

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	8,980	52,463	98,411
2010 Total Population	9,223	55,349	106,033
2021 Total Population	9,118	54,850	107,882
2021 Group Quarters	4	758	9,581
2026 Total Population	9,098	54,879	109,208
2021-2026 Annual Rate	-0.04%	0.01%	0.24%
2021 Total Daytime Population	12,952	67,811	136,308
Workers	9,427	42,678	84,779
Residents	3,525	25,133	51,529
<b>Household Summary</b>			
2000 Households	4,174	22,951	40,647
2000 Average Household Size	2.15	2.26	2.26
2010 Households	3,928	23,814	42,283
2010 Average Household Size	2.35	2.29	2.29
2021 Households	3,800	23,453	43,061
2021 Average Household Size	2.40	2.31	2.28
2026 Households	3,778	23,431	43,719
2026 Average Household Size	2.41	2.31	2.28
2021-2026 Annual Rate	-0.12%	-0.02%	0.30%
2010 Families	2,127	14,474	25,022
2010 Average Family Size	3.05	2.93	2.94
2021 Families	2,002	13,959	24,669
2021 Average Family Size	3.15	2.97	2.97
2026 Families	1,973	13,858	24,763
2026 Average Family Size	3.17	2.98	2.98
2021-2026 Annual Rate	-0.29%	-0.15%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,330	23,671	42,139
Owner Occupied Housing Units	38.7%	61.8%	62.0%
Renter Occupied Housing Units	57.7%	35.2%	34.5%
Vacant Housing Units	3.6%	3.0%	3.5%
2010 Housing Units	4,149	25,163	44,991
Owner Occupied Housing Units	41.6%	61.4%	61.2%
Renter Occupied Housing Units	53.1%	33.2%	32.8%
Vacant Housing Units	5.3%	5.4%	6.0%
2021 Housing Units	4,156	25,298	46,643
Owner Occupied Housing Units	42.5%	61.8%	59.9%
Renter Occupied Housing Units	48.9%	30.9%	32.4%
Vacant Housing Units	8.6%	7.3%	7.7%
2026 Housing Units	4,160	25,350	47,437
Owner Occupied Housing Units	43.9%	62.5%	60.0%
Renter Occupied Housing Units	46.9%	29.9%	32.2%
Vacant Housing Units	9.2%	7.6%	7.8%
<b>Median Household Income</b>			
2021	\$72,923	\$86,385	\$90,287
2026	\$77,625	\$93,567	\$98,109
<b>Median Home Value</b>			
2021	\$348,875	\$405,076	\$435,427
2026	\$413,133	\$459,831	\$483,841
<b>Per Capita Income</b>			
2021	\$39,643	\$52,731	\$53,847
2026	\$43,529	\$58,187	\$59,070
<b>Median Age</b>			
2010	35.0	43.1	41.3
2021	37.9	45.1	43.0
2026	39.3	45.4	43.6

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	3,800	23,453	43,054
<\$15,000	6.4%	5.8%	7.4%
\$15,000 - \$24,999	3.4%	4.8%	5.1%
\$25,000 - \$34,999	7.6%	5.5%	5.5%
\$35,000 - \$49,999	10.2%	9.1%	8.4%
\$50,000 - \$74,999	23.7%	18.0%	16.0%
\$75,000 - \$99,999	16.8%	12.9%	11.4%
\$100,000 - \$149,999	17.4%	18.8%	18.2%
\$150,000 - \$199,999	7.6%	9.5%	9.7%
\$200,000+	6.8%	15.6%	18.3%
Average Household Income	\$93,381	\$123,347	\$134,562
<b>2026 Households by Income</b>			
Household Income Base	3,778	23,431	43,712
<\$15,000	5.8%	5.4%	7.0%
\$15,000 - \$24,999	3.1%	4.3%	4.7%
\$25,000 - \$34,999	8.6%	5.4%	5.2%
\$35,000 - \$49,999	10.3%	8.5%	7.6%
\$50,000 - \$74,999	19.8%	16.5%	14.9%
\$75,000 - \$99,999	16.5%	12.7%	11.3%
\$100,000 - \$149,999	19.0%	19.2%	18.6%
\$150,000 - \$199,999	8.7%	10.5%	10.5%
\$200,000+	8.2%	17.7%	20.2%
Average Household Income	\$102,801	\$136,295	\$147,269
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,767	15,631	27,941
<\$50,000	1.0%	0.6%	0.6%
\$50,000 - \$99,999	0.1%	0.0%	0.1%
\$100,000 - \$149,999	2.2%	0.5%	0.6%
\$150,000 - \$199,999	8.7%	1.7%	1.9%
\$200,000 - \$249,999	7.6%	3.6%	4.0%
\$250,000 - \$299,999	16.9%	9.1%	7.8%
\$300,000 - \$399,999	27.7%	33.2%	28.0%
\$400,000 - \$499,999	21.5%	22.0%	20.1%
\$500,000 - \$749,999	10.5%	20.1%	23.2%
\$750,000 - \$999,999	3.5%	5.2%	8.3%
\$1,000,000 - \$1,499,999	0.5%	2.7%	3.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.9%
\$2,000,000 +	0.0%	0.8%	1.1%
Average Home Value	\$376,598	\$480,723	\$524,924
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,826	15,844	28,431
<\$50,000	0.3%	0.2%	0.2%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.4%	0.1%	0.1%
\$150,000 - \$199,999	2.5%	0.4%	0.5%
\$200,000 - \$249,999	3.3%	1.4%	1.9%
\$250,000 - \$299,999	11.3%	5.2%	4.8%
\$300,000 - \$399,999	28.4%	28.0%	24.5%
\$400,000 - \$499,999	29.2%	24.7%	21.5%
\$500,000 - \$749,999	19.1%	28.0%	29.9%
\$750,000 - \$999,999	4.7%	7.5%	10.3%
\$1,000,000 - \$1,499,999	0.8%	3.3%	4.1%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.9%
\$2,000,000 +	0.0%	0.9%	1.3%
Average Home Value	\$444,934	\$535,881	\$574,326

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	9,222	55,350	106,035
0 - 4	5.5%	5.0%	4.3%
5 - 9	5.3%	5.7%	5.2%
10 - 14	5.3%	6.1%	5.6%
15 - 24	14.7%	11.3%	17.8%
25 - 34	19.1%	11.9%	10.3%
35 - 44	13.8%	12.3%	11.1%
45 - 54	13.6%	15.1%	14.1%
55 - 64	11.0%	13.7%	12.8%
65 - 74	6.2%	8.5%	7.8%
75 - 84	4.1%	7.0%	6.9%
85 +	1.3%	3.3%	4.0%
18 +	80.4%	79.3%	81.2%
<b>2021 Population by Age</b>			
Total	9,118	54,851	107,881
0 - 4	5.0%	4.4%	3.8%
5 - 9	4.6%	4.9%	4.4%
10 - 14	4.6%	5.5%	5.1%
15 - 24	11.3%	11.2%	17.7%
25 - 34	19.4%	12.2%	10.8%
35 - 44	16.2%	11.7%	10.3%
45 - 54	11.2%	12.2%	11.3%
55 - 64	11.9%	14.0%	13.1%
65 - 74	9.1%	12.2%	11.4%
75 - 84	4.8%	7.5%	7.4%
85 +	1.9%	4.3%	4.8%
18 +	83.0%	81.6%	83.3%
<b>2026 Population by Age</b>			
Total	9,097	54,881	109,207
0 - 4	5.0%	4.5%	3.9%
5 - 9	4.7%	4.8%	4.4%
10 - 14	4.4%	5.1%	4.6%
15 - 24	10.6%	10.6%	16.9%
25 - 34	16.7%	12.1%	10.7%
35 - 44	18.4%	12.4%	11.0%
45 - 54	11.6%	11.5%	10.6%
55 - 64	11.0%	12.9%	12.0%
65 - 74	9.6%	12.7%	11.9%
75 - 84	6.1%	9.0%	9.1%
85 +	1.9%	4.4%	4.9%
18 +	83.3%	82.4%	84.1%
<b>2010 Population by Sex</b>			
Males	4,459	26,124	49,538
Females	4,764	29,225	56,495
<b>2021 Population by Sex</b>			
Males	4,417	25,991	50,605
Females	4,701	28,859	57,277
<b>2026 Population by Sex</b>			
Males	4,405	25,982	51,166
Females	4,693	28,897	58,042

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	9,224	55,350	106,034
White Alone	66.2%	77.6%	80.8%
Black Alone	10.7%	8.4%	8.1%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	15.6%	10.0%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.1%	1.8%	1.3%
Two or More Races	2.9%	2.1%	2.0%
Hispanic Origin	8.5%	4.6%	3.8%
Diversity Index	60.0	43.5	38.3
<b>2021 Population by Race/Ethnicity</b>			
Total	9,118	54,851	107,881
White Alone	55.6%	69.5%	72.9%
Black Alone	14.3%	11.1%	11.4%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	19.7%	13.6%	10.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.2%	2.7%	2.0%
Two or More Races	3.8%	2.9%	2.9%
Hispanic Origin	12.8%	7.1%	6.1%
Diversity Index	71.4	55.5	50.8
<b>2026 Population by Race/Ethnicity</b>			
Total	9,097	54,880	109,208
White Alone	50.7%	65.2%	68.8%
Black Alone	15.8%	12.3%	13.0%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	21.6%	15.7%	12.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	7.1%	3.1%	2.4%
Two or More Races	4.3%	3.4%	3.4%
Hispanic Origin	15.0%	8.6%	7.5%
Diversity Index	75.5	60.8	56.5
<b>2010 Population by Relationship and Household Type</b>			
Total	9,223	55,349	106,033
In Households	100.0%	98.7%	91.2%
In Family Households	72.9%	78.1%	70.6%
Householder	23.4%	26.1%	23.6%
Spouse	16.9%	20.7%	19.1%
Child	25.7%	26.7%	24.1%
Other relative	4.3%	3.0%	2.5%
Nonrelative	2.5%	1.5%	1.3%
In Nonfamily Households	27.1%	20.6%	20.7%
In Group Quarters	0.0%	1.3%	8.8%
Institutionalized Population	0.0%	1.2%	3.4%
Noninstitutionalized Population	0.0%	0.1%	5.3%

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

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	6,800	40,567	74,489
Less than 9th Grade	3.7%	2.5%	2.1%
9th - 12th Grade, No Diploma	2.0%	2.2%	2.2%
High School Graduate	16.2%	13.4%	12.4%
GED/Alternative Credential	3.6%	1.3%	1.4%
Some College, No Degree	15.1%	15.2%	13.7%
Associate Degree	4.9%	5.9%	5.5%
Bachelor's Degree	35.2%	33.8%	33.0%
Graduate/Professional Degree	19.3%	25.7%	29.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	7,827	46,709	93,560
Never Married	41.2%	30.2%	36.1%
Married	44.3%	54.0%	48.5%
Widowed	5.5%	6.6%	6.8%
Divorced	9.0%	9.2%	8.6%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,964	31,055	57,767
Population 16+ Employed	94.5%	96.2%	96.2%
Population 16+ Unemployment rate	5.6%	3.8%	3.8%
Population 16-24 Employed	13.4%	11.6%	15.5%
Population 16-24 Unemployment rate	5.0%	7.4%	8.7%
Population 25-54 Employed	63.0%	57.2%	53.2%
Population 25-54 Unemployment rate	5.5%	3.2%	2.9%
Population 55-64 Employed	14.4%	19.1%	18.8%
Population 55-64 Unemployment rate	8.4%	4.6%	3.6%
Population 65+ Employed	9.2%	12.1%	12.4%
Population 65+ Unemployment rate	1.9%	2.0%	1.7%
<b>2021 Employed Population 16+ by Industry</b>			
Total	5,633	29,872	55,564
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	3.1%	4.2%	3.7%
Manufacturing	8.7%	6.3%	5.5%
Wholesale Trade	1.5%	2.4%	2.2%
Retail Trade	10.0%	8.9%	8.2%
Transportation/Utilities	5.2%	3.7%	3.6%
Information	1.9%	1.6%	1.4%
Finance/Insurance/Real Estate	8.9%	12.0%	11.6%
Services	52.8%	54.8%	57.5%
Public Administration	7.8%	5.9%	5.9%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	5,631	29,871	55,564
White Collar	78.5%	80.9%	81.5%
Management/Business/Financial	23.3%	25.8%	25.7%
Professional	36.7%	36.0%	36.4%
Sales	7.9%	10.0%	10.3%
Administrative Support	10.6%	9.1%	9.1%
Services	11.2%	10.5%	11.1%
Blue Collar	10.2%	8.7%	7.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	1.1%	2.0%	1.7%
Installation/Maintenance/Repair	1.0%	1.3%	1.2%
Production	3.7%	1.9%	1.5%
Transportation/Material Moving	4.4%	3.4%	3.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,928	23,813	42,283
Households with 1 Person	33.8%	32.3%	32.3%
Households with 2+ People	66.2%	67.7%	67.7%
Family Households	54.1%	60.8%	59.2%
Husband-wife Families	39.1%	48.1%	48.0%
With Related Children	18.0%	19.8%	20.0%
Other Family (No Spouse Present)	15.0%	12.7%	11.2%
Other Family with Male Householder	3.9%	3.2%	3.0%
With Related Children	2.0%	1.5%	1.4%
Other Family with Female Householder	11.1%	9.4%	8.2%
With Related Children	6.3%	5.4%	4.5%
Nonfamily Households	12.0%	6.9%	8.5%
All Households with Children	26.8%	27.0%	26.1%
Multigenerational Households	2.6%	2.1%	1.9%
Unmarried Partner Households	7.0%	5.2%	4.7%
Male-female	6.4%	4.5%	4.0%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,929	23,815	42,283
1 Person Household	33.8%	32.3%	32.3%
2 Person Household	30.6%	34.0%	34.3%
3 Person Household	16.8%	14.9%	14.7%
4 Person Household	12.0%	12.3%	12.2%
5 Person Household	4.4%	4.6%	4.6%
6 Person Household	1.6%	1.4%	1.4%
7 + Person Household	0.8%	0.5%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,928	23,814	42,283
Owner Occupied	43.9%	64.9%	65.1%
Owned with a Mortgage/Loan	31.5%	44.1%	44.2%
Owned Free and Clear	12.4%	20.9%	20.8%
Renter Occupied	56.1%	35.1%	34.9%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	110	113	110
Percent of Income for Mortgage	20.1%	19.7%	20.2%
Wealth Index	89	175	186
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,149	25,163	44,991
Housing Units Inside Urbanized Area	100.0%	98.7%	95.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.3%	4.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,223	55,349	106,033
Population Inside Urbanized Area	100.0%	98.3%	95.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.7%	4.9%

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

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Exurbanites (1E)	Top Tier (1A)
2.	Enterprising Professionals (2D)	Young and Restless (11B)	Exurbanites (1E)
3.	Bright Young Professionals (8C)	Pleasantville (2B)	Golden Years (9B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,163,831	\$65,556,799	\$131,228,299
Average Spent	\$2,148.38	\$2,795.24	\$3,047.50
Spending Potential Index	101	132	144
Education: Total \$	\$6,740,835	\$59,023,781	\$121,171,677
Average Spent	\$1,773.90	\$2,516.68	\$2,813.95
Spending Potential Index	103	146	163
Entertainment/Recreation: Total \$	\$12,209,422	\$98,376,590	\$197,126,221
Average Spent	\$3,213.01	\$4,194.63	\$4,577.84
Spending Potential Index	99	130	142
Food at Home: Total \$	\$20,356,833	\$164,993,593	\$328,353,126
Average Spent	\$5,357.06	\$7,035.07	\$7,625.30
Spending Potential Index	98	129	140
Food Away from Home: Total \$	\$14,613,986	\$116,926,344	\$233,384,246
Average Spent	\$3,845.79	\$4,985.56	\$5,419.85
Spending Potential Index	101	131	143
Health Care: Total \$	\$22,920,547	\$187,014,162	\$372,496,060
Average Spent	\$6,031.72	\$7,974.00	\$8,650.43
Spending Potential Index	97	128	139
HH Furnishings & Equipment: Total \$	\$8,626,447	\$70,114,880	\$139,768,247
Average Spent	\$2,270.12	\$2,989.59	\$3,245.82
Spending Potential Index	101	133	144
Personal Care Products & Services: Total \$	\$3,454,076	\$28,085,190	\$56,050,987
Average Spent	\$908.97	\$1,197.51	\$1,301.66
Spending Potential Index	101	133	145
Shelter: Total \$	\$78,250,818	\$638,219,133	\$1,281,906,971
Average Spent	\$20,592.32	\$27,212.69	\$29,769.56
Spending Potential Index	102	135	148
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,197,508	\$74,546,117	\$148,182,905
Average Spent	\$2,420.40	\$3,178.53	\$3,441.23
Spending Potential Index	101	133	144
Travel: Total \$	\$9,967,136	\$81,616,134	\$162,977,029
Average Spent	\$2,622.93	\$3,479.99	\$3,784.79
Spending Potential Index	104	138	150
Vehicle Maintenance & Repairs: Total \$	\$4,169,539	\$33,307,473	\$66,259,363
Average Spent	\$1,097.25	\$1,420.18	\$1,538.73
Spending Potential Index	99	128	139

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

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
In Style (5B)	44.9%	Population	9,118	9,098
Enterprising Professionals (2D)	29.1%	Households	3,800	3,778
Bright Young Professionals (8C)	18.4%	Families	2,002	1,973
Exurbanites (1E)	4.5%	Median Age	37.9	39.3
Savvy Suburbanites (1D)	1.5%	Median Household Income	\$72,923	\$77,625
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		101	\$2,148.38	\$8,163,831
Men's		103	\$418.91	\$1,591,857
Women's		101	\$749.36	\$2,847,567
Children's		101	\$314.04	\$1,193,361
Footwear		100	\$502.42	\$1,909,192
Watches & Jewelry		99	\$127.94	\$486,167
Apparel Products and Services (1)		101	\$53.48	\$203,226
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$174.14	\$661,719
Portable Memory		100	\$4.35	\$16,519
Computer Software		106	\$10.18	\$38,666
Computer Accessories		104	\$18.82	\$71,535
<b>Entertainment &amp; Recreation</b>		99	\$3,213.01	\$12,209,422
Fees and Admissions		106	\$781.39	\$2,969,267
Membership Fees for Clubs (2)		107	\$265.00	\$1,006,992
Fees for Participant Sports, excl. Trips		108	\$124.39	\$472,667
Tickets to Theatre/Operas/Concerts		103	\$83.12	\$315,860
Tickets to Movies		106	\$59.08	\$224,489
Tickets to Parks or Museums		103	\$35.00	\$132,993
Admission to Sporting Events, excl. Trips		105	\$67.33	\$255,857
Fees for Recreational Lessons		104	\$146.27	\$555,813
Dating Services		101	\$1.21	\$4,597
TV/Video/Audio		97	\$1,139.45	\$4,329,913
Cable and Satellite Television Services		94	\$758.79	\$2,883,402
Televisions		103	\$115.67	\$439,553
Satellite Dishes		108	\$1.70	\$6,446
VCRs, Video Cameras, and DVD Players		100	\$4.90	\$18,626
Miscellaneous Video Equipment		99	\$15.40	\$58,521
Video Cassettes and DVDs		103	\$7.91	\$30,055
Video Game Hardware/Accessories		100	\$29.06	\$110,416
Video Game Software		105	\$16.73	\$63,564
Rental/Streaming/Downloaded Video		107	\$74.99	\$284,972
Installation of Televisions		108	\$0.80	\$3,029
Audio (3)		104	\$111.05	\$421,982
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.46	\$9,346
Pets		96	\$698.91	\$2,655,874
Toys/Games/Crafts/Hobbies (4)		101	\$117.06	\$444,837
Recreational Vehicles and Fees (5)		94	\$106.19	\$403,512
Sports/Recreation/Exercise Equipment (6)		103	\$185.35	\$704,330
Photo Equipment and Supplies (7)		108	\$49.70	\$188,859
Reading (8)		101	\$104.67	\$397,757
Catered Affairs (9)		104	\$30.59	\$116,228
<b>Food</b>		100	\$9,202.85	\$34,970,819
Food at Home		98	\$5,357.06	\$20,356,833
Bakery and Cereal Products		98	\$681.85	\$2,591,022
Meats, Poultry, Fish, and Eggs		97	\$1,147.28	\$4,359,662
Dairy Products		98	\$537.37	\$2,042,017
Fruits and Vegetables		99	\$1,048.50	\$3,984,284
Snacks and Other Food at Home (10)		99	\$1,942.07	\$7,379,848
Food Away from Home		101	\$3,845.79	\$14,613,986
Alcoholic Beverages		104	\$649.19	\$2,466,922

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

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	107	\$29,153.47	\$110,783,172
Value of Retirement Plans	102	\$102,609.37	\$389,915,589
Value of Other Financial Assets	97	\$8,340.01	\$31,692,039
Vehicle Loan Amount excluding Interest	102	\$2,922.24	\$11,104,494
Value of Credit Card Debt	101	\$2,785.84	\$10,586,178
<b>Health</b>			
Nonprescription Drugs	95	\$146.92	\$558,288
Prescription Drugs	91	\$305.13	\$1,159,499
Eyeglasses and Contact Lenses	97	\$93.80	\$356,444
<b>Home</b>			
Mortgage Payment and Basics (11)	99	\$10,592.83	\$40,252,766
Maintenance and Remodeling Services	100	\$2,868.99	\$10,902,148
Maintenance and Remodeling Materials (12)	94	\$581.30	\$2,208,959
Utilities, Fuel, and Public Services	96	\$4,793.80	\$18,216,428
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	101	\$102.74	\$390,423
Furniture	102	\$648.04	\$2,462,566
Rugs	101	\$31.68	\$120,388
Major Appliances (14)	99	\$371.73	\$1,412,582
Housewares (15)	102	\$89.66	\$340,717
Small Appliances	101	\$53.20	\$202,156
Luggage	107	\$17.90	\$68,008
Telephones and Accessories	97	\$96.88	\$368,161
<b>Household Operations</b>			
Child Care	109	\$580.59	\$2,206,244
Lawn and Garden (16)	95	\$475.70	\$1,807,642
Moving/Storage/Freight Express	107	\$76.27	\$289,826
Housekeeping Supplies (17)	97	\$759.63	\$2,886,577
<b>Insurance</b>			
Owners and Renters Insurance	94	\$586.01	\$2,226,847
Vehicle Insurance	99	\$1,837.66	\$6,983,103
Life/Other Insurance	97	\$587.07	\$2,230,878
Health Insurance	97	\$3,996.66	\$15,187,295
Personal Care Products (18)	100	\$496.94	\$1,888,371
School Books and Supplies (19)	101	\$132.03	\$501,696
Smoking Products	91	\$349.11	\$1,326,633
<b>Transportation</b>			
Payments on Vehicles excluding Leases	99	\$2,573.67	\$9,779,936
Gasoline and Motor Oil	98	\$2,356.05	\$8,952,983
Vehicle Maintenance and Repairs	99	\$1,097.25	\$4,169,539
<b>Travel</b>			
Airline Fares	106	\$666.93	\$2,534,330
Lodging on Trips	103	\$728.20	\$2,767,161
Auto/Truck Rental on Trips	107	\$58.93	\$223,942
Food and Drink on Trips	103	\$617.02	\$2,344,682

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

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

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Exurbanites (1E)	19.8%	Population	54,850	54,879
Young and Restless (11B)	17.8%	Households	23,453	23,431
Pleasantville (2B)	11.1%	Families	13,959	13,858
Golden Years (9B)	10.2%	Median Age	45.1	45.4
Savvy Suburbanites (1D)	8.3%	Median Household Income	\$86,385	\$93,567
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		132	\$2,795.24	\$65,556,799
Men's		136	\$553.39	\$12,978,674
Women's		133	\$979.24	\$22,966,205
Children's		126	\$391.17	\$9,174,097
Footwear		131	\$654.33	\$15,345,906
Watches & Jewelry		130	\$167.40	\$3,926,140
Apparel Products and Services (1)		138	\$72.78	\$1,706,894
<b>Computer</b>				
Computers and Hardware for Home Use		137	\$230.14	\$5,397,576
Portable Memory		127	\$5.52	\$129,531
Computer Software		138	\$13.28	\$311,367
Computer Accessories		135	\$24.25	\$568,799
<b>Entertainment &amp; Recreation</b>		130	\$4,194.63	\$98,376,590
Fees and Admissions		140	\$1,033.35	\$24,235,204
Membership Fees for Clubs (2)		140	\$348.44	\$8,172,003
Fees for Participant Sports, excl. Trips		139	\$160.66	\$3,768,066
Tickets to Theatre/Operas/Concerts		143	\$115.40	\$2,706,502
Tickets to Movies		136	\$75.51	\$1,770,933
Tickets to Parks or Museums		130	\$43.95	\$1,030,773
Admission to Sporting Events, excl. Trips		138	\$89.15	\$2,090,756
Fees for Recreational Lessons		141	\$198.73	\$4,660,870
Dating Services		126	\$1.51	\$35,302
TV/Video/Audio		127	\$1,494.39	\$35,048,005
Cable and Satellite Television Services		126	\$1,013.57	\$23,771,204
Televisions		131	\$147.15	\$3,451,176
Satellite Dishes		131	\$2.05	\$48,184
VCRs, Video Cameras, and DVD Players		125	\$6.14	\$144,024
Miscellaneous Video Equipment		132	\$20.46	\$479,767
Video Cassettes and DVDs		129	\$9.89	\$231,962
Video Game Hardware/Accessories		124	\$35.90	\$842,057
Video Game Software		128	\$20.40	\$478,459
Rental/Streaming/Downloaded Video		129	\$90.83	\$2,130,125
Installation of Televisions		168	\$1.24	\$29,072
Audio (3)		134	\$143.50	\$3,365,402
Rental and Repair of TV/Radio/Sound Equipment		110	\$3.26	\$76,573
Pets		125	\$911.44	\$21,376,055
Toys/Games/Crafts/Hobbies (4)		125	\$144.68	\$3,393,263
Recreational Vehicles and Fees (5)		129	\$145.74	\$3,418,049
Sports/Recreation/Exercise Equipment (6)		124	\$223.03	\$5,230,647
Photo Equipment and Supplies (7)		133	\$61.20	\$1,435,351
Reading (8)		136	\$140.48	\$3,294,778
Catered Affairs (9)		138	\$40.69	\$954,205
<b>Food</b>		130	\$12,020.63	\$281,919,938
Food at Home		129	\$7,035.07	\$164,993,593
Bakery and Cereal Products		129	\$901.14	\$21,134,353
Meats, Poultry, Fish, and Eggs		128	\$1,514.47	\$35,518,891
Dairy Products		129	\$707.62	\$16,595,817
Fruits and Vegetables		131	\$1,387.86	\$32,549,476
Snacks and Other Food at Home (10)		128	\$2,523.99	\$59,195,056
Food Away from Home		131	\$4,985.56	\$116,926,344
Alcoholic Beverages		137	\$860.05	\$20,170,639

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

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	144	\$39,396.70	\$923,970,770
Value of Retirement Plans	140	\$140,272.96	\$3,289,821,647
Value of Other Financial Assets	143	\$12,324.22	\$289,039,911
Vehicle Loan Amount excluding Interest	127	\$3,619.65	\$84,891,602
Value of Credit Card Debt	131	\$3,632.14	\$85,184,629
<b>Health</b>			
Nonprescription Drugs	122	\$189.53	\$4,445,023
Prescription Drugs	122	\$406.11	\$9,524,540
Eyeglasses and Contact Lenses	128	\$123.95	\$2,906,892
<b>Home</b>			
Mortgage Payment and Basics (11)	133	\$14,214.69	\$333,377,062
Maintenance and Remodeling Services	137	\$3,928.23	\$92,128,697
Maintenance and Remodeling Materials (12)	122	\$750.01	\$17,590,071
Utilities, Fuel, and Public Services	127	\$6,306.63	\$147,909,300
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	133	\$134.95	\$3,164,894
Furniture	132	\$840.59	\$19,714,347
Rugs	137	\$42.99	\$1,008,345
Major Appliances (14)	130	\$489.84	\$11,488,282
Housewares (15)	135	\$118.80	\$2,786,332
Small Appliances	129	\$67.98	\$1,594,439
Luggage	137	\$22.95	\$538,191
Telephones and Accessories	132	\$132.09	\$3,097,932
<b>Household Operations</b>			
Child Care	132	\$702.03	\$16,464,687
Lawn and Garden (16)	130	\$654.21	\$15,343,194
Moving/Storage/Freight Express	137	\$97.34	\$2,282,833
Housekeeping Supplies (17)	128	\$999.64	\$23,444,615
<b>Insurance</b>			
Owners and Renters Insurance	123	\$770.31	\$18,066,166
Vehicle Insurance	128	\$2,383.76	\$55,906,269
Life/Other Insurance	130	\$786.50	\$18,445,680
Health Insurance	128	\$5,287.56	\$124,009,205
Personal Care Products (18)	130	\$649.30	\$15,228,119
School Books and Supplies (19)	133	\$173.16	\$4,061,136
Smoking Products	114	\$439.32	\$10,303,396
<b>Transportation</b>			
Payments on Vehicles excluding Leases	124	\$3,244.23	\$76,086,897
Gasoline and Motor Oil	126	\$3,028.55	\$71,028,658
Vehicle Maintenance and Repairs	128	\$1,420.18	\$33,307,473
<b>Travel</b>			
Airline Fares	141	\$887.00	\$20,802,798
Lodging on Trips	138	\$976.48	\$22,901,281
Auto/Truck Rental on Trips	141	\$77.44	\$1,816,260
Food and Drink on Trips	136	\$814.08	\$19,092,666

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

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

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Top Tier (1A)	15.3%	Population	107,882	109,208
Exurbanites (1E)	13.9%	Households	43,061	43,719
Golden Years (9B)	10.4%	Families	24,669	24,763
Young and Restless (11B)	9.7%	Median Age	43.0	43.6
In Style (5B)	8.6%	Median Household Income	\$90,287	\$98,109
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		144	\$3,047.50	\$131,228,299
Men's		149	\$603.91	\$26,005,008
Women's		145	\$1,068.00	\$45,989,023
Children's		136	\$422.12	\$18,176,975
Footwear		142	\$712.96	\$30,700,916
Watches & Jewelry		144	\$185.59	\$7,991,876
Apparel Products and Services (1)		152	\$79.92	\$3,441,613
<b>Computer</b>				
Computers and Hardware for Home Use		149	\$250.44	\$10,784,190
Portable Memory		140	\$6.07	\$261,492
Computer Software		152	\$14.57	\$627,483
Computer Accessories		146	\$26.24	\$1,129,949
<b>Entertainment &amp; Recreation</b>		142	\$4,577.84	\$197,126,221
Fees and Admissions		153	\$1,129.60	\$48,641,831
Membership Fees for Clubs (2)		154	\$382.90	\$16,488,045
Fees for Participant Sports, excl. Trips		150	\$173.18	\$7,457,452
Tickets to Theatre/Operas/Concerts		157	\$127.20	\$5,477,397
Tickets to Movies		147	\$81.66	\$3,516,154
Tickets to Parks or Museums		139	\$47.29	\$2,036,154
Admission to Sporting Events, excl. Trips		152	\$98.18	\$4,227,820
Fees for Recreational Lessons		155	\$217.50	\$9,365,669
Dating Services		142	\$1.70	\$73,141
TV/Video/Audio		138	\$1,625.94	\$70,014,734
Cable and Satellite Television Services		137	\$1,102.76	\$47,486,093
Televisions		142	\$159.41	\$6,864,391
Satellite Dishes		143	\$2.24	\$96,496
VCRs, Video Cameras, and DVD Players		138	\$6.77	\$291,466
Miscellaneous Video Equipment		142	\$21.98	\$946,266
Video Cassettes and DVDs		141	\$10.78	\$464,054
Video Game Hardware/Accessories		136	\$39.40	\$1,696,493
Video Game Software		140	\$22.44	\$966,488
Rental/Streaming/Downloaded Video		140	\$98.63	\$4,247,056
Installation of Televisions		178	\$1.32	\$56,667
Audio (3)		146	\$156.40	\$6,734,886
Rental and Repair of TV/Radio/Sound Equipment		129	\$3.82	\$164,378
Pets		136	\$992.71	\$42,746,990
Toys/Games/Crafts/Hobbies (4)		136	\$157.46	\$6,780,224
Recreational Vehicles and Fees (5)		142	\$160.33	\$6,904,012
Sports/Recreation/Exercise Equipment (6)		136	\$245.20	\$10,558,734
Photo Equipment and Supplies (7)		147	\$67.37	\$2,900,925
Reading (8)		149	\$153.95	\$6,629,152
Catered Affairs (9)		156	\$45.74	\$1,969,726
<b>Food</b>		141	\$13,045.15	\$561,737,372
Food at Home		140	\$7,625.30	\$328,353,126
Bakery and Cereal Products		140	\$977.75	\$42,103,010
Meats, Poultry, Fish, and Eggs		139	\$1,640.82	\$70,655,317
Dairy Products		140	\$768.23	\$33,080,705
Fruits and Vegetables		142	\$1,504.55	\$64,787,484
Snacks and Other Food at Home (10)		139	\$2,733.95	\$117,726,609
Food Away from Home		143	\$5,419.85	\$233,384,246
Alcoholic Beverages		149	\$935.88	\$40,299,991

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

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	159	\$43,400.79	\$1,868,881,416
Value of Retirement Plans	153	\$153,590.24	\$6,613,749,171
Value of Other Financial Assets	156	\$13,391.39	\$576,646,814
Vehicle Loan Amount excluding Interest	136	\$3,894.82	\$167,714,726
Value of Credit Card Debt	142	\$3,928.09	\$169,147,402
<b>Health</b>			
Nonprescription Drugs	133	\$205.80	\$8,862,030
Prescription Drugs	133	\$442.88	\$19,070,837
Eyeglasses and Contact Lenses	140	\$135.29	\$5,825,805
<b>Home</b>			
Mortgage Payment and Basics (11)	145	\$15,406.70	\$663,427,874
Maintenance and Remodeling Services	148	\$4,262.98	\$183,568,119
Maintenance and Remodeling Materials (12)	131	\$808.32	\$34,807,253
Utilities, Fuel, and Public Services	137	\$6,835.73	\$294,353,514
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	145	\$147.14	\$6,335,872
Furniture	143	\$913.74	\$39,346,537
Rugs	150	\$47.09	\$2,027,735
Major Appliances (14)	141	\$530.29	\$22,834,683
Housewares (15)	146	\$128.32	\$5,525,452
Small Appliances	141	\$74.04	\$3,188,314
Luggage	148	\$24.81	\$1,068,508
Telephones and Accessories	144	\$144.41	\$6,218,224
<b>Household Operations</b>			
Child Care	144	\$763.60	\$32,881,339
Lawn and Garden (16)	141	\$707.49	\$30,465,420
Moving/Storage/Freight Express	148	\$105.63	\$4,548,322
Housekeeping Supplies (17)	138	\$1,078.42	\$46,437,954
<b>Insurance</b>			
Owners and Renters Insurance	133	\$833.25	\$35,880,391
Vehicle Insurance	138	\$2,571.68	\$110,739,322
Life/Other Insurance	143	\$859.68	\$37,018,811
Health Insurance	139	\$5,736.39	\$247,014,633
Personal Care Products (18)	141	\$704.07	\$30,318,026
School Books and Supplies (19)	145	\$188.70	\$8,125,781
Smoking Products	126	\$485.43	\$20,903,152
<b>Transportation</b>			
Payments on Vehicles excluding Leases	134	\$3,485.53	\$150,090,539
Gasoline and Motor Oil	136	\$3,269.92	\$140,806,028
Vehicle Maintenance and Repairs	139	\$1,538.73	\$66,259,363
<b>Travel</b>			
Airline Fares	154	\$967.78	\$41,673,450
Lodging on Trips	150	\$1,061.46	\$45,707,359
Auto/Truck Rental on Trips	152	\$83.75	\$3,606,573
Food and Drink on Trips	148	\$884.84	\$38,102,103

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

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

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

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

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

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	985		3,841		7,554							
Total Employees:	13,673		54,422		108,390							
Total Residential Population:	9,118		54,850		107,882							
Employee/Residential Population Ratio (per 100 Residents)	150		99		100							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	0.7%	71	0.5%	40	1.0%	408	0.7%	77	1.0%	742	0.7%
Construction	58	5.9%	713	5.2%	222	5.8%	2,775	5.1%	350	4.6%	5,030	4.6%
Manufacturing	22	2.2%	1,461	10.7%	88	2.3%	5,797	10.7%	147	1.9%	7,623	7.0%
Transportation	13	1.3%	164	1.2%	42	1.1%	364	0.7%	86	1.1%	722	0.7%
Communication	6	0.6%	107	0.8%	29	0.8%	469	0.9%	58	0.8%	817	0.8%
Utility	2	0.2%	27	0.2%	9	0.2%	135	0.2%	13	0.2%	199	0.2%
Wholesale Trade	25	2.5%	294	2.2%	104	2.7%	1,402	2.6%	153	2.0%	2,065	1.9%
Retail Trade Summary	203	20.6%	3,361	24.6%	686	17.9%	12,239	22.5%	1,200	15.9%	20,454	18.9%
Home Improvement	12	1.2%	186	1.4%	41	1.1%	764	1.4%	49	0.6%	889	0.8%
General Merchandise Stores	12	1.2%	300	2.2%	30	0.8%	800	1.5%	49	0.6%	1,136	1.0%
Food Stores	14	1.4%	374	2.7%	53	1.4%	1,249	2.3%	89	1.2%	1,945	1.8%
Auto Dealers, Gas Stations, Auto Aftermarket	20	2.0%	567	4.1%	62	1.6%	1,799	3.3%	91	1.2%	2,853	2.6%
Apparel & Accessory Stores	13	1.3%	69	0.5%	39	1.0%	369	0.7%	136	1.8%	1,893	1.7%
Furniture & Home Furnishings	23	2.3%	192	1.4%	77	2.0%	939	1.7%	103	1.4%	1,212	1.1%
Eating & Drinking Places	59	6.0%	1,013	7.4%	191	5.0%	4,213	7.7%	341	4.5%	6,800	6.3%
Miscellaneous Retail	51	5.2%	660	4.8%	193	5.0%	2,107	3.9%	342	4.5%	3,727	3.4%
Finance, Insurance, Real Estate Summary	178	18.1%	1,995	14.6%	633	16.5%	7,842	14.4%	1,161	15.4%	12,529	11.6%
Banks, Savings & Lending Institutions	34	3.5%	289	2.1%	103	2.7%	856	1.6%	173	2.3%	1,398	1.3%
Securities Brokers	31	3.1%	375	2.7%	115	3.0%	1,616	3.0%	248	3.3%	2,700	2.5%
Insurance Carriers & Agents	39	4.0%	645	4.7%	148	3.9%	2,825	5.2%	245	3.2%	4,225	3.9%
Real Estate, Holding, Other Investment Offices	74	7.5%	687	5.0%	267	7.0%	2,546	4.7%	494	6.5%	4,206	3.9%
Services Summary	388	39.4%	5,174	37.8%	1,569	40.8%	21,795	40.0%	3,324	44.0%	53,123	49.0%
Hotels & Lodging	4	0.4%	229	1.7%	14	0.4%	704	1.3%	34	0.5%	1,323	1.2%
Automotive Services	21	2.1%	188	1.4%	81	2.1%	862	1.6%	133	1.8%	1,271	1.2%
Motion Pictures & Amusements	33	3.4%	400	2.9%	117	3.0%	1,282	2.4%	182	2.4%	1,911	1.8%
Health Services	78	7.9%	989	7.2%	343	8.9%	5,615	10.3%	757	10.0%	18,037	16.6%
Legal Services	23	2.3%	123	0.9%	99	2.6%	612	1.1%	397	5.3%	2,445	2.3%
Education Institutions & Libraries	13	1.3%	296	2.2%	56	1.5%	1,949	3.6%	128	1.7%	4,933	4.6%
Other Services	216	21.9%	2,949	21.6%	858	22.3%	10,771	19.8%	1,693	22.4%	23,202	21.4%
Government	7	0.7%	223	1.6%	22	0.6%	863	1.6%	118	1.6%	4,316	4.0%
Unclassified Establishments	75	7.6%	83	0.6%	396	10.3%	334	0.6%	868	11.5%	769	0.7%
Totals	985	100.0%	13,673	100.0%	3,841	100.0%	54,422	100.0%	7,554	100.0%	108,390	100.0%

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

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

9712 York Rd, Cockeysville, Maryland, 21030  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.45722  
Longitude: -76.63383

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	0.1%	4	0.0%	5	0.1%	16	0.0%	15	0.2%	55	0.1%
Mining	0	0.0%	2	0.0%	1	0.0%	8	0.0%	1	0.0%	9	0.0%
Utilities	0	0.0%	7	0.1%	3	0.1%	69	0.1%	4	0.1%	87	0.1%
Construction	63	6.4%	778	5.7%	237	6.2%	2,985	5.5%	381	5.0%	5,472	5.0%
Manufacturing	28	2.8%	1,448	10.6%	107	2.8%	5,706	10.5%	167	2.2%	7,496	6.9%
Wholesale Trade	24	2.4%	288	2.1%	98	2.6%	1,374	2.5%	145	1.9%	2,024	1.9%
Retail Trade	138	14.0%	2,301	16.8%	475	12.4%	7,870	14.5%	822	10.9%	13,363	12.3%
Motor Vehicle & Parts Dealers	17	1.7%	543	4.0%	51	1.3%	1,730	3.2%	74	1.0%	2,758	2.5%
Furniture & Home Furnishings Stores	15	1.5%	91	0.7%	46	1.2%	386	0.7%	60	0.8%	529	0.5%
Electronics & Appliance Stores	4	0.4%	73	0.5%	19	0.5%	556	1.0%	30	0.4%	688	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	12	1.2%	186	1.4%	41	1.1%	764	1.4%	49	0.6%	889	0.8%
Food & Beverage Stores	15	1.5%	374	2.7%	50	1.3%	1,196	2.2%	74	1.0%	1,772	1.6%
Health & Personal Care Stores	15	1.5%	399	2.9%	52	1.4%	754	1.4%	93	1.2%	1,106	1.0%
Gasoline Stations	3	0.3%	24	0.2%	12	0.3%	69	0.1%	18	0.2%	95	0.1%
Clothing & Clothing Accessories Stores	14	1.4%	84	0.6%	46	1.2%	564	1.0%	157	2.1%	2,206	2.0%
Sport Goods, Hobby, Book, & Music Stores	7	0.7%	118	0.9%	35	0.9%	531	1.0%	55	0.7%	721	0.7%
General Merchandise Stores	12	1.2%	300	2.2%	30	0.8%	800	1.5%	49	0.6%	1,136	1.0%
Miscellaneous Store Retailers	17	1.7%	83	0.6%	68	1.8%	424	0.8%	126	1.7%	1,231	1.1%
Nonstore Retailers	7	0.7%	25	0.2%	25	0.7%	94	0.2%	37	0.5%	233	0.2%
Transportation & Warehousing	6	0.6%	120	0.9%	21	0.5%	249	0.5%	53	0.7%	575	0.5%
Information	21	2.1%	400	2.9%	70	1.8%	1,231	2.3%	138	1.8%	2,398	2.2%
Finance & Insurance	105	10.7%	1,323	9.7%	375	9.8%	5,406	9.9%	680	9.0%	8,471	7.8%
Central Bank/Credit Intermediation & Related Activities	34	3.5%	289	2.1%	103	2.7%	864	1.6%	174	2.3%	1,410	1.3%
Securities, Commodity Contracts & Other Financial	32	3.2%	380	2.8%	121	3.2%	1,680	3.1%	258	3.4%	2,792	2.6%
Insurance Carriers & Related Activities; Funds, Trusts &	39	4.0%	655	4.8%	151	3.9%	2,862	5.3%	248	3.3%	4,269	3.9%
Real Estate, Rental & Leasing	73	7.4%	617	4.5%	251	6.5%	2,246	4.1%	452	6.0%	3,628	3.3%
Professional, Scientific & Tech Services	113	11.5%	1,395	10.2%	449	11.7%	5,216	9.6%	1,115	14.8%	14,183	13.1%
Legal Services	27	2.7%	142	1.0%	117	3.0%	745	1.4%	432	5.7%	2,692	2.5%
Management of Companies & Enterprises	4	0.4%	29	0.2%	17	0.4%	109	0.2%	33	0.4%	219	0.2%
Administrative & Support & Waste Management & Remediation	45	4.6%	487	3.6%	166	4.3%	1,711	3.1%	289	3.8%	2,578	2.4%
Educational Services	22	2.2%	331	2.4%	89	2.3%	2,176	4.0%	174	2.3%	5,032	4.6%
Health Care & Social Assistance	90	9.1%	1,400	10.2%	419	10.9%	7,409	13.6%	941	12.5%	22,029	20.3%
Arts, Entertainment & Recreation	25	2.5%	318	2.3%	81	2.1%	939	1.7%	132	1.7%	1,468	1.4%
Accommodation & Food Services	64	6.5%	1,246	9.1%	212	5.5%	4,957	9.1%	389	5.1%	8,255	7.6%
Accommodation	4	0.4%	229	1.7%	14	0.4%	704	1.3%	34	0.5%	1,323	1.2%
Food Services & Drinking Places	59	6.0%	1,017	7.4%	197	5.1%	4,253	7.8%	356	4.7%	6,932	6.4%
Other Services (except Public Administration)	80	8.1%	872	6.4%	348	9.1%	3,550	6.5%	634	8.4%	5,954	5.5%
Automotive Repair & Maintenance	15	1.5%	157	1.1%	66	1.7%	786	1.4%	96	1.3%	1,011	0.9%
Public Administration	7	0.7%	223	1.6%	22	0.6%	863	1.6%	119	1.6%	4,326	4.0%
Unclassified Establishments	75	7.6%	83	0.6%	396	10.3%	334	0.6%	868	11.5%	769	0.7%
<b>Total</b>	<b>985</b>	<b>100.0%</b>	<b>13,673</b>	<b>100.0%</b>	<b>3,841</b>	<b>100.0%</b>	<b>54,422</b>	<b>100.0%</b>	<b>7,554</b>	<b>100.0%</b>	<b>108,390</b>	<b>100.0%</b>

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

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.