



Market Profile

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	11,451	78,618	239,442
2020 Total Population	11,847	87,513	251,365
2020 Group Quarters	121	638	2,078
2024 Total Population	12,020	89,279	250,783
2024 Group Quarters	122	639	2,080
2029 Total Population	12,059	91,052	250,311
2024-2029 Annual Rate	0.06%	0.39%	-0.04%
2024 Total Daytime Population	17,632	86,214	204,653
Workers	12,164	44,286	85,235
Residents	5,468	41,928	119,418
Household Summary			
2010 Households	4,847	31,070	95,727
2010 Average Household Size	2.32	2.51	2.49
2020 Total Households	4,776	33,743	98,404
2020 Average Household Size	2.46	2.57	2.53
2024 Households	4,799	34,411	99,048
2024 Average Household Size	2.48	2.58	2.51
2029 Households	4,825	35,270	99,837
2029 Average Household Size	2.47	2.56	2.49
2024-2029 Annual Rate	0.11%	0.49%	0.16%
2010 Families	2,910	20,178	61,547
2010 Average Family Size	2.92	3.06	3.06
2024 Families	2,898	21,783	62,212
2024 Average Family Size	3.13	3.25	3.19
2029 Families	2,896	22,271	62,468
2029 Average Family Size	3.13	3.24	3.16
2024-2029 Annual Rate	-0.01%	0.44%	0.08%
Housing Unit Summary			
2000 Housing Units	3,991	30,730	95,129
Owner Occupied Housing Units	52.8%	59.6%	62.0%
Renter Occupied Housing Units	38.8%	35.8%	32.7%
Vacant Housing Units	8.3%	4.7%	5.2%
2010 Housing Units	5,076	32,844	101,718
Owner Occupied Housing Units	56.6%	61.6%	61.7%
Renter Occupied Housing Units	38.8%	33.0%	32.5%
Vacant Housing Units	4.5%	5.4%	5.9%
2020 Housing Units	5,072	35,635	104,659
Owner Occupied Housing Units	50.8%	58.3%	59.7%
Renter Occupied Housing Units	43.4%	36.4%	34.3%
Vacant Housing Units	6.1%	5.3%	6.0%
2024 Housing Units	5,108	36,336	105,360
Owner Occupied Housing Units	53.8%	60.6%	61.9%
Renter Occupied Housing Units	40.1%	34.1%	32.2%
Vacant Housing Units	6.0%	5.3%	6.0%
2029 Housing Units	5,116	36,998	106,202
Owner Occupied Housing Units	56.9%	63.3%	64.0%
Renter Occupied Housing Units	37.4%	32.1%	30.0%
Vacant Housing Units	5.7%	4.7%	6.0%

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

March 12, 2025

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	4,799	34,411	99,047
<\$15,000	7.7%	8.0%	7.5%
\$15,000 - \$24,999	3.8%	5.1%	5.5%
\$25,000 - \$34,999	6.4%	6.6%	6.9%
\$35,000 - \$49,999	8.0%	9.0%	10.1%
\$50,000 - \$74,999	21.5%	15.4%	15.7%
\$75,000 - \$99,999	10.9%	13.6%	13.5%
\$100,000 - \$149,999	19.1%	19.6%	19.4%
\$150,000 - \$199,999	12.4%	12.6%	10.8%
\$200,000+	10.3%	10.1%	10.5%
Average Household Income	\$108,773	\$108,691	\$108,098
2029 Households by Income			
Household Income Base	4,825	35,270	99,836
<\$15,000	6.8%	7.2%	6.9%
\$15,000 - \$24,999	2.9%	4.0%	4.4%
\$25,000 - \$34,999	5.3%	5.6%	5.9%
\$35,000 - \$49,999	6.6%	7.5%	8.6%
\$50,000 - \$74,999	19.1%	13.4%	14.0%
\$75,000 - \$99,999	11.1%	13.6%	13.6%
\$100,000 - \$149,999	20.0%	20.5%	20.2%
\$150,000 - \$199,999	14.8%	15.1%	12.7%
\$200,000+	13.3%	13.2%	13.8%
Average Household Income	\$126,266	\$126,597	\$125,749
2024 Owner Occupied Housing Units by Value			
Total	2,750	21,996	65,144
<\$50,000	6.1%	5.3%	4.8%
\$50,000 - \$99,999	1.8%	1.6%	2.1%
\$100,000 - \$149,999	2.6%	3.0%	3.4%
\$150,000 - \$199,999	10.4%	7.3%	8.0%
\$200,000 - \$249,999	15.9%	12.1%	13.6%
\$250,000 - \$299,999	15.1%	12.2%	12.6%
\$300,000 - \$399,999	20.7%	31.1%	26.9%
\$400,000 - \$499,999	10.1%	12.9%	11.7%
\$500,000 - \$749,999	4.4%	9.9%	11.7%
\$750,000 - \$999,999	0.2%	2.3%	3.0%
\$1,000,000 - \$1,499,999	12.4%	2.0%	1.5%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.3%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$407,709	\$358,007	\$364,915
2029 Owner Occupied Housing Units by Value			
Total	2,912	23,403	67,913
<\$50,000	4.5%	4.2%	3.9%
\$50,000 - \$99,999	0.6%	0.6%	1.0%
\$100,000 - \$149,999	1.4%	1.1%	1.3%
\$150,000 - \$199,999	4.8%	3.3%	3.8%
\$200,000 - \$249,999	10.3%	7.0%	7.8%
\$250,000 - \$299,999	12.9%	8.3%	9.3%
\$300,000 - \$399,999	23.6%	30.3%	26.6%
\$400,000 - \$499,999	15.5%	16.3%	15.0%
\$500,000 - \$749,999	11.1%	19.2%	20.8%
\$750,000 - \$999,999	0.5%	6.2%	6.8%
\$1,000,000 - \$1,499,999	14.5%	2.9%	2.9%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.6%
\$2,000,000 +	0.0%	0.2%	0.5%
Average Home Value	\$482,109	\$446,469	\$458,596

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

Market Profile

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$80,100	\$84,213	\$81,406
2029	\$94,959	\$97,100	\$92,610
Median Home Value			
2024	\$293,253	\$326,884	\$320,561
2029	\$365,015	\$383,874	\$386,559
Per Capita Income			
2024	\$42,601	\$41,910	\$42,750
2029	\$49,584	\$49,073	\$50,215
Median Age			
2010	35.0	36.8	38.2
2020	36.7	37.9	39.1
2024	37.5	38.5	39.7
2029	38.9	39.7	41.0
2020 Population by Age			
Total	11,847	87,513	251,365
0 - 4	6.5%	6.0%	5.7%
5 - 9	6.1%	6.2%	6.2%
10 - 14	7.0%	6.8%	6.6%
15 - 24	11.8%	12.1%	11.8%
25 - 34	16.3%	14.7%	14.0%
35 - 44	14.0%	13.7%	13.3%
45 - 54	12.4%	12.2%	12.2%
55 - 64	11.9%	13.0%	13.7%
65 - 74	8.6%	9.3%	9.7%
75 - 84	3.8%	4.2%	4.6%
85 +	1.6%	1.8%	2.2%
18 +	77.1%	77.1%	77.8%
2024 Population by Age			
Total	12,019	89,281	250,783
0 - 4	6.3%	5.9%	5.6%
5 - 9	6.4%	6.1%	6.0%
10 - 14	5.9%	6.1%	6.1%
15 - 24	11.8%	12.3%	11.9%
25 - 34	15.8%	14.5%	13.6%
35 - 44	14.6%	14.3%	14.2%
45 - 54	12.9%	12.2%	12.1%
55 - 64	11.1%	11.9%	12.5%
65 - 74	8.9%	9.8%	10.4%
75 - 84	4.6%	5.0%	5.4%
85 +	1.7%	1.9%	2.3%
18 +	77.6%	78.1%	78.7%
2029 Population by Age			
Total	12,059	91,052	250,311
0 - 4	6.1%	5.7%	5.5%
5 - 9	5.9%	5.7%	5.5%
10 - 14	6.2%	6.0%	5.9%
15 - 24	12.3%	11.7%	11.4%
25 - 34	13.3%	13.8%	13.1%
35 - 44	15.5%	14.6%	14.3%
45 - 54	12.7%	12.5%	12.5%
55 - 64	11.0%	11.1%	11.3%
65 - 74	9.5%	10.5%	11.2%
75 - 84	5.7%	6.2%	6.7%
85 +	1.9%	2.1%	2.6%
18 +	78.3%	79.2%	79.7%

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



Market Profile

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	5,506	41,563	118,974
Females	6,341	45,950	132,391
2024 Population by Sex			
Males	5,695	43,213	120,769
Females	6,325	46,066	130,014
2029 Population by Sex			
Males	5,699	43,951	120,088
Females	6,359	47,101	130,224
2010 Population by Race/Ethnicity			
Total	11,452	78,618	239,443
White Alone	64.6%	68.2%	65.1%
Black Alone	22.5%	20.3%	25.9%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	7.4%	6.3%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.0%	1.5%
Two or More Races	3.2%	2.7%	2.4%
Hispanic Origin	5.7%	5.1%	4.1%
Diversity Index	57.6	53.9	54.5
2020 Population by Race/Ethnicity			
Total	11,847	87,513	251,365
White Alone	43.7%	50.4%	50.8%
Black Alone	37.2%	29.6%	32.5%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	7.5%	8.4%	6.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	4.3%	3.6%
Two or More Races	6.7%	6.7%	6.3%
Hispanic Origin	7.3%	7.6%	6.4%
Diversity Index	70.4	69.4	67.2
2024 Population by Race/Ethnicity			
Total	12,020	89,278	250,782
White Alone	40.9%	48.0%	48.7%
Black Alone	39.0%	30.7%	33.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	7.8%	8.9%	6.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.9%	4.6%	4.0%
Two or More Races	7.0%	7.1%	6.7%
Hispanic Origin	7.9%	8.2%	7.0%
Diversity Index	71.6	71.1	68.8
2029 Population by Race/Ethnicity			
Total	12,060	91,052	250,312
White Alone	38.4%	45.7%	46.6%
Black Alone	40.3%	31.5%	34.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	8.4%	9.8%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.1%	4.9%	4.2%
Two or More Races	7.3%	7.5%	7.1%
Hispanic Origin	8.4%	8.7%	7.6%
Diversity Index	72.5	72.6	70.2

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

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	11,847	87,513	251,365
In Households	99.0%	99.3%	99.2%
Householder	39.8%	38.6%	39.2%
Opposite-Sex Spouse	14.5%	15.6%	15.6%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.8%	2.8%	2.7%
Same-Sex Unmarried Partner	0.2%	0.1%	0.2%
Biological Child	28.1%	28.0%	27.8%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.2%	1.2%	1.2%
Grandchild	2.3%	2.9%	2.9%
Brother or Sister	1.9%	1.6%	1.5%
Parent	1.8%	1.7%	1.6%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.4%
Other Relatives	1.9%	1.9%	1.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.1%	3.0%	3.0%
In Group Quarters	1.0%	0.7%	0.8%
Institutionalized	1.0%	0.6%	0.7%
Noninstitutionalized	0.1%	0.2%	0.1%
2024 Population 25+ by Educational Attainment			
Total	8,362	62,143	176,631
Less than 9th Grade	4.2%	4.0%	3.9%
9th - 12th Grade, No Diploma	3.3%	3.9%	4.8%
High School Graduate	24.8%	26.9%	27.2%
GED/Alternative Credential	4.3%	4.1%	4.4%
Some College, No Degree	16.2%	16.6%	17.3%
Associate Degree	10.8%	9.1%	8.4%
Bachelor's Degree	20.0%	22.2%	21.2%
Graduate/Professional Degree	16.4%	13.2%	12.7%
2024 Population 15+ by Marital Status			
Total	9,779	73,132	206,463
Never Married	40.3%	35.8%	35.6%
Married	44.4%	46.1%	47.1%
Widowed	5.4%	7.0%	6.9%
Divorced	9.9%	11.1%	10.4%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,816	49,391	137,574
Population 16+ Employed	97.8%	97.5%	97.2%
Population 16+ Unemployment rate	2.2%	2.5%	2.8%
Population 16-24 Employed	13.3%	13.3%	12.6%
Population 16-24 Unemployment rate	0.3%	5.2%	6.0%
Population 25-54 Employed	67.7%	65.2%	63.7%
Population 25-54 Unemployment rate	2.3%	2.0%	2.4%
Population 55-64 Employed	12.7%	15.3%	16.7%
Population 55-64 Unemployment rate	4.7%	2.8%	2.2%
Population 65+ Employed	6.2%	6.2%	7.0%
Population 65+ Unemployment rate	0.2%	0.8%	2.0%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	6,667	48,155	133,705
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	8.8%	6.5%	6.4%
Manufacturing	3.5%	5.8%	6.1%
Wholesale Trade	0.9%	1.8%	1.9%
Retail Trade	10.1%	10.0%	10.2%
Transportation/Utilities	10.4%	7.2%	7.2%
Information	1.5%	1.8%	1.6%
Finance/Insurance/Real Estate	5.9%	6.4%	6.4%
Services	51.4%	51.6%	51.9%
Public Administration	7.4%	8.7%	8.1%
2024 Employed Population 16+ by Occupation			
Total	6,664	48,157	133,702
White Collar	63.0%	64.5%	63.6%
Management/Business/Financial	18.3%	17.8%	16.9%
Professional	30.0%	29.2%	27.3%
Sales	5.8%	6.8%	7.8%
Administrative Support	9.0%	10.6%	11.5%
Services	14.8%	15.7%	16.0%
Blue Collar	22.1%	19.8%	20.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.6%	4.0%	4.3%
Installation/Maintenance/Repair	3.3%	3.2%	3.3%
Production	2.5%	3.6%	3.8%
Transportation/Material Moving	10.7%	9.0%	8.9%
2020 Households by Type			
Total	4,776	33,743	98,404
Married Couple Households	36.7%	41.0%	40.3%
With Own Children <18	14.2%	16.2%	15.3%
Without Own Children <18	22.6%	24.8%	25.1%
Cohabiting Couple Households	7.9%	7.8%	7.4%
With Own Children <18	3.0%	2.7%	2.6%
Without Own Children <18	4.9%	5.0%	4.8%
Male Householder, No Spouse/Partner	18.9%	18.3%	18.7%
Living Alone	12.7%	12.0%	12.4%
65 Years and over	2.8%	3.4%	3.9%
With Own Children <18	1.5%	1.8%	1.8%
Without Own Children <18, With Relatives	3.4%	3.3%	3.2%
No Relatives Present	1.2%	1.3%	1.4%
Female Householder, No Spouse/Partner	36.5%	32.9%	33.5%
Living Alone	17.9%	16.2%	16.4%
65 Years and over	7.0%	8.0%	8.0%
With Own Children <18	8.2%	7.3%	7.3%
Without Own Children <18, With Relatives	8.6%	8.0%	8.6%
No Relatives Present	1.8%	1.3%	1.2%
2020 Households by Size			
Total	4,776	33,743	98,404
1 Person Household	30.6%	28.2%	28.8%
2 Person Household	31.2%	30.7%	31.2%
3 Person Household	16.9%	17.1%	16.9%
4 Person Household	12.1%	13.5%	12.9%
5 Person Household	5.4%	6.0%	6.0%
6 Person Household	2.3%	2.7%	2.6%
7 + Person Household	1.5%	1.8%	1.6%

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



Market Profile

9504 Philadelphia Rd, Rosedale, Maryland, 21237
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.35472
 Longitude: -76.46256

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,776	33,743	98,404
Owner Occupied	53.9%	61.5%	63.5%
Owned with a Mortgage/Loan	42.5%	47.5%	47.7%
Owned Free and Clear	11.4%	14.1%	15.8%
Renter Occupied	46.1%	38.5%	36.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	105	99	97
Percent of Income for Mortgage	22.9%	24.3%	24.6%
Wealth Index	84	90	93
2020 Housing Units By Urban/ Rural Status			
Total	5,072	35,635	104,659
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	11,847	87,513	251,365
Urban Population	100.0%	100.0%	99.8%
Rural Population	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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Bright Young Professionals	Parks and Rec (5C)
2.	Bright Young Professionals	Parks and Rec (5C)	Bright Young Professionals
3.	Front Porches (8E)	Enterprising Professionals	Pleasantville (2B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$11,545,619	\$80,851,071	\$230,153,995
Average Spent	\$2,405.84	\$2,349.57	\$2,323.66
Spending Potential Index	101	99	98
Education: Total \$	\$7,894,900	\$56,622,356	\$162,355,559
Average Spent	\$1,645.11	\$1,645.47	\$1,639.16
Spending Potential Index	95	95	95
Entertainment/Recreation: Total \$	\$18,577,654	\$135,017,048	\$386,125,740
Average Spent	\$3,871.15	\$3,923.66	\$3,898.37
Spending Potential Index	95	96	95
Food at Home: Total \$	\$34,684,359	\$243,236,945	\$697,044,957
Average Spent	\$7,227.41	\$7,068.58	\$7,037.45
Spending Potential Index	99	97	96
Food Away from Home: Total \$	\$18,731,531	\$131,968,916	\$376,228,156
Average Spent	\$3,903.22	\$3,835.08	\$3,798.44
Spending Potential Index	100	99	98
Health Care: Total \$	\$34,229,451	\$254,169,856	\$732,949,705
Average Spent	\$7,132.62	\$7,386.30	\$7,399.94
Spending Potential Index	93	96	96
HH Furnishings & Equipment: Total \$	\$14,589,435	\$105,467,264	\$301,460,603
Average Spent	\$3,040.10	\$3,064.93	\$3,043.58
Spending Potential Index	96	97	96
Personal Care Products & Services: Total \$	\$4,732,737	\$33,216,642	\$95,117,865
Average Spent	\$986.19	\$965.29	\$960.32
Spending Potential Index	99	97	96
Shelter: Total \$	\$126,912,831	\$882,652,489	\$2,522,769,603
Average Spent	\$26,445.68	\$25,650.30	\$25,470.17
Spending Potential Index	99	96	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,830,910	\$113,926,290	\$329,661,243
Average Spent	\$3,090.42	\$3,310.75	\$3,328.30
Spending Potential Index	88	94	95
Travel: Total \$	\$13,808,407	\$99,415,745	\$283,992,479
Average Spent	\$2,877.35	\$2,889.07	\$2,867.22
Spending Potential Index	95	95	95
Vehicle Maintenance & Repairs: Total \$	\$6,906,383	\$49,811,056	\$142,134,896
Average Spent	\$1,439.13	\$1,447.53	\$1,435.01
Spending Potential Index	97	98	97

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 12, 2025



Retail Goods and Services Expenditures

9504 Philadelphia Rd, Rosedale, Maryland, 21237
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.35472
 Longitude: -76.46256

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Enterprising Professionals (2D)	46.4%	Population	12,020	12,059
Bright Young Professionals (8C)	21.6%	Households	4,799	4,825
Front Porches (8E)	16.5%	Families	2,898	2,896
Southern Satellites (10A)	5.8%	Median Age	37.5	38.9
Metro Fusion (11C)	5.4%	Median Household Income	\$80,100	\$94,959
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		101	\$2,405.84	\$11,545,619
Men's		99	\$435.74	\$2,091,124
Women's		101	\$809.15	\$3,883,112
Children's		105	\$383.68	\$1,841,297
Footwear		101	\$505.63	\$2,426,534
Watches & Jewelry		98	\$223.93	\$1,074,625
Apparel Products and Services (1)		98	\$47.70	\$228,926
Computer				
Computers and Hardware for Home Use		103	\$278.87	\$1,338,287
Portable Memory		104	\$4.25	\$20,403
Computer Software		105	\$16.43	\$78,862
Computer Accessories		99	\$23.52	\$112,884
Entertainment & Recreation		95	\$3,871.15	\$18,577,654
Fees and Admissions		94	\$775.44	\$3,721,327
Membership Fees for Clubs (2)		92	\$279.19	\$1,339,823
Fees for Participant Sports, excl. Trips		94	\$125.12	\$600,459
Tickets to Theatre/Operas/Concerts		96	\$72.69	\$348,821
Tickets to Movies		101	\$25.03	\$120,095
Tickets to Parks or Museums		101	\$37.67	\$180,802
Admission to Sporting Events, excl. Trips		92	\$72.85	\$349,601
Fees for Recreational Lessons		94	\$161.92	\$777,031
Dating Services		124	\$0.98	\$4,695
TV/Video/Audio		97	\$1,283.19	\$6,158,015
Cable and Satellite Television Services		94	\$705.68	\$3,386,547
Televisions		101	\$154.22	\$740,121
Satellite Dishes		92	\$1.15	\$5,540
VCRs, Video Cameras, and DVD Players		102	\$5.08	\$24,372
Miscellaneous Video Equipment		89	\$20.05	\$96,227
Video Cassettes and DVDs		99	\$5.70	\$27,343
Video Game Hardware/Accessories		107	\$49.80	\$238,992
Video Game Software		110	\$22.32	\$107,106
Rental/Streaming/Downloaded Video		102	\$175.29	\$841,203
Installation of Televisions		93	\$1.58	\$7,568
Audio (3)		99	\$140.76	\$675,510
Rental and Repair of TV/Radio/Sound Equipment		98	\$1.56	\$7,487
Pets		93	\$943.59	\$4,528,283
Toys/Games/Crafts/Hobbies (4)		98	\$178.30	\$855,670
Recreational Vehicles and Fees (5)		87	\$171.15	\$821,330
Sports/Recreation/Exercise Equipment (6)		94	\$286.44	\$1,374,606
Photo Equipment and Supplies (7)		98	\$60.09	\$288,382
Reading (8)		97	\$135.12	\$648,452
Catered Affairs (9)		96	\$37.84	\$181,590
Food		99	\$11,130.63	\$53,415,889
Food at Home		99	\$7,227.41	\$34,684,359
Bakery and Cereal Products		98	\$922.67	\$4,427,910
Meats, Poultry, Fish, and Eggs		100	\$1,574.79	\$7,557,432
Dairy Products		98	\$677.40	\$3,250,846
Fruits and Vegetables		99	\$1,435.49	\$6,888,897
Snacks and Other Food at Home (10)		99	\$2,617.06	\$12,559,274
Food Away from Home		100	\$3,903.22	\$18,731,531
Alcoholic Beverages		100	\$651.65	\$3,127,268

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	88	\$40,638.44	\$195,023,881
Value of Retirement Plans	88	\$142,501.53	\$683,864,830
Value of Other Financial Assets	89	\$8,099.73	\$38,870,609
Vehicle Loan Amount excluding Interest	98	\$3,471.49	\$16,659,692
Value of Credit Card Debt	98	\$2,843.24	\$13,644,724
Health			
Nonprescription Drugs	95	\$168.39	\$808,090
Prescription Drugs	90	\$371.05	\$1,780,681
Eyeglasses and Contact Lenses	92	\$116.61	\$559,627
Home			
Mortgage Payment and Basics (11)	90	\$12,135.36	\$58,237,609
Maintenance and Remodeling Services	86	\$4,033.22	\$19,355,423
Maintenance and Remodeling Materials (12)	83	\$722.73	\$3,468,396
Utilities, Fuel, and Public Services	96	\$5,740.91	\$27,550,648
Household Furnishings and Equipment			
Household Textiles (13)	99	\$130.61	\$626,817
Furniture	97	\$962.43	\$4,618,713
Rugs	94	\$42.97	\$206,214
Major Appliances (14)	92	\$541.56	\$2,598,949
Housewares (15)	97	\$104.48	\$501,423
Small Appliances	102	\$82.39	\$395,395
Luggage	101	\$21.00	\$100,795
Telephones and Accessories	93	\$94.16	\$451,855
Household Operations			
Child Care	99	\$549.21	\$2,635,661
Lawn and Garden (16)	88	\$616.66	\$2,959,370
Moving/Storage/Freight Express	104	\$126.43	\$606,735
Housekeeping Supplies (17)	97	\$873.14	\$4,190,216
Insurance			
Owners and Renters Insurance	89	\$739.50	\$3,548,853
Vehicle Insurance	99	\$2,101.90	\$10,087,003
Life/Other Insurance	90	\$609.75	\$2,926,178
Health Insurance	93	\$4,656.56	\$22,346,834
Personal Care Products (18)	99	\$553.94	\$2,658,346
School Books (19)	101	\$42.89	\$205,830
Smoking Products	99	\$462.57	\$2,219,868
Transportation			
Payments on Vehicles excluding Leases	96	\$2,933.49	\$14,077,807
Gasoline and Motor Oil	97	\$3,240.22	\$15,549,820
Vehicle Maintenance and Repairs	97	\$1,439.13	\$6,906,383
Travel			
Airline Fares	97	\$612.81	\$2,940,866
Lodging on Trips	93	\$915.69	\$4,394,407
Auto/Truck Rental on Trips	97	\$112.74	\$541,038
Food and Drink on Trips	96	\$712.37	\$3,418,667

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.

March 12, 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.

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Bright Young Professionals (8C)	23.6%	Population	89,279	91,052
Parks and Rec (5C)	17.2%	Households	34,411	35,270
Enterprising Professionals (2D)	14.1%	Families	21,783	22,271
Comfortable Empty Nesters (5A)	7.4%	Median Age	38.5	39.7
Front Porches (8E)	7.3%	Median Household Income	\$84,213	\$97,100
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,349.57	\$80,851,071
Men's		98	\$432.29	\$14,875,649
Women's		98	\$782.99	\$26,943,496
Children's		103	\$378.76	\$13,033,633
Footwear		99	\$495.82	\$17,061,744
Watches & Jewelry		93	\$212.51	\$7,312,685
Apparel Products and Services (1)		97	\$47.19	\$1,623,864
Computer				
Computers and Hardware for Home Use		99	\$268.73	\$9,247,097
Portable Memory		100	\$4.06	\$139,700
Computer Software		98	\$15.29	\$525,986
Computer Accessories		96	\$22.75	\$782,683
Entertainment & Recreation		96	\$3,923.66	\$135,017,048
Fees and Admissions		96	\$794.64	\$27,344,369
Membership Fees for Clubs (2)		96	\$290.34	\$9,990,790
Fees for Participant Sports, excl. Trips		98	\$130.69	\$4,497,170
Tickets to Theatre/Operas/Concerts		96	\$72.71	\$2,502,060
Tickets to Movies		100	\$24.62	\$847,224
Tickets to Parks or Museums		98	\$36.79	\$1,266,085
Admission to Sporting Events, excl. Trips		100	\$79.09	\$2,721,701
Fees for Recreational Lessons		93	\$159.56	\$5,490,454
Dating Services		106	\$0.84	\$28,885
TV/Video/Audio		97	\$1,286.08	\$44,255,356
Cable and Satellite Television Services		95	\$713.41	\$24,549,216
Televisions		100	\$152.95	\$5,263,287
Satellite Dishes		91	\$1.14	\$39,135
VCRs, Video Cameras, and DVD Players		94	\$4.70	\$161,595
Miscellaneous Video Equipment		100	\$22.59	\$777,461
Video Cassettes and DVDs		94	\$5.44	\$187,109
Video Game Hardware/Accessories		105	\$48.67	\$1,674,932
Video Game Software		106	\$21.46	\$738,425
Rental/Streaming/Downloaded Video		101	\$173.43	\$5,967,878
Installation of Televisions		99	\$1.69	\$58,088
Audio (3)		98	\$139.15	\$4,788,382
Rental and Repair of TV/Radio/Sound Equipment		91	\$1.45	\$49,849
Pets		94	\$952.66	\$32,782,057
Toys/Games/Crafts/Hobbies (4)		98	\$178.94	\$6,157,558
Recreational Vehicles and Fees (5)		92	\$181.64	\$6,250,395
Sports/Recreation/Exercise Equipment (6)		99	\$301.60	\$10,378,521
Photo Equipment and Supplies (7)		96	\$58.67	\$2,018,818
Reading (8)		94	\$131.64	\$4,529,984
Catered Affairs (9)		95	\$37.78	\$1,299,990
Food		97	\$10,903.66	\$375,205,861
Food at Home		97	\$7,068.58	\$243,236,945
Bakery and Cereal Products		97	\$905.96	\$31,175,148
Meats, Poultry, Fish, and Eggs		97	\$1,529.38	\$52,627,344
Dairy Products		96	\$665.92	\$22,914,901
Fruits and Vegetables		96	\$1,384.94	\$47,657,116
Snacks and Other Food at Home (10)		97	\$2,582.38	\$88,862,437
Food Away from Home		99	\$3,835.08	\$131,968,916
Alcoholic Beverages		97	\$631.00	\$21,713,224

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	90	\$41,684.96	\$1,434,421,161
Value of Retirement Plans	93	\$151,371.65	\$5,208,849,904
Value of Other Financial Assets	92	\$8,385.95	\$288,568,804
Vehicle Loan Amount excluding Interest	100	\$3,544.39	\$121,965,956
Value of Credit Card Debt	98	\$2,820.19	\$97,045,604
Health			
Nonprescription Drugs	98	\$174.68	\$6,011,050
Prescription Drugs	97	\$403.11	\$13,871,275
Eyeglasses and Contact Lenses	95	\$119.63	\$4,116,570
Home			
Mortgage Payment and Basics (11)	94	\$12,682.55	\$436,419,062
Maintenance and Remodeling Services	92	\$4,314.33	\$148,460,423
Maintenance and Remodeling Materials (12)	94	\$814.83	\$28,038,990
Utilities, Fuel, and Public Services	97	\$5,772.62	\$198,641,526
Household Furnishings and Equipment			
Household Textiles (13)	97	\$127.93	\$4,402,225
Furniture	98	\$972.70	\$33,471,651
Rugs	93	\$42.32	\$1,456,444
Major Appliances (14)	95	\$556.75	\$19,158,471
Housewares (15)	96	\$102.54	\$3,528,651
Small Appliances	96	\$77.40	\$2,663,291
Luggage	99	\$20.47	\$704,454
Telephones and Accessories	95	\$96.13	\$3,307,860
Household Operations			
Child Care	99	\$546.76	\$18,814,397
Lawn and Garden (16)	94	\$654.02	\$22,505,493
Moving/Storage/Freight Express	96	\$117.13	\$4,030,697
Housekeeping Supplies (17)	97	\$873.87	\$30,070,571
Insurance			
Owners and Renters Insurance	96	\$790.37	\$27,197,323
Vehicle Insurance	98	\$2,082.56	\$71,663,091
Life/Other Insurance	95	\$643.96	\$22,159,166
Health Insurance	96	\$4,797.56	\$165,088,971
Personal Care Products (18)	97	\$543.50	\$18,702,426
School Books (19)	99	\$42.26	\$1,454,293
Smoking Products	99	\$461.35	\$15,875,406
Transportation			
Payments on Vehicles excluding Leases	99	\$3,022.26	\$103,998,888
Gasoline and Motor Oil	97	\$3,228.25	\$111,087,208
Vehicle Maintenance and Repairs	98	\$1,447.53	\$49,811,056
Travel			
Airline Fares	94	\$598.56	\$20,597,077
Lodging on Trips	94	\$928.46	\$31,949,127
Auto/Truck Rental on Trips	98	\$113.48	\$3,905,046
Food and Drink on Trips	96	\$714.21	\$24,576,823

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.

March 12, 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.

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	18.3%	Population	250,783	250,311
Bright Young Professionals (8C)	13.5%	Households	99,048	99,837
Pleasantville (2B)	11.4%	Families	62,212	62,468
Enterprising Professionals (2D)	8.2%	Median Age	39.7	41.0
Front Porches (8E)	7.0%	Median Household Income	\$81,406	\$92,610
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		98	\$2,323.66	\$230,153,995
Men's		97	\$427.92	\$42,384,870
Women's		98	\$780.00	\$77,257,122
Children's		101	\$369.12	\$36,560,175
Footwear		98	\$487.69	\$48,304,647
Watches & Jewelry		93	\$212.03	\$21,001,189
Apparel Products and Services (1)		96	\$46.91	\$4,645,993
Computer				
Computers and Hardware for Home Use		98	\$264.17	\$26,165,136
Portable Memory		98	\$3.98	\$394,569
Computer Software		96	\$15.01	\$1,487,061
Computer Accessories		94	\$22.43	\$2,221,617
Entertainment & Recreation		95	\$3,898.37	\$386,125,740
Fees and Admissions		96	\$788.99	\$78,147,602
Membership Fees for Clubs (2)		96	\$289.83	\$28,707,411
Fees for Participant Sports, excl. Trips		98	\$130.19	\$12,895,150
Tickets to Theatre/Operas/Concerts		95	\$72.47	\$7,178,362
Tickets to Movies		97	\$23.95	\$2,372,163
Tickets to Parks or Museums		96	\$35.93	\$3,559,027
Admission to Sporting Events, excl. Trips		99	\$78.36	\$7,761,840
Fees for Recreational Lessons		91	\$157.39	\$15,589,628
Dating Services		108	\$0.85	\$84,022
TV/Video/Audio		97	\$1,284.86	\$127,262,430
Cable and Satellite Television Services		96	\$721.96	\$71,508,324
Televisions		99	\$151.66	\$15,021,755
Satellite Dishes		93	\$1.16	\$114,529
VCRs, Video Cameras, and DVD Players		93	\$4.63	\$458,450
Miscellaneous Video Equipment		98	\$22.09	\$2,187,970
Video Cassettes and DVDs		93	\$5.36	\$530,961
Video Game Hardware/Accessories		102	\$47.29	\$4,683,701
Video Game Software		103	\$20.77	\$2,057,359
Rental/Streaming/Downloaded Video		98	\$169.56	\$16,794,128
Installation of Televisions		101	\$1.71	\$169,311
Audio (3)		96	\$137.21	\$13,590,621
Rental and Repair of TV/Radio/Sound Equipment		92	\$1.47	\$145,322
Pets		94	\$949.72	\$94,068,246
Toys/Games/Crafts/Hobbies (4)		96	\$175.78	\$17,410,382
Recreational Vehicles and Fees (5)		91	\$180.06	\$17,834,520
Sports/Recreation/Exercise Equipment (6)		96	\$293.00	\$29,020,974
Photo Equipment and Supplies (7)		95	\$57.89	\$5,734,312
Reading (8)		94	\$131.31	\$13,006,337
Catered Affairs (9)		93	\$36.76	\$3,640,937
Food		97	\$10,835.89	\$1,073,273,113
Food at Home		96	\$7,037.45	\$697,044,957
Bakery and Cereal Products		96	\$903.28	\$89,468,451
Meats, Poultry, Fish, and Eggs		97	\$1,522.78	\$150,828,337
Dairy Products		96	\$662.67	\$65,636,616
Fruits and Vegetables		95	\$1,379.29	\$136,615,754
Snacks and Other Food at Home (10)		97	\$2,569.42	\$254,495,799
Food Away from Home		98	\$3,798.44	\$376,228,156
Alcoholic Beverages		96	\$628.18	\$62,220,314

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$42,782.63	\$4,237,533,550
Value of Retirement Plans	95	\$153,517.07	\$15,205,558,769
Value of Other Financial Assets	93	\$8,499.01	\$841,809,799
Vehicle Loan Amount excluding Interest	99	\$3,484.53	\$345,135,524
Value of Credit Card Debt	97	\$2,801.83	\$277,515,376
Health			
Nonprescription Drugs	98	\$174.57	\$17,290,882
Prescription Drugs	98	\$407.42	\$40,353,972
Eyeglasses and Contact Lenses	94	\$119.38	\$11,824,810
Home			
Mortgage Payment and Basics (11)	94	\$12,714.73	\$1,259,368,250
Maintenance and Remodeling Services	93	\$4,333.76	\$429,250,673
Maintenance and Remodeling Materials (12)	94	\$811.75	\$80,402,487
Utilities, Fuel, and Public Services	97	\$5,772.48	\$571,752,870
Household Furnishings and Equipment			
Household Textiles (13)	96	\$126.99	\$12,578,247
Furniture	98	\$965.00	\$95,581,757
Rugs	93	\$42.53	\$4,212,488
Major Appliances (14)	95	\$557.82	\$55,251,232
Housewares (15)	95	\$102.01	\$10,103,468
Small Appliances	95	\$76.40	\$7,567,207
Luggage	98	\$20.33	\$2,013,306
Telephones and Accessories	95	\$96.33	\$9,541,255
Household Operations			
Child Care	97	\$534.40	\$52,931,316
Lawn and Garden (16)	94	\$659.05	\$65,277,160
Moving/Storage/Freight Express	96	\$116.31	\$11,520,694
Housekeeping Supplies (17)	96	\$872.47	\$86,416,107
Insurance			
Owners and Renters Insurance	96	\$795.44	\$78,787,165
Vehicle Insurance	98	\$2,069.50	\$204,980,166
Life/Other Insurance	95	\$645.51	\$63,936,901
Health Insurance	96	\$4,813.34	\$476,751,557
Personal Care Products (18)	96	\$539.08	\$53,395,005
School Books (19)	98	\$41.64	\$4,124,254
Smoking Products	99	\$461.53	\$45,713,468
Transportation			
Payments on Vehicles excluding Leases	98	\$2,984.29	\$295,588,373
Gasoline and Motor Oil	96	\$3,203.86	\$317,335,663
Vehicle Maintenance and Repairs	97	\$1,435.01	\$142,134,896
Travel			
Airline Fares	93	\$592.21	\$58,657,259
Lodging on Trips	94	\$925.89	\$91,707,606
Auto/Truck Rental on Trips	97	\$112.34	\$11,126,772
Food and Drink on Trips	95	\$708.14	\$70,139,705

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.

March 12, 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.

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		718		3,483		7,678						
Total Employees:		13,494		46,981		85,460						
Total Population:		12,020		89,279		250,783						
Employee/Population Ratio (per 100 Residents)		112		53		34						
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	0.1%	5	0.0%	6	0.2%	25	0.1%	18	0.2%	60	0.1%
Mining	2	0.3%	13	0.1%	4	0.1%	16	0.0%	5	0.1%	21	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	12	0.0%	5	0.1%	49	0.1%
Construction	63	8.8%	1,072	7.9%	299	8.6%	3,158	6.7%	704	9.2%	6,357	7.4%
Building Construction	21	2.9%	460	3.4%	111	3.2%	1,126	2.4%	254	3.3%	1,991	2.3%
Heavy/Civil Eng Construction	2	0.3%	65	0.5%	9	0.3%	172	0.4%	20	0.3%	295	0.3%
Specialty Trade Contractor	40	5.6%	547	4.0%	179	5.1%	1,859	4.0%	430	5.6%	4,071	4.8%
Manufacturing	34	4.7%	494	3.7%	121	3.5%	1,889	4.0%	226	2.9%	3,802	4.5%
Wholesale Trade	41	5.7%	901	6.7%	139	4.0%	3,153	6.7%	279	3.6%	4,731	5.5%
Durable Goods	31	4.3%	489	3.6%	106	3.0%	1,932	4.1%	215	2.8%	2,874	3.4%
Nondurable Goods	8	1.1%	360	2.7%	27	0.8%	1,036	2.2%	54	0.7%	1,617	1.9%
Trade Broker	2	0.3%	52	0.4%	6	0.2%	185	0.4%	11	0.1%	240	0.3%
Retail Trade	84	11.7%	2,266	16.8%	483	13.9%	8,591	18.3%	997	13.0%	13,496	15.8%
Motor Vehicle & Parts Dealers	13	1.8%	421	3.1%	59	1.7%	1,038	2.2%	141	1.8%	2,051	2.4%
Furniture & Home Furnishings Stores	6	0.8%	61	0.5%	24	0.7%	285	0.6%	47	0.6%	437	0.5%
Electronics & Appliance Stores	5	0.7%	37	0.3%	20	0.6%	138	0.3%	40	0.5%	243	0.3%
Building Material & Garden Equipment & Supplies Dealers	7	1.0%	311	2.3%	34	1.0%	880	1.9%	69	0.9%	1,363	1.6%
Food & Beverage Stores	8	1.1%	120	0.9%	71	2.0%	1,300	2.8%	178	2.3%	2,899	3.4%
Health & Personal Care Stores	16	2.2%	317	2.4%	66	1.9%	971	2.1%	110	1.4%	1,303	1.5%
Gasoline Stations & Fuel Dealers	2	0.3%	14	0.1%	16	0.5%	101	0.2%	50	0.7%	260	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	1.0%	124	0.9%	75	2.1%	889	1.9%	111	1.4%	1,018	1.2%
Sporting Goods, Hobby, Book, & Music Stores	9	1.3%	431	3.2%	64	1.8%	863	1.8%	136	1.8%	1,213	1.4%
General Merchandise Stores	11	1.5%	430	3.2%	54	1.6%	2,127	4.5%	114	1.5%	2,708	3.2%
Transportation & Warehousing	10	1.4%	239	1.8%	80	2.3%	708	1.5%	198	2.6%	1,807	2.1%
Truck Transportation	6	0.8%	36	0.3%	38	1.1%	191	0.4%	85	1.1%	427	0.5%
Information	10	1.4%	112	0.8%	69	2.0%	738	1.6%	121	1.6%	1,317	1.5%
Finance & Insurance	11	1.5%	65	0.5%	143	4.1%	999	2.1%	286	3.7%	1,844	2.2%
Central Bank/Credit Intermediation & Related Activities	2	0.3%	10	0.1%	57	1.6%	409	0.9%	107	1.4%	818	1.0%
Securities & Commodity Contracts	3	0.4%	8	0.1%	28	0.8%	127	0.3%	68	0.9%	328	0.4%
Funds, Trusts & Other Financial Vehicles	7	1.0%	47	0.3%	59	1.7%	463	1.0%	111	1.4%	698	0.8%
Real Estate, Rental & Leasing	29	4.0%	134	1.0%	184	5.3%	1,177	2.5%	390	5.1%	2,270	2.7%
Professional, Scientific & Tech Services	50	7.0%	307	2.3%	263	7.5%	1,697	3.6%	647	8.4%	3,718	4.3%
Legal Services	6	0.8%	20	0.1%	42	1.2%	170	0.4%	113	1.5%	464	0.5%
Management of Companies & Enterprises	1	0.1%	9	0.1%	5	0.1%	39	0.1%	10	0.1%	79	0.1%
Administrative, Support & Waste Management Services	23	3.2%	381	2.8%	110	3.2%	1,509	3.2%	296	3.9%	2,862	3.4%
Educational Services	8	1.1%	265	2.0%	76	2.2%	2,779	5.9%	180	2.3%	6,065	7.1%

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

9504 Philadelphia Rd, Rosedale, Maryland, 21237
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.35472
 Longitude: -76.46256

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	191	26.6%	5,863	43.5%	566	16.3%	10,448	22.2%	1,004	13.1%	18,881	22.1%
Ambulatory Health Care	162	22.6%	2,092	15.5%	448	12.9%	5,124	10.9%	729	9.5%	8,036	9.4%
Hospital	7	1.0%	3,178	23.6%	22	0.6%	3,637	7.7%	38	0.5%	3,992	4.7%
Nursing/Residential Care	12	1.7%	453	3.4%	24	0.7%	949	2.0%	59	0.8%	5,110	6.0%
Social Assistance	10	1.4%	141	1.0%	72	2.1%	739	1.6%	178	2.3%	1,743	2.0%
Arts, Entertainment & Recreation	6	0.8%	118	0.9%	54	1.6%	490	1.0%	139	1.8%	974	1.1%
Accommodation & Food Services	54	7.5%	772	5.7%	276	7.9%	5,032	10.7%	552	7.2%	8,188	9.6%
Accommodation	2	0.3%	41	0.3%	20	0.6%	444	0.9%	28	0.4%	553	0.7%
Food Services & Drinking Places	51	7.1%	732	5.4%	256	7.3%	4,588	9.8%	524	6.8%	7,635	8.9%
Other Services (except Public Administration)	63	8.8%	347	2.6%	396	11.4%	2,417	5.1%	1,077	14.0%	5,804	6.8%
Repair & Maintenance	26	3.6%	179	1.3%	107	3.1%	1,001	2.1%	299	3.9%	2,287	2.7%
Automotive Repair & Maintenance	15	2.1%	91	0.7%	73	2.1%	687	1.5%	208	2.7%	1,573	1.8%
Personal & Laundry Service	18	2.5%	72	0.5%	125	3.6%	652	1.4%	348	4.5%	1,677	2.0%
Civic and Other Orgs	20	2.8%	97	0.7%	164	4.7%	764	1.6%	430	5.6%	1,840	2.1%
Public Administration	4	0.6%	126	0.9%	27	0.8%	2,085	4.4%	58	0.8%	3,103	3.6%
Unclassified Establishments	31	4.3%	4	0.0%	181	5.2%	17	0.0%	487	6.3%	31	0.0%
Total	718	100.0%	13,494	100.0%	3,483	100.0%	46,981	100.0%	7,678	100.0%	85,460	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.

March 12, 2025



Business Summary

9504 Philadelphia Rd, Rosedale, Maryland, 21237
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.35472
Longitude: -76.46256

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	14	1.9%	84	0.6%	60	1.7%	423	0.9%	130	1.7%	818	1.0%
Construction	60	8.4%	1,021	7.6%	286	8.2%	3,004	6.4%	679	8.8%	6,078	7.1%
Manufacturing	30	4.2%	473	3.5%	109	3.1%	1,826	3.9%	200	2.6%	3,514	4.1%
Transportation	15	2.1%	440	3.3%	91	2.6%	1,152	2.5%	236	3.1%	2,329	2.7%
Communication	7	1.0%	74	0.6%	36	1.0%	250	0.5%	53	0.7%	399	0.5%
Utility	1	0.1%	4	0.0%	7	0.2%	98	0.2%	22	0.3%	338	0.4%
Wholesale Trade	41	5.7%	901	6.7%	139	4.0%	3,153	6.7%	279	3.6%	4,731	5.5%
Retail Trade Summary	139	19.4%	3,018	22.4%	759	21.8%	13,287	28.3%	1,555	20.3%	21,454	25.1%
Home Improvement	7	1.0%	311	2.3%	35	1.0%	889	1.9%	70	0.9%	1,376	1.6%
General Merchandise Stores	10	1.4%	406	3.0%	44	1.3%	2,018	4.3%	90	1.2%	2,509	2.9%
Food Stores	13	1.8%	178	1.3%	83	2.4%	1,447	3.1%	181	2.4%	3,123	3.6%
Auto Dealers & Gas Stations	15	2.1%	435	3.2%	75	2.1%	1,139	2.4%	191	2.5%	2,303	2.7%
Apparel & Accessory Stores	5	0.7%	119	0.9%	64	1.8%	826	1.8%	92	1.2%	933	1.1%
Furniture & Home Furnishings	13	1.8%	109	0.8%	48	1.4%	438	0.9%	97	1.3%	767	0.9%
Eating & Drinking Places	49	6.8%	714	5.3%	244	7.0%	4,485	9.6%	496	6.5%	7,430	8.7%
Miscellaneous Retail	27	3.8%	747	5.5%	167	4.8%	2,045	4.3%	338	4.4%	3,013	3.5%
Finance, Insurance, Real Estate Summary	32	4.5%	159	1.2%	294	8.4%	2,033	4.3%	625	8.1%	3,870	4.5%
Banks, Savings & Lending Institutions	2	0.3%	10	0.1%	54	1.6%	397	0.8%	108	1.4%	825	1.0%
Securities Brokers	3	0.4%	8	0.1%	27	0.8%	125	0.3%	65	0.8%	304	0.4%
Insurance Carriers & Agents	7	1.0%	47	0.3%	59	1.7%	463	1.0%	111	1.4%	698	0.8%
Real Estate, Holding, Other Investment Offices	21	2.9%	94	0.7%	154	4.4%	1,048	2.2%	341	4.4%	2,043	2.4%
Services Summary	346	48.2%	7,214	53.5%	1,495	42.9%	19,701	41.9%	3,355	43.7%	38,846	45.5%
Hotels & Lodging	2	0.3%	41	0.3%	20	0.6%	444	0.9%	28	0.4%	553	0.7%
Automotive Services	19	2.6%	112	0.8%	100	2.9%	822	1.8%	274	3.6%	1,999	2.3%
Movies & Amusements	6	0.8%	118	0.9%	60	1.7%	533	1.1%	151	2.0%	1,028	1.2%
Health Services	180	25.1%	5,530	41.0%	485	13.9%	9,045	19.3%	788	10.3%	16,145	18.9%
Legal Services	5	0.7%	18	0.1%	35	1.0%	141	0.3%	92	1.2%	374	0.4%
Education Institutions & Libraries	8	1.1%	264	2.0%	67	1.9%	2,815	6.0%	143	1.9%	6,059	7.1%
Other Services	125	17.4%	1,130	8.4%	727	20.9%	5,902	12.6%	1,879	24.5%	12,687	14.8%
Government	4	0.6%	103	0.8%	26	0.8%	2,035	4.3%	57	0.7%	3,053	3.6%
Unclassified Establishments	31	4.3%	4	0.8%	181	5.2%	17	4.3%	487	6.3%	31	3.6%
Totals	718	100.0%	13,494	100.0%	3,483	100.0%	46,981	100.0%	7,678	100.0%	85,460	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.