

9915 Reisterstown Rd, Owings Mills, Maryland, 21117 2
 9915 Reisterstown Rd, Owings Mills, Maryland, 21117
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.41148
 Longitude: -76.76823

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,928	57,813	155,439
2010 Total Population	4,959	71,270	175,806
2020 Total Population	4,981	74,950	182,523
2020 Group Quarters	161	2,089	3,568
2025 Total Population	5,625	77,172	185,662
2020-2025 Annual Rate	2.46%	0.59%	0.34%
2020 Total Daytime Population	8,006	74,444	169,879
Workers	5,687	39,931	83,430
Residents	2,319	34,513	86,449
Household Summary			
2000 Households	2,184	23,514	61,628
2000 Average Household Size	2.08	2.41	2.47
2010 Households	2,140	29,036	69,518
2010 Average Household Size	2.24	2.38	2.48
2020 Households	2,109	30,471	71,845
2020 Average Household Size	2.29	2.39	2.49
2025 Households	2,427	31,420	73,036
2025 Average Household Size	2.25	2.39	2.49
2020-2025 Annual Rate	2.85%	0.62%	0.33%
2010 Families	1,151	18,159	45,231
2010 Average Family Size	2.92	2.99	3.06
2020 Families	1,110	18,646	46,066
2020 Average Family Size	3.00	3.02	3.10
2025 Families	1,255	19,054	46,581
2025 Average Family Size	2.99	3.03	3.11
2020-2025 Annual Rate	2.49%	0.43%	0.22%
Housing Unit Summary			
2000 Housing Units	2,277	24,780	64,736
Owner Occupied Housing Units	39.2%	62.7%	62.6%
Renter Occupied Housing Units	56.8%	32.2%	32.6%
Vacant Housing Units	4.0%	5.1%	4.8%
2010 Housing Units	2,283	30,722	73,458
Owner Occupied Housing Units	38.0%	58.1%	60.1%
Renter Occupied Housing Units	55.8%	36.4%	34.5%
Vacant Housing Units	6.3%	5.5%	5.4%
2020 Housing Units	2,285	32,453	76,476
Owner Occupied Housing Units	38.8%	57.4%	60.6%
Renter Occupied Housing Units	53.5%	36.4%	33.4%
Vacant Housing Units	7.7%	6.1%	6.1%
2025 Housing Units	2,618	33,630	78,218
Owner Occupied Housing Units	33.9%	56.6%	60.3%
Renter Occupied Housing Units	58.8%	36.8%	33.1%
Vacant Housing Units	7.3%	6.6%	6.6%
Median Household Income			
2020	\$58,849	\$84,522	\$81,809
2025	\$63,919	\$90,248	\$87,135
Median Home Value			
2020	\$226,551	\$280,988	\$282,176
2025	\$243,470	\$324,979	\$331,430
Per Capita Income			
2020	\$35,442	\$44,945	\$44,016
2025	\$40,342	\$49,483	\$48,381
Median Age			
2010	33.2	36.7	38.4
2020	34.6	38.1	39.8
2025	35.2	38.5	40.4

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

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

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2020 Households by Income			
Household Income Base	2,109	30,471	71,845
<\$15,000	8.7%	5.6%	6.8%
\$15,000 - \$24,999	7.1%	4.3%	5.9%
\$25,000 - \$34,999	7.0%	4.5%	5.1%
\$35,000 - \$49,999	16.7%	10.8%	10.7%
\$50,000 - \$74,999	22.9%	18.0%	16.7%
\$75,000 - \$99,999	10.8%	15.2%	14.2%
\$100,000 - \$149,999	15.4%	20.9%	19.3%
\$150,000 - \$199,999	5.4%	10.6%	9.7%
\$200,000+	6.1%	10.2%	11.5%
Average Household Income	\$83,296	\$110,984	\$111,647
2025 Households by Income			
Household Income Base	2,427	31,420	73,036
<\$15,000	7.3%	5.2%	6.4%
\$15,000 - \$24,999	6.2%	3.9%	5.4%
\$25,000 - \$34,999	6.3%	4.0%	4.6%
\$35,000 - \$49,999	16.0%	10.2%	10.2%
\$50,000 - \$74,999	21.9%	16.6%	15.7%
\$75,000 - \$99,999	11.9%	14.9%	14.0%
\$100,000 - \$149,999	17.4%	21.4%	19.8%
\$150,000 - \$199,999	6.1%	11.9%	10.8%
\$200,000+	7.0%	11.8%	13.2%
Average Household Income	\$93,079	\$121,986	\$122,811
2020 Owner Occupied Housing Units by Value			
Total	886	18,639	46,300
<\$50,000	0.7%	1.1%	1.5%
\$50,000 - \$99,999	0.8%	0.8%	1.9%
\$100,000 - \$149,999	7.8%	4.4%	5.6%
\$150,000 - \$199,999	24.5%	13.2%	13.2%
\$200,000 - \$249,999	30.9%	19.5%	18.2%
\$250,000 - \$299,999	18.2%	17.8%	15.0%
\$300,000 - \$399,999	4.7%	18.8%	18.4%
\$400,000 - \$499,999	1.2%	12.2%	11.2%
\$500,000 - \$749,999	4.1%	7.9%	9.9%
\$750,000 - \$999,999	4.5%	1.8%	2.7%
\$1,000,000 - \$1,499,999	2.1%	1.2%	1.2%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.7%
\$2,000,000 +	0.6%	0.8%	0.6%
Average Home Value	\$302,418	\$350,172	\$354,552
2025 Owner Occupied Housing Units by Value			
Total	887	19,036	47,147
<\$50,000	0.7%	0.8%	1.4%
\$50,000 - \$99,999	0.6%	0.6%	1.3%
\$100,000 - \$149,999	5.0%	2.3%	3.0%
\$150,000 - \$199,999	17.5%	7.6%	7.6%
\$200,000 - \$249,999	30.2%	14.5%	14.2%
\$250,000 - \$299,999	23.3%	18.0%	15.2%
\$300,000 - \$399,999	8.1%	24.6%	23.3%
\$400,000 - \$499,999	2.4%	16.4%	15.1%
\$500,000 - \$749,999	4.3%	10.1%	12.8%
\$750,000 - \$999,999	5.0%	2.1%	3.3%
\$1,000,000 - \$1,499,999	2.1%	1.4%	1.4%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.7%
\$2,000,000 +	0.6%	1.0%	0.7%
Average Home Value	\$322,545	\$389,962	\$396,704

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.

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2010 Population by Age			
Total	4,960	71,271	175,804
0 - 4	7.6%	6.4%	6.3%
5 - 9	6.2%	5.9%	6.2%
10 - 14	5.0%	5.9%	6.4%
15 - 24	13.8%	13.9%	13.4%
25 - 34	21.2%	15.5%	13.3%
35 - 44	15.4%	14.1%	13.4%
45 - 54	13.4%	14.0%	14.5%
55 - 64	10.8%	12.3%	13.0%
65 - 74	4.5%	6.5%	7.0%
75 - 84	1.8%	3.7%	4.3%
85 +	0.4%	1.9%	2.2%
18 +	78.5%	77.9%	76.8%
2020 Population by Age			
Total	4,983	74,949	182,524
0 - 4	6.9%	5.7%	5.6%
5 - 9	6.0%	5.9%	5.9%
10 - 14	5.2%	6.1%	6.2%
15 - 24	12.1%	13.3%	12.3%
25 - 34	20.7%	14.3%	13.6%
35 - 44	14.9%	14.2%	12.7%
45 - 54	12.2%	12.4%	12.6%
55 - 64	12.2%	12.1%	13.0%
65 - 74	7.2%	9.4%	10.3%
75 - 84	2.1%	4.5%	5.2%
85 +	0.6%	2.1%	2.6%
18 +	79.1%	78.8%	78.7%
2025 Population by Age			
Total	5,627	77,172	185,662
0 - 4	6.8%	5.8%	5.6%
5 - 9	5.8%	5.6%	5.6%
10 - 14	4.9%	5.6%	5.8%
15 - 24	12.0%	12.9%	11.7%
25 - 34	20.1%	15.0%	13.8%
35 - 44	15.1%	14.2%	13.4%
45 - 54	11.8%	12.1%	11.9%
55 - 64	12.2%	11.4%	12.3%
65 - 74	8.1%	9.4%	10.6%
75 - 84	2.7%	5.7%	6.6%
85 +	0.6%	2.3%	2.8%
18 +	79.9%	79.5%	79.4%
2010 Population by Sex			
Males	2,400	32,801	80,980
Females	2,559	38,469	94,826
2020 Population by Sex			
Males	2,408	34,701	84,624
Females	2,573	40,249	97,900
2025 Population by Sex			
Males	2,689	35,755	86,346
Females	2,935	41,417	99,317

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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2010 Population by Race/Ethnicity			
Total	4,959	71,270	175,806
White Alone	44.1%	41.3%	42.4%
Black Alone	38.2%	47.6%	48.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	6.4%	5.6%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	7.0%	2.4%	2.1%
Two or More Races	4.0%	2.7%	2.5%
Hispanic Origin	13.3%	5.4%	4.9%
Diversity Index	73.5	64.0	62.3
2020 Population by Race/Ethnicity			
Total	4,982	74,950	182,524
White Alone	34.3%	32.6%	35.6%
Black Alone	44.5%	54.2%	53.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	7.0%	6.6%	5.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.9%	3.1%	2.8%
Two or More Races	4.8%	3.1%	2.9%
Hispanic Origin	16.8%	7.1%	6.5%
Diversity Index	76.9	64.8	63.7
2025 Population by Race/Ethnicity			
Total	5,625	77,172	185,662
White Alone	31.3%	28.9%	32.3%
Black Alone	47.4%	56.9%	55.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	7.3%	7.1%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.7%	3.4%	3.1%
Two or More Races	5.0%	3.4%	3.2%
Hispanic Origin	17.1%	7.9%	7.4%
Diversity Index	76.5	64.8	64.2
2010 Population by Relationship and Household Type			
Total	4,959	71,270	175,806
In Households	96.9%	97.2%	98.0%
In Family Households	71.2%	78.4%	81.2%
Householder	23.2%	25.4%	25.7%
Spouse	13.3%	17.5%	17.6%
Child	25.8%	28.5%	30.8%
Other relative	5.4%	4.7%	4.7%
Nonrelative	3.5%	2.3%	2.4%
In Nonfamily Households	25.7%	18.7%	16.9%
In Group Quarters	3.1%	2.8%	2.0%
Institutionalized Population	1.8%	0.2%	0.7%
Noninstitutionalized Population	1.3%	2.6%	1.3%

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.

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2020 Population 25+ by Educational Attainment			
Total	3,479	51,759	127,699
Less than 9th Grade	4.7%	2.6%	2.3%
9th - 12th Grade, No Diploma	7.3%	4.0%	3.7%
High School Graduate	18.3%	15.3%	17.8%
GED/Alternative Credential	4.3%	2.4%	2.6%
Some College, No Degree	19.3%	18.1%	18.8%
Associate Degree	8.7%	6.9%	7.1%
Bachelor's Degree	26.4%	29.5%	27.7%
Graduate/Professional Degree	11.1%	21.3%	20.1%
2020 Population 15+ by Marital Status			
Total	4,082	61,707	150,213
Never Married	47.3%	36.2%	35.2%
Married	37.4%	46.4%	47.5%
Widowed	2.5%	5.8%	6.0%
Divorced	12.8%	11.6%	11.3%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,048	45,092	107,663
Population 16+ Employed	88.2%	90.4%	90.1%
Population 16+ Unemployment rate	11.8%	9.6%	9.9%
Population 16-24 Employed	7.7%	11.0%	10.4%
Population 16-24 Unemployment rate	18.3%	16.3%	17.1%
Population 25-54 Employed	70.0%	63.8%	61.6%
Population 25-54 Unemployment rate	12.1%	9.2%	9.3%
Population 55-64 Employed	14.8%	15.5%	17.2%
Population 55-64 Unemployment rate	7.9%	7.6%	8.7%
Population 65+ Employed	7.5%	9.8%	10.8%
Population 65+ Unemployment rate	9.5%	7.5%	7.7%
2020 Employed Population 16+ by Industry			
Total	2,687	40,760	96,954
Agriculture/Mining	0.5%	0.2%	0.1%
Construction	4.2%	4.2%	4.2%
Manufacturing	4.4%	4.0%	4.2%
Wholesale Trade	1.6%	0.9%	1.3%
Retail Trade	8.7%	8.5%	8.6%
Transportation/Utilities	2.6%	3.8%	4.8%
Information	1.9%	1.8%	2.0%
Finance/Insurance/Real Estate	9.8%	9.1%	8.7%
Services	58.1%	56.9%	56.4%
Public Administration	8.1%	10.6%	9.7%
2020 Employed Population 16+ by Occupation			
Total	2,688	40,757	96,953
White Collar	63.7%	72.5%	71.6%
Management/Business/Financial	15.5%	17.9%	16.9%
Professional	22.7%	33.3%	31.9%
Sales	8.3%	8.8%	8.8%
Administrative Support	17.2%	12.5%	14.1%
Services	28.5%	17.0%	16.8%
Blue Collar	7.8%	10.5%	11.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.1%	2.7%	2.5%
Installation/Maintenance/Repair	1.1%	2.3%	2.4%
Production	0.8%	2.0%	2.4%
Transportation/Material Moving	3.9%	3.5%	4.2%

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2010 Households by Type			
Total	2,140	29,035	69,518
Households with 1 Person	36.1%	30.5%	29.0%
Households with 2+ People	63.9%	69.5%	71.0%
Family Households	53.8%	62.5%	65.1%
Husband-wife Families	30.9%	43.3%	44.4%
With Related Children	14.1%	18.6%	19.3%
Other Family (No Spouse Present)	22.9%	19.3%	20.6%
Other Family with Male Householder	5.7%	4.2%	4.3%
With Related Children	2.9%	2.4%	2.4%
Other Family with Female Householder	17.2%	15.1%	16.3%
With Related Children	11.4%	9.8%	10.4%
Nonfamily Households	10.1%	7.0%	6.0%
All Households with Children	28.7%	31.2%	32.6%
Multigenerational Households	2.7%	4.0%	4.6%
Unmarried Partner Households	9.0%	6.4%	5.8%
Male-female	7.8%	5.6%	5.1%
Same-sex	1.2%	0.8%	0.8%
2010 Households by Size			
Total	2,141	29,034	69,519
1 Person Household	36.1%	30.5%	29.0%
2 Person Household	31.1%	33.3%	32.4%
3 Person Household	15.8%	16.2%	16.7%
4 Person Household	10.5%	11.8%	12.5%
5 Person Household	4.0%	5.1%	5.7%
6 Person Household	1.7%	1.9%	2.3%
7 + Person Household	0.8%	1.2%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	2,140	29,036	69,518
Owner Occupied	40.5%	61.5%	63.5%
Owned with a Mortgage/Loan	34.4%	51.9%	51.2%
Owned Free and Clear	6.1%	9.6%	12.3%
Renter Occupied	59.5%	38.5%	36.5%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	132	155	151
Percent of Income for Mortgage	16.1%	13.9%	14.4%
Wealth Index	64	128	136
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,283	30,722	73,458
Housing Units Inside Urbanized Area	98.9%	98.4%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.1%	1.6%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	4,959	71,270	175,806
Population Inside Urbanized Area	98.8%	98.3%	97.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.2%	1.7%	2.7%

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

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Top 3 Tapestry Segments			
1.	Emerald City (8B)	Enterprising Professionals	Enterprising Professionals (2D)
2.	Bright Young Professionals (8C)	Soccer Moms (4A)	Pleasantville (2B)
3.	Metro Fusion (11C)	Pleasantville (2B)	Parks and Rec (5C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,418,720	\$80,892,110	\$190,067,964
Average Spent	\$2,095.17	\$2,654.72	\$2,645.53
Spending Potential Index	98	124	123
Education: Total \$	\$3,368,074	\$70,903,978	\$169,669,276
Average Spent	\$1,597.00	\$2,326.93	\$2,361.60
Spending Potential Index	89	130	132
Entertainment/Recreation: Total \$	\$6,233,075	\$117,593,839	\$281,404,120
Average Spent	\$2,955.46	\$3,859.21	\$3,916.82
Spending Potential Index	91	119	121
Food at Home: Total \$	\$10,638,011	\$194,853,689	\$463,635,677
Average Spent	\$5,044.10	\$6,394.73	\$6,453.28
Spending Potential Index	94	120	121
Food Away from Home: Total \$	\$7,713,136	\$142,642,688	\$332,648,222
Average Spent	\$3,657.25	\$4,681.26	\$4,630.08
Spending Potential Index	97	124	123
Health Care: Total \$	\$10,802,292	\$200,029,598	\$485,886,395
Average Spent	\$5,122.00	\$6,564.59	\$6,762.98
Spending Potential Index	89	114	118
HH Furnishings & Equipment: Total \$	\$4,303,917	\$79,434,876	\$189,797,001
Average Spent	\$2,040.74	\$2,606.90	\$2,641.76
Spending Potential Index	93	119	121
Personal Care Products & Services: Total \$	\$1,864,289	\$34,371,546	\$81,144,602
Average Spent	\$883.97	\$1,128.01	\$1,129.44
Spending Potential Index	96	123	123
Shelter: Total \$	\$39,154,906	\$749,864,898	\$1,771,428,445
Average Spent	\$18,565.63	\$24,609.13	\$24,656.25
Spending Potential Index	96	127	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,517,069	\$80,541,300	\$194,356,212
Average Spent	\$2,141.81	\$2,643.21	\$2,705.22
Spending Potential Index	91	113	116
Travel: Total \$	\$4,546,654	\$91,843,878	\$218,676,257
Average Spent	\$2,155.83	\$3,014.14	\$3,043.72
Spending Potential Index	89	125	126
Vehicle Maintenance & Repairs: Total \$	\$2,375,661	\$41,379,272	\$99,202,795
Average Spent	\$1,126.44	\$1,357.99	\$1,380.79
Spending Potential Index	97	117	119

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.

9915 Reisterstown Rd, Owings Mills, Maryland, 21117 2
 9915 Reisterstown Rd, Owings Mills, Maryland, 21117
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.41148
 Longitude: -76.76823

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Emerald City (8B)	48.6%	Population	4,981	5,625
Bright Young Professionals (8C)	26.3%	Households	2,109	2,427
Metro Fusion (11C)	24.1%	Families	1,110	1,255
Top Tier (1A)	0.8%	Median Age	34.6	35.2
Enterprising Professionals (2D)	0.1%	Median Household Income	\$58,849	\$63,919
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		98	\$2,095.17	\$4,418,720
Men's		98	\$412.53	\$870,023
Women's		95	\$713.14	\$1,504,006
Children's		102	\$323.43	\$682,114
Footwear		101	\$485.16	\$1,023,202
Watches & Jewelry		94	\$109.48	\$230,903
Apparel Products and Services (1)		89	\$51.43	\$108,472
Computer				
Computers and Hardware for Home Use		99	\$161.86	\$341,356
Portable Memory		97	\$3.76	\$7,937
Computer Software		102	\$9.96	\$20,996
Computer Accessories		97	\$17.18	\$36,238
Entertainment & Recreation		91	\$2,955.46	\$6,233,075
Fees and Admissions		92	\$662.55	\$1,397,321
Membership Fees for Clubs (2)		92	\$220.58	\$465,197
Fees for Participant Sports, excl. Trips		95	\$93.37	\$196,911
Tickets to Theatre/Operas/Concerts		91	\$73.77	\$155,579
Tickets to Movies		105	\$60.35	\$127,273
Tickets to Parks or Museums		95	\$31.30	\$66,021
Admission to Sporting Events, excl. Trips		86	\$53.73	\$113,312
Fees for Recreational Lessons		89	\$128.59	\$271,189
Dating Services		107	\$0.87	\$1,838
TV/Video/Audio		93	\$1,090.81	\$2,300,508
Cable and Satellite Television Services		89	\$720.29	\$1,519,086
Televisions		101	\$109.28	\$230,474
Satellite Dishes		100	\$1.17	\$2,458
VCRs, Video Cameras, and DVD Players		101	\$5.28	\$11,129
Miscellaneous Video Equipment		94	\$23.43	\$49,408
Video Cassettes and DVDs		103	\$10.32	\$21,767
Video Game Hardware/Accessories		113	\$31.92	\$67,329
Video Game Software		115	\$18.87	\$39,806
Rental/Streaming/Downloaded Video		113	\$61.01	\$128,673
Installation of Televisions		85	\$0.92	\$1,942
Audio (3)		99	\$105.72	\$222,965
Rental and Repair of TV/Radio/Sound Equipment		107	\$2.59	\$5,470
Pets		86	\$596.66	\$1,258,355
Toys/Games/Crafts/Hobbies (4)		100	\$121.17	\$255,556
Recreational Vehicles and Fees (5)		68	\$105.18	\$221,821
Sports/Recreation/Exercise Equipment (6)		99	\$200.14	\$422,094
Photo Equipment and Supplies (7)		103	\$52.57	\$110,870
Reading (8)		91	\$98.42	\$207,562
Catered Affairs (9)		94	\$27.97	\$58,988
Food		96	\$8,701.35	\$18,351,147
Food at Home		94	\$5,044.10	\$10,638,011
Bakery and Cereal Products		93	\$647.74	\$1,366,079
Meats, Poultry, Fish, and Eggs		94	\$1,098.53	\$2,316,805
Dairy Products		93	\$511.90	\$1,079,607
Fruits and Vegetables		95	\$988.86	\$2,085,513
Snacks and Other Food at Home (10)		95	\$1,797.06	\$3,790,008
Food Away from Home		97	\$3,657.25	\$7,713,136
Alcoholic Beverages		94	\$587.72	\$1,239,511

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.

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 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	88	\$21,446.69	\$45,231,079
Value of Retirement Plans	81	\$77,318.71	\$163,065,157
Value of Other Financial Assets	78	\$6,395.12	\$13,487,315
Vehicle Loan Amount excluding Interest	101	\$2,951.22	\$6,224,114
Value of Credit Card Debt	93	\$2,428.95	\$5,122,651
Health			
Nonprescription Drugs	90	\$134.15	\$282,921
Prescription Drugs	85	\$298.91	\$630,394
Eyeglasses and Contact Lenses	87	\$81.05	\$170,944
Home			
Mortgage Payment and Basics (11)	79	\$8,230.10	\$17,357,281
Maintenance and Remodeling Services	79	\$2,035.25	\$4,292,351
Maintenance and Remodeling Materials (12)	75	\$413.56	\$872,195
Utilities, Fuel, and Public Services	93	\$4,534.62	\$9,563,518
Household Furnishings and Equipment			
Household Textiles (13)	97	\$98.42	\$207,567
Furniture	95	\$611.46	\$1,289,566
Rugs	91	\$31.87	\$67,217
Major Appliances (14)	87	\$311.65	\$657,273
Housewares (15)	93	\$89.92	\$189,631
Small Appliances	99	\$48.96	\$103,259
Luggage	103	\$15.12	\$31,879
Telephones and Accessories	95	\$83.78	\$176,698
Household Operations			
Child Care	98	\$505.91	\$1,066,964
Lawn and Garden (16)	79	\$384.39	\$810,689
Moving/Storage/Freight Express	117	\$70.24	\$148,139
Housekeeping Supplies (17)	94	\$725.92	\$1,530,970
Insurance			
Owners and Renters Insurance	81	\$483.98	\$1,020,723
Vehicle Insurance	98	\$1,768.33	\$3,729,412
Life/Other Insurance	82	\$442.93	\$934,138
Health Insurance	89	\$3,303.67	\$6,967,438
Personal Care Products (18)	98	\$488.74	\$1,030,752
School Books and Supplies (19)	101	\$149.44	\$315,162
Smoking Products	96	\$386.78	\$815,710
Transportation			
Payments on Vehicles excluding Leases	94	\$2,428.93	\$5,122,604
Gasoline and Motor Oil	96	\$2,276.74	\$4,801,649
Vehicle Maintenance and Repairs	97	\$1,126.44	\$2,375,661
Travel			
Airline Fares	92	\$550.26	\$1,160,505
Lodging on Trips	86	\$556.49	\$1,173,639
Auto/Truck Rental on Trips	95	\$27.36	\$57,707
Food and Drink on Trips	91	\$520.11	\$1,096,919

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	36.8%	Population	74,950	77,172
Soccer Moms (4A)	9.4%	Households	30,471	31,420
Pleasantville (2B)	8.6%	Families	18,646	19,054
Young and Restless (11B)	8.6%	Median Age	38.1	38.5
Golden Years (9B)	5.9%	Median Household Income	\$84,522	\$90,248
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		124	\$2,654.72	\$80,892,110
Men's		125	\$523.78	\$15,959,952
Women's		124	\$934.06	\$28,461,785
Children's		123	\$390.22	\$11,890,330
Footwear		123	\$589.48	\$17,961,945
Watches & Jewelry		122	\$142.16	\$4,331,684
Apparel Products and Services (1)		130	\$75.04	\$2,286,414
Computer				
Computers and Hardware for Home Use		128	\$208.76	\$6,361,250
Portable Memory		125	\$4.83	\$147,253
Computer Software		130	\$12.66	\$385,817
Computer Accessories		122	\$21.48	\$654,580
Entertainment & Recreation		119	\$3,859.21	\$117,593,839
Fees and Admissions		130	\$933.55	\$28,446,123
Membership Fees for Clubs (2)		131	\$313.85	\$9,563,331
Fees for Participant Sports, excl. Trips		130	\$127.48	\$3,884,550
Tickets to Theatre/Operas/Concerts		131	\$105.43	\$3,212,709
Tickets to Movies		128	\$73.47	\$2,238,610
Tickets to Parks or Museums		126	\$41.39	\$1,261,231
Admission to Sporting Events, excl. Trips		123	\$77.50	\$2,361,359
Fees for Recreational Lessons		133	\$193.28	\$5,889,558
Dating Services		141	\$1.14	\$34,776
TV/Video/Audio		115	\$1,344.79	\$40,977,010
Cable and Satellite Television Services		112	\$910.87	\$27,755,137
Televisions		118	\$127.46	\$3,883,986
Satellite Dishes		112	\$1.31	\$40,034
VCRs, Video Cameras, and DVD Players		117	\$6.11	\$186,105
Miscellaneous Video Equipment		118	\$29.51	\$899,146
Video Cassettes and DVDs		117	\$11.70	\$356,548
Video Game Hardware/Accessories		124	\$35.22	\$1,073,037
Video Game Software		124	\$20.44	\$622,775
Rental/Streaming/Downloaded Video		126	\$67.88	\$2,068,359
Installation of Televisions		128	\$1.38	\$42,027
Audio (3)		122	\$129.91	\$3,958,474
Rental and Repair of TV/Radio/Sound Equipment		123	\$3.00	\$91,383
Pets		112	\$775.66	\$23,635,191
Toys/Games/Crafts/Hobbies (4)		119	\$144.76	\$4,411,078
Recreational Vehicles and Fees (5)		120	\$187.65	\$5,717,932
Sports/Recreation/Exercise Equipment (6)		119	\$240.33	\$7,323,204
Photo Equipment and Supplies (7)		128	\$65.66	\$2,000,620
Reading (8)		120	\$129.64	\$3,950,316
Catered Affairs (9)		124	\$37.16	\$1,132,363
Food		122	\$11,075.99	\$337,496,377
Food at Home		120	\$6,394.73	\$194,853,689
Bakery and Cereal Products		119	\$824.66	\$25,128,312
Meats, Poultry, Fish, and Eggs		120	\$1,401.52	\$42,705,841
Dairy Products		119	\$657.21	\$20,025,774
Fruits and Vegetables		122	\$1,279.08	\$38,974,843
Snacks and Other Food at Home (10)		119	\$2,232.25	\$68,018,920
Food Away from Home		124	\$4,681.26	\$142,642,688
Alcoholic Beverages		130	\$808.08	\$24,622,944

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	122	\$29,641.16	\$903,195,643
Value of Retirement Plans	120	\$114,039.20	\$3,474,888,354
Value of Other Financial Assets	119	\$9,765.75	\$297,572,191
Vehicle Loan Amount excluding Interest	119	\$3,486.96	\$106,251,073
Value of Credit Card Debt	121	\$3,147.42	\$95,905,116
Health			
Nonprescription Drugs	112	\$165.91	\$5,055,496
Prescription Drugs	105	\$366.95	\$11,181,338
Eyeglasses and Contact Lenses	113	\$105.72	\$3,221,353
Home			
Mortgage Payment and Basics (11)	121	\$12,719.75	\$387,583,616
Maintenance and Remodeling Services	121	\$3,096.90	\$94,365,692
Maintenance and Remodeling Materials (12)	112	\$618.56	\$18,848,227
Utilities, Fuel, and Public Services	115	\$5,613.99	\$171,063,864
Household Furnishings and Equipment			
Household Textiles (13)	120	\$120.97	\$3,686,006
Furniture	120	\$771.55	\$23,509,766
Rugs	117	\$41.05	\$1,250,888
Major Appliances (14)	114	\$408.24	\$12,439,595
Housewares (15)	118	\$114.70	\$3,495,172
Small Appliances	120	\$59.34	\$1,808,176
Luggage	130	\$19.09	\$581,544
Telephones and Accessories	125	\$110.36	\$3,362,846
Household Operations			
Child Care	137	\$705.49	\$21,497,109
Lawn and Garden (16)	115	\$560.79	\$17,087,714
Moving/Storage/Freight Express	134	\$80.48	\$2,452,163
Housekeeping Supplies (17)	116	\$902.70	\$27,506,219
Insurance			
Owners and Renters Insurance	108	\$645.23	\$19,660,698
Vehicle Insurance	117	\$2,116.75	\$64,499,526
Life/Other Insurance	113	\$614.24	\$18,716,386
Health Insurance	115	\$4,280.33	\$130,425,916
Personal Care Products (18)	121	\$602.51	\$18,358,941
School Books and Supplies (19)	125	\$184.86	\$5,632,885
Smoking Products	105	\$423.94	\$12,917,871
Transportation			
Payments on Vehicles excluding Leases	114	\$2,942.06	\$89,647,650
Gasoline and Motor Oil	117	\$2,772.06	\$84,467,289
Vehicle Maintenance and Repairs	117	\$1,357.99	\$41,379,272
Travel			
Airline Fares	131	\$785.05	\$23,921,194
Lodging on Trips	123	\$801.44	\$24,420,603
Auto/Truck Rental on Trips	130	\$37.61	\$1,145,979
Food and Drink on Trips	124	\$711.36	\$21,675,776

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	18.7%	Population	182,523	185,662
Pleasantville (2B)	9.2%	Households	71,845	73,036
Parks and Rec (5C)	7.4%	Families	46,066	46,581
Bright Young Professionals (8C)	6.6%	Median Age	39.8	40.4
Savvy Suburbanites (1D)	6.5%	Median Household Income	\$81,809	\$87,135
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		123	\$2,645.53	\$190,067,964
Men's		124	\$521.90	\$37,495,611
Women's		124	\$936.07	\$67,252,176
Children's		120	\$381.27	\$27,392,349
Footwear		123	\$590.13	\$42,398,211
Watches & Jewelry		120	\$140.21	\$10,073,347
Apparel Products and Services (1)		131	\$75.95	\$5,456,269
Computer				
Computers and Hardware for Home Use		127	\$207.21	\$14,887,354
Portable Memory		125	\$4.82	\$346,031
Computer Software		128	\$12.47	\$895,740
Computer Accessories		125	\$22.02	\$1,582,072
Entertainment & Recreation		121	\$3,916.82	\$281,404,120
Fees and Admissions		130	\$935.76	\$67,229,500
Membership Fees for Clubs (2)		132	\$315.16	\$22,642,434
Fees for Participant Sports, excl. Trips		128	\$125.63	\$9,025,586
Tickets to Theatre/Operas/Concerts		134	\$107.92	\$7,753,282
Tickets to Movies		125	\$71.80	\$5,158,670
Tickets to Parks or Museums		124	\$40.81	\$2,931,889
Admission to Sporting Events, excl. Trips		124	\$78.03	\$5,606,259
Fees for Recreational Lessons		135	\$195.26	\$14,028,433
Dating Services		142	\$1.15	\$82,945
TV/Video/Audio		118	\$1,375.26	\$98,805,731
Cable and Satellite Television Services		117	\$946.31	\$67,987,625
Televisions		118	\$127.43	\$9,155,386
Satellite Dishes		115	\$1.34	\$96,622
VCRs, Video Cameras, and DVD Players		116	\$6.08	\$436,784
Miscellaneous Video Equipment		118	\$29.52	\$2,120,798
Video Cassettes and DVDs		117	\$11.67	\$838,405
Video Game Hardware/Accessories		120	\$34.00	\$2,442,685
Video Game Software		120	\$19.80	\$1,422,538
Rental/Streaming/Downloaded Video		121	\$65.51	\$4,706,242
Installation of Televisions		129	\$1.39	\$99,604
Audio (3)		122	\$129.23	\$9,284,476
Rental and Repair of TV/Radio/Sound Equipment		123	\$2.99	\$214,565
Pets		113	\$787.41	\$56,571,189
Toys/Games/Crafts/Hobbies (4)		119	\$144.97	\$10,415,158
Recreational Vehicles and Fees (5)		127	\$198.15	\$14,235,729
Sports/Recreation/Exercise Equipment (6)		118	\$238.69	\$17,148,526
Photo Equipment and Supplies (7)		126	\$64.53	\$4,636,289
Reading (8)		124	\$133.56	\$9,595,573
Catered Affairs (9)		129	\$38.51	\$2,766,425
Food		122	\$11,083.36	\$796,283,899
Food at Home		121	\$6,453.28	\$463,635,677
Bakery and Cereal Products		121	\$837.06	\$60,138,781
Meats, Poultry, Fish, and Eggs		121	\$1,415.26	\$101,679,219
Dairy Products		121	\$665.02	\$47,778,114
Fruits and Vegetables		123	\$1,289.91	\$92,673,389
Snacks and Other Food at Home (10)		119	\$2,246.03	\$161,366,173
Food Away from Home		123	\$4,630.08	\$332,648,222
Alcoholic Beverages		128	\$797.55	\$57,299,858

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	125	\$30,593.55	\$2,197,993,957
Value of Retirement Plans	125	\$119,334.55	\$8,573,590,833
Value of Other Financial Assets	126	\$10,272.69	\$738,041,576
Vehicle Loan Amount excluding Interest	117	\$3,417.85	\$245,555,584
Value of Credit Card Debt	122	\$3,183.75	\$228,736,246
Health			
Nonprescription Drugs	115	\$170.26	\$12,232,367
Prescription Drugs	111	\$389.34	\$27,972,229
Eyeglasses and Contact Lenses	117	\$109.46	\$7,864,437
Home			
Mortgage Payment and Basics (11)	125	\$13,061.41	\$938,396,989
Maintenance and Remodeling Services	125	\$3,201.02	\$229,977,186
Maintenance and Remodeling Materials (12)	115	\$634.76	\$45,603,973
Utilities, Fuel, and Public Services	117	\$5,735.40	\$412,059,819
Household Furnishings and Equipment			
Household Textiles (13)	121	\$122.83	\$8,824,769
Furniture	122	\$782.76	\$56,237,541
Rugs	121	\$42.39	\$3,045,634
Major Appliances (14)	117	\$420.68	\$30,223,725
Housewares (15)	119	\$115.00	\$8,262,132
Small Appliances	120	\$59.56	\$4,279,274
Luggage	129	\$18.95	\$1,361,316
Telephones and Accessories	128	\$112.67	\$8,094,532
Household Operations			
Child Care	131	\$672.62	\$48,324,179
Lawn and Garden (16)	119	\$582.73	\$41,866,336
Moving/Storage/Freight Express	128	\$76.82	\$5,518,955
Housekeeping Supplies (17)	118	\$916.17	\$65,822,031
Insurance			
Owners and Renters Insurance	113	\$674.66	\$48,470,918
Vehicle Insurance	118	\$2,125.97	\$152,740,025
Life/Other Insurance	119	\$641.76	\$46,107,601
Health Insurance	119	\$4,397.19	\$315,916,372
Personal Care Products (18)	120	\$598.85	\$43,024,431
School Books and Supplies (19)	123	\$181.13	\$13,013,160
Smoking Products	109	\$438.41	\$31,497,494
Transportation			
Payments on Vehicles excluding Leases	113	\$2,923.74	\$210,055,780
Gasoline and Motor Oil	117	\$2,760.43	\$198,322,797
Vehicle Maintenance and Repairs	119	\$1,380.79	\$99,202,795
Travel			
Airline Fares	131	\$784.77	\$56,382,149
Lodging on Trips	126	\$818.21	\$58,784,343
Auto/Truck Rental on Trips	130	\$37.50	\$2,693,863
Food and Drink on Trips	125	\$717.61	\$51,556,397

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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.

9915 Reisterstown Rd, Owings Mills, Maryland, 21117 2
 9915 Reisterstown Rd, Owings Mills, Maryland, 21117
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.41148
 Longitude: -76.76823

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	649		3,034		6,754							
Total Employees:	8,023		39,512		70,856							
Total Residential Population:	4,981		74,950		182,523							
Employee/Residential Population Ratio (per 100 Residents)	161		53		39							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	0.9%	55	0.7%	26	0.9%	224	0.6%	85	1.3%	600	0.8%
Construction	40	6.2%	629	7.8%	169	5.6%	1,534	3.9%	370	5.5%	3,018	4.3%
Manufacturing	11	1.7%	111	1.4%	59	1.9%	1,652	4.2%	104	1.5%	2,055	2.9%
Transportation	6	0.9%	24	0.3%	61	2.0%	361	0.9%	137	2.0%	830	1.2%
Communication	7	1.1%	36	0.4%	21	0.7%	146	0.4%	46	0.7%	366	0.5%
Utility	2	0.3%	56	0.7%	4	0.1%	88	0.2%	11	0.2%	234	0.3%
Wholesale Trade	17	2.6%	236	2.9%	68	2.2%	2,555	6.5%	143	2.1%	3,153	4.4%
Retail Trade Summary	122	18.8%	2,834	35.3%	492	16.2%	8,728	22.1%	1,084	16.0%	14,281	20.2%
Home Improvement	4	0.6%	94	1.2%	12	0.4%	337	0.9%	28	0.4%	562	0.8%
General Merchandise Stores	7	1.1%	348	4.3%	24	0.8%	1,248	3.2%	61	0.9%	1,759	2.5%
Food Stores	11	1.7%	420	5.2%	46	1.5%	1,324	3.4%	114	1.7%	2,210	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	18	2.8%	430	5.4%	46	1.5%	1,109	2.8%	103	1.5%	1,483	2.1%
Apparel & Accessory Stores	4	0.6%	55	0.7%	33	1.1%	263	0.7%	73	1.1%	392	0.6%
Furniture & Home Furnishings	12	1.8%	381	4.7%	37	1.2%	534	1.4%	71	1.1%	704	1.0%
Eating & Drinking Places	36	5.5%	756	9.4%	158	5.2%	2,709	6.9%	321	4.8%	4,614	6.5%
Miscellaneous Retail	31	4.8%	349	4.3%	136	4.5%	1,205	3.0%	313	4.6%	2,558	3.6%
Finance, Insurance, Real Estate Summary	99	15.3%	1,109	13.8%	422	13.9%	8,848	22.4%	858	12.7%	12,252	17.3%
Banks, Savings & Lending Institutions	18	2.8%	155	1.9%	67	2.2%	465	1.2%	123	1.8%	906	1.3%
Securities Brokers	13	2.0%	81	1.0%	65	2.1%	438	1.1%	119	1.8%	854	1.2%
Insurance Carriers & Agents	19	2.9%	419	5.2%	78	2.6%	6,087	15.4%	152	2.3%	6,483	9.1%
Real Estate, Holding, Other Investment Offices	49	7.6%	454	5.7%	212	7.0%	1,857	4.7%	463	6.9%	4,009	5.7%
Services Summary	254	39.1%	2,839	35.4%	1,243	41.0%	14,849	37.6%	2,860	42.3%	32,559	46.0%
Hotels & Lodging	0	0.0%	2	0.0%	8	0.3%	292	0.7%	19	0.3%	763	1.1%
Automotive Services	18	2.8%	151	1.9%	49	1.6%	325	0.8%	166	2.5%	907	1.3%
Motion Pictures & Amusements	14	2.2%	98	1.2%	68	2.2%	714	1.8%	146	2.2%	1,424	2.0%
Health Services	71	10.9%	1,031	12.9%	268	8.8%	3,484	8.8%	504	7.5%	7,469	10.5%
Legal Services	15	2.3%	77	1.0%	108	3.6%	888	2.2%	170	2.5%	1,185	1.7%
Education Institutions & Libraries	7	1.1%	532	6.6%	45	1.5%	3,088	7.8%	134	2.0%	6,277	8.9%
Other Services	128	19.7%	947	11.8%	696	22.9%	6,060	15.3%	1,722	25.5%	14,534	20.5%
Government	2	0.3%	28	0.3%	10	0.3%	280	0.7%	33	0.5%	1,068	1.5%
Unclassified Establishments	84	12.9%	65	0.8%	459	15.1%	247	0.6%	1,025	15.2%	439	0.6%
Totals	649	100.0%	8,023	100.0%	3,034	100.0%	39,512	100.0%	6,754	100.0%	70,856	100.0%

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

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.

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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	1	0.2%	3	0.0%	5	0.2%	20	0.1%	13	0.2%	48	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	11	0.0%
Utilities	2	0.3%	56	0.7%	3	0.1%	69	0.2%	3	0.0%	70	0.1%
Construction	40	6.2%	632	7.9%	179	5.9%	1,591	4.0%	391	5.8%	3,251	4.6%
Manufacturing	14	2.2%	129	1.6%	62	2.0%	1,663	4.2%	119	1.8%	2,128	3.0%
Wholesale Trade	16	2.5%	233	2.9%	63	2.1%	2,499	6.3%	132	2.0%	3,064	4.3%
Retail Trade	82	12.6%	2,009	25.0%	322	10.6%	5,887	14.9%	729	10.8%	9,358	13.2%
Motor Vehicle & Parts Dealers	16	2.5%	420	5.2%	37	1.2%	1,054	2.7%	71	1.1%	1,322	1.9%
Furniture & Home Furnishings Stores	9	1.4%	274	3.4%	21	0.7%	347	0.9%	33	0.5%	412	0.6%
Electronics & Appliance Stores	2	0.3%	106	1.3%	15	0.5%	185	0.5%	30	0.4%	277	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.6%	94	1.2%	12	0.4%	337	0.9%	28	0.4%	562	0.8%
Food & Beverage Stores	8	1.2%	356	4.4%	39	1.3%	1,190	3.0%	99	1.5%	1,935	2.7%
Health & Personal Care Stores	12	1.8%	162	2.0%	51	1.7%	483	1.2%	105	1.6%	910	1.3%
Gasoline Stations	2	0.3%	10	0.1%	10	0.3%	55	0.1%	32	0.5%	161	0.2%
Clothing & Clothing Accessories Stores	5	0.8%	59	0.7%	38	1.3%	342	0.9%	91	1.3%	534	0.8%
Sport Goods, Hobby, Book, & Music Stores	6	0.9%	57	0.7%	17	0.6%	150	0.4%	35	0.5%	209	0.3%
General Merchandise Stores	7	1.1%	348	4.3%	24	0.8%	1,248	3.2%	61	0.9%	1,759	2.5%
Miscellaneous Store Retailers	10	1.5%	122	1.5%	45	1.5%	478	1.2%	101	1.5%	1,238	1.7%
Nonstore Retailers	1	0.2%	0	0.0%	15	0.5%	17	0.0%	43	0.6%	38	0.1%
Transportation & Warehousing	6	0.9%	44	0.5%	44	1.5%	252	0.6%	105	1.6%	608	0.9%
Information	16	2.5%	82	1.0%	69	2.3%	637	1.6%	120	1.8%	1,112	1.6%
Finance & Insurance	53	8.2%	740	9.2%	221	7.3%	7,091	17.9%	411	6.1%	8,367	11.8%
Central Bank/Credit Intermediation & Related Activities	18	2.8%	153	1.9%	67	2.2%	462	1.2%	125	1.9%	907	1.3%
Securities, Commodity Contracts & Other Financial	17	2.6%	168	2.1%	75	2.5%	539	1.4%	133	2.0%	966	1.4%
Insurance Carriers & Related Activities; Funds, Trusts &	19	2.9%	419	5.2%	79	2.6%	6,089	15.4%	154	2.3%	6,494	9.2%
Real Estate, Rental & Leasing	41	6.3%	309	3.9%	200	6.6%	1,626	4.1%	451	6.7%	3,601	5.1%
Professional, Scientific & Tech Services	64	9.9%	556	6.9%	370	12.2%	3,357	8.5%	727	10.8%	5,770	8.1%
Legal Services	23	3.5%	150	1.9%	127	4.2%	1,000	2.5%	200	3.0%	1,341	1.9%
Management of Companies & Enterprises	5	0.8%	28	0.3%	13	0.4%	100	0.3%	32	0.5%	246	0.3%
Administrative & Support & Waste Management & Remediation	23	3.5%	133	1.7%	112	3.7%	804	2.0%	284	4.2%	2,415	3.4%
Educational Services	10	1.5%	553	6.9%	59	1.9%	3,142	8.0%	167	2.5%	6,357	9.0%
Health Care & Social Assistance	85	13.1%	1,143	14.2%	352	11.6%	4,707	11.9%	742	11.0%	10,759	15.2%
Arts, Entertainment & Recreation	10	1.5%	99	1.2%	51	1.7%	621	1.6%	108	1.6%	1,281	1.8%
Accommodation & Food Services	38	5.9%	813	10.1%	173	5.7%	3,087	7.8%	358	5.3%	5,582	7.9%
Accommodation	0	0.0%	2	0.0%	8	0.3%	292	0.7%	19	0.3%	763	1.1%
Food Services & Drinking Places	38	5.9%	810	10.1%	164	5.4%	2,795	7.1%	339	5.0%	4,819	6.8%
Other Services (except Public Administration)	57	8.8%	368	4.6%	264	8.7%	1,811	4.6%	802	11.9%	5,302	7.5%
Automotive Repair & Maintenance	12	1.8%	71	0.9%	32	1.1%	190	0.5%	124	1.8%	652	0.9%
Public Administration	2	0.3%	28	0.3%	11	0.4%	300	0.8%	34	0.5%	1,088	1.5%
Unclassified Establishments	84	12.9%	65	0.8%	459	15.1%	247	0.6%	1,025	15.2%	439	0.6%
Total	649	100.0%	8,023	100.0%	3,034	100.0%	39,512	100.0%	6,754	100.0%	70,856	100.0%

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