

Market Profile

108 Wise Ave, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	19,176	76,150	154,752
2020 Total Population	20,148	80,545	165,412
2020 Group Quarters	0	476	722
2024 Total Population	20,406	80,393	166,468
2024 Group Quarters	0	476	724
2029 Total Population	20,324	80,005	166,240
2024-2029 Annual Rate	-0.08%	-0.10%	-0.03%
2024 Total Daytime Population	13,223	64,929	152,750
Workers	2,459	21,519	66,865
Residents	10,764	43,410	85,885
Household Summary			
2010 Households	7,014	28,805	60,535
2010 Average Household Size	2.73	2.62	2.54
2020 Total Households	7,268	29,735	63,865
2020 Average Household Size	2.77	2.69	2.58
2024 Households	7,295	29,704	64,702
2024 Average Household Size	2.80	2.69	2.56
2029 Households	7,323	29,800	65,431
2029 Average Household Size	2.78	2.67	2.53
2024-2029 Annual Rate	0.08%	0.06%	0.22%
2010 Families	4,955	19,317	38,553
2010 Average Family Size	3.17	3.13	3.09
2024 Families	4,888	19,122	39,069
2024 Average Family Size	3.33	3.32	3.26
2029 Families	4,880	19,090	39,247
2029 Average Family Size	3.32	3.30	3.23
2024-2029 Annual Rate	-0.03%	-0.03%	0.09%
Housing Unit Summary			
2000 Housing Units	7,522	30,971	67,382
Owner Occupied Housing Units	65.3%	66.2%	60.8%
Renter Occupied Housing Units	26.7%	27.6%	30.8%
Vacant Housing Units	8.0%	6.2%	8.4%
2010 Housing Units	7,474	30,892	65,598
Owner Occupied Housing Units	61.2%	62.9%	59.2%
Renter Occupied Housing Units	32.6%	30.3%	33.1%
Vacant Housing Units	6.2%	6.8%	7.7%
2020 Housing Units	7,762	32,138	69,168
Owner Occupied Housing Units	54.4%	57.0%	54.2%
Renter Occupied Housing Units	39.3%	35.5%	38.1%
Vacant Housing Units	6.1%	7.4%	7.7%
2024 Housing Units	7,767	32,036	70,274
Owner Occupied Housing Units	57.3%	59.7%	56.0%
Renter Occupied Housing Units	36.6%	33.0%	36.1%
Vacant Housing Units	6.1%	7.3%	7.9%
2029 Housing Units	7,793	32,169	70,822
Owner Occupied Housing Units	60.1%	62.3%	58.3%
Renter Occupied Housing Units	33.9%	30.4%	34.1%
Vacant Housing Units	6.0%	7.4%	7.6%

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

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

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2024 Households by Income			
Household Income Base	7,295	29,703	64,695
<\$15,000	11.3%	10.8%	10.3%
\$15,000 - \$24,999	6.4%	8.8%	8.6%
\$25,000 - \$34,999	6.9%	7.7%	7.7%
\$35,000 - \$49,999	11.2%	11.2%	10.8%
\$50,000 - \$74,999	20.8%	18.9%	16.6%
\$75,000 - \$99,999	13.0%	13.4%	12.9%
\$100,000 - \$149,999	17.3%	17.0%	17.1%
\$150,000 - \$199,999	6.9%	7.4%	8.6%
\$200,000+	6.1%	4.8%	7.4%
Average Household Income	\$87,428	\$83,292	\$93,162
2029 Households by Income			
Household Income Base	7,323	29,799	65,424
<\$15,000	10.4%	10.1%	9.7%
\$15,000 - \$24,999	5.2%	7.4%	7.1%
\$25,000 - \$34,999	6.2%	6.7%	6.7%
\$35,000 - \$49,999	9.6%	9.8%	9.3%
\$50,000 - \$74,999	18.7%	17.5%	15.2%
\$75,000 - \$99,999	13.8%	14.2%	13.5%
\$100,000 - \$149,999	19.4%	18.8%	18.6%
\$150,000 - \$199,999	8.4%	9.0%	10.4%
\$200,000+	8.2%	6.4%	9.5%
Average Household Income	\$101,773	\$96,052	\$107,697
2024 Owner Occupied Housing Units by Value			
Total	4,453	19,134	39,316
<\$50,000	6.3%	5.7%	7.1%
\$50,000 - \$99,999	5.1%	4.2%	3.9%
\$100,000 - \$149,999	15.3%	9.9%	8.2%
\$150,000 - \$199,999	15.5%	13.6%	10.8%
\$200,000 - \$249,999	9.8%	12.3%	10.8%
\$250,000 - \$299,999	8.0%	10.2%	10.4%
\$300,000 - \$399,999	19.6%	21.2%	24.1%
\$400,000 - \$499,999	11.3%	8.6%	9.3%
\$500,000 - \$749,999	3.4%	6.1%	7.8%
\$750,000 - \$999,999	1.9%	4.6%	4.4%
\$1,000,000 - \$1,499,999	3.3%	1.5%	1.7%
\$1,500,000 - \$1,999,999	0.4%	0.8%	0.8%
\$2,000,000 +	0.2%	1.3%	0.7%
Average Home Value	\$305,851	\$350,105	\$351,524
2029 Owner Occupied Housing Units by Value			
Total	4,683	20,023	41,295
<\$50,000	7.6%	5.1%	6.4%
\$50,000 - \$99,999	2.4%	1.8%	1.9%
\$100,000 - \$149,999	5.5%	3.7%	3.5%
\$150,000 - \$199,999	10.8%	6.9%	5.4%
\$200,000 - \$249,999	6.1%	7.2%	6.4%
\$250,000 - \$299,999	4.9%	7.6%	7.6%
\$300,000 - \$399,999	21.4%	22.7%	25.6%
\$400,000 - \$499,999	20.4%	15.7%	14.3%
\$500,000 - \$749,999	8.5%	13.4%	14.5%
\$750,000 - \$999,999	5.1%	8.6%	8.5%
\$1,000,000 - \$1,499,999	5.8%	3.1%	3.1%
\$1,500,000 - \$1,999,999	1.2%	2.2%	1.8%
\$2,000,000 +	0.4%	2.2%	1.1%
Average Home Value	\$422,859	\$491,312	\$465,684

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

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Median Household Income			
2024	\$64,679	\$62,786	\$67,294
2029	\$74,727	\$72,102	\$77,812
Median Home Value			
2024	\$239,840	\$271,295	\$294,309
2029	\$359,500	\$378,534	\$373,626
Per Capita Income			
2024	\$31,391	\$30,920	\$36,240
2029	\$36,824	\$35,943	\$42,424
Median Age			
2010	35.3	38.7	37.9
2020	35.2	37.5	37.0
2024	36.2	38.3	37.9
2029	37.7	39.6	39.2
2020 Population by Age			
Total	20,148	80,545	165,412
0 - 4	6.7%	6.1%	6.1%
5 - 9	7.2%	6.6%	6.3%
10 - 14	7.7%	7.1%	6.6%
15 - 24	13.4%	12.4%	11.9%
25 - 34	14.8%	14.2%	16.1%
35 - 44	13.4%	12.9%	13.3%
45 - 54	11.2%	11.4%	11.1%
55 - 64	12.7%	13.5%	13.2%
65 - 74	7.4%	9.4%	9.2%
75 - 84	4.0%	4.5%	4.4%
85 +	1.5%	1.9%	1.7%
18 +	74.3%	76.2%	77.2%
2024 Population by Age			
Total	20,406	80,395	166,468
0 - 4	6.6%	6.1%	6.0%
5 - 9	6.9%	6.2%	6.1%
10 - 14	7.0%	6.5%	6.1%
15 - 24	13.5%	12.9%	12.1%
25 - 34	14.3%	13.6%	15.3%
35 - 44	14.3%	13.8%	14.5%
45 - 54	11.3%	11.2%	11.0%
55 - 64	12.0%	12.6%	12.1%
65 - 74	8.5%	10.2%	10.0%
75 - 84	4.1%	5.0%	5.0%
85 +	1.5%	1.9%	1.8%
18 +	75.3%	77.2%	78.2%
2029 Population by Age			
Total	20,323	80,001	166,239
0 - 4	6.4%	6.0%	5.9%
5 - 9	6.3%	5.8%	5.7%
10 - 14	6.5%	6.0%	5.8%
15 - 24	13.2%	12.5%	11.9%
25 - 34	13.7%	13.3%	14.3%
35 - 44	14.4%	13.8%	14.8%
45 - 54	12.3%	12.0%	11.9%
55 - 64	10.8%	11.0%	10.6%
65 - 74	9.7%	11.1%	10.8%
75 - 84	5.0%	6.3%	6.3%
85 +	1.7%	2.1%	2.1%
18 +	76.9%	78.6%	79.3%

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2020 Population by Sex			
Males	9,734	38,836	79,852
Females	10,414	41,709	85,560
2024 Population by Sex			
Males	10,010	39,322	81,568
Females	10,396	41,071	84,900
2029 Population by Sex			
Males	9,901	38,834	80,879
Females	10,423	41,170	85,360
2010 Population by Race/Ethnicity			
Total	19,175	76,149	154,752
White Alone	84.9%	79.1%	74.9%
Black Alone	8.4%	13.3%	16.0%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	1.7%	1.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.0%	2.0%	3.6%
Two or More Races	3.0%	3.0%	2.9%
Hispanic Origin	3.5%	5.3%	7.7%
Diversity Index	32.1	42.0	49.5
2020 Population by Race/Ethnicity			
Total	20,148	80,545	165,412
White Alone	67.4%	63.3%	58.8%
Black Alone	14.9%	16.6%	19.1%
American Indian Alone	1.1%	1.0%	1.0%
Asian Alone	1.8%	2.0%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	8.5%	10.5%
Two or More Races	9.0%	8.6%	8.3%
Hispanic Origin	10.0%	13.5%	15.9%
Diversity Index	59.9	66.0	70.7
2024 Population by Race/Ethnicity			
Total	20,404	80,393	166,468
White Alone	64.9%	60.7%	56.5%
Black Alone	15.8%	17.4%	19.7%
American Indian Alone	1.2%	1.1%	1.1%
Asian Alone	1.9%	2.0%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.4%	9.5%	11.5%
Two or More Races	9.7%	9.2%	8.7%
Hispanic Origin	11.2%	14.9%	17.3%
Diversity Index	63.1	68.9	73.0
2029 Population by Race/Ethnicity			
Total	20,322	80,004	166,239
White Alone	62.5%	58.4%	54.2%
Black Alone	16.8%	18.0%	20.2%
American Indian Alone	1.3%	1.2%	1.2%
Asian Alone	2.1%	2.2%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.0%	10.3%	12.4%
Two or More Races	10.4%	9.8%	9.3%
Hispanic Origin	12.2%	16.1%	18.5%
Diversity Index	65.8	71.2	74.9

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

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2020 Population by Relationship and Household Type			
Total	20,148	80,545	165,412
In Households	100.0%	99.4%	99.6%
Householder	36.3%	37.1%	38.7%
Opposite-Sex Spouse	13.2%	13.8%	13.7%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	4.0%	3.4%	3.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	30.3%	28.2%	26.8%
Adopted Child	0.4%	0.4%	0.4%
Stepchild	1.7%	1.5%	1.4%
Grandchild	4.0%	4.1%	3.6%
Brother or Sister	1.4%	1.7%	1.7%
Parent	1.7%	1.6%	1.5%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.5%
Other Relatives	2.0%	2.4%	2.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.9%	3.9%	4.5%
In Group Quarters	0.0%	0.6%	0.4%
Institutionalized	0.0%	0.5%	0.4%
Noninstitutionalized	0.0%	0.0%	0.1%
2024 Population 25+ by Educational Attainment			
Total	13,475	54,889	115,940
Less than 9th Grade	3.6%	4.7%	5.7%
9th - 12th Grade, No Diploma	9.5%	8.4%	7.8%
High School Graduate	35.4%	35.9%	32.9%
GED/Alternative Credential	5.7%	6.9%	5.9%
Some College, No Degree	21.1%	18.8%	17.5%
Associate Degree	6.5%	9.0%	7.5%
Bachelor's Degree	12.9%	11.2%	14.1%
Graduate/Professional Degree	5.3%	5.1%	8.6%
2024 Population 15+ by Marital Status			
Total	16,229	65,235	136,144
Never Married	41.8%	39.1%	38.8%
Married	40.0%	41.9%	42.2%
Widowed	6.9%	7.7%	7.7%
Divorced	11.4%	11.3%	11.3%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,378	39,488	85,232
Population 16+ Employed	95.0%	95.6%	96.4%
Population 16+ Unemployment rate	5.0%	4.4%	3.6%
Population 16-24 Employed	15.4%	15.5%	13.7%
Population 16-24 Unemployment rate	13.2%	9.7%	7.6%
Population 25-54 Employed	62.8%	63.0%	65.4%
Population 25-54 Unemployment rate	4.2%	3.7%	3.1%
Population 55-64 Employed	16.8%	16.6%	15.4%
Population 55-64 Unemployment rate	0.7%	1.8%	2.1%
Population 65+ Employed	5.0%	4.9%	5.5%
Population 65+ Unemployment rate	1.2%	3.8%	3.2%

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2024 Employed Population 16+ by Industry			
Total	9,856	37,769	82,193
Agriculture/Mining	0.6%	0.3%	0.2%
Construction	9.5%	10.8%	9.6%
Manufacturing	10.4%	8.8%	8.1%
Wholesale Trade	1.5%	1.6%	1.7%
Retail Trade	12.6%	12.3%	10.9%
Transportation/Utilities	12.4%	10.7%	8.8%
Information	0.8%	1.0%	1.4%
Finance/Insurance/Real Estate	5.3%	5.0%	5.8%
Services	43.1%	45.2%	47.9%
Public Administration	3.9%	4.4%	5.7%
2024 Employed Population 16+ by Occupation			
Total	9,856	37,769	82,194
White Collar	51.0%	48.6%	53.6%
Management/Business/Financial	13.7%	12.9%	15.0%
Professional	18.3%	15.7%	20.0%
Sales	8.1%	8.2%	7.4%
Administrative Support	10.9%	11.7%	11.2%
Services	16.2%	18.2%	17.5%
Blue Collar	32.8%	33.2%	28.9%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	7.3%	7.5%	7.0%
Installation/Maintenance/Repair	4.2%	5.6%	4.7%
Production	6.5%	6.1%	5.4%
Transportation/Material Moving	14.7%	13.7%	11.8%
2020 Households by Type			
Total	7,268	29,735	63,865
Married Couple Households	36.9%	37.8%	36.2%
With Own Children <18	14.4%	14.1%	13.2%
Without Own Children <18	22.6%	23.7%	23.1%
Cohabiting Couple Households	11.4%	9.5%	9.6%
With Own Children <18	5.6%	4.2%	3.7%
Without Own Children <18	5.8%	5.2%	5.8%
Male Householder, No Spouse/Partner	19.0%	20.2%	21.4%
Living Alone	11.1%	12.4%	13.5%
65 Years and over	3.9%	4.6%	4.5%
With Own Children <18	2.2%	2.1%	2.0%
Without Own Children <18, With Relatives	4.3%	4.2%	3.8%
No Relatives Present	1.4%	1.6%	2.0%
Female Householder, No Spouse/Partner	32.7%	32.6%	32.8%
Living Alone	12.8%	14.3%	15.6%
65 Years and over	6.3%	7.6%	7.6%
With Own Children <18	8.4%	7.2%	7.1%
Without Own Children <18, With Relatives	10.3%	9.7%	8.5%
No Relatives Present	1.3%	1.4%	1.6%
2020 Households by Size			
Total	7,268	29,735	63,865
1 Person Household	23.8%	26.7%	29.1%
2 Person Household	29.3%	29.6%	30.4%
3 Person Household	19.0%	17.4%	16.5%
4 Person Household	14.8%	13.5%	12.4%
5 Person Household	7.1%	7.0%	6.3%
6 Person Household	3.7%	3.6%	3.1%
7 + Person Household	2.3%	2.2%	2.1%

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2020 Households by Tenure and Mortgage Status			
Total	7,268	29,735	63,865
Owner Occupied	58.1%	61.6%	58.7%
Owned with a Mortgage/Loan	42.4%	44.2%	42.5%
Owned Free and Clear	15.7%	17.4%	16.2%
Renter Occupied	41.9%	38.4%	41.3%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	89	87
Percent of Income for Mortgage	23.2%	27.0%	27.4%
Wealth Index	67	65	73
2020 Housing Units By Urban/ Rural Status			
Total	7,762	32,138	69,168
Urban Housing Units	100.0%	99.6%	99.4%
Rural Housing Units	0.0%	0.4%	0.6%
2020 Population By Urban/ Rural Status			
Total	20,148	80,545	165,412
Urban Population	100.0%	99.7%	99.4%
Rural Population	0.0%	0.3%	0.6%

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

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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Front Porches (8E)	Front Porches (8E)
3.	Metro Fusion (11C)	Metro Fusion (11C)	Metro Fusion (11C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,949,913	\$53,922,982	\$132,168,004
Average Spent	\$1,912.26	\$1,815.34	\$2,042.72
Spending Potential Index	80	76	86
Education: Total \$	\$9,610,760	\$36,599,006	\$90,760,147
Average Spent	\$1,317.44	\$1,232.12	\$1,402.74
Spending Potential Index	76	71	81
Entertainment/Recreation: Total \$	\$22,990,831	\$89,304,135	\$217,181,719
Average Spent	\$3,151.59	\$3,006.47	\$3,356.65
Spending Potential Index	77	73	82
Food at Home: Total \$	\$42,128,865	\$164,640,289	\$401,367,596
Average Spent	\$5,775.03	\$5,542.70	\$6,203.33
Spending Potential Index	79	76	85
Food Away from Home: Total \$	\$22,306,855	\$87,495,464	\$214,067,584
Average Spent	\$3,057.83	\$2,945.58	\$3,308.52
Spending Potential Index	79	76	85
Health Care: Total \$	\$44,795,236	\$173,397,140	\$415,240,171
Average Spent	\$6,140.54	\$5,837.50	\$6,417.73
Spending Potential Index	80	76	83
HH Furnishings & Equipment: Total \$	\$18,044,857	\$69,986,075	\$169,552,811
Average Spent	\$2,473.59	\$2,356.12	\$2,620.52
Spending Potential Index	78	74	83
Personal Care Products & Services: Total \$	\$5,625,267	\$22,006,662	\$54,024,311
Average Spent	\$771.11	\$740.87	\$834.97
Spending Potential Index	77	74	84
Shelter: Total \$	\$149,806,196	\$584,999,941	\$1,433,990,749
Average Spent	\$20,535.46	\$19,694.32	\$22,163.00
Spending Potential Index	77	74	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,312,643	\$76,136,585	\$181,160,813
Average Spent	\$2,647.38	\$2,563.18	\$2,799.93
Spending Potential Index	76	73	80
Travel: Total \$	\$16,663,428	\$64,510,028	\$157,878,230
Average Spent	\$2,284.23	\$2,171.76	\$2,440.08
Spending Potential Index	75	72	80
Vehicle Maintenance & Repairs: Total \$	\$8,580,692	\$33,504,341	\$81,099,060
Average Spent	\$1,176.24	\$1,127.94	\$1,253.42
Spending Potential Index	79	76	85

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

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

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

March 21, 2025

Retail Goods and Services Expenditures

108 Wise Ave, Dundalk, Maryland, 21222
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Front Porches (8E)	44.2%	Population	20,406	20,324
Parks and Rec (5C)	38.5%	Households	7,295	7,323
Metro Fusion (11C)	11.5%	Families	4,888	4,880
Midlife Constants (5E)	2.8%	Median Age	36.2	37.7
Retirement Communities (9E)	2.0%	Median Household Income	\$64,679	\$74,727
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,912.26	\$13,949,913
Men's		80	\$351.18	\$2,561,826
Women's		81	\$644.00	\$4,697,952
Children's		84	\$308.59	\$2,251,182
Footwear		79	\$395.96	\$2,888,559
Watches & Jewelry		76	\$173.63	\$1,266,665
Apparel Products and Services (1)		80	\$38.89	\$283,728
Computer				
Computers and Hardware for Home Use		78	\$212.39	\$1,549,349
Portable Memory		79	\$3.20	\$23,310
Computer Software		79	\$12.33	\$89,924
Computer Accessories		76	\$18.03	\$131,565
Entertainment & Recreation		77	\$3,151.59	\$22,990,831
Fees and Admissions		76	\$626.50	\$4,570,297
Membership Fees for Clubs (2)		77	\$233.92	\$1,706,431
Fees for Participant Sports, excl. Trips		78	\$103.66	\$756,234
Tickets to Theatre/Operas/Concerts		75	\$57.17	\$417,053
Tickets to Movies		75	\$18.48	\$134,784
Tickets to Parks or Museums		76	\$28.29	\$206,341
Admission to Sporting Events, excl. Trips		84	\$66.19	\$482,845
Fees for Recreational Lessons		68	\$118.05	\$861,187
Dating Services		94	\$0.74	\$5,423
TV/Video/Audio		81	\$1,068.98	\$7,798,245
Cable and Satellite Television Services		81	\$608.02	\$4,435,499
Televisions		83	\$126.28	\$921,201
Satellite Dishes		87	\$1.09	\$7,935
VCRs, Video Cameras, and DVD Players		74	\$3.69	\$26,952
Miscellaneous Video Equipment		75	\$16.92	\$123,464
Video Cassettes and DVDs		73	\$4.24	\$30,931
Video Game Hardware/Accessories		84	\$39.17	\$285,733
Video Game Software		84	\$17.06	\$124,447
Rental/Streaming/Downloaded Video		81	\$139.16	\$1,015,159
Installation of Televisions		82	\$1.39	\$10,112
Audio (3)		78	\$110.78	\$808,111
Rental and Repair of TV/Radio/Sound Equipment		75	\$1.19	\$8,701
Pets		76	\$766.43	\$5,591,115
Toys/Games/Crafts/Hobbies (4)		80	\$145.09	\$1,058,455
Recreational Vehicles and Fees (5)		72	\$142.15	\$1,036,986
Sports/Recreation/Exercise Equipment (6)		73	\$222.82	\$1,625,456
Photo Equipment and Supplies (7)		76	\$46.68	\$340,511
Reading (8)		74	\$104.06	\$759,139
Catered Affairs (9)		73	\$28.87	\$210,628
Food		79	\$8,832.86	\$64,435,719
Food at Home		79	\$5,775.03	\$42,128,865
Bakery and Cereal Products		79	\$742.00	\$5,412,897
Meats, Poultry, Fish, and Eggs		80	\$1,256.36	\$9,165,173
Dairy Products		78	\$540.12	\$3,940,200
Fruits and Vegetables		78	\$1,122.52	\$8,188,809
Snacks and Other Food at Home (10)		80	\$2,114.02	\$15,421,786
Food Away from Home		79	\$3,057.83	\$22,306,855
Alcoholic Beverages		78	\$512.17	\$3,736,312

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

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

108 Wise Ave, Dundalk, Maryland, 21222
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	74	\$34,280.39	\$250,075,479
Value of Retirement Plans	77	\$124,561.15	\$908,673,580
Value of Other Financial Assets	76	\$6,899.17	\$50,329,452
Vehicle Loan Amount excluding Interest	81	\$2,846.98	\$20,768,722
Value of Credit Card Debt	80	\$2,305.21	\$16,816,474
Health			
Nonprescription Drugs	81	\$143.22	\$1,044,785
Prescription Drugs	87	\$360.35	\$2,628,787
Eyeglasses and Contact Lenses	78	\$98.52	\$718,689
Home			
Mortgage Payment and Basics (11)	76	\$10,215.34	\$74,520,889
Maintenance and Remodeling Services	74	\$3,438.65	\$25,084,971
Maintenance and Remodeling Materials (12)	77	\$663.17	\$4,837,837
Utilities, Fuel, and Public Services	81	\$4,842.92	\$35,329,122
Household Furnishings and Equipment			
Household Textiles (13)	79	\$104.15	\$759,784
Furniture	80	\$793.48	\$5,788,410
Rugs	75	\$34.43	\$251,194
Major Appliances (14)	78	\$459.01	\$3,348,482
Housewares (15)	76	\$81.98	\$598,053
Small Appliances	77	\$62.18	\$453,574
Luggage	80	\$16.58	\$120,921
Telephones and Accessories	79	\$80.20	\$585,054
Household Operations			
Child Care	77	\$428.74	\$3,127,670
Lawn and Garden (16)	76	\$534.77	\$3,901,162
Moving/Storage/Freight Express	77	\$93.47	\$681,893
Housekeeping Supplies (17)	79	\$712.33	\$5,196,427
Insurance			
Owners and Renters Insurance	80	\$665.27	\$4,853,161
Vehicle Insurance	80	\$1,704.61	\$12,435,103
Life/Other Insurance	77	\$523.40	\$3,818,193
Health Insurance	80	\$4,008.20	\$29,239,784
Personal Care Products (18)	78	\$438.12	\$3,196,069
School Books (19)	80	\$34.01	\$248,103
Smoking Products	88	\$410.69	\$2,996,020
Transportation			
Payments on Vehicles excluding Leases	82	\$2,483.12	\$18,114,358
Gasoline and Motor Oil	80	\$2,652.92	\$19,353,051
Vehicle Maintenance and Repairs	79	\$1,176.24	\$8,580,692
Travel			
Airline Fares	72	\$459.53	\$3,352,302
Lodging on Trips	75	\$741.42	\$5,408,668
Auto/Truck Rental on Trips	78	\$90.68	\$661,529
Food and Drink on Trips	76	\$568.48	\$4,147,075

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

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

108 Wise Ave, Dundalk, Maryland, 21222
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	35.9%	Population	80,393	80,005
Front Porches (8E)	31.9%	Households	29,704	29,800
Metro Fusion (11C)	5.8%	Families	19,122	19,090
Midlife Constants (5E)	4.0%	Median Age	38.3	39.6
Social Security Set (9F)	3.0%	Median Household Income	\$62,786	\$72,102
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		76	\$1,815.34	\$53,922,982
Men's		76	\$334.47	\$9,935,242
Women's		77	\$612.02	\$18,179,476
Children's		79	\$290.26	\$8,621,841
Footwear		76	\$381.20	\$11,323,162
Watches & Jewelry		71	\$160.69	\$4,773,061
Apparel Products and Services (1)		75	\$36.70	\$1,090,200
Computer				
Computers and Hardware for Home Use		75	\$202.87	\$6,026,132
Portable Memory		74	\$3.03	\$90,004
Computer Software		76	\$11.82	\$350,953
Computer Accessories		73	\$17.39	\$516,600
Entertainment & Recreation		73	\$3,006.47	\$89,304,135
Fees and Admissions		71	\$585.94	\$17,404,882
Membership Fees for Clubs (2)		72	\$216.33	\$6,425,776
Fees for Participant Sports, excl. Trips		72	\$96.08	\$2,853,889
Tickets to Theatre/Operas/Concerts		71	\$54.10	\$1,606,890
Tickets to Movies		73	\$18.11	\$537,982
Tickets to Parks or Museums		72	\$26.89	\$798,809
Admission to Sporting Events, excl. Trips		75	\$59.24	\$1,759,556
Fees for Recreational Lessons		66	\$114.51	\$3,401,267
Dating Services		89	\$0.70	\$20,713
TV/Video/Audio		77	\$1,022.58	\$30,374,578
Cable and Satellite Television Services		77	\$582.50	\$17,302,544
Televisions		78	\$119.00	\$3,534,777
Satellite Dishes		83	\$1.04	\$30,867
VCRs, Video Cameras, and DVD Players		72	\$3.60	\$106,948
Miscellaneous Video Equipment		85	\$19.20	\$570,292
Video Cassettes and DVDs		73	\$4.20	\$124,615
Video Game Hardware/Accessories		79	\$36.80	\$1,092,980
Video Game Software		80	\$16.14	\$479,544
Rental/Streaming/Downloaded Video		76	\$131.68	\$3,911,467
Installation of Televisions		72	\$1.22	\$36,267
Audio (3)		74	\$106.07	\$3,150,582
Rental and Repair of TV/Radio/Sound Equipment		71	\$1.13	\$33,695
Pets		73	\$736.30	\$21,871,165
Toys/Games/Crafts/Hobbies (4)		75	\$136.92	\$4,067,027
Recreational Vehicles and Fees (5)		68	\$134.85	\$4,005,501
Sports/Recreation/Exercise Equipment (6)		71	\$217.34	\$6,455,826
Photo Equipment and Supplies (7)		72	\$43.84	\$1,302,341
Reading (8)		72	\$100.39	\$2,981,943
Catered Affairs (9)		71	\$28.31	\$840,873
Food		76	\$8,488.28	\$252,135,753
Food at Home		76	\$5,542.70	\$164,640,289
Bakery and Cereal Products		76	\$710.05	\$21,091,290
Meats, Poultry, Fish, and Eggs		77	\$1,208.73	\$35,904,129
Dairy Products		75	\$519.89	\$15,442,697
Fruits and Vegetables		75	\$1,081.01	\$32,110,284
Snacks and Other Food at Home (10)		76	\$2,023.02	\$60,091,888
Food Away from Home		76	\$2,945.58	\$87,495,464
Alcoholic Beverages		74	\$483.51	\$14,362,298

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

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

108 Wise Ave, Dundalk, Maryland, 21222
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$31,804.37	\$944,716,991
Value of Retirement Plans	71	\$114,951.86	\$3,414,530,090
Value of Other Financial Assets	71	\$6,443.78	\$191,405,987
Vehicle Loan Amount excluding Interest	77	\$2,718.72	\$80,756,723
Value of Credit Card Debt	75	\$2,181.62	\$64,802,780
Health			
Nonprescription Drugs	77	\$137.09	\$4,072,115
Prescription Drugs	80	\$331.20	\$9,837,991
Eyeglasses and Contact Lenses	74	\$93.62	\$2,780,748
Home			
Mortgage Payment and Basics (11)	71	\$9,642.27	\$286,413,877
Maintenance and Remodeling Services	70	\$3,277.70	\$97,360,791
Maintenance and Remodeling Materials (12)	72	\$625.55	\$18,581,371
Utilities, Fuel, and Public Services	77	\$4,618.46	\$137,186,797
Household Furnishings and Equipment			
Household Textiles (13)	76	\$100.06	\$2,972,265
Furniture	75	\$743.25	\$22,077,543
Rugs	71	\$32.44	\$963,727
Major Appliances (14)	75	\$439.44	\$13,053,153
Housewares (15)	74	\$79.45	\$2,360,087
Small Appliances	76	\$60.77	\$1,805,161
Luggage	75	\$15.43	\$458,351
Telephones and Accessories	76	\$77.05	\$2,288,648
Household Operations			
Child Care	72	\$396.74	\$11,784,691
Lawn and Garden (16)	73	\$507.89	\$15,086,409
Moving/Storage/Freight Express	74	\$90.38	\$2,684,750
Housekeeping Supplies (17)	76	\$686.75	\$20,399,111
Insurance			
Owners and Renters Insurance	76	\$626.53	\$18,610,326
Vehicle Insurance	78	\$1,646.90	\$48,919,538
Life/Other Insurance	73	\$492.90	\$14,641,146
Health Insurance	76	\$3,808.15	\$113,117,221
Personal Care Products (18)	75	\$421.39	\$12,517,109
School Books (19)	75	\$32.13	\$954,293
Smoking Products	83	\$389.14	\$11,558,969
Transportation			
Payments on Vehicles excluding Leases	77	\$2,350.46	\$69,817,990
Gasoline and Motor Oil	77	\$2,562.77	\$76,124,473
Vehicle Maintenance and Repairs	76	\$1,127.94	\$33,504,341
Travel			
Airline Fares	70	\$444.03	\$13,189,333
Lodging on Trips	71	\$701.14	\$20,826,755
Auto/Truck Rental on Trips	73	\$85.00	\$2,524,936
Food and Drink on Trips	72	\$539.03	\$16,011,419

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

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 21, 2025

Retail Goods and Services Expenditures

108 Wise Ave, Dundalk, Maryland, 21222
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	25.5%	Population	166,468	166,240
Front Porches (8E)	23.6%	Households	64,702	65,431
Metro Fusion (11C)	6.7%	Families	39,069	39,247
Metro Renters (3B)	4.2%	Median Age	37.9	39.2
Midlife Constants (5E)	3.9%	Median Household Income	\$67,294	\$77,812
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$2,042.72	\$132,168,004
Men's		85	\$375.88	\$24,320,230
Women's		86	\$686.64	\$44,427,197
Children's		88	\$323.35	\$20,921,441
Footwear		86	\$430.17	\$27,833,089
Watches & Jewelry		81	\$185.33	\$11,991,525
Apparel Products and Services (1)		85	\$41.34	\$2,674,522
Computer				
Computers and Hardware for Home Use		85	\$229.81	\$14,869,450
Portable Memory		86	\$3.52	\$227,547
Computer Software		87	\$13.61	\$880,871
Computer Accessories		84	\$19.87	\$1,285,422
Entertainment & Recreation		82	\$3,356.65	\$217,181,719
Fees and Admissions		80	\$659.58	\$42,676,419
Membership Fees for Clubs (2)		80	\$243.13	\$15,730,846
Fees for Participant Sports, excl. Trips		80	\$106.46	\$6,888,120
Tickets to Theatre/Operas/Concerts		81	\$61.38	\$3,971,476
Tickets to Movies		84	\$20.65	\$1,336,134
Tickets to Parks or Museums		81	\$30.21	\$1,954,423
Admission to Sporting Events, excl. Trips		83	\$65.83	\$4,259,035
Fees for Recreational Lessons		76	\$131.15	\$8,485,723
Dating Services		99	\$0.78	\$50,663
TV/Video/Audio		85	\$1,130.57	\$73,150,380
Cable and Satellite Television Services		85	\$638.46	\$41,309,554
Televisions		87	\$132.15	\$8,550,230
Satellite Dishes		90	\$1.13	\$72,916
VCRs, Video Cameras, and DVD Players		82	\$4.07	\$263,569
Miscellaneous Video Equipment		89	\$20.09	\$1,300,145
Video Cassettes and DVDs		83	\$4.81	\$311,114
Video Game Hardware/Accessories		90	\$41.83	\$2,706,514
Video Game Software		92	\$18.68	\$1,208,649
Rental/Streaming/Downloaded Video		86	\$147.68	\$9,555,009
Installation of Televisions		80	\$1.36	\$87,790
Audio (3)		84	\$119.05	\$7,702,504
Rental and Repair of TV/Radio/Sound Equipment		80	\$1.27	\$82,384
Pets		81	\$822.13	\$53,193,757
Toys/Games/Crafts/Hobbies (4)		85	\$154.34	\$9,986,284
Recreational Vehicles and Fees (5)		76	\$150.22	\$9,719,690
Sports/Recreation/Exercise Equipment (6)		80	\$242.81	\$15,709,999
Photo Equipment and Supplies (7)		82	\$50.20	\$3,248,097
Reading (8)		82	\$114.36	\$7,399,554
Catered Affairs (9)		82	\$32.42	\$2,097,539
Food		85	\$9,511.84	\$615,435,179
Food at Home		85	\$6,203.33	\$401,367,596
Bakery and Cereal Products		85	\$794.49	\$51,404,995
Meats, Poultry, Fish, and Eggs		86	\$1,351.02	\$87,413,559
Dairy Products		84	\$583.00	\$37,721,458
Fruits and Vegetables		84	\$1,216.33	\$78,698,824
Snacks and Other Food at Home (10)		85	\$2,258.49	\$146,128,760
Food Away from Home		85	\$3,308.52	\$214,067,584
Alcoholic Beverages		84	\$547.67	\$35,435,051

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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March 21, 2025

Retail Goods and Services Expenditures

108 Wise Ave, Dundalk, Maryland, 21222
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	76	\$35,296.64	\$2,283,763,106
Value of Retirement Plans	78	\$126,019.51	\$8,153,714,122
Value of Other Financial Assets	78	\$7,062.62	\$456,965,354
Vehicle Loan Amount excluding Interest	84	\$2,982.41	\$192,967,811
Value of Credit Card Debt	84	\$2,428.56	\$157,132,894
Health			
Nonprescription Drugs	85	\$150.23	\$9,720,504
Prescription Drugs	86	\$357.74	\$23,146,569
Eyeglasses and Contact Lenses	83	\$104.34	\$6,751,186
Home			
Mortgage Payment and Basics (11)	78	\$10,515.45	\$680,370,531
Maintenance and Remodeling Services	76	\$3,566.77	\$230,777,046
Maintenance and Remodeling Materials (12)	78	\$673.52	\$43,578,275
Utilities, Fuel, and Public Services	85	\$5,083.05	\$328,883,777
Household Furnishings and Equipment			
Household Textiles (13)	85	\$112.17	\$7,257,435
Furniture	83	\$824.53	\$53,348,441
Rugs	80	\$36.43	\$2,356,998
Major Appliances (14)	82	\$480.63	\$31,097,765
Housewares (15)	83	\$88.89	\$5,751,120
Small Appliances	86	\$69.13	\$4,472,762
Luggage	83	\$17.25	\$1,116,423
Telephones and Accessories	85	\$86.28	\$5,582,498
Household Operations			
Child Care	81	\$448.53	\$29,020,642
Lawn and Garden (16)	79	\$553.70	\$35,825,183
Moving/Storage/Freight Express	85	\$103.57	\$6,701,173
Housekeeping Supplies (17)	85	\$764.45	\$49,461,534
Insurance			
Owners and Renters Insurance	81	\$672.11	\$43,486,591
Vehicle Insurance	86	\$1,822.95	\$117,948,505
Life/Other Insurance	80	\$542.95	\$35,130,054
Health Insurance	84	\$4,177.85	\$270,315,251
Personal Care Products (18)	85	\$474.16	\$30,679,164
School Books (19)	85	\$36.21	\$2,343,011
Smoking Products	91	\$427.36	\$27,650,763
Transportation			
Payments on Vehicles excluding Leases	85	\$2,581.14	\$167,005,108
Gasoline and Motor Oil	85	\$2,831.75	\$183,219,837
Vehicle Maintenance and Repairs	85	\$1,253.42	\$81,099,060
Travel			
Airline Fares	80	\$505.58	\$32,712,087
Lodging on Trips	80	\$783.29	\$50,680,240
Auto/Truck Rental on Trips	82	\$95.49	\$6,178,176
Food and Drink on Trips	81	\$605.80	\$39,196,252

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

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

108 Wise Ave, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

Data for all businesses in area		1 mile				3 miles				5 miles			
Total Businesses:		257				2,001				5,457			
Total Employees:		2,288				22,218				67,294			
Total Population:		20,406				80,393				166,468			
Employee/Population Ratio (per 100 Residents)		11				28				40			
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%	0	0.0%	3	0.1%	6	0.0%	10	0.2%	27	0.0%	
Mining	0	0.0%	0	0.0%	1	0.1%	5	0.0%	5	0.1%	42	0.1%	
Utilities	0	0.0%	0	0.0%	1	0.1%	11	0.1%	4	0.1%	29	0.0%	
Construction	24	9.3%	201	8.8%	167	8.3%	1,400	6.3%	492	9.0%	4,526	6.7%	
Building Construction	6	2.3%	29	1.3%	61	3.0%	293	1.3%	176	3.2%	1,229	1.8%	
Heavy/Civil Eng Construction	1	0.4%	33	1.4%	10	0.5%	266	1.2%	26	0.5%	455	0.7%	
Specialty Trade Contractor	17	6.6%	140	6.1%	96	4.8%	842	3.8%	289	5.3%	2,843	4.2%	
Manufacturing	9	3.5%	165	7.2%	74	3.7%	1,377	6.2%	215	3.9%	4,128	6.1%	
Wholesale Trade	9	3.5%	51	2.2%	64	3.2%	580	2.6%	230	4.2%	3,234	4.8%	
Durable Goods	7	2.7%	44	1.9%	53	2.6%	390	1.8%	181	3.3%	2,369	3.5%	
Nondurable Goods	1	0.4%	2	0.1%	9	0.5%	183	0.8%	41	0.8%	730	1.1%	
Trade Broker	2	0.8%	6	0.3%	2	0.1%	7	0.0%	7	0.1%	135	0.2%	
Retail Trade	28	10.9%	245	10.7%	287	14.3%	3,155	14.2%	732	13.4%	8,090	12.0%	
Motor Vehicle & Parts Dealers	6	2.3%	17	0.7%	45	2.3%	732	3.3%	118	2.2%	1,780	2.6%	
Furniture & Home Furnishings Stores	0	0.0%	2	0.1%	14	0.7%	123	0.6%	42	0.8%	256	0.4%	
Electronics & Appliance Stores	1	0.4%	4	0.2%	5	0.3%	19	0.1%	19	0.3%	79	0.1%	
Building Material & Garden Equipment & Supplies Dealers	1	0.4%	5	0.2%	15	0.8%	251	1.1%	46	0.8%	805	1.2%	
Food & Beverage Stores	10	3.9%	155	6.8%	70	3.5%	770	3.5%	159	2.9%	1,959	2.9%	
Health & Personal Care Stores	3	1.2%	25	1.1%	30	1.5%	281	1.3%	58	1.1%	490	0.7%	
Gasoline Stations & Fuel Dealers	2	0.8%	8	0.3%	13	0.7%	88	0.4%	41	0.8%	293	0.4%	
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	1.2%	9	0.4%	30	1.5%	102	0.5%	64	1.2%	366	0.5%	
Sporting Goods, Hobby, Book, & Music Stores	2	0.8%	6	0.3%	30	1.5%	147	0.7%	89	1.6%	477	0.7%	
General Merchandise Stores	1	0.4%	13	0.6%	34	1.7%	642	2.9%	95	1.7%	1,586	2.4%	
Transportation & Warehousing	9	3.5%	49	2.1%	91	4.5%	773	3.5%	221	4.0%	2,404	3.6%	
Truck Transportation	5	1.9%	30	1.3%	38	1.9%	250	1.1%	86	1.6%	644	1.0%	
Information	4	1.6%	23	1.0%	32	1.6%	229	1.0%	103	1.9%	912	1.4%	
Finance & Insurance	3	1.2%	12	0.5%	53	2.6%	329	1.5%	171	3.1%	1,284	1.9%	
Central Bank/Credit Intermediation & Related Activities	2	0.8%	7	0.3%	32	1.6%	210	0.9%	87	1.6%	669	1.0%	
Securities & Commodity Contracts	0	0.0%	0	0.0%	6	0.3%	30	0.1%	31	0.6%	215	0.3%	
Funds, Trusts & Other Financial Vehicles	1	0.4%	5	0.2%	16	0.8%	89	0.4%	54	1.0%	399	0.6%	
Real Estate, Rental & Leasing	13	5.1%	107	4.7%	93	4.7%	563	2.5%	274	5.0%	1,773	2.6%	
Professional, Scientific & Tech Services	15	5.8%	85	3.7%	135	6.8%	1,998	9.0%	413	7.6%	9,403	14.0%	
Legal Services	2	0.8%	5	0.2%	32	1.6%	94	0.4%	90	1.6%	346	0.5%	
Management of Companies & Enterprises	0	0.0%	0	0.0%	4	0.2%	53	0.2%	17	0.3%	287	0.4%	
Administrative, Support & Waste Management Services	13	5.1%	40	1.8%	80	4.0%	623	2.8%	180	3.3%	1,899	2.8%	
Educational Services	12	4.7%	534	23.3%	51	2.5%	1,889	8.5%	109	2.0%	4,535	6.7%	

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March 21, 2025

Business Summary

108 Wise Ave, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26301
Longitude: -76.48314

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	19	7.4%	119	5.2%	207	10.3%	2,584	11.6%	598	11.0%	11,317	16.8%
Ambulatory Health Care	11	4.3%	59	2.6%	138	6.9%	1,412	6.4%	460	8.4%	5,821	8.7%
Hospital	1	0.4%	12	0.5%	10	0.5%	177	0.8%	22	0.4%	3,444	5.1%
Nursing/Residential Care	0	0.0%	1	0.0%	11	0.6%	660	3.0%	18	0.3%	1,144	1.7%
Social Assistance	6	2.3%	48	2.1%	47	2.4%	335	1.5%	98	1.8%	908	1.4%
Arts, Entertainment & Recreation	7	2.7%	36	1.6%	48	2.4%	320	1.4%	114	2.1%	824	1.2%
Accommodation & Food Services	21	8.2%	312	13.6%	151	7.5%	1,982	8.9%	429	7.9%	4,923	7.3%
Accommodation	2	0.8%	9	0.4%	2	0.1%	11	0.1%	17	0.3%	288	0.4%
Food Services & Drinking Places	19	7.4%	303	13.2%	149	7.5%	1,971	8.9%	412	7.5%	4,635	6.9%
Other Services (except Public Administration)	50	19.5%	228	10.0%	331	16.5%	1,763	7.9%	763	14.0%	3,989	5.9%
Repair & Maintenance	13	5.1%	65	2.8%	97	4.8%	690	3.1%	215	3.9%	1,445	2.1%
Automotive Repair & Maintenance	9	3.5%	25	1.1%	75	3.8%	423	1.9%	167	3.1%	931	1.4%
Personal & Laundry Service	14	5.5%	61	2.7%	82	4.1%	439	2.0%	196	3.6%	1,097	1.6%
Civic and Other Orgs	23	8.9%	103	4.5%	153	7.7%	634	2.9%	352	6.5%	1,447	2.1%
Public Administration	2	0.8%	80	3.5%	23	1.1%	2,570	11.6%	59	1.1%	3,625	5.4%
Unclassified Establishments	20	7.8%	0	0.0%	106	5.3%	8	0.0%	319	5.8%	43	0.1%
Total	257	100.0%	2,288	100.0%	2,001	100.0%	22,218	100.0%	5,457	100.0%	67,294	100.0%

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March 21, 2025

Business Summary

108 Wise Ave, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.26301
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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	3.9%	52	2.3%	29	1.4%	120	0.5%	70	1.3%	491	0.7%
Construction	24	9.3%	186	8.1%	165	8.3%	1,351	6.1%	475	8.7%	4,234	6.3%
Manufacturing	9	3.5%	165	7.2%	75	3.8%	1,380	6.2%	209	3.8%	4,011	6.0%
Transportation	10	3.9%	58	2.5%	105	5.3%	1,768	8.0%	258	4.7%	5,365	8.0%
Communication	3	1.2%	8	0.3%	18	0.9%	67	0.3%	46	0.8%	216	0.3%
Utility	0	0.0%	0	0.0%	5	0.3%	45	0.2%	20	0.4%	339	0.5%
Wholesale Trade	9	3.5%	51	2.2%	64	3.2%	580	2.6%	230	4.2%	3,258	4.8%
Retail Trade Summary	47	18.3%	548	23.9%	440	22.0%	5,143	23.1%	1,168	21.4%	12,945	19.2%
Home Improvement	1	0.4%	5	0.2%	15	0.8%	251	1.1%	47	0.9%	818	1.2%
General Merchandise Stores	0	0.0%	9	0.4%	26	1.3%	472	2.1%	71	1.3%	1,023	1.5%
Food Stores	10	3.9%	181	7.9%	61	3.0%	801	3.6%	147	2.7%	2,135	3.2%
Auto Dealers & Gas Stations	8	3.1%	25	1.1%	58	2.9%	820	3.7%	159	2.9%	2,073	3.1%
Apparel & Accessory Stores	2	0.8%	5	0.2%	19	0.9%	68	0.3%	47	0.9%	315	0.5%
Furniture & Home Furnishings	0	0.0%	2	0.1%	18	0.9%	137	0.6%	67	1.2%	361	0.5%
Eating & Drinking Places	17	6.6%	274	12.0%	142	7.1%	1,895	8.5%	393	7.2%	4,457	6.6%
Miscellaneous Retail	9	3.5%	46	2.0%	101	5.0%	699	3.1%	236	4.3%	1,764	2.6%
Finance, Insurance, Real Estate Summary	15	5.8%	110	4.8%	137	6.8%	788	3.5%	420	7.7%	3,077	4.6%
Banks, Savings & Lending Institutions	2	0.8%	7	0.3%	32	1.6%	205	0.9%	82	1.5%	648	1.0%
Securities Brokers	0	0.0%	0	0.0%	6	0.3%	30	0.1%	30	0.6%	209	0.3%
Insurance Carriers & Agents	1	0.4%	5	0.2%	16	0.8%	89	0.4%	54	1.0%	399	0.6%
Real Estate, Holding, Other Investment Offices	12	4.7%	99	4.3%	83	4.2%	464	2.1%	254	4.7%	1,821	2.7%
Services Summary	108	42.0%	1,029	45.0%	835	41.7%	8,394	37.8%	2,181	40.0%	29,679	44.1%
Hotels & Lodging	2	0.8%	9	0.4%	2	0.1%	11	0.1%	17	0.3%	288	0.4%
Automotive Services	10	3.9%	32	1.4%	86	4.3%	463	2.1%	211	3.9%	1,332	2.0%
Movies & Amusements	6	2.3%	28	1.2%	45	2.3%	303	1.4%	102	1.9%	755	1.1%
Health Services	13	5.1%	72	3.1%	145	7.3%	2,200	9.9%	482	8.8%	10,277	15.3%
Legal Services	1	0.4%	2	0.1%	24	1.2%	75	0.3%	70	1.3%	265	0.4%
Education Institutions & Libraries	11	4.3%	530	23.2%	41	2.0%	1,858	8.4%	95	1.7%	4,489	6.7%
Other Services	66	25.7%	356	15.6%	491	24.5%	3,485	15.7%	1,205	22.1%	12,273	18.2%
Government	2	0.8%	80	3.5%	24	1.2%	2,573	11.6%	61	1.1%	3,636	5.4%
Unclassified Establishments	20	7.8%	0	3.5%	106	5.3%	8	11.6%	319	5.8%	43	5.4%
Totals	257	100.0%	2,288	100.0%	2,001	100.0%	22,218	100.0%	5,457	100.0%	67,294	100.0%

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