

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	13,288	103,521	290,583
2020 Total Population	14,132	108,314	292,075
2020 Group Quarters	725	5,599	7,176
2022 Total Population	14,106	108,006	291,265
2022 Group Quarters	725	5,599	7,176
2027 Total Population	14,088	106,790	289,130
2022-2027 Annual Rate	-0.03%	-0.23%	-0.15%
2022 Total Daytime Population	13,231	99,656	274,900
Workers	6,247	45,872	123,425
Residents	6,984	53,784	151,475
<b>Household Summary</b>			
2010 Households	4,856	40,126	109,967
2010 Average Household Size	2.55	2.44	2.58
2020 Total Households	4,945	41,458	110,523
2020 Average Household Size	2.71	2.48	2.58
2022 Total Households	4,952	41,265	110,283
2022 Average Household Size	2.70	2.48	2.58
2027 Total Households	4,928	40,737	109,304
2027 Average Household Size	2.71	2.48	2.58
2022-2027 Annual Rate	-0.10%	-0.26%	-0.18%
2010 Families	3,191	24,807	70,699
2010 Average Family Size	3.11	3.07	3.18
2022 Total Families	3,136	24,659	69,070
2022 Average Family Size	3.38	3.20	3.25
2027 Total Families	3,116	24,293	68,416
2027 Average Family Size	3.39	3.20	3.26
2022-2027 Annual Rate	-0.13%	-0.30%	-0.19%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,087	42,557	118,682
Owner Occupied Housing Units	71.3%	61.9%	56.2%
Renter Occupied Housing Units	24.9%	33.8%	36.4%
Vacant Housing Units	3.8%	4.3%	7.5%
2010 Housing Units	5,081	42,719	122,569
Owner Occupied Housing Units	70.7%	61.0%	53.8%
Renter Occupied Housing Units	24.9%	33.0%	35.9%
Vacant Housing Units	4.4%	6.1%	10.3%
2020 Housing Units	5,230	44,126	122,249
Vacant Housing Units	5.4%	6.0%	9.6%
2022 Housing Units	5,231	43,985	122,205
Owner Occupied Housing Units	74.8%	61.9%	55.7%
Renter Occupied Housing Units	19.8%	31.9%	34.5%
Vacant Housing Units	5.3%	6.2%	9.8%
2027 Housing Units	5,244	44,007	122,952
Owner Occupied Housing Units	75.3%	62.4%	56.3%
Renter Occupied Housing Units	18.7%	30.2%	32.6%
Vacant Housing Units	6.0%	7.4%	11.1%
<b>Median Household Income</b>			
2022	\$110,609	\$77,527	\$70,266
2027	\$126,400	\$91,253	\$82,196
<b>Median Home Value</b>			
2022	\$395,881	\$296,399	\$286,891
2027	\$427,718	\$334,663	\$327,972
<b>Per Capita Income</b>			
2022	\$53,160	\$42,106	\$40,305
2027	\$60,533	\$48,582	\$46,551
<b>Median Age</b>			
2010	41.3	37.8	37.1
2022	42.1	39.3	38.9
2027	42.4	40.1	39.7

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>2022 Households by Income</b>			
Household Income Base	4,945	41,258	110,275
<\$15,000	3.5%	6.7%	10.2%
\$15,000 - \$24,999	2.6%	5.8%	6.7%
\$25,000 - \$34,999	5.2%	6.9%	7.7%
\$35,000 - \$49,999	7.0%	10.6%	11.3%
\$50,000 - \$74,999	14.9%	18.2%	16.5%
\$75,000 - \$99,999	10.7%	13.1%	12.1%
\$100,000 - \$149,999	20.7%	18.7%	16.3%
\$150,000 - \$199,999	14.8%	8.9%	8.0%
\$200,000+	20.5%	10.9%	11.3%
Average Household Income	\$148,247	\$109,834	\$106,007
<b>2027 Households by Income</b>			
Household Income Base	4,921	40,730	109,296
<\$15,000	2.8%	5.9%	8.9%
\$15,000 - \$24,999	2.1%	4.9%	5.7%
\$25,000 - \$34,999	4.7%	6.5%	7.3%
\$35,000 - \$49,999	5.6%	8.6%	9.8%
\$50,000 - \$74,999	11.0%	15.2%	14.3%
\$75,000 - \$99,999	9.7%	12.5%	11.6%
\$100,000 - \$149,999	22.4%	21.8%	18.7%
\$150,000 - \$199,999	17.8%	11.2%	9.9%
\$200,000+	23.9%	13.4%	13.7%
Average Household Income	\$169,296	\$126,994	\$122,663
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,907	27,205	68,066
<\$50,000	0.2%	1.4%	4.2%
\$50,000 - \$99,999	0.1%	1.8%	5.9%
\$100,000 - \$149,999	0.2%	4.7%	6.3%
\$150,000 - \$199,999	1.8%	10.4%	11.4%
\$200,000 - \$249,999	6.4%	14.3%	11.7%
\$250,000 - \$299,999	15.5%	18.7%	14.3%
\$300,000 - \$399,999	27.0%	21.3%	14.9%
\$400,000 - \$499,999	21.1%	12.2%	9.8%
\$500,000 - \$749,999	24.8%	13.0%	17.0%
\$750,000 - \$999,999	1.5%	1.3%	3.6%
\$1,000,000 - \$1,499,999	0.7%	0.4%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.7%	0.5%	0.3%
Average Home Value	\$444,065	\$347,217	\$348,545
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,941	27,452	69,144
<\$50,000	0.1%	1.5%	4.3%
\$50,000 - \$99,999	0.0%	1.4%	4.6%
\$100,000 - \$149,999	0.1%	2.6%	4.2%
\$150,000 - \$199,999	0.9%	7.4%	8.1%
\$200,000 - \$249,999	3.8%	11.1%	9.7%
\$250,000 - \$299,999	12.5%	17.8%	14.3%
\$300,000 - \$399,999	26.2%	23.6%	17.1%
\$400,000 - \$499,999	23.6%	15.0%	12.2%
\$500,000 - \$749,999	29.6%	16.8%	20.1%
\$750,000 - \$999,999	1.6%	1.5%	4.3%
\$1,000,000 - \$1,499,999	0.8%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.9%	0.5%	0.4%
Average Home Value	\$471,695	\$380,311	\$381,820

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	13,287	103,523	290,584
0 - 4	6.0%	5.9%	6.5%
5 - 9	6.0%	5.7%	6.4%
10 - 14	6.2%	5.9%	6.6%
15 - 24	11.3%	15.9%	14.7%
25 - 34	12.5%	13.3%	13.1%
35 - 44	13.5%	12.5%	13.0%
45 - 54	16.7%	15.0%	15.4%
55 - 64	13.9%	12.0%	11.6%
65 - 74	6.9%	6.2%	6.2%
75 - 84	4.7%	4.8%	4.3%
85 +	2.5%	2.9%	2.1%
18 +	78.0%	78.7%	76.1%
<b>2022 Population by Age</b>			
Total	14,106	108,005	291,263
0 - 4	5.3%	5.1%	5.7%
5 - 9	5.6%	5.4%	6.0%
10 - 14	6.1%	5.7%	6.3%
15 - 24	11.2%	14.4%	13.0%
25 - 34	12.7%	13.9%	13.8%
35 - 44	12.7%	12.5%	12.8%
45 - 54	12.5%	11.5%	12.2%
55 - 64	14.4%	13.0%	13.1%
65 - 74	10.9%	10.1%	9.7%
75 - 84	5.4%	5.4%	5.0%
85 +	3.1%	3.1%	2.4%
18 +	79.2%	80.6%	78.4%
<b>2027 Population by Age</b>			
Total	14,087	106,790	289,133
0 - 4	5.3%	5.1%	5.7%
5 - 9	5.5%	5.2%	5.8%
10 - 14	5.7%	5.4%	6.0%
15 - 24	10.4%	13.9%	12.6%
25 - 34	13.2%	13.2%	13.2%
35 - 44	13.3%	13.6%	13.8%
45 - 54	12.0%	11.3%	11.8%
55 - 64	12.4%	11.6%	12.1%
65 - 74	12.2%	11.0%	10.4%
75 - 84	6.9%	6.8%	6.2%
85 +	3.1%	3.0%	2.4%
18 +	80.0%	81.1%	78.9%
<b>2010 Population by Sex</b>			
Males	6,528	49,006	136,406
Females	6,760	54,515	154,177
<b>2022 Population by Sex</b>			
Males	6,867	51,332	137,452
Females	7,239	56,674	153,812
<b>2027 Population by Sex</b>			
Males	6,889	50,971	136,905
Females	7,199	55,819	152,225

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

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	13,290	103,521	290,582
White Alone	74.4%	50.5%	37.1%
Black Alone	17.3%	38.8%	52.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.7%	6.5%	6.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.8%	1.4%	1.4%
Two or More Races	2.4%	2.4%	2.3%
Hispanic Origin	4.1%	3.5%	3.5%
Diversity Index	46.0	61.7	61.1
<b>2020 Population by Race/Ethnicity</b>			
Total	14,132	108,314	292,075
White Alone	65.7%	43.4%	31.8%
Black Alone	15.5%	36.6%	47.9%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	8.8%	10.7%	10.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.0%	2.9%	3.6%
Two or More Races	6.6%	6.1%	5.7%
Hispanic Origin	6.3%	5.6%	6.2%
Diversity Index	58.7	69.8	69.4
<b>2022 Population by Race/Ethnicity</b>			
Total	14,107	108,007	291,265
White Alone	64.7%	42.9%	31.5%
Black Alone	15.8%	36.4%	47.5%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	9.0%	10.9%	10.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.3%	3.2%	3.8%
Two or More Races	6.8%	6.3%	5.9%
Hispanic Origin	6.4%	5.7%	6.4%
Diversity Index	59.8	70.3	69.9
<b>2027 Population by Race/Ethnicity</b>			
Total	14,087	106,789	289,129
White Alone	62.2%	41.3%	30.3%
Black Alone	16.4%	36.2%	46.7%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	9.5%	11.4%	11.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.7%	3.7%	4.5%
Two or More Races	7.7%	7.0%	6.5%
Hispanic Origin	6.7%	6.0%	6.8%
Diversity Index	62.4	71.5	71.2
<b>2010 Population by Relationship and Household Type</b>			
Total	13,288	103,521	290,583
In Households	93.2%	94.7%	97.5%
In Family Households	76.7%	76.0%	80.5%
Householder	24.4%	23.9%	24.4%
Spouse	18.2%	15.5%	13.9%
Child	29.0%	29.4%	33.2%
Other relative	3.1%	4.7%	5.9%
Nonrelative	2.0%	2.5%	3.1%
In Nonfamily Households	16.5%	18.7%	17.0%
In Group Quarters	6.8%	5.3%	2.5%
Institutionalized Population	6.1%	1.8%	1.0%
Noninstitutionalized Population	0.7%	3.5%	1.6%

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>2022 Population 25+ by Educational Attainment</b>			
Total	10,123	75,115	200,931
Less than 9th Grade	2.4%	3.0%	3.1%
9th - 12th Grade, No Diploma	2.5%	5.2%	6.5%
High School Graduate	16.9%	23.4%	24.3%
GED/Alternative Credential	2.0%	2.5%	4.0%
Some College, No Degree	15.2%	18.1%	17.9%
Associate Degree	8.1%	8.4%	7.5%
Bachelor's Degree	29.4%	21.4%	20.2%
Graduate/Professional Degree	23.5%	17.9%	16.4%
<b>2022 Population 15+ by Marital Status</b>			
Total	11,706	90,617	238,891
Never Married	34.1%	40.8%	41.7%
Married	50.6%	42.1%	41.4%
Widowed	6.1%	7.1%	6.6%
Divorced	9.2%	10.1%	10.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,463	57,543	149,414
Population 16+ Employed	96.7%	95.7%	94.9%
Population 16+ Unemployment rate	3.3%	4.3%	5.1%
Population 16-24 Employed	9.2%	12.7%	12.6%
Population 16-24 Unemployment rate	14.2%	9.9%	11.2%
Population 25-54 Employed	62.4%	62.5%	63.4%
Population 25-54 Unemployment rate	2.0%	3.7%	4.3%
Population 55-64 Employed	19.6%	17.5%	17.1%
Population 55-64 Unemployment rate	2.3%	2.4%	3.0%
Population 65+ Employed	8.7%	7.2%	6.8%
Population 65+ Unemployment rate	0.9%	3.7%	4.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	7,219	55,056	141,861
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	7.0%	6.1%	5.5%
Manufacturing	3.7%	4.2%	4.2%
Wholesale Trade	2.1%	2.3%	2.0%
Retail Trade	6.5%	9.3%	9.0%
Transportation/Utilities	5.3%	6.5%	6.9%
Information	1.8%	1.5%	1.5%
Finance/Insurance/Real Estate	6.9%	6.3%	5.6%
Services	57.0%	53.2%	54.5%
Public Administration	9.7%	10.4%	10.8%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	7,219	55,056	141,859
White Collar	74.6%	68.3%	65.4%
Management/Business/Financial	22.6%	17.4%	17.0%
Professional	36.5%	29.2%	28.2%
Sales	7.1%	8.6%	7.5%
Administrative Support	8.4%	13.1%	12.7%
Services	11.3%	14.9%	17.3%
Blue Collar	14.1%	16.8%	17.3%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	4.0%	3.8%	3.4%
Installation/Maintenance/Repair	3.1%	2.1%	2.5%
Production	1.4%	3.1%	2.9%
Transportation/Material Moving	5.4%	7.7%	8.4%

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

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	4,857	40,126	109,968
Households with 1 Person	27.0%	30.8%	29.0%
Households with 2+ People	73.0%	69.2%	71.0%
Family Households	65.7%	61.8%	64.3%
Husband-wife Families	49.1%	40.0%	36.7%
With Related Children	23.4%	17.6%	17.3%
Other Family (No Spouse Present)	16.6%	21.8%	27.6%
Other Family with Male Householder	4.6%	4.9%	5.7%
With Related Children	2.1%	2.4%	2.9%
Other Family with Female Householder	12.0%	16.9%	21.8%
With Related Children	6.8%	10.4%	13.8%
Nonfamily Households	7.4%	7.4%	6.7%
All Households with Children	32.7%	30.9%	34.5%
Multigenerational Households	3.2%	4.9%	6.6%
Unmarried Partner Households	6.1%	6.6%	7.1%
Male-female	5.3%	5.8%	6.4%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	4,856	40,126	109,967
1 Person Household	27.0%	30.8%	29.0%
2 Person Household	32.3%	30.8%	29.1%
3 Person Household	17.8%	16.8%	17.5%
4 Person Household	13.8%	12.2%	13.2%
5 Person Household	6.0%	5.6%	6.4%
6 Person Household	2.1%	2.2%	2.7%
7 + Person Household	1.0%	1.4%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,856	40,126	109,967
Owner Occupied	73.9%	64.9%	59.9%
Owned with a Mortgage/Loan	55.5%	50.4%	46.3%
Owned Free and Clear	18.5%	14.5%	13.7%
Renter Occupied	26.1%	35.1%	40.1%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	123	112	103
Percent of Income for Mortgage	18.9%	20.1%	21.5%
Wealth Index	173	109	103
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,081	42,719	122,569
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,288	103,521	290,583
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	City Lights (8A)	Parks and Rec (5C)	Family Foundations (12A)
<b>2.</b>	Parks and Rec (5C)	Bright Young Professionals (8C)	Parks and Rec (5C)
<b>3.</b>	In Style (5B)	Pleasantville (2B)	Modest Income Homes (12D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$16,410,306	\$103,527,138	\$271,333,697
Average Spent	\$3,313.87	\$2,508.84	\$2,460.34
Spending Potential Index	138	104	102
Education: Total \$	\$15,999,854	\$91,523,159	\$228,509,003
Average Spent	\$3,230.99	\$2,217.94	\$2,072.02
Spending Potential Index	165	113	106
Entertainment/Recreation: Total \$	\$24,836,156	\$155,379,400	\$402,055,786
Average Spent	\$5,015.38	\$3,765.40	\$3,645.67
Spending Potential Index	137	103	99
Food at Home: Total \$	\$41,361,847	\$263,288,664	\$689,354,778
Average Spent	\$8,352.55	\$6,380.44	\$6,250.78
Spending Potential Index	135	103	101
Food Away from Home: Total \$	\$28,958,291	\$183,230,722	\$480,274,853
Average Spent	\$5,847.80	\$4,440.34	\$4,354.93
Spending Potential Index	136	103	101
Health Care: Total \$	\$45,885,100	\$298,248,463	\$778,186,981
Average Spent	\$9,265.97	\$7,227.64	\$7,056.27
Spending Potential Index	131	102	100
HH Furnishings & Equipment: Total \$	\$17,465,042	\$109,756,785	\$283,289,294
Average Spent	\$3,526.87	\$2,659.80	\$2,568.75
Spending Potential Index	138	104	100
Personal Care Products & Services: Total \$	\$6,976,266	\$44,392,020	\$115,111,414
Average Spent	\$1,408.78	\$1,075.78	\$1,043.78
Spending Potential Index	138	105	102
Shelter: Total \$	\$164,686,411	\$1,008,084,490	\$2,588,780,806
Average Spent	\$33,256.55	\$24,429.53	\$23,473.98
Spending Potential Index	145	107	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,455,495	\$112,374,591	\$286,119,577
Average Spent	\$3,524.94	\$2,723.24	\$2,594.41
Spending Potential Index	130	100	96
Travel: Total \$	\$20,605,331	\$125,553,619	\$317,601,343
Average Spent	\$4,161.01	\$3,042.62	\$2,879.88
Spending Potential Index	145	106	100
Vehicle Maintenance & Repairs: Total \$	\$7,999,622	\$52,360,762	\$137,966,624
Average Spent	\$1,615.43	\$1,268.89	\$1,251.02
Spending Potential Index	128	101	99

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
City Lights (8A)	24.5%	Population	14,106	14,088
Parks and Rec (5C)	22.5%	Households	4,952	4,928
In Style (5B)	14.9%	Families	3,136	3,116
Pleasantville (2B)	12.9%	Median Age	42.1	42.4
Savvy Suburbanites (1D)	11.0%	Median Household Income	\$110,609	\$126,400
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		138	\$3,313.87	\$16,410,306
Men's		138	\$636.57	\$3,152,319
Women's		138	\$1,160.01	\$5,744,348
Children's		131	\$462.18	\$2,288,707
Footwear		140	\$798.19	\$3,952,628
Watches & Jewelry		133	\$194.22	\$961,775
Apparel Products and Services (1)		151	\$90.53	\$448,326
<b>Computer</b>				
Computers and Hardware for Home Use		140	\$267.41	\$1,324,236
Portable Memory		133	\$6.58	\$32,572
Computer Software		148	\$16.17	\$80,088
Computer Accessories		132	\$27.01	\$133,750
<b>Entertainment &amp; Recreation</b>		137	\$5,015.38	\$24,836,156
Fees and Admissions		153	\$1,284.59	\$6,361,294
Membership Fees for Clubs (2)		151	\$427.64	\$2,117,651
Fees for Participant Sports, excl. Trips		144	\$188.56	\$933,743
Tickets to Theatre/Operas/Concerts		161	\$147.72	\$731,508
Tickets to Movies		136	\$86.08	\$426,280
Tickets to Parks or Museums		135	\$52.20	\$258,496
Admission to Sporting Events, excl. Trips		151	\$110.67	\$548,044
Fees for Recreational Lessons		169	\$269.54	\$1,334,785
Dating Services		159	\$2.18	\$10,787
TV/Video/Audio		130	\$1,740.73	\$8,620,091
Cable and Satellite Television Services		132	\$1,207.62	\$5,980,156
Televisions		127	\$161.77	\$801,109
Satellite Dishes		114	\$2.04	\$10,115
VCRs, Video Cameras, and DVD Players		127	\$7.05	\$34,924
Miscellaneous Video Equipment		151	\$26.58	\$131,642
Video Cassettes and DVDs		124	\$10.81	\$53,508
Video Game Hardware/Accessories		118	\$38.69	\$191,584
Video Game Software		120	\$21.79	\$107,910
Rental/Streaming/Downloaded Video		122	\$97.58	\$483,221
Installation of Televisions		168	\$1.41	\$6,983
Audio (3)		133	\$161.88	\$801,626
Rental and Repair of TV/Radio/Sound Equipment		104	\$3.50	\$17,313
Pets		130	\$1,079.00	\$5,343,202
Toys/Games/Crafts/Hobbies (4)		127	\$167.36	\$828,759
Recreational Vehicles and Fees (5)		146	\$187.61	\$929,037
Sports/Recreation/Exercise Equipment (6)		127	\$260.95	\$1,292,249
Photo Equipment and Supplies (7)		136	\$70.90	\$351,091
Reading (8)		145	\$170.13	\$842,504
Catered Affairs (9)		164	\$54.62	\$270,472
<b>Food</b>		135	\$14,200.35	\$70,320,138
Food at Home		135	\$8,352.55	\$41,361,847
Bakery and Cereal Products		137	\$1,085.72	\$5,376,501
Meats, Poultry, Fish, and Eggs		135	\$1,811.26	\$8,969,356
Dairy Products		137	\$854.31	\$4,230,564
Fruits and Vegetables		139	\$1,666.84	\$8,254,195
Snacks and Other Food at Home (10)		131	\$2,934.42	\$14,531,231
Food Away from Home		136	\$5,847.80	\$28,958,291
Alcoholic Beverages		146	\$1,036.35	\$5,131,997

**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.



818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	146	\$45,261.25	\$224,133,722
Value of Retirement Plans	152	\$173,383.93	\$858,597,211
Value of Other Financial Assets	144	\$14,072.21	\$69,685,577
Vehicle Loan Amount excluding Interest	119	\$3,860.35	\$19,116,449
Value of Credit Card Debt	141	\$4,439.77	\$21,985,750
<b>Health</b>			
Nonprescription Drugs	121	\$212.42	\$1,051,907
Prescription Drugs	120	\$454.11	\$2,248,728
Eyeglasses and Contact Lenses	135	\$148.57	\$735,727
<b>Home</b>			
Mortgage Payment and Basics (11)	152	\$18,397.69	\$91,105,352
Maintenance and Remodeling Services	149	\$4,852.82	\$24,031,188
Maintenance and Remodeling Materials (12)	130	\$909.48	\$4,503,757
Utilities, Fuel, and Public Services	130	\$7,365.94	\$36,476,129
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	139	\$160.18	\$793,234
Furniture	136	\$987.61	\$4,890,655
Rugs	144	\$51.47	\$254,883
Major Appliances (14)	135	\$578.71	\$2,865,786
Housewares (15)	133	\$133.28	\$659,996
Small Appliances	131	\$78.10	\$386,748
Luggage	137	\$26.10	\$129,256
Telephones and Accessories	148	\$168.50	\$834,412
<b>Household Operations</b>			
Child Care	149	\$897.91	\$4,446,453
Lawn and Garden (16)	136	\$773.92	\$3,832,437
Moving/Storage/Freight Express	126	\$102.13	\$505,747
Housekeeping Supplies (17)	131	\$1,159.90	\$5,743,815
<b>Insurance</b>			
Owners and Renters Insurance	127	\$902.85	\$4,470,893
Vehicle Insurance	127	\$2,684.81	\$13,295,174
Life/Other Insurance	140	\$956.54	\$4,736,791
Health Insurance	132	\$6,203.70	\$30,720,714
Personal Care Products (18)	133	\$750.98	\$3,718,832
School Books and Supplies (19)	131	\$194.53	\$963,320
Smoking Products	115	\$502.56	\$2,488,657
<b>Transportation</b>			
Payments on Vehicles excluding Leases	121	\$3,594.46	\$17,799,752
Gasoline and Motor Oil	127	\$3,463.74	\$17,152,426
Vehicle Maintenance and Repairs	128	\$1,615.43	\$7,999,622
<b>Travel</b>			
Airline Fares	150	\$1,074.24	\$5,319,617
Lodging on Trips	146	\$1,174.65	\$5,816,886
Auto/Truck Rental on Trips	145	\$90.91	\$450,202
Food and Drink on Trips	143	\$968.26	\$4,794,813

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Parks and Rec (5C)	19.4%	Population	108,006	106,790
Bright Young Professionals (8C)	8.5%	Households	41,265	40,737
Pleasantville (2B)	7.9%	Families	24,659	24,293
In Style (5B)	7.2%	Median Age	39.3	40.1
Family Foundations (12A)	6.9%	Median Household Income	\$77,527	\$91,253
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		104	\$2,508.84	\$103,527,138
Men's		105	\$486.03	\$20,056,092
Women's		104	\$876.39	\$36,164,073
Children's		100	\$352.03	\$14,526,377
Footwear		106	\$601.29	\$24,812,058
Watches & Jewelry		100	\$147.04	\$6,067,564
Apparel Products and Services (1)		111	\$66.67	\$2,750,982
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$199.53	\$8,233,418
Portable Memory		101	\$4.98	\$205,666
Computer Software		109	\$11.89	\$490,795
Computer Accessories		105	\$21.41	\$883,431
<b>Entertainment &amp; Recreation</b>		103	\$3,765.40	\$155,379,400
Fees and Admissions		109	\$914.50	\$37,736,650
Membership Fees for Clubs (2)		109	\$306.75	\$12,657,917
Fees for Participant Sports, excl. Trips		108	\$141.89	\$5,855,209
Tickets to Theatre/Operas/Concerts		113	\$103.30	\$4,262,565
Tickets to Movies		103	\$65.30	\$2,694,418
Tickets to Parks or Museums		101	\$39.00	\$1,609,404
Admission to Sporting Events, excl. Trips		107	\$78.09	\$3,222,371
Fees for Recreational Lessons		112	\$178.54	\$7,367,279
Dating Services		120	\$1.64	\$67,487
TV/Video/Audio		102	\$1,362.67	\$56,230,483
Cable and Satellite Television Services		103	\$940.96	\$38,828,511
Televisions		102	\$129.61	\$5,348,559
Satellite Dishes		95	\$1.70	\$70,307
VCRs, Video Cameras, and DVD Players		100	\$5.55	\$229,203
Miscellaneous Video Equipment		110	\$19.48	\$804,032
Video Cassettes and DVDs		100	\$8.72	\$359,843
Video Game Hardware/Accessories		97	\$31.94	\$1,317,897
Video Game Software		100	\$18.18	\$750,277
Rental/Streaming/Downloaded Video		99	\$79.18	\$3,267,557
Installation of Televisions		115	\$0.97	\$40,108
Audio (3)		101	\$123.36	\$5,090,611
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.99	\$123,579
Pets		98	\$814.48	\$33,609,546
Toys/Games/Crafts/Hobbies (4)		100	\$131.07	\$5,408,793
Recreational Vehicles and Fees (5)		101	\$129.25	\$5,333,516
Sports/Recreation/Exercise Equipment (6)		96	\$197.32	\$8,142,522
Photo Equipment and Supplies (7)		103	\$53.53	\$2,208,713
Reading (8)		108	\$126.31	\$5,212,047
Catered Affairs (9)		110	\$36.64	\$1,511,799
<b>Food</b>		103	\$10,820.78	\$446,519,386
Food at Home		103	\$6,380.44	\$263,288,664
Bakery and Cereal Products		104	\$823.31	\$33,973,928
Meats, Poultry, Fish, and Eggs		103	\$1,382.24	\$57,038,313
Dairy Products		103	\$643.31	\$26,546,090
Fruits and Vegetables		105	\$1,257.20	\$51,878,415
Snacks and Other Food at Home (10)		102	\$2,274.37	\$93,851,918
Food Away from Home		103	\$4,440.34	\$183,230,722
Alcoholic Beverages		107	\$762.76	\$31,475,262

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	107	\$33,147.42	\$1,367,828,370
Value of Retirement Plans	108	\$123,134.06	\$5,081,126,890
Value of Other Financial Assets	110	\$10,735.32	\$442,993,185
Vehicle Loan Amount excluding Interest	98	\$3,190.95	\$131,674,442
Value of Credit Card Debt	105	\$3,311.22	\$136,637,675
<b>Health</b>			
Nonprescription Drugs	96	\$169.75	\$7,004,914
Prescription Drugs	98	\$370.04	\$15,269,561
Eyeglasses and Contact Lenses	102	\$112.16	\$4,628,332
<b>Home</b>			
Mortgage Payment and Basics (11)	106	\$12,883.87	\$531,652,696
Maintenance and Remodeling Services	105	\$3,443.49	\$142,095,495
Maintenance and Remodeling Materials (12)	96	\$671.23	\$27,698,114
Utilities, Fuel, and Public Services	102	\$5,753.51	\$237,418,421
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	105	\$120.49	\$4,972,103
Furniture	104	\$751.15	\$30,996,069
Rugs	106	\$37.77	\$1,558,627
Major Appliances (14)	102	\$437.54	\$18,055,252
Housewares (15)	103	\$102.68	\$4,236,902
Small Appliances	101	\$60.50	\$2,496,463
Luggage	106	\$20.07	\$828,269
Telephones and Accessories	108	\$122.95	\$5,073,601
<b>Household Operations</b>			
Child Care	106	\$636.66	\$26,271,718
Lawn and Garden (16)	101	\$577.55	\$23,832,729
Moving/Storage/Freight Express	99	\$79.71	\$3,289,390
Housekeeping Supplies (17)	102	\$904.52	\$37,324,833
<b>Insurance</b>			
Owners and Renters Insurance	99	\$702.54	\$28,990,181
Vehicle Insurance	101	\$2,131.68	\$87,963,577
Life/Other Insurance	103	\$708.54	\$29,237,915
Health Insurance	103	\$4,813.60	\$198,633,066
Personal Care Products (18)	103	\$580.49	\$23,953,919
School Books and Supplies (19)	101	\$149.71	\$6,177,657
Smoking Products	96	\$419.22	\$17,298,977
<b>Transportation</b>			
Payments on Vehicles excluding Leases	97	\$2,883.36	\$118,981,757
Gasoline and Motor Oil	99	\$2,706.75	\$111,693,847
Vehicle Maintenance and Repairs	101	\$1,268.89	\$52,360,762
<b>Travel</b>			
Airline Fares	108	\$772.74	\$31,887,182
Lodging on Trips	106	\$853.46	\$35,218,049
Auto/Truck Rental on Trips	107	\$66.95	\$2,762,520
Food and Drink on Trips	106	\$715.06	\$29,507,050

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Family Foundations (12A)	12.9%	Population	291,265	289,130
Parks and Rec (5C)	11.8%	Households	110,283	109,304
Modest Income Homes (12D)	10.3%	Families	69,070	68,416
Enterprising Professionals (2D)	9.2%	Median Age	38.9	39.7
Bright Young Professionals (8C)	7.4%	Median Household Income	\$70,266	\$82,196
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		102	\$2,460.34	\$271,333,697
Men's		102	\$471.56	\$52,004,899
Women's		102	\$857.84	\$94,604,879
Children's		100	\$351.92	\$38,810,531
Footwear		104	\$590.64	\$65,137,128
Watches & Jewelry		99	\$145.39	\$16,034,339
Apparel Products and Services (1)		106	\$63.69	\$7,023,838
<b>Computer</b>				
Computers and Hardware for Home Use		101	\$192.10	\$21,185,833
Portable Memory		99	\$4.87	\$537,335
Computer Software		104	\$11.34	\$1,250,772
Computer Accessories		102	\$20.83	\$2,297,018
<b>Entertainment &amp; Recreation</b>		99	\$3,645.67	\$402,055,786
Fees and Admissions		102	\$855.99	\$94,401,560
Membership Fees for Clubs (2)		102	\$288.45	\$31,811,586
Fees for Participant Sports, excl. Trips		102	\$133.91	\$14,768,399
Tickets to Theatre/Operas/Concerts		104	\$95.04	\$10,481,245
Tickets to Movies		100	\$62.97	\$6,944,040
Tickets to Parks or Museums		97	\$37.38	\$4,122,459
Admission to Sporting Events, excl. Trips		101	\$74.18	\$8,181,188
Fees for Recreational Lessons		102	\$162.45	\$17,915,460
Dating Services		118	\$1.61	\$177,182
TV/Video/Audio		101	\$1,350.85	\$148,975,769
Cable and Satellite Television Services		101	\$929.69	\$102,529,296
Televisions		102	\$130.24	\$14,363,401
Satellite Dishes		96	\$1.71	\$188,450
VCRs, Video Cameras, and DVD Players		100	\$5.59	\$616,923
Miscellaneous Video Equipment		104	\$18.37	\$2,025,876
Video Cassettes and DVDs		100	\$8.71	\$960,191
Video Game Hardware/Accessories		101	\$33.33	\$3,675,614
Video Game Software		103	\$18.76	\$2,068,616
Rental/Streaming/Downloaded Video		100	\$79.78	\$8,798,786
Installation of Televisions		100	\$0.84	\$93,166
Audio (3)		99	\$120.51	\$13,290,241
Rental and Repair of TV/Radio/Sound Equipment		99	\$3.31	\$365,209
Pets		95	\$790.74	\$87,205,416
Toys/Games/Crafts/Hobbies (4)		99	\$130.56	\$14,398,815
Recreational Vehicles and Fees (5)		95	\$121.78	\$13,430,136
Sports/Recreation/Exercise Equipment (6)		93	\$190.55	\$21,014,222
Photo Equipment and Supplies (7)		100	\$52.27	\$5,764,820
Reading (8)		101	\$118.89	\$13,111,209
Catered Affairs (9)		103	\$34.37	\$3,789,926
<b>Food</b>		101	\$10,605.71	\$1,169,629,631
Food at Home		101	\$6,250.78	\$689,354,778
Bakery and Cereal Products		101	\$803.26	\$88,586,167
Meats, Poultry, Fish, and Eggs		101	\$1,358.70	\$149,841,470
Dairy Products		100	\$623.04	\$68,710,197
Fruits and Vegetables		101	\$1,218.68	\$134,399,717
Snacks and Other Food at Home (10)		101	\$2,247.10	\$247,817,227
Food Away from Home		101	\$4,354.93	\$480,274,853
Alcoholic Beverages		103	\$732.52	\$80,784,259

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	100	\$31,180.00	\$3,438,624,202
Value of Retirement Plans	101	\$114,541.95	\$12,632,029,333
Value of Other Financial Assets	105	\$10,256.74	\$1,131,144,034
Vehicle Loan Amount excluding Interest	100	\$3,259.41	\$359,457,780
Value of Credit Card Debt	102	\$3,219.27	\$355,030,838
<b>Health</b>			
Nonprescription Drugs	97	\$169.84	\$18,730,816
Prescription Drugs	98	\$370.50	\$40,860,116
Eyeglasses and Contact Lenses	99	\$108.43	\$11,958,260
<b>Home</b>			
Mortgage Payment and Basics (11)	98	\$11,922.09	\$1,314,803,604
Maintenance and Remodeling Services	97	\$3,165.42	\$349,092,020
Maintenance and Remodeling Materials (12)	91	\$639.82	\$70,560,738
Utilities, Fuel, and Public Services	101	\$5,709.59	\$629,671,105
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	102	\$117.50	\$12,957,972
Furniture	101	\$733.44	\$80,886,021
Rugs	101	\$36.08	\$3,979,218
Major Appliances (14)	98	\$422.15	\$46,555,891
Housewares (15)	99	\$98.94	\$10,911,650
Small Appliances	100	\$59.97	\$6,613,968
Luggage	102	\$19.41	\$2,140,103
Telephones and Accessories	101	\$115.32	\$12,718,384
<b>Household Operations</b>			
Child Care	101	\$611.97	\$67,489,484
Lawn and Garden (16)	97	\$549.87	\$60,640,949
Moving/Storage/Freight Express	99	\$79.73	\$8,792,316
Housekeeping Supplies (17)	100	\$889.87	\$98,137,357
<b>Insurance</b>			
Owners and Renters Insurance	97	\$687.50	\$75,819,709
Vehicle Insurance	100	\$2,127.04	\$234,576,504
Life/Other Insurance	100	\$684.64	\$75,503,970
Health Insurance	100	\$4,705.05	\$518,887,522
Personal Care Products (18)	101	\$570.52	\$62,918,426
School Books and Supplies (19)	100	\$148.23	\$16,347,454
Smoking Products	102	\$445.03	\$49,079,036
<b>Transportation</b>			
Payments on Vehicles excluding Leases	98	\$2,906.16	\$320,499,733
Gasoline and Motor Oil	99	\$2,704.25	\$298,232,473
Vehicle Maintenance and Repairs	99	\$1,251.02	\$137,966,624
<b>Travel</b>			
Airline Fares	101	\$723.47	\$79,786,416
Lodging on Trips	100	\$806.93	\$88,990,586
Auto/Truck Rental on Trips	101	\$63.39	\$6,991,157
Food and Drink on Trips	101	\$681.59	\$75,167,923

**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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

- (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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Demographic Summary	2022	2027
Population	14,106	14,088
Population 18+	11,175	11,274
Households	4,952	4,928
Median Household Income	\$110,609	\$126,400

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	7,121	63.7%	95
Went to family restaurant/steak house 4+ times/month last 30 days	2,028	18.1%	88
Spent at family restaurant/steak house last 30 days: \$1-30	611	5.5%	80
Spent at family restaurant/steak house 30 days: \$31-50	785	7.0%	83
Spent at family restaurant/steak house last 30 days: \$51-100	1,502	13.4%	95
Spent at family restaurant/steak house last 30 days: \$101-200	1,020	9.1%	107
Spent at family restaurant/steak house last 30 days: \$201+	445	4.0%	101
Spent at fine dining last 30 days: \$1-100	352	3.1%	104
Spent at fine dining last 30 days: \$101+	564	5.0%	135
Went to family restaurant last 6 months: for breakfast	1,079	9.7%	96
Went to family restaurant last 6 months: for lunch	1,533	13.7%	86
Went to family restaurant last 6 months: for dinner	4,712	42.2%	100
Went to family restaurant last 6 months: for snack	127	1.1%	74
Went to family restaurant last 6 months: on weekday	3,128	28.0%	99
Went to family restaurant last 6 months: on weekend	3,857	34.5%	95
Went to family restaurant last 6 months: Applebee`s	1,354	12.1%	83
Went to family restaurant last 6 months: Bob Evans	207	1.9%	74
Went to family restaurant last 6 months: Buffalo Wild Wings	832	7.4%	85
Went to family restaurant last 6 months: California Pizza Kitchen	267	2.4%	134
Went to family restaurant last 6 months: Carrabba`s	197	1.8%	88
Went to family restaurant last 6 months: The Cheesecake Factory	821	7.3%	120
Went to family restaurant last 6 months: Chili`s Grill & Bar	869	7.8%	82
Went to family restaurant last 6 months: Cracker Barrel	758	6.8%	68
Went to family restaurant last 6 months: Denny`s	558	5.0%	76
Went to family restaurant last 6 months: Golden Corral	261	2.3%	56
Went to family restaurant last 6 months: IHOP	792	7.1%	96
Went to family restaurant last 6 months: Logan`s Roadhouse	125	1.1%	49
Went to family restaurant last 6 months: LongHorn Steakhouse	470	4.2%	79
Went to family restaurant last 6 months: Olive Garden	1,393	12.5%	87
Went to family restaurant last 6 months: Outback Steakhouse	819	7.3%	102
Went to family restaurant last 6 months: Red Lobster	593	5.3%	74
Went to family restaurant last 6 months: Red Robin	682	6.1%	101
Went to family restaurant last 6 months: Ruby Tuesday	299	2.7%	95
Went to family restaurant last 6 months: Texas Roadhouse	975	8.7%	83
Went to family restaurant last 6 months: T.G.I. Friday`s	407	3.6%	122
Went to family restaurant last 6 months: Waffle House	378	3.4%	71
Went to family restaurant last 6 months: fast food/drive-in	9,649	86.3%	95
Went to fast food/drive-in restaurant 9+ times/month	3,642	32.6%	86
Spent at fast food restaurant last 30 days: <\$1-10	449	4.0%	98
Spent at fast food restaurant last 30 days: \$11-\$20	899	8.0%	94
Spent at fast food restaurant last 30 days: \$21-\$40	1,679	15.0%	92
Spent at fast food restaurant last 30 days: \$41-\$50	964	8.6%	98
Spent at fast food restaurant last 30 days: \$51-\$100	1,986	17.8%	91
Spent at fast food restaurant last 30 days: \$101-\$200	1,117	10.0%	89
Spent at fast food restaurant last 30 days: \$201+	490	4.4%	99
Ordered eat-in fast food in the last 6 months	2,263	20.3%	89

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	2,263	20.3%	89
Went to fast food restaurant in the last 6 months: home delivery	1,330	11.9%	103
Went to fast food restaurant in the last 6 months: take-out/drive-thru	5,672	50.8%	91
Went to fast food restaurant in the last 6 months: take-out/walk-in	2,632	23.6%	111
Went to fast food restaurant in the last 6 months: breakfast	3,494	31.3%	92
Went to fast food restaurant in the last 6 months: lunch	5,278	47.2%	92
Went to fast food restaurant in the last 6 months: dinner	5,494	49.2%	97
Went to fast food restaurant in the last 6 months: snack	1,317	11.8%	95
Went to fast food restaurant in the last 6 months: weekday	6,535	58.5%	95
Went to fast food restaurant in the last 6 months: weekend	5,289	47.3%	95
Went to fast food restaurant in the last 6 months: A & W	170	1.5%	78
Went to fast food restaurant in the last 6 months: Arby`s	1,394	12.5%	73
Went to fast food restaurant in the last 6 months: Baskin-Robbins	414	3.7%	113
Went to fast food restaurant in the last 6 months: Boston Market	327	2.9%	142
Went to fast food restaurant in the last 6 months: Burger King	2,738	24.5%	87
Went to fast food restaurant in the last 6 months: Captain D`s	200	1.8%	60
Went to fast food restaurant in the last 6 months: Carl`s Jr.	616	5.5%	106
Went to fast food restaurant in the last 6 months: Checkers	193	1.7%	65
Went to fast food restaurant in the last 6 months: Chick-fil-A	3,142	28.1%	93
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	1,744	15.6%	109
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	106	0.9%	66
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	183	1.6%	51
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	293	2.6%	100
Went to fast food restaurant in the last 6 months: Dairy Queen	1,278	11.4%	78
Went to fast food restaurant in the last 6 months: Del Taco	452	4.0%	121
Went to fast food restaurant in the last 6 months: Domino`s Pizza	1,410	12.6%	85
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	2,127	19.0%	134
Went to fast food restaurant in the last 6 months: Five Guys	1,211	10.8%	115
Went to fast food restaurant in the last 6 months: Hardee`s	396	3.5%	67
Went to fast food restaurant in the last 6 months: Jack in the Box	774	6.9%	90
Went to fast food restaurant in the last 6 months: Jersey Mike's	637	5.7%	104
Went to fast food restaurant in the last 6 months: Jimmy John`s	529	4.7%	86
Went to fast food restaurant in the last 6 months: KFC	1,576	14.1%	78
Went to fast food restaurant in the last 6 months: Krispy Kreme	561	5.0%	78
Went to fast food restaurant in the last 6 months: Little Caesars	842	7.5%	63
Went to fast food restaurant in the last 6 months: Long John Silver`s	148	1.3%	52
Went to fast food restaurant in the last 6 months: McDonald`s	5,182	46.4%	89
Went to fast food restaurant in the last 6 months: Panda Express	1,216	10.9%	95
Went to fast food restaurant in the last 6 months: Panera Bread	1,654	14.8%	119
Went to fast food restaurant in the last 6 months: Papa John`s	632	5.7%	71
Went to fast food restaurant in the last 6 months: Papa Murphy`s	309	2.8%	72
Went to fast food restaurant in the last 6 months: Pizza Hut	910	8.1%	64
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,285	11.5%	93
Went to fast food restaurant in the last 6 months: Sonic Drive-In	747	6.7%	56
Went to fast food restaurant in the last 6 months: Starbucks	2,497	22.3%	116
Went to fast food restaurant in the last 6 months: Steak `n Shake	247	2.2%	57
Went to fast food restaurant in the last 6 months: Subway	1,852	16.6%	79
Went to fast food restaurant in the last 6 months: Taco Bell	2,550	22.8%	81
Went to fast food restaurant in the last 6 months: Wendy`s	2,757	24.7%	95
Went to fast food restaurant in the last 6 months: Whataburger	298	2.7%	49
Went to fast food restaurant in the last 6 months: White Castle	282	2.5%	97
Went to fast food restaurant in the last 6 months: Wing-Stop	254	2.3%	73
Went to fine dining restaurant last month	1,109	9.9%	124
Went to fine dining restaurant 2+ times last month	566	5.1%	133

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Demographic Summary	2022	2027
Population	108,006	106,790
Population 18+	87,038	86,585
Households	41,265	40,737
Median Household Income	\$77,527	\$91,253

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	57,766	66.4%	99
Went to family restaurant/steak house 4+ times/month last 30 days	17,663	20.3%	98
Spent at family restaurant/steak house last 30 days: \$1-30	5,691	6.5%	95
Spent at family restaurant/steak house 30 days: \$31-50	7,060	8.1%	95
Spent at family restaurant/steak house last 30 days: \$51-100	12,070	13.9%	98
Spent at family restaurant/steak house last 30 days: \$101-200	7,345	8.4%	99
Spent at family restaurant/steak house last 30 days: \$201+	3,287	3.8%	96
Spent at fine dining last 30 days: \$1-100	2,741	3.1%	104
Spent at fine dining last 30 days: \$101+	3,615	4.2%	111
Went to family restaurant last 6 months: for breakfast	8,731	10.0%	99
Went to family restaurant last 6 months: for lunch	12,837	14.7%	92
Went to family restaurant last 6 months: for dinner	36,782	42.3%	100
Went to family restaurant last 6 months: for snack	1,170	1.3%	87
Went to family restaurant last 6 months: on weekday	24,612	28.3%	100
Went to family restaurant last 6 months: on weekend	30,575	35.1%	97
Went to family restaurant last 6 months: Applebee`s	12,681	14.6%	100
Went to family restaurant last 6 months: Bob Evans	1,726	2.0%	79
Went to family restaurant last 6 months: Buffalo Wild Wings	7,500	8.6%	99
Went to family restaurant last 6 months: California Pizza Kitchen	1,680	1.9%	108
Went to family restaurant last 6 months: Carrabba`s	1,655	1.9%	95
Went to family restaurant last 6 months: The Cheesecake Factory	5,921	6.8%	111
Went to family restaurant last 6 months: Chili`s Grill & Bar	7,920	9.1%	96
Went to family restaurant last 6 months: Cracker Barrel	7,412	8.5%	85
Went to family restaurant last 6 months: Denny`s	4,861	5.6%	85
Went to family restaurant last 6 months: Golden Corral	3,249	3.7%	90
Went to family restaurant last 6 months: IHOP	6,605	7.6%	102
Went to family restaurant last 6 months: Logan`s Roadhouse	1,360	1.6%	69
Went to family restaurant last 6 months: LongHorn Steakhouse	4,471	5.1%	97
Went to family restaurant last 6 months: Olive Garden	11,860	13.6%	95
Went to family restaurant last 6 months: Outback Steakhouse	6,935	8.0%	111
Went to family restaurant last 6 months: Red Lobster	5,824	6.7%	93
Went to family restaurant last 6 months: Red Robin	5,752	6.6%	109
Went to family restaurant last 6 months: Ruby Tuesday	2,650	3.0%	109
Went to family restaurant last 6 months: Texas Roadhouse	8,776	10.1%	96
Went to family restaurant last 6 months: T.G.I. Friday`s	3,254	3.7%	125
Went to family restaurant last 6 months: Waffle House	3,801	4.4%	91
Went to family restaurant last 6 months: fast food/drive-in	78,148	89.8%	99
Went to fast food/drive-in restaurant 9+ times/month	31,317	36.0%	95
Spent at fast food restaurant last 30 days: <\$1-10	3,653	4.2%	103
Spent at fast food restaurant last 30 days: \$11-\$20	7,111	8.2%	96
Spent at fast food restaurant last 30 days: \$21-\$40	13,986	16.1%	98
Spent at fast food restaurant last 30 days: \$41-\$50	7,793	9.0%	102
Spent at fast food restaurant last 30 days: \$51-\$100	16,061	18.5%	95
Spent at fast food restaurant last 30 days: \$101-\$200	8,827	10.1%	90
Spent at fast food restaurant last 30 days: \$201+	3,865	4.4%	100
Ordered eat-in fast food in the last 6 months	18,677	21.5%	94

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	18,677	21.5%	94
Went to fast food restaurant in the last 6 months: home delivery	10,724	12.3%	106
Went to fast food restaurant in the last 6 months: take-out/drive-thru	46,490	53.4%	95
Went to fast food restaurant in the last 6 months: take-out/walk-in	19,843	22.8%	107
Went to fast food restaurant in the last 6 months: breakfast	29,186	33.5%	98
Went to fast food restaurant in the last 6 months: lunch	42,814	49.2%	95
Went to fast food restaurant in the last 6 months: dinner	44,500	51.1%	101
Went to fast food restaurant in the last 6 months: snack	10,240	11.8%	95
Went to fast food restaurant in the last 6 months: weekday	53,063	61.0%	99
Went to fast food restaurant in the last 6 months: weekend	42,802	49.2%	98
Went to fast food restaurant in the last 6 months: A & W	1,468	1.7%	86
Went to fast food restaurant in the last 6 months: Arby`s	12,585	14.5%	84
Went to fast food restaurant in the last 6 months: Baskin-Robbins	3,119	3.6%	110
Went to fast food restaurant in the last 6 months: Boston Market	2,564	2.9%	143
Went to fast food restaurant in the last 6 months: Burger King	23,673	27.2%	96
Went to fast food restaurant in the last 6 months: Captain D`s	2,018	2.3%	78
Went to fast food restaurant in the last 6 months: Carl`s Jr.	4,519	5.2%	99
Went to fast food restaurant in the last 6 months: Checkers	2,561	2.9%	111
Went to fast food restaurant in the last 6 months: Chick-fil-A	26,058	29.9%	99
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	13,451	15.5%	108
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,039	1.2%	84
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	2,531	2.9%	91
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	2,395	2.8%	105
Went to fast food restaurant in the last 6 months: Dairy Queen	10,715	12.3%	84
Went to fast food restaurant in the last 6 months: Del Taco	3,371	3.9%	116
Went to fast food restaurant in the last 6 months: Domino`s Pizza	13,135	15.1%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	15,140	17.4%	122
Went to fast food restaurant in the last 6 months: Five Guys	9,413	10.8%	115
Went to fast food restaurant in the last 6 months: Hardee`s	3,151	3.6%	69
Went to fast food restaurant in the last 6 months: Jack in the Box	6,131	7.0%	92
Went to fast food restaurant in the last 6 months: Jersey Mike's	4,955	5.7%	104
Went to fast food restaurant in the last 6 months: Jimmy John`s	4,605	5.3%	96
Went to fast food restaurant in the last 6 months: KFC	14,564	16.7%	92
Went to fast food restaurant in the last 6 months: Krispy Kreme	5,314	6.1%	94
Went to fast food restaurant in the last 6 months: Little Caesars	8,283	9.5%	80
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,591	1.8%	72
Went to fast food restaurant in the last 6 months: McDonald`s	43,819	50.3%	97
Went to fast food restaurant in the last 6 months: Panda Express	9,911	11.4%	100
Went to fast food restaurant in the last 6 months: Panera Bread	12,470	14.3%	115
Went to fast food restaurant in the last 6 months: Papa John`s	6,410	7.4%	93
Went to fast food restaurant in the last 6 months: Papa Murphy`s	3,200	3.7%	96
Went to fast food restaurant in the last 6 months: Pizza Hut	9,125	10.5%	82
Went to fast food restaurant in the last 6 months: Popeyes Chicken	11,969	13.8%	111
Went to fast food restaurant in the last 6 months: Sonic Drive-In	8,029	9.2%	78
Went to fast food restaurant in the last 6 months: Starbucks	17,476	20.1%	104
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,543	2.9%	76
Went to fast food restaurant in the last 6 months: Subway	16,660	19.1%	91
Went to fast food restaurant in the last 6 months: Taco Bell	22,940	26.4%	94
Went to fast food restaurant in the last 6 months: Wendy`s	23,333	26.8%	103
Went to fast food restaurant in the last 6 months: Whataburger	3,428	3.9%	72
Went to fast food restaurant in the last 6 months: White Castle	2,703	3.1%	120
Went to fast food restaurant in the last 6 months: Wing-Stop	2,837	3.3%	105
Went to fine dining restaurant last month	7,748	8.9%	111
Went to fine dining restaurant 2+ times last month	3,725	4.3%	112

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Demographic Summary	2022	2027
Population	291,265	289,130
Population 18+	228,262	228,113
Households	110,283	109,304
Median Household Income	\$70,266	\$82,196

  

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	151,658	66.4%	99
Went to family restaurant/steak house 4+ times/month last 30 days	47,967	21.0%	101
Spent at family restaurant/steak house last 30 days: \$1-30	14,810	6.5%	95
Spent at family restaurant/steak house 30 days: \$31-50	18,843	8.3%	97
Spent at family restaurant/steak house last 30 days: \$51-100	31,480	13.8%	98
Spent at family restaurant/steak house last 30 days: \$101-200	18,468	8.1%	94
Spent at family restaurant/steak house last 30 days: \$201+	8,371	3.7%	93
Spent at fine dining last 30 days: \$1-100	7,081	3.1%	103
Spent at fine dining last 30 days: \$101+	9,197	4.0%	108
Went to family restaurant last 6 months: for breakfast	22,975	10.1%	100
Went to family restaurant last 6 months: for lunch	33,921	14.9%	93
Went to family restaurant last 6 months: for dinner	92,968	40.7%	96
Went to family restaurant last 6 months: for snack	3,636	1.6%	103
Went to family restaurant last 6 months: on weekday	61,272	26.8%	95
Went to family restaurant last 6 months: on weekend	80,396	35.2%	97
Went to family restaurant last 6 months: Applebee`s	33,591	14.7%	101
Went to family restaurant last 6 months: Bob Evans	4,539	2.0%	79
Went to family restaurant last 6 months: Buffalo Wild Wings	20,651	9.0%	104
Went to family restaurant last 6 months: California Pizza Kitchen	4,442	1.9%	109
Went to family restaurant last 6 months: Carrabba`s	3,955	1.7%	87
Went to family restaurant last 6 months: The Cheesecake Factory	16,089	7.0%	115
Went to family restaurant last 6 months: Chili`s Grill & Bar	21,711	9.5%	100
Went to family restaurant last 6 months: Cracker Barrel	19,705	8.6%	86
Went to family restaurant last 6 months: Denny`s	13,211	5.8%	88
Went to family restaurant last 6 months: Golden Corral	10,581	4.6%	111
Went to family restaurant last 6 months: IHOP	17,570	7.7%	104
Went to family restaurant last 6 months: Logan`s Roadhouse	4,283	1.9%	83
Went to family restaurant last 6 months: LongHorn Steakhouse	11,933	5.2%	99
Went to family restaurant last 6 months: Olive Garden	29,667	13.0%	91
Went to family restaurant last 6 months: Outback Steakhouse	17,940	7.9%	109
Went to family restaurant last 6 months: Red Lobster	17,186	7.5%	104
Went to family restaurant last 6 months: Red Robin	14,259	6.2%	103
Went to family restaurant last 6 months: Ruby Tuesday	7,102	3.1%	111
Went to family restaurant last 6 months: Texas Roadhouse	22,481	9.8%	94
Went to family restaurant last 6 months: T.G.I. Friday`s	8,975	3.9%	132
Went to family restaurant last 6 months: Waffle House	11,825	5.2%	108
Went to family restaurant last 6 months: fast food/drive-in	206,769	90.6%	100
Went to fast food/drive-in restaurant 9+ times/month	86,257	37.8%	100
Spent at fast food restaurant last 30 days: <\$1-10	8,984	3.9%	96
Spent at fast food restaurant last 30 days: \$11-\$20	19,376	8.5%	99
Spent at fast food restaurant last 30 days: \$21-\$40	38,635	16.9%	104
Spent at fast food restaurant last 30 days: \$41-\$50	19,158	8.4%	95
Spent at fast food restaurant last 30 days: \$51-\$100	42,484	18.6%	96
Spent at fast food restaurant last 30 days: \$101-\$200	23,487	10.3%	92
Spent at fast food restaurant last 30 days: \$201+	10,123	4.4%	100
Ordered eat-in fast food in the last 6 months	47,670	20.9%	92

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	47,670	20.9%	92
Went to fast food restaurant in the last 6 months: home delivery	28,908	12.7%	109
Went to fast food restaurant in the last 6 months: take-out/drive-thru	123,904	54.3%	97
Went to fast food restaurant in the last 6 months: take-out/walk-in	52,751	23.1%	108
Went to fast food restaurant in the last 6 months: breakfast	77,336	33.9%	99
Went to fast food restaurant in the last 6 months: lunch	113,870	49.9%	97
Went to fast food restaurant in the last 6 months: dinner	114,848	50.3%	99
Went to fast food restaurant in the last 6 months: snack	26,950	11.8%	95
Went to fast food restaurant in the last 6 months: weekday	137,967	60.4%	98
Went to fast food restaurant in the last 6 months: weekend	113,390	49.7%	99
Went to fast food restaurant in the last 6 months: A & W	3,586	1.6%	80
Went to fast food restaurant in the last 6 months: Arby`s	31,525	13.8%	81
Went to fast food restaurant in the last 6 months: Baskin-Robbins	8,567	3.8%	115
Went to fast food restaurant in the last 6 months: Boston Market	7,280	3.2%	155
Went to fast food restaurant in the last 6 months: Burger King	65,149	28.5%	101
Went to fast food restaurant in the last 6 months: Captain D`s	7,301	3.2%	107
Went to fast food restaurant in the last 6 months: Carl`s Jr.	10,321	4.5%	87
Went to fast food restaurant in the last 6 months: Checkers	9,228	4.0%	152
Went to fast food restaurant in the last 6 months: Chick-fil-A	68,730	30.1%	100
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	36,174	15.8%	111
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	3,973	1.7%	122
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	11,156	4.9%	153
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	5,863	2.6%	98
Went to fast food restaurant in the last 6 months: Dairy Queen	26,214	11.5%	78
Went to fast food restaurant in the last 6 months: Del Taco	7,833	3.4%	102
Went to fast food restaurant in the last 6 months: Domino`s Pizza	34,295	15.0%	101
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	37,347	16.4%	115
Went to fast food restaurant in the last 6 months: Five Guys	24,096	10.6%	112
Went to fast food restaurant in the last 6 months: Hardee`s	8,215	3.6%	68
Went to fast food restaurant in the last 6 months: Jack in the Box	14,837	6.5%	85
Went to fast food restaurant in the last 6 months: Jersey Mike's	12,680	5.6%	101
Went to fast food restaurant in the last 6 months: Jimmy John`s	12,002	5.3%	96
Went to fast food restaurant in the last 6 months: KFC	42,814	18.8%	103
Went to fast food restaurant in the last 6 months: Krispy Kreme	15,685	6.9%	106
Went to fast food restaurant in the last 6 months: Little Caesars	24,208	10.6%	89
Went to fast food restaurant in the last 6 months: Long John Silver`s	5,012	2.2%	86
Went to fast food restaurant in the last 6 months: McDonald`s	117,577	51.5%	99
Went to fast food restaurant in the last 6 months: Panda Express	25,701	11.3%	99
Went to fast food restaurant in the last 6 months: Panera Bread	30,582	13.4%	107
Went to fast food restaurant in the last 6 months: Papa John`s	18,129	7.9%	100
Went to fast food restaurant in the last 6 months: Papa Murphy`s	7,624	3.3%	87
Went to fast food restaurant in the last 6 months: Pizza Hut	27,713	12.1%	95
Went to fast food restaurant in the last 6 months: Popeyes Chicken	38,382	16.8%	136
Went to fast food restaurant in the last 6 months: Sonic Drive-In	23,574	10.3%	87
Went to fast food restaurant in the last 6 months: Starbucks	43,279	19.0%	98
Went to fast food restaurant in the last 6 months: Steak `n Shake	6,664	2.9%	76
Went to fast food restaurant in the last 6 months: Subway	43,964	19.3%	91
Went to fast food restaurant in the last 6 months: Taco Bell	62,346	27.3%	97
Went to fast food restaurant in the last 6 months: Wendy`s	62,961	27.6%	106
Went to fast food restaurant in the last 6 months: Whataburger	10,251	4.5%	82
Went to fast food restaurant in the last 6 months: White Castle	8,591	3.8%	145
Went to fast food restaurant in the last 6 months: Wing-Stop	8,948	3.9%	126
Went to fine dining restaurant last month	19,683	8.6%	107
Went to fine dining restaurant 2+ times last month	9,509	4.2%	109

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	677		3,253		9,384							
Total Employees:	5,874		37,211		120,086							
Total Residential Population:	14,106		108,006		291,265							
Employee/Residential Population Ratio (per 100 Residents)	42		34		41							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	23	3.4%	129	2.2%	51	1.6%	337	0.9%	107	1.1%	784	0.7%
Construction	47	6.9%	238	4.1%	195	6.0%	1,491	4.0%	568	6.1%	6,056	5.0%
Manufacturing	6	0.9%	25	0.4%	36	1.1%	410	1.1%	207	2.2%	3,920	3.3%
Transportation	11	1.6%	58	1.0%	70	2.2%	529	1.4%	267	2.8%	2,865	2.4%
Communication	3	0.4%	11	0.2%	30	0.9%	300	0.8%	80	0.9%	937	0.8%
Utility	1	0.1%	3	0.1%	5	0.2%	59	0.2%	24	0.3%	250	0.2%
Wholesale Trade	9	1.3%	34	0.6%	49	1.5%	515	1.4%	266	2.8%	3,767	3.1%
Retail Trade Summary	119	17.6%	885	15.1%	659	20.3%	7,159	19.2%	1,790	19.1%	18,082	15.1%
Home Improvement	4	0.6%	21	0.4%	16	0.5%	508	1.4%	63	0.7%	1,006	0.8%
General Merchandise Stores	3	0.4%	20	0.3%	34	1.0%	625	1.7%	89	0.9%	1,475	1.2%
Food Stores	10	1.5%	126	2.1%	86	2.6%	1,340	3.6%	240	2.6%	2,777	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	7	1.0%	42	0.7%	65	2.0%	760	2.0%	193	2.1%	2,030	1.7%
Apparel & Accessory Stores	6	0.9%	8	0.1%	38	1.2%	250	0.7%	87	0.9%	545	0.5%
Furniture & Home Furnishings	9	1.3%	33	0.6%	51	1.6%	293	0.8%	125	1.3%	981	0.8%
Eating & Drinking Places	40	5.9%	460	7.8%	203	6.2%	2,456	6.6%	523	5.6%	6,285	5.2%
Miscellaneous Retail	39	5.8%	176	3.0%	166	5.1%	927	2.5%	470	5.0%	2,985	2.5%
Finance, Insurance, Real Estate Summary	69	10.2%	405	6.9%	295	9.1%	1,860	5.0%	777	8.3%	6,201	5.2%
Banks, Savings & Lending Institutions	11	1.6%	117	2.0%	57	1.8%	420	1.1%	111	1.2%	855	0.7%
Securities Brokers	5	0.7%	19	0.3%	26	0.8%	135	0.4%	78	0.8%	475	0.4%
Insurance Carriers & Agents	14	2.1%	74	1.3%	43	1.3%	248	0.7%	110	1.2%	826	0.7%
Real Estate, Holding, Other Investment Offices	39	5.8%	195	3.3%	168	5.2%	1,056	2.8%	478	5.1%	4,045	3.4%
Services Summary	310	45.8%	3,659	62.3%	1,423	43.7%	19,793	53.2%	3,909	41.7%	55,508	46.2%
Hotels & Lodging	1	0.1%	31	0.5%	10	0.3%	204	0.5%	40	0.4%	761	0.6%
Automotive Services	13	1.9%	82	1.4%	114	3.5%	609	1.6%	299	3.2%	1,769	1.5%
Motion Pictures & Amusements	18	2.7%	200	3.4%	74	2.3%	625	1.7%	183	2.0%	1,390	1.2%
Health Services	64	9.5%	1,556	26.5%	303	9.3%	6,299	16.9%	686	7.3%	14,696	12.2%
Legal Services	16	2.4%	75	1.3%	48	1.5%	192	0.5%	130	1.4%	573	0.5%
Education Institutions & Libraries	11	1.6%	292	5.0%	66	2.0%	3,838	10.3%	199	2.1%	9,071	7.6%
Other Services	187	27.6%	1,422	24.2%	808	24.8%	8,026	21.6%	2,372	25.3%	27,248	22.7%
Government	12	1.8%	356	6.1%	36	1.1%	4,256	11.4%	121	1.3%	20,415	17.0%
Unclassified Establishments	68	10.0%	71	1.2%	405	12.5%	501	1.3%	1,267	13.5%	1,299	1.1%
Totals	677	100.0%	5,874	100.0%	3,253	100.0%	37,211	100.0%	9,384	100.0%	120,086	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.

818 Frederick Rd, Catonsville, Maryland, 21228 2  
 818 Frederick Rd, Catonsville, Maryland, 21228  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.27156  
 Longitude: -76.73462

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.3%	3	0.1%	5	0.2%	11	0.0%	13	0.1%	33	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	4	0.0%	4	0.0%	56	0.0%
Utilities	1	0.1%	3	0.1%	2	0.1%	13	0.0%	9	0.1%	97	0.1%
Construction	46	6.8%	232	3.9%	204	6.3%	1,614	4.3%	606	6.5%	6,512	5.4%
Manufacturing	9	1.3%	50	0.9%	48	1.5%	493	1.3%	242	2.6%	4,115	3.4%
Wholesale Trade	8	1.2%	34	0.6%	40	1.2%	475	1.3%	242	2.6%	3,627	3.0%
Retail Trade	75	11.1%	383	6.5%	434	13.3%	4,499	12.1%	1,218	13.0%	11,270	9.4%
Motor Vehicle & Parts Dealers	3	0.4%	26	0.4%	43	1.3%	635	1.7%	141	1.5%	1,779	1.5%
Furniture & Home Furnishings Stores	3	0.4%	8	0.1%	27	0.8%	164	0.4%	66	0.7%	414	0.3%
Electronics & Appliance Stores	3	0.4%	11	0.2%	17	0.5%	92	0.2%	40	0.4%	413	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.6%	21	0.4%	16	0.5%	508	1.4%	62	0.7%	1,003	0.8%
Food & Beverage Stores	7	1.0%	92	1.6%	68	2.1%	1,174	3.2%	240	2.6%	2,510	2.1%
Health & Personal Care Stores	10	1.5%	53	0.9%	62	1.9%	415	1.1%	132	1.4%	864	0.7%
Gasoline Stations	4	0.6%	16	0.3%	22	0.7%	125	0.3%	52	0.6%	251	0.2%
Clothing & Clothing Accessories Stores	6	0.9%	8	0.1%	46	1.4%	279	0.7%	110	1.2%	636	0.5%
Sport Goods, Hobby, Book, & Music Stores	12	1.8%	56	1.0%	26	0.8%	142	0.4%	58	0.6%	388	0.3%
General Merchandise Stores	3	0.4%	20	0.3%	34	1.0%	625	1.7%	89	0.9%	1,475	1.2%
Miscellaneous Store Retailers	9	1.3%	63	1.1%	41	1.3%	316	0.8%	141	1.5%	1,310	1.1%
Nonstore Retailers	10	1.5%	9	0.2%	33	1.0%	22	0.1%	86	0.9%	228	0.2%
Transportation & Warehousing	10	1.5%	57	1.0%	62	1.9%	497	1.3%	239	2.5%	2,761	2.3%
Information	10	1.5%	80	1.4%	55	1.7%	695	1.9%	169	1.8%	2,280	1.9%
Finance & Insurance	29	4.3%	207	3.5%	127	3.9%	800	2.1%	304	3.2%	2,214	1.8%
Central Bank/Credit Intermediation & Related Activities	10	1.5%	114	1.9%	57	1.8%	416	1.1%	111	1.2%	850	0.7%
Securities, Commodity Contracts & Other Financial	5	0.7%	19	0.3%	26	0.8%	135	0.4%	81	0.9%	527	0.4%
Insurance Carriers & Related Activities; Funds, Trusts &	14	2.1%	74	1.3%	43	1.3%	248	0.7%	113	1.2%	837	0.7%
Real Estate, Rental & Leasing	34	5.0%	150	2.6%	177	5.4%	958	2.6%	510	5.4%	4,199	3.5%
Professional, Scientific & Tech Services	80	11.8%	505	8.6%	267	8.2%	2,069	5.6%	794	8.5%	11,532	9.6%
Legal Services	22	3.2%	108	1.8%	60	1.8%	244	0.7%	156	1.7%	674	0.6%
Management of Companies & Enterprises	3	0.4%	20	0.3%	9	0.3%	67	0.2%	28	0.3%	247	0.2%
Administrative & Support & Waste Management & Remediation	35	5.2%	223	3.8%	129	4.0%	843	2.3%	374	4.0%	3,181	2.6%
Educational Services	20	3.0%	291	5.0%	81	2.5%	3,832	10.3%	230	2.5%	9,150	7.6%
Health Care & Social Assistance	83	12.3%	1,917	32.6%	405	12.5%	9,276	24.9%	972	10.4%	20,155	16.8%
Arts, Entertainment & Recreation	12	1.8%	203	3.5%	59	1.8%	596	1.6%	153	1.6%	1,330	1.1%
Accommodation & Food Services	43	6.4%	504	8.6%	228	7.0%	2,800	7.5%	591	6.3%	7,350	6.1%
Accommodation	1	0.1%	31	0.5%	10	0.3%	204	0.5%	40	0.4%	761	0.6%
Food Services & Drinking Places	41	6.1%	473	8.1%	218	6.7%	2,596	7.0%	551	5.9%	6,589	5.5%
Other Services (except Public Administration)	100	14.8%	589	10.0%	481	14.8%	2,929	7.9%	1,300	13.9%	8,309	6.9%
Automotive Repair & Maintenance	12	1.8%	74	1.3%	88	2.7%	477	1.3%	220	2.3%	1,150	1.0%
Public Administration	12	1.8%	353	6.0%	35	1.1%	4,238	11.4%	119	1.3%	20,370	17.0%
Unclassified Establishments	68	10.0%	71	1.2%	405	12.5%	501	1.3%	1,267	13.5%	1,299	1.1%
<b>Total</b>	<b>677</b>	<b>100.0%</b>	<b>5,874</b>	<b>100.0%</b>	<b>3,253</b>	<b>100.0%</b>	<b>37,211</b>	<b>100.0%</b>	<b>9,384</b>	<b>100.0%</b>	<b>120,086</b>	<b>100.0%</b>

**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.