

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,676	34,662	73,995
2020 Total Population	5,632	35,693	77,984
2020 Group Quarters	113	691	1,067
2023 Total Population	5,589	36,084	79,410
2023 Group Quarters	113	691	1,067
2028 Total Population	5,559	36,370	80,391
2023-2028 Annual Rate	-0.11%	0.16%	0.25%
2023 Total Daytime Population	6,340	28,522	78,432
Workers	3,875	11,653	40,888
Residents	2,465	16,869	37,544
Household Summary			
2010 Households	2,175	12,486	27,074
2010 Average Household Size	2.58	2.72	2.69
2020 Total Households	2,184	13,122	29,042
2020 Average Household Size	2.53	2.67	2.65
2023 Households	2,203	13,376	29,795
2023 Average Household Size	2.49	2.65	2.63
2028 Households	2,216	13,611	30,476
2028 Average Household Size	2.46	2.62	2.60
2023-2028 Annual Rate	0.12%	0.35%	0.45%
2010 Families	1,550	9,379	20,196
2010 Average Family Size	3.12	3.17	3.15
2023 Families	1,534	9,811	21,708
2023 Average Family Size	3.07	3.14	3.14
2028 Families	1,540	9,961	22,164
2028 Average Family Size	3.04	3.12	3.11
2023-2028 Annual Rate	0.08%	0.30%	0.42%
Housing Unit Summary			
2000 Housing Units	1,528	10,599	23,728
Owner Occupied Housing Units	77.6%	83.4%	81.4%
Renter Occupied Housing Units	17.3%	13.5%	15.7%
Vacant Housing Units	5.0%	3.1%	2.9%
2010 Housing Units	2,275	12,950	28,239
Owner Occupied Housing Units	84.0%	83.1%	80.4%
Renter Occupied Housing Units	11.6%	13.3%	15.4%
Vacant Housing Units	4.4%	3.6%	4.1%
2020 Housing Units	2,269	13,491	29,990
Vacant Housing Units	3.7%	2.7%	3.2%
2023 Housing Units	2,282	13,725	30,689
Owner Occupied Housing Units	86.8%	85.0%	81.5%
Renter Occupied Housing Units	9.8%	12.4%	15.6%
Vacant Housing Units	3.5%	2.5%	2.9%
2028 Housing Units	2,290	13,899	31,237
Owner Occupied Housing Units	87.6%	86.1%	82.6%
Renter Occupied Housing Units	9.2%	11.8%	14.9%
Vacant Housing Units	3.2%	2.1%	2.4%
Median Household Income			
2023	\$108,111	\$107,173	\$105,183
2028	\$115,904	\$116,279	\$114,201
Median Home Value			
2023	\$409,639	\$426,198	\$420,462
2028	\$419,791	\$441,019	\$436,721
Per Capita Income			
2023	\$52,916	\$52,791	\$52,470
2028	\$59,829	\$59,811	\$59,376
Median Age			
2010	39.9	39.9	41.0
2023	42.2	41.9	43.3
2028	42.8	42.6	43.8

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,203	13,376	29,795
<\$15,000	2.7%	4.8%	5.2%
\$15,000 - \$24,999	4.9%	3.6%	4.1%
\$25,000 - \$34,999	2.9%	3.6%	4.1%
\$35,000 - \$49,999	6.9%	7.5%	7.6%
\$50,000 - \$74,999	15.6%	14.5%	14.6%
\$75,000 - \$99,999	11.1%	11.4%	11.2%
\$100,000 - \$149,999	24.8%	22.0%	21.3%
\$150,000 - \$199,999	16.2%	14.7%	14.5%
\$200,000+	15.0%	18.0%	17.5%
Average Household Income	\$136,473	\$142,185	\$139,814
2028 Households by Income			
Household Income Base	2,216	13,611	30,476
<\$15,000	2.4%	4.4%	4.8%
\$15,000 - \$24,999	4.1%	3.0%	3.5%
\$25,000 - \$34,999	2.4%	3.1%	3.4%
\$35,000 - \$49,999	5.9%	6.5%	6.7%
\$50,000 - \$74,999	14.1%	13.1%	13.2%
\$75,000 - \$99,999	10.9%	10.7%	10.3%
\$100,000 - \$149,999	24.2%	21.7%	21.1%
\$150,000 - \$199,999	18.5%	16.5%	16.7%
\$200,000+	17.6%	21.0%	20.2%
Average Household Income	\$152,537	\$159,551	\$156,609
2023 Owner Occupied Housing Units by Value			
Total	1,980	11,668	25,016
<\$50,000	3.4%	1.7%	2.1%
\$50,000 - \$99,999	0.8%	0.6%	0.3%
\$100,000 - \$149,999	0.2%	0.6%	0.5%
\$150,000 - \$199,999	1.8%	1.6%	1.7%
\$200,000 - \$249,999	7.2%	6.5%	6.2%
\$250,000 - \$299,999	10.3%	7.2%	7.3%
\$300,000 - \$399,999	22.0%	23.3%	25.5%
\$400,000 - \$499,999	46.1%	32.6%	31.6%
\$500,000 - \$749,999	6.9%	21.6%	20.2%
\$750,000 - \$999,999	0.9%	3.4%	3.4%
\$1,000,000 - \$1,499,999	0.5%	0.7%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$391,881	\$446,859	\$444,780
2028 Owner Occupied Housing Units by Value			
Total	2,006	11,968	25,808
<\$50,000	2.9%	1.3%	1.5%
\$50,000 - \$99,999	0.4%	0.3%	0.2%
\$100,000 - \$149,999	0.0%	0.2%	0.2%
\$150,000 - \$199,999	0.7%	0.7%	0.7%
\$200,000 - \$249,999	4.8%	4.0%	3.7%
\$250,000 - \$299,999	9.5%	5.9%	5.8%
\$300,000 - \$399,999	21.7%	22.8%	24.9%
\$400,000 - \$499,999	50.0%	36.1%	35.2%
\$500,000 - \$749,999	8.2%	24.0%	22.7%
\$750,000 - \$999,999	1.0%	3.7%	3.7%
\$1,000,000 - \$1,499,999	0.6%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$409,888	\$467,625	\$466,316

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2018 Rock Spring Rd, Forest Hill, Maryland, 21050
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.57335
 Longitude: -76.38613

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,676	34,663	73,994
0 - 4	5.6%	5.5%	5.2%
5 - 9	7.3%	6.9%	6.7%
10 - 14	8.5%	8.1%	8.0%
15 - 24	12.2%	12.9%	12.7%
25 - 34	9.6%	10.2%	9.6%
35 - 44	15.8%	14.6%	13.9%
45 - 54	16.1%	17.2%	17.1%
55 - 64	10.1%	11.8%	12.7%
65 - 74	6.9%	6.8%	7.3%
75 - 84	5.7%	4.3%	4.6%
85 +	2.2%	1.7%	2.0%
18 +	73.3%	74.5%	75.2%
2023 Population by Age			
Total	5,589	36,086	79,409
0 - 4	4.7%	4.7%	4.5%
5 - 9	5.3%	5.7%	5.5%
10 - 14	6.0%	6.6%	6.4%
15 - 24	12.9%	11.7%	11.8%
25 - 34	13.4%	12.5%	11.9%
35 - 44	10.6%	12.7%	12.1%
45 - 54	14.3%	14.1%	13.8%
55 - 64	14.3%	14.1%	14.5%
65 - 74	10.2%	10.3%	11.3%
75 - 84	6.1%	5.6%	6.1%
85 +	2.2%	1.9%	2.1%
18 +	79.7%	78.8%	79.5%
2028 Population by Age			
Total	5,558	36,370	80,392
0 - 4	4.9%	4.8%	4.6%
5 - 9	4.9%	5.4%	5.2%
10 - 14	5.2%	6.2%	6.0%
15 - 24	10.4%	10.4%	10.4%
25 - 34	14.9%	12.0%	11.5%
35 - 44	12.1%	14.5%	13.8%
45 - 54	11.2%	12.6%	12.5%
55 - 64	14.5%	13.4%	13.6%
65 - 74	11.6%	11.1%	12.0%
75 - 84	7.6%	7.1%	7.7%
85 +	2.7%	2.3%	2.6%
18 +	81.6%	79.9%	80.6%
2010 Population by Sex			
Males	2,659	16,902	35,981
Females	3,018	17,760	38,014
2023 Population by Sex			
Males	2,678	17,766	38,966
Females	2,911	18,318	40,444
2028 Population by Sex			
Males	2,660	17,866	39,316
Females	2,899	18,503	41,075

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,676	34,662	73,995
White Alone	93.7%	92.3%	91.7%
Black Alone	2.8%	3.6%	3.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	2.0%	1.8%	2.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.6%	0.7%
Two or More Races	1.1%	1.5%	1.6%
Hispanic Origin	2.1%	2.5%	2.5%
Diversity Index	15.8	18.6	19.9
2020 Population by Race/Ethnicity			
Total	5,632	35,693	77,984
White Alone	87.6%	86.2%	85.1%
Black Alone	2.5%	3.7%	4.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.5%	2.6%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.5%	1.4%
Two or More Races	5.8%	5.9%	6.0%
Hispanic Origin	3.7%	4.0%	4.0%
Diversity Index	28.3	30.9	32.5
2023 Population by Race/Ethnicity			
Total	5,589	36,085	79,411
White Alone	86.8%	85.2%	84.2%
Black Alone	2.7%	3.9%	4.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.6%	2.8%	3.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.6%	1.6%
Two or More Races	6.1%	6.3%	6.4%
Hispanic Origin	4.2%	4.4%	4.4%
Diversity Index	30.1	32.9	34.5
2028 Population by Race/Ethnicity			
Total	5,559	36,369	80,391
White Alone	85.1%	83.3%	82.2%
Black Alone	3.0%	4.4%	4.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.0%	3.1%	3.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.8%	1.7%
Two or More Races	7.1%	7.2%	7.4%
Hispanic Origin	4.7%	5.0%	5.0%
Diversity Index	33.5	36.4	38.1
2010 Population by Relationship and Household Type			
Total	5,676	34,662	73,995
In Households	98.7%	97.9%	98.5%
In Family Households	86.1%	87.1%	87.3%
Householder	26.8%	27.1%	27.3%
Spouse	22.2%	22.4%	22.7%
Child	34.3%	33.7%	33.2%
Other relative	1.8%	2.4%	2.6%
Nonrelative	1.0%	1.4%	1.4%
In Nonfamily Households	12.6%	10.9%	11.1%
In Group Quarters	1.3%	2.1%	1.5%
Institutionalized Population	1.3%	1.8%	1.2%
Noninstitutionalized Population	0.0%	0.2%	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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	3,975	25,699	56,996
Less than 9th Grade	0.6%	1.4%	1.4%
9th - 12th Grade, No Diploma	1.8%	2.7%	2.9%
High School Graduate	24.8%	21.3%	21.4%
GED/Alternative Credential	0.9%	2.4%	2.8%
Some College, No Degree	12.1%	16.4%	17.6%
Associate Degree	11.9%	10.5%	9.7%
Bachelor's Degree	27.2%	26.0%	25.8%
Graduate/Professional Degree	20.9%	19.4%	18.4%
2023 Population 15+ by Marital Status			
Total	4,695	29,936	66,384
Never Married	25.9%	25.6%	26.0%
Married	58.2%	62.0%	61.0%
Widowed	10.0%	5.8%	5.8%
Divorced	5.9%	6.6%	7.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,226	19,842	43,563
Population 16+ Employed	97.9%	97.4%	96.8%
Population 16+ Unemployment rate	2.1%	2.6%	3.2%
Population 16-24 Employed	13.9%	12.0%	11.8%
Population 16-24 Unemployment rate	9.5%	10.6%	13.0%
Population 25-54 Employed	60.2%	62.7%	61.3%
Population 25-54 Unemployment rate	0.7%	1.6%	1.6%
Population 55-64 Employed	16.6%	18.1%	19.3%
Population 55-64 Unemployment rate	0.2%	1.0%	2.0%
Population 65+ Employed	9.3%	7.2%	7.6%
Population 65+ Unemployment rate	1.7%	1.3%	1.4%
2023 Employed Population 16+ by Industry			
Total	3,159	19,318	42,189
Agriculture/Mining	1.4%	1.1%	1.1%
Construction	6.3%	6.6%	6.6%
Manufacturing	6.7%	7.2%	8.3%
Wholesale Trade	3.9%	2.4%	2.0%
Retail Trade	12.3%	11.3%	11.6%
Transportation/Utilities	7.8%	5.9%	5.6%
Information	1.1%	1.0%	1.2%
Finance/Insurance/Real Estate	6.3%	6.5%	7.0%
Services	46.8%	48.5%	46.2%
Public Administration	7.4%	9.4%	10.4%
2023 Employed Population 16+ by Occupation			
Total	3,158	19,316	42,188
White Collar	75.5%	73.0%	72.7%
Management/Business/Financial	22.2%	22.8%	22.9%
Professional	34.0%	29.4%	28.9%
Sales	10.9%	9.9%	10.2%
Administrative Support	8.5%	10.9%	10.7%
Services	7.3%	12.5%	12.7%
Blue Collar	17.2%	14.4%	14.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.6%	3.3%	3.3%
Installation/Maintenance/Repair	3.4%	2.6%	2.4%
Production	3.5%	2.9%	3.5%
Transportation/Material Moving	7.7%	5.6%	5.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,174	12,486	27,073
Households with 1 Person	24.6%	20.8%	21.3%
Households with 2+ People	75.4%	79.2%	78.7%
Family Households	71.3%	75.1%	74.6%
Husband-wife Families	59.0%	62.3%	62.1%
With Related Children	31.8%	30.6%	29.1%
Other Family (No Spouse Present)	12.3%	12.8%	12.5%
Other Family with Male Householder	3.0%	3.7%	3.7%
With Related Children	1.8%	2.1%	2.0%
Other Family with Female Householder	9.3%	9.1%	8.8%
With Related Children	6.0%	5.4%	5.2%
Nonfamily Households	4.1%	4.1%	4.1%
All Households with Children	39.9%	38.5%	36.8%
Multigenerational Households	2.8%	3.4%	3.5%
Unmarried Partner Households	4.6%	4.7%	4.5%
Male-female	4.1%	4.3%	4.1%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	2,175	12,487	27,073
1 Person Household	24.6%	20.8%	21.3%
2 Person Household	28.9%	31.5%	32.3%
3 Person Household	18.2%	18.1%	17.8%
4 Person Household	18.9%	18.7%	17.8%
5 Person Household	7.0%	7.6%	7.5%
6 Person Household	1.8%	2.3%	2.4%
7 + Person Household	0.6%	0.8%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	2,174	12,486	27,073
Owner Occupied	87.9%	86.2%	83.9%
Owned with a Mortgage/Loan	69.4%	68.1%	64.5%
Owned Free and Clear	18.5%	18.2%	19.4%
Renter Occupied	12.1%	13.8%	16.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	101	100
Percent of Income for Mortgage	22.8%	23.9%	24.0%
Wealth Index	165	171	169
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,275	12,950	28,239
Housing Units Inside Urbanized Area	99.8%	93.4%	90.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	6.6%	9.3%
2010 Population By Urban/ Rural Status			
Total Population	5,676	34,662	73,995
Population Inside Urbanized Area	99.8%	93.2%	90.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	6.8%	9.4%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

2018 Rock Spring Rd, Forest Hill, Maryland, 21050
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.57335
Longitude: -76.38613

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Golden Years (9B)	Professional Pride (1B)	Old and Newcomers (8F)
3.	Comfortable Empty Nesters (5A)	Old and Newcomers (8F)	Professional Pride (1B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$5,995,159	\$37,981,046	\$82,963,091
Average Spent	\$2,721.36	\$2,839.49	\$2,784.46
Spending Potential Index	124	129	127
Education: Total \$	\$5,796,233	\$34,200,447	\$76,158,677
Average Spent	\$2,631.06	\$2,556.85	\$2,556.09
Spending Potential Index	147	143	143
Entertainment/Recreation: Total \$	\$10,351,009	\$66,350,372	\$144,867,405
Average Spent	\$4,698.60	\$4,960.40	\$4,862.14
Spending Potential Index	124	131	129
Food at Home: Total \$	\$18,366,910	\$115,573,868	\$253,290,309
Average Spent	\$8,337.23	\$8,640.39	\$8,501.10
Spending Potential Index	123	127	125
Food Away from Home: Total \$	\$9,900,428	\$64,026,639	\$139,480,666
Average Spent	\$4,494.07	\$4,786.68	\$4,681.34
Spending Potential Index	121	129	126
Health Care: Total \$	\$19,867,217	\$127,815,130	\$278,643,644
Average Spent	\$9,018.26	\$9,555.56	\$9,352.03
Spending Potential Index	123	130	127
HH Furnishings & Equipment: Total \$	\$8,222,609	\$52,325,224	\$114,273,782
Average Spent	\$3,732.46	\$3,911.87	\$3,835.33
Spending Potential Index	126	132	130
Personal Care Products & Services: Total \$	\$2,640,414	\$16,815,024	\$36,860,911
Average Spent	\$1,198.55	\$1,257.10	\$1,237.15
Spending Potential Index	125	131	129
Shelter: Total \$	\$69,047,794	\$432,084,134	\$950,559,436
Average Spent	\$31,342.62	\$32,302.94	\$31,903.32
Spending Potential Index	127	130	129
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,914,825	\$57,912,252	\$126,627,299
Average Spent	\$4,046.67	\$4,329.56	\$4,249.95
Spending Potential Index	129	138	136
Travel: Total \$	\$6,332,764	\$40,780,466	\$89,173,846
Average Spent	\$2,874.61	\$3,048.78	\$2,992.91
Spending Potential Index	128	136	133
Vehicle Maintenance & Repairs: Total \$	\$3,353,597	\$22,239,064	\$48,322,008
Average Spent	\$1,522.29	\$1,662.61	\$1,621.82
Spending Potential Index	116	127	124

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Pleasantville (2B)	34.1%	Population	5,589	5,559
Golden Years (9B)	22.0%	Households	2,203	2,216
Comfortable Empty Nesters (5A)	20.5%	Families	1,534	1,540
Savvy Suburbanites (1D)	14.2%	Median Age	42.2	42.8
Workday Drive (4A)	9.1%	Median Household Income	\$108,111	\$115,904
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		124	\$2,721.36	\$5,995,159
Men's		123	\$502.01	\$1,105,932
Women's		125	\$930.05	\$2,048,903
Children's		115	\$382.79	\$843,284
Footwear		124	\$615.64	\$1,356,256
Watches & Jewelry		138	\$232.74	\$512,722
Apparel Products and Services (1)		131	\$58.13	\$128,062
Computer				
Computers and Hardware for Home Use		122	\$311.30	\$685,791
Portable Memory		120	\$5.54	\$12,211
Computer Software		123	\$17.71	\$39,007
Computer Accessories		124	\$30.98	\$68,242
Entertainment & Recreation		124	\$4,698.60	\$10,351,009
Fees and Admissions		140	\$993.83	\$2,189,404
Membership Fees for Clubs (2)		138	\$384.17	\$846,317
Fees for Participant Sports, excl. Trips		139	\$166.46	\$366,705
Tickets to Theatre/Operas/Concerts		144	\$78.36	\$172,622
Tickets to Movies		117	\$32.41	\$71,400
Tickets to Parks or Museums		116	\$32.35	\$71,270
Admission to Sporting Events, excl. Trips		146	\$85.51	\$188,386
Fees for Recreational Lessons		147	\$213.33	\$469,974
Dating Services		116	\$1.24	\$2,730
TV/Video/Audio		119	\$1,613.58	\$3,554,722
Cable and Satellite Television Services		122	\$1,054.42	\$2,322,894
Televisions		113	\$165.16	\$363,846
Satellite Dishes		94	\$1.60	\$3,534
VCRs, Video Cameras, and DVD Players		109	\$5.24	\$11,534
Miscellaneous Video Equipment		131	\$16.55	\$36,459
Video Cassettes and DVDs		111	\$7.27	\$16,026
Video Game Hardware/Accessories		104	\$41.71	\$91,895
Video Game Software		103	\$19.94	\$43,923
Rental/Streaming/Downloaded Video		107	\$132.12	\$291,060
Installation of Televisions		132	\$2.13	\$4,686
Audio (3)		122	\$164.72	\$362,881
Rental and Repair of TV/Radio/Sound Equipment		98	\$2.71	\$5,981
Pets		122	\$1,121.49	\$2,470,633
Toys/Games/Crafts/Hobbies (4)		116	\$183.28	\$403,774
Recreational Vehicles and Fees (5)		134	\$201.25	\$443,349
Sports/Recreation/Exercise Equipment (6)		115	\$322.69	\$710,887
Photo Equipment and Supplies (7)		125	\$58.62	\$129,130
Reading (8)		132	\$167.20	\$368,347
Catered Affairs (9)		121	\$36.66	\$80,762
Food		122	\$12,831.29	\$28,267,339
Food at Home		123	\$8,337.23	\$18,366,910
Bakery and Cereal Products		124	\$1,094.24	\$2,410,602
Meats, Poultry, Fish, and Eggs		123	\$1,802.98	\$3,971,975
Dairy Products		124	\$815.75	\$1,797,105
Fruits and Vegetables		125	\$1,678.08	\$3,696,815
Snacks and Other Food at Home (10)		120	\$2,946.17	\$6,490,414
Food Away from Home		121	\$4,494.07	\$9,900,428
Alcoholic Beverages		134	\$902.68	\$1,988,612

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	158	\$62,352.81	\$137,363,245
Value of Retirement Plans	149	\$210,879.31	\$464,567,125
Value of Other Financial Assets	147	\$12,624.78	\$27,812,394
Vehicle Loan Amount excluding Interest	107	\$3,883.57	\$8,555,508
Value of Credit Card Debt	128	\$4,034.15	\$8,887,233
Health			
Nonprescription Drugs	114	\$194.36	\$428,185
Prescription Drugs	118	\$433.65	\$955,336
Eyeglasses and Contact Lenses	126	\$140.17	\$308,785
Home			
Mortgage Payment and Basics (11)	142	\$18,299.80	\$40,314,468
Maintenance and Remodeling Services	138	\$5,248.29	\$11,561,979
Maintenance and Remodeling Materials (12)	119	\$936.90	\$2,063,980
Utilities, Fuel, and Public Services	119	\$6,912.20	\$15,227,585
Household Furnishings and Equipment			
Household Textiles (13)	123	\$150.07	\$330,614
Furniture	119	\$981.98	\$2,163,302
Rugs	139	\$57.84	\$127,411
Major Appliances (14)	123	\$650.88	\$1,433,881
Housewares (15)	125	\$134.20	\$295,644
Small Appliances	115	\$83.27	\$183,449
Luggage	122	\$17.49	\$38,535
Telephones and Accessories	122	\$130.72	\$287,981
Household Operations			
Child Care	132	\$680.57	\$1,499,302
Lawn and Garden (16)	133	\$892.97	\$1,967,202
Moving/Storage/Freight Express	114	\$101.93	\$224,558
Housekeeping Supplies (17)	122	\$1,141.72	\$2,515,206
Insurance			
Owners and Renters Insurance	125	\$978.16	\$2,154,887
Vehicle Insurance	113	\$2,456.74	\$5,412,209
Life/Other Insurance	134	\$927.25	\$2,042,733
Health Insurance	123	\$6,076.61	\$13,386,761
Personal Care Products (18)	123	\$676.99	\$1,491,399
School Books and Supplies (19)	116	\$155.50	\$342,568
Smoking Products	98	\$425.99	\$938,466
Transportation			
Payments on Vehicles excluding Leases	111	\$3,366.49	\$7,416,382
Gasoline and Motor Oil	111	\$2,818.39	\$6,208,916
Vehicle Maintenance and Repairs	116	\$1,522.29	\$3,353,597
Travel			
Airline Fares	130	\$605.62	\$1,334,184
Lodging on Trips	130	\$940.13	\$2,071,117
Auto/Truck Rental on Trips	127	\$100.32	\$221,000
Food and Drink on Trips	126	\$707.04	\$1,557,603

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	21.0%	Population	36,084	36,370
Professional Pride (1B)	17.4%	Households	13,376	13,611
Old and Newcomers (8F)	12.5%	Families	9,811	9,961
Workday Drive (4A)	11.7%	Median Age	41.9	42.6
Golden Years (9B)	8.2%	Median Household Income	\$107,173	\$116,279
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		129	\$2,839.49	\$37,981,046
Men's		129	\$529.55	\$7,083,277
Women's		130	\$966.62	\$12,929,491
Children's		128	\$424.25	\$5,674,762
Footwear		127	\$634.09	\$8,481,581
Watches & Jewelry		135	\$227.55	\$3,043,644
Apparel Products and Services (1)		129	\$57.44	\$768,291
Computer				
Computers and Hardware for Home Use		128	\$328.14	\$4,389,138
Portable Memory		129	\$5.93	\$79,346
Computer Software		123	\$17.84	\$238,654
Computer Accessories		130	\$32.44	\$433,906
Entertainment & Recreation		131	\$4,960.40	\$66,350,372
Fees and Admissions		144	\$1,027.16	\$13,739,345
Membership Fees for Clubs (2)		143	\$398.71	\$5,333,171
Fees for Participant Sports, excl. Trips		146	\$174.13	\$2,329,121
Tickets to Theatre/Operas/Concerts		142	\$77.46	\$1,036,112
Tickets to Movies		130	\$36.03	\$481,922
Tickets to Parks or Museums		135	\$37.45	\$500,950
Admission to Sporting Events, excl. Trips		150	\$87.52	\$1,170,672
Fees for Recreational Lessons		148	\$214.67	\$2,871,390
Dating Services		112	\$1.20	\$16,006
TV/Video/Audio		126	\$1,704.13	\$22,794,483
Cable and Satellite Television Services		126	\$1,081.31	\$14,463,641
Televisions		124	\$180.65	\$2,416,370
Satellite Dishes		117	\$2.00	\$26,740
VCRs, Video Cameras, and DVD Players		122	\$5.89	\$78,822
Miscellaneous Video Equipment		136	\$17.15	\$229,382
Video Cassettes and DVDs		127	\$8.31	\$111,100
Video Game Hardware/Accessories		118	\$47.40	\$634,026
Video Game Software		116	\$22.56	\$301,804
Rental/Streaming/Downloaded Video		125	\$154.67	\$2,068,875
Installation of Televisions		137	\$2.20	\$29,485
Audio (3)		132	\$179.06	\$2,395,085
Rental and Repair of TV/Radio/Sound Equipment		105	\$2.93	\$39,152
Pets		127	\$1,167.66	\$15,618,604
Toys/Games/Crafts/Hobbies (4)		128	\$202.01	\$2,702,030
Recreational Vehicles and Fees (5)		139	\$209.23	\$2,798,714
Sports/Recreation/Exercise Equipment (6)		136	\$381.50	\$5,102,990
Photo Equipment and Supplies (7)		132	\$61.84	\$827,224
Reading (8)		132	\$167.30	\$2,237,747
Catered Affairs (9)		130	\$39.57	\$529,235
Food		128	\$13,427.07	\$179,600,507
Food at Home		127	\$8,640.39	\$115,573,868
Bakery and Cereal Products		128	\$1,123.90	\$15,033,268
Meats, Poultry, Fish, and Eggs		126	\$1,855.54	\$24,819,664
Dairy Products		128	\$839.95	\$11,235,176
Fruits and Vegetables		128	\$1,712.14	\$22,901,551
Snacks and Other Food at Home (10)		127	\$3,108.87	\$41,584,210
Food Away from Home		129	\$4,786.68	\$64,026,639
Alcoholic Beverages		134	\$904.97	\$12,104,913

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	148	\$58,284.96	\$779,619,650
Value of Retirement Plans	149	\$211,445.83	\$2,828,299,377
Value of Other Financial Assets	136	\$11,674.10	\$156,152,720
Vehicle Loan Amount excluding Interest	126	\$4,599.56	\$61,523,704
Value of Credit Card Debt	131	\$4,151.26	\$55,527,255
Health			
Nonprescription Drugs	126	\$214.91	\$2,874,632
Prescription Drugs	126	\$465.37	\$6,224,763
Eyeglasses and Contact Lenses	131	\$145.91	\$1,951,728
Home			
Mortgage Payment and Basics (11)	145	\$18,690.24	\$250,000,711
Maintenance and Remodeling Services	145	\$5,496.12	\$73,516,158
Maintenance and Remodeling Materials (12)	134	\$1,054.36	\$14,103,105
Utilities, Fuel, and Public Services	126	\$7,302.24	\$97,674,787
Household Furnishings and Equipment			
Household Textiles (13)	129	\$157.78	\$2,110,421
Furniture	130	\$1,071.29	\$14,329,519
Rugs	138	\$57.32	\$766,672
Major Appliances (14)	132	\$696.92	\$9,321,964
Housewares (15)	132	\$142.48	\$1,905,810
Small Appliances	122	\$88.64	\$1,185,620
Luggage	130	\$18.65	\$249,500
Telephones and Accessories	128	\$137.14	\$1,834,382
Household Operations			
Child Care	139	\$720.80	\$9,641,424
Lawn and Garden (16)	137	\$920.17	\$12,308,199
Moving/Storage/Freight Express	124	\$111.16	\$1,486,818
Housekeeping Supplies (17)	129	\$1,203.04	\$16,091,837
Insurance			
Owners and Renters Insurance	134	\$1,049.56	\$14,038,878
Vehicle Insurance	124	\$2,684.26	\$35,904,724
Life/Other Insurance	139	\$964.78	\$12,904,840
Health Insurance	130	\$6,417.09	\$85,834,958
Personal Care Products (18)	129	\$709.91	\$9,495,794
School Books and Supplies (19)	128	\$170.92	\$2,286,175
Smoking Products	109	\$473.95	\$6,339,587
Transportation			
Payments on Vehicles excluding Leases	127	\$3,845.14	\$51,432,629
Gasoline and Motor Oil	122	\$3,086.28	\$41,282,112
Vehicle Maintenance and Repairs	127	\$1,662.61	\$22,239,064
Travel			
Airline Fares	136	\$633.60	\$8,475,007
Lodging on Trips	138	\$993.33	\$13,286,761
Auto/Truck Rental on Trips	136	\$108.01	\$1,444,701
Food and Drink on Trips	134	\$749.36	\$10,023,401

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	24.6%	Population	79,410	80,391
Old and Newcomers (8F)	12.2%	Households	29,795	30,476
Professional Pride (1B)	11.0%	Families	21,708	22,164
Golden Years (9B)	9.5%	Median Age	43.3	43.8
Pleasantville (2B)	8.0%	Median Household Income	\$105,183	\$114,201
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		127	\$2,784.46	\$82,963,091
Men's		127	\$519.25	\$15,471,105
Women's		127	\$951.23	\$28,341,943
Children's		123	\$408.02	\$12,156,975
Footwear		125	\$622.79	\$18,555,951
Watches & Jewelry		134	\$225.99	\$6,733,293
Apparel Products and Services (1)		128	\$57.18	\$1,703,823
Computer				
Computers and Hardware for Home Use		126	\$323.28	\$9,632,173
Portable Memory		127	\$5.83	\$173,575
Computer Software		124	\$17.87	\$532,312
Computer Accessories		128	\$31.95	\$951,933
Entertainment & Recreation		129	\$4,862.14	\$144,867,405
Fees and Admissions		142	\$1,010.07	\$30,095,069
Membership Fees for Clubs (2)		141	\$392.22	\$11,686,123
Fees for Participant Sports, excl. Trips		143	\$171.16	\$5,099,783
Tickets to Theatre/Operas/Concerts		141	\$76.99	\$2,294,058
Tickets to Movies		127	\$35.10	\$1,045,805
Tickets to Parks or Museums		128	\$35.74	\$1,064,947
Admission to Sporting Events, excl. Trips		147	\$86.08	\$2,564,783
Fees for Recreational Lessons		146	\$211.57	\$6,303,840
Dating Services		112	\$1.20	\$35,730
TV/Video/Audio		123	\$1,670.90	\$49,784,496
Cable and Satellite Television Services		124	\$1,064.22	\$31,708,330
Televisions		121	\$176.25	\$5,251,395
Satellite Dishes		111	\$1.90	\$56,691
VCRs, Video Cameras, and DVD Players		120	\$5.76	\$171,712
Miscellaneous Video Equipment		136	\$17.14	\$510,779
Video Cassettes and DVDs		124	\$8.09	\$241,178
Video Game Hardware/Accessories		114	\$45.89	\$1,367,161
Video Game Software		114	\$22.00	\$655,467
Rental/Streaming/Downloaded Video		121	\$149.41	\$4,451,699
Installation of Televisions		137	\$2.20	\$65,477
Audio (3)		130	\$175.14	\$5,218,215
Rental and Repair of TV/Radio/Sound Equipment		104	\$2.90	\$86,392
Pets		125	\$1,148.39	\$34,216,235
Toys/Games/Crafts/Hobbies (4)		124	\$196.14	\$5,843,949
Recreational Vehicles and Fees (5)		136	\$204.04	\$6,079,504
Sports/Recreation/Exercise Equipment (6)		130	\$365.49	\$10,889,889
Photo Equipment and Supplies (7)		130	\$60.77	\$1,810,626
Reading (8)		132	\$167.20	\$4,981,654
Catered Affairs (9)		129	\$39.13	\$1,165,984
Food		125	\$13,182.45	\$392,770,975
Food at Home		125	\$8,501.10	\$253,290,309
Bakery and Cereal Products		126	\$1,106.65	\$32,972,749
Meats, Poultry, Fish, and Eggs		124	\$1,827.31	\$54,444,666
Dairy Products		126	\$827.82	\$24,664,785
Fruits and Vegetables		126	\$1,691.39	\$50,395,020
Snacks and Other Food at Home (10)		124	\$3,047.93	\$90,813,089
Food Away from Home		126	\$4,681.34	\$139,480,666
Alcoholic Beverages		133	\$899.90	\$26,812,432

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	150	\$59,111.32	\$1,761,221,674
Value of Retirement Plans	148	\$210,039.19	\$6,258,117,563
Value of Other Financial Assets	139	\$11,910.91	\$354,885,709
Vehicle Loan Amount excluding Interest	121	\$4,387.84	\$130,735,756
Value of Credit Card Debt	129	\$4,087.63	\$121,790,825
Health			
Nonprescription Drugs	122	\$208.55	\$6,213,864
Prescription Drugs	123	\$454.06	\$13,528,772
Eyeglasses and Contact Lenses	129	\$143.53	\$4,276,395
Home			
Mortgage Payment and Basics (11)	142	\$18,310.33	\$545,556,198
Maintenance and Remodeling Services	141	\$5,372.72	\$160,080,264
Maintenance and Remodeling Materials (12)	128	\$1,008.51	\$30,048,432
Utilities, Fuel, and Public Services	123	\$7,141.06	\$212,767,970
Household Furnishings and Equipment			
Household Textiles (13)	127	\$155.15	\$4,622,610
Furniture	127	\$1,044.43	\$31,118,893
Rugs	136	\$56.72	\$1,689,939
Major Appliances (14)	128	\$678.07	\$20,203,041
Housewares (15)	130	\$139.70	\$4,162,453
Small Appliances	120	\$87.26	\$2,600,005
Luggage	127	\$18.27	\$544,365
Telephones and Accessories	127	\$136.07	\$4,054,154
Household Operations			
Child Care	136	\$700.55	\$20,872,875
Lawn and Garden (16)	135	\$904.93	\$26,962,418
Moving/Storage/Freight Express	123	\$110.05	\$3,279,038
Housekeeping Supplies (17)	126	\$1,178.43	\$35,111,405
Insurance			
Owners and Renters Insurance	130	\$1,018.41	\$30,343,384
Vehicle Insurance	120	\$2,609.35	\$77,745,704
Life/Other Insurance	136	\$944.54	\$28,142,559
Health Insurance	127	\$6,281.72	\$187,163,761
Personal Care Products (18)	126	\$697.56	\$20,783,829
School Books and Supplies (19)	124	\$166.14	\$4,950,271
Smoking Products	107	\$461.78	\$13,758,717
Transportation			
Payments on Vehicles excluding Leases	122	\$3,692.99	\$110,032,696
Gasoline and Motor Oil	118	\$2,998.79	\$89,348,965
Vehicle Maintenance and Repairs	124	\$1,621.82	\$48,322,008
Travel			
Airline Fares	134	\$625.29	\$18,630,594
Lodging on Trips	135	\$974.64	\$29,039,381
Auto/Truck Rental on Trips	133	\$105.71	\$3,149,700
Food and Drink on Trips	132	\$736.20	\$21,935,000

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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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

2018 Rock Spring Rd, Forest Hill, Maryland, 21050
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.57335
Longitude: -76.38613

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	356		1,065		2,864							
Total Employees:	3,112		9,422		30,604							
Total Residential Population:	5,589		36,084		79,410							
Employee/Residential Population Ratio (per 100 Residents)	56		26		39							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	3.1%	49	1.6%	39	3.7%	252	2.7%	77	2.7%	507	1.7%
Construction	34	9.6%	270	8.7%	117	11.0%	767	8.1%	264	9.2%	1,702	5.6%
Manufacturing	15	4.2%	150	4.8%	29	2.7%	255	2.7%	48	1.7%	366	1.2%
Transportation	10	2.8%	43	1.4%	25	2.3%	121	1.3%	49	1.7%	261	0.9%
Communication	1	0.3%	2	0.1%	3	0.3%	56	0.6%	14	0.5%	104	0.3%
Utility	2	0.6%	9	0.3%	2	0.2%	12	0.1%	4	0.1%	17	0.1%
Wholesale Trade	7	2.0%	38	1.2%	23	2.2%	154	1.6%	47	1.6%	414	1.4%
Retail Trade Summary	54	15.2%	801	25.7%	170	16.0%	2,315	24.6%	503	17.6%	7,854	25.7%
Home Improvement	3	0.8%	20	0.6%	8	0.8%	61	0.6%	29	1.0%	515	1.7%
General Merchandise Stores	2	0.6%	115	3.7%	11	1.0%	229	2.4%	24	0.8%	899	2.9%
Food Stores	8	2.2%	161	5.2%	21	2.0%	629	6.7%	55	1.9%	1,290	4.2%
Auto Dealers & Gas Stations	5	1.4%	39	1.3%	12	1.1%	84	0.9%	42	1.5%	837	2.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	6	0.6%	34	0.4%	32	1.1%	177	0.6%
Furniture & Home Furnishings	6	1.7%	40	1.3%	16	1.5%	137	1.5%	45	1.6%	356	1.2%
Eating & Drinking Places	16	4.5%	352	11.3%	53	5.0%	897	9.5%	140	4.9%	2,687	8.8%
Miscellaneous Retail	14	3.9%	74	2.4%	43	4.0%	245	2.6%	136	4.7%	1,092	3.6%
Finance, Insurance, Real Estate Summary	36	10.1%	287	9.2%	102	9.6%	750	8.0%	319	11.1%	2,472	8.1%
Banks, Savings & Lending Institutions	10	2.8%	162	5.2%	25	2.3%	346	3.7%	69	2.4%	781	2.6%
Securities Brokers	4	1.1%	26	0.8%	12	1.1%	64	0.7%	50	1.7%	264	0.9%
Insurance Carriers & Agents	7	2.0%	29	0.9%	18	1.7%	129	1.4%	63	2.2%	407	1.3%
Real Estate, Holding, Other Investment Offices	15	4.2%	70	2.2%	46	4.3%	212	2.3%	137	4.8%	1,020	3.3%
Services Summary	151	42.4%	1,407	45.2%	439	41.2%	4,391	46.6%	1,186	41.4%	14,298	46.7%
Hotels & Lodging	1	0.3%	2	0.1%	2	0.2%	7	0.1%	3	0.1%	10	0.0%
Automotive Services	10	2.8%	37	1.2%	31	2.9%	160	1.7%	80	2.8%	405	1.3%
Movies & Amusements	14	3.9%	104	3.3%	34	3.2%	345	3.7%	80	2.8%	888	2.9%
Health Services	26	7.3%	307	9.9%	76	7.1%	875	9.3%	225	7.9%	4,185	13.7%
Legal Services	3	0.8%	9	0.3%	17	1.6%	68	0.7%	85	3.0%	403	1.3%
Education Institutions & Libraries	4	1.1%	95	3.1%	16	1.5%	877	9.3%	56	2.0%	3,327	10.9%
Other Services	94	26.4%	853	27.4%	263	24.7%	2,059	21.9%	656	22.9%	5,081	16.6%
Government	4	1.1%	43	1.4%	16	1.5%	251	2.7%	97	3.4%	2,144	7.0%
Unclassified Establishments	31	8.7%	13	0.4%	100	9.4%	98	1.0%	256	8.9%	464	1.5%
Totals	356	100.0%	3,112	100.0%	1,065	100.0%	9,422	100.0%	2,864	100.0%	30,604	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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

2018 Rock Spring Rd, Forest Hill, Maryland, 21050
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.57335
Longitude: -76.38613

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	3	0.8%	12	0.4%	7	0.7%	29	0.3%	13	0.5%	55	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	8	0.1%	3	0.1%	24	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	38	10.7%	289	9.3%	125	11.7%	799	8.5%	281	9.8%	1,791	5.9%
Manufacturing	14	3.9%	149	4.8%	28	2.6%	257	2.7%	53	1.9%	404	1.3%
Wholesale Trade	7	2.0%	38	1.2%	23	2.2%	154	1.6%	46	1.6%	410	1.3%
Retail Trade	35	9.8%	421	13.5%	110	10.3%	1,359	14.4%	348	12.2%	5,019	16.4%
Motor Vehicle & Parts Dealers	4	1.1%	31	1.0%	8	0.8%	65	0.7%	34	1.2%	799	2.6%
Furniture & Home Furnishings Stores	5	1.4%	31	1.0%	9	0.8%	55	0.6%	26	0.9%	134	0.4%
Electronics & Appliance Stores	1	0.3%	10	0.3%	4	0.4%	75	0.8%	13	0.5%	208	0.7%
Building Material & Garden Equipment & Supplies Dealers	3	0.8%	20	0.6%	8	0.8%	61	0.6%	29	1.0%	514	1.7%
Food & Beverage Stores	6	1.7%	145	4.7%	17	1.6%	612	6.5%	47	1.6%	1,213	4.0%
Health & Personal Care Stores	4	1.1%	19	0.6%	13	1.2%	59	0.6%	43	1.5%	317	1.0%
Gasoline Stations & Fuel Dealers	2	0.6%	19	0.6%	5	0.5%	34	0.4%	10	0.3%	58	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	7	0.7%	35	0.4%	42	1.5%	253	0.8%
Sporting Goods, Hobby, Book, & Music Stores	4	1.1%	25	0.8%	21	2.0%	112	1.2%	59	2.1%	551	1.8%
General Merchandise Stores	6	1.7%	123	4.0%	19	1.8%	253	2.7%	43	1.5%	971	3.2%
Transportation & Warehousing	8	2.2%	35	1.1%	19	1.8%	94	1.0%	32	1.1%	164	0.5%
Information	5	1.4%	45	1.4%	13	1.2%	152	1.6%	32	1.1%	315	1.0%
Finance & Insurance	20	5.6%	217	7.0%	56	5.3%	539	5.7%	181	6.3%	1,446	4.7%
Central Bank/Credit Intermediation & Related Activities	10	2.8%	162	5.2%	25	2.3%	346	3.7%	67	2.3%	774	2.5%
Securities & Commodity Contracts	4	1.1%	26	0.8%	12	1.1%	64	0.7%	51	1.8%	265	0.9%
Funds, Trusts & Other Financial Vehicles	7	2.0%	29	0.9%	18	1.7%	129	1.4%	63	2.2%	407	1.3%
Real Estate, Rental & Leasing	17	4.8%	76	2.4%	49	4.6%	217	2.3%	139	4.9%	1,012	3.3%
Professional, Scientific & Tech Services	36	10.1%	301	9.7%	117	11.0%	946	10.0%	323	11.3%	2,307	7.5%
Legal Services	3	0.8%	9	0.3%	18	1.7%	70	0.7%	93	3.2%	430	1.4%
Management of Companies & Enterprises	1	0.3%	5	0.2%	3	0.3%	18	0.2%	6	0.2%	39	0.1%
Administrative, Support & Waste Management Services	20	5.6%	148	4.8%	53	5.0%	339	3.6%	120	4.2%	710	2.3%
Educational Services	8	2.2%	129	4.1%	24	2.3%	930	9.9%	77	2.7%	3,395	11.1%
Health Care & Social Assistance	36	10.1%	504	16.2%	106	10.0%	1,293	13.7%	299	10.4%	5,261	17.2%
Arts, Entertainment & Recreation	9	2.5%	66	2.1%	25	2.3%	289	3.1%	66	2.3%	800	2.6%
Accommodation & Food Services	20	5.6%	381	12.2%	61	5.7%	960	10.2%	154	5.4%	2,811	9.2%
Accommodation	1	0.3%	2	0.1%	2	0.2%	7	0.1%	3	0.1%	10	0.0%
Food Services & Drinking Places	19	5.3%	379	12.2%	59	5.5%	953	10.1%	151	5.3%	2,801	9.2%
Other Services (except Public Administration)	42	11.8%	237	7.6%	128	12.0%	690	7.3%	336	11.7%	2,005	6.6%
Automotive Repair & Maintenance	10	2.8%	37	1.2%	27	2.5%	141	1.5%	63	2.2%	312	1.0%
Public Administration	4	1.1%	43	1.4%	16	1.5%	251	2.7%	97	3.4%	2,168	7.1%
Unclassified Establishments	31	8.7%	13	0.4%	100	9.4%	98	1.0%	256	8.9%	464	1.5%
Total	356	100.0%	3,112	100.0%	1,065	100.0%	9,422	100.0%	2,864	100.0%	30,604	100.0%

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