

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,587	28,426	68,472
2010 Total Population	6,785	35,607	80,986
2018 Total Population	7,047	37,349	84,374
2018 Group Quarters	52	676	762
2023 Total Population	7,189	38,235	86,223
2018-2023 Annual Rate	0.40%	0.47%	0.43%
2018 Total Daytime Population	6,207	38,948	80,843
Workers	2,699	20,562	40,550
Residents	3,508	18,386	40,293
Household Summary			
2000 Households	1,968	10,652	25,299
2000 Average Household Size	2.82	2.61	2.67
2010 Households	2,400	13,130	30,047
2010 Average Household Size	2.80	2.66	2.67
2018 Households	2,476	13,698	31,186
2018 Average Household Size	2.83	2.68	2.68
2023 Households	2,523	14,004	31,834
2023 Average Household Size	2.83	2.68	2.68
2018-2023 Annual Rate	0.38%	0.44%	0.41%
2010 Families	1,760	8,947	20,374
2010 Average Family Size	3.22	3.17	3.17
2018 Families	1,799	9,224	20,862
2018 Average Family Size	3.28	3.23	3.22
2023 Families	1,823	9,361	21,139
2023 Average Family Size	3.30	3.25	3.24
2018-2023 Annual Rate	0.27%	0.30%	0.26%
Housing Unit Summary			
2000 Housing Units	2,061	11,288	26,620
Owner Occupied Housing Units	71.7%	60.6%	65.5%
Renter Occupied Housing Units	23.8%	33.8%	29.5%
Vacant Housing Units	4.5%	5.6%	5.0%
2010 Housing Units	2,515	13,822	31,709
Owner Occupied Housing Units	67.3%	60.2%	63.4%
Renter Occupied Housing Units	28.2%	34.8%	31.4%
Vacant Housing Units	4.6%	5.0%	5.2%
2018 Housing Units	2,606	14,419	32,795
Owner Occupied Housing Units	65.0%	58.0%	60.9%
Renter Occupied Housing Units	30.0%	37.0%	34.2%
Vacant Housing Units	5.0%	5.0%	4.9%
2023 Housing Units	2,639	14,694	33,478
Owner Occupied Housing Units	66.7%	59.1%	61.1%
Renter Occupied Housing Units	29.0%	36.2%	33.9%
Vacant Housing Units	4.4%	4.7%	4.9%
Median Household Income			
2018	\$75,302	\$68,324	\$70,604
2023	\$84,461	\$78,546	\$78,264
Median Home Value			
2018	\$244,298	\$274,978	\$272,455
2023	\$270,455	\$308,970	\$297,474
Per Capita Income			
2018	\$28,718	\$32,207	\$32,285
2023	\$32,962	\$36,254	\$35,655
Median Age			
2010	34.0	34.9	34.7
2018	35.0	35.9	35.8
2023	36.1	36.9	36.7

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

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

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	2,476	13,698	31,186
<\$15,000	5.8%	7.2%	7.7%
\$15,000 - \$24,999	7.8%	7.7%	6.9%
\$25,000 - \$34,999	4.8%	6.6%	7.3%
\$35,000 - \$49,999	10.9%	14.1%	12.5%
\$50,000 - \$74,999	20.5%	17.9%	18.1%
\$75,000 - \$99,999	17.6%	13.5%	14.7%
\$100,000 - \$149,999	21.3%	19.5%	20.4%
\$150,000 - \$199,999	9.2%	8.2%	7.6%
\$200,000+	2.2%	5.2%	4.9%
Average Household Income	\$82,714	\$86,206	\$86,298
2023 Households by Income			
Household Income Base	2,523	14,004	31,834
<\$15,000	5.0%	6.5%	7.0%
\$15,000 - \$24,999	6.4%	6.6%	6.0%
\$25,000 - \$34,999	3.8%	5.7%	6.5%
\$35,000 - \$49,999	8.6%	12.2%	11.1%
\$50,000 - \$74,999	17.9%	16.5%	16.7%
\$75,000 - \$99,999	18.2%	14.2%	15.5%
\$100,000 - \$149,999	26.0%	23.0%	23.3%
\$150,000 - \$199,999	11.3%	9.2%	8.2%
\$200,000+	2.9%	6.2%	5.6%
Average Household Income	\$95,392	\$97,433	\$95,516
2018 Owner Occupied Housing Units by Value			
Total	1,693	8,363	19,971
<\$50,000	1.1%	1.8%	1.8%
\$50,000 - \$99,999	1.4%	1.7%	1.8%
\$100,000 - \$149,999	6.3%	6.8%	5.7%
\$150,000 - \$199,999	20.4%	15.1%	14.1%
\$200,000 - \$249,999	23.6%	17.9%	19.0%
\$250,000 - \$299,999	17.1%	13.5%	17.2%
\$300,000 - \$399,999	22.5%	23.8%	22.9%
\$400,000 - \$499,999	5.2%	13.9%	13.0%
\$500,000 - \$749,999	1.5%	4.4%	3.7%
\$750,000 - \$999,999	0.0%	0.3%	0.4%
\$1,000,000 - \$1,499,999	0.9%	0.7%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.0%	0.0%
Average Home Value	\$269,714	\$300,717	\$295,506
2023 Owner Occupied Housing Units by Value			
Total	1,759	8,683	20,470
<\$50,000	0.7%	1.4%	1.4%
\$50,000 - \$99,999	1.0%	1.2%	1.3%
\$100,000 - \$149,999	4.2%	4.9%	4.4%
\$150,000 - \$199,999	14.8%	11.2%	11.2%
\$200,000 - \$249,999	21.9%	15.6%	16.4%
\$250,000 - \$299,999	18.1%	13.3%	16.2%
\$300,000 - \$399,999	26.9%	27.3%	26.6%
\$400,000 - \$499,999	7.6%	17.0%	15.8%
\$500,000 - \$749,999	2.8%	6.4%	5.3%
\$750,000 - \$999,999	0.0%	0.4%	0.6%
\$1,000,000 - \$1,499,999	1.8%	1.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.0%
Average Home Value	\$301,620	\$332,575	\$322,095

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.

322 E Village Rd, Elkton, Maryland, 21921
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.61070
Longitude: -75.79492

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,784	35,609	80,983
0 - 4	7.8%	7.2%	6.7%
5 - 9	7.6%	7.3%	7.0%
10 - 14	7.3%	7.2%	7.1%
15 - 24	14.1%	13.6%	15.2%
25 - 34	14.7%	14.7%	14.4%
35 - 44	16.1%	16.0%	15.1%
45 - 54	14.4%	14.3%	14.7%
55 - 64	10.2%	10.2%	10.6%
65 - 74	4.6%	5.3%	5.4%
75 - 84	2.4%	2.9%	2.7%
85 +	0.9%	1.2%	1.0%
18 +	72.8%	74.0%	75.0%
2018 Population by Age			
Total	7,046	37,352	84,376
0 - 4	7.2%	6.7%	6.2%
5 - 9	7.2%	6.8%	6.3%
10 - 14	7.2%	6.8%	6.6%
15 - 24	12.3%	12.6%	14.2%
25 - 34	16.1%	15.8%	15.6%
35 - 44	14.1%	14.0%	13.3%
45 - 54	13.9%	14.0%	13.5%
55 - 64	11.4%	11.4%	12.1%
65 - 74	7.1%	7.5%	7.8%
75 - 84	2.6%	3.2%	3.2%
85 +	1.0%	1.3%	1.2%
18 +	74.6%	75.9%	77.2%
2023 Population by Age			
Total	7,189	38,235	86,223
0 - 4	7.0%	6.6%	6.2%
5 - 9	6.8%	6.4%	6.1%
10 - 14	7.0%	6.6%	6.3%
15 - 24	11.9%	11.8%	13.2%
25 - 34	15.5%	15.5%	15.6%
35 - 44	15.1%	14.9%	14.3%
45 - 54	12.6%	12.8%	12.3%
55 - 64	11.5%	11.7%	11.9%
65 - 74	8.0%	8.2%	8.8%
75 - 84	3.5%	4.1%	4.2%
85 +	1.0%	1.3%	1.2%
18 +	75.3%	76.5%	77.9%
2010 Population by Sex			
Males	3,333	17,423	39,745
Females	3,452	18,184	41,241
2018 Population by Sex			
Males	3,460	18,212	41,314
Females	3,587	19,137	43,060
2023 Population by Sex			
Males	3,550	18,666	42,287
Females	3,638	19,568	43,936

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

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,786	35,606	80,987
White Alone	77.3%	74.3%	72.3%
Black Alone	13.7%	15.4%	16.6%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	3.2%	4.8%	5.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.2%	1.9%	2.0%
Two or More Races	3.1%	3.1%	3.1%
Hispanic Origin	6.4%	5.6%	5.8%
Diversity Index	45.6	48.3	50.7
2018 Population by Race/Ethnicity			
Total	7,046	37,351	84,375
White Alone	72.9%	69.3%	67.4%
Black Alone	15.5%	17.4%	18.3%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	4.1%	6.5%	7.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.9%	2.5%	2.5%
Two or More Races	3.9%	3.9%	3.9%
Hispanic Origin	8.6%	7.4%	7.4%
Diversity Index	53.0	55.6	57.4
2023 Population by Race/Ethnicity			
Total	7,188	38,234	86,223
White Alone	69.2%	65.1%	63.4%
Black Alone	17.0%	19.0%	19.7%
American Indian Alone	0.6%	0.4%	0.3%
Asian Alone	4.9%	7.8%	9.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.6%	3.1%	3.0%
Two or More Races	4.6%	4.6%	4.5%
Hispanic Origin	10.6%	9.0%	8.8%
Diversity Index	58.7	61.1	62.4
2010 Population by Relationship and Household Type			
Total	6,785	35,607	80,986
In Households	99.2%	98.0%	99.0%
In Family Households	87.1%	82.7%	82.4%
Householder	25.6%	25.1%	25.2%
Spouse	18.2%	17.6%	18.3%
Child	35.8%	33.3%	32.5%
Other relative	4.1%	3.8%	3.7%
Nonrelative	3.5%	3.0%	2.7%
In Nonfamily Households	12.1%	15.3%	16.6%
In Group Quarters	0.8%	2.0%	1.0%
Institutionalized Population	0.4%	1.5%	0.7%
Noninstitutionalized Population	0.4%	0.5%	0.3%

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

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

	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	4,655	25,090	56,283
Less than 9th Grade	2.8%	2.3%	2.0%
9th - 12th Grade, No Diploma	6.4%	6.9%	5.2%
High School Graduate	30.2%	29.0%	26.4%
GED/Alternative Credential	3.1%	3.2%	3.0%
Some College, No Degree	20.5%	17.4%	18.3%
Associate Degree	7.2%	7.4%	7.8%
Bachelor's Degree	16.7%	18.6%	22.0%
Graduate/Professional Degree	13.1%	15.2%	15.4%
2018 Population 15+ by Marital Status			
Total	5,527	29,785	68,277
Never Married	29.6%	34.0%	36.4%
Married	56.8%	48.5%	48.4%
Widowed	3.9%	4.4%	3.7%
Divorced	9.7%	13.1%	11.5%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	95.7%	95.3%
Civilian Unemployed (Unemployment Rate)	3.7%	4.3%	4.7%
2018 Employed Population 16+ by Industry			
Total	3,611	19,097	44,723
Agriculture/Mining	0.6%	0.2%	0.2%
Construction	3.5%	4.4%	5.3%
Manufacturing	8.4%	8.3%	8.7%
Wholesale Trade	2.0%	2.1%	1.8%
Retail Trade	12.5%	9.7%	10.4%
Transportation/Utilities	5.1%	4.9%	4.8%
Information	0.3%	0.8%	1.1%
Finance/Insurance/Real Estate	9.7%	9.3%	10.9%
Services	49.2%	55.1%	52.1%
Public Administration	8.7%	5.2%	4.6%
2018 Employed Population 16+ by Occupation			
Total	3,611	19,097	44,721
White Collar	58.0%	63.7%	64.9%
Management/Business/Financial	10.6%	14.8%	15.3%
Professional	24.0%	27.0%	27.7%
Sales	13.4%	9.4%	9.2%
Administrative Support	10.0%	12.5%	12.7%
Services	22.4%	20.0%	18.5%
Blue Collar	19.6%	16.3%	16.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.9%	2.1%	2.9%
Installation/Maintenance/Repair	1.9%	2.7%	3.5%
Production	7.6%	5.5%	4.8%
Transportation/Material Moving	8.2%	5.9%	5.3%
2010 Population By Urban/ Rural Status			
Total Population	6,785	35,607	80,986
Population Inside Urbanized Area	99.7%	97.3%	94.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.3%	2.7%	5.1%

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,399	13,130	30,047
Households with 1 Person	20.1%	24.3%	23.3%
Households with 2+ People	79.9%	75.7%	76.7%
Family Households	73.4%	68.1%	67.8%
Husband-wife Families	52.1%	47.8%	49.1%
With Related Children	26.7%	24.2%	24.2%
Other Family (No Spouse Present)	21.3%	20.4%	18.7%
Other Family with Male Householder	6.4%	5.5%	5.2%
With Related Children	4.3%	3.4%	3.1%
Other Family with Female Householder	15.0%	14.8%	13.5%
With Related Children	10.1%	10.2%	9.2%
Nonfamily Households	6.5%	7.6%	8.9%
All Households with Children	41.7%	38.5%	37.1%
Multigenerational Households	6.7%	5.1%	4.8%
Unmarried Partner Households	9.4%	8.4%	7.5%
Male-female	8.5%	7.7%	6.8%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	2,400	13,129	30,046
1 Person Household	20.1%	24.3%	23.3%
2 Person Household	29.5%	30.5%	31.3%
3 Person Household	19.1%	18.2%	18.7%
4 Person Household	17.6%	16.0%	16.0%
5 Person Household	7.8%	6.7%	6.6%
6 Person Household	3.6%	2.8%	2.6%
7 + Person Household	2.3%	1.6%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	2,400	13,130	30,047
Owner Occupied	70.5%	63.4%	66.9%
Owned with a Mortgage/Loan	59.7%	51.9%	54.4%
Owned Free and Clear	10.8%	11.4%	12.5%
Renter Occupied	29.5%	36.6%	33.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,515	13,822	31,709
Housing Units Inside Urbanized Area	99.7%	97.5%	94.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	2.5%	5.1%

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

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

322 E Village Rd, Elkton, Maryland, 21921
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.61070
Longitude: -75.79492

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Bright Young Professionals
2.	Parks and Rec (5C)	Bright Young Professionals	Soccer Moms (4A)
3.	Bright Young Professionals	Front Porches (8E)	In Style (5B)
2018 Consumer Spending			
Apparel & Services: Total \$	\$5,346,283	\$31,285,128	\$71,223,141
Average Spent	\$2,159.24	\$2,283.92	\$2,283.82
Spending Potential Index	99	105	105
Education: Total \$	\$3,643,499	\$20,749,423	\$48,158,360
Average Spent	\$1,471.53	\$1,514.78	\$1,544.23
Spending Potential Index	102	105	107
Entertainment/Recreation: Total \$	\$7,777,860	\$44,941,065	\$102,478,968
Average Spent	\$3,141.30	\$3,280.85	\$3,286.06
Spending Potential Index	98	102	102
Food at Home: Total \$	\$12,009,040	\$70,110,979	\$159,242,092
Average Spent	\$4,850.18	\$5,118.34	\$5,106.20
Spending Potential Index	97	102	102
Food Away from Home: Total \$	\$8,627,832	\$50,507,707	\$115,329,930
Average Spent	\$3,484.58	\$3,687.23	\$3,698.13
Spending Potential Index	99	105	105
Health Care: Total \$	\$13,597,290	\$77,894,790	\$177,116,461
Average Spent	\$5,491.64	\$5,686.58	\$5,679.36
Spending Potential Index	96	99	99
HH Furnishings & Equipment: Total \$	\$5,110,991	\$29,687,009	\$67,727,620
Average Spent	\$2,064.21	\$2,167.25	\$2,171.73
Spending Potential Index	99	104	104
Personal Care Products & Services: Total \$	\$2,032,679	\$11,851,379	\$27,010,868
Average Spent	\$820.95	\$865.19	\$866.12
Spending Potential Index	99	105	105
Shelter: Total \$	\$41,174,294	\$238,484,869	\$542,943,836
Average Spent	\$16,629.36	\$17,410.20	\$17,409.86
Spending Potential Index	99	104	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,880,329	\$33,667,313	\$76,987,466
Average Spent	\$2,374.93	\$2,457.83	\$2,468.65
Spending Potential Index	96	99	99
Travel: Total \$	\$5,331,550	\$30,585,771	\$69,850,889
Average Spent	\$2,153.29	\$2,232.86	\$2,239.82
Spending Potential Index	100	104	104
Vehicle Maintenance & Repairs: Total \$	\$2,592,674	\$15,062,083	\$34,350,797
Average Spent	\$1,047.12	\$1,099.58	\$1,101.48
Spending Potential Index	97	102	102

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

Source: Consumer Spending data are derived from the 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.

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	39.2%	Population	7,047	7,189
Parks and Rec (5C)	32.7%	Households	2,476	2,523
Bright Young Professionals (8C)	26.5%	Families	1,799	1,823
Front Porches (8E)	1.7%	Median Age	35.0	36.1
Top Tier (1A)	0.0%	Median Household Income	\$75,302	\$84,461
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,159.24	\$5,346,283
Men's		98	\$405.60	\$1,004,275
Women's		99	\$736.38	\$1,823,265
Children's		101	\$326.50	\$808,419
Footwear		98	\$462.36	\$1,144,799
Watches & Jewelry		101	\$144.33	\$357,364
Apparel Products and Services (1)		102	\$84.07	\$208,160
Computer				
Computers and Hardware for Home Use		100	\$170.92	\$423,204
Portable Memory		100	\$5.46	\$13,518
Computer Software		100	\$10.59	\$26,212
Computer Accessories		100	\$18.78	\$46,492
Entertainment & Recreation		98	\$3,141.30	\$7,777,860
Fees and Admissions		103	\$702.31	\$1,738,917
Membership Fees for Clubs (2)		102	\$230.34	\$570,319
Fees for Participant Sports, excl. Trips		103	\$116.12	\$287,518
Tickets to Theatre/Operas/Concerts		101	\$67.09	\$166,113
Tickets to Movies/Museums/Parks		100	\$80.22	\$198,622
Admission to Sporting Events, excl. Trips		103	\$60.97	\$150,964
Fees for Recreational Lessons		106	\$146.87	\$363,653
Dating Services		104	\$0.70	\$1,728
TV/Video/Audio		95	\$1,245.39	\$3,083,585
Cable and Satellite Television Services		94	\$909.59	\$2,252,137
Televisions		99	\$116.56	\$288,598
Satellite Dishes		94	\$1.66	\$4,117
VCRs, Video Cameras, and DVD Players		99	\$5.45	\$13,501
Miscellaneous Video Equipment		101	\$14.57	\$36,071
Video Cassettes and DVDs		99	\$12.27	\$30,385
Video Game Hardware/Accessories		99	\$29.45	\$72,922
Video Game Software		99	\$14.90	\$36,896
Streaming/Downloaded Video		100	\$33.29	\$82,431
Rental of Video Cassettes and DVDs		97	\$12.47	\$30,870
Installation of Televisions		100	\$0.92	\$2,279
Audio (3)		98	\$91.14	\$225,674
Rental and Repair of TV/Radio/Sound Equipment		77	\$3.11	\$7,704
Pets		94	\$598.62	\$1,482,184
Toys/Games/Crafts/Hobbies (4)		100	\$115.21	\$285,253
Recreational Vehicles and Fees (5)		96	\$104.83	\$259,564
Sports/Recreation/Exercise Equipment (6)		103	\$183.55	\$454,464
Photo Equipment and Supplies (7)		102	\$54.41	\$134,716
Reading (8)		97	\$109.10	\$270,123
Catered Affairs (9)		92	\$27.89	\$69,054
Food		98	\$8,334.76	\$20,636,873
Food at Home		97	\$4,850.18	\$12,009,040
Bakery and Cereal Products		97	\$640.34	\$1,585,472
Meats, Poultry, Fish, and Eggs		96	\$1,080.55	\$2,675,447
Dairy Products		96	\$499.54	\$1,236,853
Fruits and Vegetables		97	\$957.55	\$2,370,900
Snacks and Other Food at Home (10)		97	\$1,672.20	\$4,140,369
Food Away from Home		99	\$3,484.58	\$8,627,832
Alcoholic Beverages		101	\$564.79	\$1,398,419

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$4,972.35	\$12,311,535
Value of Retirement Plans	101	\$23,467.58	\$58,105,735
Value of Other Financial Assets	94	\$1,325.07	\$3,280,873
Vehicle Loan Amount excluding Interest	94	\$2,640.20	\$6,537,126
Value of Credit Card Debt	102	\$599.50	\$1,484,363
Health			
Nonprescription Drugs	95	\$126.95	\$314,333
Prescription Drugs	92	\$333.12	\$824,814
Eyeglasses and Contact Lenses	98	\$90.61	\$224,347
Home			
Mortgage Payment and Basics (11)	104	\$8,939.55	\$22,134,321
Maintenance and Remodeling Services	101	\$2,054.00	\$5,085,700
Maintenance and Remodeling Materials (12)	99	\$484.51	\$1,199,654
Utilities, Fuel, and Public Services	96	\$4,750.37	\$11,761,910
Household Furnishings and Equipment			
Household Textiles (13)	98	\$97.15	\$240,535
Furniture	100	\$611.88	\$1,515,016
Rugs	99	\$24.36	\$60,305
Major Appliances (14)	97	\$337.38	\$835,364
Housewares (15)	99	\$102.34	\$253,394
Small Appliances	96	\$47.24	\$116,966
Luggage	102	\$13.95	\$34,544
Telephones and Accessories	96	\$67.83	\$167,940
Household Operations			
Child Care	107	\$551.10	\$1,364,523
Lawn and Garden (16)	96	\$413.64	\$1,024,185
Moving/Storage/Freight Express	101	\$65.09	\$161,171
Housekeeping Supplies (17)	96	\$688.81	\$1,705,491
Insurance			
Owners and Renters Insurance	96	\$546.78	\$1,353,822
Vehicle Insurance	96	\$1,213.87	\$3,005,552
Life/Other Insurance	99	\$414.06	\$1,025,216
Health Insurance	96	\$3,643.56	\$9,021,462
Personal Care Products (18)	98	\$476.71	\$1,180,326
School Books and Supplies (19)	96	\$149.03	\$368,987
Smoking Products	90	\$372.25	\$921,693
Transportation			
Payments on Vehicles excluding Leases	97	\$2,322.08	\$5,749,471
Gasoline and Motor Oil	96	\$2,293.27	\$5,678,144
Vehicle Maintenance and Repairs	97	\$1,047.12	\$2,592,674
Travel			
Airline Fares	101	\$531.53	\$1,316,080
Lodging on Trips	100	\$572.85	\$1,418,368
Auto/Truck Rental on Trips	101	\$28.03	\$69,398
Food and Drink on Trips	100	\$517.56	\$1,281,480

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.

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	31.9%	Population	37,349	38,235
Bright Young Professionals (8C)	28.3%	Households	13,698	14,004
Front Porches (8E)	7.6%	Families	9,224	9,361
Parks and Rec (5C)	7.1%	Median Age	35.9	36.9
In Style (5B)	6.0%	Median Household Income	\$68,324	\$78,546
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,283.92	\$31,285,128
Men's		103	\$427.51	\$5,856,006
Women's		104	\$773.25	\$10,592,035
Children's		108	\$349.81	\$4,791,707
Footwear		104	\$491.96	\$6,738,877
Watches & Jewelry		106	\$151.90	\$2,080,710
Apparel Products and Services (1)		108	\$89.49	\$1,225,794
Computer				
Computers and Hardware for Home Use		107	\$181.55	\$2,486,901
Portable Memory		108	\$5.86	\$80,233
Computer Software		107	\$11.29	\$154,682
Computer Accessories		106	\$19.88	\$272,301
Entertainment & Recreation		102	\$3,280.85	\$44,941,065
Fees and Admissions		106	\$725.31	\$9,935,335
Membership Fees for Clubs (2)		105	\$236.20	\$3,235,402
Fees for Participant Sports, excl. Trips		107	\$120.79	\$1,654,574
Tickets to Theatre/Operas/Concerts		103	\$68.36	\$936,334
Tickets to Movies/Museums/Parks		107	\$85.55	\$1,171,889
Admission to Sporting Events, excl. Trips		106	\$62.76	\$859,661
Fees for Recreational Lessons		109	\$150.89	\$2,066,956
Dating Services		115	\$0.77	\$10,519
TV/Video/Audio		100	\$1,310.53	\$17,951,621
Cable and Satellite Television Services		99	\$952.37	\$13,045,540
Televisions		105	\$123.56	\$1,692,488
Satellite Dishes		103	\$1.81	\$24,791
VCRs, Video Cameras, and DVD Players		106	\$5.85	\$80,194
Miscellaneous Video Equipment		103	\$14.93	\$204,495
Video Cassettes and DVDs		106	\$13.13	\$179,889
Video Game Hardware/Accessories		107	\$31.79	\$435,511
Video Game Software		108	\$16.16	\$221,361
Streaming/Downloaded Video		109	\$36.00	\$493,153
Rental of Video Cassettes and DVDs		105	\$13.48	\$184,676
Installation of Televisions		104	\$0.96	\$13,166
Audio (3)		104	\$97.01	\$1,328,790
Rental and Repair of TV/Radio/Sound Equipment		86	\$3.47	\$47,567
Pets		98	\$625.63	\$8,569,848
Toys/Games/Crafts/Hobbies (4)		105	\$121.59	\$1,665,517
Recreational Vehicles and Fees (5)		98	\$107.41	\$1,471,315
Sports/Recreation/Exercise Equipment (6)		107	\$191.01	\$2,616,461
Photo Equipment and Supplies (7)		108	\$57.49	\$787,460
Reading (8)		100	\$112.87	\$1,546,143
Catered Affairs (9)		95	\$29.01	\$397,364
Food		103	\$8,805.57	\$120,618,687
Food at Home		102	\$5,118.34	\$70,110,979
Bakery and Cereal Products		102	\$672.68	\$9,214,408
Meats, Poultry, Fish, and Eggs		101	\$1,144.55	\$15,678,102
Dairy Products		101	\$524.26	\$7,181,277
Fruits and Vegetables		102	\$1,007.89	\$13,806,070
Snacks and Other Food at Home (10)		102	\$1,768.95	\$24,231,122
Food Away from Home		105	\$3,687.23	\$50,507,707
Alcoholic Beverages		105	\$588.72	\$8,064,288

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$4,993.53	\$68,401,355
Value of Retirement Plans	101	\$23,469.85	\$321,489,972
Value of Other Financial Assets	96	\$1,353.23	\$18,536,534
Vehicle Loan Amount excluding Interest	101	\$2,813.01	\$38,532,622
Value of Credit Card Debt	105	\$617.53	\$8,458,968
Health			
Nonprescription Drugs	100	\$133.20	\$1,824,563
Prescription Drugs	96	\$346.56	\$4,747,175
Eyeglasses and Contact Lenses	101	\$93.92	\$1,286,583
Home			
Mortgage Payment and Basics (11)	104	\$8,977.68	\$122,976,239
Maintenance and Remodeling Services	101	\$2,071.60	\$28,376,796
Maintenance and Remodeling Materials (12)	98	\$482.37	\$6,607,468
Utilities, Fuel, and Public Services	100	\$4,962.69	\$67,978,874
Household Furnishings and Equipment			
Household Textiles (13)	104	\$102.64	\$1,405,947
Furniture	105	\$644.00	\$8,821,513
Rugs	100	\$24.56	\$336,412
Major Appliances (14)	101	\$351.21	\$4,810,911
Housewares (15)	103	\$106.34	\$1,456,670
Small Appliances	102	\$49.86	\$683,006
Luggage	108	\$14.76	\$202,171
Telephones and Accessories	104	\$73.19	\$1,002,493
Household Operations			
Child Care	110	\$564.87	\$7,737,611
Lawn and Garden (16)	99	\$424.48	\$5,814,588
Moving/Storage/Freight Express	111	\$71.70	\$982,082
Housekeeping Supplies (17)	101	\$723.88	\$9,915,760
Insurance			
Owners and Renters Insurance	98	\$558.04	\$7,644,041
Vehicle Insurance	101	\$1,274.84	\$17,462,820
Life/Other Insurance	101	\$419.25	\$5,742,849
Health Insurance	100	\$3,764.97	\$51,572,545
Personal Care Products (18)	104	\$505.07	\$6,918,427
School Books and Supplies (19)	103	\$158.76	\$2,174,694
Smoking Products	95	\$395.29	\$5,414,709
Transportation			
Payments on Vehicles excluding Leases	103	\$2,457.14	\$33,657,931
Gasoline and Motor Oil	102	\$2,432.70	\$33,323,140
Vehicle Maintenance and Repairs	102	\$1,099.58	\$15,062,083
Travel			
Airline Fares	105	\$552.42	\$7,567,098
Lodging on Trips	103	\$589.76	\$8,078,482
Auto/Truck Rental on Trips	106	\$29.46	\$403,596
Food and Drink on Trips	104	\$536.70	\$7,351,711

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.

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Bright Young Professionals (8C)	19.5%	Population	84,374	86,223
Soccer Moms (4A)	17.6%	Households	31,186	31,834
In Style (5B)	7.5%	Families	20,862	21,139
Home Improvement (4B)	7.3%	Median Age	35.8	36.7
College Towns (14B)	6.6%	Median Household Income	\$70,604	\$78,264
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,283.82	\$71,223,141
Men's		104	\$429.80	\$13,403,888
Women's		105	\$775.54	\$24,186,096
Children's		107	\$345.39	\$10,771,271
Footwear		104	\$490.40	\$15,293,765
Watches & Jewelry		107	\$153.37	\$4,783,057
Apparel Products and Services (1)		108	\$89.30	\$2,785,064
Computer				
Computers and Hardware for Home Use		108	\$183.13	\$5,711,121
Portable Memory		108	\$5.88	\$183,352
Computer Software		108	\$11.40	\$355,649
Computer Accessories		106	\$19.98	\$623,190
Entertainment & Recreation		102	\$3,286.06	\$102,478,968
Fees and Admissions		106	\$724.98	\$22,609,117
Membership Fees for Clubs (2)		105	\$236.88	\$7,387,381
Fees for Participant Sports, excl. Trips		107	\$120.58	\$3,760,532
Tickets to Theatre/Operas/Concerts		104	\$68.73	\$2,143,530
Tickets to Movies/Museums/Parks		107	\$85.72	\$2,673,264
Admission to Sporting Events, excl. Trips		106	\$62.75	\$1,956,961
Fees for Recreational Lessons		108	\$149.53	\$4,663,249
Dating Services		116	\$0.78	\$24,200
TV/Video/Audio		101	\$1,311.64	\$40,904,938
Cable and Satellite Television Services		99	\$951.13	\$29,662,018
Televisions		105	\$124.16	\$3,872,140
Satellite Dishes		103	\$1.82	\$56,678
VCRs, Video Cameras, and DVD Players		107	\$5.88	\$183,250
Miscellaneous Video Equipment		103	\$14.92	\$465,225
Video Cassettes and DVDs		107	\$13.20	\$411,503
Video Game Hardware/Accessories		108	\$32.12	\$1,001,650
Video Game Software		109	\$16.40	\$511,448
Streaming/Downloaded Video		109	\$36.24	\$1,130,305
Rental of Video Cassettes and DVDs		106	\$13.52	\$421,512
Installation of Televisions		105	\$0.97	\$30,241
Audio (3)		105	\$97.76	\$3,048,833
Rental and Repair of TV/Radio/Sound Equipment		88	\$3.53	\$110,136
Pets		99	\$628.87	\$19,611,912
Toys/Games/Crafts/Hobbies (4)		105	\$121.31	\$3,783,095
Recreational Vehicles and Fees (5)		98	\$107.82	\$3,362,587
Sports/Recreation/Exercise Equipment (6)		107	\$191.50	\$5,972,130
Photo Equipment and Supplies (7)		108	\$57.52	\$1,793,922
Reading (8)		101	\$113.27	\$3,532,567
Catered Affairs (9)		96	\$29.14	\$908,699
Food		103	\$8,804.34	\$274,572,022
Food at Home		102	\$5,106.20	\$159,242,092
Bakery and Cereal Products		102	\$670.15	\$20,899,406
Meats, Poultry, Fish, and Eggs		101	\$1,140.89	\$35,579,835
Dairy Products		101	\$522.57	\$16,296,948
Fruits and Vegetables		102	\$1,004.08	\$31,313,286
Snacks and Other Food at Home (10)		102	\$1,768.51	\$55,152,618
Food Away from Home		105	\$3,698.13	\$115,329,930
Alcoholic Beverages		105	\$589.58	\$18,386,490

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	100	\$5,025.19	\$156,715,509
Value of Retirement Plans	101	\$23,457.73	\$731,552,787
Value of Other Financial Assets	97	\$1,370.21	\$42,731,222
Vehicle Loan Amount excluding Interest	101	\$2,825.06	\$88,102,464
Value of Credit Card Debt	104	\$612.27	\$19,094,262
Health			
Nonprescription Drugs	100	\$133.17	\$4,153,001
Prescription Drugs	96	\$346.70	\$10,812,226
Eyeglasses and Contact Lenses	101	\$93.94	\$2,929,598
Home			
Mortgage Payment and Basics (11)	103	\$8,905.27	\$277,719,598
Maintenance and Remodeling Services	101	\$2,067.99	\$64,492,209
Maintenance and Remodeling Materials (12)	98	\$480.84	\$14,995,480
Utilities, Fuel, and Public Services	100	\$4,957.20	\$154,595,191
Household Furnishings and Equipment			
Household Textiles (13)	104	\$102.98	\$3,211,664
Furniture	106	\$645.87	\$20,142,076
Rugs	100	\$24.51	\$764,517
Major Appliances (14)	101	\$350.78	\$10,939,576
Housewares (15)	103	\$106.36	\$3,317,039
Small Appliances	102	\$50.15	\$1,563,830
Luggage	108	\$14.80	\$461,421
Telephones and Accessories	105	\$73.95	\$2,306,099
Household Operations			
Child Care	108	\$558.14	\$17,406,088
Lawn and Garden (16)	99	\$425.23	\$13,261,285
Moving/Storage/Freight Express	111	\$71.97	\$2,244,598
Housekeeping Supplies (17)	101	\$722.08	\$22,518,803
Insurance			
Owners and Renters Insurance	98	\$557.21	\$17,377,112
Vehicle Insurance	101	\$1,276.84	\$39,819,438
Life/Other Insurance	100	\$417.83	\$13,030,531
Health Insurance	99	\$3,756.38	\$117,146,383
Personal Care Products (18)	104	\$505.18	\$15,754,561
School Books and Supplies (19)	104	\$160.65	\$5,009,987
Smoking Products	95	\$396.62	\$12,368,869
Transportation			
Payments on Vehicles excluding Leases	103	\$2,459.48	\$76,701,297
Gasoline and Motor Oil	102	\$2,439.20	\$76,068,901
Vehicle Maintenance and Repairs	102	\$1,101.48	\$34,350,797
Travel			
Airline Fares	105	\$554.41	\$17,289,771
Lodging on Trips	103	\$591.56	\$18,448,377
Auto/Truck Rental on Trips	107	\$29.55	\$921,618
Food and Drink on Trips	104	\$538.09	\$16,780,746

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.

- (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

322 E Village Rd, Elkton, Maryland, 21921
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.61070
Longitude: -75.79492

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	185		1,410		2,754							
Total Employees:	2,203		19,616		38,937							
Total Residential Population:	7,047		37,349		84,374							
Employee/Residential Population Ratio (per 100 Residents)	31		53		46							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.1%	6	0.3%	29	2.1%	151	0.8%	65	2.4%	446	1.1%
Construction	8	4.3%	36	1.6%	65	4.6%	351	1.8%	223	8.1%	2,043	5.2%
Manufacturing	4	2.2%	37	1.7%	43	3.0%	1,851	9.4%	111	4.0%	6,310	16.2%
Transportation	4	2.2%	104	4.7%	40	2.8%	1,196	6.1%	87	3.2%	1,696	4.4%
Communication	4	2.2%	16	0.7%	13	0.9%	57	0.3%	22	0.8%	132	0.3%
Utility	0	0.0%	1	0.0%	4	0.3%	16	0.1%	6	0.2%	21	0.1%
Wholesale Trade	6	3.2%	91	4.1%	51	3.6%	1,037	5.3%	114	4.1%	2,343	6.0%
Retail Trade Summary	45	24.3%	835	37.9%	290	20.6%	4,823	24.6%	527	19.1%	7,534	19.3%
Home Improvement	1	0.5%	2	0.1%	13	0.9%	357	1.8%	33	1.2%	555	1.4%
General Merchandise Stores	3	1.6%	205	9.3%	12	0.9%	688	3.5%	20	0.7%	832	2.1%
Food Stores	5	2.7%	55	2.5%	34	2.4%	618	3.2%	55	2.0%	1,147	2.9%
Auto Dealers, Gas Stations, Auto Aftermarket	7	3.8%	164	7.4%	34	2.4%	594	3.0%	58	2.1%	761	2.0%
Apparel & Accessory Stores	0	0.0%	2	0.1%	6	0.4%	26	0.1%	11	0.4%	39	0.1%
Furniture & Home Furnishings	1	0.5%	4	0.2%	14	1.0%	94	0.5%	38	1.4%	232	0.6%
Eating & Drinking Places	15	8.1%	314	14.3%	94	6.7%	1,874	9.6%	155	5.6%	2,898	7.4%
Miscellaneous Retail	13	7.0%	89	4.0%	84	6.0%	571	2.9%	156	5.7%	1,070	2.7%
Finance, Insurance, Real Estate Summary	21	11.4%	142	6.4%	133	9.4%	1,023	5.2%	235	8.5%	1,733	4.5%
Banks, Savings & Lending Institutions	5	2.7%	20	0.9%	27	1.9%	172	0.9%	53	1.9%	344	0.9%
Securities Brokers	1	0.5%	1	0.0%	5	0.4%	15	0.1%	15	0.5%	51	0.1%
Insurance Carriers & Agents	4	2.2%	28	1.3%	37	2.6%	441	2.2%	54	2.0%	512	1.3%
Real Estate, Holding, Other Investment Offices	12	6.5%	93	4.2%	63	4.5%	395	2.0%	113	4.1%	827	2.1%
Services Summary	69	37.3%	654	29.7%	595	42.2%	7,283	37.1%	1,101	40.0%	14,217	36.5%
Hotels & Lodging	1	0.5%	2	0.1%	13	0.9%	96	0.5%	23	0.8%	303	0.8%
Automotive Services	9	4.9%	50	2.3%	48	3.4%	327	1.7%	103	3.7%	584	1.5%
Motion Pictures & Amusements	6	3.2%	27	1.2%	32	2.3%	123	0.6%	63	2.3%	267	0.7%
Health Services	18	9.7%	294	13.3%	162	11.5%	2,773	14.1%	208	7.6%	3,279	8.4%
Legal Services	0	0.0%	0	0.0%	33	2.3%	148	0.8%	39	1.4%	189	0.5%
Education Institutions & Libraries	3	1.6%	99	4.5%	28	2.0%	1,330	6.8%	73	2.7%	3,140	8.1%
Other Services	33	17.8%	182	8.3%	279	19.8%	2,486	12.7%	591	21.5%	6,456	16.6%
Government	17	9.2%	267	12.1%	90	6.4%	1,519	7.7%	117	4.2%	2,049	5.3%
Unclassified Establishments	5	2.7%	15	0.7%	57	4.0%	308	1.6%	147	5.3%	411	1.1%
Totals	185	100.0%	2,203	100.0%	1,410	100.0%	19,616	100.0%	2,754	100.0%	38,937	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.

322 E Village Rd, Elkton, Maryland, 21921
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.61070
Longitude: -75.79492

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%	3	0.2%	12	0.1%	7	0.3%	60	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	9	0.0%	2	0.1%	9	0.0%
Construction	9	4.9%	50	2.3%	71	5.0%	466	2.4%	234	8.5%	2,319	6.0%
Manufacturing	4	2.2%	41	1.9%	45	3.2%	1,709	8.7%	115	4.2%	6,181	15.9%
Wholesale Trade	5	2.7%	89	4.0%	48	3.4%	1,027	5.2%	110	4.0%	2,332	6.0%
Retail Trade	29	15.7%	510	23.2%	187	13.3%	2,902	14.8%	358	13.0%	4,553	11.7%
Motor Vehicle & Parts Dealers	7	3.8%	163	7.4%	24	1.7%	485	2.5%	40	1.5%	619	1.6%
Furniture & Home Furnishings Stores	1	0.5%	4	0.2%	9	0.6%	48	0.2%	23	0.8%	146	0.4%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	40	0.2%	7	0.3%	73	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	2	0.1%	13	0.9%	356	1.8%	31	1.1%	551	1.4%
Food & Beverage Stores	4	2.2%	42	1.9%	40	2.8%	623	3.2%	65	2.4%	1,159	3.0%
Health & Personal Care Stores	7	3.8%	56	2.5%	27	1.9%	300	1.5%	42	1.5%	503	1.3%
Gasoline Stations	0	0.0%	1	0.0%	9	0.6%	109	0.6%	18	0.7%	142	0.4%
Clothing & Clothing Accessories Stores	0	0.0%	2	0.1%	7	0.5%	30	0.2%	16	0.6%	60	0.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.5%	5	0.2%	10	0.7%	32	0.2%	22	0.8%	69	0.2%
General Merchandise Stores	3	1.6%	205	9.3%	12	0.9%	688	3.5%	20	0.7%	832	2.1%
Miscellaneous Store Retailers	4	2.2%	31	1.4%	29	2.1%	187	1.0%	56	2.0%	379	1.0%
Nonstore Retailers	1	0.5%	0	0.0%	7	0.5%	4	0.0%	18	0.7%	20	0.1%
Transportation & Warehousing	2	1.1%	106	4.8%	29	2.1%	1,191	6.1%	62	2.3%	1,568	4.0%
Information	5	2.7%	33	1.5%	27	1.9%	593	3.0%	47	1.7%	767	2.0%
Finance & Insurance	10	5.4%	51	2.3%	72	5.1%	638	3.3%	124	4.5%	917	2.4%
Central Bank/Credit Intermediation & Related Activities	5	2.7%	22	1.0%	28	2.0%	175	0.9%	52	1.9%	320	0.8%
Securities, Commodity Contracts & Other Financial	1	0.5%	2	0.1%	6	0.4%	22	0.1%	18	0.7%	85	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	4	2.2%	28	1.3%	37	2.6%	441	2.2%	54	2.0%	512	1.3%
Real Estate, Rental & Leasing	17	9.2%	103	4.7%	94	6.7%	468	2.4%	165	6.0%	1,028	2.6%
Professional, Scientific & Tech Services	9	4.9%	48	2.2%	109	7.7%	864	4.4%	228	8.3%	2,516	6.5%
Legal Services	1	0.5%	3	0.1%	38	2.7%	162	0.8%	44	1.6%	203	0.5%
Management of Companies & Enterprises	1	0.5%	4	0.2%	2	0.1%	22	0.1%	3	0.1%	24	0.1%
Administrative & Support & Waste Management & Remediation	3	1.6%	13	0.6%	43	3.0%	226	1.2%	98	3.6%	527	1.4%
Educational Services	3	1.6%	102	4.6%	30	2.1%	1,298	6.6%	81	2.9%	3,116	8.0%
Health Care & Social Assistance	24	13.0%	334	15.2%	211	15.0%	3,470	17.7%	295	10.7%	5,367	13.8%
Arts, Entertainment & Recreation	3	1.6%	24	1.1%	17	1.2%	91	0.5%	41	1.5%	244	0.6%
Accommodation & Food Services	17	9.2%	324	14.7%	111	7.9%	2,004	10.2%	185	6.7%	3,267	8.4%
Accommodation	1	0.5%	2	0.1%	13	0.9%	96	0.5%	23	0.8%	303	0.8%
Food Services & Drinking Places	16	8.6%	321	14.6%	98	7.0%	1,908	9.7%	162	5.9%	2,964	7.6%
Other Services (except Public Administration)	22	11.9%	90	4.1%	163	11.6%	796	4.1%	333	12.1%	1,681	4.3%
Automotive Repair & Maintenance	7	3.8%	37	1.7%	35	2.5%	238	1.2%	82	3.0%	456	1.2%
Public Administration	17	9.2%	267	12.1%	90	6.4%	1,519	7.7%	117	4.2%	2,049	5.3%
Unclassified Establishments	5	2.7%	15	0.7%	57	4.0%	308	1.6%	147	5.3%	408	1.0%
Total	185	100.0%	2,203	100.0%	1,410	100.0%	19,616	100.0%	2,754	100.0%	38,937	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.