



Market Profile

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	10,078	47,987	87,860
2020 Total Population	10,399	50,551	93,408
2020 Group Quarters	30	93	233
2024 Total Population	10,484	51,132	94,516
2024 Group Quarters	30	92	230
2029 Total Population	10,557	52,197	95,795
2024-2029 Annual Rate	0.14%	0.41%	0.27%
2024 Total Daytime Population	9,035	42,361	73,209
Workers	3,491	18,667	29,622
Residents	5,544	23,694	43,587
Household Summary			
2010 Households	3,726	17,973	32,407
2010 Average Household Size	2.69	2.67	2.70
2020 Total Households	3,869	19,170	34,906
2020 Average Household Size	2.68	2.63	2.67
2024 Households	3,949	19,626	35,736
2024 Average Household Size	2.65	2.60	2.64
2029 Households	4,041	20,370	36,817
2029 Average Household Size	2.61	2.56	2.60
2024-2029 Annual Rate	0.46%	0.75%	0.60%
2010 Families	2,565	12,588	23,552
2010 Average Family Size	3.20	3.15	3.15
2024 Families	2,588	13,127	24,972
2024 Average Family Size	3.27	3.16	3.15
2029 Families	2,624	13,560	25,597
2029 Average Family Size	3.23	3.12	3.11
2024-2029 Annual Rate	0.28%	0.65%	0.50%
Housing Unit Summary			
2000 Housing Units	3,704	16,642	30,018
Owner Occupied Housing Units	61.7%	66.5%	74.7%
Renter Occupied Housing Units	33.1%	28.8%	21.2%
Vacant Housing Units	5.2%	4.7%	4.1%
2010 Housing Units	3,978	19,039	34,136
Owner Occupied Housing Units	59.3%	67.9%	75.1%
Renter Occupied Housing Units	34.4%	26.5%	19.8%
Vacant Housing Units	6.3%	5.6%	5.1%
2020 Housing Units	4,161	20,293	36,658
Owner Occupied Housing Units	49.7%	62.4%	71.0%
Renter Occupied Housing Units	43.3%	32.1%	24.2%
Vacant Housing Units	7.6%	5.7%	4.8%
2024 Housing Units	4,222	20,657	37,330
Owner Occupied Housing Units	52.7%	64.7%	73.0%
Renter Occupied Housing Units	40.9%	30.3%	22.7%
Vacant Housing Units	6.5%	5.0%	4.3%
2029 Housing Units	4,313	21,404	38,392
Owner Occupied Housing Units	55.3%	67.3%	74.9%
Renter Occupied Housing Units	38.4%	27.9%	21.0%
Vacant Housing Units	6.3%	4.8%	4.1%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2024 Households by Income			
Household Income Base	3,949	19,626	35,736
<\$15,000	12.6%	7.0%	5.5%
\$15,000 - \$24,999	2.8%	3.8%	3.7%
\$25,000 - \$34,999	7.7%	5.4%	4.7%
\$35,000 - \$49,999	13.9%	8.9%	7.6%
\$50,000 - \$74,999	15.2%	13.5%	12.4%
\$75,000 - \$99,999	17.6%	16.3%	15.9%
\$100,000 - \$149,999	17.6%	23.0%	22.9%
\$150,000 - \$199,999	9.5%	12.3%	13.5%
\$200,000+	3.0%	9.9%	13.7%
Average Household Income	\$83,095	\$111,772	\$125,078
2029 Households by Income			
Household Income Base	4,041	20,370	36,817
<\$15,000	11.1%	6.2%	4.9%
\$15,000 - \$24,999	2.2%	2.9%	2.9%
\$25,000 - \$34,999	6.8%	4.6%	3.9%
\$35,000 - \$49,999	12.2%	7.4%	6.3%
\$50,000 - \$74,999	13.2%	11.6%	10.6%
\$75,000 - \$99,999	18.7%	16.3%	15.6%
\$100,000 - \$149,999	19.9%	23.9%	23.5%
\$150,000 - \$199,999	11.8%	14.3%	15.3%
\$200,000+	4.1%	12.6%	17.0%
Average Household Income	\$95,358	\$128,034	\$142,741
2024 Owner Occupied Housing Units by Value			
Total	2,224	13,368	27,260
<\$50,000	22.8%	5.6%	3.5%
\$50,000 - \$99,999	10.9%	2.4%	1.4%
\$100,000 - \$149,999	11.4%	2.8%	1.8%
\$150,000 - \$199,999	15.6%	8.7%	6.1%
\$200,000 - \$249,999	13.1%	14.4%	10.1%
\$250,000 - \$299,999	7.4%	16.2%	13.4%
\$300,000 - \$399,999	11.7%	24.6%	26.3%
\$400,000 - \$499,999	3.7%	11.1%	14.5%
\$500,000 - \$749,999	2.3%	10.8%	18.5%
\$750,000 - \$999,999	0.3%	1.3%	2.7%
\$1,000,000 - \$1,499,999	0.1%	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.5%	0.8%	0.5%
\$2,000,000 +	0.1%	0.5%	0.5%
Average Home Value	\$192,506	\$349,059	\$400,715
2029 Owner Occupied Housing Units by Value			
Total	2,385	14,399	28,760
<\$50,000	22.4%	5.4%	3.1%
\$50,000 - \$99,999	7.4%	1.4%	0.8%
\$100,000 - \$149,999	5.0%	1.2%	0.7%
\$150,000 - \$199,999	9.5%	4.1%	2.8%
\$200,000 - \$249,999	9.7%	8.7%	5.7%
\$250,000 - \$299,999	7.7%	12.4%	9.3%
\$300,000 - \$399,999	18.5%	25.1%	24.0%
\$400,000 - \$499,999	9.3%	15.6%	17.4%
\$500,000 - \$749,999	7.5%	19.1%	28.1%
\$750,000 - \$999,999	1.3%	3.2%	5.1%
\$1,000,000 - \$1,499,999	0.5%	1.8%	1.5%
\$1,500,000 - \$1,999,999	1.0%	1.3%	0.8%
\$2,000,000 +	0.2%	0.7%	0.7%
Average Home Value	\$271,345	\$431,944	\$476,931

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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Median Household Income			
2024	\$70,124	\$90,880	\$100,115
2029	\$79,524	\$101,142	\$108,414
Median Home Value			
2024	\$165,589	\$299,700	\$352,491
2029	\$229,329	\$367,221	\$420,882
Per Capita Income			
2024	\$31,079	\$43,003	\$47,336
2029	\$36,279	\$50,081	\$54,908
Median Age			
2010	30.9	34.8	36.4
2020	33.4	36.8	38.3
2024	34.3	37.5	39.0
2029	35.9	38.7	40.1
2020 Population by Age			
Total	10,399	50,551	93,408
0 - 4	7.5%	6.4%	6.0%
5 - 9	8.0%	6.6%	6.5%
10 - 14	8.2%	7.0%	7.0%
15 - 24	13.5%	12.4%	12.1%
25 - 34	15.2%	15.0%	13.8%
35 - 44	13.1%	13.0%	13.2%
45 - 54	11.9%	13.0%	13.3%
55 - 64	11.6%	13.1%	14.0%
65 - 74	7.3%	8.4%	9.0%
75 - 84	3.0%	3.8%	4.0%
85 +	0.8%	1.1%	1.2%
18 +	71.9%	75.9%	76.5%
2024 Population by Age			
Total	10,484	51,130	94,517
0 - 4	7.4%	6.3%	5.9%
5 - 9	7.6%	6.6%	6.4%
10 - 14	7.8%	6.5%	6.5%
15 - 24	13.8%	12.3%	12.0%
25 - 34	14.4%	14.4%	13.2%
35 - 44	14.2%	14.3%	14.4%
45 - 54	11.1%	12.2%	12.5%
55 - 64	11.4%	12.6%	13.2%
65 - 74	7.8%	9.1%	9.8%
75 - 84	3.6%	4.6%	4.8%
85 +	0.8%	1.2%	1.3%
18 +	72.7%	76.7%	77.4%
2029 Population by Age			
Total	10,555	52,199	95,794
0 - 4	7.2%	6.2%	5.8%
5 - 9	6.8%	6.0%	5.9%
10 - 14	7.2%	6.4%	6.3%
15 - 24	14.4%	11.9%	11.5%
25 - 34	13.0%	13.7%	13.0%
35 - 44	14.6%	14.9%	14.6%
45 - 54	11.7%	12.0%	12.4%
55 - 64	10.6%	11.7%	12.1%
65 - 74	9.1%	10.2%	10.9%
75 - 84	4.4%	5.5%	5.9%
85 +	1.1%	1.5%	1.6%
18 +	74.4%	77.7%	78.4%

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2020 Population by Sex			
Males	4,768	24,235	45,172
Females	5,631	26,316	48,236
2024 Population by Sex			
Males	4,882	24,930	46,516
Females	5,602	26,202	48,000
2029 Population by Sex			
Males	4,912	25,347	46,899
Females	5,645	26,850	48,896
2010 Population by Race/Ethnicity			
Total	10,078	47,985	87,859
White Alone	47.3%	64.0%	72.8%
Black Alone	43.4%	28.0%	20.0%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.5%	2.4%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.5%	1.7%	1.2%
Two or More Races	5.1%	3.4%	2.8%
Hispanic Origin	6.7%	5.2%	4.3%
Diversity Index	63.7	55.8	47.6
2020 Population by Race/Ethnicity			
Total	10,399	50,551	93,408
White Alone	35.0%	53.0%	62.6%
Black Alone	48.1%	32.1%	22.9%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	1.6%	2.5%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.0%	3.7%	2.8%
Two or More Races	8.7%	8.2%	7.6%
Hispanic Origin	10.7%	7.8%	6.5%
Diversity Index	70.5	66.4	60.3
2024 Population by Race/Ethnicity			
Total	10,485	51,131	94,516
White Alone	32.9%	50.6%	60.5%
Black Alone	49.5%	33.7%	24.1%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	1.6%	2.7%	3.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.4%	4.0%	3.0%
Two or More Races	8.8%	8.5%	8.0%
Hispanic Origin	11.6%	8.5%	7.2%
Diversity Index	70.9	68.0	62.5
2029 Population by Race/Ethnicity			
Total	10,557	52,196	95,795
White Alone	31.3%	48.6%	58.4%
Black Alone	50.3%	34.8%	25.1%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	1.7%	2.9%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.8%	4.2%	3.2%
Two or More Races	9.2%	8.9%	8.5%
Hispanic Origin	12.4%	9.1%	7.7%
Diversity Index	71.5	69.3	64.5

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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March 21, 2025



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2020 Population by Relationship and Household Type			
Total	10,399	50,551	93,408
In Households	99.7%	99.8%	99.8%
Householder	37.0%	38.0%	37.4%
Opposite-Sex Spouse	11.6%	16.2%	18.6%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.3%	3.2%	2.7%
Same-Sex Unmarried Partner	0.2%	0.1%	0.1%
Biological Child	32.3%	28.8%	28.9%
Adopted Child	0.6%	0.6%	0.6%
Stepchild	1.5%	1.5%	1.4%
Grandchild	3.6%	3.1%	2.7%
Brother or Sister	1.9%	1.3%	1.0%
Parent	1.4%	1.4%	1.3%
Parent-in-law	0.3%	0.3%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.8%	1.6%	1.4%
Foster Child	0.2%	0.1%	0.1%
Other Nonrelatives	3.6%	3.0%	2.6%
In Group Quarters	0.3%	0.2%	0.2%
Institutionalized	0.2%	0.1%	0.2%
Noninstitutionalized	0.1%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	6,646	34,903	65,420
Less than 9th Grade	1.2%	1.6%	1.4%
9th - 12th Grade, No Diploma	4.9%	3.3%	3.0%
High School Graduate	25.0%	25.9%	24.5%
GED/Alternative Credential	8.1%	6.4%	5.1%
Some College, No Degree	29.7%	22.5%	20.6%
Associate Degree	11.5%	8.4%	8.6%
Bachelor's Degree	13.2%	19.4%	21.5%
Graduate/Professional Degree	6.4%	12.6%	15.2%
2024 Population 15+ by Marital Status			
Total	8,090	41,192	76,766
Never Married	50.5%	37.1%	33.1%
Married	36.2%	48.2%	52.9%
Widowed	4.3%	4.7%	4.6%
Divorced	9.0%	10.0%	9.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,218	28,668	52,949
Population 16+ Employed	96.4%	96.5%	97.1%
Population 16+ Unemployment rate	3.6%	3.5%	2.9%
Population 16-24 Employed	17.0%	14.5%	13.0%
Population 16-24 Unemployment rate	5.8%	6.9%	7.2%
Population 25-54 Employed	60.7%	62.2%	62.5%
Population 25-54 Unemployment rate	4.1%	3.0%	2.3%
Population 55-64 Employed	14.9%	16.1%	16.9%
Population 55-64 Unemployment rate	0.4%	2.7%	2.3%
Population 65+ Employed	7.3%	7.2%	7.5%
Population 65+ Unemployment rate	0.0%	1.9%	1.7%

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March 21, 2025

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2024 Employed Population 16+ by Industry			
Total	5,031	27,678	51,390
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	1.9%	5.8%	6.5%
Manufacturing	8.7%	6.8%	6.5%
Wholesale Trade	0.5%	1.1%	1.2%
Retail Trade	18.3%	10.3%	9.5%
Transportation/Utilities	11.5%	8.2%	7.0%
Information	2.5%	1.4%	1.4%
Finance/Insurance/Real Estate	4.7%	6.2%	7.0%
Services	40.5%	48.7%	48.8%
Public Administration	11.3%	11.6%	12.1%
2024 Employed Population 16+ by Occupation			
Total	5,032	27,677	51,392
White Collar	56.9%	63.7%	68.0%
Management/Business/Financial	21.9%	18.6%	20.6%
Professional	17.3%	26.5%	29.5%
Sales	6.4%	7.6%	7.5%
Administrative Support	11.3%	10.9%	10.4%
Services	15.8%	17.1%	14.5%
Blue Collar	27.4%	19.2%	17.5%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	3.0%	3.6%	4.0%
Installation/Maintenance/Repair	2.2%	3.1%	3.4%
Production	7.5%	4.2%	3.5%
Transportation/Material Moving	14.6%	8.0%	6.4%
2020 Households by Type			
Total	3,869	19,170	34,906
Married Couple Households	32.3%	43.3%	50.4%
With Own Children <18	13.2%	16.1%	19.5%
Without Own Children <18	19.0%	27.2%	30.9%
Cohabiting Couple Households	9.4%	8.6%	7.4%
With Own Children <18	4.7%	3.3%	2.7%
Without Own Children <18	4.7%	5.3%	4.6%
Male Householder, No Spouse/Partner	17.3%	17.6%	15.7%
Living Alone	11.0%	11.4%	10.2%
65 Years and over	2.6%	3.0%	2.7%
With Own Children <18	2.1%	1.9%	1.7%
Without Own Children <18, With Relatives	2.7%	3.1%	2.7%
No Relatives Present	1.4%	1.2%	1.1%
Female Householder, No Spouse/Partner	41.0%	30.5%	26.6%
Living Alone	15.0%	13.3%	12.5%
65 Years and over	5.2%	5.6%	5.7%
With Own Children <18	13.7%	8.2%	6.3%
Without Own Children <18, With Relatives	11.1%	8.2%	7.0%
No Relatives Present	1.2%	0.8%	0.8%
2020 Households by Size			
Total	3,869	19,170	34,906
1 Person Household	26.0%	24.7%	22.7%
2 Person Household	29.6%	32.4%	32.7%
3 Person Household	19.6%	18.6%	18.9%
4 Person Household	13.1%	13.8%	15.4%
5 Person Household	6.6%	6.4%	6.5%
6 Person Household	3.3%	2.7%	2.6%
7 + Person Household	1.7%	1.4%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	3,869	19,170	34,906
Owner Occupied	53.4%	66.1%	74.6%
Owned with a Mortgage/Loan	39.6%	52.8%	59.4%
Owned Free and Clear	13.8%	13.3%	15.2%
Renter Occupied	46.6%	33.9%	25.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	165	118	111
Percent of Income for Mortgage	14.8%	20.6%	22.0%
Wealth Index	57	96	115
2020 Housing Units By Urban/ Rural Status			
Total	4,161	20,293	36,658
Urban Housing Units	100.0%	97.8%	95.9%
Rural Housing Units	0.0%	2.2%	4.1%
2020 Population By Urban/ Rural Status			
Total	10,399	50,551	93,408
Urban Population	100.0%	97.9%	96.1%
Rural Population	0.0%	2.1%	3.9%

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

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Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Home Improvement (4B)	Workday Drive (4A)
2.	Urban Edge Families (7C)	Metro Fusion (11C)	Home Improvement (4B)
3.	Midlife Constants (5E)	Workday Drive (4A)	Metro Fusion (11C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$7,410,395	\$47,148,354	\$94,236,609
Average Spent	\$1,876.52	\$2,402.34	\$2,637.02
Spending Potential Index	79	101	111
Education: Total \$	\$4,790,688	\$33,090,358	\$68,267,544
Average Spent	\$1,213.14	\$1,686.05	\$1,910.33
Spending Potential Index	70	98	111
Entertainment/Recreation: Total \$	\$11,791,196	\$79,337,145	\$161,841,163
Average Spent	\$2,985.87	\$4,042.45	\$4,528.80
Spending Potential Index	73	99	111
Food at Home: Total \$	\$22,500,477	\$141,521,778	\$282,649,097
Average Spent	\$5,697.77	\$7,210.93	\$7,909.37
Spending Potential Index	78	99	108
Food Away from Home: Total \$	\$11,664,983	\$77,063,314	\$155,879,970
Average Spent	\$2,953.91	\$3,926.59	\$4,361.99
Spending Potential Index	76	101	112
Health Care: Total \$	\$23,421,859	\$150,228,415	\$302,586,724
Average Spent	\$5,931.09	\$7,654.56	\$8,467.28
Spending Potential Index	77	100	110
HH Furnishings & Equipment: Total \$	\$9,361,576	\$62,283,104	\$126,409,352
Average Spent	\$2,370.62	\$3,173.50	\$3,537.31
Spending Potential Index	75	100	112
Personal Care Products & Services: Total \$	\$2,880,074	\$19,233,339	\$38,951,381
Average Spent	\$729.32	\$979.99	\$1,089.98
Spending Potential Index	73	98	109
Shelter: Total \$	\$76,718,600	\$511,153,884	\$1,037,238,266
Average Spent	\$19,427.35	\$26,044.73	\$29,025.02
Spending Potential Index	73	98	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,839,920	\$68,449,813	\$141,320,763
Average Spent	\$2,491.75	\$3,487.71	\$3,954.58
Spending Potential Index	71	100	113
Travel: Total \$	\$8,435,076	\$58,440,661	\$120,396,308
Average Spent	\$2,136.00	\$2,977.72	\$3,369.05
Spending Potential Index	70	98	111
Vehicle Maintenance & Repairs: Total \$	\$4,485,558	\$29,118,983	\$58,492,090
Average Spent	\$1,135.87	\$1,483.69	\$1,636.78
Spending Potential Index	77	100	110

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 21, 2025



Retail Goods and Services Expenditures

1401 Pulaski Hwy, Edgewood, Maryland, 21040
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.43231
 Longitude: -76.32490

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Metro Fusion (11C)	54.8%	Population	10,484	10,557
Urban Edge Families (7C)	18.7%	Households	3,949	4,041
Midlife Constants (5E)	16.5%	Families	2,588	2,624
Home Improvement (4B)	9.8%	Median Age	34.3	35.9
Comfortable Empty Nesters (5A)	0.2%	Median Household Income	\$70,124	\$79,524
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,876.52	\$7,410,395
Men's		77	\$337.38	\$1,332,324
Women's		80	\$636.23	\$2,512,478
Children's		87	\$317.92	\$1,255,479
Footwear		78	\$387.12	\$1,528,745
Watches & Jewelry		70	\$160.47	\$633,710
Apparel Products and Services (1)		77	\$37.39	\$147,660
Computer				
Computers and Hardware for Home Use		75	\$203.02	\$801,719
Portable Memory		76	\$3.09	\$12,195
Computer Software		76	\$11.85	\$46,801
Computer Accessories		72	\$17.21	\$67,972
Entertainment & Recreation		73	\$2,985.87	\$11,791,196
Fees and Admissions		68	\$559.01	\$2,207,526
Membership Fees for Clubs (2)		70	\$211.76	\$836,229
Fees for Participant Sports, excl. Trips		70	\$92.94	\$367,004
Tickets to Theatre/Operas/Concerts		66	\$50.42	\$199,090
Tickets to Movies		66	\$16.26	\$64,194
Tickets to Parks or Museums		69	\$26.02	\$102,753
Admission to Sporting Events, excl. Trips		77	\$60.53	\$239,019
Fees for Recreational Lessons		58	\$100.30	\$396,094
Dating Services		101	\$0.80	\$3,144
TV/Video/Audio		79	\$1,051.66	\$4,153,023
Cable and Satellite Television Services		80	\$606.22	\$2,393,974
Televisions		81	\$123.73	\$488,609
Satellite Dishes		80	\$1.00	\$3,936
VCRs, Video Cameras, and DVD Players		71	\$3.52	\$13,918
Miscellaneous Video Equipment		71	\$16.11	\$63,631
Video Cassettes and DVDs		70	\$4.02	\$15,876
Video Game Hardware/Accessories		84	\$39.12	\$154,495
Video Game Software		84	\$16.94	\$66,890
Rental/Streaming/Downloaded Video		77	\$132.40	\$522,842
Installation of Televisions		71	\$1.21	\$4,782
Audio (3)		75	\$106.31	\$419,804
Rental and Repair of TV/Radio/Sound Equipment		68	\$1.08	\$4,266
Pets		72	\$728.46	\$2,876,704
Toys/Games/Crafts/Hobbies (4)		78	\$142.11	\$561,178
Recreational Vehicles and Fees (5)		68	\$133.68	\$527,896
Sports/Recreation/Exercise Equipment (6)		68	\$206.44	\$815,245
Photo Equipment and Supplies (7)		71	\$43.19	\$170,545
Reading (8)		68	\$94.93	\$374,885
Catered Affairs (9)		67	\$26.38	\$104,194
Food		77	\$8,651.67	\$34,165,460
Food at Home		78	\$5,697.77	\$22,500,477
Bakery and Cereal Products		78	\$731.66	\$2,889,321
Meats, Poultry, Fish, and Eggs		80	\$1,253.03	\$4,948,210
Dairy Products		77	\$529.52	\$2,091,093
Fruits and Vegetables		76	\$1,093.51	\$4,318,267
Snacks and Other Food at Home (10)		79	\$2,090.04	\$8,253,586
Food Away from Home		76	\$2,953.91	\$11,664,983
Alcoholic Beverages		74	\$485.86	\$1,918,645

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Retail Goods and Services Expenditures

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	66	\$30,580.60	\$120,762,790
Value of Retirement Plans	69	\$111,818.99	\$441,573,191
Value of Other Financial Assets	67	\$6,092.22	\$24,058,160
Vehicle Loan Amount excluding Interest	82	\$2,888.16	\$11,405,348
Value of Credit Card Debt	76	\$2,201.19	\$8,692,498
Health			
Nonprescription Drugs	80	\$142.69	\$563,473
Prescription Drugs	83	\$344.09	\$1,358,816
Eyeglasses and Contact Lenses	74	\$93.56	\$369,484
Home			
Mortgage Payment and Basics (11)	67	\$9,100.19	\$35,936,632
Maintenance and Remodeling Services	66	\$3,062.19	\$12,092,588
Maintenance and Remodeling Materials (12)	70	\$608.35	\$2,402,359
Utilities, Fuel, and Public Services	81	\$4,813.24	\$19,007,504
Household Furnishings and Equipment			
Household Textiles (13)	77	\$101.27	\$399,909
Furniture	78	\$771.39	\$3,046,233
Rugs	69	\$31.32	\$123,665
Major Appliances (14)	75	\$438.76	\$1,732,650
Housewares (15)	74	\$78.92	\$311,660
Small Appliances	76	\$60.97	\$240,784
Luggage	76	\$15.84	\$62,563
Telephones and Accessories	76	\$77.33	\$305,369
Household Operations			
Child Care	72	\$400.87	\$1,583,042
Lawn and Garden (16)	73	\$511.13	\$2,018,454
Moving/Storage/Freight Express	74	\$89.43	\$353,168
Housekeeping Supplies (17)	78	\$702.73	\$2,775,065
Insurance			
Owners and Renters Insurance	77	\$634.23	\$2,504,568
Vehicle Insurance	81	\$1,712.71	\$6,763,487
Life/Other Insurance	73	\$494.79	\$1,953,922
Health Insurance	78	\$3,892.17	\$15,370,179
Personal Care Products (18)	75	\$422.09	\$1,666,853
School Books (19)	77	\$32.66	\$128,961
Smoking Products	94	\$441.13	\$1,742,006
Transportation			
Payments on Vehicles excluding Leases	81	\$2,479.14	\$9,790,129
Gasoline and Motor Oil	80	\$2,682.12	\$10,591,674
Vehicle Maintenance and Repairs	77	\$1,135.87	\$4,485,558
Travel			
Airline Fares	66	\$416.49	\$1,644,721
Lodging on Trips	71	\$697.36	\$2,753,862
Auto/Truck Rental on Trips	72	\$84.00	\$331,709
Food and Drink on Trips	72	\$537.64	\$2,123,148

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March 21, 2025

- (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.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Goods and Services Expenditures

1401 Pulaski Hwy, Edgewood, Maryland, 21040
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.43231
 Longitude: -76.32490

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Home Improvement (4B)	17.6%	Population	51,132	52,197
Metro Fusion (11C)	17.1%	Households	19,626	20,370
Workday Drive (4A)	14.2%	Families	13,127	13,560
Enterprising Professionals (2D)	9.9%	Median Age	37.5	38.7
Parks and Rec (5C)	7.8%	Median Household Income	\$90,880	\$101,142
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		101	\$2,402.34	\$47,148,354
Men's		101	\$443.52	\$8,704,592
Women's		101	\$804.09	\$15,781,144
Children's		106	\$390.60	\$7,665,886
Footwear		100	\$500.81	\$9,828,992
Watches & Jewelry		94	\$215.18	\$4,223,147
Apparel Products and Services (1)		99	\$48.13	\$944,593
Computer				
Computers and Hardware for Home Use		100	\$270.98	\$5,318,307
Portable Memory		98	\$4.00	\$78,593
Computer Software		97	\$15.09	\$296,090
Computer Accessories		95	\$22.61	\$443,790
Entertainment & Recreation		99	\$4,042.45	\$79,337,145
Fees and Admissions		99	\$821.54	\$16,123,545
Membership Fees for Clubs (2)		100	\$301.39	\$5,915,022
Fees for Participant Sports, excl. Trips		103	\$136.75	\$2,683,789
Tickets to Theatre/Operas/Concerts		98	\$74.31	\$1,458,340
Tickets to Movies		100	\$24.55	\$481,875
Tickets to Parks or Museums		102	\$38.14	\$748,582
Admission to Sporting Events, excl. Trips		105	\$83.29	\$1,634,642
Fees for Recreational Lessons		94	\$162.24	\$3,184,198
Dating Services		110	\$0.87	\$17,097
TV/Video/Audio		100	\$1,325.18	\$26,008,002
Cable and Satellite Television Services		98	\$738.24	\$14,488,652
Televisions		103	\$157.91	\$3,099,218
Satellite Dishes		92	\$1.15	\$22,522
VCRs, Video Cameras, and DVD Players		95	\$4.71	\$92,517
Miscellaneous Video Equipment		107	\$24.31	\$477,068
Video Cassettes and DVDs		94	\$5.44	\$106,748
Video Game Hardware/Accessories		105	\$48.93	\$960,214
Video Game Software		105	\$21.23	\$416,751
Rental/Streaming/Downloaded Video		103	\$177.57	\$3,485,068
Installation of Televisions		106	\$1.80	\$35,417
Audio (3)		100	\$142.39	\$2,794,590
Rental and Repair of TV/Radio/Sound Equipment		94	\$1.49	\$29,239
Pets		97	\$980.12	\$19,235,770
Toys/Games/Crafts/Hobbies (4)		100	\$182.41	\$3,579,956
Recreational Vehicles and Fees (5)		96	\$190.36	\$3,735,947
Sports/Recreation/Exercise Equipment (6)		102	\$312.51	\$6,133,330
Photo Equipment and Supplies (7)		98	\$59.83	\$1,174,278
Reading (8)		94	\$131.63	\$2,583,409
Catered Affairs (9)		98	\$38.87	\$762,908
Food		100	\$11,137.53	\$218,585,093
Food at Home		99	\$7,210.93	\$141,521,778
Bakery and Cereal Products		99	\$926.31	\$18,179,836
Meats, Poultry, Fish, and Eggs		99	\$1,555.26	\$30,523,582
Dairy Products		98	\$677.78	\$13,302,077
Fruits and Vegetables		97	\$1,405.53	\$27,584,981
Snacks and Other Food at Home (10)		100	\$2,646.05	\$51,931,302
Food Away from Home		101	\$3,926.59	\$77,063,314
Alcoholic Beverages		98	\$641.62	\$12,592,404

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Retail Goods and Services Expenditures

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	95	\$43,845.41	\$860,509,981
Value of Retirement Plans	99	\$160,723.72	\$3,154,363,782
Value of Other Financial Assets	97	\$8,849.97	\$173,689,567
Vehicle Loan Amount excluding Interest	105	\$3,715.78	\$72,925,919
Value of Credit Card Debt	100	\$2,902.15	\$56,957,577
Health			
Nonprescription Drugs	103	\$182.28	\$3,577,490
Prescription Drugs	102	\$423.88	\$8,319,035
Eyeglasses and Contact Lenses	97	\$122.74	\$2,408,828
Home			
Mortgage Payment and Basics (11)	99	\$13,379.34	\$262,582,905
Maintenance and Remodeling Services	98	\$4,575.82	\$89,804,974
Maintenance and Remodeling Materials (12)	101	\$878.83	\$17,247,843
Utilities, Fuel, and Public Services	100	\$5,966.64	\$117,101,360
Household Furnishings and Equipment			
Household Textiles (13)	99	\$130.51	\$2,561,483
Furniture	103	\$1,015.19	\$19,924,038
Rugs	96	\$43.78	\$859,156
Major Appliances (14)	99	\$583.80	\$11,457,574
Housewares (15)	98	\$104.89	\$2,058,652
Small Appliances	96	\$77.29	\$1,516,828
Luggage	102	\$21.20	\$416,132
Telephones and Accessories	99	\$99.89	\$1,960,386
Household Operations			
Child Care	103	\$568.63	\$11,159,969
Lawn and Garden (16)	99	\$691.68	\$13,574,869
Moving/Storage/Freight Express	96	\$116.71	\$2,290,574
Housekeeping Supplies (17)	99	\$896.36	\$17,592,049
Insurance			
Owners and Renters Insurance	102	\$847.13	\$16,625,699
Vehicle Insurance	101	\$2,138.53	\$41,970,877
Life/Other Insurance	100	\$674.07	\$13,229,383
Health Insurance	100	\$4,985.55	\$97,846,499
Personal Care Products (18)	98	\$551.18	\$10,817,392
School Books (19)	101	\$42.99	\$843,748
Smoking Products	102	\$476.89	\$9,359,392
Transportation			
Payments on Vehicles excluding Leases	104	\$3,160.03	\$62,018,804
Gasoline and Motor Oil	100	\$3,322.26	\$65,202,638
Vehicle Maintenance and Repairs	100	\$1,483.69	\$29,118,983
Travel			
Airline Fares	96	\$607.89	\$11,930,481
Lodging on Trips	98	\$964.39	\$18,927,205
Auto/Truck Rental on Trips	101	\$117.27	\$2,301,470
Food and Drink on Trips	99	\$734.53	\$14,415,869

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March 21, 2025

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- (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.
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- (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.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Retail Goods and Services Expenditures

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Ring: 5 mile radius

Prepared by Esri
Latitude: 39.43231
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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	18.4%	Population	94,516	95,795
Home Improvement (4B)	13.5%	Households	35,736	36,817
Metro Fusion (11C)	9.4%	Families	24,972	25,597
Enterprising Professionals (2D)	8.6%	Median Age	39.0	40.1
Parks and Rec (5C)	5.8%	Median Household Income	\$100,115	\$108,414
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,637.02	\$94,236,609
Men's		111	\$489.47	\$17,491,854
Women's		110	\$878.28	\$31,386,218
Children's		116	\$424.76	\$15,179,303
Footwear		110	\$550.73	\$19,681,063
Watches & Jewelry		106	\$240.66	\$8,600,392
Apparel Products and Services (1)		109	\$53.11	\$1,897,779
Computer				
Computers and Hardware for Home Use		111	\$299.75	\$10,711,809
Portable Memory		107	\$4.37	\$156,260
Computer Software		105	\$16.39	\$585,621
Computer Accessories		105	\$25.01	\$893,692
Entertainment & Recreation		111	\$4,528.80	\$161,841,163
Fees and Admissions		114	\$943.02	\$33,699,644
Membership Fees for Clubs (2)		114	\$343.35	\$12,269,877
Fees for Participant Sports, excl. Trips		118	\$157.11	\$5,614,632
Tickets to Theatre/Operas/Concerts		112	\$84.89	\$3,033,712
Tickets to Movies		113	\$27.82	\$994,021
Tickets to Parks or Museums		116	\$43.31	\$1,547,705
Admission to Sporting Events, excl. Trips		118	\$93.70	\$3,348,366
Fees for Recreational Lessons		111	\$191.94	\$6,859,272
Dating Services		114	\$0.90	\$32,058
TV/Video/Audio		109	\$1,449.69	\$51,806,113
Cable and Satellite Television Services		107	\$804.32	\$28,743,126
Televisions		113	\$172.54	\$6,165,982
Satellite Dishes		98	\$1.22	\$43,645
VCRs, Video Cameras, and DVD Players		105	\$5.22	\$186,620
Miscellaneous Video Equipment		121	\$27.31	\$976,085
Video Cassettes and DVDs		105	\$6.03	\$215,397
Video Game Hardware/Accessories		113	\$52.61	\$1,880,024
Video Game Software		112	\$22.63	\$808,577
Rental/Streaming/Downloaded Video		114	\$195.74	\$6,994,874
Installation of Televisions		122	\$2.08	\$74,365
Audio (3)		111	\$158.30	\$5,657,106
Rental and Repair of TV/Radio/Sound Equipment		106	\$1.69	\$60,312
Pets		109	\$1,098.29	\$39,248,621
Toys/Games/Crafts/Hobbies (4)		110	\$200.20	\$7,154,418
Recreational Vehicles and Fees (5)		111	\$219.22	\$7,833,979
Sports/Recreation/Exercise Equipment (6)		118	\$359.93	\$12,862,597
Photo Equipment and Supplies (7)		109	\$66.87	\$2,389,658
Reading (8)		106	\$147.92	\$5,286,060
Catered Affairs (9)		110	\$43.66	\$1,560,073
Food		110	\$12,271.35	\$438,529,067
Food at Home		108	\$7,909.37	\$282,649,097
Bakery and Cereal Products		109	\$1,017.18	\$36,349,866
Meats, Poultry, Fish, and Eggs		108	\$1,696.00	\$60,608,399
Dairy Products		108	\$746.43	\$26,674,268
Fruits and Vegetables		107	\$1,548.86	\$55,349,981
Snacks and Other Food at Home (10)		109	\$2,900.90	\$103,666,582
Food Away from Home		112	\$4,361.99	\$155,879,970
Alcoholic Beverages		109	\$710.28	\$25,382,613

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	109	\$50,497.46	\$1,804,577,233
Value of Retirement Plans	114	\$184,878.56	\$6,606,820,385
Value of Other Financial Assets	112	\$10,174.06	\$363,580,233
Vehicle Loan Amount excluding Interest	116	\$4,093.88	\$146,299,011
Value of Credit Card Debt	111	\$3,219.09	\$115,037,260
Health			
Nonprescription Drugs	113	\$200.62	\$7,169,450
Prescription Drugs	112	\$461.95	\$16,508,256
Eyeglasses and Contact Lenses	108	\$136.47	\$4,876,851
Home			
Mortgage Payment and Basics (11)	114	\$15,446.85	\$552,008,761
Maintenance and Remodeling Services	114	\$5,311.24	\$189,802,345
Maintenance and Remodeling Materials (12)	117	\$1,009.67	\$36,081,486
Utilities, Fuel, and Public Services	109	\$6,512.54	\$232,732,101
Household Furnishings and Equipment			
Household Textiles (13)	109	\$143.50	\$5,128,176
Furniture	114	\$1,127.65	\$40,297,532
Rugs	109	\$49.66	\$1,774,795
Major Appliances (14)	111	\$652.91	\$23,332,532
Housewares (15)	109	\$116.36	\$4,158,219
Small Appliances	104	\$84.05	\$3,003,712
Luggage	114	\$23.56	\$841,883
Telephones and Accessories	108	\$109.38	\$3,908,723
Household Operations			
Child Care	117	\$646.24	\$23,093,975
Lawn and Garden (16)	112	\$782.38	\$27,959,065
Moving/Storage/Freight Express	106	\$128.36	\$4,587,148
Housekeeping Supplies (17)	109	\$986.14	\$35,240,669
Insurance			
Owners and Renters Insurance	115	\$948.76	\$33,904,857
Vehicle Insurance	110	\$2,328.70	\$83,218,506
Life/Other Insurance	113	\$762.41	\$27,245,489
Health Insurance	110	\$5,502.76	\$196,646,805
Personal Care Products (18)	109	\$607.93	\$21,724,992
School Books (19)	111	\$47.42	\$1,694,701
Smoking Products	106	\$494.00	\$17,653,692
Transportation			
Payments on Vehicles excluding Leases	114	\$3,471.59	\$124,060,773
Gasoline and Motor Oil	109	\$3,622.83	\$129,465,544
Vehicle Maintenance and Repairs	110	\$1,636.78	\$58,492,090
Travel			
Airline Fares	110	\$694.83	\$24,830,376
Lodging on Trips	111	\$1,093.14	\$39,064,284
Auto/Truck Rental on Trips	114	\$131.99	\$4,716,941
Food and Drink on Trips	111	\$825.12	\$29,486,427

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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.
- (19) School Books** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		282		1,296		2,303						
Total Employees:		2,678		13,973		22,250						
Total Population:		10,484		51,132		94,516						
Employee/Population Ratio (per 100 Residents)		26		27		24						
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	5	0.4%	20	0.1%	11	0.5%	50	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.0%
Construction	21	7.5%	139	5.2%	122	9.4%	888	6.4%	250	10.9%	1,564	7.0%
Building Construction	5	1.8%	48	1.8%	39	3.0%	262	1.9%	93	4.0%	513	2.3%
Heavy/Civil Eng Construction	2	0.7%	18	0.7%	10	0.8%	142	1.0%	17	0.7%	198	0.9%
Specialty Trade Contractor	13	4.6%	73	2.7%	73	5.6%	484	3.5%	140	6.1%	853	3.8%
Manufacturing	9	3.2%	448	16.7%	40	3.1%	1,434	10.3%	61	2.6%	1,821	8.2%
Wholesale Trade	10	3.5%	136	5.1%	42	3.2%	479	3.4%	62	2.7%	745	3.4%
Durable Goods	9	3.2%	124	4.6%	35	2.7%	417	3.0%	49	2.1%	632	2.8%
Nondurable Goods	2	0.7%	12	0.5%	7	0.5%	62	0.4%	12	0.5%	112	0.5%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Retail Trade	38	13.5%	433	16.2%	185	14.3%	2,782	19.9%	290	12.6%	3,875	17.4%
Motor Vehicle & Parts Dealers	6	2.1%	55	2.0%	35	2.7%	258	1.9%	46	2.0%	418	1.9%
Furniture & Home Furnishings Stores	3	1.1%	10	0.4%	9	0.7%	41	0.3%	16	0.7%	83	0.4%
Electronics & Appliance Stores	2	0.7%	5	0.2%	6	0.5%	16	0.1%	7	0.3%	19	0.1%
Building Material & Garden Equipment & Supplies Dealers	4	1.4%	43	1.6%	14	1.1%	301	2.1%	23	1.0%	435	2.0%
Food & Beverage Stores	10	3.5%	144	5.4%	45	3.5%	1,209	8.7%	62	2.7%	1,561	7.0%
Health & Personal Care Stores	3	1.1%	37	1.4%	17	1.3%	133	0.9%	27	1.2%	181	0.8%
Gasoline Stations & Fuel Dealers	2	0.7%	9	0.3%	9	0.7%	53	0.4%	12	0.5%	75	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.3%	7	0.3%	10	0.8%	68	0.5%	23	1.0%	147	0.7%
Sporting Goods, Hobby, Book, & Music Stores	4	1.4%	47	1.8%	26	2.0%	157	1.1%	46	2.0%	245	1.1%
General Merchandise Stores	4	1.4%	76	2.8%	16	1.2%	546	3.9%	28	1.2%	710	3.2%
Transportation & Warehousing	9	3.2%	57	2.1%	34	2.6%	242	1.7%	52	2.3%	369	1.7%
Truck Transportation	4	1.4%	11	0.4%	17	1.3%	79	0.6%	24	1.0%	119	0.5%
Information	7	2.5%	30	1.1%	23	1.8%	134	1.0%	38	1.6%	239	1.1%
Finance & Insurance	12	4.3%	148	5.5%	42	3.2%	305	2.2%	90	3.9%	562	2.5%
Central Bank/Credit Intermediation & Related Activities	9	3.2%	134	5.0%	25	1.9%	236	1.7%	42	1.8%	382	1.7%
Securities & Commodity Contracts	2	0.7%	10	0.4%	10	0.8%	36	0.3%	27	1.2%	103	0.5%
Funds, Trusts & Other Financial Vehicles	1	0.3%	4	0.1%	8	0.6%	33	0.2%	22	1.0%	77	0.3%
Real Estate, Rental & Leasing	12	4.3%	42	1.6%	81	6.3%	555	4.0%	126	5.5%	828	3.7%
Professional, Scientific & Tech Services	16	5.7%	159	5.9%	94	7.3%	878	6.3%	200	8.7%	1,399	6.3%
Legal Services	2	0.7%	5	0.2%	12	0.9%	32	0.2%	25	1.1%	80	0.4%
Management of Companies & Enterprises	1	0.3%	11	0.4%	5	0.4%	32	0.2%	8	0.3%	56	0.3%
Administrative, Support & Waste Management Services	10	3.5%	91	3.4%	55	4.2%	520	3.7%	101	4.4%	746	3.4%
Educational Services	1	0.3%	28	1.1%	27	2.1%	1,422	10.2%	52	2.3%	2,000	9.0%

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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

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

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	32	11.3%	278	10.4%	114	8.8%	1,292	9.3%	236	10.3%	2,839	12.8%
Ambulatory Health Care	18	6.4%	169	6.3%	71	5.5%	680	4.9%	160	7.0%	1,508	6.8%
Hospital	1	0.3%	5	0.2%	4	0.3%	62	0.4%	12	0.5%	272	1.2%
Nursing/Residential Care	1	0.3%	3	0.1%	4	0.3%	21	0.1%	9	0.4%	241	1.1%
Social Assistance	12	4.3%	101	3.8%	35	2.7%	529	3.8%	54	2.3%	818	3.7%
Arts, Entertainment & Recreation	5	1.8%	31	1.2%	24	1.9%	151	1.1%	49	2.1%	285	1.3%
Accommodation & Food Services	33	11.7%	401	15.0%	107	8.3%	1,535	11.0%	180	7.8%	2,739	12.3%
Accommodation	7	2.5%	79	3.0%	16	1.2%	186	1.3%	25	1.1%	307	1.4%
Food Services & Drinking Places	26	9.2%	322	12.0%	92	7.1%	1,349	9.7%	156	6.8%	2,431	10.9%
Other Services (except Public Administration)	41	14.5%	185	6.9%	196	15.1%	925	6.6%	319	13.8%	1,501	6.8%
Repair & Maintenance	14	5.0%	59	2.2%	66	5.1%	318	2.3%	90	3.9%	447	2.0%
Automotive Repair & Maintenance	11	3.9%	54	2.0%	50	3.9%	248	1.8%	65	2.8%	356	1.6%
Personal & Laundry Service	18	6.4%	76	2.8%	57	4.4%	277	2.0%	99	4.3%	459	2.1%
Civic and Other Orgs	10	3.5%	50	1.9%	74	5.7%	330	2.4%	129	5.6%	595	2.7%
Public Administration	4	1.4%	61	2.3%	16	1.2%	377	2.7%	28	1.2%	626	2.8%
Unclassified Establishments	20	7.1%	0	0.0%	83	6.4%	2	0.0%	151	6.6%	3	0.0%
Total	282	100.0%	2,678	100.0%	1,296	100.0%	13,973	100.0%	2,303	100.0%	22,250	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

1401 Pulaski Hwy, Edgewood, Maryland, 21040
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.43231
Longitude: -76.32490

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	1.1%	22	0.8%	21	1.6%	211	1.5%	49	2.1%	397	1.8%
Construction	20	7.1%	138	5.2%	117	9.0%	830	5.9%	237	10.3%	1,472	6.6%
Manufacturing	8	2.8%	436	16.3%	36	2.8%	1,393	10.0%	59	2.6%	1,724	7.8%
Transportation	10	3.5%	60	2.2%	42	3.2%	261	1.9%	67	2.9%	407	1.8%
Communication	5	1.8%	15	0.6%	9	0.7%	28	0.2%	16	0.7%	73	0.3%
Utility	0	0.0%	0	0.0%	7	0.5%	47	0.3%	12	0.5%	83	0.4%
Wholesale Trade	10	3.5%	136	5.1%	42	3.2%	479	3.4%	62	2.7%	745	3.4%
Retail Trade Summary	69	24.5%	778	29.1%	285	22.0%	4,176	29.9%	455	19.8%	6,434	28.9%
Home Improvement	4	1.4%	43	1.6%	14	1.1%	301	2.1%	23	1.0%	435	2.0%
General Merchandise Stores	4	1.4%	75	2.8%	14	1.1%	542	3.9%	23	1.0%	697	3.1%
Food Stores	8	2.8%	142	5.3%	41	3.2%	1,196	8.6%	57	2.5%	1,614	7.3%
Auto Dealers & Gas Stations	7	2.5%	64	2.4%	43	3.3%	311	2.2%	58	2.5%	492	2.2%
Apparel & Accessory Stores	1	0.3%	7	0.3%	10	0.8%	67	0.5%	21	0.9%	143	0.6%
Furniture & Home Furnishings	6	2.1%	28	1.1%	17	1.3%	84	0.6%	28	1.2%	137	0.6%
Eating & Drinking Places	25	8.9%	312	11.7%	87	6.7%	1,308	9.4%	149	6.5%	2,374	10.7%
Miscellaneous Retail	14	5.0%	108	4.0%	59	4.5%	367	2.6%	96	4.2%	540	2.4%
Finance, Insurance, Real Estate Summary	18	6.4%	174	6.5%	106	8.2%	795	5.7%	201	8.7%	1,347	6.0%
Banks, Savings & Lending Institutions	6	2.1%	124	4.6%	21	1.6%	225	1.6%	38	1.6%	371	1.7%
Securities Brokers	1	0.3%	7	0.3%	8	0.6%	32	0.2%	23	1.0%	91	0.4%
Insurance Carriers & Agents	1	0.3%	4	0.1%	8	0.6%	33	0.2%	22	1.0%	77	0.3%
Real Estate, Holding, Other Investment Offices	10	3.5%	39	1.5%	71	5.5%	505	3.6%	118	5.1%	808	3.6%
Services Summary	114	40.4%	858	32.0%	532	41.0%	5,374	38.5%	967	42.0%	8,939	40.2%
Hotels & Lodging	7	2.5%	79	3.0%	16	1.2%	186	1.3%	25	1.1%	307	1.4%
Automotive Services	15	5.3%	77	2.9%	68	5.3%	350	2.5%	89	3.9%	473	2.1%
Movies & Amusements	6	2.1%	33	1.2%	22	1.7%	155	1.1%	57	2.5%	363	1.6%
Health Services	20	7.1%	177	6.6%	79	6.1%	767	5.5%	178	7.7%	2,009	9.0%
Legal Services	1	0.3%	3	0.1%	9	0.7%	27	0.2%	19	0.8%	58	0.3%
Education Institutions & Libraries	1	0.3%	26	1.0%	24	1.9%	1,426	10.2%	39	1.7%	1,942	8.7%
Other Services	65	23.1%	462	17.3%	314	24.2%	2,463	17.6%	561	24.4%	3,786	17.0%
Government	4	1.4%	61	2.3%	16	1.2%	377	2.7%	28	1.2%	627	2.8%
Unclassified Establishments	20	7.1%	0	2.3%	83	6.4%	2	2.7%	151	6.6%	3	2.8%
Totals	282	100.0%	2,678	100.0%	1,296	100.0%	13,973	100.0%	2,303	100.0%	22,250	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.