

1400 Merritt Blvd, Dundalk, Maryland, 21222 2
 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			
2000 Total Population	15,686	86,467	270,191
2010 Total Population	15,941	87,090	268,530
2021 Total Population	15,830	87,665	271,661
2021 Group Quarters	297	722	2,069
2026 Total Population	15,849	87,648	270,068
2021-2026 Annual Rate	0.02%	0.00%	-0.12%
2021 Total Daytime Population	15,775	82,621	258,718
Workers	6,844	34,314	118,019
Residents	8,931	48,307	140,699
Household Summary			
2000 Households	6,048	34,395	107,179
2000 Average Household Size	2.54	2.49	2.50
2010 Households	5,898	33,383	105,207
2010 Average Household Size	2.65	2.59	2.53
2021 Households	5,811	33,309	106,395
2021 Average Household Size	2.67	2.61	2.53
2026 Households	5,807	33,237	105,770
2026 Average Household Size	2.68	2.62	2.53
2021-2026 Annual Rate	-0.01%	-0.04%	-0.12%
2010 Families	4,098	21,763	64,073
2010 Average Family Size	3.10	3.12	3.14
2021 Families	3,971	21,363	63,221
2021 Average Family Size	3.14	3.16	3.17
2026 Families	3,948	21,219	62,466
2026 Average Family Size	3.15	3.18	3.18
2021-2026 Annual Rate	-0.12%	-0.14%	-0.24%
Housing Unit Summary			
2000 Housing Units	6,297	37,432	120,751
Owner Occupied Housing Units	75.6%	64.6%	54.5%
Renter Occupied Housing Units	20.4%	27.3%	34.3%
Vacant Housing Units	4.0%	8.1%	11.2%
2010 Housing Units	6,258	35,961	118,431
Owner Occupied Housing Units	71.2%	61.5%	52.0%
Renter Occupied Housing Units	23.1%	31.3%	36.8%
Vacant Housing Units	5.8%	7.2%	11.2%
2021 Housing Units	6,271	36,765	122,559
Owner Occupied Housing Units	72.1%	63.3%	52.8%
Renter Occupied Housing Units	20.6%	27.3%	34.0%
Vacant Housing Units	7.3%	9.4%	13.2%
2026 Housing Units	6,281	36,965	123,416
Owner Occupied Housing Units	73.2%	64.2%	53.2%
Renter Occupied Housing Units	19.2%	25.7%	32.5%
Vacant Housing Units	7.5%	10.1%	14.3%
Median Household Income			
2021	\$56,616	\$54,160	\$57,695
2026	\$59,207	\$56,840	\$62,362
Median Home Value			
2021	\$178,805	\$177,320	\$208,361
2026	\$258,714	\$261,461	\$289,780
Per Capita Income			
2021	\$25,703	\$25,828	\$31,669
2026	\$27,924	\$28,179	\$35,271
Median Age			
2010	40.5	38.3	35.2
2021	40.8	39.4	37.2
2026	40.6	39.9	38.1

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	5,811	33,294	106,378
<\$15,000	10.4%	12.1%	12.9%
\$15,000 - \$24,999	8.6%	9.4%	7.9%
\$25,000 - \$34,999	8.4%	9.8%	9.5%
\$35,000 - \$49,999	13.6%	13.7%	12.6%
\$50,000 - \$74,999	24.5%	21.2%	17.8%
\$75,000 - \$99,999	12.9%	13.2%	12.2%
\$100,000 - \$149,999	14.7%	13.8%	15.8%
\$150,000 - \$199,999	4.6%	4.3%	5.5%
\$200,000+	2.2%	2.5%	5.8%
Average Household Income	\$69,724	\$67,999	\$80,720
2026 Households by Income			
Household Income Base	5,807	33,222	105,753
<\$15,000	9.7%	11.4%	12.0%
\$15,000 - \$24,999	8.0%	8.8%	7.3%
\$25,000 - \$34,999	8.0%	9.4%	9.0%
\$35,000 - \$49,999	12.6%	12.8%	11.5%
\$50,000 - \$74,999	24.3%	21.0%	17.4%
\$75,000 - \$99,999	13.4%	13.7%	12.5%
\$100,000 - \$149,999	16.0%	15.1%	17.1%
\$150,000 - \$199,999	5.4%	5.1%	6.4%
\$200,000+	2.5%	2.9%	6.8%
Average Household Income	\$75,904	\$74,344	\$89,900
2021 Owner Occupied Housing Units by Value			
Total	4,522	23,250	64,688
<\$50,000	3.6%	6.0%	6.0%
\$50,000 - \$99,999	6.3%	9.6%	8.5%
\$100,000 - \$149,999	25.9%	22.4%	16.9%
\$150,000 - \$199,999	24.7%	21.9%	16.6%
\$200,000 - \$249,999	11.8%	11.7%	12.1%
\$250,000 - \$299,999	11.9%	8.9%	11.7%
\$300,000 - \$399,999	8.9%	12.8%	14.9%
\$400,000 - \$499,999	3.2%	3.1%	6.0%
\$500,000 - \$749,999	1.1%	1.6%	4.6%
\$750,000 - \$999,999	0.7%	1.0%	1.4%
\$1,000,000 - \$1,499,999	0.9%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.2%
\$2,000,000 +	0.8%	0.3%	0.5%
Average Home Value	\$232,788	\$218,763	\$260,362
2026 Owner Occupied Housing Units by Value			
Total	4,599	23,715	65,629
<\$50,000	3.3%	5.0%	5.0%
\$50,000 - \$99,999	2.7%	4.3%	4.3%
\$100,000 - \$149,999	13.3%	10.7%	9.0%
\$150,000 - \$199,999	17.3%	14.8%	11.1%
\$200,000 - \$249,999	10.3%	12.3%	10.5%
\$250,000 - \$299,999	17.6%	12.6%	12.8%
\$300,000 - \$399,999	16.7%	23.1%	21.6%
\$400,000 - \$499,999	8.0%	7.2%	10.1%
\$500,000 - \$749,999	3.9%	4.8%	9.8%
\$750,000 - \$999,999	2.7%	3.4%	3.4%
\$1,000,000 - \$1,499,999	1.7%	0.8%	1.3%
\$1,500,000 - \$1,999,999	0.9%	0.5%	0.5%
\$2,000,000 +	1.5%	0.6%	0.8%
Average Home Value	\$335,400	\$309,267	\$347,951

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	15,939	87,090	268,529
0 - 4	6.0%	6.7%	6.9%
5 - 9	5.9%	6.0%	6.0%
10 - 14	5.9%	5.9%	5.9%
15 - 24	13.6%	13.5%	14.2%
25 - 34	12.9%	14.1%	16.8%
35 - 44	11.6%	12.3%	12.9%
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	6.1%	5.2%	4.0%
85 +	2.9%	2.3%	1.7%
18 +	78.3%	77.5%	77.4%
2021 Population by Age			
Total	15,829	87,665	271,661
0 - 4	5.5%	6.0%	6.1%
5 - 9	5.5%	6.0%	5.9%
10 - 14	5.5%	6.0%	5.8%
15 - 24	10.9%	11.2%	11.5%
25 - 34	15.3%	14.7%	17.4%
35 - 44	11.8%	12.9%	13.6%
45 - 54	11.4%	11.6%	11.3%
55 - 64	14.0%	13.4%	12.6%
65 - 74	10.8%	10.1%	9.2%
75 - 84	5.9%	5.4%	4.6%
85 +	3.5%	2.6%	2.0%
18 +	80.5%	78.8%	79.1%
2026 Population by Age			
Total	15,851	87,648	270,070
0 - 4	5.7%	6.1%	6.1%
5 - 9	5.5%	5.9%	5.7%
10 - 14	5.6%	6.0%	5.7%
15 - 24	10.1%	11.0%	11.6%
25 - 34	14.9%	13.9%	16.0%
35 - 44	13.7%	13.9%	14.8%
45 - 54	10.4%	11.3%	11.2%
55 - 64	12.7%	12.2%	11.4%
65 - 74	11.6%	10.9%	10.0%
75 - 84	6.6%	6.3%	5.5%
85 +	3.3%	2.5%	2.0%
18 +	80.1%	78.7%	79.3%
2010 Population by Sex			
Males	7,647	42,190	128,689
Females	8,294	44,900	139,841
2021 Population by Sex			
Males	7,598	42,574	130,694
Females	8,232	45,092	140,968
2026 Population by Sex			
Males	7,637	42,691	130,164
Females	8,212	44,957	139,904

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2010 Population by Race/Ethnicity			
Total	15,940	87,090	268,530
White Alone	87.2%	78.4%	55.1%
Black Alone	5.5%	11.8%	36.1%
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	1.9%	4.0%	3.4%
Two or More Races	2.6%	3.0%	2.6%
Hispanic Origin	4.9%	8.3%	7.3%
Diversity Index	30.7	46.7	62.5
2021 Population by Race/Ethnicity			
Total	15,831	87,665	271,661
White Alone	80.1%	70.8%	50.6%
Black Alone	8.6%	15.0%	37.6%
American Indian Alone	0.9%	1.0%	0.7%
Asian Alone	2.9%	2.4%	2.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.4%	6.4%	5.1%
Two or More Races	4.1%	4.3%	3.5%
Hispanic Origin	8.7%	13.1%	10.9%
Diversity Index	45.3	59.5	68.0
2026 Population by Race/Ethnicity			
Total	15,849	87,646	270,069
White Alone	75.9%	66.9%	48.3%
Black Alone	10.3%	16.6%	38.1%
American Indian Alone	1.0%	1.1%	0.8%
Asian Alone	3.4%	2.8%	2.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.4%	7.5%	5.9%
Two or More Races	4.9%	5.1%	4.1%
Hispanic Origin	11.2%	15.9%	12.9%
Diversity Index	52.8	65.1	70.6
2010 Population by Relationship and Household Type			
Total	15,941	87,090	268,530
In Households	98.2%	99.2%	99.2%
In Family Households	83.8%	82.3%	79.0%
Householder	25.8%	25.0%	23.9%
Spouse	16.6%	15.2%	13.1%
Child	31.9%	31.7%	31.6%
Other relative	5.3%	6.0%	6.3%
Nonrelative	4.2%	4.4%	4.1%
In Nonfamily Households	14.4%	16.9%	20.2%
In Group Quarters	1.8%	0.8%	0.8%
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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2021 Population 25+ by Educational Attainment			
Total	11,490	62,101	192,074
Less than 9th Grade	5.0%	7.6%	6.1%
9th - 12th Grade, No Diploma	10.3%	11.4%	9.4%
High School Graduate	38.9%	33.6%	29.1%
GED/Alternative Credential	5.7%	6.7%	5.2%
Some College, No Degree	20.0%	19.2%	18.5%
Associate Degree	6.5%	6.4%	5.7%
Bachelor's Degree	9.4%	9.4%	14.9%
Graduate/Professional Degree	4.3%	5.5%	11.1%
2021 Population 15+ by Marital Status			
Total	13,221	71,907	223,379
Never Married	39.8%	40.3%	45.7%
Married	42.2%	40.1%	36.4%
Widowed	8.6%	8.3%	7.0%
Divorced	9.3%	11.2%	10.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,611	43,155	143,228
Population 16+ Employed	91.6%	92.2%	92.2%
Population 16+ Unemployment rate	8.4%	7.8%	7.8%
Population 16-24 Employed	9.2%	11.3%	11.2%
Population 16-24 Unemployment rate	22.4%	16.2%	15.3%
Population 25-54 Employed	66.7%	65.5%	68.2%
Population 25-54 Unemployment rate	7.2%	7.3%	7.3%
Population 55-64 Employed	16.9%	16.2%	14.6%
Population 55-64 Unemployment rate	5.2%	4.5%	4.6%
Population 65+ Employed	7.2%	7.0%	6.0%
Population 65+ Unemployment rate	5.6%	5.2%	5.6%
2021 Employed Population 16+ by Industry			
Total	6,972	39,774	132,019
Agriculture/Mining	0.2%	0.3%	0.2%
Construction	11.1%	12.9%	8.8%
Manufacturing	7.0%	7.2%	5.8%
Wholesale Trade	3.1%	2.6%	2.1%
Retail Trade	10.8%	11.8%	9.9%
Transportation/Utilities	8.9%	7.4%	6.7%
Information	0.6%	0.8%	1.2%
Finance/Insurance/Real Estate	4.1%	5.0%	5.8%
Services	48.1%	45.4%	50.9%
Public Administration	6.1%	6.6%	8.4%
2021 Employed Population 16+ by Occupation			
Total	6,973	39,773	132,022
White Collar	49.2%	48.3%	58.7%
Management/Business/Financial	8.8%	10.5%	14.9%
Professional	17.1%	16.2%	23.8%
Sales	7.1%	8.2%	7.7%
Administrative Support	16.2%	13.4%	12.3%
Services	18.9%	19.3%	17.9%
Blue Collar	31.9%	32.4%	23.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	9.3%	9.3%	6.0%
Installation/Maintenance/Repair	5.0%	5.0%	3.2%
Production	5.0%	5.7%	4.0%
Transportation/Material Moving	12.6%	12.4%	10.0%

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2010 Households by Type			
Total	5,898	33,383	105,207
Households with 1 Person	24.1%	27.8%	29.8%
Households with 2+ People	75.9%	72.2%	70.2%
Family Households	69.5%	65.2%	60.9%
Husband-wife Families	44.7%	39.7%	33.4%
With Related Children	17.8%	16.6%	13.7%
Other Family (No Spouse Present)	24.8%	25.5%	27.5%
Other Family with Male Householder	7.0%	7.2%	6.5%
With Related Children	3.8%	3.9%	3.5%
Other Family with Female Householder	17.8%	18.3%	20.9%
With Related Children	10.7%	11.3%	13.6%
Nonfamily Households	6.5%	7.0%	9.3%
All Households with Children	33.1%	32.5%	31.4%
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	0.9%	0.8%	0.9%
2010 Households by Size			
Total	5,899	33,384	105,207
1 Person Household	24.1%	27.8%	29.8%
2 Person Household	32.0%	30.6%	30.4%
3 Person Household	18.5%	17.4%	17.0%
4 Person Household	13.9%	12.7%	11.6%
5 Person Household	7.2%	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	5,898	33,383	105,207
Owner Occupied	75.5%	66.3%	58.6%
Owned with a Mortgage/Loan	50.6%	44.7%	42.8%
Owned Free and Clear	24.9%	21.6%	15.7%
Renter Occupied	24.5%	33.7%	41.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	159	152	136
Percent of Income for Mortgage	13.2%	13.7%	15.2%
Wealth Index	62	61	71
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,258	35,961	118,431
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	15,941	87,090	268,530
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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$9,255,420	\$52,499,508	\$204,203,311
Average Spent	\$1,592.74	\$1,576.14	\$1,919.29
Spending Potential Index	75	74	91
Education: Total \$	\$8,620,178	\$47,721,943	\$173,508,681
Average Spent	\$1,483.42	\$1,432.70	\$1,630.80
Spending Potential Index	86	83	94
Entertainment/Recreation: Total \$	\$14,005,808	\$78,015,289	\$294,752,483
Average Spent	\$2,410.22	\$2,342.17	\$2,770.36
Spending Potential Index	75	72	86
Food at Home: Total \$	\$23,774,499	\$134,816,025	\$516,156,380
Average Spent	\$4,091.29	\$4,047.44	\$4,851.32
Spending Potential Index	75	74	89
Food Away from Home: Total \$	\$16,329,121	\$92,758,804	\$361,154,698
Average Spent	\$2,810.04	\$2,784.80	\$3,394.47
Spending Potential Index	74	73	89
Health Care: Total \$	\$26,644,618	\$148,597,677	\$559,403,903
Average Spent	\$4,585.20	\$4,461.19	\$5,257.80
Spending Potential Index	74	72	84
HH Furnishings & Equipment: Total \$	\$9,741,432	\$54,294,499	\$206,011,635
Average Spent	\$1,676.38	\$1,630.02	\$1,936.29
Spending Potential Index	74	72	86
Personal Care Products & Services: Total \$	\$3,944,518	\$22,228,844	\$85,104,252
Average Spent	\$678.80	\$667.35	\$799.89
Spending Potential Index	76	74	89
Shelter: Total \$	\$91,302,042	\$514,649,639	\$1,949,328,815
Average Spent	\$15,711.93	\$15,450.77	\$18,321.62
Spending Potential Index	78	77	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,799,347	\$54,224,968	\$202,056,154
Average Spent	\$1,686.34	\$1,627.94	\$1,899.11
Spending Potential Index	71	68	79
Travel: Total \$	\$11,071,728	\$61,063,831	\$227,822,772
Average Spent	\$1,905.31	\$1,833.25	\$2,141.29
Spending Potential Index	75	73	85
Vehicle Maintenance & Repairs: Total \$	\$4,734,184	\$26,651,716	\$101,706,537
Average Spent	\$814.69	\$800.14	\$955.93
Spending Potential Index	74	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

1400 Merritt Blvd, Dundalk, Maryland, 21222 2
 1400 Merritt Blvd, Dundalk, Maryland, 21222
 Ring: 1 mile radius

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 Longitude: -76.50628

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	45.1%	Population	15,830	15,849
Front Porches (8E)	42.7%	Households	5,811	5,807
Rustbelt Traditions (5D)	7.2%	Families	3,971	3,948
Midlife Constants (5E)	5.0%	Median Age	40.8	40.6
	0.0%	Median Household Income	\$56,616	\$59,207
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,592.74	\$9,255,420
Men's		74	\$300.62	\$1,746,924
Women's		75	\$555.58	\$3,228,486
Children's		73	\$225.94	\$1,312,938
Footwear		79	\$393.60	\$2,287,181
Watches & Jewelry		69	\$88.83	\$516,163
Apparel Products and Services (1)		78	\$41.11	\$238,873
Computer				
Computers and Hardware for Home Use		74	\$124.52	\$723,578
Portable Memory		73	\$3.17	\$18,446
Computer Software		80	\$7.64	\$44,414
Computer Accessories		74	\$13.38	\$77,723
Entertainment & Recreation		75	\$2,410.22	\$14,005,808
Fees and Admissions		79	\$584.57	\$3,396,919
Membership Fees for Clubs (2)		79	\$195.97	\$1,138,773
Fees for Participant Sports, excl. Trips		76	\$88.18	\$512,443
Tickets to Theatre/Operas/Concerts		82	\$66.23	\$384,841
Tickets to Movies		75	\$41.62	\$241,833
Tickets to Parks or Museums		72	\$24.31	\$141,290
Admission to Sporting Events, excl. Trips		79	\$50.92	\$295,897
Fees for Recreational Lessons		83	\$116.34	\$676,037
Dating Services		83	\$1.00	\$5,805
TV/Video/Audio		74	\$873.20	\$5,074,143
Cable and Satellite Television Services		75	\$603.91	\$3,509,347
Televisions		73	\$81.46	\$473,371
Satellite Dishes		67	\$1.05	\$6,110
VCRs, Video Cameras, and DVD Players		74	\$3.62	\$21,053
Miscellaneous Video Equipment		89	\$13.77	\$80,032
Video Cassettes and DVDs		76	\$5.84	\$33,932
Video Game Hardware/Accessories		70	\$20.39	\$118,497
Video Game Software		75	\$12.00	\$69,723
Rental/Streaming/Downloaded Video		73	\$51.43	\$298,862
Installation of Televisions		77	\$0.57	\$3,315
Audio (3)		72	\$77.44	\$449,984
Rental and Repair of TV/Radio/Sound Equipment		58	\$1.71	\$9,916
Pets		71	\$518.37	\$3,012,230
Toys/Games/Crafts/Hobbies (4)		74	\$85.48	\$496,744
Recreational Vehicles and Fees (5)		72	\$80.97	\$470,492
Sports/Recreation/Exercise Equipment (6)		70	\$126.83	\$737,029
Photo Equipment and Supplies (7)		72	\$33.22	\$193,069
Reading (8)		80	\$82.68	\$480,454
Catered Affairs (9)		86	\$25.14	\$146,069
Food		75	\$6,901.33	\$40,103,619
Food at Home		75	\$4,091.29	\$23,774,499
Bakery and Cereal Products		76	\$530.82	\$3,084,621
Meats, Poultry, Fish, and Eggs		75	\$885.53	\$5,145,798
Dairy Products		76	\$415.93	\$2,416,962
Fruits and Vegetables		76	\$806.35	\$4,685,714
Snacks and Other Food at Home (10)		74	\$1,452.66	\$8,441,405
Food Away from Home		74	\$2,810.04	\$16,329,121
Alcoholic Beverages		76	\$477.61	\$2,775,400

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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 Ring: 1 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$19,744.94	\$114,737,830
Value of Retirement Plans	77	\$77,611.65	\$451,001,279
Value of Other Financial Assets	72	\$6,185.13	\$35,941,811
Vehicle Loan Amount excluding Interest	71	\$2,035.85	\$11,830,335
Value of Credit Card Debt	78	\$2,160.44	\$12,554,340
Health			
Nonprescription Drugs	70	\$108.59	\$630,998
Prescription Drugs	70	\$235.28	\$1,367,233
Eyeglasses and Contact Lenses	75	\$72.28	\$420,026
Home			
Mortgage Payment and Basics (11)	77	\$8,212.63	\$47,723,574
Maintenance and Remodeling Services	75	\$2,149.69	\$12,491,846
Maintenance and Remodeling Materials (12)	68	\$417.56	\$2,426,422
Utilities, Fuel, and Public Services	74	\$3,699.30	\$21,496,608
Household Furnishings and Equipment			
Household Textiles (13)	76	\$76.76	\$446,080
Furniture	75	\$478.63	\$2,781,297
Rugs	73	\$23.03	\$133,814
Major Appliances (14)	74	\$277.71	\$1,613,765
Housewares (15)	71	\$62.71	\$364,430
Small Appliances	73	\$38.58	\$224,197
Luggage	73	\$12.24	\$71,106
Telephones and Accessories	80	\$79.60	\$462,528
Household Operations			
Child Care	77	\$411.01	\$2,388,393
Lawn and Garden (16)	73	\$363.84	\$2,114,256
Moving/Storage/Freight Express	70	\$49.79	\$289,351
Housekeeping Supplies (17)	73	\$570.92	\$3,317,589
Insurance			
Owners and Renters Insurance	70	\$439.77	\$2,555,506
Vehicle Insurance	73	\$1,364.37	\$7,928,383
Life/Other Insurance	74	\$443.64	\$2,577,973
Health Insurance	74	\$3,062.80	\$17,797,927
Personal Care Products (18)	74	\$366.08	\$2,127,271
School Books and Supplies (19)	71	\$93.06	\$540,752
Smoking Products	75	\$286.05	\$1,662,254
Transportation			
Payments on Vehicles excluding Leases	70	\$1,829.29	\$10,629,989
Gasoline and Motor Oil	72	\$1,735.99	\$10,087,812
Vehicle Maintenance and Repairs	74	\$814.69	\$4,734,184
Travel			
Airline Fares	77	\$483.25	\$2,808,184
Lodging on Trips	75	\$534.01	\$3,103,135
Auto/Truck Rental on Trips	74	\$40.91	\$237,700
Food and Drink on Trips	75	\$449.01	\$2,609,222

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Front Porches (8E)	37.2%	Population	87,665	87,648
Parks and Rec (5C)	34.2%	Households	33,309	33,237
Metro Fusion (11C)	2.8%	Families	21,363	21,219
Social Security Set (9F)	2.6%	Median Age	39.4	39.9
Rustbelt Traditions (5D)	2.6%	Median Household Income	\$54,160	\$56,840
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,576.14	\$52,499,508
Men's		74	\$298.88	\$9,955,231
Women's		74	\$546.20	\$18,193,390
Children's		73	\$225.23	\$7,502,038
Footwear		78	\$390.49	\$13,006,958
Watches & Jewelry		68	\$87.51	\$2,914,797
Apparel Products and Services (1)		77	\$40.55	\$1,350,715
Computer				
Computers and Hardware for Home Use		73	\$122.91	\$4,094,163
Portable Memory		72	\$3.13	\$104,406
Computer Software		79	\$7.58	\$252,636
Computer Accessories		73	\$13.09	\$435,911
Entertainment & Recreation		72	\$2,342.17	\$78,015,289
Fees and Admissions		76	\$559.04	\$18,621,186
Membership Fees for Clubs (2)		76	\$187.75	\$6,253,853
Fees for Participant Sports, excl. Trips		73	\$84.30	\$2,808,089
Tickets to Theatre/Operas/Concerts		78	\$63.20	\$2,105,093
Tickets to Movies		74	\$41.14	\$1,370,378
Tickets to Parks or Museums		70	\$23.80	\$792,655
Admission to Sporting Events, excl. Trips		74	\$47.89	\$1,595,162
Fees for Recreational Lessons		78	\$109.95	\$3,662,222
Dating Services		84	\$1.01	\$33,734
TV/Video/Audio		73	\$860.13	\$28,650,040
Cable and Satellite Television Services		74	\$593.26	\$19,760,926
Televisions		72	\$80.93	\$2,695,840
Satellite Dishes		66	\$1.04	\$34,597
VCRs, Video Cameras, and DVD Players		73	\$3.56	\$118,726
Miscellaneous Video Equipment		84	\$12.99	\$432,563
Video Cassettes and DVDs		75	\$5.79	\$192,933
Video Game Hardware/Accessories		72	\$20.86	\$694,734
Video Game Software		76	\$12.15	\$404,560
Rental/Streaming/Downloaded Video		73	\$51.17	\$1,704,488
Installation of Televisions		74	\$0.55	\$18,466
Audio (3)		71	\$75.99	\$2,531,182
Rental and Repair of TV/Radio/Sound Equipment		62	\$1.83	\$61,023
Pets		69	\$502.88	\$16,750,581
Toys/Games/Crafts/Hobbies (4)		73	\$84.05	\$2,799,465
Recreational Vehicles and Fees (5)		67	\$76.01	\$2,531,919
Sports/Recreation/Exercise Equipment (6)		68	\$123.29	\$4,106,736
Photo Equipment and Supplies (7)		71	\$32.61	\$1,086,198
Reading (8)		78	\$79.99	\$2,664,479
Catered Affairs (9)		83	\$24.40	\$812,619
Food		74	\$6,832.23	\$227,574,829
Food at Home		74	\$4,047.44	\$134,816,025
Bakery and Cereal Products		75	\$523.87	\$17,449,532
Meats, Poultry, Fish, and Eggs		74	\$877.17	\$29,217,773
Dairy Products		75	\$409.71	\$13,646,882
Fruits and Vegetables		75	\$796.65	\$26,535,527
Snacks and Other Food at Home (10)		73	\$1,440.04	\$47,966,310
Food Away from Home		73	\$2,784.80	\$92,758,804
Alcoholic Beverages		74	\$465.74	\$15,513,271

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$18,822.86	\$626,970,662
Value of Retirement Plans	72	\$72,460.86	\$2,413,598,815
Value of Other Financial Assets	70	\$5,989.86	\$199,516,238
Vehicle Loan Amount excluding Interest	71	\$2,016.91	\$67,181,101
Value of Credit Card Debt	76	\$2,096.70	\$69,838,926
Health			
Nonprescription Drugs	69	\$107.26	\$3,572,803
Prescription Drugs	69	\$230.08	\$7,663,745
Eyeglasses and Contact Lenses	72	\$69.81	\$2,325,212
Home			
Mortgage Payment and Basics (11)	72	\$7,654.52	\$254,964,455
Maintenance and Remodeling Services	70	\$2,011.64	\$67,005,714
Maintenance and Remodeling Materials (12)	64	\$394.03	\$13,124,669
Utilities, Fuel, and Public Services	73	\$3,644.36	\$121,390,060
Household Furnishings and Equipment			
Household Textiles (13)	75	\$75.58	\$2,517,402
Furniture	73	\$467.34	\$15,566,604
Rugs	70	\$22.11	\$736,529
Major Appliances (14)	70	\$265.92	\$8,857,694
Housewares (15)	70	\$61.79	\$2,058,047
Small Appliances	73	\$38.39	\$1,278,840
Luggage	72	\$12.11	\$403,276
Telephones and Accessories	77	\$77.36	\$2,576,846
Household Operations			
Child Care	74	\$394.34	\$13,134,982
Lawn and Garden (16)	69	\$344.10	\$11,461,515
Moving/Storage/Freight Express	72	\$50.99	\$1,698,443
Housekeeping Supplies (17)	72	\$563.80	\$18,779,477
Insurance			
Owners and Renters Insurance	67	\$418.69	\$13,946,212
Vehicle Insurance	73	\$1,356.36	\$45,179,052
Life/Other Insurance	70	\$423.52	\$14,106,868
Health Insurance	72	\$2,978.58	\$99,213,678
Personal Care Products (18)	73	\$363.22	\$12,098,372
School Books and Supplies (19)	72	\$93.34	\$3,108,920
Smoking Products	75	\$288.42	\$9,607,115
Transportation			
Payments on Vehicles excluding Leases	69	\$1,795.16	\$59,795,066
Gasoline and Motor Oil	72	\$1,723.07	\$57,393,651
Vehicle Maintenance and Repairs	72	\$800.14	\$26,651,716
Travel			
Airline Fares	74	\$467.08	\$15,557,994
Lodging on Trips	72	\$509.46	\$16,969,481
Auto/Truck Rental on Trips	72	\$39.86	\$1,327,787
Food and Drink on Trips	73	\$433.50	\$14,439,581

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	17.5%	Population	271,661	270,068
Front Porches (8E)	15.3%	Households	106,395	105,770
Metro Renters (3B)	9.1%	Families	63,221	62,466
Metro Fusion (11C)	7.7%	Median Age	37.2	38.1
Family Foundations (12A)	6.8%	Median Household Income	\$57,695	\$62,362
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		91	\$1,919.29	\$204,203,311
Men's		90	\$367.72	\$39,123,904
Women's		89	\$657.19	\$69,922,125
Children's		89	\$277.53	\$29,527,970
Footwear		94	\$472.22	\$50,241,576
Watches & Jewelry		86	\$111.37	\$11,849,163
Apparel Products and Services (1)		93	\$48.97	\$5,210,274
Computer				
Computers and Hardware for Home Use		88	\$147.82	\$15,727,154
Portable Memory		88	\$3.80	\$404,351
Computer Software		96	\$9.21	\$979,808
Computer Accessories		88	\$15.86	\$1,687,950
Entertainment & Recreation		86	\$2,770.36	\$294,752,483
Fees and Admissions		87	\$643.63	\$68,479,126
Membership Fees for Clubs (2)		88	\$218.53	\$23,250,769
Fees for Participant Sports, excl. Trips		84	\$96.86	\$10,305,835
Tickets to Theatre/Operas/Concerts		90	\$72.42	\$7,704,789
Tickets to Movies		89	\$49.47	\$5,262,911
Tickets to Parks or Museums		84	\$28.53	\$3,035,332
Admission to Sporting Events, excl. Trips		84	\$53.92	\$5,736,382
Fees for Recreational Lessons		87	\$122.55	\$13,038,658
Dating Services		113	\$1.36	\$144,449
TV/Video/Audio		88	\$1,031.74	\$109,772,225
Cable and Satellite Television Services		87	\$703.79	\$74,880,160
Televisions		89	\$99.91	\$10,629,844
Satellite Dishes		85	\$1.33	\$141,034
VCRs, Video Cameras, and DVD Players		88	\$4.30	\$457,811
Miscellaneous Video Equipment		94	\$14.57	\$1,549,657
Video Cassettes and DVDs		91	\$6.98	\$742,202
Video Game Hardware/Accessories		93	\$27.02	\$2,874,713
Video Game Software		97	\$15.48	\$1,646,917
Rental/Streaming/Downloaded Video		90	\$63.42	\$6,747,245
Installation of Televisions		82	\$0.61	\$64,571
Audio (3)		86	\$91.76	\$9,762,599
Rental and Repair of TV/Radio/Sound Equipment		87	\$2.59	\$275,474
Pets		82	\$597.21	\$63,540,660
Toys/Games/Crafts/Hobbies (4)		88	\$102.31	\$10,885,476
Recreational Vehicles and Fees (5)		77	\$86.38	\$9,190,582
Sports/Recreation/Exercise Equipment (6)		83	\$148.92	\$15,844,357
Photo Equipment and Supplies (7)		89	\$40.69	\$4,328,696
Reading (8)		89	\$91.72	\$9,758,301
Catered Affairs (9)		96	\$28.07	\$2,986,654
Food		89	\$8,245.79	\$877,311,078
Food at Home		89	\$4,851.32	\$516,156,380
Bakery and Cereal Products		89	\$623.72	\$66,360,162
Meats, Poultry, Fish, and Eggs		89	\$1,053.91	\$112,130,675
Dairy Products		89	\$485.53	\$51,657,959
Fruits and Vegetables		90	\$948.56	\$100,922,327
Snacks and Other Food at Home (10)		89	\$1,739.60	\$185,085,257
Food Away from Home		89	\$3,394.47	\$361,154,698
Alcoholic Beverages		89	\$560.52	\$59,636,675

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$21,649.32	\$2,303,379,464
Value of Retirement Plans	80	\$80,308.65	\$8,544,439,169
Value of Other Financial Assets	82	\$7,060.22	\$751,172,177
Vehicle Loan Amount excluding Interest	87	\$2,491.26	\$265,057,826
Value of Credit Card Debt	88	\$2,451.44	\$260,821,388
Health			
Nonprescription Drugs	83	\$129.00	\$13,724,942
Prescription Drugs	82	\$273.00	\$29,045,782
Eyeglasses and Contact Lenses	84	\$81.70	\$8,692,595
Home			
Mortgage Payment and Basics (11)	79	\$8,436.28	\$897,578,265
Maintenance and Remodeling Services	77	\$2,213.48	\$235,503,554
Maintenance and Remodeling Materials (12)	73	\$451.27	\$48,013,403
Utilities, Fuel, and Public Services	87	\$4,354.93	\$463,343,215
Household Furnishings and Equipment			
Household Textiles (13)	89	\$90.44	\$9,622,796
Furniture	88	\$560.86	\$59,672,957
Rugs	83	\$26.05	\$2,771,311
Major Appliances (14)	81	\$307.41	\$32,707,151
Housewares (15)	86	\$75.66	\$8,049,978
Small Appliances	89	\$46.81	\$4,980,714
Luggage	89	\$14.90	\$1,584,797
Telephones and Accessories	90	\$90.59	\$9,638,420
Household Operations			
Child Care	89	\$473.75	\$50,404,944
Lawn and Garden (16)	78	\$389.93	\$41,486,693
Moving/Storage/Freight Express	89	\$63.66	\$6,773,385
Housekeeping Supplies (17)	87	\$677.30	\$72,061,198
Insurance			
Owners and Renters Insurance	78	\$486.56	\$51,767,042
Vehicle Insurance	88	\$1,648.28	\$175,368,391
Life/Other Insurance	81	\$490.16	\$52,150,848
Health Insurance	85	\$3,507.71	\$373,203,207
Personal Care Products (18)	89	\$441.10	\$46,931,172
School Books and Supplies (19)	88	\$115.25	\$12,261,545
Smoking Products	93	\$357.46	\$38,032,477
Transportation			
Payments on Vehicles excluding Leases	84	\$2,191.48	\$233,162,522
Gasoline and Motor Oil	87	\$2,087.40	\$222,088,513
Vehicle Maintenance and Repairs	86	\$955.93	\$101,706,537
Travel			
Airline Fares	87	\$544.88	\$57,972,102
Lodging on Trips	83	\$590.05	\$62,778,261
Auto/Truck Rental on Trips	87	\$47.60	\$5,064,795
Food and Drink on Trips	85	\$509.80	\$54,239,707

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

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

Source: Esri forecasts for 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1400 Merritt Blvd, Dundalk, Maryland, 21222 2
 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:	620		2,942		9,072							
Total Employees:	8,598		41,840		119,793							
Total Residential Population:	15,830		87,665		271,661							
Employee/Residential Population Ratio (per 100 Residents)	54		48		44							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	1.0%	47	0.5%	37	1.3%	252	0.6%	93	1.0%	684	0.6%
Construction	38	6.1%	261	3.0%	218	7.4%	2,284	5.5%	605	6.7%	5,915	4.9%
Manufacturing	11	1.8%	249	2.9%	114	3.9%	2,651	6.3%	285	3.1%	6,017	5.0%
Transportation	12	1.9%	53	0.6%	142	4.8%	1,495	3.6%	339	3.7%	3,445	2.9%
Communication	13	2.1%	49	0.6%	31	1.1%	134	0.3%	91	1.0%	414	0.3%
Utility	1	0.2%	8	0.1%	8	0.3%	124	0.3%	25	0.3%	1,139	1.0%
Wholesale Trade	12	1.9%	52	0.6%	135	4.6%	2,090	5.0%	359	4.0%	6,132	5.1%
Retail Trade Summary	190	30.6%	3,003	34.9%	709	24.1%	8,697	20.8%	2,174	24.0%	24,327	20.3%
Home Improvement	4	0.6%	26	0.3%	27	0.9%	561	1.3%	70	0.8%	1,737	1.5%
General Merchandise Stores	11	1.8%	348	4.0%	39	1.3%	932	2.2%	121	1.3%	1,788	1.5%
Food Stores	23	3.7%	465	5.4%	94	3.2%	1,247	3.0%	303	3.3%	3,278	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	24	3.9%	564	6.6%	102	3.5%	1,595	3.8%	241	2.7%	2,682	2.2%
Apparel & Accessory Stores	6	1.0%	34	0.4%	24	0.8%	251	0.6%	86	0.9%	3,290	2.7%
Furniture & Home Furnishings	9	1.5%	70	0.8%	38	1.3%	251	0.6%	97	1.1%	575	0.5%
Eating & Drinking Places	54	8.7%	1,099	12.8%	203	6.9%	2,696	6.4%	787	8.7%	7,994	6.7%
Miscellaneous Retail	59	9.5%	396	4.6%	182	6.2%	1,164	2.8%	469	5.2%	2,983	2.5%
Finance, Insurance, Real Estate Summary	55	8.9%	364	4.2%	210	7.1%	1,268	3.0%	737	8.1%	5,853	4.9%
Banks, Savings & Lending Institutions	20	3.2%	136	1.6%	49	1.7%	313	0.7%	158	1.7%	1,172	1.0%
Securities Brokers	3	0.5%	7	0.1%	13	0.4%	72	0.2%	52	0.6%	621	0.5%
Insurance Carriers & Agents	6	1.0%	36	0.4%	33	1.1%	165	0.4%	101	1.1%	1,259	1.1%
Real Estate, Holding, Other Investment Offices	26	4.2%	185	2.2%	116	3.9%	718	1.7%	426	4.7%	2,800	2.3%
Services Summary	249	40.2%	4,158	48.4%	1,080	36.7%	19,206	45.9%	3,292	36.3%	59,755	49.9%
Hotels & Lodging	2	0.3%	47	0.5%	9	0.3%	178	0.4%	33	0.4%	739	0.6%
Automotive Services	27	4.4%	106	1.2%	132	4.5%	828	2.0%	314	3.5%	1,978	1.7%
Motion Pictures & Amusements	18	2.9%	117	1.4%	79	2.7%	491	1.2%	197	2.2%	1,286	1.1%
Health Services	57	9.2%	885	10.3%	157	5.3%	5,455	13.0%	458	5.0%	22,994	19.2%
Legal Services	10	1.6%	27	0.3%	41	1.4%	142	0.3%	104	1.1%	423	0.4%
Education Institutions & Libraries	13	2.1%	2,091	24.3%	48	1.6%	4,812	11.5%	175	1.9%	10,130	8.5%
Other Services	123	19.8%	885	10.3%	614	20.9%	7,301	17.4%	2,011	22.2%	22,206	18.5%
Government	3	0.5%	332	3.9%	26	0.9%	3,386	8.1%	62	0.7%	5,067	4.2%
Unclassified Establishments	30	4.8%	23	0.3%	230	7.8%	254	0.6%	1,009	11.1%	1,045	0.9%
Totals	620	100.0%	8,598	100.0%	2,942	100.0%	41,840	100.0%	9,072	100.0%	119,793	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	4	0.1%	13	0.0%	12	0.1%	41	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	10	0.0%	5	0.1%	32	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	17	0.0%	5	0.1%	918	0.8%
Construction	39	6.3%	311	3.6%	233	7.9%	2,689	6.4%	648	7.1%	6,584	5.5%
Manufacturing	12	1.9%	273	3.2%	118	4.0%	2,739	6.5%	316	3.5%	6,280	5.2%
Wholesale Trade	11	1.8%	47	0.5%	133	4.5%	2,084	5.0%	350	3.9%	6,095	5.1%
Retail Trade	133	21.5%	1,843	21.4%	482	16.4%	5,727	13.7%	1,317	14.5%	15,699	13.1%
Motor Vehicle & Parts Dealers	20	3.2%	548	6.4%	84	2.9%	1,468	3.5%	195	2.1%	2,385	2.0%
Furniture & Home Furnishings Stores	6	1.0%	57	0.7%	24	0.8%	196	0.5%	55	0.6%	390	0.3%
Electronics & Appliance Stores	3	0.5%	13	0.2%	12	0.4%	44	0.1%	30	0.3%	136	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.6%	26	0.3%	27	0.9%	561	1.3%	70	0.8%	1,737	1.5%
Food & Beverage Stores	22	3.5%	413	4.8%	96	3.3%	1,055	2.5%	310	3.4%	2,899	2.4%
Health & Personal Care Stores	21	3.4%	235	2.7%	46	1.6%	369	0.9%	117	1.3%	1,160	1.0%
Gasoline Stations	4	0.6%	17	0.2%	19	0.6%	127	0.3%	46	0.5%	297	0.2%
Clothing & Clothing Accessories Stores	11	1.8%	49	0.6%	37	1.3%	294	0.7%	106	1.2%	3,350	2.8%
Sport Goods, Hobby, Book, & Music Stores	4	0.6%	21	0.2%	11	0.4%	94	0.2%	38	0.4%	259	0.2%
General Merchandise Stores	11	1.8%	348	4.0%	39	1.3%	932	2.2%	121	1.3%	1,788	1.5%
Miscellaneous Store Retailers	12	1.9%	116	1.3%	46	1.6%	535	1.3%	139	1.5%	1,159	1.0%
Nonstore Retailers	15	2.4%	0	0.0%	43	1.5%	53	0.1%	89	1.0%	139	0.1%
Transportation & Warehousing	11	1.8%	49	0.6%	128	4.4%	1,553	3.7%	286	3.2%	3,235	2.7%
Information	17	2.7%	79	0.9%	54	1.8%	323	0.8%	181	2.0%	2,192	1.8%
Finance & Insurance	29	4.7%	180	2.1%	98	3.3%	563	1.3%	322	3.5%	3,097	2.6%
Central Bank/Credit Intermediation & Related Activities	21	3.4%	138	1.6%	52	1.8%	325	0.8%	167	1.8%	1,209	1.0%
Securities, Commodity Contracts & Other Financial	3	0.5%	7	0.1%	13	0.4%	72	0.2%	54	0.6%	628	0.5%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.0%	36	0.4%	33	1.1%	165	0.4%	101	1.1%	1,259	1.1%
Real Estate, Rental & Leasing	31	5.0%	178	2.1%	153	5.2%	796	1.9%	478	5.3%	2,902	2.4%
Professional, Scientific & Tech Services	39	6.3%	277	3.2%	206	7.0%	3,565	8.5%	689	7.6%	10,179	8.5%
Legal Services	10	1.6%	27	0.3%	47	1.6%	163	0.4%	126	1.4%	531	0.4%
Management of Companies & Enterprises	3	0.5%	14	0.2%	8	0.3%	48	0.1%	33	0.4%	326	0.3%
Administrative & Support & Waste Management & Remediation	18	2.9%	190	2.2%	106	3.6%	943	2.3%	286	3.2%	2,282	1.9%
Educational Services	15	2.4%	2,095	24.4%	58	2.0%	4,862	11.6%	189	2.1%	10,094	8.4%
Health Care & Social Assistance	75	12.1%	989	11.5%	216	7.3%	6,561	15.7%	655	7.2%	25,500	21.3%
Arts, Entertainment & Recreation	12	1.9%	91	1.1%	57	1.9%	529	1.3%	179	2.0%	1,469	1.2%
Accommodation & Food Services	58	9.4%	1,184	13.8%	225	7.6%	2,971	7.1%	846	9.3%	8,971	7.5%
Accommodation	2	0.3%	47	0.5%	9	0.3%	178	0.4%	33	0.4%	739	0.6%
Food Services & Drinking Places	57	9.2%	1,137	13.2%	216	7.3%	2,793	6.7%	813	9.0%	8,233	6.9%
Other Services (except Public Administration)	86	13.9%	442	5.1%	404	13.7%	2,212	5.3%	1,207	13.3%	7,796	6.5%
Automotive Repair & Maintenance	22	3.5%	89	1.0%	105	3.6%	542	1.3%	246	2.7%	1,188	1.0%
Public Administration	3	0.5%	332	3.9%	25	0.8%	3,383	8.1%	61	0.7%	5,063	4.2%
Unclassified Establishments	30	4.8%	23	0.3%	230	7.8%	254	0.6%	1,009	11.1%	1,039	0.9%
Total	620	100.0%	8,598	100.0%	2,942	100.0%	41,840	100.0%	9,072	100.0%	119,793	100.0%

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