

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	10,417	82,271	155,904
2020 Total Population	10,742	85,754	165,202
2020 Group Quarters	0	528	714
2023 Total Population	11,014	86,163	165,575
2023 Group Quarters	0	528	714
2028 Total Population	10,993	85,974	165,031
2023-2028 Annual Rate	-0.04%	-0.04%	-0.07%
2023 Total Daytime Population	8,186	66,861	149,534
Workers	2,411	21,229	61,818
Residents	5,775	45,632	87,716
Household Summary			
2010 Households	4,099	31,707	60,229
2010 Average Household Size	2.54	2.58	2.57
2020 Total Households	4,186	32,725	62,647
2020 Average Household Size	2.57	2.60	2.63
2023 Households	4,216	32,931	62,919
2023 Average Household Size	2.61	2.60	2.62
2028 Households	4,234	33,044	63,081
2028 Average Household Size	2.60	2.59	2.60
2023-2028 Annual Rate	0.09%	0.07%	0.05%
2010 Families	2,808	20,974	39,440
2010 Average Family Size	3.00	3.09	3.11
2023 Families	2,801	21,019	39,809
2023 Average Family Size	3.18	3.22	3.26
2028 Families	2,809	21,069	39,954
2028 Average Family Size	3.16	3.21	3.25
2023-2028 Annual Rate	0.06%	0.05%	0.07%
Housing Unit Summary			
2000 Housing Units	4,229	33,852	67,050
Owner Occupied Housing Units	69.5%	61.0%	60.7%
Renter Occupied Housing Units	25.5%	32.9%	31.2%
Vacant Housing Units	5.0%	6.1%	8.0%
2010 Housing Units	4,337	33,988	64,842
Owner Occupied Housing Units	66.4%	58.0%	59.9%
Renter Occupied Housing Units	28.1%	35.3%	33.0%
Vacant Housing Units	5.5%	6.7%	7.1%
2020 Housing Units	4,483	35,227	67,633
Owner Occupied Housing Units	60.2%	53.1%	55.4%
Renter Occupied Housing Units	33.2%	39.8%	37.2%
Vacant Housing Units	7.0%	7.1%	7.3%
2023 Housing Units	4,491	35,346	67,838
Owner Occupied Housing Units	64.2%	57.9%	60.3%
Renter Occupied Housing Units	29.7%	35.2%	32.5%
Vacant Housing Units	6.1%	6.8%	7.3%
2028 Housing Units	4,494	35,541	68,169
Owner Occupied Housing Units	65.0%	58.7%	60.9%
Renter Occupied Housing Units	29.2%	34.3%	31.6%
Vacant Housing Units	5.8%	7.0%	7.5%

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

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



Market Profile

4000 N Point Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27136
Longitude: -76.47056

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	4,216	32,931	62,914
<\$15,000	9.8%	11.0%	10.8%
\$15,000 - \$24,999	7.9%	9.5%	9.1%
\$25,000 - \$34,999	6.7%	9.5%	9.5%
\$35,000 - \$49,999	13.0%	12.0%	11.5%
\$50,000 - \$74,999	23.4%	20.4%	18.4%
\$75,000 - \$99,999	12.5%	12.8%	12.7%
\$100,000 - \$149,999	14.8%	15.1%	15.7%
\$150,000 - \$199,999	6.7%	5.9%	7.2%
\$200,000+	5.2%	3.9%	5.1%
Average Household Income	\$84,838	\$78,852	\$84,299
2028 Households by Income			
Household Income Base	4,234	33,044	63,076
<\$15,000	9.1%	10.4%	10.2%
\$15,000 - \$24,999	6.9%	8.3%	8.0%
\$25,000 - \$34,999	5.9%	8.4%	8.4%
\$35,000 - \$49,999	11.8%	11.0%	10.6%
\$50,000 - \$74,999	23.3%	19.9%	17.7%
\$75,000 - \$99,999	12.9%	13.0%	12.7%
\$100,000 - \$149,999	16.1%	16.7%	17.1%
\$150,000 - \$199,999	7.4%	7.2%	8.7%
\$200,000+	6.6%	5.1%	6.5%
Average Household Income	\$95,011	\$89,191	\$95,832
2023 Owner Occupied Housing Units by Value			
Total	2,881	20,464	40,870
<\$50,000	8.0%	8.4%	8.5%
\$50,000 - \$99,999	3.4%	4.2%	4.7%
\$100,000 - \$149,999	11.1%	10.6%	9.3%
\$150,000 - \$199,999	13.8%	14.5%	13.9%
\$200,000 - \$249,999	6.5%	10.1%	10.7%
\$250,000 - \$299,999	6.4%	8.9%	9.0%
\$300,000 - \$399,999	35.4%	25.9%	25.5%
\$400,000 - \$499,999	9.4%	5.6%	5.6%
\$500,000 - \$749,999	3.9%	6.1%	7.6%
\$750,000 - \$999,999	0.8%	3.3%	2.8%
\$1,000,000 - \$1,499,999	1.2%	1.7%	1.7%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.3%
\$2,000,000 +	0.0%	0.5%	0.3%
Average Home Value	\$288,785	\$309,086	\$309,423
2028 Owner Occupied Housing Units by Value			
Total	2,923	20,859	41,537
<\$50,000	8.0%	7.9%	8.6%
\$50,000 - \$99,999	2.3%	3.0%	3.4%
\$100,000 - \$149,999	7.6%	6.6%	5.8%
\$150,000 - \$199,999	9.1%	9.2%	9.0%
\$200,000 - \$249,999	4.3%	7.5%	8.2%
\$250,000 - \$299,999	5.9%	8.8%	8.8%
\$300,000 - \$399,999	40.5%	31.5%	30.7%
\$400,000 - \$499,999	13.2%	8.1%	7.6%
\$500,000 - \$749,999	5.7%	9.0%	10.6%
\$750,000 - \$999,999	1.2%	4.8%	4.0%
\$1,000,000 - \$1,499,999	2.0%	2.4%	2.5%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.4%
\$2,000,000 +	0.0%	0.7%	0.4%
Average Home Value	\$329,413	\$367,190	\$360,686

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

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

November 15, 2023

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$60,692	\$57,541	\$59,808
2028	\$65,003	\$62,448	\$66,055
Median Home Value			
2023	\$302,253	\$262,074	\$265,332
2028	\$331,461	\$322,044	\$320,268
Per Capita Income			
2023	\$31,526	\$30,220	\$32,123
2028	\$35,535	\$34,375	\$36,727
Median Age			
2010	38.8	37.5	38.6
2020	37.7	37.3	37.7
2023	39.5	38.9	39.8
2028	39.8	39.2	40.4
2020 Population by Age			
Total	10,742	85,754	165,202
0 - 4	5.8%	6.2%	6.1%
5 - 9	6.3%	6.6%	6.4%
10 - 14	7.0%	7.0%	6.8%
15 - 24	13.4%	12.4%	12.2%
25 - 34	13.8%	14.7%	14.6%
35 - 44	12.5%	12.7%	12.9%
45 - 54	12.0%	11.5%	11.3%
55 - 64	14.3%	13.7%	13.7%
65 - 74	8.3%	9.1%	9.5%
75 - 84	4.9%	4.4%	4.5%
85 +	1.7%	1.8%	1.8%
18 +	77.1%	76.3%	76.8%
2023 Population by Age			
Total	11,015	86,163	165,576
0 - 4	5.5%	6.0%	5.8%
5 - 9	5.7%	6.0%	5.9%
10 - 14	5.9%	5.8%	5.8%
15 - 24	11.8%	12.1%	11.3%
25 - 34	15.1%	15.0%	14.5%
35 - 44	12.1%	12.5%	12.9%
45 - 54	12.2%	11.4%	11.3%
55 - 64	13.6%	13.1%	13.4%
65 - 74	9.8%	10.2%	10.7%
75 - 84	6.4%	5.7%	5.9%
85 +	1.9%	2.3%	2.4%
18 +	79.6%	78.9%	79.2%
2028 Population by Age			
Total	10,994	85,976	165,032
0 - 4	5.8%	6.1%	5.9%
5 - 9	5.5%	5.8%	5.8%
10 - 14	5.8%	5.8%	5.8%
15 - 24	11.0%	11.6%	11.1%
25 - 34	14.7%	14.5%	13.5%
35 - 44	14.1%	13.6%	14.1%
45 - 54	11.0%	10.9%	11.2%
55 - 64	12.6%	11.8%	11.8%
65 - 74	10.8%	10.8%	11.3%
75 - 84	6.4%	6.6%	6.9%
85 +	2.4%	2.5%	2.6%
18 +	79.6%	79.0%	79.2%
2020 Population by Sex			

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

	1 mile	3 miles	5 miles
Males	5,240	41,120	79,699
Females	5,502	44,634	85,503
2023 Population by Sex			
Males	5,404	41,829	80,646
Females	5,610	44,334	84,929
2028 Population by Sex			
Males	5,389	41,690	80,251
Females	5,604	44,285	84,779
2010 Population by Race/Ethnicity			
Total	10,416	82,271	155,904
White Alone	88.3%	75.4%	74.6%
Black Alone	6.0%	17.5%	16.8%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	1.2%	1.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.7%	3.1%
Two or More Races	2.4%	3.0%	2.9%
Hispanic Origin	3.5%	4.7%	6.8%
Diversity Index	26.9	45.4	48.7
2020 Population by Race/Ethnicity			
Total	10,742	85,754	165,202
White Alone	72.1%	61.5%	58.2%
Black Alone	11.6%	21.0%	20.6%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	1.7%	1.9%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.3%	6.6%	9.7%
Two or More Races	8.4%	8.1%	8.1%
Hispanic Origin	8.9%	10.6%	14.6%
Diversity Index	54.5	64.9	70.1
2023 Population by Race/Ethnicity			
Total	11,015	86,163	165,575
White Alone	70.5%	59.6%	56.4%
Black Alone	12.3%	21.8%	21.3%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	1.8%	2.0%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.8%	7.2%	10.5%
Two or More Races	8.7%	8.4%	8.4%
Hispanic Origin	9.7%	11.6%	15.8%
Diversity Index	56.9	66.9	72.0
2028 Population by Race/Ethnicity			
Total	10,992	85,976	165,031
White Alone	66.4%	55.8%	52.4%
Black Alone	13.6%	23.1%	22.3%
American Indian Alone	1.0%	0.9%	1.0%
Asian Alone	1.9%	2.2%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.2%	8.7%	12.4%
Two or More Races	9.8%	9.3%	9.2%
Hispanic Origin	11.6%	13.5%	18.2%
Diversity Index	62.2	70.8	75.5

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

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	10,742	85,754	165,202
In Households	100.0%	99.4%	99.6%
Householder	38.3%	38.2%	38.1%
Opposite-Sex Spouse	14.6%	13.4%	13.9%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.9%	3.5%	3.4%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	28.4%	28.0%	27.5%
Adopted Child	0.4%	0.4%	0.4%
Stepchild	1.5%	1.5%	1.4%
Grandchild	3.9%	3.9%	3.8%
Brother or Sister	1.2%	1.6%	1.7%
Parent	1.5%	1.5%	1.5%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.6%
Other Relatives	1.7%	2.2%	2.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.4%	3.7%	4.0%
In Group Quarters	0.0%	0.6%	0.4%
Institutionalized	0.0%	0.6%	0.4%
Noninstitutionalized	0.0%	0.0%	0.1%
2023 Population 25+ by Educational Attainment			
Total	7,833	60,395	117,767
Less than 9th Grade	3.6%	3.7%	4.7%
9th - 12th Grade, No Diploma	10.9%	9.3%	9.7%
High School Graduate	37.3%	36.7%	34.4%
GED/Alternative Credential	4.4%	7.1%	6.5%
Some College, No Degree	23.4%	20.3%	19.1%
Associate Degree	5.7%	8.1%	7.6%
Bachelor's Degree	10.4%	9.9%	11.6%
Graduate/Professional Degree	4.2%	4.9%	6.5%
2023 Population 15+ by Marital Status			
Total	9,129	70,832	136,485
Never Married	37.6%	38.8%	36.7%
Married	43.2%	41.7%	43.6%
Widowed	6.1%	7.7%	8.3%
Divorced	13.2%	11.7%	11.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,691	43,980	83,732
Population 16+ Employed	94.1%	94.0%	94.8%
Population 16+ Unemployment rate	5.9%	6.0%	5.2%
Population 16-24 Employed	15.5%	14.7%	13.5%
Population 16-24 Unemployment rate	7.6%	11.7%	10.6%
Population 25-54 Employed	61.6%	61.3%	62.4%
Population 25-54 Unemployment rate	6.7%	5.7%	4.7%
Population 55-64 Employed	17.3%	17.6%	17.3%
Population 55-64 Unemployment rate	2.0%	2.2%	2.9%
Population 65+ Employed	5.5%	6.4%	6.7%
Population 65+ Unemployment rate	3.6%	4.0%	3.7%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	5,354	41,362	79,375
Agriculture/Mining	0.5%	0.5%	0.3%
Construction	7.3%	9.7%	10.2%
Manufacturing	11.5%	9.2%	8.6%
Wholesale Trade	2.4%	2.0%	2.1%
Retail Trade	17.6%	13.5%	12.8%
Transportation/Utilities	8.4%	11.2%	9.5%
Information	0.6%	0.8%	1.3%
Finance/Insurance/Real Estate	5.8%	5.8%	5.9%
Services	41.2%	42.8%	43.7%
Public Administration	4.6%	4.5%	5.5%
2023 Employed Population 16+ by Occupation			
Total	5,355	41,362	79,375
White Collar	51.3%	50.2%	50.8%
Management/Business/Financial	11.0%	11.9%	12.8%
Professional	16.1%	15.2%	16.5%
Sales	10.7%	8.3%	7.7%
Administrative Support	13.5%	14.8%	13.8%
Services	18.2%	16.8%	17.6%
Blue Collar	30.5%	33.0%	31.6%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	4.6%	6.7%	6.8%
Installation/Maintenance/Repair	4.4%	4.6%	4.5%
Production	6.9%	6.8%	6.5%
Transportation/Material Moving	14.6%	14.7%	13.5%
2020 Households by Type			
Total	4,186	32,725	62,647
Married Couple Households	38.9%	35.8%	37.2%
With Own Children <18	13.3%	13.1%	13.4%
Without Own Children <18	25.6%	22.7%	23.8%
Cohabiting Couple Households	10.5%	9.7%	9.2%
With Own Children <18	4.5%	4.2%	3.9%
Without Own Children <18	6.0%	5.6%	5.3%
Male Householder, No Spouse/Partner	20.4%	21.0%	21.0%
Living Alone	12.7%	13.2%	13.2%
65 Years and over	4.3%	4.3%	4.6%
With Own Children <18	2.2%	2.1%	2.1%
Without Own Children <18, With Relatives	4.3%	4.1%	3.9%
No Relatives Present	1.3%	1.5%	1.7%
Female Householder, No Spouse/Partner	30.1%	33.4%	32.6%
Living Alone	13.5%	14.7%	15.1%
65 Years and over	6.5%	7.0%	7.8%
With Own Children <18	6.5%	7.9%	7.3%
Without Own Children <18, With Relatives	8.9%	9.5%	8.9%
No Relatives Present	1.2%	1.3%	1.3%
2020 Households by Size			
Total	4,186	32,725	62,647
1 Person Household	26.3%	28.0%	28.3%
2 Person Household	30.6%	30.0%	30.1%
3 Person Household	18.3%	17.1%	17.0%
4 Person Household	13.7%	13.1%	12.8%
5 Person Household	6.0%	6.5%	6.5%
6 Person Household	3.2%	3.3%	3.2%
7 + Person Household	1.8%	2.0%	2.1%

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

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	4,186	32,725	62,647
Owner Occupied	64.5%	57.2%	59.8%
Owned with a Mortgage/Loan	45.7%	41.3%	43.0%
Owned Free and Clear	18.8%	15.8%	16.9%
Renter Occupied	35.5%	42.8%	40.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	76	84	86
Percent of Income for Mortgage	29.9%	27.4%	26.7%
Wealth Index	74	62	71
2020 Housing Units By Urban/ Rural Status			
Total	4,483	35,227	67,633
Urban Housing Units	100.0%	99.5%	99.3%
Rural Housing Units	0.0%	0.5%	0.7%
2020 Population By Urban/ Rural Status			
Total	10,742	85,754	165,202
Urban Population	100.0%	99.5%	99.4%
Rural Population	0.0%	0.5%	0.6%

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

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



Market Profile

4000 N Point Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27136
Longitude: -76.47056

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Front Porches (8E)	Front Porches (8E)
3.	Pleasantville (2B)	Metro Fusion (11C)	Metro Fusion (11C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,363,735	\$54,352,404	\$110,411,870
Average Spent	\$1,746.62	\$1,650.49	\$1,754.83
Spending Potential Index	79	75	80
Education: Total \$	\$6,867,938	\$47,384,686	\$96,382,507
Average Spent	\$1,629.02	\$1,438.91	\$1,531.85
Spending Potential Index	91	80	85
Entertainment/Recreation: Total \$	\$12,429,873	\$90,637,658	\$185,266,086
Average Spent	\$2,948.26	\$2,752.35	\$2,944.52
Spending Potential Index	78	73	78
Food at Home: Total \$	\$22,941,595	\$168,379,244	\$342,764,850
Average Spent	\$5,441.55	\$5,113.09	\$5,447.72
Spending Potential Index	80	75	80
Food Away from Home: Total \$	\$12,198,916	\$90,794,086	\$184,103,984
Average Spent	\$2,893.48	\$2,757.10	\$2,926.05
Spending Potential Index	78	74	79
Health Care: Total \$	\$23,593,427	\$174,460,082	\$358,204,205
Average Spent	\$5,596.16	\$5,297.75	\$5,693.10
Spending Potential Index	76	72	77
HH Furnishings & Equipment: Total \$	\$9,713,758	\$71,108,152	\$145,136,686
Average Spent	\$2,304.02	\$2,159.31	\$2,306.72
Spending Potential Index	78	73	78
Personal Care Products & Services: Total \$	\$3,208,944	\$23,637,604	\$48,073,353
Average Spent	\$761.13	\$717.79	\$764.05
Spending Potential Index	80	75	80
Shelter: Total \$	\$85,188,931	\$617,667,607	\$1,257,172,617
Average Spent	\$20,206.10	\$18,756.42	\$19,980.81
Spending Potential Index	82	76	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,214,227	\$73,889,326	\$152,133,491
Average Spent	\$2,422.73	\$2,243.76	\$2,417.93
Spending Potential Index	77	72	77
Travel: Total \$	\$7,386,947	\$53,558,222	\$109,522,354
Average Spent	\$1,752.12	\$1,626.38	\$1,740.69
Spending Potential Index	78	72	77
Vehicle Maintenance & Repairs: Total \$	\$4,241,003	\$31,819,698	\$64,603,951
Average Spent	\$1,005.93	\$966.25	\$1,026.78
Spending Potential Index	77	74	78

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

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

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

November 15, 2023

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Front Porches (8E)	52.8%	Population	11,014	10,993
Parks and Rec (5C)	30.1%	Households	4,216	4,234
Pleasantville (2B)	11.3%	Families	2,801	2,809
Midlife Constants (5E)	5.9%	Median Age	39.5	39.8
	0.0%	Median Household Income	\$60,692	\$65,003
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,746.62	\$7,363,735
Men's		78	\$320.24	\$1,350,133
Women's		79	\$590.51	\$2,489,608
Children's		78	\$260.21	\$1,097,032
Footwear		82	\$407.04	\$1,716,076
Watches & Jewelry		79	\$132.63	\$559,158
Apparel Products and Services (1)		81	\$35.99	\$151,727
Computer				
Computers and Hardware for Home Use		81	\$208.11	\$877,392
Portable Memory		82	\$3.79	\$15,987
Computer Software		87	\$12.59	\$53,083
Computer Accessories		79	\$19.80	\$83,468
Entertainment & Recreation		78	\$2,948.26	\$12,429,873
Fees and Admissions		83	\$588.20	\$2,479,838
Membership Fees for Clubs (2)		81	\$224.62	\$946,998
Fees for Participant Sports, excl. Trips		83	\$99.16	\$418,072
Tickets to Theatre/Operas/Concerts		84	\$45.62	\$192,334
Tickets to Movies		79	\$21.94	\$92,513
Tickets to Parks or Museums		73	\$20.36	\$85,818
Admission to Sporting Events, excl. Trips		80	\$46.51	\$196,071
Fees for Recreational Lessons		89	\$129.01	\$543,922
Dating Services		91	\$0.97	\$4,110
TV/Video/Audio		78	\$1,050.40	\$4,428,498
Cable and Satellite Television Services		78	\$668.19	\$2,817,069
Televisions		77	\$111.52	\$470,157
Satellite Dishes		64	\$1.09	\$4,614
VCRs, Video Cameras, and DVD Players		76	\$3.64	\$15,341
Miscellaneous Video Equipment		101	\$12.72	\$53,610
Video Cassettes and DVDs		80	\$5.23	\$22,051
Video Game Hardware/Accessories		76	\$30.58	\$128,910
Video Game Software		82	\$15.79	\$66,588
Rental/Streaming/Downloaded Video		76	\$93.18	\$392,845
Installation of Televisions		92	\$1.48	\$6,256
Audio (3)		78	\$105.05	\$442,870
Rental and Repair of TV/Radio/Sound Equipment		70	\$1.94	\$8,188
Pets		76	\$695.96	\$2,934,164
Toys/Games/Crafts/Hobbies (4)		79	\$124.76	\$525,987
Recreational Vehicles and Fees (5)		72	\$108.79	\$458,664
Sports/Recreation/Exercise Equipment (6)		74	\$207.91	\$876,539
Photo Equipment and Supplies (7)		84	\$39.11	\$164,906
Reading (8)		83	\$104.96	\$442,524
Catered Affairs (9)		93	\$28.17	\$118,753
Food		79	\$8,335.04	\$35,140,511
Food at Home		80	\$5,441.55	\$22,941,595
Bakery and Cereal Products		81	\$713.19	\$3,006,814
Meats, Poultry, Fish, and Eggs		80	\$1,179.82	\$4,974,110
Dairy Products		81	\$531.59	\$2,241,201
Fruits and Vegetables		82	\$1,095.93	\$4,620,461
Snacks and Other Food at Home (10)		78	\$1,921.02	\$8,099,009
Food Away from Home		78	\$2,893.48	\$12,198,916
Alcoholic Beverages		81	\$543.75	\$2,292,452

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	87	\$34,250.61	\$144,400,553
Value of Retirement Plans	82	\$115,842.27	\$488,391,019
Value of Other Financial Assets	84	\$7,195.81	\$30,337,521
Vehicle Loan Amount excluding Interest	71	\$2,571.37	\$10,840,902
Value of Credit Card Debt	83	\$2,618.55	\$11,039,810
Health			
Nonprescription Drugs	71	\$121.83	\$513,652
Prescription Drugs	72	\$266.63	\$1,124,109
Eyeglasses and Contact Lenses	79	\$87.74	\$369,895
Home			
Mortgage Payment and Basics (11)	80	\$10,342.95	\$43,605,888
Maintenance and Remodeling Services	76	\$2,869.28	\$12,096,867
Maintenance and Remodeling Materials (12)	68	\$532.65	\$2,245,638
Utilities, Fuel, and Public Services	77	\$4,495.72	\$18,953,953
Household Furnishings and Equipment			
Household Textiles (13)	80	\$98.39	\$414,819
Furniture	76	\$630.47	\$2,658,051
Rugs	81	\$33.62	\$141,731
Major Appliances (14)	75	\$396.54	\$1,671,809
Housewares (15)	77	\$83.00	\$349,937
Small Appliances	80	\$57.82	\$243,760
Luggage	78	\$11.19	\$47,167
Telephones and Accessories	83	\$88.81	\$374,440
Household Operations			
Child Care	82	\$424.69	\$1,790,510
Lawn and Garden (16)	77	\$513.10	\$2,163,246
Moving/Storage/Freight Express	81	\$72.33	\$304,925
Housekeeping Supplies (17)	77	\$717.26	\$3,023,983
Insurance			
Owners and Renters Insurance	72	\$565.47	\$2,384,009
Vehicle Insurance	76	\$1,648.19	\$6,948,751
Life/Other Insurance	77	\$532.55	\$2,245,251
Health Insurance	76	\$3,771.34	\$15,899,955
Personal Care Products (18)	79	\$435.96	\$1,838,002
School Books and Supplies (19)	76	\$101.72	\$428,864
Smoking Products	76	\$328.79	\$1,386,164
Transportation			
Payments on Vehicles excluding Leases	72	\$2,184.98	\$9,211,871
Gasoline and Motor Oil	75	\$1,905.50	\$8,033,594
Vehicle Maintenance and Repairs	77	\$1,005.93	\$4,241,003
Travel			
Airline Fares	80	\$375.24	\$1,582,021
Lodging on Trips	78	\$559.63	\$2,359,398
Auto/Truck Rental on Trips	77	\$61.29	\$258,413
Food and Drink on Trips	79	\$440.73	\$1,858,111

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

4000 N Point Blvd, Dundalk, Maryland, 21222
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.27136
 Longitude: -76.47056

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	32.1%	Population	86,163	85,974
Front Porches (8E)	28.8%	Households	32,931	33,044
Metro Fusion (11C)	11.7%	Families	21,019	21,069
Young and Restless (11B)	4.0%	Median Age	38.9	39.2
Midlife Constants (5E)	3.6%	Median Household Income	\$57,541	\$62,448
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,650.49	\$54,352,404
Men's		74	\$303.96	\$10,009,790
Women's		75	\$557.00	\$18,342,581
Children's		76	\$252.22	\$8,305,776
Footwear		77	\$383.69	\$12,635,400
Watches & Jewelry		71	\$120.19	\$3,957,838
Apparel Products and Services (1)		75	\$33.43	\$1,101,018
Computer				
Computers and Hardware for Home Use		77	\$196.70	\$6,477,578
Portable Memory		77	\$3.56	\$117,385
Computer Software		81	\$11.69	\$385,083
Computer Accessories		75	\$18.70	\$615,674
Entertainment & Recreation		73	\$2,752.35	\$90,637,658
Fees and Admissions		74	\$530.06	\$17,455,527
Membership Fees for Clubs (2)		73	\$204.22	\$6,725,091
Fees for Participant Sports, excl. Trips		75	\$89.82	\$2,957,892
Tickets to Theatre/Operas/Concerts		75	\$41.20	\$1,356,609
Tickets to Movies		76	\$21.04	\$692,890
Tickets to Parks or Museums		71	\$19.68	\$648,187
Admission to Sporting Events, excl. Trips		73	\$42.43	\$1,397,422
Fees for Recreational Lessons		76	\$110.76	\$3,647,457
Dating Services		85	\$0.91	\$29,980
TV/Video/Audio		74	\$1,001.56	\$32,982,356
Cable and Satellite Television Services		73	\$628.38	\$20,693,060
Televisions		75	\$108.85	\$3,584,481
Satellite Dishes		67	\$1.14	\$37,655
VCRs, Video Cameras, and DVD Players		73	\$3.53	\$116,371
Miscellaneous Video Equipment		91	\$11.55	\$380,497
Video Cassettes and DVDs		78	\$5.12	\$168,647
Video Game Hardware/Accessories		78	\$31.22	\$1,028,027
Video Game Software		82	\$15.80	\$520,312
Rental/Streaming/Downloaded Video		75	\$92.77	\$3,055,148
Installation of Televisions		82	\$1.32	\$43,523
Audio (3)		74	\$99.90	\$3,289,643
Rental and Repair of TV/Radio/Sound Equipment		71	\$1.97	\$64,993
Pets		70	\$646.07	\$21,275,693
Toys/Games/Crafts/Hobbies (4)		76	\$119.77	\$3,944,271
Recreational Vehicles and Fees (5)		65	\$98.06	\$3,229,330
Sports/Recreation/Exercise Equipment (6)		71	\$199.52	\$6,570,478
Photo Equipment and Supplies (7)		78	\$36.27	\$1,194,371
Reading (8)		76	\$96.14	\$3,165,972
Catered Affairs (9)		82	\$24.89	\$819,660
Food		75	\$7,870.19	\$259,173,331
Food at Home		75	\$5,113.09	\$168,379,244
Bakery and Cereal Products		76	\$666.77	\$21,957,375
Meats, Poultry, Fish, and Eggs		75	\$1,109.25	\$36,528,694
Dairy Products		75	\$495.55	\$16,318,871
Fruits and Vegetables		76	\$1,018.63	\$33,544,340
Snacks and Other Food at Home (10)		74	\$1,822.90	\$60,029,965
Food Away from Home		74	\$2,757.10	\$90,794,086
Alcoholic Beverages		74	\$500.53	\$16,482,984

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	74	\$29,268.82	\$963,851,369
Value of Retirement Plans	72	\$102,134.55	\$3,363,392,952
Value of Other Financial Assets	72	\$6,128.93	\$201,831,943
Vehicle Loan Amount excluding Interest	71	\$2,583.59	\$85,080,303
Value of Credit Card Debt	76	\$2,411.35	\$79,408,080
Health			
Nonprescription Drugs	70	\$119.70	\$3,941,906
Prescription Drugs	70	\$258.12	\$8,500,217
Eyeglasses and Contact Lenses	74	\$81.84	\$2,695,130
Home			
Mortgage Payment and Basics (11)	71	\$9,157.94	\$301,580,216
Maintenance and Remodeling Services	68	\$2,567.34	\$84,545,134
Maintenance and Remodeling Materials (12)	64	\$499.40	\$16,445,869
Utilities, Fuel, and Public Services	74	\$4,282.05	\$141,012,122
Household Furnishings and Equipment			
Household Textiles (13)	75	\$92.34	\$3,040,738
Furniture	73	\$605.66	\$19,945,015
Rugs	72	\$30.13	\$992,255
Major Appliances (14)	70	\$371.00	\$12,217,439
Housewares (15)	73	\$78.50	\$2,585,197
Small Appliances	76	\$55.06	\$1,813,185
Luggage	74	\$10.67	\$351,291
Telephones and Accessories	77	\$82.30	\$2,710,339
Household Operations			
Child Care	75	\$388.69	\$12,799,940
Lawn and Garden (16)	69	\$464.73	\$15,304,173
Moving/Storage/Freight Express	77	\$69.15	\$2,277,020
Housekeeping Supplies (17)	73	\$681.86	\$22,454,284
Insurance			
Owners and Renters Insurance	68	\$532.04	\$17,520,708
Vehicle Insurance	74	\$1,603.59	\$52,807,687
Life/Other Insurance	71	\$489.39	\$16,116,071
Health Insurance	72	\$3,563.65	\$117,354,471
Personal Care Products (18)	75	\$412.36	\$13,579,537
School Books and Supplies (19)	74	\$98.61	\$3,247,177
Smoking Products	76	\$328.39	\$10,814,170
Transportation			
Payments on Vehicles excluding Leases	71	\$2,159.34	\$71,109,083
Gasoline and Motor Oil	73	\$1,846.61	\$60,810,584
Vehicle Maintenance and Repairs	74	\$966.25	\$31,819,698
Travel			
Airline Fares	74	\$343.18	\$11,301,212
Lodging on Trips	72	\$516.77	\$17,017,620
Auto/Truck Rental on Trips	73	\$57.86	\$1,905,386
Food and Drink on Trips	73	\$410.56	\$13,520,161

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	28.4%	Population	165,575	165,031
Front Porches (8E)	24.8%	Households	62,919	63,081
Metro Fusion (11C)	6.6%	Families	39,809	39,954
Midlife Constants (5E)	4.1%	Median Age	39.8	40.4
Pleasantville (2B)	4.0%	Median Household Income	\$59,808	\$66,055
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,754.83	\$110,411,870
Men's		79	\$323.16	\$20,333,023
Women's		80	\$594.13	\$37,382,318
Children's		80	\$265.16	\$16,683,395
Footwear		82	\$406.77	\$25,593,487
Watches & Jewelry		77	\$129.69	\$8,160,228
Apparel Products and Services (1)		81	\$35.91	\$2,259,419
Computer				
Computers and Hardware for Home Use		81	\$207.31	\$13,043,968
Portable Memory		82	\$3.78	\$237,766
Computer Software		85	\$12.28	\$772,779
Computer Accessories		79	\$19.87	\$1,250,270
Entertainment & Recreation		78	\$2,944.52	\$185,266,086
Fees and Admissions		80	\$568.62	\$35,777,002
Membership Fees for Clubs (2)		79	\$219.67	\$13,821,598
Fees for Participant Sports, excl. Trips		80	\$96.26	\$6,056,584
Tickets to Theatre/Operas/Concerts		81	\$44.36	\$2,791,036
Tickets to Movies		80	\$22.07	\$1,388,407
Tickets to Parks or Museums		75	\$20.90	\$1,314,788
Admission to Sporting Events, excl. Trips		79	\$46.02	\$2,895,714
Fees for Recreational Lessons		82	\$118.38	\$7,448,650
Dating Services		90	\$0.96	\$60,226
TV/Video/Audio		79	\$1,068.47	\$67,227,074
Cable and Satellite Television Services		78	\$675.78	\$42,519,584
Televisions		79	\$114.80	\$7,223,409
Satellite Dishes		70	\$1.20	\$75,628
VCRs, Video Cameras, and DVD Players		77	\$3.71	\$233,645
Miscellaneous Video Equipment		95	\$12.06	\$758,797
Video Cassettes and DVDs		82	\$5.36	\$337,049
Video Game Hardware/Accessories		81	\$32.48	\$2,043,419
Video Game Software		84	\$16.32	\$1,026,540
Rental/Streaming/Downloaded Video		79	\$97.22	\$6,117,248
Installation of Televisions		86	\$1.39	\$87,337
Audio (3)		78	\$106.05	\$6,672,549
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.10	\$131,871
Pets		75	\$694.72	\$43,711,364
Toys/Games/Crafts/Hobbies (4)		80	\$126.52	\$7,960,625
Recreational Vehicles and Fees (5)		72	\$107.57	\$6,768,181
Sports/Recreation/Exercise Equipment (6)		75	\$211.09	\$13,281,732
Photo Equipment and Supplies (7)		82	\$38.41	\$2,416,556
Reading (8)		81	\$102.95	\$6,477,247
Catered Affairs (9)		86	\$26.17	\$1,646,304
Food		80	\$8,373.76	\$526,868,834
Food at Home		80	\$5,447.72	\$342,764,850
Bakery and Cereal Products		81	\$711.10	\$44,741,779
Meats, Poultry, Fish, and Eggs		80	\$1,180.86	\$74,298,729
Dairy Products		80	\$528.72	\$33,266,783
Fruits and Vegetables		81	\$1,086.08	\$68,335,190
Snacks and Other Food at Home (10)		79	\$1,940.95	\$122,122,369
Food Away from Home		79	\$2,926.05	\$184,103,984
Alcoholic Beverages		80	\$536.70	\$33,768,466

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	81	\$32,021.40	\$2,014,754,339
Value of Retirement Plans	79	\$111,558.79	\$7,019,167,692
Value of Other Financial Assets	78	\$6,702.88	\$421,738,558
Vehicle Loan Amount excluding Interest	75	\$2,726.79	\$171,566,645
Value of Credit Card Debt	81	\$2,575.42	\$162,042,790
Health			
Nonprescription Drugs	75	\$128.30	\$8,072,504
Prescription Drugs	76	\$278.92	\$17,549,680
Eyeglasses and Contact Lenses	79	\$87.89	\$5,529,686
Home			
Mortgage Payment and Basics (11)	77	\$9,939.53	\$625,385,004
Maintenance and Remodeling Services	74	\$2,807.10	\$176,619,719
Maintenance and Remodeling Materials (12)	69	\$544.96	\$34,288,405
Utilities, Fuel, and Public Services	79	\$4,565.38	\$287,249,360
Household Furnishings and Equipment			
Household Textiles (13)	80	\$98.14	\$6,174,729
Furniture	78	\$642.36	\$40,416,401
Rugs	78	\$32.51	\$2,045,526
Major Appliances (14)	76	\$399.38	\$25,128,328
Housewares (15)	78	\$83.75	\$5,269,180
Small Appliances	80	\$58.21	\$3,662,535
Luggage	79	\$11.29	\$710,146
Telephones and Accessories	81	\$87.50	\$5,505,503
Household Operations			
Child Care	80	\$411.48	\$25,890,090
Lawn and Garden (16)	75	\$504.82	\$31,762,879
Moving/Storage/Freight Express	81	\$73.02	\$4,594,277
Housekeeping Supplies (17)	78	\$729.32	\$45,888,104
Insurance			
Owners and Renters Insurance	74	\$577.39	\$36,328,921
Vehicle Insurance	78	\$1,696.47	\$106,739,922
Life/Other Insurance	77	\$530.45	\$33,375,222
Health Insurance	77	\$3,830.14	\$240,988,893
Personal Care Products (18)	79	\$438.52	\$27,591,381
School Books and Supplies (19)	78	\$104.11	\$6,550,583
Smoking Products	80	\$346.57	\$21,805,865
Transportation			
Payments on Vehicles excluding Leases	76	\$2,289.50	\$144,053,204
Gasoline and Motor Oil	77	\$1,955.00	\$123,006,527
Vehicle Maintenance and Repairs	78	\$1,026.78	\$64,603,951
Travel			
Airline Fares	79	\$366.40	\$23,053,238
Lodging on Trips	77	\$554.83	\$34,909,439
Auto/Truck Rental on Trips	78	\$61.92	\$3,895,984
Food and Drink on Trips	78	\$438.22	\$27,572,293

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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

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

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

4000 N Point Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27136
Longitude: -76.47056

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	244		2,073		5,008							
Total Employees:	2,456		22,780		62,181							
Total Residential Population:	11,014		86,163		165,575							
Employee/Residential Population Ratio (per 100 Residents)	22		26		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	2.9%	31	1.3%	27	1.3%	148	0.6%	70	1.4%	482	0.8%
Construction	25	10.2%	310	12.6%	162	7.8%	1,248	5.5%	448	8.9%	4,166	6.7%
Manufacturing	14	5.7%	267	10.9%	61	2.9%	1,116	4.9%	187	3.7%	3,933	6.3%
Transportation	15	6.1%	95	3.9%	84	4.1%	959	4.2%	233	4.7%	3,345	5.4%
Communication	3	1.2%	10	0.4%	22	1.1%	81	0.4%	44	0.9%	240	0.4%
Utility	1	0.4%	35	1.4%	6	0.3%	92	0.4%	17	0.3%	197	0.3%
Wholesale Trade	11	4.5%	89	3.6%	61	2.9%	480	2.1%	239	4.8%	3,880	6.2%
Retail Trade Summary	54	22.1%	504	20.5%	474	22.9%	5,416	23.8%	1,126	22.5%	13,955	22.4%
Home Improvement	1	0.4%	4	0.2%	13	0.6%	165	0.7%	47	0.9%	1,225	2.0%
General Merchandise Stores	1	0.4%	75	3.1%	30	1.4%	722	3.2%	71	1.4%	1,544	2.5%
Food Stores	9	3.7%	112	4.6%	68	3.3%	905	4.0%	153	3.1%	2,196	3.5%
Auto Dealers & Gas Stations	10	4.1%	32	1.3%	68	3.3%	798	3.5%	171	3.4%	2,133	3.4%
Apparel & Accessory Stores	3	1.2%	11	0.4%	19	0.9%	94	0.4%	41	0.8%	316	0.5%
Furniture & Home Furnishings	1	0.4%	11	0.4%	18	0.9%	151	0.7%	63	1.3%	404	0.6%
Eating & Drinking Places	18	7.4%	216	8.8%	145	7.0%	1,850	8.1%	351	7.0%	4,194	6.7%
Miscellaneous Retail	13	5.3%	42	1.7%	113	5.5%	730	3.2%	228	4.6%	1,943	3.1%
Finance, Insurance, Real Estate Summary	7	2.9%	31	1.3%	163	7.9%	995	4.4%	356	7.1%	2,088	3.4%
Banks, Savings & Lending Institutions	2	0.8%	8	0.3%	44	2.1%	289	1.3%	85	1.7%	547	0.9%
Securities Brokers	0	0.0%	1	0.0%	6	0.3%	21	0.1%	23	0.5%	110	0.2%
Insurance Carriers & Agents	0	0.0%	3	0.1%	24	1.2%	115	0.5%	54	1.1%	275	0.4%
Real Estate, Holding, Other Investment Offices	5	2.0%	19	0.8%	88	4.2%	571	2.5%	194	3.9%	1,155	1.9%
Services Summary	83	34.0%	980	39.9%	812	39.2%	10,774	47.3%	1,760	35.1%	25,717	41.4%
Hotels & Lodging	0	0.0%	2	0.1%	2	0.1%	18	0.1%	15	0.3%	230	0.4%
Automotive Services	14	5.7%	50	2.0%	84	4.1%	399	1.8%	211	4.2%	1,244	2.0%
Movies & Amusements	5	2.0%	50	2.0%	51	2.5%	360	1.6%	95	1.9%	649	1.0%
Health Services	8	3.3%	46	1.9%	130	6.3%	1,914	8.4%	254	5.1%	7,029	11.3%
Legal Services	0	0.0%	2	0.1%	29	1.4%	150	0.7%	61	1.2%	282	0.5%
Education Institutions & Libraries	9	3.7%	421	17.1%	46	2.2%	4,542	19.9%	96	1.9%	7,258	11.7%
Other Services	47	19.3%	408	16.6%	468	22.6%	3,391	14.9%	1,029	20.5%	9,026	14.5%
Government	2	0.8%	95	3.9%	21	1.0%	1,347	5.9%	69	1.4%	3,736	6.0%
Unclassified Establishments	23	9.4%	8	0.3%	180	8.7%	123	0.5%	458	9.1%	444	0.7%
Totals	244	100.0%	2,456	100.0%	2,073	100.0%	22,780	100.0%	5,008	100.0%	62,181	100.0%

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

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



Business Summary

4000 N Point Blvd, Dundalk, Maryland, 21222
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27136
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.4%	1	0.0%	3	0.1%	6	0.0%	10	0.2%	24	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.1%	26	0.0%
Utilities	0	0.0%	0	0.0%	1	0.0%	11	0.0%	2	0.0%	25	0.0%
Construction	26	10.7%	350	14.3%	170	8.2%	1,360	6.0%	471	9.4%	4,593	7.4%
Manufacturing	14	5.7%	268	10.9%	58	2.8%	1,077	4.7%	188	3.8%	4,050	6.5%
Wholesale Trade	11	4.5%	89	3.6%	61	2.9%	480	2.1%	239	4.8%	3,880	6.2%
Retail Trade	35	14.3%	272	11.1%	315	15.2%	3,449	15.1%	738	14.7%	9,363	15.1%
Motor Vehicle & Parts Dealers	9	3.7%	30	1.2%	51	2.5%	731	3.2%	137	2.7%	1,916	3.1%
Furniture & Home Furnishings Stores	0	0.0%	10	0.4%	12	0.6%	119	0.5%	37	0.7%	280	0.5%
Electronics & Appliance Stores	0	0.0%	1	0.0%	7	0.3%	34	0.1%	21	0.4%	98	0.2%
Building Material & Garden Equipment & Supplies Dealers	1	0.4%	4	0.2%	13	0.6%	165	0.7%	46	0.9%	1,212	1.9%
Food & Beverage Stores	9	3.7%	101	4.1%	71	3.4%	851	3.7%	167	3.3%	2,017	3.2%
Health & Personal Care Stores	2	0.8%	9	0.4%	36	1.7%	362	1.6%	62	1.2%	673	1.1%
Gasoline Stations & Fuel Dealers	0	0.0%	2	0.1%	18	0.9%	78	0.3%	35	0.7%	229	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	1.6%	16	0.7%	32	1.5%	137	0.6%	58	1.2%	368	0.6%
Sporting Goods, Hobby, Book, & Music Stores	5	2.0%	19	0.8%	40	1.9%	217	1.0%	83	1.7%	477	0.8%
General Merchandise Stores	3	1.2%	81	3.3%	35	1.7%	755	3.3%	94	1.9%	2,095	3.4%
Transportation & Warehousing	14	5.7%	97	3.9%	72	3.5%	912	4.0%	201	4.0%	3,288	5.3%
Information	4	1.6%	25	1.0%	37	1.8%	248	1.1%	85	1.7%	651	1.0%
Finance & Insurance	2	0.8%	12	0.5%	73	3.5%	416	1.8%	160	3.2%	932	1.5%
Central Bank/Credit Intermediation & Related Activities	2	0.8%	8	0.3%	42	2.0%	280	1.2%	83	1.7%	546	0.9%
Securities & Commodity Contracts	0	0.0%	1	0.0%	6	0.3%	21	0.1%	23	0.5%	110	0.2%
Funds, Trusts & Other Financial Vehicles	0	0.0%	3	0.1%	24	1.2%	115	0.5%	54	1.1%	275	0.4%
Real Estate, Rental & Leasing	8	3.3%	28	1.1%	94	4.5%	705	3.1%	231	4.6%	1,438	2.3%
Professional, Scientific & Tech Services	13	5.3%	108	4.4%	143	6.9%	1,030	4.5%	341	6.8%	3,330	5.4%
Legal Services	1	0.4%	2	0.1%	37	1.8%	171	0.8%	77	1.5%	330	0.5%
Management of Companies & Enterprises	0	0.0%	1	0.0%	6	0.3%	75	0.3%	12	0.2%	126	0.2%
Administrative, Support & Waste Management Services	10	4.1%	88	3.6%	81	3.9%	641	2.8%	183	3.7%	1,534	2.5%
Educational Services	9	3.7%	421	17.1%	55	2.7%	4,570	20.1%	112	2.2%	7,286	11.7%
Health Care & Social Assistance	11	4.5%	71	2.9%	182	8.8%	2,447	10.7%	353	7.0%	8,424	13.5%
Arts, Entertainment & Recreation	7	2.9%	58	2.4%	55	2.7%	381	1.7%	107	2.1%	703	1.1%
Accommodation & Food Services	20	8.2%	233	9.5%	156	7.5%	1,964	8.6%	384	7.7%	4,594	7.4%
Accommodation	0	0.0%	2	0.1%	2	0.1%	18	0.1%	15	0.3%	230	0.4%
Food Services & Drinking Places	19	7.8%	230	9.4%	154	7.4%	1,946	8.5%	369	7.4%	4,364	7.0%
Other Services (except Public Administration)	37	15.2%	235	9.6%	310	15.0%	1,541	6.8%	663	13.2%	3,730	6.0%
Automotive Repair & Maintenance	12	4.9%	41	1.7%	71	3.4%	345	1.5%	162	3.2%	821	1.3%
Public Administration	1	0.4%	91	3.7%	20	1.0%	1,343	5.9%	66	1.3%	3,741	6.0%
Unclassified Establishments	23	9.4%	8	0.3%	180	8.7%	123	0.5%	458	9.1%	444	0.7%
Total	244	100.0%	2,456	100.0%	2,073	100.0%	22,780	100.0%	5,008	100.0%	62,181	100.0%

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November 15, 2023