

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,651	31,438	132,895
2010 Total Population	2,111	38,199	149,990
2018 Total Population	3,718	48,122	175,381
2018 Group Quarters	0	116	6,686
2023 Total Population	4,236	53,137	188,574
2018-2023 Annual Rate	2.64%	2.00%	1.46%
2018 Total Daytime Population	16,035	71,144	203,758
Workers	14,333	49,068	125,030
Residents	1,702	22,076	78,728
<b>Household Summary</b>			
2000 Households	563	10,727	45,583
2000 Average Household Size	2.92	2.89	2.72
2010 Households	693	13,593	52,978
2010 Average Household Size	3.05	2.80	2.70
2018 Households	1,326	17,112	61,591
2018 Average Household Size	2.80	2.81	2.74
2023 Households	1,514	18,889	66,053
2023 Average Household Size	2.80	2.81	2.75
2018-2023 Annual Rate	2.69%	2.00%	1.41%
2010 Families	534	10,229	37,428
2010 Average Family Size	3.47	3.20	3.18
2018 Families	940	12,618	43,158
2018 Average Family Size	3.34	3.26	3.25
2023 Families	1,065	13,821	46,111
2023 Average Family Size	3.35	3.28	3.28
2018-2023 Annual Rate	2.53%	1.84%	1.33%
<b>Housing Unit Summary</b>			
2000 Housing Units	591	11,134	47,705
Owner Occupied Housing Units	86.5%	73.2%	63.6%
Renter Occupied Housing Units	8.8%	23.1%	32.0%
Vacant Housing Units	4.7%	3.7%	4.4%
2010 Housing Units	721	14,300	55,933
Owner Occupied Housing Units	85.2%	71.2%	62.0%
Renter Occupied Housing Units	11.0%	23.8%	32.7%
Vacant Housing Units	3.9%	4.9%	5.3%
2018 Housing Units	1,430	17,904	65,002
Owner Occupied Housing Units	56.9%	68.8%	60.3%
Renter Occupied Housing Units	35.7%	26.7%	34.4%
Vacant Housing Units	7.3%	4.4%	5.2%
2023 Housing Units	1,641	19,733	69,579
Owner Occupied Housing Units	55.0%	69.2%	61.7%
Renter Occupied Housing Units	37.3%	26.5%	33.2%
Vacant Housing Units	7.7%	4.3%	5.1%
<b>Median Household Income</b>			
2018	\$92,764	\$102,468	\$87,176
2023	\$103,628	\$111,304	\$101,338
<b>Median Home Value</b>			
2018	\$347,938	\$373,013	\$329,369
2023	\$364,335	\$408,570	\$357,234
<b>Per Capita Income</b>			
2018	\$38,317	\$42,647	\$37,651
2023	\$44,257	\$48,957	\$43,915
<b>Median Age</b>			
2010	36.2	35.8	34.5
2018	41.1	37.6	36.1
2023	43.1	38.6	36.9

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>2018 Households by Income</b>			
Household Income Base	1,326	17,111	61,588
<\$15,000	6.9%	5.0%	5.1%
\$15,000 - \$24,999	5.9%	3.5%	4.7%
\$25,000 - \$34,999	4.9%	3.5%	5.4%
\$35,000 - \$49,999	7.2%	7.2%	9.3%
\$50,000 - \$74,999	16.2%	14.3%	17.1%
\$75,000 - \$99,999	11.6%	14.5%	15.0%
\$100,000 - \$149,999	23.2%	24.5%	21.6%
\$150,000 - \$199,999	14.6%	14.7%	11.8%
\$200,000+	9.4%	12.8%	10.0%
Average Household Income	\$107,376	\$119,537	\$106,310
<b>2023 Households by Income</b>			
Household Income Base	1,514	18,888	66,050
<\$15,000	6.0%	4.3%	4.4%
\$15,000 - \$24,999	4.7%	2.9%	3.7%
\$25,000 - \$34,999	3.9%	2.6%	4.1%
\$35,000 - \$49,999	6.0%	5.5%	7.2%
\$50,000 - \$74,999	13.8%	11.8%	14.6%
\$75,000 - \$99,999	12.6%	14.1%	14.9%
\$100,000 - \$149,999	25.3%	27.1%	24.7%
\$150,000 - \$199,999	15.9%	16.2%	13.6%
\$200,000+	11.8%	15.6%	12.8%
Average Household Income	\$123,735	\$137,367	\$124,561
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	814	12,324	39,214
<\$50,000	2.0%	4.4%	3.5%
\$50,000 - \$99,999	0.9%	2.8%	2.7%
\$100,000 - \$149,999	1.7%	1.3%	1.9%
\$150,000 - \$199,999	3.2%	3.3%	4.7%
\$200,000 - \$249,999	6.9%	7.0%	12.0%
\$250,000 - \$299,999	12.7%	9.9%	16.3%
\$300,000 - \$399,999	47.7%	29.0%	30.3%
\$400,000 - \$499,999	16.1%	24.7%	15.3%
\$500,000 - \$749,999	7.1%	15.0%	11.4%
\$750,000 - \$999,999	1.2%	1.7%	1.2%
\$1,000,000 - \$1,499,999	0.7%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.5%	0.2%
Average Home Value	\$364,767	\$389,576	\$352,322
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	902	13,660	42,906
<\$50,000	0.9%	1.9%	1.9%
\$50,000 - \$99,999	0.3%	1.4%	1.5%
\$100,000 - \$149,999	0.8%	0.7%	1.5%
\$150,000 - \$199,999	1.8%	1.9%	3.1%
\$200,000 - \$249,999	4.7%	4.7%	8.9%
\$250,000 - \$299,999	10.5%	8.0%	14.7%
\$300,000 - \$399,999	48.3%	28.9%	32.1%
\$400,000 - \$499,999	19.4%	28.6%	18.1%
\$500,000 - \$749,999	10.0%	20.3%	15.5%
\$750,000 - \$999,999	2.0%	2.4%	1.7%
\$1,000,000 - \$1,499,999	1.3%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.6%	0.3%
Average Home Value	\$398,976	\$436,320	\$389,583

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	2,111	38,199	149,991
0 - 4	6.9%	7.4%	7.4%
5 - 9	8.1%	7.1%	6.8%
10 - 14	6.8%	6.7%	6.4%
15 - 24	12.4%	12.6%	13.4%
25 - 34	14.1%	14.9%	16.8%
35 - 44	14.9%	15.4%	15.5%
45 - 54	16.5%	15.9%	15.1%
55 - 64	11.3%	11.7%	10.0%
65 - 74	6.1%	5.5%	5.0%
75 - 84	2.3%	2.1%	2.7%
85 +	0.6%	0.7%	0.9%
18 +	74.4%	74.6%	75.6%
<b>2018 Population by Age</b>			
Total	3,717	48,122	175,381
0 - 4	5.5%	6.5%	6.7%
5 - 9	6.1%	6.8%	6.8%
10 - 14	6.6%	6.9%	6.6%
15 - 24	9.9%	11.3%	11.9%
25 - 34	13.0%	14.4%	16.2%
35 - 44	13.7%	14.7%	15.0%
45 - 54	13.6%	13.8%	13.5%
55 - 64	14.9%	13.0%	11.7%
65 - 74	10.5%	8.3%	7.2%
75 - 84	4.3%	3.3%	3.1%
85 +	1.7%	1.0%	1.2%
18 +	78.3%	76.1%	76.4%
<b>2023 Population by Age</b>			
Total	4,236	53,138	188,576
0 - 4	5.3%	6.5%	6.7%
5 - 9	5.7%	6.3%	6.5%
10 - 14	6.2%	6.4%	6.4%
15 - 24	9.5%	10.9%	11.5%
25 - 34	10.6%	14.1%	15.7%
35 - 44	15.4%	15.4%	15.9%
45 - 54	13.0%	12.9%	12.6%
55 - 64	13.9%	12.3%	11.4%
65 - 74	12.5%	9.4%	8.2%
75 - 84	5.9%	4.4%	3.9%
85 +	1.9%	1.2%	1.3%
18 +	79.2%	77.1%	76.9%
<b>2010 Population by Sex</b>			
Males	1,045	18,628	75,394
Females	1,066	19,571	74,596
<b>2018 Population by Sex</b>			
Males	1,865	23,389	87,877
Females	1,854	24,732	87,505
<b>2023 Population by Sex</b>			
Males	2,135	25,833	94,486
Females	2,101	27,303	94,088

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	2,111	38,199	149,990
White Alone	50.8%	52.4%	60.4%
Black Alone	33.4%	32.5%	25.9%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	9.1%	8.4%	6.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	1.9%	2.4%
Two or More Races	4.7%	4.4%	4.0%
Hispanic Origin	7.2%	6.5%	6.9%
Diversity Index	67.3	66.0	61.9
<b>2018 Population by Race/Ethnicity</b>			
Total	3,719	48,121	175,382
White Alone	55.7%	48.4%	54.9%
Black Alone	29.7%	33.6%	28.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	7.2%	10.0%	8.8%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	2.8%	2.6%	3.1%
Two or More Races	4.5%	5.0%	4.7%
Hispanic Origin	7.9%	8.5%	9.0%
Diversity Index	65.5	69.8	67.6
<b>2023 Population by Race/Ethnicity</b>			
Total	4,236	53,137	188,574
White Alone	53.3%	45.2%	51.1%
Black Alone	30.6%	34.5%	29.2%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	7.4%	11.2%	10.2%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	3.5%	3.0%	3.7%
Two or More Races	5.0%	5.6%	5.3%
Hispanic Origin	9.4%	10.1%	10.7%
Diversity Index	68.2	72.5	71.1
<b>2010 Population by Relationship and Household Type</b>			
Total	2,111	38,199	149,990
In Households	100.0%	99.7%	95.5%
In Family Households	89.7%	88.3%	82.0%
Householder	25.3%	26.8%	24.9%
Spouse	20.9%	19.9%	18.2%
Child	36.5%	34.2%	31.9%
Other relative	5.1%	4.9%	4.4%
Nonrelative	1.9%	2.5%	2.6%
In Nonfamily Households	10.3%	11.4%	13.4%
In Group Quarters	0.0%	0.3%	4.5%
Institutionalized Population	0.0%	0.2%	4.0%
Noninstitutionalized Population	0.0%	0.1%	0.5%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>2018 Population 25+ by Educational Attainment</b>			
Total	2,673	32,925	119,164
Less than 9th Grade	4.8%	2.6%	2.9%
9th - 12th Grade, No Diploma	4.4%	4.4%	6.6%
High School Graduate	23.6%	20.0%	22.1%
GED/Alternative Credential	1.9%	2.9%	4.1%
Some College, No Degree	23.3%	19.1%	20.1%
Associate Degree	8.5%	8.5%	8.2%
Bachelor's Degree	20.2%	25.4%	21.5%
Graduate/Professional Degree	13.3%	17.2%	14.6%
<b>2018 Population 15+ by Marital Status</b>			
Total	3,040	38,375	140,117
Never Married	27.3%	31.9%	33.8%
Married	53.6%	56.0%	51.6%
Widowed	8.3%	3.6%	4.2%
Divorced	10.9%	8.5%	10.4%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.4%	95.0%	95.4%
Civilian Unemployed (Unemployment Rate)	5.6%	5.0%	4.6%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,008	26,063	90,036
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.9%	5.3%	5.6%
Manufacturing	5.1%	5.0%	4.8%
Wholesale Trade	2.1%	3.0%	2.5%
Retail Trade	9.4%	9.0%	10.1%
Transportation/Utilities	2.9%	4.5%	4.9%
Information	2.0%	1.6%	1.7%
Finance/Insurance/Real Estate	3.8%	5.4%	5.1%
Services	54.9%	48.2%	49.8%
Public Administration	16.8%	18.0%	15.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,007	26,063	90,036
White Collar	71.6%	70.2%	68.6%
Management/Business/Financial	16.4%	19.4%	16.6%
Professional	26.6%	29.7%	28.1%
Sales	11.8%	8.1%	9.5%
Administrative Support	16.8%	13.0%	14.5%
Services	14.7%	16.0%	16.2%
Blue Collar	13.6%	13.8%	15.1%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	1.8%	2.9%	3.1%
Installation/Maintenance/Repair	4.6%	3.7%	3.7%
Production	2.6%	2.8%	3.1%
Transportation/Material Moving	4.2%	4.1%	5.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,111	38,199	149,990
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	694	13,592	52,978
Households with 1 Person	17.7%	19.1%	22.7%
Households with 2+ People	82.3%	80.9%	77.3%
Family Households	76.9%	75.3%	70.6%
Husband-wife Families	63.5%	56.1%	51.5%
With Related Children	33.3%	26.7%	25.7%
Other Family (No Spouse Present)	13.4%	19.2%	19.2%
Other Family with Male Householder	4.3%	5.1%	5.2%
With Related Children	2.2%	2.6%	2.9%
Other Family with Female Householder	9.1%	14.1%	14.0%
With Related Children	5.2%	9.4%	9.3%
Nonfamily Households	5.3%	5.6%	6.6%
All Households with Children	40.8%	39.2%	38.4%
Multigenerational Households	7.6%	6.3%	5.5%
Unmarried Partner Households	4.6%	5.9%	6.8%
Male-female	4.0%	5.1%	6.0%
Same-sex	0.6%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	694	13,593	52,978
1 Person Household	17.7%	19.1%	22.7%
2 Person Household	27.4%	31.8%	30.7%
3 Person Household	19.0%	19.9%	19.0%
4 Person Household	19.2%	16.5%	16.0%
5 Person Household	9.1%	7.6%	7.1%
6 Person Household	4.5%	3.1%	2.8%
7 + Person Household	3.2%	2.0%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	693	13,593	52,978
Owner Occupied	88.6%	75.0%	65.5%
Owned with a Mortgage/Loan	78.2%	62.7%	53.2%
Owned Free and Clear	10.4%	12.3%	12.3%
Renter Occupied	11.4%	25.0%	34.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	721	14,300	55,933
Housing Units Inside Urbanized Area	100.0%	99.9%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.3%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Soccer Moms (4A)	Enterprising Professionals	Enterprising Professionals
<b>2.</b>	The Great Outdoors (6C)	Savvy Suburbanites (1D)	Parks and Rec (5C)
<b>3.</b>	Savvy Suburbanites (1D)	Pleasantville (2B)	Savvy Suburbanites (1D)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,612,284	\$52,784,676	\$171,132,237
Average Spent	\$2,724.20	\$3,084.66	\$2,778.53
Spending Potential Index	125	142	128
Education: Total \$	\$2,414,090	\$37,547,516	\$119,091,391
Average Spent	\$1,820.58	\$2,194.22	\$1,933.58
Spending Potential Index	126	152	134
Entertainment/Recreation: Total \$	\$5,509,290	\$76,717,565	\$246,504,117
Average Spent	\$4,154.82	\$4,483.26	\$4,002.27
Spending Potential Index	129	139	124
Food at Home: Total \$	\$8,271,952	\$116,381,849	\$379,910,459
Average Spent	\$6,238.27	\$6,801.18	\$6,168.28
Spending Potential Index	124	136	123
Food Away from Home: Total \$	\$5,848,071	\$84,692,284	\$275,492,575
Average Spent	\$4,410.31	\$4,949.29	\$4,472.94
Spending Potential Index	126	141	127
Health Care: Total \$	\$9,892,516	\$131,895,644	\$423,271,775
Average Spent	\$7,460.42	\$7,707.79	\$6,872.30
Spending Potential Index	130	135	120
HH Furnishings & Equipment: Total \$	\$3,583,711	\$50,265,715	\$161,684,875
Average Spent	\$2,702.65	\$2,937.45	\$2,625.14
Spending Potential Index	129	141	126
Personal Care Products & Services: Total \$	\$1,412,110	\$20,184,637	\$64,912,280
Average Spent	\$1,064.94	\$1,179.56	\$1,053.92
Spending Potential Index	129	143	127
Shelter: Total \$	\$27,597,072	\$408,531,268	\$1,324,512,631
Average Spent	\$20,812.27	\$23,873.96	\$21,504.97
Spending Potential Index	124	142	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,294,876	\$60,156,056	\$189,434,893
Average Spent	\$3,238.97	\$3,515.43	\$3,075.69
Spending Potential Index	130	141	124
Travel: Total \$	\$3,809,962	\$54,779,162	\$172,401,542
Average Spent	\$2,873.27	\$3,201.21	\$2,799.14
Spending Potential Index	133	149	130
Vehicle Maintenance & Repairs: Total \$	\$1,817,986	\$25,172,456	\$81,761,490
Average Spent	\$1,371.03	\$1,471.04	\$1,327.49
Spending Potential Index	127	137	123

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

# Retail Goods and Services Expenditures

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	40.6%	Population	3,718	4,236
The Great Outdoors (6C)	37.9%	Households	1,326	1,514
Savvy Suburbanites (1D)	11.5%	Families	940	1,065
Golden Years (9B)	9.7%	Median Age	41.1	43.1
Enterprising Professionals (2D)	0.3%	Median Household Income	\$92,764	\$103,628
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		125	\$2,724.20	\$3,612,284
Men's		124	\$513.42	\$680,793
Women's		127	\$941.87	\$1,248,922
Children's		121	\$391.02	\$518,488
Footwear		124	\$584.94	\$775,624
Watches & Jewelry		129	\$185.31	\$245,718
Apparel Products and Services (1)		130	\$107.65	\$142,739
<b>Computer</b>				
Computers and Hardware for Home Use		124	\$210.90	\$279,659
Portable Memory		128	\$6.96	\$9,228
Computer Software		120	\$12.68	\$16,808
Computer Accessories		128	\$24.03	\$31,862
<b>Entertainment &amp; Recreation</b>		129	\$4,154.82	\$5,509,290
Fees and Admissions		133	\$909.97	\$1,206,624
Membership Fees for Clubs (2)		134	\$301.89	\$400,307
Fees for Participant Sports, excl. Trips		135	\$152.09	\$201,676
Tickets to Theatre/Operas/Concerts		131	\$86.88	\$115,205
Tickets to Movies/Museums/Parks		126	\$100.92	\$133,826
Admission to Sporting Events, excl. Trips		133	\$78.86	\$104,569
Fees for Recreational Lessons		136	\$188.61	\$250,100
Dating Services		106	\$0.71	\$941
TV/Video/Audio		123	\$1,604.28	\$2,127,274
Cable and Satellite Television Services		123	\$1,188.38	\$1,575,795
Televisions		121	\$143.28	\$189,987
Satellite Dishes		136	\$2.40	\$3,189
VCRs, Video Cameras, and DVD Players		123	\$6.78	\$8,984
Miscellaneous Video Equipment		132	\$19.17	\$25,424
Video Cassettes and DVDs		123	\$15.24	\$20,214
Video Game Hardware/Accessories		113	\$33.59	\$44,544
Video Game Software		110	\$16.43	\$21,790
Streaming/Downloaded Video		120	\$39.77	\$52,741
Rental of Video Cassettes and DVDs		121	\$15.53	\$20,591
Installation of Televisions		146	\$1.34	\$1,779
Audio (3)		128	\$118.72	\$157,429
Rental and Repair of TV/Radio/Sound Equipment		90	\$3.62	\$4,806
Pets		134	\$853.04	\$1,131,134
Toys/Games/Crafts/Hobbies (4)		124	\$143.29	\$190,009
Recreational Vehicles and Fees (5)		142	\$155.64	\$206,382
Sports/Recreation/Exercise Equipment (6)		134	\$239.14	\$317,103
Photo Equipment and Supplies (7)		130	\$69.42	\$92,055
Reading (8)		130	\$146.24	\$193,915
Catered Affairs (9)		111	\$33.78	\$44,794
<b>Food</b>		125	\$10,648.58	\$14,120,023
Food at Home		124	\$6,238.27	\$8,271,952
Bakery and Cereal Products		124	\$816.58	\$1,082,791
Meats, Poultry, Fish, and Eggs		123	\$1,385.36	\$1,836,981
Dairy Products		125	\$648.91	\$860,449
Fruits and Vegetables		125	\$1,226.02	\$1,625,701
Snacks and Other Food at Home (10)		125	\$2,161.41	\$2,866,030
Food Away from Home		126	\$4,410.31	\$5,848,071
Alcoholic Beverages		127	\$708.91	\$940,016

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	140	\$7,078.76	\$9,386,440
Value of Retirement Plans	139	\$32,142.91	\$42,621,505
Value of Other Financial Assets	132	\$1,868.98	\$2,478,267
Vehicle Loan Amount excluding Interest	126	\$3,518.02	\$4,664,897
Value of Credit Card Debt	129	\$759.39	\$1,006,957
<b>Health</b>			
Nonprescription Drugs	129	\$171.82	\$227,829
Prescription Drugs	129	\$467.67	\$620,131
Eyeglasses and Contact Lenses	131	\$121.74	\$161,426
<b>Home</b>			
Mortgage Payment and Basics (11)	141	\$12,176.77	\$16,146,393
Maintenance and Remodeling Services	143	\$2,913.54	\$3,863,350
Maintenance and Remodeling Materials (12)	140	\$684.34	\$907,436
Utilities, Fuel, and Public Services	125	\$6,191.54	\$8,209,986
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	127	\$125.06	\$165,836
Furniture	126	\$770.59	\$1,021,801
Rugs	128	\$31.42	\$41,660
Major Appliances (14)	132	\$460.05	\$610,032
Housewares (15)	130	\$134.87	\$178,844
Small Appliances	123	\$60.15	\$79,765
Luggage	129	\$17.70	\$23,467
Telephones and Accessories	129	\$90.98	\$120,635
<b>Household Operations</b>			
Child Care	126	\$648.49	\$859,903
Lawn and Garden (16)	137	\$591.14	\$783,854
Moving/Storage/Freight Express	121	\$78.05	\$103,494
Housekeeping Supplies (17)	127	\$912.94	\$1,210,562
<b>Insurance</b>			
Owners and Renters Insurance	136	\$770.89	\$1,022,195
Vehicle Insurance	126	\$1,581.29	\$2,096,794
Life/Other Insurance	137	\$570.28	\$756,189
Health Insurance	130	\$4,908.05	\$6,508,074
Personal Care Products (18)	126	\$613.30	\$813,240
School Books and Supplies (19)	119	\$184.30	\$244,377
Smoking Products	115	\$478.07	\$633,926
<b>Transportation</b>			
Payments on Vehicles excluding Leases	126	\$3,018.96	\$4,003,136
Gasoline and Motor Oil	125	\$2,980.78	\$3,952,512
Vehicle Maintenance and Repairs	127	\$1,371.03	\$1,817,986
<b>Travel</b>			
Airline Fares	132	\$695.71	\$922,518
Lodging on Trips	135	\$772.82	\$1,024,758
Auto/Truck Rental on Trips	136	\$37.67	\$49,951
Food and Drink on Trips	133	\$687.19	\$911,208

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Enterprising Professionals (2D)	36.5%	Population	48,122	53,137
Savvy Suburbanites (1D)	26.4%	Households	17,112	18,889
Pleasantville (2B)	11.8%	Families	12,618	13,821
Bright Young Professionals (8C)	5.6%	Median Age	37.6	38.6
Soccer Moms (4A)	3.9%	Median Household Income	\$102,468	\$111,304
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		142	\$3,084.66	\$52,784,676
Men's		140	\$579.36	\$9,913,987
Women's		144	\$1,065.26	\$18,228,787
Children's		138	\$445.56	\$7,624,349
Footwear		140	\$660.73	\$11,306,392
Watches & Jewelry		146	\$209.75	\$3,589,307
Apparel Products and Services (1)		150	\$124.00	\$2,121,855
<b>Computer</b>				
Computers and Hardware for Home Use		143	\$244.24	\$4,179,455
Portable Memory		142	\$7.70	\$131,763
Computer Software		145	\$15.29	\$261,592
Computer Accessories		141	\$26.49	\$453,329
<b>Entertainment &amp; Recreation</b>		139	\$4,483.26	\$76,717,565
Fees and Admissions		153	\$1,044.47	\$17,872,923
Membership Fees for Clubs (2)		153	\$345.79	\$5,917,139
Fees for Participant Sports, excl. Trips		148	\$167.75	\$2,870,513
Tickets to Theatre/Operas/Concerts		155	\$102.71	\$1,757,511
Tickets to Movies/Museums/Parks		147	\$117.67	\$2,013,650
Admission to Sporting Events, excl. Trips		148	\$87.67	\$1,500,190
Fees for Recreational Lessons		161	\$221.92	\$3,797,559
Dating Services		143	\$0.96	\$16,362
TV/Video/Audio		132	\$1,722.11	\$29,468,749
Cable and Satellite Television Services		130	\$1,250.52	\$21,398,879
Televisions		137	\$161.46	\$2,762,874
Satellite Dishes		141	\$2.49	\$42,615
VCRs, Video Cameras, and DVD Players		139	\$7.68	\$131,469
Miscellaneous Video Equipment		144	\$20.91	\$357,801
Video Cassettes and DVDs		136	\$16.81	\$287,603
Video Game Hardware/Accessories		133	\$39.64	\$678,393
Video Game Software		132	\$19.70	\$337,153
Streaming/Downloaded Video		140	\$46.52	\$796,014
Rental of Video Cassettes and DVDs		138	\$17.71	\$303,050
Installation of Televisions		161	\$1.48	\$25,386
Audio (3)		143	\$133.16	\$2,278,557
Rental and Repair of TV/Radio/Sound Equipment		100	\$4.03	\$68,954
Pets		134	\$851.23	\$14,566,272
Toys/Games/Crafts/Hobbies (4)		139	\$160.70	\$2,749,931
Recreational Vehicles and Fees (5)		143	\$157.19	\$2,689,878
Sports/Recreation/Exercise Equipment (6)		150	\$267.61	\$4,579,285
Photo Equipment and Supplies (7)		145	\$77.46	\$1,325,502
Reading (8)		142	\$159.52	\$2,729,707
Catered Affairs (9)		141	\$42.97	\$735,316
<b>Food</b>		138	\$11,750.48	\$201,074,133
Food at Home		136	\$6,801.18	\$116,381,849
Bakery and Cereal Products		136	\$895.23	\$15,319,224
Meats, Poultry, Fish, and Eggs		134	\$1,507.84	\$25,802,117
Dairy Products		136	\$704.70	\$12,058,795
Fruits and Vegetables		138	\$1,357.09	\$23,222,503
Snacks and Other Food at Home (10)		135	\$2,336.33	\$39,979,210
Food Away from Home		141	\$4,949.29	\$84,692,284
Alcoholic Beverages		147	\$821.56	\$14,058,567

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	152	\$7,655.21	\$130,995,961
Value of Retirement Plans	149	\$34,382.69	\$588,356,644
Value of Other Financial Assets	133	\$1,881.34	\$32,193,558
Vehicle Loan Amount excluding Interest	129	\$3,599.14	\$61,588,439
Value of Credit Card Debt	143	\$844.22	\$14,446,311
<b>Health</b>			
Nonprescription Drugs	132	\$176.27	\$3,016,407
Prescription Drugs	126	\$455.89	\$7,801,113
Eyeglasses and Contact Lenses	138	\$127.89	\$2,188,487
<b>Home</b>			
Mortgage Payment and Basics (11)	149	\$12,856.77	\$220,005,130
Maintenance and Remodeling Services	148	\$3,031.79	\$51,880,011
Maintenance and Remodeling Materials (12)	142	\$697.06	\$11,928,165
Utilities, Fuel, and Public Services	132	\$6,559.97	\$112,254,183
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	141	\$138.74	\$2,374,066
Furniture	141	\$862.72	\$14,762,887
Rugs	145	\$35.71	\$611,024
Major Appliances (14)	133	\$465.04	\$7,957,743
Housewares (15)	141	\$145.69	\$2,493,116
Small Appliances	137	\$67.22	\$1,150,184
Luggage	151	\$20.79	\$355,716
Telephones and Accessories	147	\$103.13	\$1,764,768
<b>Household Operations</b>			
Child Care	157	\$806.21	\$13,795,875
Lawn and Garden (16)	137	\$588.93	\$10,077,731
Moving/Storage/Freight Express	148	\$95.82	\$1,639,684
Housekeeping Supplies (17)	134	\$964.21	\$16,499,510
<b>Insurance</b>			
Owners and Renters Insurance	134	\$760.02	\$13,005,399
Vehicle Insurance	135	\$1,696.03	\$29,022,443
Life/Other Insurance	145	\$604.23	\$10,339,539
Health Insurance	135	\$5,110.47	\$87,450,388
Personal Care Products (18)	139	\$676.41	\$11,574,735
School Books and Supplies (19)	137	\$212.19	\$3,630,921
Smoking Products	117	\$484.07	\$8,283,439
<b>Transportation</b>			
Payments on Vehicles excluding Leases	133	\$3,188.45	\$54,560,680
Gasoline and Motor Oil	132	\$3,165.44	\$54,167,039
Vehicle Maintenance and Repairs	137	\$1,471.04	\$25,172,456
<b>Travel</b>			
Airline Fares	153	\$805.98	\$13,791,850
Lodging on Trips	148	\$847.07	\$14,495,070
Auto/Truck Rental on Trips	151	\$41.74	\$714,327
Food and Drink on Trips	147	\$762.27	\$13,044,036

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Retail Goods and Services Expenditures

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Enterprising Professionals (2D)	20.0%	Population	175,381	188,574
Parks and Rec (5C)	13.6%	Households	61,591	66,053
Savvy Suburbanites (1D)	11.3%	Families	43,158	46,111
Bright Young Professionals (8C)	9.0%	Median Age	36.1	36.9
Pleasantville (2B)	8.2%	Median Household Income	\$87,176	\$101,338
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		128	\$2,778.53	\$171,132,237
Men's		126	\$521.17	\$32,099,415
Women's		128	\$949.78	\$58,497,914
Children's		128	\$413.10	\$25,443,104
Footwear		127	\$597.79	\$36,818,654
Watches & Jewelry		130	\$186.94	\$11,513,838
Apparel Products and Services (1)		133	\$109.75	\$6,759,311
<b>Computer</b>				
Computers and Hardware for Home Use		130	\$221.51	\$13,642,873
Portable Memory		129	\$7.02	\$432,493
Computer Software		132	\$13.91	\$856,748
Computer Accessories		127	\$23.92	\$1,473,515
<b>Entertainment &amp; Recreation</b>		124	\$4,002.27	\$246,504,117
Fees and Admissions		134	\$913.21	\$56,245,626
Membership Fees for Clubs (2)		133	\$300.54	\$18,510,780
Fees for Participant Sports, excl. Trips		130	\$147.43	\$9,080,420
Tickets to Theatre/Operas/Concerts		134	\$88.92	\$5,476,485
Tickets to Movies/Museums/Parks		133	\$106.17	\$6,539,175
Admission to Sporting Events, excl. Trips		129	\$76.28	\$4,697,996
Fees for Recreational Lessons		140	\$192.96	\$11,884,786
Dating Services		136	\$0.91	\$55,984
TV/Video/Audio		120	\$1,571.48	\$96,789,300
Cable and Satellite Television Services		118	\$1,138.83	\$70,141,973
Televisions		125	\$148.28	\$9,132,840
Satellite Dishes		124	\$2.18	\$134,480
VCRs, Video Cameras, and DVD Players		128	\$7.07	\$435,305
Miscellaneous Video Equipment		127	\$18.40	\$1,133,537
Video Cassettes and DVDs		125	\$15.53	\$956,288
Video Game Hardware/Accessories		127	\$37.78	\$2,326,828
Video Game Software		127	\$18.99	\$1,169,319
Streaming/Downloaded Video		130	\$43.24	\$2,663,393
Rental of Video Cassettes and DVDs		128	\$16.35	\$1,007,068
Installation of Televisions		137	\$1.26	\$77,895
Audio (3)		129	\$119.63	\$7,368,101
Rental and Repair of TV/Radio/Sound Equipment		98	\$3.93	\$242,273
Pets		118	\$751.39	\$46,279,064
Toys/Games/Crafts/Hobbies (4)		127	\$146.59	\$9,028,417
Recreational Vehicles and Fees (5)		123	\$135.15	\$8,324,313
Sports/Recreation/Exercise Equipment (6)		132	\$235.88	\$14,527,815
Photo Equipment and Supplies (7)		131	\$69.88	\$4,303,831
Reading (8)		125	\$140.80	\$8,672,185
Catered Affairs (9)		125	\$37.89	\$2,333,565
<b>Food</b>		125	\$10,641.21	\$655,403,033
Food at Home		123	\$6,168.28	\$379,910,459
Bakery and Cereal Products		123	\$812.23	\$50,026,007
Meats, Poultry, Fish, and Eggs		122	\$1,373.00	\$84,564,192
Dairy Products		123	\$636.44	\$39,198,909
Fruits and Vegetables		125	\$1,225.83	\$75,500,028
Snacks and Other Food at Home (10)		123	\$2,120.79	\$130,621,322
Food Away from Home		127	\$4,472.94	\$275,492,575
Alcoholic Beverages		130	\$730.96	\$45,020,485

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	129	\$6,477.45	\$398,952,722
Value of Retirement Plans	127	\$29,394.55	\$1,810,440,015
Value of Other Financial Assets	117	\$1,646.15	\$101,388,124
Vehicle Loan Amount excluding Interest	118	\$3,303.34	\$203,455,865
Value of Credit Card Debt	128	\$755.66	\$46,541,808
<b>Health</b>			
Nonprescription Drugs	119	\$158.16	\$9,741,226
Prescription Drugs	113	\$408.03	\$25,130,719
Eyeglasses and Contact Lenses	122	\$113.55	\$6,993,359
<b>Home</b>			
Mortgage Payment and Basics (11)	129	\$11,108.07	\$684,157,019
Maintenance and Remodeling Services	127	\$2,588.38	\$159,420,909
Maintenance and Remodeling Materials (12)	122	\$596.88	\$36,762,331
Utilities, Fuel, and Public Services	120	\$5,962.93	\$367,263,012
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	126	\$124.73	\$7,682,247
Furniture	127	\$777.76	\$47,902,768
Rugs	127	\$31.16	\$1,919,260
Major Appliances (14)	119	\$415.50	\$25,590,917
Housewares (15)	125	\$129.16	\$7,954,836
Small Appliances	125	\$61.05	\$3,759,960
Luggage	134	\$18.42	\$1,134,358
Telephones and Accessories	130	\$91.59	\$5,640,980
<b>Household Operations</b>			
Child Care	140	\$719.26	\$44,299,952
Lawn and Garden (16)	119	\$512.87	\$31,588,051
Moving/Storage/Freight Express	136	\$87.90	\$5,414,025
Housekeeping Supplies (17)	121	\$867.65	\$53,439,646
<b>Insurance</b>			
Owners and Renters Insurance	117	\$666.88	\$41,074,001
Vehicle Insurance	122	\$1,539.14	\$94,797,066
Life/Other Insurance	125	\$521.91	\$32,144,668
Health Insurance	121	\$4,560.68	\$280,896,541
Personal Care Products (18)	126	\$610.37	\$37,593,487
School Books and Supplies (19)	125	\$193.61	\$11,924,908
Smoking Products	110	\$457.15	\$28,156,138
<b>Transportation</b>			
Payments on Vehicles excluding Leases	122	\$2,908.05	\$179,109,850
Gasoline and Motor Oil	121	\$2,902.69	\$178,779,723
Vehicle Maintenance and Repairs	123	\$1,327.49	\$81,761,490
<b>Travel</b>			
Airline Fares	133	\$703.36	\$43,320,470
Lodging on Trips	129	\$737.00	\$45,392,760
Auto/Truck Rental on Trips	132	\$36.43	\$2,243,493
Food and Drink on Trips	129	\$669.45	\$41,232,255

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

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

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

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	531		1,945		6,017							
Total Employees:	11,610		47,271		118,796							
Total Residential Population:	3,718		48,122		175,381							
Employee/Residential Population Ratio (per 100 Residents)	312		98		68							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.6%	29	0.2%	17	0.9%	135	0.3%	69	1.1%	881	0.7%
Construction	33	6.2%	397	3.4%	171	8.8%	2,268	4.8%	494	8.2%	7,473	6.3%
Manufacturing	13	2.4%	621	5.3%	66	3.4%	11,597	24.5%	212	3.5%	16,130	13.6%
Transportation	15	2.8%	323	2.8%	107	5.5%	2,458	5.2%	251	4.2%	5,285	4.4%
Communication	9	1.7%	85	0.7%	24	1.2%	305	0.6%	62	1.0%	652	0.5%
Utility	2	0.4%	11	0.1%	9	0.5%	65	0.1%	24	0.4%	534	0.4%
Wholesale Trade	29	5.5%	1,069	9.2%	117	6.0%	4,018	8.5%	332	5.5%	9,597	8.1%
Retail Trade Summary	174	32.8%	3,171	27.3%	493	25.3%	8,120	17.2%	1,343	22.3%	19,640	16.5%
Home Improvement	3	0.6%	17	0.1%	14	0.7%	165	0.3%	69	1.1%	952	0.8%
General Merchandise Stores	5	0.9%	219	1.9%	16	0.8%	677	1.4%	46	0.8%	1,507	1.3%
Food Stores	13	2.4%	187	1.6%	46	2.4%	697	1.5%	131	2.2%	2,442	2.1%
Auto Dealers, Gas Stations, Auto Aftermarket	9	1.7%	66	0.6%	38	2.0%	251	0.5%	154	2.6%	1,697	1.4%
Apparel & Accessory Stores	40	7.5%	596	5.1%	78	4.0%	1,091	2.3%	107	1.8%	1,274	1.1%
Furniture & Home Furnishings	10	1.9%	65	0.6%	31	1.6%	221	0.5%	119	2.0%	1,316	1.1%
Eating & Drinking Places	45	8.5%	1,338	11.5%	143	7.4%	3,429	7.3%	397	6.6%	7,517	6.3%
Miscellaneous Retail	51	9.6%	683	5.9%	127	6.5%	1,591	3.4%	320	5.3%	2,935	2.5%
Finance, Insurance, Real Estate Summary	44	8.3%	331	2.9%	137	7.0%	976	2.1%	471	7.8%	3,882	3.3%
Banks, Savings & Lending Institutions	9	1.7%	71	0.6%	26	1.3%	184	0.4%	84	1.4%	867	0.7%
Securities Brokers	1	0.2%	13	0.1%	7	0.4%	42	0.1%	32	0.5%	200	0.2%
Insurance Carriers & Agents	10	1.9%	116	1.0%	28	1.4%	247	0.5%	101	1.7%	877	0.7%
Real Estate, Holding, Other Investment Offices	23	4.3%	131	1.1%	76	3.9%	503	1.1%	254	4.2%	1,938	1.6%
Services Summary	174	32.8%	5,029	43.3%	659	33.9%	13,801	29.2%	2,336	38.8%	35,608	30.0%
Hotels & Lodging	17	3.2%	714	6.1%	35	1.8%	1,591	3.4%	74	1.2%	2,438	2.1%
Automotive Services	15	2.8%	325	2.8%	72	3.7%	1,001	2.1%	252	4.2%	2,556	2.2%
Motion Pictures & Amusements	8	1.5%	1,920	16.5%	42	2.2%	3,547	7.5%	136	2.3%	4,239	3.6%
Health Services	18	3.4%	380	3.3%	52	2.7%	1,026	2.2%	318	5.3%	6,567	5.5%
Legal Services	3	0.6%	42	0.4%	7	0.4%	92	0.2%	81	1.3%	496	0.4%
Education Institutions & Libraries	6	1.1%	94	0.8%	29	1.5%	917	1.9%	112	1.9%	4,401	3.7%
Other Services	108	20.3%	1,554	13.4%	423	21.7%	5,628	11.9%	1,364	22.7%	14,911	12.6%
Government	4	0.8%	229	2.0%	15	0.8%	2,778	5.9%	64	1.1%	17,703	14.9%
Unclassified Establishments	31	5.8%	316	2.7%	130	6.7%	749	1.6%	359	6.0%	1,410	1.2%
Totals	531	100.0%	11,610	100.0%	1,945	100.0%	47,271	100.0%	6,017	100.0%	118,796	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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

# Business Summary

1308 Dorsey Rd, Hanover, Maryland, 21076 2  
 1308 Dorsey Rd, Hanover, Maryland, 21076  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.15961  
 Longitude: -76.70647

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%	0	0.0%	0	0.0%	5	0.1%	13	0.0%
Mining	1	0.2%	7	0.1%	3	0.2%	31	0.1%	7	0.1%	62	0.1%
Utilities	0	0.0%	5	0.0%	5	0.3%	37	0.1%	8	0.1%	62	0.1%
Construction	36	6.8%	412	3.5%	185	9.5%	2,336	4.9%	535	8.9%	7,679	6.5%
Manufacturing	14	2.6%	670	5.8%	66	3.4%	11,659	24.7%	219	3.6%	16,219	13.7%
Wholesale Trade	29	5.5%	1,067	9.2%	115	5.9%	4,016	8.5%	327	5.4%	9,563	8.0%
Retail Trade	125	23.5%	1,752	15.1%	332	17.1%	4,411	9.3%	905	15.0%	11,494	9.7%
Motor Vehicle & Parts Dealers	5	0.9%	47	0.4%	26	1.3%	200	0.4%	112	1.9%	1,405	1.2%
Furniture & Home Furnishings Stores	4	0.8%	29	0.2%	12	0.6%	83	0.2%	49	0.8%	610	0.5%
Electronics & Appliance Stores	7	1.3%	36	0.3%	19	1.0%	125	0.3%	70	1.2%	675	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.4%	12	0.1%	13	0.7%	153	0.3%	67	1.1%	939	0.8%
Food & Beverage Stores	9	1.7%	124	1.1%	30	1.5%	445	0.9%	118	2.0%	1,974	1.7%
Health & Personal Care Stores	11	2.1%	76	0.7%	32	1.6%	207	0.4%	78	1.3%	552	0.5%
Gasoline Stations	4	0.8%	19	0.2%	11	0.6%	50	0.1%	42	0.7%	292	0.2%
Clothing & Clothing Accessories Stores	47	8.9%	634	5.5%	94	4.8%	1,184	2.5%	130	2.2%	1,388	1.2%
Sport Goods, Hobby, Book, & Music Stores	6	1.1%	136	1.2%	16	0.8%	278	0.6%	39	0.6%	398	0.3%
General Merchandise Stores	5	0.9%	219	1.9%	16	0.8%	677	1.4%	46	0.8%	1,507	1.3%
Miscellaneous Store Retailers	24	4.5%	384	3.3%	57	2.9%	914	1.9%	125	2.1%	1,459	1.2%
Nonstore Retailers	1	0.2%	37	0.3%	6	0.3%	94	0.2%	29	0.5%	296	0.2%
Transportation & Warehousing	15	2.8%	314	2.7%	104	5.3%	2,440	5.2%	237	3.9%	5,167	4.3%
Information	17	3.2%	168	1.4%	55	2.8%	901	1.9%	149	2.5%	2,246	1.9%
Finance & Insurance	21	4.0%	201	1.7%	65	3.3%	487	1.0%	226	3.8%	1,979	1.7%
Central Bank/Credit Intermediation & Related Activities	9	1.7%	68	0.6%	25	1.3%	177	0.4%	85	1.4%	866	0.7%
Securities, Commodity Contracts & Other Financial	2	0.4%	16	0.1%	10	0.5%	53	0.1%	37	0.6%	213	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	10	1.9%	117	1.0%	30	1.5%	258	0.5%	104	1.7%	900	0.8%
Real Estate, Rental & Leasing	29	5.5%	354	3.0%	104	5.3%	1,108	2.3%	327	5.4%	2,988	2.5%
Professional, Scientific & Tech Services	53	10.0%	845	7.3%	190	9.8%	2,696	5.7%	578	9.6%	6,938	5.8%
Legal Services	4	0.8%	44	0.4%	10	0.5%	103	0.2%	96	1.6%	546	0.5%
Management of Companies & Enterprises	0	0.0%	3	0.0%	1	0.1%	7	0.0%	7	0.1%	74	0.1%
Administrative & Support & Waste Management & Remediation	24	4.5%	467	4.0%	77	4.0%	1,426	3.0%	231	3.8%	3,745	3.2%
Educational Services	6	1.1%	101	0.9%	33	1.7%	957	2.0%	130	2.2%	4,517	3.8%
Health Care & Social Assistance	21	4.0%	414	3.6%	71	3.7%	1,229	2.6%	405	6.7%	7,871	6.6%
Arts, Entertainment & Recreation	5	0.9%	1,891	16.3%	24	1.2%	3,435	7.3%	90	1.5%	3,987	3.4%
Accommodation & Food Services	64	12.1%	2,068	17.8%	190	9.8%	5,149	10.9%	497	8.3%	10,243	8.6%
Accommodation	17	3.2%	714	6.1%	35	1.8%	1,591	3.4%	74	1.2%	2,438	2.1%
Food Services & Drinking Places	47	8.9%	1,355	11.7%	156	8.0%	3,558	7.5%	424	7.0%	7,805	6.6%
Other Services (except Public Administration)	36	6.8%	323	2.8%	178	9.2%	1,426	3.0%	712	11.8%	4,845	4.1%
Automotive Repair & Maintenance	4	0.8%	27	0.2%	31	1.6%	182	0.4%	150	2.5%	1,164	1.0%
Public Administration	4	0.8%	229	2.0%	15	0.8%	2,778	5.9%	64	1.1%	17,703	14.9%
Unclassified Establishments	31	5.8%	316	2.7%	129	6.6%	742	1.6%	358	5.9%	1,403	1.2%
<b>Total</b>	<b>531</b>	<b>100.0%</b>	<b>11,610</b>	<b>100.0%</b>	<b>1,945</b>	<b>100.0%</b>	<b>47,271</b>	<b>100.0%</b>	<b>6,017</b>	<b>100.0%</b>	<b>118,796</b>	<b>100.0%</b>

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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