306 S Main St, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53317
Longitude: -76.34684

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	9,463	66,536	108,063
2020 Total Population	9,831	70,467	114,981
2020 Group Quarters	227	1,016	1,133
2025 Total Population	10,074	71,454	117,016
2025 Group Quarters	222	997	1,110
2030 Total Population	10,186	71,864	118,267
2025-2030 Annual Rate	0.22%	0.11%	0.21%
2025 Total Daytime Population	24,030	75,055	112,082
Workers	18,913	41,105	57,328
Residents	5,117	33,950	54,754
Household Summary			
2010 Households	4,184	24,703	39,583
2010 Average Household Size	2.20	2.65	2.70
2020 Total Households	4,362	26,680	42,742
2020 Average Household Size	2.20	2.60	2.66
2025 Households	4,508	27,403	44,045
2025 Average Household Size	2.19	2.57	2.63
2030 Households	4,589	27,752	44,806
2030 Average Household Size	2.17	2.55	2.61
2025-2030 Annual Rate	0.36%	0.25%	0.34%
2010 Families	2,509	18,011	29,447
2010 Average Family Size	2.84	3.13	3.15
2025 Families	2,574	19,215	31,605
2025 Average Family Size	2.83	3.10	3.13
2030 Families	2,595	19,355	31,995
2030 Average Family Size	2.82	3.09	3.11
2025-2030 Annual Rate	0.16%	0.15%	0.25%
Housing Unit Summary			
2000 Housing Units	4,106	21,736	34,340
Owner Occupied Housing Units	67.6%	79.8%	82.6%
Renter Occupied Housing Units	27.6%	17.2%	14.7%
Vacant Housing Units	4.8%	2.9%	2.7%
2010 Housing Units	4,410	25,753	41,175
Owner Occupied Housing Units	64.8%	78.6%	81.5%
Renter Occupied Housing Units	30.0%	17.3%	14.6%
Vacant Housing Units	5.1%	4.1%	3.9%
2020 Housing Units	4,564	27,515	44,098
Owner Occupied Housing Units	63.1%	77.9%	79.9%
Renter Occupied Housing Units	32.5%	19.1%	17.0%
Vacant Housing Units	4.7%	3.1%	3.1%
2025 Housing Units	4,695	28,161	45,427
Owner Occupied Housing Units	66.3%	79.7%	81.3%
Renter Occupied Housing Units	29.7%	17.6%	15.7%
Vacant Housing Units	4.0%	2.7%	3.0%
2030 Housing Units	4,771	28,485	46,150
Owner Occupied Housing Units	69.0%	81.1%	82.3%
Renter Occupied Housing Units	27.2%	16.3%	14.8%
Vacant Housing Units	3.8%	2.6%	2.9%

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.

September 09, 2025

306 S Main St, Bel Air, Maryland, 21014   Prepared by Esri
Rings: 1, 3, 5 mile radii   Latitude: 39.53317
Longitude: -76.34684

	1 mile	3 miles	5 miles
2025 Households by Income			
Household Income Base	4,508	27,403	44,045
<$15,000	12.5%	6.4%	5.2%
$15,000 - $24,999	5.0%	2.9%	2.8%
$25,000 - $34,999	4.3%	4.4%	4.3%
$35,000 - $49,999	9.9%	7.7%	6.9%
$50,000 - $74,999	14.8%	10.7%	10.6%
$75,000 - $99,999	8.0%	7.7%	8.8%
$100,000 - $149,999	25.0%	23.4%	25.0%
$150,000 - $199,999	8.4%	13.0%	13.3%
$200,000+	12.0%	23.8%	23.2%
Average Household Income	$106,283	$143,247	$143,994
2030 Households by Income			
Household Income Base	4,589	27,752	44,806
<$15,000	11.8%	6.0%	4.8%
$15,000 - $24,999	4.2%	2.4%	2.2%
$25,000 - $34,999	3.8%	3.8%	3.6%
$35,000 - $49,999	8.7%	6.5%	5.8%
$50,000 - $74,999	14.1%	9.8%	9.5%
$75,000 - $99,999	7.6%	6.9%	7.8%
$100,000 - $149,999	25.9%	22.4%	24.1%
$150,000 - $199,999	9.1%	13.0%	13.5%
$200,000+	14.8%	29.2%	28.6%
Average Household Income	$115,690	$156,810	$157,724
2025 Owner Occupied Housing Units by Value			
Total	3,115	22,443	36,929
<$50,000	1.1%	1.3%	1.2%
$50,000 - $99,999	1.0%	0.2%	0.2%
$100,000 - $149,999	1.6%	0.3%	0.4%
$150,000 - $199,999	2.8%	1.2%	1.3%
$200,000 - $249,999	7.8%	3.2%	4.3%
$250,000 - $299,999	11.8%	6.7%	7.9%
$300,000 - $399,999	27.4%	18.9%	19.8%
$400,000 - $499,999	34.8%	27.4%	23.7%
$500,000 - $749,999	10.3%	33.8%	31.4%
$750,000 - $999,999	0.6%	5.7%	8.0%
$1,000,000 - $1,499,999	0.1%	0.7%	1.0%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.8%	0.6%	0.7%
Average Home Value	$399,365	$501,695	$504,951
2030 Owner Occupied Housing Units by Value			
Total	3,290	23,108	37,967
<$50,000	0.9%	0.9%	0.9%
$50,000 - $99,999	0.2%	0.0%	0.0%
$100,000 - $149,999	0.2%	0.0%	0.1%
$150,000 - $199,999	0.7%	0.3%	0.4%
$200,000 - $249,999	3.3%	1.2%	1.9%
$250,000 - $299,999	6.3%	3.1%	4.4%
$300,000 - $399,999	24.5%	13.2%	15.0%
$400,000 - $499,999	45.0%	27.5%	23.7%
$500,000 - $749,999	16.0%	43.1%	39.0%
$750,000 - $999,999	1.4%	8.7%	11.9%
$1,000,000 - $1,499,999	0.2%	1.3%	1.8%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	1.4%	0.7%	0.9%
Average Home Value	$461,306	$559,351	$567,850

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

September 09, 2025

Market Profile

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Rings: 1, 3, 5 mile radii

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Median Household Income			
2025	$84,350	$122,602	$123,009
2030	$99,118	$132,525	$132,842
Median Home Value			
2025	$387,456	$466,656	$462,327
2030	$431,102	$522,106	$523,537
Per Capita Income			
2025	$45,891	$54,848	$54,270
2030	$50,298	$60,453	$59,835
Median Age			
2010	41.9	40.4	39.6
2020	41.6	41.4	40.7
2025	42.4	42.0	41.5
2030	43.8	42.6	42.2
2020 Population by Age			
Total	9,831	70,467	114,981
0 - 4	5.0%	5.0%	5.3%
5 - 9	5.6%	6.2%	6.3%
10 - 14	5.8%	7.1%	7.1%
15 - 24	11.4%	12.4%	12.3%
25 - 34	13.3%	10.8%	11.2%
35 - 44	13.1%	12.9%	13.1%
45 - 54	11.7%	13.2%	13.4%
55 - 64	13.5%	14.3%	14.2%
65 - 74	10.8%	10.1%	9.9%
75 - 84	6.6%	5.7%	5.2%
85 +	3.4%	2.3%	2.0%
18 +	80.2%	77.3%	77.0%
2025 Population by Age			
Total	10,073	71,453	117,015
0 - 4	4.8%	5.0%	5.2%
5 - 9	5.4%	5.8%	6.0%
10 - 14	5.7%	6.4%	6.5%
15 - 24	10.6%	11.7%	11.6%
25 - 34	13.2%	12.0%	12.2%
35 - 44	13.9%	13.4%	13.6%
45 - 54	11.8%	12.4%	12.5%
55 - 64	12.3%	13.2%	13.2%
65 - 74	11.1%	10.9%	10.8%
75 - 84	7.9%	6.8%	6.4%
85 +	3.4%	2.5%	2.1%
18 +	80.8%	78.9%	78.4%
2030 Population by Age			
Total	10,186	71,862	118,266
0 - 4	4.6%	4.9%	5.1%
5 - 9	5.0%	5.5%	5.6%
10 - 14	5.6%	6.1%	6.2%
15 - 24	10.4%	10.9%	10.9%
25 - 34	11.8%	12.8%	12.8%
35 - 44	14.3%	13.0%	13.1%
45 - 54	12.7%	12.9%	13.0%
55 - 64	11.0%	11.8%	12.0%
65 - 74	12.0%	11.7%	11.4%
75 - 84	8.6%	7.5%	7.2%
85 +	4.0%	3.0%	2.6%
18 +	81.5%	80.0%	79.6%

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

September 09, 2025

Market Profile

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.53317
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	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	4,725	34,080	55,873
Females	5,106	36,387	59,108
2025 Population by Sex			
Males	4,903	35,048	57,651
Females	5,171	36,406	59,365
2030 Population by Sex			
Males	4,942	35,190	58,157
Females	5,244	36,674	60,109
2010 Population by Race/Ethnicity			
Total	9,463	66,538	108,063
White Alone	90.5%	90.4%	89.6%
Black Alone	4.1%	4.2%	4.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	1.8%	2.8%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.6%	0.8%	0.7%
Two or More Races	1.8%	1.7%	1.7%
Hispanic Origin	4.3%	2.9%	2.8%
Diversity Index	24.5	22.6	23.9
2020 Population by Race/Ethnicity			
Total	9,831	70,467	114,981
White Alone	82.2%	82.9%	81.8%
Black Alone	5.1%	4.9%	5.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	4.2%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	1.5%	1.5%
Two or More Races	6.7%	6.2%	6.5%
Hispanic Origin	7.1%	4.5%	4.5%
Diversity Index	40.5	36.4	37.9
2025 Population by Race/Ethnicity			
Total	10,074	71,455	117,016
White Alone	80.4%	81.2%	80.1%
Black Alone	5.6%	5.4%	6.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.1%	4.6%	4.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.4%	1.7%	1.6%
Two or More Races	7.3%	6.8%	7.0%
Hispanic Origin	8.0%	5.1%	5.1%
Diversity Index	44.0	39.6	41.0
2030 Population by Race/Ethnicity			
Total	10,185	71,864	118,266
White Alone	78.8%	79.7%	78.5%
Black Alone	5.9%	5.7%	6.7%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.4%	5.1%	5.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.7%	1.9%	1.8%
Two or More Races	7.9%	7.3%	7.6%
Hispanic Origin	8.8%	5.7%	5.5%
Diversity Index	46.8	42.3	43.6

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.

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

September 09, 2025

Market Profile

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2020 Population by Relationship and Household Type			
Total	9,831	70,467	114,981
In Households	97.7%	98.6%	99.0%
Householder	42.6%	37.7%	37.2%
Opposite-Sex Spouse	18.5%	21.6%	21.8%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.8%	1.8%	1.8%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	25.1%	29.5%	29.8%
Adopted Child	0.6%	0.7%	0.6%
Stepchild	1.1%	1.2%	1.2%
Grandchild	1.4%	1.4%	1.5%
Brother or Sister	0.8%	0.5%	0.6%
Parent	0.8%	0.9%	1.0%
Parent-in-law	0.2%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.7%	0.6%	0.7%
Foster Child	0.1%	0.1%	0.0%
Other Nonrelatives	2.5%	1.8%	1.8%
In Group Quarters	2.3%	1.4%	1.0%
Institutionalized	1.7%	1.1%	0.7%
Noninstitutionalized	0.6%	0.3%	0.3%
2025 Population 25+ by Educational Attainment			
Total	7,406	50,838	82,798
Less than 9th Grade	2.6%	1.7%	1.4%
9th - 12th Grade, No Diploma	3.8%	2.3%	2.4%
High School Graduate	24.2%	19.4%	20.6%
GED/Alternative Credential	3.2%	2.5%	2.5%
Some College, No Degree	15.0%	14.6%	15.4%
Associate Degree	10.5%	10.1%	9.6%
Bachelor's Degree	24.0%	28.1%	27.1%
Graduate/Professional Degree	16.8%	21.3%	21.0%
2025 Population 15+ by Marital Status			
Total	8,471	59,185	96,414
Never Married	33.4%	26.9%	27.3%
Married	49.3%	59.6%	59.4%
Widowed	6.9%	6.4%	5.7%
Divorced	10.4%	7.1%	7.6%
2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,181	38,824	64,242
Population 16+ Employed	96.9%	97.1%	97.6%
Population 16+ Unemployment rate	3.1%	2.9%	2.4%
Population 16-24 Employed	9.4%	11.3%	11.7%
Population 16-24 Unemployment rate	21.4%	13.5%	10.1%
Population 25-54 Employed	65.1%	62.4%	62.9%
Population 25-54 Unemployment rate	0.7%	1.3%	1.2%
Population 55-64 Employed	18.6%	18.5%	17.8%
Population 55-64 Unemployment rate	0.1%	1.5%	1.6%
Population 65+ Employed	6.8%	7.7%	7.6%
Population 65+ Unemployment rate	2.0%	1.3%	1.4%

September 09, 2025

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	1 mile	3 miles	5 miles
2025 Employed Population 16+ by Industry			
Total	5,020	37,711	62,681
Agriculture/Mining	0.0%	0.3%	0.5%
Construction	6.6%	5.4%	6.2%
Manufacturing	5.6%	7.2%	6.4%
Wholesale Trade	1.0%	1.8%	1.9%
Retail Trade	10.7%	11.2%	10.5%
Transportation/Utilities	3.9%	4.7%	5.0%
Information	0.6%	1.1%	1.2%
Finance/Insurance/Real Estate	5.0%	7.5%	7.7%
Services	57.5%	49.6%	49.1%
Public Administration	9.2%	11.3%	11.6%
2025 Employed Population 16+ by Occupation			
Total	5,021	37,711	62,681
White Collar	72.9%	74.8%	74.3%
Management/Business/Financial	20.7%	25.3%	24.2%
Professional	31.7%	30.4%	31.2%
Sales	10.7%	10.4%	9.6%
Administrative Support	9.9%	8.7%	9.3%
Services	16.4%	13.1%	12.6%
Blue Collar	10.7%	12.1%	13.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.7%	2.9%	3.1%
Installation/Maintenance/Repair	2.2%	2.1%	2.5%
Production	2.1%	2.6%	2.6%
Transportation/Material Moving	3.6%	4.5%	4.9%
2020 Households by Type			
Total	4,362	26,680	42,742
Married Couple Households	43.4%	57.6%	58.9%
With Own Children <18	16.1%	23.9%	24.5%
Without Own Children <18	27.4%	33.7%	34.3%
Cohabiting Couple Households	6.9%	5.0%	5.2%
With Own Children <18	1.9%	1.5%	1.7%
Without Own Children <18	5.1%	3.5%	3.6%
Male Householder, No Spouse/Partner	19.0%	13.0%	12.8%
Living Alone	13.5%	8.6%	8.4%
65 Years and over	4.2%	3.0%	2.8%
With Own Children <18	1.9%	1.5%	1.5%
Without Own Children <18, With Relatives	2.2%	2.1%	2.1%
No Relatives Present	1.4%	0.9%	0.8%
Female Householder, No Spouse/Partner	30.6%	24.4%	23.1%
Living Alone	20.1%	15.0%	13.7%
65 Years and over	11.7%	9.2%	8.1%
With Own Children <18	4.2%	3.8%	3.9%
Without Own Children <18, With Relatives	5.3%	4.9%	4.9%
No Relatives Present	1.0%	0.6%	0.6%
2020 Households by Size			
Total	4,362	26,680	42,742
1 Person Household	33.6%	23.6%	22.1%
2 Person Household	31.3%	32.2%	32.3%
3 Person Household	15.0%	17.3%	17.7%
4 Person Household	11.0%	16.4%	17.3%
5 Person Household	5.3%	6.9%	7.1%
6 Person Household	2.3%	2.5%	2.5%
7 + Person Household	1.5%	1.1%	1.1%

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

September 09, 2025

306 S Main St, Bel Air, Maryland, 21014
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,362	26,680	42,742
Owner Occupied	66.0%	80.3%	82.4%
Owned with a Mortgage/Loan	47.4%	60.7%	63.1%
Owned Free and Clear	18.6%	19.7%	19.3%
Renter Occupied	34.0%	19.7%	17.6%
2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	99	100
Percent of Income for Mortgage	28.8%	23.8%	23.5%
Wealth Index	85	142	142
2020 Housing Units By Urban/ Rural Status			
Total	4,564	27,515	44,098
Urban Housing Units	100.0%	98.7%	93.5%
Rural Housing Units	0.0%	1.3%	6.5%
2020 Population By Urban/ Rural Status			
Total	9,831	70,467	114,981
Urban Population	100.0%	98.5%	93.2%
Rural Population	0.0%	1.5%	6.8%

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.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Retirement Communities (J3)	Savvy Suburbanites (L1)	Savvy Suburbanites (L1)
2.	Dreambelt (K5)	Retirement Communities (J3)	Flourishing Families (H1)
3.	Legacy Hills (K1)	City Greens (K6)	Professional Pride (L2)
2025 Consumer Spending			
Apparel & Services: Total $	$9,935,176	$80,411,243	$130,536,634
Average Spent	$2,203.90	$2,934.40	$2,963.71
Spending Potential Index	90	120	121
Education: Total $	$7,776,588	$65,118,689	$103,440,706
Average Spent	$1,725.06	$2,376.33	$2,348.52
Spending Potential Index	97	133	132
Entertainment/Recreation: Total $	$17,015,354	$138,255,125	$223,118,940
Average Spent	$3,774.48	$5,045.26	$5,065.70
Spending Potential Index	92	123	123
Food at Home: Total $	$30,216,484	$238,593,779	$385,067,637
Average Spent	$6,702.86	$8,706.85	$8,742.60
Spending Potential Index	90	117	117
Food Away from Home: Total $	$16,527,771	$134,481,581	$218,435,534
Average Spent	$3,666.32	$4,907.55	$4,959.37
Spending Potential Index	89	119	120
Health Care: Total $	$32,010,490	$255,844,835	$412,262,375
Average Spent	$7,100.82	$9,336.38	$9,360.03
Spending Potential Index	92	121	121
HH Furnishings & Equipment: Total $	$11,945,908	$97,853,624	$158,559,906
Average Spent	$2,649.94	$3,570.91	$3,599.95
Spending Potential Index	91	123	124
Personal Care Products & Services: Total $	$4,328,471	$34,995,326	$56,642,724
Average Spent	$960.18	$1,277.06	$1,286.02
Spending Potential Index	92	122	123
Shelter: Total $	$110,852,833	$880,986,881	$1,419,887,140
Average Spent	$24,590.25	$32,149.29	$32,237.19
Spending Potential Index	92	121	121
Support Payments/Cash Contributions/Gifts in Kind: Total $	$13,904,227	$114,795,420	$186,610,052
Average Spent	$3,084.34	$4,189.16	$4,236.80
Spending Potential Index	93	127	128
Travel: Total $	$15,271,501	$126,897,231	$204,083,473
Average Spent	$3,387.64	$4,630.78	$4,633.52
Spending Potential Index	94	128	128
Vehicle Maintenance & Repairs: Total $	$5,512,231	$43,878,246	$71,179,369
Average Spent	$1,222.77	$1,601.22	$1,616.06
Spending Potential Index	91	119	120

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.

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