

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	14,972	88,264	271,227
2010 Total Population	15,275	88,921	269,835
2016 Total Population	15,341	91,006	275,272
2016 Group Quarters	297	713	1,983
2021 Total Population	15,547	93,019	279,944
2016-2021 Annual Rate	0.27%	0.44%	0.34%
Household Summary			
2000 Households	5,772	35,065	107,391
2000 Average Household Size	2.54	2.49	2.51
2010 Households	5,674	34,043	105,530
2010 Average Household Size	2.64	2.59	2.54
2016 Households	5,625	34,458	107,312
2016 Average Household Size	2.67	2.62	2.55
2021 Households	5,663	35,037	109,001
2021 Average Household Size	2.69	2.63	2.55
2016-2021 Annual Rate	0.13%	0.33%	0.31%
2010 Families	3,931	22,227	64,435
2010 Average Family Size	3.08	3.12	3.14
2016 Families	3,868	22,289	64,797
2016 Average Family Size	3.13	3.16	3.17
2021 Families	3,878	22,552	65,445
2021 Average Family Size	3.16	3.19	3.18
2016-2021 Annual Rate	0.05%	0.23%	0.20%
Housing Unit Summary			
2000 Housing Units	6,055	38,141	120,818
Owner Occupied Housing Units	73.2%	64.4%	55.0%
Renter Occupied Housing Units	22.2%	27.5%	33.9%
Vacant Housing Units	4.7%	8.1%	11.1%
2010 Housing Units	6,056	36,659	118,684
Owner Occupied Housing Units	68.6%	61.5%	52.5%
Renter Occupied Housing Units	25.1%	31.4%	36.5%
Vacant Housing Units	6.3%	7.1%	11.1%
2016 Housing Units	6,077	37,435	121,550
Owner Occupied Housing Units	64.8%	57.8%	49.1%
Renter Occupied Housing Units	27.7%	34.2%	39.2%
Vacant Housing Units	7.4%	8.0%	11.7%
2021 Housing Units	6,122	38,018	123,507
Owner Occupied Housing Units	64.6%	57.7%	48.9%
Renter Occupied Housing Units	27.9%	34.5%	39.4%
Vacant Housing Units	7.5%	7.8%	11.7%
Median Household Income			
2016	\$48,626	\$46,777	\$48,460
2021	\$48,722	\$45,784	\$47,014
Median Home Value			
2016	\$154,934	\$154,606	\$168,760
2021	\$149,065	\$151,802	\$174,784
Per Capita Income			
2016	\$21,769	\$21,551	\$24,691
2021	\$22,764	\$22,424	\$26,207
Median Age			
2010	40.0	38.3	35.3
2016	40.1	38.7	36.2
2021	39.3	38.9	36.9

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
2016 Households by Income			
Household Income Base	5,625	34,443	107,295
<\$15,000	11.5%	13.3%	14.4%
\$15,000 - \$24,999	10.2%	11.1%	10.1%
\$25,000 - \$34,999	11.9%	11.5%	11.0%
\$35,000 - \$49,999	17.7%	16.9%	15.6%
\$50,000 - \$74,999	21.6%	21.3%	19.6%
\$75,000 - \$99,999	13.5%	12.7%	12.2%
\$100,000 - \$149,999	10.0%	9.8%	11.0%
\$150,000 - \$199,999	3.0%	2.4%	3.3%
\$200,000+	0.8%	1.2%	2.8%
Average Household Income	\$57,439	\$56,188	\$62,591
2021 Households by Income			
Household Income Base	5,663	35,022	108,984
<\$15,000	14.0%	15.9%	16.9%
\$15,000 - \$24,999	10.6%	11.1%	9.8%
\$25,000 - \$34,999	10.7%	10.2%	9.9%
\$35,000 - \$49,999	15.7%	16.3%	15.9%
\$50,000 - \$74,999	17.1%	16.8%	14.8%
\$75,000 - \$99,999	16.1%	14.5%	13.3%
\$100,000 - \$149,999	11.4%	11.0%	12.2%
\$150,000 - \$199,999	3.4%	2.8%	4.0%
\$200,000+	1.0%	1.4%	3.3%
Average Household Income	\$60,573	\$58,828	\$66,565
2016 Owner Occupied Housing Units by Value			
Total	3,939	21,632	59,695
<\$50,000	5.4%	8.3%	8.1%
\$50,000 - \$99,999	10.0%	13.2%	12.6%
\$100,000 - \$149,999	31.5%	26.0%	21.2%
\$150,000 - \$199,999	30.9%	26.2%	21.5%
\$200,000 - \$249,999	11.7%	13.1%	14.2%
\$250,000 - \$299,999	5.2%	5.6%	8.6%
\$300,000 - \$399,999	3.1%	4.2%	7.3%
\$400,000 - \$499,999	0.6%	1.2%	2.9%
\$500,000 - \$749,999	0.5%	1.2%	2.0%
\$750,000 - \$999,999	0.3%	0.4%	0.9%
\$1,000,000 +	0.9%	0.4%	0.7%
Average Home Value	\$172,786	\$172,230	\$198,749
2021 Owner Occupied Housing Units by Value			
Total	3,957	21,910	60,353
<\$50,000	5.3%	7.8%	7.6%
\$50,000 - \$99,999	10.9%	14.9%	13.9%
\$100,000 - \$149,999	34.5%	26.6%	21.1%
\$150,000 - \$199,999	21.3%	19.2%	15.0%
\$200,000 - \$249,999	13.1%	13.6%	13.5%
\$250,000 - \$299,999	4.9%	5.1%	7.4%
\$300,000 - \$399,999	6.2%	7.6%	12.3%
\$400,000 - \$499,999	1.1%	2.0%	4.1%
\$500,000 - \$749,999	1.1%	1.9%	2.9%
\$750,000 - \$999,999	0.5%	0.6%	1.2%
\$1,000,000 +	1.2%	0.7%	1.0%
Average Home Value	\$186,012	\$185,899	\$218,572

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	15,276	88,919	269,834
0 - 4	6.2%	6.7%	6.9%
5 - 9	5.9%	6.0%	6.0%
10 - 14	6.0%	5.9%	5.9%
15 - 24	13.8%	13.5%	14.2%
25 - 34	13.0%	14.0%	16.7%
35 - 44	11.6%	12.3%	12.9%
45 - 54	15.7%	15.2%	14.5%
55 - 64	11.7%	11.7%	11.1%
65 - 74	7.5%	7.2%	6.2%
75 - 84	5.9%	5.2%	4.0%
85 +	2.9%	2.2%	1.7%
18 +	78.0%	77.5%	77.5%
2016 Population by Age			
Total	15,342	91,008	275,272
0 - 4	5.9%	6.3%	6.5%
5 - 9	5.7%	6.1%	6.1%
10 - 14	5.4%	5.8%	5.7%
15 - 24	12.8%	12.6%	12.9%
25 - 34	14.3%	14.6%	17.2%
35 - 44	11.1%	12.0%	12.7%
45 - 54	13.5%	13.3%	12.9%
55 - 64	13.5%	13.1%	12.4%
65 - 74	8.9%	8.6%	7.7%
75 - 84	5.7%	5.1%	4.1%
85 +	3.1%	2.4%	1.8%
18 +	79.5%	78.3%	78.3%
2021 Population by Age			
Total	15,546	93,016	279,942
0 - 4	6.0%	6.4%	6.5%
5 - 9	5.7%	6.0%	5.9%
10 - 14	5.7%	6.0%	5.8%
15 - 24	10.8%	11.5%	11.8%
25 - 34	15.9%	15.0%	17.3%
35 - 44	12.3%	12.9%	13.6%
45 - 54	11.3%	11.8%	11.6%
55 - 64	13.6%	13.1%	12.4%
65 - 74	10.2%	9.7%	8.9%
75 - 84	5.4%	5.4%	4.4%
85 +	3.1%	2.4%	1.9%
18 +	79.5%	78.5%	78.6%
2010 Population by Sex			
Males	7,330	43,070	129,398
Females	7,945	45,851	140,437
2016 Population by Sex			
Males	7,371	44,196	132,440
Females	7,971	46,810	142,832
2021 Population by Sex			
Males	7,510	45,323	135,052
Females	8,037	47,696	144,892

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,276	88,920	269,836
White Alone	87.1%	78.1%	55.6%
Black Alone	5.8%	12.1%	35.5%
American Indian Alone	0.8%	0.9%	0.7%
Asian Alone	1.9%	1.8%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	3.9%	3.4%
Two or More Races	2.6%	3.0%	2.6%
Hispanic Origin	4.8%	8.2%	7.3%
Diversity Index	30.6	46.9	62.3
2016 Population by Race/Ethnicity			
Total	15,340	91,006	275,273
White Alone	83.4%	74.2%	53.1%
Black Alone	7.2%	13.5%	36.2%
American Indian Alone	0.9%	1.0%	0.7%
Asian Alone	2.5%	2.3%	2.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	5.2%	4.3%
Two or More Races	3.4%	3.8%	3.2%
Hispanic Origin	6.9%	10.9%	9.2%
Diversity Index	38.8	54.2	65.5
2021 Population by Race/Ethnicity			
Total	15,546	93,020	279,945
White Alone	79.7%	70.5%	51.0%
Black Alone	8.6%	14.8%	36.6%
American Indian Alone	0.9%	1.0%	0.7%
Asian Alone	3.1%	2.8%	2.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	6.4%	5.0%
Two or More Races	4.3%	4.5%	3.7%
Hispanic Origin	9.2%	13.6%	11.2%
Diversity Index	46.4	60.2	68.4
2010 Population by Relationship and Household Type			
Total	15,275	88,921	269,835
In Households	98.1%	99.2%	99.3%
In Family Households	83.6%	82.4%	79.1%
Householder	25.8%	25.0%	23.9%
Spouse	16.3%	15.2%	13.2%
Child	32.1%	31.8%	31.6%
Other relative	5.2%	6.0%	6.2%
Nonrelative	4.2%	4.4%	4.1%
In Nonfamily Households	14.5%	16.8%	20.2%
In Group Quarters	1.9%	0.8%	0.7%
Institutionalized Population	1.9%	0.6%	0.4%
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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	10,753	62,907	189,371
Less than 9th Grade	5.3%	8.5%	6.9%
9th - 12th Grade, No Diploma	13.4%	13.2%	11.4%
High School Graduate	38.2%	35.4%	30.1%
GED/Alternative Credential	7.6%	7.3%	6.6%
Some College, No Degree	20.5%	20.0%	19.4%
Associate Degree	5.0%	5.2%	5.5%
Bachelor's Degree	7.0%	7.1%	12.3%
Graduate/Professional Degree	3.0%	3.3%	7.9%
2016 Population 15+ by Marital Status			
Total	12,719	74,404	224,886
Never Married	34.6%	35.6%	43.2%
Married	44.0%	43.0%	37.9%
Widowed	9.6%	9.3%	7.2%
Divorced	11.8%	12.2%	11.7%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	92.3%	91.7%	91.4%
Civilian Unemployed	7.7%	8.3%	8.6%
2016 Employed Population 16+ by Industry			
Total	6,735	40,914	134,085
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	8.1%	10.3%	8.2%
Manufacturing	7.5%	7.9%	6.6%
Wholesale Trade	3.3%	3.2%	2.6%
Retail Trade	15.0%	13.9%	11.5%
Transportation/Utilities	6.6%	6.8%	5.6%
Information	0.8%	1.1%	1.4%
Finance/Insurance/Real Estate	4.7%	4.7%	4.9%
Services	46.7%	46.2%	51.6%
Public Administration	7.4%	5.8%	7.5%
2016 Employed Population 16+ by Occupation			
Total	6,735	40,913	134,085
White Collar	47.6%	46.2%	55.0%
Management/Business/Financial	5.5%	8.4%	11.5%
Professional	11.6%	12.0%	19.8%
Sales	9.4%	9.2%	9.4%
Administrative Support	21.0%	16.6%	14.3%
Services	23.7%	22.7%	21.6%
Blue Collar	28.7%	31.1%	23.4%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	6.3%	7.8%	5.8%
Installation/Maintenance/Repair	6.3%	5.5%	3.8%
Production	5.5%	6.4%	5.2%
Transportation/Material Moving	10.4%	11.0%	8.3%
2010 Population By Urban/ Rural Status			
Total Population	15,275	88,921	269,835
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	5,674	34,043	105,530
Households with 1 Person	24.2%	27.7%	29.7%
Households with 2+ People	75.8%	72.3%	70.3%
Family Households	69.3%	65.3%	61.1%
Husband-wife Families	43.9%	39.8%	33.7%
With Related Children	17.6%	16.6%	13.8%
Other Family (No Spouse Present)	25.4%	25.5%	27.3%
Other Family with Male Householder	7.0%	7.2%	6.5%
With Related Children	3.9%	3.9%	3.5%
Other Family with Female Householder	18.4%	18.3%	20.8%
With Related Children	11.3%	11.4%	13.5%
Nonfamily Households	6.5%	7.0%	9.3%
All Households with Children	33.5%	32.5%	31.4%
Multigenerational Households	7.3%	6.7%	6.6%
Unmarried Partner Households	9.6%	9.3%	9.4%
Male-female	8.7%	8.4%	8.5%
Same-sex	0.9%	0.8%	0.9%
2010 Households by Size			
Total	5,673	34,044	105,530
1 Person Household	24.2%	27.7%	29.7%
2 Person Household	31.8%	30.7%	30.5%
3 Person Household	18.6%	17.4%	17.1%
4 Person Household	14.0%	12.7%	11.7%
5 Person Household	7.2%	6.5%	6.0%
6 Person Household	2.6%	2.8%	2.7%
7 + Person Household	1.7%	2.2%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	5,674	34,043	105,530
Owner Occupied	73.2%	66.2%	59.0%
Owned with a Mortgage/Loan	49.0%	44.8%	43.1%
Owned Free and Clear	24.2%	21.4%	15.9%
Renter Occupied	26.8%	33.8%	41.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,056	36,659	118,684
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Front Porches (8E)	Front Porches (8E)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Parks and Rec (5C)	Front Porches (8E)
3.	Rustbelt Traditions (5D)	Metro Fusion (11C)	Metro Renters (3B)
2016 Consumer Spending			
Apparel & Services: Total \$	\$8,475,331	\$51,483,568	\$181,218,171
Average Spent	\$1,506.73	\$1,494.10	\$1,688.70
Spending Potential Index	75	74	84
Education: Total \$	\$6,491,396	\$38,998,523	\$132,616,602
Average Spent	\$1,154.03	\$1,131.77	\$1,235.80
Spending Potential Index	82	80	87
Entertainment/Recreation: Total \$	\$12,092,886	\$72,418,723	\$250,810,360
Average Spent	\$2,149.85	\$2,101.65	\$2,337.21
Spending Potential Index	74	72	80
Food at Home: Total \$	\$20,619,901	\$125,724,737	\$443,118,157
Average Spent	\$3,665.76	\$3,648.64	\$4,129.25
Spending Potential Index	74	73	83
Food Away from Home: Total \$	\$12,751,137	\$77,457,424	\$275,177,359
Average Spent	\$2,266.87	\$2,247.88	\$2,564.27
Spending Potential Index	73	73	83
Health Care: Total \$	\$21,675,414	\$128,966,223	\$441,718,451
Average Spent	\$3,853.41	\$3,742.71	\$4,116.21
Spending Potential Index	73	71	78
HH Furnishings & Equipment: Total \$	\$7,350,040	\$43,952,493	\$152,624,062
Average Spent	\$1,306.67	\$1,275.54	\$1,422.25
Spending Potential Index	74	72	81
Personal Care Products & Services: Total \$	\$3,029,141	\$18,249,028	\$63,570,584
Average Spent	\$538.51	\$529.60	\$592.39
Spending Potential Index	73	72	81
Shelter: Total \$	\$68,318,510	\$413,562,726	\$1,436,815,131
Average Spent	\$12,145.51	\$12,001.94	\$13,389.14
Spending Potential Index	78	77	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,339,096	\$55,432,309	\$191,261,743
Average Spent	\$1,660.28	\$1,608.69	\$1,782.30
Spending Potential Index	72	69	77
Travel: Total \$	\$7,891,989	\$46,418,519	\$156,627,093
Average Spent	\$1,403.02	\$1,347.10	\$1,459.55
Spending Potential Index	75	72	78
Vehicle Maintenance & Repairs: Total \$	\$4,253,541	\$25,543,020	\$88,718,193
Average Spent	\$756.19	\$741.28	\$826.73
Spending Potential Index	73	72	80

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

October 05, 2016

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Front Porches (8E)	47.3%	Population	15,341	15,547
Parks and Rec (5C)	40.2%	Households	5,625	5,663
Rustbelt Traditions (5D)	7.4%	Families	3,868	3,878
Midlife Constants (5E)	5.1%	Median Age	40.1	39.3
Top Tier (1A)	0.0%	Median Household Income	\$48,626	\$48,722
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,506.73	\$8,475,331
Men's		75	\$301.91	\$1,698,238
Women's		74	\$508.33	\$2,859,370
Children's		74	\$238.34	\$1,340,643
Footwear		76	\$323.93	\$1,822,130
Watches & Jewelry		75	\$78.11	\$439,376
Apparel Products and Services (1)		78	\$56.10	\$315,574
Computer				
Computers and Hardware for Home Use		77	\$133.40	\$750,375
Portable Memory		76	\$3.55	\$19,943
Computer Software		79	\$10.28	\$57,827
Computer Accessories		77	\$13.63	\$76,680
Entertainment & Recreation		74	\$2,149.85	\$12,092,886
Fees and Admissions		78	\$452.69	\$2,546,382
Membership Fees for Clubs (2)		79	\$150.64	\$847,367
Fees for Participant Sports, excl. Trips		76	\$68.09	\$382,979
Tickets to Theatre/Operas/Concerts		80	\$42.30	\$237,917
Tickets to Movies/Museums/Parks		77	\$51.07	\$287,281
Admission to Sporting Events, excl. Trips		79	\$41.90	\$235,693
Fees for Recreational Lessons		80	\$98.00	\$551,247
Dating Services		100	\$0.69	\$3,897
TV/Video/Audio		74	\$888.39	\$4,997,219
Cable and Satellite Television Services		74	\$659.86	\$3,711,695
Televisions		75	\$82.81	\$465,831
Satellite Dishes		61	\$0.89	\$4,999
VCRs, Video Cameras, and DVD Players		74	\$6.02	\$33,843
Miscellaneous Video Equipment		69	\$5.28	\$29,679
Video Cassettes and DVDs		75	\$13.81	\$77,687
Video Game Hardware/Accessories		75	\$19.21	\$108,040
Video Game Software		74	\$10.13	\$57,003
Streaming/Downloaded Video		75	\$13.64	\$76,708
Rental of Video Cassettes and DVDs		73	\$11.90	\$66,958
Installation of Televisions		68	\$0.63	\$3,531
Audio (3)		75	\$61.02	\$343,211
Rental and Repair of TV/Radio/Sound Equipment		82	\$3.21	\$18,034
Pets		70	\$375.42	\$2,111,750
Toys/Games/Crafts/Hobbies (4)		74	\$84.67	\$476,244
Recreational Vehicles and Fees (5)		69	\$73.88	\$415,596
Sports/Recreation/Exercise Equipment (6)		70	\$115.33	\$648,710
Photo Equipment and Supplies (7)		75	\$41.18	\$231,656
Reading (8)		75	\$98.71	\$555,226
Catered Affairs (9)		76	\$19.57	\$110,103
Food		73	\$5,932.63	\$33,371,039
Food at Home		74	\$3,665.76	\$20,619,901
Bakery and Cereal Products		74	\$499.01	\$2,806,957
Meats, Poultry, Fish, and Eggs		73	\$814.56	\$4,581,907
Dairy Products		74	\$392.86	\$2,209,822
Fruits and Vegetables		75	\$716.45	\$4,030,019
Snacks and Other Food at Home (10)		73	\$1,242.88	\$6,991,197
Food Away from Home		73	\$2,266.87	\$12,751,137
Alcoholic Beverages		76	\$390.95	\$2,199,075

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2016

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$5,386.35	\$30,298,195
Value of Retirement Plans	73	\$19,216.76	\$108,094,302
Value of Other Financial Assets	66	\$745.12	\$4,191,272
Vehicle Loan Amount excluding Interest	68	\$1,665.88	\$9,370,597
Value of Credit Card Debt	78	\$443.55	\$2,494,987
Health			
Nonprescription Drugs	71	\$88.22	\$496,242
Prescription Drugs	69	\$290.12	\$1,631,906
Eyeglasses and Contact Lenses	74	\$66.45	\$373,773
Home			
Mortgage Payment and Basics (11)	76	\$6,498.42	\$36,553,634
Maintenance and Remodeling Services	73	\$1,280.81	\$7,204,566
Maintenance and Remodeling Materials (12)	68	\$245.17	\$1,379,084
Utilities, Fuel, and Public Services	74	\$3,588.24	\$20,183,845
Household Furnishings and Equipment			
Household Textiles (13)	76	\$66.11	\$371,896
Furniture	75	\$367.16	\$2,065,267
Rugs	81	\$19.67	\$110,620
Major Appliances (14)	71	\$201.95	\$1,135,967
Housewares (15)	73	\$60.98	\$343,031
Small Appliances	77	\$36.41	\$204,793
Luggage	77	\$7.09	\$39,891
Telephones and Accessories	76	\$54.23	\$305,043
Household Operations			
Child Care	78	\$328.70	\$1,848,956
Lawn and Garden (16)	70	\$283.37	\$1,593,963
Moving/Storage/Freight Express	75	\$47.50	\$267,201
Housekeeping Supplies (17)	72	\$508.82	\$2,862,085
Insurance			
Owners and Renters Insurance	69	\$321.44	\$1,808,128
Vehicle Insurance	74	\$825.15	\$4,641,452
Life/Other Insurance	73	\$304.00	\$1,709,996
Health Insurance	73	\$2,474.57	\$13,919,452
Personal Care Products (18)	73	\$317.99	\$1,788,694
School Books and Supplies (19)	73	\$119.15	\$670,224
Smoking Products	70	\$287.90	\$1,619,434
Transportation			
Payments on Vehicles excluding Leases	69	\$1,442.46	\$8,113,843
Gasoline and Motor Oil	71	\$2,178.66	\$12,254,939
Vehicle Maintenance and Repairs	73	\$756.19	\$4,253,541
Travel			
Airline Fares	78	\$355.04	\$1,997,078
Lodging on Trips	75	\$346.76	\$1,950,528
Auto/Truck Rental on Trips	73	\$17.53	\$98,633
Food and Drink on Trips	75	\$327.84	\$1,844,104

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2016

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Front Porches (8E)	35.5%	Population	91,006	93,019
Parks and Rec (5C)	34.3%	Households	34,458	35,037
Metro Fusion (11C)	3.6%	Families	22,289	22,552
Fresh Ambitions (13D)	3.5%	Median Age	38.7	38.9
Rustbelt Traditions (5D)	2.5%	Median Household Income	\$46,777	\$45,784
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,494.10	\$51,483,568
Men's		75	\$299.27	\$10,312,310
Women's		73	\$502.05	\$17,299,560
Children's		74	\$239.09	\$8,238,573
Footwear		75	\$321.93	\$11,093,030
Watches & Jewelry		73	\$76.12	\$2,622,776
Apparel Products and Services (1)		77	\$55.64	\$1,917,319
Computer				
Computers and Hardware for Home Use		76	\$131.67	\$4,537,197
Portable Memory		74	\$3.49	\$120,305
Computer Software		78	\$10.15	\$349,829
Computer Accessories		75	\$13.27	\$457,138
Entertainment & Recreation		72	\$2,101.65	\$72,418,723
Fees and Admissions		76	\$436.18	\$15,029,992
Membership Fees for Clubs (2)		76	\$145.11	\$5,000,301
Fees for Participant Sports, excl. Trips		73	\$65.34	\$2,251,419
Tickets to Theatre/Operas/Concerts		77	\$40.79	\$1,405,422
Tickets to Movies/Museums/Parks		76	\$50.28	\$1,732,416
Admission to Sporting Events, excl. Trips		76	\$40.39	\$1,391,665
Fees for Recreational Lessons		76	\$93.58	\$3,224,614
Dating Services		101	\$0.70	\$24,154
TV/Video/Audio		73	\$881.87	\$30,387,479
Cable and Satellite Television Services		73	\$655.54	\$22,588,619
Televisions		75	\$82.00	\$2,825,536
Satellite Dishes		60	\$0.87	\$30,052
VCRs, Video Cameras, and DVD Players		74	\$6.01	\$206,993
Miscellaneous Video Equipment		68	\$5.23	\$180,145
Video Cassettes and DVDs		75	\$13.77	\$474,537
Video Game Hardware/Accessories		75	\$19.32	\$665,777
Video Game Software		75	\$10.31	\$355,151
Streaming/Downloaded Video		74	\$13.53	\$466,243
Rental of Video Cassettes and DVDs		73	\$11.91	\$410,456
Installation of Televisions		64	\$0.59	\$20,452
Audio (3)		73	\$59.53	\$2,051,426
Rental and Repair of TV/Radio/Sound Equipment		83	\$3.25	\$112,091
Pets		68	\$364.35	\$12,554,640
Toys/Games/Crafts/Hobbies (4)		73	\$82.93	\$2,857,448
Recreational Vehicles and Fees (5)		65	\$70.06	\$2,414,129
Sports/Recreation/Exercise Equipment (6)		68	\$112.00	\$3,859,343
Photo Equipment and Supplies (7)		72	\$39.89	\$1,374,566
Reading (8)		73	\$95.73	\$3,298,803
Catered Affairs (9)		72	\$18.64	\$642,322
Food		73	\$5,896.52	\$203,182,162
Food at Home		73	\$3,648.64	\$125,724,737
Bakery and Cereal Products		74	\$496.15	\$17,096,387
Meats, Poultry, Fish, and Eggs		73	\$814.22	\$28,056,385
Dairy Products		73	\$389.86	\$13,433,901
Fruits and Vegetables		74	\$711.77	\$24,526,140
Snacks and Other Food at Home (10)		72	\$1,236.63	\$42,611,924
Food Away from Home		73	\$2,247.88	\$77,457,424
Alcoholic Beverages		75	\$384.35	\$13,243,946

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2016

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$5,173.67	\$178,274,468
Value of Retirement Plans	69	\$18,075.47	\$622,844,492
Value of Other Financial Assets	66	\$740.65	\$25,521,275
Vehicle Loan Amount excluding Interest	68	\$1,655.61	\$57,048,951
Value of Credit Card Debt	75	\$430.49	\$14,833,813
Health			
Nonprescription Drugs	70	\$86.98	\$2,996,998
Prescription Drugs	68	\$283.76	\$9,777,867
Eyeglasses and Contact Lenses	72	\$64.46	\$2,221,149
Home			
Mortgage Payment and Basics (11)	71	\$6,105.99	\$210,400,249
Maintenance and Remodeling Services	68	\$1,200.14	\$41,354,294
Maintenance and Remodeling Materials (12)	63	\$229.05	\$7,892,537
Utilities, Fuel, and Public Services	73	\$3,538.09	\$121,915,558
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.68	\$2,228,633
Furniture	74	\$361.86	\$12,468,953
Rugs	77	\$18.69	\$643,950
Major Appliances (14)	68	\$193.94	\$6,682,661
Housewares (15)	72	\$59.95	\$2,065,924
Small Appliances	76	\$35.77	\$1,232,545
Luggage	74	\$6.88	\$237,135
Telephones and Accessories	75	\$53.56	\$1,845,414
Household Operations			
Child Care	76	\$320.69	\$11,050,233
Lawn and Garden (16)	66	\$269.19	\$9,275,727
Moving/Storage/Freight Express	76	\$47.92	\$1,651,141
Housekeeping Supplies (17)	72	\$502.57	\$17,317,395
Insurance			
Owners and Renters Insurance	66	\$305.83	\$10,538,282
Vehicle Insurance	73	\$814.03	\$28,049,816
Life/Other Insurance	70	\$290.25	\$10,001,550
Health Insurance	71	\$2,402.76	\$82,794,429
Personal Care Products (18)	73	\$315.09	\$10,857,432
School Books and Supplies (19)	72	\$118.39	\$4,079,575
Smoking Products	71	\$291.24	\$10,035,490
Transportation			
Payments on Vehicles excluding Leases	68	\$1,417.37	\$48,839,706
Gasoline and Motor Oil	70	\$2,156.66	\$74,314,295
Vehicle Maintenance and Repairs	72	\$741.28	\$25,543,020
Travel			
Airline Fares	75	\$341.85	\$11,779,389
Lodging on Trips	71	\$331.30	\$11,415,863
Auto/Truck Rental on Trips	70	\$16.94	\$583,726
Food and Drink on Trips	72	\$315.18	\$10,860,536

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2016

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	17.9%	Population	275,272	279,944
Front Porches (8E)	15.1%	Households	107,312	109,001
Metro Renters (3B)	8.0%	Families	64,797	65,445
Metro Fusion (11C)	8.0%	Median Age	36.2	36.9
Family Foundations (12A)	7.0%	Median Household Income	\$48,460	\$47,014
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		84	\$1,688.70	\$181,218,171
Men's		84	\$337.06	\$36,170,636
Women's		83	\$566.96	\$60,841,789
Children's		85	\$274.93	\$29,502,812
Footwear		84	\$361.92	\$38,838,107
Watches & Jewelry		82	\$85.10	\$9,132,249
Apparel Products and Services (1)		87	\$62.74	\$6,732,580
Computer				
Computers and Hardware for Home Use		85	\$147.84	\$15,864,482
Portable Memory		84	\$3.96	\$424,768
Computer Software		88	\$11.43	\$1,226,257
Computer Accessories		82	\$14.50	\$1,555,509
Entertainment & Recreation		80	\$2,337.21	\$250,810,360
Fees and Admissions		82	\$471.32	\$50,578,212
Membership Fees for Clubs (2)		82	\$156.57	\$16,801,474
Fees for Participant Sports, excl. Trips		79	\$70.91	\$7,609,934
Tickets to Theatre/Operas/Concerts		83	\$43.78	\$4,697,968
Tickets to Movies/Museums/Parks		84	\$56.13	\$6,023,141
Admission to Sporting Events, excl. Trips		83	\$44.45	\$4,769,542
Fees for Recreational Lessons		80	\$98.68	\$10,589,291
Dating Services		117	\$0.81	\$86,862
TV/Video/Audio		83	\$998.77	\$107,180,447
Cable and Satellite Television Services		83	\$741.83	\$79,607,003
Televisions		85	\$93.07	\$9,987,157
Satellite Dishes		70	\$1.02	\$108,957
VCRs, Video Cameras, and DVD Players		84	\$6.82	\$732,071
Miscellaneous Video Equipment		80	\$6.17	\$662,430
Video Cassettes and DVDs		85	\$15.70	\$1,684,514
Video Game Hardware/Accessories		88	\$22.61	\$2,426,745
Video Game Software		89	\$12.25	\$1,314,102
Streaming/Downloaded Video		85	\$15.39	\$1,651,193
Rental of Video Cassettes and DVDs		84	\$13.68	\$1,467,663
Installation of Televisions		74	\$0.68	\$73,236
Audio (3)		81	\$65.94	\$7,076,150
Rental and Repair of TV/Radio/Sound Equipment		92	\$3.63	\$389,225
Pets		76	\$404.88	\$43,448,615
Toys/Games/Crafts/Hobbies (4)		81	\$92.77	\$9,955,845
Recreational Vehicles and Fees (5)		71	\$76.08	\$8,163,839
Sports/Recreation/Exercise Equipment (6)		75	\$124.43	\$13,353,183
Photo Equipment and Supplies (7)		81	\$44.69	\$4,795,951
Reading (8)		80	\$104.30	\$11,192,725
Catered Affairs (9)		77	\$19.96	\$2,141,543
Food		83	\$6,693.52	\$718,295,516
Food at Home		83	\$4,129.25	\$443,118,157
Bakery and Cereal Products		83	\$559.86	\$60,079,673
Meats, Poultry, Fish, and Eggs		83	\$925.45	\$99,311,559
Dairy Products		82	\$437.32	\$46,930,027
Fruits and Vegetables		84	\$799.40	\$85,785,429
Snacks and Other Food at Home (10)		82	\$1,407.22	\$151,011,471
Food Away from Home		83	\$2,564.27	\$275,177,359
Alcoholic Beverages		85	\$433.05	\$46,471,659

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	76	\$5,719.58	\$613,779,614
Value of Retirement Plans	72	\$18,966.10	\$2,035,290,193
Value of Other Financial Assets	78	\$876.53	\$94,061,708
Vehicle Loan Amount excluding Interest	79	\$1,934.52	\$207,597,532
Value of Credit Card Debt	82	\$468.55	\$50,280,942
Health			
Nonprescription Drugs	79	\$97.63	\$10,477,367
Prescription Drugs	75	\$316.04	\$33,915,407
Eyeglasses and Contact Lenses	79	\$70.26	\$7,539,433
Home			
Mortgage Payment and Basics (11)	75	\$6,392.95	\$686,040,099
Maintenance and Remodeling Services	72	\$1,261.86	\$135,413,167
Maintenance and Remodeling Materials (12)	68	\$247.14	\$26,520,612
Utilities, Fuel, and Public Services	81	\$3,965.02	\$425,494,137
Household Furnishings and Equipment			
Household Textiles (13)	82	\$71.77	\$7,701,643
Furniture	83	\$409.87	\$43,984,279
Rugs	81	\$19.85	\$2,129,919
Major Appliances (14)	74	\$210.78	\$22,618,909
Housewares (15)	81	\$67.76	\$7,271,513
Small Appliances	84	\$39.42	\$4,230,751
Luggage	82	\$7.58	\$813,657
Telephones and Accessories	87	\$61.70	\$6,621,422
Household Operations			
Child Care	86	\$365.37	\$39,208,773
Lawn and Garden (16)	71	\$287.58	\$30,860,364
Moving/Storage/Freight Express	86	\$54.74	\$5,874,447
Housekeeping Supplies (17)	81	\$566.38	\$60,778,874
Insurance			
Owners and Renters Insurance	72	\$333.18	\$35,754,533
Vehicle Insurance	82	\$915.28	\$98,220,158
Life/Other Insurance	75	\$310.92	\$33,365,392
Health Insurance	78	\$2,646.83	\$284,036,673
Personal Care Products (18)	82	\$355.66	\$38,166,098
School Books and Supplies (19)	81	\$133.86	\$14,364,358
Smoking Products	83	\$339.90	\$36,474,904
Transportation			
Payments on Vehicles excluding Leases	78	\$1,624.32	\$174,308,597
Gasoline and Motor Oil	80	\$2,457.98	\$263,771,250
Vehicle Maintenance and Repairs	80	\$826.73	\$88,718,193
Travel			
Airline Fares	81	\$369.61	\$39,663,900
Lodging on Trips	77	\$357.64	\$38,379,233
Auto/Truck Rental on Trips	77	\$18.49	\$1,983,986
Food and Drink on Trips	78	\$342.91	\$36,798,780

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2016

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.27857
Longitude: -76.50475

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	630	3,206	9,066
Total Employees:	9,075	46,165	113,224
Total Residential Population:	15,341	91,006	275,272
Employee/Residential Population Ratio:	0.59:1	0.51:1	0.41:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	0.6%	38	0.4%	28	0.9%	233	0.5%	77	0.8%	707	0.6%
Construction	30	4.8%	297	3.3%	267	8.3%	2,568	5.6%	689	7.6%	6,007	5.3%
Manufacturing	8	1.3%	238	2.6%	129	4.0%	3,643	7.9%	329	3.6%	7,598	6.7%
Transportation	11	1.7%	51	0.6%	194	6.1%	1,853	4.0%	414	4.6%	3,981	3.5%
Communication	11	1.7%	47	0.5%	36	1.1%	185	0.4%	121	1.3%	639	0.6%
Utility	1	0.2%	7	0.1%	12	0.4%	136	0.3%	31	0.3%	277	0.2%
Wholesale Trade	12	1.9%	60	0.7%	163	5.1%	2,951	6.4%	426	4.7%	7,323	6.5%
Retail Trade Summary	193	30.6%	3,599	39.7%	787	24.5%	10,078	21.8%	2,289	25.2%	25,973	22.9%
Home Improvement	6	1.0%	32	0.4%	32	1.0%	553	1.2%	75	0.8%	1,370	1.2%
General Merchandise Stores	12	1.9%	463	5.1%	34	1.1%	1,038	2.2%	86	0.9%	2,041	1.8%
Food Stores	22	3.5%	582	6.4%	102	3.2%	1,439	3.1%	325	3.6%	3,718	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	27	4.3%	453	5.0%	132	4.1%	1,564	3.4%	274	3.0%	2,592	2.3%
Apparel & Accessory Stores	14	2.2%	95	1.0%	33	1.0%	310	0.7%	126	1.4%	2,867	2.5%
Furniture & Home Furnishings	11	1.7%	90	1.0%	49	1.5%	530	1.1%	137	1.5%	1,181	1.0%
Eating & Drinking Places	55	8.7%	1,148	12.7%	217	6.8%	2,971	6.4%	805	8.9%	8,584	7.6%
Miscellaneous Retail	47	7.5%	737	8.1%	188	5.9%	1,673	3.6%	461	5.1%	3,620	3.2%
Finance, Insurance, Real Estate Summary	93	14.8%	447	4.9%	327	10.2%	1,641	3.6%	1,012	11.2%	5,027	4.4%
Banks, Savings & Lending Institutions	49	7.8%	197	2.2%	139	4.3%	528	1.1%	458	5.1%	1,293	1.1%
Securities Brokers	1	0.2%	2	0.0%	11	0.3%	70	0.2%	33	0.4%	369	0.3%
Insurance Carriers & Agents	9	1.4%	43	0.5%	51	1.6%	254	0.6%	138	1.5%	913	0.8%
Real Estate, Holding, Other Investment Offices	33	5.2%	205	2.3%	126	3.9%	790	1.7%	383	4.2%	2,452	2.2%
Services Summary	245	38.9%	3,745	41.3%	1,116	34.8%	20,152	43.7%	3,238	35.7%	50,770	44.8%
Hotels & Lodging	0	0.0%	0	0.0%	7	0.2%	154	0.3%	27	0.3%	510	0.5%
Automotive Services	38	6.0%	176	1.9%	173	5.4%	1,208	2.6%	363	4.0%	2,434	2.1%
Motion Pictures & Amusements	19	3.0%	132	1.5%	100	3.1%	509	1.1%	224	2.5%	1,200	1.1%
Health Services	47	7.5%	857	9.4%	132	4.1%	5,841	12.7%	389	4.3%	13,573	12.0%
Legal Services	8	1.3%	46	0.5%	41	1.3%	190	0.4%	73	0.8%	326	0.3%
Education Institutions & Libraries	14	2.2%	1,805	19.9%	46	1.4%	5,108	11.1%	175	1.9%	13,573	12.0%
Other Services	119	18.9%	729	8.0%	617	19.2%	7,142	15.5%	1,987	21.9%	19,155	16.9%
Government	8	1.3%	545	6.0%	40	1.2%	2,688	5.8%	89	1.0%	4,432	3.9%
Unclassified Establishments	14	2.2%	2	0.0%	108	3.4%	36	0.1%	350	3.9%	489	0.4%
Totals	630	100.0%	9,075	100.0%	3,206	100.0%	46,165	100.0%	9,066	100.0%	113,224	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

October 05, 2016

Business Summary

1400 Merritt Blvd, Dundalk, Maryland, 21222 3
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.27857
 Longitude: -76.50475

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	1	0.2%	1	0.0%	3	0.1%	6	0.0%	6	0.1%	23	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	5	0.0%	5	0.1%	51	0.0%
Utilities	1	0.2%	6	0.1%	1	0.0%	12	0.0%	6	0.1%	52	0.0%
Construction	30	4.8%	299	3.3%	281	8.8%	2,762	6.0%	730	8.1%	6,426	5.7%
Manufacturing	10	1.6%	259	2.9%	134	4.2%	3,718	8.1%	348	3.8%	7,675	6.8%
Wholesale Trade	10	1.6%	52	0.6%	159	5.0%	2,941	6.4%	410	4.5%	7,274	6.4%
Retail Trade	136	21.6%	2,400	26.4%	550	17.2%	6,950	15.1%	1,428	15.8%	16,930	15.0%
Motor Vehicle & Parts Dealers	22	3.5%	437	4.8%	104	3.2%	1,400	3.0%	202	2.2%	2,216	2.0%
Furniture & Home Furnishings Stores	8	1.3%	73	0.8%	27	0.8%	361	0.8%	62	0.7%	619	0.5%
Electronics & Appliance Stores	5	0.8%	33	0.4%	22	0.7%	166	0.4%	68	0.8%	539	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	6	1.0%	32	0.4%	32	1.0%	553	1.2%	75	0.8%	1,370	1.2%
Food & Beverage Stores	20	3.2%	524	5.8%	113	3.5%	1,386	3.0%	362	4.0%	3,563	3.1%
Health & Personal Care Stores	18	2.9%	391	4.3%	49	1.5%	607	1.3%	119	1.3%	1,402	1.2%
Gasoline Stations	5	0.8%	16	0.2%	28	0.9%	164	0.4%	72	0.8%	375	0.3%
Clothing & Clothing Accessories Stores	20	3.2%	120	1.3%	50	1.6%	371	0.8%	149	1.6%	2,943	2.6%
Sport Goods, Hobby, Book, & Music Stores	6	1.0%	22	0.2%	18	0.6%	72	0.2%	51	0.6%	278	0.2%
General Merchandise Stores	12	1.9%	463	5.1%	34	1.1%	1,038	2.2%	86	0.9%	2,041	1.8%
Miscellaneous Store Retailers	14	2.2%	288	3.2%	61	1.9%	769	1.7%	153	1.7%	1,368	1.2%
Nonstore Retailers	0	0.0%	0	0.0%	12	0.4%	63	0.1%	30	0.3%	215	0.2%
Transportation & Warehousing	11	1.7%	53	0.6%	172	5.4%	1,888	4.1%	341	3.8%	3,692	3.3%
Information	15	2.4%	80	0.9%	59	1.8%	364	0.8%	193	2.1%	1,392	1.2%
Finance & Insurance	60	9.5%	244	2.7%	206	6.4%	870	1.9%	642	7.1%	2,637	2.3%
Central Bank/Credit Intermediation & Related Activities	50	7.9%	199	2.2%	143	4.5%	546	1.2%	470	5.2%	1,354	1.2%
Securities, Commodity Contracts & Other Financial	1	0.2%	2	0.0%	11	0.3%	70	0.2%	34	0.4%	370	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	9	1.4%	43	0.5%	51	1.6%	254	0.6%	138	1.5%	913	0.8%
Real Estate, Rental & Leasing	48	7.6%	248	2.7%	205	6.4%	1,058	2.3%	536	5.9%	3,016	2.7%
Professional, Scientific & Tech Services	35	5.6%	198	2.2%	176	5.5%	3,346	7.2%	544	6.0%	8,206	7.2%
Legal Services	9	1.4%	49	0.5%	48	1.5%	244	0.5%	91	1.0%	442	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.1%	32	0.1%	7	0.1%	113	0.1%
Administrative & Support & Waste Management & Remediation	16	2.5%	189	2.1%	123	3.8%	1,253	2.7%	342	3.8%	3,313	2.9%
Educational Services	16	2.5%	1,825	20.1%	57	1.8%	5,179	11.2%	188	2.1%	13,456	11.9%
Health Care & Social Assistance	60	9.5%	934	10.3%	188	5.9%	6,752	14.6%	597	6.6%	15,982	14.1%
Arts, Entertainment & Recreation	9	1.4%	91	1.0%	62	1.9%	534	1.2%	166	1.8%	1,360	1.2%
Accommodation & Food Services	57	9.0%	1,178	13.0%	232	7.2%	3,198	6.9%	850	9.4%	9,259	8.2%
Accommodation	0	0.0%	0	0.0%	7	0.2%	154	0.3%	27	0.3%	510	0.5%
Food Services & Drinking Places	57	9.0%	1,177	13.0%	225	7.0%	3,044	6.6%	823	9.1%	8,749	7.7%
Other Services (except Public Administration)	94	14.9%	474	5.2%	448	14.0%	2,572	5.6%	1,289	14.2%	7,448	6.6%
Automotive Repair & Maintenance	27	4.3%	140	1.5%	126	3.9%	781	1.7%	274	3.0%	1,516	1.3%
Public Administration	8	1.3%	545	6.0%	40	1.2%	2,688	5.8%	89	1.0%	4,432	3.9%
Unclassified Establishments	14	2.2%	2	0.0%	108	3.4%	36	0.1%	350	3.9%	489	0.4%
Total	630	100.0%	9,075	100.0%	3,206	100.0%	46,165	100.0%	9,066	100.0%	113,224	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

October 05, 2016