

4015 N Point Blvd, Dundalk, Maryland, 21222
 Drive Time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 39.26924
 Longitude: -76.47051

	5 minutes	10 minutes	15 minutes
Population Summary			
2000 Total Population	14,058	80,747	274,632
2010 Total Population	14,426	81,260	276,246
2021 Total Population	14,062	80,852	278,046
2021 Group Quarters	134	611	2,122
2026 Total Population	14,060	80,885	277,632
2021-2026 Annual Rate	0.00%	0.01%	-0.03%
2021 Total Daytime Population	12,959	75,347	259,260
Workers	5,311	31,312	112,631
Residents	7,648	44,035	146,629
Household Summary			
2000 Households	5,390	32,317	107,645
2000 Average Household Size	2.58	2.48	2.53
2010 Households	5,486	31,406	106,471
2010 Average Household Size	2.61	2.57	2.58
2021 Households	5,319	31,070	106,845
2021 Average Household Size	2.62	2.58	2.58
2026 Households	5,307	31,043	106,675
2026 Average Household Size	2.62	2.59	2.58
2021-2026 Annual Rate	-0.05%	-0.02%	-0.03%
2010 Families	3,837	20,758	67,546
2010 Average Family Size	3.06	3.09	3.14
2021 Families	3,683	20,203	66,436
2021 Average Family Size	3.09	3.13	3.18
2026 Families	3,661	20,089	65,935
2026 Average Family Size	3.10	3.14	3.19
2021-2026 Annual Rate	-0.12%	-0.11%	-0.15%
Housing Unit Summary			
2000 Housing Units	5,670	35,315	119,585
Owner Occupied Housing Units	74.0%	66.9%	55.8%
Renter Occupied Housing Units	21.1%	24.6%	34.2%
Vacant Housing Units	4.9%	8.5%	10.0%
2010 Housing Units	5,833	33,620	118,100
Owner Occupied Housing Units	70.7%	65.7%	53.8%
Renter Occupied Housing Units	23.3%	27.7%	36.3%
Vacant Housing Units	5.9%	6.6%	9.8%
2021 Housing Units	5,892	34,017	120,662
Owner Occupied Housing Units	70.8%	67.2%	55.3%
Renter Occupied Housing Units	19.5%	24.2%	33.3%
Vacant Housing Units	9.7%	8.7%	11.5%
2026 Housing Units	5,929	34,177	121,601
Owner Occupied Housing Units	71.6%	68.2%	55.8%
Renter Occupied Housing Units	17.9%	22.6%	31.9%
Vacant Housing Units	10.5%	9.2%	12.3%
Median Household Income			
2021	\$59,202	\$56,466	\$56,279
2026	\$62,203	\$59,878	\$60,291
Median Home Value			
2021	\$207,513	\$189,019	\$205,441
2026	\$305,446	\$278,728	\$279,244
Per Capita Income			
2021	\$27,896	\$27,482	\$28,467
2026	\$30,478	\$30,188	\$31,484
Median Age			
2010	40.8	39.9	35.7
2021	41.8	40.9	37.5
2026	41.4	41.1	38.3

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

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

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2021 Households by Income			
Household Income Base	5,319	31,055	106,829
<\$15,000	8.8%	11.3%	12.5%
\$15,000 - \$24,999	8.2%	9.0%	8.2%
\$25,000 - \$34,999	7.3%	9.3%	9.7%
\$35,000 - \$49,999	14.0%	13.1%	13.4%
\$50,000 - \$74,999	24.4%	21.0%	18.8%
\$75,000 - \$99,999	14.2%	13.6%	12.8%
\$100,000 - \$149,999	13.9%	14.9%	15.8%
\$150,000 - \$199,999	6.4%	4.8%	5.1%
\$200,000+	2.8%	3.0%	3.9%
Average Household Income	\$74,210	\$71,611	\$74,075
2026 Households by Income			
Household Income Base	5,307	31,028	106,659
<\$15,000	8.2%	10.5%	11.6%
\$15,000 - \$24,999	7.5%	8.3%	7.5%
\$25,000 - \$34,999	7.1%	8.7%	9.2%
\$35,000 - \$49,999	13.1%	12.2%	12.3%
\$50,000 - \$74,999	23.6%	20.9%	18.5%
\$75,000 - \$99,999	14.6%	14.1%	13.3%
\$100,000 - \$149,999	15.0%	16.3%	17.1%
\$150,000 - \$199,999	7.6%	5.6%	5.9%
\$200,000+	3.2%	3.5%	4.6%
Average Household Income	\$81,282	\$78,755	\$81,952
2021 Owner Occupied Housing Units by Value			
Total	4,169	22,839	66,694
<\$50,000	7.4%	6.3%	6.1%
\$50,000 - \$99,999	5.1%	7.6%	8.3%
\$100,000 - \$149,999	18.5%	20.3%	16.6%
\$150,000 - \$199,999	17.7%	20.2%	17.5%
\$200,000 - \$249,999	9.3%	11.7%	14.0%
\$250,000 - \$299,999	11.9%	10.0%	12.2%
\$300,000 - \$399,999	22.4%	14.4%	14.2%
\$400,000 - \$499,999	5.2%	4.1%	5.2%
\$500,000 - \$749,999	1.0%	3.0%	3.6%
\$750,000 - \$999,999	0.9%	1.3%	1.1%
\$1,000,000 - \$1,499,999	0.8%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$238,718	\$237,962	\$249,351
2026 Owner Occupied Housing Units by Value			
Total	4,248	23,293	67,822
<\$50,000	5.1%	5.1%	5.0%
\$50,000 - \$99,999	1.7%	3.4%	4.2%
\$100,000 - \$149,999	8.5%	9.8%	8.8%
\$150,000 - \$199,999	10.2%	13.4%	11.6%
\$200,000 - \$249,999	7.3%	11.1%	12.1%
\$250,000 - \$299,999	15.3%	12.5%	14.0%
\$300,000 - \$399,999	34.6%	23.7%	22.0%
\$400,000 - \$499,999	11.1%	8.2%	9.7%
\$500,000 - \$749,999	2.6%	7.2%	7.5%
\$750,000 - \$999,999	2.1%	3.7%	2.7%
\$1,000,000 - \$1,499,999	1.5%	0.8%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.3%
\$2,000,000 +	0.0%	0.6%	0.8%
Average Home Value	\$313,618	\$328,390	\$331,034

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

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

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2010 Population by Age			
Total	14,426	81,260	276,245
0 - 4	5.9%	6.2%	7.1%
5 - 9	5.7%	5.8%	6.2%
10 - 14	6.3%	5.9%	6.1%
15 - 24	13.9%	13.5%	14.2%
25 - 34	11.5%	13.1%	15.7%
35 - 44	12.6%	12.2%	12.8%
45 - 54	16.5%	15.8%	14.6%
55 - 64	11.4%	12.1%	11.1%
65 - 74	8.7%	7.7%	6.3%
75 - 84	5.5%	5.5%	4.2%
85 +	2.1%	2.3%	1.8%
18 +	77.8%	78.2%	76.7%
2021 Population by Age			
Total	14,062	80,852	278,047
0 - 4	5.2%	5.5%	6.2%
5 - 9	5.4%	5.6%	6.2%
10 - 14	5.6%	5.7%	6.1%
15 - 24	10.8%	10.9%	11.6%
25 - 34	15.0%	14.8%	16.3%
35 - 44	11.2%	12.1%	13.4%
45 - 54	12.3%	11.8%	11.4%
55 - 64	14.7%	14.2%	12.6%
65 - 74	10.4%	10.6%	9.3%
75 - 84	6.5%	5.9%	4.7%
85 +	2.9%	2.8%	2.1%
18 +	80.7%	80.1%	78.3%
2026 Population by Age			
Total	14,059	80,886	277,632
0 - 4	5.5%	5.6%	6.3%
5 - 9	5.3%	5.5%	6.0%
10 - 14	5.5%	5.7%	6.0%
15 - 24	10.1%	10.4%	11.6%
25 - 34	14.4%	14.0%	15.0%
35 - 44	13.5%	13.7%	14.5%
45 - 54	10.7%	11.0%	11.3%
55 - 64	13.6%	12.9%	11.5%
65 - 74	11.6%	11.6%	10.1%
75 - 84	6.8%	6.7%	5.6%
85 +	3.0%	2.7%	2.1%
18 +	80.6%	79.9%	78.4%
2010 Population by Sex			
Males	7,030	39,460	131,911
Females	7,396	41,800	144,335
2021 Population by Sex			
Males	6,808	39,366	133,248
Females	7,255	41,485	144,798
2026 Population by Sex			
Males	6,815	39,513	133,261
Females	7,246	41,373	144,371

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2010 Population by Race/Ethnicity			
Total	14,425	81,259	276,245
White Alone	89.4%	84.1%	55.9%
Black Alone	5.6%	7.7%	34.9%
American Indian Alone	0.8%	0.9%	0.7%
Asian Alone	1.3%	1.8%	2.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	2.7%	3.3%
Two or More Races	2.0%	2.7%	2.7%
Hispanic Origin	3.1%	6.1%	7.0%
Diversity Index	24.5	36.8	62.2
2021 Population by Race/Ethnicity			
Total	14,064	80,852	278,047
White Alone	83.6%	76.9%	50.3%
Black Alone	8.6%	11.1%	37.3%
American Indian Alone	1.0%	1.0%	0.7%
Asian Alone	1.9%	2.6%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.7%	4.4%	4.9%
Two or More Races	3.2%	4.0%	3.6%
Hispanic Origin	5.4%	10.0%	10.5%
Diversity Index	36.5	50.4	68.1
2026 Population by Race/Ethnicity			
Total	14,059	80,885	277,632
White Alone	80.1%	72.8%	47.7%
Black Alone	10.4%	12.9%	38.2%
American Indian Alone	1.1%	1.1%	0.8%
Asian Alone	2.3%	3.0%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.2%	5.3%	5.7%
Two or More Races	3.9%	4.8%	4.1%
Hispanic Origin	7.0%	12.3%	12.5%
Diversity Index	43.2	57.0	70.7
2010 Population by Relationship and Household Type			
Total	14,426	81,260	276,246
In Households	99.1%	99.3%	99.3%
In Family Households	85.0%	83.0%	81.0%
Householder	26.5%	25.5%	24.4%
Spouse	17.8%	16.4%	13.7%
Child	32.6%	31.6%	32.5%
Other relative	4.6%	5.6%	6.2%
Nonrelative	3.6%	3.9%	4.1%
In Nonfamily Households	14.1%	16.3%	18.2%
In Group Quarters	0.9%	0.7%	0.7%
Institutionalized Population	0.8%	0.6%	0.5%
Noninstitutionalized Population	0.1%	0.1%	0.3%

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

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2021 Population 25+ by Educational Attainment			
Total	10,253	58,482	194,467
Less than 9th Grade	5.8%	6.9%	6.3%
9th - 12th Grade, No Diploma	13.0%	11.0%	9.3%
High School Graduate	35.0%	34.6%	30.8%
GED/Alternative Credential	5.4%	6.8%	5.3%
Some College, No Degree	20.8%	19.6%	19.7%
Associate Degree	6.1%	6.9%	6.4%
Bachelor's Degree	8.7%	9.2%	13.5%
Graduate/Professional Degree	5.2%	5.0%	8.8%
2021 Population 15+ by Marital Status			
Total	11,774	67,263	226,608
Never Married	34.3%	37.6%	43.5%
Married	43.9%	42.3%	38.1%
Widowed	8.4%	9.0%	7.3%
Divorced	13.4%	11.1%	11.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,904	40,238	143,995
Population 16+ Employed	93.9%	92.4%	92.1%
Population 16+ Unemployment rate	6.1%	7.6%	7.9%
Population 16-24 Employed	12.4%	10.7%	11.3%
Population 16-24 Unemployment rate	13.0%	18.6%	16.0%
Population 25-54 Employed	64.6%	64.3%	67.5%
Population 25-54 Unemployment rate	4.7%	6.7%	7.4%
Population 55-64 Employed	15.8%	17.6%	15.0%
Population 55-64 Unemployment rate	7.1%	4.4%	4.7%
Population 65+ Employed	7.1%	7.4%	6.2%
Population 65+ Unemployment rate	3.5%	3.9%	5.2%
2021 Employed Population 16+ by Industry			
Total	6,480	37,193	132,598
Agriculture/Mining	0.9%	0.4%	0.2%
Construction	10.4%	12.7%	9.5%
Manufacturing	8.3%	7.7%	6.0%
Wholesale Trade	4.0%	2.8%	2.2%
Retail Trade	11.2%	12.0%	11.0%
Transportation/Utilities	7.7%	7.4%	7.2%
Information	0.4%	0.8%	1.0%
Finance/Insurance/Real Estate	4.6%	5.4%	5.7%
Services	44.3%	44.0%	49.1%
Public Administration	7.9%	6.8%	8.2%
2021 Employed Population 16+ by Occupation			
Total	6,478	37,195	132,599
White Collar	53.6%	49.5%	56.0%
Management/Business/Financial	11.7%	11.9%	13.6%
Professional	17.5%	15.7%	21.4%
Sales	8.4%	8.2%	7.9%
Administrative Support	16.0%	13.9%	13.0%
Services	16.0%	18.1%	18.7%
Blue Collar	30.4%	32.4%	25.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	7.6%	9.1%	6.5%
Installation/Maintenance/Repair	5.1%	5.0%	3.5%
Production	5.6%	5.5%	4.3%
Transportation/Material Moving	12.2%	12.6%	10.9%

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2010 Households by Type			
Total	5,486	31,406	106,471
Households with 1 Person	24.2%	27.2%	28.5%
Households with 2+ People	75.8%	72.8%	71.5%
Family Households	69.9%	66.1%	63.4%
Husband-wife Families	47.3%	42.4%	35.5%
With Related Children	19.7%	17.3%	15.0%
Other Family (No Spouse Present)	22.7%	23.7%	27.9%
Other Family with Male Householder	6.9%	7.1%	6.7%
With Related Children	3.7%	3.8%	3.6%
Other Family with Female Householder	15.8%	16.6%	21.2%
With Related Children	9.6%	10.0%	13.8%
Nonfamily Households	5.8%	6.7%	8.1%
All Households with Children	33.7%	31.8%	33.0%
Multigenerational Households	6.9%	6.6%	6.7%
Unmarried Partner Households	8.1%	8.8%	9.3%
Male-female	7.5%	8.1%	8.4%
Same-sex	0.6%	0.8%	0.9%
2010 Households by Size			
Total	5,486	31,405	106,470
1 Person Household	24.2%	27.2%	28.5%
2 Person Household	32.5%	31.3%	30.3%
3 Person Household	17.8%	17.5%	17.5%
4 Person Household	14.6%	12.9%	12.3%
5 Person Household	6.8%	6.5%	6.4%
6 Person Household	2.4%	2.6%	2.8%
7 + Person Household	1.7%	2.0%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	5,486	31,406	106,471
Owner Occupied	75.2%	70.4%	59.7%
Owned with a Mortgage/Loan	51.0%	47.0%	43.4%
Owned Free and Clear	24.2%	23.3%	16.3%
Renter Occupied	24.8%	29.6%	40.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	144	150	136
Percent of Income for Mortgage	14.7%	14.0%	15.3%
Wealth Index	71	68	66
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,833	33,620	118,100
Housing Units Inside Urbanized Area	100.0%	99.9%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	14,426	81,260	276,246
Population Inside Urbanized Area	100.0%	99.9%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	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.

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Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Front Porches (8E)	Front Porches (8E)
3.	Pleasantville (2B)	Midlife Constants (5E)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$8,936,111	\$50,986,737	\$186,943,042
Average Spent	\$1,680.04	\$1,641.03	\$1,749.67
Spending Potential Index	79	77	83
Education: Total \$	\$8,492,155	\$46,365,465	\$157,986,549
Average Spent	\$1,596.57	\$1,492.29	\$1,478.65
Spending Potential Index	93	86	86
Entertainment/Recreation: Total \$	\$13,623,884	\$77,209,373	\$272,781,631
Average Spent	\$2,561.36	\$2,485.01	\$2,553.06
Spending Potential Index	79	77	79
Food at Home: Total \$	\$23,007,305	\$131,729,995	\$475,621,523
Average Spent	\$4,325.49	\$4,239.78	\$4,451.51
Spending Potential Index	79	78	82
Food Away from Home: Total \$	\$15,736,954	\$90,154,741	\$331,098,714
Average Spent	\$2,958.63	\$2,901.67	\$3,098.87
Spending Potential Index	78	76	82
Health Care: Total \$	\$25,899,206	\$147,770,019	\$521,749,455
Average Spent	\$4,869.19	\$4,756.04	\$4,883.24
Spending Potential Index	78	76	78
HH Furnishings & Equipment: Total \$	\$9,485,264	\$53,512,039	\$190,958,813
Average Spent	\$1,783.28	\$1,722.31	\$1,787.25
Spending Potential Index	79	76	79
Personal Care Products & Services: Total \$	\$3,818,915	\$21,731,385	\$78,348,970
Average Spent	\$717.98	\$699.43	\$733.30
Spending Potential Index	80	78	82
Shelter: Total \$	\$88,529,628	\$500,213,797	\$1,783,659,638
Average Spent	\$16,644.04	\$16,099.58	\$16,693.90
Spending Potential Index	83	80	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,489,245	\$54,126,706	\$189,988,801
Average Spent	\$1,784.03	\$1,742.09	\$1,778.17
Spending Potential Index	75	73	74
Travel: Total \$	\$10,850,977	\$60,427,203	\$211,226,059
Average Spent	\$2,040.04	\$1,944.87	\$1,976.94
Spending Potential Index	81	77	78
Vehicle Maintenance & Repairs: Total \$	\$4,542,449	\$26,193,322	\$94,641,876
Average Spent	\$854.00	\$843.04	\$885.79
Spending Potential Index	77	76	80

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

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

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

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 Longitude: -76.47051

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	44.0%	Population	14,062	14,060
Front Porches (8E)	32.1%	Households	5,319	5,307
Pleasantville (2B)	11.5%	Families	3,683	3,661
Midlife Constants (5E)	10.5%	Median Age	41.8	41.4
Salt of the Earth (6B)	1.9%	Median Household Income	\$59,202	\$62,203
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,680.04	\$8,936,111
Men's		78	\$317.23	\$1,687,344
Women's		80	\$588.44	\$3,129,907
Children's		76	\$236.27	\$1,256,715
Footwear		82	\$413.27	\$2,198,171
Watches & Jewelry		73	\$94.46	\$502,442
Apparel Products and Services (1)		84	\$44.13	\$234,725
Computer				
Computers and Hardware for Home Use		79	\$132.26	\$703,465
Portable Memory		77	\$3.33	\$17,723
Computer Software		84	\$8.07	\$42,926
Computer Accessories		78	\$14.02	\$74,582
Entertainment & Recreation		79	\$2,561.36	\$13,623,884
Fees and Admissions		84	\$625.05	\$3,324,652
Membership Fees for Clubs (2)		84	\$208.92	\$1,111,225
Fees for Participant Sports, excl. Trips		81	\$93.12	\$495,319
Tickets to Theatre/Operas/Concerts		89	\$71.81	\$381,950
Tickets to Movies		78	\$43.20	\$229,760
Tickets to Parks or Museums		76	\$25.73	\$136,839
Admission to Sporting Events, excl. Trips		84	\$54.25	\$288,555
Fees for Recreational Lessons		90	\$126.97	\$675,367
Dating Services		88	\$1.06	\$5,636
TV/Video/Audio		78	\$920.07	\$4,893,850
Cable and Satellite Television Services		80	\$641.70	\$3,413,179
Televisions		75	\$84.32	\$448,515
Satellite Dishes		68	\$1.06	\$5,663
VCRs, Video Cameras, and DVD Players		76	\$3.74	\$19,895
Miscellaneous Video Equipment		94	\$14.57	\$77,477
Video Cassettes and DVDs		77	\$5.92	\$31,466
Video Game Hardware/Accessories		72	\$20.85	\$110,913
Video Game Software		76	\$12.11	\$64,430
Rental/Streaming/Downloaded Video		74	\$52.21	\$277,686
Installation of Televisions		84	\$0.62	\$3,309
Audio (3)		76	\$81.17	\$431,717
Rental and Repair of TV/Radio/Sound Equipment		61	\$1.81	\$9,601
Pets		76	\$556.29	\$2,958,918
Toys/Games/Crafts/Hobbies (4)		77	\$88.62	\$471,383
Recreational Vehicles and Fees (5)		80	\$90.24	\$479,991
Sports/Recreation/Exercise Equipment (6)		73	\$132.32	\$703,791
Photo Equipment and Supplies (7)		76	\$34.72	\$184,652
Reading (8)		85	\$87.61	\$465,977
Catered Affairs (9)		91	\$26.68	\$141,925
Food		79	\$7,284.12	\$38,744,260
Food at Home		79	\$4,325.49	\$23,007,305
Bakery and Cereal Products		81	\$562.95	\$2,994,313
Meats, Poultry, Fish, and Eggs		80	\$938.10	\$4,989,730
Dairy Products		81	\$440.83	\$2,344,783
Fruits and Vegetables		81	\$854.31	\$4,544,091
Snacks and Other Food at Home (10)		78	\$1,529.31	\$8,134,389
Food Away from Home		78	\$2,958.63	\$15,736,954
Alcoholic Beverages		81	\$509.86	\$2,711,952

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

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	78	\$21,259.84	\$113,081,095
Value of Retirement Plans	84	\$84,191.44	\$447,814,259
Value of Other Financial Assets	79	\$6,831.96	\$36,339,177
Vehicle Loan Amount excluding Interest	74	\$2,101.67	\$11,178,807
Value of Credit Card Debt	83	\$2,286.95	\$12,164,274
Health			
Nonprescription Drugs	74	\$114.48	\$608,925
Prescription Drugs	75	\$249.69	\$1,328,092
Eyeglasses and Contact Lenses	79	\$76.85	\$408,766
Home			
Mortgage Payment and Basics (11)	84	\$8,970.27	\$47,712,858
Maintenance and Remodeling Services	82	\$2,351.05	\$12,505,260
Maintenance and Remodeling Materials (12)	73	\$453.48	\$2,412,038
Utilities, Fuel, and Public Services	78	\$3,905.75	\$20,774,701
Household Furnishings and Equipment			
Household Textiles (13)	80	\$81.17	\$431,745
Furniture	79	\$505.87	\$2,690,718
Rugs	80	\$25.07	\$133,351
Major Appliances (14)	78	\$296.00	\$1,574,410
Housewares (15)	76	\$66.80	\$355,332
Small Appliances	77	\$40.30	\$214,345
Luggage	77	\$12.92	\$68,736
Telephones and Accessories	85	\$84.76	\$450,817
Household Operations			
Child Care	82	\$436.19	\$2,320,074
Lawn and Garden (16)	79	\$395.75	\$2,105,006
Moving/Storage/Freight Express	72	\$50.96	\$271,031
Housekeeping Supplies (17)	78	\$604.66	\$3,216,160
Insurance			
Owners and Renters Insurance	75	\$471.89	\$2,509,961
Vehicle Insurance	77	\$1,426.80	\$7,589,131
Life/Other Insurance	80	\$479.89	\$2,552,513
Health Insurance	79	\$3,256.43	\$17,320,955
Personal Care Products (18)	78	\$385.95	\$2,052,890
School Books and Supplies (19)	75	\$98.10	\$521,771
Smoking Products	76	\$293.55	\$1,561,419
Transportation			
Payments on Vehicles excluding Leases	73	\$1,914.25	\$10,181,891
Gasoline and Motor Oil	76	\$1,821.78	\$9,690,058
Vehicle Maintenance and Repairs	77	\$854.00	\$4,542,449
Travel			
Airline Fares	82	\$516.81	\$2,748,935
Lodging on Trips	81	\$576.15	\$3,064,554
Auto/Truck Rental on Trips	80	\$43.74	\$232,660
Food and Drink on Trips	80	\$479.50	\$2,550,465

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

4015 N Point Blvd, Dundalk, Maryland, 21222
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 39.26924
 Longitude: -76.47051

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	36.2%	Population	80,852	80,885
Front Porches (8E)	34.0%	Households	31,070	31,043
Midlife Constants (5E)	5.8%	Families	20,203	20,089
Metro Fusion (11C)	2.7%	Median Age	40.9	41.1
Pleasantville (2B)	2.6%	Median Household Income	\$56,466	\$59,878
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,641.03	\$50,986,737
Men's		76	\$310.46	\$9,645,949
Women's		78	\$572.86	\$17,798,829
Children's		75	\$232.79	\$7,232,792
Footwear		81	\$403.45	\$12,535,324
Watches & Jewelry		72	\$92.65	\$2,878,598
Apparel Products and Services (1)		80	\$42.23	\$1,312,152
Computer				
Computers and Hardware for Home Use		76	\$128.51	\$3,992,825
Portable Memory		76	\$3.31	\$102,704
Computer Software		82	\$7.87	\$244,456
Computer Accessories		76	\$13.78	\$428,002
Entertainment & Recreation		77	\$2,485.01	\$77,209,373
Fees and Admissions		80	\$589.80	\$18,325,062
Membership Fees for Clubs (2)		80	\$198.09	\$6,154,590
Fees for Participant Sports, excl. Trips		77	\$89.03	\$2,766,247
Tickets to Theatre/Operas/Concerts		83	\$66.95	\$2,080,220
Tickets to Movies		76	\$42.46	\$1,319,376
Tickets to Parks or Museums		74	\$25.01	\$776,983
Admission to Sporting Events, excl. Trips		79	\$51.00	\$1,584,582
Fees for Recreational Lessons		83	\$116.23	\$3,611,124
Dating Services		86	\$1.03	\$31,940
TV/Video/Audio		77	\$904.76	\$28,111,008
Cable and Satellite Television Services		78	\$627.46	\$19,495,125
Televisions		75	\$83.85	\$2,605,086
Satellite Dishes		69	\$1.08	\$33,660
VCRs, Video Cameras, and DVD Players		76	\$3.73	\$115,834
Miscellaneous Video Equipment		89	\$13.81	\$428,995
Video Cassettes and DVDs		78	\$5.98	\$185,893
Video Game Hardware/Accessories		74	\$21.45	\$666,334
Video Game Software		78	\$12.42	\$385,802
Rental/Streaming/Downloaded Video		75	\$52.97	\$1,645,844
Installation of Televisions		78	\$0.58	\$17,906
Audio (3)		74	\$79.56	\$2,472,007
Rental and Repair of TV/Radio/Sound Equipment		64	\$1.88	\$58,523
Pets		75	\$543.78	\$16,895,187
Toys/Games/Crafts/Hobbies (4)		76	\$88.10	\$2,737,155
Recreational Vehicles and Fees (5)		74	\$83.64	\$2,598,753
Sports/Recreation/Exercise Equipment (6)		73	\$131.02	\$4,070,915
Photo Equipment and Supplies (7)		74	\$34.08	\$1,058,968
Reading (8)		82	\$84.69	\$2,631,388
Catered Affairs (9)		86	\$25.37	\$788,267
Food		77	\$7,141.45	\$221,884,737
Food at Home		78	\$4,239.78	\$131,729,995
Bakery and Cereal Products		79	\$549.46	\$17,071,817
Meats, Poultry, Fish, and Eggs		78	\$918.19	\$28,528,037
Dairy Products		79	\$430.65	\$13,380,160
Fruits and Vegetables		79	\$832.99	\$25,881,143
Snacks and Other Food at Home (10)		77	\$1,508.49	\$46,868,838
Food Away from Home		76	\$2,901.67	\$90,154,741
Alcoholic Beverages		78	\$490.35	\$15,235,316

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	74	\$20,180.54	\$627,009,258
Value of Retirement Plans	78	\$78,419.88	\$2,436,505,720
Value of Other Financial Assets	75	\$6,473.92	\$201,144,744
Vehicle Loan Amount excluding Interest	74	\$2,107.94	\$65,493,570
Value of Credit Card Debt	80	\$2,207.71	\$68,593,481
Health			
Nonprescription Drugs	74	\$114.62	\$3,561,314
Prescription Drugs	74	\$247.95	\$7,703,898
Eyeglasses and Contact Lenses	77	\$74.55	\$2,316,175
Home			
Mortgage Payment and Basics (11)	78	\$8,276.43	\$257,148,630
Maintenance and Remodeling Services	76	\$2,184.55	\$67,873,833
Maintenance and Remodeling Materials (12)	70	\$433.01	\$13,453,501
Utilities, Fuel, and Public Services	77	\$3,831.81	\$119,054,432
Household Furnishings and Equipment			
Household Textiles (13)	78	\$78.88	\$2,450,927
Furniture	77	\$490.78	\$15,248,613
Rugs	75	\$23.67	\$735,376
Major Appliances (14)	75	\$283.66	\$8,813,471
Housewares (15)	74	\$65.43	\$2,032,837
Small Appliances	76	\$40.03	\$1,243,858
Luggage	75	\$12.62	\$392,191
Telephones and Accessories	81	\$81.45	\$2,530,603
Household Operations			
Child Care	78	\$413.16	\$12,836,975
Lawn and Garden (16)	75	\$375.63	\$11,670,840
Moving/Storage/Freight Express	73	\$52.07	\$1,617,730
Housekeeping Supplies (17)	76	\$593.91	\$18,452,841
Insurance			
Owners and Renters Insurance	73	\$454.54	\$14,122,406
Vehicle Insurance	76	\$1,414.70	\$43,954,677
Life/Other Insurance	75	\$455.43	\$14,150,078
Health Insurance	77	\$3,171.18	\$98,528,585
Personal Care Products (18)	76	\$379.92	\$11,804,038
School Books and Supplies (19)	74	\$96.92	\$3,011,224
Smoking Products	78	\$300.41	\$9,333,658
Transportation			
Payments on Vehicles excluding Leases	73	\$1,895.50	\$58,893,313
Gasoline and Motor Oil	75	\$1,803.78	\$56,043,487
Vehicle Maintenance and Repairs	76	\$843.04	\$26,193,322
Travel			
Airline Fares	78	\$491.44	\$15,268,966
Lodging on Trips	77	\$544.74	\$16,924,980
Auto/Truck Rental on Trips	76	\$41.92	\$1,302,342
Food and Drink on Trips	77	\$459.20	\$14,267,266

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4015 N Point Blvd, Dundalk, Maryland, 21222
 Drive Time: 15 minute radius

Prepared by Esri
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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	17.9%	Population	278,046	277,632
Front Porches (8E)	16.3%	Households	106,845	106,675
Bright Young Professionals (8C)	8.7%	Families	66,436	65,935
Metro Fusion (11C)	8.3%	Median Age	37.5	38.3
Family Foundations (12A)	6.1%	Median Household Income	\$56,279	\$60,291
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,749.67	\$186,943,042
Men's		82	\$334.16	\$35,703,527
Women's		82	\$602.19	\$64,341,142
Children's		82	\$254.75	\$27,218,590
Footwear		86	\$428.79	\$45,814,165
Watches & Jewelry		78	\$100.05	\$10,689,659
Apparel Products and Services (1)		84	\$44.08	\$4,709,206
Computer				
Computers and Hardware for Home Use		81	\$135.56	\$14,483,651
Portable Memory		80	\$3.47	\$371,206
Computer Software		86	\$8.30	\$887,001
Computer Accessories		81	\$14.66	\$1,566,167
Entertainment & Recreation		79	\$2,553.06	\$272,781,631
Fees and Admissions		80	\$591.74	\$63,224,537
Membership Fees for Clubs (2)		80	\$199.93	\$21,361,474
Fees for Participant Sports, excl. Trips		78	\$90.43	\$9,661,606
Tickets to Theatre/Operas/Concerts		82	\$66.03	\$7,054,810
Tickets to Movies		82	\$45.50	\$4,861,928
Tickets to Parks or Museums		78	\$26.40	\$2,820,548
Admission to Sporting Events, excl. Trips		77	\$49.93	\$5,334,777
Fees for Recreational Lessons		80	\$112.36	\$12,005,243
Dating Services		97	\$1.16	\$124,152
TV/Video/Audio		81	\$950.82	\$101,590,226
Cable and Satellite Television Services		80	\$649.27	\$69,371,016
Televisions		82	\$92.11	\$9,841,248
Satellite Dishes		78	\$1.22	\$130,847
VCRs, Video Cameras, and DVD Players		81	\$3.97	\$424,597
Miscellaneous Video Equipment		86	\$13.32	\$1,422,912
Video Cassettes and DVDs		84	\$6.43	\$686,507
Video Game Hardware/Accessories		85	\$24.55	\$2,623,083
Video Game Software		88	\$14.05	\$1,500,990
Rental/Streaming/Downloaded Video		83	\$58.37	\$6,236,819
Installation of Televisions		76	\$0.56	\$60,113
Audio (3)		79	\$84.66	\$9,045,812
Rental and Repair of TV/Radio/Sound Equipment		78	\$2.31	\$246,283
Pets		76	\$552.64	\$59,046,973
Toys/Games/Crafts/Hobbies (4)		81	\$94.11	\$10,055,640
Recreational Vehicles and Fees (5)		72	\$80.74	\$8,627,035
Sports/Recreation/Exercise Equipment (6)		76	\$136.98	\$14,635,318
Photo Equipment and Supplies (7)		80	\$36.97	\$3,950,408
Reading (8)		82	\$84.25	\$9,001,207
Catered Affairs (9)		85	\$25.07	\$2,678,142
Food		82	\$7,550.38	\$806,720,237
Food at Home		82	\$4,451.51	\$475,621,523
Bakery and Cereal Products		82	\$572.37	\$61,154,747
Meats, Poultry, Fish, and Eggs		82	\$966.17	\$103,229,998
Dairy Products		81	\$445.35	\$47,582,902
Fruits and Vegetables		82	\$868.85	\$92,832,323
Snacks and Other Food at Home (10)		81	\$1,598.78	\$170,821,553
Food Away from Home		82	\$3,098.87	\$331,098,714
Alcoholic Beverages		81	\$509.74	\$54,462,954

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	74	\$20,189.55	\$2,157,152,670
Value of Retirement Plans	75	\$75,241.03	\$8,039,127,639
Value of Other Financial Assets	76	\$6,520.22	\$696,653,023
Vehicle Loan Amount excluding Interest	81	\$2,317.10	\$247,570,649
Value of Credit Card Debt	82	\$2,262.44	\$241,730,211
Health			
Nonprescription Drugs	77	\$119.71	\$12,790,357
Prescription Drugs	76	\$255.18	\$27,264,777
Eyeglasses and Contact Lenses	78	\$75.58	\$8,075,269
Home			
Mortgage Payment and Basics (11)	74	\$7,932.07	\$847,502,224
Maintenance and Remodeling Services	72	\$2,084.68	\$222,737,588
Maintenance and Remodeling Materials (12)	69	\$427.45	\$45,670,715
Utilities, Fuel, and Public Services	81	\$4,025.75	\$430,131,399
Household Furnishings and Equipment			
Household Textiles (13)	82	\$82.93	\$8,861,031
Furniture	81	\$515.94	\$55,125,655
Rugs	77	\$24.13	\$2,577,657
Major Appliances (14)	76	\$287.85	\$30,754,818
Housewares (15)	79	\$69.44	\$7,419,749
Small Appliances	82	\$42.89	\$4,582,460
Luggage	82	\$13.67	\$1,460,193
Telephones and Accessories	82	\$82.51	\$8,815,724
Household Operations			
Child Care	81	\$431.86	\$46,141,902
Lawn and Garden (16)	73	\$366.99	\$39,211,501
Moving/Storage/Freight Express	82	\$58.09	\$6,207,068
Housekeeping Supplies (17)	80	\$624.71	\$66,747,128
Insurance			
Owners and Renters Insurance	73	\$458.89	\$49,029,745
Vehicle Insurance	82	\$1,521.50	\$162,564,604
Life/Other Insurance	76	\$457.33	\$48,862,970
Health Insurance	79	\$3,254.17	\$347,691,628
Personal Care Products (18)	81	\$404.65	\$43,235,061
School Books and Supplies (19)	81	\$105.92	\$11,317,218
Smoking Products	85	\$326.10	\$34,842,073
Transportation			
Payments on Vehicles excluding Leases	78	\$2,040.67	\$218,034,959
Gasoline and Motor Oil	80	\$1,929.93	\$206,203,390
Vehicle Maintenance and Repairs	80	\$885.79	\$94,641,876
Travel			
Airline Fares	79	\$499.80	\$53,401,597
Lodging on Trips	77	\$547.07	\$58,451,173
Auto/Truck Rental on Trips	79	\$43.72	\$4,671,228
Food and Drink on Trips	79	\$470.29	\$50,247,848

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

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

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

4015 N Point Blvd, Dundalk, Maryland, 21222
 Drive Time: 5, 10, 15 minute radii

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Data for all businesses in area	5 minutes				10 minutes				15 minutes			
Total Businesses:	636				3,068				9,051			
Total Employees:	6,619				37,945				115,759			
Total Residential Population:	14,062				80,852				278,046			
Employee/Residential Population Ratio (per 100 Residents)	47				47				42			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	1.3%	54	0.8%	41	1.3%	308	0.8%	107	1.2%	753	0.7%
Construction	51	8.0%	556	8.4%	268	8.7%	2,383	6.3%	668	7.4%	6,937	6.0%
Manufacturing	27	4.2%	700	10.6%	120	3.9%	2,346	6.2%	294	3.2%	6,329	5.5%
Transportation	30	4.7%	163	2.5%	114	3.7%	1,023	2.7%	344	3.8%	3,386	2.9%
Communication	10	1.6%	44	0.7%	36	1.2%	180	0.5%	97	1.1%	524	0.5%
Utility	1	0.2%	79	1.2%	9	0.3%	319	0.8%	28	0.3%	586	0.5%
Wholesale Trade	27	4.2%	303	4.6%	148	4.8%	2,291	6.0%	370	4.1%	6,097	5.3%
Retail Trade Summary	181	28.5%	2,113	31.9%	757	24.7%	9,397	24.8%	2,145	23.7%	25,426	22.0%
Home Improvement	6	0.9%	60	0.9%	32	1.0%	932	2.5%	76	0.8%	2,119	1.8%
General Merchandise Stores	11	1.7%	604	9.1%	40	1.3%	990	2.6%	120	1.3%	2,816	2.4%
Food Stores	22	3.5%	241	3.6%	97	3.2%	1,368	3.6%	308	3.4%	3,459	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	22	3.5%	155	2.3%	109	3.6%	1,506	4.0%	260	2.9%	3,482	3.0%
Apparel & Accessory Stores	11	1.7%	59	0.9%	28	0.9%	281	0.7%	82	0.9%	1,150	1.0%
Furniture & Home Furnishings	9	1.4%	98	1.5%	42	1.4%	279	0.7%	108	1.2%	781	0.7%
Eating & Drinking Places	50	7.9%	663	10.0%	203	6.6%	2,832	7.5%	690	7.6%	7,863	6.8%
Miscellaneous Retail	52	8.2%	234	3.5%	206	6.7%	1,209	3.2%	499	5.5%	3,757	3.2%
Finance, Insurance, Real Estate Summary	29	4.6%	195	2.9%	213	6.9%	1,355	3.6%	691	7.6%	4,901	4.2%
Banks, Savings & Lending Institutions	9	1.4%	62	0.9%	53	1.7%	355	0.9%	153	1.7%	1,213	1.0%
Securities Brokers	1	0.2%	4	0.1%	12	0.4%	56	0.1%	49	0.5%	330	0.3%
Insurance Carriers & Agents	5	0.8%	36	0.5%	39	1.3%	181	0.5%	106	1.2%	889	0.8%
Real Estate, Holding, Other Investment Offices	14	2.2%	94	1.4%	109	3.6%	763	2.0%	383	4.2%	2,468	2.1%
Services Summary	227	35.7%	1,796	27.1%	1,120	36.5%	16,197	42.7%	3,370	37.2%	52,942	45.7%
Hotels & Lodging	1	0.2%	14	0.2%	9	0.3%	157	0.4%	27	0.3%	435	0.4%
Automotive Services	39	6.1%	142	2.1%	132	4.3%	772	2.0%	345	3.8%	1,955	1.7%
Motion Pictures & Amusements	17	2.7%	154	2.3%	86	2.8%	533	1.4%	197	2.2%	1,316	1.1%
Health Services	27	4.2%	171	2.6%	165	5.4%	3,929	10.4%	575	6.4%	20,554	17.8%
Legal Services	4	0.6%	10	0.2%	42	1.4%	153	0.4%	99	1.1%	401	0.3%
Education Institutions & Libraries	12	1.9%	420	6.3%	57	1.9%	5,198	13.7%	162	1.8%	10,092	8.7%
Other Services	127	20.0%	886	13.4%	628	20.5%	5,456	14.4%	1,966	21.7%	18,188	15.7%
Government	5	0.8%	541	8.2%	24	0.8%	1,925	5.1%	66	0.7%	6,987	6.0%
Unclassified Establishments	38	6.0%	76	1.1%	216	7.0%	221	0.6%	870	9.6%	891	0.8%
Totals	636	100.0%	6,619	100.0%	3,068	100.0%	37,945	100.0%	9,051	100.0%	115,759	100.0%

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

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

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.3%	3	0.0%	6	0.2%	22	0.1%	14	0.2%	51	0.0%
Mining	0	0.0%	0	0.0%	1	0.0%	4	0.0%	5	0.1%	30	0.0%
Utilities	0	0.0%	36	0.5%	2	0.1%	200	0.5%	4	0.0%	225	0.2%
Construction	55	8.6%	710	10.7%	282	9.2%	2,783	7.3%	710	7.8%	7,625	6.6%
Manufacturing	29	4.6%	710	10.7%	125	4.1%	2,427	6.4%	319	3.5%	6,488	5.6%
Wholesale Trade	26	4.1%	300	4.5%	146	4.8%	2,283	6.0%	361	4.0%	6,066	5.2%
Retail Trade	127	20.0%	1,409	21.3%	528	17.2%	6,297	16.6%	1,385	15.3%	16,916	14.6%
Motor Vehicle & Parts Dealers	20	3.1%	146	2.2%	87	2.8%	1,416	3.7%	212	2.3%	3,180	2.7%
Furniture & Home Furnishings Stores	4	0.6%	82	1.2%	23	0.7%	204	0.5%	64	0.7%	489	0.4%
Electronics & Appliance Stores	4	0.6%	12	0.2%	13	0.4%	52	0.1%	33	0.4%	234	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.9%	60	0.9%	32	1.0%	932	2.5%	76	0.8%	2,119	1.8%
Food & Beverage Stores	22	3.5%	217	3.3%	101	3.3%	1,208	3.2%	312	3.4%	3,048	2.6%
Health & Personal Care Stores	16	2.5%	118	1.8%	54	1.8%	574	1.5%	136	1.5%	1,482	1.3%
Gasoline Stations	2	0.3%	9	0.1%	22	0.7%	90	0.2%	48	0.5%	302	0.3%
Clothing & Clothing Accessories Stores	18	2.8%	84	1.3%	42	1.4%	328	0.9%	104	1.1%	1,222	1.1%
Sport Goods, Hobby, Book, & Music Stores	4	0.6%	12	0.2%	16	0.5%	123	0.3%	44	0.5%	687	0.6%
General Merchandise Stores	11	1.7%	604	9.1%	40	1.3%	990	2.6%	120	1.3%	2,816	2.4%
Miscellaneous Store Retailers	9	1.4%	64	1.0%	48	1.6%	352	0.9%	131	1.4%	1,205	1.0%
Nonstore Retailers	12	1.9%	1	0.0%	49	1.6%	29	0.1%	104	1.1%	132	0.1%
Transportation & Warehousing	26	4.1%	158	2.4%	97	3.2%	989	2.6%	293	3.2%	3,147	2.7%
Information	14	2.2%	64	1.0%	61	2.0%	424	1.1%	177	2.0%	1,425	1.2%
Finance & Insurance	16	2.5%	104	1.6%	108	3.5%	607	1.6%	320	3.5%	2,478	2.1%
Central Bank/Credit Intermediation & Related Activities	9	1.4%	65	1.0%	57	1.9%	370	1.0%	162	1.8%	1,250	1.1%
Securities, Commodity Contracts & Other Financial	1	0.2%	4	0.1%	12	0.4%	56	0.1%	52	0.6%	339	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	5	0.8%	36	0.5%	39	1.3%	181	0.5%	106	1.2%	889	0.8%
Real Estate, Rental & Leasing	25	3.9%	106	1.6%	146	4.8%	792	2.1%	471	5.2%	2,593	2.2%
Professional, Scientific & Tech Services	41	6.4%	339	5.1%	205	6.7%	2,127	5.6%	638	7.0%	7,744	6.7%
Legal Services	5	0.8%	13	0.2%	50	1.6%	178	0.5%	119	1.3%	499	0.4%
Management of Companies & Enterprises	2	0.3%	28	0.4%	9	0.3%	93	0.2%	28	0.3%	265	0.2%
Administrative & Support & Waste Management & Remediation	19	3.0%	132	2.0%	104	3.4%	983	2.6%	306	3.4%	3,028	2.6%
Educational Services	14	2.2%	433	6.5%	68	2.2%	5,230	13.8%	180	2.0%	10,033	8.7%
Health Care & Social Assistance	35	5.5%	215	3.2%	226	7.4%	4,820	12.7%	777	8.6%	23,351	20.2%
Arts, Entertainment & Recreation	13	2.0%	148	2.2%	66	2.2%	552	1.5%	162	1.8%	1,341	1.2%
Accommodation & Food Services	54	8.5%	709	10.7%	225	7.3%	3,091	8.1%	747	8.3%	8,572	7.4%
Accommodation	1	0.2%	14	0.2%	9	0.3%	157	0.4%	27	0.3%	435	0.4%
Food Services & Drinking Places	53	8.3%	695	10.5%	216	7.0%	2,934	7.7%	720	8.0%	8,137	7.0%
Other Services (except Public Administration)	95	14.9%	403	6.1%	423	13.8%	2,078	5.5%	1,220	13.5%	6,519	5.6%
Automotive Repair & Maintenance	33	5.2%	122	1.8%	108	3.5%	516	1.4%	270	3.0%	1,327	1.1%
Public Administration	5	0.8%	537	8.1%	23	0.7%	1,919	5.1%	65	0.7%	6,976	6.0%
Unclassified Establishments	38	6.0%	76	1.1%	216	7.0%	221	0.6%	870	9.6%	887	0.8%
Total	636	100.0%	6,619	100.0%	3,068	100.0%	37,945	100.0%	9,051	100.0%	115,759	100.0%

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