

Market Profile

1400 Merritt Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,629	87,074	268,339
2020 Total Population	16,590	94,319	275,956
2020 Group Quarters	257	527	1,232
2023 Total Population	16,564	94,709	273,538
2023 Group Quarters	257	528	1,232
2028 Total Population	16,675	94,745	272,445
2023-2028 Annual Rate	0.13%	0.01%	-0.08%
2023 Total Daytime Population	17,509	91,690	267,090
Workers	8,594	40,118	129,143
Residents	8,915	51,572	137,947
Household Summary			
2010 Households	5,764	33,521	105,190
2010 Average Household Size	2.66	2.58	2.53
2020 Total Households	5,940	35,033	110,523
2020 Average Household Size	2.75	2.68	2.49
2023 Households	5,959	35,132	110,427
2023 Average Household Size	2.74	2.68	2.47
2028 Households	6,025	35,328	111,215
2028 Average Household Size	2.72	2.67	2.44
2023-2028 Annual Rate	0.22%	0.11%	0.14%
2010 Families	4,009	21,827	64,075
2010 Average Family Size	3.10	3.11	3.14
2023 Families	4,009	22,109	64,614
2023 Average Family Size	3.28	3.33	3.17
2028 Families	4,046	22,297	64,874
2028 Average Family Size	3.27	3.31	3.14
2023-2028 Annual Rate	0.18%	0.17%	0.08%
Housing Unit Summary			
2000 Housing Units	6,122	38,076	120,512
Owner Occupied Housing Units	75.7%	63.6%	54.8%
Renter Occupied Housing Units	20.1%	27.0%	34.1%
Vacant Housing Units	4.1%	9.4%	11.1%
2010 Housing Units	6,136	36,078	118,332
Owner Occupied Housing Units	71.2%	61.5%	52.2%
Renter Occupied Housing Units	22.8%	31.4%	36.7%
Vacant Housing Units	6.1%	7.1%	11.1%
2020 Housing Units	6,357	37,972	122,661
Vacant Housing Units	6.6%	7.7%	9.9%
2023 Housing Units	6,353	38,013	122,594
Owner Occupied Housing Units	70.7%	60.8%	53.2%
Renter Occupied Housing Units	23.1%	31.7%	36.9%
Vacant Housing Units	6.2%	7.6%	9.9%
2028 Housing Units	6,423	38,293	123,519
Owner Occupied Housing Units	71.8%	61.4%	53.7%
Renter Occupied Housing Units	22.0%	30.8%	36.3%
Vacant Housing Units	6.2%	7.7%	10.0%
Median Household Income			
2023	\$61,102	\$56,631	\$62,263
2028	\$67,309	\$61,414	\$69,006
Median Home Value			
2023	\$244,043	\$223,517	\$251,428
2028	\$308,494	\$301,603	\$312,035
Per Capita Income			
2023	\$28,697	\$28,783	\$37,511
2028	\$32,681	\$32,710	\$43,131
Median Age			
2010	40.5	38.3	35.3
2023	41.2	39.6	37.6
2028	41.3	40.1	38.5

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	5,959	35,127	110,420
<\$15,000	9.5%	12.2%	12.0%
\$15,000 - \$24,999	10.2%	9.9%	8.1%
\$25,000 - \$34,999	7.8%	8.9%	8.7%
\$35,000 - \$49,999	11.0%	12.3%	10.8%
\$50,000 - \$74,999	21.0%	19.2%	17.8%
\$75,000 - \$99,999	15.7%	13.0%	12.8%
\$100,000 - \$149,999	15.9%	14.7%	14.9%
\$150,000 - \$199,999	5.6%	6.0%	7.5%
\$200,000+	3.3%	3.9%	7.4%
Average Household Income	\$79,405	\$77,912	\$92,853
2028 Households by Income			
Household Income Base	6,025	35,323	111,208
<\$15,000	8.8%	11.5%	11.4%
\$15,000 - \$24,999	8.9%	8.8%	7.2%
\$25,000 - \$34,999	6.9%	8.0%	7.6%
\$35,000 - \$49,999	9.9%	11.4%	9.9%
\$50,000 - \$74,999	20.2%	18.5%	17.0%
\$75,000 - \$99,999	15.9%	13.2%	12.8%
\$100,000 - \$149,999	18.0%	16.2%	15.9%
\$150,000 - \$199,999	7.1%	7.3%	9.1%
\$200,000+	4.3%	5.0%	9.2%
Average Household Income	\$90,074	\$88,072	\$105,589
2023 Owner Occupied Housing Units by Value			
Total	4,489	23,087	65,136
<\$50,000	7.4%	8.8%	8.0%
\$50,000 - \$99,999	3.5%	6.1%	6.7%
\$100,000 - \$149,999	11.1%	12.2%	9.4%
\$150,000 - \$199,999	17.6%	17.7%	13.4%
\$200,000 - \$249,999	11.9%	10.9%	12.3%
\$250,000 - \$299,999	11.9%	8.0%	8.7%
\$300,000 - \$399,999	21.6%	23.2%	24.3%
\$400,000 - \$499,999	2.8%	4.1%	6.2%
\$500,000 - \$749,999	2.8%	3.5%	6.8%
\$750,000 - \$999,999	6.2%	3.2%	2.6%
\$1,000,000 - \$1,499,999	2.6%	1.6%	1.3%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.2%
\$2,000,000 +	0.4%	0.4%	0.2%
Average Home Value	\$316,201	\$282,497	\$296,612
2028 Owner Occupied Housing Units by Value			
Total	4,609	23,516	66,356
<\$50,000	7.6%	9.2%	8.1%
\$50,000 - \$99,999	2.0%	4.5%	5.4%
\$100,000 - \$149,999	6.5%	7.7%	6.2%
\$150,000 - \$199,999	10.5%	11.5%	8.9%
\$200,000 - \$249,999	9.0%	8.5%	9.5%
\$250,000 - \$299,999	11.9%	8.2%	8.4%
\$300,000 - \$399,999	29.2%	30.2%	29.0%
\$400,000 - \$499,999	4.3%	6.3%	8.6%
\$500,000 - \$749,999	4.4%	5.8%	9.7%
\$750,000 - \$999,999	9.4%	4.7%	3.6%
\$1,000,000 - \$1,499,999	3.7%	2.4%	2.0%
\$1,500,000 - \$1,999,999	0.8%	0.5%	0.3%
\$2,000,000 +	0.6%	0.6%	0.3%
Average Home Value	\$388,870	\$340,407	\$343,087

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

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

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2010 Population by Age			
Total	15,628	87,075	268,342
0 - 4	6.0%	6.7%	6.9%
5 - 9	5.9%	6.0%	6.0%
10 - 14	5.9%	5.9%	5.8%
15 - 24	13.6%	13.5%	14.2%
25 - 34	12.9%	14.1%	16.8%
35 - 44	11.7%	12.3%	12.8%
45 - 54	15.7%	15.2%	14.5%
55 - 64	12.0%	11.7%	11.1%
65 - 74	7.5%	7.2%	6.2%
75 - 84	6.0%	5.2%	4.0%
85 +	2.9%	2.3%	1.7%
18 +	78.3%	77.6%	77.5%
2023 Population by Age			
Total	16,562	94,710	273,536
0 - 4	5.4%	5.9%	5.9%
5 - 9	5.5%	6.0%	5.9%
10 - 14	5.4%	6.0%	5.8%
15 - 24	11.2%	11.3%	11.5%
25 - 34	14.8%	14.5%	17.0%
35 - 44	12.1%	13.2%	13.8%
45 - 54	11.5%	11.5%	11.1%
55 - 64	13.6%	13.1%	12.4%
65 - 74	11.0%	10.4%	9.7%
75 - 84	6.5%	5.8%	5.0%
85 +	3.1%	2.5%	1.9%
18 +	80.6%	78.9%	79.3%
2028 Population by Age			
Total	16,676	94,744	272,445
0 - 4	5.5%	6.0%	6.0%
5 - 9	5.4%	5.8%	5.6%
10 - 14	5.5%	5.9%	5.7%
15 - 24	10.5%	11.1%	11.6%
25 - 34	14.0%	13.6%	15.4%
35 - 44	13.8%	14.1%	15.0%
45 - 54	11.0%	11.4%	11.2%
55 - 64	12.1%	11.8%	11.1%
65 - 74	11.5%	10.9%	10.3%
75 - 84	7.5%	6.6%	5.9%
85 +	3.2%	2.7%	2.2%
18 +	80.4%	78.8%	79.6%
2010 Population by Sex			
Males	7,496	42,185	128,577
Females	8,133	44,888	139,761
2023 Population by Sex			
Males	8,024	46,293	132,382
Females	8,540	48,416	141,156
2028 Population by Sex			
Males	8,080	46,275	131,606
Females	8,595	48,470	140,839

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	15,628	87,074	268,338
White Alone	87.5%	78.4%	55.3%
Black Alone	5.4%	11.8%	35.9%
American Indian Alone	0.8%	0.9%	0.7%
Asian Alone	1.9%	1.8%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.8%	4.0%	3.4%
Two or More Races	2.6%	3.0%	2.6%
Hispanic Origin	4.8%	8.3%	7.3%
Diversity Index	30.1	46.5	62.2
2020 Population by Race/Ethnicity			
Total	16,590	94,319	275,956
White Alone	69.2%	59.5%	45.8%
Black Alone	9.7%	14.6%	34.6%
American Indian Alone	1.1%	1.1%	0.8%
Asian Alone	2.6%	2.2%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.0%	13.4%	8.8%
Two or More Races	8.3%	9.1%	7.2%
Hispanic Origin	13.7%	19.8%	13.5%
Diversity Index	61.4	72.6	73.7
2023 Population by Race/Ethnicity			
Total	16,564	94,708	273,537
White Alone	67.2%	57.5%	44.5%
Black Alone	10.2%	15.1%	34.8%
American Indian Alone	1.2%	1.2%	0.8%
Asian Alone	2.8%	2.3%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.9%	14.5%	9.4%
Two or More Races	8.7%	9.5%	7.5%
Hispanic Origin	15.0%	21.4%	14.5%
Diversity Index	64.2	74.5	74.8
2028 Population by Race/Ethnicity			
Total	16,675	94,745	272,444
White Alone	62.8%	53.0%	41.6%
Black Alone	11.1%	15.9%	35.2%
American Indian Alone	1.2%	1.2%	0.9%
Asian Alone	3.0%	2.4%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.1%	17.1%	10.9%
Two or More Races	9.7%	10.3%	8.2%
Hispanic Origin	17.7%	24.5%	16.5%
Diversity Index	69.4	78.2	77.0
2010 Population by Relationship and Household Type			
Total	15,629	87,073	268,339
In Households	98.2%	99.2%	99.3%
In Family Households	83.8%	82.3%	79.0%
Householder	25.8%	25.0%	23.9%
Spouse	16.6%	15.2%	13.1%
Child	32.0%	31.7%	31.6%
Other relative	5.2%	6.0%	6.2%
Nonrelative	4.2%	4.4%	4.1%
In Nonfamily Households	14.4%	16.9%	20.2%
In Group Quarters	1.8%	0.8%	0.7%
Institutionalized Population	1.8%	0.6%	0.4%
Noninstitutionalized Population	0.0%	0.2%	0.3%

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

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2023 Population 25+ by Educational Attainment			
Total	12,009	67,084	194,028
Less than 9th Grade	3.9%	5.2%	4.2%
9th - 12th Grade, No Diploma	10.4%	10.6%	8.8%
High School Graduate	36.7%	34.4%	29.7%
GED/Alternative Credential	6.0%	7.1%	5.6%
Some College, No Degree	19.8%	19.2%	17.9%
Associate Degree	8.1%	7.2%	6.4%
Bachelor's Degree	9.6%	10.5%	16.1%
Graduate/Professional Degree	5.5%	5.8%	11.3%
2023 Population 15+ by Marital Status			
Total	13,870	77,795	225,596
Never Married	37.9%	39.2%	43.7%
Married	44.7%	42.2%	38.6%
Widowed	8.5%	8.3%	7.0%
Divorced	8.9%	10.3%	10.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,097	46,591	145,461
Population 16+ Employed	96.4%	94.4%	95.0%
Population 16+ Unemployment rate	3.6%	5.6%	5.0%
Population 16-24 Employed	12.8%	13.5%	12.8%
Population 16-24 Unemployment rate	7.2%	12.2%	10.7%
Population 25-54 Employed	64.5%	64.0%	65.8%
Population 25-54 Unemployment rate	3.4%	4.8%	4.1%
Population 55-64 Employed	16.2%	16.7%	15.3%
Population 55-64 Unemployment rate	1.1%	3.0%	3.7%
Population 65+ Employed	6.6%	5.9%	6.1%
Population 65+ Unemployment rate	3.6%	4.9%	5.4%
2023 Employed Population 16+ by Industry			
Total	7,808	43,998	138,168
Agriculture/Mining	0.7%	0.3%	0.3%
Construction	10.7%	11.5%	8.0%
Manufacturing	8.5%	8.2%	7.2%
Wholesale Trade	3.0%	1.9%	1.8%
Retail Trade	11.5%	13.4%	10.4%
Transportation/Utilities	9.9%	10.1%	8.4%
Information	0.7%	1.0%	1.6%
Finance/Insurance/Real Estate	4.7%	6.0%	6.3%
Services	46.4%	43.4%	49.5%
Public Administration	4.0%	4.1%	6.5%
2023 Employed Population 16+ by Occupation			
Total	7,806	43,997	138,166
White Collar	48.7%	48.9%	59.0%
Management/Business/Financial	12.1%	12.3%	15.8%
Professional	14.3%	15.3%	23.7%
Sales	7.5%	8.1%	7.0%
Administrative Support	14.7%	13.2%	12.5%
Services	17.9%	18.2%	16.5%
Blue Collar	33.4%	32.9%	24.6%
Farming/Forestry/Fishing	1.1%	0.2%	0.1%
Construction/Extraction	7.7%	7.5%	5.1%
Installation/Maintenance/Repair	5.3%	4.9%	3.2%
Production	6.1%	6.5%	5.2%
Transportation/Material Moving	13.2%	13.8%	11.0%

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2010 Households by Type			
Total	5,764	33,521	105,190
Households with 1 Person	24.0%	27.8%	29.8%
Households with 2+ People	76.0%	72.2%	70.2%
Family Households	69.6%	65.1%	60.9%
Husband-wife Families	44.8%	39.6%	33.5%
With Related Children	17.9%	16.6%	13.7%
Other Family (No Spouse Present)	24.8%	25.5%	27.4%
Other Family with Male Householder	6.9%	7.2%	6.5%
With Related Children	3.8%	3.9%	3.4%
Other Family with Female Householder	17.8%	18.2%	20.9%
With Related Children	10.8%	11.3%	13.6%
Nonfamily Households	6.5%	7.1%	9.2%
All Households with Children	33.1%	32.4%	31.3%
Multigenerational Households	7.3%	6.7%	6.6%
Unmarried Partner Households	9.5%	9.3%	9.4%
Male-female	8.5%	8.4%	8.5%
Same-sex	1.0%	0.8%	0.9%
2010 Households by Size			
Total	5,765	33,521	105,191
1 Person Household	24.0%	27.8%	29.8%
2 Person Household	32.0%	30.7%	30.5%
3 Person Household	18.6%	17.4%	17.0%
4 Person Household	13.9%	12.7%	11.6%
5 Person Household	7.1%	6.5%	6.0%
6 Person Household	2.6%	2.8%	2.7%
7 + Person Household	1.8%	2.2%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	5,764	33,522	105,191
Owner Occupied	75.7%	66.2%	58.7%
Owned with a Mortgage/Loan	50.8%	44.7%	42.9%
Owned Free and Clear	24.9%	21.5%	15.8%
Renter Occupied	24.3%	33.8%	41.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	95	95	92
Percent of Income for Mortgage	24.0%	23.7%	24.3%
Wealth Index	63	60	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,136	36,078	118,332
Housing Units Inside Urbanized Area	100.0%	100.0%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.2%
2010 Population By Urban/ Rural Status			
Total Population	15,629	87,074	268,339
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

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

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Front Porches (8E)	Parks and Rec (5C)
2.	Front Porches (8E)	Parks and Rec (5C)	Front Porches (8E)
3.	Rustbelt Traditions (5D)	Metro Fusion (11C)	Metro Renters (3B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$9,712,877	\$57,398,941	\$220,578,553
Average Spent	\$1,629.95	\$1,633.81	\$1,997.51
Spending Potential Index	74	74	91
Education: Total \$	\$8,954,037	\$50,971,388	\$183,303,295
Average Spent	\$1,502.61	\$1,450.85	\$1,659.95
Spending Potential Index	84	81	93
Entertainment/Recreation: Total \$	\$16,529,774	\$95,204,647	\$354,208,895
Average Spent	\$2,773.92	\$2,709.91	\$3,207.63
Spending Potential Index	73	72	85
Food at Home: Total \$	\$30,262,534	\$177,971,136	\$670,491,585
Average Spent	\$5,078.46	\$5,065.78	\$6,071.81
Spending Potential Index	75	74	89
Food Away from Home: Total \$	\$16,116,282	\$94,912,302	\$365,253,994
Average Spent	\$2,704.53	\$2,701.59	\$3,307.65
Spending Potential Index	73	73	89
Health Care: Total \$	\$31,743,369	\$183,089,682	\$680,644,900
Average Spent	\$5,326.96	\$5,211.48	\$6,163.75
Spending Potential Index	72	71	84
HH Furnishings & Equipment: Total \$	\$12,858,153	\$74,531,011	\$281,966,828
Average Spent	\$2,157.77	\$2,121.46	\$2,553.42
Spending Potential Index	73	72	86
Personal Care Products & Services: Total \$	\$4,254,076	\$24,852,413	\$93,924,231
Average Spent	\$713.89	\$707.40	\$850.55
Spending Potential Index	75	74	89
Shelter: Total \$	\$111,891,814	\$653,887,230	\$2,454,112,611
Average Spent	\$18,776.94	\$18,612.30	\$22,223.85
Spending Potential Index	76	75	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,726,883	\$77,648,062	\$280,977,029
Average Spent	\$2,303.55	\$2,210.18	\$2,544.46
Spending Potential Index	74	71	81
Travel: Total \$	\$9,780,173	\$56,135,886	\$209,994,261
Average Spent	\$1,641.24	\$1,597.86	\$1,901.66
Spending Potential Index	73	71	85
Vehicle Maintenance & Repairs: Total \$	\$5,669,893	\$33,150,716	\$124,870,505
Average Spent	\$951.48	\$943.60	\$1,130.80
Spending Potential Index	73	72	86

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.

August 07, 2023

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	45.7%	Population	16,564	16,675
Front Porches (8E)	42.4%	Households	5,959	6,025
Rustbelt Traditions (5D)	7.1%	Families	4,009	4,046
Midlife Constants (5E)	4.8%	Median Age	41.2	41.3
	0.0%	Median Household Income	\$61,102	\$67,309
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,629.95	\$9,712,877
Men's		73	\$299.04	\$1,781,999
Women's		74	\$551.30	\$3,285,220
Children's		74	\$244.83	\$1,458,954
Footwear		76	\$379.40	\$2,260,839
Watches & Jewelry		72	\$121.85	\$726,090
Apparel Products and Services (1)		75	\$33.52	\$199,775
Computer				
Computers and Hardware for Home Use		75	\$192.77	\$1,148,703
Portable Memory		78	\$3.61	\$21,488
Computer Software		80	\$11.57	\$68,975
Computer Accessories		74	\$18.41	\$109,717
Entertainment & Recreation		73	\$2,773.92	\$16,529,774
Fees and Admissions		77	\$551.58	\$3,286,873
Membership Fees for Clubs (2)		76	\$212.27	\$1,264,905
Fees for Participant Sports, excl. Trips		78	\$93.44	\$556,790
Tickets to Theatre/Operas/Concerts		79	\$42.85	\$255,368
Tickets to Movies		74	\$20.41	\$121,645
Tickets to Parks or Museums		69	\$19.18	\$114,312
Admission to Sporting Events, excl. Trips		76	\$44.33	\$264,133
Fees for Recreational Lessons		82	\$118.18	\$704,211
Dating Services		86	\$0.92	\$5,508
TV/Video/Audio		73	\$992.57	\$5,914,710
Cable and Satellite Television Services		73	\$631.51	\$3,763,187
Televisions		72	\$104.70	\$623,917
Satellite Dishes		63	\$1.07	\$6,347
VCRs, Video Cameras, and DVD Players		70	\$3.39	\$20,175
Miscellaneous Video Equipment		97	\$12.26	\$73,068
Video Cassettes and DVDs		76	\$4.94	\$29,412
Video Game Hardware/Accessories		72	\$28.91	\$172,280
Video Game Software		76	\$14.81	\$88,250
Rental/Streaming/Downloaded Video		72	\$88.80	\$529,143
Installation of Televisions		86	\$1.39	\$8,268
Audio (3)		73	\$98.98	\$589,847
Rental and Repair of TV/Radio/Sound Equipment		65	\$1.81	\$10,815
Pets		71	\$652.61	\$3,888,887
Toys/Games/Crafts/Hobbies (4)		75	\$118.01	\$703,241
Recreational Vehicles and Fees (5)		68	\$101.63	\$605,642
Sports/Recreation/Exercise Equipment (6)		70	\$196.62	\$1,171,636
Photo Equipment and Supplies (7)		79	\$36.89	\$219,819
Reading (8)		77	\$97.76	\$582,543
Catered Affairs (9)		86	\$26.25	\$156,422
Food		74	\$7,782.99	\$46,378,816
Food at Home		75	\$5,078.46	\$30,262,534
Bakery and Cereal Products		76	\$666.35	\$3,970,775
Meats, Poultry, Fish, and Eggs		75	\$1,098.62	\$6,546,681
Dairy Products		75	\$495.49	\$2,952,651
Fruits and Vegetables		76	\$1,018.28	\$6,067,953
Snacks and Other Food at Home (10)		73	\$1,799.71	\$10,724,474
Food Away from Home		73	\$2,704.53	\$16,116,282
Alcoholic Beverages		75	\$506.45	\$3,017,936

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.

August 07, 2023

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	81	\$31,886.85	\$190,013,760
Value of Retirement Plans	78	\$109,969.95	\$655,310,948
Value of Other Financial Assets	76	\$6,529.80	\$38,911,069
Vehicle Loan Amount excluding Interest	68	\$2,460.53	\$14,662,324
Value of Credit Card Debt	78	\$2,466.24	\$14,696,321
Health			
Nonprescription Drugs	68	\$116.34	\$693,243
Prescription Drugs	70	\$256.80	\$1,530,296
Eyeglasses and Contact Lenses	75	\$83.45	\$497,274
Home			
Mortgage Payment and Basics (11)	75	\$9,707.31	\$57,845,880
Maintenance and Remodeling Services	71	\$2,699.69	\$16,087,476
Maintenance and Remodeling Materials (12)	65	\$512.58	\$3,054,452
Utilities, Fuel, and Public Services	73	\$4,244.20	\$25,291,203
Household Furnishings and Equipment			
Household Textiles (13)	75	\$91.92	\$547,734
Furniture	72	\$594.68	\$3,543,680
Rugs	75	\$31.12	\$185,417
Major Appliances (14)	71	\$375.12	\$2,235,323
Housewares (15)	72	\$77.38	\$461,100
Small Appliances	74	\$53.62	\$319,522
Luggage	72	\$10.39	\$61,911
Telephones and Accessories	78	\$83.89	\$499,875
Household Operations			
Child Care	77	\$398.63	\$2,375,437
Lawn and Garden (16)	72	\$484.47	\$2,886,980
Moving/Storage/Freight Express	75	\$67.53	\$402,420
Housekeeping Supplies (17)	72	\$675.01	\$4,022,368
Insurance			
Owners and Renters Insurance	70	\$544.79	\$3,246,424
Vehicle Insurance	71	\$1,550.71	\$9,240,660
Life/Other Insurance	73	\$506.00	\$3,015,249
Health Insurance	73	\$3,589.77	\$21,391,446
Personal Care Products (18)	74	\$406.96	\$2,425,051
School Books and Supplies (19)	71	\$94.98	\$565,971
Smoking Products	73	\$315.97	\$1,882,890
Transportation			
Payments on Vehicles excluding Leases	69	\$2,089.66	\$12,452,293
Gasoline and Motor Oil	71	\$1,788.57	\$10,658,106
Vehicle Maintenance and Repairs	73	\$951.48	\$5,669,893
Travel			
Airline Fares	74	\$347.33	\$2,069,717
Lodging on Trips	73	\$526.64	\$3,138,223
Auto/Truck Rental on Trips	73	\$57.64	\$343,488
Food and Drink on Trips	74	\$413.35	\$2,463,137

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.

August 07, 2023

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Front Porches (8E)	36.9%	Population	94,709	94,745
Parks and Rec (5C)	34.2%	Households	35,132	35,328
Metro Fusion (11C)	2.8%	Families	22,109	22,297
Social Security Set (9F)	2.6%	Median Age	39.6	40.1
Rustbelt Traditions (5D)	2.5%	Median Household Income	\$56,631	\$61,414
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,633.81	\$57,398,941
Men's		73	\$299.60	\$10,525,711
Women's		74	\$551.85	\$19,387,539
Children's		74	\$246.21	\$8,649,898
Footwear		77	\$382.15	\$13,425,553
Watches & Jewelry		71	\$120.35	\$4,228,138
Apparel Products and Services (1)		76	\$33.65	\$1,182,101
Computer				
Computers and Hardware for Home Use		75	\$192.71	\$6,770,313
Portable Memory		76	\$3.51	\$123,482
Computer Software		80	\$11.57	\$406,487
Computer Accessories		73	\$18.35	\$644,498
Entertainment & Recreation		72	\$2,709.91	\$95,204,647
Fees and Admissions		74	\$527.78	\$18,541,823
Membership Fees for Clubs (2)		73	\$203.30	\$7,142,303
Fees for Participant Sports, excl. Trips		74	\$88.93	\$3,124,441
Tickets to Theatre/Operas/Concerts		75	\$41.12	\$1,444,657
Tickets to Movies		74	\$20.44	\$717,933
Tickets to Parks or Museums		68	\$18.96	\$666,124
Admission to Sporting Events, excl. Trips		72	\$42.34	\$1,487,433
Fees for Recreational Lessons		77	\$111.75	\$3,925,894
Dating Services		88	\$0.94	\$33,040
TV/Video/Audio		73	\$987.05	\$34,677,210
Cable and Satellite Television Services		73	\$624.80	\$21,950,628
Televisions		73	\$105.82	\$3,717,829
Satellite Dishes		63	\$1.08	\$38,064
VCRs, Video Cameras, and DVD Players		71	\$3.41	\$119,931
Miscellaneous Video Equipment		93	\$11.72	\$411,842
Video Cassettes and DVDs		76	\$4.94	\$173,650
Video Game Hardware/Accessories		74	\$29.97	\$1,052,905
Video Game Software		79	\$15.24	\$535,375
Rental/Streaming/Downloaded Video		72	\$89.19	\$3,133,442
Installation of Televisions		82	\$1.32	\$46,489
Audio (3)		72	\$97.59	\$3,428,439
Rental and Repair of TV/Radio/Sound Equipment		70	\$1.95	\$68,616
Pets		69	\$633.93	\$22,271,360
Toys/Games/Crafts/Hobbies (4)		74	\$116.83	\$4,104,367
Recreational Vehicles and Fees (5)		64	\$96.21	\$3,379,930
Sports/Recreation/Exercise Equipment (6)		68	\$191.41	\$6,724,464
Photo Equipment and Supplies (7)		77	\$35.79	\$1,257,492
Reading (8)		75	\$95.57	\$3,357,584
Catered Affairs (9)		83	\$25.34	\$890,418
Food		74	\$7,767.38	\$272,883,439
Food at Home		74	\$5,065.78	\$177,971,136
Bakery and Cereal Products		75	\$662.84	\$23,286,776
Meats, Poultry, Fish, and Eggs		75	\$1,099.36	\$38,622,599
Dairy Products		75	\$491.68	\$17,273,680
Fruits and Vegetables		76	\$1,014.56	\$35,643,389
Snacks and Other Food at Home (10)		73	\$1,797.36	\$63,144,692
Food Away from Home		73	\$2,701.59	\$94,912,302
Alcoholic Beverages		73	\$495.61	\$17,411,857

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.

August 07, 2023

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	76	\$29,861.53	\$1,049,095,264
Value of Retirement Plans	72	\$102,555.76	\$3,602,988,881
Value of Other Financial Assets	73	\$6,242.94	\$219,326,904
Vehicle Loan Amount excluding Interest	68	\$2,458.54	\$86,373,255
Value of Credit Card Debt	76	\$2,405.85	\$84,522,463
Health			
Nonprescription Drugs	68	\$116.03	\$4,076,386
Prescription Drugs	69	\$253.06	\$8,890,424
Eyeglasses and Contact Lenses	73	\$81.13	\$2,850,215
Home			
Mortgage Payment and Basics (11)	70	\$9,107.05	\$319,948,940
Maintenance and Remodeling Services	67	\$2,531.92	\$88,951,440
Maintenance and Remodeling Materials (12)	61	\$482.74	\$16,959,598
Utilities, Fuel, and Public Services	73	\$4,212.77	\$148,003,107
Household Furnishings and Equipment			
Household Textiles (13)	75	\$91.40	\$3,211,003
Furniture	71	\$589.87	\$20,723,259
Rugs	72	\$30.00	\$1,054,114
Major Appliances (14)	69	\$363.98	\$12,787,224
Housewares (15)	71	\$76.77	\$2,697,089
Small Appliances	75	\$54.25	\$1,905,840
Luggage	72	\$10.39	\$364,970
Telephones and Accessories	76	\$82.19	\$2,887,394
Household Operations			
Child Care	74	\$382.49	\$13,437,524
Lawn and Garden (16)	68	\$458.89	\$16,121,710
Moving/Storage/Freight Express	76	\$67.75	\$2,380,181
Housekeeping Supplies (17)	72	\$670.65	\$23,561,336
Insurance			
Owners and Renters Insurance	67	\$520.75	\$18,295,036
Vehicle Insurance	72	\$1,559.44	\$54,786,334
Life/Other Insurance	70	\$484.31	\$17,014,896
Health Insurance	71	\$3,509.73	\$123,303,990
Personal Care Products (18)	74	\$406.28	\$14,273,472
School Books and Supplies (19)	71	\$95.36	\$3,350,241
Smoking Products	75	\$323.48	\$11,364,370
Transportation			
Payments on Vehicles excluding Leases	69	\$2,072.97	\$72,827,472
Gasoline and Motor Oil	71	\$1,794.80	\$63,054,922
Vehicle Maintenance and Repairs	72	\$943.60	\$33,150,716
Travel			
Airline Fares	73	\$339.21	\$11,916,997
Lodging on Trips	71	\$508.22	\$17,854,898
Auto/Truck Rental on Trips	72	\$56.85	\$1,997,367
Food and Drink on Trips	72	\$403.46	\$14,174,390

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.

August 07, 2023

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	17.5%	Population	273,538	272,445
Front Porches (8E)	15.2%	Households	110,427	111,215
Metro Renters (3B)	8.9%	Families	64,614	64,874
Metro Fusion (11C)	8.0%	Median Age	37.6	38.5
Family Foundations (12A)	6.6%	Median Household Income	\$62,263	\$69,006
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		91	\$1,997.51	\$220,578,553
Men's		90	\$367.41	\$40,571,660
Women's		90	\$671.05	\$74,102,291
Children's		91	\$301.49	\$33,292,997
Footwear		94	\$466.21	\$51,481,919
Watches & Jewelry		89	\$150.04	\$16,568,714
Apparel Products and Services (1)		93	\$41.30	\$4,560,973
Computer				
Computers and Hardware for Home Use		91	\$233.45	\$25,778,988
Portable Memory		90	\$4.12	\$455,452
Computer Software		97	\$13.98	\$1,544,280
Computer Accessories		89	\$22.24	\$2,455,688
Entertainment & Recreation		85	\$3,207.63	\$354,208,895
Fees and Admissions		85	\$608.44	\$67,187,835
Membership Fees for Clubs (2)		85	\$237.46	\$26,221,979
Fees for Participant Sports, excl. Trips		84	\$100.71	\$11,121,508
Tickets to Theatre/Operas/Concerts		87	\$47.66	\$5,262,851
Tickets to Movies		89	\$24.71	\$2,728,878
Tickets to Parks or Museums		84	\$23.29	\$2,571,765
Admission to Sporting Events, excl. Trips		85	\$49.91	\$5,510,977
Fees for Recreational Lessons		85	\$123.50	\$13,637,188
Dating Services		112	\$1.20	\$132,688
TV/Video/Audio		88	\$1,187.00	\$131,076,877
Cable and Satellite Television Services		86	\$742.48	\$81,989,355
Televisions		89	\$130.04	\$14,359,430
Satellite Dishes		82	\$1.41	\$155,671
VCRs, Video Cameras, and DVD Players		87	\$4.17	\$460,284
Miscellaneous Video Equipment		103	\$13.00	\$1,435,437
Video Cassettes and DVDs		91	\$5.95	\$657,414
Video Game Hardware/Accessories		96	\$38.66	\$4,268,569
Video Game Software		99	\$19.16	\$2,115,801
Rental/Streaming/Downloaded Video		89	\$110.31	\$12,180,977
Installation of Televisions		89	\$1.44	\$159,120
Audio (3)		87	\$117.77	\$13,005,467
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.62	\$289,351
Pets		81	\$747.52	\$82,546,543
Toys/Games/Crafts/Hobbies (4)		89	\$140.60	\$15,526,258
Recreational Vehicles and Fees (5)		75	\$112.48	\$12,420,928
Sports/Recreation/Exercise Equipment (6)		82	\$229.23	\$25,312,901
Photo Equipment and Supplies (7)		90	\$42.28	\$4,669,346
Reading (8)		88	\$111.57	\$12,320,116
Catered Affairs (9)		94	\$28.51	\$3,148,092
Food		89	\$9,379.46	\$1,035,745,579
Food at Home		89	\$6,071.81	\$670,491,585
Bakery and Cereal Products		90	\$789.68	\$87,201,656
Meats, Poultry, Fish, and Eggs		90	\$1,319.68	\$145,728,794
Dairy Products		89	\$583.84	\$64,471,305
Fruits and Vegetables		90	\$1,208.95	\$133,500,187
Snacks and Other Food at Home (10)		89	\$2,169.67	\$239,589,643
Food Away from Home		89	\$3,307.65	\$365,253,994
Alcoholic Beverages		89	\$597.28	\$65,956,345

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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.

August 07, 2023

Retail Goods and Services Expenditures

1400 Merritt Blvd, Dundalk, Maryland, 21222
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	83	\$32,783.23	\$3,620,153,346
Value of Retirement Plans	80	\$113,592.87	\$12,543,720,146
Value of Other Financial Assets	82	\$6,990.10	\$771,895,981
Vehicle Loan Amount excluding Interest	84	\$3,057.37	\$337,615,994
Value of Credit Card Debt	89	\$2,810.13	\$310,313,920
Health			
Nonprescription Drugs	83	\$141.97	\$15,677,340
Prescription Drugs	82	\$302.68	\$33,423,500
Eyeglasses and Contact Lenses	85	\$94.99	\$10,489,950
Home			
Mortgage Payment and Basics (11)	79	\$10,185.04	\$1,124,702,871
Maintenance and Remodeling Services	75	\$2,864.44	\$316,311,004
Maintenance and Remodeling Materials (12)	71	\$559.45	\$61,778,527
Utilities, Fuel, and Public Services	87	\$5,038.23	\$556,356,507
Household Furnishings and Equipment			
Household Textiles (13)	90	\$109.83	\$12,128,433
Furniture	87	\$719.12	\$79,410,572
Rugs	85	\$35.30	\$3,897,657
Major Appliances (14)	81	\$429.43	\$47,421,123
Housewares (15)	87	\$93.11	\$10,281,313
Small Appliances	91	\$66.21	\$7,310,968
Luggage	89	\$12.80	\$1,413,061
Telephones and Accessories	88	\$95.10	\$10,501,590
Household Operations			
Child Care	88	\$455.43	\$50,291,802
Lawn and Garden (16)	78	\$520.53	\$57,480,510
Moving/Storage/Freight Express	91	\$81.80	\$9,032,578
Housekeeping Supplies (17)	87	\$807.87	\$89,210,221
Insurance			
Owners and Renters Insurance	78	\$609.21	\$67,273,759
Vehicle Insurance	88	\$1,904.53	\$210,311,302
Life/Other Insurance	81	\$561.78	\$62,035,858
Health Insurance	84	\$4,152.26	\$458,521,195
Personal Care Products (18)	89	\$491.16	\$54,237,359
School Books and Supplies (19)	88	\$118.13	\$13,044,377
Smoking Products	92	\$400.23	\$44,196,598
Transportation			
Payments on Vehicles excluding Leases	84	\$2,544.09	\$280,935,794
Gasoline and Motor Oil	86	\$2,181.63	\$240,911,144
Vehicle Maintenance and Repairs	86	\$1,130.80	\$124,870,505
Travel			
Airline Fares	86	\$402.25	\$44,419,123
Lodging on Trips	83	\$599.51	\$66,201,750
Auto/Truck Rental on Trips	87	\$69.37	\$7,659,978
Food and Drink on Trips	86	\$480.50	\$53,060,079

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August 07, 2023

- (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

1400 Merritt Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

Data for all businesses in area			1 mile		3 miles		5 miles					
Total Businesses:			591		2,999		8,995					
Total Employees:			8,554		41,130		119,625					
Total Residential Population:			16,564		94,709		273,538					
Employee/Residential Population Ratio (per 100 Residents)			52		43		44					
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	0.8%	38	0.4%	40	1.3%	264	0.6%	100	1.1%	829	0.7%
Construction	36	6.1%	216	2.5%	228	7.6%	2,340	5.7%	600	6.7%	5,520	4.6%
Manufacturing	10	1.7%	198	2.3%	114	3.8%	2,739	6.7%	266	3.0%	5,483	4.6%
Transportation	11	1.9%	56	0.7%	150	5.0%	2,160	5.3%	331	3.7%	4,347	3.6%
Communication	9	1.5%	32	0.4%	28	0.9%	113	0.3%	82	0.9%	361	0.3%
Utility	0	0.0%	1	0.0%	11	0.4%	129	0.3%	30	0.3%	547	0.5%
Wholesale Trade	11	1.9%	69	0.8%	133	4.4%	2,093	5.1%	338	3.8%	5,582	4.7%
Retail Trade Summary	164	27.7%	2,641	30.9%	686	22.9%	8,637	21.0%	2,037	22.6%	23,232	19.4%
Home Improvement	4	0.7%	25	0.3%	27	0.9%	520	1.3%	68	0.8%	1,525	1.3%
General Merchandise Stores	10	1.7%	244	2.9%	42	1.4%	851	2.1%	126	1.4%	1,767	1.5%
Food Stores	23	3.9%	481	5.6%	97	3.2%	1,381	3.4%	283	3.1%	3,330	2.8%
Auto Dealers & Gas Stations	25	4.2%	494	5.8%	98	3.3%	1,592	3.9%	223	2.5%	2,426	2.0%
Apparel & Accessory Stores	5	0.8%	27	0.3%	26	0.9%	193	0.5%	88	1.0%	3,157	2.6%
Furniture & Home Furnishings	7	1.2%	54	0.6%	36	1.2%	258	0.6%	95	1.1%	567	0.5%
Eating & Drinking Places	52	8.8%	945	11.0%	212	7.1%	2,545	6.2%	762	8.5%	7,629	6.4%
Miscellaneous Retail	38	6.4%	373	4.4%	148	4.9%	1,297	3.2%	392	4.4%	2,831	2.4%
Finance, Insurance, Real Estate Summary	55	9.3%	376	4.4%	208	6.9%	1,298	3.2%	718	8.0%	5,932	5.0%
Banks, Savings & Lending Institutions	23	3.9%	161	1.9%	56	1.9%	353	0.9%	156	1.7%	1,359	1.1%
Securities Brokers	2	0.3%	6	0.1%	13	0.4%	65	0.2%	57	0.6%	523	0.4%
Insurance Carriers & Agents	5	0.8%	32	0.4%	32	1.1%	169	0.4%	86	1.0%	1,116	0.9%
Real Estate, Holding, Other Investment Offices	25	4.2%	177	2.1%	107	3.6%	711	1.7%	419	4.7%	2,933	2.5%
Services Summary	252	42.6%	4,597	53.7%	1,091	36.4%	18,791	45.7%	3,267	36.3%	62,687	52.4%
Hotels & Lodging	2	0.3%	11	0.1%	9	0.3%	128	0.3%	39	0.4%	732	0.6%
Automotive Services	25	4.2%	103	1.2%	132	4.4%	828	2.0%	293	3.3%	1,835	1.5%
Movies & Amusements	16	2.7%	130	1.5%	64	2.1%	425	1.0%	163	1.8%	1,187	1.0%
Health Services	64	10.8%	942	11.0%	175	5.8%	6,145	14.9%	508	5.6%	25,085	21.0%
Legal Services	9	1.5%	67	0.8%	40	1.3%	192	0.5%	98	1.1%	629	0.5%
Education Institutions & Libraries	14	2.4%	2,203	25.8%	52	1.7%	5,097	12.4%	185	2.1%	10,438	8.7%
Other Services	122	20.6%	1,141	13.3%	619	20.6%	5,975	14.5%	1,979	22.0%	22,782	19.0%
Government	4	0.7%	282	3.3%	38	1.3%	2,357	5.7%	94	1.0%	4,103	3.4%
Unclassified Establishments	35	5.9%	48	0.6%	272	9.1%	208	0.5%	1,133	12.6%	1,002	0.8%
Totals	591	100.0%	8,554	100.0%	2,999	100.0%	41,130	100.0%	8,995	100.0%	119,625	100.0%

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

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

August 07, 2023

Business Summary

1400 Merritt Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27769
Longitude: -76.50628

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%	5	0.2%	9	0.0%	14	0.2%	58	0.0%
Mining	0	0.0%	0	0.0%	3	0.1%	16	0.0%	6	0.1%	101	0.1%
Utilities	0	0.0%	0	0.0%	1	0.0%	14	0.0%	4	0.0%	301	0.3%
Construction	37	6.3%	225	2.6%	243	8.1%	2,677	6.5%	645	7.2%	6,112	5.1%
Manufacturing	9	1.5%	198	2.3%	114	3.8%	2,813	6.8%	288	3.2%	5,699	4.8%
Wholesale Trade	11	1.9%	69	0.8%	133	4.4%	2,093	5.1%	335	3.7%	5,563	4.7%
Retail Trade	109	18.4%	1,649	19.3%	452	15.1%	5,805	14.1%	1,205	13.4%	14,964	12.5%
Motor Vehicle & Parts Dealers	20	3.4%	474	5.5%	78	2.6%	1,430	3.5%	176	2.0%	2,124	1.8%
Furniture & Home Furnishings Stores	5	0.8%	45	0.5%	23	0.8%	191	0.5%	58	0.6%	373	0.3%
Electronics & Appliance Stores	2	0.3%	9	0.1%	11	0.4%	55	0.1%	29	0.3%	147	0.1%
Building Material & Garden Equipment & Supplies Dealers	4	0.7%	25	0.3%	27	0.9%	517	1.3%	67	0.7%	1,512	1.3%
Food & Beverage Stores	22	3.7%	441	5.2%	103	3.4%	1,206	2.9%	300	3.3%	3,030	2.5%
Health & Personal Care Stores	17	2.9%	223	2.6%	43	1.4%	365	0.9%	100	1.1%	983	0.8%
Gasoline Stations & Fuel Dealers	5	0.8%	20	0.2%	21	0.7%	162	0.4%	48	0.5%	313	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	8	1.4%	39	0.5%	41	1.4%	239	0.6%	109	1.2%	3,221	2.7%
Sporting Goods, Hobby, Book, & Music Stores	13	2.2%	106	1.2%	47	1.6%	291	0.7%	147	1.6%	762	0.6%
General Merchandise Stores	12	2.0%	268	3.1%	59	2.0%	1,349	3.3%	169	1.9%	2,497	2.1%
Transportation & Warehousing	9	1.5%	54	0.6%	135	4.5%	2,370	5.8%	283	3.1%	4,225	3.5%
Information	13	2.2%	76	0.9%	47	1.6%	317	0.8%	176	2.0%	2,443	2.0%
Finance & Insurance	29	4.9%	194	2.3%	97	3.2%	575	1.4%	298	3.3%	3,003	2.5%
Central Bank/Credit Intermediation & Related Activities	22	3.7%	156	1.8%	52	1.7%	341	0.8%	154	1.7%	1,356	1.1%
Securities & Commodity Contracts	2	0.3%	6	0.1%	13	0.4%	65	0.2%	59	0.7%	530	0.4%
Funds, Trusts & Other Financial Vehicles	5	0.8%	32	0.4%	32	1.1%	169	0.4%	86	1.0%	1,116	0.9%
Real Estate, Rental & Leasing	26	4.4%	294	3.4%	133	4.4%	927	2.3%	440	4.9%	3,238	2.7%
Professional, Scientific & Tech Services	41	6.9%	297	3.5%	211	7.0%	2,311	5.6%	681	7.6%	10,936	9.1%
Legal Services	11	1.9%	69	0.8%	49	1.6%	219	0.5%	122	1.4%	740	0.6%
Management of Companies & Enterprises	1	0.2%	11	0.1%	6	0.2%	53	0.1%	29	0.3%	301	0.3%
Administrative, Support & Waste Management Services	17	2.9%	202	2.4%	116	3.9%	1,026	2.5%	291	3.2%	2,456	2.1%
Educational Services	15	2.5%	2,206	25.8%	64	2.1%	5,141	12.5%	199	2.2%	10,385	8.7%
Health Care & Social Assistance	83	14.0%	1,255	14.7%	234	7.8%	6,910	16.8%	701	7.8%	27,307	22.8%
Arts, Entertainment & Recreation	14	2.4%	105	1.2%	58	1.9%	419	1.0%	169	1.9%	1,239	1.0%
Accommodation & Food Services	56	9.5%	1,000	11.7%	233	7.8%	2,789	6.8%	828	9.2%	8,618	7.2%
Accommodation	2	0.3%	11	0.1%	9	0.3%	128	0.3%	39	0.4%	732	0.6%
Food Services & Drinking Places	55	9.3%	989	11.6%	224	7.5%	2,661	6.5%	789	8.8%	7,887	6.6%
Other Services (except Public Administration)	81	13.7%	388	4.5%	406	13.5%	2,304	5.6%	1,179	13.1%	7,555	6.3%
Automotive Repair & Maintenance	21	3.6%	88	1.0%	105	3.5%	526	1.3%	225	2.5%	1,071	0.9%
Public Administration	4	0.7%	282	3.3%	37	1.2%	2,353	5.7%	93	1.0%	4,126	3.4%
Unclassified Establishments	35	5.9%	48	0.6%	272	9.1%	208	0.5%	1,132	12.6%	996	0.8%
Total	591	100.0%	8,554	100.0%	2,999	100.0%	41,130	100.0%	8,995	100.0%	119,625	100.0%

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August 07, 2023