

706A Pulaski Hwy, Joppa, Maryland, 21085
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.42999
Longitude: -76.35071

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,950	31,949	75,837
2010 Total Population	3,305	35,028	87,415
2021 Total Population	3,496	36,378	93,430
2021 Group Quarters	2	55	106
2026 Total Population	3,557	37,082	95,843
2021-2026 Annual Rate	0.35%	0.38%	0.51%
2021 Total Daytime Population	3,411	31,970	82,351
Workers	1,750	13,251	35,107
Residents	1,661	18,719	47,244
Household Summary			
2000 Households	1,118	12,058	27,864
2000 Average Household Size	2.64	2.65	2.72
2010 Households	1,250	13,186	32,058
2010 Average Household Size	2.64	2.65	2.72
2021 Households	1,307	13,653	34,267
2021 Average Household Size	2.67	2.66	2.72
2026 Households	1,328	13,902	35,165
2026 Average Household Size	2.68	2.66	2.72
2021-2026 Annual Rate	0.32%	0.36%	0.52%
2010 Families	912	9,387	23,470
2010 Average Family Size	3.07	3.10	3.17
2021 Families	940	9,584	24,669
2021 Average Family Size	3.12	3.13	3.20
2026 Families	950	9,715	25,175
2026 Average Family Size	3.14	3.14	3.21
2021-2026 Annual Rate	0.21%	0.27%	0.41%
Housing Unit Summary			
2000 Housing Units	1,169	12,661	29,021
Owner Occupied Housing Units	72.1%	67.2%	75.0%
Renter Occupied Housing Units	23.5%	28.1%	21.0%
Vacant Housing Units	4.4%	4.8%	4.0%
2010 Housing Units	1,320	13,978	33,776
Owner Occupied Housing Units	72.7%	67.3%	75.7%
Renter Occupied Housing Units	22.0%	27.0%	19.2%
Vacant Housing Units	5.3%	5.7%	5.1%
2021 Housing Units	1,383	14,576	36,172
Owner Occupied Housing Units	74.8%	68.2%	75.5%
Renter Occupied Housing Units	19.8%	25.5%	19.2%
Vacant Housing Units	5.5%	6.3%	5.3%
2026 Housing Units	1,415	14,962	37,348
Owner Occupied Housing Units	75.6%	69.0%	75.9%
Renter Occupied Housing Units	18.2%	23.9%	18.3%
Vacant Housing Units	6.1%	7.1%	5.8%
Median Household Income			
2021	\$80,040	\$76,083	\$86,390
2026	\$85,186	\$80,235	\$92,520
Median Home Value			
2021	\$312,996	\$258,645	\$295,827
2026	\$339,931	\$302,932	\$338,965
Per Capita Income			
2021	\$35,702	\$33,503	\$39,510
2026	\$39,518	\$36,691	\$43,624
Median Age			
2010	39.0	35.3	36.9
2021	40.9	37.1	38.7
2026	41.5	37.6	39.3

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

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

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2021 Households by Income			
Household Income Base	1,307	13,653	34,267
<\$15,000	6.9%	9.4%	6.7%
\$15,000 - \$24,999	4.1%	4.7%	4.4%
\$25,000 - \$34,999	4.7%	7.0%	5.1%
\$35,000 - \$49,999	8.6%	9.1%	8.4%
\$50,000 - \$74,999	20.6%	18.8%	17.0%
\$75,000 - \$99,999	19.2%	16.5%	15.8%
\$100,000 - \$149,999	22.2%	21.2%	21.9%
\$150,000 - \$199,999	6.0%	7.7%	10.6%
\$200,000+	7.7%	5.7%	10.1%
Average Household Income	\$97,070	\$89,736	\$107,140
2026 Households by Income			
Household Income Base	1,328	13,902	35,165
<\$15,000	6.2%	8.6%	6.2%
\$15,000 - \$24,999	3.6%	4.3%	4.0%
\$25,000 - \$34,999	4.1%	6.4%	4.7%
\$35,000 - \$49,999	7.1%	8.1%	7.4%
\$50,000 - \$74,999	19.4%	18.1%	15.9%
\$75,000 - \$99,999	19.7%	16.8%	15.7%
\$100,000 - \$149,999	24.3%	22.6%	22.7%
\$150,000 - \$199,999	6.6%	8.6%	11.9%
\$200,000+	9.0%	6.5%	11.7%
Average Household Income	\$107,518	\$98,383	\$118,251
2021 Owner Occupied Housing Units by Value			
Total	1,034	9,935	27,311
<\$50,000	2.9%	4.2%	2.6%
\$50,000 - \$99,999	0.8%	3.6%	1.5%
\$100,000 - \$149,999	1.9%	8.6%	4.6%
\$150,000 - \$199,999	7.3%	12.1%	11.3%
\$200,000 - \$249,999	15.7%	18.6%	15.1%
\$250,000 - \$299,999	15.8%	16.7%	16.3%
\$300,000 - \$399,999	43.9%	26.1%	26.1%
\$400,000 - \$499,999	7.4%	4.9%	11.8%
\$500,000 - \$749,999	3.7%	4.0%	9.0%
\$750,000 - \$999,999	0.1%	0.5%	1.1%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.3%	0.1%	0.1%
Average Home Value	\$317,142	\$276,661	\$325,356
2026 Owner Occupied Housing Units by Value			
Total	1,070	10,326	28,338
<\$50,000	1.3%	3.4%	1.8%
\$50,000 - \$99,999	0.2%	1.8%	0.7%
\$100,000 - \$149,999	0.6%	4.5%	2.2%
\$150,000 - \$199,999	2.9%	7.2%	6.4%
\$200,000 - \$249,999	9.4%	14.5%	11.0%
\$250,000 - \$299,999	14.1%	17.6%	15.8%
\$300,000 - \$399,999	53.8%	34.7%	31.0%
\$400,000 - \$499,999	11.1%	6.9%	14.7%
\$500,000 - \$749,999	5.6%	7.2%	13.7%
\$750,000 - \$999,999	0.3%	1.2%	1.9%
\$1,000,000 - \$1,499,999	0.1%	0.7%	0.6%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.2%
\$2,000,000 +	0.3%	0.2%	0.1%
Average Home Value	\$354,626	\$324,806	\$371,987

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

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2010 Population by Age			
Total	3,305	35,029	87,413
0 - 4	6.4%	7.9%	7.3%
5 - 9	6.7%	7.2%	7.0%
10 - 14	6.7%	6.8%	6.9%
15 - 24	12.4%	13.3%	12.4%
25 - 34	12.1%	14.4%	13.6%
35 - 44	15.3%	14.1%	14.7%
45 - 54	16.6%	14.5%	15.9%
55 - 64	11.3%	11.1%	11.5%
65 - 74	7.2%	6.6%	6.3%
75 - 84	4.2%	3.2%	3.3%
85 +	1.1%	0.9%	1.0%
18 +	76.2%	73.9%	74.5%
2021 Population by Age			
Total	3,496	36,379	93,430
0 - 4	5.4%	6.8%	6.3%
5 - 9	6.3%	6.9%	6.6%
10 - 14	6.4%	6.9%	6.9%
15 - 24	10.0%	12.1%	11.2%
25 - 34	13.3%	14.1%	13.6%
35 - 44	14.4%	13.7%	14.1%
45 - 54	13.6%	12.1%	12.8%
55 - 64	13.8%	12.0%	13.2%
65 - 74	9.9%	9.3%	9.4%
75 - 84	5.3%	4.6%	4.5%
85 +	1.6%	1.3%	1.4%
18 +	78.7%	75.7%	76.6%
2026 Population by Age			
Total	3,556	37,083	95,842
0 - 4	5.5%	6.9%	6.3%
5 - 9	6.0%	6.8%	6.4%
10 - 14	6.3%	6.6%	6.5%
15 - 24	10.2%	12.2%	11.0%
25 - 34	10.9%	13.6%	13.1%
35 - 44	16.3%	14.3%	14.9%
45 - 54	12.9%	11.8%	12.2%
55 - 64	12.8%	11.1%	12.1%
65 - 74	10.6%	9.5%	10.2%
75 - 84	6.6%	5.6%	5.7%
85 +	1.7%	1.6%	1.6%
18 +	78.6%	75.9%	77.1%
2010 Population by Sex			
Males	1,634	16,886	42,563
Females	1,671	18,142	44,852
2021 Population by Sex			
Males	1,701	17,651	45,515
Females	1,795	18,727	47,915
2026 Population by Sex			
Males	1,724	18,006	46,748
Females	1,833	19,076	49,095

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2010 Population by Race/Ethnicity			
Total	3,306	35,029	87,415
White Alone	72.9%	65.6%	73.8%
Black Alone	20.5%	26.9%	18.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.8%	2.1%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.5%	1.6%	1.2%
Two or More Races	2.9%	3.4%	2.7%
Hispanic Origin	3.7%	5.1%	4.1%
Diversity Index	46.6	54.5	46.4
2021 Population by Race/Ethnicity			
Total	3,496	36,378	93,430
White Alone	66.1%	59.6%	68.3%
Black Alone	25.3%	30.8%	21.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.6%	2.7%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	2.2%	1.6%
Two or More Races	3.9%	4.3%	3.6%
Hispanic Origin	5.2%	7.0%	5.9%
Diversity Index	54.7	60.7	54.2
2026 Population by Race/Ethnicity			
Total	3,557	37,082	95,844
White Alone	62.5%	56.6%	65.2%
Black Alone	27.9%	32.8%	23.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	4.0%	3.0%	5.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	2.5%	1.9%
Two or More Races	4.5%	4.8%	4.1%
Hispanic Origin	6.2%	8.1%	7.0%
Diversity Index	58.5	63.5	58.0
2010 Population by Relationship and Household Type			
Total	3,305	35,028	87,415
In Households	99.9%	99.8%	99.9%
In Family Households	86.8%	86.1%	87.5%
Householder	27.3%	26.7%	27.0%
Spouse	20.7%	17.9%	20.4%
Child	32.2%	34.1%	33.7%
Other relative	4.4%	4.4%	4.0%
Nonrelative	2.2%	3.0%	2.4%
In Nonfamily Households	13.1%	13.8%	12.4%
In Group Quarters	0.1%	0.2%	0.1%
Institutionalized Population	0.1%	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.

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2021 Population 25+ by Educational Attainment			
Total	2,513	24,432	64,473
Less than 9th Grade	2.7%	3.3%	3.0%
9th - 12th Grade, No Diploma	6.4%	6.1%	4.4%
High School Graduate	25.4%	23.4%	23.3%
GED/Alternative Credential	4.2%	6.0%	4.6%
Some College, No Degree	14.5%	21.9%	21.0%
Associate Degree	10.2%	9.7%	9.3%
Bachelor's Degree	27.1%	18.0%	20.4%
Graduate/Professional Degree	9.4%	11.6%	14.0%
2021 Population 15+ by Marital Status			
Total	2,865	28,844	74,919
Never Married	30.2%	31.5%	30.2%
Married	52.5%	51.2%	54.7%
Widowed	6.3%	5.6%	5.1%
Divorced	11.0%	11.7%	10.0%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,939	18,743	48,651
Population 16+ Employed	94.6%	94.7%	95.0%
Population 16+ Unemployment rate	5.4%	5.3%	5.0%
Population 16-24 Employed	11.1%	12.2%	10.2%
Population 16-24 Unemployment rate	10.9%	10.5%	10.3%
Population 25-54 Employed	64.7%	65.2%	66.0%
Population 25-54 Unemployment rate	5.4%	4.9%	4.7%
Population 55-64 Employed	17.9%	16.2%	17.6%
Population 55-64 Unemployment rate	0.0%	3.0%	2.7%
Population 65+ Employed	6.3%	6.5%	6.2%
Population 65+ Unemployment rate	8.7%	4.3%	5.1%
2021 Employed Population 16+ by Industry			
Total	1,835	17,755	46,214
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	6.1%	8.3%	8.0%
Manufacturing	4.8%	5.2%	5.6%
Wholesale Trade	3.7%	2.9%	2.3%
Retail Trade	15.1%	12.3%	11.0%
Transportation/Utilities	6.1%	7.1%	5.9%
Information	1.1%	1.3%	1.2%
Finance/Insurance/Real Estate	4.3%	6.3%	6.9%
Services	51.4%	47.4%	48.5%
Public Administration	7.6%	8.9%	10.3%
2021 Employed Population 16+ by Occupation			
Total	1,835	17,757	46,213
White Collar	66.5%	63.1%	67.6%
Management/Business/Financial	17.7%	16.5%	19.2%
Professional	28.6%	24.9%	28.0%
Sales	9.0%	8.6%	8.5%
Administrative Support	11.1%	13.1%	11.9%
Services	13.7%	16.9%	13.6%
Blue Collar	19.8%	20.0%	18.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.3%	5.2%	4.6%
Installation/Maintenance/Repair	3.8%	3.3%	3.7%
Production	2.0%	3.5%	3.7%
Transportation/Material Moving	8.8%	8.0%	6.7%

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2010 Households by Type			
Total	1,251	13,185	32,057
Households with 1 Person	20.5%	22.5%	21.2%
Households with 2+ People	79.5%	77.5%	78.8%
Family Households	72.9%	71.2%	73.2%
Husband-wife Families	55.6%	47.8%	55.4%
With Related Children	25.8%	21.5%	26.3%
Other Family (No Spouse Present)	17.3%	23.5%	17.9%
Other Family with Male Householder	5.0%	5.7%	4.9%
With Related Children	3.0%	3.5%	2.9%
Other Family with Female Householder	12.3%	17.8%	13.0%
With Related Children	7.3%	12.6%	8.6%
Nonfamily Households	6.6%	6.3%	5.6%
All Households with Children	36.5%	38.0%	38.2%
Multigenerational Households	5.6%	5.6%	5.4%
Unmarried Partner Households	6.9%	8.1%	6.8%
Male-female	6.2%	7.3%	6.1%
Same-sex	0.7%	0.8%	0.8%
2010 Households by Size			
Total	1,251	13,187	32,057
1 Person Household	20.5%	22.5%	21.2%
2 Person Household	34.1%	33.1%	32.2%
3 Person Household	19.6%	18.5%	19.1%
4 Person Household	15.9%	14.7%	16.3%
5 Person Household	5.9%	6.6%	7.0%
6 Person Household	2.5%	2.7%	2.6%
7 + Person Household	1.5%	1.8%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	1,250	13,186	32,058
Owner Occupied	76.7%	71.3%	79.8%
Owned with a Mortgage/Loan	56.3%	56.0%	64.8%
Owned Free and Clear	20.4%	15.4%	15.0%
Renter Occupied	23.3%	28.7%	20.2%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	135	156	155
Percent of Income for Mortgage	16.4%	14.3%	14.4%
Wealth Index	107	92	127
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,320	13,978	33,776
Housing Units Inside Urbanized Area	99.8%	94.9%	94.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.2%	5.1%	5.5%
2010 Population By Urban/ Rural Status			
Total Population	3,305	35,028	87,415
Population Inside Urbanized Area	99.9%	95.4%	95.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	4.6%	5.0%

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

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Top 3 Tapestry Segments			
1.	Home Improvement (4B)	Metro Fusion (11C)	Workday Drive (4A)
2.	Middleburg (4C)	Home Improvement (4B)	Home Improvement (4B)
3.	Comfortable Empty Nesters (5A)	Enterprising Professionals (2D)	Pleasantville (2B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$2,862,324	\$28,346,926	\$83,287,771
Average Spent	\$2,190.00	\$2,076.24	\$2,430.55
Spending Potential Index	103	98	115
Education: Total \$	\$2,184,139	\$22,961,560	\$70,578,472
Average Spent	\$1,671.11	\$1,681.80	\$2,059.66
Spending Potential Index	97	97	119
Entertainment/Recreation: Total \$	\$4,444,800	\$42,242,094	\$125,947,778
Average Spent	\$3,400.77	\$3,093.98	\$3,675.48
Spending Potential Index	105	96	114
Food at Home: Total \$	\$7,290,441	\$72,220,924	\$209,995,194
Average Spent	\$5,578.00	\$5,289.75	\$6,128.20
Spending Potential Index	102	97	112
Food Away from Home: Total \$	\$5,123,648	\$50,863,275	\$148,845,115
Average Spent	\$3,920.16	\$3,725.43	\$4,343.69
Spending Potential Index	103	98	114
Health Care: Total \$	\$8,783,304	\$81,263,189	\$239,495,602
Average Spent	\$6,720.20	\$5,952.04	\$6,989.10
Spending Potential Index	108	95	112
HH Furnishings & Equipment: Total \$	\$3,185,014	\$30,037,155	\$89,928,932
Average Spent	\$2,436.89	\$2,200.04	\$2,624.36
Spending Potential Index	108	98	116
Personal Care Products & Services: Total \$	\$1,237,715	\$12,004,565	\$35,475,674
Average Spent	\$946.99	\$879.26	\$1,035.27
Spending Potential Index	106	98	115
Shelter: Total \$	\$26,789,097	\$269,451,187	\$799,745,466
Average Spent	\$20,496.63	\$19,735.68	\$23,338.65
Spending Potential Index	102	98	116
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,487,054	\$31,074,087	\$94,061,853
Average Spent	\$2,667.98	\$2,275.99	\$2,744.97
Spending Potential Index	112	95	115
Travel: Total \$	\$3,575,811	\$33,670,596	\$102,945,150
Average Spent	\$2,735.89	\$2,466.17	\$3,004.21
Spending Potential Index	108	98	119
Vehicle Maintenance & Repairs: Total \$	\$1,540,212	\$14,714,948	\$42,805,448
Average Spent	\$1,178.43	\$1,077.78	\$1,249.17
Spending Potential Index	106	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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Home Improvement (4B)	33.5%	Population	3,496	3,557
Middleburg (4C)	24.6%	Households	1,307	1,328
Comfortable Empty Nesters (5A)	15.7%	Families	940	950
Workday Drive (4A)	14.8%	Median Age	40.9	41.5
Midlife Constants (5E)	11.5%	Median Household Income	\$80,040	\$85,186
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,190.00	\$2,862,324
Men's		103	\$418.16	\$546,541
Women's		105	\$773.71	\$1,011,234
Children's		105	\$327.42	\$427,944
Footwear		101	\$504.66	\$659,597
Watches & Jewelry		102	\$131.16	\$171,421
Apparel Products and Services (1)		101	\$53.33	\$69,706
Computer				
Computers and Hardware for Home Use		104	\$174.01	\$227,431
Portable Memory		105	\$4.55	\$5,947
Computer Software		99	\$9.47	\$12,371
Computer Accessories		111	\$19.95	\$26,081
Entertainment & Recreation		105	\$3,400.77	\$4,444,800
Fees and Admissions		108	\$799.50	\$1,044,953
Membership Fees for Clubs (2)		108	\$267.61	\$349,766
Fees for Participant Sports, excl. Trips		115	\$132.22	\$172,811
Tickets to Theatre/Operas/Concerts		104	\$84.13	\$109,954
Tickets to Movies		107	\$59.57	\$77,862
Tickets to Parks or Museums		108	\$36.64	\$47,892
Admission to Sporting Events, excl. Trips		110	\$70.84	\$92,587
Fees for Recreational Lessons		105	\$147.45	\$192,718
Dating Services		87	\$1.04	\$1,363
TV/Video/Audio		104	\$1,225.44	\$1,601,646
Cable and Satellite Television Services		103	\$834.14	\$1,090,219
Televisions		108	\$121.49	\$158,782
Satellite Dishes		114	\$1.79	\$2,342
VCRs, Video Cameras, and DVD Players		108	\$5.27	\$6,893
Miscellaneous Video Equipment		105	\$16.25	\$21,234
Video Cassettes and DVDs		106	\$8.13	\$10,629
Video Game Hardware/Accessories		100	\$28.88	\$37,746
Video Game Software		101	\$16.11	\$21,053
Rental/Streaming/Downloaded Video		108	\$75.68	\$98,908
Installation of Televisions		101	\$0.75	\$977
Audio (3)		107	\$114.51	\$149,664
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.45	\$3,199
Pets		104	\$754.76	\$986,474
Toys/Games/Crafts/Hobbies (4)		107	\$123.71	\$161,685
Recreational Vehicles and Fees (5)		108	\$121.59	\$158,921
Sports/Recreation/Exercise Equipment (6)		107	\$192.67	\$251,818
Photo Equipment and Supplies (7)		107	\$49.26	\$64,387
Reading (8)		103	\$106.76	\$139,535
Catered Affairs (9)		93	\$27.26	\$35,635
Food		103	\$9,498.16	\$12,414,089
Food at Home		102	\$5,578.00	\$7,290,441
Bakery and Cereal Products		102	\$713.51	\$932,558
Meats, Poultry, Fish, and Eggs		102	\$1,198.36	\$1,566,260
Dairy Products		102	\$556.83	\$727,776
Fruits and Vegetables		102	\$1,078.20	\$1,409,203
Snacks and Other Food at Home (10)		103	\$2,031.10	\$2,654,645
Food Away from Home		103	\$3,920.16	\$5,123,648
Alcoholic Beverages		104	\$653.21	\$853,741

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

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	115	\$31,476.85	\$41,140,238
Value of Retirement Plans	115	\$114,975.51	\$150,272,993
Value of Other Financial Assets	109	\$9,342.71	\$12,210,926
Vehicle Loan Amount excluding Interest	110	\$3,143.86	\$4,109,022
Value of Credit Card Debt	106	\$2,930.17	\$3,829,728
Health			
Nonprescription Drugs	104	\$160.43	\$209,680
Prescription Drugs	107	\$355.94	\$465,219
Eyeglasses and Contact Lenses	106	\$102.86	\$134,439
Home			
Mortgage Payment and Basics (11)	114	\$12,155.98	\$15,887,863
Maintenance and Remodeling Services	113	\$3,241.74	\$4,236,957
Maintenance and Remodeling Materials (12)	112	\$694.00	\$907,060
Utilities, Fuel, and Public Services	105	\$5,207.30	\$6,805,939
Household Furnishings and Equipment			
Household Textiles (13)	104	\$105.40	\$137,763
Furniture	107	\$685.82	\$896,364
Rugs	111	\$34.78	\$45,453
Major Appliances (14)	112	\$423.96	\$554,114
Housewares (15)	106	\$93.21	\$121,820
Small Appliances	103	\$54.21	\$70,849
Luggage	107	\$17.88	\$23,370
Telephones and Accessories	102	\$102.56	\$134,046
Household Operations			
Child Care	108	\$574.16	\$750,426
Lawn and Garden (16)	111	\$556.58	\$727,445
Moving/Storage/Freight Express	100	\$71.49	\$93,431
Housekeeping Supplies (17)	105	\$818.90	\$1,070,306
Insurance			
Owners and Renters Insurance	114	\$712.06	\$930,667
Vehicle Insurance	105	\$1,955.24	\$2,555,497
Life/Other Insurance	111	\$668.61	\$873,868
Health Insurance	107	\$4,438.69	\$5,801,370
Personal Care Products (18)	104	\$517.19	\$675,969
School Books and Supplies (19)	103	\$134.09	\$175,261
Smoking Products	95	\$363.04	\$474,487
Transportation			
Payments on Vehicles excluding Leases	110	\$2,868.49	\$3,749,120
Gasoline and Motor Oil	104	\$2,497.65	\$3,264,427
Vehicle Maintenance and Repairs	106	\$1,178.43	\$1,540,212
Travel			
Airline Fares	106	\$668.94	\$874,303
Lodging on Trips	109	\$776.20	\$1,014,494
Auto/Truck Rental on Trips	108	\$59.36	\$77,580
Food and Drink on Trips	108	\$642.23	\$839,394

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

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Metro Fusion (11C)	22.9%	Population	36,378	37,082
Home Improvement (4B)	17.3%	Households	13,653	13,902
Enterprising Professionals (2D)	9.3%	Families	9,584	9,715
Parks and Rec (5C)	8.9%	Median Age	37.1	37.6
Middleburg (4C)	7.8%	Median Household Income	\$76,083	\$80,235
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		98	\$2,076.24	\$28,346,926
Men's		98	\$398.69	\$5,443,259
Women's		98	\$720.72	\$9,840,004
Children's		101	\$312.26	\$4,263,247
Footwear		98	\$492.90	\$6,729,573
Watches & Jewelry		92	\$118.65	\$1,619,917
Apparel Products and Services (1)		96	\$50.50	\$689,493
Computer				
Computers and Hardware for Home Use		99	\$165.89	\$2,264,905
Portable Memory		97	\$4.22	\$57,595
Computer Software		100	\$9.58	\$130,822
Computer Accessories		100	\$18.05	\$246,474
Entertainment & Recreation		96	\$3,093.98	\$42,242,094
Fees and Admissions		99	\$729.77	\$9,963,580
Membership Fees for Clubs (2)		98	\$243.94	\$3,330,510
Fees for Participant Sports, excl. Trips		101	\$116.54	\$1,591,152
Tickets to Theatre/Operas/Concerts		97	\$77.98	\$1,064,625
Tickets to Movies		102	\$56.62	\$772,968
Tickets to Parks or Museums		100	\$33.76	\$460,873
Admission to Sporting Events, excl. Trips		96	\$61.97	\$846,062
Fees for Recreational Lessons		98	\$137.84	\$1,881,936
Dating Services		94	\$1.13	\$15,454
TV/Video/Audio		96	\$1,128.88	\$15,412,622
Cable and Satellite Television Services		94	\$762.29	\$10,407,495
Televisions		101	\$112.91	\$1,541,551
Satellite Dishes		98	\$1.54	\$20,970
VCRs, Video Cameras, and DVD Players		98	\$4.82	\$65,841
Miscellaneous Video Equipment		98	\$15.16	\$207,018
Video Cassettes and DVDs		100	\$7.66	\$104,634
Video Game Hardware/Accessories		99	\$28.59	\$390,365
Video Game Software		100	\$16.04	\$218,987
Rental/Streaming/Downloaded Video		102	\$71.53	\$976,592
Installation of Televisions		95	\$0.70	\$9,590
Audio (3)		98	\$105.18	\$1,436,014
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.46	\$33,567
Pets		93	\$675.40	\$9,221,177
Toys/Games/Crafts/Hobbies (4)		99	\$113.93	\$1,555,445
Recreational Vehicles and Fees (5)		91	\$102.86	\$1,404,384
Sports/Recreation/Exercise Equipment (6)		95	\$171.74	\$2,344,752
Photo Equipment and Supplies (7)		99	\$45.49	\$621,009
Reading (8)		95	\$98.42	\$1,343,715
Catered Affairs (9)		94	\$27.74	\$378,772
Food		98	\$9,015.18	\$123,084,199
Food at Home		97	\$5,289.75	\$72,220,924
Bakery and Cereal Products		97	\$675.77	\$9,226,325
Meats, Poultry, Fish, and Eggs		97	\$1,141.81	\$15,589,183
Dairy Products		97	\$528.55	\$7,216,270
Fruits and Vegetables		98	\$1,031.43	\$14,082,085
Snacks and Other Food at Home (10)		97	\$1,912.18	\$26,107,061
Food Away from Home		98	\$3,725.43	\$50,863,275
Alcoholic Beverages		98	\$611.36	\$8,346,921

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	95	\$25,969.66	\$354,563,799
Value of Retirement Plans	95	\$95,722.73	\$1,306,902,492
Value of Other Financial Assets	91	\$7,867.12	\$107,409,814
Vehicle Loan Amount excluding Interest	101	\$2,896.39	\$39,544,347
Value of Credit Card Debt	98	\$2,709.08	\$36,987,039
Health			
Nonprescription Drugs	94	\$144.82	\$1,977,293
Prescription Drugs	92	\$306.79	\$4,188,613
Eyeglasses and Contact Lenses	94	\$91.44	\$1,248,404
Home			
Mortgage Payment and Basics (11)	96	\$10,282.13	\$140,381,938
Maintenance and Remodeling Services	94	\$2,708.61	\$36,980,630
Maintenance and Remodeling Materials (12)	93	\$570.97	\$7,795,505
Utilities, Fuel, and Public Services	97	\$4,816.37	\$65,757,871
Household Furnishings and Equipment			
Household Textiles (13)	98	\$98.93	\$1,350,700
Furniture	98	\$628.67	\$8,583,182
Rugs	96	\$30.08	\$410,695
Major Appliances (14)	97	\$365.34	\$4,987,967
Housewares (15)	97	\$85.83	\$1,171,856
Small Appliances	98	\$51.44	\$702,307
Luggage	101	\$16.94	\$231,335
Telephones and Accessories	97	\$97.06	\$1,325,217
Household Operations			
Child Care	101	\$537.49	\$7,338,360
Lawn and Garden (16)	93	\$466.99	\$6,375,812
Moving/Storage/Freight Express	100	\$70.82	\$966,965
Housekeeping Supplies (17)	97	\$755.77	\$10,318,491
Insurance			
Owners and Renters Insurance	94	\$588.00	\$8,027,965
Vehicle Insurance	99	\$1,841.55	\$25,142,675
Life/Other Insurance	94	\$569.08	\$7,769,666
Health Insurance	96	\$3,948.80	\$53,912,959
Personal Care Products (18)	98	\$486.60	\$6,643,550
School Books and Supplies (19)	99	\$129.36	\$1,766,124
Smoking Products	92	\$353.75	\$4,829,691
Transportation			
Payments on Vehicles excluding Leases	99	\$2,571.33	\$35,106,335
Gasoline and Motor Oil	98	\$2,354.76	\$32,149,603
Vehicle Maintenance and Repairs	97	\$1,077.78	\$14,714,948
Travel			
Airline Fares	98	\$617.67	\$8,433,107
Lodging on Trips	97	\$687.28	\$9,383,493
Auto/Truck Rental on Trips	100	\$54.77	\$747,792
Food and Drink on Trips	98	\$582.99	\$7,959,625

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706A Pulaski Hwy, Joppa, Maryland, 21085
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.42999
 Longitude: -76.35071

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	15.3%	Population	93,430	95,843
Home Improvement (4B)	11.8%	Households	34,267	35,165
Pleasantville (2B)	10.5%	Families	24,669	25,175
Metro Fusion (11C)	9.3%	Median Age	38.7	39.3
Enterprising Professionals (2D)	8.9%	Median Household Income	\$86,390	\$92,520
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		115	\$2,430.55	\$83,287,771
Men's		115	\$467.81	\$16,030,401
Women's		115	\$849.16	\$29,098,250
Children's		117	\$362.85	\$12,433,690
Footwear		114	\$568.91	\$19,494,885
Watches & Jewelry		111	\$142.29	\$4,875,887
Apparel Products and Services (1)		115	\$60.41	\$2,070,039
Computer				
Computers and Hardware for Home Use		117	\$196.66	\$6,738,947
Portable Memory		114	\$4.93	\$168,770
Computer Software		116	\$11.15	\$382,197
Computer Accessories		117	\$21.13	\$724,212
Entertainment & Recreation		114	\$3,675.48	\$125,947,778
Fees and Admissions		122	\$902.67	\$30,931,949
Membership Fees for Clubs (2)		120	\$299.09	\$10,248,819
Fees for Participant Sports, excl. Trips		124	\$143.20	\$4,907,135
Tickets to Theatre/Operas/Concerts		120	\$96.71	\$3,314,100
Tickets to Movies		120	\$66.56	\$2,280,765
Tickets to Parks or Museums		119	\$40.25	\$1,379,249
Admission to Sporting Events, excl. Trips		122	\$78.31	\$2,683,411
Fees for Recreational Lessons		126	\$177.28	\$6,074,882
Dating Services		106	\$1.27	\$43,587
TV/Video/Audio		111	\$1,304.14	\$44,689,051
Cable and Satellite Television Services		109	\$881.09	\$30,192,352
Televisions		116	\$130.02	\$4,455,284
Satellite Dishes		113	\$1.78	\$61,026
VCRs, Video Cameras, and DVD Players		114	\$5.58	\$191,296
Miscellaneous Video Equipment		115	\$17.93	\$614,245
Video Cassettes and DVDs		113	\$8.70	\$298,133
Video Game Hardware/Accessories		110	\$31.71	\$1,086,738
Video Game Software		111	\$17.71	\$606,901
Rental/Streaming/Downloaded Video		115	\$81.12	\$2,779,697
Installation of Televisions		123	\$0.91	\$31,210
Audio (3)		117	\$124.95	\$4,281,613
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.64	\$90,556
Pets		109	\$797.42	\$27,325,275
Toys/Games/Crafts/Hobbies (4)		114	\$132.10	\$4,526,559
Recreational Vehicles and Fees (5)		116	\$130.69	\$4,478,445
Sports/Recreation/Exercise Equipment (6)		113	\$203.75	\$6,981,777
Photo Equipment and Supplies (7)		118	\$54.25	\$1,859,118
Reading (8)		113	\$117.05	\$4,010,788
Catered Affairs (9)		115	\$33.68	\$1,154,277
Food		113	\$10,471.89	\$358,840,309
Food at Home		112	\$6,128.20	\$209,995,194
Bakery and Cereal Products		112	\$785.75	\$26,925,371
Meats, Poultry, Fish, and Eggs		112	\$1,319.55	\$45,216,868
Dairy Products		112	\$615.74	\$21,099,434
Fruits and Vegetables		113	\$1,200.32	\$41,131,315
Snacks and Other Food at Home (10)		112	\$2,206.85	\$75,622,206
Food Away from Home		114	\$4,343.69	\$148,845,115
Alcoholic Beverages		117	\$730.38	\$25,028,027

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	120	\$32,832.83	\$1,125,082,459
Value of Retirement Plans	121	\$121,539.26	\$4,164,785,656
Value of Other Financial Assets	113	\$9,732.33	\$333,497,602
Vehicle Loan Amount excluding Interest	115	\$3,285.08	\$112,569,934
Value of Credit Card Debt	116	\$3,206.22	\$109,867,701
Health			
Nonprescription Drugs	107	\$165.43	\$5,668,849
Prescription Drugs	106	\$353.63	\$12,117,799
Eyeglasses and Contact Lenses	112	\$108.81	\$3,728,655
Home			
Mortgage Payment and Basics (11)	122	\$13,050.89	\$447,214,798
Maintenance and Remodeling Services	119	\$3,434.40	\$117,686,604
Maintenance and Remodeling Materials (12)	114	\$702.95	\$24,087,846
Utilities, Fuel, and Public Services	111	\$5,550.49	\$190,198,700
Household Furnishings and Equipment			
Household Textiles (13)	115	\$116.60	\$3,995,432
Furniture	116	\$741.43	\$25,406,448
Rugs	118	\$37.12	\$1,271,953
Major Appliances (14)	117	\$441.19	\$15,118,271
Housewares (15)	115	\$100.88	\$3,456,915
Small Appliances	113	\$59.19	\$2,028,246
Luggage	119	\$19.88	\$681,369
Telephones and Accessories	116	\$115.77	\$3,967,014
Household Operations			
Child Care	125	\$661.25	\$22,659,163
Lawn and Garden (16)	114	\$570.68	\$19,555,561
Moving/Storage/Freight Express	113	\$80.13	\$2,745,983
Housekeeping Supplies (17)	112	\$876.63	\$30,039,562
Insurance			
Owners and Renters Insurance	113	\$706.60	\$24,212,991
Vehicle Insurance	112	\$2,096.01	\$71,824,135
Life/Other Insurance	116	\$698.40	\$23,932,196
Health Insurance	112	\$4,637.57	\$158,915,681
Personal Care Products (18)	113	\$564.72	\$19,351,098
School Books and Supplies (19)	115	\$149.61	\$5,126,624
Smoking Products	100	\$382.22	\$13,097,369
Transportation			
Payments on Vehicles excluding Leases	114	\$2,969.12	\$101,742,826
Gasoline and Motor Oil	112	\$2,691.86	\$92,241,837
Vehicle Maintenance and Repairs	113	\$1,249.17	\$42,805,448
Travel			
Airline Fares	120	\$756.04	\$25,907,128
Lodging on Trips	119	\$845.39	\$28,969,036
Auto/Truck Rental on Trips	121	\$66.37	\$2,274,258
Food and Drink on Trips	118	\$703.84	\$24,118,580

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

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

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

706A Pulaski Hwy, Joppa, Maryland, 21085
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.42999
 Longitude: -76.35071

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	180		971		2,414							
Total Employees:	1,154		8,278		22,285							
Total Residential Population:	3,496		36,378		93,430							
Employee/Residential Population Ratio (per 100 Residents)	33		23		24							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	2.8%	80	6.9%	24	2.5%	211	2.5%	63	2.6%	448	2.0%
Construction	15	8.3%	131	11.4%	83	8.5%	558	6.7%	221	9.2%	1,812	8.1%
Manufacturing	7	3.9%	61	5.3%	29	3.0%	647	7.8%	57	2.4%	1,601	7.2%
Transportation	8	4.4%	53	4.6%	34	3.5%	255	3.1%	71	2.9%	483	2.2%
Communication	2	1.1%	4	0.3%	8	0.8%	22	0.3%	18	0.7%	75	0.3%
Utility	2	1.1%	6	0.5%	3	0.3%	15	0.2%	12	0.5%	95	0.4%
Wholesale Trade	9	5.0%	106	9.2%	36	3.7%	427	5.2%	72	3.0%	722	3.2%
Retail Trade Summary	26	14.4%	167	14.5%	217	22.3%	2,650	32.0%	528	21.9%	7,047	31.6%
Home Improvement	1	0.6%	7	0.6%	15	1.5%	267	3.2%	33	1.4%	506	2.3%
General Merchandise Stores	1	0.6%	6	0.5%	12	1.2%	560	6.8%	29	1.2%	959	4.3%
Food Stores	3	1.7%	42	3.6%	25	2.6%	273	3.3%	66	2.7%	1,424	6.4%
Auto Dealers, Gas Stations, Auto Aftermarket	9	5.0%	52	4.5%	30	3.1%	274	3.3%	70	2.9%	907	4.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%	5	0.5%	23	0.3%	23	1.0%	187	0.8%
Furniture & Home Furnishings	1	0.6%	4	0.3%	11	1.1%	49	0.6%	29	1.2%	175	0.8%
Eating & Drinking Places	3	1.7%	36	3.1%	57	5.9%	863	10.4%	137	5.7%	2,227	10.0%
Miscellaneous Retail	8	4.4%	19	1.6%	62	6.4%	341	4.1%	140	5.8%	662	3.0%
Finance, Insurance, Real Estate Summary	7	3.9%	24	2.1%	61	6.3%	385	4.7%	194	8.0%	1,400	6.3%
Banks, Savings & Lending Institutions	1	0.6%	4	0.3%	13	1.3%	174	2.1%	42	1.7%	459	2.1%
Securities Brokers	1	0.6%	2	0.2%	3	0.3%	13	0.2%	19	0.8%	73	0.3%
Insurance Carriers & Agents	1	0.6%	1	0.1%	7	0.7%	30	0.4%	30	1.2%	118	0.5%
Real Estate, Holding, Other Investment Offices	4	2.2%	17	1.5%	38	3.9%	167	2.0%	102	4.2%	751	3.4%
Services Summary	79	43.9%	513	44.5%	373	38.4%	2,884	34.8%	930	38.5%	7,965	35.7%
Hotels & Lodging	1	0.6%	6	0.5%	10	1.0%	98	1.2%	18	0.7%	189	0.8%
Automotive Services	31	17.2%	149	12.9%	65	6.7%	290	3.5%	114	4.7%	566	2.5%
Motion Pictures & Amusements	3	1.7%	12	1.0%	32	3.3%	180	2.2%	81	3.4%	449	2.0%
Health Services	9	5.0%	81	7.0%	41	4.2%	319	3.9%	144	6.0%	1,392	6.2%
Legal Services	1	0.6%	3	0.3%	7	0.7%	22	0.3%	21	0.9%	83	0.4%
Education Institutions & Libraries	2	1.1%	67	5.8%	14	1.4%	705	8.5%	36	1.5%	1,810	8.1%
Other Services	33	18.3%	195	16.9%	204	21.0%	1,271	15.4%	516	21.4%	3,477	15.6%
Government	1	0.6%	1	0.1%	8	0.8%	184	2.2%	24	1.0%	536	2.4%
Unclassified Establishments	18	10.0%	7	0.6%	95	9.8%	40	0.5%	224	9.3%	100	0.4%
Totals	180	100.0%	1,154	100.0%	971	100.0%	8,278	100.0%	2,414	100.0%	22,285	100.0%

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

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

706A Pulaski Hwy, Joppa, Maryland, 21085
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.42999
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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	0.6%	3	0.3%	5	0.5%	14	0.2%	12	0.5%	63	0.3%
Mining	0	0.0%	0	0.0%	1	0.1%	4	0.0%	2	0.1%	7	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	6	0.0%
Construction	15	8.3%	133	11.5%	87	9.0%	603	7.3%	234	9.7%	1,951	8.8%
Manufacturing	8	4.4%	64	5.5%	31	3.2%	673	8.1%	60	2.5%	1,628	7.3%
Wholesale Trade	9	5.0%	103	8.9%	34	3.5%	420	5.1%	70	2.9%	715	3.2%
Retail Trade	22	12.2%	129	11.2%	153	15.8%	1,732	20.9%	376	15.6%	4,712	21.1%
Motor Vehicle & Parts Dealers	8	4.4%	48	4.2%	23	2.4%	227	2.7%	57	2.4%	807	3.6%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	5	0.5%	17	0.2%	13	0.5%	95	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	3	0.3%	8	0.1%	10	0.4%	47	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.6%	7	0.6%	15	1.5%	267	3.2%	33	1.4%	506	2.3%
Food & Beverage Stores	5	2.8%	51	4.4%	31	3.2%	323	3.9%	65	2.7%	1,413	6.3%
Health & Personal Care Stores	1	0.6%	4	0.3%	12	1.2%	90	1.1%	33	1.4%	239	1.1%
Gasoline Stations	1	0.6%	5	0.4%	6	0.6%	47	0.6%	13	0.5%	100	0.4%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	5	0.5%	23	0.3%	24	1.0%	189	0.8%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	1	0.1%	4	0.4%	13	0.2%	20	0.8%	84	0.4%
General Merchandise Stores	1	0.6%	6	0.5%	12	1.2%	560	6.8%	29	1.2%	959	4.3%
Miscellaneous Store Retailers	2	1.1%	4	0.3%	19	2.0%	150	1.8%	42	1.7%	261	1.2%
Nonstore Retailers	3	1.7%	2	0.2%	17	1.8%	7	0.1%	37	1.5%	11	0.0%
Transportation & Warehousing	7	3.9%	33	2.9%	28	2.9%	197	2.4%	59	2.4%	418	1.9%
Information	3	1.7%	10	0.9%	20	2.1%	129	1.6%	41	1.7%	332	1.5%
Finance & Insurance	3	1.7%	7	0.6%	27	2.8%	229	2.8%	97	4.0%	668	3.0%
Central Bank/Credit Intermediation & Related Activities	1	0.6%	4	0.3%	16	1.6%	183	2.2%	45	1.9%	468	2.1%
Securities, Commodity Contracts & Other Financial	1	0.6%	2	0.2%	4	0.4%	15	0.2%	22	0.9%	82	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.6%	1	0.1%	7	0.7%	30	0.4%	30	1.2%	118	0.5%
Real Estate, Rental & Leasing	11	6.1%	60	5.2%	57	5.9%	237	2.9%	134	5.6%	868	3.9%
Professional, Scientific & Tech Services	5	2.8%	45	3.9%	56	5.8%	341	4.1%	180	7.5%	958	4.3%
Legal Services	1	0.6%	3	0.3%	9	0.9%	25	0.3%	26	1.1%	110	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.2%	10	0.1%	5	0.2%	18	0.1%
Administrative & Support & Waste Management & Remediation	9	5.0%	91	7.9%	37	3.8%	379	4.6%	104	4.3%	751	3.4%
Educational Services	2	1.1%	67	5.8%	18	1.9%	692	8.4%	54	2.2%	1,855	8.3%
Health Care & Social Assistance	13	7.2%	120	10.4%	62	6.4%	492	5.9%	202	8.4%	2,221	10.0%
Arts, Entertainment & Recreation	2	1.1%	13	1.1%	22	2.3%	146	1.8%	48	2.0%	333	1.5%
Accommodation & Food Services	4	2.2%	43	3.7%	71	7.3%	989	11.9%	163	6.8%	2,484	11.1%
Accommodation	1	0.6%	6	0.5%	10	1.0%	98	1.2%	18	0.7%	189	0.8%
Food Services & Drinking Places	3	1.7%	37	3.2%	60	6.2%	892	10.8%	145	6.0%	2,295	10.3%
Other Services (except Public Administration)	46	25.6%	223	19.3%	157	16.2%	771	9.3%	324	13.4%	1,666	7.5%
Automotive Repair & Maintenance	25	13.9%	117	10.1%	48	4.9%	215	2.6%	84	3.5%	380	1.7%
Public Administration	1	0.6%	1	0.1%	7	0.7%	180	2.2%	23	1.0%	531	2.4%
Unclassified Establishments	18	10.0%	7	0.6%	95	9.8%	40	0.5%	224	9.3%	100	0.4%
Total	180	100.0%	1,154	100.0%	971	100.0%	8,278	100.0%	2,414	100.0%	22,285	100.0%

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