

1740 E Joppa Rd, Parkville, Maryland, 21234 2
 1740 E Joppa Rd, Parkville, Maryland, 21234
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39863
 Longitude: -76.55985

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	12,770	127,800	310,948
2020 Total Population	13,758	129,034	312,241
2020 Group Quarters	208	6,052	17,175
2024 Total Population	13,986	127,945	306,616
2024 Group Quarters	208	6,070	17,184
2029 Total Population	14,052	127,035	302,938
2024-2029 Annual Rate	0.09%	-0.14%	-0.24%
2024 Total Daytime Population	12,839	119,282	274,842
Workers	6,915	59,411	126,930
Residents	5,924	59,871	147,912
Household Summary			
2010 Households	5,321	53,112	122,846
2010 Average Household Size	2.35	2.28	2.40
2020 Total Households	5,428	53,169	122,624
2020 Average Household Size	2.50	2.31	2.41
2024 Households	5,587	53,194	121,796
2024 Average Household Size	2.47	2.29	2.38
2029 Households	5,646	53,572	122,140
2029 Average Household Size	2.45	2.26	2.34
2024-2029 Annual Rate	0.21%	0.14%	0.06%
2010 Families	3,079	30,270	74,656
2010 Average Family Size	2.97	2.95	3.02
2024 Families	3,267	29,934	72,798
2024 Average Family Size	3.22	3.04	3.09
2029 Families	3,279	29,910	72,622
2029 Average Family Size	3.21	3.01	3.05
2024-2029 Annual Rate	0.07%	-0.02%	-0.05%
Housing Unit Summary			
2000 Housing Units	5,691	52,769	128,936
Owner Occupied Housing Units	72.0%	60.2%	63.6%
Renter Occupied Housing Units	24.8%	35.5%	31.1%
Vacant Housing Units	3.1%	4.2%	5.2%
2010 Housing Units	5,692	56,485	131,572
Owner Occupied Housing Units	67.3%	55.5%	61.2%
Renter Occupied Housing Units	26.2%	38.5%	32.2%
Vacant Housing Units	6.5%	6.0%	6.6%
2020 Housing Units	5,777	57,043	132,063
Owner Occupied Housing Units	61.1%	53.5%	58.8%
Renter Occupied Housing Units	32.9%	39.7%	34.0%
Vacant Housing Units	5.9%	6.9%	7.2%
2024 Housing Units	5,934	57,426	131,628
Owner Occupied Housing Units	61.9%	55.0%	60.4%
Renter Occupied Housing Units	32.2%	37.7%	32.1%
Vacant Housing Units	5.8%	7.4%	7.5%
2029 Housing Units	5,971	57,581	132,266
Owner Occupied Housing Units	64.8%	57.0%	62.1%
Renter Occupied Housing Units	29.8%	36.0%	30.3%
Vacant Housing Units	5.4%	7.0%	7.7%

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

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

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2024 Households by Income			
Household Income Base	5,587	53,186	121,786
<\$15,000	7.3%	8.6%	8.5%
\$15,000 - \$24,999	5.3%	5.2%	4.8%
\$25,000 - \$34,999	7.2%	6.7%	6.2%
\$35,000 - \$49,999	6.3%	9.8%	9.6%
\$50,000 - \$74,999	17.2%	16.6%	15.3%
\$75,000 - \$99,999	15.1%	13.4%	13.1%
\$100,000 - \$149,999	19.6%	17.9%	18.1%
\$150,000 - \$199,999	10.5%	9.9%	10.4%
\$200,000+	11.5%	11.9%	14.0%
Average Household Income	\$113,656	\$112,381	\$120,262
2029 Households by Income			
Household Income Base	5,646	53,564	122,130
<\$15,000	6.7%	8.2%	8.0%
\$15,000 - \$24,999	4.2%	4.3%	3.8%
\$25,000 - \$34,999	6.1%	5.9%	5.4%
\$35,000 - \$49,999	5.2%	8.4%	8.2%
\$50,000 - \$74,999	15.1%	14.9%	13.6%
\$75,000 - \$99,999	15.0%	13.6%	13.0%
\$100,000 - \$149,999	20.8%	18.5%	18.7%
\$150,000 - \$199,999	12.4%	11.2%	12.0%
\$200,000+	14.6%	14.9%	17.4%
Average Household Income	\$131,741	\$129,164	\$138,531
2024 Owner Occupied Housing Units by Value			
Total	3,674	31,557	79,496
<\$50,000	4.7%	3.4%	2.9%
\$50,000 - \$99,999	0.3%	0.6%	1.1%
\$100,000 - \$149,999	3.0%	3.2%	4.5%
\$150,000 - \$199,999	10.8%	9.7%	9.8%
\$200,000 - \$249,999	20.4%	15.3%	13.5%
\$250,000 - \$299,999	15.1%	13.2%	12.0%
\$300,000 - \$399,999	14.9%	22.4%	23.4%
\$400,000 - \$499,999	6.8%	10.7%	11.2%
\$500,000 - \$749,999	15.1%	16.0%	14.8%
\$750,000 - \$999,999	3.3%	3.7%	4.5%
\$1,000,000 - \$1,499,999	2.3%	0.8%	1.2%
\$1,500,000 - \$1,999,999	3.0%	0.7%	0.5%
\$2,000,000 +	0.2%	0.4%	0.5%
Average Home Value	\$405,430	\$383,427	\$387,439
2029 Owner Occupied Housing Units by Value			
Total	3,869	32,813	82,083
<\$50,000	3.2%	2.8%	2.5%
\$50,000 - \$99,999	0.1%	0.4%	0.7%
\$100,000 - \$149,999	1.6%	1.3%	1.8%
\$150,000 - \$199,999	4.2%	4.9%	5.1%
\$200,000 - \$249,999	11.8%	9.3%	8.5%
\$250,000 - \$299,999	11.7%	10.0%	9.5%
\$300,000 - \$399,999	16.9%	22.7%	23.1%
\$400,000 - \$499,999	14.5%	14.1%	14.1%
\$500,000 - \$749,999	21.6%	24.1%	22.8%
\$750,000 - \$999,999	6.4%	7.1%	8.4%
\$1,000,000 - \$1,499,999	4.0%	1.9%	2.2%
\$1,500,000 - \$1,999,999	3.7%	1.0%	0.7%
\$2,000,000 +	0.3%	0.5%	0.6%
Average Home Value	\$507,224	\$467,624	\$471,134

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

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Median Household Income			
2024	\$84,308	\$79,517	\$84,054
2029	\$95,510	\$88,468	\$95,343
Median Home Value			
2024	\$285,946	\$320,975	\$326,063
2029	\$404,181	\$393,988	\$395,156
Per Capita Income			
2024	\$46,366	\$46,916	\$48,061
2029	\$54,038	\$54,674	\$56,157
Median Age			
2010	37.3	37.5	37.9
2020	36.8	37.7	38.6
2024	37.3	38.2	39.1
2029	39.2	39.7	40.5
2020 Population by Age			
Total	13,758	129,034	312,241
0 - 4	5.6%	5.1%	5.0%
5 - 9	6.3%	5.5%	5.5%
10 - 14	6.2%	5.7%	5.9%
15 - 24	13.2%	15.4%	15.8%
25 - 34	16.0%	14.6%	13.0%
35 - 44	14.0%	12.6%	12.4%
45 - 54	11.0%	11.3%	11.6%
55 - 64	12.6%	12.6%	13.2%
65 - 74	9.2%	9.6%	10.0%
75 - 84	4.1%	4.8%	4.9%
85 +	1.9%	2.8%	2.6%
18 +	78.0%	80.3%	80.0%
2024 Population by Age			
Total	13,988	127,946	306,616
0 - 4	5.5%	5.0%	5.0%
5 - 9	5.5%	5.2%	5.4%
10 - 14	5.8%	5.3%	5.5%
15 - 24	12.4%	14.9%	15.5%
25 - 34	17.2%	15.0%	13.1%
35 - 44	14.9%	13.5%	13.3%
45 - 54	11.3%	11.0%	11.3%
55 - 64	11.3%	11.4%	12.0%
65 - 74	9.7%	10.2%	10.6%
75 - 84	4.8%	5.6%	5.7%
85 +	1.7%	2.9%	2.7%
18 +	79.7%	81.3%	80.9%
2029 Population by Age			
Total	14,051	127,036	302,938
0 - 4	5.3%	4.8%	4.8%
5 - 9	5.1%	4.8%	5.0%
10 - 14	5.3%	5.2%	5.5%
15 - 24	11.5%	14.3%	14.9%
25 - 34	15.7%	14.0%	12.7%
35 - 44	15.8%	14.0%	13.3%
45 - 54	12.5%	11.5%	11.8%
55 - 64	10.3%	10.4%	11.0%
65 - 74	10.4%	10.6%	11.1%
75 - 84	6.2%	7.1%	7.1%
85 +	1.9%	3.1%	3.0%
18 +	80.9%	82.1%	81.7%

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2020 Population by Sex			
Males	6,585	59,904	144,275
Females	7,173	69,130	167,966
2024 Population by Sex			
Males	6,807	60,310	144,017
Females	7,179	67,635	162,599
2029 Population by Sex			
Males	6,815	59,676	141,785
Females	7,238	67,359	161,153
2010 Population by Race/Ethnicity			
Total	12,769	127,799	310,948
White Alone	72.4%	62.7%	56.9%
Black Alone	18.7%	29.4%	35.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.4%	4.3%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	1.1%	0.9%
Two or More Races	2.9%	2.3%	2.1%
Hispanic Origin	3.9%	3.4%	2.9%
Diversity Index	48.0	55.0	57.2
2020 Population by Race/Ethnicity			
Total	13,758	129,034	312,241
White Alone	52.5%	50.9%	47.7%
Black Alone	30.2%	35.2%	38.3%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	5.2%	5.1%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.6%	2.5%	2.1%
Two or More Races	7.0%	5.9%	5.7%
Hispanic Origin	8.9%	5.5%	4.7%
Diversity Index	68.4	65.0	65.3
2024 Population by Race/Ethnicity			
Total	13,986	127,945	306,617
White Alone	49.9%	49.1%	46.2%
Black Alone	31.7%	36.0%	38.7%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	5.6%	5.4%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.9%	2.8%	2.3%
Two or More Races	7.4%	6.3%	6.1%
Hispanic Origin	9.6%	6.0%	5.3%
Diversity Index	70.3	66.4	66.6
2029 Population by Race/Ethnicity			
Total	14,051	127,036	302,939
White Alone	47.4%	47.3%	44.6%
Black Alone	32.9%	36.7%	39.1%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	6.0%	5.9%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.2%	3.0%	2.5%
Two or More Races	7.8%	6.8%	6.5%
Hispanic Origin	10.2%	6.5%	5.7%
Diversity Index	71.8	67.7	67.7

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

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2020 Population by Relationship and Household Type			
Total	13,758	129,034	312,241
In Households	98.5%	95.3%	94.5%
Householder	40.2%	41.1%	39.3%
Opposite-Sex Spouse	14.1%	14.7%	14.8%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	3.1%	2.6%	2.3%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	27.5%	24.8%	25.5%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	0.9%	0.9%	0.9%
Grandchild	2.4%	2.2%	2.5%
Brother or Sister	1.6%	1.3%	1.4%
Parent	1.5%	1.2%	1.2%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.3%	0.3%
Other Relatives	1.6%	1.4%	1.5%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.9%	3.7%	3.5%
In Group Quarters	1.5%	4.7%	5.5%
Institutionalized	1.4%	1.5%	1.5%
Noninstitutionalized	0.1%	3.2%	4.0%
2024 Population 25+ by Educational Attainment			
Total	9,904	88,944	210,514
Less than 9th Grade	2.0%	2.3%	2.4%
9th - 12th Grade, No Diploma	3.9%	3.9%	3.9%
High School Graduate	22.3%	19.9%	20.0%
GED/Alternative Credential	3.8%	3.3%	3.4%
Some College, No Degree	18.9%	16.4%	16.0%
Associate Degree	9.4%	7.7%	7.3%
Bachelor's Degree	21.0%	27.4%	26.1%
Graduate/Professional Degree	18.7%	19.1%	20.8%
2024 Population 15+ by Marital Status			
Total	11,632	108,013	258,122
Never Married	39.3%	41.5%	41.1%
Married	42.8%	41.4%	42.8%
Widowed	5.6%	6.7%	6.2%
Divorced	12.3%	10.4%	9.9%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,402	70,521	165,762
Population 16+ Employed	97.4%	97.0%	97.0%
Population 16+ Unemployment rate	2.6%	3.0%	3.0%
Population 16-24 Employed	12.2%	13.3%	13.6%
Population 16-24 Unemployment rate	6.6%	7.7%	7.6%
Population 25-54 Employed	65.5%	63.3%	61.2%
Population 25-54 Unemployment rate	1.6%	2.1%	2.2%
Population 55-64 Employed	14.3%	15.6%	16.8%
Population 55-64 Unemployment rate	1.7%	2.4%	2.2%
Population 65+ Employed	7.9%	7.8%	8.5%
Population 65+ Unemployment rate	5.3%	2.7%	2.7%

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2024 Employed Population 16+ by Industry			
Total	8,187	68,437	160,733
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	8.1%	4.7%	4.4%
Manufacturing	5.1%	4.9%	5.1%
Wholesale Trade	1.3%	1.3%	1.5%
Retail Trade	11.7%	9.1%	8.4%
Transportation/Utilities	3.7%	5.5%	5.7%
Information	1.4%	1.6%	1.7%
Finance/Insurance/Real Estate	7.7%	6.6%	6.9%
Services	53.9%	57.0%	57.5%
Public Administration	7.1%	8.9%	8.5%
2024 Employed Population 16+ by Occupation			
Total	8,188	68,438	160,731
White Collar	68.7%	69.2%	70.4%
Management/Business/Financial	21.1%	19.4%	20.1%
Professional	28.3%	32.0%	32.9%
Sales	9.5%	8.3%	7.8%
Administrative Support	9.8%	9.5%	9.7%
Services	15.6%	17.1%	15.8%
Blue Collar	15.8%	13.7%	13.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.4%	3.0%	2.7%
Installation/Maintenance/Repair	3.4%	2.8%	2.3%
Production	1.5%	2.5%	2.3%
Transportation/Material Moving	6.4%	5.3%	6.3%
2020 Households by Type			
Total	5,428	53,169	122,624
Married Couple Households	35.2%	36.2%	38.4%
With Own Children <18	13.7%	13.6%	14.7%
Without Own Children <18	21.5%	22.6%	23.7%
Cohabiting Couple Households	8.2%	6.7%	6.2%
With Own Children <18	2.2%	1.9%	1.8%
Without Own Children <18	5.9%	4.8%	4.4%
Male Householder, No Spouse/Partner	20.7%	20.1%	18.8%
Living Alone	13.3%	13.6%	12.5%
65 Years and over	3.6%	4.3%	4.0%
With Own Children <18	1.6%	1.5%	1.6%
Without Own Children <18, With Relatives	3.9%	3.0%	3.0%
No Relatives Present	1.9%	2.0%	1.8%
Female Householder, No Spouse/Partner	35.9%	37.0%	36.6%
Living Alone	17.4%	20.0%	18.6%
65 Years and over	7.5%	9.6%	8.9%
With Own Children <18	8.3%	6.8%	6.8%
Without Own Children <18, With Relatives	8.4%	8.1%	9.4%
No Relatives Present	1.9%	2.0%	1.8%
2020 Households by Size			
Total	5,428	53,169	122,624
1 Person Household	30.7%	33.6%	31.1%
2 Person Household	30.7%	31.7%	31.5%
3 Person Household	18.2%	15.4%	16.3%
4 Person Household	11.3%	11.4%	12.4%
5 Person Household	5.2%	4.8%	5.3%
6 Person Household	2.5%	2.0%	2.2%
7 + Person Household	1.4%	1.1%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	5,428	53,169	122,624
Owner Occupied	65.0%	57.4%	63.4%
Owned with a Mortgage/Loan	48.7%	42.4%	47.3%
Owned Free and Clear	16.3%	15.0%	16.1%
Renter Occupied	35.0%	42.6%	36.6%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	113	94	97
Percent of Income for Mortgage	21.2%	25.3%	24.3%
Wealth Index	94	97	108
2020 Housing Units By Urban/ Rural Status			
Total	5,777	57,043	132,063
Urban Housing Units	100.0%	99.8%	99.2%
Rural Housing Units	0.0%	0.2%	0.8%
2020 Population By Urban/ Rural Status			
Total	13,758	129,034	312,241
Urban Population	100.0%	99.7%	99.2%
Rural Population	0.0%	0.3%	0.8%

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

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Emerald City (8B)	Bright Young Professionals	Family Foundations (12A)
3.	Front Porches (8E)	Emerald City (8B)	Bright Young Professionals
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,675,659	\$129,359,955	\$313,498,107
Average Spent	\$2,447.76	\$2,431.85	\$2,573.96
Spending Potential Index	103	102	108
Education: Total \$	\$9,939,280	\$93,073,499	\$230,334,844
Average Spent	\$1,779.00	\$1,749.70	\$1,891.15
Spending Potential Index	103	101	109
Entertainment/Recreation: Total \$	\$22,938,996	\$213,844,065	\$524,569,540
Average Spent	\$4,105.78	\$4,020.08	\$4,306.95
Spending Potential Index	100	98	105
Food at Home: Total \$	\$40,793,267	\$389,702,592	\$947,031,740
Average Spent	\$7,301.46	\$7,326.06	\$7,775.56
Spending Potential Index	100	100	106
Food Away from Home: Total \$	\$22,254,797	\$211,474,796	\$512,176,170
Average Spent	\$3,983.32	\$3,975.54	\$4,205.20
Spending Potential Index	102	102	108
Health Care: Total \$	\$43,086,026	\$401,548,375	\$988,999,061
Average Spent	\$7,711.84	\$7,548.75	\$8,120.13
Spending Potential Index	100	98	106
HH Furnishings & Equipment: Total \$	\$17,901,138	\$166,843,511	\$408,534,864
Average Spent	\$3,204.07	\$3,136.51	\$3,354.26
Spending Potential Index	101	99	106
Personal Care Products & Services: Total \$	\$5,602,101	\$53,867,390	\$130,153,406
Average Spent	\$1,002.70	\$1,012.66	\$1,068.62
Spending Potential Index	101	102	107
Shelter: Total \$	\$148,300,826	\$1,423,662,617	\$3,457,171,020
Average Spent	\$26,543.91	\$26,763.59	\$28,384.93
Spending Potential Index	100	100	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,440,344	\$180,528,331	\$446,723,521
Average Spent	\$3,479.57	\$3,393.77	\$3,667.80
Spending Potential Index	99	97	105
Travel: Total \$	\$16,894,402	\$158,308,447	\$389,133,193
Average Spent	\$3,023.88	\$2,976.06	\$3,194.96
Spending Potential Index	100	98	105
Vehicle Maintenance & Repairs: Total \$	\$8,377,685	\$78,636,333	\$191,079,332
Average Spent	\$1,499.50	\$1,478.29	\$1,568.85
Spending Potential Index	101	100	106

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.

Retail Goods and Services Expenditures

1740 E Joppa Rd, Parkville, Maryland, 21234 2
 1740 E Joppa Rd, Parkville, Maryland, 21234
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.39863
 Longitude: -76.55985

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	23.1%	Population	13,986	14,052
Emerald City (8B)	18.9%	Households	5,587	5,646
Front Porches (8E)	14.8%	Families	3,267	3,279
Set to Impress (11D)	14.1%	Median Age	37.3	39.2
Bright Young Professionals (8C)	11.9%	Median Household Income	\$84,308	\$95,510
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,447.76	\$13,675,659
Men's		104	\$456.99	\$2,553,196
Women's		102	\$811.23	\$4,532,365
Children's		106	\$388.40	\$2,170,006
Footwear		102	\$509.90	\$2,848,786
Watches & Jewelry		102	\$231.36	\$1,292,596
Apparel Products and Services (1)		103	\$49.89	\$278,710
Computer				
Computers and Hardware for Home Use		103	\$278.57	\$1,556,365
Portable Memory		106	\$4.30	\$24,023
Computer Software		101	\$15.78	\$88,163
Computer Accessories		97	\$23.12	\$129,188
Entertainment & Recreation		100	\$4,105.78	\$22,938,996
Fees and Admissions		104	\$855.01	\$4,776,935
Membership Fees for Clubs (2)		105	\$316.79	\$1,769,881
Fees for Participant Sports, excl. Trips		105	\$140.06	\$782,518
Tickets to Theatre/Operas/Concerts		102	\$77.81	\$434,751
Tickets to Movies		103	\$25.50	\$142,478
Tickets to Parks or Museums		102	\$38.14	\$213,065
Admission to Sporting Events, excl. Trips		112	\$88.57	\$494,821
Fees for Recreational Lessons		97	\$167.25	\$934,434
Dating Services		113	\$0.89	\$4,987
TV/Video/Audio		101	\$1,334.82	\$7,457,640
Cable and Satellite Television Services		98	\$737.40	\$4,119,860
Televisions		104	\$159.15	\$889,155
Satellite Dishes		94	\$1.17	\$6,562
VCRs, Video Cameras, and DVD Players		95	\$4.75	\$26,554
Miscellaneous Video Equipment		102	\$23.18	\$129,523
Video Cassettes and DVDs		98	\$5.64	\$31,509
Video Game Hardware/Accessories		109	\$50.48	\$282,010
Video Game Software		112	\$22.75	\$127,109
Rental/Streaming/Downloaded Video		106	\$181.90	\$1,016,259
Installation of Televisions		116	\$1.97	\$10,989
Audio (3)		102	\$144.94	\$809,755
Rental and Repair of TV/Radio/Sound Equipment		94	\$1.50	\$8,355
Pets		98	\$990.74	\$5,535,261
Toys/Games/Crafts/Hobbies (4)		102	\$186.71	\$1,043,122
Recreational Vehicles and Fees (5)		96	\$189.05	\$1,056,205
Sports/Recreation/Exercise Equipment (6)		101	\$307.01	\$1,715,245
Photo Equipment and Supplies (7)		104	\$63.77	\$356,260
Reading (8)		98	\$137.42	\$767,748
Catered Affairs (9)		104	\$41.27	\$230,579
Food		101	\$11,284.78	\$63,048,064
Food at Home		100	\$7,301.46	\$40,793,267
Bakery and Cereal Products		100	\$940.38	\$5,253,915
Meats, Poultry, Fish, and Eggs		100	\$1,566.70	\$8,753,133
Dairy Products		99	\$687.62	\$3,841,755
Fruits and Vegetables		99	\$1,430.00	\$7,989,383
Snacks and Other Food at Home (10)		101	\$2,676.76	\$14,955,080
Food Away from Home		102	\$3,983.32	\$22,254,797
Alcoholic Beverages		102	\$664.60	\$3,713,138

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.

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 Ring: 1 mile radius

Prepared by Esri
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$45,832.31	\$256,065,137
Value of Retirement Plans	102	\$165,484.98	\$924,564,558
Value of Other Financial Assets	98	\$8,953.15	\$50,021,222
Vehicle Loan Amount excluding Interest	102	\$3,616.18	\$20,203,575
Value of Credit Card Debt	103	\$2,965.41	\$16,567,750
Health			
Nonprescription Drugs	102	\$180.87	\$1,010,496
Prescription Drugs	105	\$434.02	\$2,424,866
Eyeglasses and Contact Lenses	100	\$126.89	\$708,927
Home			
Mortgage Payment and Basics (11)	99	\$13,399.53	\$74,863,165
Maintenance and Remodeling Services	97	\$4,535.14	\$25,337,805
Maintenance and Remodeling Materials (12)	100	\$869.37	\$4,857,198
Utilities, Fuel, and Public Services	100	\$5,978.11	\$33,399,681
Household Furnishings and Equipment			
Household Textiles (13)	101	\$133.03	\$743,226
Furniture	103	\$1,021.40	\$5,706,563
Rugs	100	\$45.58	\$254,653
Major Appliances (14)	99	\$581.17	\$3,247,021
Housewares (15)	99	\$105.81	\$591,152
Small Appliances	98	\$79.07	\$441,746
Luggage	104	\$21.58	\$120,568
Telephones and Accessories	102	\$103.21	\$576,637
Household Operations			
Child Care	106	\$585.05	\$3,268,682
Lawn and Garden (16)	98	\$686.76	\$3,836,940
Moving/Storage/Freight Express	101	\$122.18	\$682,608
Housekeeping Supplies (17)	100	\$900.73	\$5,032,390
Insurance			
Owners and Renters Insurance	102	\$839.37	\$4,689,536
Vehicle Insurance	100	\$2,129.69	\$11,898,595
Life/Other Insurance	101	\$682.40	\$3,812,557
Health Insurance	100	\$5,009.79	\$27,989,697
Personal Care Products (18)	100	\$562.26	\$3,141,335
School Books (19)	104	\$44.44	\$248,266
Smoking Products	102	\$477.18	\$2,666,002
Transportation			
Payments on Vehicles excluding Leases	103	\$3,141.44	\$17,551,219
Gasoline and Motor Oil	98	\$3,275.81	\$18,301,956
Vehicle Maintenance and Repairs	101	\$1,499.50	\$8,377,685
Travel			
Airline Fares	98	\$621.48	\$3,472,184
Lodging on Trips	99	\$975.44	\$5,449,770
Auto/Truck Rental on Trips	104	\$121.06	\$676,368
Food and Drink on Trips	101	\$747.28	\$4,175,035

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.

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Retail Goods and Services Expenditures

1740 E Joppa Rd, Parkville, Maryland, 21234 2
 1740 E Joppa Rd, Parkville, Maryland, 21234
 Ring: 3 mile radius

Prepared by Esri
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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	19.5%	Population	127,945	127,035
Bright Young Professionals (8C)	11.1%	Households	53,194	53,572
Emerald City (8B)	6.4%	Families	29,934	29,910
College Towns (14B)	5.6%	Median Age	38.2	39.7
Pleasantville (2B)	5.3%	Median Household Income	\$79,517	\$88,468
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,431.85	\$129,359,955
Men's		102	\$449.68	\$23,920,145
Women's		102	\$815.93	\$43,402,487
Children's		102	\$375.93	\$19,997,450
Footwear		102	\$509.95	\$27,126,034
Watches & Jewelry		101	\$230.58	\$12,265,506
Apparel Products and Services (1)		102	\$49.79	\$2,648,333
Computer				
Computers and Hardware for Home Use		103	\$279.74	\$14,880,281
Portable Memory		106	\$4.30	\$228,882
Computer Software		104	\$16.23	\$863,150
Computer Accessories		99	\$23.60	\$1,255,188
Entertainment & Recreation		98	\$4,020.08	\$213,844,065
Fees and Admissions		100	\$822.20	\$43,735,891
Membership Fees for Clubs (2)		101	\$304.92	\$16,220,174
Fees for Participant Sports, excl. Trips		100	\$133.01	\$7,075,149
Tickets to Theatre/Operas/Concerts		101	\$76.46	\$4,067,157
Tickets to Movies		102	\$25.28	\$1,344,897
Tickets to Parks or Museums		99	\$37.07	\$1,972,013
Admission to Sporting Events, excl. Trips		103	\$81.37	\$4,328,179
Fees for Recreational Lessons		95	\$163.15	\$8,678,747
Dating Services		118	\$0.93	\$49,576
TV/Video/Audio		100	\$1,326.77	\$70,576,087
Cable and Satellite Television Services		98	\$738.38	\$39,277,509
Televisions		103	\$157.70	\$8,388,613
Satellite Dishes		97	\$1.21	\$64,417
VCRs, Video Cameras, and DVD Players		97	\$4.84	\$257,639
Miscellaneous Video Equipment		98	\$22.13	\$1,176,960
Video Cassettes and DVDs		99	\$5.69	\$302,575
Video Game Hardware/Accessories		108	\$50.35	\$2,678,230
Video Game Software		112	\$22.76	\$1,210,805
Rental/Streaming/Downloaded Video		103	\$177.07	\$9,418,907
Installation of Televisions		104	\$1.76	\$93,882
Audio (3)		101	\$143.34	\$7,624,778
Rental and Repair of TV/Radio/Sound Equipment		97	\$1.54	\$81,771
Pets		96	\$974.76	\$51,851,256
Toys/Games/Crafts/Hobbies (4)		99	\$180.81	\$9,618,079
Recreational Vehicles and Fees (5)		91	\$180.38	\$9,595,190
Sports/Recreation/Exercise Equipment (6)		97	\$296.25	\$15,758,959
Photo Equipment and Supplies (7)		100	\$61.42	\$3,267,096
Reading (8)		99	\$139.07	\$7,397,693
Catered Affairs (9)		97	\$38.42	\$2,043,815
Food		101	\$11,301.60	\$601,177,388
Food at Home		100	\$7,326.06	\$389,702,592
Bakery and Cereal Products		100	\$939.18	\$49,958,862
Meats, Poultry, Fish, and Eggs		101	\$1,585.90	\$84,360,220
Dairy Products		100	\$688.80	\$36,639,846
Fruits and Vegetables		100	\$1,442.56	\$76,735,462
Snacks and Other Food at Home (10)		101	\$2,669.63	\$142,008,203
Food Away from Home		102	\$3,975.54	\$211,474,796
Alcoholic Beverages		102	\$669.08	\$35,590,981

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 Ring: 3 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$44,775.12	\$2,381,767,558
Value of Retirement Plans	97	\$156,757.79	\$8,338,573,673
Value of Other Financial Assets	96	\$8,725.47	\$464,142,425
Vehicle Loan Amount excluding Interest	100	\$3,540.54	\$188,335,516
Value of Credit Card Debt	100	\$2,897.50	\$154,129,606
Health			
Nonprescription Drugs	100	\$178.28	\$9,483,409
Prescription Drugs	100	\$412.47	\$21,940,867
Eyeglasses and Contact Lenses	97	\$122.65	\$6,524,462
Home			
Mortgage Payment and Basics (11)	94	\$12,713.94	\$676,305,203
Maintenance and Remodeling Services	92	\$4,315.09	\$229,536,683
Maintenance and Remodeling Materials (12)	91	\$787.65	\$41,898,051
Utilities, Fuel, and Public Services	99	\$5,904.46	\$314,081,741
Household Furnishings and Equipment			
Household Textiles (13)	101	\$132.61	\$7,053,906
Furniture	100	\$993.57	\$52,851,841
Rugs	97	\$44.42	\$2,363,057
Major Appliances (14)	96	\$562.20	\$29,905,783
Housewares (15)	99	\$105.97	\$5,636,734
Small Appliances	101	\$80.94	\$4,305,312
Luggage	103	\$21.34	\$1,135,351
Telephones and Accessories	100	\$101.58	\$5,403,495
Household Operations			
Child Care	99	\$550.53	\$29,284,978
Lawn and Garden (16)	95	\$662.38	\$35,234,668
Moving/Storage/Freight Express	103	\$125.28	\$6,664,033
Housekeeping Supplies (17)	100	\$902.97	\$48,032,482
Insurance			
Owners and Renters Insurance	96	\$791.78	\$42,118,193
Vehicle Insurance	101	\$2,136.89	\$113,669,806
Life/Other Insurance	97	\$656.97	\$34,947,101
Health Insurance	98	\$4,910.71	\$261,220,440
Personal Care Products (18)	101	\$565.54	\$30,083,107
School Books (19)	104	\$44.25	\$2,353,967
Smoking Products	102	\$474.82	\$25,257,676
Transportation			
Payments on Vehicles excluding Leases	99	\$3,026.45	\$160,989,115
Gasoline and Motor Oil	98	\$3,266.57	\$173,761,709
Vehicle Maintenance and Repairs	100	\$1,478.29	\$78,636,333
Travel			
Airline Fares	98	\$623.05	\$33,142,733
Lodging on Trips	97	\$955.06	\$50,803,340
Auto/Truck Rental on Trips	102	\$117.90	\$6,271,473
Food and Drink on Trips	99	\$735.69	\$39,134,260

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

1740 E Joppa Rd, Parkville, Maryland, 21234 2
 1740 E Joppa Rd, Parkville, Maryland, 21234
 Ring: 5 mile radius

Prepared by Esri
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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	16.0%	Population	306,616	302,938
Family Foundations (12A)	9.4%	Households	121,796	122,140
Bright Young Professionals (8C)	7.2%	Families	72,798	72,622
Pleasantville (2B)	6.5%	Median Age	39.1	40.5
City Strivers (11A)	5.2%	Median Household Income	\$84,054	\$95,343
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		108	\$2,573.96	\$313,498,107
Men's		108	\$476.60	\$58,048,213
Women's		108	\$864.26	\$105,263,609
Children's		108	\$397.77	\$48,446,408
Footwear		107	\$535.05	\$65,166,359
Watches & Jewelry		109	\$247.62	\$30,158,691
Apparel Products and Services (1)		108	\$52.67	\$6,414,827
Computer				
Computers and Hardware for Home Use		108	\$293.64	\$35,764,314
Portable Memory		110	\$4.47	\$544,613
Computer Software		108	\$16.80	\$2,046,404
Computer Accessories		104	\$24.79	\$3,019,010
Entertainment & Recreation		105	\$4,306.95	\$524,569,540
Fees and Admissions		108	\$889.45	\$108,331,807
Membership Fees for Clubs (2)		109	\$329.93	\$40,184,607
Fees for Participant Sports, excl. Trips		109	\$144.85	\$17,642,071
Tickets to Theatre/Operas/Concerts		108	\$82.01	\$9,988,226
Tickets to Movies		106	\$26.27	\$3,200,034
Tickets to Parks or Museums		106	\$39.53	\$4,814,218
Admission to Sporting Events, excl. Trips		112	\$89.00	\$10,839,596
Fees for Recreational Lessons		103	\$176.88	\$21,543,347
Dating Services		124	\$0.98	\$119,706
TV/Video/Audio		107	\$1,414.25	\$172,249,761
Cable and Satellite Television Services		105	\$795.27	\$96,860,744
Televisions		110	\$167.36	\$20,384,180
Satellite Dishes		102	\$1.28	\$155,822
VCRs, Video Cameras, and DVD Players		101	\$5.05	\$615,175
Miscellaneous Video Equipment		103	\$23.21	\$2,826,694
Video Cassettes and DVDs		103	\$5.93	\$721,750
Video Game Hardware/Accessories		112	\$51.81	\$6,310,372
Video Game Software		114	\$23.17	\$2,822,325
Rental/Streaming/Downloaded Video		108	\$185.60	\$22,605,941
Installation of Televisions		116	\$1.97	\$239,714
Audio (3)		107	\$151.94	\$18,506,210
Rental and Repair of TV/Radio/Sound Equipment		104	\$1.65	\$200,833
Pets		103	\$1,045.61	\$127,351,079
Toys/Games/Crafts/Hobbies (4)		106	\$192.29	\$23,420,001
Recreational Vehicles and Fees (5)		100	\$197.61	\$24,068,573
Sports/Recreation/Exercise Equipment (6)		103	\$314.48	\$38,302,289
Photo Equipment and Supplies (7)		107	\$65.37	\$7,961,814
Reading (8)		105	\$147.31	\$17,941,369
Catered Affairs (9)		102	\$40.58	\$4,942,847
Food		107	\$11,980.75	\$1,459,207,909
Food at Home		106	\$7,775.56	\$947,031,740
Bakery and Cereal Products		107	\$1,000.29	\$121,831,623
Meats, Poultry, Fish, and Eggs		107	\$1,678.49	\$204,432,763
Dairy Products		106	\$731.27	\$89,065,682
Fruits and Vegetables		106	\$1,531.05	\$186,476,211
Snacks and Other Food at Home (10)		107	\$2,834.46	\$345,225,460
Food Away from Home		108	\$4,205.20	\$512,176,170
Alcoholic Beverages		109	\$709.09	\$86,363,905

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	107	\$49,568.97	\$6,037,302,365
Value of Retirement Plans	107	\$173,980.94	\$21,190,182,085
Value of Other Financial Assets	105	\$9,542.79	\$1,162,274,173
Vehicle Loan Amount excluding Interest	107	\$3,766.89	\$458,791,637
Value of Credit Card Debt	107	\$3,106.18	\$378,320,762
Health			
Nonprescription Drugs	107	\$190.08	\$23,151,031
Prescription Drugs	108	\$448.87	\$54,671,041
Eyeglasses and Contact Lenses	105	\$132.13	\$16,092,444
Home			
Mortgage Payment and Basics (11)	104	\$14,029.34	\$1,708,717,824
Maintenance and Remodeling Services	102	\$4,771.39	\$581,136,215
Maintenance and Remodeling Materials (12)	101	\$872.25	\$106,236,769
Utilities, Fuel, and Public Services	106	\$6,322.55	\$770,060,766
Household Furnishings and Equipment			
Household Textiles (13)	107	\$140.66	\$17,132,033
Furniture	108	\$1,066.30	\$129,871,033
Rugs	106	\$48.24	\$5,875,092
Major Appliances (14)	104	\$610.11	\$74,309,418
Housewares (15)	105	\$112.30	\$13,677,520
Small Appliances	105	\$84.29	\$10,266,077
Luggage	111	\$22.89	\$2,788,062
Telephones and Accessories	106	\$107.53	\$13,096,635
Household Operations			
Child Care	107	\$593.55	\$72,291,574
Lawn and Garden (16)	104	\$726.82	\$88,523,225
Moving/Storage/Freight Express	108	\$131.14	\$15,971,966
Housekeeping Supplies (17)	106	\$958.70	\$116,765,226
Insurance			
Owners and Renters Insurance	105	\$868.92	\$105,831,342
Vehicle Insurance	106	\$2,257.82	\$274,993,078
Life/Other Insurance	106	\$716.41	\$87,255,691
Health Insurance	106	\$5,287.56	\$644,003,725
Personal Care Products (18)	107	\$596.02	\$72,592,457
School Books (19)	110	\$46.79	\$5,698,923
Smoking Products	107	\$501.21	\$61,045,955
Transportation			
Payments on Vehicles excluding Leases	106	\$3,234.96	\$394,005,622
Gasoline and Motor Oil	104	\$3,468.05	\$422,395,176
Vehicle Maintenance and Repairs	106	\$1,568.85	\$191,079,332
Travel			
Airline Fares	105	\$663.34	\$80,792,364
Lodging on Trips	105	\$1,033.77	\$125,909,299
Auto/Truck Rental on Trips	109	\$126.03	\$15,349,632
Food and Drink on Trips	106	\$788.00	\$95,974,911

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.

1740 E Joppa Rd, Parkville, Maryland, 21234 2
1740 E Joppa Rd, Parkville, Maryland, 21234
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.39863
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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** 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

1740 E Joppa Rd, Parkville, Maryland, 21234 2
 1740 E Joppa Rd, Parkville, Maryland, 21234
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.39863
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Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	669				5,294				11,018			
Total Employees:	6,055				57,543				118,708			
Total Population:	13,986				127,945				306,616			
Employee/Population Ratio (per 100 Residents)	43				45				39			
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%	4	0.1%	11	0.2%	51	0.1%	21	0.2%	127	0.1%
Mining	0	0.0%	0	0.0%	1	0.0%	2	0.0%	1	0.0%	2	0.0%
Utilities	0	0.0%	0	0.0%	2	0.0%	21	0.0%	2	0.0%	21	0.0%
Construction	44	6.6%	327	5.4%	277	5.2%	2,697	4.7%	575	5.2%	4,638	3.9%
Building Construction	15	2.2%	138	2.3%	115	2.2%	1,682	2.9%	235	2.1%	2,366	2.0%
Heavy/Civil Eng Construction	2	0.3%	20	0.3%	8	0.1%	46	0.1%	21	0.2%	180	0.1%
Specialty Trade Contractor	27	4.0%	169	2.8%	154	2.9%	969	1.7%	319	2.9%	2,092	1.8%
Manufacturing	9	1.4%	38	0.6%	77	1.4%	634	1.1%	168	1.5%	1,599	1.4%
Wholesale Trade	7	1.1%	101	1.7%	64	1.2%	485	0.8%	147	1.3%	1,088	0.9%
Durable Goods	6	0.9%	47	0.8%	44	0.8%	290	0.5%	113	1.0%	798	0.7%
Nondurable Goods	2	0.3%	54	0.9%	17	0.3%	170	0.3%	29	0.3%	258	0.2%
Trade Broker	0	0.0%	0	0.0%	3	0.1%	25	0.0%	5	0.1%	33	0.0%
Retail Trade	90	13.4%	1,208	19.9%	593	11.2%	7,787	13.5%	1,177	10.7%	14,410	12.1%
Motor Vehicle & Parts Dealers	14	2.1%	207	3.4%	58	1.1%	1,347	2.3%	114	1.0%	2,432	2.0%
Furniture & Home Furnishings Stores	6	0.9%	45	0.7%	30	0.6%	207	0.4%	56	0.5%	382	0.3%
Electronics & Appliance Stores	6	0.9%	34	0.6%	22	0.4%	162	0.3%	46	0.4%	381	0.3%
Building Material & Garden Equipment & Supplies Dealers	6	0.9%	184	3.0%	26	0.5%	612	1.1%	63	0.6%	917	0.8%
Food & Beverage Stores	15	2.2%	283	4.7%	92	1.7%	1,794	3.1%	199	1.8%	3,932	3.3%
Health & Personal Care Stores	5	0.8%	33	0.6%	60	1.1%	468	0.8%	125	1.1%	847	0.7%
Gasoline Stations & Fuel Dealers	4	0.6%	16	0.3%	30	0.6%	130	0.2%	57	0.5%	255	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	1.1%	37	0.6%	123	2.3%	1,316	2.3%	178	1.6%	1,788	1.5%
Sporting Goods, Hobby, Book, & Music Stores	14	2.1%	213	3.5%	81	1.5%	663	1.1%	204	1.9%	1,584	1.3%
General Merchandise Stores	13	1.9%	157	2.6%	71	1.3%	1,087	1.9%	135	1.2%	1,893	1.6%
Transportation & Warehousing	9	1.4%	101	1.7%	65	1.2%	743	1.3%	161	1.5%	1,434	1.2%
Truck Transportation	2	0.3%	5	0.1%	22	0.4%	77	0.1%	61	0.6%	259	0.2%
Information	7	1.1%	65	1.1%	70	1.3%	923	1.6%	168	1.5%	1,961	1.6%
Finance & Insurance	40	6.0%	255	4.2%	302	5.7%	2,224	3.9%	611	5.5%	4,518	3.8%
Central Bank/Credit Intermediation & Related Activities	20	3.0%	120	2.0%	107	2.0%	621	1.1%	214	1.9%	1,441	1.2%
Securities & Commodity Contracts	7	1.1%	39	0.6%	108	2.0%	696	1.2%	215	1.9%	1,439	1.2%
Funds, Trusts & Other Financial Vehicles	13	1.9%	96	1.6%	87	1.6%	907	1.6%	182	1.6%	1,637	1.4%
Real Estate, Rental & Leasing	37	5.5%	296	4.9%	298	5.6%	1,869	3.3%	614	5.6%	3,983	3.4%
Professional, Scientific & Tech Services	63	9.4%	529	8.7%	755	14.3%	5,698	9.9%	1,383	12.6%	11,010	9.3%
Legal Services	14	2.1%	57	0.9%	323	6.1%	1,994	3.5%	449	4.1%	2,677	2.3%
Management of Companies & Enterprises	3	0.5%	22	0.4%	14	0.3%	115	0.2%	28	0.3%	261	0.2%
Administrative, Support & Waste Management Services	26	3.9%	146	2.4%	197	3.7%	1,653	2.9%	392	3.6%	2,925	2.5%
Educational Services	19	2.8%	462	7.6%	134	2.5%	4,296	7.5%	312	2.8%	9,677	8.2%

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Business Summary

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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	83	12.4%	932	15.4%	721	13.6%	14,687	25.5%	1,742	15.8%	33,479	28.2%
Ambulatory Health Care	57	8.5%	415	6.8%	495	9.3%	4,793	8.3%	1,207	10.9%	12,735	10.7%
Hospital	3	0.5%	121	2.0%	35	0.7%	2,619	4.5%	88	0.8%	8,332	7.0%
Nursing/Residential Care	3	0.5%	222	3.7%	36	0.7%	4,792	8.3%	105	0.9%	7,457	6.3%
Social Assistance	21	3.1%	174	2.9%	155	2.9%	2,483	4.3%	342	3.1%	4,954	4.2%
Arts, Entertainment & Recreation	21	3.1%	172	2.8%	98	1.9%	788	1.4%	237	2.1%	1,899	1.6%
Accommodation & Food Services	51	7.6%	793	13.1%	353	6.7%	5,071	8.8%	659	6.0%	10,068	8.5%
Accommodation	4	0.6%	40	0.7%	14	0.3%	260	0.5%	23	0.2%	385	0.3%
Food Services & Drinking Places	48	7.2%	753	12.4%	340	6.4%	4,811	8.4%	636	5.8%	9,683	8.2%
Other Services (except Public Administration)	116	17.3%	571	9.4%	710	13.4%	3,568	6.2%	1,556	14.1%	8,347	7.0%
Repair & Maintenance	36	5.4%	161	2.7%	129	2.4%	914	1.6%	272	2.5%	1,828	1.5%
Automotive Repair & Maintenance	30	4.5%	129	2.1%	84	1.6%	444	0.8%	186	1.7%	1,213	1.0%
Personal & Laundry Service	43	6.4%	179	3.0%	251	4.7%	1,085	1.9%	519	4.7%	2,816	2.4%
Civic and Other Orgs	36	5.4%	231	3.8%	330	6.2%	1,569	2.7%	765	6.9%	3,703	3.1%
Public Administration	4	0.6%	30	0.5%	129	2.4%	4,210	7.3%	172	1.6%	7,206	6.1%
Unclassified Establishments	40	6.0%	1	0.0%	423	8.0%	20	0.0%	890	8.1%	55	0.1%
Total	669	100.0%	6,055	100.0%	5,294	100.0%	57,543	100.0%	11,018	100.0%	118,708	100.0%

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Business Summary

1740 E Joppa Rd, Parkville, Maryland, 21234 2
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 Rings: 1, 3, 5 mile radii

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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	15	2.2%	124	2.0%	71	1.3%	619	1.1%	140	1.3%	1,079	0.9%
Construction	38	5.7%	269	4.4%	255	4.8%	2,532	4.4%	533	4.8%	4,304	3.6%
Manufacturing	6	0.9%	26	0.4%	63	1.2%	544	0.9%	144	1.3%	1,394	1.2%
Transportation	14	2.1%	140	2.3%	87	1.6%	869	1.5%	197	1.8%	1,607	1.4%
Communication	4	0.6%	29	0.5%	33	0.6%	295	0.5%	71	0.6%	764	0.6%
Utility	0	0.0%	0	0.0%	13	0.3%	134	0.2%	18	0.2%	166	0.1%
Wholesale Trade	8	1.2%	103	1.7%	65	1.2%	487	0.8%	149	1.4%	1,091	0.9%
Retail Trade Summary	141	21.1%	1,974	32.6%	948	17.9%	12,706	22.1%	1,844	16.7%	24,363	20.5%
Home Improvement	6	0.9%	184	3.0%	26	0.5%	612	1.1%	63	0.6%	918	0.8%
General Merchandise Stores	6	0.9%	121	2.0%	46	0.9%	796	1.4%	85	0.8%	1,329	1.1%
Food Stores	15	2.2%	238	3.9%	95	1.8%	1,847	3.2%	199	1.8%	4,077	3.4%
Auto Dealers & Gas Stations	18	2.7%	222	3.7%	87	1.6%	1,469	2.5%	170	1.5%	2,679	2.3%
Apparel & Accessory Stores	5	0.8%	24	0.4%	106	2.0%	1,236	2.1%	153	1.4%	1,514	1.3%
Furniture & Home Furnishings	18	2.7%	130	2.1%	59	1.1%	468	0.8%	118	1.1%	871	0.7%
Eating & Drinking Places	45	6.7%	720	11.9%	318	6.0%	4,617	8.0%	598	5.4%	9,370	7.9%
Miscellaneous Retail	29	4.3%	334	5.5%	212	4.0%	1,661	2.9%	458	4.2%	3,605	3.0%
Finance, Insurance, Real Estate Summary	72	10.8%	426	7.0%	600	11.3%	4,015	7.0%	1,236	11.2%	8,613	7.3%
Banks, Savings & Lending Institutions	21	3.1%	124	2.0%	113	2.1%	654	1.1%	222	2.0%	1,478	1.3%
Securities Brokers	6	0.9%	38	0.6%	104	2.0%	666	1.2%	204	1.9%	1,328	1.1%
Insurance Carriers & Agents	13	1.9%	96	1.6%	87	1.6%	907	1.6%	182	1.6%	1,637	1.4%
Real Estate, Holding, Other Investment Offices	31	4.6%	168	2.8%	296	5.6%	1,788	3.1%	627	5.7%	4,169	3.5%
Services Summary	329	49.2%	2,934	48.5%	2,609	49.3%	31,121	54.1%	5,624	51.0%	68,074	57.4%
Hotels & Lodging	4	0.6%	40	0.7%	14	0.3%	260	0.5%	23	0.2%	385	0.3%
Automotive Services	34	5.1%	153	2.5%	121	2.3%	692	1.2%	258	2.3%	1,634	1.4%
Movies & Amusements	29	4.3%	215	3.5%	118	2.2%	913	1.6%	267	2.4%	2,108	1.8%
Health Services	57	8.5%	691	11.4%	527	9.9%	11,616	20.2%	1,320	12.0%	27,384	23.1%
Legal Services	12	1.8%	48	0.8%	300	5.7%	1,884	3.3%	406	3.7%	2,441	2.1%
Education Institutions & Libraries	12	1.8%	440	7.3%	107	2.0%	4,452	7.7%	254	2.3%	9,756	8.2%
Other Services	181	27.1%	1,346	22.2%	1,423	26.9%	11,305	19.6%	3,096	28.1%	24,366	20.5%
Government	4	0.6%	30	0.5%	128	2.4%	4,200	7.3%	171	1.6%	7,196	6.1%
Unclassified Establishments	40	6.0%	1	0.5%	423	8.0%	20	7.3%	891	8.1%	57	6.1%
Totals	669	100.0%	6,055	100.0%	5,294	100.0%	57,543	100.0%	11,018	100.0%	118,708	100.0%

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