

10025 Pulaski Hwy, Middle River, Maryland, 21220 2
 10025 Pulaski Hwy, Middle River, Maryland, 21220
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.36162
 Longitude: -76.44343

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,731	67,487	192,361
2020 Total Population	6,740	76,731	204,637
2020 Group Quarters	4	443	1,550
2023 Total Population	6,831	79,386	206,691
2023 Group Quarters	4	443	1,551
2028 Total Population	6,882	81,119	207,542
2023-2028 Annual Rate	0.15%	0.43%	0.08%
2023 Total Daytime Population	9,224	77,605	172,049
Workers	5,850	39,917	71,968
Residents	3,374	37,688	100,081
Household Summary			
2010 Households	2,100	26,555	76,859
2010 Average Household Size	2.73	2.52	2.49
2020 Total Households	2,341	29,447	79,829
2020 Average Household Size	2.88	2.59	2.54
2023 Total Households	2,369	30,382	80,990
2023 Average Household Size	2.88	2.60	2.53
2028 Total Households	2,392	31,117	81,657
2028 Average Household Size	2.88	2.59	2.52
2023-2028 Annual Rate	0.19%	0.48%	0.16%
2010 Families	1,469	17,375	50,032
2010 Average Family Size	3.18	3.07	3.05
2023 Families	1,615	19,420	51,728
2023 Average Family Size	3.43	3.24	3.17
2028 Families	1,628	19,955	52,196
2028 Average Family Size	3.43	3.23	3.16
2023-2028 Annual Rate	0.16%	0.55%	0.18%
Housing Unit Summary			
2000 Housing Units	1,818	24,661	74,465
Owner Occupied Housing Units	63.9%	60.3%	62.8%
Renter Occupied Housing Units	32.6%	34.7%	32.7%
Vacant Housing Units	3.5%	4.9%	4.5%
2010 Housing Units	2,191	28,019	81,066
Owner Occupied Housing Units	65.0%	62.7%	62.6%
Renter Occupied Housing Units	30.8%	32.0%	32.2%
Vacant Housing Units	4.2%	5.2%	5.2%
2020 Housing Units	2,473	31,129	84,516
Vacant Housing Units	5.3%	5.4%	5.5%
2023 Housing Units	2,511	32,090	85,619
Owner Occupied Housing Units	64.2%	63.4%	64.5%
Renter Occupied Housing Units	30.1%	31.3%	30.1%
Vacant Housing Units	5.7%	5.3%	5.4%
2028 Housing Units	2,522	32,601	86,253
Owner Occupied Housing Units	65.5%	64.5%	65.2%
Renter Occupied Housing Units	29.4%	30.9%	29.5%
Vacant Housing Units	5.2%	4.6%	5.3%
Median Household Income			
2023	\$81,872	\$80,866	\$78,371
2028	\$93,511	\$90,602	\$86,728
Median Home Value			
2023	\$364,973	\$328,936	\$326,083
2028	\$396,086	\$358,326	\$352,145
Per Capita Income			
2023	\$37,580	\$41,839	\$42,072
2028	\$43,041	\$48,020	\$48,243
Median Age			
2010	32.9	36.8	38.5
2023	35.8	39.3	40.3
2028	36.1	39.9	40.9

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.

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2023 Households by Income			
Household Income Base	2,369	30,382	80,990
<\$15,000	7.0%	7.7%	7.8%
\$15,000 - \$24,999	5.4%	4.8%	5.9%
\$25,000 - \$34,999	7.4%	8.0%	8.4%
\$35,000 - \$49,999	8.3%	9.7%	9.7%
\$50,000 - \$74,999	17.8%	15.7%	15.8%
\$75,000 - \$99,999	11.9%	13.8%	13.8%
\$100,000 - \$149,999	22.9%	18.8%	18.4%
\$150,000 - \$199,999	10.2%	11.4%	10.3%
\$200,000+	8.9%	10.0%	10.0%
Average Household Income	\$107,466	\$109,304	\$107,302
2028 Households by Income			
Household Income Base	2,392	31,117	81,657
<\$15,000	6.4%	7.1%	7.2%
\$15,000 - \$24,999	4.7%	4.1%	5.0%
\$25,000 - \$34,999	6.1%	6.8%	7.2%
\$35,000 - \$49,999	7.1%	8.3%	8.6%
\$50,000 - \$74,999	16.5%	14.5%	14.8%
\$75,000 - \$99,999	11.6%	13.4%	13.2%
\$100,000 - \$149,999	24.0%	19.5%	19.1%
\$150,000 - \$199,999	12.3%	13.8%	12.4%
\$200,000+	11.2%	12.5%	12.4%
Average Household Income	\$122,760	\$125,180	\$122,538
2023 Owner Occupied Housing Units by Value			
Total	1,613	20,330	55,236
<\$50,000	4.3%	6.6%	5.9%
\$50,000 - \$99,999	3.5%	2.8%	2.0%
\$100,000 - \$149,999	3.7%	4.2%	3.0%
\$150,000 - \$199,999	4.1%	7.8%	7.8%
\$200,000 - \$249,999	8.7%	10.6%	12.6%
\$250,000 - \$299,999	11.0%	9.2%	10.2%
\$300,000 - \$399,999	22.6%	30.4%	32.3%
\$400,000 - \$499,999	26.3%	14.0%	11.1%
\$500,000 - \$749,999	0.7%	12.0%	11.9%
\$750,000 - \$999,999	0.1%	0.5%	1.5%
\$1,000,000 - \$1,499,999	14.6%	1.8%	1.2%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$456,649	\$345,666	\$349,638
2028 Owner Occupied Housing Units by Value			
Total	1,651	21,033	56,231
<\$50,000	3.1%	6.4%	5.4%
\$50,000 - \$99,999	1.6%	1.7%	1.3%
\$100,000 - \$149,999	2.8%	2.5%	1.8%
\$150,000 - \$199,999	3.1%	4.9%	4.9%
\$200,000 - \$249,999	6.4%	7.8%	9.0%
\$250,000 - \$299,999	10.0%	8.1%	9.3%
\$300,000 - \$399,999	24.0%	32.1%	35.0%
\$400,000 - \$499,999	31.4%	17.5%	13.7%
\$500,000 - \$749,999	1.2%	16.3%	15.6%
\$750,000 - \$999,999	0.1%	0.6%	2.1%
\$1,000,000 - \$1,499,999	15.9%	2.1%	1.6%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$493,019	\$381,569	\$385,586

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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2010 Population by Age			
Total	5,732	67,489	192,362
0 - 4	9.2%	7.1%	6.5%
5 - 9	7.2%	6.1%	5.9%
10 - 14	6.7%	6.0%	6.0%
15 - 24	11.8%	12.6%	12.7%
25 - 34	19.5%	15.6%	14.2%
35 - 44	14.5%	13.9%	13.1%
45 - 54	11.5%	14.4%	15.1%
55 - 64	9.4%	11.6%	11.9%
65 - 74	5.5%	6.5%	6.6%
75 - 84	3.8%	4.3%	5.1%
85 +	1.0%	1.8%	2.8%
18 +	73.3%	77.2%	77.8%
2023 Population by Age			
Total	6,831	79,385	206,690
0 - 4	7.3%	5.9%	5.5%
5 - 9	7.6%	6.2%	5.8%
10 - 14	7.6%	6.2%	5.9%
15 - 24	11.1%	10.7%	10.9%
25 - 34	15.2%	14.6%	14.3%
35 - 44	15.4%	14.4%	13.8%
45 - 54	11.2%	11.8%	11.5%
55 - 64	9.7%	12.3%	13.0%
65 - 74	9.2%	10.4%	10.7%
75 - 84	4.7%	5.4%	5.7%
85 +	1.1%	2.1%	2.8%
18 +	74.2%	78.6%	79.5%
2028 Population by Age			
Total	6,882	81,118	207,542
0 - 4	7.3%	5.9%	5.6%
5 - 9	7.0%	5.8%	5.5%
10 - 14	7.2%	6.0%	5.7%
15 - 24	11.7%	10.7%	10.7%
25 - 34	15.2%	13.8%	13.5%
35 - 44	13.6%	14.8%	14.6%
45 - 54	12.4%	12.1%	11.7%
55 - 64	9.2%	11.0%	11.4%
65 - 74	9.0%	10.7%	11.3%
75 - 84	6.2%	6.7%	7.0%
85 +	1.4%	2.4%	3.0%
18 +	74.6%	78.9%	79.9%
2010 Population by Sex			
Males	2,709	32,192	91,515
Females	3,022	35,295	100,845
2023 Population by Sex			
Males	3,254	38,207	99,452
Females	3,577	41,179	107,239
2028 Population by Sex			
Males	3,259	38,927	99,705
Females	3,623	42,192	107,836

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

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2010 Population by Race/Ethnicity			
Total	5,732	67,486	192,362
White Alone	59.3%	68.5%	70.7%
Black Alone	27.2%	19.3%	19.8%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	6.7%	7.0%	5.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	1.9%	1.5%
Two or More Races	3.2%	2.8%	2.5%
Hispanic Origin	7.6%	5.0%	4.2%
Diversity Index	62.8	53.6	50.2
2020 Population by Race/Ethnicity			
Total	6,740	76,731	204,637
White Alone	40.3%	51.4%	55.3%
Black Alone	39.6%	28.4%	27.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	7.3%	9.0%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	4.0%	3.5%
Two or More Races	7.0%	6.8%	6.5%
Hispanic Origin	8.8%	7.2%	6.3%
Diversity Index	72.1	68.9	65.6
2023 Population by Race/Ethnicity			
Total	6,831	79,385	206,692
White Alone	38.4%	49.6%	53.5%
Black Alone	40.8%	29.2%	28.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	7.5%	9.5%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	4.2%	3.7%
Two or More Races	7.2%	7.1%	6.7%
Hispanic Origin	9.4%	7.7%	6.9%
Diversity Index	72.8	70.2	67.2
2028 Population by Race/Ethnicity			
Total	6,882	81,118	207,542
White Alone	34.6%	45.9%	49.8%
Black Alone	42.8%	30.7%	29.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	7.9%	10.3%	8.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	4.9%	4.3%
Two or More Races	7.7%	7.7%	7.4%
Hispanic Origin	10.5%	8.7%	7.8%
Diversity Index	74.1	72.7	70.0
2010 Population by Relationship and Household Type			
Total	5,731	67,487	192,361
In Households	100.0%	99.1%	99.5%
In Family Households	85.3%	81.9%	82.2%
Householder	25.7%	25.7%	26.0%
Spouse	16.3%	17.7%	18.0%
Child	33.9%	30.8%	30.7%
Other relative	5.5%	4.8%	4.6%
Nonrelative	3.8%	2.9%	2.9%
In Nonfamily Households	14.7%	17.2%	17.3%
In Group Quarters	0.0%	0.9%	0.5%
Institutionalized Population	0.0%	0.5%	0.3%
Noninstitutionalized Population	0.0%	0.4%	0.2%

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

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2023 Population 25+ by Educational Attainment			
Total	4,538	56,398	148,565
Less than 9th Grade	5.9%	4.0%	3.5%
9th - 12th Grade, No Diploma	4.5%	4.6%	5.4%
High School Graduate	25.9%	26.0%	27.6%
GED/Alternative Credential	2.6%	4.3%	4.2%
Some College, No Degree	22.9%	17.3%	17.9%
Associate Degree	8.0%	8.7%	8.7%
Bachelor's Degree	17.4%	21.0%	20.2%
Graduate/Professional Degree	12.8%	14.2%	12.4%
2023 Population 15+ by Marital Status			
Total	5,298	64,859	171,009
Never Married	37.9%	33.3%	33.2%
Married	41.8%	47.7%	49.1%
Widowed	7.9%	7.5%	7.3%
Divorced	12.3%	11.5%	10.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,669	43,872	112,988
Population 16+ Employed	96.4%	96.6%	96.0%
Population 16+ Unemployment rate	3.6%	3.4%	4.0%
Population 16-24 Employed	12.0%	11.6%	12.0%
Population 16-24 Unemployment rate	1.9%	6.8%	8.1%
Population 25-54 Employed	70.2%	65.0%	63.4%
Population 25-54 Unemployment rate	3.1%	2.9%	3.3%
Population 55-64 Employed	12.9%	15.9%	17.1%
Population 55-64 Unemployment rate	8.5%	3.5%	4.0%
Population 65+ Employed	5.0%	7.6%	7.5%
Population 65+ Unemployment rate	2.2%	2.4%	2.4%
2023 Employed Population 16+ by Industry			
Total	3,537	42,378	108,523
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	9.6%	7.1%	7.1%
Manufacturing	3.0%	6.1%	6.5%
Wholesale Trade	1.5%	2.1%	2.2%
Retail Trade	9.6%	10.9%	11.2%
Transportation/Utilities	7.1%	7.4%	7.7%
Information	0.8%	1.8%	1.5%
Finance/Insurance/Real Estate	6.4%	7.1%	7.1%
Services	53.3%	49.2%	48.7%
Public Administration	8.6%	8.2%	7.7%
2023 Employed Population 16+ by Occupation			
Total	3,536	42,378	108,522
White Collar	63.7%	65.2%	64.4%
Management/Business/Financial	16.4%	17.1%	16.5%
Professional	29.5%	29.5%	26.3%
Sales	6.4%	7.2%	8.2%
Administrative Support	11.3%	11.4%	13.4%
Services	14.6%	14.3%	14.8%
Blue Collar	21.7%	20.4%	20.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	6.4%	3.7%	4.5%
Installation/Maintenance/Repair	1.1%	3.0%	2.9%
Production	2.9%	3.7%	3.9%
Transportation/Material Moving	11.2%	10.0%	9.4%

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2010 Households by Type			
Total	2,100	26,556	76,860
Households with 1 Person	22.8%	27.2%	28.3%
Households with 2+ People	77.2%	72.8%	71.7%
Family Households	70.0%	65.4%	65.1%
Husband-wife Families	44.2%	44.9%	45.0%
With Related Children	21.8%	19.8%	19.0%
Other Family (No Spouse Present)	25.8%	20.5%	20.1%
Other Family with Male Householder	6.4%	5.6%	5.4%
With Related Children	3.8%	3.2%	3.0%
Other Family with Female Householder	19.3%	14.9%	14.7%
With Related Children	12.7%	9.6%	9.4%
Nonfamily Households	7.3%	7.4%	6.7%
All Households with Children	39.0%	33.2%	31.8%
Multigenerational Households	6.0%	5.3%	5.1%
Unmarried Partner Households	9.9%	8.2%	7.7%
Male-female	9.2%	7.5%	6.9%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	2,100	26,556	76,859
1 Person Household	22.8%	27.2%	28.3%
2 Person Household	30.4%	32.2%	32.1%
3 Person Household	19.9%	17.6%	17.4%
4 Person Household	14.3%	13.5%	13.2%
5 Person Household	8.0%	5.9%	5.6%
6 Person Household	2.5%	2.2%	2.1%
7 + Person Household	2.0%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	2,099	26,555	76,859
Owner Occupied	67.8%	66.2%	66.1%
Owned with a Mortgage/Loan	55.3%	50.6%	49.1%
Owned Free and Clear	12.7%	15.6%	17.0%
Renter Occupied	32.2%	33.8%	33.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	87	95	93
Percent of Income for Mortgage	26.8%	24.4%	25.0%
Wealth Index	95	101	103
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,191	28,019	81,066
Housing Units Inside Urbanized Area	100.0%	99.5%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.5%	0.4%
2010 Population By Urban/ Rural Status			
Total Population	5,731	67,487	192,361
Population Inside Urbanized Area	100.0%	99.6%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	0.4%

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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Market Profile

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Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Bright Young Professionals (8C)	Parks and Rec (5C)
2.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Bright Young Professionals (8C)
3.	Metro Fusion (11C)	Parks and Rec (5C)	Pleasantville (2B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$5,342,468	\$68,402,842	\$178,799,503
Average Spent	\$2,255.16	\$2,251.43	\$2,207.67
Spending Potential Index	103	102	100
Education: Total \$	\$4,049,275	\$58,003,266	\$155,316,685
Average Spent	\$1,709.28	\$1,909.13	\$1,917.73
Spending Potential Index	95	106	107
Entertainment/Recreation: Total \$	\$8,864,658	\$115,265,200	\$301,569,250
Average Spent	\$3,741.94	\$3,793.86	\$3,723.54
Spending Potential Index	99	100	98
Food at Home: Total \$	\$16,578,140	\$208,870,697	\$548,277,544
Average Spent	\$6,997.95	\$6,874.82	\$6,769.69
Spending Potential Index	103	101	100
Food Away from Home: Total \$	\$9,239,238	\$115,822,085	\$301,283,947
Average Spent	\$3,900.06	\$3,812.19	\$3,720.01
Spending Potential Index	105	102	100
Health Care: Total \$	\$17,333,871	\$220,285,258	\$577,789,848
Average Spent	\$7,316.96	\$7,250.52	\$7,134.09
Spending Potential Index	99	99	97
HH Furnishings & Equipment: Total \$	\$7,056,950	\$91,565,598	\$239,394,465
Average Spent	\$2,978.87	\$3,013.81	\$2,955.85
Spending Potential Index	101	102	100
Personal Care Products & Services: Total \$	\$2,290,611	\$30,026,661	\$78,598,849
Average Spent	\$966.91	\$988.30	\$970.48
Spending Potential Index	101	103	101
Shelter: Total \$	\$59,171,976	\$777,588,862	\$2,038,326,043
Average Spent	\$24,977.62	\$25,593.74	\$25,167.63
Spending Potential Index	101	103	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,101,269	\$95,486,596	\$250,700,537
Average Spent	\$2,997.58	\$3,142.87	\$3,095.45
Spending Potential Index	96	100	99
Travel: Total \$	\$5,327,259	\$70,120,506	\$182,422,871
Average Spent	\$2,248.74	\$2,307.96	\$2,252.41
Spending Potential Index	100	103	100
Vehicle Maintenance & Repairs: Total \$	\$3,177,421	\$39,800,699	\$103,715,804
Average Spent	\$1,341.25	\$1,310.01	\$1,280.60
Spending Potential Index	102	100	98

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.

10025 Pulaski Hwy, Middle River, Maryland, 21220 2
 10025 Pulaski Hwy, Middle River, Maryland, 21220
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.36162
 Longitude: -76.44343

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Southern Satellites (10A)	35.8%	Population	6,831	6,882
Enterprising Professionals (2D)	31.6%	Households	2,369	2,392
Metro Fusion (11C)	25.4%	Families	1,615	1,628
Bright Young Professionals (8C)	5.4%	Median Age	35.8	36.1
Boomburbs (1C)	1.8%	Median Household Income	\$81,872	\$93,511
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,255.16	\$5,342,468
Men's		103	\$420.98	\$997,296
Women's		102	\$757.93	\$1,795,547
Children's		109	\$362.53	\$858,832
Footwear		102	\$509.72	\$1,207,535
Watches & Jewelry		95	\$160.58	\$380,414
Apparel Products and Services (1)		98	\$43.41	\$102,846
Computer				
Computers and Hardware for Home Use		105	\$269.01	\$637,292
Portable Memory		97	\$4.45	\$10,537
Computer Software		106	\$15.37	\$36,419
Computer Accessories		99	\$24.76	\$58,654
Entertainment & Recreation		99	\$3,741.94	\$8,864,658
Fees and Admissions		94	\$667.59	\$1,581,510
Membership Fees for Clubs (2)		94	\$261.00	\$618,315
Fees for Participant Sports, excl. Trips		96	\$115.43	\$273,465
Tickets to Theatre/Operas/Concerts		90	\$49.00	\$116,073
Tickets to Movies		103	\$28.48	\$67,458
Tickets to Parks or Museums		107	\$29.67	\$70,287
Admission to Sporting Events, excl. Trips		89	\$51.80	\$122,708
Fees for Recreational Lessons		90	\$131.12	\$310,631
Dating Services		102	\$1.09	\$2,573
TV/Video/Audio		102	\$1,387.00	\$3,285,803
Cable and Satellite Television Services		100	\$863.68	\$2,046,055
Televisions		106	\$154.89	\$366,926
Satellite Dishes		103	\$1.76	\$4,165
VCRs, Video Cameras, and DVD Players		103	\$4.98	\$11,802
Miscellaneous Video Equipment		102	\$12.85	\$30,434
Video Cassettes and DVDs		105	\$6.85	\$16,225
Video Game Hardware/Accessories		111	\$44.58	\$105,617
Video Game Software		114	\$22.04	\$52,205
Rental/Streaming/Downloaded Video		108	\$133.10	\$315,303
Installation of Televisions		93	\$1.49	\$3,528
Audio (3)		102	\$137.33	\$325,341
Rental and Repair of TV/Radio/Sound Equipment		125	\$3.46	\$8,200
Pets		97	\$896.99	\$2,124,958
Toys/Games/Crafts/Hobbies (4)		104	\$164.10	\$388,746
Recreational Vehicles and Fees (5)		89	\$134.04	\$317,551
Sports/Recreation/Exercise Equipment (6)		105	\$294.35	\$697,312
Photo Equipment and Supplies (7)		100	\$46.89	\$111,079
Reading (8)		95	\$120.52	\$285,503
Catered Affairs (9)		100	\$30.48	\$72,196
Food		104	\$10,898.01	\$25,817,378
Food at Home		103	\$6,997.95	\$16,578,140
Bakery and Cereal Products		102	\$897.11	\$2,125,252
Meats, Poultry, Fish, and Eggs		104	\$1,531.87	\$3,628,991
Dairy Products		101	\$666.20	\$1,578,236
Fruits and Vegetables		102	\$1,369.05	\$3,243,276
Snacks and Other Food at Home (10)		103	\$2,533.72	\$6,002,385
Food Away from Home		105	\$3,900.06	\$9,239,238
Alcoholic Beverages		98	\$663.32	\$1,571,398

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
Financial			
Value of Stocks/Bonds/Mutual Funds	83	\$32,843.75	\$77,806,845
Value of Retirement Plans	87	\$122,941.33	\$291,248,000
Value of Other Financial Assets	84	\$7,197.11	\$17,049,948
Vehicle Loan Amount excluding Interest	113	\$4,118.22	\$9,756,066
Value of Credit Card Debt	100	\$3,168.04	\$7,505,096
Health			
Nonprescription Drugs	106	\$180.33	\$427,209
Prescription Drugs	100	\$369.35	\$875,000
Eyeglasses and Contact Lenses	95	\$105.68	\$250,355
Home			
Mortgage Payment and Basics (11)	93	\$11,984.74	\$28,391,850
Maintenance and Remodeling Services	92	\$3,481.29	\$8,247,176
Maintenance and Remodeling Materials (12)	98	\$766.73	\$1,816,393
Utilities, Fuel, and Public Services	103	\$5,992.69	\$14,196,677
Household Furnishings and Equipment			
Household Textiles (13)	102	\$125.18	\$296,550
Furniture	105	\$864.40	\$2,047,768
Rugs	95	\$39.65	\$93,921
Major Appliances (14)	100	\$529.55	\$1,254,495
Housewares (15)	102	\$109.84	\$260,206
Small Appliances	104	\$75.66	\$179,227
Luggage	107	\$15.40	\$36,473
Telephones and Accessories	98	\$104.99	\$248,729
Household Operations			
Child Care	103	\$532.97	\$1,262,595
Lawn and Garden (16)	94	\$632.65	\$1,498,739
Moving/Storage/Freight Express	107	\$95.77	\$226,881
Housekeeping Supplies (17)	102	\$954.85	\$2,262,043
Insurance			
Owners and Renters Insurance	98	\$765.05	\$1,812,397
Vehicle Insurance	108	\$2,355.27	\$5,579,635
Life/Other Insurance	96	\$665.83	\$1,577,352
Health Insurance	100	\$4,944.76	\$11,714,129
Personal Care Products (18)	102	\$565.23	\$1,339,038
School Books and Supplies (19)	108	\$144.91	\$343,289
Smoking Products	111	\$481.99	\$1,141,846
Transportation			
Payments on Vehicles excluding Leases	109	\$3,287.31	\$7,787,629
Gasoline and Motor Oil	108	\$2,743.33	\$6,498,956
Vehicle Maintenance and Repairs	102	\$1,341.25	\$3,177,421
Travel			
Airline Fares	99	\$460.69	\$1,091,363
Lodging on Trips	100	\$719.53	\$1,704,569
Auto/Truck Rental on Trips	100	\$79.34	\$187,960
Food and Drink on Trips	101	\$562.48	\$1,332,515

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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.

10025 Pulaski Hwy, Middle River, Maryland, 21220 2
 10025 Pulaski Hwy, Middle River, Maryland, 21220
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.36162
 Longitude: -76.44343

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Bright Young Professionals (8C)	20.8%	Population	79,386	81,119
Enterprising Professionals (2D)	14.7%	Households	30,382	31,117
Parks and Rec (5C)	10.7%	Families	19,420	19,955
Pleasantville (2B)	9.4%	Median Age	39.3	39.9
Comfortable Empty Nesters (5A)	8.4%	Median Household Income	\$80,866	\$90,602
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,251.43	\$68,402,842
Men's		103	\$420.61	\$12,779,054
Women's		102	\$764.34	\$23,222,090
Children's		103	\$341.57	\$10,377,600
Footwear		102	\$510.12	\$15,498,405
Watches & Jewelry		101	\$169.72	\$5,156,514
Apparel Products and Services (1)		101	\$45.07	\$1,369,179
Computer				
Computers and Hardware for Home Use		105	\$269.83	\$8,198,079
Portable Memory		102	\$4.69	\$142,348
Computer Software		107	\$15.44	\$469,213
Computer Accessories		103	\$25.76	\$782,542
Entertainment & Recreation		100	\$3,793.86	\$115,265,200
Fees and Admissions		105	\$749.38	\$22,767,588
Membership Fees for Clubs (2)		104	\$288.29	\$8,758,692
Fees for Participant Sports, excl. Trips		108	\$128.68	\$3,909,672
Tickets to Theatre/Operas/Concerts		105	\$57.07	\$1,734,000
Tickets to Movies		106	\$29.24	\$888,385
Tickets to Parks or Museums		103	\$28.67	\$871,053
Admission to Sporting Events, excl. Trips		102	\$59.58	\$1,810,228
Fees for Recreational Lessons		108	\$156.73	\$4,761,820
Dating Services		104	\$1.11	\$33,739
TV/Video/Audio		99	\$1,345.76	\$40,886,870
Cable and Satellite Television Services		97	\$838.29	\$25,468,825
Televisions		101	\$147.40	\$4,478,219
Satellite Dishes		94	\$1.60	\$48,632
VCRs, Video Cameras, and DVD Players		102	\$4.92	\$149,479
Miscellaneous Video Equipment		112	\$14.16	\$430,234
Video Cassettes and DVDs		106	\$6.90	\$209,695
Video Game Hardware/Accessories		102	\$41.20	\$1,251,848
Video Game Software		105	\$20.40	\$619,770
Rental/Streaming/Downloaded Video		103	\$126.94	\$3,856,766
Installation of Televisions		106	\$1.70	\$51,766
Audio (3)		103	\$139.64	\$4,242,600
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.60	\$79,036
Pets		97	\$891.76	\$27,093,508
Toys/Games/Crafts/Hobbies (4)		102	\$161.30	\$4,900,662
Recreational Vehicles and Fees (5)		95	\$142.87	\$4,340,816
Sports/Recreation/Exercise Equipment (6)		104	\$291.65	\$8,860,784
Photo Equipment and Supplies (7)		105	\$49.11	\$1,492,096
Reading (8)		103	\$130.34	\$3,959,948
Catered Affairs (9)		104	\$31.69	\$962,928
Food		102	\$10,687.01	\$324,692,782
Food at Home		101	\$6,874.82	\$208,870,697
Bakery and Cereal Products		101	\$888.79	\$27,003,098
Meats, Poultry, Fish, and Eggs		101	\$1,486.26	\$45,155,530
Dairy Products		101	\$665.42	\$20,216,769
Fruits and Vegetables		102	\$1,366.87	\$41,528,288
Snacks and Other Food at Home (10)		101	\$2,467.48	\$74,967,012
Food Away from Home		102	\$3,812.19	\$115,822,085
Alcoholic Beverages		104	\$701.69	\$21,318,717

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
Financial			
Value of Stocks/Bonds/Mutual Funds	104	\$40,802.35	\$1,239,657,049
Value of Retirement Plans	102	\$144,401.45	\$4,387,204,907
Value of Other Financial Assets	101	\$8,608.42	\$261,541,006
Vehicle Loan Amount excluding Interest	100	\$3,648.71	\$110,855,022
Value of Credit Card Debt	102	\$3,228.17	\$98,078,244
Health			
Nonprescription Drugs	97	\$165.68	\$5,033,675
Prescription Drugs	95	\$348.17	\$10,577,980
Eyeglasses and Contact Lenses	99	\$109.78	\$3,335,453
Home			
Mortgage Payment and Basics (11)	103	\$13,264.23	\$402,993,846
Maintenance and Remodeling Services	101	\$3,818.69	\$116,019,580
Maintenance and Remodeling Materials (12)	94	\$738.48	\$22,436,488
Utilities, Fuel, and Public Services	99	\$5,744.18	\$174,519,573
Household Furnishings and Equipment			
Household Textiles (13)	102	\$125.48	\$3,812,322
Furniture	102	\$840.49	\$25,535,635
Rugs	102	\$42.43	\$1,288,980
Major Appliances (14)	99	\$522.14	\$15,863,732
Housewares (15)	103	\$111.14	\$3,376,589
Small Appliances	102	\$73.87	\$2,244,206
Luggage	105	\$15.05	\$457,279
Telephones and Accessories	100	\$107.69	\$3,271,885
Household Operations			
Child Care	108	\$557.08	\$16,925,194
Lawn and Garden (16)	98	\$654.70	\$19,891,093
Moving/Storage/Freight Express	104	\$92.97	\$2,824,520
Housekeeping Supplies (17)	100	\$934.93	\$28,405,182
Insurance			
Owners and Renters Insurance	97	\$755.81	\$22,963,054
Vehicle Insurance	100	\$2,173.26	\$66,027,990
Life/Other Insurance	99	\$687.18	\$20,877,990
Health Insurance	99	\$4,876.41	\$148,154,952
Personal Care Products (18)	102	\$564.31	\$17,144,904
School Books and Supplies (19)	103	\$137.56	\$4,179,316
Smoking Products	94	\$405.46	\$12,318,616
Transportation			
Payments on Vehicles excluding Leases	99	\$3,005.77	\$91,321,331
Gasoline and Motor Oil	99	\$2,502.87	\$76,042,218
Vehicle Maintenance and Repairs	100	\$1,310.01	\$39,800,699
Travel			
Airline Fares	105	\$488.39	\$14,838,252
Lodging on Trips	102	\$736.21	\$22,367,552
Auto/Truck Rental on Trips	104	\$82.29	\$2,500,047
Food and Drink on Trips	103	\$574.22	\$17,445,835

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.



Retail Goods and Services Expenditures

10025 Pulaski Hwy, Middle River, Maryland, 21220 2
 10025 Pulaski Hwy, Middle River, Maryland, 21220
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.36162
 Longitude: -76.44343

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	14.2%	Population	206,691	207,542
Bright Young Professionals (8C)	14.2%	Households	80,990	81,657
Pleasantville (2B)	14.0%	Families	51,728	52,196
Enterprising Professionals (2D)	10.1%	Median Age	40.3	40.9
Comfortable Empty Nesters (5A)	6.8%	Median Household Income	\$78,371	\$86,728
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,207.67	\$178,799,503
Men's		101	\$411.87	\$33,357,574
Women's		100	\$749.57	\$60,707,672
Children's		100	\$330.68	\$26,781,600
Footwear		101	\$502.43	\$40,692,035
Watches & Jewelry		100	\$168.34	\$13,633,856
Apparel Products and Services (1)		101	\$44.78	\$3,626,766
Computer				
Computers and Hardware for Home Use		103	\$263.53	\$21,343,649
Portable Memory		100	\$4.60	\$372,936
Computer Software		105	\$15.19	\$1,229,972
Computer Accessories		101	\$25.32	\$2,050,913
Entertainment & Recreation		98	\$3,723.54	\$301,569,250
Fees and Admissions		104	\$738.23	\$59,789,259
Membership Fees for Clubs (2)		102	\$283.94	\$22,996,583
Fees for Participant Sports, excl. Trips		106	\$126.65	\$10,257,363
Tickets to Theatre/Operas/Concerts		104	\$56.94	\$4,611,599
Tickets to Movies		103	\$28.37	\$2,297,564
Tickets to Parks or Museums		98	\$27.35	\$2,215,463
Admission to Sporting Events, excl. Trips		101	\$59.27	\$4,800,423
Fees for Recreational Lessons		107	\$154.61	\$12,521,624
Dating Services		102	\$1.09	\$88,639
TV/Video/Audio		98	\$1,323.01	\$107,150,784
Cable and Satellite Television Services		96	\$830.82	\$67,287,756
Televisions		99	\$143.72	\$11,640,166
Satellite Dishes		89	\$1.52	\$123,158
VCRs, Video Cameras, and DVD Players		98	\$4.74	\$383,955
Miscellaneous Video Equipment		111	\$14.02	\$1,135,412
Video Cassettes and DVDs		103	\$6.70	\$542,429
Video Game Hardware/Accessories		99	\$39.86	\$3,228,510
Video Game Software		102	\$19.76	\$1,600,051
Rental/Streaming/Downloaded Video		99	\$121.94	\$9,875,940
Installation of Televisions		106	\$1.70	\$137,680
Audio (3)		100	\$135.72	\$10,991,771
Rental and Repair of TV/Radio/Sound Equipment		91	\$2.52	\$203,958
Pets		95	\$878.08	\$71,115,572
Toys/Games/Crafts/Hobbies (4)		99	\$157.08	\$12,721,831
Recreational Vehicles and Fees (5)		94	\$140.75	\$11,399,721
Sports/Recreation/Exercise Equipment (6)		99	\$277.89	\$22,506,331
Photo Equipment and Supplies (7)		103	\$48.04	\$3,891,064
Reading (8)		102	\$129.62	\$10,497,793
Catered Affairs (9)		101	\$30.83	\$2,496,895
Food		100	\$10,489.71	\$849,561,491
Food at Home		100	\$6,769.69	\$548,277,544
Bakery and Cereal Products		100	\$877.95	\$71,104,772
Meats, Poultry, Fish, and Eggs		100	\$1,465.53	\$118,693,649
Dairy Products		100	\$656.64	\$53,180,999
Fruits and Vegetables		101	\$1,349.15	\$109,267,393
Snacks and Other Food at Home (10)		99	\$2,420.43	\$196,030,731
Food Away from Home		100	\$3,720.01	\$301,283,947
Alcoholic Beverages		103	\$692.26	\$56,065,854

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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
Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$41,235.86	\$3,339,691,994
Value of Retirement Plans	102	\$144,108.86	\$11,671,376,717
Value of Other Financial Assets	101	\$8,675.16	\$702,601,481
Vehicle Loan Amount excluding Interest	96	\$3,486.16	\$282,344,437
Value of Credit Card Debt	101	\$3,180.01	\$257,548,968
Health			
Nonprescription Drugs	94	\$161.35	\$13,067,593
Prescription Drugs	93	\$343.44	\$27,814,843
Eyeglasses and Contact Lenses	98	\$108.62	\$8,797,424
Home			
Mortgage Payment and Basics (11)	101	\$13,065.14	\$1,058,146,034
Maintenance and Remodeling Services	99	\$3,749.84	\$303,699,890
Maintenance and Remodeling Materials (12)	91	\$713.06	\$57,750,831
Utilities, Fuel, and Public Services	97	\$5,651.41	\$457,707,739
Household Furnishings and Equipment			
Household Textiles (13)	101	\$123.06	\$9,966,602
Furniture	99	\$818.46	\$66,287,190
Rugs	101	\$42.16	\$3,414,141
Major Appliances (14)	97	\$510.38	\$41,335,985
Housewares (15)	101	\$108.50	\$8,787,648
Small Appliances	99	\$72.16	\$5,843,901
Luggage	102	\$14.64	\$1,185,685
Telephones and Accessories	99	\$106.59	\$8,632,325
Household Operations			
Child Care	104	\$537.80	\$43,556,064
Lawn and Garden (16)	97	\$648.57	\$52,527,289
Moving/Storage/Freight Express	101	\$90.56	\$7,334,529
Housekeeping Supplies (17)	99	\$919.00	\$74,430,110
Insurance			
Owners and Renters Insurance	95	\$739.49	\$59,891,007
Vehicle Insurance	98	\$2,119.82	\$171,684,225
Life/Other Insurance	98	\$678.48	\$54,949,755
Health Insurance	97	\$4,797.48	\$388,547,975
Personal Care Products (18)	100	\$553.62	\$44,837,882
School Books and Supplies (19)	100	\$133.35	\$10,800,018
Smoking Products	92	\$396.86	\$32,142,047
Transportation			
Payments on Vehicles excluding Leases	96	\$2,899.48	\$234,828,972
Gasoline and Motor Oil	96	\$2,436.35	\$197,319,884
Vehicle Maintenance and Repairs	98	\$1,280.60	\$103,715,804
Travel			
Airline Fares	102	\$476.83	\$38,618,204
Lodging on Trips	100	\$719.46	\$58,268,888
Auto/Truck Rental on Trips	101	\$80.00	\$6,479,584
Food and Drink on Trips	100	\$561.12	\$45,445,227

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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10025 Pulaski Hwy, Middle River, Maryland, 21220 2
10025 Pulaski Hwy, Middle River, Maryland, 21220
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.36162
Longitude: -76.44343

- (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

10025 Pulaski Hwy, Middle River, Maryland, 21220 2
 10025 Pulaski Hwy, Middle River, Maryland, 21220
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.36162
 Longitude: -76.44343

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	358				2,958				6,216			
Total Employees:	5,407				42,243				74,089			
Total Residential Population:	6,831				79,386				206,691			
Employee/Residential Population Ratio (per 100 Residents)	79				53				36			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	2.2%	64	1.2%	54	1.8%	393	0.9%	101	1.6%	749	1.0%
Construction	36	10.1%	858	15.9%	253	8.6%	3,419	8.1%	547	8.8%	5,373	7.3%
Manufacturing	11	3.1%	215	4.0%	97	3.3%	1,860	4.4%	152	2.4%	2,435	3.3%
Transportation	14	3.9%	130	2.4%	96	3.2%	1,091	2.6%	192	3.1%	1,740	2.3%
Communication	4	1.1%	24	0.4%	28	0.9%	209	0.5%	51	0.8%	377	0.5%
Utility	0	0.0%	7	0.1%	9	0.3%	101	0.2%	18	0.3%	210	0.3%
Wholesale Trade	21	5.9%	286	5.3%	132	4.5%	3,169	7.5%	229	3.7%	4,323	5.8%
Retail Trade Summary	87	24.3%	2,213	40.9%	653	22.1%	12,447	29.5%	1,312	21.1%	20,028	27.0%
Home Improvement	4	1.1%	278	5.1%	30	1.0%	1,234	2.9%	70	1.1%	1,917	2.6%
General Merchandise Stores	8	2.2%	366	6.8%	35	1.2%	1,843	4.4%	68	1.1%	2,498	3.4%
Food Stores	9	2.5%	137	2.5%	69	2.3%	1,166	2.8%	157	2.5%	2,485	3.4%
Auto Dealers & Gas Stations	13	3.6%	444	8.2%	76	2.6%	1,038	2.5%	157	2.5%	1,986	2.7%
Apparel & Accessory Stores	2	0.6%	23	0.4%	57	1.9%	720	1.7%	78	1.3%	817	1.1%
Furniture & Home Furnishings	10	2.8%	139	2.6%	44	1.5%	760	1.8%	79	1.3%	1,023	1.4%
Eating & Drinking Places	31	8.7%	518	9.6%	209	7.1%	3,720	8.8%	420	6.8%	6,522	8.8%
Miscellaneous Retail	11	3.1%	308	5.7%	131	4.4%	1,966	4.7%	283	4.6%	2,781	3.8%
Finance, Insurance, Real Estate Summary	18	5.0%	136	2.5%	201	6.8%	1,744	4.1%	513	8.3%	3,589	4.8%
Banks, Savings & Lending Institutions	2	0.6%	23	0.4%	38	1.3%	314	0.7%	99	1.6%	759	1.0%
Securities Brokers	2	0.6%	11	0.2%	18	0.6%	105	0.2%	54	0.9%	302	0.4%
Insurance Carriers & Agents	4	1.1%	25	0.5%	38	1.3%	335	0.8%	103	1.7%	623	0.8%
Real Estate, Holding, Other Investment Offices	9	2.5%	78	1.4%	107	3.6%	990	2.3%	258	4.2%	1,905	2.6%
Services Summary	118	33.0%	1,386	25.6%	1,129	38.2%	16,741	39.6%	2,410	38.8%	31,818	42.9%
Hotels & Lodging	2	0.6%	11	0.2%	15	0.5%	398	0.9%	21	0.3%	442	0.6%
Automotive Services	21	5.9%	205	3.8%	98	3.3%	1,246	2.9%	211	3.4%	1,977	2.7%
Movies & Amusements	4	1.1%	92	1.7%	52	1.8%	546	1.3%	128	2.1%	1,073	1.4%
Health Services	24	6.7%	288	5.3%	340	11.5%	7,167	17.0%	533	8.6%	12,332	16.6%
Legal Services	4	1.1%	29	0.5%	28	0.9%	164	0.4%	79	1.3%	390	0.5%
Education Institutions & Libraries	1	0.3%	4	0.1%	42	1.4%	1,610	3.8%	117	1.9%	5,117	6.9%
Other Services	62	17.3%	758	14.0%	554	18.7%	5,608	13.3%	1,321	21.3%	10,487	14.2%
Government	1	0.3%	47	0.9%	21	0.7%	738	1.7%	55	0.9%	2,857	3.9%
Unclassified Establishments	40	11.2%	41	0.8%	283	9.6%	331	0.8%	637	10.2%	589	0.8%
Totals	358	100.0%	5,407	100.0%	2,958	100.0%	42,243	100.0%	6,216	100.0%	74,089	100.0%

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

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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
Agriculture, Forestry, Fishing & Hunting	1	0.3%	9	0.2%	6	0.2%	43	0.1%	13	0.2%	69	0.1%
Mining	1	0.3%	0	0.0%	3	0.1%	9	0.0%	4	0.1%	17	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	5	0.0%	4	0.1%	35	0.0%
Construction	38	10.6%	902	16.7%	266	9.0%	3,570	8.5%	572	9.2%	5,653	7.6%
Manufacturing	13	3.6%	222	4.1%	106	3.6%	1,922	4.5%	164	2.6%	2,563	3.5%
Wholesale Trade	21	5.9%	286	5.3%	132	4.5%	3,169	7.5%	229	3.7%	4,323	5.8%
Retail Trade	52	14.5%	1,662	30.7%	416	14.1%	8,523	20.2%	841	13.5%	13,116	17.7%
Motor Vehicle & Parts Dealers	11	3.1%	440	8.1%	67	2.3%	1,011	2.4%	126	2.0%	1,856	2.5%
Furniture & Home Furnishings Stores	7	2.0%	62	1.1%	22	0.7%	525	1.2%	39	0.6%	657	0.9%
Electronics & Appliance Stores	3	0.8%	77	1.4%	20	0.7%	224	0.5%	33	0.5%	310	0.4%
Building Material & Garden Equipment & Supplies Dealers	4	1.1%	278	5.1%	30	1.0%	1,229	2.9%	69	1.1%	1,904	2.6%
Food & Beverage Stores	4	1.1%	79	1.5%	56	1.9%	994	2.4%	152	2.4%	2,281	3.1%
Health & Personal Care Stores	5	1.4%	206	3.8%	48	1.6%	923	2.2%	90	1.4%	1,244	1.7%
Gasoline Stations & Fuel Dealers	1	0.3%	4	0.1%	9	0.3%	26	0.1%	32	0.5%	141	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	1.1%	28	0.5%	70	2.4%	797	1.9%	96	1.5%	915	1.2%
Sporting Goods, Hobby, Book, & Music Stores	4	1.1%	122	2.3%	48	1.6%	828	2.0%	119	1.9%	1,143	1.5%
General Merchandise Stores	8	2.2%	366	6.8%	46	1.6%	1,965	4.7%	85	1.4%	2,664	3.6%
Transportation & Warehousing	12	3.4%	124	2.3%	80	2.7%	612	1.4%	157	2.5%	1,148	1.5%
Information	5	1.4%	37	0.7%	54	1.8%	577	1.4%	107	1.7%	1,092	1.5%
Finance & Insurance	8	2.2%	58	1.1%	96	3.2%	757	1.8%	257	4.1%	1,685	2.3%
Central Bank/Credit Intermediation & Related Activities	2	0.6%	23	0.4%	39	1.3%	316	0.7%	99	1.6%	758	1.0%
Securities & Commodity Contracts	2	0.6%	11	0.2%	19	0.6%	107	0.3%	56	0.9%	305	0.4%
Funds, Trusts & Other Financial Vehicles	4	1.1%	25	0.5%	38	1.3%	335	0.8%	103	1.7%	623	0.8%
Real Estate, Rental & Leasing	15	4.2%	73	1.4%	135	4.6%	1,098	2.6%	300	4.8%	2,056	2.8%
Professional, Scientific & Tech Services	19	5.3%	141	2.6%	204	6.9%	1,418	3.4%	470	7.6%	2,955	4.0%
Legal Services	4	1.1%	29	0.5%	33	1.1%	191	0.5%	96	1.5%	477	0.6%
Management of Companies & Enterprises	1	0.3%	34	0.6%	2	0.1%	44	0.1%	8	0.1%	83	0.1%
Administrative, Support & Waste Management Services	19	5.3%	484	9.0%	112	3.8%	2,020	4.8%	241	3.9%	2,820	3.8%
Educational Services	2	0.6%	5	0.1%	56	1.9%	1,607	3.8%	141	2.3%	5,060	6.8%
Health Care & Social Assistance	30	8.4%	326	6.0%	399	13.5%	8,266	19.6%	686	11.0%	14,616	19.7%
Arts, Entertainment & Recreation	4	1.1%	95	1.8%	47	1.6%	507	1.2%	121	1.9%	1,009	1.4%
Accommodation & Food Services	36	10.1%	555	10.3%	240	8.1%	4,247	10.1%	468	7.5%	7,182	9.7%
Accommodation	2	0.6%	11	0.2%	15	0.5%	398	0.9%	21	0.3%	442	0.6%
Food Services & Drinking Places	34	9.5%	544	10.1%	225	7.6%	3,849	9.1%	447	7.2%	6,739	9.1%
Other Services (except Public Administration)	42	11.7%	306	5.7%	300	10.1%	2,732	6.5%	740	11.9%	5,113	6.9%
Automotive Repair & Maintenance	18	5.0%	192	3.6%	70	2.4%	1,078	2.6%	154	2.5%	1,674	2.3%
Public Administration	1	0.3%	47	0.9%	21	0.7%	785	1.9%	55	0.9%	2,903	3.9%
Unclassified Establishments	40	11.2%	41	0.8%	283	9.6%	331	0.8%	637	10.2%	589	0.8%
Total	358	100.0%	5,407	100.0%	2,958	100.0%	42,243	100.0%	6,216	100.0%	74,089	100.0%

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