

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

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	3,791	30,020	91,879
2020 Total Population	3,994	33,727	99,014
2020 Group Quarters	20	190	421
2025 Total Population	4,596	35,270	102,667
2025 Group Quarters	22	187	416
2030 Total Population	5,334	36,690	104,773
2025-2030 Annual Rate	3.02%	0.79%	0.41%
2025 Total Daytime Population	3,679	25,962	86,574
Workers	1,939	10,439	38,959
Residents	1,740	15,523	47,615
<b>Household Summary</b>			
2010 Households	1,497	10,968	34,054
2010 Average Household Size	2.52	2.72	2.69
2020 Total Households	1,633	12,595	37,355
2020 Average Household Size	2.43	2.66	2.64
2025 Households	1,854	13,283	39,242
2025 Average Household Size	2.47	2.64	2.61
2030 Households	2,113	13,885	40,336
2030 Average Household Size	2.51	2.63	2.59
2025-2030 Annual Rate	2.65%	0.89%	0.55%
2010 Families	962	8,087	24,444
2010 Average Family Size	3.12	3.17	3.17
2025 Families	1,210	9,390	26,861
2025 Average Family Size	3.09	3.15	3.15
2030 Families	1,396	9,789	27,445
2030 Average Family Size	3.15	3.14	3.14
2025-2030 Annual Rate	2.90%	0.84%	0.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,342	9,472	29,519
Owner Occupied Housing Units	63.7%	78.4%	76.4%
Renter Occupied Housing Units	29.7%	17.6%	19.5%
Vacant Housing Units	6.6%	4.0%	4.1%
2010 Housing Units	1,573	11,525	35,788
Owner Occupied Housing Units	63.3%	78.2%	76.3%
Renter Occupied Housing Units	31.8%	17.0%	18.9%
Vacant Housing Units	4.8%	4.8%	4.8%
2020 Housing Units	1,721	13,203	39,101
Owner Occupied Housing Units	56.8%	73.3%	72.2%
Renter Occupied Housing Units	38.1%	22.1%	23.4%
Vacant Housing Units	4.8%	4.7%	4.3%
2025 Housing Units	1,954	13,887	41,007
Owner Occupied Housing Units	63.0%	75.7%	73.5%
Renter Occupied Housing Units	31.9%	19.9%	22.2%
Vacant Housing Units	5.1%	4.3%	4.3%
2030 Housing Units	2,221	14,509	42,118
Owner Occupied Housing Units	57.5%	75.3%	74.3%
Renter Occupied Housing Units	37.6%	20.4%	21.5%
Vacant Housing Units	4.9%	4.3%	4.2%

**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:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2025 Households by Income</b>			
Household Income Base	1,854	13,283	39,242
<\$15,000	6.2%	4.3%	5.3%
\$15,000 - \$24,999	2.2%	2.9%	3.4%
\$25,000 - \$34,999	8.0%	5.3%	5.7%
\$35,000 - \$49,999	6.3%	6.7%	7.4%
\$50,000 - \$74,999	12.7%	10.8%	11.2%
\$75,000 - \$99,999	16.1%	11.5%	10.4%
\$100,000 - \$149,999	33.3%	27.1%	27.8%
\$150,000 - \$199,999	8.4%	13.6%	11.6%
\$200,000+	6.9%	17.8%	17.3%
Average Household Income	\$102,253	\$129,544	\$125,806
<b>2030 Households by Income</b>			
Household Income Base	2,113	13,885	40,336
<\$15,000	5.8%	3.8%	4.8%
\$15,000 - \$24,999	1.8%	2.4%	2.7%
\$25,000 - \$34,999	6.2%	4.4%	4.8%
\$35,000 - \$49,999	5.5%	5.7%	6.4%
\$50,000 - \$74,999	11.8%	9.9%	10.2%
\$75,000 - \$99,999	14.8%	10.5%	9.6%
\$100,000 - \$149,999	33.6%	26.7%	27.7%
\$150,000 - \$199,999	10.1%	14.5%	12.3%
\$200,000+	10.5%	22.2%	21.4%
Average Household Income	\$113,972	\$141,347	\$137,250
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	1,231	10,515	30,150
<\$50,000	3.2%	2.2%	2.6%
\$50,000 - \$99,999	0.0%	0.4%	0.4%
\$100,000 - \$149,999	1.7%	0.6%	0.8%
\$150,000 - \$199,999	12.2%	3.4%	3.8%
\$200,000 - \$249,999	7.2%	4.9%	7.2%
\$250,000 - \$299,999	10.8%	9.7%	11.5%
\$300,000 - \$399,999	21.2%	22.8%	21.7%
\$400,000 - \$499,999	10.0%	19.2%	18.1%
\$500,000 - \$749,999	13.5%	23.4%	25.6%
\$750,000 - \$999,999	10.4%	9.9%	6.3%
\$1,000,000 - \$1,499,999	0.2%	1.0%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	9.6%	2.5%	1.3%
Average Home Value	\$582,045	\$513,927	\$466,056
<b>2030 Owner Occupied Housing Units by Value</b>			
Total	1,277	10,930	31,287
<\$50,000	2.1%	1.5%	2.1%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.2%	0.1%	0.2%
\$150,000 - \$199,999	3.5%	1.4%	1.4%
\$200,000 - \$249,999	3.4%	2.1%	3.5%
\$250,000 - \$299,999	6.5%	5.1%	7.0%
\$300,000 - \$399,999	19.2%	17.4%	18.0%
\$400,000 - \$499,999	13.5%	21.6%	19.9%
\$500,000 - \$749,999	25.4%	31.9%	35.3%
\$750,000 - \$999,999	15.5%	14.1%	9.7%
\$1,000,000 - \$1,499,999	0.4%	1.6%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	10.3%	3.3%	1.9%
Average Home Value	\$690,190	\$595,869	\$544,052

**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.

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<b>Median Household Income</b>			
2025	\$97,230	\$114,179	\$109,847
2030	\$105,504	\$125,236	\$118,782
<b>Median Home Value</b>			
2025	\$370,115	\$431,107	\$411,019
2030	\$515,046	\$506,845	\$489,731
<b>Per Capita Income</b>			
2025	\$40,179	\$48,711	\$48,287
2030	\$44,386	\$53,443	\$53,049
<b>Median Age</b>			
2010	32.1	36.2	37.2
2020	34.7	38.8	39.2
2025	37.0	39.8	40.1
2030	39.2	41.0	41.2
<b>2020 Population by Age</b>			
Total	3,994	33,727	99,014
0 - 4	6.5%	5.8%	5.7%
5 - 9	6.6%	6.2%	6.2%
10 - 14	6.9%	6.8%	7.0%
15 - 24	12.7%	12.2%	12.1%
25 - 34	17.8%	13.7%	13.2%
35 - 44	14.8%	13.5%	13.2%
45 - 54	12.3%	13.9%	13.5%
55 - 64	13.2%	14.6%	14.0%
65 - 74	5.9%	8.7%	9.3%
75 - 84	2.5%	3.6%	4.4%
85 +	0.8%	1.1%	1.5%
18 +	75.6%	77.2%	77.1%
<b>2025 Population by Age</b>			
Total	4,599	35,270	102,666
0 - 4	5.9%	5.6%	5.5%
5 - 9	6.3%	6.2%	6.0%
10 - 14	6.2%	6.1%	6.1%
15 - 24	13.3%	11.6%	11.9%
25 - 34	15.3%	13.6%	13.3%
35 - 44	14.9%	14.3%	14.1%
45 - 54	12.3%	12.4%	12.4%
55 - 64	12.1%	13.7%	13.2%
65 - 74	9.2%	10.5%	10.4%
75 - 84	3.4%	4.9%	5.5%
85 +	1.0%	1.2%	1.7%
18 +	77.2%	78.4%	78.5%
<b>2030 Population by Age</b>			
Total	5,333	36,691	104,773
0 - 4	5.6%	5.4%	5.4%
5 - 9	5.7%	5.7%	5.6%
10 - 14	6.1%	6.3%	6.0%
15 - 24	12.6%	11.0%	11.3%
25 - 34	13.6%	12.9%	13.1%
35 - 44	14.9%	14.4%	13.9%
45 - 54	12.8%	12.8%	12.7%
55 - 64	10.9%	12.2%	12.0%
65 - 74	11.2%	11.4%	11.2%
75 - 84	5.3%	6.3%	6.6%
85 +	1.4%	1.6%	2.1%
18 +	78.9%	79.3%	79.6%

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<b>2020 Population by Sex</b>			
Males	1,932	16,463	47,925
Females	2,062	17,264	51,089
<b>2025 Population by Sex</b>			
Males	2,273	17,461	50,381
Females	2,323	17,809	52,286
<b>2030 Population by Sex</b>			
Males	2,646	18,113	51,275
Females	2,688	18,577	53,499
<b>2010 Population by Race/Ethnicity</b>			
Total	3,791	30,019	91,878
White Alone	67.3%	74.9%	75.7%
Black Alone	23.3%	17.6%	16.6%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	3.9%	3.4%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	1.0%	1.1%
Two or More Races	3.3%	2.8%	2.7%
Hispanic Origin	6.2%	4.1%	4.1%
Diversity Index	54.8	45.3	44.4
<b>2020 Population by Race/Ethnicity</b>			
Total	3,994	33,727	99,014
White Alone	56.1%	63.3%	66.1%
Black Alone	28.0%	22.0%	19.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	4.1%	4.5%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	2.2%	2.4%
Two or More Races	8.7%	7.5%	7.7%
Hispanic Origin	6.0%	5.8%	6.2%
Diversity Index	64.2	59.3	57.5
<b>2025 Population by Race/Ethnicity</b>			
Total	4,596	35,269	102,667
White Alone	56.6%	60.9%	63.5%
Black Alone	26.7%	23.3%	20.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.4%	4.9%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.0%	2.4%	2.6%
Two or More Races	8.9%	7.9%	8.2%
Hispanic Origin	6.6%	6.4%	6.9%
Diversity Index	64.7	61.8	60.4
<b>2030 Population by Race/Ethnicity</b>			
Total	5,333	36,689	104,774
White Alone	57.5%	59.2%	61.6%
Black Alone	24.7%	23.8%	21.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.7%	5.4%	5.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	2.6%	2.8%
Two or More Races	9.2%	8.4%	8.7%
Hispanic Origin	7.0%	6.9%	7.5%
Diversity Index	64.9	63.6	62.6

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	3,994	33,727	99,014
In Households	99.5%	99.4%	99.6%
Householder	39.3%	37.2%	37.9%
Opposite-Sex Spouse	16.1%	20.1%	19.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	2.5%	2.5%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	29.0%	28.5%	28.4%
Adopted Child	0.6%	0.6%	0.7%
Stepchild	1.4%	1.4%	1.4%
Grandchild	2.2%	2.3%	2.3%
Brother or Sister	0.9%	0.9%	0.9%
Parent	1.4%	1.3%	1.2%
Parent-in-law	0.5%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.4%	0.4%
Other Relatives	1.6%	1.2%	1.1%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	2.5%	2.2%	2.4%
In Group Quarters	0.5%	0.6%	0.4%
Institutionalized	0.3%	0.3%	0.3%
Noninstitutionalized	0.2%	0.2%	0.1%
<b>2025 Population 25+ by Educational Attainment</b>			
Total	3,137	24,869	72,387
Less than 9th Grade	2.3%	1.5%	1.5%
9th - 12th Grade, No Diploma	5.2%	2.9%	3.2%
High School Graduate	22.7%	22.3%	22.5%
GED/Alternative Credential	1.8%	3.5%	3.8%
Some College, No Degree	15.8%	18.0%	17.9%
Associate Degree	12.2%	8.8%	9.5%
Bachelor's Degree	25.4%	24.6%	23.4%
Graduate/Professional Degree	14.7%	18.4%	18.2%
<b>2025 Population 15+ by Marital Status</b>			
Total	3,749	28,976	84,587
Never Married	39.6%	30.6%	31.6%
Married	48.7%	58.1%	54.7%
Widowed	3.8%	4.2%	5.4%
Divorced	7.9%	7.1%	8.4%
<b>2025 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,890	20,319	57,146
Population 16+ Employed	98.4%	97.5%	96.9%
Population 16+ Unemployment rate	1.6%	2.5%	3.1%
Population 16-24 Employed	16.2%	12.7%	12.4%
Population 16-24 Unemployment rate	3.4%	8.6%	9.7%
Population 25-54 Employed	63.2%	62.7%	63.2%
Population 25-54 Unemployment rate	1.4%	1.5%	1.9%
Population 55-64 Employed	14.9%	17.9%	17.4%
Population 55-64 Unemployment rate	0.7%	2.0%	2.6%
Population 65+ Employed	5.7%	6.7%	7.0%
Population 65+ Unemployment rate	0.0%	1.0%	2.4%

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<b>2025 Employed Population 16+ by Industry</b>			
Total	2,845	19,811	55,360
Agriculture/Mining	0.0%	0.3%	0.2%
Construction	8.5%	5.6%	5.6%
Manufacturing	3.8%	5.0%	6.0%
Wholesale Trade	1.1%	1.2%	1.4%
Retail Trade	15.7%	10.9%	10.9%
Transportation/Utilities	3.2%	4.9%	5.3%
Information	2.5%	1.9%	1.3%
Finance/Insurance/Real Estate	6.6%	7.7%	7.1%
Services	46.0%	50.3%	49.2%
Public Administration	12.4%	12.2%	12.9%
<b>2025 Employed Population 16+ by Occupation</b>			
Total	2,845	19,810	55,362
White Collar	61.7%	70.5%	70.5%
Management/Business/Financial	19.1%	21.4%	21.2%
Professional	25.8%	29.5%	30.5%
Sales	9.3%	8.8%	8.6%
Administrative Support	7.4%	10.8%	10.2%
Services	16.5%	12.7%	13.4%
Blue Collar	21.8%	16.8%	16.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.1%	3.6%	3.3%
Installation/Maintenance/Repair	2.8%	3.8%	2.9%
Production	4.8%	3.0%	3.1%
Transportation/Material Moving	8.1%	6.3%	6.7%
<b>2020 Households by Type</b>			
Total	1,633	12,595	37,355
Married Couple Households	42.9%	54.3%	52.1%
With Own Children <18	18.7%	21.4%	20.7%
Without Own Children <18	24.1%	32.9%	31.4%
Cohabiting Couple Households	9.2%	7.0%	6.8%
With Own Children <18	3.7%	2.3%	2.3%
Without Own Children <18	5.6%	4.7%	4.5%
Male Householder, No Spouse/Partner	18.9%	14.9%	15.3%
Living Alone	12.2%	9.8%	10.2%
65 Years and over	2.6%	2.3%	2.8%
With Own Children <18	2.4%	1.7%	1.6%
Without Own Children <18, With Relatives	3.1%	2.4%	2.6%
No Relatives Present	1.1%	0.9%	0.9%
Female Householder, No Spouse/Partner	29.0%	23.9%	25.8%
Living Alone	14.6%	12.4%	13.9%
65 Years and over	4.0%	5.1%	7.1%
With Own Children <18	6.4%	4.7%	4.8%
Without Own Children <18, With Relatives	7.0%	6.2%	6.4%
No Relatives Present	0.9%	0.6%	0.7%
<b>2020 Households by Size</b>			
Total	1,633	12,595	37,355
1 Person Household	26.9%	22.2%	24.1%
2 Person Household	30.3%	32.9%	32.3%
3 Person Household	20.1%	18.3%	17.7%
4 Person Household	11.9%	15.9%	15.2%
5 Person Household	7.2%	6.6%	6.6%
6 Person Household	2.3%	2.6%	2.6%
7 + Person Household	1.2%	1.5%	1.4%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	1,633	12,595	37,355
Owner Occupied	59.9%	76.8%	75.5%
Owned with a Mortgage/Loan	50.8%	63.2%	60.0%
Owned Free and Clear	9.1%	13.6%	15.5%
Renter Occupied	40.1%	23.2%	24.5%
<b>2025 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	99	100	100
Percent of Income for Mortgage	23.8%	23.6%	23.4%
Wealth Index	74	119	114
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	1,721	13,203	39,101
Urban Housing Units	93.0%	95.1%	94.7%
Rural Housing Units	7.0%	4.9%	5.3%
<b>2020 Population By Urban/ Rural Status</b>			
Total	3,994	33,727	99,014
Urban Population	91.7%	95.5%	95.0%
Rural Population	8.3%	4.5%	5.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Modern Minds (D3)	Flourishing Families (H1)	Flourishing Families (H1)
2.	Room to Roam (K7)	Modern Minds (D3)	Savvy Suburbanites (L1)
3.	Flourishing Families (H1)	Savvy Suburbanites (L1)	Modern Minds (D3)
<b>2025 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,152,839	\$36,497,266	\$104,256,570
Average Spent	\$2,239.93	\$2,747.67	\$2,656.76
Spending Potential Index	91	112	109
Education: Total \$	\$2,775,574	\$26,296,685	\$76,041,795
Average Spent	\$1,497.07	\$1,979.72	\$1,937.77
Spending Potential Index	84	111	109
Entertainment/Recreation: Total \$	\$6,608,402	\$60,553,553	\$174,172,848
Average Spent	\$3,564.40	\$4,558.73	\$4,438.43
Spending Potential Index	87	111	108
Food at Home: Total \$	\$12,099,299	\$107,104,599	\$309,272,133
Average Spent	\$6,526.05	\$8,063.28	\$7,881.15
Spending Potential Index	88	108	106
Food Away from Home: Total \$	\$6,877,227	\$60,772,509	\$173,833,146
Average Spent	\$3,709.40	\$4,575.21	\$4,429.77
Spending Potential Index	90	111	107
Health Care: Total \$	\$12,193,307	\$112,236,885	\$325,703,325
Average Spent	\$6,576.76	\$8,449.66	\$8,299.87
Spending Potential Index	85	109	107
HH Furnishings & Equipment: Total \$	\$4,785,317	\$43,507,773	\$124,588,572
Average Spent	\$2,581.08	\$3,275.45	\$3,174.88
Spending Potential Index	89	113	109
Personal Care Products & Services: Total \$	\$1,774,158	\$15,697,562	\$44,900,995
Average Spent	\$956.94	\$1,181.78	\$1,144.21
Spending Potential Index	91	113	109
Shelter: Total \$	\$43,810,716	\$389,049,683	\$1,116,848,729
Average Spent	\$23,630.38	\$29,289.29	\$28,460.55
Spending Potential Index	89	110	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,403,269	\$50,829,637	\$145,392,871
Average Spent	\$2,914.38	\$3,826.67	\$3,705.03
Spending Potential Index	88	116	112
Travel: Total \$	\$5,742,828	\$53,813,031	\$154,301,496
Average Spent	\$3,097.53	\$4,051.27	\$3,932.05
Spending Potential Index	86	112	109
Vehicle Maintenance & Repairs: Total \$	\$2,268,343	\$19,984,953	\$57,339,723
Average Spent	\$1,223.49	\$1,504.55	\$1,461.18
Spending Potential Index	91	112	108

**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 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Riverside Pkwy  
 Riverside Pkwy, Bel Air, Maryland, 21015  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Modern Minds (D3)	77.9%	Population	4,596	5,334
Room to Roam (K7)	21.8%	Households	1,854	2,113
Flourishing Families (H1)	0.3%	Families	1,210	1,396
Small Town Sincerity (I1)	0.0%	Median Age	37.0	39.2
Scenic Byways (I2)	0.0%	Median Household Income	\$97,230	\$105,504
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$2,239.93	\$4,152,839
Men's		91	\$437.38	\$810,909
Women's		90	\$749.95	\$1,390,411
Children's		97	\$326.75	\$605,796
Footwear		93	\$505.53	\$937,248
Watches & Jewelry		90	\$180.45	\$334,557
Apparel Products and Services (1)		85	\$39.87	\$73,918
<b>Computer</b>				
Computers and Hardware for Home Use		94	\$211.62	\$392,350
Portable Memory		97	\$3.70	\$6,869
Computer Software		99	\$16.67	\$30,912
Computer Accessories		88	\$17.74	\$32,883
<b>Entertainment &amp; Recreation</b>		87	\$3,564.40	\$6,608,402
Fees and Admissions		90	\$839.79	\$1,556,971
Membership Fees for Clubs (2)		87	\$276.95	\$513,469
Fees for Participant Sports, excl. Trips		94	\$155.13	\$287,608
Tickets to Theatre/Operas/Concerts		86	\$97.72	\$181,171
Tickets to Movies		97	\$35.94	\$66,638
Tickets to Parks or Museums		89	\$38.11	\$70,662
Admission to Sporting Events, excl. Trips		96	\$88.30	\$163,712
Fees for Recreational Lessons		88	\$146.58	\$271,753
Dating Services		91	\$1.06	\$1,960
TV/Video/Audio		87	\$1,079.75	\$2,001,848
Cable and Satellite Television Services		80	\$529.26	\$981,240
Televisions		95	\$112.50	\$208,573
Satellite Dishes		76	\$1.06	\$1,961
VCRs, Video Cameras, and DVD Players		90	\$3.77	\$6,996
Miscellaneous Video Equipment		126	\$43.71	\$81,046
Video Cassettes and DVDs		77	\$3.66	\$6,782
Video Game Hardware/Accessories		100	\$47.02	\$87,182
Video Game Software		100	\$22.91	\$42,482
Rental/Streaming/Downloaded Video		97	\$188.31	\$349,120
Installation of Televisions		83	\$1.25	\$2,317
Audio (3)		89	\$124.21	\$230,294
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.08	\$3,856
Pets		84	\$886.45	\$1,643,476
Toys/Games/Crafts/Hobbies (4)		90	\$161.00	\$298,495
Recreational Vehicles and Fees (5)		86	\$166.18	\$308,097
Sports/Recreation/Exercise Equipment (6)		89	\$229.68	\$425,822
Photo Equipment and Supplies (7)		86	\$59.44	\$110,206
Reading (8)		80	\$103.37	\$191,650
Catered Affairs (9)		80	\$38.75	\$71,836
<b>Food</b>		88	\$10,235.45	\$18,976,526
Food at Home		88	\$6,526.05	\$12,099,299
Bakery and Cereal Products		87	\$861.78	\$1,597,734
Meats, Poultry, Fish, and Eggs		88	\$1,347.58	\$2,498,418
Dairy Products		87	\$660.51	\$1,224,578
Fruits and Vegetables		86	\$1,103.77	\$2,046,397
Snacks and Other Food at Home (10)		126	\$2,552.41	\$4,732,173
Food Away from Home		90	\$3,709.40	\$6,877,227
Alcoholic Beverages		87	\$589.86	\$1,093,601

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Riverside Pkwy  
 Riverside Pkwy, Bel Air, Maryland, 21015  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$35,506.12	\$65,828,338
Value of Retirement Plans	79	\$120,067.73	\$222,605,570
Value of Other Financial Assets	85	\$11,209.51	\$20,782,436
Vehicle Loan Amount excluding Interest	97	\$3,399.89	\$6,303,401
Value of Credit Card Debt	90	\$2,726.28	\$5,054,518
<b>Health</b>			
Nonprescription Drugs	88	\$176.01	\$326,319
Prescription Drugs	83	\$347.63	\$644,506
Eyeglasses and Contact Lenses	83	\$110.09	\$204,111
<b>Home</b>			
Mortgage Payment and Basics (11)	82	\$10,917.29	\$20,240,658
Maintenance and Remodeling Services	79	\$3,638.11	\$6,745,052
Maintenance and Remodeling Materials (12)	81	\$648.12	\$1,201,620
Utilities, Fuel, and Public Services	87	\$5,155.04	\$9,557,440
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	90	\$105.56	\$195,704
Furniture	92	\$809.71	\$1,501,208
Rugs	86	\$33.92	\$62,889
Major Appliances (14)	85	\$432.42	\$801,702
Housewares (15)	85	\$83.71	\$155,192
Small Appliances	90	\$69.98	\$129,746
Luggage	90	\$22.07	\$40,912
Telephones and Accessories	84	\$70.17	\$130,094
<b>Household Operations</b>			
Child Care	94	\$554.02	\$1,027,157
Lawn and Garden (16)	80	\$542.36	\$1,005,534
Moving/Storage/Freight Express	90	\$114.50	\$212,275
Housekeeping Supplies (17)	88	\$758.57	\$1,406,386
<b>Insurance</b>			
Owners and Renters Insurance	84	\$708.13	\$1,312,864
Vehicle Insurance	93	\$2,024.92	\$3,754,200
Life/Other Insurance	85	\$583.88	\$1,082,517
Health Insurance	85	\$4,229.89	\$7,842,207
Personal Care Products (18)	94	\$557.01	\$1,032,693
Educational Books/Supplies/Other Expenditures	96	\$88.81	\$164,649
Smoking Products	89	\$409.14	\$758,537
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,822.25	\$5,232,457
Gasoline/Diesel Fuel/Electric Vehicle Charging	91	\$3,169.45	\$5,876,162
Vehicle Maintenance and Repairs	91	\$1,223.49	\$2,268,343
<b>Travel</b>			
Airline Fares	85	\$720.42	\$1,335,667
Lodging on Trips	84	\$922.22	\$1,709,805
Auto/Truck Rental on Trips	91	\$110.52	\$204,913
Food and Drink on Trips	88	\$737.90	\$1,368,070

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

Riverside Pkwy  
 Riverside Pkwy, Bel Air, Maryland, 21015  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Flourishing Families (H1)	25.8%	Population	35,270	36,690
Modern Minds (D3)	22.3%	Households	13,283	13,885
Savvy Suburbanites (L1)	9.4%	Families	9,390	9,789
Professional Pride (L2)	6.8%	Median Age	39.8	41.0
Dreambelt (K5)	6.1%	Median Household Income	\$114,179	\$125,236
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		112	\$2,747.67	\$36,497,266
Men's		112	\$537.76	\$7,143,071
Women's		112	\$937.64	\$12,454,715
Children's		116	\$389.45	\$5,173,087
Footwear		111	\$608.11	\$8,077,559
Watches & Jewelry		112	\$224.80	\$2,985,987
Apparel Products and Services (1)		107	\$49.90	\$662,846
<b>Computer</b>				
Computers and Hardware for Home Use		114	\$258.06	\$3,427,831
Portable Memory		110	\$4.21	\$55,875
Computer Software		112	\$18.79	\$249,531
Computer Accessories		106	\$21.40	\$284,307
<b>Entertainment &amp; Recreation</b>		111	\$4,558.73	\$60,553,553
Fees and Admissions		116	\$1,088.47	\$14,458,146
Membership Fees for Clubs (2)		113	\$357.25	\$4,745,294
Fees for Participant Sports, excl. Trips		123	\$203.69	\$2,705,552
Tickets to Theatre/Operas/Concerts		111	\$126.35	\$1,678,303
Tickets to Movies		117	\$43.05	\$571,839
Tickets to Parks or Museums		113	\$47.98	\$637,252
Admission to Sporting Events, excl. Trips		123	\$112.60	\$1,495,647
Fees for Recreational Lessons		117	\$196.33	\$2,607,899
Dating Services		106	\$1.23	\$16,359
TV/Video/Audio		109	\$1,347.55	\$17,899,572
Cable and Satellite Television Services		104	\$688.82	\$9,149,568
Televisions		116	\$137.69	\$1,828,959
Satellite Dishes		99	\$1.37	\$18,187
VCRs, Video Cameras, and DVD Players		111	\$4.62	\$61,417
Miscellaneous Video Equipment		133	\$46.21	\$613,770
Video Cassettes and DVDs		99	\$4.72	\$62,648
Video Game Hardware/Accessories		113	\$53.23	\$707,096
Video Game Software		112	\$25.81	\$342,855
Rental/Streaming/Downloaded Video		116	\$225.16	\$2,990,805
Installation of Televisions		114	\$1.72	\$22,822
Audio (3)		111	\$155.71	\$2,068,299
Rental and Repair of TV/Radio/Sound Equipment		119	\$2.49	\$33,147
Pets		108	\$1,143.79	\$15,193,020
Toys/Games/Crafts/Hobbies (4)		112	\$200.38	\$2,661,607
Recreational Vehicles and Fees (5)		116	\$224.12	\$2,977,028
Sports/Recreation/Exercise Equipment (6)		113	\$291.91	\$3,877,401
Photo Equipment and Supplies (7)		110	\$76.49	\$1,015,987
Reading (8)		105	\$135.09	\$1,794,338
Catered Affairs (9)		106	\$50.93	\$676,455
<b>Food</b>		109	\$12,638.49	\$167,877,108
Food at Home		108	\$8,063.28	\$107,104,599
Bakery and Cereal Products		109	\$1,077.15	\$14,307,780
Meats, Poultry, Fish, and Eggs		108	\$1,645.77	\$21,860,750
Dairy Products		108	\$818.38	\$10,870,486
Fruits and Vegetables		107	\$1,374.33	\$18,255,178
Snacks and Other Food at Home (10)		156	\$3,147.66	\$41,810,405
Food Away from Home		111	\$4,575.21	\$60,772,509
Alcoholic Beverages		112	\$756.63	\$10,050,281

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Riverside Pkwy  
 Riverside Pkwy, Bel Air, Maryland, 21015  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	108	\$51,941.72	\$689,941,863
Value of Retirement Plans	112	\$171,222.44	\$2,274,347,682
Value of Other Financial Assets	116	\$15,292.64	\$203,132,178
Vehicle Loan Amount excluding Interest	116	\$4,082.91	\$54,233,248
Value of Credit Card Debt	113	\$3,417.74	\$45,397,874
<b>Health</b>			
Nonprescription Drugs	111	\$222.72	\$2,958,384
Prescription Drugs	107	\$451.12	\$5,992,201
Eyeglasses and Contact Lenses	109	\$143.45	\$1,905,450
<b>Home</b>			
Mortgage Payment and Basics (11)	114	\$15,257.68	\$202,667,705
Maintenance and Remodeling Services	112	\$5,196.07	\$69,019,409
Maintenance and Remodeling Materials (12)	113	\$906.48	\$12,040,746
Utilities, Fuel, and Public Services	108	\$6,427.16	\$85,372,002
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	110	\$129.63	\$1,721,898
Furniture	115	\$1,014.16	\$13,471,072
Rugs	113	\$44.45	\$590,437
Major Appliances (14)	112	\$566.09	\$7,519,427
Housewares (15)	107	\$105.38	\$1,399,786
Small Appliances	107	\$82.97	\$1,102,107
Luggage	114	\$28.00	\$371,979
Telephones and Accessories	108	\$90.11	\$1,196,892
<b>Household Operations</b>			
Child Care	119	\$700.27	\$9,301,680
Lawn and Garden (16)	109	\$742.26	\$9,859,430
Moving/Storage/Freight Express	106	\$135.50	\$1,799,801
Housekeeping Supplies (17)	109	\$941.23	\$12,502,402
<b>Insurance</b>			
Owners and Renters Insurance	113	\$957.29	\$12,715,732
Vehicle Insurance	111	\$2,426.20	\$32,227,194
Life/Other Insurance	112	\$773.84	\$10,278,964
Health Insurance	110	\$5,437.83	\$72,230,659
Personal Care Products (18)	112	\$665.59	\$8,841,058
Educational Books/Supplies/Other Expenditures	116	\$107.39	\$1,426,493
Smoking Products	103	\$477.85	\$6,347,287
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$3,440.15	\$45,695,487
Gasoline/Diesel Fuel/Electric Vehicle Charging	109	\$3,830.26	\$50,877,338
Vehicle Maintenance and Repairs	112	\$1,504.55	\$19,984,953
<b>Travel</b>			
Airline Fares	111	\$942.56	\$12,520,024
Lodging on Trips	112	\$1,232.59	\$16,372,431
Auto/Truck Rental on Trips	115	\$139.45	\$1,852,371
Food and Drink on Trips	112	\$947.63	\$12,587,325

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

Riverside Pkwy  
 Riverside Pkwy, Bel Air, Maryland, 21015  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Flourishing Families (H1)	16.6%	Population	102,667	104,773
Savvy Suburbanites (L1)	13.0%	Households	39,242	40,336
Modern Minds (D3)	11.6%	Families	26,861	27,445
Dreambelt (K5)	8.2%	Median Age	40.1	41.2
Classic Comfort (K4)	5.9%	Median Household Income	\$109,847	\$118,782
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		109	\$2,656.76	\$104,256,570
Men's		108	\$521.82	\$20,477,319
Women's		109	\$911.57	\$35,771,672
Children's		110	\$370.77	\$14,549,772
Footwear		107	\$586.53	\$23,016,501
Watches & Jewelry		108	\$217.27	\$8,526,027
Apparel Products and Services (1)		105	\$48.81	\$1,915,280
<b>Computer</b>				
Computers and Hardware for Home Use		110	\$249.07	\$9,774,011
Portable Memory		106	\$4.05	\$158,976
Computer Software		107	\$18.07	\$709,208
Computer Accessories		103	\$20.77	\$815,057
<b>Entertainment &amp; Recreation</b>		108	\$4,438.43	\$174,172,848
Fees and Admissions		112	\$1,047.96	\$41,124,239
Membership Fees for Clubs (2)		110	\$346.82	\$13,609,835
Fees for Participant Sports, excl. Trips		117	\$194.50	\$7,632,428
Tickets to Theatre/Operas/Concerts		108	\$123.08	\$4,829,711
Tickets to Movies		112	\$41.24	\$1,618,262
Tickets to Parks or Museums		108	\$45.87	\$1,800,223
Admission to Sporting Events, excl. Trips		117	\$107.33	\$4,211,967
Fees for Recreational Lessons		112	\$187.91	\$7,373,884
Dating Services		105	\$1.22	\$47,928
TV/Video/Audio		107	\$1,319.87	\$51,794,449
Cable and Satellite Television Services		103	\$686.40	\$26,935,528
Televisions		112	\$132.61	\$5,203,833
Satellite Dishes		95	\$1.32	\$51,995
VCRs, Video Cameras, and DVD Players		107	\$4.48	\$175,643
Miscellaneous Video Equipment		124	\$42.94	\$1,685,060
Video Cassettes and DVDs		99	\$4.69	\$183,887
Video Game Hardware/Accessories		108	\$51.02	\$2,001,958
Video Game Software		109	\$25.00	\$981,222
Rental/Streaming/Downloaded Video		112	\$215.84	\$8,470,009
Installation of Televisions		111	\$1.67	\$65,724
Audio (3)		108	\$151.51	\$5,945,652
Rental and Repair of TV/Radio/Sound Equipment		114	\$2.39	\$93,937
Pets		106	\$1,121.41	\$44,006,549
Toys/Games/Crafts/Hobbies (4)		109	\$194.33	\$7,625,944
Recreational Vehicles and Fees (5)		112	\$215.21	\$8,445,207
Sports/Recreation/Exercise Equipment (6)		109	\$281.26	\$11,037,178
Photo Equipment and Supplies (7)		108	\$74.60	\$2,927,630
Reading (8)		104	\$134.09	\$5,262,056
Catered Affairs (9)		103	\$49.69	\$1,949,597
<b>Food</b>		106	\$12,310.92	\$483,105,279
Food at Home		106	\$7,881.15	\$309,272,133
Bakery and Cereal Products		106	\$1,054.63	\$41,385,949
Meats, Poultry, Fish, and Eggs		105	\$1,609.66	\$63,166,223
Dairy Products		106	\$800.71	\$31,421,598
Fruits and Vegetables		105	\$1,344.14	\$52,746,729
Snacks and Other Food at Home (10)		152	\$3,072.01	\$120,551,634
Food Away from Home		107	\$4,429.77	\$173,833,146
Alcoholic Beverages		109	\$736.20	\$28,889,780

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Riverside Pkwy  
 Riverside Pkwy, Bel Air, Maryland, 21015  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	108	\$51,636.84	\$2,026,333,013
Value of Retirement Plans	110	\$168,615.88	\$6,616,824,232
Value of Other Financial Assets	113	\$14,934.29	\$586,051,353
Vehicle Loan Amount excluding Interest	111	\$3,914.49	\$153,612,243
Value of Credit Card Debt	110	\$3,313.48	\$130,027,491
<b>Health</b>			
Nonprescription Drugs	109	\$217.79	\$8,546,570
Prescription Drugs	107	\$449.76	\$17,649,426
Eyeglasses and Contact Lenses	107	\$140.94	\$5,530,595
<b>Home</b>			
Mortgage Payment and Basics (11)	111	\$14,811.25	\$581,222,887
Maintenance and Remodeling Services	110	\$5,084.52	\$199,526,872
Maintenance and Remodeling Materials (12)	110	\$880.30	\$34,544,632
Utilities, Fuel, and Public Services	106	\$6,300.23	\$247,233,572
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	107	\$126.06	\$4,946,713
Furniture	111	\$978.15	\$38,384,695
Rugs	110	\$43.24	\$1,696,768
Major Appliances (14)	109	\$550.76	\$21,612,756
Housewares (15)	105	\$103.18	\$4,049,102
Small Appliances	104	\$80.58	\$3,162,033
Luggage	110	\$27.08	\$1,062,559
Telephones and Accessories	106	\$88.28	\$3,464,149
<b>Household Operations</b>			
Child Care	114	\$667.31	\$26,186,656
Lawn and Garden (16)	108	\$732.41	\$28,741,301
Moving/Storage/Freight Express	104	\$132.23	\$5,189,020
Housekeeping Supplies (17)	107	\$921.73	\$36,170,606
<b>Insurance</b>			
Owners and Renters Insurance	110	\$934.48	\$36,670,676
Vehicle Insurance	108	\$2,353.66	\$92,362,305
Life/Other Insurance	109	\$753.02	\$29,550,085
Health Insurance	108	\$5,340.16	\$209,558,752
Personal Care Products (18)	108	\$643.51	\$25,252,783
Educational Books/Supplies/Other Expenditures	111	\$103.32	\$4,054,601
Smoking Products	102	\$472.06	\$18,524,677
<b>Transportation</b>			
Payments on Vehicles excluding Leases	110	\$3,314.79	\$130,079,083
Gasoline/Diesel Fuel/Electric Vehicle Charging	106	\$3,715.26	\$145,794,069
Vehicle Maintenance and Repairs	108	\$1,461.18	\$57,339,723
<b>Travel</b>			
Airline Fares	108	\$914.56	\$35,889,031
Lodging on Trips	109	\$1,201.25	\$47,139,350
Auto/Truck Rental on Trips	110	\$134.46	\$5,276,435
Food and Drink on Trips	109	\$917.52	\$36,005,407

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Riverside Pkwy  
Riverside Pkwy, Bel Air, Maryland, 21015  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.48858  
Longitude: -76.25736

- (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** 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.

**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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

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

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

Data for all businesses in area	1 mile		3 miles		5 miles	
Total Businesses:	106		722		2,597	
Total Employees:	1,394		7,913		27,883	
Total Population:	4,596		35,270		102,667	
Employee/Population Ratio (per 100 Residents)	30.3		22.4		27.2	

  

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%	4	0.6%	15	0.2%	13	0.5%	88	0.3%
Mining	0	0.0%	0	0.0%	1	0.1%	5	0.1%	3	0.1%	30	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	9	8.5%	51	3.7%	66	9.1%	420	5.3%	227	8.7%	1,554	5.6%
Building Construction	4	3.8%	36	2.6%	28	3.9%	207	2.6%	91	3.5%	541	1.9%
Heavy/Civil Eng Construction	1	0.9%	2	0.1%	5	0.7%	31	0.4%	14	0.5%	115	0.4%
Specialty Trade Contractor	5	4.7%	13	0.9%	33	4.6%	182	2.3%	122	4.7%	899	3.2%
Manufacturing	2	1.9%	134	9.6%	32	4.4%	939	11.9%	78	3.0%	1,993	7.2%
Wholesale Trade	2	1.9%	7	0.5%	33	4.6%	739	9.3%	86	3.3%	1,625	5.8%
Durable Goods	2	1.9%	7	0.5%	26	3.6%	308	3.9%	65	2.5%	732	2.6%
Nondurable Goods	0	0.0%	0	0.0%	6	0.8%	281	3.5%	17	0.7%	734	2.6%
Trade Broker	0	0.0%	0	0.0%	1	0.1%	150	1.9%	3	0.1%	159	0.6%
Retail Trade	16	15.1%	190	13.6%	77	10.7%	1,081	13.7%	309	11.9%	4,514	16.2%
Motor Vehicle & Parts Dealers	1	0.9%	6	0.4%	10	1.4%	114	1.4%	43	1.7%	389	1.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	7	1.0%	28	0.3%	17	0.7%	88	0.3%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	81	1.0%	5	0.2%	91	0.3%
Building Material & Garden Equipment & Supplies Dealers	1	0.9%	9	0.7%	4	0.6%	127	1.6%	23	0.9%	574	2.1%
Food & Beverage Stores	4	3.8%	120	8.6%	18	2.5%	533	6.7%	68	2.6%	1,727	6.2%
Health & Personal Care Stores	2	1.9%	25	1.8%	8	1.1%	55	0.7%	35	1.4%	223	0.8%
Gasoline Stations & Fuel Dealers	5	4.7%	25	1.8%	6	0.8%	36	0.5%	14	0.5%	101	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	4	0.6%	24	0.3%	24	0.9%	177	0.6%
Sporting Goods, Hobby, Book, & Music Stores	2	1.9%	3	0.2%	12	1.7%	64	0.8%	44	1.7%	251	0.9%
General Merchandise Stores	1	0.9%	3	0.2%	6	0.8%	19	0.2%	37	1.4%	893	3.2%
Transportation & Warehousing	3	2.8%	19	1.4%	24	3.3%	154	1.9%	62	2.4%	434	1.6%
Truck Transportation	1	0.9%	5	0.4%	10	1.4%	44	0.6%	27	1.0%	105	0.4%
Information	0	0.0%	0	0.0%	7	1.0%	178	2.3%	44	1.7%	394	1.4%
Finance & Insurance	1	0.9%	3	0.2%	19	2.6%	84	1.1%	90	3.5%	508	1.8%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	6	0.8%	37	0.5%	39	1.5%	297	1.1%
Securities & Commodity Contracts	0	0.0%	0	0.0%	9	1.3%	33	0.4%	31	1.2%	129	0.5%
Funds, Trusts & Other Financial Vehicles	1	0.9%	3	0.2%	4	0.6%	14	0.2%	21	0.8%	83	0.3%
Real Estate, Rental & Leasing	7	6.6%	18	1.3%	38	5.3%	217	2.7%	146	5.6%	949	3.4%
Professional, Scientific & Tech Services	7	6.6%	30	2.1%	91	12.6%	739	9.3%	273	10.5%	2,074	7.4%
Legal Services	0	0.0%	0	0.0%	8	1.1%	22	0.3%	30	1.2%	90	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.3%	17	0.2%	8	0.3%	57	0.2%
Administrative, Support & Waste Management Services	5	4.7%	19	1.4%	43	6.0%	323	4.1%	106	4.1%	752	2.7%
Educational Services	3	2.8%	180	12.9%	14	1.9%	460	5.8%	59	2.3%	2,303	8.3%

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

# Business Summary

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

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	11	10.4%	118	8.5%	71	9.8%	1,008	12.7%	335	12.9%	4,283	15.4%
Ambulatory Health Care	4	3.8%	38	2.7%	44	6.1%	426	5.4%	241	9.3%	2,425	8.7%
Hospital	1	0.9%	6	0.4%	4	0.6%	102	1.3%	20	0.8%	497	1.8%
Nursing/Residential Care	4	3.8%	44	3.2%	8	1.1%	224	2.8%	20	0.8%	579	2.1%
Social Assistance	2	1.9%	31	2.2%	15	2.1%	256	3.2%	55	2.1%	781	2.8%
Arts, Entertainment & Recreation	0	0.0%	1	0.1%	8	1.1%	51	0.6%	45	1.7%	384	1.4%
Accommodation & Food Services	25	23.6%	572	41.0%	51	7.1%	904	11.4%	221	8.5%	3,860	13.8%
Accommodation	10	9.4%	176	12.6%	14	1.9%	229	2.9%	40	1.5%	600	2.1%
Food Services & Drinking Places	15	14.2%	396	28.4%	37	5.1%	675	8.5%	181	7.0%	3,259	11.7%
Other Services (except Public Administration)	13	12.3%	53	3.8%	83	11.5%	337	4.3%	322	12.4%	1,529	5.5%
Repair & Maintenance	1	0.9%	4	0.3%	19	2.6%	99	1.3%	68	2.6%	361	1.3%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	12	1.7%	80	1.0%	53	2.0%	295	1.1%
Personal & Laundry Service	5	4.7%	24	1.7%	22	3.0%	92	1.2%	106	4.1%	509	1.8%
Civic and Other Orgs	6	5.7%	25	1.8%	42	5.8%	146	1.9%	148	5.7%	660	2.4%
Public Administration	0	0.0%	0	0.0%	5	0.7%	241	3.0%	18	0.7%	542	1.9%
Unclassified Establishments	3	2.8%	0	0.0%	55	7.6%	1	0.0%	151	5.8%	10	0.0%
<b>Total</b>	<b>106</b>	<b>100.0%</b>	<b>1,394</b>	<b>100.0%</b>	<b>722</b>	<b>100.0%</b>	<b>7,913</b>	<b>100.0%</b>	<b>2,597</b>	<b>100.0%</b>	<b>27,883</b>	<b>100.0%</b>

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

# Business Summary

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

Prepared by Esri  
 Latitude: 39.48858  
 Longitude: -76.25736

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.9%	7	0.5%	14	1.9%	57	0.7%	58	2.2%	366	1.3%
Construction	9	8.5%	49	3.5%	62	8.6%	394	5.0%	217	8.4%	1,476	5.3%
Manufacturing	2	1.9%	134	9.6%	31	4.3%	856	10.8%	76	2.9%	1,909	6.8%
Transportation	3	2.8%	18	1.3%	28	3.9%	188	2.4%	75	2.9%	509	1.8%
Communication	0	0.0%	0	0.0%	2	0.3%	4	0.1%	25	1.0%	111	0.4%
Utility	0	0.0%	0	0.0%	2	0.3%	7	0.1%	5	0.2%	22	0.1%
Wholesale Trade	2	1.9%	7	0.5%	33	4.6%	739	9.3%	87	3.4%	1,626	5.8%
<b>Retail Trade Summary</b>	<b>31</b>	<b>29.3%</b>	<b>585</b>	<b>42.0%</b>	<b>116</b>	<b>16.1%</b>	<b>1,841</b>	<b>23.3%</b>	<b>497</b>	<b>19.1%</b>	<b>7,887</b>	<b>28.3%</b>
Home Improvement	1	0.9%	9	0.7%	4	0.6%	127	1.6%	24	0.9%	575	2.1%
General Merchandise Stores	0	0.0%	0	0.0%	4	0.6%	12	0.1%	27	1.0%	847	3.0%
Food Stores	4	3.8%	122	8.8%	17	2.4%	611	7.7%	66	2.5%	1,810	6.5%
Auto Dealers & Gas Stations	6	5.7%	31	2.2%	17	2.4%	150	1.9%	55	2.1%	462	1.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	4	0.6%	24	0.3%	20	0.8%	141	0.5%
Furniture & Home Furnishings	0	0.0%	0	0.0%	9	1.3%	110	1.4%	25	1.0%	201	0.7%
Eating & Drinking Places	14	13.2%	390	28.0%	36	5.0%	664	8.4%	173	6.7%	3,194	11.5%
Miscellaneous Retail	6	5.7%	34	2.4%	26	3.6%	143	1.8%	109	4.2%	656	2.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>8</b>	<b>7.5%</b>	<b>22</b>	<b>1.6%</b>	<b>55</b>	<b>7.6%</b>	<b>288</b>	<b>3.6%</b>	<b>221</b>	<b>8.5%</b>	<b>1,401</b>	<b>5.0%</b>
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	6	0.8%	37	0.5%	37	1.4%	296	1.1%
Securities Brokers	0	0.0%	0	0.0%	8	1.1%	28	0.3%	28	1.1%	119	0.4%
Insurance Carriers & Agents	1	0.9%	3	0.2%	4	0.6%	14	0.2%	21	0.8%	83	0.3%
Real Estate, Holding, Other Investment Offices	7	6.6%	19	1.4%	38	5.3%	209	2.6%	134	5.2%	903	3.2%
<b>Services Summary</b>	<b>48</b>	<b>45.3%</b>	<b>571</b>	<b>41.0%</b>	<b>320</b>	<b>44.3%</b>	<b>3,298</b>	<b>41.7%</b>	<b>1,167</b>	<b>44.9%</b>	<b>12,025</b>	<b>43.1%</b>
Hotels & Lodging	10	9.4%	176	12.6%	14	1.9%	229	2.9%	40	1.5%	600	2.1%
Automotive Services	0	0.0%	1	0.1%	16	2.2%	106	1.3%	78	3.0%	426	1.5%
Movies & Amusements	0	0.0%	1	0.1%	10	1.4%	60	0.8%	57	2.2%	476	1.7%
Health Services	5	4.7%	47	3.4%	52	7.2%	708	8.9%	273	10.5%	3,441	12.3%
Legal Services	0	0.0%	0	0.0%	7	1.0%	21	0.3%	23	0.9%	67	0.2%
Education Institutions & Libraries	3	2.8%	180	12.9%	11	1.5%	576	7.3%	46	1.8%	2,348	8.4%
Other Services	29	27.4%	166	11.9%	210	29.1%	1,597	20.2%	650	25.0%	4,667	16.7%
<b>Government</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>5</b>	<b>0.7%</b>	<b>241</b>	<b>3.0%</b>	<b>18</b>	<b>0.7%</b>	<b>542</b>	<b>1.9%</b>
<b>Unclassified Establishments</b>	<b>3</b>	<b>2.8%</b>	<b>0</b>	<b>0.0%</b>	<b>55</b>	<b>7.6%</b>	<b>1</b>	<b>3.0%</b>	<b>151</b>	<b>5.8%</b>	<b>10</b>	<b>1.9%</b>
<b>Totals</b>	<b>106</b>	<b>100.0%</b>	<b>1,394</b>	<b>100.0%</b>	<b>722</b>	<b>100.0%</b>	<b>7,913</b>	<b>100.0%</b>	<b>2,597</b>	<b>100.0%</b>	<b>27,883</b>	<b>100.0%</b>

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