\$461,599,453
Average Spent	\$3,632.82	\$4,535.80	\$4,133.49
Spending Potential Index	103	129	118
Health Care: Total \$	\$45,724,383	\$278,493,448	\$728,606,991
Average Spent	\$5,580.91	\$7,081.48	\$6,524.47
Spending Potential Index	97	124	114
HH Furnishings & Equipment: Total \$	\$17,054,834	\$105,094,879	\$271,403,931
Average Spent	\$2,081.63	\$2,672.33	\$2,430.35
Spending Potential Index	100	128	116
Personal Care Products & Services: Total \$	\$6,875,030	\$42,123,426	\$108,981,267
Average Spent	\$839.13	\$1,071.11	\$975.90
Spending Potential Index	101	129	118
Shelter: Total \$	\$147,987,504	\$884,732,902	\$2,283,164,402
Average Spent	\$18,062.68	\$22,496.83	\$20,445.09
Spending Potential Index	108	134	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,852,755	\$130,118,143	\$333,546,512
Average Spent	\$2,545.19	\$3,308.62	\$2,986.81
Spending Potential Index	102	133	120
Travel: Total \$	\$17,549,078	\$113,708,424	\$288,931,361
Average Spent	\$2,141.96	\$2,891.36	\$2,587.30
Spending Potential Index	99	134	120
Vehicle Maintenance & Repairs: Total \$	\$8,866,178	\$53,251,537	\$138,424,139
Average Spent	\$1,082.17	\$1,354.07	\$1,239.55
Spending Potential Index	101	126	115

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

936 York Rd, Towson, Maryland, 21204
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.40929
 Longitude: -76.60864

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
College Towns (14B)	35.2%	Population	20,594	21,663
Social Security Set (9F)	14.5%	Households	8,193	8,692
Golden Years (9B)	13.4%	Families	3,306	3,467
In Style (5B)	10.5%	Median Age	35.9	37.2
Pleasantville (2B)	10.3%	Median Household Income	\$56,178	\$65,324
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,239.38	\$18,347,201
Men's		107	\$442.88	\$3,628,510
Women's		105	\$776.51	\$6,361,980
Children's		96	\$308.90	\$2,530,806
Footwear		102	\$480.26	\$3,934,735
Watches & Jewelry		105	\$149.94	\$1,228,436
Apparel Products and Services (1)		98	\$80.89	\$662,734
Computer				
Computers and Hardware for Home Use		111	\$188.59	\$1,545,150
Portable Memory		105	\$5.72	\$46,865
Computer Software		117	\$12.33	\$100,991
Computer Accessories		106	\$19.93	\$163,246
Entertainment & Recreation		100	\$3,223.42	\$26,409,454
Fees and Admissions		100	\$683.62	\$5,600,872
Membership Fees for Clubs (2)		102	\$229.50	\$1,880,321
Fees for Participant Sports, excl. Trips		97	\$110.07	\$901,814
Tickets to Theatre/Operas/Concerts		109	\$71.89	\$589,007
Tickets to Movies/Museums/Parks		105	\$84.03	\$688,423
Admission to Sporting Events, excl. Trips		97	\$57.83	\$473,795
Fees for Recreational Lessons		94	\$129.36	\$1,059,873
Dating Services		139	\$0.93	\$7,639
TV/Video/Audio		104	\$1,354.39	\$11,096,531
Cable and Satellite Television Services		103	\$988.65	\$8,099,975
Televisions		108	\$127.88	\$1,047,715
Satellite Dishes		92	\$1.62	\$13,278
VCRs, Video Cameras, and DVD Players		109	\$6.02	\$49,299
Miscellaneous Video Equipment		94	\$13.56	\$111,106
Video Cassettes and DVDs		107	\$13.27	\$108,704
Video Game Hardware/Accessories		115	\$34.38	\$281,679
Video Game Software		122	\$18.30	\$149,938
Streaming/Downloaded Video		111	\$36.86	\$301,956
Rental of Video Cassettes and DVDs		107	\$13.67	\$112,010
Installation of Televisions		97	\$0.89	\$7,303
Audio (3)		102	\$95.38	\$781,476
Rental and Repair of TV/Radio/Sound Equipment		114	\$3.92	\$32,091
Pets		94	\$599.31	\$4,910,109
Toys/Games/Crafts/Hobbies (4)		103	\$119.14	\$976,117
Recreational Vehicles and Fees (5)		85	\$93.50	\$766,077
Sports/Recreation/Exercise Equipment (6)		98	\$175.41	\$1,437,105
Photo Equipment and Supplies (7)		99	\$52.72	\$431,934
Reading (8)		104	\$117.45	\$962,291
Catered Affairs (9)		103	\$27.88	\$228,418
Food		103	\$8,756.88	\$71,745,150
Food at Home		102	\$5,124.07	\$41,981,474
Bakery and Cereal Products		103	\$676.34	\$5,541,225
Meats, Poultry, Fish, and Eggs		102	\$1,152.54	\$9,442,746
Dairy Products		102	\$526.50	\$4,313,631
Fruits and Vegetables		102	\$1,008.58	\$8,263,283
Snacks and Other Food at Home (10)		102	\$1,760.11	\$14,420,588
Food Away from Home		103	\$3,632.82	\$29,763,676
Alcoholic Beverages		106	\$595.75	\$4,881,011

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	100	\$5,018.99	\$41,120,571
Value of Retirement Plans	95	\$21,915.30	\$179,552,049
Value of Other Financial Assets	107	\$1,514.42	\$12,407,678
Vehicle Loan Amount excluding Interest	93	\$2,608.27	\$21,369,586
Value of Credit Card Debt	99	\$586.00	\$4,801,098
Health			
Nonprescription Drugs	99	\$131.45	\$1,076,933
Prescription Drugs	97	\$350.16	\$2,868,874
Eyeglasses and Contact Lenses	98	\$91.13	\$746,607
Home			
Mortgage Payment and Basics (11)	87	\$7,483.20	\$61,309,822
Maintenance and Remodeling Services	88	\$1,791.23	\$14,675,551
Maintenance and Remodeling Materials (12)	85	\$416.26	\$3,410,395
Utilities, Fuel, and Public Services	100	\$4,982.57	\$40,822,178
Household Furnishings and Equipment			
Household Textiles (13)	104	\$102.98	\$843,740
Furniture	103	\$629.43	\$5,156,932
Rugs	107	\$26.44	\$216,643
Major Appliances (14)	92	\$321.74	\$2,636,054
Housewares (15)	101	\$104.22	\$853,850
Small Appliances	108	\$52.93	\$433,671
Luggage	103	\$14.09	\$115,425
Telephones and Accessories	101	\$70.74	\$579,589
Household Operations			
Child Care	97	\$496.77	\$4,070,069
Lawn and Garden (16)	89	\$384.65	\$3,151,456
Moving/Storage/Freight Express	113	\$72.89	\$597,180
Housekeeping Supplies (17)	99	\$708.98	\$5,808,700
Insurance			
Owners and Renters Insurance	88	\$502.19	\$4,114,443
Vehicle Insurance	102	\$1,281.86	\$10,502,277
Life/Other Insurance	92	\$384.32	\$3,148,761
Health Insurance	97	\$3,678.17	\$30,135,221
Personal Care Products (18)	102	\$497.57	\$4,076,599
School Books and Supplies (19)	109	\$162.91	\$1,334,739
Smoking Products	108	\$448.95	\$3,678,241
Transportation			
Payments on Vehicles excluding Leases	95	\$2,268.65	\$18,587,081
Gasoline and Motor Oil	100	\$2,388.28	\$19,567,166
Vehicle Maintenance and Repairs	101	\$1,082.17	\$8,866,178
Travel			
Airline Fares	103	\$545.40	\$4,468,489
Lodging on Trips	97	\$554.75	\$4,545,079
Auto/Truck Rental on Trips	99	\$27.43	\$224,703
Food and Drink on Trips	99	\$514.85	\$4,218,185

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Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

936 York Rd, Towson, Maryland, 21204
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.40929
 Longitude: -76.60864

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Urban Chic (2A)	10.7%	Population	101,454	103,780
Top Tier (1A)	10.6%	Households	39,327	40,152
College Towns (14B)	9.6%	Families	22,472	22,746
Golden Years (9B)	7.9%	Median Age	38.7	39.3
Pleasantville (2B)	7.5%	Median Household Income	\$77,543	\$88,735
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		130	\$2,826.74	\$111,167,295
Men's		131	\$543.55	\$21,375,997
Women's		133	\$985.62	\$38,761,486
Children's		121	\$391.02	\$15,377,542
Footwear		128	\$603.65	\$23,739,638
Watches & Jewelry		135	\$193.35	\$7,603,776
Apparel Products and Services (1)		132	\$109.56	\$4,308,856
Computer				
Computers and Hardware for Home Use		135	\$230.55	\$9,066,686
Portable Memory		131	\$7.14	\$280,729
Computer Software		141	\$14.84	\$583,644
Computer Accessories		132	\$24.80	\$975,141
Entertainment & Recreation		128	\$4,109.29	\$161,606,140
Fees and Admissions		137	\$935.81	\$36,802,642
Membership Fees for Clubs (2)		139	\$314.70	\$12,376,193
Fees for Participant Sports, excl. Trips		131	\$147.91	\$5,816,923
Tickets to Theatre/Operas/Concerts		146	\$96.43	\$3,792,480
Tickets to Movies/Museums/Parks		135	\$107.83	\$4,240,693
Admission to Sporting Events, excl. Trips		133	\$78.67	\$3,093,718
Fees for Recreational Lessons		137	\$189.27	\$7,443,233
Dating Services		149	\$1.00	\$39,403
TV/Video/Audio		125	\$1,632.42	\$64,198,124
Cable and Satellite Television Services		123	\$1,189.26	\$46,770,181
Televisions		130	\$153.32	\$6,029,771
Satellite Dishes		126	\$2.21	\$86,837
VCRs, Video Cameras, and DVD Players		132	\$7.29	\$286,608
Miscellaneous Video Equipment		125	\$18.17	\$714,561
Video Cassettes and DVDs		128	\$15.83	\$622,447
Video Game Hardware/Accessories		130	\$38.70	\$1,521,928
Video Game Software		133	\$19.90	\$782,534
Streaming/Downloaded Video		133	\$43.96	\$1,728,986
Rental of Video Cassettes and DVDs		129	\$16.55	\$650,673
Installation of Televisions		146	\$1.34	\$52,746
Audio (3)		131	\$121.78	\$4,789,327
Rental and Repair of TV/Radio/Sound Equipment		120	\$4.11	\$161,526
Pets		120	\$766.30	\$30,136,226
Toys/Games/Crafts/Hobbies (4)		129	\$148.35	\$5,834,157
Recreational Vehicles and Fees (5)		122	\$134.02	\$5,270,428
Sports/Recreation/Exercise Equipment (6)		132	\$235.32	\$9,254,263
Photo Equipment and Supplies (7)		128	\$68.38	\$2,689,044
Reading (8)		134	\$150.75	\$5,928,453
Catered Affairs (9)		141	\$37.96	\$1,492,802
Food		127	\$10,839.69	\$426,292,487
Food at Home		126	\$6,303.89	\$247,913,024
Bakery and Cereal Products		126	\$831.35	\$32,694,652
Meats, Poultry, Fish, and Eggs		125	\$1,405.04	\$55,256,057
Dairy Products		126	\$652.79	\$25,672,331
Fruits and Vegetables		128	\$1,256.07	\$49,397,275
Snacks and Other Food at Home (10)		125	\$2,158.64	\$84,892,709
Food Away from Home		129	\$4,535.80	\$178,379,463
Alcoholic Beverages		136	\$762.18	\$29,974,234

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	141	\$7,108.71	\$279,564,173
Value of Retirement Plans	133	\$30,718.67	\$1,208,073,226
Value of Other Financial Assets	132	\$1,858.75	\$73,098,966
Vehicle Loan Amount excluding Interest	115	\$3,205.84	\$126,076,186
Value of Credit Card Debt	129	\$759.98	\$29,887,669
Health			
Nonprescription Drugs	122	\$162.67	\$6,397,352
Prescription Drugs	119	\$428.66	\$16,857,797
Eyeglasses and Contact Lenses	126	\$116.87	\$4,596,276
Home			
Mortgage Payment and Basics (11)	126	\$10,854.30	\$426,867,208
Maintenance and Remodeling Services	128	\$2,612.65	\$102,747,595
Maintenance and Remodeling Materials (12)	122	\$597.00	\$23,478,372
Utilities, Fuel, and Public Services	124	\$6,128.23	\$241,004,744
Household Furnishings and Equipment			
Household Textiles (13)	131	\$129.32	\$5,085,714
Furniture	130	\$793.43	\$31,203,295
Rugs	139	\$34.15	\$1,342,896
Major Appliances (14)	119	\$415.70	\$16,348,378
Housewares (15)	128	\$132.94	\$5,228,096
Small Appliances	131	\$64.14	\$2,522,332
Luggage	136	\$18.74	\$736,886
Telephones and Accessories	132	\$92.66	\$3,644,203
Household Operations			
Child Care	133	\$684.18	\$26,906,661
Lawn and Garden (16)	121	\$521.11	\$20,493,669
Moving/Storage/Freight Express	138	\$89.03	\$3,501,418
Housekeeping Supplies (17)	123	\$883.84	\$34,758,647
Insurance			
Owners and Renters Insurance	118	\$670.44	\$26,366,261
Vehicle Insurance	125	\$1,580.02	\$62,137,400
Life/Other Insurance	128	\$532.22	\$20,930,537
Health Insurance	124	\$4,681.28	\$184,100,850
Personal Care Products (18)	128	\$621.79	\$24,453,159
School Books and Supplies (19)	133	\$198.24	\$7,796,022
Smoking Products	118	\$491.17	\$19,316,123
Transportation			
Payments on Vehicles excluding Leases	119	\$2,834.78	\$111,483,221
Gasoline and Motor Oil	122	\$2,914.13	\$114,604,111
Vehicle Maintenance and Repairs	126	\$1,354.07	\$53,251,537
Travel			
Airline Fares	140	\$736.61	\$28,968,740
Lodging on Trips	132	\$756.85	\$29,764,750
Auto/Truck Rental on Trips	136	\$37.58	\$1,477,884
Food and Drink on Trips	133	\$688.03	\$27,058,211

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936 York Rd, Towson, Maryland, 21204
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.40929
 Longitude: -76.60864

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Parks and Rec (5C)	10.5%	Population	280,552	282,122
Urban Chic (2A)	7.4%	Households	111,673	111,846
Exurbanites (1E)	6.8%	Families	65,088	64,892
Family Foundations (12A)	6.8%	Median Age	39.2	39.8
Top Tier (1A)	5.7%	Median Household Income	\$69,663	\$81,637
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		118	\$2,572.53	\$287,281,706
Men's		119	\$491.58	\$54,896,733
Women's		120	\$892.65	\$99,684,767
Children's		112	\$362.29	\$40,458,540
Footwear		117	\$552.75	\$61,726,713
Watches & Jewelry		121	\$173.03	\$19,322,975
Apparel Products and Services (1)		121	\$100.22	\$11,191,978
Computer				
Computers and Hardware for Home Use		122	\$207.16	\$23,133,948
Portable Memory		119	\$6.45	\$720,186
Computer Software		125	\$13.23	\$1,477,080
Computer Accessories		119	\$22.37	\$2,497,687
Entertainment & Recreation		116	\$3,744.62	\$418,173,392
Fees and Admissions		122	\$835.09	\$93,257,436
Membership Fees for Clubs (2)		124	\$280.56	\$31,330,632
Fees for Participant Sports, excl. Trips		119	\$134.02	\$14,966,474
Tickets to Theatre/Operas/Concerts		128	\$84.99	\$9,490,784
Tickets to Movies/Museums/Parks		121	\$96.25	\$10,748,829
Admission to Sporting Events, excl. Trips		119	\$70.52	\$7,875,607
Fees for Recreational Lessons		121	\$167.84	\$18,743,498
Dating Services		136	\$0.91	\$101,613
TV/Video/Audio		116	\$1,510.97	\$168,734,953
Cable and Satellite Television Services		115	\$1,108.87	\$123,830,500
Televisions		119	\$140.45	\$15,684,571
Satellite Dishes		111	\$1.95	\$217,857
VCRs, Video Cameras, and DVD Players		120	\$6.63	\$740,761
Miscellaneous Video Equipment		115	\$16.63	\$1,856,797
Video Cassettes and DVDs		116	\$14.39	\$1,607,510
Video Game Hardware/Accessories		119	\$35.34	\$3,946,786
Video Game Software		121	\$18.08	\$2,018,835
Streaming/Downloaded Video		120	\$39.70	\$4,433,625
Rental of Video Cassettes and DVDs		117	\$14.97	\$1,671,307
Installation of Televisions		125	\$1.15	\$128,901
Audio (3)		117	\$108.96	\$12,167,686
Rental and Repair of TV/Radio/Sound Equipment		112	\$3.85	\$429,816
Pets		110	\$700.77	\$78,257,175
Toys/Games/Crafts/Hobbies (4)		117	\$135.03	\$15,078,879
Recreational Vehicles and Fees (5)		110	\$120.29	\$13,433,359
Sports/Recreation/Exercise Equipment (6)		118	\$210.88	\$23,549,119
Photo Equipment and Supplies (7)		116	\$62.01	\$6,924,765
Reading (8)		121	\$135.99	\$15,186,033
Catered Affairs (9)		125	\$33.60	\$3,751,672
Food		117	\$9,941.32	\$1,110,176,510
Food at Home		116	\$5,807.82	\$648,577,058
Bakery and Cereal Products		116	\$766.97	\$85,650,021
Meats, Poultry, Fish, and Eggs		115	\$1,298.96	\$145,059,165
Dairy Products		116	\$600.04	\$67,007,736
Fruits and Vegetables		117	\$1,154.61	\$128,938,924
Snacks and Other Food at Home (10)		115	\$1,987.24	\$221,921,212
Food Away from Home		118	\$4,133.49	\$461,599,453
Alcoholic Beverages		123	\$690.82	\$77,145,693

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	125	\$6,297.69	\$703,282,096
Value of Retirement Plans	120	\$27,731.79	\$3,096,892,408
Value of Other Financial Assets	119	\$1,680.17	\$187,630,165
Vehicle Loan Amount excluding Interest	107	\$2,983.77	\$333,206,418
Value of Credit Card Debt	118	\$697.58	\$77,900,938
Health			
Nonprescription Drugs	113	\$150.97	\$16,858,900
Prescription Drugs	110	\$399.09	\$44,567,805
Eyeglasses and Contact Lenses	115	\$106.64	\$11,909,011
Home			
Mortgage Payment and Basics (11)	114	\$9,862.58	\$1,101,384,301
Maintenance and Remodeling Services	116	\$2,361.38	\$263,702,240
Maintenance and Remodeling Materials (12)	110	\$541.71	\$60,494,351
Utilities, Fuel, and Public Services	114	\$5,675.96	\$633,851,309
Household Furnishings and Equipment			
Household Textiles (13)	119	\$117.36	\$13,106,260
Furniture	119	\$724.23	\$80,876,418
Rugs	125	\$30.79	\$3,438,146
Major Appliances (14)	110	\$384.10	\$42,893,964
Housewares (15)	117	\$120.95	\$13,506,320
Small Appliances	119	\$58.08	\$6,485,991
Luggage	122	\$16.75	\$1,870,981
Telephones and Accessories	117	\$82.14	\$9,173,334
Household Operations			
Child Care	121	\$623.84	\$69,665,939
Lawn and Garden (16)	111	\$476.85	\$53,251,720
Moving/Storage/Freight Express	125	\$80.63	\$9,004,089
Housekeeping Supplies (17)	114	\$817.40	\$91,281,429
Insurance			
Owners and Renters Insurance	110	\$622.07	\$69,468,849
Vehicle Insurance	115	\$1,451.83	\$162,130,200
Life/Other Insurance	116	\$482.99	\$53,937,440
Health Insurance	114	\$4,319.14	\$482,331,291
Personal Care Products (18)	117	\$567.88	\$63,417,065
School Books and Supplies (19)	119	\$178.26	\$19,906,386
Smoking Products	112	\$463.39	\$51,747,796
Transportation			
Payments on Vehicles excluding Leases	110	\$2,627.40	\$293,409,660
Gasoline and Motor Oil	112	\$2,686.81	\$300,044,579
Vehicle Maintenance and Repairs	115	\$1,239.55	\$138,424,139
Travel			
Airline Fares	124	\$654.14	\$73,049,685
Lodging on Trips	119	\$679.88	\$75,924,578
Auto/Truck Rental on Trips	120	\$33.26	\$3,714,793
Food and Drink on Trips	119	\$618.16	\$69,031,685

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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 civic 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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936 York Rd, Towson, Maryland, 21204
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40929
Longitude: -76.60864

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	2,069		5,050		9,699							
Total Employees:	30,336		74,317		136,178							
Total Residential Population:	20,594		101,454		280,552							
Employee/Residential Population Ratio (per 100 Residents)	147		73		49							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	12	0.6%	154	0.5%	55	1.1%	635	0.9%	111	1.1%	1,140	0.8%
Construction	37	1.8%	1,206	4.0%	160	3.2%	2,343	3.2%	393	4.1%	4,255	3.1%
Manufacturing	26	1.3%	314	1.0%	73	1.4%	936	1.3%	151	1.6%	4,122	3.0%
Transportation	27	1.3%	346	1.1%	58	1.1%	590	0.8%	133	1.4%	1,326	1.0%
Communication	14	0.7%	99	0.3%	39	0.8%	515	0.7%	82	0.8%	1,663	1.2%
Utility	1	0.0%	7	0.0%	3	0.1%	20	0.0%	11	0.1%	94	0.1%
Wholesale Trade	20	1.0%	798	2.6%	92	1.8%	1,802	2.4%	187	1.9%	2,592	1.9%
Retail Trade Summary	368	17.8%	6,382	21.0%	926	18.3%	14,366	19.3%	1,879	19.4%	26,630	19.6%
Home Improvement	5	0.2%	86	0.3%	25	0.5%	210	0.3%	60	0.6%	1,248	0.9%
General Merchandise Stores	4	0.2%	698	2.3%	24	0.5%	1,260	1.7%	54	0.6%	1,906	1.4%
Food Stores	25	1.2%	361	1.2%	83	1.6%	1,412	1.9%	183	1.9%	3,499	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	22	1.1%	982	3.2%	53	1.0%	1,796	2.4%	138	1.4%	2,741	2.0%
Apparel & Accessory Stores	90	4.3%	1,248	4.1%	119	2.4%	1,533	2.1%	191	2.0%	1,938	1.4%
Furniture & Home Furnishings	15	0.7%	215	0.7%	78	1.5%	1,102	1.5%	158	1.6%	1,633	1.2%
Eating & Drinking Places	115	5.6%	1,907	6.3%	281	5.6%	4,633	6.2%	577	5.9%	8,777	6.4%
Miscellaneous Retail	90	4.3%	886	2.9%	263	5.2%	2,420	3.3%	518	5.3%	4,886	3.6%
Finance, Insurance, Real Estate Summary	323	15.6%	2,616	8.6%	718	14.2%	5,973	8.0%	1,290	13.3%	11,090	8.1%
Banks, Savings & Lending Institutions	48	2.3%	392	1.3%	123	2.4%	1,009	1.4%	202	2.1%	1,712	1.3%
Securities Brokers	81	3.9%	556	1.8%	141	2.8%	865	1.2%	218	2.2%	1,589	1.2%
Insurance Carriers & Agents	78	3.8%	858	2.8%	179	3.5%	1,987	2.7%	290	3.0%	2,930	2.2%
Real Estate, Holding, Other Investment Offices	117	5.7%	810	2.7%	275	5.4%	2,111	2.8%	579	6.0%	4,858	3.6%
Services Summary	1,025	49.5%	15,088	49.7%	2,506	49.6%	42,902	57.7%	4,692	48.4%	78,471	57.6%
Hotels & Lodging	5	0.2%	132	0.4%	18	0.4%	493	0.7%	36	0.4%	1,383	1.0%
Automotive Services	39	1.9%	370	1.2%	108	2.1%	1,006	1.4%	224	2.3%	1,766	1.3%
Motion Pictures & Amusements	31	1.5%	205	0.7%	134	2.7%	1,012	1.4%	284	2.9%	2,445	1.8%
Health Services	211	10.2%	3,162	10.4%	588	11.6%	17,508	23.6%	1,002	10.3%	30,848	22.7%
Legal Services	263	12.7%	1,875	6.2%	333	6.6%	2,285	3.1%	416	4.3%	3,187	2.3%
Education Institutions & Libraries	36	1.7%	1,008	3.3%	119	2.4%	3,633	4.9%	268	2.8%	11,052	8.1%
Other Services	441	21.3%	8,335	27.5%	1,206	23.9%	16,965	22.8%	2,462	25.4%	27,790	20.4%
Government	100	4.8%	3,301	10.9%	123	2.4%	4,132	5.6%	142	1.5%	4,521	3.3%
Unclassified Establishments	116	5.6%	24	0.1%	296	5.9%	103	0.1%	629	6.5%	274	0.2%
Totals	2,069	100.0%	30,336	100.0%	5,050	100.0%	74,317	100.0%	9,699	100.0%	136,178	100.0%

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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.

936 York Rd, Towson, Maryland, 21204
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.40929
Longitude: -76.60864

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.0%	3	0.0%	5	0.1%	17	0.0%	10	0.1%	31	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	1	0.0%	7	0.0%	3	0.1%	20	0.0%	3	0.0%	23	0.0%
Construction	43	2.1%	1,285	4.2%	177	3.5%	2,560	3.4%	432	4.5%	4,750	3.5%
Manufacturing	29	1.4%	323	1.1%	82	1.6%	959	1.3%	170	1.8%	4,252	3.1%
Wholesale Trade	20	1.0%	798	2.6%	87	1.7%	1,787	2.4%	173	1.8%	2,552	1.9%
Retail Trade	242	11.7%	4,414	14.6%	618	12.2%	9,522	12.8%	1,256	12.9%	17,411	12.8%
Motor Vehicle & Parts Dealers	14	0.7%	949	3.1%	32	0.6%	1,704	2.3%	80	0.8%	2,486	1.8%
Furniture & Home Furnishings Stores	8	0.4%	125	0.4%	44	0.9%	521	0.7%	82	0.8%	728	0.5%
Electronics & Appliance Stores	9	0.4%	102	0.3%	28	0.6%	577	0.8%	65	0.7%	799	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	5	0.2%	86	0.3%	25	0.5%	210	0.3%	60	0.6%	1,248	0.9%
Food & Beverage Stores	16	0.8%	288	0.9%	71	1.4%	1,359	1.8%	177	1.8%	3,545	2.6%
Health & Personal Care Stores	27	1.3%	260	0.9%	85	1.7%	687	0.9%	156	1.6%	1,496	1.1%
Gasoline Stations	8	0.4%	33	0.1%	21	0.4%	93	0.1%	58	0.6%	254	0.2%
Clothing & Clothing Accessories Stores	107	5.2%	1,408	4.6%	144	2.9%	1,754	2.4%	229	2.4%	2,228	1.6%
Sport Goods, Hobby, Book, & Music Stores	12	0.6%	93	0.3%	42	0.8%	494	0.7%	81	0.8%	951	0.7%
General Merchandise Stores	4	0.2%	698	2.3%	24	0.5%	1,260	1.7%	54	0.6%	1,906	1.4%
Miscellaneous Store Retailers	27	1.3%	232	0.8%	89	1.8%	705	0.9%	180	1.9%	1,525	1.1%
Nonstore Retailers	4	0.2%	141	0.5%	13	0.3%	158	0.2%	34	0.4%	243	0.2%
Transportation & Warehousing	19	0.9%	306	1.0%	39	0.8%	457	0.6%	97	1.0%	1,059	0.8%
Information	43	2.1%	735	2.4%	103	2.0%	2,149	2.9%	199	2.1%	3,840	2.8%
Finance & Insurance	210	10.1%	1,832	6.0%	449	8.9%	3,937	5.3%	723	7.5%	6,334	4.7%
Central Bank/Credit Intermediation & Related Activities	49	2.4%	394	1.3%	124	2.5%	1,007	1.4%	205	2.1%	1,714	1.3%
Securities, Commodity Contracts & Other Financial	84	4.1%	580	1.9%	146	2.9%	943	1.3%	228	2.4%	1,682	1.2%
Insurance Carriers & Related Activities; Funds, Trusts &	78	3.8%	858	2.8%	179	3.5%	1,987	2.7%	290	3.0%	2,939	2.2%
Real Estate, Rental & Leasing	106	5.1%	654	2.2%	291	5.8%	2,015	2.7%	629	6.5%	4,674	3.4%
Professional, Scientific & Tech Services	458	22.1%	7,319	24.1%	809	16.0%	10,367	13.9%	1,279	13.2%	13,916	10.2%
Legal Services	283	13.7%	2,045	6.7%	360	7.1%	2,493	3.4%	456	4.7%	3,465	2.5%
Management of Companies & Enterprises	3	0.1%	45	0.1%	5	0.1%	64	0.1%	13	0.1%	157	0.1%
Administrative & Support & Waste Management & Remediation	68	3.3%	500	1.6%	176	3.5%	1,538	2.1%	360	3.7%	3,106	2.3%
Educational Services	44	2.1%	838	2.8%	150	3.0%	3,575	4.8%	320	3.3%	11,062	8.1%
Health Care & Social Assistance	264	12.8%	4,024	13.3%	744	14.7%	19,859	26.7%	1,316	13.6%	35,695	26.2%
Arts, Entertainment & Recreation	17	0.8%	142	0.5%	73	1.4%	805	1.1%	161	1.7%	2,001	1.5%
Accommodation & Food Services	123	5.9%	2,055	6.8%	312	6.2%	5,237	7.0%	637	6.6%	10,396	7.6%
Accommodation	5	0.2%	132	0.4%	18	0.4%	493	0.7%	36	0.4%	1,383	1.0%
Food Services & Drinking Places	118	5.7%	1,923	6.3%	294	5.8%	4,744	6.4%	602	6.2%	9,013	6.6%
Other Services (except Public Administration)	160	7.7%	1,728	5.7%	507	10.0%	5,213	7.0%	1,147	11.8%	10,122	7.4%
Automotive Repair & Maintenance	19	0.9%	213	0.7%	75	1.5%	781	1.1%	159	1.6%	1,367	1.0%
Public Administration	100	4.8%	3,301	10.9%	123	2.4%	4,132	5.6%	142	1.5%	4,521	3.3%
Unclassified Establishments	116	5.6%	24	0.1%	296	5.9%	103	0.1%	629	6.5%	274	0.2%
Total	2,069	100.0%	30,336	100.0%	5,050	100.0%	74,317	100.0%	9,699	100.0%	136,178	100.0%

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