

11244 Pulaski Hwy, White Marsh, Maryland, 21162
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39255
Longitude: -76.41212

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,562	25,839	118,647
2020 Total Population	3,513	33,048	130,179
2020 Group Quarters	15	247	851
2024 Total Population	3,595	34,034	132,597
2024 Group Quarters	15	248	853
2029 Total Population	3,643	34,567	134,929
2024-2029 Annual Rate	0.27%	0.31%	0.35%
2024 Total Daytime Population	2,956	29,625	111,311
Workers	1,245	14,147	50,377
Residents	1,711	15,478	60,934
Household Summary			
2010 Households	869	10,089	46,125
2010 Average Household Size	2.93	2.56	2.56
2020 Total Households	1,120	12,586	49,515
2020 Average Household Size	3.12	2.61	2.61
2024 Households	1,143	13,001	50,532
2024 Average Household Size	3.13	2.60	2.61
2029 Households	1,162	13,323	51,814
2029 Average Household Size	3.12	2.58	2.59
2024-2029 Annual Rate	0.33%	0.49%	0.50%
2010 Families	672	7,251	31,902
2010 Average Family Size	3.34	3.03	3.05
2024 Families	889	8,915	34,070
2024 Average Family Size	3.60	3.18	3.18
2029 Families	901	9,087	34,831
2029 Average Family Size	3.60	3.16	3.16
2024-2029 Annual Rate	0.27%	0.38%	0.44%
Housing Unit Summary			
2000 Housing Units	661	7,962	43,843
Owner Occupied Housing Units	83.1%	79.6%	68.5%
Renter Occupied Housing Units	13.9%	17.7%	27.5%
Vacant Housing Units	3.0%	2.7%	4.0%
2010 Housing Units	894	10,508	48,321
Owner Occupied Housing Units	84.7%	81.0%	70.7%
Renter Occupied Housing Units	12.5%	15.0%	24.8%
Vacant Housing Units	2.8%	4.0%	4.5%
2020 Housing Units	1,172	13,164	52,091
Owner Occupied Housing Units	83.0%	76.4%	67.7%
Renter Occupied Housing Units	12.5%	19.2%	27.3%
Vacant Housing Units	8.4%	4.6%	5.0%
2024 Housing Units	1,197	13,621	53,177
Owner Occupied Housing Units	84.0%	78.0%	69.5%
Renter Occupied Housing Units	11.5%	17.5%	25.5%
Vacant Housing Units	4.5%	4.6%	5.0%
2029 Housing Units	1,200	13,792	54,326
Owner Occupied Housing Units	86.7%	80.7%	71.7%
Renter Occupied Housing Units	10.2%	15.9%	23.6%
Vacant Housing Units	3.2%	3.4%	4.6%

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.

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2024 Households by Income			
Household Income Base	1,143	13,001	50,532
<\$15,000	4.2%	5.0%	6.9%
\$15,000 - \$24,999	2.4%	3.5%	3.4%
\$25,000 - \$34,999	3.8%	5.1%	5.4%
\$35,000 - \$49,999	3.8%	6.0%	8.4%
\$50,000 - \$74,999	7.6%	9.6%	13.9%
\$75,000 - \$99,999	10.4%	12.3%	13.0%
\$100,000 - \$149,999	20.8%	20.7%	20.2%
\$150,000 - \$199,999	17.0%	14.0%	13.3%
\$200,000+	30.0%	23.8%	15.4%
Average Household Income	\$176,502	\$153,071	\$126,657
2029 Households by Income			
Household Income Base	1,162	13,323	51,814
<\$15,000	3.7%	4.5%	6.1%
\$15,000 - \$24,999	1.8%	2.7%	2.6%
\$25,000 - \$34,999	2.8%	4.2%	4.5%
\$35,000 - \$49,999	2.5%	4.8%	6.9%
\$50,000 - \$74,999	5.9%	7.9%	12.0%
\$75,000 - \$99,999	8.5%	11.3%	12.6%
\$100,000 - \$149,999	18.4%	20.1%	20.4%
\$150,000 - \$199,999	18.3%	15.2%	15.3%
\$200,000+	38.0%	29.3%	19.5%
Average Household Income	\$207,755	\$177,046	\$147,010
2024 Owner Occupied Housing Units by Value			
Total	1,005	10,620	36,960
<\$50,000	3.6%	2.3%	4.2%
\$50,000 - \$99,999	0.3%	0.4%	1.9%
\$100,000 - \$149,999	0.0%	0.1%	1.5%
\$150,000 - \$199,999	0.1%	1.0%	4.4%
\$200,000 - \$249,999	0.3%	3.0%	8.9%
\$250,000 - \$299,999	1.4%	5.6%	10.2%
\$300,000 - \$399,999	14.1%	27.1%	29.3%
\$400,000 - \$499,999	33.7%	22.3%	16.7%
\$500,000 - \$749,999	44.4%	31.6%	17.1%
\$750,000 - \$999,999	1.8%	5.5%	3.3%
\$1,000,000 - \$1,499,999	0.3%	0.4%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.6%	0.5%
\$2,000,000 +	0.0%	0.1%	0.5%
Average Home Value	\$503,806	\$482,826	\$413,268
2029 Owner Occupied Housing Units by Value			
Total	1,040	11,130	38,964
<\$50,000	1.2%	1.0%	3.4%
\$50,000 - \$99,999	0.1%	0.1%	0.8%
\$100,000 - \$149,999	0.0%	0.0%	0.7%
\$150,000 - \$199,999	0.0%	0.2%	2.1%
\$200,000 - \$249,999	0.1%	1.1%	4.8%
\$250,000 - \$299,999	0.5%	2.5%	6.4%
\$300,000 - \$399,999	7.2%	19.1%	24.8%
\$400,000 - \$499,999	26.4%	21.0%	19.0%
\$500,000 - \$749,999	61.0%	43.9%	27.3%
\$750,000 - \$999,999	3.0%	9.6%	6.5%
\$1,000,000 - \$1,499,999	0.5%	0.7%	2.8%
\$1,500,000 - \$1,999,999	0.0%	0.7%	0.8%
\$2,000,000 +	0.0%	0.1%	0.6%
Average Home Value	\$559,255	\$552,803	\$495,560

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.

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Median Household Income			
2024	\$140,025	\$115,635	\$97,438
2029	\$163,640	\$132,263	\$109,151
Median Home Value			
2024	\$489,528	\$447,127	\$364,992
2029	\$559,148	\$528,764	\$436,535
Per Capita Income			
2024	\$56,949	\$57,766	\$48,298
2029	\$67,247	\$67,388	\$56,481
Median Age			
2010	39.2	41.0	38.5
2020	39.6	41.1	39.6
2024	40.6	41.4	40.1
2029	40.7	42.0	41.3
2020 Population by Age			
Total	3,513	33,048	130,179
0 - 4	5.4%	5.4%	5.7%
5 - 9	8.1%	6.2%	6.2%
10 - 14	9.0%	6.9%	6.7%
15 - 24	12.3%	11.2%	11.5%
25 - 34	9.1%	11.7%	13.4%
35 - 44	15.1%	14.3%	13.4%
45 - 54	15.8%	13.9%	12.8%
55 - 64	12.7%	13.5%	14.0%
65 - 74	7.8%	10.0%	10.0%
75 - 84	3.1%	4.8%	4.5%
85 +	1.7%	2.2%	1.8%
18 +	72.4%	77.5%	77.6%
2024 Population by Age			
Total	3,597	34,035	132,596
0 - 4	5.2%	5.3%	5.6%
5 - 9	6.8%	6.1%	6.1%
10 - 14	8.7%	6.3%	6.2%
15 - 24	13.3%	11.6%	11.5%
25 - 34	9.0%	11.8%	13.0%
35 - 44	14.1%	14.3%	14.3%
45 - 54	16.8%	14.0%	12.5%
55 - 64	12.1%	12.5%	12.8%
65 - 74	8.8%	10.1%	10.6%
75 - 84	3.7%	5.7%	5.3%
85 +	1.6%	2.4%	1.9%
18 +	73.8%	78.4%	78.3%
2029 Population by Age			
Total	3,643	34,568	134,929
0 - 4	5.4%	5.2%	5.4%
5 - 9	6.0%	5.6%	5.7%
10 - 14	7.0%	6.3%	6.1%
15 - 24	12.9%	10.9%	11.1%
25 - 34	11.7%	12.2%	12.6%
35 - 44	12.5%	13.9%	14.5%
45 - 54	15.3%	14.0%	12.8%
55 - 64	13.2%	11.9%	11.8%
65 - 74	9.6%	10.4%	11.3%
75 - 84	4.9%	6.8%	6.5%
85 +	1.6%	2.7%	2.2%
18 +	76.4%	79.2%	79.2%

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2020 Population by Sex			
Males	1,746	15,779	62,266
Females	1,767	17,269	67,913
2024 Population by Sex			
Males	1,808	16,520	64,574
Females	1,787	17,514	68,023
2029 Population by Sex			
Males	1,809	16,685	65,443
Females	1,834	17,882	69,486
2010 Population by Race/Ethnicity			
Total	2,563	25,839	118,648
White Alone	80.3%	81.2%	74.8%
Black Alone	8.3%	7.8%	15.0%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	8.7%	8.4%	6.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.6%	1.2%
Two or More Races	2.0%	1.8%	2.4%
Hispanic Origin	2.3%	2.6%	3.8%
Diversity Index	36.9	36.1	45.6
2020 Population by Race/Ethnicity			
Total	3,513	33,048	130,179
White Alone	64.8%	65.6%	59.8%
Black Alone	12.9%	14.8%	22.1%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	14.4%	11.8%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.2%	1.4%	2.6%
Two or More Races	6.6%	6.2%	6.5%
Hispanic Origin	4.0%	4.0%	5.5%
Diversity Index	57.4	56.6	62.4
2024 Population by Race/Ethnicity			
Total	3,596	34,033	132,597
White Alone	62.0%	62.9%	57.4%
Black Alone	14.0%	16.2%	23.3%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	15.4%	12.5%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.6%	2.9%
Two or More Races	7.1%	6.7%	6.9%
Hispanic Origin	4.4%	4.5%	6.0%
Diversity Index	60.3	59.6	64.7
2029 Population by Race/Ethnicity			
Total	3,642	34,568	134,929
White Alone	59.3%	60.1%	54.9%
Black Alone	14.8%	17.3%	24.3%
American Indian Alone	0.1%	0.2%	0.4%
Asian Alone	16.8%	13.5%	10.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.7%	3.0%
Two or More Races	7.6%	7.2%	7.4%
Hispanic Origin	4.7%	4.9%	6.4%
Diversity Index	62.9	62.3	66.8

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.

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2020 Population by Relationship and Household Type			
Total	3,513	33,048	130,179
In Households	99.6%	99.3%	99.3%
Householder	32.1%	37.5%	38.0%
Opposite-Sex Spouse	20.1%	20.3%	18.1%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.8%	2.2%	2.6%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	34.0%	28.9%	28.2%
Adopted Child	0.5%	0.4%	0.5%
Stepchild	1.0%	1.0%	1.2%
Grandchild	2.0%	1.8%	2.4%
Brother or Sister	0.7%	0.9%	1.3%
Parent	1.9%	1.7%	1.6%
Parent-in-law	0.8%	0.6%	0.5%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.4%
Other Relatives	1.9%	1.3%	1.6%
Foster Child	0.0%	0.0%	0.1%
Other Nonrelatives	2.0%	1.9%	2.5%
In Group Quarters	0.4%	0.7%	0.7%
Institutionalized	0.0%	0.6%	0.6%
Noninstitutionalized	0.4%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	2,375	24,043	93,560
Less than 9th Grade	2.8%	2.5%	3.1%
9th - 12th Grade, No Diploma	1.1%	2.5%	3.7%
High School Graduate	16.9%	21.3%	24.3%
GED/Alternative Credential	3.5%	3.0%	4.2%
Some College, No Degree	16.7%	16.4%	16.0%
Associate Degree	13.6%	8.3%	8.5%
Bachelor's Degree	24.2%	25.2%	24.0%
Graduate/Professional Degree	21.3%	20.9%	16.2%
2024 Population 15+ by Marital Status			
Total	2,853	27,998	108,815
Never Married	30.0%	25.8%	32.4%
Married	60.4%	58.8%	52.5%
Widowed	4.1%	6.6%	5.9%
Divorced	5.4%	8.9%	9.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,964	19,194	74,386
Population 16+ Employed	95.8%	97.3%	97.7%
Population 16+ Unemployment rate	4.2%	2.7%	2.3%
Population 16-24 Employed	11.5%	11.0%	12.1%
Population 16-24 Unemployment rate	16.2%	8.0%	5.8%
Population 25-54 Employed	67.2%	64.7%	63.7%
Population 25-54 Unemployment rate	1.9%	1.6%	1.9%
Population 55-64 Employed	15.6%	17.1%	16.9%
Population 55-64 Unemployment rate	5.2%	3.0%	1.8%
Population 65+ Employed	5.6%	7.2%	7.2%
Population 65+ Unemployment rate	0.0%	3.4%	1.7%

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December 19, 2024

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2024 Employed Population 16+ by Industry			
Total	1,882	18,676	72,647
Agriculture/Mining	0.6%	0.3%	0.1%
Construction	8.4%	6.3%	6.7%
Manufacturing	4.9%	5.8%	6.3%
Wholesale Trade	2.0%	2.2%	1.9%
Retail Trade	6.0%	7.8%	9.0%
Transportation/Utilities	2.6%	5.4%	6.7%
Information	1.9%	1.6%	1.6%
Finance/Insurance/Real Estate	6.2%	8.1%	7.0%
Services	58.4%	53.5%	52.2%
Public Administration	9.0%	9.1%	8.5%
2024 Employed Population 16+ by Occupation			
Total	1,880	18,677	72,646
White Collar	70.0%	75.9%	68.8%
Management/Business/Financial	17.9%	23.1%	18.8%
Professional	34.6%	35.6%	31.7%
Sales	9.6%	8.3%	8.1%
Administrative Support	7.9%	8.9%	10.2%
Services	16.3%	11.4%	13.7%
Blue Collar	13.5%	12.7%	17.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.4%	2.7%	3.8%
Installation/Maintenance/Repair	5.1%	2.4%	3.1%
Production	0.6%	2.4%	3.1%
Transportation/Material Moving	3.4%	5.2%	7.4%
2020 Households by Type			
Total	1,120	12,586	49,515
Married Couple Households	62.8%	54.5%	48.2%
With Own Children <18	33.4%	23.6%	18.7%
Without Own Children <18	29.4%	30.9%	29.5%
Cohabiting Couple Households	6.2%	6.2%	7.2%
With Own Children <18	2.4%	1.6%	2.4%
Without Own Children <18	3.8%	4.6%	4.8%
Male Householder, No Spouse/Partner	14.2%	13.8%	16.2%
Living Alone	9.4%	9.3%	10.6%
65 Years and over	3.4%	3.0%	3.2%
With Own Children <18	1.6%	1.4%	1.6%
Without Own Children <18, With Relatives	2.5%	2.2%	2.9%
No Relatives Present	0.8%	0.9%	1.2%
Female Householder, No Spouse/Partner	16.9%	25.5%	28.4%
Living Alone	6.6%	14.4%	13.9%
65 Years and over	3.6%	8.0%	6.7%
With Own Children <18	3.8%	4.0%	6.1%
Without Own Children <18, With Relatives	5.5%	6.0%	7.3%
No Relatives Present	0.9%	1.1%	1.1%
2020 Households by Size			
Total	1,120	12,586	49,515
1 Person Household	16.0%	23.7%	24.6%
2 Person Household	27.8%	31.9%	32.7%
3 Person Household	17.8%	17.3%	17.8%
4 Person Household	22.5%	16.5%	14.6%
5 Person Household	10.2%	6.7%	6.4%
6 Person Household	3.5%	2.5%	2.6%
7 + Person Household	2.3%	1.3%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	1,120	12,586	49,515
Owner Occupied	86.9%	79.9%	71.3%
Owned with a Mortgage/Loan	66.4%	60.3%	53.0%
Owned Free and Clear	20.4%	19.5%	18.3%
Renter Occupied	13.1%	20.1%	28.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	110	100	103
Percent of Income for Mortgage	21.9%	24.2%	23.4%
Wealth Index	171	145	117
2020 Housing Units By Urban/ Rural Status			
Total	1,172	13,164	52,091
Urban Housing Units	95.1%	96.2%	96.7%
Rural Housing Units	4.9%	3.8%	3.3%
2020 Population By Urban/ Rural Status			
Total	3,513	33,048	130,179
Urban Population	96.8%	96.5%	96.7%
Rural Population	3.2%	3.5%	3.3%

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.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.		Comfortable Empty Nesters	Enterprising Professionals (2D)
3.		Enterprising Professionals	Bright Young Professionals
2024 Consumer Spending			
Apparel & Services: Total \$	\$4,064,892	\$41,197,822	\$134,651,864
Average Spent	\$3,556.34	\$3,168.82	\$2,664.69
Spending Potential Index	149	133	112
Education: Total \$	\$3,214,321	\$31,092,435	\$98,643,269
Average Spent	\$2,812.18	\$2,391.54	\$1,952.10
Spending Potential Index	163	138	113
Entertainment/Recreation: Total \$	\$7,244,373	\$71,372,241	\$231,092,387
Average Spent	\$6,338.03	\$5,489.75	\$4,573.19
Spending Potential Index	155	134	112
Food at Home: Total \$	\$12,054,154	\$123,326,081	\$407,202,166
Average Spent	\$10,546.07	\$9,485.89	\$8,058.30
Spending Potential Index	144	130	110
Food Away from Home: Total \$	\$6,918,087	\$69,238,565	\$223,164,110
Average Spent	\$6,052.57	\$5,325.63	\$4,416.29
Spending Potential Index	156	137	113
Health Care: Total \$	\$12,813,837	\$128,958,679	\$431,271,709
Average Spent	\$11,210.71	\$9,919.14	\$8,534.63
Spending Potential Index	146	129	111
HH Furnishings & Equipment: Total \$	\$5,563,762	\$55,240,825	\$179,729,124
Average Spent	\$4,867.68	\$4,248.97	\$3,556.74
Spending Potential Index	154	134	112
Personal Care Products & Services: Total \$	\$1,719,654	\$17,510,724	\$56,238,860
Average Spent	\$1,504.51	\$1,346.88	\$1,112.94
Spending Potential Index	151	135	112
Shelter: Total \$	\$46,654,607	\$468,508,150	\$1,495,129,387
Average Spent	\$40,817.68	\$36,036.32	\$29,587.77
Spending Potential Index	153	135	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,333,865	\$61,504,533	\$198,873,190
Average Spent	\$5,541.44	\$4,730.75	\$3,935.59
Spending Potential Index	158	135	112
Travel: Total \$	\$5,627,604	\$54,360,316	\$172,052,602
Average Spent	\$4,923.54	\$4,181.24	\$3,404.82
Spending Potential Index	162	138	112
Vehicle Maintenance & Repairs: Total \$	\$2,475,947	\$25,318,288	\$83,491,845
Average Spent	\$2,166.18	\$1,947.41	\$1,652.26
Spending Potential Index	146	131	112

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.

Retail Goods and Services Expenditures

11244 Pulaski Hwy, White Marsh, Maryland, 21162
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.39255
 Longitude: -76.41212

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	100.0%	Population	3,595	3,643
	0.0%	Households	1,143	1,162
	0.0%	Families	889	901
	0.0%	Median Age	40.6	40.7
	0.0%	Median Household Income	\$140,025	\$163,640
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		149	\$3,556.34	\$4,064,892
Men's		148	\$651.51	\$744,676
Women's		146	\$1,169.31	\$1,336,524
Children's		156	\$571.34	\$653,038
Footwear		150	\$747.10	\$853,935
Watches & Jewelry		151	\$344.14	\$393,347
Apparel Products and Services (1)		150	\$72.94	\$83,372
Computer				
Computers and Hardware for Home Use		151	\$408.56	\$466,981
Portable Memory		135	\$5.48	\$6,267
Computer Software		135	\$21.12	\$24,138
Computer Accessories		146	\$34.60	\$39,544
Entertainment & Recreation		155	\$6,338.03	\$7,244,373
Fees and Admissions		172	\$1,417.40	\$1,620,093
Membership Fees for Clubs (2)		166	\$500.27	\$571,806
Fees for Participant Sports, excl. Trips		175	\$233.11	\$266,446
Tickets to Theatre/Operas/Concerts		164	\$124.66	\$142,488
Tickets to Movies		161	\$39.73	\$45,410
Tickets to Parks or Museums		168	\$63.04	\$72,056
Admission to Sporting Events, excl. Trips		161	\$127.37	\$145,584
Fees for Recreational Lessons		190	\$328.21	\$375,148
Dating Services		128	\$1.01	\$1,154
TV/Video/Audio		142	\$1,879.51	\$2,148,284
Cable and Satellite Television Services		137	\$1,033.48	\$1,181,268
Televisions		145	\$221.23	\$252,870
Satellite Dishes		125	\$1.56	\$1,780
VCRs, Video Cameras, and DVD Players		149	\$7.43	\$8,489
Miscellaneous Video Equipment		152	\$34.31	\$39,213
Video Cassettes and DVDs		144	\$8.29	\$9,475
Video Game Hardware/Accessories		139	\$64.62	\$73,855
Video Game Software		130	\$26.26	\$30,010
Rental/Streaming/Downloaded Video		149	\$257.21	\$293,992
Installation of Televisions		175	\$2.97	\$3,392
Audio (3)		154	\$219.47	\$250,857
Rental and Repair of TV/Radio/Sound Equipment		170	\$2.70	\$3,082
Pets		152	\$1,543.29	\$1,763,986
Toys/Games/Crafts/Hobbies (4)		143	\$261.08	\$298,412
Recreational Vehicles and Fees (5)		171	\$337.45	\$385,704
Sports/Recreation/Exercise Equipment (6)		178	\$542.50	\$620,079
Photo Equipment and Supplies (7)		150	\$91.77	\$104,891
Reading (8)		147	\$206.30	\$235,802
Catered Affairs (9)		148	\$58.72	\$67,121
Food		148	\$16,598.64	\$18,972,241
Food at Home		144	\$10,546.07	\$12,054,154
Bakery and Cereal Products		145	\$1,358.58	\$1,552,861
Meats, Poultry, Fish, and Eggs		142	\$2,233.74	\$2,553,170
Dairy Products		145	\$1,005.41	\$1,149,185
Fruits and Vegetables		146	\$2,107.01	\$2,408,309
Snacks and Other Food at Home (10)		145	\$3,841.32	\$4,390,629
Food Away from Home		156	\$6,052.57	\$6,918,087
Alcoholic Beverages		149	\$973.34	\$1,112,526

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	159	\$73,616.69	\$84,143,871
Value of Retirement Plans	166	\$269,645.24	\$308,204,504
Value of Other Financial Assets	168	\$15,308.05	\$17,497,104
Vehicle Loan Amount excluding Interest	154	\$5,458.41	\$6,238,961
Value of Credit Card Debt	152	\$4,390.01	\$5,017,781
Health			
Nonprescription Drugs	146	\$259.60	\$296,728
Prescription Drugs	136	\$564.03	\$644,687
Eyeglasses and Contact Lenses	145	\$183.89	\$210,184
Home			
Mortgage Payment and Basics (11)	175	\$23,702.26	\$27,091,678
Maintenance and Remodeling Services	174	\$8,121.54	\$9,282,920
Maintenance and Remodeling Materials (12)	170	\$1,469.36	\$1,679,480
Utilities, Fuel, and Public Services	141	\$8,412.91	\$9,615,954
Household Furnishings and Equipment			
Household Textiles (13)	146	\$191.80	\$219,224
Furniture	155	\$1,537.72	\$1,757,610
Rugs	160	\$73.03	\$83,472
Major Appliances (14)	154	\$904.92	\$1,034,326
Housewares (15)	149	\$159.29	\$182,066
Small Appliances	136	\$109.44	\$125,085
Luggage	155	\$32.15	\$36,748
Telephones and Accessories	139	\$140.43	\$160,516
Household Operations			
Child Care	177	\$977.67	\$1,117,474
Lawn and Garden (16)	159	\$1,114.79	\$1,274,201
Moving/Storage/Freight Express	143	\$174.39	\$199,326
Housekeeping Supplies (17)	146	\$1,316.77	\$1,505,067
Insurance			
Owners and Renters Insurance	156	\$1,289.95	\$1,474,416
Vehicle Insurance	141	\$2,993.61	\$3,421,695
Life/Other Insurance	160	\$1,079.42	\$1,233,781
Health Insurance	145	\$7,251.97	\$8,289,005
Personal Care Products (18)	146	\$816.92	\$933,744
School Books (19)	151	\$64.16	\$73,339
Smoking Products	114	\$532.64	\$608,806
Transportation			
Payments on Vehicles excluding Leases	149	\$4,537.27	\$5,186,102
Gasoline and Motor Oil	141	\$4,717.41	\$5,392,002
Vehicle Maintenance and Repairs	146	\$2,166.18	\$2,475,947
Travel			
Airline Fares	168	\$1,064.71	\$1,216,968
Lodging on Trips	163	\$1,604.16	\$1,833,553
Auto/Truck Rental on Trips	161	\$187.35	\$214,138
Food and Drink on Trips	158	\$1,175.62	\$1,343,732

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.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	40.3%	Population	34,034	34,567
Comfortable Empty Nesters (5A)	19.1%	Households	13,001	13,323
Enterprising Professionals (2D)	8.9%	Families	8,915	9,087
Savvy Suburbanites (1D)	6.6%	Median Age	41.4	42.0
Bright Young Professionals (8C)	5.7%	Median Household Income	\$115,635	\$132,263
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		133	\$3,168.82	\$41,197,822
Men's		132	\$582.76	\$7,576,520
Women's		131	\$1,050.47	\$13,657,168
Children's		136	\$498.65	\$6,482,968
Footwear		134	\$669.84	\$8,708,585
Watches & Jewelry		133	\$303.30	\$3,943,237
Apparel Products and Services (1)		131	\$63.79	\$829,344
Computer				
Computers and Hardware for Home Use		137	\$369.86	\$4,808,556
Portable Memory		132	\$5.39	\$70,113
Computer Software		129	\$20.19	\$262,496
Computer Accessories		131	\$31.08	\$404,095
Entertainment & Recreation		134	\$5,489.75	\$71,372,241
Fees and Admissions		143	\$1,180.43	\$15,346,754
Membership Fees for Clubs (2)		140	\$421.93	\$5,485,514
Fees for Participant Sports, excl. Trips		145	\$193.22	\$2,511,993
Tickets to Theatre/Operas/Concerts		141	\$107.50	\$1,397,631
Tickets to Movies		143	\$35.35	\$459,540
Tickets to Parks or Museums		143	\$53.59	\$696,705
Admission to Sporting Events, excl. Trips		138	\$108.84	\$1,415,000
Fees for Recreational Lessons		150	\$259.03	\$3,367,680
Dating Services		124	\$0.98	\$12,691
TV/Video/Audio		128	\$1,699.67	\$22,097,376
Cable and Satellite Television Services		124	\$932.45	\$12,122,816
Televisions		132	\$201.38	\$2,618,161
Satellite Dishes		114	\$1.42	\$18,443
VCRs, Video Cameras, and DVD Players		133	\$6.60	\$85,794
Miscellaneous Video Equipment		135	\$30.53	\$396,953
Video Cassettes and DVDs		131	\$7.56	\$98,341
Video Game Hardware/Accessories		134	\$62.14	\$807,896
Video Game Software		132	\$26.69	\$347,014
Rental/Streaming/Downloaded Video		135	\$232.76	\$3,026,070
Installation of Televisions		148	\$2.51	\$32,574
Audio (3)		136	\$193.47	\$2,515,342
Rental and Repair of TV/Radio/Sound Equipment		135	\$2.15	\$27,973
Pets		132	\$1,335.64	\$17,364,612
Toys/Games/Crafts/Hobbies (4)		129	\$235.54	\$3,062,263
Recreational Vehicles and Fees (5)		137	\$269.77	\$3,507,299
Sports/Recreation/Exercise Equipment (6)		147	\$447.77	\$5,821,520
Photo Equipment and Supplies (7)		134	\$82.16	\$1,068,208
Reading (8)		134	\$187.18	\$2,433,538
Catered Affairs (9)		130	\$51.59	\$670,672
Food		132	\$14,811.53	\$192,564,646
Food at Home		130	\$9,485.89	\$123,326,081
Bakery and Cereal Products		130	\$1,217.59	\$15,829,857
Meats, Poultry, Fish, and Eggs		129	\$2,028.03	\$26,366,421
Dairy Products		130	\$900.01	\$11,701,031
Fruits and Vegetables		131	\$1,887.44	\$24,538,607
Snacks and Other Food at Home (10)		130	\$3,452.82	\$44,890,164
Food Away from Home		137	\$5,325.63	\$69,238,565
Alcoholic Beverages		134	\$875.27	\$11,379,422

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	137	\$63,310.37	\$823,098,170
Value of Retirement Plans	139	\$225,016.82	\$2,925,443,695
Value of Other Financial Assets	139	\$12,595.68	\$163,756,398
Vehicle Loan Amount excluding Interest	135	\$4,770.97	\$62,027,333
Value of Credit Card Debt	134	\$3,865.10	\$50,250,108
Health			
Nonprescription Drugs	131	\$232.57	\$3,023,597
Prescription Drugs	122	\$504.49	\$6,558,935
Eyeglasses and Contact Lenses	128	\$162.24	\$2,109,226
Home			
Mortgage Payment and Basics (11)	142	\$19,146.65	\$248,925,598
Maintenance and Remodeling Services	140	\$6,561.31	\$85,303,594
Maintenance and Remodeling Materials (12)	136	\$1,176.01	\$15,289,314
Utilities, Fuel, and Public Services	127	\$7,573.96	\$98,469,005
Household Furnishings and Equipment			
Household Textiles (13)	131	\$172.45	\$2,242,053
Furniture	135	\$1,339.17	\$17,410,577
Rugs	136	\$61.94	\$805,309
Major Appliances (14)	131	\$772.47	\$10,042,889
Housewares (15)	132	\$141.74	\$1,842,787
Small Appliances	127	\$102.24	\$1,329,244
Luggage	138	\$28.57	\$371,392
Telephones and Accessories	125	\$126.61	\$1,646,017
Household Operations			
Child Care	145	\$803.23	\$10,442,850
Lawn and Garden (16)	134	\$935.30	\$12,159,859
Moving/Storage/Freight Express	133	\$161.70	\$2,102,198
Housekeeping Supplies (17)	130	\$1,177.06	\$15,302,963
Insurance			
Owners and Renters Insurance	132	\$1,090.27	\$14,174,579
Vehicle Insurance	129	\$2,734.55	\$35,551,910
Life/Other Insurance	135	\$915.28	\$11,899,587
Health Insurance	129	\$6,424.25	\$83,521,718
Personal Care Products (18)	132	\$738.85	\$9,605,803
School Books (19)	136	\$57.76	\$750,989
Smoking Products	113	\$526.99	\$6,851,399
Transportation			
Payments on Vehicles excluding Leases	131	\$3,996.40	\$51,957,195
Gasoline and Motor Oil	127	\$4,238.88	\$55,109,663
Vehicle Maintenance and Repairs	131	\$1,947.41	\$25,318,288
Travel			
Airline Fares	141	\$895.70	\$11,645,045
Lodging on Trips	137	\$1,349.61	\$17,546,242
Auto/Truck Rental on Trips	139	\$161.79	\$2,103,410
Food and Drink on Trips	136	\$1,014.15	\$13,184,978

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.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	18.2%	Population	132,597	134,929
Enterprising Professionals (2D)	14.5%	Households	50,532	51,814
Bright Young Professionals (8C)	10.0%	Families	34,070	34,831
Savvy Suburbanites (1D)	8.1%	Median Age	40.1	41.3
Comfortable Empty Nesters (5A)	7.3%	Median Household Income	\$97,438	\$109,151
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		112	\$2,664.69	\$134,651,864
Men's		112	\$493.70	\$24,947,872
Women's		111	\$887.63	\$44,853,647
Children's		115	\$422.18	\$21,333,747
Footwear		112	\$559.01	\$28,247,798
Watches & Jewelry		109	\$248.41	\$12,552,903
Apparel Products and Services (1)		110	\$53.75	\$2,715,897
Computer				
Computers and Hardware for Home Use		113	\$305.06	\$15,415,065
Portable Memory		112	\$4.55	\$229,688
Computer Software		108	\$16.92	\$854,994
Computer Accessories		108	\$25.77	\$1,302,188
Entertainment & Recreation		112	\$4,573.19	\$231,092,387
Fees and Admissions		115	\$951.14	\$48,063,209
Membership Fees for Clubs (2)		114	\$345.89	\$17,478,641
Fees for Participant Sports, excl. Trips		118	\$157.30	\$7,948,739
Tickets to Theatre/Operas/Concerts		114	\$86.70	\$4,380,950
Tickets to Movies		114	\$28.21	\$1,425,321
Tickets to Parks or Museums		115	\$43.06	\$2,175,820
Admission to Sporting Events, excl. Trips		117	\$92.72	\$4,685,450
Fees for Recreational Lessons		114	\$196.37	\$9,922,746
Dating Services		114	\$0.90	\$45,541
TV/Video/Audio		110	\$1,464.25	\$73,991,397
Cable and Satellite Television Services		108	\$818.09	\$41,339,924
Televisions		113	\$172.68	\$8,725,894
Satellite Dishes		99	\$1.24	\$62,622
VCRs, Video Cameras, and DVD Players		107	\$5.35	\$270,164
Miscellaneous Video Equipment		114	\$25.90	\$1,308,728
Video Cassettes and DVDs		108	\$6.21	\$313,896
Video Game Hardware/Accessories		114	\$52.87	\$2,671,494
Video Game Software		113	\$22.97	\$1,160,786
Rental/Streaming/Downloaded Video		113	\$195.38	\$9,873,162
Installation of Televisions		124	\$2.11	\$106,491
Audio (3)		112	\$159.71	\$8,070,617
Rental and Repair of TV/Radio/Sound Equipment		109	\$1.73	\$87,618
Pets		110	\$1,116.49	\$56,418,423
Toys/Games/Crafts/Hobbies (4)		111	\$202.13	\$10,214,115
Recreational Vehicles and Fees (5)		111	\$218.77	\$11,054,809
Sports/Recreation/Exercise Equipment (6)		116	\$355.18	\$17,947,723
Photo Equipment and Supplies (7)		112	\$68.20	\$3,446,446
Reading (8)		109	\$153.29	\$7,746,121
Catered Affairs (9)		110	\$43.74	\$2,210,145
Food		111	\$12,474.60	\$630,366,276
Food at Home		110	\$8,058.30	\$407,202,166
Bakery and Cereal Products		111	\$1,036.31	\$52,366,773
Meats, Poultry, Fish, and Eggs		110	\$1,730.22	\$87,431,581
Dairy Products		110	\$761.86	\$38,498,189
Fruits and Vegetables		110	\$1,587.22	\$80,205,587
Snacks and Other Food at Home (10)		111	\$2,942.69	\$148,700,035
Food Away from Home		113	\$4,416.29	\$223,164,110
Alcoholic Beverages		111	\$725.46	\$36,658,965

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	112	\$51,693.12	\$2,612,156,629
Value of Retirement Plans	115	\$186,050.14	\$9,401,485,873
Value of Other Financial Assets	112	\$10,209.62	\$515,912,482
Vehicle Loan Amount excluding Interest	114	\$4,032.40	\$203,765,194
Value of Credit Card Debt	113	\$3,256.00	\$164,532,318
Health			
Nonprescription Drugs	113	\$200.53	\$10,133,415
Prescription Drugs	111	\$459.39	\$23,213,717
Eyeglasses and Contact Lenses	110	\$138.99	\$7,023,466
Home			
Mortgage Payment and Basics (11)	114	\$15,466.66	\$781,561,284
Maintenance and Remodeling Services	113	\$5,297.28	\$267,681,903
Maintenance and Remodeling Materials (12)	114	\$988.55	\$49,953,211
Utilities, Fuel, and Public Services	110	\$6,576.35	\$332,316,042
Household Furnishings and Equipment			
Household Textiles (13)	111	\$145.78	\$7,366,542
Furniture	114	\$1,124.93	\$56,845,079
Rugs	111	\$50.71	\$2,562,687
Major Appliances (14)	111	\$654.89	\$33,093,120
Housewares (15)	110	\$118.25	\$5,975,266
Small Appliances	107	\$86.45	\$4,368,411
Luggage	114	\$23.71	\$1,198,016
Telephones and Accessories	110	\$111.05	\$5,611,514
Household Operations			
Child Care	117	\$645.32	\$32,609,440
Lawn and Garden (16)	112	\$783.45	\$39,589,074
Moving/Storage/Freight Express	110	\$133.47	\$6,744,600
Housekeeping Supplies (17)	111	\$1,001.33	\$50,599,046
Insurance			
Owners and Renters Insurance	113	\$935.71	\$47,283,081
Vehicle Insurance	111	\$2,349.73	\$118,736,561
Life/Other Insurance	113	\$766.07	\$38,711,014
Health Insurance	111	\$5,541.51	\$280,023,418
Personal Care Products (18)	111	\$619.62	\$31,310,750
School Books (19)	113	\$48.03	\$2,427,116
Smoking Products	107	\$498.35	\$25,182,763
Transportation			
Payments on Vehicles excluding Leases	113	\$3,442.54	\$173,958,261
Gasoline and Motor Oil	110	\$3,655.86	\$184,738,070
Vehicle Maintenance and Repairs	112	\$1,652.26	\$83,491,845
Travel			
Airline Fares	112	\$708.99	\$35,826,572
Lodging on Trips	112	\$1,103.82	\$55,778,078
Auto/Truck Rental on Trips	114	\$132.46	\$6,693,226
Food and Drink on Trips	112	\$834.29	\$42,158,439

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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** 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

11244 Pulaski Hwy, White Marsh, Maryland, 21162
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39255
Longitude: -76.41212

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	164		1,184		4,284							
Total Employees:	1,882		13,924		48,896							
Total Population:	3,595		34,034		132,597							
Employee/Population Ratio (per 100 Residents)	52		41		37							
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.6%	2	0.1%	3	0.3%	11	0.1%	9	0.2%	31	0.1%
Mining	0	0.0%	1	0.1%	1	0.1%	3	0.0%	3	0.1%	15	0.0%
Utilities	0	0.0%	0	0.0%	2	0.2%	8	0.1%	3	0.1%	30	0.1%
Construction	27	16.5%	389	20.7%	130	11.0%	1,521	10.9%	406	9.5%	4,075	8.3%
Building Construction	8	4.9%	68	3.6%	46	3.9%	393	2.8%	151	3.5%	1,374	2.8%
Heavy/Civil Eng Construction	1	0.6%	9	0.5%	6	0.5%	76	0.6%	15	0.3%	236	0.5%
Specialty Trade Contractor	18	11.0%	312	16.6%	78	6.6%	1,052	7.6%	240	5.6%	2,464	5.0%
Manufacturing	8	4.9%	406	21.6%	38	3.2%	1,099	7.9%	136	3.2%	2,458	5.0%
Wholesale Trade	10	6.1%	98	5.2%	52	4.4%	1,139	8.2%	159	3.7%	2,882	5.9%
Durable Goods	7	4.3%	61	3.2%	38	3.2%	565	4.1%	117	2.7%	1,536	3.1%
Nondurable Goods	2	1.2%	37	2.0%	14	1.2%	572	4.1%	40	0.9%	1,276	2.6%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	70	0.1%
Retail Trade	20	12.2%	173	9.2%	131	11.1%	2,232	16.0%	507	11.8%	7,973	16.3%
Motor Vehicle & Parts Dealers	5	3.0%	75	4.0%	16	1.4%	301	2.2%	73	1.7%	1,006	2.1%
Furniture & Home Furnishings Stores	1	0.6%	23	1.2%	6	0.5%	105	0.8%	21	0.5%	290	0.6%
Electronics & Appliance Stores	1	0.6%	2	0.1%	6	0.5%	46	0.3%	22	0.5%	141	0.3%
Building Material & Garden Equipment & Supplies Dealers	4	2.4%	16	0.8%	14	1.2%	422	3.0%	40	0.9%	975	2.0%
Food & Beverage Stores	2	1.2%	33	1.8%	22	1.9%	326	2.3%	79	1.8%	1,318	2.7%
Health & Personal Care Stores	0	0.0%	0	0.0%	14	1.2%	252	1.8%	67	1.6%	890	1.8%
Gasoline Stations & Fuel Dealers	1	0.6%	1	0.1%	3	0.3%	24	0.2%	15	0.3%	89	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	1	0.1%	20	1.7%	196	1.4%	68	1.6%	780	1.6%
Sporting Goods, Hobby, Book, & Music Stores	3	1.8%	13	0.7%	18	1.5%	152	1.1%	71	1.7%	835	1.7%
General Merchandise Stores	3	1.8%	8	0.4%	12	1.0%	407	2.9%	51	1.2%	1,647	3.4%
Transportation & Warehousing	6	3.7%	37	2.0%	33	2.8%	252	1.8%	107	2.5%	904	1.9%
Truck Transportation	2	1.2%	17	0.9%	12	1.0%	71	0.5%	42	1.0%	236	0.5%
Information	2	1.2%	17	0.9%	21	1.8%	222	1.6%	68	1.6%	707	1.4%
Finance & Insurance	2	1.2%	26	1.4%	44	3.7%	389	2.8%	173	4.0%	1,290	2.6%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	20	1.1%	19	1.6%	220	1.6%	66	1.5%	624	1.3%
Securities & Commodity Contracts	0	0.0%	2	0.1%	11	0.9%	61	0.4%	39	0.9%	199	0.4%
Funds, Trusts & Other Financial Vehicles	1	0.6%	4	0.2%	14	1.2%	108	0.8%	69	1.6%	467	1.0%
Real Estate, Rental & Leasing	6	3.7%	21	1.1%	55	4.7%	363	2.6%	222	5.2%	1,426	2.9%
Professional, Scientific & Tech Services	13	7.9%	86	4.6%	98	8.3%	532	3.8%	345	8.1%	1,993	4.1%
Legal Services	1	0.6%	20	1.1%	10	0.8%	72	0.5%	41	1.0%	188	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.2%	15	0.1%	7	0.2%	41	0.1%
Administrative, Support & Waste Management Services	14	8.5%	154	8.2%	65	5.5%	993	7.1%	188	4.4%	2,026	4.1%
Educational Services	3	1.8%	18	1.0%	28	2.4%	659	4.7%	90	2.1%	2,695	5.5%

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Business Summary

11244 Pulaski Hwy, White Marsh, Maryland, 21162
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39255
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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
Health Care & Social Assistance	5	3.0%	51	2.7%	129	10.9%	1,462	10.5%	592	13.8%	10,041	20.5%
Ambulatory Health Care	3	1.8%	32	1.7%	101	8.5%	987	7.1%	471	11.0%	4,958	10.1%
Hospital	0	0.0%	12	0.6%	4	0.3%	79	0.6%	20	0.5%	3,589	7.3%
Nursing/Residential Care	0	0.0%	2	0.1%	3	0.3%	139	1.0%	24	0.6%	658	1.4%
Social Assistance	1	0.6%	4	0.2%	20	1.7%	257	1.9%	76	1.8%	837	1.7%
Arts, Entertainment & Recreation	3	1.8%	14	0.7%	27	2.3%	177	1.3%	81	1.9%	795	1.6%
Accommodation & Food Services	11	6.7%	117	6.2%	94	7.9%	1,551	11.1%	307	7.2%	5,392	11.0%
Accommodation	3	1.8%	35	1.9%	14	1.2%	244	1.8%	25	0.6%	458	0.9%
Food Services & Drinking Places	8	4.9%	82	4.4%	79	6.7%	1,307	9.4%	282	6.6%	4,935	10.1%
Other Services (except Public Administration)	20	12.2%	264	14.0%	125	10.6%	1,215	8.7%	524	12.2%	3,265	6.7%
Repair & Maintenance	10	6.1%	225	12.0%	37	3.1%	739	5.3%	155	3.6%	1,404	2.9%
Automotive Repair & Maintenance	9	5.5%	221	11.7%	26	2.2%	561	4.0%	107	2.5%	982	2.0%
Personal & Laundry Service	5	3.0%	25	1.3%	34	2.9%	220	1.6%	159	3.7%	914	1.9%
Civic and Other Orgs	5	3.0%	14	0.7%	54	4.6%	257	1.9%	210	4.9%	947	1.9%
Public Administration	0	0.0%	6	0.3%	3	0.3%	78	0.6%	29	0.7%	842	1.7%
Unclassified Establishments	13	7.9%	2	0.1%	105	8.9%	5	0.0%	330	7.7%	16	0.0%
Total	164	100.0%	1,882	100.0%	1,184	100.0%	13,924	100.0%	4,284	100.0%	48,896	100.0%

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Business Summary

11244 Pulaski Hwy, White Marsh, Maryland, 21162
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.39255
Longitude: -76.41212

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	10	6.1%	94	5.0%	31	2.6%	221	1.6%	90	2.1%	596	1.2%
Construction	27	16.5%	389	20.7%	126	10.6%	1,484	10.7%	391	9.1%	3,941	8.1%
Manufacturing	8	4.9%	406	21.6%	37	3.1%	1,100	7.9%	122	2.9%	2,356	4.8%
Transportation	8	4.9%	32	1.7%	40	3.4%	267	1.9%	132	3.1%	1,246	2.5%
Communication	0	0.0%	0	0.0%	7	0.6%	48	0.3%	31	0.7%	214	0.4%
Utility	2	1.2%	55	2.9%	6	0.5%	127	0.9%	17	0.4%	225	0.5%
Wholesale Trade	10	6.1%	98	5.2%	52	4.4%	1,139	8.2%	159	3.7%	2,882	5.9%
Retail Trade Summary	28	17.1%	255	13.6%	213	18.0%	3,550	25.5%	805	18.8%	13,025	26.6%
Home Improvement	4	2.4%	16	0.8%	14	1.2%	422	3.0%	40	0.9%	975	2.0%
General Merchandise Stores	2	1.2%	6	0.3%	9	0.8%	387	2.8%	41	1.0%	1,551	3.2%
Food Stores	3	1.8%	39	2.1%	31	2.6%	385	2.8%	91	2.1%	1,466	3.0%
Auto Dealers & Gas Stations	5	3.0%	77	4.1%	20	1.7%	325	2.3%	88	2.0%	1,096	2.2%
Apparel & Accessory Stores	0	0.0%	1	0.1%	17	1.4%	180	1.3%	58	1.4%	721	1.5%
Furniture & Home Furnishings	3	1.8%	26	1.4%	13	1.1%	152	1.1%	51	1.2%	489	1.0%
Eating & Drinking Places	7	4.3%	76	4.0%	71	6.0%	1,229	8.8%	266	6.2%	4,793	9.8%
Miscellaneous Retail	3	1.8%	14	0.7%	39	3.3%	469	3.4%	171	4.0%	1,933	4.0%
Finance, Insurance, Real Estate Summary	5	3.0%	41	2.2%	93	7.8%	746	5.4%	362	8.4%	2,549	5.2%
Banks, Savings & Lending Institutions	0	0.0%	20	1.1%	19	1.6%	219	1.6%	64	1.5%	622	1.3%
Securities Brokers	0	0.0%	2	0.1%	10	0.8%	59	0.4%	36	0.8%	190	0.4%
Insurance Carriers & Agents	1	0.6%	4	0.2%	14	1.2%	108	0.8%	69	1.6%	467	1.0%
Real Estate, Holding, Other Investment Offices	3	1.8%	14	0.7%	50	4.2%	360	2.6%	192	4.5%	1,271	2.6%
Services Summary	53	32.3%	504	26.8%	470	39.7%	5,156	37.0%	1,817	42.4%	21,031	43.0%
Hotels & Lodging	3	1.8%	35	1.9%	14	1.2%	244	1.8%	25	0.6%	458	0.9%
Automotive Services	11	6.7%	235	12.5%	33	2.8%	599	4.3%	146	3.4%	1,179	2.4%
Movies & Amusements	6	3.7%	24	1.3%	37	3.1%	216	1.6%	87	2.0%	872	1.8%
Health Services	4	2.4%	44	2.3%	105	8.9%	1,071	7.7%	499	11.7%	8,681	17.8%
Legal Services	1	0.6%	20	1.1%	9	0.8%	60	0.4%	33	0.8%	152	0.3%
Education Institutions & Libraries	0	0.0%	11	0.6%	17	1.4%	665	4.8%	72	1.7%	2,679	5.5%
Other Services	28	17.1%	135	7.2%	254	21.4%	2,301	16.5%	955	22.3%	7,010	14.3%
Government	0	0.0%	6	0.3%	4	0.3%	80	0.6%	29	0.7%	815	1.7%
Unclassified Establishments	13	7.9%	2	0.3%	105	8.9%	5	0.6%	330	7.7%	16	1.7%
Totals	164	100.0%	1,882	100.0%	1,184	100.0%	13,924	100.0%	4,284	100.0%	48,896	100.0%

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