

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	22,323	77,768	198,015
2020 Total Population	23,676	83,403	207,467
2020 Group Quarters	0	475	957
2023 Total Population	23,828	83,634	206,937
2023 Group Quarters	0	476	956
2028 Total Population	23,966	83,523	206,356
2023-2028 Annual Rate	0.12%	-0.03%	-0.06%
2023 Total Daytime Population	19,184	76,660	187,675
Workers	6,614	31,248	82,544
Residents	12,570	45,412	105,131
<b>Household Summary</b>			
2010 Households	8,517	29,804	77,942
2010 Average Household Size	2.62	2.59	2.52
2020 Total Households	8,906	30,840	81,770
2020 Average Household Size	2.66	2.69	2.53
2023 Total Households	8,963	30,858	82,026
2023 Average Household Size	2.66	2.69	2.51
2028 Total Households	9,061	30,963	82,442
2028 Average Household Size	2.64	2.68	2.49
2023-2028 Annual Rate	0.22%	0.07%	0.10%
2010 Families	5,830	19,516	47,974
2010 Average Family Size	3.08	3.12	3.11
2023 Families	5,918	19,526	48,721
2023 Average Family Size	3.22	3.35	3.20
2028 Families	5,976	19,660	48,932
2028 Average Family Size	3.21	3.33	3.17
2023-2028 Annual Rate	0.20%	0.14%	0.09%
<b>Housing Unit Summary</b>			
2000 Housing Units	8,829	32,847	87,591
Owner Occupied Housing Units	67.8%	65.2%	57.2%
Renter Occupied Housing Units	25.4%	28.0%	33.3%
Vacant Housing Units	6.9%	6.8%	9.5%
2010 Housing Units	8,992	31,965	86,059
Owner Occupied Housing Units	63.3%	62.1%	55.0%
Renter Occupied Housing Units	31.4%	31.1%	35.6%
Vacant Housing Units	5.3%	6.8%	9.4%
2020 Housing Units	9,480	33,327	89,489
Vacant Housing Units	6.1%	7.5%	8.6%
2023 Housing Units	9,508	33,265	89,698
Owner Occupied Housing Units	59.9%	60.5%	55.9%
Renter Occupied Housing Units	34.3%	32.3%	35.6%
Vacant Housing Units	5.7%	7.2%	8.6%
2028 Housing Units	9,604	33,499	90,407
Owner Occupied Housing Units	61.1%	61.0%	56.4%
Renter Occupied Housing Units	33.2%	31.4%	34.7%
Vacant Housing Units	5.7%	7.6%	8.8%
<b>Median Household Income</b>			
2023	\$60,569	\$55,932	\$62,018
2028	\$65,802	\$60,674	\$68,639
<b>Median Home Value</b>			
2023	\$227,200	\$217,356	\$272,511
2028	\$313,277	\$297,315	\$323,291
<b>Per Capita Income</b>			
2023	\$29,632	\$28,305	\$36,481
2028	\$33,557	\$32,101	\$41,638
<b>Median Age</b>			
2010	37.0	38.5	36.0
2023	38.8	39.8	38.1
2028	39.4	40.2	39.0

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

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



# Market Profile

7846-7846 Wise Ave, Dundalk, Maryland, 21222  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.26729  
 Longitude: -76.49671

	1 mile	3 miles	5 miles
<b>2023 Households by Income</b>			
Household Income Base	8,963	30,857	82,019
<\$15,000	9.9%	11.8%	11.4%
\$15,000 - \$24,999	8.5%	10.1%	8.6%
\$25,000 - \$34,999	8.1%	9.2%	8.8%
\$35,000 - \$49,999	11.6%	12.7%	11.1%
\$50,000 - \$74,999	22.5%	19.1%	17.6%
\$75,000 - \$99,999	13.9%	13.3%	12.4%
\$100,000 - \$149,999	16.7%	14.5%	15.4%
\$150,000 - \$199,999	5.5%	5.6%	7.7%
\$200,000+	3.2%	3.6%	7.1%
Average Household Income	\$79,258	\$76,523	\$91,861
<b>2028 Households by Income</b>			
Household Income Base	9,061	30,962	82,435
<\$15,000	9.2%	11.1%	10.8%
\$15,000 - \$24,999	7.6%	9.1%	7.6%
\$25,000 - \$34,999	7.3%	8.4%	7.8%
\$35,000 - \$49,999	10.4%	11.8%	10.2%
\$50,000 - \$74,999	21.6%	18.5%	16.9%
\$75,000 - \$99,999	14.1%	13.6%	12.4%
\$100,000 - \$149,999	18.7%	16.1%	16.5%
\$150,000 - \$199,999	7.0%	6.8%	9.2%
\$200,000+	4.2%	4.7%	8.6%
Average Household Income	\$89,323	\$86,384	\$104,021
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	5,700	20,112	50,077
<\$50,000	6.5%	8.2%	7.8%
\$50,000 - \$99,999	3.3%	6.5%	5.4%
\$100,000 - \$149,999	16.7%	13.3%	8.5%
\$150,000 - \$199,999	19.1%	18.3%	12.8%
\$200,000 - \$249,999	8.2%	10.6%	11.4%
\$250,000 - \$299,999	8.7%	8.0%	9.2%
\$300,000 - \$399,999	20.9%	21.9%	26.3%
\$400,000 - \$499,999	4.6%	4.4%	6.3%
\$500,000 - \$749,999	2.1%	3.6%	7.8%
\$750,000 - \$999,999	5.2%	3.1%	2.5%
\$1,000,000 - \$1,499,999	4.1%	1.5%	1.6%
\$1,500,000 - \$1,999,999	0.2%	0.3%	0.2%
\$2,000,000 +	0.5%	0.5%	0.2%
Average Home Value	\$319,378	\$280,720	\$309,691
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	5,868	20,434	51,002
<\$50,000	6.6%	8.4%	7.7%
\$50,000 - \$99,999	2.4%	4.8%	4.2%
\$100,000 - \$149,999	10.5%	8.4%	5.5%
\$150,000 - \$199,999	12.6%	12.0%	8.3%
\$200,000 - \$249,999	5.8%	8.5%	8.3%
\$250,000 - \$299,999	8.5%	8.3%	8.7%
\$300,000 - \$399,999	28.2%	28.8%	31.3%
\$400,000 - \$499,999	7.4%	6.8%	8.6%
\$500,000 - \$749,999	3.3%	6.0%	10.9%
\$750,000 - \$999,999	8.1%	4.6%	3.6%
\$1,000,000 - \$1,499,999	5.6%	2.1%	2.3%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.3%
\$2,000,000 +	0.9%	0.7%	0.3%
Average Home Value	\$392,600	\$340,546	\$358,320

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

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



# Market Profile

7846-7846 Wise Ave, Dundalk, Maryland, 21222  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.26729  
 Longitude: -76.49671

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	22,322	77,772	198,016
0 - 4	6.5%	6.6%	6.8%
5 - 9	6.1%	6.1%	5.8%
10 - 14	6.5%	6.0%	5.7%
15 - 24	14.6%	13.7%	13.9%
25 - 34	14.0%	13.7%	16.5%
35 - 44	12.3%	12.3%	12.6%
45 - 54	15.1%	15.3%	14.5%
55 - 64	10.8%	11.7%	11.3%
65 - 74	7.1%	7.2%	6.6%
75 - 84	5.1%	5.2%	4.4%
85 +	1.7%	2.2%	1.9%
18 +	76.7%	77.3%	77.9%
<b>2023 Population by Age</b>			
Total	23,830	83,632	206,940
0 - 4	5.7%	5.8%	5.9%
5 - 9	5.8%	5.9%	5.8%
10 - 14	5.7%	5.9%	5.7%
15 - 24	12.1%	11.4%	11.4%
25 - 34	15.7%	14.6%	16.6%
35 - 44	12.7%	12.8%	13.7%
45 - 54	11.2%	11.5%	11.0%
55 - 64	13.0%	13.3%	12.5%
65 - 74	9.7%	10.5%	9.9%
75 - 84	6.1%	5.8%	5.3%
85 +	2.3%	2.5%	2.1%
18 +	79.6%	79.1%	79.4%
<b>2028 Population by Age</b>			
Total	23,967	83,524	206,356
0 - 4	5.8%	5.9%	6.0%
5 - 9	5.6%	5.8%	5.6%
10 - 14	5.7%	5.9%	5.7%
15 - 24	11.1%	11.0%	11.4%
25 - 34	15.0%	13.8%	15.0%
35 - 44	14.2%	14.0%	14.9%
45 - 54	11.1%	11.2%	11.2%
55 - 64	11.7%	11.9%	11.2%
65 - 74	10.6%	11.1%	10.5%
75 - 84	6.7%	6.7%	6.2%
85 +	2.6%	2.7%	2.4%
18 +	79.6%	79.1%	79.5%
<b>2010 Population by Sex</b>			
Males	10,875	37,531	95,549
Females	11,448	40,237	102,467
<b>2023 Population by Sex</b>			
Males	11,669	40,701	100,784
Females	12,159	42,933	106,153
<b>2028 Population by Sex</b>			
Males	11,726	40,634	100,299
Females	12,239	42,889	106,056

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

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	22,324	77,768	198,015
White Alone	85.9%	78.8%	65.2%
Black Alone	7.6%	12.4%	25.3%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	1.9%	1.8%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.9%	3.1%	3.9%
Two or More Races	2.7%	3.0%	2.8%
Hispanic Origin	3.6%	6.8%	8.2%
Diversity Index	30.7	44.3	58.2
<b>2020 Population by Race/Ethnicity</b>			
Total	23,676	83,403	207,467
White Alone	69.7%	60.5%	52.7%
Black Alone	12.6%	15.4%	25.7%
American Indian Alone	1.0%	1.1%	0.9%
Asian Alone	2.3%	2.0%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.8%	11.8%	10.3%
Two or More Races	8.5%	9.0%	7.8%
Hispanic Origin	10.1%	17.8%	15.6%
Diversity Index	58.1	70.8	73.4
<b>2023 Population by Race/Ethnicity</b>			
Total	23,828	83,635	206,937
White Alone	67.8%	58.6%	51.2%
Black Alone	13.3%	16.0%	26.1%
American Indian Alone	1.0%	1.2%	0.9%
Asian Alone	2.4%	2.1%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	12.7%	11.0%
Two or More Races	9.0%	9.4%	8.1%
Hispanic Origin	11.2%	19.2%	16.6%
Diversity Index	60.7	72.8	74.8
<b>2028 Population by Race/Ethnicity</b>			
Total	23,965	83,523	206,355
White Alone	63.8%	54.3%	47.8%
Black Alone	14.5%	16.8%	26.7%
American Indian Alone	1.1%	1.2%	1.0%
Asian Alone	2.7%	2.3%	2.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.8%	15.1%	12.8%
Two or More Races	10.1%	10.2%	8.8%
Hispanic Origin	13.1%	22.1%	18.9%
Diversity Index	65.7	76.6	77.5
<b>2010 Population by Relationship and Household Type</b>			
Total	22,323	77,768	198,015
In Households	99.8%	99.2%	99.4%
In Family Households	84.5%	82.5%	79.5%
Householder	26.0%	25.1%	24.2%
Spouse	16.0%	15.3%	14.2%
Child	33.3%	32.1%	30.8%
Other relative	5.1%	5.7%	6.0%
Nonrelative	4.1%	4.3%	4.2%
In Nonfamily Households	15.3%	16.7%	19.9%
In Group Quarters	0.2%	0.8%	0.6%
Institutionalized Population	0.2%	0.6%	0.5%
Noninstitutionalized Population	0.0%	0.2%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

	1 mile	3 miles	5 miles
<b>2023 Population 25+ by Educational Attainment</b>			
Total	16,850	59,374	147,384
Less than 9th Grade	2.8%	4.7%	4.5%
9th - 12th Grade, No Diploma	10.7%	10.2%	9.1%
High School Graduate	37.3%	35.8%	31.2%
GED/Alternative Credential	7.0%	7.1%	5.8%
Some College, No Degree	20.0%	19.7%	17.8%
Associate Degree	7.8%	7.6%	6.8%
Bachelor's Degree	8.6%	9.7%	14.9%
Graduate/Professional Degree	5.8%	5.1%	9.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	19,727	68,878	170,873
Never Married	40.1%	39.3%	40.9%
Married	41.2%	42.0%	40.9%
Widowed	8.7%	8.3%	7.5%
Divorced	10.0%	10.4%	10.7%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	12,257	41,418	109,201
Population 16+ Employed	93.7%	94.1%	94.9%
Population 16+ Unemployment rate	6.3%	5.9%	5.1%
Population 16-24 Employed	13.1%	13.5%	12.8%
Population 16-24 Unemployment rate	17.0%	13.4%	10.8%
Population 25-54 Employed	63.0%	63.5%	65.5%
Population 25-54 Unemployment rate	5.5%	5.0%	4.3%
Population 55-64 Employed	17.5%	16.9%	15.4%
Population 55-64 Unemployment rate	1.0%	3.3%	3.4%
Population 65+ Employed	6.4%	6.1%	6.3%
Population 65+ Unemployment rate	3.0%	3.9%	4.6%
<b>2023 Employed Population 16+ by Industry</b>			
Total	11,489	38,994	103,680
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	10.0%	11.4%	9.1%
Manufacturing	10.5%	8.4%	7.9%
Wholesale Trade	2.0%	1.8%	1.9%
Retail Trade	11.3%	13.4%	11.1%
Transportation/Utilities	13.6%	11.0%	8.9%
Information	0.8%	0.8%	1.4%
Finance/Insurance/Real Estate	6.6%	6.0%	6.5%
Services	41.4%	43.0%	47.2%
Public Administration	3.5%	3.9%	5.7%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	11,488	38,992	103,679
White Collar	51.1%	48.7%	56.2%
Management/Business/Financial	13.6%	12.3%	15.3%
Professional	16.7%	14.7%	21.1%
Sales	6.8%	8.2%	7.4%
Administrative Support	14.0%	13.5%	12.5%
Services	14.0%	17.8%	16.6%
Blue Collar	34.9%	33.6%	27.2%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	7.0%	7.2%	5.9%
Installation/Maintenance/Repair	4.7%	5.2%	3.6%
Production	7.9%	6.4%	5.8%
Transportation/Material Moving	15.3%	14.5%	11.7%

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

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	8,517	29,804	77,941
Households with 1 Person	24.5%	27.6%	29.5%
Households with 2+ People	75.5%	72.4%	70.5%
Family Households	68.5%	65.5%	61.6%
Husband-wife Families	42.1%	39.8%	36.1%
With Related Children	17.8%	16.7%	14.6%
Other Family (No Spouse Present)	26.3%	25.7%	25.5%
Other Family with Male Householder	7.4%	7.1%	6.7%
With Related Children	4.3%	3.9%	3.6%
Other Family with Female Householder	19.0%	18.6%	18.8%
With Related Children	12.2%	11.6%	12.1%
Nonfamily Households	7.0%	6.9%	9.0%
All Households with Children	35.1%	32.8%	30.8%
Multigenerational Households	7.3%	6.7%	6.2%
Unmarried Partner Households	9.8%	9.3%	9.4%
Male-female	9.1%	8.5%	8.5%
Same-sex	0.7%	0.8%	0.9%
<b>2010 Households by Size</b>			
Total	8,518	29,805	77,945
1 Person Household	24.6%	27.6%	29.5%
2 Person Household	31.4%	30.7%	31.1%
3 Person Household	19.0%	17.5%	16.9%
4 Person Household	13.8%	12.9%	11.8%
5 Person Household	7.0%	6.6%	5.9%
6 Person Household	2.6%	2.7%	2.6%
7 + Person Household	1.6%	2.0%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	8,517	29,804	77,942
Owner Occupied	66.9%	66.6%	60.7%
Owned with a Mortgage/Loan	45.5%	45.4%	43.1%
Owned Free and Clear	21.4%	21.2%	17.6%
Renter Occupied	33.1%	33.4%	39.3%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	101	97	86
Percent of Income for Mortgage	22.5%	23.4%	26.4%
Wealth Index	60	60	72
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	8,992	31,965	86,059
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	22,323	77,768	198,015
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

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

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



# Market Profile

7846-7846 Wise Ave, Dundalk, Maryland, 21222  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.26729  
Longitude: -76.49671

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
3.	Metro Fusion (11C)	Metro Fusion (11C)	Metro Fusion (11C)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,727,844	\$49,344,607	\$160,352,427
Average Spent	\$1,643.18	\$1,599.09	\$1,954.90
Spending Potential Index	75	73	89
Education: Total \$	\$13,481,881	\$44,300,083	\$135,041,684
Average Spent	\$1,504.17	\$1,435.61	\$1,646.33
Spending Potential Index	84	80	92
Entertainment/Recreation: Total \$	\$24,689,831	\$82,105,292	\$261,306,337
Average Spent	\$2,754.64	\$2,660.75	\$3,185.65
Spending Potential Index	73	70	84
Food at Home: Total \$	\$45,821,417	\$153,176,158	\$490,686,509
Average Spent	\$5,112.29	\$4,963.90	\$5,982.09
Spending Potential Index	75	73	88
Food Away from Home: Total \$	\$24,479,383	\$81,533,646	\$266,951,380
Average Spent	\$2,731.16	\$2,642.22	\$3,254.47
Spending Potential Index	73	71	87
Health Care: Total \$	\$47,271,251	\$157,809,712	\$501,912,080
Average Spent	\$5,274.04	\$5,114.06	\$6,118.94
Spending Potential Index	72	69	83
HH Furnishings & Equipment: Total \$	\$19,309,637	\$64,259,808	\$206,968,913
Average Spent	\$2,154.37	\$2,082.44	\$2,523.21
Spending Potential Index	73	70	85
Personal Care Products & Services: Total \$	\$6,441,424	\$21,415,520	\$68,858,861
Average Spent	\$718.67	\$694.00	\$839.48
Spending Potential Index	75	73	88
Shelter: Total \$	\$169,516,862	\$563,893,458	\$1,799,166,416
Average Spent	\$18,912.96	\$18,273.82	\$21,934.10
Spending Potential Index	76	74	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,380,166	\$67,169,988	\$209,310,405
Average Spent	\$2,273.81	\$2,176.74	\$2,551.76
Spending Potential Index	73	70	82
Travel: Total \$	\$14,624,197	\$48,459,083	\$154,987,022
Average Spent	\$1,631.62	\$1,570.39	\$1,889.49
Spending Potential Index	73	70	84
Vehicle Maintenance & Repairs: Total \$	\$8,545,604	\$28,473,237	\$92,067,597
Average Spent	\$953.43	\$922.72	\$1,122.42
Spending Potential Index	73	70	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	47.7%	Population	23,828	23,966
Front Porches (8E)	36.5%	Households	8,963	9,061
Metro Fusion (11C)	9.4%	Families	5,918	5,976
Retirement Communities (9E)	5.5%	Median Age	38.8	39.4
Midlife Constants (5E)	0.9%	Median Household Income	\$60,569	\$65,802
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		75	\$1,643.18	\$14,727,844
Men's		74	\$302.57	\$2,711,901
Women's		74	\$554.36	\$4,968,694
Children's		75	\$247.80	\$2,221,012
Footwear		77	\$383.74	\$3,439,444
Watches & Jewelry		72	\$120.99	\$1,084,455
Apparel Products and Services (1)		76	\$33.73	\$302,339
<b>Computer</b>				
Computers and Hardware for Home Use		77	\$196.20	\$1,758,498
Portable Memory		78	\$3.59	\$32,197
Computer Software		82	\$11.82	\$105,950
Computer Accessories		74	\$18.56	\$166,344
<b>Entertainment &amp; Recreation</b>		73	\$2,754.64	\$24,689,831
Fees and Admissions		77	\$544.94	\$4,884,331
Membership Fees for Clubs (2)		75	\$208.92	\$1,872,562
Fees for Participant Sports, excl. Trips		78	\$92.76	\$831,425
Tickets to Theatre/Operas/Concerts		78	\$42.32	\$379,296
Tickets to Movies		76	\$20.86	\$186,996
Tickets to Parks or Museums		69	\$19.13	\$171,431
Admission to Sporting Events, excl. Trips		74	\$42.97	\$385,171
Fees for Recreational Lessons		81	\$117.03	\$1,048,944
Dating Services		89	\$0.95	\$8,505
TV/Video/Audio		73	\$992.71	\$8,897,631
Cable and Satellite Television Services		73	\$627.41	\$5,623,470
Televisions		73	\$105.99	\$950,030
Satellite Dishes		63	\$1.07	\$9,579
VCRs, Video Cameras, and DVD Players		71	\$3.42	\$30,628
Miscellaneous Video Equipment		97	\$12.31	\$110,361
Video Cassettes and DVDs		77	\$5.04	\$45,182
Video Game Hardware/Accessories		74	\$29.75	\$266,634
Video Game Software		79	\$15.33	\$137,373
Rental/Streaming/Downloaded Video		73	\$90.07	\$807,274
Installation of Televisions		87	\$1.40	\$12,505
Audio (3)		73	\$99.06	\$887,917
Rental and Repair of TV/Radio/Sound Equipment		67	\$1.86	\$16,678
Pets		70	\$643.60	\$5,768,606
Toys/Games/Crafts/Hobbies (4)		75	\$118.41	\$1,061,329
Recreational Vehicles and Fees (5)		65	\$97.16	\$870,802
Sports/Recreation/Exercise Equipment (6)		70	\$196.91	\$1,764,917
Photo Equipment and Supplies (7)		79	\$36.95	\$331,139
Reading (8)		77	\$97.86	\$877,142
Catered Affairs (9)		86	\$26.10	\$233,934
<b>Food</b>		75	\$7,843.45	\$70,300,800
Food at Home		75	\$5,112.29	\$45,821,417
Bakery and Cereal Products		76	\$669.36	\$5,999,475
Meats, Poultry, Fish, and Eggs		75	\$1,108.01	\$9,931,088
Dairy Products		76	\$498.23	\$4,465,606
Fruits and Vegetables		76	\$1,025.93	\$9,195,453
Snacks and Other Food at Home (10)		74	\$1,810.75	\$16,229,794
Food Away from Home		73	\$2,731.16	\$24,479,383
Alcoholic Beverages		75	\$505.80	\$4,533,527

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

**Source:** Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	79	\$31,035.40	\$278,170,256
Value of Retirement Plans	75	\$106,163.15	\$951,540,338
Value of Other Financial Assets	74	\$6,376.47	\$57,152,307
Vehicle Loan Amount excluding Interest	68	\$2,478.29	\$22,212,928
Value of Credit Card Debt	77	\$2,446.84	\$21,931,029
<b>Health</b>			
Nonprescription Drugs	68	\$116.20	\$1,041,529
Prescription Drugs	69	\$252.77	\$2,265,535
Eyeglasses and Contact Lenses	74	\$82.38	\$738,355
<b>Home</b>			
Mortgage Payment and Basics (11)	73	\$9,394.41	\$84,202,089
Maintenance and Remodeling Services	69	\$2,606.58	\$23,362,813
Maintenance and Remodeling Materials (12)	62	\$488.82	\$4,381,267
Utilities, Fuel, and Public Services	73	\$4,241.33	\$38,015,067
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	76	\$92.52	\$829,259
Furniture	72	\$597.64	\$5,356,621
Rugs	74	\$30.68	\$274,969
Major Appliances (14)	70	\$368.96	\$3,307,027
Housewares (15)	72	\$77.93	\$698,512
Small Appliances	75	\$54.60	\$489,352
Luggage	74	\$10.58	\$94,804
Telephones and Accessories	78	\$84.03	\$753,121
<b>Household Operations</b>			
Child Care	76	\$395.02	\$3,540,526
Lawn and Garden (16)	70	\$470.50	\$4,217,091
Moving/Storage/Freight Express	77	\$69.19	\$620,181
Housekeeping Supplies (17)	73	\$676.95	\$6,067,520
<b>Insurance</b>			
Owners and Renters Insurance	68	\$526.79	\$4,721,655
Vehicle Insurance	72	\$1,569.80	\$14,070,104
Life/Other Insurance	71	\$494.03	\$4,428,001
Health Insurance	72	\$3,551.46	\$31,831,700
Personal Care Products (18)	74	\$410.37	\$3,678,137
School Books and Supplies (19)	72	\$96.52	\$865,072
Smoking Products	73	\$318.36	\$2,853,463
<b>Transportation</b>			
Payments on Vehicles excluding Leases	69	\$2,089.77	\$18,730,590
Gasoline and Motor Oil	71	\$1,803.17	\$16,161,776
Vehicle Maintenance and Repairs	73	\$953.43	\$8,545,604
<b>Travel</b>			
Airline Fares	75	\$347.69	\$3,116,313
Lodging on Trips	72	\$520.25	\$4,662,971
Auto/Truck Rental on Trips	73	\$57.53	\$515,670
Food and Drink on Trips	74	\$412.09	\$3,693,518

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	36.9%	Population	83,634	83,523
Front Porches (8E)	36.7%	Households	30,858	30,963
Metro Fusion (11C)	3.4%	Families	19,526	19,660
Social Security Set (9F)	2.9%	Median Age	39.8	40.2
Rustbelt Traditions (5D)	2.9%	Median Household Income	\$55,932	\$60,674
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		73	\$1,599.09	\$49,344,607
Men's		72	\$293.00	\$9,041,486
Women's		72	\$540.74	\$16,686,272
Children's		72	\$240.06	\$7,407,745
Footwear		75	\$373.71	\$11,532,019
Watches & Jewelry		70	\$118.53	\$3,657,515
Apparel Products and Services (1)		74	\$33.04	\$1,019,570
<b>Computer</b>				
Computers and Hardware for Home Use		74	\$188.81	\$5,826,297
Portable Memory		75	\$3.45	\$106,456
Computer Software		79	\$11.37	\$350,901
Computer Accessories		72	\$17.99	\$555,218
<b>Entertainment &amp; Recreation</b>		70	\$2,660.75	\$82,105,292
Fees and Admissions		73	\$521.10	\$16,080,225
Membership Fees for Clubs (2)		72	\$200.65	\$6,191,764
Fees for Participant Sports, excl. Trips		74	\$87.93	\$2,713,493
Tickets to Theatre/Operas/Concerts		74	\$40.64	\$1,254,099
Tickets to Movies		72	\$19.94	\$615,367
Tickets to Parks or Museums		66	\$18.49	\$570,412
Admission to Sporting Events, excl. Trips		71	\$41.77	\$1,288,877
Fees for Recreational Lessons		76	\$110.75	\$3,417,475
Dating Services		87	\$0.93	\$28,737
TV/Video/Audio		71	\$966.72	\$29,831,063
Cable and Satellite Television Services		71	\$613.07	\$18,918,204
Televisions		71	\$103.10	\$3,181,498
Satellite Dishes		61	\$1.05	\$32,273
VCRs, Video Cameras, and DVD Players		69	\$3.33	\$102,772
Miscellaneous Video Equipment		92	\$11.64	\$359,138
Video Cassettes and DVDs		74	\$4.83	\$149,153
Video Game Hardware/Accessories		72	\$29.11	\$898,345
Video Game Software		77	\$14.85	\$458,136
Rental/Streaming/Downloaded Video		70	\$86.86	\$2,680,415
Installation of Televisions		81	\$1.31	\$40,400
Audio (3)		71	\$95.67	\$2,952,096
Rental and Repair of TV/Radio/Sound Equipment		68	\$1.90	\$58,633
Pets		67	\$621.96	\$19,192,337
Toys/Games/Crafts/Hobbies (4)		72	\$114.35	\$3,528,685
Recreational Vehicles and Fees (5)		63	\$94.66	\$2,920,960
Sports/Recreation/Exercise Equipment (6)		67	\$187.57	\$5,788,188
Photo Equipment and Supplies (7)		75	\$35.22	\$1,086,946
Reading (8)		74	\$94.16	\$2,905,512
Catered Affairs (9)		82	\$25.00	\$771,376
<b>Food</b>		72	\$7,606.12	\$234,709,804
Food at Home		73	\$4,963.90	\$153,176,158
Bakery and Cereal Products		74	\$650.13	\$20,061,824
Meats, Poultry, Fish, and Eggs		73	\$1,076.54	\$33,219,804
Dairy Products		73	\$482.28	\$14,882,344
Fruits and Vegetables		74	\$995.36	\$30,714,934
Snacks and Other Food at Home (10)		72	\$1,759.58	\$54,297,252
Food Away from Home		71	\$2,642.22	\$81,533,646
Alcoholic Beverages		72	\$488.13	\$15,062,622

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	76	\$29,723.00	\$917,192,402
Value of Retirement Plans	72	\$101,729.30	\$3,139,162,850
Value of Other Financial Assets	72	\$6,184.35	\$190,836,766
Vehicle Loan Amount excluding Interest	66	\$2,393.48	\$73,858,060
Value of Credit Card Debt	75	\$2,367.26	\$73,048,842
<b>Health</b>			
Nonprescription Drugs	66	\$113.34	\$3,497,380
Prescription Drugs	67	\$247.80	\$7,646,589
Eyeglasses and Contact Lenses	72	\$79.79	\$2,462,079
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$9,000.21	\$277,728,384
Maintenance and Remodeling Services	66	\$2,501.00	\$77,175,783
Maintenance and Remodeling Materials (12)	60	\$473.37	\$14,607,257
Utilities, Fuel, and Public Services	71	\$4,122.90	\$127,224,447
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	73	\$89.68	\$2,767,362
Furniture	70	\$577.72	\$17,827,195
Rugs	71	\$29.64	\$914,602
Major Appliances (14)	68	\$357.00	\$11,016,286
Housewares (15)	70	\$75.25	\$2,322,155
Small Appliances	73	\$53.00	\$1,635,545
Luggage	71	\$10.18	\$314,048
Telephones and Accessories	75	\$80.71	\$2,490,662
<b>Household Operations</b>			
Child Care	73	\$377.01	\$11,633,904
Lawn and Garden (16)	67	\$452.21	\$13,954,408
Moving/Storage/Freight Express	74	\$66.33	\$2,046,688
Housekeeping Supplies (17)	70	\$656.74	\$20,265,626
<b>Insurance</b>			
Owners and Renters Insurance	66	\$511.64	\$15,788,269
Vehicle Insurance	70	\$1,521.19	\$46,940,818
Life/Other Insurance	69	\$477.36	\$14,730,254
Health Insurance	70	\$3,445.43	\$106,319,094
Personal Care Products (18)	72	\$397.71	\$12,272,556
School Books and Supplies (19)	70	\$93.25	\$2,877,626
Smoking Products	73	\$315.33	\$9,730,503
<b>Transportation</b>			
Payments on Vehicles excluding Leases	67	\$2,021.32	\$62,374,041
Gasoline and Motor Oil	69	\$1,748.63	\$53,959,307
Vehicle Maintenance and Repairs	70	\$922.72	\$28,473,237
<b>Travel</b>			
Airline Fares	72	\$333.76	\$10,299,124
Lodging on Trips	69	\$500.08	\$15,431,388
Auto/Truck Rental on Trips	70	\$55.83	\$1,722,821
Food and Drink on Trips	71	\$396.46	\$12,233,921

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# Retail Goods and Services Expenditures

7846-7846 Wise Ave, Dundalk, Maryland, 21222  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.26729  
 Longitude: -76.49671

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	19.3%	Population	206,937	206,356
Front Porches (8E)	18.7%	Households	82,026	82,442
Metro Fusion (11C)	9.4%	Families	48,721	48,932
Metro Renters (3B)	6.8%	Median Age	38.1	39.0
Family Foundations (12A)	3.7%	Median Household Income	\$62,018	\$68,639
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		89	\$1,954.90	\$160,352,427
Men's		88	\$360.49	\$29,569,598
Women's		88	\$658.21	\$53,990,418
Children's		89	\$296.01	\$24,280,274
Footwear		91	\$454.90	\$37,313,982
Watches & Jewelry		86	\$145.26	\$11,915,434
Apparel Products and Services (1)		90	\$40.02	\$3,282,721
<b>Computer</b>				
Computers and Hardware for Home Use		90	\$230.66	\$18,919,923
Portable Memory		89	\$4.11	\$337,083
Computer Software		95	\$13.78	\$1,130,126
Computer Accessories		88	\$21.94	\$1,799,353
<b>Entertainment &amp; Recreation</b>		84	\$3,185.65	\$261,306,337
Fees and Admissions		85	\$606.46	\$49,745,840
Membership Fees for Clubs (2)		85	\$235.77	\$19,338,874
Fees for Participant Sports, excl. Trips		85	\$101.19	\$8,300,251
Tickets to Theatre/Operas/Concerts		87	\$47.33	\$3,881,981
Tickets to Movies		89	\$24.54	\$2,013,075
Tickets to Parks or Museums		83	\$23.11	\$1,895,762
Admission to Sporting Events, excl. Trips		84	\$49.32	\$4,045,134
Fees for Recreational Lessons		86	\$124.10	\$10,179,341
Dating Services		104	\$1.11	\$91,420
TV/Video/Audio		86	\$1,169.83	\$95,956,635
Cable and Satellite Television Services		85	\$731.32	\$59,987,181
Televisions		88	\$128.10	\$10,507,680
Satellite Dishes		81	\$1.38	\$113,028
VCRs, Video Cameras, and DVD Players		86	\$4.14	\$339,214
Miscellaneous Video Equipment		102	\$12.90	\$1,058,278
Video Cassettes and DVDs		91	\$5.93	\$486,247
Video Game Hardware/Accessories		93	\$37.52	\$3,077,723
Video Game Software		97	\$18.76	\$1,539,033
Rental/Streaming/Downloaded Video		88	\$109.13	\$8,951,478
Installation of Televisions		91	\$1.46	\$119,571
Audio (3)		86	\$116.72	\$9,574,037
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.48	\$203,164
Pets		81	\$746.08	\$61,198,298
Toys/Games/Crafts/Hobbies (4)		88	\$139.24	\$11,421,455
Recreational Vehicles and Fees (5)		75	\$112.89	\$9,259,933
Sports/Recreation/Exercise Equipment (6)		82	\$229.76	\$18,846,238
Photo Equipment and Supplies (7)		90	\$41.96	\$3,442,046
Reading (8)		88	\$110.94	\$9,100,342
Catered Affairs (9)		94	\$28.47	\$2,335,549
<b>Food</b>		88	\$9,236.56	\$757,637,889
Food at Home		88	\$5,982.09	\$490,686,509
Bakery and Cereal Products		88	\$777.95	\$63,811,739
Meats, Poultry, Fish, and Eggs		88	\$1,298.80	\$106,535,225
Dairy Products		88	\$577.06	\$47,334,310
Fruits and Vegetables		89	\$1,190.79	\$97,675,427
Snacks and Other Food at Home (10)		87	\$2,137.49	\$175,329,808
Food Away from Home		87	\$3,254.47	\$266,951,380
Alcoholic Beverages		87	\$588.59	\$48,279,548

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	84	\$32,937.91	\$2,701,764,789
Value of Retirement Plans	81	\$114,410.72	\$9,384,653,642
Value of Other Financial Assets	82	\$7,008.96	\$574,916,917
Vehicle Loan Amount excluding Interest	83	\$3,028.13	\$248,385,556
Value of Credit Card Debt	88	\$2,780.71	\$228,090,912
<b>Health</b>			
Nonprescription Drugs	82	\$140.28	\$11,506,518
Prescription Drugs	81	\$299.65	\$24,579,037
Eyeglasses and Contact Lenses	85	\$94.23	\$7,729,686
<b>Home</b>			
Mortgage Payment and Basics (11)	80	\$10,275.72	\$842,876,053
Maintenance and Remodeling Services	76	\$2,897.81	\$237,695,828
Maintenance and Remodeling Materials (12)	72	\$566.64	\$46,478,896
Utilities, Fuel, and Public Services	86	\$4,977.15	\$408,255,390
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	88	\$108.13	\$8,869,509
Furniture	86	\$709.13	\$58,167,127
Rugs	84	\$34.93	\$2,865,189
Major Appliances (14)	81	\$427.75	\$35,086,217
Housewares (15)	86	\$92.12	\$7,556,501
Small Appliances	90	\$65.16	\$5,345,109
Luggage	88	\$12.58	\$1,031,834
Telephones and Accessories	88	\$94.62	\$7,761,026
<b>Household Operations</b>			
Child Care	87	\$450.85	\$36,981,557
Lawn and Garden (16)	78	\$524.66	\$43,035,800
Moving/Storage/Freight Express	90	\$81.05	\$6,648,048
Housekeeping Supplies (17)	85	\$797.26	\$65,395,858
<b>Insurance</b>			
Owners and Renters Insurance	78	\$608.36	\$49,901,018
Vehicle Insurance	87	\$1,878.87	\$154,116,442
Life/Other Insurance	81	\$559.54	\$45,896,501
Health Insurance	83	\$4,117.94	\$337,778,459
Personal Care Products (18)	88	\$484.30	\$39,725,579
School Books and Supplies (19)	87	\$116.31	\$9,540,727
Smoking Products	90	\$389.71	\$31,966,545
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$2,520.27	\$206,727,264
Gasoline and Motor Oil	85	\$2,160.44	\$177,211,935
Vehicle Maintenance and Repairs	86	\$1,122.42	\$92,067,597
<b>Travel</b>			
Airline Fares	86	\$399.61	\$32,778,504
Lodging on Trips	83	\$596.88	\$48,959,890
Auto/Truck Rental on Trips	86	\$68.30	\$5,602,533
Food and Drink on Trips	85	\$476.84	\$39,112,964

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

**Source:** Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary

7846-7846 Wise Ave, Dundalk, Maryland, 21222  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.26729  
Longitude: -76.49671

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	433		2,375		6,615							
Total Employees:	5,635		32,657		78,884							
Total Residential Population:	23,828		83,634		206,937							
Employee/Residential Population Ratio (per 100 Residents)	24		39		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	2.5%	68	1.2%	34	1.4%	227	0.7%	82	1.2%	585	0.7%
Construction	27	6.2%	103	1.8%	177	7.5%	1,693	5.2%	513	7.8%	4,843	6.1%
Manufacturing	12	2.8%	140	2.5%	91	3.8%	1,995	6.1%	229	3.5%	4,784	6.1%
Transportation	10	2.3%	52	0.9%	120	5.1%	2,196	6.7%	282	4.3%	3,850	4.9%
Communication	8	1.8%	24	0.4%	23	1.0%	87	0.3%	60	0.9%	287	0.4%
Utility	0	0.0%	0	0.0%	8	0.3%	100	0.3%	22	0.3%	229	0.3%
Wholesale Trade	10	2.3%	73	1.3%	84	3.5%	1,236	3.8%	291	4.4%	4,750	6.0%
Retail Trade Summary	105	24.2%	1,553	27.6%	549	23.1%	7,211	22.1%	1,500	22.7%	17,111	21.7%
Home Improvement	3	0.7%	21	0.4%	20	0.8%	456	1.4%	52	0.8%	1,321	1.7%
General Merchandise Stores	4	0.9%	24	0.4%	35	1.5%	800	2.4%	87	1.3%	1,523	1.9%
Food Stores	18	4.2%	326	5.8%	78	3.3%	1,099	3.4%	208	3.1%	2,571	3.3%
Auto Dealers & Gas Stations	14	3.2%	145	2.6%	79	3.3%	1,324	4.1%	193	2.9%	2,280	2.9%
Apparel & Accessory Stores	1	0.2%	1	0.0%	20	0.8%	100	0.3%	62	0.9%	1,052	1.3%
Furniture & Home Furnishings	2	0.5%	9	0.2%	24	1.0%	173	0.5%	73	1.1%	444	0.6%
Eating & Drinking Places	41	9.5%	755	13.4%	170	7.2%	2,243	6.9%	536	8.1%	5,578	7.1%
Miscellaneous Retail	21	4.8%	271	4.8%	124	5.2%	1,016	3.1%	289	4.4%	2,342	3.0%
Finance, Insurance, Real Estate Summary	38	8.8%	306	5.4%	164	6.9%	1,011	3.1%	531	8.0%	3,874	4.9%
Banks, Savings & Lending Institutions	15	3.5%	114	2.0%	44	1.9%	281	0.9%	118	1.8%	821	1.0%
Securities Brokers	0	0.0%	1	0.0%	9	0.4%	49	0.2%	40	0.6%	273	0.3%
Insurance Carriers & Agents	3	0.7%	21	0.4%	23	1.0%	121	0.4%	72	1.1%	670	0.8%
Real Estate, Holding, Other Investment Offices	20	4.6%	171	3.0%	89	3.7%	559	1.7%	301	4.6%	2,110	2.7%
Services Summary	181	41.8%	3,181	56.5%	888	37.4%	14,052	43.0%	2,266	34.3%	34,042	43.2%
Hotels & Lodging	2	0.5%	14	0.2%	5	0.2%	100	0.3%	23	0.3%	301	0.4%
Automotive Services	12	2.8%	41	0.7%	107	4.5%	522	1.6%	236	3.6%	1,372	1.7%
Movies & Amusements	11	2.5%	82	1.5%	54	2.3%	373	1.1%	127	1.9%	917	1.2%
Health Services	32	7.4%	232	4.1%	148	6.2%	3,799	11.6%	307	4.6%	8,297	10.5%
Legal Services	3	0.7%	19	0.3%	28	1.2%	134	0.4%	78	1.2%	379	0.5%
Education Institutions & Libraries	15	3.5%	2,022	35.9%	47	2.0%	4,656	14.3%	122	1.8%	8,151	10.3%
Other Services	105	24.2%	770	13.7%	498	21.0%	4,468	13.7%	1,373	20.8%	14,624	18.5%
Government	4	0.9%	123	2.2%	31	1.3%	2,715	8.3%	76	1.1%	3,847	4.9%
Unclassified Establishments	28	6.5%	11	0.2%	206	8.7%	134	0.4%	762	11.5%	683	0.9%
Totals	433	100.0%	5,635	100.0%	2,375	100.0%	32,657	100.0%	6,615	100.0%	78,884	100.0%

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

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

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	4	0.2%	8	0.0%	11	0.2%	28	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	9	0.0%	5	0.1%	43	0.1%
Utilities	0	0.0%	0	0.0%	1	0.0%	11	0.0%	2	0.0%	25	0.0%
Construction	29	6.7%	121	2.1%	187	7.9%	1,827	5.6%	543	8.2%	5,327	6.8%
Manufacturing	11	2.5%	138	2.4%	88	3.7%	1,964	6.0%	238	3.6%	4,910	6.2%
Wholesale Trade	10	2.3%	73	1.3%	84	3.5%	1,236	3.8%	291	4.4%	4,750	6.0%
Retail Trade	61	14.1%	768	13.6%	364	15.3%	4,835	14.8%	912	13.8%	11,028	14.0%
Motor Vehicle & Parts Dealers	10	2.3%	134	2.4%	62	2.6%	1,200	3.7%	153	2.3%	1,997	2.5%
Furniture & Home Furnishings Stores	2	0.5%	7	0.1%	15	0.6%	130	0.4%	46	0.7%	301	0.4%
Electronics & Appliance Stores	0	0.0%	1	0.0%	8	0.3%	35	0.1%	22	0.3%	105	0.1%
Building Material & Garden Equipment & Supplies Dealers	3	0.7%	21	0.4%	20	0.8%	456	1.4%	51	0.8%	1,308	1.7%
Food & Beverage Stores	19	4.4%	304	5.4%	84	3.5%	1,037	3.2%	223	3.4%	2,347	3.0%
Health & Personal Care Stores	9	2.1%	184	3.3%	38	1.6%	330	1.0%	77	1.2%	824	1.0%
Gasoline Stations & Fuel Dealers	4	0.9%	12	0.2%	17	0.7%	124	0.4%	42	0.6%	294	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	2	0.5%	6	0.1%	34	1.4%	144	0.4%	80	1.2%	1,106	1.4%
Sporting Goods, Hobby, Book, & Music Stores	7	1.6%	55	1.0%	38	1.6%	231	0.7%	99	1.5%	582	0.7%
General Merchandise Stores	5	1.2%	45	0.8%	48	2.0%	1,148	3.5%	120	1.8%	2,165	2.7%
Transportation & Warehousing	10	2.3%	51	0.9%	105	4.4%	2,190	6.7%	238	3.6%	3,801	4.8%
Information	11	2.5%	62	1.1%	39	1.6%	253	0.8%	131	2.0%	1,314	1.7%
Finance & Insurance	18	4.2%	135	2.4%	72	3.0%	443	1.4%	229	3.5%	1,767	2.2%
Central Bank/Credit Intermediation & Related Activities	15	3.5%	113	2.0%	40	1.7%	273	0.8%	116	1.8%	818	1.0%
Securities & Commodity Contracts	0	0.0%	1	0.0%	9	0.4%	49	0.2%	41	0.6%	279	0.4%
Funds, Trusts & Other Financial Vehicles	3	0.7%	21	0.4%	23	1.0%	121	0.4%	72	1.1%	670	0.8%
Real Estate, Rental & Leasing	21	4.8%	297	5.3%	108	4.5%	748	2.3%	330	5.0%	2,285	2.9%
Professional, Scientific & Tech Services	27	6.2%	220	3.9%	156	6.6%	1,584	4.9%	485	7.3%	7,206	9.1%
Legal Services	4	0.9%	21	0.4%	35	1.5%	152	0.5%	97	1.5%	463	0.6%
Management of Companies & Enterprises	1	0.2%	6	0.1%	4	0.2%	31	0.1%	22	0.3%	242	0.3%
Administrative, Support & Waste Management Services	19	4.4%	91	1.6%	96	4.0%	897	2.7%	224	3.4%	1,943	2.5%
Educational Services	17	3.9%	2,026	36.0%	58	2.4%	4,697	14.4%	135	2.0%	8,162	10.3%
Health Care & Social Assistance	48	11.1%	375	6.7%	198	8.3%	4,352	13.3%	427	6.5%	9,807	12.4%
Arts, Entertainment & Recreation	12	2.8%	71	1.3%	51	2.1%	375	1.1%	136	2.1%	971	1.2%
Accommodation & Food Services	46	10.6%	799	14.2%	186	7.8%	2,446	7.5%	580	8.8%	6,092	7.7%
Accommodation	2	0.5%	14	0.2%	5	0.2%	100	0.3%	23	0.3%	301	0.4%
Food Services & Drinking Places	44	10.2%	785	13.9%	180	7.6%	2,346	7.2%	557	8.4%	5,790	7.3%
Other Services (except Public Administration)	62	14.3%	272	4.8%	339	14.3%	1,904	5.8%	838	12.7%	4,638	5.9%
Automotive Repair & Maintenance	9	2.1%	30	0.5%	87	3.7%	442	1.4%	183	2.8%	918	1.2%
Public Administration	3	0.7%	119	2.1%	30	1.3%	2,711	8.3%	76	1.1%	3,863	4.9%
Unclassified Establishments	28	6.5%	11	0.2%	206	8.7%	134	0.4%	762	11.5%	683	0.9%
<b>Total</b>	<b>433</b>	<b>100.0%</b>	<b>5,635</b>	<b>100.0%</b>	<b>2,375</b>	<b>100.0%</b>	<b>32,657</b>	<b>100.0%</b>	<b>6,615</b>	<b>100.0%</b>	<b>78,884</b>	<b>100.0%</b>

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