

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	12,585	66,304	152,959
2020 Total Population	13,826	73,262	165,309
2020 Group Quarters	178	632	3,741
2024 Total Population	13,944	74,241	167,119
2024 Group Quarters	178	633	3,746
2029 Total Population	14,032	74,138	167,461
2024-2029 Annual Rate	0.13%	-0.03%	0.04%
2024 Total Daytime Population	9,021	59,424	148,978
Workers	2,446	25,881	71,125
Residents	6,575	33,543	77,853
<b>Household Summary</b>			
2010 Households	4,651	26,107	60,782
2010 Average Household Size	2.67	2.52	2.46
2020 Total Households	5,153	28,971	64,625
2020 Average Household Size	2.65	2.51	2.50
2024 Households	5,212	29,478	65,600
2024 Average Household Size	2.64	2.50	2.49
2029 Households	5,277	29,685	66,246
2029 Average Household Size	2.63	2.48	2.47
2024-2029 Annual Rate	0.25%	0.14%	0.20%
2010 Families	3,190	17,034	38,608
2010 Average Family Size	3.22	3.10	3.05
2024 Families	3,395	18,553	41,058
2024 Average Family Size	3.38	3.21	3.20
2029 Families	3,423	18,576	41,228
2029 Average Family Size	3.37	3.19	3.18
2024-2029 Annual Rate	0.16%	0.02%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,700	22,480	56,294
Owner Occupied Housing Units	58.9%	63.7%	58.2%
Renter Occupied Housing Units	35.9%	31.2%	36.4%
Vacant Housing Units	5.1%	5.1%	5.4%
2010 Housing Units	4,871	27,578	64,442
Owner Occupied Housing Units	58.7%	60.7%	56.1%
Renter Occupied Housing Units	36.8%	33.9%	38.2%
Vacant Housing Units	4.5%	5.3%	5.7%
2020 Housing Units	5,391	30,491	68,251
Owner Occupied Housing Units	56.9%	56.2%	53.3%
Renter Occupied Housing Units	38.7%	38.8%	41.4%
Vacant Housing Units	4.2%	5.1%	5.4%
2024 Housing Units	5,450	31,199	69,801
Owner Occupied Housing Units	59.2%	57.4%	54.9%
Renter Occupied Housing Units	36.4%	37.1%	39.1%
Vacant Housing Units	4.4%	5.5%	6.0%
2029 Housing Units	5,478	31,321	70,280
Owner Occupied Housing Units	61.5%	59.4%	56.8%
Renter Occupied Housing Units	34.8%	35.4%	37.4%
Vacant Housing Units	3.7%	5.2%	5.7%

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>2024 Households by Income</b>			
Household Income Base	5,212	29,478	65,592
<\$15,000	5.1%	5.4%	5.8%
\$15,000 - \$24,999	4.9%	4.3%	4.3%
\$25,000 - \$34,999	8.9%	6.4%	6.0%
\$35,000 - \$49,999	8.0%	7.9%	9.8%
\$50,000 - \$74,999	17.0%	14.3%	15.1%
\$75,000 - \$99,999	17.2%	14.7%	14.8%
\$100,000 - \$149,999	18.3%	23.8%	21.1%
\$150,000 - \$199,999	10.3%	12.8%	11.4%
\$200,000+	10.2%	10.3%	11.7%
Average Household Income	\$107,752	\$114,475	\$115,663
<b>2029 Households by Income</b>			
Household Income Base	5,277	29,685	66,238
<\$15,000	4.7%	4.9%	5.4%
\$15,000 - \$24,999	3.9%	3.5%	3.5%
\$25,000 - \$34,999	7.5%	5.4%	5.1%
\$35,000 - \$49,999	6.7%	6.6%	8.2%
\$50,000 - \$74,999	14.8%	12.4%	13.4%
\$75,000 - \$99,999	17.5%	14.4%	14.8%
\$100,000 - \$149,999	19.2%	24.6%	21.8%
\$150,000 - \$199,999	12.3%	14.8%	13.2%
\$200,000+	13.5%	13.2%	14.7%
Average Household Income	\$125,478	\$131,183	\$132,756
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,229	17,904	38,299
<\$50,000	5.9%	4.5%	3.8%
\$50,000 - \$99,999	0.1%	0.2%	0.6%
\$100,000 - \$149,999	0.2%	0.7%	1.6%
\$150,000 - \$199,999	2.7%	3.5%	4.3%
\$200,000 - \$249,999	11.4%	9.9%	11.2%
\$250,000 - \$299,999	17.6%	15.0%	12.9%
\$300,000 - \$399,999	33.0%	34.1%	29.0%
\$400,000 - \$499,999	6.0%	16.4%	14.1%
\$500,000 - \$749,999	17.9%	11.8%	15.5%
\$750,000 - \$999,999	3.2%	2.5%	4.8%
\$1,000,000 - \$1,499,999	0.4%	0.6%	1.1%
\$1,500,000 - \$1,999,999	1.0%	0.4%	0.6%
\$2,000,000 +	0.8%	0.5%	0.5%
Average Home Value	\$402,477	\$385,076	\$410,378
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	3,371	18,583	39,907
<\$50,000	3.8%	3.2%	2.6%
\$50,000 - \$99,999	0.0%	0.1%	0.2%
\$100,000 - \$149,999	0.1%	0.2%	0.5%
\$150,000 - \$199,999	0.9%	1.2%	1.6%
\$200,000 - \$249,999	5.3%	5.0%	5.7%
\$250,000 - \$299,999	9.6%	9.1%	8.1%
\$300,000 - \$399,999	29.8%	31.9%	27.8%
\$400,000 - \$499,999	8.2%	21.0%	17.4%
\$500,000 - \$749,999	31.2%	19.7%	24.2%
\$750,000 - \$999,999	8.2%	5.8%	8.2%
\$1,000,000 - \$1,499,999	0.8%	1.4%	2.0%
\$1,500,000 - \$1,999,999	1.1%	0.5%	0.9%
\$2,000,000 +	1.2%	0.7%	0.7%
Average Home Value	\$503,819	\$463,534	\$495,697

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

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2024	\$81,974	\$93,512	\$88,303
2029	\$91,063	\$103,407	\$99,224
<b>Median Home Value</b>			
2024	\$337,030	\$347,433	\$353,811
2029	\$407,401	\$397,740	\$419,903
<b>Per Capita Income</b>			
2024	\$40,564	\$45,413	\$45,499
2029	\$47,524	\$52,482	\$52,617
<b>Median Age</b>			
2010	36.5	37.2	36.9
2020	39.6	40.0	39.0
2024	40.1	40.5	39.5
2029	41.2	41.8	40.7
<b>2020 Population by Age</b>			
Total	13,826	73,262	165,309
0 - 4	5.4%	5.3%	5.6%
5 - 9	5.8%	5.7%	6.0%
10 - 14	7.0%	6.2%	6.3%
15 - 24	13.0%	12.5%	13.4%
25 - 34	12.5%	13.5%	13.4%
35 - 44	13.1%	12.9%	12.7%
45 - 54	13.4%	13.3%	12.7%
55 - 64	13.9%	13.6%	13.0%
65 - 74	9.8%	10.5%	10.2%
75 - 84	4.4%	4.6%	4.8%
85 +	1.6%	1.8%	2.0%
18 +	77.6%	78.8%	78.2%
<b>2024 Population by Age</b>			
Total	13,942	74,240	167,120
0 - 4	5.4%	5.3%	5.5%
5 - 9	5.7%	5.5%	5.7%
10 - 14	5.9%	5.6%	5.8%
15 - 24	13.1%	12.1%	13.2%
25 - 34	13.0%	13.9%	13.5%
35 - 44	13.5%	13.6%	13.4%
45 - 54	12.6%	12.5%	12.1%
55 - 64	13.4%	13.1%	12.4%
65 - 74	10.4%	10.9%	10.4%
75 - 84	5.2%	5.5%	5.7%
85 +	1.7%	1.9%	2.1%
18 +	79.1%	80.0%	79.2%
<b>2029 Population by Age</b>			
Total	14,034	74,137	167,461
0 - 4	5.2%	5.1%	5.3%
5 - 9	5.3%	5.1%	5.3%
10 - 14	5.7%	5.5%	5.7%
15 - 24	11.7%	10.9%	12.5%
25 - 34	13.9%	13.7%	13.2%
35 - 44	13.3%	14.1%	13.6%
45 - 54	12.7%	12.4%	12.0%
55 - 64	12.4%	12.4%	11.7%
65 - 74	11.3%	11.6%	11.1%
75 - 84	6.6%	6.9%	7.1%
85 +	1.9%	2.2%	2.4%
18 +	80.5%	81.0%	80.2%

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>2020 Population by Sex</b>			
Males	6,286	32,936	75,234
Females	7,540	40,326	90,075
<b>2024 Population by Sex</b>			
Males	6,505	34,102	77,560
Females	7,439	40,139	89,559
<b>2029 Population by Sex</b>			
Males	6,555	33,994	77,563
Females	7,477	40,144	89,898
<b>2010 Population by Race/Ethnicity</b>			
Total	12,585	66,303	152,960
White Alone	10.5%	19.3%	28.9%
Black Alone	83.8%	72.6%	61.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.1%	4.0%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.2%	2.0%
Two or More Races	2.3%	2.6%	2.7%
Hispanic Origin	2.8%	3.1%	4.7%
Diversity Index	32.4	46.7	57.5
<b>2020 Population by Race/Ethnicity</b>			
Total	13,826	73,262	165,309
White Alone	7.5%	12.8%	20.7%
Black Alone	83.9%	76.4%	64.5%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	2.2%	4.0%	5.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	2.1%	3.9%
Two or More Races	4.3%	4.5%	5.1%
Hispanic Origin	3.3%	3.8%	6.6%
Diversity Index	33.3	44.1	59.2
<b>2024 Population by Race/Ethnicity</b>			
Total	13,943	74,241	167,119
White Alone	6.8%	11.7%	19.1%
Black Alone	84.6%	77.2%	65.5%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	2.1%	4.1%	5.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.2%	4.1%
Two or More Races	4.3%	4.6%	5.2%
Hispanic Origin	3.5%	4.0%	7.0%
Diversity Index	32.6	43.4	58.9
<b>2029 Population by Race/Ethnicity</b>			
Total	14,031	74,138	167,460
White Alone	6.2%	10.8%	18.0%
Black Alone	84.9%	77.7%	66.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	2.3%	4.3%	6.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.2%	4.2%
Two or More Races	4.4%	4.7%	5.4%
Hispanic Origin	3.6%	4.1%	7.3%
Diversity Index	32.3	42.9	58.8

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

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>2020 Population by Relationship and Household Type</b>			
Total	13,826	73,262	165,309
In Households	98.7%	99.1%	97.7%
Householder	37.4%	39.5%	39.1%
Opposite-Sex Spouse	13.9%	14.5%	14.4%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.8%	2.0%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	29.7%	27.8%	27.7%
Adopted Child	0.7%	0.6%	0.5%
Stepchild	1.5%	1.3%	1.1%
Grandchild	3.9%	3.5%	3.1%
Brother or Sister	1.8%	1.6%	1.6%
Parent	1.9%	2.1%	1.9%
Parent-in-law	0.2%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.3%
Other Relatives	2.4%	2.2%	2.1%
Foster Child	0.1%	0.2%	0.2%
Other Nonrelatives	2.7%	3.0%	3.0%
In Group Quarters	1.3%	0.9%	2.3%
Institutionalized	0.8%	0.4%	0.5%
Noninstitutionalized	0.5%	0.4%	1.8%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	9,745	53,070	116,480
Less than 9th Grade	3.0%	2.1%	2.4%
9th - 12th Grade, No Diploma	4.8%	3.4%	3.7%
High School Graduate	25.3%	18.6%	18.6%
GED/Alternative Credential	1.9%	2.4%	2.6%
Some College, No Degree	16.1%	19.3%	18.0%
Associate Degree	10.9%	8.6%	8.8%
Bachelor's Degree	23.2%	25.9%	25.9%
Graduate/Professional Degree	14.7%	19.8%	19.9%
<b>2024 Population 15+ by Marital Status</b>			
Total	11,568	62,045	138,588
Never Married	39.2%	38.2%	39.2%
Married	44.6%	44.5%	43.1%
Widowed	6.8%	6.7%	6.5%
Divorced	9.4%	10.6%	11.1%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,756	42,925	94,197
Population 16+ Employed	97.0%	96.7%	96.7%
Population 16+ Unemployment rate	3.0%	3.3%	3.3%
Population 16-24 Employed	14.7%	12.2%	12.8%
Population 16-24 Unemployment rate	7.0%	9.1%	9.0%
Population 25-54 Employed	61.0%	62.3%	61.7%
Population 25-54 Unemployment rate	2.6%	2.7%	2.4%
Population 55-64 Employed	15.8%	17.1%	16.6%
Population 55-64 Unemployment rate	0.8%	2.0%	2.4%
Population 65+ Employed	8.5%	8.4%	8.9%
Population 65+ Unemployment rate	2.2%	2.1%	2.5%

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>2024 Employed Population 16+ by Industry</b>			
Total	7,527	41,491	91,056
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	3.3%	3.1%	3.5%
Manufacturing	3.8%	4.0%	4.3%
Wholesale Trade	0.8%	0.6%	0.8%
Retail Trade	11.6%	9.8%	8.9%
Transportation/Utilities	8.9%	6.8%	6.6%
Information	2.5%	1.9%	1.9%
Finance/Insurance/Real Estate	5.7%	7.9%	7.4%
Services	48.2%	53.2%	54.3%
Public Administration	14.9%	12.6%	12.0%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	7,527	41,492	91,055
White Collar	66.7%	68.7%	67.8%
Management/Business/Financial	21.3%	21.3%	20.1%
Professional	23.2%	29.2%	30.7%
Sales	8.3%	6.9%	6.8%
Administrative Support	13.9%	11.4%	10.2%
Services	16.8%	17.8%	17.9%
Blue Collar	16.5%	13.4%	14.3%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	2.7%	1.5%	2.0%
Installation/Maintenance/Repair	2.9%	2.2%	2.4%
Production	2.7%	2.3%	2.1%
Transportation/Material Moving	7.8%	7.3%	7.7%
<b>2020 Households by Type</b>			
Total	5,153	28,971	64,625
Married Couple Households	37.6%	37.3%	37.5%
With Own Children <18	13.4%	13.2%	13.8%
Without Own Children <18	24.3%	24.2%	23.7%
Cohabiting Couple Households	5.6%	5.7%	5.7%
With Own Children <18	2.2%	2.1%	2.1%
Without Own Children <18	3.4%	3.5%	3.6%
Male Householder, No Spouse/Partner	16.2%	16.7%	17.4%
Living Alone	10.2%	10.6%	11.0%
65 Years and over	3.1%	3.1%	3.4%
With Own Children <18	2.0%	1.8%	1.8%
Without Own Children <18, With Relatives	3.2%	3.2%	3.2%
No Relatives Present	0.8%	1.2%	1.4%
Female Householder, No Spouse/Partner	40.6%	40.3%	39.5%
Living Alone	18.3%	19.4%	19.2%
65 Years and over	8.0%	8.7%	9.0%
With Own Children <18	8.8%	8.1%	8.3%
Without Own Children <18, With Relatives	12.2%	11.6%	10.8%
No Relatives Present	1.2%	1.1%	1.2%
<b>2020 Households by Size</b>			
Total	5,153	28,971	64,625
1 Person Household	28.5%	30.1%	30.1%
2 Person Household	26.9%	29.7%	30.4%
3 Person Household	19.4%	17.8%	17.2%
4 Person Household	13.5%	12.1%	12.0%
5 Person Household	6.7%	6.0%	5.9%
6 Person Household	2.7%	2.7%	2.6%
7 + Person Household	2.3%	1.7%	1.8%

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>2020 Households by Tenure and Mortgage Status</b>			
Total	5,153	28,971	64,625
Owner Occupied	59.5%	59.2%	56.3%
Owned with a Mortgage/Loan	51.7%	51.2%	45.9%
Owned Free and Clear	7.7%	8.0%	10.4%
Renter Occupied	40.5%	40.8%	43.7%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	94	104	96
Percent of Income for Mortgage	25.7%	23.3%	25.1%
Wealth Index	95	99	101
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	5,391	30,491	68,251
Urban Housing Units	99.4%	97.6%	96.8%
Rural Housing Units	0.6%	2.4%	3.2%
<b>2020 Population By Urban/ Rural Status</b>			
Total	13,826	73,262	165,309
Urban Population	99.4%	97.5%	96.5%
Rural Population	0.6%	2.5%	3.5%

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

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

January 10, 2025

## Market Profile

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Enterprising Professionals	Enterprising Professionals (2D)
2.	City Strivers (11A)	Pleasantville (2B)	Bright Young Professionals
3.	Enterprising Professionals (2D)	Bright Young Professionals	Pleasantville (2B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,797,892	\$72,133,733	\$163,728,516
Average Spent	\$2,263.60	\$2,447.04	\$2,495.86
Spending Potential Index	95	103	105
Education: Total \$	\$8,637,078	\$51,674,505	\$117,208,490
Average Spent	\$1,657.15	\$1,752.99	\$1,786.71
Spending Potential Index	96	101	103
Entertainment/Recreation: Total \$	\$20,250,905	\$121,402,508	\$271,840,700
Average Spent	\$3,885.44	\$4,118.41	\$4,143.91
Spending Potential Index	95	101	101
Food at Home: Total \$	\$36,189,867	\$217,474,477	\$493,322,915
Average Spent	\$6,943.57	\$7,377.52	\$7,520.17
Spending Potential Index	95	101	103
Food Away from Home: Total \$	\$19,469,149	\$118,374,646	\$267,114,126
Average Spent	\$3,735.45	\$4,015.69	\$4,071.86
Spending Potential Index	96	103	105
Health Care: Total \$	\$37,060,119	\$224,398,441	\$504,831,839
Average Spent	\$7,110.54	\$7,612.40	\$7,695.61
Spending Potential Index	92	99	100
HH Furnishings & Equipment: Total \$	\$15,595,228	\$94,213,681	\$211,319,122
Average Spent	\$2,992.18	\$3,196.07	\$3,221.33
Spending Potential Index	95	101	102
Personal Care Products & Services: Total \$	\$5,011,793	\$30,093,518	\$67,887,857
Average Spent	\$961.59	\$1,020.88	\$1,034.88
Spending Potential Index	97	103	104
Shelter: Total \$	\$135,168,440	\$804,328,802	\$1,811,826,567
Average Spent	\$25,934.08	\$27,285.73	\$27,619.31
Spending Potential Index	97	102	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,808,251	\$103,282,698	\$229,134,945
Average Spent	\$3,224.91	\$3,503.72	\$3,492.91
Spending Potential Index	92	100	100
Travel: Total \$	\$15,145,845	\$90,492,492	\$202,326,884
Average Spent	\$2,905.96	\$3,069.83	\$3,084.25
Spending Potential Index	96	101	102
Vehicle Maintenance & Repairs: Total \$	\$7,308,200	\$44,117,399	\$99,132,563
Average Spent	\$1,402.19	\$1,496.62	\$1,511.17
Spending Potential Index	95	101	102

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

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

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

January 10, 2025



# Retail Goods and Services Expenditures

9400 Liberty Rd, Randallstown, Maryland, 21133  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	31.8%	Population	13,944	14,032
City Strivers (11A)	19.3%	Households	5,212	5,277
Enterprising Professionals (2D)	17.7%	Families	3,395	3,423
Bright Young Professionals (8C)	17.2%	Median Age	40.1	41.2
Home Improvement (4B)	9.3%	Median Household Income	\$81,974	\$91,063
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		95	\$2,263.60	\$11,797,892
Men's		94	\$412.66	\$2,150,779
Women's		96	\$765.35	\$3,988,991
Children's		95	\$349.40	\$1,821,067
Footwear		96	\$479.86	\$2,501,032
Watches & Jewelry		93	\$212.50	\$1,107,554
Apparel Products and Services (1)		90	\$43.84	\$228,470
<b>Computer</b>				
Computers and Hardware for Home Use		98	\$266.23	\$1,387,611
Portable Memory		101	\$4.13	\$21,511
Computer Software		98	\$15.37	\$80,090
Computer Accessories		97	\$23.03	\$120,034
<b>Entertainment &amp; Recreation</b>		95	\$3,885.44	\$20,250,905
Fees and Admissions		97	\$803.74	\$4,189,083
Membership Fees for Clubs (2)		93	\$280.13	\$1,460,047
Fees for Participant Sports, excl. Trips		100	\$133.15	\$693,985
Tickets to Theatre/Operas/Concerts		102	\$77.28	\$402,782
Tickets to Movies		102	\$25.18	\$131,254
Tickets to Parks or Museums		100	\$37.44	\$195,129
Admission to Sporting Events, excl. Trips		88	\$70.02	\$364,947
Fees for Recreational Lessons		104	\$179.67	\$936,441
Dating Services		109	\$0.86	\$4,497
TV/Video/Audio		93	\$1,239.73	\$6,461,453
Cable and Satellite Television Services		93	\$698.17	\$3,638,853
Televisions		96	\$146.63	\$764,210
Satellite Dishes		79	\$0.99	\$5,181
VCRs, Video Cameras, and DVD Players		96	\$4.77	\$24,845
Miscellaneous Video Equipment		73	\$16.54	\$86,198
Video Cassettes and DVDs		99	\$5.74	\$29,903
Video Game Hardware/Accessories		95	\$44.13	\$229,991
Video Game Software		97	\$19.74	\$102,895
Rental/Streaming/Downloaded Video		94	\$162.68	\$847,901
Installation of Televisions		106	\$1.80	\$9,382
Audio (3)		96	\$137.04	\$714,273
Rental and Repair of TV/Radio/Sound Equipment		94	\$1.50	\$7,820
Pets		94	\$954.02	\$4,972,330
Toys/Games/Crafts/Hobbies (4)		95	\$172.89	\$901,085
Recreational Vehicles and Fees (5)		92	\$181.57	\$946,350
Sports/Recreation/Exercise Equipment (6)		98	\$299.58	\$1,561,408
Photo Equipment and Supplies (7)		97	\$59.42	\$309,708
Reading (8)		99	\$138.07	\$719,640
Catered Affairs (9)		92	\$36.43	\$189,849
<b>Food</b>		95	\$10,679.01	\$55,659,016
Food at Home		95	\$6,943.57	\$36,189,867
Bakery and Cereal Products		95	\$894.24	\$4,660,758
Meats, Poultry, Fish, and Eggs		95	\$1,496.63	\$7,800,437
Dairy Products		95	\$660.51	\$3,442,592
Fruits and Vegetables		96	\$1,390.58	\$7,247,712
Snacks and Other Food at Home (10)		94	\$2,501.61	\$13,038,367
Food Away from Home		96	\$3,735.45	\$19,469,149
Alcoholic Beverages		96	\$626.75	\$3,266,632

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

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

January 10, 2025

# Retail Goods and Services Expenditures

9400 Liberty Rd, Randallstown, Maryland, 21133  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	94	\$43,620.38	\$227,349,403
Value of Retirement Plans	94	\$153,277.83	\$798,884,044
Value of Other Financial Assets	93	\$8,428.38	\$43,928,734
Vehicle Loan Amount excluding Interest	92	\$3,255.06	\$16,965,387
Value of Credit Card Debt	97	\$2,813.66	\$14,664,788
<b>Health</b>			
Nonprescription Drugs	92	\$163.86	\$854,042
Prescription Drugs	86	\$357.72	\$1,864,440
Eyeglasses and Contact Lenses	93	\$117.34	\$611,594
<b>Home</b>			
Mortgage Payment and Basics (11)	97	\$13,131.61	\$68,441,957
Maintenance and Remodeling Services	96	\$4,475.33	\$23,325,399
Maintenance and Remodeling Materials (12)	90	\$776.39	\$4,046,569
Utilities, Fuel, and Public Services	93	\$5,549.34	\$28,923,162
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	95	\$125.31	\$653,105
Furniture	94	\$931.37	\$4,854,281
Rugs	97	\$44.38	\$231,330
Major Appliances (14)	93	\$549.60	\$2,864,524
Housewares (15)	95	\$101.78	\$530,455
Small Appliances	95	\$76.26	\$397,466
Luggage	100	\$20.61	\$107,413
Telephones and Accessories	88	\$89.24	\$465,136
<b>Household Operations</b>			
Child Care	99	\$548.89	\$2,860,807
Lawn and Garden (16)	92	\$643.63	\$3,354,593
Moving/Storage/Freight Express	101	\$123.19	\$642,058
Housekeeping Supplies (17)	94	\$849.91	\$4,429,712
<b>Insurance</b>			
Owners and Renters Insurance	91	\$748.48	\$3,901,064
Vehicle Insurance	94	\$1,985.62	\$10,349,042
Life/Other Insurance	93	\$629.88	\$3,282,958
Health Insurance	92	\$4,618.30	\$24,070,563
Personal Care Products (18)	95	\$529.92	\$2,761,921
School Books (19)	96	\$40.85	\$212,893
Smoking Products	87	\$408.20	\$2,127,558
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,775.42	\$14,465,464
Gasoline and Motor Oil	92	\$3,066.01	\$15,980,043
Vehicle Maintenance and Repairs	95	\$1,402.19	\$7,308,200
<b>Travel</b>			
Airline Fares	99	\$627.32	\$3,269,602
Lodging on Trips	95	\$931.75	\$4,856,269
Auto/Truck Rental on Trips	96	\$111.06	\$578,851
Food and Drink on Trips	96	\$712.78	\$3,715,014

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

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

January 10, 2025

# Retail Goods and Services Expenditures

9400 Liberty Rd, Randallstown, Maryland, 21133  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Enterprising Professionals (2D)	38.4%	Population	74,241	74,138
Pleasantville (2B)	17.1%	Households	29,478	29,685
Bright Young Professionals (8C)	7.2%	Families	18,553	18,576
Parks and Rec (5C)	6.3%	Median Age	40.5	41.8
Savvy Suburbanites (1D)	6.0%	Median Household Income	\$93,512	\$103,407
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		103	\$2,447.04	\$72,133,733
Men's		102	\$449.54	\$13,251,610
Women's		103	\$819.77	\$24,165,234
Children's		105	\$384.55	\$11,335,772
Footwear		104	\$517.83	\$15,264,608
Watches & Jewelry		100	\$226.72	\$6,683,235
Apparel Products and Services (1)		100	\$48.62	\$1,433,274
<b>Computer</b>				
Computers and Hardware for Home Use		104	\$282.83	\$8,337,329
Portable Memory		105	\$4.29	\$126,562
Computer Software		104	\$16.17	\$476,806
Computer Accessories		101	\$24.02	\$708,172
<b>Entertainment &amp; Recreation</b>		101	\$4,118.41	\$121,402,508
Fees and Admissions		103	\$851.22	\$25,092,190
Membership Fees for Clubs (2)		101	\$305.34	\$9,000,894
Fees for Participant Sports, excl. Trips		105	\$139.67	\$4,117,332
Tickets to Theatre/Operas/Concerts		105	\$79.69	\$2,348,993
Tickets to Movies		108	\$26.56	\$783,005
Tickets to Parks or Museums		105	\$39.38	\$1,160,955
Admission to Sporting Events, excl. Trips		100	\$79.22	\$2,335,329
Fees for Recreational Lessons		105	\$180.45	\$5,319,405
Dating Services		113	\$0.89	\$26,276
TV/Video/Audio		100	\$1,330.64	\$39,224,599
Cable and Satellite Television Services		98	\$740.73	\$21,835,264
Televisions		104	\$158.44	\$4,670,573
Satellite Dishes		89	\$1.11	\$32,666
VCRs, Video Cameras, and DVD Players		99	\$4.94	\$145,557
Miscellaneous Video Equipment		97	\$21.99	\$648,233
Video Cassettes and DVDs		102	\$5.86	\$172,814
Video Game Hardware/Accessories		106	\$49.07	\$1,446,577
Video Game Software		108	\$21.81	\$642,939
Rental/Streaming/Downloaded Video		103	\$177.05	\$5,219,170
Installation of Televisions		108	\$1.84	\$54,232
Audio (3)		103	\$146.24	\$4,310,968
Rental and Repair of TV/Radio/Sound Equipment		97	\$1.55	\$45,606
Pets		99	\$997.12	\$29,393,055
Toys/Games/Crafts/Hobbies (4)		101	\$184.05	\$5,425,511
Recreational Vehicles and Fees (5)		97	\$191.65	\$5,649,562
Sports/Recreation/Exercise Equipment (6)		105	\$320.09	\$9,435,735
Photo Equipment and Supplies (7)		102	\$62.34	\$1,837,759
Reading (8)		102	\$142.22	\$4,192,499
Catered Affairs (9)		99	\$39.07	\$1,151,599
<b>Food</b>		102	\$11,393.21	\$335,849,123
Food at Home		101	\$7,377.52	\$217,474,477
Bakery and Cereal Products		101	\$947.40	\$27,927,392
Meats, Poultry, Fish, and Eggs		101	\$1,593.30	\$46,967,199
Dairy Products		101	\$698.02	\$20,576,187
Fruits and Vegetables		101	\$1,461.68	\$43,087,484
Snacks and Other Food at Home (10)		101	\$2,677.12	\$78,916,216
Food Away from Home		103	\$4,015.69	\$118,374,646
Alcoholic Beverages		102	\$667.49	\$19,676,178

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

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

January 10, 2025

# Retail Goods and Services Expenditures

9400 Liberty Rd, Randallstown, Maryland, 21133  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	98	\$45,363.86	\$1,337,235,783
Value of Retirement Plans	99	\$161,052.76	\$4,747,513,281
Value of Other Financial Assets	98	\$8,912.32	\$262,717,402
Vehicle Loan Amount excluding Interest	102	\$3,601.78	\$106,173,414
Value of Credit Card Debt	103	\$2,969.12	\$87,523,820
<b>Health</b>			
Nonprescription Drugs	101	\$179.20	\$5,282,601
Prescription Drugs	96	\$397.05	\$11,704,153
Eyeglasses and Contact Lenses	98	\$123.93	\$3,653,330
<b>Home</b>			
Mortgage Payment and Basics (11)	101	\$13,601.63	\$400,948,962
Maintenance and Remodeling Services	99	\$4,634.31	\$136,610,248
Maintenance and Remodeling Materials (12)	96	\$833.61	\$24,573,136
Utilities, Fuel, and Public Services	100	\$5,932.72	\$174,884,586
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	101	\$133.64	\$3,939,545
Furniture	102	\$1,006.22	\$29,661,364
Rugs	100	\$45.67	\$1,346,337
Major Appliances (14)	99	\$581.16	\$17,131,535
Housewares (15)	100	\$107.70	\$3,174,780
Small Appliances	101	\$80.98	\$2,387,239
Luggage	105	\$21.77	\$641,835
Telephones and Accessories	96	\$97.38	\$2,870,638
<b>Household Operations</b>			
Child Care	104	\$577.96	\$17,037,131
Lawn and Garden (16)	98	\$683.62	\$20,151,796
Moving/Storage/Freight Express	104	\$126.68	\$3,734,225
Housekeeping Supplies (17)	101	\$909.55	\$26,811,717
<b>Insurance</b>			
Owners and Renters Insurance	98	\$810.02	\$23,877,865
Vehicle Insurance	101	\$2,145.38	\$63,241,431
Life/Other Insurance	100	\$674.03	\$19,868,951
Health Insurance	99	\$4,944.07	\$145,741,383
Personal Care Products (18)	101	\$567.30	\$16,722,986
School Books (19)	103	\$43.83	\$1,291,967
Smoking Products	96	\$450.53	\$13,280,584
<b>Transportation</b>			
Payments on Vehicles excluding Leases	100	\$3,050.20	\$89,913,819
Gasoline and Motor Oil	99	\$3,289.53	\$96,968,750
Vehicle Maintenance and Repairs	101	\$1,496.62	\$44,117,399
<b>Travel</b>			
Airline Fares	103	\$652.06	\$19,221,539
Lodging on Trips	100	\$983.26	\$28,984,392
Auto/Truck Rental on Trips	103	\$119.74	\$3,529,734
Food and Drink on Trips	102	\$755.22	\$22,262,307

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

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

January 10, 2025

# Retail Goods and Services Expenditures

9400 Liberty Rd, Randallstown, Maryland, 21133  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Enterprising Professionals (2D)	23.2%	Population	167,119	167,461
Bright Young Professionals (8C)	12.5%	Households	65,600	66,246
Pleasantville (2B)	9.1%	Families	41,058	41,228
Parks and Rec (5C)	8.5%	Median Age	39.5	40.7
Savvy Suburbanites (1D)	5.7%	Median Household Income	\$88,303	\$99,224
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		105	\$2,495.86	\$163,728,516
Men's		104	\$459.03	\$30,112,167
Women's		104	\$834.83	\$54,765,147
Children's		107	\$391.58	\$25,687,962
Footwear		106	\$526.94	\$34,567,329
Watches & Jewelry		102	\$233.42	\$15,312,544
Apparel Products and Services (1)		103	\$50.05	\$3,283,367
<b>Computer</b>				
Computers and Hardware for Home Use		106	\$286.69	\$18,806,553
Portable Memory		107	\$4.36	\$286,271
Computer Software		106	\$16.51	\$1,082,993
Computer Accessories		102	\$24.33	\$1,596,186
<b>Entertainment &amp; Recreation</b>		101	\$4,143.91	\$271,840,700
Fees and Admissions		103	\$854.00	\$56,022,658
Membership Fees for Clubs (2)		103	\$309.68	\$20,314,933
Fees for Participant Sports, excl. Trips		104	\$139.19	\$9,130,674
Tickets to Theatre/Operas/Concerts		105	\$79.73	\$5,230,011
Tickets to Movies		107	\$26.43	\$1,733,738
Tickets to Parks or Museums		104	\$39.13	\$2,566,826
Admission to Sporting Events, excl. Trips		102	\$80.70	\$5,293,848
Fees for Recreational Lessons		103	\$178.22	\$11,691,373
Dating Services		118	\$0.93	\$61,256
TV/Video/Audio		102	\$1,351.78	\$88,676,943
Cable and Satellite Television Services		100	\$754.95	\$49,524,641
Televisions		105	\$160.92	\$10,556,613
Satellite Dishes		92	\$1.15	\$75,580
VCRs, Video Cameras, and DVD Players		100	\$4.96	\$325,311
Miscellaneous Video Equipment		97	\$21.92	\$1,437,791
Video Cassettes and DVDs		102	\$5.88	\$385,638
Video Game Hardware/Accessories		108	\$50.18	\$3,292,044
Video Game Software		111	\$22.41	\$1,470,203
Rental/Streaming/Downloaded Video		104	\$178.69	\$11,722,226
Installation of Televisions		109	\$1.85	\$121,508
Audio (3)		103	\$147.29	\$9,662,222
Rental and Repair of TV/Radio/Sound Equipment		99	\$1.57	\$103,167
Pets		99	\$1,002.73	\$65,778,991
Toys/Games/Crafts/Hobbies (4)		102	\$186.30	\$12,221,416
Recreational Vehicles and Fees (5)		97	\$190.60	\$12,503,207
Sports/Recreation/Exercise Equipment (6)		102	\$312.70	\$20,513,431
Photo Equipment and Supplies (7)		103	\$63.04	\$4,135,322
Reading (8)		102	\$143.44	\$9,409,926
Catered Affairs (9)		99	\$39.31	\$2,578,804
<b>Food</b>		104	\$11,592.03	\$760,437,041
Food at Home		103	\$7,520.17	\$493,322,915
Bakery and Cereal Products		103	\$965.74	\$63,352,859
Meats, Poultry, Fish, and Eggs		104	\$1,628.80	\$106,849,455
Dairy Products		103	\$709.90	\$46,569,544
Fruits and Vegetables		103	\$1,489.22	\$97,692,990
Snacks and Other Food at Home (10)		103	\$2,726.49	\$178,858,066
Food Away from Home		105	\$4,071.86	\$267,114,126
Alcoholic Beverages		104	\$680.03	\$44,610,025

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

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

January 10, 2025

# Retail Goods and Services Expenditures

9400 Liberty Rd, Randallstown, Maryland, 21133  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	99	\$45,793.94	\$3,004,082,327
Value of Retirement Plans	100	\$161,580.36	\$10,599,671,425
Value of Other Financial Assets	98	\$8,899.91	\$583,834,239
Vehicle Loan Amount excluding Interest	103	\$3,625.90	\$237,859,195
Value of Credit Card Debt	104	\$3,006.24	\$197,209,622
<b>Health</b>			
Nonprescription Drugs	102	\$180.87	\$11,865,124
Prescription Drugs	98	\$406.00	\$26,633,531
Eyeglasses and Contact Lenses	99	\$125.55	\$8,236,032
<b>Home</b>			
Mortgage Payment and Basics (11)	100	\$13,483.20	\$884,497,790
Maintenance and Remodeling Services	98	\$4,566.18	\$299,541,195
Maintenance and Remodeling Materials (12)	95	\$822.51	\$53,956,939
Utilities, Fuel, and Public Services	101	\$6,033.16	\$395,775,439
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	103	\$135.98	\$8,920,547
Furniture	103	\$1,016.32	\$66,670,410
Rugs	101	\$46.15	\$3,027,329
Major Appliances (14)	99	\$583.75	\$38,293,866
Housewares (15)	101	\$108.78	\$7,135,861
Small Appliances	103	\$82.73	\$5,426,857
Luggage	106	\$22.04	\$1,445,786
Telephones and Accessories	98	\$99.11	\$6,501,801
<b>Household Operations</b>			
Child Care	105	\$579.25	\$37,998,921
Lawn and Garden (16)	98	\$684.67	\$44,914,581
Moving/Storage/Freight Express	106	\$129.06	\$8,466,053
Housekeeping Supplies (17)	102	\$923.84	\$60,604,008
<b>Insurance</b>			
Owners and Renters Insurance	98	\$811.24	\$53,217,247
Vehicle Insurance	103	\$2,180.62	\$143,048,914
Life/Other Insurance	100	\$678.49	\$44,509,183
Health Insurance	100	\$5,002.96	\$328,194,152
Personal Care Products (18)	103	\$576.66	\$37,828,678
School Books (19)	105	\$44.53	\$2,920,959
Smoking Products	100	\$466.97	\$30,633,313
<b>Transportation</b>			
Payments on Vehicles excluding Leases	101	\$3,083.12	\$202,252,615
Gasoline and Motor Oil	100	\$3,337.85	\$218,962,661
Vehicle Maintenance and Repairs	102	\$1,511.17	\$99,132,563
<b>Travel</b>			
Airline Fares	103	\$653.09	\$42,842,478
Lodging on Trips	101	\$988.59	\$64,851,260
Auto/Truck Rental on Trips	104	\$120.82	\$7,925,678
Food and Drink on Trips	102	\$760.48	\$49,887,643

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

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

January 10, 2025



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

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

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

## Business Summary

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

Data for all businesses in area				1 mile		3 miles				5 miles			
Total Businesses:				367		2,321				7,048			
Total Employees:				2,181		22,246				67,250			
Total Population:				13,944		74,241				167,119			
Employee/Population Ratio (per 100 Residents)				16		30				40			
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	0.3%	3	0.1%	4	0.2%	15	0.1%	9	0.1%	46	0.1%	
Mining	1	0.3%	11	0.5%	2	0.1%	16	0.1%	3	0.0%	17	0.0%	
Utilities	0	0.0%	0	0.0%	2	0.1%	7	0.0%	6	0.1%	108	0.2%	
Construction	18	4.9%	75	3.4%	111	4.8%	869	3.9%	367	5.2%	3,050	4.5%	
Building Construction	5	1.4%	19	0.9%	49	2.1%	523	2.4%	179	2.5%	1,600	2.4%	
Heavy/Civil Eng Construction	2	0.5%	14	0.6%	8	0.3%	45	0.2%	16	0.2%	158	0.2%	
Specialty Trade Contractor	11	3.0%	42	1.9%	54	2.3%	300	1.4%	172	2.4%	1,292	1.9%	
Manufacturing	10	2.7%	70	3.2%	43	1.9%	601	2.7%	131	1.9%	1,530	2.3%	
Wholesale Trade	10	2.7%	74	3.4%	40	1.7%	1,897	8.5%	137	1.9%	3,143	4.7%	
Durable Goods	8	2.2%	67	3.1%	29	1.3%	1,826	8.2%	99	1.4%	2,848	4.2%	
Nondurable Goods	2	0.5%	7	0.3%	10	0.4%	60	0.3%	30	0.4%	214	0.3%	
Trade Broker	0	0.0%	0	0.0%	1	0.0%	11	0.1%	8	0.1%	81	0.1%	
Retail Trade	36	9.8%	239	11.0%	191	8.2%	1,779	8.0%	630	8.9%	7,191	10.7%	
Motor Vehicle & Parts Dealers	10	2.7%	143	6.6%	23	1.0%	207	0.9%	75	1.1%	1,387	2.1%	
Furniture & Home Furnishings Stores	1	0.3%	3	0.1%	9	0.4%	59	0.3%	31	0.4%	363	0.5%	
Electronics & Appliance Stores	1	0.3%	4	0.2%	4	0.2%	26	0.1%	19	0.3%	216	0.3%	
Building Material & Garden Equipment & Supplies Dealers	3	0.8%	9	0.4%	9	0.4%	200	0.9%	33	0.5%	463	0.7%	
Food & Beverage Stores	6	1.6%	25	1.1%	30	1.3%	365	1.6%	91	1.3%	1,434	2.1%	
Health & Personal Care Stores	3	0.8%	17	0.8%	35	1.5%	185	0.8%	96	1.4%	685	1.0%	
Gasoline Stations & Fuel Dealers	2	0.5%	9	0.4%	10	0.4%	44	0.2%	35	0.5%	156	0.2%	
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	0.8%	7	0.3%	24	1.0%	165	0.7%	92	1.3%	569	0.8%	
Sporting Goods, Hobby, Book, & Music Stores	3	0.8%	6	0.3%	19	0.8%	85	0.4%	81	1.1%	512	0.8%	
General Merchandise Stores	4	1.1%	17	0.8%	29	1.3%	442	2.0%	78	1.1%	1,405	2.1%	
Transportation & Warehousing	9	2.5%	95	4.4%	49	2.1%	237	1.1%	134	1.9%	653	1.0%	
Truck Transportation	6	1.6%	22	1.0%	33	1.4%	115	0.5%	79	1.1%	282	0.4%	
Information	2	0.5%	59	2.7%	41	1.8%	488	2.2%	131	1.9%	1,311	1.9%	
Finance & Insurance	9	2.5%	38	1.7%	110	4.7%	2,513	11.3%	366	5.2%	4,579	6.8%	
Central Bank/Credit Intermediation & Related Activities	1	0.3%	12	0.6%	36	1.6%	1,559	7.0%	125	1.8%	2,412	3.6%	
Securities & Commodity Contracts	2	0.5%	7	0.3%	30	1.3%	167	0.8%	114	1.6%	716	1.1%	
Funds, Trusts & Other Financial Vehicles	6	1.6%	20	0.9%	44	1.9%	786	3.5%	128	1.8%	1,451	2.2%	
Real Estate, Rental & Leasing	16	4.4%	84	3.9%	135	5.8%	980	4.4%	433	6.1%	3,190	4.7%	
Professional, Scientific & Tech Services	38	10.3%	133	6.1%	297	12.8%	2,546	11.4%	908	12.9%	7,231	10.8%	
Legal Services	8	2.2%	29	1.3%	51	2.2%	373	1.7%	250	3.5%	1,436	2.1%	
Management of Companies & Enterprises	0	0.0%	1	0.1%	4	0.2%	23	0.1%	31	0.4%	225	0.3%	
Administrative, Support & Waste Management Services	21	5.7%	89	4.1%	94	4.0%	1,087	4.9%	278	3.9%	2,224	3.3%	
Educational Services	8	2.2%	126	5.8%	64	2.8%	1,680	7.5%	168	2.4%	4,106	6.1%	

**Source:** Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

**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.

January 10, 2025



## Business Summary

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	46	12.5%	469	21.5%	295	12.7%	4,154	18.7%	976	13.8%	12,858	19.1%
Amulatory Health Care	18	4.9%	139	6.4%	161	6.9%	1,452	6.5%	653	9.3%	7,116	10.6%
Hospital	1	0.3%	3	0.1%	8	0.3%	1,396	6.3%	26	0.4%	1,695	2.5%
Nursing/Residential Care	10	2.7%	58	2.7%	42	1.8%	528	2.4%	79	1.1%	1,755	2.6%
Social Assistance	18	4.9%	270	12.4%	83	3.6%	779	3.5%	217	3.1%	2,292	3.4%
Arts, Entertainment & Recreation	5	1.4%	25	1.1%	42	1.8%	217	1.0%	112	1.6%	763	1.1%
Accommodation & Food Services	15	4.1%	195	8.9%	143	6.2%	1,624	7.3%	415	5.9%	5,484	8.2%
Accommodation	0	0.0%	2	0.1%	10	0.4%	177	0.8%	21	0.3%	515	0.8%
Food Services & Drinking Places	15	4.1%	193	8.8%	132	5.7%	1,447	6.5%	394	5.6%	4,969	7.4%
Other Services (except Public Administration)	72	19.6%	375	17.2%	327	14.1%	1,334	6.0%	856	12.2%	3,900	5.8%
Repair & Maintenance	21	5.7%	163	7.5%	58	2.5%	379	1.7%	148	2.1%	841	1.3%
Automotive Repair & Maintenance	16	4.4%	76	3.5%	45	1.9%	208	0.9%	107	1.5%	520	0.8%
Personal & Laundry Service	20	5.5%	66	3.0%	101	4.3%	364	1.6%	287	4.1%	1,273	1.9%
Civic and Other Orgs	31	8.4%	146	6.7%	168	7.2%	591	2.7%	421	6.0%	1,786	2.7%
Public Administration	1	0.3%	5	0.2%	7	0.3%	128	0.6%	44	0.6%	5,465	8.1%
Unclassified Establishments	48	13.1%	13	0.6%	322	13.9%	51	0.2%	913	12.9%	174	0.3%
Total	367	100.0%	2,181	100.0%	2,321	100.0%	22,246	100.0%	7,048	100.0%	67,250	100.0%

**Source:** Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

**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.

January 10, 2025

## Business Summary

9400 Liberty Rd, Randallstown, Maryland, 21133  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.37419  
Longitude: -76.80804

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	9	2.5%	46	2.1%	25	1.1%	131	0.6%	71	1.0%	492	0.7%
Construction	17	4.6%	64	2.9%	104	4.5%	828	3.7%	342	4.8%	2,872	4.3%
Manufacturing	8	2.2%	63	2.9%	43	1.9%	598	2.7%	123	1.8%	1,481	2.2%
Transportation	12	3.3%	101	4.6%	58	2.5%	295	1.3%	165	2.3%	828	1.2%
Communication	1	0.3%	47	2.1%	11	0.5%	110	0.5%	38	0.5%	307	0.5%
Utility	0	0.0%	2	0.1%	5	0.2%	35	0.2%	13	0.2%	173	0.3%
Wholesale Trade	10	2.7%	74	3.4%	41	1.8%	1,904	8.6%	142	2.0%	3,173	4.7%
Retail Trade Summary	53	14.4%	439	20.1%	329	14.2%	3,244	14.6%	1,041	14.8%	12,243	18.2%
Home Improvement	3	0.8%	9	0.4%	9	0.4%	200	0.9%	32	0.5%	460	0.7%
General Merchandise Stores	4	1.1%	17	0.8%	22	0.9%	410	1.8%	52	0.7%	1,197	1.8%
Food Stores	4	1.1%	18	0.8%	32	1.4%	428	1.9%	111	1.6%	1,743	2.6%
Auto Dealers & Gas Stations	12	3.3%	150	6.9%	32	1.4%	246	1.1%	107	1.5%	1,533	2.3%
Apparel & Accessory Stores	2	0.5%	5	0.2%	21	0.9%	156	0.7%	72	1.0%	444	0.7%
Furniture & Home Furnishings	3	0.8%	10	0.5%	14	0.6%	88	0.4%	54	0.8%	586	0.9%
Eating & Drinking Places	15	4.1%	191	8.8%	125	5.4%	1,373	6.2%	366	5.2%	4,647	6.9%
Miscellaneous Retail	10	2.7%	38	1.7%	73	3.1%	344	1.6%	248	3.5%	1,633	2.4%
Finance, Insurance, Real Estate Summary	25	6.8%	124	5.7%	239	10.3%	3,501	15.7%	813	11.5%	8,102	12.1%
Banks, Savings & Lending Institutions	2	0.5%	13	0.6%	37	1.6%	1,560	7.0%	130	1.8%	2,433	3.6%
Securities Brokers	2	0.5%	7	0.3%	27	1.2%	134	0.6%	100	1.4%	551	0.8%
Insurance Carriers & Agents	6	1.6%	20	0.9%	44	1.9%	786	3.5%	127	1.8%	1,450	2.2%
Real Estate, Holding, Other Investment Offices	15	4.1%	85	3.9%	131	5.6%	1,021	4.6%	456	6.5%	3,668	5.5%
Services Summary	182	49.6%	1,202	55.1%	1,136	48.9%	11,407	51.3%	3,341	47.4%	31,937	47.5%
Hotels & Lodging	0	0.0%	2	0.1%	10	0.4%	177	0.8%	21	0.3%	515	0.8%
Automotive Services	18	4.9%	80	3.7%	60	2.6%	260	1.2%	157	2.2%	724	1.1%
Movies & Amusements	5	1.4%	23	1.1%	47	2.0%	284	1.3%	129	1.8%	902	1.3%
Health Services	20	5.5%	156	7.2%	179	7.7%	3,188	14.3%	686	9.7%	9,804	14.6%
Legal Services	5	1.4%	22	1.0%	43	1.9%	349	1.6%	217	3.1%	1,288	1.9%
Education Institutions & Libraries	7	1.9%	120	5.5%	51	2.2%	1,661	7.5%	134	1.9%	4,079	6.1%
Other Services	127	34.6%	799	36.6%	745	32.1%	5,488	24.7%	1,997	28.3%	14,624	21.8%
Government	1	0.3%	5	0.2%	8	0.3%	133	0.6%	45	0.6%	5,458	8.1%
Unclassified Establishments	48	13.1%	13	0.2%	323	13.9%	60	0.6%	914	13.0%	183	8.1%
Totals	367	100.0%	2,181	100.0%	2,321	100.0%	22,246	100.0%	7,048	100.0%	67,250	100.0%

**Source:** Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

**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.

January 10, 2025