

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,939	48,242	105,032
2010 Total Population	9,760	57,011	120,404
2020 Total Population	10,605	62,199	128,337
2020 Group Quarters	126	445	1,121
2025 Total Population	11,087	64,454	132,003
2020-2025 Annual Rate	0.89%	0.71%	0.56%
2020 Total Daytime Population	10,898	64,143	124,240
Workers	5,923	34,230	61,902
Residents	4,975	29,913	62,338
<b>Household Summary</b>			
2000 Households	2,975	18,193	38,506
2000 Average Household Size	2.67	2.64	2.71
2010 Households	3,659	21,653	44,579
2010 Average Household Size	2.63	2.61	2.68
2020 Households	3,958	23,819	47,604
2020 Average Household Size	2.65	2.59	2.67
2025 Households	4,130	24,704	48,983
2025 Average Household Size	2.65	2.59	2.67
2020-2025 Annual Rate	0.85%	0.73%	0.57%
2010 Families	2,614	15,342	32,386
2010 Average Family Size	3.15	3.12	3.15
2020 Families	2,777	16,667	34,202
2020 Average Family Size	3.19	3.12	3.16
2025 Families	2,880	17,192	35,044
2025 Average Family Size	3.21	3.13	3.17
2020-2025 Annual Rate	0.73%	0.62%	0.49%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,042	18,726	39,858
Owner Occupied Housing Units	82.1%	78.4%	78.4%
Renter Occupied Housing Units	15.6%	18.8%	18.2%
Vacant Housing Units	2.2%	2.8%	3.4%
2010 Housing Units	3,762	22,585	46,599
Owner Occupied Housing Units	78.0%	77.1%	77.7%
Renter Occupied Housing Units	19.2%	18.8%	17.9%
Vacant Housing Units	2.7%	4.1%	4.3%
2020 Housing Units	4,111	24,939	49,946
Owner Occupied Housing Units	73.3%	75.7%	77.1%
Renter Occupied Housing Units	23.0%	19.8%	18.2%
Vacant Housing Units	3.7%	4.5%	4.7%
2025 Housing Units	4,322	26,045	51,766
Owner Occupied Housing Units	73.0%	75.4%	76.9%
Renter Occupied Housing Units	22.5%	19.4%	17.8%
Vacant Housing Units	4.4%	5.1%	5.4%
<b>Median Household Income</b>			
2020	\$103,423	\$96,269	\$93,447
2025	\$109,683	\$100,756	\$98,556
<b>Median Home Value</b>			
2020	\$333,226	\$308,110	\$309,680
2025	\$372,968	\$337,740	\$339,967
<b>Per Capita Income</b>			
2020	\$49,877	\$45,790	\$42,828
2025	\$54,399	\$49,527	\$46,447
<b>Median Age</b>			
2010	38.2	38.4	38.0
2020	39.7	40.2	39.7
2025	40.7	41.2	40.6

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	3,958	23,819	47,604
<\$15,000	4.8%	5.8%	6.0%
\$15,000 - \$24,999	3.6%	4.2%	3.8%
\$25,000 - \$34,999	4.1%	5.5%	6.0%
\$35,000 - \$49,999	8.5%	8.1%	8.7%
\$50,000 - \$74,999	11.7%	13.4%	13.9%
\$75,000 - \$99,999	15.4%	14.8%	14.7%
\$100,000 - \$149,999	19.1%	21.4%	21.9%
\$150,000 - \$199,999	15.3%	14.2%	13.8%
\$200,000+	17.6%	12.8%	11.2%
Average Household Income	\$133,991	\$120,254	\$115,309
<b>2025 Households by Income</b>			
Household Income Base	4,130	24,704	48,983
<\$15,000	4.5%	5.6%	5.7%
\$15,000 - \$24,999	3.2%	3.9%	3.5%
\$25,000 - \$34,999	3.7%	5.0%	5.5%
\$35,000 - \$49,999	8.0%	7.8%	8.4%
\$50,000 - \$74,999	11.0%	12.8%	13.2%
\$75,000 - \$99,999	14.7%	14.5%	14.4%
\$100,000 - \$149,999	18.7%	21.2%	22.0%
\$150,000 - \$199,999	16.6%	15.2%	14.9%
\$200,000+	19.6%	14.1%	12.5%
Average Household Income	\$146,398	\$130,087	\$125,019
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	3,014	18,874	38,500
<\$50,000	1.6%	1.8%	2.3%
\$50,000 - \$99,999	0.4%	0.3%	1.5%
\$100,000 - \$149,999	2.7%	2.3%	4.1%
\$150,000 - \$199,999	9.4%	10.5%	9.4%
\$200,000 - \$249,999	13.8%	16.7%	14.3%
\$250,000 - \$299,999	13.5%	16.3%	15.6%
\$300,000 - \$399,999	25.7%	27.0%	27.5%
\$400,000 - \$499,999	26.4%	15.2%	15.7%
\$500,000 - \$749,999	6.2%	8.2%	7.9%
\$750,000 - \$999,999	0.0%	1.2%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$339,902	\$338,317	\$333,038
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	3,157	19,644	39,785
<\$50,000	1.2%	1.7%	2.2%
\$50,000 - \$99,999	0.2%	0.2%	1.1%
\$100,000 - \$149,999	1.3%	1.3%	2.6%
\$150,000 - \$199,999	6.7%	6.9%	6.2%
\$200,000 - \$249,999	8.9%	13.0%	10.9%
\$250,000 - \$299,999	11.2%	15.4%	14.5%
\$300,000 - \$399,999	28.1%	30.7%	31.2%
\$400,000 - \$499,999	34.0%	18.9%	19.7%
\$500,000 - \$749,999	8.3%	10.0%	9.8%
\$750,000 - \$999,999	0.0%	1.3%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$371,257	\$363,061	\$360,098

**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.

14 Bel Air South Pkwy, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49705  
Longitude: -76.33050

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	9,762	57,009	120,404
0 - 4	6.4%	6.5%	6.5%
5 - 9	7.0%	7.0%	7.0%
10 - 14	8.2%	7.4%	7.4%
15 - 24	11.8%	11.6%	12.4%
25 - 34	12.3%	13.0%	12.7%
35 - 44	14.8%	14.4%	14.4%
45 - 54	16.3%	16.0%	16.3%
55 - 64	11.3%	11.6%	11.6%
65 - 74	5.9%	6.6%	6.5%
75 - 84	3.9%	4.1%	3.8%
85 +	2.2%	1.9%	1.5%
18 +	73.3%	74.9%	74.6%
<b>2020 Population by Age</b>			
Total	10,605	62,199	128,337
0 - 4	5.6%	5.7%	5.7%
5 - 9	6.2%	6.1%	6.2%
10 - 14	6.7%	6.6%	6.7%
15 - 24	11.9%	11.6%	11.8%
25 - 34	12.8%	13.0%	13.1%
35 - 44	13.4%	13.1%	13.3%
45 - 54	13.5%	13.4%	13.6%
55 - 64	14.1%	13.9%	13.6%
65 - 74	9.0%	9.6%	9.4%
75 - 84	4.4%	4.8%	4.7%
85 +	2.3%	2.2%	1.9%
18 +	77.7%	77.8%	77.5%
<b>2025 Population by Age</b>			
Total	11,087	64,452	132,002
0 - 4	5.6%	5.7%	5.7%
5 - 9	6.0%	5.8%	6.0%
10 - 14	6.3%	6.0%	6.3%
15 - 24	10.1%	10.5%	10.9%
25 - 34	14.4%	13.6%	13.3%
35 - 44	13.9%	13.5%	14.0%
45 - 54	11.7%	12.3%	12.5%
55 - 64	13.4%	13.2%	12.8%
65 - 74	10.3%	10.9%	10.5%
75 - 84	5.9%	6.3%	6.0%
85 +	2.4%	2.3%	2.0%
18 +	78.5%	79.0%	78.3%
<b>2010 Population by Sex</b>			
Males	4,697	27,528	58,503
Females	5,063	29,483	61,901
<b>2020 Population by Sex</b>			
Males	5,151	30,133	62,562
Females	5,454	32,066	65,775
<b>2025 Population by Sex</b>			
Males	5,415	31,265	64,411
Females	5,672	33,189	67,592

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

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	9,759	57,012	120,404
White Alone	86.9%	86.3%	82.8%
Black Alone	5.7%	6.9%	10.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.4%	3.7%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.6%	0.8%	1.0%
Two or More Races	2.0%	2.1%	2.2%
Hispanic Origin	3.4%	3.4%	3.5%
Diversity Index	29.0	29.8	34.9
<b>2020 Population by Race/Ethnicity</b>			
Total	10,606	62,199	128,338
White Alone	82.9%	82.2%	78.9%
Black Alone	7.1%	8.6%	12.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	5.9%	4.9%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.2%	1.4%
Two or More Races	2.8%	2.8%	2.9%
Hispanic Origin	5.3%	5.1%	5.3%
Diversity Index	37.4	38.2	42.3
<b>2025 Population by Race/Ethnicity</b>			
Total	11,087	64,452	132,003
White Alone	80.3%	79.5%	76.5%
Black Alone	8.0%	9.7%	13.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	6.8%	5.7%	4.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.1%	1.4%	1.7%
Two or More Races	3.3%	3.2%	3.4%
Hispanic Origin	6.6%	6.3%	6.4%
Diversity Index	42.5	43.2	46.7
<b>2010 Population by Relationship and Household Type</b>			
Total	9,760	57,011	120,404
In Households	98.7%	99.2%	99.1%
In Family Households	85.8%	85.8%	86.6%
Householder	26.6%	26.9%	26.9%
Spouse	21.8%	22.0%	21.5%
Child	33.5%	32.4%	33.2%
Other relative	2.4%	2.8%	3.1%
Nonrelative	1.5%	1.7%	1.9%
In Nonfamily Households	12.9%	13.4%	12.5%
In Group Quarters	1.3%	0.8%	0.9%
Institutionalized Population	0.9%	0.5%	0.7%
Noninstitutionalized Population	0.4%	0.3%	0.2%

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

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

	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	7,385	43,553	89,205
Less than 9th Grade	1.1%	1.7%	2.0%
9th - 12th Grade, No Diploma	3.2%	3.0%	3.6%
High School Graduate	16.8%	19.2%	20.3%
GED/Alternative Credential	2.8%	3.2%	3.4%
Some College, No Degree	17.2%	20.0%	20.8%
Associate Degree	8.0%	8.3%	8.8%
Bachelor's Degree	30.1%	26.4%	24.2%
Graduate/Professional Degree	20.7%	18.2%	16.9%
<b>2020 Population 15+ by Marital Status</b>			
Total	8,643	50,781	104,381
Never Married	27.1%	26.3%	27.4%
Married	57.8%	59.1%	58.4%
Widowed	4.6%	5.0%	4.8%
Divorced	10.5%	9.6%	9.4%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,211	35,769	73,084
Population 16+ Employed	90.4%	90.3%	90.2%
Population 16+ Unemployment rate	9.6%	9.7%	9.8%
Population 16-24 Employed	10.6%	11.7%	11.9%
Population 16-24 Unemployment rate	15.8%	16.4%	15.8%
Population 25-54 Employed	62.4%	64.1%	64.7%
Population 25-54 Unemployment rate	9.5%	8.6%	8.9%
Population 55-64 Employed	20.6%	18.6%	17.8%
Population 55-64 Unemployment rate	7.8%	8.7%	8.7%
Population 65+ Employed	6.4%	5.6%	5.6%
Population 65+ Unemployment rate	6.0%	9.4%	9.3%
<b>2020 Employed Population 16+ by Industry</b>			
Total	5,614	32,315	65,955
Agriculture/Mining	0.1%	0.4%	0.4%
Construction	6.1%	6.6%	6.6%
Manufacturing	4.9%	6.0%	6.0%
Wholesale Trade	2.0%	2.2%	2.5%
Retail Trade	7.4%	10.4%	11.0%
Transportation/Utilities	4.0%	4.0%	4.3%
Information	1.5%	1.7%	1.4%
Finance/Insurance/Real Estate	8.6%	8.4%	7.5%
Services	52.4%	50.1%	50.2%
Public Administration	13.0%	10.3%	9.9%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	5,614	32,315	65,954
White Collar	77.1%	73.7%	71.5%
Management/Business/Financial	21.3%	19.4%	18.0%
Professional	35.3%	29.4%	28.2%
Sales	7.9%	10.5%	10.8%
Administrative Support	12.6%	14.4%	14.6%
Services	10.9%	12.4%	13.7%
Blue Collar	12.0%	13.9%	14.7%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	3.8%	3.7%	3.9%
Installation/Maintenance/Repair	2.6%	3.3%	3.0%
Production	2.2%	3.3%	3.3%
Transportation/Material Moving	3.4%	3.4%	4.3%

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

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,659	21,653	44,578
Households with 1 Person	23.8%	24.0%	22.2%
Households with 2+ People	76.2%	76.0%	77.8%
Family Households	71.4%	70.9%	72.7%
Husband-wife Families	58.5%	58.0%	57.9%
With Related Children	30.7%	28.3%	28.0%
Other Family (No Spouse Present)	12.9%	12.8%	14.7%
Other Family with Male Householder	2.9%	3.7%	4.1%
With Related Children	2.1%	2.3%	2.5%
Other Family with Female Householder	10.0%	9.1%	10.7%
With Related Children	6.7%	5.6%	6.8%
Nonfamily Households	4.8%	5.2%	5.2%
All Households with Children	39.8%	36.6%	37.7%
Multigenerational Households	3.4%	3.6%	4.1%
Unmarried Partner Households	5.0%	5.6%	5.9%
Male-female	4.4%	5.0%	5.3%
Same-sex	0.6%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	3,661	21,652	44,579
1 Person Household	23.8%	24.0%	22.2%
2 Person Household	30.0%	31.5%	31.8%
3 Person Household	17.9%	17.8%	18.3%
4 Person Household	18.5%	17.0%	17.0%
5 Person Household	6.6%	6.6%	7.1%
6 Person Household	2.5%	2.3%	2.4%
7 + Person Household	0.8%	0.9%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,659	21,653	44,579
Owner Occupied	80.2%	80.4%	81.3%
Owned with a Mortgage/Loan	68.1%	66.0%	65.6%
Owned Free and Clear	12.1%	14.5%	15.7%
Renter Occupied	19.8%	19.6%	18.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	167	167	161
Percent of Income for Mortgage	13.5%	13.4%	13.8%
Wealth Index	177	153	144
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,762	22,585	46,599
Housing Units Inside Urbanized Area	100.0%	97.7%	96.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.3%	4.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,760	57,011	120,404
Population Inside Urbanized Area	100.0%	97.8%	96.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.2%	3.8%

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

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

14 Bel Air South Pkwy, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49705  
Longitude: -76.33050

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Soccer Moms (4A)	Enterprising Professionals	Soccer Moms (4A)
2.	Savvy Suburbanites (1D)	Old and Newcomers (8F)	Savvy Suburbanites (1D)
3.	In Style (5B)	Savvy Suburbanites (1D)	Old and Newcomers (8F)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,463,527	\$67,110,913	\$129,430,157
Average Spent	\$3,148.95	\$2,817.54	\$2,718.89
Spending Potential Index	147	131	127
Education: Total \$	\$10,830,218	\$59,175,023	\$112,300,482
Average Spent	\$2,736.29	\$2,484.36	\$2,359.06
Spending Potential Index	153	139	132
Entertainment/Recreation: Total \$	\$18,852,478	\$101,480,630	\$194,880,204
Average Spent	\$4,763.13	\$4,260.49	\$4,093.78
Spending Potential Index	147	131	126
Food at Home: Total \$	\$30,117,520	\$162,989,328	\$314,401,798
Average Spent	\$7,609.28	\$6,842.83	\$6,604.52
Spending Potential Index	142	128	124
Food Away from Home: Total \$	\$21,658,933	\$117,303,666	\$226,010,414
Average Spent	\$5,472.19	\$4,924.79	\$4,747.72
Spending Potential Index	145	131	126
Health Care: Total \$	\$33,100,017	\$177,328,981	\$342,272,988
Average Spent	\$8,362.81	\$7,444.85	\$7,190.00
Spending Potential Index	145	130	125
HH Furnishings & Equipment: Total \$	\$13,013,834	\$69,334,815	\$133,677,045
Average Spent	\$3,287.98	\$2,910.90	\$2,808.11
Spending Potential Index	150	133	129
Personal Care Products & Services: Total \$	\$5,428,358	\$29,170,210	\$56,205,785
Average Spent	\$1,371.49	\$1,224.66	\$1,180.69
Spending Potential Index	149	133	129
Shelter: Total \$	\$112,481,802	\$612,921,691	\$1,171,206,935
Average Spent	\$28,418.85	\$25,732.47	\$24,603.12
Spending Potential Index	147	133	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,063,742	\$74,463,340	\$143,313,345
Average Spent	\$3,553.24	\$3,126.22	\$3,010.53
Spending Potential Index	152	133	129
Travel: Total \$	\$14,672,126	\$79,248,417	\$150,892,236
Average Spent	\$3,706.95	\$3,327.11	\$3,169.74
Spending Potential Index	154	138	131
Vehicle Maintenance & Repairs: Total \$	\$6,729,740	\$36,028,466	\$69,302,601
Average Spent	\$1,700.29	\$1,512.59	\$1,455.81
Spending Potential Index	147	131	126

**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.

14 Bel Air South Pkwy, Bel Air, Maryland, 21015  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.49705  
 Longitude: -76.33050

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	22.7%	Population	10,605	11,087
Savvy Suburbanites (1D)	15.0%	Households	3,958	4,130
In Style (5B)	13.3%	Families	2,777	2,880
Boomburbs (1C)	12.4%	Median Age	39.7	40.7
Bright Young Professionals (8C)	11.3%	Median Household Income	\$103,423	\$109,683
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		147	\$3,148.95	\$12,463,527
Men's		147	\$617.64	\$2,444,634
Women's		147	\$1,111.71	\$4,400,156
Children's		148	\$470.17	\$1,860,931
Footwear		145	\$695.17	\$2,751,485
Watches & Jewelry		145	\$168.57	\$667,197
Apparel Products and Services (1)		148	\$85.68	\$339,124
<b>Computer</b>				
Computers and Hardware for Home Use		149	\$242.50	\$959,824
Portable Memory		143	\$5.53	\$21,887
Computer Software		148	\$14.39	\$56,936
Computer Accessories		156	\$27.51	\$108,870
<b>Entertainment &amp; Recreation</b>		147	\$4,763.13	\$18,852,478
Fees and Admissions		159	\$1,141.87	\$4,519,529
Membership Fees for Clubs (2)		158	\$377.84	\$1,495,506
Fees for Participant Sports, excl. Trips		164	\$160.88	\$636,780
Tickets to Theatre/Operas/Concerts		157	\$127.00	\$502,670
Tickets to Movies		153	\$87.55	\$346,532
Tickets to Parks or Museums		148	\$48.60	\$192,358
Admission to Sporting Events, excl. Trips		157	\$98.78	\$390,991
Fees for Recreational Lessons		166	\$240.04	\$950,063
Dating Services		144	\$1.17	\$4,629
TV/Video/Audio		142	\$1,652.23	\$6,539,543
Cable and Satellite Television Services		139	\$1,125.34	\$4,454,098
Televisions		146	\$157.26	\$622,421
Satellite Dishes		161	\$1.88	\$7,423
VCRs, Video Cameras, and DVD Players		148	\$7.70	\$30,460
Miscellaneous Video Equipment		148	\$36.87	\$145,920
Video Cassettes and DVDs		147	\$14.65	\$57,995
Video Game Hardware/Accessories		142	\$40.28	\$159,446
Video Game Software		145	\$23.83	\$94,316
Rental/Streaming/Downloaded Video		148	\$80.05	\$316,831
Installation of Televisions		168	\$1.81	\$7,152
Audio (3)		150	\$159.41	\$630,964
Rental and Repair of TV/Radio/Sound Equipment		130	\$3.16	\$12,517
Pets		138	\$962.35	\$3,808,999
Toys/Games/Crafts/Hobbies (4)		147	\$178.51	\$706,526
Recreational Vehicles and Fees (5)		149	\$231.45	\$916,079
Sports/Recreation/Exercise Equipment (6)		154	\$313.14	\$1,239,407
Photo Equipment and Supplies (7)		152	\$77.60	\$307,136
Reading (8)		150	\$161.64	\$639,779
Catered Affairs (9)		148	\$44.34	\$175,480
<b>Food</b>		144	\$13,081.47	\$51,776,453
Food at Home		142	\$7,609.28	\$30,117,520
Bakery and Cereal Products		143	\$993.26	\$3,931,335
Meats, Poultry, Fish, and Eggs		142	\$1,651.82	\$6,537,896
Dairy Products		143	\$784.62	\$3,105,545
Fruits and Vegetables		144	\$1,509.12	\$5,973,100
Snacks and Other Food at Home (10)		142	\$2,670.45	\$10,569,645
Food Away from Home		145	\$5,472.19	\$21,658,933
Alcoholic Beverages		152	\$943.56	\$3,734,600

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	164	\$40,023.85	\$158,414,379
Value of Retirement Plans	163	\$155,193.54	\$614,256,050
Value of Other Financial Assets	153	\$12,492.08	\$49,443,669
Vehicle Loan Amount excluding Interest	146	\$4,271.59	\$16,906,967
Value of Credit Card Debt	148	\$3,850.34	\$15,239,628
<b>Health</b>			
Nonprescription Drugs	139	\$206.11	\$815,790
Prescription Drugs	141	\$493.32	\$1,952,577
Eyeglasses and Contact Lenses	144	\$134.93	\$534,067
<b>Home</b>			
Mortgage Payment and Basics (11)	159	\$16,711.07	\$66,142,428
Maintenance and Remodeling Services	160	\$4,103.39	\$16,241,235
Maintenance and Remodeling Materials (12)	147	\$807.85	\$3,197,466
Utilities, Fuel, and Public Services	140	\$6,860.90	\$27,155,455
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	146	\$148.24	\$586,734
Furniture	151	\$966.00	\$3,823,422
Rugs	166	\$58.36	\$230,971
Major Appliances (14)	151	\$541.02	\$2,141,346
Housewares (15)	146	\$141.35	\$559,468
Small Appliances	143	\$70.48	\$278,942
Luggage	155	\$22.81	\$90,293
Telephones and Accessories	152	\$134.11	\$530,798
<b>Household Operations</b>			
Child Care	159	\$820.00	\$3,245,574
Lawn and Garden (16)	150	\$733.43	\$2,902,906
Moving/Storage/Freight Express	144	\$86.44	\$342,129
Housekeeping Supplies (17)	143	\$1,112.53	\$4,403,401
<b>Insurance</b>			
Owners and Renters Insurance	147	\$882.30	\$3,492,158
Vehicle Insurance	140	\$2,529.49	\$10,011,716
Life/Other Insurance	150	\$813.32	\$3,219,130
Health Insurance	146	\$5,401.88	\$21,380,640
Personal Care Products (18)	144	\$720.16	\$2,850,402
School Books and Supplies (19)	146	\$215.54	\$853,119
Smoking Products	124	\$497.80	\$1,970,308
<b>Transportation</b>			
Payments on Vehicles excluding Leases	143	\$3,694.77	\$14,623,894
Gasoline and Motor Oil	139	\$3,294.53	\$13,039,732
Vehicle Maintenance and Repairs	147	\$1,700.29	\$6,729,740
<b>Travel</b>			
Airline Fares	155	\$930.75	\$3,683,897
Lodging on Trips	154	\$1,002.94	\$3,969,628
Auto/Truck Rental on Trips	156	\$45.06	\$178,365
Food and Drink on Trips	153	\$875.02	\$3,463,332

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14 Bel Air South Pkwy, Bel Air, Maryland, 21015  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.49705  
 Longitude: -76.33050

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Enterprising Professionals (2D)	12.5%	Population	62,199	64,454
Old and Newcomers (8F)	12.0%	Households	23,819	24,704
Savvy Suburbanites (1D)	10.8%	Families	16,667	17,192
Exurbanites (1E)	10.4%	Median Age	40.2	41.2
Soccer Moms (4A)	10.2%	Median Household Income	\$96,269	\$100,756
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		131	\$2,817.54	\$67,110,913
Men's		132	\$553.69	\$13,188,367
Women's		133	\$1,001.76	\$23,860,954
Children's		130	\$412.24	\$9,819,037
Footwear		129	\$618.91	\$14,741,885
Watches & Jewelry		131	\$152.08	\$3,622,492
Apparel Products and Services (1)		136	\$78.85	\$1,878,178
<b>Computer</b>				
Computers and Hardware for Home Use		134	\$218.74	\$5,210,137
Portable Memory		130	\$5.04	\$119,966
Computer Software		134	\$13.03	\$310,438
Computer Accessories		137	\$24.21	\$576,750
<b>Entertainment &amp; Recreation</b>		131	\$4,260.49	\$101,480,630
Fees and Admissions		142	\$1,019.04	\$24,272,492
Membership Fees for Clubs (2)		142	\$339.52	\$8,087,077
Fees for Participant Sports, excl. Trips		144	\$142.03	\$3,382,935
Tickets to Theatre/Operas/Concerts		142	\$114.68	\$2,731,597
Tickets to Movies		135	\$77.60	\$1,848,380
Tickets to Parks or Museums		132	\$43.54	\$1,037,068
Admission to Sporting Events, excl. Trips		140	\$87.68	\$2,088,352
Fees for Recreational Lessons		147	\$212.89	\$5,070,839
Dating Services		136	\$1.10	\$26,244
TV/Video/Audio		126	\$1,475.52	\$35,145,355
Cable and Satellite Television Services		125	\$1,010.25	\$24,063,191
Televisions		129	\$138.65	\$3,302,521
Satellite Dishes		136	\$1.59	\$37,975
VCRs, Video Cameras, and DVD Players		130	\$6.76	\$161,119
Miscellaneous Video Equipment		130	\$32.53	\$774,803
Video Cassettes and DVDs		129	\$12.86	\$306,206
Video Game Hardware/Accessories		126	\$35.63	\$848,688
Video Game Software		127	\$20.97	\$499,431
Rental/Streaming/Downloaded Video		131	\$70.48	\$1,678,737
Installation of Televisions		152	\$1.64	\$39,045
Audio (3)		133	\$141.21	\$3,363,399
Rental and Repair of TV/Radio/Sound Equipment		121	\$2.95	\$70,240
Pets		125	\$868.05	\$20,676,024
Toys/Games/Crafts/Hobbies (4)		130	\$157.72	\$3,756,673
Recreational Vehicles and Fees (5)		137	\$214.13	\$5,100,454
Sports/Recreation/Exercise Equipment (6)		134	\$272.19	\$6,483,379
Photo Equipment and Supplies (7)		135	\$69.08	\$1,645,463
Reading (8)		135	\$144.97	\$3,453,123
Catered Affairs (9)		133	\$39.79	\$947,667
<b>Food</b>		129	\$11,767.62	\$280,292,994
Food at Home		128	\$6,842.83	\$162,989,328
Bakery and Cereal Products		128	\$890.64	\$21,214,037
Meats, Poultry, Fish, and Eggs		128	\$1,488.65	\$35,458,162
Dairy Products		128	\$707.10	\$16,842,462
Fruits and Vegetables		130	\$1,360.04	\$32,394,888
Snacks and Other Food at Home (10)		127	\$2,396.40	\$57,079,780
Food Away from Home		131	\$4,924.79	\$117,303,666
Alcoholic Beverages		137	\$853.68	\$20,333,865

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	146	\$35,624.89	\$848,549,217
Value of Retirement Plans	144	\$137,531.45	\$3,275,861,641
Value of Other Financial Assets	140	\$11,416.73	\$271,935,089
Vehicle Loan Amount excluding Interest	129	\$3,761.65	\$89,598,774
Value of Credit Card Debt	132	\$3,428.97	\$81,674,595
<b>Health</b>			
Nonprescription Drugs	125	\$185.19	\$4,411,076
Prescription Drugs	125	\$436.98	\$10,408,521
Eyeglasses and Contact Lenses	129	\$120.57	\$2,871,879
<b>Home</b>			
Mortgage Payment and Basics (11)	141	\$14,817.03	\$352,926,803
Maintenance and Remodeling Services	142	\$3,638.43	\$86,663,831
Maintenance and Remodeling Materials (12)	132	\$724.64	\$17,260,169
Utilities, Fuel, and Public Services	126	\$6,134.89	\$146,126,896
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	130	\$131.68	\$3,136,575
Furniture	133	\$851.97	\$20,293,190
Rugs	143	\$50.11	\$1,193,505
Major Appliances (14)	133	\$475.28	\$11,320,589
Housewares (15)	131	\$126.61	\$3,015,742
Small Appliances	128	\$63.24	\$1,506,208
Luggage	138	\$20.28	\$483,133
Telephones and Accessories	137	\$121.32	\$2,889,623
<b>Household Operations</b>			
Child Care	140	\$723.61	\$17,235,756
Lawn and Garden (16)	134	\$656.81	\$15,644,660
Moving/Storage/Freight Express	131	\$79.11	\$1,884,252
Housekeeping Supplies (17)	128	\$993.46	\$23,663,129
<b>Insurance</b>			
Owners and Renters Insurance	130	\$776.50	\$18,495,414
Vehicle Insurance	125	\$2,257.16	\$53,763,313
Life/Other Insurance	133	\$721.74	\$17,191,084
Health Insurance	130	\$4,811.74	\$114,610,897
Personal Care Products (18)	129	\$644.56	\$15,352,811
School Books and Supplies (19)	131	\$193.43	\$4,607,200
Smoking Products	112	\$449.37	\$10,703,613
<b>Transportation</b>			
Payments on Vehicles excluding Leases	126	\$3,252.24	\$77,465,029
Gasoline and Motor Oil	125	\$2,949.54	\$70,255,007
Vehicle Maintenance and Repairs	131	\$1,512.59	\$36,028,466
<b>Travel</b>			
Airline Fares	140	\$841.79	\$20,050,486
Lodging on Trips	138	\$899.74	\$21,430,881
Auto/Truck Rental on Trips	141	\$40.57	\$966,258
Food and Drink on Trips	137	\$784.51	\$18,686,191

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Soccer Moms (4A)	14.5%	Population	128,337	132,003
Savvy Suburbanites (1D)	12.9%	Households	47,604	48,983
Old and Newcomers (8F)	10.1%	Families	34,202	35,044
Enterprising Professionals (2D)	9.4%	Median Age	39.7	40.6
Professional Pride (1B)	9.1%	Median Household Income	\$93,447	\$98,556
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		127	\$2,718.89	\$129,430,157
Men's		127	\$531.41	\$25,297,186
Women's		128	\$962.16	\$45,802,622
Children's		127	\$404.21	\$19,241,862
Footwear		125	\$600.82	\$28,601,625
Watches & Jewelry		125	\$145.83	\$6,942,159
Apparel Products and Services (1)		129	\$74.46	\$3,544,703
<b>Computer</b>				
Computers and Hardware for Home Use		129	\$209.64	\$9,979,557
Portable Memory		125	\$4.84	\$230,553
Computer Software		128	\$12.43	\$591,520
Computer Accessories		132	\$23.37	\$1,112,309
<b>Entertainment &amp; Recreation</b>		126	\$4,093.78	\$194,880,204
Fees and Admissions		135	\$969.51	\$46,152,407
Membership Fees for Clubs (2)		135	\$322.31	\$15,343,303
Fees for Participant Sports, excl. Trips		139	\$136.26	\$6,486,421
Tickets to Theatre/Operas/Concerts		134	\$108.38	\$5,159,202
Tickets to Movies		131	\$74.90	\$3,565,631
Tickets to Parks or Museums		127	\$41.79	\$1,989,282
Admission to Sporting Events, excl. Trips		133	\$83.39	\$3,969,905
Fees for Recreational Lessons		139	\$201.42	\$9,588,619
Dating Services		130	\$1.05	\$50,044
TV/Video/Audio		122	\$1,429.27	\$68,039,199
Cable and Satellite Television Services		121	\$976.53	\$46,486,569
Televisions		125	\$135.19	\$6,435,387
Satellite Dishes		133	\$1.56	\$74,248
VCRs, Video Cameras, and DVD Players		126	\$6.58	\$313,415
Miscellaneous Video Equipment		128	\$31.81	\$1,514,404
Video Cassettes and DVDs		125	\$12.53	\$596,634
Video Game Hardware/Accessories		123	\$34.92	\$1,662,542
Video Game Software		125	\$20.55	\$978,201
Rental/Streaming/Downloaded Video		127	\$68.68	\$3,269,594
Installation of Televisions		144	\$1.56	\$74,159
Audio (3)		128	\$136.49	\$6,497,248
Rental and Repair of TV/Radio/Sound Equipment		118	\$2.87	\$136,798
Pets		120	\$834.23	\$39,712,614
Toys/Games/Crafts/Hobbies (4)		126	\$153.11	\$7,288,603
Recreational Vehicles and Fees (5)		130	\$202.02	\$9,616,724
Sports/Recreation/Exercise Equipment (6)		130	\$263.67	\$12,551,692
Photo Equipment and Supplies (7)		129	\$66.07	\$3,145,270
Reading (8)		128	\$138.09	\$6,573,581
Catered Affairs (9)		126	\$37.81	\$1,800,114
<b>Food</b>		125	\$11,352.24	\$540,412,212
Food at Home		124	\$6,604.52	\$314,401,798
Bakery and Cereal Products		124	\$859.27	\$40,904,635
Meats, Poultry, Fish, and Eggs		123	\$1,437.38	\$68,424,861
Dairy Products		124	\$681.00	\$32,418,314
Fruits and Vegetables		125	\$1,308.19	\$62,274,860
Snacks and Other Food at Home (10)		123	\$2,318.69	\$110,379,128
Food Away from Home		126	\$4,747.72	\$226,010,414
Alcoholic Beverages		131	\$813.43	\$38,722,737

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	138	\$33,757.43	\$1,606,988,707
Value of Retirement Plans	137	\$130,839.23	\$6,228,470,604
Value of Other Financial Assets	132	\$10,803.74	\$514,301,423
Vehicle Loan Amount excluding Interest	126	\$3,686.52	\$175,492,881
Value of Credit Card Debt	127	\$3,306.36	\$157,395,793
<b>Health</b>			
Nonprescription Drugs	121	\$179.11	\$8,526,268
Prescription Drugs	121	\$423.82	\$20,175,294
Eyeglasses and Contact Lenses	124	\$116.12	\$5,527,634
<b>Home</b>			
Mortgage Payment and Basics (11)	135	\$14,124.11	\$672,364,079
Maintenance and Remodeling Services	134	\$3,446.40	\$164,062,258
Maintenance and Remodeling Materials (12)	126	\$693.97	\$33,035,791
Utilities, Fuel, and Public Services	122	\$5,953.59	\$283,414,611
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	126	\$127.37	\$6,063,134
Furniture	129	\$823.24	\$39,189,688
Rugs	137	\$47.97	\$2,283,483
Major Appliances (14)	128	\$459.30	\$21,864,690
Housewares (15)	126	\$122.24	\$5,819,237
Small Appliances	124	\$61.13	\$2,909,821
Luggage	133	\$19.48	\$927,268
Telephones and Accessories	133	\$117.28	\$5,582,970
<b>Household Operations</b>			
Child Care	135	\$693.90	\$33,032,498
Lawn and Garden (16)	128	\$625.73	\$29,787,207
Moving/Storage/Freight Express	127	\$76.28	\$3,631,362
Housekeeping Supplies (17)	124	\$962.23	\$45,806,026
<b>Insurance</b>			
Owners and Renters Insurance	126	\$751.94	\$35,795,284
Vehicle Insurance	122	\$2,198.94	\$104,678,210
Life/Other Insurance	128	\$694.27	\$33,049,905
Health Insurance	125	\$4,646.72	\$221,202,264
Personal Care Products (18)	125	\$624.52	\$29,729,754
School Books and Supplies (19)	127	\$187.44	\$8,922,757
Smoking Products	109	\$439.57	\$20,925,470
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,184.36	\$151,588,375
Gasoline and Motor Oil	121	\$2,873.52	\$136,790,854
Vehicle Maintenance and Repairs	126	\$1,455.81	\$69,302,601
<b>Travel</b>			
Airline Fares	133	\$797.74	\$37,975,769
Lodging on Trips	132	\$856.36	\$40,765,964
Auto/Truck Rental on Trips	134	\$38.53	\$1,834,148
Food and Drink on Trips	131	\$749.06	\$35,658,297

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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.

14 Bel Air South Pkwy, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49705  
Longitude: -76.33050

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	424				2,099				3,935			
Total Employees:	4,757				25,126				42,831			
Total Residential Population:	10,605				62,199				128,337			
Employee/Residential Population Ratio (per 100 Residents)	45				40				33			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.4%	55	1.2%	41	2.0%	295	1.2%	82	2.1%	638	1.5%
Construction	22	5.2%	84	1.8%	110	5.2%	504	2.0%	290	7.4%	1,722	4.0%
Manufacturing	4	0.9%	48	1.0%	28	1.3%	415	1.7%	71	1.8%	1,300	3.0%
Transportation	6	1.4%	31	0.7%	34	1.6%	160	0.6%	72	1.8%	469	1.1%
Communication	6	1.4%	33	0.7%	16	0.8%	71	0.3%	27	0.7%	159	0.4%
Utility	0	0.0%	0	0.0%	3	0.1%	9	0.0%	6	0.2%	21	0.0%
Wholesale Trade	6	1.4%	47	1.0%	39	1.9%	307	1.2%	88	2.2%	1,311	3.1%
Retail Trade Summary	85	20.0%	1,691	35.5%	452	21.5%	8,832	35.2%	840	21.3%	14,054	32.8%
Home Improvement	1	0.2%	36	0.8%	17	0.8%	507	2.0%	36	0.9%	782	1.8%
General Merchandise Stores	5	1.2%	226	4.8%	24	1.1%	1,567	6.2%	40	1.0%	1,782	4.2%
Food Stores	11	2.6%	278	5.8%	49	2.3%	1,433	5.7%	98	2.5%	2,596	6.1%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.7%	39	0.8%	32	1.5%	762	3.0%	88	2.2%	1,463	3.4%
Apparel & Accessory Stores	7	1.7%	71	1.5%	44	2.1%	363	1.4%	59	1.5%	446	1.0%
Furniture & Home Furnishings	3	0.7%	26	0.5%	31	1.5%	287	1.1%	52	1.3%	445	1.0%
Eating & Drinking Places	31	7.3%	821	17.3%	118	5.6%	2,781	11.1%	226	5.7%	4,864	11.4%
Miscellaneous Retail	23	5.4%	196	4.1%	137	6.5%	1,132	4.5%	241	6.1%	1,677	3.9%
Finance, Insurance, Real Estate Summary	45	10.6%	377	7.9%	251	12.0%	2,216	8.8%	402	10.2%	3,330	7.8%
Banks, Savings & Lending Institutions	10	2.4%	81	1.7%	51	2.4%	532	2.1%	79	2.0%	942	2.2%
Securities Brokers	6	1.4%	21	0.4%	37	1.8%	153	0.6%	58	1.5%	233	0.5%
Insurance Carriers & Agents	10	2.4%	34	0.7%	63	3.0%	429	1.7%	92	2.3%	637	1.5%
Real Estate, Holding, Other Investment Offices	19	4.5%	241	5.1%	100	4.8%	1,102	4.4%	174	4.4%	1,518	3.5%
Services Summary	212	50.0%	2,352	49.4%	882	42.0%	10,792	43.0%	1,615	41.0%	17,427	40.7%
Hotels & Lodging	1	0.2%	8	0.2%	3	0.1%	15	0.1%	22	0.6%	330	0.8%
Automotive Services	8	1.9%	27	0.6%	54	2.6%	254	1.0%	148	3.8%	683	1.6%
Motion Pictures & Amusements	16	3.8%	100	2.1%	57	2.7%	537	2.1%	114	2.9%	956	2.2%
Health Services	91	21.5%	1,277	26.8%	241	11.5%	4,648	18.5%	332	8.4%	5,602	13.1%
Legal Services	1	0.2%	4	0.1%	55	2.6%	264	1.1%	88	2.2%	401	0.9%
Education Institutions & Libraries	7	1.7%	255	5.4%	28	1.3%	1,273	5.1%	52	1.3%	2,645	6.2%
Other Services	88	20.8%	680	14.3%	445	21.2%	3,802	15.1%	859	21.8%	6,810	15.9%
Government	2	0.5%	23	0.5%	69	3.3%	1,474	5.9%	97	2.5%	2,287	5.3%
Unclassified Establishments	29	6.8%	15	0.3%	175	8.3%	51	0.2%	345	8.8%	112	0.3%
Totals	424	100.0%	4,757	100.0%	2,099	100.0%	25,126	100.0%	3,935	100.0%	42,831	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.



14 Bel Air South Pkwy, Bel Air, Maryland, 21015  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49705  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	5	0.2%	35	0.1%	12	0.3%	58	0.1%
Mining	0	0.0%	2	0.0%	2	0.1%	14	0.1%	3	0.1%	22	0.1%
Utilities	0	0.0%	0	0.0%	1	0.0%	4	0.0%	1	0.0%	4	0.0%
Construction	24	5.7%	92	1.9%	122	5.8%	573	2.3%	313	8.0%	1,888	4.4%
Manufacturing	3	0.7%	48	1.0%	34	1.6%	463	1.8%	79	2.0%	1,381	3.2%
Wholesale Trade	6	1.4%	47	1.0%	38	1.8%	304	1.2%	86	2.2%	1,301	3.0%
Retail Trade	52	12.3%	849	17.8%	322	15.3%	5,944	23.7%	589	15.0%	8,983	21.0%
Motor Vehicle & Parts Dealers	3	0.7%	37	0.8%	27	1.3%	717	2.9%	70	1.8%	1,357	3.2%
Furniture & Home Furnishings Stores	2	0.5%	19	0.4%	21	1.0%	172	0.7%	30	0.8%	222	0.5%
Electronics & Appliance Stores	0	0.0%	1	0.0%	7	0.3%	106	0.4%	15	0.4%	183	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	36	0.8%	17	0.8%	507	2.0%	36	0.9%	782	1.8%
Food & Beverage Stores	7	1.7%	232	4.9%	41	2.0%	1,349	5.4%	87	2.2%	2,451	5.7%
Health & Personal Care Stores	11	2.6%	96	2.0%	49	2.3%	470	1.9%	78	2.0%	724	1.7%
Gasoline Stations	0	0.0%	1	0.0%	4	0.2%	45	0.2%	18	0.5%	106	0.2%
Clothing & Clothing Accessories Stores	8	1.9%	78	1.6%	57	2.7%	442	1.8%	75	1.9%	534	1.2%
Sport Goods, Hobby, Book, & Music Stores	9	2.1%	88	1.8%	21	1.0%	257	1.0%	38	1.0%	303	0.7%
General Merchandise Stores	5	1.2%	226	4.8%	24	1.1%	1,567	6.2%	40	1.0%	1,782	4.2%
Miscellaneous Store Retailers	3	0.7%	34	0.7%	36	1.7%	301	1.2%	66	1.7%	523	1.2%
Nonstore Retailers	2	0.5%	0	0.0%	17	0.8%	10	0.0%	36	0.9%	18	0.0%
Transportation & Warehousing	3	0.7%	21	0.4%	16	0.8%	87	0.3%	50	1.3%	349	0.8%
Information	8	1.9%	51	1.1%	23	1.1%	147	0.6%	45	1.1%	317	0.7%
Finance & Insurance	26	6.1%	136	2.9%	152	7.2%	1,119	4.5%	234	5.9%	1,828	4.3%
Central Bank/Credit Intermediation & Related Activities	10	2.4%	81	1.7%	51	2.4%	532	2.1%	82	2.1%	951	2.2%
Securities, Commodity Contracts & Other Financial	6	1.4%	21	0.4%	39	1.9%	158	0.6%	61	1.6%	240	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	10	2.4%	34	0.7%	63	3.0%	429	1.7%	92	2.3%	637	1.5%
Real Estate, Rental & Leasing	20	4.7%	232	4.9%	107	5.1%	1,092	4.3%	202	5.1%	1,531	3.6%
Professional, Scientific & Tech Services	34	8.0%	206	4.3%	211	10.1%	1,481	5.9%	376	9.6%	2,503	5.8%
Legal Services	3	0.7%	16	0.3%	64	3.0%	293	1.2%	101	2.6%	441	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.1%	20	0.1%	7	0.2%	51	0.1%
Administrative & Support & Waste Management & Remediation	13	3.1%	53	1.1%	77	3.7%	370	1.5%	143	3.6%	885	2.1%
Educational Services	14	3.3%	319	6.7%	47	2.2%	1,394	5.5%	80	2.0%	2,790	6.5%
Health Care & Social Assistance	106	25.0%	1,482	31.2%	291	13.9%	5,760	22.9%	431	11.0%	7,390	17.3%
Arts, Entertainment & Recreation	8	1.9%	55	1.2%	38	1.8%	436	1.7%	75	1.9%	823	1.9%
Accommodation & Food Services	34	8.0%	849	17.8%	126	6.0%	2,857	11.4%	261	6.6%	5,316	12.4%
Accommodation	1	0.2%	8	0.2%	3	0.1%	15	0.1%	22	0.6%	330	0.8%
Food Services & Drinking Places	33	7.8%	841	17.7%	124	5.9%	2,842	11.3%	239	6.1%	4,986	11.6%
Other Services (except Public Administration)	41	9.7%	277	5.8%	239	11.4%	1,501	6.0%	506	12.9%	3,016	7.0%
Automotive Repair & Maintenance	6	1.4%	23	0.5%	43	2.0%	195	0.8%	112	2.8%	515	1.2%
Public Administration	2	0.5%	23	0.5%	69	3.3%	1,474	5.9%	96	2.4%	2,282	5.3%
Unclassified Establishments	29	6.8%	15	0.3%	175	8.3%	51	0.2%	345	8.8%	112	0.3%
<b>Total</b>	<b>424</b>	<b>100.0%</b>	<b>4,757</b>	<b>100.0%</b>	<b>2,099</b>	<b>100.0%</b>	<b>25,126</b>	<b>100.0%</b>	<b>3,935</b>	<b>100.0%</b>	<b>42,831</b>	<b>100.0%</b>

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