

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	4,700	31,937	87,857
2020 Total Population	4,954	33,252	94,178
2020 Group Quarters	1	47	224
2022 Total Population	4,901	33,471	94,496
2022 Group Quarters	1	47	224
2027 Total Population	4,893	33,790	95,056
2022-2027 Annual Rate	-0.03%	0.19%	0.12%
2022 Total Daytime Population	4,327	28,606	79,010
Workers	2,073	11,793	32,032
Residents	2,254	16,813	46,978
<b>Household Summary</b>			
2010 Households	1,809	12,006	32,496
2010 Average Household Size	2.60	2.66	2.70
2020 Total Households	1,861	12,566	35,183
2020 Average Household Size	2.66	2.64	2.67
2022 Total Households	1,855	12,712	35,396
2022 Average Household Size	2.64	2.63	2.66
2027 Total Households	1,855	12,893	35,711
2027 Average Household Size	2.64	2.62	2.66
2022-2027 Annual Rate	0.00%	0.28%	0.18%
2010 Families	1,321	8,568	23,734
2010 Average Family Size	3.01	3.10	3.15
2022 Total Families	1,319	8,813	25,131
2022 Average Family Size	3.12	3.13	3.16
2027 Total Families	1,317	8,921	25,314
2027 Average Family Size	3.11	3.12	3.15
2022-2027 Annual Rate	-0.03%	0.24%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,666	11,912	29,006
Owner Occupied Housing Units	69.7%	66.9%	75.1%
Renter Occupied Housing Units	26.3%	28.4%	21.0%
Vacant Housing Units	4.0%	4.6%	3.9%
2010 Housing Units	1,926	12,733	34,185
Owner Occupied Housing Units	69.5%	66.5%	76.0%
Renter Occupied Housing Units	24.5%	27.9%	19.0%
Vacant Housing Units	6.1%	5.7%	4.9%
2020 Housing Units	1,995	13,414	36,914
Vacant Housing Units	6.7%	6.3%	4.7%
2022 Housing Units	1,995	13,598	37,247
Owner Occupied Housing Units	66.0%	68.9%	75.4%
Renter Occupied Housing Units	27.0%	24.6%	19.6%
Vacant Housing Units	7.0%	6.5%	5.0%
2027 Housing Units	2,001	13,810	37,701
Owner Occupied Housing Units	67.0%	69.9%	76.0%
Renter Occupied Housing Units	25.7%	23.5%	18.8%
Vacant Housing Units	7.3%	6.6%	5.3%
<b>Median Household Income</b>			
2022	\$81,923	\$79,226	\$93,304
2027	\$93,492	\$88,271	\$103,797
<b>Median Home Value</b>			
2022	\$309,775	\$273,081	\$316,163
2027	\$329,412	\$304,514	\$345,611
<b>Per Capita Income</b>			
2022	\$39,829	\$38,247	\$45,618
2027	\$47,627	\$43,771	\$52,130
<b>Median Age</b>			
2010	37.7	35.8	36.9
2022	39.8	37.6	38.8
2027	40.2	38.2	39.4

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	1,855	12,712	35,396
<\$15,000	6.6%	9.2%	6.3%
\$15,000 - \$24,999	3.1%	4.4%	4.0%
\$25,000 - \$34,999	4.7%	6.6%	4.7%
\$35,000 - \$49,999	8.5%	8.6%	7.5%
\$50,000 - \$74,999	20.0%	17.7%	15.6%
\$75,000 - \$99,999	20.2%	15.8%	15.0%
\$100,000 - \$149,999	21.8%	21.6%	22.1%
\$150,000 - \$199,999	5.1%	8.5%	11.8%
\$200,000+	10.1%	7.5%	12.8%
Average Household Income	\$108,507	\$100,969	\$122,119
<b>2027 Households by Income</b>			
Household Income Base	1,855	12,893	35,711
<\$15,000	5.3%	8.0%	5.4%
\$15,000 - \$24,999	2.4%	3.7%	3.3%
\$25,000 - \$34,999	3.1%	6.0%	4.4%
\$35,000 - \$49,999	5.8%	7.6%	6.3%
\$50,000 - \$74,999	16.4%	15.4%	13.3%
\$75,000 - \$99,999	21.2%	15.5%	14.6%
\$100,000 - \$149,999	26.0%	24.5%	23.5%
\$150,000 - \$199,999	5.7%	10.1%	13.6%
\$200,000+	14.0%	9.3%	15.7%
Average Household Income	\$129,577	\$115,010	\$139,150
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,317	9,367	28,077
<\$50,000	3.0%	7.3%	3.6%
\$50,000 - \$99,999	0.2%	2.3%	0.8%
\$100,000 - \$149,999	1.5%	7.6%	3.3%
\$150,000 - \$199,999	8.0%	11.7%	10.4%
\$200,000 - \$249,999	19.8%	14.2%	13.1%
\$250,000 - \$299,999	13.2%	15.2%	14.9%
\$300,000 - \$399,999	43.9%	28.2%	24.6%
\$400,000 - \$499,999	5.3%	5.5%	13.6%
\$500,000 - \$749,999	4.5%	6.5%	12.7%
\$750,000 - \$999,999	0.3%	0.9%	1.9%
\$1,000,000 - \$1,499,999	0.3%	0.6%	0.9%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$310,614	\$289,730	\$352,732
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,341	9,647	28,634
<\$50,000	2.7%	7.4%	3.5%
\$50,000 - \$99,999	0.0%	1.7%	0.6%
\$100,000 - \$149,999	0.7%	5.0%	2.1%
\$150,000 - \$199,999	4.5%	8.2%	6.9%
\$200,000 - \$249,999	14.4%	11.2%	10.3%
\$250,000 - \$299,999	12.4%	15.1%	14.1%
\$300,000 - \$399,999	52.0%	33.4%	27.4%
\$400,000 - \$499,999	6.9%	6.9%	15.6%
\$500,000 - \$749,999	5.4%	8.7%	15.6%
\$750,000 - \$999,999	0.5%	1.4%	2.5%
\$1,000,000 - \$1,499,999	0.4%	0.9%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$333,918	\$319,952	\$381,987

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

621 Pulaski Hwy, Joppa, Maryland, 21085  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.42899  
 Longitude: -76.35270

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	4,699	31,937	87,857
0 - 4	6.7%	7.8%	7.3%
5 - 9	7.0%	7.1%	7.0%
10 - 14	6.8%	6.9%	6.9%
15 - 24	12.5%	13.5%	12.4%
25 - 34	13.0%	13.7%	13.7%
35 - 44	15.5%	13.8%	14.8%
45 - 54	16.1%	14.8%	15.9%
55 - 64	11.1%	11.4%	11.5%
65 - 74	6.5%	6.8%	6.3%
75 - 84	3.8%	3.3%	3.3%
85 +	1.1%	0.9%	1.0%
18 +	75.5%	74.0%	74.5%
<b>2022 Population by Age</b>			
Total	4,901	33,472	94,497
0 - 4	5.7%	6.7%	6.3%
5 - 9	6.4%	6.7%	6.6%
10 - 14	6.5%	6.7%	6.8%
15 - 24	10.3%	12.4%	11.3%
25 - 34	14.0%	13.9%	13.5%
35 - 44	14.8%	13.2%	14.1%
45 - 54	13.5%	12.1%	12.8%
55 - 64	13.3%	12.3%	13.0%
65 - 74	9.4%	9.7%	9.5%
75 - 84	4.7%	4.8%	4.6%
85 +	1.4%	1.3%	1.5%
18 +	77.9%	76.2%	76.6%
<b>2027 Population by Age</b>			
Total	4,894	33,789	95,055
0 - 4	5.7%	6.7%	6.3%
5 - 9	6.3%	6.6%	6.3%
10 - 14	6.6%	6.5%	6.5%
15 - 24	10.4%	12.2%	11.0%
25 - 34	11.4%	13.3%	13.0%
35 - 44	16.8%	14.0%	14.8%
45 - 54	13.1%	11.8%	12.4%
55 - 64	12.2%	11.3%	12.0%
65 - 74	9.9%	10.1%	10.2%
75 - 84	5.9%	5.8%	5.8%
85 +	1.6%	1.6%	1.7%
18 +	77.7%	76.3%	77.2%
<b>2010 Population by Sex</b>			
Males	2,315	15,378	42,750
Females	2,385	16,560	45,107
<b>2022 Population by Sex</b>			
Males	2,380	16,192	46,010
Females	2,522	17,278	48,486
<b>2027 Population by Sex</b>			
Males	2,365	16,365	46,334
Females	2,529	17,425	48,722

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

621 Pulaski Hwy, Joppa, Maryland, 21085  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.42899  
Longitude: -76.35270

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	4,700	31,937	87,858
White Alone	72.9%	64.5%	73.8%
Black Alone	20.5%	28.1%	18.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.8%	1.9%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.6%	1.6%	1.2%
Two or More Races	2.9%	3.5%	2.7%
Hispanic Origin	3.8%	5.0%	4.1%
Diversity Index	46.6	55.0	46.4
<b>2020 Population by Race/Ethnicity</b>			
Total	4,954	33,252	94,178
White Alone	58.4%	52.7%	63.6%
Black Alone	28.3%	32.9%	21.5%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	3.3%	2.0%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	4.0%	2.6%
Two or More Races	7.4%	8.0%	7.5%
Hispanic Origin	5.7%	7.9%	6.2%
Diversity Index	61.8	66.3	59.4
<b>2022 Population by Race/Ethnicity</b>			
Total	4,902	33,471	94,496
White Alone	57.8%	52.1%	63.1%
Black Alone	28.3%	32.9%	21.5%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	3.3%	2.0%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.6%	4.2%	2.8%
Two or More Races	7.7%	8.3%	7.8%
Hispanic Origin	5.9%	8.1%	6.3%
Diversity Index	62.5	66.9	60.1
<b>2027 Population by Race/Ethnicity</b>			
Total	4,893	33,791	95,055
White Alone	55.5%	50.2%	61.0%
Black Alone	29.3%	33.4%	22.1%
American Indian Alone	0.2%	0.4%	0.3%
Asian Alone	3.5%	2.1%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.2%	4.9%	3.4%
Two or More Races	8.2%	8.9%	8.4%
Hispanic Origin	6.1%	8.5%	6.6%
Diversity Index	64.3	68.4	62.2
<b>2010 Population by Relationship and Household Type</b>			
Total	4,700	31,937	87,857
In Households	100.0%	99.8%	99.9%
In Family Households	86.9%	86.2%	87.4%
Householder	27.3%	26.8%	27.0%
Spouse	20.5%	17.7%	20.4%
Child	32.5%	34.2%	33.6%
Other relative	4.3%	4.5%	4.0%
Nonrelative	2.2%	3.0%	2.4%
In Nonfamily Households	13.1%	13.7%	12.5%
In Group Quarters	0.0%	0.2%	0.1%
Institutionalized Population	0.0%	0.1%	0.0%
Noninstitutionalized Population	0.0%	0.1%	0.1%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	3,482	22,589	65,208
Less than 9th Grade	1.7%	3.0%	2.6%
9th - 12th Grade, No Diploma	4.7%	5.7%	4.0%
High School Graduate	27.8%	24.1%	23.5%
GED/Alternative Credential	3.8%	6.3%	4.6%
Some College, No Degree	15.0%	20.1%	19.4%
Associate Degree	9.7%	10.4%	10.0%
Bachelor's Degree	28.3%	18.5%	21.2%
Graduate/Professional Degree	8.9%	12.0%	14.6%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,988	26,739	75,849
Never Married	30.6%	31.7%	30.0%
Married	52.2%	51.6%	55.4%
Widowed	6.4%	5.8%	5.2%
Divorced	10.9%	10.9%	9.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,798	17,660	50,006
Population 16+ Employed	95.1%	95.4%	95.7%
Population 16+ Unemployment rate	4.9%	4.6%	4.3%
Population 16-24 Employed	11.4%	13.1%	11.1%
Population 16-24 Unemployment rate	14.2%	11.2%	10.8%
Population 25-54 Employed	65.3%	63.5%	65.2%
Population 25-54 Unemployment rate	3.8%	3.7%	3.6%
Population 55-64 Employed	17.2%	16.5%	17.4%
Population 55-64 Unemployment rate	0.0%	2.6%	2.0%
Population 65+ Employed	6.2%	7.0%	6.3%
Population 65+ Unemployment rate	10.9%	3.8%	4.6%
<b>2022 Employed Population 16+ by Industry</b>			
Total	2,660	16,844	47,874
Agriculture/Mining	0.0%	0.1%	0.4%
Construction	5.2%	8.5%	8.1%
Manufacturing	4.4%	5.2%	5.5%
Wholesale Trade	3.2%	2.9%	2.3%
Retail Trade	15.5%	12.5%	11.0%
Transportation/Utilities	6.1%	7.3%	6.1%
Information	1.5%	1.3%	1.2%
Finance/Insurance/Real Estate	6.0%	6.0%	6.6%
Services	51.4%	48.1%	49.1%
Public Administration	6.8%	7.9%	9.6%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	2,659	16,844	47,872
White Collar	64.4%	60.3%	66.3%
Management/Business/Financial	16.2%	15.8%	18.9%
Professional	27.0%	23.4%	27.3%
Sales	9.5%	8.3%	8.4%
Administrative Support	11.7%	12.8%	11.7%
Services	16.1%	18.2%	14.4%
Blue Collar	19.5%	21.5%	19.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.7%	5.7%	4.7%
Installation/Maintenance/Repair	4.9%	3.6%	3.7%
Production	1.4%	3.7%	3.8%
Transportation/Material Moving	8.5%	8.6%	6.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	1,809	12,008	32,496
Households with 1 Person	20.3%	22.5%	21.4%
Households with 2+ People	79.7%	77.5%	78.6%
Family Households	73.0%	71.4%	73.0%
Husband-wife Families	54.7%	47.2%	55.3%
With Related Children	26.4%	20.7%	26.3%
Other Family (No Spouse Present)	18.3%	24.1%	17.7%
Other Family with Male Householder	5.3%	5.7%	4.8%
With Related Children	3.3%	3.5%	2.9%
Other Family with Female Householder	13.0%	18.4%	12.9%
With Related Children	8.2%	13.1%	8.5%
Nonfamily Households	6.6%	6.1%	5.6%
All Households with Children	38.3%	37.8%	38.1%
Multigenerational Households	5.4%	5.8%	5.3%
Unmarried Partner Households	7.3%	7.9%	6.8%
Male-female	6.6%	7.1%	6.0%
Same-sex	0.7%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	1,810	12,008	32,495
1 Person Household	20.3%	22.6%	21.3%
2 Person Household	33.8%	33.2%	32.2%
3 Person Household	19.9%	18.4%	19.1%
4 Person Household	16.2%	14.5%	16.3%
5 Person Household	6.1%	6.5%	7.0%
6 Person Household	2.4%	2.8%	2.6%
7 + Person Household	1.2%	1.9%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,810	12,013	32,496
Owner Occupied	74.0%	70.4%	80.0%
Owned with a Mortgage/Loan	56.7%	54.2%	64.9%
Owned Free and Clear	17.2%	16.1%	15.1%
Renter Occupied	26.0%	29.6%	20.0%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	117	129	130
Percent of Income for Mortgage	19.9%	18.2%	17.9%
Wealth Index	102	96	128
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,926	12,733	34,185
Housing Units Inside Urbanized Area	100.0%	94.7%	94.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	5.3%	5.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,700	31,937	87,857
Population Inside Urbanized Area	100.0%	95.2%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	4.8%	5.1%

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

621 Pulaski Hwy, Joppa, Maryland, 21085  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.42899  
Longitude: -76.35270

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Metro Fusion (11C)	Workday Drive (4A)
2.	Home Improvement (4B)	Home Improvement (4B)	Pleasantville (2B)
3.	Workday Drive (4A)	Parks and Rec (5C)	Home Improvement (4B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,561,952	\$29,717,769	\$98,016,738
Average Spent	\$2,459.27	\$2,337.77	\$2,769.15
Spending Potential Index	102	97	115
Education: Total \$	\$3,416,446	\$23,905,327	\$83,426,983
Average Spent	\$1,841.75	\$1,880.53	\$2,356.96
Spending Potential Index	94	96	120
Entertainment/Recreation: Total \$	\$7,046,090	\$44,344,422	\$148,167,902
Average Spent	\$3,798.43	\$3,488.39	\$4,186.01
Spending Potential Index	103	95	114
Food at Home: Total \$	\$11,578,396	\$75,898,612	\$247,216,378
Average Spent	\$6,241.72	\$5,970.63	\$6,984.30
Spending Potential Index	101	96	113
Food Away from Home: Total \$	\$8,180,568	\$53,276,661	\$175,139,289
Average Spent	\$4,410.01	\$4,191.05	\$4,948.00
Spending Potential Index	102	97	115
Health Care: Total \$	\$13,886,205	\$85,830,340	\$281,496,917
Average Spent	\$7,485.82	\$6,751.91	\$7,952.79
Spending Potential Index	106	95	112
HH Furnishings & Equipment: Total \$	\$5,062,029	\$31,593,419	\$105,795,751
Average Spent	\$2,728.86	\$2,485.32	\$2,988.92
Spending Potential Index	107	97	117
Personal Care Products & Services: Total \$	\$1,962,207	\$12,601,311	\$41,741,496
Average Spent	\$1,057.79	\$991.29	\$1,179.27
Spending Potential Index	104	97	116
Shelter: Total \$	\$42,402,890	\$281,647,551	\$942,676,637
Average Spent	\$22,858.70	\$22,156.04	\$26,632.29
Spending Potential Index	100	97	116
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,530,652	\$32,855,195	\$110,357,556
Average Spent	\$2,981.48	\$2,584.58	\$3,117.80
Spending Potential Index	110	95	115
Travel: Total \$	\$5,655,563	\$35,201,323	\$121,168,312
Average Spent	\$3,048.82	\$2,769.14	\$3,423.22
Spending Potential Index	106	96	119
Vehicle Maintenance & Repairs: Total \$	\$2,456,377	\$15,539,581	\$50,289,717
Average Spent	\$1,324.19	\$1,222.43	\$1,420.77
Spending Potential Index	105	97	113

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

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

621 Pulaski Hwy, Joppa, Maryland, 21085  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.42899  
 Longitude: -76.35270

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Middleburg (4C)	47.2%	Population	4,901	4,893
Home Improvement (4B)	29.3%	Households	1,855	1,855
Workday Drive (4A)	11.2%	Families	1,319	1,317
Comfortable Empty Nesters (5A)	8.5%	Median Age	39.8	40.2
Midlife Constants (5E)	3.9%	Median Household Income	\$81,923	\$93,492
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		102	\$2,459.27	\$4,561,952
Men's		102	\$469.68	\$871,260
Women's		103	\$864.30	\$1,603,278
Children's		106	\$374.18	\$694,113
Footwear		99	\$566.14	\$1,050,189
Watches & Jewelry		100	\$146.52	\$271,792
Apparel Products and Services (1)		98	\$58.86	\$109,184
<b>Computer</b>				
Computers and Hardware for Home Use		103	\$195.76	\$363,136
Portable Memory		103	\$5.11	\$9,476
Computer Software		96	\$10.53	\$19,529
Computer Accessories		109	\$22.40	\$41,548
<b>Entertainment &amp; Recreation</b>		103	\$3,798.43	\$7,046,090
Fees and Admissions		106	\$889.58	\$1,650,163
Membership Fees for Clubs (2)		106	\$298.32	\$553,386
Fees for Participant Sports, excl. Trips		113	\$148.27	\$275,048
Tickets to Theatre/Operas/Concerts		100	\$91.69	\$170,088
Tickets to Movies		107	\$67.41	\$125,052
Tickets to Parks or Museums		107	\$41.37	\$76,734
Admission to Sporting Events, excl. Trips		108	\$78.87	\$146,296
Fees for Recreational Lessons		102	\$162.49	\$301,413
Dating Services		85	\$1.16	\$2,147
TV/Video/Audio		103	\$1,372.08	\$2,545,213
Cable and Satellite Television Services		101	\$927.30	\$1,720,137
Televisions		108	\$138.00	\$255,991
Satellite Dishes		117	\$2.10	\$3,887
VCRs, Video Cameras, and DVD Players		107	\$5.95	\$11,036
Miscellaneous Video Equipment		102	\$17.93	\$33,262
Video Cassettes and DVDs		106	\$9.25	\$17,157
Video Game Hardware/Accessories		101	\$33.20	\$61,589
Video Game Software		102	\$18.60	\$34,497
Rental/Streaming/Downloaded Video		109	\$86.98	\$161,351
Installation of Televisions		99	\$0.83	\$1,541
Audio (3)		106	\$129.19	\$239,639
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.76	\$5,126
Pets		101	\$840.62	\$1,559,349
Toys/Games/Crafts/Hobbies (4)		107	\$140.41	\$260,465
Recreational Vehicles and Fees (5)		104	\$133.46	\$247,571
Sports/Recreation/Exercise Equipment (6)		107	\$219.13	\$406,482
Photo Equipment and Supplies (7)		107	\$55.74	\$103,394
Reading (8)		100	\$117.67	\$218,283
Catered Affairs (9)		90	\$29.96	\$55,572
<b>Food</b>		101	\$10,651.73	\$19,758,965
Food at Home		101	\$6,241.72	\$11,578,396
Bakery and Cereal Products		100	\$796.25	\$1,477,040
Meats, Poultry, Fish, and Eggs		100	\$1,339.38	\$2,484,547
Dairy Products		100	\$620.84	\$1,151,664
Fruits and Vegetables		100	\$1,203.97	\$2,233,356
Snacks and Other Food at Home (10)		102	\$2,281.29	\$4,231,790
Food Away from Home		102	\$4,410.01	\$8,180,568
Alcoholic Beverages		102	\$726.11	\$1,346,943

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	113	\$34,966.85	\$64,863,505
Value of Retirement Plans	111	\$126,273.44	\$234,237,232
Value of Other Financial Assets	104	\$10,147.98	\$18,824,509
Vehicle Loan Amount excluding Interest	111	\$3,618.95	\$6,713,146
Value of Credit Card Debt	104	\$3,278.59	\$6,081,783
<b>Health</b>			
Nonprescription Drugs	102	\$179.28	\$332,571
Prescription Drugs	104	\$394.90	\$732,548
Eyeglasses and Contact Lenses	104	\$114.17	\$211,777
<b>Home</b>			
Mortgage Payment and Basics (11)	111	\$13,440.75	\$24,932,593
Maintenance and Remodeling Services	110	\$3,588.60	\$6,656,844
Maintenance and Remodeling Materials (12)	110	\$773.79	\$1,435,382
Utilities, Fuel, and Public Services	103	\$5,841.85	\$10,836,636
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$118.27	\$219,399
Furniture	106	\$771.75	\$1,431,602
Rugs	108	\$38.58	\$71,574
Major Appliances (14)	111	\$476.71	\$884,300
Housewares (15)	104	\$104.25	\$193,387
Small Appliances	102	\$61.02	\$113,190
Luggage	106	\$20.14	\$37,358
Telephones and Accessories	98	\$110.91	\$205,742
<b>Household Operations</b>			
Child Care	109	\$656.60	\$1,218,000
Lawn and Garden (16)	108	\$616.35	\$1,143,333
Moving/Storage/Freight Express	102	\$82.20	\$152,486
Housekeeping Supplies (17)	103	\$916.78	\$1,700,631
<b>Insurance</b>			
Owners and Renters Insurance	112	\$795.99	\$1,476,553
Vehicle Insurance	105	\$2,213.77	\$4,106,543
Life/Other Insurance	108	\$742.06	\$1,376,513
Health Insurance	105	\$4,950.42	\$9,183,030
Personal Care Products (18)	102	\$579.39	\$1,074,769
School Books and Supplies (19)	102	\$151.94	\$281,844
Smoking Products	94	\$410.87	\$762,166
<b>Transportation</b>			
Payments on Vehicles excluding Leases	110	\$3,270.21	\$6,066,247
Gasoline and Motor Oil	103	\$2,825.88	\$5,242,002
Vehicle Maintenance and Repairs	105	\$1,324.19	\$2,456,377
<b>Travel</b>			
Airline Fares	104	\$744.41	\$1,380,888
Lodging on Trips	107	\$862.42	\$1,599,789
Auto/Truck Rental on Trips	106	\$66.46	\$123,281
Food and Drink on Trips	106	\$716.88	\$1,329,807

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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Metro Fusion (11C)	25.1%	Population	33,471	33,790
Home Improvement (4B)	18.2%	Households	12,712	12,893
Parks and Rec (5C)	8.3%	Families	8,813	8,921
Middleburg (4C)	8.2%	Median Age	37.6	38.2
Midlife Constants (5E)	7.0%	Median Household Income	\$79,226	\$88,271
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		97	\$2,337.77	\$29,717,769
Men's		97	\$448.51	\$5,701,462
Women's		97	\$810.93	\$10,308,576
Children's		100	\$352.48	\$4,480,682
Footwear		98	\$555.87	\$7,066,211
Watches & Jewelry		91	\$133.11	\$1,692,117
Apparel Products and Services (1)		94	\$56.44	\$717,435
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$186.12	\$2,365,904
Portable Memory		96	\$4.75	\$60,349
Computer Software		98	\$10.70	\$136,081
Computer Accessories		100	\$20.48	\$260,353
<b>Entertainment &amp; Recreation</b>		95	\$3,488.39	\$44,344,422
Fees and Admissions		97	\$817.63	\$10,393,656
Membership Fees for Clubs (2)		97	\$273.15	\$3,472,322
Fees for Participant Sports, excl. Trips		100	\$130.73	\$1,661,790
Tickets to Theatre/Operas/Concerts		95	\$87.52	\$1,112,605
Tickets to Movies		101	\$63.88	\$812,095
Tickets to Parks or Museums		99	\$37.98	\$482,770
Admission to Sporting Events, excl. Trips		95	\$69.40	\$882,197
Fees for Recreational Lessons		96	\$153.71	\$1,953,956
Dating Services		91	\$1.25	\$15,919
TV/Video/Audio		96	\$1,279.20	\$16,261,156
Cable and Satellite Television Services		94	\$864.68	\$10,991,854
Televisions		101	\$128.05	\$1,627,754
Satellite Dishes		98	\$1.75	\$22,279
VCRs, Video Cameras, and DVD Players		98	\$5.46	\$69,461
Miscellaneous Video Equipment		97	\$17.08	\$217,105
Video Cassettes and DVDs		100	\$8.72	\$110,786
Video Game Hardware/Accessories		98	\$32.32	\$410,859
Video Game Software		100	\$18.14	\$230,645
Rental/Streaming/Downloaded Video		101	\$80.91	\$1,028,574
Installation of Televisions		94	\$0.79	\$9,988
Audio (3)		97	\$118.50	\$1,506,372
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.79	\$35,478
Pets		92	\$761.30	\$9,677,652
Toys/Games/Crafts/Hobbies (4)		98	\$129.00	\$1,639,821
Recreational Vehicles and Fees (5)		90	\$115.72	\$1,471,036
Sports/Recreation/Exercise Equipment (6)		94	\$193.14	\$2,455,189
Photo Equipment and Supplies (7)		98	\$50.94	\$647,555
Reading (8)		95	\$110.99	\$1,410,843
Catered Affairs (9)		92	\$30.75	\$390,913
<b>Food</b>		97	\$10,161.68	\$129,175,273
Food at Home		96	\$5,970.63	\$75,898,612
Bakery and Cereal Products		96	\$763.02	\$9,699,480
Meats, Poultry, Fish, and Eggs		96	\$1,288.80	\$16,383,261
Dairy Products		96	\$595.85	\$7,574,434
Fruits and Vegetables		97	\$1,162.37	\$14,776,062
Snacks and Other Food at Home (10)		97	\$2,160.59	\$27,465,375
Food Away from Home		97	\$4,191.05	\$53,276,661
Alcoholic Beverages		96	\$683.72	\$8,691,414

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	94	\$29,211.07	\$371,331,110
Value of Retirement Plans	95	\$108,003.88	\$1,372,945,359
Value of Other Financial Assets	90	\$8,840.48	\$112,380,234
Vehicle Loan Amount excluding Interest	101	\$3,280.72	\$41,704,477
Value of Credit Card Debt	97	\$3,051.49	\$38,790,518
<b>Health</b>			
Nonprescription Drugs	93	\$164.29	\$2,088,491
Prescription Drugs	92	\$350.61	\$4,457,001
Eyeglasses and Contact Lenses	94	\$103.55	\$1,316,386
<b>Home</b>			
Mortgage Payment and Basics (11)	96	\$11,577.80	\$147,176,989
Maintenance and Remodeling Services	93	\$3,053.58	\$38,817,138
Maintenance and Remodeling Materials (12)	92	\$646.08	\$8,212,909
Utilities, Fuel, and Public Services	97	\$5,464.49	\$69,464,571
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	97	\$111.53	\$1,417,738
Furniture	98	\$710.44	\$9,031,163
Rugs	95	\$33.94	\$431,478
Major Appliances (14)	97	\$414.51	\$5,269,233
Housewares (15)	97	\$96.82	\$1,230,816
Small Appliances	97	\$58.01	\$737,479
Luggage	100	\$19.03	\$241,968
Telephones and Accessories	97	\$110.22	\$1,401,123
<b>Household Operations</b>			
Child Care	99	\$596.52	\$7,582,907
Lawn and Garden (16)	93	\$529.15	\$6,726,592
Moving/Storage/Freight Express	98	\$79.57	\$1,011,435
Housekeeping Supplies (17)	97	\$855.07	\$10,869,713
<b>Insurance</b>			
Owners and Renters Insurance	94	\$669.59	\$8,511,766
Vehicle Insurance	99	\$2,089.07	\$26,556,313
Life/Other Insurance	94	\$644.00	\$8,186,500
Health Insurance	95	\$4,474.66	\$56,881,888
Personal Care Products (18)	97	\$549.44	\$6,984,489
School Books and Supplies (19)	98	\$146.01	\$1,856,062
Smoking Products	92	\$402.46	\$5,116,106
<b>Transportation</b>			
Payments on Vehicles excluding Leases	98	\$2,917.59	\$37,088,422
Gasoline and Motor Oil	97	\$2,664.80	\$33,874,892
Vehicle Maintenance and Repairs	97	\$1,222.43	\$15,539,581
<b>Travel</b>			
Airline Fares	97	\$690.93	\$8,783,131
Lodging on Trips	96	\$772.23	\$9,816,602
Auto/Truck Rental on Trips	98	\$61.34	\$779,764
Food and Drink on Trips	97	\$655.00	\$8,326,317

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621 Pulaski Hwy, Joppa, Maryland, 21085  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.42899  
 Longitude: -76.35270

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Workday Drive (4A)	14.3%	Population	94,496	95,056
Pleasantville (2B)	12.7%	Households	35,396	35,711
Home Improvement (4B)	11.8%	Families	25,131	25,314
Metro Fusion (11C)	9.3%	Median Age	38.8	39.4
Enterprising Professionals (2D)	8.4%	Median Household Income	\$93,304	\$103,797
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		115	\$2,769.15	\$98,016,738
Men's		115	\$532.97	\$18,864,999
Women's		115	\$967.16	\$34,233,632
Children's		117	\$413.26	\$14,627,729
Footwear		114	\$648.75	\$22,963,226
Watches & Jewelry		111	\$161.83	\$5,728,000
Apparel Products and Services (1)		115	\$68.96	\$2,440,892
<b>Computer</b>				
Computers and Hardware for Home Use		117	\$224.29	\$7,938,942
Portable Memory		114	\$5.61	\$198,413
Computer Software		117	\$12.74	\$450,973
Computer Accessories		117	\$24.03	\$850,695
<b>Entertainment &amp; Recreation</b>		114	\$4,186.01	\$148,167,902
Fees and Admissions		122	\$1,029.32	\$36,433,878
Membership Fees for Clubs (2)		121	\$340.73	\$12,060,462
Fees for Participant Sports, excl. Trips		124	\$162.80	\$5,762,464
Tickets to Theatre/Operas/Concerts		120	\$110.61	\$3,915,055
Tickets to Movies		120	\$75.79	\$2,682,525
Tickets to Parks or Museums		119	\$45.86	\$1,623,358
Admission to Sporting Events, excl. Trips		122	\$89.08	\$3,153,138
Fees for Recreational Lessons		127	\$203.00	\$7,185,345
Dating Services		107	\$1.46	\$51,532
TV/Video/Audio		111	\$1,484.85	\$52,557,824
Cable and Satellite Television Services		110	\$1,003.98	\$35,536,822
Televisions		116	\$147.80	\$5,231,398
Satellite Dishes		113	\$2.02	\$71,325
VCRs, Video Cameras, and DVD Players		114	\$6.35	\$224,612
Miscellaneous Video Equipment		116	\$20.42	\$722,810
Video Cassettes and DVDs		113	\$9.88	\$349,615
Video Game Hardware/Accessories		110	\$36.05	\$1,275,902
Video Game Software		111	\$20.12	\$712,059
Rental/Streaming/Downloaded Video		115	\$92.02	\$3,257,226
Installation of Televisions		124	\$1.04	\$36,972
Audio (3)		117	\$142.18	\$5,032,467
Rental and Repair of TV/Radio/Sound Equipment		90	\$3.01	\$106,617
Pets		110	\$907.73	\$32,130,175
Toys/Games/Crafts/Hobbies (4)		114	\$150.18	\$5,315,645
Recreational Vehicles and Fees (5)		116	\$149.31	\$5,285,150
Sports/Recreation/Exercise Equipment (6)		113	\$231.31	\$8,187,323
Photo Equipment and Supplies (7)		118	\$61.71	\$2,184,417
Reading (8)		114	\$133.37	\$4,720,618
Catered Affairs (9)		115	\$38.54	\$1,364,062
<b>Food</b>		114	\$11,932.30	\$422,355,668
Food at Home		113	\$6,984.30	\$247,216,378
Bakery and Cereal Products		113	\$895.92	\$31,711,891
Meats, Poultry, Fish, and Eggs		112	\$1,504.53	\$53,254,374
Dairy Products		113	\$701.99	\$24,847,666
Fruits and Vegetables		114	\$1,368.94	\$48,454,853
Snacks and Other Food at Home (10)		113	\$2,512.93	\$88,947,595
Food Away from Home		115	\$4,948.00	\$175,139,289
Alcoholic Beverages		117	\$832.53	\$29,468,295

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	120	\$37,334.40	\$1,321,488,315
Value of Retirement Plans	121	\$138,383.08	\$4,898,207,651
Value of Other Financial Assets	114	\$11,095.89	\$392,750,085
Vehicle Loan Amount excluding Interest	115	\$3,728.11	\$131,960,273
Value of Credit Card Debt	116	\$3,653.71	\$129,326,683
<b>Health</b>			
Nonprescription Drugs	107	\$187.91	\$6,651,154
Prescription Drugs	106	\$401.74	\$14,219,924
Eyeglasses and Contact Lenses	113	\$123.85	\$4,383,689
<b>Home</b>			
Mortgage Payment and Basics (11)	123	\$14,903.71	\$527,531,610
Maintenance and Remodeling Services	120	\$3,916.15	\$138,615,986
Maintenance and Remodeling Materials (12)	114	\$800.14	\$28,321,613
Utilities, Fuel, and Public Services	112	\$6,323.52	\$223,827,326
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	115	\$132.92	\$4,704,756
Furniture	116	\$844.30	\$29,884,698
Rugs	119	\$42.33	\$1,498,277
Major Appliances (14)	117	\$502.13	\$17,773,490
Housewares (15)	115	\$114.84	\$4,064,867
Small Appliances	113	\$67.38	\$2,385,100
Luggage	119	\$22.65	\$801,615
Telephones and Accessories	116	\$132.05	\$4,673,892
<b>Household Operations</b>			
Child Care	125	\$753.95	\$26,686,640
Lawn and Garden (16)	114	\$649.73	\$22,997,799
Moving/Storage/Freight Express	113	\$91.09	\$3,224,394
Housekeeping Supplies (17)	113	\$997.98	\$35,324,383
<b>Insurance</b>			
Owners and Renters Insurance	113	\$803.56	\$28,442,664
Vehicle Insurance	113	\$2,386.03	\$84,456,045
Life/Other Insurance	116	\$795.53	\$28,158,729
Health Insurance	112	\$5,278.85	\$186,850,108
Personal Care Products (18)	114	\$643.26	\$22,768,709
School Books and Supplies (19)	115	\$170.50	\$6,035,039
Smoking Products	100	\$434.23	\$15,370,161
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$3,373.30	\$119,401,278
Gasoline and Motor Oil	112	\$3,065.48	\$108,505,846
Vehicle Maintenance and Repairs	113	\$1,420.77	\$50,289,717
<b>Travel</b>			
Airline Fares	121	\$862.33	\$30,523,198
Lodging on Trips	120	\$963.34	\$34,098,545
Auto/Truck Rental on Trips	121	\$75.64	\$2,677,512
Food and Drink on Trips	118	\$801.85	\$28,382,436

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

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

**Source:** Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

621 Pulaski Hwy, Joppa, Maryland, 21085  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.42899  
Longitude: -76.35270

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	203		978		2,531							
Total Employees:	1,440		8,375		22,867							
Total Residential Population:	4,901		33,471		94,496							
Employee/Residential Population Ratio (per 100 Residents)	29		25		24							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	6	3.0%	83	5.8%	23	2.4%	223	2.7%	65	2.6%	464	2.0%
Construction	17	8.4%	161	11.2%	78	8.0%	516	6.2%	236	9.3%	1,866	8.2%
Manufacturing	8	3.9%	58	4.0%	30	3.1%	723	8.6%	62	2.4%	1,433	6.3%
Transportation	9	4.4%	62	4.3%	38	3.9%	234	2.8%	77	3.0%	453	2.0%
Communication	2	1.0%	7	0.5%	9	0.9%	29	0.3%	16	0.6%	66	0.3%
Utility	2	1.0%	9	0.6%	3	0.3%	14	0.2%	12	0.5%	110	0.5%
Wholesale Trade	11	5.4%	108	7.5%	34	3.5%	417	5.0%	73	2.9%	743	3.2%
Retail Trade Summary	28	13.8%	186	12.9%	223	22.8%	2,749	32.8%	533	21.1%	6,912	30.2%
Home Improvement	1	0.5%	29	2.0%	15	1.5%	319	3.8%	36	1.4%	516	2.3%
General Merchandise Stores	1	0.5%	6	0.4%	11	1.1%	629	7.5%	26	1.0%	828	3.6%
Food Stores	3	1.5%	40	2.8%	24	2.5%	219	2.6%	66	2.6%	1,349	5.9%
Auto Dealers, Gas Stations, Auto Aftermarket	10	4.9%	54	3.8%	28	2.9%	250	3.0%	72	2.8%	1,022	4.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%	5	0.5%	27	0.3%	22	0.9%	183	0.8%
Furniture & Home Furnishings	1	0.5%	3	0.2%	11	1.1%	59	0.7%	29	1.1%	198	0.9%
Eating & Drinking Places	3	1.5%	31	2.2%	62	6.3%	894	10.7%	141	5.6%	2,186	9.6%
Miscellaneous Retail	9	4.4%	23	1.6%	65	6.6%	351	4.2%	140	5.5%	632	2.8%
Finance, Insurance, Real Estate Summary	9	4.4%	37	2.6%	66	6.7%	415	5.0%	201	7.9%	1,455	6.4%
Banks, Savings & Lending Institutions	1	0.5%	3	0.2%	14	1.4%	178	2.1%	41	1.6%	445	1.9%
Securities Brokers	2	1.0%	10	0.7%	5	0.5%	27	0.3%	19	0.8%	70	0.3%
Insurance Carriers & Agents	2	1.0%	5	0.3%	7	0.7%	31	0.4%	31	1.2%	121	0.5%
Real Estate, Holding, Other Investment Offices	4	2.0%	20	1.4%	40	4.1%	179	2.1%	111	4.4%	820	3.6%
Services Summary	88	43.3%	719	49.9%	355	36.3%	2,911	34.8%	959	37.9%	8,798	38.5%
Hotels & Lodging	0	0.0%	4	0.3%	10	1.0%	95	1.1%	20	0.8%	184	0.8%
Automotive Services	31	15.3%	149	10.3%	60	6.1%	295	3.5%	119	4.7%	788	3.4%
Motion Pictures & Amusements	3	1.5%	22	1.5%	27	2.8%	222	2.7%	81	3.2%	540	2.4%
Health Services	10	4.9%	81	5.6%	43	4.4%	324	3.9%	151	6.0%	1,439	6.3%
Legal Services	1	0.5%	3	0.2%	6	0.6%	24	0.3%	21	0.8%	93	0.4%
Education Institutions & Libraries	4	2.0%	236	16.4%	13	1.3%	684	8.2%	40	1.6%	1,910	8.4%
Other Services	38	18.7%	225	15.6%	196	20.0%	1,267	15.1%	528	20.9%	3,844	16.8%
Government	1	0.5%	1	0.1%	8	0.8%	75	0.9%	25	1.0%	419	1.8%
Unclassified Establishments	22	10.8%	9	0.6%	110	11.2%	70	0.8%	271	10.7%	146	0.6%
Totals	203	100.0%	1,440	100.0%	978	100.0%	8,375	100.0%	2,531	100.0%	22,867	100.0%

Source: Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

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.



621 Pulaski Hwy, Joppa, Maryland, 21085  
Rings: 1, 3, 5 mile radii

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Latitude: 39.42899  
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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	0.5%	4	0.3%	3	0.3%	14	0.2%	13	0.5%	61	0.3%
Mining	0	0.0%	0	0.0%	1	0.1%	8	0.1%	1	0.0%	8	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.0%
Construction	17	8.4%	162	11.2%	82	8.4%	547	6.5%	250	9.9%	2,006	8.8%
Manufacturing	9	4.4%	60	4.2%	32	3.3%	751	9.0%	65	2.6%	1,465	6.4%
Wholesale Trade	10	4.9%	105	7.3%	33	3.4%	411	4.9%	70	2.8%	735	3.2%
Retail Trade	25	12.3%	155	10.8%	152	15.5%	1,794	21.4%	374	14.8%	4,601	20.1%
Motor Vehicle & Parts Dealers	9	4.4%	49	3.4%	23	2.4%	229	2.7%	60	2.4%	973	4.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	5	0.5%	21	0.3%	13	0.5%	105	0.5%
Electronics & Appliance Stores	0	0.0%	0	0.0%	3	0.3%	10	0.1%	10	0.4%	57	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	29	2.0%	15	1.5%	319	3.8%	36	1.4%	516	2.3%
Food & Beverage Stores	5	2.5%	46	3.2%	30	3.1%	264	3.2%	64	2.5%	1,331	5.8%
Health & Personal Care Stores	1	0.5%	10	0.7%	12	1.2%	95	1.1%	33	1.3%	231	1.0%
Gasoline Stations	1	0.5%	5	0.3%	5	0.5%	21	0.3%	12	0.5%	49	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	5	0.5%	27	0.3%	23	0.9%	185	0.8%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	3	0.3%	12	0.1%	17	0.7%	57	0.2%
General Merchandise Stores	1	0.5%	6	0.4%	11	1.1%	629	7.5%	26	1.0%	828	3.6%
Miscellaneous Store Retailers	3	1.5%	7	0.5%	21	2.1%	159	1.9%	40	1.6%	259	1.1%
Nonstore Retailers	4	2.0%	2	0.1%	18	1.8%	7	0.1%	40	1.6%	11	0.0%
Transportation & Warehousing	7	3.4%	34	2.4%	32	3.3%	196	2.3%	63	2.5%	403	1.8%
Information	4	2.0%	25	1.7%	21	2.1%	152	1.8%	39	1.5%	331	1.4%
Finance & Insurance	5	2.5%	18	1.2%	30	3.1%	245	2.9%	97	3.8%	651	2.8%
Central Bank/Credit Intermediation & Related Activities	1	0.5%	3	0.2%	17	1.7%	185	2.2%	44	1.7%	452	2.0%
Securities, Commodity Contracts & Other Financial	2	1.0%	10	0.7%	6	0.6%	28	0.3%	23	0.9%	78	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.0%	5	0.3%	7	0.7%	31	0.4%	31	1.2%	121	0.5%
Real Estate, Rental & Leasing	10	4.9%	50	3.5%	53	5.4%	221	2.6%	138	5.5%	915	4.0%
Professional, Scientific & Tech Services	5	2.5%	36	2.5%	50	5.1%	312	3.7%	182	7.2%	1,202	5.3%
Legal Services	1	0.5%	3	0.2%	8	0.8%	27	0.3%	26	1.0%	116	0.5%
Management of Companies & Enterprises	0	0.0%	1	0.1%	4	0.4%	21	0.3%	7	0.3%	45	0.2%
Administrative & Support & Waste Management & Remediation	11	5.4%	94	6.5%	40	4.1%	355	4.2%	114	4.5%	806	3.5%
Educational Services	4	2.0%	236	16.4%	16	1.6%	677	8.1%	57	2.3%	1,966	8.6%
Health Care & Social Assistance	15	7.4%	143	9.9%	63	6.4%	514	6.1%	210	8.3%	2,310	10.1%
Arts, Entertainment & Recreation	2	1.0%	22	1.5%	21	2.1%	191	2.3%	53	2.1%	423	1.8%
Accommodation & Food Services	3	1.5%	35	2.4%	76	7.8%	1,017	12.1%	170	6.7%	2,451	10.7%
Accommodation	0	0.0%	4	0.3%	10	1.0%	95	1.1%	20	0.8%	184	0.8%
Food Services & Drinking Places	3	1.5%	31	2.2%	65	6.6%	923	11.0%	151	6.0%	2,267	9.9%
Other Services (except Public Administration)	51	25.1%	252	17.5%	153	15.6%	808	9.6%	331	13.1%	1,927	8.4%
Automotive Repair & Maintenance	26	12.8%	111	7.7%	45	4.6%	216	2.6%	89	3.5%	608	2.7%
Public Administration	1	0.5%	1	0.1%	7	0.7%	70	0.8%	24	0.9%	414	1.8%
Unclassified Establishments	22	10.8%	9	0.6%	110	11.2%	70	0.8%	271	10.7%	146	0.6%
<b>Total</b>	<b>203</b>	<b>100.0%</b>	<b>1,440</b>	<b>100.0%</b>	<b>978</b>	<b>100.0%</b>	<b>8,375</b>	<b>100.0%</b>	<b>2,531</b>	<b>100.0%</b>	<b>22,867</b>	<b>100.0%</b>

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