

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	7,210	101,394	339,398
2020 Total Population	7,562	101,267	337,727
2020 Group Quarters	3	4,955	8,451
2023 Total Population	7,757	100,035	336,826
2023 Group Quarters	3	4,955	8,452
2028 Total Population	7,863	98,885	339,104
2023-2028 Annual Rate	0.27%	-0.23%	0.13%
2023 Total Daytime Population	12,565	111,932	443,563
Workers	8,780	57,398	271,394
Residents	3,785	54,534	172,169
<b>Household Summary</b>			
2010 Households	2,712	37,907	135,084
2010 Average Household Size	2.62	2.55	2.43
2020 Total Households	2,723	37,890	139,436
2020 Average Household Size	2.78	2.54	2.36
2023 Households	2,771	37,822	139,878
2023 Average Household Size	2.80	2.51	2.35
2028 Households	2,812	37,696	142,323
2028 Average Household Size	2.80	2.49	2.32
2023-2028 Annual Rate	0.29%	-0.07%	0.35%
2010 Families	1,804	23,692	76,567
2010 Average Family Size	3.14	3.14	3.15
2023 Families	1,775	22,954	75,438
2023 Average Family Size	3.46	3.20	3.16
2028 Families	1,798	22,876	76,712
2028 Average Family Size	3.46	3.17	3.13
2023-2028 Annual Rate	0.26%	-0.07%	0.34%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,838	41,802	154,403
Owner Occupied Housing Units	70.2%	53.2%	46.7%
Renter Occupied Housing Units	26.4%	39.7%	41.4%
Vacant Housing Units	3.4%	7.1%	11.9%
2010 Housing Units	2,863	42,052	158,245
Owner Occupied Housing Units	67.8%	49.2%	43.2%
Renter Occupied Housing Units	27.0%	41.0%	42.2%
Vacant Housing Units	5.3%	9.9%	14.6%
2020 Housing Units	2,918	42,073	160,624
Owner Occupied Housing Units	64.9%	45.1%	40.0%
Renter Occupied Housing Units	28.4%	45.0%	46.8%
Vacant Housing Units	6.9%	10.0%	13.2%
2023 Housing Units	2,984	42,070	162,190
Owner Occupied Housing Units	68.5%	49.6%	44.3%
Renter Occupied Housing Units	24.4%	40.3%	41.9%
Vacant Housing Units	7.1%	10.1%	13.8%
2028 Housing Units	3,017	42,249	165,018
Owner Occupied Housing Units	69.5%	50.5%	45.3%
Renter Occupied Housing Units	23.7%	38.7%	41.0%
Vacant Housing Units	6.8%	10.8%	13.8%

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

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

	1 mile	3 miles	5 miles
<b>2023 Households by Income</b>			
Household Income Base	2,770	37,814	139,859
<\$15,000	10.3%	15.0%	15.7%
\$15,000 - \$24,999	6.3%	8.2%	8.0%
\$25,000 - \$34,999	9.6%	9.7%	7.7%
\$35,000 - \$49,999	11.5%	12.8%	11.0%
\$50,000 - \$74,999	12.3%	16.6%	16.2%
\$75,000 - \$99,999	16.1%	11.9%	11.8%
\$100,000 - \$149,999	17.7%	12.6%	13.5%
\$150,000 - \$199,999	10.5%	7.9%	7.6%
\$200,000+	5.6%	5.3%	8.4%
Average Household Income	\$92,340	\$81,321	\$93,022
<b>2028 Households by Income</b>			
Household Income Base	2,811	37,688	142,304
<\$15,000	9.2%	14.4%	15.0%
\$15,000 - \$24,999	5.4%	7.3%	7.1%
\$25,000 - \$34,999	8.4%	8.6%	6.8%
\$35,000 - \$49,999	10.7%	11.9%	10.1%
\$50,000 - \$74,999	11.4%	15.9%	15.5%
\$75,000 - \$99,999	15.9%	12.0%	11.6%
\$100,000 - \$149,999	19.0%	13.5%	14.3%
\$150,000 - \$199,999	12.9%	9.7%	9.2%
\$200,000+	7.0%	6.7%	10.5%
Average Household Income	\$105,023	\$92,715	\$106,872
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,042	20,864	71,861
<\$50,000	3.8%	8.9%	8.3%
\$50,000 - \$99,999	5.7%	8.7%	8.0%
\$100,000 - \$149,999	2.7%	5.5%	4.9%
\$150,000 - \$199,999	10.4%	11.8%	9.5%
\$200,000 - \$249,999	15.5%	14.6%	11.5%
\$250,000 - \$299,999	13.2%	9.1%	9.1%
\$300,000 - \$399,999	35.6%	21.3%	22.8%
\$400,000 - \$499,999	10.9%	12.1%	10.7%
\$500,000 - \$749,999	1.9%	6.1%	12.0%
\$750,000 - \$999,999	0.2%	1.3%	1.9%
\$1,000,000 - \$1,499,999	0.2%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$287,353	\$281,159	\$320,895
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,096	21,337	74,667
<\$50,000	4.0%	9.7%	8.5%
\$50,000 - \$99,999	4.3%	6.9%	6.2%
\$100,000 - \$149,999	1.5%	3.8%	3.2%
\$150,000 - \$199,999	5.7%	7.7%	6.2%
\$200,000 - \$249,999	11.4%	11.4%	9.1%
\$250,000 - \$299,999	11.5%	9.4%	8.7%
\$300,000 - \$399,999	41.7%	24.2%	24.9%
\$400,000 - \$499,999	16.9%	16.5%	13.3%
\$500,000 - \$749,999	2.5%	7.9%	15.4%
\$750,000 - \$999,999	0.3%	1.8%	2.7%
\$1,000,000 - \$1,499,999	0.3%	0.5%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.5%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$316,786	\$313,522	\$361,440

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

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

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2023	\$74,900	\$54,684	\$59,362
2028	\$81,010	\$59,921	\$65,902
<b>Median Home Value</b>			
2023	\$295,167	\$252,689	\$292,880
2028	\$327,892	\$304,797	\$332,654
<b>Per Capita Income</b>			
2023	\$32,999	\$30,976	\$38,779
2028	\$37,581	\$35,591	\$45,017
<b>Median Age</b>			
2010	37.8	34.0	34.8
2020	36.7	34.8	35.5
2023	39.7	36.7	37.1
2028	40.6	37.9	38.2
<b>2020 Population by Age</b>			
Total	7,562	101,267	337,727
0 - 4	6.0%	6.2%	5.7%
5 - 9	6.5%	6.6%	6.0%
10 - 14	6.8%	6.4%	6.0%
15 - 24	11.7%	15.6%	13.5%
25 - 34	16.3%	15.5%	18.1%
35 - 44	12.6%	12.8%	13.1%
45 - 54	11.2%	10.3%	11.0%
55 - 64	14.3%	12.0%	12.7%
65 - 74	9.1%	7.8%	8.3%
75 - 84	3.7%	4.2%	3.8%
85 +	1.7%	2.6%	1.8%
18 +	76.9%	77.3%	79.0%
<b>2023 Population by Age</b>			
Total	7,758	100,037	336,825
0 - 4	5.9%	6.0%	5.6%
5 - 9	6.2%	6.1%	5.7%
10 - 14	5.9%	6.2%	5.7%
15 - 24	10.0%	15.1%	13.3%
25 - 34	15.4%	14.3%	16.7%
35 - 44	12.4%	12.9%	13.1%
45 - 54	11.9%	10.4%	10.9%
55 - 64	14.3%	11.9%	12.4%
65 - 74	10.2%	9.2%	9.5%
75 - 84	5.7%	5.1%	4.9%
85 +	2.1%	2.7%	2.1%
18 +	79.2%	78.4%	79.7%
<b>2028 Population by Age</b>			
Total	7,865	98,886	339,105
0 - 4	6.0%	6.0%	5.7%
5 - 9	5.8%	5.8%	5.4%
10 - 14	6.2%	5.9%	5.5%
15 - 24	9.7%	15.1%	13.2%
25 - 34	13.2%	12.9%	15.3%
35 - 44	15.1%	13.9%	14.2%
45 - 54	10.7%	10.7%	11.0%
55 - 64	12.8%	10.6%	11.2%
65 - 74	11.4%	9.9%	10.2%
75 - 84	6.6%	6.1%	6.0%
85 +	2.4%	2.8%	2.3%
18 +	78.6%	78.7%	80.2%
<b>2020 Population by Sex</b>			

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

	1 mile	3 miles	5 miles
Males	3,797	48,481	161,346
Females	3,765	52,786	176,381
<b>2023 Population by Sex</b>			
Males	3,806	47,632	161,037
Females	3,951	52,403	175,789
<b>2028 Population by Sex</b>			
Males	3,863	47,046	161,938
Females	4,000	51,839	177,166
<b>2010 Population by Race/Ethnicity</b>			
Total	7,210	101,394	339,398
White Alone	80.3%	50.7%	42.7%
Black Alone	12.4%	40.2%	49.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.5%	4.3%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.9%	2.1%	1.6%
Two or More Races	2.7%	2.4%	2.4%
Hispanic Origin	4.9%	4.7%	4.0%
Diversity Index	40.0	61.7	60.4
<b>2020 Population by Race/Ethnicity</b>			
Total	7,562	101,267	337,727
White Alone	62.4%	41.4%	38.0%
Black Alone	14.9%	37.8%	44.6%
American Indian Alone	0.9%	0.5%	0.4%
Asian Alone	5.5%	6.6%	5.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	6.9%	6.7%	4.8%
Two or More Races	9.4%	6.9%	6.5%
Hispanic Origin	11.9%	10.3%	8.1%
Diversity Index	66.2	73.3	69.9
<b>2023 Population by Race/Ethnicity</b>			
Total	7,758	100,035	336,826
White Alone	60.0%	40.4%	37.0%
Black Alone	15.6%	37.9%	44.8%
American Indian Alone	1.0%	0.5%	0.4%
Asian Alone	5.7%	6.9%	6.0%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	7.7%	7.1%	5.0%
Two or More Races	9.9%	7.1%	6.7%
Hispanic Origin	13.4%	11.0%	8.7%
Diversity Index	69.0	74.2	70.7
<b>2028 Population by Race/Ethnicity</b>			
Total	7,863	98,885	339,104
White Alone	55.4%	38.0%	35.1%
Black Alone	16.8%	37.9%	44.8%
American Indian Alone	1.1%	0.5%	0.4%
Asian Alone	6.2%	7.5%	6.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	9.3%	8.2%	5.8%
Two or More Races	11.1%	7.8%	7.4%
Hispanic Origin	15.7%	12.5%	9.8%
Diversity Index	73.6	76.0	72.3

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

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

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	7,562	101,267	337,727
In Households	100.0%	95.1%	97.5%
Householder	36.5%	37.4%	41.3%
Opposite-Sex Spouse	15.6%	11.6%	11.3%
Same-Sex Spouse	0.2%	0.2%	0.3%
Opposite-Sex Unmarried Partner	3.2%	3.1%	3.3%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	26.8%	27.0%	25.2%
Adopted Child	0.7%	0.4%	0.4%
Stepchild	1.5%	1.0%	0.9%
Grandchild	3.7%	3.5%	3.5%
Brother or Sister	1.9%	1.7%	1.8%
Parent	1.4%	1.3%	1.3%
Parent-in-law	0.3%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.6%	0.4%	0.3%
Other Relatives	2.7%	2.2%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	4.7%	4.8%	5.3%
In Group Quarters	0.0%	4.9%	2.5%
Institutionalized	0.0%	0.7%	0.5%
Noninstitutionalized	0.0%	4.2%	2.0%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	5,586	66,657	234,831
Less than 9th Grade	6.1%	4.9%	3.6%
9th - 12th Grade, No Diploma	5.8%	8.8%	8.4%
High School Graduate	31.6%	30.8%	25.6%
GED/Alternative Credential	6.4%	5.8%	5.2%
Some College, No Degree	18.7%	18.1%	17.4%
Associate Degree	5.0%	6.7%	6.3%
Bachelor's Degree	16.5%	14.9%	18.7%
Graduate/Professional Degree	9.8%	10.0%	14.8%
<b>2023 Population 15+ by Marital Status</b>			
Total	6,362	81,762	279,484
Never Married	37.3%	45.6%	47.3%
Married	46.3%	37.2%	36.0%
Widowed	4.7%	6.9%	6.1%
Divorced	11.7%	10.2%	10.6%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,186	48,639	176,059
Population 16+ Employed	96.0%	95.1%	94.8%
Population 16+ Unemployment rate	4.0%	4.9%	5.2%
Population 16-24 Employed	11.2%	15.7%	13.3%
Population 16-24 Unemployment rate	1.8%	9.5%	11.8%
Population 25-54 Employed	60.4%	63.3%	65.4%
Population 25-54 Unemployment rate	5.5%	4.2%	3.9%
Population 55-64 Employed	17.7%	15.2%	15.0%
Population 55-64 Unemployment rate	1.4%	3.7%	3.8%
Population 65+ Employed	10.7%	5.8%	6.3%
Population 65+ Unemployment rate	2.5%	2.2%	6.0%

	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	4,017	46,265	166,959
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	12.3%	7.2%	5.9%
Manufacturing	11.8%	6.0%	5.4%
Wholesale Trade	3.5%	2.6%	1.9%
Retail Trade	10.2%	10.4%	9.2%
Transportation/Utilities	5.4%	8.6%	7.9%
Information	0.5%	1.6%	1.6%
Finance/Insurance/Real Estate	4.8%	4.6%	5.2%
Services	44.7%	50.3%	53.8%
Public Administration	6.7%	8.4%	8.8%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	4,018	46,264	166,959
White Collar	61.3%	56.1%	64.3%
Management/Business/Financial	18.6%	13.6%	17.0%
Professional	24.9%	22.5%	28.6%
Sales	5.0%	7.0%	6.5%
Administrative Support	12.8%	13.0%	12.1%
Services	14.1%	21.3%	17.5%
Blue Collar	24.6%	22.6%	18.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	8.1%	4.2%	3.4%
Installation/Maintenance/Repair	3.4%	3.4%	2.5%
Production	3.6%	4.2%	3.3%
Transportation/Material Moving	9.5%	10.8%	9.0%
<b>2020 Households by Type</b>			
Total	2,723	37,890	139,436
Married Couple Households	42.6%	31.5%	28.0%
With Own Children <18	16.0%	12.2%	10.4%
Without Own Children <18	26.5%	19.4%	17.6%
Cohabiting Couple Households	9.1%	8.6%	8.5%
With Own Children <18	3.1%	3.3%	2.5%
Without Own Children <18	6.0%	5.3%	6.0%
Male Householder, No Spouse/Partner	19.9%	21.2%	24.3%
Living Alone	13.0%	13.6%	16.8%
65 Years and over	4.8%	4.2%	4.3%
With Own Children <18	1.4%	1.8%	1.6%
Without Own Children <18, With Relatives	3.6%	3.5%	3.2%
No Relatives Present	2.0%	2.3%	2.7%
Female Householder, No Spouse/Partner	28.4%	38.6%	39.2%
Living Alone	13.1%	17.4%	19.2%
65 Years and over	6.2%	9.2%	7.3%
With Own Children <18	6.4%	9.3%	8.0%
Without Own Children <18, With Relatives	8.2%	10.4%	9.8%
No Relatives Present	0.8%	1.5%	2.1%
<b>2020 Households by Size</b>			
Total	2,723	37,890	139,436
1 Person Household	26.1%	31.1%	36.0%
2 Person Household	30.7%	29.3%	29.1%
3 Person Household	18.3%	16.6%	15.1%
4 Person Household	12.4%	12.0%	10.4%
5 Person Household	7.3%	6.2%	5.2%
6 Person Household	3.0%	2.8%	2.5%
7 + Person Household	2.3%	2.1%	1.8%

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

	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	2,723	37,890	139,436
Owner Occupied	69.6%	50.0%	46.1%
Owned with a Mortgage/Loan	53.3%	36.5%	34.4%
Owned Free and Clear	16.3%	13.5%	11.7%
Renter Occupied	30.4%	50.0%	53.9%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	97	81	76
Percent of Income for Mortgage	23.7%	27.8%	29.7%
Wealth Index	77	66	76
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	2,918	42,073	160,624
Urban Housing Units	100.0%	99.9%	99.9%
Rural Housing Units	0.0%	0.1%	0.1%
<b>2020 Population By Urban/ Rural Status</b>			
Total	7,562	101,267	337,727
Urban Population	100.0%	99.9%	99.9%
Rural Population	0.0%	0.1%	0.1%

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

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



# Market Profile

3720 Washington Blvd, Halethorpe, Maryland, 21227  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.24602  
Longitude: -76.67399

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Small Town Sincerity (12C)	Front Porches (8E)	Metro Renters (3B)
3.	Home Improvement (4B)	City Commons (11E)	City Commons (11E)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,214,386	\$65,370,688	\$281,161,280
Average Spent	\$1,881.77	\$1,728.38	\$2,010.05
Spending Potential Index	86	79	91
Education: Total \$	\$4,448,838	\$53,853,747	\$227,376,500
Average Spent	\$1,605.50	\$1,423.87	\$1,625.53
Spending Potential Index	90	79	91
Entertainment/Recreation: Total \$	\$9,157,056	\$107,216,834	\$449,138,762
Average Spent	\$3,304.60	\$2,834.77	\$3,210.93
Spending Potential Index	87	75	85
Food at Home: Total \$	\$16,575,005	\$202,076,702	\$852,142,237
Average Spent	\$5,981.60	\$5,342.83	\$6,092.04
Spending Potential Index	88	79	90
Food Away from Home: Total \$	\$8,734,655	\$108,005,439	\$464,009,946
Average Spent	\$3,152.17	\$2,855.62	\$3,317.25
Spending Potential Index	85	77	89
Health Care: Total \$	\$18,129,708	\$210,470,021	\$872,550,168
Average Spent	\$6,542.66	\$5,564.75	\$6,237.94
Spending Potential Index	89	76	85
HH Furnishings & Equipment: Total \$	\$7,060,238	\$84,855,445	\$359,154,710
Average Spent	\$2,547.90	\$2,243.55	\$2,567.63
Spending Potential Index	86	76	87
Personal Care Products & Services: Total \$	\$2,275,160	\$28,198,056	\$119,435,687
Average Spent	\$821.06	\$745.55	\$853.86
Spending Potential Index	86	78	89
Shelter: Total \$	\$58,948,510	\$730,048,289	\$3,100,497,142
Average Spent	\$21,273.37	\$19,302.21	\$22,165.72
Spending Potential Index	86	78	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,622,326	\$87,586,173	\$356,837,433
Average Spent	\$2,750.75	\$2,315.75	\$2,551.06
Spending Potential Index	88	74	82
Travel: Total \$	\$5,264,435	\$62,906,377	\$266,038,075
Average Spent	\$1,899.83	\$1,663.22	\$1,901.93
Spending Potential Index	84	74	85
Vehicle Maintenance & Repairs: Total \$	\$3,174,046	\$37,733,486	\$158,729,282
Average Spent	\$1,145.45	\$997.66	\$1,134.77
Spending Potential Index	87	76	87

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

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

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

January 25, 2024



Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	48.0%	Population	7,757	7,863
Small Town Sincerity (12C)	24.6%	Households	2,771	2,812
Home Improvement (4B)	18.4%	Families	1,775	1,798
City Commons (11E)	5.3%	Median Age	39.7	40.6
Front Porches (8E)	3.6%	Median Household Income	\$74,900	\$81,010
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$1,881.77	\$5,214,386
Men's		84	\$345.02	\$956,049
Women's		85	\$637.36	\$1,766,138
Children's		87	\$288.25	\$798,733
Footwear		87	\$431.64	\$1,196,064
Watches & Jewelry		84	\$141.15	\$391,126
Apparel Products and Services (1)		86	\$38.35	\$106,276
<b>Computer</b>				
Computers and Hardware for Home Use		85	\$216.50	\$599,913
Portable Memory		89	\$4.10	\$11,365
Computer Software		86	\$12.42	\$34,414
Computer Accessories		85	\$21.30	\$59,010
<b>Entertainment &amp; Recreation</b>		87	\$3,304.60	\$9,157,056
Fees and Admissions		86	\$613.07	\$1,698,809
Membership Fees for Clubs (2)		86	\$237.94	\$659,336
Fees for Participant Sports, excl. Trips		87	\$103.91	\$287,924
Tickets to Theatre/Operas/Concerts		88	\$48.16	\$133,450
Tickets to Movies		81	\$22.40	\$62,059
Tickets to Parks or Museums		80	\$22.12	\$61,300
Admission to Sporting Events, excl. Trips		88	\$51.37	\$142,358
Fees for Recreational Lessons		87	\$126.17	\$349,622
Dating Services		93	\$1.00	\$2,761
TV/Video/Audio		89	\$1,204.20	\$3,336,845
Cable and Satellite Television Services		91	\$779.90	\$2,161,105
Televisions		86	\$125.57	\$347,952
Satellite Dishes		80	\$1.37	\$3,783
VCRs, Video Cameras, and DVD Players		83	\$4.01	\$11,110
Miscellaneous Video Equipment		101	\$12.79	\$35,436
Video Cassettes and DVDs		87	\$5.69	\$15,776
Video Game Hardware/Accessories		86	\$34.77	\$96,360
Video Game Software		88	\$16.97	\$47,035
Rental/Streaming/Downloaded Video		85	\$104.34	\$289,114
Installation of Televisions		91	\$1.47	\$4,064
Audio (3)		85	\$114.69	\$317,795
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.64	\$7,315
Pets		88	\$808.64	\$2,240,734
Toys/Games/Crafts/Hobbies (4)		88	\$138.84	\$384,718
Recreational Vehicles and Fees (5)		85	\$127.02	\$351,969
Sports/Recreation/Exercise Equipment (6)		83	\$233.84	\$647,957
Photo Equipment and Supplies (7)		88	\$41.05	\$113,754
Reading (8)		88	\$111.29	\$308,378
Catered Affairs (9)		88	\$26.67	\$73,892
<b>Food</b>		87	\$9,133.76	\$25,309,660
Food at Home		88	\$5,981.60	\$16,575,005
Bakery and Cereal Products		89	\$784.09	\$2,172,702
Meats, Poultry, Fish, and Eggs		88	\$1,293.73	\$3,584,915
Dairy Products		88	\$582.45	\$1,613,960
Fruits and Vegetables		88	\$1,177.72	\$3,263,464
Snacks and Other Food at Home (10)		88	\$2,143.62	\$5,939,963
Food Away from Home		85	\$3,152.17	\$8,734,655
Alcoholic Beverages		85	\$575.62	\$1,595,048

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

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	89	\$34,952.96	\$96,854,661
Value of Retirement Plans	89	\$125,916.79	\$348,915,435
Value of Other Financial Assets	85	\$7,265.80	\$20,133,519
Vehicle Loan Amount excluding Interest	85	\$3,086.28	\$8,552,077
Value of Credit Card Debt	89	\$2,826.50	\$7,832,236
<b>Health</b>			
Nonprescription Drugs	87	\$148.38	\$411,174
Prescription Drugs	91	\$333.35	\$923,707
Eyeglasses and Contact Lenses	91	\$100.84	\$279,423
<b>Home</b>			
Mortgage Payment and Basics (11)	87	\$11,212.13	\$31,068,817
Maintenance and Remodeling Services	85	\$3,230.94	\$8,952,943
Maintenance and Remodeling Materials (12)	86	\$674.58	\$1,869,260
Utilities, Fuel, and Public Services	89	\$5,183.32	\$14,362,979
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	87	\$106.21	\$294,295
Furniture	86	\$709.45	\$1,965,878
Rugs	88	\$36.51	\$101,161
Major Appliances (14)	87	\$461.06	\$1,277,586
Housewares (15)	84	\$90.03	\$249,463
Small Appliances	85	\$61.67	\$170,889
Luggage	83	\$11.96	\$33,136
Telephones and Accessories	92	\$99.19	\$274,854
<b>Household Operations</b>			
Child Care	86	\$445.02	\$1,233,144
Lawn and Garden (16)	88	\$592.48	\$1,641,762
Moving/Storage/Freight Express	86	\$77.36	\$214,370
Housekeeping Supplies (17)	88	\$817.14	\$2,264,285
<b>Insurance</b>			
Owners and Renters Insurance	88	\$688.47	\$1,907,739
Vehicle Insurance	87	\$1,890.38	\$5,238,243
Life/Other Insurance	89	\$616.39	\$1,708,020
Health Insurance	89	\$4,407.40	\$12,212,906
Personal Care Products (18)	85	\$472.18	\$1,308,416
School Books and Supplies (19)	84	\$112.32	\$311,232
Smoking Products	96	\$417.29	\$1,156,312
<b>Transportation</b>			
Payments on Vehicles excluding Leases	87	\$2,617.87	\$7,254,126
Gasoline and Motor Oil	87	\$2,199.01	\$6,093,448
Vehicle Maintenance and Repairs	87	\$1,145.45	\$3,174,046
<b>Travel</b>			
Airline Fares	83	\$386.52	\$1,071,037
Lodging on Trips	85	\$616.03	\$1,707,013
Auto/Truck Rental on Trips	83	\$65.71	\$182,090
Food and Drink on Trips	85	\$477.76	\$1,323,867

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	21.2%	Population	100,035	98,885
Front Porches (8E)	12.4%	Households	37,822	37,696
City Commons (11E)	10.9%	Families	22,954	22,876
Modest Income Homes (12D)	7.9%	Median Age	36.7	37.9
Bright Young Professionals (8C)	7.3%	Median Household Income	\$54,684	\$59,921
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		79	\$1,728.38	\$65,370,688
Men's		78	\$317.52	\$12,009,352
Women's		78	\$585.45	\$22,143,016
Children's		78	\$259.93	\$9,831,189
Footwear		81	\$401.25	\$15,175,982
Watches & Jewelry		76	\$128.20	\$4,848,667
Apparel Products and Services (1)		81	\$36.02	\$1,362,482
<b>Computer</b>				
Computers and Hardware for Home Use		78	\$199.27	\$7,536,823
Portable Memory		77	\$3.54	\$134,034
Computer Software		81	\$11.68	\$441,610
Computer Accessories		78	\$19.46	\$735,978
<b>Entertainment &amp; Recreation</b>		75	\$2,834.77	\$107,216,834
Fees and Admissions		75	\$535.11	\$20,238,795
Membership Fees for Clubs (2)		75	\$208.20	\$7,874,630
Fees for Participant Sports, excl. Trips		76	\$91.20	\$3,449,346
Tickets to Theatre/Operas/Concerts		77	\$42.13	\$1,593,475
Tickets to Movies		76	\$20.98	\$793,621
Tickets to Parks or Museums		72	\$20.02	\$757,073
Admission to Sporting Events, excl. Trips		75	\$43.91	\$1,660,807
Fees for Recreational Lessons		74	\$107.64	\$4,071,254
Dating Services		95	\$1.02	\$38,587
TV/Video/Audio		78	\$1,057.88	\$40,011,064
Cable and Satellite Television Services		78	\$674.21	\$25,499,829
Televisions		78	\$113.84	\$4,305,606
Satellite Dishes		71	\$1.21	\$45,682
VCRs, Video Cameras, and DVD Players		75	\$3.63	\$137,335
Miscellaneous Video Equipment		90	\$11.39	\$430,916
Video Cassettes and DVDs		79	\$5.16	\$195,139
Video Game Hardware/Accessories		81	\$32.73	\$1,237,728
Video Game Software		83	\$16.00	\$605,011
Rental/Streaming/Downloaded Video		76	\$94.00	\$3,555,225
Installation of Televisions		80	\$1.28	\$48,312
Audio (3)		75	\$102.01	\$3,858,169
Rental and Repair of TV/Radio/Sound Equipment		88	\$2.44	\$92,111
Pets		72	\$661.62	\$25,023,611
Toys/Games/Crafts/Hobbies (4)		77	\$122.29	\$4,625,214
Recreational Vehicles and Fees (5)		67	\$100.33	\$3,794,845
Sports/Recreation/Exercise Equipment (6)		71	\$199.42	\$7,542,307
Photo Equipment and Supplies (7)		77	\$35.87	\$1,356,587
Reading (8)		78	\$98.78	\$3,736,183
Catered Affairs (9)		77	\$23.48	\$888,229
<b>Food</b>		78	\$8,198.46	\$310,082,141
Food at Home		79	\$5,342.83	\$202,076,702
Bakery and Cereal Products		79	\$697.03	\$26,363,205
Meats, Poultry, Fish, and Eggs		79	\$1,162.85	\$43,981,315
Dairy Products		78	\$513.57	\$19,424,265
Fruits and Vegetables		79	\$1,061.85	\$40,161,409
Snacks and Other Food at Home (10)		78	\$1,907.53	\$72,146,509
Food Away from Home		77	\$2,855.62	\$108,005,439
Alcoholic Beverages		77	\$518.07	\$19,594,617

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	76	\$29,711.93	\$1,123,764,773
Value of Retirement Plans	73	\$103,955.43	\$3,931,802,161
Value of Other Financial Assets	74	\$6,321.09	\$239,076,333
Vehicle Loan Amount excluding Interest	74	\$2,679.57	\$101,346,585
Value of Credit Card Debt	78	\$2,476.18	\$93,654,090
<b>Health</b>			
Nonprescription Drugs	75	\$127.91	\$4,837,744
Prescription Drugs	76	\$279.11	\$10,556,408
Eyeglasses and Contact Lenses	76	\$84.97	\$3,213,556
<b>Home</b>			
Mortgage Payment and Basics (11)	72	\$9,243.04	\$349,590,279
Maintenance and Remodeling Services	69	\$2,639.30	\$99,823,705
Maintenance and Remodeling Materials (12)	66	\$518.60	\$19,614,638
Utilities, Fuel, and Public Services	78	\$4,508.93	\$170,536,903
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$96.20	\$3,638,522
Furniture	77	\$632.75	\$23,931,995
Rugs	75	\$31.40	\$1,187,540
Major Appliances (14)	73	\$387.98	\$14,674,021
Housewares (15)	75	\$81.01	\$3,064,103
Small Appliances	78	\$56.78	\$2,147,500
Luggage	77	\$11.03	\$417,211
Telephones and Accessories	78	\$84.39	\$3,191,663
<b>Household Operations</b>			
Child Care	75	\$385.29	\$14,572,378
Lawn and Garden (16)	71	\$476.11	\$18,007,573
Moving/Storage/Freight Express	78	\$70.11	\$2,651,771
Housekeeping Supplies (17)	77	\$718.59	\$27,178,449
<b>Insurance</b>			
Owners and Renters Insurance	72	\$561.12	\$21,222,808
Vehicle Insurance	77	\$1,677.69	\$63,453,739
Life/Other Insurance	74	\$511.07	\$19,329,525
Health Insurance	76	\$3,750.20	\$141,840,214
Personal Care Products (18)	78	\$428.11	\$16,191,926
School Books and Supplies (19)	76	\$102.18	\$3,864,559
Smoking Products	83	\$358.59	\$13,562,563
<b>Transportation</b>			
Payments on Vehicles excluding Leases	74	\$2,239.45	\$84,700,603
Gasoline and Motor Oil	76	\$1,915.56	\$72,450,205
Vehicle Maintenance and Repairs	76	\$997.66	\$37,733,486
<b>Travel</b>			
Airline Fares	74	\$347.30	\$13,135,557
Lodging on Trips	73	\$529.11	\$20,011,977
Auto/Truck Rental on Trips	76	\$60.13	\$2,274,204
Food and Drink on Trips	75	\$419.03	\$15,848,638

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	11.6%	Population	336,826	339,104
Metro Renters (3B)	10.2%	Households	139,878	142,323
City Commons (11E)	10.0%	Families	75,438	76,712
Modest Income Homes (12D)	9.5%	Median Age	37.1	38.2
Family Foundations (12A)	5.9%	Median Household Income	\$59,362	\$65,902
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		91	\$2,010.05	\$281,161,280
Men's		90	\$368.72	\$51,576,336
Women's		91	\$679.50	\$95,047,422
Children's		91	\$300.41	\$42,021,286
Footwear		94	\$467.27	\$65,360,913
Watches & Jewelry		90	\$152.36	\$21,311,229
Apparel Products and Services (1)		94	\$41.78	\$5,844,094
<b>Computer</b>				
Computers and Hardware for Home Use		91	\$231.85	\$32,430,509
Portable Memory		88	\$4.05	\$567,080
Computer Software		95	\$13.75	\$1,922,720
Computer Accessories		89	\$22.32	\$3,122,728
<b>Entertainment &amp; Recreation</b>		85	\$3,210.93	\$449,138,762
Fees and Admissions		85	\$602.92	\$84,335,455
Membership Fees for Clubs (2)		85	\$237.03	\$33,154,625
Fees for Participant Sports, excl. Trips		83	\$99.64	\$13,937,984
Tickets to Theatre/Operas/Concerts		87	\$47.48	\$6,642,054
Tickets to Movies		88	\$24.24	\$3,390,269
Tickets to Parks or Museums		83	\$23.17	\$3,240,310
Admission to Sporting Events, excl. Trips		87	\$51.05	\$7,140,135
Fees for Recreational Lessons		82	\$119.10	\$16,660,099
Dating Services		114	\$1.22	\$169,978
TV/Video/Audio		89	\$1,203.93	\$168,403,560
Cable and Satellite Television Services		88	\$756.32	\$105,793,194
Televisions		90	\$131.77	\$18,431,612
Satellite Dishes		85	\$1.45	\$202,712
VCRs, Video Cameras, and DVD Players		88	\$4.23	\$591,375
Miscellaneous Video Equipment		101	\$12.79	\$1,789,380
Video Cassettes and DVDs		91	\$5.93	\$829,242
Video Game Hardware/Accessories		98	\$39.25	\$5,490,580
Video Game Software		99	\$19.11	\$2,672,893
Rental/Streaming/Downloaded Video		90	\$110.43	\$15,446,196
Installation of Televisions		86	\$1.38	\$193,222
Audio (3)		88	\$118.36	\$16,556,536
Rental and Repair of TV/Radio/Sound Equipment		105	\$2.91	\$406,621
Pets		81	\$744.59	\$104,151,232
Toys/Games/Crafts/Hobbies (4)		88	\$140.05	\$19,589,678
Recreational Vehicles and Fees (5)		75	\$112.47	\$15,731,422
Sports/Recreation/Exercise Equipment (6)		81	\$227.28	\$31,791,278
Photo Equipment and Supplies (7)		88	\$41.29	\$5,775,293
Reading (8)		88	\$111.23	\$15,558,239
Catered Affairs (9)		89	\$27.19	\$3,802,605
<b>Food</b>		89	\$9,409.29	\$1,316,152,183
Food at Home		90	\$6,092.04	\$852,142,237
Bakery and Cereal Products		90	\$791.81	\$110,757,000
Meats, Poultry, Fish, and Eggs		90	\$1,325.09	\$185,350,818
Dairy Products		88	\$581.85	\$81,388,004
Fruits and Vegetables		90	\$1,208.60	\$169,057,204
Snacks and Other Food at Home (10)		89	\$2,184.68	\$305,589,210
Food Away from Home		89	\$3,317.25	\$464,009,946
Alcoholic Beverages		89	\$599.41	\$83,844,947

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	83	\$32,695.73	\$4,573,412,984
Value of Retirement Plans	80	\$113,427.09	\$15,865,955,002
Value of Other Financial Assets	82	\$7,023.88	\$982,486,086
Vehicle Loan Amount excluding Interest	85	\$3,099.16	\$433,504,173
Value of Credit Card Debt	89	\$2,801.07	\$391,808,272
<b>Health</b>			
Nonprescription Drugs	85	\$145.13	\$20,300,844
Prescription Drugs	85	\$312.10	\$43,656,125
Eyeglasses and Contact Lenses	86	\$95.49	\$13,356,687
<b>Home</b>			
Mortgage Payment and Basics (11)	78	\$10,100.72	\$1,412,868,474
Maintenance and Remodeling Services	76	\$2,870.04	\$401,455,060
Maintenance and Remodeling Materials (12)	72	\$563.73	\$78,853,957
Utilities, Fuel, and Public Services	88	\$5,100.98	\$713,514,645
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	90	\$110.22	\$15,417,105
Furniture	88	\$726.40	\$101,607,570
Rugs	85	\$35.43	\$4,955,311
Major Appliances (14)	82	\$433.43	\$60,627,350
Housewares (15)	87	\$93.20	\$13,037,196
Small Appliances	91	\$66.04	\$9,236,949
Luggage	89	\$12.79	\$1,788,446
Telephones and Accessories	88	\$94.79	\$13,258,354
<b>Household Operations</b>			
Child Care	87	\$449.51	\$62,876,225
Lawn and Garden (16)	78	\$521.36	\$72,926,658
Moving/Storage/Freight Express	91	\$81.47	\$11,395,502
Housekeeping Supplies (17)	87	\$815.84	\$114,117,375
<b>Insurance</b>			
Owners and Renters Insurance	80	\$621.04	\$86,869,654
Vehicle Insurance	88	\$1,920.66	\$268,658,595
Life/Other Insurance	82	\$568.12	\$79,466,967
Health Insurance	85	\$4,206.77	\$588,434,262
Personal Care Products (18)	89	\$492.47	\$68,885,338
School Books and Supplies (19)	89	\$118.82	\$16,620,907
Smoking Products	96	\$415.85	\$58,168,175
<b>Transportation</b>			
Payments on Vehicles excluding Leases	85	\$2,572.64	\$359,855,717
Gasoline and Motor Oil	87	\$2,192.87	\$306,734,882
Vehicle Maintenance and Repairs	87	\$1,134.77	\$158,729,282
<b>Travel</b>			
Airline Fares	86	\$398.84	\$55,788,744
Lodging on Trips	83	\$601.47	\$84,132,306
Auto/Truck Rental on Trips	88	\$69.97	\$9,787,025
Food and Drink on Trips	86	\$479.61	\$67,087,193

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

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

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



# Business Summary

3720 Washington Blvd, Halethorpe, Maryland, 21227  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.24602  
Longitude: -76.67399

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	626		3,622		15,650							
Total Employees:	8,742		56,474		254,036							
Total Residential Population:	7,757		100,035		336,826							
Employee/Residential Population Ratio (per 100 Residents)	113		56		75							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.0%	60	0.7%	36	1.0%	321	0.6%	129	0.8%	1,178	0.5%
Construction	81	12.9%	1,603	18.3%	283	7.8%	4,841	8.6%	741	4.7%	9,466	3.7%
Manufacturing	42	6.7%	508	5.8%	147	4.1%	3,466	6.1%	360	2.3%	18,062	7.1%
Transportation	25	4.0%	396	4.5%	147	4.1%	2,239	4.0%	455	2.9%	7,444	2.9%
Communication	8	1.3%	121	1.4%	40	1.1%	337	0.6%	123	0.8%	1,153	0.5%
Utility	3	0.5%	30	0.3%	12	0.3%	243	0.4%	40	0.3%	2,014	0.8%
Wholesale Trade	48	7.7%	613	7.0%	213	5.9%	4,128	7.3%	449	2.9%	6,818	2.7%
Retail Trade Summary	106	16.9%	1,522	17.4%	676	18.7%	7,093	12.6%	2,827	18.1%	30,347	11.9%
Home Improvement	13	2.1%	233	2.7%	38	1.0%	477	0.8%	91	0.6%	1,699	0.7%
General Merchandise Stores	10	1.6%	123	1.4%	38	1.0%	392	0.7%	147	0.9%	1,330	0.5%
Food Stores	13	2.1%	108	1.2%	98	2.7%	1,070	1.9%	366	2.3%	3,787	1.5%
Auto Dealers & Gas Stations	14	2.2%	177	2.0%	86	2.4%	683	1.2%	233	1.5%	1,670	0.7%
Apparel & Accessory Stores	3	0.5%	7	0.1%	20	0.6%	158	0.3%	137	0.9%	3,816	1.5%
Furniture & Home Furnishings	14	2.2%	134	1.5%	51	1.4%	424	0.8%	158	1.0%	1,435	0.6%
Eating & Drinking Places	21	3.4%	554	6.3%	208	5.7%	2,603	4.6%	1,110	7.1%	12,853	5.1%
Miscellaneous Retail	19	3.0%	186	2.1%	136	3.8%	1,287	2.3%	585	3.7%	3,756	1.5%
Finance, Insurance, Real Estate Summary	34	5.4%	202	2.3%	223	6.2%	1,710	3.0%	1,457	9.3%	16,649	6.6%
Banks, Savings & Lending Institutions	2	0.3%	8	0.1%	42	1.2%	453	0.8%	244	1.6%	3,563	1.4%
Securities Brokers	5	0.8%	16	0.2%	19	0.5%	142	0.3%	227	1.5%	3,795	1.5%
Insurance Carriers & Agents	4	0.6%	10	0.1%	22	0.6%	200	0.4%	145	0.9%	2,133	0.8%
Real Estate, Holding, Other Investment Offices	24	3.8%	168	1.9%	139	3.8%	915	1.6%	841	5.4%	7,158	2.8%
Services Summary	208	33.2%	3,558	40.7%	1,382	38.2%	27,644	48.9%	6,292	40.2%	128,125	50.4%
Hotels & Lodging	2	0.3%	26	0.3%	18	0.5%	599	1.1%	109	0.7%	5,881	2.3%
Automotive Services	20	3.2%	115	1.3%	150	4.1%	1,456	2.6%	436	2.8%	3,670	1.4%
Movies & Amusements	10	1.6%	89	1.0%	49	1.4%	466	0.8%	262	1.7%	3,386	1.3%
Health Services	21	3.4%	1,170	13.4%	228	6.3%	8,549	15.1%	930	5.9%	43,593	17.2%
Legal Services	2	0.3%	8	0.1%	33	0.9%	167	0.3%	537	3.4%	8,523	3.4%
Education Institutions & Libraries	10	1.6%	384	4.4%	75	2.1%	3,844	6.8%	351	2.2%	15,017	5.9%
Other Services	143	22.8%	1,765	20.2%	829	22.9%	12,563	22.2%	3,667	23.4%	48,055	18.9%
Government	4	0.6%	85	1.0%	55	1.5%	3,529	6.2%	408	2.6%	29,683	11.7%
Unclassified Establishments	61	9.7%	43	0.5%	408	11.3%	923	1.6%	2,369	15.1%	3,098	1.2%
Totals	626	100.0%	8,742	100.0%	3,622	100.0%	56,474	100.0%	15,650	100.0%	254,036	100.0%

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

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





# Business Summary

3720 Washington Blvd, Halethorpe, Maryland, 21227  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.24602  
Longitude: -76.67399

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	3	0.0%	7	0.2%	22	0.0%	23	0.1%	134	0.1%
Mining	1	0.2%	23	0.3%	5	0.1%	61	0.1%	12	0.1%	123	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	10	0.0%	11	0.1%	1,176	0.5%
Construction	88	14.1%	1,707	19.5%	308	8.5%	5,188	9.2%	818	5.2%	10,302	4.1%
Manufacturing	47	7.5%	535	6.1%	166	4.6%	3,686	6.5%	370	2.4%	16,888	6.6%
Wholesale Trade	47	7.5%	590	6.7%	209	5.8%	4,065	7.2%	439	2.8%	6,729	2.6%
Retail Trade	78	12.5%	913	10.4%	436	12.0%	4,133	7.3%	1,616	10.3%	16,597	6.5%
Motor Vehicle & Parts Dealers	12	1.9%	167	1.9%	64	1.8%	516	0.9%	170	1.1%	1,327	0.5%
Furniture & Home Furnishings Stores	6	1.0%	22	0.3%	27	0.7%	138	0.2%	83	0.5%	643	0.3%
Electronics & Appliance Stores	5	0.8%	89	1.0%	19	0.5%	202	0.4%	56	0.4%	651	0.3%
Building Material & Garden Equipment & Supplies Dealers	13	2.1%	233	2.7%	38	1.0%	477	0.8%	89	0.6%	1,688	0.7%
Food & Beverage Stores	7	1.1%	68	0.8%	98	2.7%	941	1.7%	377	2.4%	3,356	1.3%
Health & Personal Care Stores	5	0.8%	37	0.4%	35	1.0%	267	0.5%	165	1.1%	1,114	0.4%
Gasoline Stations & Fuel Dealers	2	0.3%	10	0.1%	22	0.6%	166	0.3%	64	0.4%	348	0.1%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	0.6%	11	0.1%	24	0.7%	169	0.3%	167	1.1%	3,967	1.6%
Sporting Goods, Hobby, Book, & Music Stores	12	1.9%	70	0.8%	51	1.4%	559	1.0%	240	1.5%	1,663	0.7%
General Merchandise Stores	13	2.1%	205	2.3%	58	1.6%	698	1.2%	206	1.3%	1,840	0.7%
Transportation & Warehousing	24	3.8%	380	4.3%	140	3.9%	2,102	3.7%	405	2.6%	7,056	2.8%
Information	15	2.4%	188	2.2%	78	2.2%	903	1.6%	346	2.2%	5,184	2.0%
Finance & Insurance	11	1.8%	35	0.4%	85	2.3%	792	1.4%	636	4.1%	9,706	3.8%
Central Bank/Credit Intermediation & Related Activities	2	0.3%	8	0.1%	41	1.1%	447	0.8%	231	1.5%	3,361	1.3%
Securities & Commodity Contracts	6	1.0%	17	0.2%	21	0.6%	145	0.3%	259	1.7%	4,209	1.7%
Funds, Trusts & Other Financial Vehicles	4	0.6%	10	0.1%	23	0.6%	201	0.4%	146	0.9%	2,136	0.8%
Real Estate, Rental & Leasing	24	3.8%	205	2.3%	154	4.3%	1,409	2.5%	794	5.1%	6,145	2.4%
Professional, Scientific & Tech Services	52	8.3%	735	8.4%	286	7.9%	4,501	8.0%	1,656	10.6%	27,277	10.7%
Legal Services	3	0.5%	12	0.1%	37	1.0%	203	0.4%	572	3.7%	8,725	3.4%
Management of Companies & Enterprises	3	0.5%	60	0.7%	13	0.4%	142	0.3%	68	0.4%	1,549	0.6%
Administrative, Support & Waste Management Services	28	4.5%	312	3.6%	125	3.5%	1,903	3.4%	522	3.3%	7,429	2.9%
Educational Services	10	1.6%	380	4.3%	75	2.1%	3,817	6.8%	353	2.3%	14,778	5.8%
Health Care & Social Assistance	30	4.8%	1,314	15.0%	308	8.5%	11,109	19.7%	1,267	8.1%	50,007	19.7%
Arts, Entertainment & Recreation	9	1.4%	77	0.9%	54	1.5%	422	0.7%	308	2.0%	5,128	2.0%
Accommodation & Food Services	25	4.0%	603	6.9%	239	6.6%	3,353	5.9%	1,260	8.1%	19,157	7.5%
Accommodation	2	0.3%	26	0.3%	18	0.5%	599	1.1%	109	0.7%	5,881	2.3%
Food Services & Drinking Places	23	3.7%	577	6.6%	221	6.1%	2,753	4.9%	1,151	7.4%	13,276	5.2%
Other Services (except Public Administration)	67	10.7%	553	6.3%	470	13.0%	4,405	7.8%	1,967	12.6%	15,539	6.1%
Automotive Repair & Maintenance	16	2.6%	74	0.8%	98	2.7%	635	1.1%	263	1.7%	1,458	0.6%
Public Administration	4	0.6%	85	1.0%	55	1.5%	3,529	6.2%	410	2.6%	30,041	11.8%
Unclassified Establishments	61	9.7%	43	0.5%	408	11.3%	923	1.6%	2,368	15.1%	3,091	1.2%
<b>Total</b>	<b>626</b>	<b>100.0%</b>	<b>8,742</b>	<b>100.0%</b>	<b>3,622</b>	<b>100.0%</b>	<b>56,474</b>	<b>100.0%</b>	<b>15,650</b>	<b>100.0%</b>	<b>254,036</b>	<b>100.0%</b>

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