

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	19,980	84,131	250,540
2020 Total Population	20,704	90,509	258,913
2020 Group Quarters	180	521	1,139
2024 Total Population	20,639	90,194	255,649
2024 Group Quarters	179	521	1,138
2029 Total Population	20,680	89,965	252,631
2024-2029 Annual Rate	0.04%	-0.05%	-0.24%
2024 Total Daytime Population	17,050	88,641	224,301
Workers	6,096	39,352	96,482
Residents	10,954	49,289	127,819
Household Summary			
2010 Households	7,649	32,344	98,379
2010 Average Household Size	2.58	2.58	2.53
2020 Total Households	7,691	33,592	103,051
2020 Average Household Size	2.67	2.68	2.50
2024 Households	7,707	33,486	103,072
2024 Average Household Size	2.65	2.68	2.47
2029 Households	7,792	33,693	103,763
2029 Average Household Size	2.63	2.65	2.42
2024-2029 Annual Rate	0.22%	0.12%	0.13%
2010 Families	5,261	21,132	60,104
2010 Average Family Size	3.03	3.11	3.13
2024 Families	5,076	21,154	58,950
2024 Average Family Size	3.26	3.34	3.22
2029 Families	5,105	21,186	58,938
2029 Average Family Size	3.24	3.31	3.17
2024-2029 Annual Rate	0.11%	0.03%	0.00%
Housing Unit Summary			
2000 Housing Units	8,134	36,650	112,076
Owner Occupied Housing Units	71.3%	63.5%	55.6%
Renter Occupied Housing Units	24.0%	27.6%	33.7%
Vacant Housing Units	4.7%	8.9%	10.7%
2010 Housing Units	8,120	34,744	110,196
Owner Occupied Housing Units	67.3%	61.5%	53.1%
Renter Occupied Housing Units	26.9%	31.6%	36.2%
Vacant Housing Units	5.8%	6.9%	10.7%
2020 Housing Units	8,250	36,316	113,731
Owner Occupied Housing Units	59.1%	54.7%	49.2%
Renter Occupied Housing Units	34.1%	37.8%	41.4%
Vacant Housing Units	6.6%	7.6%	9.4%
2024 Housing Units	8,240	36,149	114,427
Owner Occupied Housing Units	62.1%	57.3%	51.0%
Renter Occupied Housing Units	31.5%	35.3%	39.1%
Vacant Housing Units	6.5%	7.4%	9.9%
2029 Housing Units	8,305	36,375	115,186
Owner Occupied Housing Units	65.5%	59.7%	53.2%
Renter Occupied Housing Units	28.3%	33.0%	36.9%
Vacant Housing Units	6.2%	7.4%	9.9%

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.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	7,707	33,482	103,065
<\$15,000	8.6%	11.1%	11.0%
\$15,000 - \$24,999	8.1%	9.4%	7.9%
\$25,000 - \$34,999	6.3%	7.9%	7.9%
\$35,000 - \$49,999	10.1%	12.0%	10.9%
\$50,000 - \$74,999	21.8%	18.3%	15.9%
\$75,000 - \$99,999	16.8%	13.9%	12.8%
\$100,000 - \$149,999	17.0%	15.9%	16.5%
\$150,000 - \$199,999	7.0%	7.0%	8.4%
\$200,000+	4.5%	4.7%	8.8%
Average Household Income	\$85,087	\$81,491	\$97,462
2029 Households by Income			
Household Income Base	7,792	33,689	103,756
<\$15,000	7.9%	10.3%	10.3%
\$15,000 - \$24,999	6.8%	7.8%	6.5%
\$25,000 - \$34,999	5.5%	6.8%	6.9%
\$35,000 - \$49,999	8.4%	10.4%	9.5%
\$50,000 - \$74,999	19.7%	16.8%	14.6%
\$75,000 - \$99,999	17.6%	14.8%	13.3%
\$100,000 - \$149,999	19.4%	17.8%	17.7%
\$150,000 - \$199,999	8.8%	8.7%	9.9%
\$200,000+	5.9%	6.4%	11.2%
Average Household Income	\$97,656	\$94,863	\$112,728
2024 Owner Occupied Housing Units by Value			
Total	5,114	20,722	58,313
<\$50,000	6.0%	6.0%	6.7%
\$50,000 - \$99,999	3.2%	5.2%	5.0%
\$100,000 - \$149,999	11.4%	11.7%	10.0%
\$150,000 - \$199,999	18.0%	15.0%	10.6%
\$200,000 - \$249,999	11.3%	13.1%	11.5%
\$250,000 - \$299,999	11.1%	9.4%	10.7%
\$300,000 - \$399,999	19.8%	19.9%	23.1%
\$400,000 - \$499,999	4.9%	7.1%	8.6%
\$500,000 - \$749,999	2.7%	4.9%	7.9%
\$750,000 - \$999,999	5.5%	4.5%	3.6%
\$1,000,000 - \$1,499,999	3.7%	1.3%	1.2%
\$1,500,000 - \$1,999,999	0.5%	0.7%	0.6%
\$2,000,000 +	1.7%	1.2%	0.6%
Average Home Value	\$356,816	\$329,311	\$330,191
2029 Owner Occupied Housing Units by Value			
Total	5,439	21,695	61,191
<\$50,000	6.3%	5.4%	6.3%
\$50,000 - \$99,999	1.2%	2.4%	2.8%
\$100,000 - \$149,999	4.0%	4.4%	4.9%
\$150,000 - \$199,999	9.6%	7.7%	6.0%
\$200,000 - \$249,999	6.4%	7.9%	7.1%
\$250,000 - \$299,999	7.4%	7.7%	7.8%
\$300,000 - \$399,999	23.6%	23.2%	24.5%
\$400,000 - \$499,999	10.8%	14.0%	13.4%
\$500,000 - \$749,999	10.4%	11.7%	15.3%
\$750,000 - \$999,999	9.1%	8.6%	7.2%
\$1,000,000 - \$1,499,999	6.2%	2.8%	2.4%
\$1,500,000 - \$1,999,999	1.4%	2.1%	1.3%
\$2,000,000 +	3.8%	2.0%	0.9%
Average Home Value	\$520,753	\$471,325	\$436,329

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.

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$67,616	\$60,847	\$67,664
2029	\$76,762	\$70,568	\$78,039
Median Home Value			
2024	\$250,220	\$246,422	\$279,188
2029	\$364,341	\$362,607	\$361,567
Per Capita Income			
2024	\$31,392	\$30,131	\$39,414
2029	\$36,348	\$35,380	\$46,440
Median Age			
2010	38.8	38.3	35.5
2020	37.1	36.6	35.8
2024	37.7	37.5	36.8
2029	39.1	38.8	38.3
2020 Population by Age			
Total	20,704	90,509	258,913
0 - 4	6.4%	6.5%	6.1%
5 - 9	6.8%	6.8%	6.1%
10 - 14	6.9%	7.0%	6.2%
15 - 24	12.3%	12.4%	11.9%
25 - 34	14.8%	15.0%	18.4%
35 - 44	12.8%	13.2%	13.7%
45 - 54	10.9%	11.0%	10.9%
55 - 64	13.6%	13.1%	12.6%
65 - 74	8.7%	9.0%	8.7%
75 - 84	4.6%	4.3%	3.8%
85 +	2.1%	1.8%	1.5%
18 +	76.2%	75.8%	78.1%
2024 Population by Age			
Total	20,641	90,194	255,650
0 - 4	6.3%	6.4%	6.0%
5 - 9	6.5%	6.5%	5.9%
10 - 14	6.6%	6.6%	5.8%
15 - 24	12.5%	12.7%	11.8%
25 - 34	14.2%	14.1%	17.5%
35 - 44	13.9%	14.3%	15.0%
45 - 54	10.8%	10.9%	10.9%
55 - 64	12.5%	12.1%	11.7%
65 - 74	9.8%	9.8%	9.3%
75 - 84	4.9%	4.8%	4.5%
85 +	2.0%	1.8%	1.5%
18 +	76.7%	76.7%	78.9%
2029 Population by Age			
Total	20,679	89,966	252,631
0 - 4	6.1%	6.3%	5.8%
5 - 9	6.0%	6.1%	5.5%
10 - 14	6.3%	6.3%	5.6%
15 - 24	12.3%	12.5%	11.6%
25 - 34	13.3%	13.5%	15.9%
35 - 44	14.4%	14.3%	15.7%
45 - 54	11.8%	12.0%	11.8%
55 - 64	10.7%	10.6%	10.4%
65 - 74	11.0%	10.7%	10.2%
75 - 84	5.8%	5.9%	5.7%
85 +	2.2%	1.9%	1.8%
18 +	77.8%	77.7%	79.8%

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

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	9,984	43,899	123,530
Females	10,720	46,610	135,383
2024 Population by Sex			
Males	10,106	44,413	123,908
Females	10,533	45,781	131,741
2029 Population by Sex			
Males	10,063	43,978	121,661
Females	10,618	45,987	130,971
2010 Population by Race/Ethnicity			
Total	19,981	84,131	250,540
White Alone	87.3%	78.2%	57.8%
Black Alone	6.2%	12.4%	33.3%
American Indian Alone	0.8%	0.9%	0.7%
Asian Alone	1.7%	1.8%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	3.6%	3.5%
Two or More Races	2.4%	3.0%	2.7%
Hispanic Origin	4.3%	7.6%	7.5%
Diversity Index	29.5	45.8	61.4
2020 Population by Race/Ethnicity			
Total	20,704	90,509	258,913
White Alone	69.9%	59.7%	47.6%
Black Alone	11.0%	15.4%	32.5%
American Indian Alone	1.1%	1.1%	0.8%
Asian Alone	2.4%	2.1%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	12.6%	9.1%
Two or More Races	8.3%	9.0%	7.4%
Hispanic Origin	11.8%	18.7%	14.0%
Diversity Index	59.3	71.8	73.7
2024 Population by Race/Ethnicity			
Total	20,638	90,194	255,649
White Alone	67.3%	57.1%	46.1%
Black Alone	11.8%	16.0%	32.4%
American Indian Alone	1.2%	1.3%	1.0%
Asian Alone	2.6%	2.2%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.2%	13.9%	9.9%
Two or More Races	9.0%	9.5%	7.8%
Hispanic Origin	13.2%	20.4%	15.2%
Diversity Index	62.8	74.3	75.2
2029 Population by Race/Ethnicity			
Total	20,680	89,965	252,631
White Alone	64.9%	54.6%	44.5%
Black Alone	12.4%	16.5%	32.6%
American Indian Alone	1.2%	1.4%	1.0%
Asian Alone	2.8%	2.4%	3.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.0%	15.0%	10.6%
Two or More Races	9.7%	10.1%	8.3%
Hispanic Origin	14.4%	22.0%	16.3%
Diversity Index	65.7	76.4	76.5

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.

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	20,704	90,509	258,913
In Households	99.1%	99.4%	99.6%
Householder	36.9%	37.1%	39.9%
Opposite-Sex Spouse	13.7%	13.2%	12.5%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.5%	3.4%	3.7%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	28.5%	28.1%	26.0%
Adopted Child	0.5%	0.4%	0.4%
Stepchild	1.4%	1.5%	1.2%
Grandchild	4.4%	3.9%	3.7%
Brother or Sister	1.6%	1.9%	1.9%
Parent	1.5%	1.5%	1.4%
Parent-in-law	0.2%	0.3%	0.2%
Son-in-law or Daughter-in-law	0.6%	0.6%	0.4%
Other Relatives	2.1%	2.6%	2.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.8%	4.5%	5.2%
In Group Quarters	0.9%	0.6%	0.4%
Institutionalized	0.9%	0.5%	0.3%
Noninstitutionalized	0.0%	0.0%	0.1%
2024 Population 25+ by Educational Attainment			
Total	14,065	61,108	180,063
Less than 9th Grade	3.8%	6.0%	4.9%
9th - 12th Grade, No Diploma	8.9%	8.5%	7.1%
High School Graduate	38.2%	35.1%	30.0%
GED/Alternative Credential	6.3%	6.8%	5.4%
Some College, No Degree	18.3%	19.0%	17.0%
Associate Degree	8.4%	7.9%	6.7%
Bachelor's Degree	10.9%	11.3%	17.0%
Graduate/Professional Degree	5.2%	5.4%	11.9%
2024 Population 15+ by Marital Status			
Total	16,640	72,579	210,291
Never Married	39.3%	39.9%	43.8%
Married	43.8%	41.3%	39.0%
Widowed	7.3%	7.9%	6.6%
Divorced	9.6%	10.9%	10.6%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,213	43,548	135,150
Population 16+ Employed	96.8%	95.9%	96.4%
Population 16+ Unemployment rate	3.2%	4.1%	3.6%
Population 16-24 Employed	14.3%	14.9%	12.6%
Population 16-24 Unemployment rate	6.4%	9.2%	8.2%
Population 25-54 Employed	64.8%	64.7%	68.0%
Population 25-54 Unemployment rate	3.1%	3.5%	2.9%
Population 55-64 Employed	15.6%	15.5%	14.3%
Population 55-64 Unemployment rate	0.5%	1.9%	2.4%
Population 65+ Employed	5.2%	4.9%	5.1%
Population 65+ Unemployment rate	2.8%	2.6%	4.3%

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

November 26, 2024

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	9,889	41,759	130,270
Agriculture/Mining	0.4%	0.3%	0.2%
Construction	9.0%	11.0%	8.0%
Manufacturing	9.6%	7.8%	7.1%
Wholesale Trade	2.2%	1.5%	1.6%
Retail Trade	10.2%	12.4%	9.5%
Transportation/Utilities	9.6%	10.0%	8.0%
Information	1.0%	0.9%	1.5%
Finance/Insurance/Real Estate	5.6%	5.4%	5.9%
Services	48.2%	46.2%	51.6%
Public Administration	4.3%	4.5%	6.7%
2024 Employed Population 16+ by Occupation			
Total	9,890	41,758	130,269
White Collar	50.4%	48.6%	58.4%
Management/Business/Financial	14.8%	13.3%	16.8%
Professional	16.8%	15.8%	24.3%
Sales	6.6%	8.0%	6.8%
Administrative Support	12.2%	11.4%	10.6%
Services	18.5%	19.1%	17.3%
Blue Collar	31.2%	32.4%	24.3%
Farming/Forestry/Fishing	0.6%	0.3%	0.1%
Construction/Extraction	6.7%	7.7%	5.5%
Installation/Maintenance/Repair	5.3%	5.5%	3.6%
Production	6.3%	5.7%	4.7%
Transportation/Material Moving	12.3%	13.2%	10.3%
2020 Households by Type			
Total	7,691	33,592	103,051
Married Couple Households	37.9%	36.3%	32.0%
With Own Children <18	14.1%	14.1%	11.5%
Without Own Children <18	23.8%	22.3%	20.6%
Cohabiting Couple Households	9.9%	9.7%	9.7%
With Own Children <18	4.6%	4.3%	3.3%
Without Own Children <18	5.4%	5.3%	6.4%
Male Householder, No Spouse/Partner	19.1%	21.2%	22.2%
Living Alone	11.2%	12.9%	14.2%
65 Years and over	3.9%	4.6%	4.0%
With Own Children <18	2.1%	2.2%	1.9%
Without Own Children <18, With Relatives	4.3%	4.3%	3.6%
No Relatives Present	1.5%	1.8%	2.4%
Female Householder, No Spouse/Partner	33.1%	32.8%	36.1%
Living Alone	13.7%	14.5%	16.6%
65 Years and over	7.5%	7.5%	6.6%
With Own Children <18	7.1%	7.4%	7.6%
Without Own Children <18, With Relatives	10.8%	9.4%	9.6%
No Relatives Present	1.5%	1.4%	2.2%
2020 Households by Size			
Total	7,691	33,592	103,051
1 Person Household	24.9%	27.5%	30.8%
2 Person Household	31.3%	29.2%	30.9%
3 Person Household	17.3%	17.2%	16.3%
4 Person Household	13.8%	13.2%	11.4%
5 Person Household	6.9%	7.0%	5.7%
6 Person Household	3.7%	3.6%	2.8%
7 + Person Household	2.1%	2.4%	2.0%

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

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	7,691	33,592	103,051
Owner Occupied	63.4%	59.1%	54.3%
Owned with a Mortgage/Loan	45.6%	42.5%	40.7%
Owned Free and Clear	17.9%	16.6%	13.6%
Renter Occupied	36.6%	40.9%	45.7%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	94	91
Percent of Income for Mortgage	23.2%	25.3%	25.8%
Wealth Index	64	61	71
2020 Housing Units By Urban/ Rural Status			
Total	8,250	36,316	113,731
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	20,704	90,509	258,913
Urban Population	100.0%	100.0%	99.8%
Rural Population	0.0%	0.0%	0.2%

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.

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Front Porches (8E)	Parks and Rec (5C)
2.	Front Porches (8E)	Parks and Rec (5C)	Front Porches (8E)
3.	Rustbelt Traditions (5D)	Metro Fusion (11C)	Metro Renters (3B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$14,078,543	\$59,883,580	\$224,481,489
Average Spent	\$1,826.72	\$1,788.32	\$2,177.91
Spending Potential Index	77	75	91
Education: Total \$	\$9,699,696	\$40,460,017	\$152,429,328
Average Spent	\$1,258.56	\$1,208.27	\$1,478.86
Spending Potential Index	73	70	86
Entertainment/Recreation: Total \$	\$23,840,636	\$98,655,929	\$359,167,791
Average Spent	\$3,093.37	\$2,946.18	\$3,484.63
Spending Potential Index	76	72	85
Food at Home: Total \$	\$43,448,990	\$182,668,997	\$673,296,363
Average Spent	\$5,637.60	\$5,455.09	\$6,532.29
Spending Potential Index	77	75	89
Food Away from Home: Total \$	\$23,018,734	\$96,722,999	\$359,589,195
Average Spent	\$2,986.73	\$2,888.46	\$3,488.72
Spending Potential Index	77	74	90
Health Care: Total \$	\$46,473,201	\$192,054,066	\$682,144,462
Average Spent	\$6,030.00	\$5,735.35	\$6,618.14
Spending Potential Index	78	75	86
HH Furnishings & Equipment: Total \$	\$18,616,497	\$77,315,709	\$281,695,329
Average Spent	\$2,415.53	\$2,308.90	\$2,733.00
Spending Potential Index	76	73	86
Personal Care Products & Services: Total \$	\$5,778,844	\$24,273,363	\$90,561,496
Average Spent	\$749.82	\$724.88	\$878.62
Spending Potential Index	75	73	88
Shelter: Total \$	\$153,514,815	\$644,434,652	\$2,402,436,393
Average Spent	\$19,918.88	\$19,244.90	\$23,308.33
Spending Potential Index	75	72	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,329,275	\$83,355,354	\$294,302,430
Average Spent	\$2,637.77	\$2,489.26	\$2,855.31
Spending Potential Index	75	71	81
Travel: Total \$	\$17,192,429	\$70,956,551	\$262,731,372
Average Spent	\$2,230.76	\$2,118.99	\$2,549.01
Spending Potential Index	74	70	84
Vehicle Maintenance & Repairs: Total \$	\$8,890,062	\$37,148,000	\$134,252,557
Average Spent	\$1,153.50	\$1,109.36	\$1,302.51
Spending Potential Index	78	75	88

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.

Dundalk Shopping Center
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	49.9%	Population	20,639	20,680
Front Porches (8E)	39.8%	Households	7,707	7,792
Rustbelt Traditions (5D)	5.1%	Families	5,076	5,105
Midlife Constants (5E)	3.7%	Median Age	37.7	39.1
Metro Fusion (11C)	1.2%	Median Household Income	\$67,616	\$76,762
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,826.72	\$14,078,543
Men's		77	\$339.00	\$2,612,703
Women's		77	\$614.15	\$4,733,255
Children's		79	\$290.29	\$2,237,303
Footwear		76	\$381.34	\$2,938,973
Watches & Jewelry		72	\$164.75	\$1,269,709
Apparel Products and Services (1)		76	\$37.19	\$286,600
Computer				
Computers and Hardware for Home Use		76	\$205.01	\$1,579,979
Portable Memory		76	\$3.08	\$23,745
Computer Software		76	\$11.83	\$91,202
Computer Accessories		75	\$17.76	\$136,884
Entertainment & Recreation		76	\$3,093.37	\$23,840,636
Fees and Admissions		73	\$601.79	\$4,638,001
Membership Fees for Clubs (2)		74	\$223.00	\$1,718,652
Fees for Participant Sports, excl. Trips		74	\$99.19	\$764,493
Tickets to Theatre/Operas/Concerts		73	\$55.19	\$425,340
Tickets to Movies		74	\$18.21	\$140,344
Tickets to Parks or Museums		74	\$27.54	\$212,248
Admission to Sporting Events, excl. Trips		78	\$61.66	\$475,251
Fees for Recreational Lessons		67	\$116.31	\$896,404
Dating Services		86	\$0.68	\$5,269
TV/Video/Audio		79	\$1,041.82	\$8,029,288
Cable and Satellite Television Services		79	\$597.69	\$4,606,381
Televisions		79	\$120.30	\$927,125
Satellite Dishes		82	\$1.03	\$7,912
VCRs, Video Cameras, and DVD Players		73	\$3.66	\$28,231
Miscellaneous Video Equipment		77	\$17.38	\$133,922
Video Cassettes and DVDs		74	\$4.29	\$33,088
Video Game Hardware/Accessories		80	\$36.91	\$284,450
Video Game Software		80	\$16.16	\$124,545
Rental/Streaming/Downloaded Video		78	\$134.07	\$1,033,241
Installation of Televisions		74	\$1.26	\$9,737
Audio (3)		76	\$107.91	\$831,674
Rental and Repair of TV/Radio/Sound Equipment		73	\$1.17	\$8,981
Pets		76	\$764.30	\$5,890,474
Toys/Games/Crafts/Hobbies (4)		78	\$141.66	\$1,091,761
Recreational Vehicles and Fees (5)		72	\$142.95	\$1,101,697
Sports/Recreation/Exercise Equipment (6)		73	\$222.70	\$1,716,381
Photo Equipment and Supplies (7)		75	\$45.67	\$351,951
Reading (8)		73	\$102.77	\$792,024
Catered Affairs (9)		75	\$29.72	\$229,058
Food		77	\$8,624.33	\$66,467,723
Food at Home		77	\$5,637.60	\$43,448,990
Bakery and Cereal Products		77	\$724.76	\$5,585,690
Meats, Poultry, Fish, and Eggs		78	\$1,220.64	\$9,407,438
Dairy Products		77	\$530.75	\$4,090,527
Fruits and Vegetables		76	\$1,099.44	\$8,473,410
Snacks and Other Food at Home (10)		78	\$2,062.01	\$15,891,925
Food Away from Home		77	\$2,986.73	\$23,018,734
Alcoholic Beverages		75	\$489.75	\$3,774,504

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	72	\$33,283.84	\$256,518,538
Value of Retirement Plans	74	\$120,790.29	\$930,930,732
Value of Other Financial Assets	74	\$6,693.17	\$51,584,259
Vehicle Loan Amount excluding Interest	78	\$2,762.29	\$21,288,985
Value of Credit Card Debt	77	\$2,232.28	\$17,204,213
Health			
Nonprescription Drugs	79	\$140.83	\$1,085,359
Prescription Drugs	84	\$348.01	\$2,682,086
Eyeglasses and Contact Lenses	77	\$97.82	\$753,911
Home			
Mortgage Payment and Basics (11)	74	\$9,976.03	\$76,885,284
Maintenance and Remodeling Services	73	\$3,411.86	\$26,295,235
Maintenance and Remodeling Materials (12)	77	\$668.25	\$5,150,220
Utilities, Fuel, and Public Services	79	\$4,721.83	\$36,391,182
Household Furnishings and Equipment			
Household Textiles (13)	77	\$101.15	\$779,555
Furniture	77	\$762.54	\$5,876,895
Rugs	74	\$33.65	\$259,357
Major Appliances (14)	77	\$452.74	\$3,489,270
Housewares (15)	76	\$81.40	\$627,359
Small Appliances	76	\$61.24	\$472,008
Luggage	75	\$15.63	\$120,422
Telephones and Accessories	79	\$80.03	\$616,782
Household Operations			
Child Care	74	\$409.18	\$3,153,520
Lawn and Garden (16)	76	\$529.66	\$4,082,058
Moving/Storage/Freight Express	74	\$90.13	\$694,668
Housekeeping Supplies (17)	77	\$700.60	\$5,399,493
Insurance			
Owners and Renters Insurance	79	\$651.92	\$5,024,369
Vehicle Insurance	79	\$1,666.98	\$12,847,392
Life/Other Insurance	76	\$511.66	\$3,943,334
Health Insurance	79	\$3,927.14	\$30,266,453
Personal Care Products (18)	77	\$428.15	\$3,299,760
School Books (19)	76	\$32.51	\$250,530
Smoking Products	86	\$399.60	\$3,079,679
Transportation			
Payments on Vehicles excluding Leases	79	\$2,421.05	\$18,659,068
Gasoline and Motor Oil	79	\$2,625.56	\$20,235,174
Vehicle Maintenance and Repairs	78	\$1,153.50	\$8,890,062
Travel			
Airline Fares	71	\$450.10	\$3,468,900
Lodging on Trips	74	\$724.78	\$5,585,915
Auto/Truck Rental on Trips	75	\$86.85	\$669,341
Food and Drink on Trips	74	\$553.40	\$4,265,051

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.

Dundalk Shopping Center
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Front Porches (8E)	37.6%	Population	90,194	89,965
Parks and Rec (5C)	35.7%	Households	33,486	33,693
Metro Fusion (11C)	3.9%	Families	21,154	21,186
Social Security Set (9F)	2.7%	Median Age	37.5	38.8
Rustbelt Traditions (5D)	2.7%	Median Household Income	\$60,847	\$70,568
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,788.32	\$59,883,580
Men's		75	\$330.17	\$11,055,908
Women's		75	\$601.67	\$20,147,675
Children's		78	\$286.86	\$9,605,833
Footwear		75	\$374.86	\$12,552,642
Watches & Jewelry		70	\$158.42	\$5,305,008
Apparel Products and Services (1)		75	\$36.33	\$1,216,514
Computer				
Computers and Hardware for Home Use		73	\$198.96	\$6,662,433
Portable Memory		73	\$2.99	\$100,041
Computer Software		75	\$11.65	\$390,277
Computer Accessories		72	\$17.13	\$573,584
Entertainment & Recreation		72	\$2,946.18	\$98,655,929
Fees and Admissions		69	\$570.97	\$19,119,458
Membership Fees for Clubs (2)		70	\$211.83	\$7,093,451
Fees for Participant Sports, excl. Trips		70	\$93.16	\$3,119,699
Tickets to Theatre/Operas/Concerts		69	\$52.50	\$1,757,980
Tickets to Movies		72	\$17.72	\$593,317
Tickets to Parks or Museums		70	\$26.20	\$877,410
Admission to Sporting Events, excl. Trips		74	\$58.70	\$1,965,703
Fees for Recreational Lessons		64	\$110.16	\$3,688,969
Dating Services		86	\$0.68	\$22,929
TV/Video/Audio		76	\$1,005.48	\$33,669,375
Cable and Satellite Television Services		76	\$572.67	\$19,176,333
Televisions		77	\$116.87	\$3,913,586
Satellite Dishes		83	\$1.04	\$34,858
VCRs, Video Cameras, and DVD Players		71	\$3.53	\$118,363
Miscellaneous Video Equipment		81	\$18.32	\$613,339
Video Cassettes and DVDs		72	\$4.14	\$138,623
Video Game Hardware/Accessories		79	\$36.52	\$1,223,065
Video Game Software		79	\$16.09	\$538,785
Rental/Streaming/Downloaded Video		75	\$129.97	\$4,352,096
Installation of Televisions		69	\$1.17	\$39,328
Audio (3)		73	\$104.03	\$3,483,664
Rental and Repair of TV/Radio/Sound Equipment		70	\$1.11	\$37,334
Pets		71	\$721.79	\$24,169,989
Toys/Games/Crafts/Hobbies (4)		74	\$135.74	\$4,545,471
Recreational Vehicles and Fees (5)		67	\$131.96	\$4,418,831
Sports/Recreation/Exercise Equipment (6)		69	\$210.69	\$7,055,303
Photo Equipment and Supplies (7)		71	\$43.21	\$1,447,030
Reading (8)		70	\$98.11	\$3,285,223
Catered Affairs (9)		71	\$28.23	\$945,251
Food		75	\$8,343.55	\$279,391,996
Food at Home		75	\$5,455.09	\$182,668,997
Bakery and Cereal Products		75	\$699.23	\$23,414,447
Meats, Poultry, Fish, and Eggs		76	\$1,189.22	\$39,822,122
Dairy Products		74	\$511.62	\$17,132,042
Fruits and Vegetables		74	\$1,063.07	\$35,598,016
Snacks and Other Food at Home (10)		75	\$1,991.95	\$66,702,370
Food Away from Home		74	\$2,888.46	\$96,722,999
Alcoholic Beverages		73	\$473.88	\$15,868,381

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	66	\$30,716.77	\$1,028,581,613
Value of Retirement Plans	69	\$111,654.41	\$3,738,859,730
Value of Other Financial Assets	69	\$6,257.58	\$209,541,160
Vehicle Loan Amount excluding Interest	75	\$2,655.93	\$88,936,590
Value of Credit Card Debt	74	\$2,140.99	\$71,693,088
Health			
Nonprescription Drugs	76	\$134.38	\$4,499,710
Prescription Drugs	80	\$330.09	\$11,053,253
Eyeglasses and Contact Lenses	73	\$92.57	\$3,099,650
Home			
Mortgage Payment and Basics (11)	69	\$9,318.58	\$312,041,812
Maintenance and Remodeling Services	68	\$3,159.09	\$105,785,299
Maintenance and Remodeling Materials (12)	71	\$613.43	\$20,541,326
Utilities, Fuel, and Public Services	76	\$4,545.11	\$152,197,694
Household Furnishings and Equipment			
Household Textiles (13)	75	\$98.42	\$3,295,631
Furniture	74	\$728.74	\$24,402,514
Rugs	70	\$31.75	\$1,063,337
Major Appliances (14)	73	\$429.92	\$14,396,212
Housewares (15)	73	\$77.93	\$2,609,397
Small Appliances	75	\$60.08	\$2,011,772
Luggage	72	\$15.01	\$502,686
Telephones and Accessories	76	\$76.58	\$2,564,299
Household Operations			
Child Care	70	\$388.11	\$12,996,323
Lawn and Garden (16)	71	\$494.29	\$16,551,802
Moving/Storage/Freight Express	73	\$88.24	\$2,954,909
Housekeeping Supplies (17)	75	\$674.81	\$22,596,635
Insurance			
Owners and Renters Insurance	74	\$612.11	\$20,497,143
Vehicle Insurance	76	\$1,617.23	\$54,154,594
Life/Other Insurance	71	\$481.35	\$16,118,514
Health Insurance	75	\$3,739.30	\$125,214,037
Personal Care Products (18)	74	\$414.64	\$13,884,509
School Books (19)	74	\$31.62	\$1,058,769
Smoking Products	84	\$390.11	\$13,063,085
Transportation			
Payments on Vehicles excluding Leases	76	\$2,316.08	\$77,556,389
Gasoline and Motor Oil	76	\$2,525.40	\$84,565,454
Vehicle Maintenance and Repairs	75	\$1,109.36	\$37,148,000
Travel			
Airline Fares	68	\$431.15	\$14,437,586
Lodging on Trips	70	\$683.54	\$22,889,032
Auto/Truck Rental on Trips	72	\$83.27	\$2,788,258
Food and Drink on Trips	71	\$526.97	\$17,646,087

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.

Dundalk Shopping Center
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	17.7%	Population	255,649	252,631
Front Porches (8E)	15.8%	Households	103,072	103,763
Metro Renters (3B)	8.6%	Families	58,950	58,938
Metro Fusion (11C)	8.5%	Median Age	36.8	38.3
Family Foundations (12A)	6.4%	Median Household Income	\$67,664	\$78,039
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		91	\$2,177.91	\$224,481,489
Men's		90	\$398.52	\$41,076,438
Women's		92	\$732.51	\$75,501,008
Children's		94	\$344.66	\$35,524,427
Footwear		91	\$455.75	\$46,974,637
Watches & Jewelry		89	\$202.08	\$20,829,157
Apparel Products and Services (1)		91	\$44.39	\$4,575,823
Computer				
Computers and Hardware for Home Use		90	\$243.63	\$25,111,344
Portable Memory		92	\$3.73	\$384,453
Computer Software		94	\$14.67	\$1,512,305
Computer Accessories		88	\$20.96	\$2,160,682
Entertainment & Recreation		85	\$3,484.63	\$359,167,791
Fees and Admissions		83	\$686.54	\$70,763,082
Membership Fees for Clubs (2)		85	\$255.85	\$26,370,772
Fees for Participant Sports, excl. Trips		82	\$108.92	\$11,227,021
Tickets to Theatre/Operas/Concerts		84	\$63.70	\$6,565,360
Tickets to Movies		87	\$21.50	\$2,215,889
Tickets to Parks or Museums		85	\$31.67	\$3,264,324
Admission to Sporting Events, excl. Trips		88	\$69.44	\$7,157,722
Fees for Recreational Lessons		78	\$134.57	\$13,870,604
Dating Services		113	\$0.89	\$91,391
TV/Video/Audio		89	\$1,183.37	\$121,972,487
Cable and Satellite Television Services		88	\$663.45	\$68,383,342
Televisions		92	\$140.40	\$14,470,876
Satellite Dishes		95	\$1.19	\$122,572
VCRs, Video Cameras, and DVD Players		86	\$4.27	\$440,431
Miscellaneous Video Equipment		89	\$20.16	\$2,077,530
Video Cassettes and DVDs		86	\$4.99	\$514,109
Video Game Hardware/Accessories		98	\$45.33	\$4,671,968
Video Game Software		100	\$20.32	\$2,094,934
Rental/Streaming/Downloaded Video		90	\$155.55	\$16,033,262
Installation of Televisions		81	\$1.37	\$140,799
Audio (3)		88	\$125.00	\$12,884,222
Rental and Repair of TV/Radio/Sound Equipment		84	\$1.34	\$138,443
Pets		84	\$846.45	\$87,245,131
Toys/Games/Crafts/Hobbies (4)		89	\$162.09	\$16,706,722
Recreational Vehicles and Fees (5)		78	\$153.02	\$15,771,952
Sports/Recreation/Exercise Equipment (6)		81	\$248.03	\$25,565,323
Photo Equipment and Supplies (7)		87	\$53.02	\$5,464,466
Reading (8)		85	\$118.50	\$12,213,830
Catered Affairs (9)		85	\$33.62	\$3,464,798
Food		90	\$10,021.01	\$1,032,885,558
Food at Home		89	\$6,532.29	\$673,296,363
Bakery and Cereal Products		89	\$835.33	\$86,099,047
Meats, Poultry, Fish, and Eggs		91	\$1,427.11	\$147,095,458
Dairy Products		88	\$610.53	\$62,928,373
Fruits and Vegetables		89	\$1,280.85	\$132,019,621
Snacks and Other Food at Home (10)		90	\$2,378.47	\$245,153,864
Food Away from Home		90	\$3,488.72	\$359,589,195
Alcoholic Beverages		89	\$584.10	\$60,204,829

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	78	\$36,032.49	\$3,713,941,282
Value of Retirement Plans	79	\$127,547.19	\$13,146,543,516
Value of Other Financial Assets	79	\$7,187.59	\$740,839,687
Vehicle Loan Amount excluding Interest	89	\$3,135.19	\$323,150,399
Value of Credit Card Debt	88	\$2,538.41	\$261,639,158
Health			
Nonprescription Drugs	88	\$156.04	\$16,083,233
Prescription Drugs	89	\$370.36	\$38,173,507
Eyeglasses and Contact Lenses	85	\$107.37	\$11,066,453
Home			
Mortgage Payment and Basics (11)	78	\$10,571.30	\$1,089,605,317
Maintenance and Remodeling Services	76	\$3,538.56	\$364,726,503
Maintenance and Remodeling Materials (12)	77	\$665.01	\$68,544,066
Utilities, Fuel, and Public Services	89	\$5,299.53	\$546,233,612
Household Furnishings and Equipment			
Household Textiles (13)	90	\$118.49	\$12,212,603
Furniture	88	\$867.33	\$89,397,275
Rugs	83	\$37.70	\$3,886,156
Major Appliances (14)	84	\$492.65	\$50,778,317
Housewares (15)	87	\$92.74	\$9,559,168
Small Appliances	91	\$73.55	\$7,580,909
Luggage	89	\$18.37	\$1,893,695
Telephones and Accessories	90	\$91.34	\$9,414,880
Household Operations			
Child Care	86	\$473.73	\$48,828,178
Lawn and Garden (16)	80	\$562.09	\$57,936,167
Moving/Storage/Freight Express	91	\$110.05	\$11,343,586
Housekeeping Supplies (17)	89	\$800.33	\$82,491,833
Insurance			
Owners and Renters Insurance	83	\$682.37	\$70,332,825
Vehicle Insurance	90	\$1,916.64	\$197,551,558
Life/Other Insurance	82	\$557.28	\$57,439,460
Health Insurance	86	\$4,316.50	\$444,910,603
Personal Care Products (18)	89	\$500.19	\$51,555,698
School Books (19)	90	\$38.27	\$3,944,693
Smoking Products	98	\$456.58	\$47,060,420
Transportation			
Payments on Vehicles excluding Leases	89	\$2,696.30	\$277,913,342
Gasoline and Motor Oil	89	\$2,960.74	\$305,169,046
Vehicle Maintenance and Repairs	88	\$1,302.51	\$134,252,557
Travel			
Airline Fares	83	\$528.95	\$54,520,022
Lodging on Trips	83	\$815.52	\$84,057,206
Auto/Truck Rental on Trips	87	\$100.67	\$10,376,505
Food and Drink on Trips	85	\$635.12	\$65,463,428

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.

- (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

Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	591		3,039		8,672							
Total Employees:	6,751		40,818		97,755							
Total Population:	20,639		90,194		255,649							
Employee/Population Ratio (per 100 Residents)	33		45		38							
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	0	0.0%	0	0.0%	5	0.2%	11	0.0%	12	0.1%	34	0.0%
Mining	0	0.0%	0	0.0%	2	0.1%	13	0.0%	6	0.1%	63	0.1%
Utilities	0	0.0%	0	0.0%	1	0.0%	12	0.0%	5	0.1%	52	0.1%
Construction	33	5.7%	159	2.5%	224	7.5%	2,216	5.8%	632	7.4%	5,701	6.2%
Building Construction	14	2.4%	52	0.8%	76	2.6%	422	1.1%	233	2.7%	1,581	1.7%
Heavy/Civil Eng Construction	2	0.3%	43	0.7%	12	0.4%	275	0.7%	39	0.5%	565	0.6%
Specialty Trade Contractor	17	2.9%	64	1.0%	136	4.6%	1,520	4.0%	360	4.2%	3,555	3.9%
Manufacturing	10	1.7%	163	2.6%	116	3.9%	2,404	6.2%	311	3.6%	5,672	6.2%
Wholesale Trade	11	1.9%	83	1.3%	112	3.8%	1,496	3.9%	322	3.8%	4,925	5.3%
Durable Goods	8	1.4%	53	0.8%	91	3.1%	1,089	2.8%	247	2.9%	3,198	3.5%
Nondurable Goods	2	0.3%	27	0.4%	18	0.6%	380	1.0%	62	0.7%	1,511	1.6%
Trade Broker	1	0.2%	3	0.1%	3	0.1%	27	0.1%	12	0.1%	216	0.2%
Retail Trade	98	16.9%	1,404	22.5%	393	13.2%	4,800	12.5%	1,094	12.8%	12,360	13.4%
Motor Vehicle & Parts Dealers	19	3.3%	451	7.2%	68	2.3%	1,339	3.5%	157	1.8%	2,018	2.2%
Furniture & Home Furnishings Stores	4	0.7%	37	0.6%	18	0.6%	163	0.4%	52	0.6%	326	0.3%
Electronics & Appliance Stores	2	0.3%	7	0.1%	9	0.3%	36	0.1%	28	0.3%	115	0.1%
Building Material & Garden Equipment & Supplies Dealers	5	0.9%	16	0.3%	25	0.8%	428	1.1%	61	0.7%	1,073	1.2%
Food & Beverage Stores	20	3.4%	398	6.4%	86	2.9%	1,020	2.6%	261	3.1%	2,854	3.1%
Health & Personal Care Stores	16	2.8%	214	3.4%	37	1.3%	317	0.8%	87	1.0%	869	0.9%
Gasoline Stations & Fuel Dealers	4	0.7%	19	0.3%	20	0.7%	152	0.4%	52	0.6%	344	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	7	1.2%	25	0.4%	36	1.2%	172	0.5%	105	1.2%	2,059	2.2%
Sporting Goods, Hobby, Book, & Music Stores	12	2.1%	95	1.5%	43	1.4%	233	0.6%	131	1.5%	672	0.7%
General Merchandise Stores	10	1.7%	141	2.3%	51	1.7%	939	2.4%	159	1.9%	2,029	2.2%
Transportation & Warehousing	11	1.9%	56	0.9%	128	4.3%	1,457	3.8%	290	3.4%	3,076	3.3%
Truck Transportation	5	0.9%	24	0.4%	53	1.8%	488	1.3%	114	1.3%	936	1.0%
Information	12	2.1%	71	1.1%	46	1.6%	377	1.0%	169	2.0%	1,697	1.8%
Finance & Insurance	23	4.0%	148	2.4%	77	2.6%	442	1.1%	273	3.2%	2,223	2.4%
Central Bank/Credit Intermediation & Related Activities	18	3.1%	124	2.0%	41	1.4%	251	0.7%	130	1.5%	949	1.0%
Securities & Commodity Contracts	1	0.2%	5	0.1%	12	0.4%	54	0.1%	65	0.8%	486	0.5%
Funds, Trusts & Other Financial Vehicles	3	0.5%	19	0.3%	24	0.8%	137	0.4%	78	0.9%	787	0.8%
Real Estate, Rental & Leasing	27	4.7%	222	3.6%	128	4.3%	732	1.9%	416	4.9%	2,675	2.9%
Professional, Scientific & Tech Services	40	6.9%	263	4.2%	192	6.5%	4,170	10.8%	695	8.1%	11,553	12.5%
Legal Services	8	1.4%	22	0.3%	47	1.6%	159	0.4%	117	1.4%	481	0.5%
Management of Companies & Enterprises	1	0.2%	11	0.2%	4	0.1%	42	0.1%	24	0.3%	417	0.5%
Administrative, Support & Waste Management Services	19	3.3%	170	2.7%	99	3.3%	980	2.5%	275	3.2%	2,629	2.9%
Educational Services	17	2.9%	726	11.6%	58	1.9%	2,043	5.3%	162	1.9%	6,082	6.6%

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Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

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	92	15.8%	1,030	16.5%	448	15.1%	9,192	23.9%	831	9.7%	14,363	15.6%
Ambulatory Health Care	67	11.5%	638	10.2%	365	12.3%	4,479	11.6%	605	7.1%	7,256	7.9%
Hospital	3	0.5%	35	0.6%	16	0.5%	3,355	8.7%	32	0.4%	4,392	4.8%
Nursing/Residential Care	4	0.7%	258	4.1%	12	0.4%	958	2.5%	31	0.4%	1,427	1.6%
Social Assistance	17	2.9%	99	1.6%	55	1.9%	400	1.0%	163	1.9%	1,287	1.4%
Arts, Entertainment & Recreation	13	2.2%	90	1.4%	53	1.8%	393	1.0%	174	2.0%	1,219	1.3%
Accommodation & Food Services	55	9.5%	982	15.7%	209	7.0%	2,652	6.9%	751	8.8%	7,718	8.4%
Accommodation	2	0.3%	9	0.1%	7	0.2%	147	0.4%	31	0.4%	633	0.7%
Food Services & Drinking Places	54	9.3%	973	15.6%	202	6.8%	2,505	6.5%	720	8.4%	7,086	7.7%
Other Services (except Public Administration)	90	15.5%	414	6.6%	439	14.8%	2,292	6.0%	1,203	14.1%	5,657	6.1%
Repair & Maintenance	21	3.6%	100	1.6%	131	4.4%	900	2.3%	271	3.2%	1,626	1.8%
Automotive Repair & Maintenance	20	3.4%	93	1.5%	102	3.4%	549	1.4%	204	2.4%	1,022	1.1%
Personal & Laundry Service	35	6.0%	189	3.0%	120	4.0%	663	1.7%	351	4.1%	1,666	1.8%
Civic and Other Orgs	34	5.8%	124	2.0%	188	6.3%	729	1.9%	580	6.8%	2,365	2.6%
Public Administration	4	0.7%	243	3.9%	31	1.0%	2,757	7.2%	84	1.0%	4,068	4.4%
Unclassified Establishments	27	4.7%	2	0.0%	204	6.9%	22	0.1%	814	9.5%	63	0.1%
Total	581	100.0%	6,238	100.0%	2,969	100.0%	38,505	100.0%	8,543	100.0%	92,246	100.0%

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Dundalk Shopping Center
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.27450
Longitude: -76.50224

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	0.8%	41	0.6%	34	1.1%	241	0.6%	89	1.0%	690	0.7%
Construction	33	5.6%	184	2.7%	219	7.2%	2,254	5.5%	601	6.9%	5,691	5.8%
Manufacturing	11	1.9%	137	2.0%	114	3.8%	2,326	5.7%	279	3.2%	5,199	5.3%
Transportation	11	1.9%	62	0.9%	146	4.8%	3,586	8.8%	343	4.0%	6,341	6.5%
Communication	9	1.5%	28	0.4%	25	0.8%	94	0.2%	71	0.8%	280	0.3%
Utility	0	0.0%	0	0.0%	8	0.3%	70	0.2%	30	0.3%	389	0.4%
Wholesale Trade	9	1.5%	62	0.9%	110	3.6%	1,474	3.6%	319	3.7%	4,918	5.0%
Retail Trade Summary	155	26.2%	2,597	38.5%	614	20.2%	7,979	19.6%	1,872	21.6%	20,782	21.3%
Home Improvement	5	0.8%	26	0.4%	26	0.9%	446	1.1%	63	0.7%	1,116	1.1%
General Merchandise Stores	8	1.4%	203	3.0%	36	1.2%	873	2.1%	117	1.4%	1,791	1.8%
Food Stores	21	3.5%	474	7.0%	82	2.7%	1,142	2.8%	256	3.0%	3,079	3.1%
Auto Dealers & Gas Stations	24	4.1%	481	7.1%	88	2.9%	1,494	3.7%	209	2.4%	2,387	2.4%
Apparel & Accessory Stores	4	0.7%	19	0.3%	23	0.8%	149	0.4%	84	1.0%	2,009	2.1%
Furniture & Home Furnishings	5	0.8%	40	0.6%	30	1.0%	217	0.5%	90	1.0%	495	0.5%
Eating & Drinking Places	54	9.1%	996	14.8%	197	6.5%	2,544	6.2%	698	8.1%	7,090	7.3%
Miscellaneous Retail	35	5.9%	357	5.3%	134	4.4%	1,114	2.7%	355	4.1%	2,817	2.9%
Finance, Insurance, Real Estate Summary	52	8.8%	375	5.5%	187	6.2%	1,178	2.9%	663	7.7%	5,376	5.5%
Banks, Savings & Lending Institutions	19	3.2%	147	2.2%	44	1.4%	284	0.7%	130	1.5%	1,082	1.1%
Securities Brokers	1	0.2%	5	0.1%	12	0.4%	59	0.1%	62	0.7%	479	0.5%
Insurance Carriers & Agents	4	0.7%	27	0.4%	24	0.8%	137	0.3%	79	0.9%	953	1.0%
Real Estate, Holding, Other Investment Offices	27	4.6%	196	2.9%	107	3.5%	698	1.7%	392	4.5%	2,862	2.9%
Services Summary	273	46.2%	2,984	44.2%	1,322	43.5%	18,675	45.8%	3,411	39.3%	43,598	44.6%
Hotels & Lodging	2	0.3%	7	0.1%	8	0.3%	114	0.3%	33	0.4%	564	0.6%
Automotive Services	24	4.1%	179	2.6%	127	4.2%	773	1.9%	275	3.2%	1,707	1.8%
Movies & Amusements	15	2.5%	130	1.9%	61	2.0%	364	0.9%	160	1.9%	1,114	1.1%
Health Services	64	10.8%	893	13.2%	402	13.2%	9,370	23.0%	662	7.6%	13,748	14.1%
Legal Services	7	1.2%	57	0.8%	38	1.3%	177	0.4%	93	1.1%	436	0.5%
Education Institutions & Libraries	18	3.0%	773	11.4%	52	1.7%	2,428	6.0%	157	1.8%	6,909	7.1%
Other Services	143	24.2%	945	14.0%	634	20.9%	5,449	13.3%	2,031	23.4%	19,120	19.6%
Government	4	0.7%	241	3.6%	36	1.2%	2,731	6.7%	88	1.0%	4,022	4.1%
Unclassified Establishments	29	4.9%	40	3.6%	225	7.4%	210	6.7%	906	10.4%	469	4.1%
Totals	591	100.0%	6,751	100.0%	3,039	100.0%	40,818	100.0%	8,672	100.0%	97,755	100.0%

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