Datastory consulting

Market Profile

3459 Shiloh Rd, Hampstead, Maryland, 21074
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,254	12,206	25,192
2010 Total Population	1,670	13,985	28,320
2016 Total Population	1,678	14,008	28,825
2016 Group Quarters	0	11	115
2020 Total Population	1,697	14,158	29,351
2016-2021 Annual Rate	0.23%	0.21%	0.36%
Household Summary			
2000 Households	444	4,376	8,918
2000 Average Household Size	2.82	2.79	2.81
2010 Households	605	5,198	10,332
2010 Average Household Size	2.76	2.69	2.73
2016 Households	609	5,219	10,527
2016 Average Household Size	2.76	2.68	2.73
2021 Households	616	5,278	10,722
2021 Average Household Size	2.75	2.68	2.73
2016-2021 Annual Rate	0.23%	0.23%	0.37%
2010 Families	444	3,848	7,903
2010 Average Family Size	3.25	3.14	3.12
2016 Families	443	3,836	8,007
2016 Average Family Size	3.26	3.15	3.13
2021 Families	445	3,865	8,128
2021 Average Family Size	3.27	3.15	3.13
2016-2021 Annual Rate	0.09%	0.15%	0.30%
Housing Unit Summary			
2000 Housing Units	451	4,501	9,202
Owner Occupied Housing Units	78.5%	82.2%	83.8%
Renter Occupied Housing Units	20.2%	15.1%	13.1%
Vacant Housing Units	1.3%	2.8%	3.1%
2010 Housing Units	621	5,386	10,763
Owner Occupied Housing Units	79.2%	79.8%	82.2%
Renter Occupied Housing Units	18.2%	16.7%	13.8%
Vacant Housing Units	2.6%	3.5%	4.0%
2016 Housing Units	629	5,457	11,032
Owner Occupied Housing Units	76.9%	77.2%	80.1%
Renter Occupied Housing Units	20.0%	18.5%	15.3%
Vacant Housing Units	3.2%	4.4%	4.6%
2021 Housing Units	638	5,540	11,267
Owner Occupied Housing Units	76.5%	76.9%	79.8%
Renter Occupied Housing Units	20.1%	18.4%	15.3%
Vacant Housing Units	3.4%	4.7%	4.8%
Median Household Income			
2016	$83,266	$85,043	$85,894
2021	$94,811	$95,563	$95,004
Median Home Value			
2016	$317,669	$288,364	$307,463
2021	$356,614	$330,847	$348,898
Per Capita Income			
2016	$36,688	$35,518	$36,186
2021	$40,845	$38,907	$39,555
Median Age			
2010	41.3	39.8	41.5
2016	43.0	40.8	42.7
2021	44.2	41.5	43.4

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income			
Household Income Base	609	5,219	10,527
<$15,000	2.6%	5.5%	5.0%
$15,000 - $24,999	4.8%	5.5%	5.2%
$25,000 - $34,999	10.3%	5.7%	5.5%
$35,000 - $49,999	9.7%	8.9%	9.7%
$50,000 - $74,999	15.4%	17.0%	16.2%
$75,000 - $99,999	17.6%	15.6%	16.5%
$100,000 - $149,999	19.7%	25.1%	23.6%
$150,000 - $199,999	14.9%	11.2%	11.5%
$200,000+	4.9%	5.5%	6.9%
Average Household Income	$95,743	$95,484	$99,104
2021 Households by Income			
Household Income Base	616	5,278	10,722
<$15,000	2.9%	6.1%	5.6%
$15,000 - $24,999	4.5%	5.2%	4.9%
$25,000 - $34,999	8.6%	4.7%	4.4%
$35,000 - $49,999	8.1%	7.8%	8.2%
$50,000 - $74,999	10.1%	12.2%	11.9%
$75,000 - $99,999	18.7%	16.1%	17.7%
$100,000 - $149,999	23.2%	28.0%	26.1%
$150,000 - $199,999	18.0%	13.4%	13.2%
$200,000+	5.7%	6.3%	7.9%
Average Household Income	$106,637	$104,550	$108,361
2016 Owner Occupied Housing Units by Value			
Total	484	4,212	8,838
<$50,000	1.0%	1.5%	2.7%
$50,000 - $99,999	0.0%	0.9%	0.7%
$100,000 - $149,999	1.0%	3.7%	2.8%
$150,000 - $199,999	6.8%	7.3%	6.3%
$200,000 - $249,999	18.6%	23.6%	19.9%
$250,000 - $299,999	17.8%	16.8%	15.8%
$300,000 - $399,999	27.5%	25.6%	25.2%
$400,000 - $499,999	18.6%	10.4%	11.9%
$500,000 - $749,999	3.7%	6.7%	9.4%
$750,000 - $999,999	5.0%	2.7%	4.0%
$1,000,000 +	0.2%	0.7%	1.3%
Average Home Value	$352,526	$328,377	$356,071
2021 Owner Occupied Housing Units by Value			
Total	488	4,259	8,996
<$50,000	0.8%	1.0%	1.8%
$50,000 - $99,999	0.0%	1.2%	0.8%
$100,000 - $149,999	0.8%	3.6%	2.5%
$150,000 - $199,999	3.5%	4.5%	3.6%
$200,000 - $249,999	11.5%	17.1%	13.5%
$250,000 - $299,999	11.5%	11.5%	10.6%
$300,000 - $399,999	38.7%	36.0%	35.3%
$400,000 - $499,999	21.9%	12.4%	14.2%
$500,000 - $749,999	4.5%	8.2%	11.1%
$750,000 - $999,999	6.6%	3.6%	5.0%
$1,000,000 +	0.2%	0.8%	1.6%
Average Home Value	$387,039	$358,840	$391,065

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,671	13,985	28,319
0 - 4	5.1%	5.9%	5.4%
5 - 9	7.4%	7.0%	6.6%
10 - 14	7.3%	7.7%	7.4%
15 - 24	12.3%	12.8%	12.6%
25 - 34	8.9%	10.3%	9.4%
35 - 44	16.0%	15.2%	14.3%
45 - 54	15.4%	17.0%	17.9%
55 - 64	12.9%	12.2%	13.5%
65 - 74	7.5%	6.2%	7.0%
75 - 84	5.3%	4.1%	4.2%
85 +	1.9%	1.7%	1.7%
18 +	75.5%	74.4%	75.8%
2016 Population by Age			
Total	1,676	14,007	28,827
0 - 4	4.9%	5.5%	5.0%
5 - 9	5.5%	6.2%	6.0%
10 - 14	7.4%	7.4%	7.1%
15 - 24	12.1%	12.5%	11.9%
25 - 34	10.9%	11.4%	10.7%
35 - 44	11.8%	12.8%	12.4%
45 - 54	17.2%	16.2%	16.4%
55 - 64	13.3%	13.6%	14.9%
65 - 74	9.7%	8.2%	9.3%
75 - 84	5.1%	4.0%	4.4%
85 +	2.1%	2.0%	2.0%
18 +	78.3%	76.6%	77.8%
2021 Population by Age			
Total	1,696	14,160	29,350
0 - 4	4.6%	5.3%	4.9%
5 - 9	5.3%	5.8%	5.6%
10 - 14	6.1%	6.9%	6.6%
15 - 24	11.4%	11.4%	10.9%
25 - 34	11.9%	12.0%	11.1%
35 - 44	11.7%	13.1%	13.1%
45 - 54	15.6%	14.4%	14.3%
55 - 64	14.7%	14.4%	15.3%
65 - 74	11.1%	9.7%	10.9%
75 - 84	5.4%	4.8%	5.3%
85 +	2.2%	2.2%	2.1%
18 +	79.9%	77.9%	79.0%
2010 Population by Sex			
Males	816	6,809	13,915
Females	854	7,176	14,405
2016 Population by Sex			
Males	825	6,864	14,220
Females	853	7,144	14,605
2021 Population by Sex			
Males	840	6,980	14,539
Females	857	7,178	14,812

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,670	13,984	28,320
White Alone	95.0%	95.1%	94.7%
Black Alone	0.9%	1.6%	2.0%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.6%	1.0%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	0.8%	0.8%
Two or More Races	1.0%	1.3%	1.3%
Hispanic Origin	1.8%	2.4%	2.4%
Diversity Index	12.8	13.8	14.4
2016 Population by Race/Ethnicity			
Total	1,677	14,008	28,825
White Alone	94.0%	94.0%	93.5%
Black Alone	1.0%	1.9%	2.3%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	1.9%	1.2%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.0%	1.0%
Two or More Races	1.2%	1.6%	1.6%
Hispanic Origin	2.3%	3.0%	3.1%
Diversity Index	15.5	16.7	17.7
2021 Population by Race/Ethnicity			
Total	1,696	14,159	29,351
White Alone	93.0%	92.9%	92.2%
Black Alone	1.2%	2.2%	2.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	2.4%	1.5%	1.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.2%	1.2%
Two or More Races	1.5%	2.0%	2.0%
Hispanic Origin	2.8%	3.6%	3.8%
Diversity Index	18.2	19.7	21.0
2010 Population by Relationship and Household Type			
Total	1,670	13,985	28,320
In Households	100.0%	99.9%	99.6%
In Family Households	88.1%	88.3%	89.1%
Householder	28.0%	27.5%	27.8%
Spouse	22.8%	22.5%	23.3%
Child	32.8%	34.0%	33.2%
Other relative	2.8%	2.6%	2.8%
Nonrelative	1.6%	1.8%	1.9%
In Nonfamily Households	11.9%	11.6%	10.6%
In Group Quarters	0.0%	0.1%	0.4%
Institutionalized Population	0.0%	0.1%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2016 Population 25+ by Educational Attainment			
Total	1,178	9,576	20,173
Less than 9th Grade	2.7%	1.5%	1.6%
9th - 12th Grade, No Diploma	3.7%	3.9%	4.2%
High School Graduate	36.0%	29.9%	30.0%
GED/Alternative Credential	5.7%	4.0%	4.0%
Some College, No Degree	17.0%	19.4%	20.3%
Associate Degree	7.2%	9.9%	8.6%
Bachelor's Degree	19.9%	21.1%	20.5%
Graduate/Professional Degree	7.9%	10.1%	10.9%
2016 Population 15+ by Marital Status			
Total	1,378	11,328	23,614
Never Married	22.8%	24.1%	24.7%
Married	60.7%	60.5%	60.6%
Widowed	6.0%	5.9%	5.8%
Divorced	10.5%	9.6%	9.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	97.2%	96.4%
Civilian Unemployed	3.9%	2.8%	3.6%
2016 Employed Population 16+ by Industry			
Total	904	8,211	16,458
Agriculture/Mining	5.4%	2.0%	1.6%
Construction	12.2%	11.7%	10.9%
Manufacturing	10.0%	6.6%	6.4%
Wholesale Trade	0.9%	1.7%	2.0%
Retail Trade	14.6%	12.5%	13.3%
Transportation/Utilities	4.4%	4.5%	4.3%
Information	0.4%	1.2%	1.3%
Finance/Insurance/Real Estate	3.4%	6.2%	6.1%
Services	41.7%	46.5%	47.5%
Public Administration	7.0%	7.0%	6.8%
2016 Employed Population 16+ by Occupation			
Total	906	8,210	16,460
White Collar	51.5%	63.1%	64.8%
Management/Business/Financial	16.3%	20.3%	19.8%
Professional	17.8%	24.3%	23.4%
Sales	7.2%	8.2%	9.7%
Administrative Support	10.3%	10.3%	11.9%
Services	13.3%	15.6%	14.7%
Blue Collar	35.4%	21.3%	20.5%
Farming/Forestry/Fishing	6.3%	1.2%	1.0%
Construction/Extraction	9.7%	7.3%	7.3%
Installation/Maintenance/Repair	5.8%	4.3%	3.9%
Production	8.7%	4.3%	3.8%
Transportation/Material Moving	4.9%	4.2%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	1,670	13,985	28,320
Population Inside Urbanized Area	69.9%	64.5%	43.0%
Population Inside Urbanized Cluster	0.0%	1.8%	14.0%
Rural Population	30.1%	33.7%	43.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	605	5,198	10,332
Households with 1 Person	23.0%	21.6%	19.2%
Households with 2+ People	77.0%	78.4%	80.8%
Family Households	73.4%	74.0%	76.5%
Husband-wife Families	59.5%	60.7%	64.1%
With Related Children	26.9%	29.4%	29.0%
Other Family (No Spouse Present)	13.9%	13.4%	12.3%
Other Family with Male Householder	5.0%	4.1%	4.0%
With Related Children	2.5%	2.4%	2.3%
Other Family with Female Householder	8.9%	9.2%	8.3%
With Related Children	5.3%	6.0%	5.1%
Nonfamily Households	3.6%	4.3%	4.3%
All Households with Children	35.2%	38.3%	36.9%
Multigenerational Households	4.3%	3.9%	4.4%
Unmarried Partner Households	4.8%	5.4%	5.4%
Male-female	4.1%	4.6%	4.7%
Same-sex	0.7%	0.8%	0.7%
2010 Households by Size			
Total	604	5,198	10,334
1 Person Household	23.0%	21.6%	19.2%
2 Person Household	34.4%	32.2%	33.8%
3 Person Household	16.9%	18.1%	18.2%
4 Person Household	14.7%	17.1%	17.3%
5 Person Household	7.5%	7.4%	7.5%
6 Person Household	2.5%	2.4%	2.7%
7 + Person Household	1.0%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	605	5,198	10,332
Owner Occupied	81.3%	82.6%	85.6%
Owned with a Mortgage/Loan	58.8%	65.9%	66.3%
Owned Free and Clear	22.5%	16.7%	19.3%
Renter Occupied	18.7%	17.4%	14.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	621	5,386	10,763
Housing Units Inside Urbanized Area	71.7%	66.4%	44.0%
Housing Units Inside Urbanized Cluster	0.0%	1.7%	13.3%
Rural Housing Units	28.3%	31.9%	42.7%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments				
	1.	Green Acres (6A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
	2.	Parks and Rec (5C)	Soccer Moms (4A)	Soccer Moms (4A)
	3.	Savvy Suburbanites (1D)	Home Improvement (4B)	Pleasantville (2B)
2016 Consumer Spending				
Apparel & Services: Total $		$1,463,789	$12,565,213	$26,222,802
Average Spent		$2,403.59	$2,407.59	$2,491.00
Spending Potential Index		119	120	124
Education: Total $		$1,135,093	$9,770,889	$21,088,530
Average Spent		$1,863.86	$1,872.18	$2,003.28
Spending Potential Index		132	132	142
Entertainment/Recreation: Total $		$2,170,588	$18,501,769	$38,574,404
Average Spent		$3,564.18	$3,545.08	$3,664.33
Spending Potential Index		122	122	126
Food at Home: Total $		$3,546,855	$29,824,703	$61,546,899
Average Spent		$5,824.06	$5,714.64	$5,846.58
Spending Potential Index		117	115	117
Food Away from Home: Total $		$2,227,006	$19,112,983	$39,622,777
Average Spent		$3,656.82	$3,662.19	$3,763.92
Spending Potential Index		118	118	122
Health Care: Total $		$4,024,935	$33,469,864	$69,462,776
Average Spent		$6,609.09	$6,413.08	$6,598.53
Spending Potential Index		125	121	125
HH Furnishings & Equipment: Total $		$1,331,760	$11,364,303	$23,702,721
Average Spent		$2,186.80	$2,177.49	$2,251.61
Spending Potential Index		124	123	128
Personal Care Products & Services: Total $		$540,774	$4,651,104	$9,681,683
Average Spent		$887.97	$891.19	$919.70
Spending Potential Index		121	122	126
Shelter: Total $		$11,479,093	$99,524,704	$207,593,240
Average Spent		$18,849.09	$19,069.69	$19,720.08
Spending Potential Index		121	122	127
Support Payments/Cash Contributions/Gifts in Kind: Total $		$1,791,786	$15,075,579	$31,386,932
Average Spent		$2,942.18	$2,888.60	$2,981.56
Spending Potential Index		127	125	129
Travel: Total $		$1,495,908	$12,884,601	$27,281,315
Average Spent		$2,456.33	$2,468.79	$2,591.56
Spending Potential Index		132	133	139
Vehicle Maintenance & Repairs: Total $		$763,718	$6,440,408	$13,382,742
Average Spent		$1,254.05	$1,234.03	$1,271.28
Spending Potential Index		121	119	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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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Retail Goods and Services Expenditures

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Ring: 1 mile radius

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Green Acres (6A)	62.7%	Population	1,678	1,697
Parks and Rec (5C)	25.3%	Households	609	616
Savvy Suburbanites (1D)	9.2%	Families	443	445
Pleasantville (2B)	2.8%	Median Age	43.0	44.2
Top Tier (1A)	0.0%	Median Household Income	$83,266	$94,811

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	119	$2,403.59	$1,463,789
Men's	120	$480.93	$292,888
Women's	121	$827.14	$503,729
Children's	112	$362.10	$220,517
Footwear	119	$511.09	$311,256
Watches & Jewelry	127	$131.92	$80,338
Apparel Products and Services (1)	125	$90.41	$55,062
Computer			
Computers and Hardware for Home Use	119	$206.19	$125,572
Portable Memory	121	$5.69	$3,466
Computer Software	124	$16.03	$9,761
Computer Accessories	127	$22.53	$13,720
Entertainment & Recreation	122	$3,564.18	$2,170,588
Fees and Admissions	132	$762.37	$464,286
Membership Fees for Clubs (2)	133	$254.41	$154,936
Fees for Participant Sports, excl. Trips	132	$117.72	$71,690
Tickets to Theatre/Operas/Concerts	135	$71.36	$43,461
Tickets to Movies/Museums/Parks	118	$78.51	$47,811
Admission to Sporting Events, excl. Trips	137	$73.19	$44,571
Fees for Recreational Lessons	135	$166.41	$101,346
Dating Services	112	$0.77	$470
TV/Video/Audio	117	$1,401.85	$853,728
Cable and Satellite Television Services	116	$1,044.06	$635,834
Televisions	119	$130.42	$79,427
Satellite Dishes	110	$1.60	$972
VCRs, Video Cameras, and DVD Players	112	$9.08	$5,529
Miscellaneous Video Equipment	124	$9.57	$5,827
Video Cassettes and DVDs	110	$20.31	$12,368
Video Game Hardware/Accessories	112	$28.77	$17,523
Video Game Software	106	$14.67	$8,936
Streaming/Downloaded Video	110	$20.04	$12,206
Rental of Video Cassettes and DVDs	109	$17.72	$10,790
Installation of Televisions	146	$1.34	$815
Audio (3)	122	$100.19	$61,014
Rental and Repair of TV/Radio/Sound Equipment	104	$4.08	$2,487
Pets	121	$649.23	$395,381
Toys/Games/Crafts/Hobbies (4)	120	$137.00	$83,434
Recreational Vehicles and Fees (5)	136	$146.40	$89,156
Sports/Recreation/Exercise Equipment (6)	117	$193.02	$117,552
Photo Equipment and Supplies (7)	127	$70.17	$42,732
Reading (8)	128	$167.67	$102,111
Catered Affairs (9)	141	$36.47	$22,208
Food	117	$9,480.89	$5,773,861
Food at Home	117	$5,824.06	$3,546,855
Bakery and Cereal Products	118	$796.78	$485,237
Meats, Poultry, Fish, and Eggs	115	$1,283.22	$781,484
Dairy Products	118	$623.55	$379,741
Fruits and Vegetables	118	$1,126.92	$686,293
Snacks and Other Food at Home (10)	116	$1,993.60	$1,214,101
Food Away from Home	118	$3,656.82	$2,227,006
Alcoholic Beverages	123	$629.32	$383,258

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

July 08, 2016

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Retail Goods and Services Expenditures

3459 Shiloh Rd, Hampstead, Maryland, 21074
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	145	$10,875.21	$6,623,002
Value of Retirement Plans	147	$38,503.95	$23,448,905
Value of Other Financial Assets	133	$1,509.21	$919,108
Vehicle Loan Amount excluding Interest	114	$2,768.35	$1,685,924
Value of Credit Card Debt	129	$739.62	$450,431
Health			
Nonprescription Drugs	118	$147.25	$89,678
Prescription Drugs	120	$504.83	$307,444
Eyeglasses and Contact Lenses	128	$114.00	$69,427
Home			
Mortgage Payment and Basics (11)	139	$11,946.77	$7,275,580
Maintenance and Remodeling Services	142	$2,491.64	$1,517,410
Maintenance and Remodeling Materials (12)	137	$498.75	$303,740
Utilities, Fuel, and Public Services	119	$5,823.27	$3,546,373
Household Furnishings and Equipment			
Household Textiles (13)	124	$108.00	$65,774
Furniture	121	$594.58	$362,099
Rugs	142	$34.60	$21,074
Major Appliances (14)	125	$354.16	$215,686
Housewares (15)	121	$101.05	$61,537
Small Appliances	121	$57.05	$34,741
Luggage	134	$12.34	$7,515
Telephones and Accessories	123	$87.78	$53,457
Household Operations			
Child Care	125	$528.58	$321,904
Lawn and Garden (16)	130	$528.50	$321,857
Moving/Storage/Freight Express	102	$64.97	$39,569
Housekeeping Supplies (17)	120	$842.76	$513,243
Insurance			
Owners and Renters Insurance	132	$611.37	$372,324
Vehicle Insurance	119	$1,328.52	$809,066
Life/Other Insurance	136	$565.05	$344,114
Health Insurance	126	$4,246.13	$2,585,893
Personal Care Products (18)	117	$510.21	$310,718
School Books and Supplies (19)	116	$190.60	$116,074
Smoking Products	107	$439.74	$267,803
Transportation			
Payments on Vehicles excluding Leases	118	$2,449.39	$1,491,680
Gasoline and Motor Oil	115	$3,549.87	$2,161,870
Vehicle Maintenance and Repairs	121	$1,254.05	$763,718
Travel			
Airline Fares	132	$600.56	$365,744
Lodging on Trips	135	$627.52	$382,158
Auto/Truck Rental on Trips	124	$29.87	$18,191
Food and Drink on Trips	131	$574.81	$350,061

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July 08, 2016

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Retail Goods and Services Expenditures

3459 Shiloh Rd, Hampstead, Maryland, 21074
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Savvy Suburbanites (1D)	24.0%	Population	14,008	14,158
Soccer Moms (4A)	18.1%	Households	5,219	5,278
Home Improvement (4B)	15.0%	Families	3,836	3,865
Parks and Rec (5C)	12.5%	Median Age	40.8	41.5
Golden Years (9B)	12.5%	Median Household Income	$85,043	$95,563

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	120	$2,407.59	$12,565,213
Men's	120	$482.25	$2,516,873
Women's	121	$826.02	$4,311,024
Children's	113	$364.95	$1,904,656
Footwear	119	$509.16	$2,657,289
Watches & Jewelry	127	$132.14	$689,655
Apparel Products and Services (1)	129	$93.07	$485,717
Computer			
Computers and Hardware for Home Use	122	$211.10	$1,101,744
Portable Memory	121	$5.69	$29,697
Computer Software	124	$16.08	$83,896
Computer Accessories	126	$22.45	$117,166
Entertainment & Recreation	122	$3,545.08	$18,501,769
Fees and Admissions	137	$789.87	$4,122,332
Membership Fees for Clubs (2)	138	$263.39	$1,374,623
Fees for Participant Sports, excl. Trips	138	$123.54	$644,775
Tickets to Theatre/Operas/Concerts	138	$72.71	$379,490
Tickets to Movies/Museums/Parks	124	$82.45	$430,317
Admission to Sporting Events, excl. Trips	135	$71.94	$375,433
Fees for Recreational Lessons	142	$175.02	$913,416
Dating Services	119	$0.82	$4,278
TV/Video/Audio	115	$1,378.11	$7,192,354
Cable and Satellite Television Services	114	$1,019.69	$5,321,772
Televisions	119	$130.96	$683,468
Satellite Dishes	114	$1.67	$8,738
VCRs, Video Cameras, and DVD Players	115	$9.29	$48,503
Miscellaneous Video Equipment	115	$8.84	$46,127
Video Cassettes and DVDs	109	$20.20	$105,414
Video Game Hardware/Accessories	108	$27.81	$145,144
Video Game Software	106	$14.57	$76,043
Streaming/Downloaded Video	113	$20.47	$106,809
Rental of Video Cassettes and DVDs	110	$17.98	$93,840
Installation of Televisions	142	$1.31	$6,836
Audio (3)	123	$101.07	$527,464
Rental and Repair of TV/Radio/Sound Equipment	108	$4.25	$22,195
Pets	119	$637.30	$3,326,049
Toys/Games/Crafts/Hobbies (4)	116	$133.16	$694,942
Recreational Vehicles and Fees (5)	132	$142.03	$741,255
Sports/Recreation/Exercise Equipment (6)	119	$196.56	$1,025,837
Photo Equipment and Supplies (7)	127	$69.82	$364,401
Reading (8)	123	$161.88	$844,849
Catered Affairs (9)	141	$36.36	$189,751
Food	116	$9,376.83	$48,937,686
Food at Home	115	$5,714.64	$29,824,703
Bakery and Cereal Products	115	$775.21	$4,045,802
Meats, Poultry, Fish, and Eggs	113	$1,257.21	$6,561,389
Dairy Products	115	$607.62	$3,171,149
Fruits and Vegetables	117	$1,117.35	$5,831,434
Snacks and Other Food at Home (10)	114	$1,957.26	$10,214,930
Food Away from Home	118	$3,662.19	$19,112,983
Alcoholic Beverages	122	$627.41	$3,274,463

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.
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July 08, 2016

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Retail Goods and Services Expenditures

3459 Shiloh Rd, Hampstead, Maryland, 21074
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	144	$10,781.27	$56,267,426
Value of Retirement Plans	142	$37,191.35	$194,101,633
Value of Other Financial Assets	124	$1,403.76	$7,326,231
Vehicle Loan Amount excluding Interest	113	$2,751.23	$14,358,675
Value of Credit Card Debt	126	$719.80	$3,756,633
Health			
Nonprescription Drugs	116	$144.45	$753,888
Prescription Drugs	115	$484.03	$2,526,177
Eyeglasses and Contact Lenses	123	$110.18	$575,018
Home			
Mortgage Payment and Basics (11)	139	$11,947.58	$62,354,424
Maintenance and Remodeling Services	138	$2,422.23	$12,641,602
Maintenance and Remodeling Materials (12)	128	$463.48	$2,418,913
Utilities, Fuel, and Public Services	116	$5,672.99	$29,607,331
Household Furnishings and Equipment			
Household Textiles (13)	123	$107.43	$560,655
Furniture	122	$601.08	$3,137,022
Rugs	139	$33.91	$176,951
Major Appliances (14)	124	$351.54	$1,834,678
Housewares (15)	121	$101.11	$527,670
Small Appliances	119	$56.30	$293,847
Luggage	136	$12.58	$65,639
Telephones and Accessories	118	$83.81	$437,423
Household Operations			
Child Care	129	$545.46	$2,846,781
Lawn and Garden (16)	127	$519.57	$2,711,659
Moving/Storage/Freight Express	110	$70.03	$365,494
Housekeeping Supplies (17)	118	$826.92	$4,315,705
Insurance			
Owners and Renters Insurance	126	$581.37	$3,034,180
Vehicle Insurance	117	$1,312.87	$6,851,873
Life/Other Insurance	131	$544.32	$2,840,829
Health Insurance	122	$4,113.61	$21,468,953
Personal Care Products (18)	118	$510.28	$2,663,147
School Books and Supplies (19)	118	$194.39	$1,014,547
Smoking Products	98	$401.22	$2,093,959
Transportation			
Payments on Vehicles excluding Leases	115	$2,390.79	$12,477,509
Gasoline and Motor Oil	113	$3,463.62	$18,076,613
Vehicle Maintenance and Repairs	119	$1,234.03	$6,440,408
Travel			
Airline Fares	135	$614.74	$3,208,334
Lodging on Trips	135	$625.55	$3,264,744
Auto/Truck Rental on Trips	131	$31.45	$164,125
Food and Drink on Trips	131	$573.50	$2,993,112

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July 08, 2016

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Retail Goods and Services Expenditures

3459 Shiloh Rd, Hampstead, Maryland, 21074
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Savvy Suburbanites (1D)	37.2%	Population	28,825	29,351
Soccer Moms (4A)	16.5%	Households	10,527	10,722
Pleasantville (2B)	11.6%	Families	8,007	8,128
Parks and Rec (5C)	10.0%	Median Age	42.7	43.4
Green Acres (6A)	7.8%	Median Household Income	$85,894	$95,004

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	124	$2,491.00	$26,222,802
Men's	125	$500.66	$5,270,445
Women's	125	$854.50	$8,995,326
Children's	116	$373.74	$3,934,399
Footwear	123	$526.97	$5,547,420
Watches & Jewelry	133	$138.09	$1,453,644
Apparel Products and Services (1)	135	$97.04	$1,021,568
Computer			
Computers and Hardware for Home Use	126	$218.16	$2,296,545
Portable Memory	124	$5.85	$61,590
Computer Software	129	$16.64	$175,192
Computer Accessories	131	$23.34	$245,748
Entertainment & Recreation	126	$3,664.33	$38,574,404
Fees and Admissions	145	$834.82	$8,788,202
Membership Fees for Clubs (2)	146	$280.22	$2,949,827
Fees for Participant Sports, excl. Trips	144	$128.80	$1,355,884
Tickets to Theatre/Operas/Concerts	146	$77.27	$813,401
Tickets to Movies/Museums/Parks	128	$85.18	$896,648
Admission to Sporting Events, excl. Trips	142	$75.61	$795,985
Fees for Recreational Lessons	152	$186.93	$1,967,848
Dating Services	119	$0.82	$8,609
TV/Video/Audio	117	$1,406.44	$14,805,615
Cable and Satellite Television Services	116	$1,038.84	$10,935,889
Televisions	122	$134.65	$1,417,497
Satellite Dishes	114	$1.67	$17,574
VCRs, Video Cameras, and DVD Players	118	$9.51	$100,147
Miscellaneous Video Equipment	112	$8.63	$90,839
Video Cassettes and DVDs	111	$20.47	$215,462
Video Game Hardware/Accessories	110	$28.19	$296,778
Video Game Software	106	$14.66	$154,278
Streaming/Downloaded Video	115	$20.84	$219,372
Rental of Video Cassettes and DVDs	112	$18.23	$191,940
Installation of Televisions	145	$1.33	$14,023
Audio (3)	128	$104.99	$1,105,203
Rental and Repair of TV/Radio/Sound Equipment	113	$4.43	$46,613
Pets	122	$655.28	$6,898,181
Toys/Games/Crafts/Hobbies (4)	119	$136.50	$1,436,917
Recreational Vehicles and Fees (5)	138	$148.21	$1,560,224
Sports/Recreation/Exercise Equipment (6)	124	$204.43	$2,152,008
Photo Equipment and Supplies (7)	131	$72.21	$760,107
Reading (8)	128	$167.69	$1,765,307
Catered Affairs (9)	150	$38.74	$407,844
Food	119	$9,610.49	$101,169,675
Food at Home	117	$5,846.58	$61,546,899
Bakery and Cereal Products	118	$794.01	$8,358,554
Meats, Poultry, Fish, and Eggs	116	$1,284.19	$13,518,711
Dairy Products	118	$623.52	$6,563,748
Fruits and Vegetables	120	$1,146.42	$12,068,363
Snacks and Other Food at Home (10)	117	$1,998.43	$21,037,523
Food Away from Home	122	$3,763.92	$39,622,777
Alcoholic Beverages	127	$651.98	$6,863,432

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July 08, 2016

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Retail Goods and Services Expenditures

3459 Shiloh Rd, Hampstead, Maryland, 21074
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	153	$11,470.08	$120,745,480
Value of Retirement Plans	151	$39,666.44	$417,568,596
Value of Other Financial Assets	130	$1,468.47	$15,458,634
Vehicle Loan Amount excluding Interest	115	$2,795.92	$29,432,641
Value of Credit Card Debt	131	$748.06	$7,874,834
Health			
Nonprescription Drugs	119	$148.51	$1,563,387
Prescription Drugs	118	$493.69	$5,197,127
Eyeglasses and Contact Lenses	128	$114.28	$1,202,999
Home			
Mortgage Payment and Basics (11)	147	$12,580.49	$132,434,847
Maintenance and Remodeling Services	145	$2,546.20	$26,803,875
Maintenance and Remodeling Materials (12)	132	$479.32	$5,045,809
Utilities, Fuel, and Public Services	119	$5,822.47	$61,293,187
Household Furnishings and Equipment			
Household Textiles (13)	128	$111.59	$1,174,704
Furniture	126	$620.30	$6,529,870
Rugs	147	$35.87	$377,626
Major Appliances (14)	128	$363.89	$3,830,668
Housewares (15)	124	$103.56	$1,090,206
Small Appliances	123	$58.15	$612,133
Luggage	143	$13.25	$139,477
Telephones and Accessories	120	$85.08	$895,671
Household Operations			
Child Care	134	$568.76	$5,987,383
Lawn and Garden (16)	133	$543.08	$5,717,018
Moving/Storage/Freight Express	112	$71.33	$750,939
Housekeeping Supplies (17)	121	$847.67	$8,923,395
Insurance			
Owners and Renters Insurance	130	$601.11	$6,327,860
Vehicle Insurance	120	$1,347.64	$14,186,596
Life/Other Insurance	138	$572.06	$6,022,077
Health Insurance	125	$4,235.41	$44,586,141
Personal Care Products (18)	120	$523.16	$5,507,335
School Books and Supplies (19)	122	$201.26	$2,118,619
Smoking Products	98	$401.99	$4,231,763
Transportation			
Payments on Vehicles excluding Leases	117	$2,434.22	$25,625,065
Gasoline and Motor Oil	115	$3,529.67	$37,156,860
Vehicle Maintenance and Repairs	123	$1,271.28	$13,382,742
Travel			
Airline Fares	142	$648.71	$6,828,988
Lodging on Trips	142	$658.57	$6,932,759
Auto/Truck Rental on Trips	137	$33.02	$347,592
Food and Drink on Trips	137	$600.68	$6,323,306

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(1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.

(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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Business Summary

3459 Shiloh Rd, Hampstead, Maryland, 21074
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	28	520	890
Total Employees:	244	4,862	8,486
Total Residential Population:	1,678	14,008	28,825
Employee/Residential Population Ratio:	0.15:1	0.35:1	0.29:1

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	1	3.6%	4	1.6%	18	3.5%	98	2.0%	41	4.6%	177	2.1%
Construction	4	14.3%	19	7.8%	71	13.7%	342	7.0%	137	15.4%	802	9.5%
Manufacturing	1	3.6%	4	1.6%	25	4.8%	551	11.3%	41	4.6%	1,153	13.6%
Transportation	1	3.6%	16	6.6%	11	2.1%	86	1.8%	23	2.6%	196	2.3%
Communication	0	0.0%	1	0.4%	6	1.2%	42	0.9%	7	0.8%	49	0.6%
Utility	0	0.0%	0	0.0%	2	0.4%	35	0.7%	3	0.3%	40	0.5%
Wholesale Trade	1	3.6%	11	4.5%	19	3.7%	160	3.3%	34	3.8%	267	3.1%
Retail Trade Summary	5	17.9%	25	10.2%	100	19.2%	1,720	35.4%	155	17.4%	2,507	29.5%
Home Improvement	1	3.6%	7	2.9%	8	1.5%	59	1.2%	14	1.6%	103	1.2%
General Merchandise Stores	0	0.0%	2	0.8%	4	0.8%	195	4.0%	5	0.6%	204	2.4%
Food Stores	0	0.0%	1	0.4%	7	1.3%	305	6.3%	12	1.3%	394	4.6%
Auto Dealers, Gas Stations, Auto Aftermarket	1	3.6%	2	0.8%	9	1.7%	62	1.3%	16	1.8%	126	1.5%
Apparel & Accessory Stores	0	0.0%	2	0.8%	5	1.0%	368	7.6%	7	0.8%	717	8.4%
Furniture & Home Furnishings	2	7.1%	6	2.5%	12	2.3%	53	1.1%	19	2.1%	78	0.9%
Eating & Drinking Places	0	0.0%	3	1.2%	27	5.2%	536	11.0%	37	4.2%	667	7.9%
Miscellaneous Retail	1	3.6%	2	0.8%	27	5.2%	143	2.9%	45	5.1%	218	2.6%
Finance, Insurance, Real Estate Summary	2	7.1%	7	2.9%	59	11.3%	290	6.0%	92	10.3%	453	5.3%
Banks, Savings & Lending Institutions	1	3.6%	2	0.8%	28	5.4%	133	2.7%	38	4.3%	152	1.8%
Securities Brokers	0	0.0%	0	0.0%	2	0.4%	8	0.2%	4	0.4%	20	0.2%
Insurance Carriers & Agents	1	3.6%	5	2.0%	11	2.1%	38	0.8%	22	2.5%	74	0.9%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%	17	3.3%	110	2.3%	27	3.0%	208	2.5%
Services Summary	11	39.3%	145	59.4%	181	34.8%	1,438	29.6%	308	34.6%	2,404	28.3%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Automotive Services	0	0.0%	1	0.4%	19	3.7%	71	1.5%	36	4.0%	141	1.7%
Motion Pictures & Amusements	1	3.6%	17	7.0%	20	3.8%	179	3.7%	30	3.4%	300	3.5%
Health Services	1	3.6%	7	2.9%	20	3.8%	163	3.4%	39	4.4%	432	5.1%
Legal Services	1	3.6%	2	0.8%	6	1.2%	13	0.3%	10	1.1%	27	0.3%
Education Institutions & Libraries	1	3.6%	85	34.8%	6	1.2%	432	8.9%	10	1.1%	603	7.1%
Other Services	7	25.0%	33	13.5%	110	21.2%	581	11.9%	181	20.3%	898	10.6%
Government	1	3.6%	12	4.9%	5	1.0%	76	1.6%	14	1.6%	397	4.7%
Unclassified Establishments	1	3.6%	1	0.4%	21	4.0%	23	0.5%	35	3.9%	40	0.5%
Totals	28	100.0%	244	100.0%	520	100.0%	4,862	100.0%	890	100.0%	8,486	100.0%

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July 08, 2016

Business Summary

3459 Shiloh Rd, Hampstead, Maryland, 21074
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.59786
Longitude: -76.87429

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.4%	29	0.6%	9	1.0%	51	0.6%
Mining	0	0.0%	0	0.0%	1	0.2%	5	0.1%	1	0.1%	5	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	4	14.3%	19	7.8%	73	14.0%	348	7.2%	144	16.2%	818	9.6%
Manufacturing	2	7.1%	7	2.9%	29	5.6%	565	11.6%	44	4.9%	1,167	13.8%
Wholesale Trade	1	3.6%	11	4.5%	19	3.7%	160	3.3%	34	3.8%	267	3.1%
Retail Trade	3	10.7%	19	7.8%	67	12.9%	1,161	23.9%	112	12.6%	1,816	21.4%
Motor Vehicle & Parts Dealers	1	3.6%	2	0.8%	7	1.3%	45	0.9%	13	1.5%	108	1.3%
Furniture & Home Furnishings Stores	1	3.6%	3	1.2%	5	1.0%	20	0.4%	8	0.9%	30	0.4%
Electronics & Appliance Stores	0	0.0%	1	0.4%	4	0.8%	20	0.4%	8	0.9%	35	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	7	2.9%	7	1.3%	58	1.2%	13	1.5%	102	1.2%
Food & Beverage Stores	0	0.0%	1	0.4%	8	1.5%	313	6.4%	14	1.6%	411	4.8%
Health & Personal Care Stores	0	0.0%	0	0.0%	7	1.3%	56	1.2%	11	1.2%	94	1.1%
Gasoline Stations	0	0.0%	0	0.0%	2	0.4%	16	0.3%	3	0.3%	18	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	3	1.2%	6	1.2%	374	7.7%	10	1.1%	725	8.5%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	3	0.6%	17	0.3%	7	0.8%	26	0.3%
General Merchandise Stores	0	0.0%	2	0.8%	4	0.8%	195	4.0%	5	0.6%	204	2.4%
Miscellaneous Store Retailers	1	3.6%	1	0.4%	11	2.1%	32	0.7%	18	2.0%	44	0.5%
Nonstore Retailers	0	0.0%	0	0.0%	2	0.4%	14	0.3%	3	0.3%	20	0.2%
Transportation & Warehousing	1	3.6%	12	4.9%	8	1.5%	70	1.4%	17	1.9%	172	2.0%
Information	0	0.0%	1	0.4%	9	1.7%	66	1.4%	13	1.5%	97	1.1%
Finance & Insurance	2	7.1%	7	2.9%	42	8.1%	180	3.7%	65	7.3%	245	2.9%
Central Bank/Credit Intermediation & Related Activities	1	3.6%	2	0.8%	28	5.4%	133	2.7%	38	4.3%	152	1.8%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%	2	0.4%	8	0.2%	4	0.4%	20	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	3.6%	5	2.0%	11	2.1%	38	0.8%	22	2.5%	74	0.9%
Real Estate, Rental & Leasing	0	0.0%	1	0.4%	20	3.8%	105	2.2%	31	3.5%	199	2.3%
Professional, Scientific & Tech Services	3	10.7%	10	4.1%	40	7.7%	134	2.8%	68	7.6%	225	2.7%
Legal Services	1	3.6%	2	0.8%	6	1.2%	13	0.3%	11	1.2%	28	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.2%	7	0.1%	1	0.1%	7	0.1%
Administrative & Support & Waste Management & Remediation	2	7.1%	7	2.9%	28	5.4%	213	4.4%	46	5.2%	272	3.2%
Educational Services	1	3.6%	92	37.7%	9	1.7%	468	9.6%	14	1.6%	642	7.6%
Health Care & Social Assistance	1	3.6%	17	7.0%	35	6.7%	295	6.1%	63	7.1%	655	7.7%
Arts, Entertainment & Recreation	1	3.6%	10	4.1%	14	2.7%	130	2.7%	22	2.5%	245	2.9%
Accommodation & Food Services	0	0.0%	3	1.2%	29	5.6%	545	11.2%	41	4.6%	679	8.0%
Accommodation	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Food Services & Drinking Places	0	0.0%	3	1.2%	29	5.6%	545	11.2%	39	4.4%	676	8.0%
Other Services (except Public Administration)	3	10.7%	15	6.1%	66	12.7%	283	5.8%	116	13.0%	488	5.8%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	15	2.9%	54	1.1%	30	3.4%	112	1.3%
Public Administration	1	3.6%	12	4.9%	5	1.0%	76	1.6%	14	1.6%	397	4.7%
Unclassified Establishments	1	3.6%	1	0.4%	21	4.0%	23	0.5%	35	3.9%	40	0.5%
Total	28	100.0%	244	100.0%	520	100.0%	4,862	100.0%	890	100.0%	8,486	100.0%

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