

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	15,227	61,649	148,302
2020 Total Population	15,240	65,450	162,893
2020 Group Quarters	19	310	1,160
2024 Total Population	15,285	66,081	166,372
2024 Group Quarters	19	304	1,154
2029 Total Population	15,367	66,420	167,452
2024-2029 Annual Rate	0.11%	0.10%	0.13%
2024 Total Daytime Population	9,653	44,927	121,537
Workers	3,425	16,144	47,138
Residents	6,228	28,783	74,399
<b>Household Summary</b>			
2010 Households	5,365	22,083	53,975
2010 Average Household Size	2.84	2.78	2.73
2020 Total Households	5,490	23,941	59,592
2020 Average Household Size	2.77	2.72	2.71
2024 Households	5,558	24,387	61,194
2024 Average Household Size	2.75	2.70	2.70
2029 Households	5,654	24,844	62,299
2029 Average Household Size	2.71	2.66	2.67
2024-2029 Annual Rate	0.34%	0.37%	0.36%
2010 Families	4,068	16,493	39,713
2010 Average Family Size	3.21	3.18	3.15
2024 Families	4,125	17,477	43,516
2024 Average Family Size	3.15	3.17	3.19
2029 Families	4,182	17,730	44,124
2029 Average Family Size	3.12	3.13	3.16
2024-2029 Annual Rate	0.27%	0.29%	0.28%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,171	21,386	52,506
Owner Occupied Housing Units	84.7%	80.9%	76.9%
Renter Occupied Housing Units	11.9%	15.4%	19.4%
Vacant Housing Units	3.4%	3.7%	3.6%
2010 Housing Units	5,561	23,250	56,836
Owner Occupied Housing Units	85.4%	80.1%	75.2%
Renter Occupied Housing Units	11.1%	14.8%	19.7%
Vacant Housing Units	3.5%	5.0%	5.0%
2020 Housing Units	5,660	24,920	62,243
Owner Occupied Housing Units	83.3%	78.1%	74.8%
Renter Occupied Housing Units	13.7%	18.0%	21.0%
Vacant Housing Units	3.1%	4.0%	4.3%
2024 Housing Units	5,710	25,311	63,719
Owner Occupied Housing Units	85.0%	79.1%	76.3%
Renter Occupied Housing Units	12.4%	17.2%	19.8%
Vacant Housing Units	2.7%	3.7%	4.0%
2029 Housing Units	5,795	25,733	64,732
Owner Occupied Housing Units	86.5%	80.4%	77.7%
Renter Occupied Housing Units	11.1%	16.1%	18.5%
Vacant Housing Units	2.4%	3.5%	3.8%

**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.

	1 mile	3 miles	5 miles
<b>2024 Households by Income</b>			
Household Income Base	5,558	24,387	61,194
<\$15,000	2.8%	3.8%	4.1%
\$15,000 - \$24,999	2.4%	3.4%	3.1%
\$25,000 - \$34,999	3.5%	3.4%	3.8%
\$35,000 - \$49,999	7.5%	6.4%	6.1%
\$50,000 - \$74,999	13.4%	11.2%	11.5%
\$75,000 - \$99,999	11.3%	12.4%	12.3%
\$100,000 - \$149,999	22.8%	23.1%	22.0%
\$150,000 - \$199,999	18.9%	15.1%	14.6%
\$200,000+	17.3%	21.4%	22.6%
Average Household Income	\$141,857	\$151,018	\$157,253
<b>2029 Households by Income</b>			
Household Income Base	5,654	24,844	62,299
<\$15,000	2.4%	3.4%	3.7%
\$15,000 - \$24,999	1.8%	2.6%	2.4%
\$25,000 - \$34,999	2.8%	2.8%	3.1%
\$35,000 - \$49,999	6.0%	5.1%	4.9%
\$50,000 - \$74,999	10.9%	9.2%	9.8%
\$75,000 - \$99,999	10.6%	11.6%	11.7%
\$100,000 - \$149,999	22.6%	22.7%	21.5%
\$150,000 - \$199,999	21.3%	16.8%	16.1%
\$200,000+	21.6%	25.8%	26.9%
Average Household Income	\$162,863	\$172,290	\$178,538
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,852	20,021	48,586
<\$50,000	1.5%	1.0%	1.4%
\$50,000 - \$99,999	0.1%	0.3%	0.2%
\$100,000 - \$149,999	0.5%	0.6%	0.4%
\$150,000 - \$199,999	1.5%	0.8%	1.0%
\$200,000 - \$249,999	2.6%	2.4%	2.4%
\$250,000 - \$299,999	4.0%	4.3%	4.0%
\$300,000 - \$399,999	27.0%	22.5%	19.7%
\$400,000 - \$499,999	30.2%	27.7%	22.7%
\$500,000 - \$749,999	22.9%	26.4%	31.8%
\$750,000 - \$999,999	6.8%	9.6%	10.5%
\$1,000,000 - \$1,499,999	2.8%	3.7%	4.3%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.7%
\$2,000,000 +	0.0%	0.4%	1.0%
Average Home Value	\$492,192	\$536,060	\$569,359
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	5,011	20,700	50,296
<\$50,000	0.7%	0.5%	0.8%
\$50,000 - \$99,999	0.0%	0.1%	0.0%
\$100,000 - \$149,999	0.0%	0.1%	0.0%
\$150,000 - \$199,999	0.2%	0.1%	0.2%
\$200,000 - \$249,999	0.9%	0.9%	1.0%
\$250,000 - \$299,999	1.6%	2.0%	2.1%
\$300,000 - \$399,999	17.4%	14.9%	14.0%
\$400,000 - \$499,999	31.2%	26.7%	21.4%
\$500,000 - \$749,999	30.4%	32.8%	37.4%
\$750,000 - \$999,999	11.2%	14.6%	14.7%
\$1,000,000 - \$1,499,999	6.1%	6.3%	6.4%
\$1,500,000 - \$1,999,999	0.3%	0.7%	0.9%
\$2,000,000 +	0.0%	0.4%	1.0%
Average Home Value	\$578,179	\$613,356	\$634,408

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

2932 Mountain Rd, Pasadena, Maryland, 21122  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.12708  
 Longitude: -76.53771

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2024	\$114,845	\$115,456	\$115,856
2029	\$129,570	\$128,905	\$128,991
<b>Median Home Value</b>			
2024	\$442,755	\$465,918	\$492,524
2029	\$493,790	\$536,652	\$569,598
<b>Per Capita Income</b>			
2024	\$51,205	\$55,710	\$57,816
2029	\$59,479	\$64,416	\$66,393
<b>Median Age</b>			
2010	35.4	38.5	39.4
2020	37.9	39.3	39.1
2024	38.9	39.8	39.6
2029	40.6	41.3	41.0
<b>2020 Population by Age</b>			
Total	15,240	65,450	162,893
0 - 4	5.9%	5.6%	5.8%
5 - 9	6.3%	6.2%	6.4%
10 - 14	6.8%	6.5%	6.6%
15 - 24	11.8%	11.6%	11.7%
25 - 34	14.9%	14.0%	13.7%
35 - 44	14.1%	13.4%	13.5%
45 - 54	13.6%	13.3%	13.2%
55 - 64	14.7%	15.0%	14.1%
65 - 74	8.0%	9.1%	9.1%
75 - 84	3.0%	4.0%	4.4%
85 +	0.8%	1.3%	1.5%
18 +	76.9%	77.9%	77.3%
<b>2024 Population by Age</b>			
Total	15,286	66,080	166,372
0 - 4	5.7%	5.5%	5.7%
5 - 9	6.6%	6.4%	6.5%
10 - 14	6.4%	6.3%	6.3%
15 - 24	11.3%	10.8%	11.1%
25 - 34	13.2%	13.1%	12.9%
35 - 44	16.1%	15.6%	15.5%
45 - 54	13.0%	12.6%	12.6%
55 - 64	13.8%	13.7%	13.0%
65 - 74	9.1%	9.9%	9.6%
75 - 84	3.9%	4.7%	5.1%
85 +	0.9%	1.4%	1.6%
18 +	77.5%	78.3%	77.9%
<b>2029 Population by Age</b>			
Total	15,367	66,420	167,453
0 - 4	5.6%	5.4%	5.5%
5 - 9	6.0%	5.8%	6.0%
10 - 14	6.6%	6.6%	6.6%
15 - 24	10.4%	10.0%	10.4%
25 - 34	11.9%	12.0%	12.0%
35 - 44	17.1%	16.4%	15.8%
45 - 54	13.2%	13.0%	13.2%
55 - 64	12.0%	12.0%	11.7%
65 - 74	11.0%	11.3%	10.7%
75 - 84	5.1%	5.8%	6.1%
85 +	1.2%	1.7%	1.9%
18 +	78.3%	78.8%	78.3%

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

2932 Mountain Rd, Pasadena, Maryland, 21122  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12708  
Longitude: -76.53771

	1 mile	3 miles	5 miles
<b>2020 Population by Sex</b>			
Males	7,432	32,155	80,016
Females	7,808	33,295	82,877
<b>2024 Population by Sex</b>			
Males	7,610	33,103	83,270
Females	7,675	32,978	83,102
<b>2029 Population by Sex</b>			
Males	7,614	33,078	83,344
Females	7,753	33,342	84,108
<b>2010 Population by Race/Ethnicity</b>			
Total	15,226	61,647	148,304
White Alone	86.9%	85.5%	83.1%
Black Alone	6.2%	8.6%	9.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.4%	2.1%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.5%	1.2%	1.6%
Two or More Races	2.6%	2.3%	2.4%
Hispanic Origin	4.3%	3.5%	4.4%
Diversity Index	30.2	31.2	35.7
<b>2020 Population by Race/Ethnicity</b>			
Total	15,240	65,450	162,893
White Alone	80.0%	76.2%	72.4%
Black Alone	6.7%	10.3%	12.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.6%	2.9%	3.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.3%	2.6%	3.3%
Two or More Races	8.0%	7.7%	7.7%
Hispanic Origin	5.8%	5.9%	7.1%
Diversity Index	42.0	46.8	52.4
<b>2024 Population by Race/Ethnicity</b>			
Total	15,284	66,081	166,371
White Alone	78.0%	74.1%	70.2%
Black Alone	7.4%	11.2%	13.6%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	2.9%	3.2%	3.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	2.9%	3.7%
Two or More Races	8.7%	8.3%	8.3%
Hispanic Origin	6.6%	6.7%	8.0%
Diversity Index	45.4	50.1	55.6
<b>2029 Population by Race/Ethnicity</b>			
Total	15,367	66,419	167,453
White Alone	76.2%	72.3%	68.3%
Black Alone	7.8%	11.7%	14.1%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	3.3%	3.6%	4.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	3.1%	3.9%
Two or More Races	9.4%	8.9%	8.9%
Hispanic Origin	7.3%	7.3%	8.6%
Diversity Index	48.3	52.8	58.0

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

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

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	15,240	65,450	162,893
In Households	99.9%	99.5%	99.3%
Householder	35.8%	36.5%	36.6%
Opposite-Sex Spouse	19.7%	19.8%	19.8%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.6%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.2%	27.6%	28.3%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.4%	1.5%	1.4%
Grandchild	3.1%	3.0%	2.6%
Brother or Sister	0.9%	1.0%	1.0%
Parent	1.2%	1.2%	1.2%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.5%	0.6%	0.5%
Other Relatives	1.2%	1.4%	1.3%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	3.1%	3.2%	3.0%
In Group Quarters	0.1%	0.5%	0.7%
Institutionalized	0.0%	0.2%	0.5%
Noninstitutionalized	0.1%	0.2%	0.2%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	10,704	46,937	116,980
Less than 9th Grade	1.4%	1.7%	1.7%
9th - 12th Grade, No Diploma	4.5%	4.3%	3.8%
High School Graduate	26.6%	26.3%	23.8%
GED/Alternative Credential	3.6%	3.8%	2.9%
Some College, No Degree	23.0%	20.3%	19.0%
Associate Degree	6.5%	8.0%	8.1%
Bachelor's Degree	22.0%	22.2%	24.4%
Graduate/Professional Degree	12.4%	13.5%	16.4%
<b>2024 Population 15+ by Marital Status</b>			
Total	12,427	54,045	135,486
Never Married	29.1%	29.7%	29.7%
Married	55.7%	55.0%	55.4%
Widowed	3.9%	4.8%	5.0%
Divorced	11.3%	10.6%	10.0%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	9,358	38,219	93,993
Population 16+ Employed	97.9%	97.6%	97.7%
Population 16+ Unemployment rate	2.1%	2.4%	2.3%
Population 16-24 Employed	10.7%	10.1%	10.5%
Population 16-24 Unemployment rate	9.8%	8.1%	6.0%
Population 25-54 Employed	64.6%	65.1%	65.6%
Population 25-54 Unemployment rate	1.2%	2.0%	2.1%
Population 55-64 Employed	18.9%	18.7%	17.6%
Population 55-64 Unemployment rate	1.0%	0.6%	0.9%
Population 65+ Employed	5.8%	6.1%	6.3%
Population 65+ Unemployment rate	0.0%	1.9%	1.6%

	1 mile	3 miles	5 miles
<b>2024 Employed Population 16+ by Industry</b>			
Total	9,163	37,312	91,868
Agriculture/Mining	0.0%	0.4%	0.3%
Construction	7.8%	9.6%	9.2%
Manufacturing	7.2%	6.9%	6.1%
Wholesale Trade	2.4%	2.1%	2.0%
Retail Trade	7.6%	8.0%	9.6%
Transportation/Utilities	5.7%	6.0%	6.0%
Information	0.9%	1.1%	1.2%
Finance/Insurance/Real Estate	5.7%	5.8%	5.1%
Services	46.9%	47.5%	48.3%
Public Administration	15.7%	12.5%	12.1%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	9,163	37,311	91,869
White Collar	66.5%	66.7%	69.0%
Management/Business/Financial	23.6%	23.6%	23.2%
Professional	25.5%	25.2%	27.3%
Sales	4.3%	6.7%	7.7%
Administrative Support	13.1%	11.2%	10.9%
Services	16.7%	14.4%	13.6%
Blue Collar	16.8%	18.8%	17.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.7%	5.7%	4.8%
Installation/Maintenance/Repair	2.8%	3.7%	3.8%
Production	3.0%	3.4%	2.8%
Transportation/Material Moving	6.4%	5.9%	5.9%
<b>2020 Households by Type</b>			
Total	5,490	23,941	59,592
Married Couple Households	55.6%	54.9%	54.5%
With Own Children <18	23.2%	21.2%	22.2%
Without Own Children <18	32.5%	33.6%	32.3%
Cohabiting Couple Households	7.6%	7.3%	6.9%
With Own Children <18	2.5%	2.5%	2.3%
Without Own Children <18	5.0%	4.9%	4.6%
Male Householder, No Spouse/Partner	14.0%	15.6%	15.5%
Living Alone	8.3%	9.6%	9.7%
65 Years and over	2.0%	2.8%	2.9%
With Own Children <18	1.5%	1.4%	1.5%
Without Own Children <18, With Relatives	2.8%	3.1%	2.9%
No Relatives Present	1.4%	1.5%	1.4%
Female Householder, No Spouse/Partner	22.8%	22.2%	23.1%
Living Alone	9.7%	10.7%	11.4%
65 Years and over	4.6%	5.3%	5.5%
With Own Children <18	4.6%	3.8%	4.2%
Without Own Children <18, With Relatives	7.7%	6.9%	6.6%
No Relatives Present	0.8%	0.8%	0.9%
<b>2020 Households by Size</b>			
Total	5,490	23,941	59,592
1 Person Household	18.0%	20.3%	21.1%
2 Person Household	32.5%	33.2%	32.9%
3 Person Household	21.7%	19.0%	18.4%
4 Person Household	15.6%	15.7%	16.1%
5 Person Household	7.7%	7.3%	7.2%
6 Person Household	3.0%	2.8%	2.7%
7 + Person Household	1.6%	1.7%	1.6%

2932 Mountain Rd, Pasadena, Maryland, 21122  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12708  
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	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	5,490	23,941	59,592
Owner Occupied	85.8%	81.3%	78.1%
Owned with a Mortgage/Loan	72.5%	65.9%	62.7%
Owned Free and Clear	13.4%	15.4%	15.4%
Renter Occupied	14.2%	18.7%	21.9%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	98	93
Percent of Income for Mortgage	24.1%	25.3%	26.6%
Wealth Index	134	147	152
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	5,660	24,920	62,243
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
<b>2020 Population By Urban/ Rural Status</b>			
Total	15,240	65,450	162,893
Urban Population	100.0%	100.0%	99.8%
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.

**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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	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
2.	Home Improvement (4B)	Enterprising Professionals	Savvy Suburbanites (1D)
3.	Workday Drive (4A)	Savvy Suburbanites (1D)	Enterprising Professionals (2D)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$15,781,739	\$74,699,371	\$196,052,064
Average Spent	\$2,839.46	\$3,063.08	\$3,203.78
Spending Potential Index	119	129	135
Education: Total \$	\$12,409,353	\$59,795,280	\$156,309,153
Average Spent	\$2,232.70	\$2,451.93	\$2,554.32
Spending Potential Index	129	142	148
Entertainment/Recreation: Total \$	\$28,538,295	\$132,993,893	\$346,665,473
Average Spent	\$5,134.63	\$5,453.47	\$5,665.02
Spending Potential Index	126	133	138
Food at Home: Total \$	\$48,265,336	\$226,779,752	\$593,024,681
Average Spent	\$8,683.94	\$9,299.21	\$9,690.90
Spending Potential Index	119	127	133
Food Away from Home: Total \$	\$26,840,444	\$125,566,001	\$329,482,539
Average Spent	\$4,829.16	\$5,148.89	\$5,384.23
Spending Potential Index	124	132	138
Health Care: Total \$	\$51,497,496	\$241,766,175	\$625,876,991
Average Spent	\$9,265.47	\$9,913.73	\$10,227.75
Spending Potential Index	120	129	133
HH Furnishings & Equipment: Total \$	\$21,844,322	\$101,610,595	\$264,846,786
Average Spent	\$3,930.25	\$4,166.59	\$4,327.99
Spending Potential Index	124	132	137
Personal Care Products & Services: Total \$	\$6,848,783	\$31,961,324	\$83,734,109
Average Spent	\$1,232.24	\$1,310.59	\$1,368.34
Spending Potential Index	124	132	137
Shelter: Total \$	\$184,958,385	\$857,199,275	\$2,249,683,645
Average Spent	\$33,277.87	\$35,149.85	\$36,763.14
Spending Potential Index	125	132	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,587,059	\$115,039,441	\$299,830,505
Average Spent	\$4,423.72	\$4,717.24	\$4,899.67
Spending Potential Index	126	135	140
Travel: Total \$	\$21,763,504	\$100,766,763	\$262,687,749
Average Spent	\$3,915.71	\$4,131.99	\$4,292.70
Spending Potential Index	129	136	142
Vehicle Maintenance & Repairs: Total \$	\$9,932,442	\$46,281,213	\$121,018,990
Average Spent	\$1,787.05	\$1,897.78	\$1,977.63
Spending Potential Index	121	128	133

**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.



# Retail Goods and Services Expenditures

2932 Mountain Rd, Pasadena, Maryland, 21122  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.12708  
 Longitude: -76.53771

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Enterprising Professionals (2D)	38.9%	Population	15,285	15,367
Home Improvement (4B)	29.2%	Households	5,558	5,654
Workday Drive (4A)	18.5%	Families	4,125	4,182
City Lights (8A)	8.3%	Median Age	38.9	40.6
Pleasantville (2B)	5.0%	Median Household Income	\$114,845	\$129,570
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		119	\$2,839.46	\$15,781,739
Men's		120	\$526.31	\$2,925,221
Women's		119	\$949.01	\$5,274,624
Children's		118	\$433.22	\$2,407,830
Footwear		119	\$596.17	\$3,313,524
Watches & Jewelry		122	\$278.54	\$1,548,140
Apparel Products and Services (1)		115	\$56.21	\$312,399
<b>Computer</b>				
Computers and Hardware for Home Use		123	\$333.93	\$1,855,991
Portable Memory		120	\$4.88	\$27,142
Computer Software		116	\$18.09	\$100,572
Computer Accessories		121	\$28.76	\$159,861
<b>Entertainment &amp; Recreation</b>		126	\$5,134.63	\$28,538,295
Fees and Admissions		135	\$1,114.40	\$6,193,853
Membership Fees for Clubs (2)		129	\$389.96	\$2,167,410
Fees for Participant Sports, excl. Trips		139	\$185.49	\$1,030,938
Tickets to Theatre/Operas/Concerts		136	\$103.12	\$573,125
Tickets to Movies		131	\$32.33	\$179,675
Tickets to Parks or Museums		134	\$50.30	\$279,552
Admission to Sporting Events, excl. Trips		125	\$98.60	\$547,999
Fees for Recreational Lessons		147	\$253.73	\$1,410,211
Dating Services		113	\$0.89	\$4,943
TV/Video/Audio		117	\$1,558.72	\$8,663,368
Cable and Satellite Television Services		116	\$874.78	\$4,862,040
Televisions		119	\$182.34	\$1,013,466
Satellite Dishes		97	\$1.21	\$6,741
VCRs, Video Cameras, and DVD Players		121	\$6.03	\$33,510
Miscellaneous Video Equipment		108	\$24.54	\$136,393
Video Cassettes and DVDs		123	\$7.07	\$39,310
Video Game Hardware/Accessories		112	\$52.17	\$289,965
Video Game Software		110	\$22.20	\$123,404
Rental/Streaming/Downloaded Video		120	\$207.27	\$1,152,026
Installation of Televisions		148	\$2.52	\$14,020
Audio (3)		124	\$176.52	\$981,100
Rental and Repair of TV/Radio/Sound Equipment		129	\$2.05	\$11,393
Pets		125	\$1,267.36	\$7,044,007
Toys/Games/Crafts/Hobbies (4)		119	\$217.04	\$1,206,298
Recreational Vehicles and Fees (5)		132	\$260.00	\$1,445,068
Sports/Recreation/Exercise Equipment (6)		136	\$414.29	\$2,302,642
Photo Equipment and Supplies (7)		126	\$77.13	\$428,691
Reading (8)		126	\$177.11	\$984,372
Catered Affairs (9)		123	\$48.58	\$269,997
<b>Food</b>		121	\$13,513.09	\$75,105,780
Food at Home		119	\$8,683.94	\$48,265,336
Bakery and Cereal Products		120	\$1,122.58	\$6,239,307
Meats, Poultry, Fish, and Eggs		117	\$1,840.48	\$10,229,388
Dairy Products		120	\$830.62	\$4,616,601
Fruits and Vegetables		121	\$1,744.42	\$9,695,513
Snacks and Other Food at Home (10)		118	\$3,145.83	\$17,484,527
Food Away from Home		124	\$4,829.16	\$26,840,444
Alcoholic Beverages		122	\$798.80	\$4,439,730

**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.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	133	\$61,685.14	\$342,846,034
Value of Retirement Plans	135	\$219,508.45	\$1,220,027,944
Value of Other Financial Assets	133	\$12,079.15	\$67,135,897
Vehicle Loan Amount excluding Interest	120	\$4,240.76	\$23,570,166
Value of Credit Card Debt	125	\$3,617.55	\$20,106,359
<b>Health</b>			
Nonprescription Drugs	119	\$211.00	\$1,172,749
Prescription Drugs	113	\$465.98	\$2,589,894
Eyeglasses and Contact Lenses	121	\$153.35	\$852,327
<b>Home</b>			
Mortgage Payment and Basics (11)	139	\$18,780.47	\$104,381,869
Maintenance and Remodeling Services	139	\$6,483.01	\$36,032,578
Maintenance and Remodeling Materials (12)	133	\$1,148.27	\$6,382,104
Utilities, Fuel, and Public Services	117	\$6,980.18	\$38,795,817
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	119	\$157.26	\$874,055
Furniture	124	\$1,225.03	\$6,808,708
Rugs	132	\$60.03	\$333,650
Major Appliances (14)	125	\$734.78	\$4,083,915
Housewares (15)	122	\$131.05	\$728,356
Small Appliances	114	\$91.63	\$509,300
Luggage	128	\$26.48	\$147,162
Telephones and Accessories	114	\$115.22	\$640,411
<b>Household Operations</b>			
Child Care	136	\$753.23	\$4,186,456
Lawn and Garden (16)	128	\$896.25	\$4,981,352
Moving/Storage/Freight Express	123	\$149.13	\$828,872
Housekeeping Supplies (17)	119	\$1,077.45	\$5,988,451
<b>Insurance</b>			
Owners and Renters Insurance	125	\$1,036.51	\$5,760,914
Vehicle Insurance	116	\$2,459.00	\$13,667,112
Life/Other Insurance	128	\$866.11	\$4,813,820
Health Insurance	120	\$6,001.31	\$33,355,272
Personal Care Products (18)	120	\$669.44	\$3,720,762
School Books (19)	121	\$51.59	\$286,739
Smoking Products	98	\$456.81	\$2,538,941
<b>Transportation</b>			
Payments on Vehicles excluding Leases	118	\$3,604.50	\$20,033,803
Gasoline and Motor Oil	115	\$3,850.37	\$21,400,375
Vehicle Maintenance and Repairs	121	\$1,787.05	\$9,932,442
<b>Travel</b>			
Airline Fares	133	\$843.09	\$4,685,891
Lodging on Trips	130	\$1,273.77	\$7,079,619
Auto/Truck Rental on Trips	128	\$148.33	\$824,427
Food and Drink on Trips	127	\$944.55	\$5,249,819

**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.

# Retail Goods and Services Expenditures

2932 Mountain Rd, Pasadena, Maryland, 21122  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.12708  
 Longitude: -76.53771

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	31.1%	Population	66,081	66,420
Enterprising Professionals (2D)	18.4%	Households	24,387	24,844
Savvy Suburbanites (1D)	13.3%	Families	17,477	17,730
Workday Drive (4A)	13.2%	Median Age	39.8	41.3
Home Improvement (4B)	8.9%	Median Household Income	\$115,456	\$128,905
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		129	\$3,063.08	\$74,699,371
Men's		130	\$573.09	\$13,975,882
Women's		127	\$1,014.72	\$24,746,051
Children's		127	\$466.97	\$11,388,030
Footwear		128	\$640.45	\$15,618,749
Watches & Jewelry		134	\$306.15	\$7,466,078
Apparel Products and Services (1)		127	\$61.70	\$1,504,581
<b>Computer</b>				
Computers and Hardware for Home Use		131	\$355.60	\$8,672,001
Portable Memory		131	\$5.33	\$130,045
Computer Software		124	\$19.39	\$472,961
Computer Accessories		127	\$30.20	\$736,405
<b>Entertainment &amp; Recreation</b>		133	\$5,453.47	\$132,993,893
Fees and Admissions		145	\$1,194.47	\$29,129,507
Membership Fees for Clubs (2)		142	\$427.56	\$10,426,855
Fees for Participant Sports, excl. Trips		148	\$196.97	\$4,803,413
Tickets to Theatre/Operas/Concerts		144	\$109.60	\$2,672,889
Tickets to Movies		137	\$33.85	\$825,607
Tickets to Parks or Museums		138	\$51.86	\$1,264,816
Admission to Sporting Events, excl. Trips		141	\$111.24	\$2,712,898
Fees for Recreational Lessons		152	\$262.40	\$6,399,248
Dating Services		124	\$0.98	\$23,781
TV/Video/Audio		126	\$1,670.38	\$40,735,586
Cable and Satellite Television Services		124	\$938.88	\$22,896,544
Televisions		128	\$195.88	\$4,776,989
Satellite Dishes		103	\$1.29	\$31,453
VCRs, Video Cameras, and DVD Players		122	\$6.08	\$148,332
Miscellaneous Video Equipment		122	\$27.52	\$671,130
Video Cassettes and DVDs		127	\$7.32	\$178,572
Video Game Hardware/Accessories		122	\$56.75	\$1,384,061
Video Game Software		122	\$24.79	\$604,580
Rental/Streaming/Downloaded Video		127	\$219.73	\$5,358,469
Installation of Televisions		165	\$2.81	\$68,621
Audio (3)		131	\$187.23	\$4,565,970
Rental and Repair of TV/Radio/Sound Equipment		131	\$2.09	\$50,864
Pets		132	\$1,334.14	\$32,535,775
Toys/Games/Crafts/Hobbies (4)		128	\$233.08	\$5,684,054
Recreational Vehicles and Fees (5)		138	\$271.48	\$6,620,553
Sports/Recreation/Exercise Equipment (6)		140	\$427.31	\$10,420,863
Photo Equipment and Supplies (7)		136	\$83.11	\$2,026,737
Reading (8)		134	\$187.29	\$4,567,514
Catered Affairs (9)		132	\$52.21	\$1,273,303
<b>Food</b>		129	\$14,448.10	\$352,345,752
Food at Home		127	\$9,299.21	\$226,779,752
Bakery and Cereal Products		129	\$1,205.05	\$29,387,672
Meats, Poultry, Fish, and Eggs		125	\$1,972.98	\$48,115,181
Dairy Products		128	\$887.70	\$21,648,355
Fruits and Vegetables		129	\$1,859.69	\$45,352,282
Snacks and Other Food at Home (10)		127	\$3,373.78	\$82,276,262
Food Away from Home		132	\$5,148.89	\$125,566,001
Alcoholic Beverages		131	\$855.57	\$20,864,829

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

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

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	143	\$66,158.93	\$1,613,417,868
Value of Retirement Plans	145	\$235,575.49	\$5,744,979,574
Value of Other Financial Assets	138	\$12,540.62	\$305,828,108
Vehicle Loan Amount excluding Interest	127	\$4,493.92	\$109,593,302
Value of Credit Card Debt	134	\$3,868.19	\$94,333,476
<b>Health</b>			
Nonprescription Drugs	127	\$226.12	\$5,514,318
Prescription Drugs	124	\$512.19	\$12,490,756
Eyeglasses and Contact Lenses	131	\$165.46	\$4,035,115
<b>Home</b>			
Mortgage Payment and Basics (11)	144	\$19,477.89	\$475,007,257
Maintenance and Remodeling Services	143	\$6,700.52	\$163,405,463
Maintenance and Remodeling Materials (12)	139	\$1,204.33	\$29,369,905
Utilities, Fuel, and Public Services	126	\$7,480.74	\$182,432,924
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	128	\$168.43	\$4,107,580
Furniture	132	\$1,305.22	\$31,830,380
Rugs	140	\$63.63	\$1,551,793
Major Appliances (14)	132	\$774.64	\$18,891,169
Housewares (15)	128	\$137.48	\$3,352,726
Small Appliances	121	\$97.33	\$2,373,509
Luggage	137	\$28.33	\$690,838
Telephones and Accessories	123	\$125.00	\$3,048,357
<b>Household Operations</b>			
Child Care	144	\$794.81	\$19,383,063
Lawn and Garden (16)	136	\$948.10	\$23,121,436
Moving/Storage/Freight Express	130	\$158.27	\$3,859,737
Housekeeping Supplies (17)	127	\$1,152.42	\$28,104,098
<b>Insurance</b>			
Owners and Renters Insurance	133	\$1,098.00	\$26,776,932
Vehicle Insurance	124	\$2,627.62	\$64,079,802
Life/Other Insurance	138	\$933.24	\$22,758,864
Health Insurance	128	\$6,420.59	\$156,578,892
Personal Care Products (18)	128	\$716.19	\$17,465,672
School Books (19)	131	\$55.85	\$1,362,111
Smoking Products	108	\$505.50	\$12,327,639
<b>Transportation</b>			
Payments on Vehicles excluding Leases	127	\$3,861.09	\$94,160,369
Gasoline and Motor Oil	122	\$4,074.56	\$99,366,395
Vehicle Maintenance and Repairs	128	\$1,897.78	\$46,281,213
<b>Travel</b>			
Airline Fares	139	\$880.16	\$21,464,550
Lodging on Trips	137	\$1,347.17	\$32,853,462
Auto/Truck Rental on Trips	137	\$158.71	\$3,870,437
Food and Drink on Trips	135	\$1,001.29	\$24,418,383

**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.

# Retail Goods and Services Expenditures

2932 Mountain Rd, Pasadena, Maryland, 21122  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.12708  
 Longitude: -76.53771

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	17.6%	Population	166,372	167,452
Savvy Suburbanites (1D)	17.1%	Households	61,194	62,299
Enterprising Professionals (2D)	13.2%	Families	43,516	44,124
Parks and Rec (5C)	10.5%	Median Age	39.6	41.0
Workday Drive (4A)	7.8%	Median Household Income	\$115,856	\$128,991
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		135	\$3,203.78	\$196,052,064
Men's		135	\$594.01	\$36,349,736
Women's		133	\$1,061.84	\$64,978,090
Children's		134	\$491.76	\$30,092,709
Footwear		135	\$673.11	\$41,190,435
Watches & Jewelry		140	\$319.17	\$19,531,415
Apparel Products and Services (1)		131	\$63.89	\$3,909,678
<b>Computer</b>				
Computers and Hardware for Home Use		138	\$372.39	\$22,787,844
Portable Memory		137	\$5.59	\$342,135
Computer Software		131	\$20.47	\$1,252,840
Computer Accessories		133	\$31.50	\$1,927,890
<b>Entertainment &amp; Recreation</b>		138	\$5,665.02	\$346,665,473
Fees and Admissions		150	\$1,239.40	\$75,843,570
Membership Fees for Clubs (2)		146	\$441.42	\$27,012,271
Fees for Participant Sports, excl. Trips		152	\$202.93	\$12,417,856
Tickets to Theatre/Operas/Concerts		150	\$113.87	\$6,967,960
Tickets to Movies		145	\$35.75	\$2,187,535
Tickets to Parks or Museums		144	\$54.12	\$3,311,547
Admission to Sporting Events, excl. Trips		144	\$113.90	\$6,969,746
Fees for Recreational Lessons		160	\$276.41	\$16,914,659
Dating Services		128	\$1.01	\$61,998
TV/Video/Audio		131	\$1,734.80	\$106,159,561
Cable and Satellite Television Services		128	\$968.44	\$59,262,886
Televisions		134	\$203.99	\$12,483,046
Satellite Dishes		110	\$1.37	\$84,097
VCRs, Video Cameras, and DVD Players		130	\$6.47	\$395,764
Miscellaneous Video Equipment		128	\$29.02	\$1,775,620
Video Cassettes and DVDs		134	\$7.72	\$472,525
Video Game Hardware/Accessories		130	\$60.15	\$3,681,018
Video Game Software		131	\$26.45	\$1,618,395
Rental/Streaming/Downloaded Video		134	\$230.34	\$14,095,502
Installation of Televisions		167	\$2.84	\$173,580
Audio (3)		138	\$195.86	\$11,985,671
Rental and Repair of TV/Radio/Sound Equipment		135	\$2.15	\$131,458
Pets		137	\$1,383.09	\$84,637,074
Toys/Games/Crafts/Hobbies (4)		133	\$242.27	\$14,825,282
Recreational Vehicles and Fees (5)		142	\$280.68	\$17,175,671
Sports/Recreation/Exercise Equipment (6)		147	\$449.04	\$27,478,385
Photo Equipment and Supplies (7)		141	\$86.16	\$5,272,552
Reading (8)		140	\$195.88	\$11,986,399
Catered Affairs (9)		136	\$53.71	\$3,286,981
<b>Food</b>		135	\$15,075.13	\$922,507,221
Food at Home		133	\$9,690.90	\$593,024,681
Bakery and Cereal Products		134	\$1,253.15	\$76,685,292
Meats, Poultry, Fish, and Eggs		131	\$2,061.60	\$126,157,754
Dairy Products		134	\$924.20	\$56,555,353
Fruits and Vegetables		134	\$1,938.64	\$118,633,149
Snacks and Other Food at Home (10)		132	\$3,513.30	\$214,993,133
Food Away from Home		138	\$5,384.23	\$329,482,539
Alcoholic Beverages		136	\$891.14	\$54,532,709

**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.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	148	\$68,611.41	\$4,198,606,347
Value of Retirement Plans	149	\$241,426.88	\$14,773,876,477
Value of Other Financial Assets	142	\$12,947.17	\$792,288,917
Vehicle Loan Amount excluding Interest	133	\$4,703.32	\$287,815,086
Value of Credit Card Debt	138	\$3,995.29	\$244,487,664
<b>Health</b>			
Nonprescription Drugs	132	\$234.35	\$14,340,841
Prescription Drugs	126	\$520.13	\$31,828,942
Eyeglasses and Contact Lenses	135	\$170.53	\$10,435,253
<b>Home</b>			
Mortgage Payment and Basics (11)	149	\$20,120.55	\$1,231,256,694
Maintenance and Remodeling Services	148	\$6,925.14	\$423,776,954
Maintenance and Remodeling Materials (12)	142	\$1,227.84	\$75,136,375
Utilities, Fuel, and Public Services	131	\$7,777.63	\$475,944,303
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	133	\$175.72	\$10,752,911
Furniture	137	\$1,355.54	\$82,950,883
Rugs	145	\$65.95	\$4,035,901
Major Appliances (14)	136	\$801.12	\$49,023,792
Housewares (15)	134	\$143.60	\$8,787,295
Small Appliances	127	\$102.54	\$6,275,121
Luggage	142	\$29.42	\$1,800,341
Telephones and Accessories	127	\$128.58	\$7,868,567
<b>Household Operations</b>			
Child Care	149	\$826.01	\$50,546,883
Lawn and Garden (16)	140	\$977.37	\$59,809,103
Moving/Storage/Freight Express	137	\$166.07	\$10,162,643
Housekeeping Supplies (17)	132	\$1,197.01	\$73,249,592
<b>Insurance</b>			
Owners and Renters Insurance	136	\$1,126.98	\$68,964,529
Vehicle Insurance	130	\$2,751.08	\$168,349,629
Life/Other Insurance	142	\$962.51	\$58,899,858
Health Insurance	133	\$6,621.57	\$405,200,531
Personal Care Products (18)	134	\$747.79	\$45,760,390
School Books (19)	138	\$58.84	\$3,600,886
Smoking Products	112	\$524.56	\$32,099,759
<b>Transportation</b>			
Payments on Vehicles excluding Leases	132	\$4,006.52	\$245,175,122
Gasoline and Motor Oil	128	\$4,259.42	\$260,651,053
Vehicle Maintenance and Repairs	133	\$1,977.63	\$121,018,990
<b>Travel</b>			
Airline Fares	145	\$920.19	\$56,309,913
Lodging on Trips	142	\$1,395.18	\$85,376,536
Auto/Truck Rental on Trips	142	\$164.63	\$10,074,191
Food and Drink on Trips	140	\$1,039.92	\$63,636,889

**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.

- (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

2932 Mountain Rd, Pasadena, Maryland, 21122  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12708  
Longitude: -76.53771

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	360		1,748		4,338							
Total Employees:	2,487		13,569		39,836							
Total Population:	15,285		66,081		166,372							
Employee/Population Ratio (per 100 Residents)	16		21		24							
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	2	0.6%	4	0.2%	3	0.2%	6	0.0%	9	0.2%	26	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	4	0.0%	3	0.1%	9	0.0%
Construction	54	15.0%	313	12.6%	242	13.8%	1,564	11.5%	500	11.5%	3,213	8.1%
Building Construction	17	4.7%	57	2.3%	82	4.7%	577	4.3%	198	4.6%	1,411	3.5%
Heavy/Civil Eng Construction	2	0.6%	11	0.4%	10	0.6%	77	0.6%	20	0.5%	192	0.5%
Specialty Trade Contractor	36	10.0%	245	9.8%	150	8.6%	910	6.7%	283	6.5%	1,611	4.0%
Manufacturing	6	1.7%	84	3.4%	36	2.1%	391	2.9%	91	2.1%	1,202	3.0%
Wholesale Trade	7	1.9%	22	0.9%	34	1.9%	280	2.1%	81	1.9%	687	1.7%
Durable Goods	4	1.1%	13	0.5%	27	1.5%	126	0.9%	66	1.5%	367	0.9%
Nondurable Goods	2	0.6%	9	0.4%	7	0.4%	153	1.1%	13	0.3%	313	0.8%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	7	0.0%
Retail Trade	41	11.4%	355	14.3%	199	11.4%	2,127	15.7%	508	11.7%	5,991	15.0%
Motor Vehicle & Parts Dealers	9	2.5%	50	2.0%	34	1.9%	297	2.2%	71	1.6%	899	2.3%
Furniture & Home Furnishings Stores	3	0.8%	19	0.8%	11	0.6%	45	0.3%	26	0.6%	222	0.6%
Electronics & Appliance Stores	0	0.0%	0	0.0%	6	0.3%	18	0.1%	16	0.4%	58	0.1%
Building Material & Garden Equipment & Supplies Dealers	1	0.3%	3	0.1%	16	0.9%	92	0.7%	41	0.9%	816	2.0%
Food & Beverage Stores	7	1.9%	183	7.4%	40	2.3%	926	6.8%	85	2.0%	1,638	4.1%
Health & Personal Care Stores	6	1.7%	43	1.7%	22	1.3%	150	1.1%	61	1.4%	384	1.0%
Gasoline Stations & Fuel Dealers	3	0.8%	14	0.6%	12	0.7%	73	0.5%	23	0.5%	128	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	0.8%	13	0.5%	10	0.6%	78	0.6%	44	1.0%	331	0.8%
Sporting Goods, Hobby, Book, & Music Stores	9	2.5%	27	1.1%	30	1.7%	103	0.8%	85	2.0%	543	1.4%
General Merchandise Stores	1	0.3%	4	0.2%	18	1.0%	344	2.5%	56	1.3%	971	2.4%
Transportation & Warehousing	5	1.4%	82	3.3%	39	2.2%	301	2.2%	74	1.7%	712	1.8%
Truck Transportation	4	1.1%	59	2.4%	15	0.9%	132	1.0%	30	0.7%	297	0.8%
Information	4	1.1%	29	1.2%	28	1.6%	163	1.2%	76	1.8%	502	1.3%
Finance & Insurance	7	1.9%	36	1.4%	62	3.5%	375	2.8%	164	3.8%	948	2.4%
Central Bank/Credit Intermediation & Related Activities	6	1.7%	30	1.2%	28	1.6%	226	1.7%	61	1.4%	516	1.3%
Securities & Commodity Contracts	1	0.3%	3	0.1%	18	1.0%	85	0.6%	58	1.3%	228	0.6%
Funds, Trusts & Other Financial Vehicles	1	0.3%	3	0.1%	16	0.9%	64	0.5%	44	1.0%	204	0.5%
Real Estate, Rental & Leasing	7	1.9%	53	2.1%	66	3.8%	365	2.7%	177	4.1%	1,227	3.1%
Professional, Scientific & Tech Services	22	6.1%	78	3.1%	167	9.6%	829	6.1%	508	11.7%	2,364	5.9%
Legal Services	2	0.6%	6	0.2%	17	1.0%	49	0.4%	71	1.6%	317	0.8%
Management of Companies & Enterprises	1	0.3%	14	0.6%	3	0.2%	27	0.2%	7	0.2%	73	0.2%
Administrative, Support & Waste Management Services	14	3.9%	51	2.0%	81	4.6%	653	4.8%	187	4.3%	1,669	4.2%
Educational Services	5	1.4%	214	8.6%	36	2.1%	928	6.8%	114	2.6%	3,692	9.3%

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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.



# Business Summary

2932 Mountain Rd, Pasadena, Maryland, 21122  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.12708  
 Longitude: -76.53771

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	40	11.1%	360	14.5%	160	9.2%	1,795	13.2%	452	10.4%	7,801	19.6%
Ambulatory Health Care	22	6.1%	159	6.4%	98	5.6%	996	7.3%	314	7.2%	2,929	7.3%
Hospital	1	0.3%	3	0.1%	4	0.2%	68	0.5%	20	0.5%	2,757	6.9%
Nursing/Residential Care	4	1.1%	98	3.9%	17	1.0%	348	2.6%	42	1.0%	1,391	3.5%
Social Assistance	13	3.6%	100	4.0%	41	2.4%	382	2.8%	77	1.8%	724	1.8%
Arts, Entertainment & Recreation	2	0.6%	10	0.4%	32	1.8%	249	1.8%	98	2.3%	825	2.1%
Accommodation & Food Services	29	8.1%	375	15.1%	140	8.0%	1,987	14.6%	301	6.9%	4,360	10.9%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	11	0.0%
Food Services & Drinking Places	29	8.1%	375	15.1%	140	8.0%	1,987	14.6%	299	6.9%	4,349	10.9%
Other Services (except Public Administration)	77	21.4%	335	13.5%	279	16.0%	1,170	8.6%	634	14.6%	3,255	8.2%
Repair & Maintenance	23	6.4%	104	4.2%	82	4.7%	362	2.7%	164	3.8%	830	2.1%
Automotive Repair & Maintenance	16	4.4%	76	3.1%	59	3.4%	259	1.9%	112	2.6%	603	1.5%
Personal & Laundry Service	35	9.7%	169	6.8%	113	6.5%	532	3.9%	247	5.7%	1,346	3.4%
Civic and Other Orgs	19	5.3%	62	2.5%	84	4.8%	275	2.0%	223	5.1%	1,080	2.7%
Public Administration	4	1.1%	69	2.8%	13	0.7%	346	2.5%	38	0.9%	1,255	3.1%
Unclassified Establishments	32	8.9%	4	0.2%	126	7.2%	10	0.1%	315	7.3%	17	0.0%
<b>Total</b>	<b>360</b>	<b>100.0%</b>	<b>2,487</b>	<b>100.0%</b>	<b>1,748</b>	<b>100.0%</b>	<b>13,569</b>	<b>100.0%</b>	<b>4,338</b>	<b>100.0%</b>	<b>39,836</b>	<b>100.0%</b>

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# Business Summary

2932 Mountain Rd, Pasadena, Maryland, 21122  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.12708  
Longitude: -76.53771

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	11	3.1%	54	2.2%	48	2.8%	318	2.3%	105	2.4%	787	2.0%
Construction	54	15.0%	313	12.6%	236	13.5%	1,542	11.4%	480	11.1%	3,131	7.9%
Manufacturing	7	1.9%	91	3.7%	33	1.9%	384	2.8%	85	2.0%	1,182	3.0%
Transportation	5	1.4%	80	3.2%	47	2.7%	332	2.5%	103	2.4%	851	2.1%
Communication	0	0.0%	0	0.0%	6	0.3%	32	0.2%	24	0.6%	151	0.4%
Utility	2	0.6%	8	0.3%	9	0.5%	187	1.4%	14	0.3%	216	0.5%
Wholesale Trade	8	2.2%	23	0.9%	35	2.0%	272	2.0%	81	1.9%	650	1.6%
<b>Retail Trade Summary</b>	<b>72</b>	<b>20.0%</b>	<b>734</b>	<b>29.5%</b>	<b>348</b>	<b>19.9%</b>	<b>4,154</b>	<b>30.6%</b>	<b>820</b>	<b>18.9%</b>	<b>10,393</b>	<b>26.1%</b>
Home Improvement	1	0.3%	3	0.1%	16	0.9%	92	0.7%	41	0.9%	817	2.0%
General Merchandise Stores	0	0.0%	1	0.0%	15	0.9%	328	2.4%	41	0.9%	871	2.2%
Food Stores	7	1.9%	178	7.2%	40	2.3%	954	7.0%	80	1.8%	1,646	4.1%
Auto Dealers & Gas Stations	12	3.3%	63	2.5%	44	2.5%	352	2.6%	91	2.1%	1,003	2.5%
Apparel & Accessory Stores	2	0.6%	4	0.2%	7	0.4%	64	0.5%	32	0.7%	289	0.7%
Furniture & Home Furnishings	3	0.8%	19	0.8%	19	1.1%	72	0.5%	48	1.1%	306	0.8%
Eating & Drinking Places	28	7.8%	373	15.0%	132	7.5%	1,936	14.3%	284	6.5%	4,224	10.6%
Miscellaneous Retail	19	5.3%	93	3.7%	74	4.2%	357	2.6%	202	4.7%	1,237	3.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>15</b>	<b>4.2%</b>	<b>104</b>	<b>4.2%</b>	<b>115</b>	<b>6.6%</b>	<b>718</b>	<b>5.3%</b>	<b>327</b>	<b>7.5%</b>	<b>2,187</b>	<b>5.5%</b>
Banks, Savings & Lending Institutions	5	1.4%	31	1.3%	28	1.6%	228	1.7%	62	1.4%	519	1.3%
Securities Brokers	1	0.3%	3	0.1%	18	1.0%	85	0.6%	57	1.3%	223	0.6%
Insurance Carriers & Agents	1	0.3%	3	0.1%	15	0.9%	61	0.5%	43	1.0%	201	0.5%
Real Estate, Holding, Other Investment Offices	7	1.9%	66	2.6%	54	3.1%	344	2.5%	165	3.8%	1,244	3.1%
<b>Services Summary</b>	<b>151</b>	<b>41.9%</b>	<b>1,007</b>	<b>40.5%</b>	<b>731</b>	<b>41.8%</b>	<b>5,245</b>	<b>38.6%</b>	<b>1,944</b>	<b>44.8%</b>	<b>18,987</b>	<b>47.7%</b>
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	11	0.0%
Automotive Services	18	5.0%	102	4.1%	76	4.3%	371	2.7%	142	3.3%	890	2.2%
Movies & Amusements	3	0.8%	12	0.5%	29	1.7%	217	1.6%	103	2.4%	830	2.1%
Health Services	26	7.2%	260	10.4%	113	6.5%	1,347	9.9%	355	8.2%	6,689	16.8%
Legal Services	2	0.6%	6	0.2%	16	0.9%	44	0.3%	57	1.3%	247	0.6%
Education Institutions & Libraries	4	1.1%	212	8.5%	30	1.7%	903	6.7%	90	2.1%	3,631	9.1%
Other Services	98	27.2%	415	16.7%	467	26.7%	2,364	17.4%	1,195	27.6%	6,690	16.8%
<b>Government</b>	<b>4</b>	<b>1.1%</b>	<b>69</b>	<b>2.8%</b>	<b>14</b>	<b>0.8%</b>	<b>374</b>	<b>2.8%</b>	<b>39</b>	<b>0.9%</b>	<b>1,283</b>	<b>3.2%</b>
<b>Unclassified Establishments</b>	<b>32</b>	<b>8.9%</b>	<b>4</b>	<b>2.8%</b>	<b>126</b>	<b>7.2%</b>	<b>10</b>	<b>2.8%</b>	<b>315</b>	<b>7.3%</b>	<b>17</b>	<b>3.2%</b>
<b>Totals</b>	<b>360</b>	<b>100.0%</b>	<b>2,487</b>	<b>100.0%</b>	<b>1,748</b>	<b>100.0%</b>	<b>13,569</b>	<b>100.0%</b>	<b>4,338</b>	<b>100.0%</b>	<b>39,836</b>	<b>100.0%</b>

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