

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,789	69,538	171,782
2020 Total Population	10,670	78,247	189,514
2020 Group Quarters	91	610	1,021
2023 Total Population	10,861	80,252	193,600
2023 Group Quarters	93	614	1,021
2028 Total Population	11,059	83,494	198,378
2023-2028 Annual Rate	0.36%	0.80%	0.49%
2023 Total Daytime Population	17,304	78,311	199,904
Workers	12,104	40,965	106,489
Residents	5,200	37,346	93,415
<b>Household Summary</b>			
2010 Households	3,979	26,286	64,802
2010 Average Household Size	2.39	2.61	2.63
2020 Total Households	4,456	29,069	70,845
2020 Average Household Size	2.37	2.67	2.66
2023 Households	4,556	29,942	72,811
2023 Average Household Size	2.36	2.66	2.64
2028 Households	4,671	31,339	75,221
2028 Average Household Size	2.35	2.64	2.62
2023-2028 Annual Rate	0.50%	0.92%	0.65%
2010 Families	2,387	17,607	43,275
2010 Average Family Size	2.99	3.12	3.14
2023 Families	2,615	19,477	47,380
2023 Average Family Size	3.07	3.25	3.24
2028 Families	2,677	20,401	48,996
2028 Average Family Size	3.05	3.24	3.21
2023-2028 Annual Rate	0.47%	0.93%	0.67%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,847	26,305	65,555
Owner Occupied Housing Units	56.6%	69.3%	59.2%
Renter Occupied Housing Units	39.5%	26.4%	35.4%
Vacant Housing Units	3.9%	4.3%	5.4%
2010 Housing Units	4,185	27,906	69,523
Owner Occupied Housing Units	54.6%	66.5%	56.2%
Renter Occupied Housing Units	40.6%	27.7%	37.0%
Vacant Housing Units	4.9%	5.8%	6.8%
2020 Housing Units	4,686	30,636	75,509
Owner Occupied Housing Units	52.8%	66.2%	55.7%
Renter Occupied Housing Units	42.3%	28.7%	38.2%
Vacant Housing Units	4.8%	5.0%	6.2%
2023 Housing Units	4,797	31,545	77,620
Owner Occupied Housing Units	54.8%	71.1%	60.7%
Renter Occupied Housing Units	40.2%	23.9%	33.1%
Vacant Housing Units	5.0%	5.1%	6.2%
2028 Housing Units	4,911	32,980	80,190
Owner Occupied Housing Units	54.8%	72.5%	62.0%
Renter Occupied Housing Units	40.4%	22.5%	31.8%
Vacant Housing Units	4.9%	5.0%	6.2%

**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	4,556	29,937	72,795
<\$15,000	12.1%	7.3%	9.2%
\$15,000 - \$24,999	5.1%	4.5%	5.3%
\$25,000 - \$34,999	6.7%	5.4%	6.5%
\$35,000 - \$49,999	11.5%	10.8%	10.7%
\$50,000 - \$74,999	15.1%	14.9%	15.8%
\$75,000 - \$99,999	13.6%	15.4%	14.3%
\$100,000 - \$149,999	22.4%	22.3%	18.7%
\$150,000 - \$199,999	8.5%	10.1%	10.4%
\$200,000+	5.0%	9.1%	8.9%
Average Household Income	\$91,229	\$108,596	\$104,035
<b>2028 Households by Income</b>			
Household Income Base	4,671	31,334	75,205
<\$15,000	11.0%	6.5%	8.5%
\$15,000 - \$24,999	4.3%	3.7%	4.6%
\$25,000 - \$34,999	5.6%	4.5%	5.6%
\$35,000 - \$49,999	9.9%	9.2%	9.5%
\$50,000 - \$74,999	14.7%	14.1%	14.9%
\$75,000 - \$99,999	14.4%	15.1%	13.9%
\$100,000 - \$149,999	23.8%	23.3%	19.5%
\$150,000 - \$199,999	9.9%	12.1%	12.5%
\$200,000+	6.3%	11.4%	11.0%
Average Household Income	\$103,110	\$123,826	\$118,134
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,628	22,418	47,146
<\$50,000	5.7%	4.3%	4.6%
\$50,000 - \$99,999	0.2%	1.3%	3.0%
\$100,000 - \$149,999	3.5%	1.7%	2.6%
\$150,000 - \$199,999	14.4%	6.0%	5.7%
\$200,000 - \$249,999	10.6%	9.9%	8.4%
\$250,000 - \$299,999	18.0%	15.1%	11.3%
\$300,000 - \$399,999	29.0%	37.3%	32.2%
\$400,000 - \$499,999	7.1%	12.8%	16.3%
\$500,000 - \$749,999	2.9%	7.3%	11.3%
\$750,000 - \$999,999	1.3%	1.9%	2.0%
\$1,000,000 - \$1,499,999	0.6%	0.6%	1.2%
\$1,500,000 - \$1,999,999	6.4%	1.0%	0.7%
\$2,000,000 +	0.2%	0.7%	0.7%
Average Home Value	\$392,643	\$369,385	\$383,720
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	2,689	23,904	49,741
<\$50,000	5.4%	4.0%	4.6%
\$50,000 - \$99,999	0.1%	1.1%	2.3%
\$100,000 - \$149,999	1.8%	0.8%	1.5%
\$150,000 - \$199,999	8.1%	3.2%	3.3%
\$200,000 - \$249,999	7.3%	6.6%	5.7%
\$250,000 - \$299,999	18.9%	13.2%	10.0%
\$300,000 - \$399,999	31.8%	38.8%	33.1%
\$400,000 - \$499,999	7.4%	15.4%	18.8%
\$500,000 - \$749,999	4.1%	10.2%	14.0%
\$750,000 - \$999,999	2.1%	2.9%	2.8%
\$1,000,000 - \$1,499,999	1.2%	1.1%	1.8%
\$1,500,000 - \$1,999,999	11.3%	1.7%	1.2%
\$2,000,000 +	0.3%	0.8%	0.9%
Average Home Value	\$495,954	\$417,654	\$427,481

**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	\$73,730	\$84,502	\$78,203
2028	\$81,274	\$93,465	\$85,750
<b>Median Home Value</b>			
2023	\$293,235	\$331,327	\$344,516
2028	\$326,168	\$354,339	\$368,317
<b>Per Capita Income</b>			
2023	\$37,833	\$40,730	\$39,242
2028	\$43,039	\$46,728	\$44,931
<b>Median Age</b>			
2010	37.0	38.5	35.3
2020	38.1	37.5	36.0
2023	39.3	40.0	37.8
2028	40.1	41.0	38.8
<b>2020 Population by Age</b>			
Total	10,670	78,247	189,514
0 - 4	5.9%	6.1%	6.5%
5 - 9	5.6%	6.2%	6.7%
10 - 14	6.1%	6.2%	6.7%
15 - 24	11.3%	11.5%	12.0%
25 - 34	16.9%	16.3%	16.6%
35 - 44	12.7%	13.6%	13.8%
45 - 54	12.2%	12.1%	11.9%
55 - 64	13.6%	13.4%	12.9%
65 - 74	8.9%	8.6%	7.9%
75 - 84	5.0%	4.3%	3.7%
85 +	1.8%	1.7%	1.4%
18 +	79.1%	78.1%	76.5%
<b>2023 Population by Age</b>			
Total	10,860	80,251	193,600
0 - 4	5.5%	5.5%	6.2%
5 - 9	5.5%	5.8%	6.4%
10 - 14	5.7%	6.0%	6.4%
15 - 24	11.5%	10.6%	11.5%
25 - 34	14.9%	14.5%	15.2%
35 - 44	14.8%	14.4%	14.4%
45 - 54	11.8%	11.8%	11.4%
55 - 64	11.9%	13.5%	12.7%
65 - 74	9.9%	10.3%	9.4%
75 - 84	6.2%	5.6%	4.8%
85 +	2.1%	2.1%	1.7%
18 +	80.0%	79.6%	77.6%
<b>2028 Population by Age</b>			
Total	11,059	83,495	198,378
0 - 4	5.6%	5.5%	6.3%
5 - 9	5.3%	5.5%	6.0%
10 - 14	5.5%	5.7%	6.1%
15 - 24	12.2%	10.7%	11.7%
25 - 34	13.9%	13.2%	13.8%
35 - 44	14.8%	15.4%	15.3%
45 - 54	12.1%	12.0%	11.6%
55 - 64	11.1%	12.0%	11.4%
65 - 74	9.9%	11.0%	10.0%
75 - 84	7.1%	6.7%	5.8%
85 +	2.4%	2.3%	1.9%
18 +	80.4%	79.9%	78.0%
<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	5,134	38,491	91,923
Females	5,536	39,756	97,591
<b>2023 Population by Sex</b>			
Males	5,288	39,643	94,475
Females	5,573	40,609	99,125
<b>2028 Population by Sex</b>			
Males	5,364	41,159	96,539
Females	5,696	42,334	101,839
<b>2010 Population by Race/Ethnicity</b>			
Total	9,789	69,539	171,782
White Alone	67.4%	75.6%	65.7%
Black Alone	21.7%	14.7%	24.0%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	4.1%	3.3%	3.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	2.9%	3.2%
Two or More Races	3.3%	3.0%	3.3%
Hispanic Origin	7.0%	6.6%	7.2%
Diversity Index	56.1	47.7	57.4
<b>2020 Population by Race/Ethnicity</b>			
Total	10,670	78,247	189,514
White Alone	54.0%	60.1%	52.2%
Black Alone	25.4%	19.2%	26.2%
American Indian Alone	0.4%	0.6%	0.6%
Asian Alone	5.1%	4.3%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.0%	6.9%	8.0%
Two or More Races	8.0%	8.8%	8.6%
Hispanic Origin	11.3%	11.9%	13.0%
Diversity Index	70.4	67.5	72.4
<b>2023 Population by Race/Ethnicity</b>			
Total	10,860	80,253	193,600
White Alone	51.7%	58.7%	51.1%
Black Alone	26.6%	19.6%	26.5%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	5.3%	4.5%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.6%	7.3%	8.4%
Two or More Races	8.3%	9.2%	8.9%
Hispanic Origin	12.3%	12.8%	13.8%
Diversity Index	72.3	69.0	73.5
<b>2028 Population by Race/Ethnicity</b>			
Total	11,059	83,494	198,378
White Alone	47.9%	55.5%	48.2%
Black Alone	28.4%	20.6%	27.1%
American Indian Alone	0.5%	0.6%	0.6%
Asian Alone	5.7%	4.8%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.3%	8.2%	9.3%
Two or More Races	9.1%	10.2%	9.8%
Hispanic Origin	13.4%	14.1%	15.2%
Diversity Index	74.8	72.0	75.7

**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.

**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	10,670	78,247	189,514
In Households	99.1%	99.2%	99.5%
Householder	40.9%	37.3%	37.4%
Opposite-Sex Spouse	14.2%	16.0%	15.0%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.9%	3.1%	3.1%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	26.1%	26.2%	27.7%
Adopted Child	0.4%	0.5%	0.4%
Stepchild	1.3%	1.4%	1.4%
Grandchild	3.3%	3.7%	3.5%
Brother or Sister	1.5%	1.6%	1.6%
Parent	1.4%	1.5%	1.6%
Parent-in-law	0.3%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.5%
Other Relatives	1.8%	2.1%	2.1%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.9%	4.3%	4.3%
In Group Quarters	0.9%	0.8%	0.5%
Institutionalized	0.6%	0.4%	0.3%
Noninstitutionalized	0.3%	0.3%	0.2%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	7,796	57,920	134,535
Less than 9th Grade	2.5%	2.9%	3.1%
9th - 12th Grade, No Diploma	7.0%	6.3%	7.0%
High School Graduate	32.6%	30.5%	29.1%
GED/Alternative Credential	6.7%	4.6%	5.0%
Some College, No Degree	19.3%	21.0%	20.4%
Associate Degree	8.1%	8.9%	8.3%
Bachelor's Degree	17.6%	16.5%	17.1%
Graduate/Professional Degree	6.3%	9.2%	9.9%
<b>2023 Population 15+ by Marital Status</b>			
Total	9,047	66,453	156,809
Never Married	33.9%	33.8%	36.8%
Married	46.3%	49.0%	46.6%
Widowed	8.3%	6.7%	5.6%
Divorced	11.6%	10.5%	11.0%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,838	44,723	104,681
Population 16+ Employed	96.1%	96.0%	95.9%
Population 16+ Unemployment rate	3.9%	4.0%	4.1%
Population 16-24 Employed	11.4%	11.1%	11.7%
Population 16-24 Unemployment rate	11.5%	11.3%	10.8%
Population 25-54 Employed	69.4%	65.8%	66.2%
Population 25-54 Unemployment rate	2.9%	2.9%	3.3%
Population 55-64 Employed	14.2%	16.9%	16.1%
Population 55-64 Unemployment rate	1.5%	2.0%	1.8%
Population 65+ Employed	5.0%	6.3%	6.0%
Population 65+ Unemployment rate	6.4%	6.6%	4.3%

	1 mile	3 miles	5 miles
<b>2023 Employed Population 16+ by Industry</b>			
Total	5,609	42,944	100,430
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	5.8%	8.3%	8.0%
Manufacturing	6.8%	6.8%	6.0%
Wholesale Trade	0.5%	1.8%	2.2%
Retail Trade	12.3%	13.8%	13.0%
Transportation/Utilities	14.9%	8.4%	8.9%
Information	0.9%	1.2%	1.2%
Finance/Insurance/Real Estate	3.4%	4.0%	4.6%
Services	48.2%	47.2%	46.3%
Public Administration	7.1%	8.4%	9.5%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	5,608	42,945	100,430
White Collar	57.3%	60.3%	59.8%
Management/Business/Financial	13.5%	14.9%	15.1%
Professional	22.7%	23.5%	22.9%
Sales	6.2%	7.6%	7.7%
Administrative Support	14.9%	14.3%	14.1%
Services	14.2%	16.0%	16.7%
Blue Collar	28.5%	23.7%	23.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.4%	5.2%	4.9%
Installation/Maintenance/Repair	7.4%	5.0%	4.5%
Production	5.1%	4.1%	3.9%
Transportation/Material Moving	11.7%	9.3%	10.0%
<b>2020 Households by Type</b>			
Total	4,456	29,069	70,845
Married Couple Households	35.2%	43.6%	40.4%
With Own Children <18	12.0%	16.5%	15.8%
Without Own Children <18	23.1%	27.1%	24.7%
Cohabiting Couple Households	7.5%	8.7%	8.8%
With Own Children <18	2.7%	3.0%	3.3%
Without Own Children <18	4.8%	5.7%	5.5%
Male Householder, No Spouse/Partner	21.5%	19.4%	19.5%
Living Alone	14.2%	12.1%	12.2%
65 Years and over	4.1%	3.4%	3.1%
With Own Children <18	1.6%	1.7%	1.9%
Without Own Children <18, With Relatives	3.9%	3.8%	3.6%
No Relatives Present	1.8%	1.9%	1.9%
Female Householder, No Spouse/Partner	35.8%	28.3%	31.2%
Living Alone	18.6%	13.6%	13.8%
65 Years and over	9.6%	6.4%	5.7%
With Own Children <18	6.5%	5.2%	7.5%
Without Own Children <18, With Relatives	9.1%	8.3%	8.7%
No Relatives Present	1.6%	1.3%	1.2%
<b>2020 Households by Size</b>			
Total	4,456	29,069	70,845
1 Person Household	32.7%	25.7%	25.9%
2 Person Household	30.1%	31.8%	31.2%
3 Person Household	16.2%	17.8%	17.6%
4 Person Household	11.4%	13.0%	13.3%
5 Person Household	5.7%	6.8%	6.9%
6 Person Household	2.3%	2.8%	2.9%
7 + Person Household	1.6%	2.1%	2.2%

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	4,456	29,069	70,845
Owner Occupied	55.5%	69.7%	59.3%
Owned with a Mortgage/Loan	43.6%	54.8%	47.0%
Owned Free and Clear	11.9%	14.9%	12.3%
Renter Occupied	44.5%	30.3%	40.7%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	103	90
Percent of Income for Mortgage	23.9%	23.6%	26.5%
Wealth Index	67	102	95
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	4,686	30,636	75,509
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
<b>2020 Population By Urban/ Rural Status</b>			
Total	10,670	78,247	189,514
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

**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

6918 Ritchie Hwy, Glen Burnie, Maryland, 21061  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.18513  
Longitude: -76.61320

	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.	Bright Young Professionals	Pleasantville (2B)	Pleasantville (2B)
3.	Old and Newcomers (8F)	Enterprising Professionals	Bright Young Professionals
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,625,867	\$66,481,283	\$159,014,230
Average Spent	\$1,893.30	\$2,220.34	\$2,183.93
Spending Potential Index	86	101	99
Education: Total \$	\$7,418,461	\$61,073,464	\$137,262,580
Average Spent	\$1,628.28	\$2,039.73	\$1,885.19
Spending Potential Index	91	114	105
Entertainment/Recreation: Total \$	\$14,568,188	\$113,038,999	\$262,354,070
Average Spent	\$3,197.58	\$3,775.27	\$3,603.22
Spending Potential Index	85	100	95
Food at Home: Total \$	\$26,517,496	\$206,029,387	\$486,287,811
Average Spent	\$5,820.35	\$6,880.95	\$6,678.77
Spending Potential Index	86	101	98
Food Away from Home: Total \$	\$14,475,797	\$110,734,656	\$264,979,202
Average Spent	\$3,177.30	\$3,698.31	\$3,639.27
Spending Potential Index	85	99	98
Health Care: Total \$	\$28,211,538	\$216,909,564	\$501,929,236
Average Spent	\$6,192.17	\$7,244.32	\$6,893.59
Spending Potential Index	84	98	94
HH Furnishings & Equipment: Total \$	\$11,461,027	\$88,915,991	\$208,387,350
Average Spent	\$2,515.59	\$2,969.61	\$2,862.03
Spending Potential Index	85	100	97
Personal Care Products & Services: Total \$	\$3,797,893	\$29,070,690	\$68,586,493
Average Spent	\$833.60	\$970.90	\$941.98
Spending Potential Index	87	102	99
Shelter: Total \$	\$97,712,997	\$760,218,877	\$1,787,954,704
Average Spent	\$21,447.10	\$25,389.72	\$24,556.11
Spending Potential Index	87	102	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,227,622	\$94,312,655	\$213,155,565
Average Spent	\$2,683.85	\$3,149.84	\$2,927.52
Spending Potential Index	86	101	94
Travel: Total \$	\$8,653,416	\$67,518,306	\$156,965,150
Average Spent	\$1,899.35	\$2,254.97	\$2,155.79
Spending Potential Index	84	100	96
Vehicle Maintenance & Repairs: Total \$	\$5,116,755	\$38,466,043	\$91,301,243
Average Spent	\$1,123.08	\$1,284.69	\$1,253.95
Spending Potential Index	86	98	96

**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.

February 26, 2024



# Retail Goods and Services Expenditures

6918 Ritchie Hwy, Glen Burnie, Maryland, 21061  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.18513  
 Longitude: -76.61320

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	48.0%	Population	10,861	11,059
Bright Young Professionals (8C)	28.9%	Households	4,556	4,671
Old and Newcomers (8F)	22.0%	Families	2,615	2,677
Metro Fusion (11C)	1.1%	Median Age	39.3	40.1
	0.0%	Median Household Income	\$73,730	\$81,274
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		86	\$1,893.30	\$8,625,867
Men's		86	\$351.27	\$1,600,392
Women's		86	\$640.32	\$2,917,314
Children's		87	\$289.38	\$1,318,438
Footwear		87	\$434.86	\$1,981,215
Watches & Jewelry		83	\$139.41	\$635,136
Apparel Products and Services (1)		85	\$38.05	\$173,372
<b>Computer</b>				
Computers and Hardware for Home Use		88	\$225.64	\$1,027,995
Portable Memory		90	\$4.13	\$18,796
Computer Software		91	\$13.14	\$59,852
Computer Accessories		86	\$21.65	\$98,630
<b>Entertainment &amp; Recreation</b>		85	\$3,197.58	\$14,568,188
Fees and Admissions		88	\$624.63	\$2,845,808
Membership Fees for Clubs (2)		87	\$241.36	\$1,099,621
Fees for Participant Sports, excl. Trips		89	\$106.64	\$485,830
Tickets to Theatre/Operas/Concerts		89	\$48.61	\$221,447
Tickets to Movies		89	\$24.54	\$111,799
Tickets to Parks or Museums		84	\$23.42	\$106,686
Admission to Sporting Events, excl. Trips		87	\$51.05	\$232,600
Fees for Recreational Lessons		88	\$127.97	\$583,051
Dating Services		98	\$1.05	\$4,775
TV/Video/Audio		85	\$1,153.86	\$5,256,967
Cable and Satellite Television Services		84	\$719.10	\$3,276,198
Televisions		86	\$124.88	\$568,934
Satellite Dishes		80	\$1.36	\$6,193
VCRs, Video Cameras, and DVD Players		86	\$4.14	\$18,852
Miscellaneous Video Equipment		105	\$13.27	\$60,459
Video Cassettes and DVDs		93	\$6.09	\$27,729
Video Game Hardware/Accessories		90	\$36.17	\$164,783
Video Game Software		94	\$18.19	\$82,883
Rental/Streaming/Downloaded Video		89	\$109.57	\$499,198
Installation of Televisions		93	\$1.50	\$6,836
Audio (3)		87	\$117.36	\$534,694
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.24	\$10,209
Pets		81	\$742.03	\$3,380,668
Toys/Games/Crafts/Hobbies (4)		88	\$139.30	\$634,644
Recreational Vehicles and Fees (5)		76	\$114.63	\$522,263
Sports/Recreation/Exercise Equipment (6)		86	\$241.44	\$1,099,981
Photo Equipment and Supplies (7)		91	\$42.47	\$193,513
Reading (8)		88	\$111.38	\$507,458
Catered Affairs (9)		92	\$27.85	\$126,885
<b>Food</b>		85	\$8,997.65	\$40,993,293
Food at Home		86	\$5,820.35	\$26,517,496
Bakery and Cereal Products		86	\$758.02	\$3,453,549
Meats, Poultry, Fish, and Eggs		85	\$1,254.41	\$5,715,114
Dairy Products		86	\$564.25	\$2,570,714
Fruits and Vegetables		86	\$1,154.35	\$5,259,202
Snacks and Other Food at Home (10)		85	\$2,089.31	\$9,518,918
Food Away from Home		85	\$3,177.30	\$14,475,797
Alcoholic Beverages		86	\$579.20	\$2,638,829

**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	87	\$34,249.06	\$156,038,699
Value of Retirement Plans	86	\$121,373.05	\$552,975,600
Value of Other Financial Assets	81	\$6,918.41	\$31,520,294
Vehicle Loan Amount excluding Interest	84	\$3,041.80	\$13,858,431
Value of Credit Card Debt	87	\$2,762.74	\$12,587,021
<b>Health</b>			
Nonprescription Drugs	82	\$140.16	\$638,585
Prescription Drugs	82	\$303.75	\$1,383,875
Eyeglasses and Contact Lenses	86	\$95.74	\$436,185
<b>Home</b>			
Mortgage Payment and Basics (11)	83	\$10,756.77	\$49,007,862
Maintenance and Remodeling Services	80	\$3,056.79	\$13,926,730
Maintenance and Remodeling Materials (12)	76	\$599.78	\$2,732,609
Utilities, Fuel, and Public Services	85	\$4,915.42	\$22,394,659
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	87	\$106.37	\$484,635
Furniture	86	\$707.45	\$3,223,130
Rugs	84	\$35.09	\$159,868
Major Appliances (14)	82	\$433.90	\$1,976,853
Housewares (15)	85	\$91.50	\$416,866
Small Appliances	86	\$62.77	\$285,965
Luggage	87	\$12.43	\$56,649
Telephones and Accessories	89	\$95.86	\$436,741
<b>Household Operations</b>			
Child Care	89	\$458.25	\$2,087,776
Lawn and Garden (16)	81	\$540.94	\$2,464,512
Moving/Storage/Freight Express	89	\$80.07	\$364,814
Housekeeping Supplies (17)	85	\$788.20	\$3,591,019
<b>Insurance</b>			
Owners and Renters Insurance	81	\$631.54	\$2,877,276
Vehicle Insurance	85	\$1,842.50	\$8,394,450
Life/Other Insurance	83	\$577.11	\$2,629,327
Health Insurance	84	\$4,156.50	\$18,937,035
Personal Care Products (18)	86	\$474.26	\$2,160,743
School Books and Supplies (19)	86	\$114.75	\$522,800
Smoking Products	86	\$372.86	\$1,698,752
<b>Transportation</b>			
Payments on Vehicles excluding Leases	84	\$2,539.33	\$11,569,175
Gasoline and Motor Oil	83	\$2,105.82	\$9,594,127
Vehicle Maintenance and Repairs	86	\$1,123.08	\$5,116,755
<b>Travel</b>			
Airline Fares	85	\$398.11	\$1,813,800
Lodging on Trips	84	\$605.66	\$2,759,376
Auto/Truck Rental on Trips	86	\$68.05	\$310,043
Food and Drink on Trips	85	\$477.57	\$2,175,795

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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)	48.9%	Population	80,252	83,494
Pleasantville (2B)	8.8%	Households	29,942	31,339
Enterprising Professionals (2D)	8.5%	Families	19,477	20,401
Bright Young Professionals (8C)	7.3%	Median Age	40.0	41.0
Front Porches (8E)	5.7%	Median Household Income	\$84,502	\$93,465
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		101	\$2,220.34	\$66,481,283
Men's		100	\$408.47	\$12,230,428
Women's		101	\$750.62	\$22,474,949
Children's		100	\$332.64	\$9,959,940
Footwear		103	\$512.13	\$15,334,315
Watches & Jewelry		101	\$170.85	\$5,115,475
Apparel Products and Services (1)		102	\$45.63	\$1,366,176
<b>Computer</b>				
Computers and Hardware for Home Use		102	\$261.82	\$7,839,398
Portable Memory		104	\$4.77	\$142,767
Computer Software		106	\$15.32	\$458,846
Computer Accessories		100	\$24.96	\$747,343
<b>Entertainment &amp; Recreation</b>		100	\$3,775.27	\$113,038,999
Fees and Admissions		106	\$755.51	\$22,621,502
Membership Fees for Clubs (2)		105	\$290.63	\$8,702,083
Fees for Participant Sports, excl. Trips		107	\$127.86	\$3,828,237
Tickets to Theatre/Operas/Concerts		108	\$58.85	\$1,762,003
Tickets to Movies		100	\$27.53	\$824,230
Tickets to Parks or Museums		94	\$26.15	\$782,946
Admission to Sporting Events, excl. Trips		106	\$61.68	\$1,846,840
Fees for Recreational Lessons		111	\$161.61	\$4,839,015
Dating Services		113	\$1.21	\$36,147
TV/Video/Audio		99	\$1,343.13	\$40,215,982
Cable and Satellite Television Services		99	\$855.88	\$25,626,710
Televisions		97	\$141.51	\$4,237,208
Satellite Dishes		85	\$1.46	\$43,825
VCRs, Video Cameras, and DVD Players		94	\$4.55	\$136,291
Miscellaneous Video Equipment		125	\$15.75	\$471,562
Video Cassettes and DVDs		101	\$6.58	\$196,953
Video Game Hardware/Accessories		97	\$39.00	\$1,167,803
Video Game Software		101	\$19.56	\$585,782
Rental/Streaming/Downloaded Video		97	\$119.18	\$3,568,378
Installation of Televisions		112	\$1.80	\$53,911
Audio (3)		100	\$135.25	\$4,049,648
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.60	\$77,910
Pets		97	\$891.77	\$26,701,367
Toys/Games/Crafts/Hobbies (4)		100	\$158.23	\$4,737,846
Recreational Vehicles and Fees (5)		95	\$142.39	\$4,263,449
Sports/Recreation/Exercise Equipment (6)		96	\$269.64	\$8,073,588
Photo Equipment and Supplies (7)		106	\$49.55	\$1,483,622
Reading (8)		104	\$132.11	\$3,955,689
Catered Affairs (9)		108	\$32.93	\$985,954
<b>Food</b>		101	\$10,579.25	\$316,764,043
Food at Home		101	\$6,880.95	\$206,029,387
Bakery and Cereal Products		102	\$901.30	\$26,986,834
Meats, Poultry, Fish, and Eggs		101	\$1,489.13	\$44,587,558
Dairy Products		102	\$670.34	\$20,071,227
Fruits and Vegetables		103	\$1,376.56	\$41,216,959
Snacks and Other Food at Home (10)		100	\$2,443.62	\$73,166,808
Food Away from Home		99	\$3,698.31	\$110,734,656
Alcoholic Beverages		103	\$697.53	\$20,885,352

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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	111	\$43,831.03	\$1,312,388,616
Value of Retirement Plans	107	\$151,492.15	\$4,535,977,947
Value of Other Financial Assets	104	\$8,895.52	\$266,349,696
Vehicle Loan Amount excluding Interest	93	\$3,377.77	\$101,137,175
Value of Credit Card Debt	105	\$3,306.85	\$99,013,666
<b>Health</b>			
Nonprescription Drugs	93	\$159.31	\$4,770,006
Prescription Drugs	95	\$349.68	\$10,470,069
Eyeglasses and Contact Lenses	102	\$113.35	\$3,394,010
<b>Home</b>			
Mortgage Payment and Basics (11)	104	\$13,396.28	\$401,111,272
Maintenance and Remodeling Services	99	\$3,758.53	\$112,538,049
Maintenance and Remodeling Materials (12)	91	\$714.07	\$21,380,804
Utilities, Fuel, and Public Services	99	\$5,755.50	\$172,331,283
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	102	\$124.60	\$3,730,869
Furniture	99	\$815.31	\$24,411,920
Rugs	104	\$43.19	\$1,293,217
Major Appliances (14)	97	\$515.10	\$15,423,144
Housewares (15)	99	\$106.32	\$3,183,521
Small Appliances	99	\$71.85	\$2,151,222
Luggage	100	\$14.37	\$430,168
Telephones and Accessories	105	\$113.39	\$3,395,149
<b>Household Operations</b>			
Child Care	107	\$551.37	\$16,509,047
Lawn and Garden (16)	99	\$666.30	\$19,950,414
Moving/Storage/Freight Express	101	\$90.43	\$2,707,673
Housekeeping Supplies (17)	99	\$924.66	\$27,686,225
<b>Insurance</b>			
Owners and Renters Insurance	96	\$750.24	\$22,463,610
Vehicle Insurance	97	\$2,109.27	\$63,155,870
Life/Other Insurance	101	\$700.93	\$20,987,307
Health Insurance	99	\$4,884.66	\$146,256,360
Personal Care Products (18)	100	\$552.72	\$16,549,674
School Books and Supplies (19)	98	\$130.93	\$3,920,216
Smoking Products	97	\$421.06	\$12,607,392
<b>Transportation</b>			
Payments on Vehicles excluding Leases	95	\$2,868.99	\$85,903,384
Gasoline and Motor Oil	96	\$2,430.76	\$72,781,922
Vehicle Maintenance and Repairs	98	\$1,284.69	\$38,466,043
<b>Travel</b>			
Airline Fares	102	\$474.37	\$14,203,601
Lodging on Trips	101	\$727.94	\$21,796,052
Auto/Truck Rental on Trips	100	\$79.01	\$2,365,776
Food and Drink on Trips	101	\$564.53	\$16,903,103

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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)	25.5%	Population	193,600	198,378
Pleasantville (2B)	10.0%	Households	72,811	75,221
Bright Young Professionals (8C)	8.3%	Families	47,380	48,996
Enterprising Professionals (2D)	7.5%	Median Age	37.8	38.8
Front Porches (8E)	6.0%	Median Household Income	\$78,203	\$85,750
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		99	\$2,183.93	\$159,014,230
Men's		98	\$401.45	\$29,229,783
Women's		99	\$736.53	\$53,627,663
Children's		100	\$333.16	\$24,257,799
Footwear		101	\$504.84	\$36,758,127
Watches & Jewelry		97	\$163.78	\$11,925,329
Apparel Products and Services (1)		99	\$44.16	\$3,215,529
<b>Computer</b>				
Computers and Hardware for Home Use		101	\$257.83	\$18,772,742
Portable Memory		99	\$4.56	\$331,740
Computer Software		104	\$14.97	\$1,089,867
Computer Accessories		98	\$24.52	\$1,785,392
<b>Entertainment &amp; Recreation</b>		95	\$3,603.22	\$262,354,070
Fees and Admissions		99	\$704.86	\$51,321,339
Membership Fees for Clubs (2)		98	\$271.13	\$19,741,031
Fees for Participant Sports, excl. Trips		99	\$118.43	\$8,622,706
Tickets to Theatre/Operas/Concerts		100	\$54.58	\$3,973,705
Tickets to Movies		100	\$27.50	\$2,002,579
Tickets to Parks or Museums		94	\$26.12	\$1,901,612
Admission to Sporting Events, excl. Trips		98	\$57.39	\$4,178,799
Fees for Recreational Lessons		102	\$148.54	\$10,815,255
Dating Services		110	\$1.18	\$85,652
TV/Video/Audio		96	\$1,303.69	\$94,922,656
Cable and Satellite Television Services		95	\$816.65	\$59,461,016
Televisions		98	\$142.22	\$10,354,934
Satellite Dishes		89	\$1.52	\$110,788
VCRs, Video Cameras, and DVD Players		96	\$4.65	\$338,603
Miscellaneous Video Equipment		114	\$14.38	\$1,047,094
Video Cassettes and DVDs		101	\$6.57	\$478,335
Video Game Hardware/Accessories		102	\$40.85	\$2,974,345
Video Game Software		104	\$20.18	\$1,469,129
Rental/Streaming/Downloaded Video		98	\$120.45	\$8,770,255
Installation of Televisions		103	\$1.66	\$120,844
Audio (3)		98	\$131.85	\$9,600,078
Rental and Repair of TV/Radio/Sound Equipment		97	\$2.71	\$197,237
Pets		91	\$841.03	\$61,236,216
Toys/Games/Crafts/Hobbies (4)		98	\$155.20	\$11,300,325
Recreational Vehicles and Fees (5)		88	\$131.94	\$9,606,772
Sports/Recreation/Exercise Equipment (6)		94	\$264.04	\$19,224,947
Photo Equipment and Supplies (7)		100	\$46.88	\$3,413,715
Reading (8)		98	\$124.63	\$9,074,257
Catered Affairs (9)		102	\$30.95	\$2,253,842
<b>Food</b>		98	\$10,318.04	\$751,267,013
Food at Home		98	\$6,678.77	\$486,287,811
Bakery and Cereal Products		99	\$869.22	\$63,288,935
Meats, Poultry, Fish, and Eggs		99	\$1,449.75	\$105,558,081
Dairy Products		98	\$645.00	\$46,963,112
Fruits and Vegetables		99	\$1,330.09	\$96,845,115
Snacks and Other Food at Home (10)		97	\$2,384.70	\$173,632,568
Food Away from Home		98	\$3,639.27	\$264,979,202
Alcoholic Beverages		98	\$664.35	\$48,372,209

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	98	\$38,713.91	\$2,818,798,826
Value of Retirement Plans	96	\$135,454.33	\$9,862,564,887
Value of Other Financial Assets	95	\$8,109.15	\$590,435,188
Vehicle Loan Amount excluding Interest	93	\$3,399.08	\$247,490,735
Value of Credit Card Debt	99	\$3,133.43	\$228,148,385
<b>Health</b>			
Nonprescription Drugs	91	\$155.76	\$11,341,172
Prescription Drugs	91	\$333.79	\$24,303,802
Eyeglasses and Contact Lenses	96	\$106.57	\$7,759,777
<b>Home</b>			
Mortgage Payment and Basics (11)	95	\$12,269.51	\$893,355,067
Maintenance and Remodeling Services	91	\$3,450.75	\$251,252,432
Maintenance and Remodeling Materials (12)	85	\$666.13	\$48,501,572
Utilities, Fuel, and Public Services	96	\$5,583.50	\$406,540,058
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	99	\$121.10	\$8,817,332
Furniture	97	\$798.90	\$58,168,530
Rugs	97	\$40.26	\$2,931,239
Major Appliances (14)	93	\$490.78	\$35,734,273
Housewares (15)	97	\$103.89	\$7,564,447
Small Appliances	98	\$71.40	\$5,198,403
Luggage	99	\$14.16	\$1,030,984
Telephones and Accessories	99	\$106.47	\$7,752,168
<b>Household Operations</b>			
Child Care	102	\$524.88	\$38,217,018
Lawn and Garden (16)	91	\$609.62	\$44,387,047
Moving/Storage/Freight Express	99	\$88.72	\$6,459,842
Housekeeping Supplies (17)	96	\$895.82	\$65,225,588
<b>Insurance</b>			
Owners and Renters Insurance	90	\$703.19	\$51,199,835
Vehicle Insurance	96	\$2,091.57	\$152,288,942
Life/Other Insurance	94	\$650.45	\$47,360,004
Health Insurance	94	\$4,643.69	\$338,111,669
Personal Care Products (18)	98	\$540.87	\$39,381,452
School Books and Supplies (19)	98	\$130.67	\$9,513,998
Smoking Products	97	\$419.22	\$30,523,751
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,838.91	\$206,703,699
Gasoline and Motor Oil	95	\$2,405.87	\$175,173,544
Vehicle Maintenance and Repairs	96	\$1,253.95	\$91,301,243
<b>Travel</b>			
Airline Fares	98	\$454.81	\$33,115,271
Lodging on Trips	95	\$687.44	\$50,053,004
Auto/Truck Rental on Trips	97	\$77.09	\$5,612,806
Food and Drink on Trips	97	\$540.47	\$39,352,012

**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.

- (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.

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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.



# Business Summary

6918 Ritchie Hwy, Glen Burnie, Maryland, 21061  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.18513  
Longitude: -76.61320

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	561				2,820				6,576			
Total Employees:	10,867				37,155				99,366			
Total Residential Population:	10,861				80,252				193,600			
Employee/Residential Population Ratio (per 100 Residents)	100				46				51			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	1.2%	40	0.4%	32	1.1%	229	0.6%	91	1.4%	931	0.9%
Construction	53	9.4%	625	5.8%	217	7.7%	2,628	7.1%	552	8.4%	7,275	7.3%
Manufacturing	13	2.3%	2,632	24.2%	65	2.3%	5,482	14.8%	179	2.7%	17,971	18.1%
Transportation	23	4.1%	598	5.5%	103	3.7%	1,903	5.1%	274	4.2%	5,395	5.4%
Communication	7	1.2%	83	0.8%	26	0.9%	171	0.5%	61	0.9%	388	0.4%
Utility	2	0.4%	7	0.1%	8	0.3%	387	1.0%	25	0.4%	588	0.6%
Wholesale Trade	22	3.9%	470	4.3%	102	3.6%	1,510	4.1%	262	4.0%	4,650	4.7%
Retail Trade Summary	155	27.6%	3,463	31.9%	640	22.7%	9,532	25.7%	1,409	21.4%	20,037	20.2%
Home Improvement	5	0.9%	354	3.3%	23	0.8%	543	1.5%	66	1.0%	1,614	1.6%
General Merchandise Stores	11	2.0%	506	4.7%	42	1.5%	1,038	2.8%	99	1.5%	2,908	2.9%
Food Stores	11	2.0%	233	2.1%	62	2.2%	893	2.4%	150	2.3%	2,113	2.1%
Auto Dealers & Gas Stations	31	5.5%	688	6.3%	110	3.9%	1,821	4.9%	184	2.8%	2,395	2.4%
Apparel & Accessory Stores	7	1.2%	45	0.4%	31	1.1%	241	0.6%	66	1.0%	585	0.6%
Furniture & Home Furnishings	13	2.3%	228	2.1%	45	1.6%	498	1.3%	90	1.4%	916	0.9%
Eating & Drinking Places	44	7.8%	951	8.8%	191	6.8%	3,316	8.9%	456	6.9%	7,160	7.2%
Miscellaneous Retail	33	5.9%	457	4.2%	135	4.8%	1,182	3.2%	297	4.5%	2,346	2.4%
Finance, Insurance, Real Estate Summary	41	7.3%	299	2.8%	215	7.6%	1,569	4.2%	491	7.5%	3,730	3.8%
Banks, Savings & Lending Institutions	13	2.3%	93	0.9%	49	1.7%	504	1.4%	103	1.6%	1,067	1.1%
Securities Brokers	2	0.4%	16	0.1%	21	0.7%	150	0.4%	55	0.8%	416	0.4%
Insurance Carriers & Agents	7	1.2%	29	0.3%	37	1.3%	179	0.5%	73	1.1%	512	0.5%
Real Estate, Holding, Other Investment Offices	20	3.6%	161	1.5%	108	3.8%	737	2.0%	261	4.0%	1,735	1.7%
Services Summary	198	35.3%	1,938	17.8%	1,124	39.9%	11,472	30.9%	2,517	38.3%	33,299	33.5%
Hotels & Lodging	3	0.5%	75	0.7%	14	0.5%	448	1.2%	35	0.5%	1,584	1.6%
Automotive Services	36	6.4%	261	2.4%	173	6.1%	1,098	3.0%	323	4.9%	2,506	2.5%
Movies & Amusements	10	1.8%	75	0.7%	51	1.8%	446	1.2%	120	1.8%	1,013	1.0%
Health Services	23	4.1%	184	1.7%	186	6.6%	1,955	5.3%	448	6.8%	8,143	8.2%
Legal Services	12	2.1%	45	0.4%	81	2.9%	374	1.0%	115	1.7%	607	0.6%
Education Institutions & Libraries	5	0.9%	166	1.5%	47	1.7%	2,043	5.5%	110	1.7%	5,006	5.0%
Other Services	109	19.4%	1,132	10.4%	572	20.3%	5,108	13.7%	1,366	20.8%	14,439	14.5%
Government	4	0.7%	692	6.4%	38	1.3%	2,090	5.6%	94	1.4%	3,899	3.9%
Unclassified Establishments	36	6.4%	19	0.2%	251	8.9%	181	0.5%	621	9.4%	1,202	1.2%
Totals	561	100.0%	10,867	100.0%	2,820	100.0%	37,155	100.0%	6,576	100.0%	99,366	100.0%

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

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

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	3	0.1%	9	0.0%	4	0.1%	11	0.0%
Mining	0	0.0%	0	0.0%	2	0.1%	13	0.0%	5	0.1%	71	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	2	0.0%	3	0.0%	13	0.0%
Construction	56	10.0%	669	6.2%	230	8.2%	2,783	7.5%	587	8.9%	7,587	7.6%
Manufacturing	14	2.5%	2,649	24.4%	71	2.5%	5,524	14.9%	198	3.0%	18,130	18.2%
Wholesale Trade	22	3.9%	470	4.3%	101	3.6%	1,504	4.0%	260	4.0%	4,670	4.7%
Retail Trade	109	19.4%	2,485	22.9%	434	15.4%	6,121	16.5%	911	13.9%	12,534	12.6%
Motor Vehicle & Parts Dealers	27	4.8%	670	6.2%	95	3.4%	1,746	4.7%	142	2.2%	2,135	2.1%
Furniture & Home Furnishings Stores	8	1.4%	114	1.0%	25	0.9%	258	0.7%	50	0.8%	601	0.6%
Electronics & Appliance Stores	4	0.7%	113	1.0%	20	0.7%	259	0.7%	38	0.6%	364	0.4%
Building Material & Garden Equipment & Supplies Dealers	5	0.9%	354	3.3%	22	0.8%	534	1.4%	65	1.0%	1,601	1.6%
Food & Beverage Stores	14	2.5%	223	2.1%	67	2.4%	846	2.3%	154	2.3%	1,955	2.0%
Health & Personal Care Stores	12	2.1%	80	0.7%	36	1.3%	234	0.6%	91	1.4%	606	0.6%
Gasoline Stations & Fuel Dealers	4	0.7%	17	0.2%	16	0.6%	76	0.2%	44	0.7%	267	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	1.2%	46	0.4%	35	1.2%	252	0.7%	79	1.2%	635	0.6%
Sporting Goods, Hobby, Book, & Music Stores	13	2.3%	109	1.0%	62	2.2%	474	1.3%	121	1.8%	876	0.9%
General Merchandise Stores	15	2.7%	757	7.0%	56	2.0%	1,442	3.9%	127	1.9%	3,496	3.5%
Transportation & Warehousing	18	3.2%	589	5.4%	96	3.4%	1,859	5.0%	249	3.8%	5,227	5.3%
Information	10	1.8%	296	2.7%	46	1.6%	769	2.1%	121	1.8%	1,504	1.5%
Finance & Insurance	22	3.9%	138	1.3%	107	3.8%	836	2.3%	232	3.5%	1,999	2.0%
Central Bank/Credit Intermediation & Related Activities	13	2.3%	93	0.9%	48	1.7%	506	1.4%	101	1.5%	1,065	1.1%
Securities & Commodity Contracts	2	0.4%	16	0.1%	22	0.8%	151	0.4%	58	0.9%	421	0.4%
Funds, Trusts & Other Financial Vehicles	7	1.2%	29	0.3%	37	1.3%	179	0.5%	73	1.1%	513	0.5%
Real Estate, Rental & Leasing	28	5.0%	265	2.4%	127	4.5%	890	2.4%	313	4.8%	2,492	2.5%
Professional, Scientific & Tech Services	48	8.6%	340	3.1%	254	9.0%	1,754	4.7%	540	8.2%	6,171	6.2%
Legal Services	15	2.7%	55	0.5%	92	3.3%	420	1.1%	132	2.0%	696	0.7%
Management of Companies & Enterprises	3	0.5%	46	0.4%	8	0.3%	92	0.2%	20	0.3%	194	0.2%
Administrative, Support & Waste Management Services	18	3.2%	158	1.5%	84	3.0%	1,061	2.9%	235	3.6%	3,395	3.4%
Educational Services	6	1.1%	171	1.6%	59	2.1%	2,049	5.5%	131	2.0%	5,048	5.1%
Health Care & Social Assistance	29	5.2%	258	2.4%	229	8.1%	2,698	7.3%	549	8.3%	9,739	9.8%
Arts, Entertainment & Recreation	11	2.0%	73	0.7%	45	1.6%	406	1.1%	110	1.7%	864	0.9%
Accommodation & Food Services	48	8.6%	1,047	9.6%	213	7.6%	3,875	10.4%	515	7.8%	9,007	9.1%
Accommodation	3	0.5%	75	0.7%	14	0.5%	448	1.2%	35	0.5%	1,584	1.6%
Food Services & Drinking Places	45	8.0%	972	8.9%	200	7.1%	3,427	9.2%	480	7.3%	7,423	7.5%
Other Services (except Public Administration)	79	14.1%	502	4.6%	421	14.9%	2,637	7.1%	878	13.4%	5,609	5.6%
Automotive Repair & Maintenance	28	5.0%	215	2.0%	141	5.0%	893	2.4%	237	3.6%	1,429	1.4%
Public Administration	4	0.7%	692	6.4%	38	1.3%	2,090	5.6%	94	1.4%	3,899	3.9%
Unclassified Establishments	36	6.4%	19	0.2%	251	8.9%	181	0.5%	621	9.4%	1,202	1.2%
<b>Total</b>	<b>561</b>	<b>100.0%</b>	<b>10,867</b>	<b>100.0%</b>	<b>2,820</b>	<b>100.0%</b>	<b>37,155</b>	<b>100.0%</b>	<b>6,576</b>	<b>100.0%</b>	<b>99,366</b>	<b>100.0%</b>

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