

21047
 21047, Fallston, Maryland
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.50008
 Longitude: -76.39728

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,493	17,439	75,049
2010 Total Population	1,734	18,584	86,467
2020 Total Population	2,450	21,156	92,151
2020 Group Quarters	0	78	1,145
2025 Total Population	2,653	22,256	94,819
2020-2025 Annual Rate	1.60%	1.02%	0.57%
2020 Total Daytime Population	3,355	21,742	89,724
Workers	2,204	11,235	45,223
Residents	1,151	10,507	44,501
Household Summary			
2000 Households	530	6,231	27,708
2000 Average Household Size	2.82	2.80	2.68
2010 Households	599	6,797	32,471
2010 Average Household Size	2.89	2.72	2.63
2020 Households	824	7,778	34,607
2020 Average Household Size	2.97	2.71	2.63
2025 Households	889	8,195	35,592
2025 Average Household Size	2.98	2.71	2.63
2020-2025 Annual Rate	1.53%	1.05%	0.56%
2010 Families	495	5,367	23,735
2010 Average Family Size	3.19	3.09	3.09
2020 Families	679	6,097	25,081
2020 Average Family Size	3.29	3.09	3.11
2025 Families	732	6,403	25,705
2025 Average Family Size	3.30	3.09	3.12
2020-2025 Annual Rate	1.51%	0.98%	0.49%
Housing Unit Summary			
2000 Housing Units	550	6,394	28,526
Owner Occupied Housing Units	88.5%	88.3%	82.6%
Renter Occupied Housing Units	7.8%	9.2%	14.6%
Vacant Housing Units	3.6%	2.5%	2.9%
2010 Housing Units	630	7,068	33,876
Owner Occupied Housing Units	89.0%	87.0%	80.4%
Renter Occupied Housing Units	6.0%	9.2%	15.4%
Vacant Housing Units	4.9%	3.8%	4.1%
2020 Housing Units	873	8,094	36,194
Owner Occupied Housing Units	87.4%	84.7%	80.0%
Renter Occupied Housing Units	6.9%	11.5%	15.7%
Vacant Housing Units	5.6%	3.9%	4.4%
2025 Housing Units	948	8,574	37,474
Owner Occupied Housing Units	86.9%	84.2%	79.8%
Renter Occupied Housing Units	6.9%	11.4%	15.1%
Vacant Housing Units	6.2%	4.4%	5.0%
Median Household Income			
2020	\$115,715	\$103,901	\$98,967
2025	\$121,012	\$108,600	\$103,349
Median Home Value			
2020	\$403,065	\$371,794	\$330,845
2025	\$424,154	\$392,069	\$357,802
Per Capita Income			
2020	\$48,200	\$46,985	\$45,646
2025	\$52,391	\$51,412	\$49,650
Median Age			
2010	44.3	45.4	40.8
2020	46.9	48.3	42.7
2025	47.6	48.9	43.1

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	824	7,778	34,607
<\$15,000	3.8%	3.8%	4.5%
\$15,000 - \$24,999	1.7%	3.3%	3.8%
\$25,000 - \$34,999	2.4%	5.2%	5.4%
\$35,000 - \$49,999	7.3%	8.5%	9.0%
\$50,000 - \$74,999	10.0%	11.7%	12.9%
\$75,000 - \$99,999	12.7%	14.6%	15.0%
\$100,000 - \$149,999	28.0%	24.1%	22.5%
\$150,000 - \$199,999	18.8%	15.2%	14.4%
\$200,000+	15.2%	13.7%	12.6%
Average Household Income	\$138,233	\$127,349	\$121,437
2025 Households by Income			
Household Income Base	889	8,195	35,592
<\$15,000	3.7%	3.6%	4.2%
\$15,000 - \$24,999	1.5%	2.9%	3.4%
\$25,000 - \$34,999	2.1%	4.7%	4.9%
\$35,000 - \$49,999	6.9%	8.0%	8.5%
\$50,000 - \$74,999	9.1%	10.7%	12.0%
\$75,000 - \$99,999	11.9%	13.9%	14.5%
\$100,000 - \$149,999	27.4%	24.0%	22.6%
\$150,000 - \$199,999	20.0%	16.4%	15.6%
\$200,000+	17.3%	15.6%	14.1%
Average Household Income	\$150,557	\$139,192	\$132,154
2020 Owner Occupied Housing Units by Value			
Total	763	6,852	28,939
<\$50,000	0.0%	1.0%	1.4%
\$50,000 - \$99,999	0.0%	0.2%	0.6%
\$100,000 - \$149,999	0.9%	2.1%	2.5%
\$150,000 - \$199,999	1.3%	2.9%	7.7%
\$200,000 - \$249,999	5.5%	5.3%	13.7%
\$250,000 - \$299,999	10.0%	10.8%	15.0%
\$300,000 - \$399,999	31.2%	38.5%	29.9%
\$400,000 - \$499,999	34.2%	22.2%	18.0%
\$500,000 - \$749,999	15.9%	13.9%	9.3%
\$750,000 - \$999,999	0.8%	2.6%	1.4%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.0%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$415,157	\$401,758	\$355,755
2025 Owner Occupied Housing Units by Value			
Total	824	7,221	29,919
<\$50,000	0.0%	0.7%	1.2%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.2%	0.9%	1.4%
\$150,000 - \$199,999	0.5%	1.4%	4.8%
\$200,000 - \$249,999	2.9%	3.0%	10.1%
\$250,000 - \$299,999	7.0%	8.3%	13.3%
\$300,000 - \$399,999	29.7%	38.7%	32.6%
\$400,000 - \$499,999	39.4%	26.7%	22.5%
\$500,000 - \$749,999	18.9%	16.7%	11.5%
\$750,000 - \$999,999	1.0%	2.9%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.1%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$438,092	\$427,908	\$382,810

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	1,734	18,585	86,467
0 - 4	4.8%	4.4%	5.7%
5 - 9	6.7%	6.2%	6.5%
10 - 14	7.4%	7.4%	7.2%
15 - 24	11.7%	11.8%	12.0%
25 - 34	6.9%	7.0%	11.1%
35 - 44	13.6%	12.4%	13.7%
45 - 54	18.9%	18.7%	16.7%
55 - 64	13.1%	15.0%	12.7%
65 - 74	9.5%	9.7%	7.7%
75 - 84	5.7%	5.4%	4.7%
85 +	1.7%	1.9%	1.9%
18 +	76.3%	77.3%	76.1%
2020 Population by Age			
Total	2,451	21,155	92,151
0 - 4	4.3%	4.0%	5.1%
5 - 9	5.3%	4.9%	5.7%
10 - 14	6.7%	5.8%	6.3%
15 - 24	11.1%	10.7%	11.3%
25 - 34	10.0%	10.5%	12.2%
35 - 44	10.0%	9.9%	12.2%
45 - 54	15.3%	14.0%	13.6%
55 - 64	17.2%	17.3%	14.8%
65 - 74	11.1%	13.1%	10.7%
75 - 84	6.6%	7.2%	5.8%
85 +	2.4%	2.6%	2.4%
18 +	79.4%	81.5%	79.2%
2025 Population by Age			
Total	2,653	22,256	94,820
0 - 4	4.4%	4.1%	5.1%
5 - 9	5.2%	4.8%	5.5%
10 - 14	6.0%	5.3%	5.8%
15 - 24	10.0%	9.2%	10.2%
25 - 34	9.3%	9.8%	12.3%
35 - 44	12.0%	12.7%	13.5%
45 - 54	12.6%	11.7%	12.1%
55 - 64	16.7%	15.8%	13.7%
65 - 74	13.5%	14.7%	11.8%
75 - 84	7.7%	9.0%	7.2%
85 +	2.6%	3.0%	2.6%
18 +	80.7%	82.4%	80.1%
2010 Population by Sex			
Males	861	9,135	42,078
Females	873	9,449	44,389
2020 Population by Sex			
Males	1,212	10,400	44,989
Females	1,239	10,756	47,161
2025 Population by Sex			
Males	1,307	10,926	46,357
Females	1,346	11,330	48,462

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	1,735	18,584	86,468
White Alone	93.4%	94.2%	89.7%
Black Alone	2.5%	2.2%	5.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	2.1%	1.8%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.4%	0.7%
Two or More Races	1.3%	1.3%	1.7%
Hispanic Origin	2.0%	1.7%	2.8%
Diversity Index	16.0	14.2	23.5
2020 Population by Race/Ethnicity			
Total	2,451	21,155	92,150
White Alone	90.5%	92.1%	86.5%
Black Alone	3.4%	2.8%	6.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.1%	2.5%	3.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	0.7%	1.0%
Two or More Races	1.9%	1.8%	2.4%
Hispanic Origin	3.4%	2.8%	4.3%
Diversity Index	23.2	19.7	30.8
2025 Population by Race/Ethnicity			
Total	2,653	22,256	94,820
White Alone	88.8%	90.7%	84.4%
Black Alone	3.9%	3.2%	7.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.7%	3.0%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	0.8%	1.3%
Two or More Races	2.3%	2.1%	2.8%
Hispanic Origin	4.3%	3.6%	5.3%
Diversity Index	27.5	23.3	35.3
2010 Population by Relationship and Household Type			
Total	1,734	18,584	86,467
In Households	100.0%	99.6%	98.7%
In Family Households	92.6%	90.6%	86.4%
Householder	29.2%	29.0%	27.5%
Spouse	25.8%	25.5%	22.8%
Child	32.9%	31.9%	31.8%
Other relative	3.1%	2.9%	2.8%
Nonrelative	1.5%	1.4%	1.5%
In Nonfamily Households	7.3%	8.9%	12.3%
In Group Quarters	0.0%	0.4%	1.3%
Institutionalized Population	0.0%	0.1%	1.0%
Noninstitutionalized Population	0.0%	0.3%	0.3%

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

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2020 Population 25+ by Educational Attainment			
Total	1,776	15,776	66,013
Less than 9th Grade	0.9%	1.4%	1.4%
9th - 12th Grade, No Diploma	3.4%	4.0%	3.2%
High School Graduate	21.4%	23.0%	19.6%
GED/Alternative Credential	5.2%	3.7%	3.2%
Some College, No Degree	16.3%	19.0%	20.4%
Associate Degree	7.4%	8.0%	8.8%
Bachelor's Degree	29.9%	25.7%	25.5%
Graduate/Professional Degree	15.4%	15.1%	17.9%
2020 Population 15+ by Marital Status			
Total	2,048	18,044	76,450
Never Married	23.1%	21.7%	25.1%
Married	65.2%	64.8%	61.0%
Widowed	4.1%	6.1%	5.3%
Divorced	7.6%	7.3%	8.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,422	11,762	52,484
Population 16+ Employed	92.4%	90.9%	90.8%
Population 16+ Unemployment rate	7.6%	9.1%	9.2%
Population 16-24 Employed	11.3%	11.8%	11.3%
Population 16-24 Unemployment rate	11.3%	13.3%	15.5%
Population 25-54 Employed	56.8%	57.0%	61.9%
Population 25-54 Unemployment rate	6.9%	8.4%	8.4%
Population 55-64 Employed	24.4%	23.6%	20.0%
Population 55-64 Unemployment rate	6.4%	8.3%	8.0%
Population 65+ Employed	7.4%	7.6%	6.8%
Population 65+ Unemployment rate	10.2%	9.5%	9.3%
2020 Employed Population 16+ by Industry			
Total	1,314	10,693	47,630
Agriculture/Mining	0.9%	1.1%	0.5%
Construction	6.9%	6.0%	7.0%
Manufacturing	6.4%	7.4%	6.3%
Wholesale Trade	3.5%	3.4%	2.5%
Retail Trade	7.3%	10.3%	10.2%
Transportation/Utilities	1.8%	3.9%	3.9%
Information	1.7%	0.8%	1.3%
Finance/Insurance/Real Estate	11.0%	8.9%	7.7%
Services	53.1%	51.7%	51.7%
Public Administration	7.4%	6.5%	9.0%
2020 Employed Population 16+ by Occupation			
Total	1,314	10,693	47,631
White Collar	71.2%	71.7%	73.3%
Management/Business/Financial	24.2%	20.2%	18.8%
Professional	25.3%	24.2%	29.5%
Sales	7.5%	11.4%	10.6%
Administrative Support	14.3%	15.9%	14.3%
Services	16.4%	13.2%	12.5%
Blue Collar	12.3%	15.2%	14.2%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	3.0%	3.5%	3.9%
Installation/Maintenance/Repair	3.4%	3.6%	3.2%
Production	3.1%	4.0%	3.3%
Transportation/Material Moving	2.5%	4.0%	3.6%

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2010 Households by Type			
Total	600	6,797	32,470
Households with 1 Person	14.2%	18.1%	22.2%
Households with 2+ People	85.8%	81.9%	77.8%
Family Households	82.5%	79.0%	73.1%
Husband-wife Families	73.0%	69.4%	60.7%
With Related Children	31.2%	28.4%	27.6%
Other Family (No Spouse Present)	9.5%	9.6%	12.4%
Other Family with Male Householder	3.2%	3.1%	3.7%
With Related Children	1.7%	1.5%	2.1%
Other Family with Female Householder	6.3%	6.5%	8.7%
With Related Children	2.5%	3.0%	5.1%
Nonfamily Households	3.3%	3.0%	4.7%
All Households with Children	35.7%	33.2%	35.2%
Multigenerational Households	4.3%	4.0%	3.5%
Unmarried Partner Households	3.8%	3.6%	5.0%
Male-female	3.2%	3.0%	4.5%
Same-sex	0.7%	0.5%	0.5%
2010 Households by Size			
Total	600	6,795	32,472
1 Person Household	14.2%	18.1%	22.2%
2 Person Household	36.5%	36.1%	33.3%
3 Person Household	18.5%	17.6%	17.9%
4 Person Household	19.0%	17.7%	16.9%
5 Person Household	8.5%	7.5%	6.7%
6 Person Household	2.2%	2.1%	2.1%
7 + Person Household	1.2%	0.9%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	599	6,797	32,471
Owner Occupied	93.7%	90.4%	83.9%
Owned with a Mortgage/Loan	65.6%	65.4%	64.9%
Owned Free and Clear	28.0%	25.1%	19.0%
Renter Occupied	6.3%	9.6%	16.1%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	156	151	160
Percent of Income for Mortgage	14.6%	15.0%	14.0%
Wealth Index	217	193	163
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	630	7,068	33,876
Housing Units Inside Urbanized Area	85.9%	89.3%	91.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	14.1%	10.7%	8.2%
2010 Population By Urban/ Rural Status			
Total Population	1,734	18,584	86,467
Population Inside Urbanized Area	88.1%	90.1%	92.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	11.9%	9.9%	7.9%

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.

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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Exurbanites (1E)	Exurbanites (1E)	Exurbanites (1E)
3.	Comfortable Empty Nesters (5A)	Soccer Moms (4A)	Soccer Moms (4A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$2,560,631	\$22,378,592	\$97,498,581
Average Spent	\$3,107.56	\$2,877.17	\$2,817.31
Spending Potential Index	145	134	131
Education: Total \$	\$2,538,605	\$21,482,850	\$87,919,548
Average Spent	\$3,080.83	\$2,762.00	\$2,540.51
Spending Potential Index	172	154	142
Entertainment/Recreation: Total \$	\$4,042,369	\$35,039,927	\$149,280,496
Average Spent	\$4,905.79	\$4,505.00	\$4,313.59
Spending Potential Index	151	139	133
Food at Home: Total \$	\$6,253,065	\$54,753,804	\$237,931,834
Average Spent	\$7,588.67	\$7,039.57	\$6,875.25
Spending Potential Index	142	132	129
Food Away from Home: Total \$	\$4,434,776	\$38,976,892	\$170,012,748
Average Spent	\$5,382.01	\$5,011.17	\$4,912.67
Spending Potential Index	143	133	130
Health Care: Total \$	\$7,128,347	\$61,750,526	\$262,290,612
Average Spent	\$8,650.91	\$7,939.13	\$7,579.12
Spending Potential Index	151	138	132
HH Furnishings & Equipment: Total \$	\$2,764,711	\$23,941,062	\$101,918,507
Average Spent	\$3,355.23	\$3,078.05	\$2,945.03
Spending Potential Index	154	141	135
Personal Care Products & Services: Total \$	\$1,123,647	\$9,832,733	\$42,490,238
Average Spent	\$1,363.65	\$1,264.17	\$1,227.79
Spending Potential Index	148	138	134
Shelter: Total \$	\$23,870,546	\$209,038,891	\$895,281,149
Average Spent	\$28,969.11	\$26,875.66	\$25,869.94
Spending Potential Index	150	139	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,963,355	\$25,977,269	\$109,434,651
Average Spent	\$3,596.30	\$3,339.84	\$3,162.21
Spending Potential Index	154	143	135
Travel: Total \$	\$3,261,072	\$28,236,029	\$117,077,012
Average Spent	\$3,957.61	\$3,630.24	\$3,383.04
Spending Potential Index	164	151	140
Vehicle Maintenance & Repairs: Total \$	\$1,384,189	\$12,146,788	\$52,657,758
Average Spent	\$1,679.84	\$1,561.69	\$1,521.59
Spending Potential Index	145	135	131

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.

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	65.7%	Population	2,450	2,653
Exurbanites (1E)	15.0%	Households	824	889
Comfortable Empty Nesters (5A)	14.3%	Families	679	732
Pleasantville (2B)	5.0%	Median Age	46.9	47.6
	0.0%	Median Household Income	\$115,715	\$121,012
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		145	\$3,107.56	\$2,560,631
Men's		146	\$611.65	\$503,997
Women's		150	\$1,130.16	\$931,255
Children's		136	\$433.29	\$357,029
Footwear		141	\$674.60	\$555,869
Watches & Jewelry		142	\$165.62	\$136,471
Apparel Products and Services (1)		159	\$92.25	\$76,010
Computer				
Computers and Hardware for Home Use		150	\$244.07	\$201,111
Portable Memory		142	\$5.49	\$4,521
Computer Software		144	\$14.05	\$11,576
Computer Accessories		161	\$28.36	\$23,367
Entertainment & Recreation		151	\$4,905.79	\$4,042,369
Fees and Admissions		168	\$1,204.87	\$992,813
Membership Fees for Clubs (2)		170	\$406.65	\$335,079
Fees for Participant Sports, excl. Trips		165	\$162.61	\$133,994
Tickets to Theatre/Operas/Concerts		174	\$140.55	\$115,813
Tickets to Movies		143	\$82.09	\$67,643
Tickets to Parks or Museums		146	\$47.85	\$39,425
Admission to Sporting Events, excl. Trips		167	\$104.71	\$86,279
Fees for Recreational Lessons		179	\$259.27	\$213,635
Dating Services		142	\$1.15	\$946
TV/Video/Audio		142	\$1,655.52	\$1,364,152
Cable and Satellite Television Services		143	\$1,160.00	\$955,843
Televisions		138	\$149.18	\$122,928
Satellite Dishes		154	\$1.80	\$1,482
VCRs, Video Cameras, and DVD Players		137	\$7.17	\$5,910
Miscellaneous Video Equipment		148	\$36.86	\$30,374
Video Cassettes and DVDs		136	\$13.62	\$11,220
Video Game Hardware/Accessories		122	\$34.48	\$28,408
Video Game Software		125	\$20.62	\$16,988
Rental/Streaming/Downloaded Video		130	\$69.95	\$57,641
Installation of Televisions		192	\$2.07	\$1,706
Audio (3)		147	\$156.65	\$129,077
Rental and Repair of TV/Radio/Sound Equipment		129	\$3.12	\$2,575
Pets		143	\$994.38	\$819,368
Toys/Games/Crafts/Hobbies (4)		141	\$171.19	\$141,060
Recreational Vehicles and Fees (5)		189	\$294.44	\$242,621
Sports/Recreation/Exercise Equipment (6)		145	\$294.33	\$242,531
Photo Equipment and Supplies (7)		146	\$74.59	\$61,461
Reading (8)		158	\$170.11	\$140,173
Catered Affairs (9)		155	\$46.35	\$38,191
Food		142	\$12,970.68	\$10,687,840
Food at Home		142	\$7,588.67	\$6,253,065
Bakery and Cereal Products		144	\$997.00	\$821,528
Meats, Poultry, Fish, and Eggs		141	\$1,649.68	\$1,359,340
Dairy Products		144	\$791.13	\$651,889
Fruits and Vegetables		145	\$1,521.34	\$1,253,586
Snacks and Other Food at Home (10)		140	\$2,629.52	\$2,166,722
Food Away from Home		143	\$5,382.01	\$4,434,776
Alcoholic Beverages		156	\$971.97	\$800,907

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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21047
21047, Fallston, Maryland
Ring: 1 mile radius

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Latitude: 39.50008
Longitude: -76.39728

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	180	\$44,001.85	\$36,257,524
Value of Retirement Plans	187	\$178,209.74	\$146,844,822
Value of Other Financial Assets	179	\$14,642.74	\$12,065,621
Vehicle Loan Amount excluding Interest	137	\$3,997.02	\$3,293,547
Value of Credit Card Debt	150	\$3,894.56	\$3,209,114
Health			
Nonprescription Drugs	141	\$208.84	\$172,083
Prescription Drugs	147	\$516.12	\$425,284
Eyeglasses and Contact Lenses	153	\$143.06	\$117,881
Home			
Mortgage Payment and Basics (11)	178	\$18,635.51	\$15,355,657
Maintenance and Remodeling Services	180	\$4,620.49	\$3,807,281
Maintenance and Remodeling Materials (12)	163	\$899.41	\$741,115
Utilities, Fuel, and Public Services	141	\$6,903.18	\$5,688,218
Household Furnishings and Equipment			
Household Textiles (13)	146	\$148.02	\$121,969
Furniture	153	\$979.27	\$806,915
Rugs	171	\$60.07	\$49,501
Major Appliances (14)	159	\$570.98	\$470,490
Housewares (15)	148	\$143.11	\$117,925
Small Appliances	139	\$68.93	\$56,796
Luggage	154	\$22.55	\$18,585
Telephones and Accessories	165	\$145.53	\$119,917
Household Operations			
Child Care	151	\$776.41	\$639,761
Lawn and Garden (16)	168	\$819.00	\$674,854
Moving/Storage/Freight Express	130	\$77.99	\$64,266
Housekeeping Supplies (17)	142	\$1,103.39	\$909,193
Insurance			
Owners and Renters Insurance	157	\$937.43	\$772,439
Vehicle Insurance	136	\$2,448.37	\$2,017,458
Life/Other Insurance	164	\$888.68	\$732,273
Health Insurance	151	\$5,594.21	\$4,609,631
Personal Care Products (18)	140	\$695.73	\$573,278
School Books and Supplies (19)	143	\$210.45	\$173,410
Smoking Products	117	\$470.06	\$387,333
Transportation			
Payments on Vehicles excluding Leases	138	\$3,552.84	\$2,927,541
Gasoline and Motor Oil	135	\$3,200.92	\$2,637,555
Vehicle Maintenance and Repairs	145	\$1,679.84	\$1,384,189
Travel			
Airline Fares	165	\$989.80	\$815,594
Lodging on Trips	170	\$1,102.75	\$908,668
Auto/Truck Rental on Trips	163	\$46.98	\$38,713
Food and Drink on Trips	161	\$923.83	\$761,235

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21047
21047, Fallston, Maryland
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	37.2%	Population	21,156	22,256
Exurbanites (1E)	28.0%	Households	7,778	8,195
Soccer Moms (4A)	11.9%	Families	6,097	6,403
Golden Years (9B)	8.5%	Median Age	48.3	48.9
Comfortable Empty Nesters (5A)	7.0%	Median Household Income	\$103,901	\$108,600
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		134	\$2,877.17	\$22,378,592
Men's		136	\$568.36	\$4,420,686
Women's		139	\$1,046.07	\$8,136,364
Children's		125	\$398.92	\$3,102,800
Footwear		130	\$623.04	\$4,846,032
Watches & Jewelry		133	\$155.14	\$1,206,692
Apparel Products and Services (1)		148	\$85.63	\$666,017
Computer				
Computers and Hardware for Home Use		139	\$226.76	\$1,763,743
Portable Memory		133	\$5.15	\$40,082
Computer Software		136	\$13.21	\$102,724
Computer Accessories		146	\$25.76	\$200,363
Entertainment & Recreation		139	\$4,505.00	\$35,039,927
Fees and Admissions		154	\$1,102.46	\$8,574,904
Membership Fees for Clubs (2)		155	\$371.49	\$2,889,436
Fees for Participant Sports, excl. Trips		153	\$150.24	\$1,168,559
Tickets to Theatre/Operas/Concerts		158	\$127.43	\$991,179
Tickets to Movies		135	\$77.34	\$601,574
Tickets to Parks or Museums		136	\$44.71	\$347,784
Admission to Sporting Events, excl. Trips		153	\$95.73	\$744,622
Fees for Recreational Lessons		162	\$234.42	\$1,823,291
Dating Services		135	\$1.09	\$8,460
TV/Video/Audio		131	\$1,528.28	\$11,886,929
Cable and Satellite Television Services		132	\$1,066.73	\$8,297,001
Televisions		129	\$138.63	\$1,078,239
Satellite Dishes		142	\$1.66	\$12,897
VCRs, Video Cameras, and DVD Players		129	\$6.71	\$52,215
Miscellaneous Video Equipment		136	\$33.81	\$262,941
Video Cassettes and DVDs		127	\$12.74	\$99,078
Video Game Hardware/Accessories		115	\$32.56	\$253,256
Video Game Software		118	\$19.39	\$150,843
Rental/Streaming/Downloaded Video		123	\$66.30	\$515,651
Installation of Televisions		177	\$1.91	\$14,845
Audio (3)		136	\$144.95	\$1,127,408
Rental and Repair of TV/Radio/Sound Equipment		119	\$2.90	\$22,556
Pets		132	\$915.73	\$7,122,549
Toys/Games/Crafts/Hobbies (4)		130	\$158.01	\$1,229,024
Recreational Vehicles and Fees (5)		166	\$258.58	\$2,011,207
Sports/Recreation/Exercise Equipment (6)		135	\$273.16	\$2,124,635
Photo Equipment and Supplies (7)		136	\$69.35	\$539,386
Reading (8)		146	\$157.27	\$1,223,281
Catered Affairs (9)		141	\$42.17	\$328,011
Food		132	\$12,050.75	\$93,730,696
Food at Home		132	\$7,039.57	\$54,753,804
Bakery and Cereal Products		133	\$921.91	\$7,170,602
Meats, Poultry, Fish, and Eggs		131	\$1,531.58	\$11,912,632
Dairy Products		133	\$731.96	\$5,693,159
Fruits and Vegetables		135	\$1,411.81	\$10,981,057
Snacks and Other Food at Home (10)		130	\$2,442.32	\$18,996,353
Food Away from Home		133	\$5,011.17	\$38,976,892
Alcoholic Beverages		145	\$900.17	\$7,001,549

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21047, Fallston, Maryland
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	167	\$40,699.00	\$316,556,851
Value of Retirement Plans	168	\$160,600.82	\$1,249,153,140
Value of Other Financial Assets	165	\$13,518.36	\$105,145,820
Vehicle Loan Amount excluding Interest	127	\$3,716.22	\$28,904,746
Value of Credit Card Debt	138	\$3,588.59	\$27,912,059
Health			
Nonprescription Drugs	130	\$193.35	\$1,503,854
Prescription Drugs	135	\$472.57	\$3,675,639
Eyeglasses and Contact Lenses	139	\$130.09	\$1,011,838
Home			
Mortgage Payment and Basics (11)	161	\$16,825.40	\$130,867,952
Maintenance and Remodeling Services	164	\$4,206.91	\$32,721,381
Maintenance and Remodeling Materials (12)	148	\$814.04	\$6,331,631
Utilities, Fuel, and Public Services	130	\$6,362.27	\$49,485,738
Household Furnishings and Equipment			
Household Textiles (13)	135	\$136.36	\$1,060,609
Furniture	139	\$893.49	\$6,949,562
Rugs	155	\$54.49	\$423,813
Major Appliances (14)	145	\$518.38	\$4,031,926
Housewares (15)	136	\$132.35	\$1,029,422
Small Appliances	130	\$64.03	\$498,003
Luggage	143	\$20.96	\$163,060
Telephones and Accessories	149	\$131.49	\$1,022,716
Household Operations			
Child Care	139	\$714.15	\$5,554,627
Lawn and Garden (16)	153	\$748.33	\$5,820,533
Moving/Storage/Freight Express	125	\$75.23	\$585,160
Housekeeping Supplies (17)	132	\$1,023.35	\$7,959,612
Insurance			
Owners and Renters Insurance	142	\$851.70	\$6,624,517
Vehicle Insurance	126	\$2,271.82	\$17,670,179
Life/Other Insurance	148	\$803.05	\$6,246,103
Health Insurance	138	\$5,125.76	\$39,868,166
Personal Care Products (18)	130	\$647.23	\$5,034,124
School Books and Supplies (19)	133	\$195.54	\$1,520,910
Smoking Products	108	\$434.05	\$3,376,038
Transportation			
Payments on Vehicles excluding Leases	127	\$3,267.52	\$25,414,771
Gasoline and Motor Oil	126	\$2,969.51	\$23,096,834
Vehicle Maintenance and Repairs	135	\$1,561.69	\$12,146,788
Travel			
Airline Fares	152	\$913.76	\$7,107,261
Lodging on Trips	154	\$1,002.30	\$7,795,923
Auto/Truck Rental on Trips	151	\$43.58	\$338,994
Food and Drink on Trips	148	\$848.62	\$6,600,578

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Savvy Suburbanites (1D)	22.9%	Population	92,151	94,819
Exurbanites (1E)	10.9%	Households	34,607	35,592
Soccer Moms (4A)	10.2%	Families	25,081	25,705
Old and Newcomers (8F)	8.7%	Median Age	42.7	43.1
Golden Years (9B)	8.6%	Median Household Income	\$98,967	\$103,349
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,817.31	\$97,498,581
Men's		132	\$553.60	\$19,158,566
Women's		133	\$1,006.43	\$34,829,395
Children's		128	\$407.79	\$14,112,431
Footwear		129	\$618.19	\$21,393,677
Watches & Jewelry		130	\$151.42	\$5,240,256
Apparel Products and Services (1)		138	\$79.88	\$2,764,257
Computer				
Computers and Hardware for Home Use		135	\$219.10	\$7,582,399
Portable Memory		130	\$5.03	\$173,908
Computer Software		133	\$12.94	\$447,826
Computer Accessories		140	\$24.63	\$852,204
Entertainment & Recreation		133	\$4,313.59	\$149,280,496
Fees and Admissions		144	\$1,031.65	\$35,702,311
Membership Fees for Clubs (2)		144	\$344.99	\$11,939,233
Fees for Participant Sports, excl. Trips		145	\$142.45	\$4,929,761
Tickets to Theatre/Operas/Concerts		145	\$117.41	\$4,063,262
Tickets to Movies		134	\$76.75	\$2,656,017
Tickets to Parks or Museums		132	\$43.49	\$1,505,206
Admission to Sporting Events, excl. Trips		141	\$88.80	\$3,072,959
Fees for Recreational Lessons		149	\$216.66	\$7,497,808
Dating Services		136	\$1.10	\$38,066
TV/Video/Audio		128	\$1,489.31	\$51,540,588
Cable and Satellite Television Services		127	\$1,027.42	\$35,555,804
Televisions		128	\$138.13	\$4,780,437
Satellite Dishes		138	\$1.61	\$55,640
VCRs, Video Cameras, and DVD Players		129	\$6.71	\$232,304
Miscellaneous Video Equipment		132	\$32.85	\$1,136,745
Video Cassettes and DVDs		128	\$12.77	\$442,012
Video Game Hardware/Accessories		122	\$34.64	\$1,198,951
Video Game Software		124	\$20.48	\$708,722
Rental/Streaming/Downloaded Video		128	\$68.80	\$2,381,061
Installation of Televisions		156	\$1.68	\$57,995
Audio (3)		133	\$141.28	\$4,889,392
Rental and Repair of TV/Radio/Sound Equipment		121	\$2.93	\$101,524
Pets		127	\$879.65	\$30,442,018
Toys/Games/Crafts/Hobbies (4)		129	\$157.58	\$5,453,461
Recreational Vehicles and Fees (5)		146	\$227.80	\$7,883,311
Sports/Recreation/Exercise Equipment (6)		133	\$270.61	\$9,364,982
Photo Equipment and Supplies (7)		134	\$68.70	\$2,377,369
Reading (8)		137	\$147.72	\$5,112,281
Catered Affairs (9)		136	\$40.57	\$1,404,174
Food		129	\$11,787.92	\$407,944,581
Food at Home		129	\$6,875.25	\$237,931,834
Bakery and Cereal Products		129	\$897.26	\$31,051,435
Meats, Poultry, Fish, and Eggs		128	\$1,495.52	\$51,755,367
Dairy Products		129	\$712.07	\$24,642,539
Fruits and Vegetables		131	\$1,368.57	\$47,361,982
Snacks and Other Food at Home (10)		128	\$2,401.84	\$83,120,511
Food Away from Home		130	\$4,912.67	\$170,012,748
Alcoholic Beverages		138	\$856.88	\$29,653,908

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	150	\$36,564.18	\$1,265,376,524
Value of Retirement Plans	150	\$142,820.44	\$4,942,586,824
Value of Other Financial Assets	145	\$11,873.53	\$410,907,286
Vehicle Loan Amount excluding Interest	128	\$3,727.05	\$128,982,164
Value of Credit Card Debt	133	\$3,460.13	\$119,744,627
Health			
Nonprescription Drugs	126	\$187.31	\$6,482,269
Prescription Drugs	128	\$448.41	\$15,518,278
Eyeglasses and Contact Lenses	132	\$123.16	\$4,262,278
Home			
Mortgage Payment and Basics (11)	146	\$15,302.99	\$529,590,427
Maintenance and Remodeling Services	147	\$3,764.97	\$130,294,423
Maintenance and Remodeling Materials (12)	136	\$747.11	\$25,855,371
Utilities, Fuel, and Public Services	127	\$6,199.76	\$214,555,178
Household Furnishings and Equipment			
Household Textiles (13)	131	\$132.66	\$4,590,881
Furniture	135	\$861.75	\$29,822,487
Rugs	145	\$51.03	\$1,766,140
Major Appliances (14)	136	\$486.50	\$16,836,269
Housewares (15)	131	\$127.50	\$4,412,234
Small Appliances	128	\$63.23	\$2,188,170
Luggage	138	\$20.27	\$701,558
Telephones and Accessories	140	\$123.58	\$4,276,588
Household Operations			
Child Care	138	\$713.09	\$24,677,782
Lawn and Garden (16)	139	\$679.24	\$23,506,458
Moving/Storage/Freight Express	128	\$76.78	\$2,657,008
Housekeeping Supplies (17)	129	\$998.94	\$34,570,329
Insurance			
Owners and Renters Insurance	133	\$798.23	\$27,624,263
Vehicle Insurance	125	\$2,257.93	\$78,140,339
Life/Other Insurance	137	\$743.28	\$25,722,673
Health Insurance	132	\$4,896.31	\$169,446,640
Personal Care Products (18)	129	\$641.94	\$22,215,763
School Books and Supplies (19)	130	\$192.22	\$6,652,058
Smoking Products	112	\$448.96	\$15,537,118
Transportation			
Payments on Vehicles excluding Leases	126	\$3,250.31	\$112,483,613
Gasoline and Motor Oil	125	\$2,948.44	\$102,036,528
Vehicle Maintenance and Repairs	131	\$1,521.59	\$52,657,758
Travel			
Airline Fares	142	\$852.05	\$29,486,732
Lodging on Trips	142	\$922.25	\$31,916,406
Auto/Truck Rental on Trips	142	\$40.91	\$1,415,762
Food and Drink on Trips	139	\$796.23	\$27,555,018

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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.

21047
 21047, Fallston, Maryland
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.50008
 Longitude: -76.39728

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	202		835		2,951							
Total Employees:	2,004		8,618		31,782							
Total Residential Population:	2,450		21,156		92,151							
Employee/Residential Population Ratio (per 100 Residents)	82		41		34							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	3.0%	33	1.6%	26	3.1%	207	2.4%	71	2.4%	478	1.5%
Construction	11	5.4%	75	3.7%	76	9.1%	500	5.8%	218	7.4%	1,232	3.9%
Manufacturing	5	2.5%	57	2.8%	19	2.3%	217	2.5%	46	1.6%	529	1.7%
Transportation	3	1.5%	13	0.6%	14	1.7%	53	0.6%	43	1.5%	230	0.7%
Communication	1	0.5%	3	0.1%	7	0.8%	23	0.3%	20	0.7%	136	0.4%
Utility	1	0.5%	3	0.1%	1	0.1%	3	0.0%	4	0.1%	14	0.0%
Wholesale Trade	4	2.0%	76	3.8%	22	2.6%	212	2.5%	56	1.9%	485	1.5%
Retail Trade Summary	62	30.7%	1,073	53.5%	211	25.3%	3,356	38.9%	610	20.7%	10,174	32.0%
Home Improvement	3	1.5%	15	0.7%	14	1.7%	174	2.0%	31	1.1%	604	1.9%
General Merchandise Stores	2	1.0%	57	2.8%	10	1.2%	413	4.8%	27	0.9%	1,533	4.8%
Food Stores	10	5.0%	110	5.5%	25	3.0%	289	3.4%	74	2.5%	1,532	4.8%
Auto Dealers, Gas Stations, Auto Aftermarket	18	8.9%	638	31.8%	32	3.8%	917	10.6%	52	1.8%	1,117	3.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%	11	1.3%	84	1.0%	47	1.6%	309	1.0%
Furniture & Home Furnishings	2	1.0%	3	0.1%	15	1.8%	158	1.8%	39	1.3%	366	1.2%
Eating & Drinking Places	11	5.4%	197	9.8%	40	4.8%	947	11.0%	157	5.3%	3,521	11.1%
Miscellaneous Retail	16	7.9%	52	2.6%	64	7.7%	373	4.3%	183	6.2%	1,191	3.7%
Finance, Insurance, Real Estate Summary	20	9.9%	199	9.9%	65	7.8%	696	8.1%	329	11.1%	2,781	8.8%
Banks, Savings & Lending Institutions	2	1.0%	23	1.1%	7	0.8%	97	1.1%	62	2.1%	809	2.5%
Securities Brokers	2	1.0%	4	0.2%	8	1.0%	24	0.3%	49	1.7%	209	0.7%
Insurance Carriers & Agents	7	3.5%	34	1.7%	21	2.5%	254	2.9%	84	2.8%	602	1.9%
Real Estate, Holding, Other Investment Offices	10	5.0%	138	6.9%	30	3.6%	322	3.7%	134	4.5%	1,161	3.7%
Services Summary	73	36.1%	418	20.9%	328	39.3%	3,209	37.2%	1,224	41.5%	13,671	43.0%
Hotels & Lodging	0	0.0%	5	0.2%	2	0.2%	20	0.2%	5	0.2%	36	0.1%
Automotive Services	16	7.9%	77	3.8%	50	6.0%	239	2.8%	91	3.1%	414	1.3%
Motion Pictures & Amusements	7	3.5%	22	1.1%	31	3.7%	423	4.9%	87	2.9%	873	2.7%
Health Services	13	6.4%	73	3.6%	58	6.9%	1,139	13.2%	280	9.5%	5,019	15.8%
Legal Services	2	1.0%	7	0.3%	8	1.0%	36	0.4%	78	2.6%	371	1.2%
Education Institutions & Libraries	1	0.5%	31	1.5%	12	1.4%	410	4.8%	47	1.6%	2,256	7.1%
Other Services	34	16.8%	203	10.1%	166	19.9%	941	10.9%	636	21.6%	4,702	14.8%
Government	2	1.0%	52	2.6%	5	0.6%	105	1.2%	85	2.9%	1,956	6.2%
Unclassified Establishments	15	7.4%	4	0.2%	62	7.4%	36	0.4%	245	8.3%	96	0.3%
Totals	202	100.0%	2,004	100.0%	835	100.0%	8,618	100.0%	2,951	100.0%	31,782	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.

21047
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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%	1	0.0%	5	0.6%	33	0.4%	13	0.4%	58	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	8	0.1%	3	0.1%	22	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	12	5.9%	77	3.8%	81	9.7%	523	6.1%	234	7.9%	1,314	4.1%
Manufacturing	6	3.0%	63	3.1%	22	2.6%	251	2.9%	51	1.7%	577	1.8%
Wholesale Trade	4	2.0%	76	3.8%	21	2.5%	209	2.4%	55	1.9%	479	1.5%
Retail Trade	49	24.3%	858	42.8%	166	19.9%	2,352	27.3%	434	14.7%	6,498	20.4%
Motor Vehicle & Parts Dealers	16	7.9%	631	31.5%	29	3.5%	904	10.5%	43	1.5%	1,062	3.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	6	0.7%	50	0.6%	21	0.7%	165	0.5%
Electronics & Appliance Stores	2	1.0%	3	0.1%	8	1.0%	106	1.2%	14	0.5%	189	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	3	1.5%	15	0.7%	14	1.7%	174	2.0%	31	1.1%	604	1.9%
Food & Beverage Stores	8	4.0%	89	4.4%	20	2.4%	226	2.6%	59	2.0%	1,381	4.3%
Health & Personal Care Stores	6	3.0%	35	1.7%	20	2.4%	131	1.5%	60	2.0%	451	1.4%
Gasoline Stations	2	1.0%	7	0.3%	3	0.4%	14	0.2%	9	0.3%	55	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	17	2.0%	115	1.3%	61	2.1%	392	1.2%
Sport Goods, Hobby, Book, & Music Stores	2	1.0%	4	0.2%	10	1.2%	75	0.9%	30	1.0%	282	0.9%
General Merchandise Stores	2	1.0%	57	2.8%	10	1.2%	413	4.8%	27	0.9%	1,533	4.8%
Miscellaneous Store Retailers	6	3.0%	17	0.8%	20	2.4%	140	1.6%	50	1.7%	365	1.1%
Nonstore Retailers	3	1.5%	0	0.0%	9	1.1%	4	0.0%	29	1.0%	18	0.1%
Transportation & Warehousing	3	1.5%	15	0.7%	11	1.3%	40	0.5%	28	0.9%	163	0.5%
Information	3	1.5%	7	0.3%	11	1.3%	50	0.6%	33	1.1%	234	0.7%
Finance & Insurance	11	5.4%	61	3.0%	35	4.2%	374	4.3%	197	6.7%	1,624	5.1%
Central Bank/Credit Intermediation & Related Activities	2	1.0%	23	1.1%	7	0.8%	97	1.1%	62	2.1%	809	2.5%
Securities, Commodity Contracts & Other Financial	2	1.0%	4	0.2%	8	1.0%	24	0.3%	51	1.7%	213	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	7	3.5%	34	1.7%	21	2.5%	254	2.9%	84	2.8%	602	1.9%
Real Estate, Rental & Leasing	14	6.9%	149	7.4%	38	4.6%	340	3.9%	139	4.7%	1,122	3.5%
Professional, Scientific & Tech Services	15	7.4%	55	2.7%	59	7.1%	295	3.4%	305	10.3%	1,876	5.9%
Legal Services	5	2.5%	16	0.8%	12	1.4%	48	0.6%	90	3.0%	410	1.3%
Management of Companies & Enterprises	1	0.5%	8	0.4%	3	0.4%	23	0.3%	7	0.2%	45	0.1%
Administrative & Support & Waste Management & Remediation	9	4.5%	40	2.0%	34	4.1%	149	1.7%	104	3.5%	515	1.6%
Educational Services	2	1.0%	33	1.6%	18	2.2%	431	5.0%	72	2.4%	2,384	7.5%
Health Care & Social Assistance	17	8.4%	157	7.8%	74	8.9%	1,349	15.7%	352	11.9%	6,141	19.3%
Arts, Entertainment & Recreation	3	1.5%	17	0.8%	24	2.9%	408	4.7%	60	2.0%	773	2.4%
Accommodation & Food Services	13	6.4%	213	10.6%	45	5.4%	993	11.5%	175	5.9%	3,667	11.5%
Accommodation	0	0.0%	5	0.2%	2	0.2%	20	0.2%	5	0.2%	36	0.1%
Food Services & Drinking Places	13	6.4%	208	10.4%	43	5.1%	973	11.3%	169	5.7%	3,632	11.4%
Other Services (except Public Administration)	24	11.9%	118	5.9%	119	14.3%	649	7.5%	361	12.2%	2,237	7.0%
Automotive Repair & Maintenance	10	5.0%	53	2.6%	36	4.3%	174	2.0%	70	2.4%	314	1.0%
Public Administration	2	1.0%	52	2.6%	5	0.6%	104	1.2%	84	2.8%	1,951	6.1%
Unclassified Establishments	15	7.4%	4	0.2%	62	7.4%	36	0.4%	245	8.3%	96	0.3%
Total	202	100.0%	2,004	100.0%	835	100.0%	8,618	100.0%	2,951	100.0%	31,782	100.0%

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