

Aberdeen, Maryland 4
 Aberdeen, Maryland
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52105
 Longitude: -76.17598

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,206	20,232	40,733
2010 Total Population	7,991	21,380	44,944
2017 Total Population	8,469	24,529	50,031
2017 Group Quarters	29	98	1,265
2022 Total Population	8,707	26,715	53,288
2017-2022 Annual Rate	0.56%	1.72%	1.27%
2017 Total Daytime Population	9,560	25,404	51,433
Workers	5,451	13,060	27,405
Residents	4,109	12,344	24,028
Household Summary			
2000 Households	2,909	7,733	15,604
2000 Average Household Size	2.47	2.60	2.57
2010 Households	3,208	8,253	17,199
2010 Average Household Size	2.48	2.58	2.54
2017 Households	3,411	9,363	18,974
2017 Average Household Size	2.47	2.61	2.57
2022 Households	3,501	10,152	20,140
2022 Average Household Size	2.48	2.62	2.58
2017-2022 Annual Rate	0.52%	1.63%	1.20%
2010 Families	2,064	5,684	11,630
2010 Average Family Size	3.07	3.07	3.06
2017 Families	2,181	6,419	12,779
2017 Average Family Size	3.07	3.11	3.10
2022 Families	2,229	6,951	13,543
2022 Average Family Size	3.08	3.13	3.12
2017-2022 Annual Rate	0.44%	1.61%	1.17%
Housing Unit Summary			
2000 Housing Units	3,095	8,398	16,698
Owner Occupied Housing Units	59.2%	54.1%	57.9%
Renter Occupied Housing Units	34.8%	38.0%	35.5%
Vacant Housing Units	6.0%	7.9%	6.6%
2010 Housing Units	3,410	9,217	18,932
Owner Occupied Housing Units	57.9%	57.7%	60.4%
Renter Occupied Housing Units	36.2%	31.8%	30.4%
Vacant Housing Units	5.9%	10.5%	9.2%
2017 Housing Units	3,638	10,566	21,136
Owner Occupied Housing Units	55.9%	55.5%	57.8%
Renter Occupied Housing Units	37.8%	33.1%	32.0%
Vacant Housing Units	6.2%	11.4%	10.2%
2022 Housing Units	3,755	11,561	22,622
Owner Occupied Housing Units	55.4%	55.1%	57.5%
Renter Occupied Housing Units	37.8%	32.7%	31.5%
Vacant Housing Units	6.8%	12.2%	11.0%
Median Household Income			
2017	\$57,743	\$58,353	\$65,171
2022	\$61,506	\$63,836	\$71,730
Median Home Value			
2017	\$223,495	\$233,153	\$251,090
2022	\$254,482	\$267,278	\$285,883
Per Capita Income			
2017	\$29,837	\$29,934	\$32,074
2022	\$33,352	\$33,916	\$36,093
Median Age			
2010	40.9	38.4	38.0
2017	41.9	39.6	38.8
2022	42.0	40.0	39.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	3,411	9,363	18,971
<\$15,000	9.7%	9.2%	8.7%
\$15,000 - \$24,999	5.5%	7.4%	6.7%
\$25,000 - \$34,999	11.3%	10.9%	9.2%
\$35,000 - \$49,999	14.9%	14.6%	12.4%
\$50,000 - \$74,999	21.2%	18.7%	18.8%
\$75,000 - \$99,999	14.0%	12.6%	13.9%
\$100,000 - \$149,999	13.7%	15.3%	17.5%
\$150,000 - \$199,999	6.2%	6.6%	7.5%
\$200,000+	3.5%	4.9%	5.4%
Average Household Income	\$73,966	\$78,093	\$83,068
2022 Households by Income			
Household Income Base	3,501	10,152	20,137
<\$15,000	9.9%	9.3%	8.8%
\$15,000 - \$24,999	5.3%	7.0%	6.4%
\$25,000 - \$34,999	10.4%	9.7%	8.3%
\$35,000 - \$49,999	13.2%	12.8%	11.0%
\$50,000 - \$74,999	20.0%	17.4%	17.2%
\$75,000 - \$99,999	13.9%	12.4%	13.3%
\$100,000 - \$149,999	15.4%	17.0%	19.0%
\$150,000 - \$199,999	7.6%	8.3%	9.4%
\$200,000+	4.3%	6.0%	6.6%
Average Household Income	\$82,906	\$88,953	\$94,077
2017 Owner Occupied Housing Units by Value			
Total	2,034	5,858	12,215
<\$50,000	11.9%	9.8%	5.9%
\$50,000 - \$99,999	1.7%	4.0%	3.2%
\$100,000 - \$149,999	9.9%	9.4%	7.4%
\$150,000 - \$199,999	16.5%	14.2%	13.4%
\$200,000 - \$249,999	21.2%	18.9%	19.8%
\$250,000 - \$299,999	16.2%	15.4%	15.4%
\$300,000 - \$399,999	13.4%	14.4%	19.9%
\$400,000 - \$499,999	5.9%	7.4%	7.7%
\$500,000 - \$749,999	1.6%	4.3%	5.3%
\$750,000 - \$999,999	0.1%	0.7%	0.9%
\$1,000,000 +	1.6%	1.4%	1.1%
Average Home Value	\$241,654	\$261,343	\$282,508
2022 Owner Occupied Housing Units by Value			
Total	2,081	6,365	12,998
<\$50,000	3.7%	4.1%	2.4%
\$50,000 - \$99,999	1.1%	2.9%	2.1%
\$100,000 - \$149,999	8.7%	8.5%	6.4%
\$150,000 - \$199,999	14.9%	12.4%	11.2%
\$200,000 - \$249,999	20.0%	16.7%	17.1%
\$250,000 - \$299,999	17.2%	15.4%	14.8%
\$300,000 - \$399,999	19.5%	19.0%	24.6%
\$400,000 - \$499,999	9.6%	11.1%	11.0%
\$500,000 - \$749,999	2.5%	6.4%	7.4%
\$750,000 - \$999,999	0.2%	1.2%	1.3%
\$1,000,000 +	2.6%	2.2%	1.6%
Average Home Value	\$292,483	\$309,731	\$321,459

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

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2010 Population by Age			
Total	7,989	21,379	44,943
0 - 4	5.8%	7.0%	6.6%
5 - 9	5.7%	6.6%	6.2%
10 - 14	6.6%	6.7%	6.4%
15 - 24	13.2%	12.8%	13.6%
25 - 34	11.6%	12.9%	13.3%
35 - 44	12.6%	12.3%	12.9%
45 - 54	16.5%	16.0%	15.9%
55 - 64	12.4%	12.6%	12.4%
65 - 74	8.1%	7.2%	7.0%
75 - 84	5.7%	4.5%	4.1%
85 +	1.8%	1.5%	1.5%
18 +	77.8%	75.7%	76.7%
2017 Population by Age			
Total	8,471	24,528	50,032
0 - 4	5.3%	6.4%	6.1%
5 - 9	5.4%	6.2%	6.1%
10 - 14	5.6%	6.2%	6.1%
15 - 24	12.7%	12.1%	12.9%
25 - 34	13.4%	13.5%	13.9%
35 - 44	11.0%	11.7%	12.3%
45 - 54	13.7%	13.1%	13.3%
55 - 64	14.4%	14.0%	13.7%
65 - 74	10.2%	9.7%	9.3%
75 - 84	5.7%	4.9%	4.4%
85 +	2.7%	2.1%	1.9%
18 +	80.4%	77.7%	78.3%
2022 Population by Age			
Total	8,706	26,716	53,291
0 - 4	5.4%	6.4%	6.2%
5 - 9	5.2%	6.1%	5.9%
10 - 14	5.3%	6.1%	6.0%
15 - 24	11.3%	11.3%	11.9%
25 - 34	14.5%	13.8%	14.4%
35 - 44	11.7%	12.3%	13.0%
45 - 54	11.4%	11.5%	11.6%
55 - 64	14.5%	13.6%	13.3%
65 - 74	11.2%	11.0%	10.3%
75 - 84	6.7%	5.9%	5.3%
85 +	2.8%	2.2%	2.0%
18 +	81.1%	78.2%	78.6%
2010 Population by Sex			
Males	3,816	10,277	22,117
Females	4,175	11,103	22,827
2017 Population by Sex			
Males	4,067	11,836	24,648
Females	4,403	12,694	25,383
2022 Population by Sex			
Males	4,194	12,933	26,309
Females	4,512	13,782	26,979

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	7,990	21,379	44,944
White Alone	61.8%	64.4%	69.4%
Black Alone	27.6%	26.0%	21.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.5%	2.6%	2.6%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	1.6%	1.5%	1.4%
Two or More Races	4.7%	4.7%	4.1%
Hispanic Origin	5.9%	5.3%	5.1%
Diversity Index	59.1	56.6	52.1
2017 Population by Race/Ethnicity			
Total	8,468	24,529	50,030
White Alone	58.8%	62.0%	66.1%
Black Alone	28.7%	26.3%	23.2%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	4.6%	3.6%	3.6%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	2.0%	2.0%	1.8%
Two or More Races	5.3%	5.3%	4.7%
Hispanic Origin	7.1%	6.8%	6.6%
Diversity Index	62.8	60.3	56.9
2022 Population by Race/Ethnicity			
Total	8,706	26,716	53,288
White Alone	55.5%	59.4%	63.1%
Black Alone	30.2%	27.2%	24.4%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.4%	4.4%	4.4%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	2.3%	2.4%	2.1%
Two or More Races	5.9%	5.9%	5.3%
Hispanic Origin	8.4%	8.1%	7.9%
Diversity Index	66.0	63.6	60.7
2010 Population by Relationship and Household Type			
Total	7,991	21,380	44,944
In Households	99.6%	99.5%	97.2%
In Family Households	82.1%	84.6%	81.8%
Householder	25.9%	26.6%	25.9%
Spouse	18.2%	18.3%	18.5%
Child	30.6%	32.3%	30.9%
Other relative	4.7%	4.5%	4.0%
Nonrelative	2.7%	2.9%	2.5%
In Nonfamily Households	17.6%	15.0%	15.4%
In Group Quarters	0.4%	0.5%	2.8%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.4%	0.5%	2.5%

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.

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2017 Population 25+ by Educational Attainment			
Total	6,020	16,926	34,410
Less than 9th Grade	3.4%	3.5%	2.9%
9th - 12th Grade, No Diploma	7.7%	8.9%	7.4%
High School Graduate	30.6%	26.2%	25.9%
GED/Alternative Credential	2.4%	3.4%	3.9%
Some College, No Degree	25.9%	23.9%	23.4%
Associate Degree	9.9%	9.1%	7.9%
Bachelor's Degree	13.0%	15.1%	17.5%
Graduate/Professional Degree	6.9%	9.9%	11.1%
2017 Population 15+ by Marital Status			
Total	7,094	19,904	40,860
Never Married	32.7%	31.2%	32.1%
Married	47.2%	49.7%	49.1%
Widowed	6.9%	6.3%	6.3%
Divorced	13.1%	12.8%	12.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.0%	93.8%	93.9%
Civilian Unemployed (Unemployment Rate)	5.0%	6.2%	6.1%
2017 Employed Population 16+ by Industry			
Total	4,427	12,243	25,267
Agriculture/Mining	0.2%	0.2%	0.4%
Construction	5.3%	5.2%	5.8%
Manufacturing	6.0%	6.5%	6.4%
Wholesale Trade	6.3%	4.2%	3.2%
Retail Trade	16.6%	13.1%	12.2%
Transportation/Utilities	4.6%	4.7%	4.8%
Information	2.7%	1.7%	1.5%
Finance/Insurance/Real Estate	2.8%	4.4%	5.4%
Services	41.7%	45.4%	46.7%
Public Administration	13.8%	14.6%	13.5%
2017 Employed Population 16+ by Occupation			
Total	4,427	12,243	25,266
White Collar	53.1%	60.1%	62.0%
Management/Business/Financial	12.7%	15.6%	16.1%
Professional	12.9%	18.2%	21.6%
Sales	7.9%	8.3%	7.9%
Administrative Support	19.5%	18.1%	16.3%
Services	24.6%	20.0%	18.0%
Blue Collar	22.4%	19.9%	20.0%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	3.4%	3.5%	4.1%
Installation/Maintenance/Repair	6.0%	4.4%	3.8%
Production	5.1%	4.7%	4.6%
Transportation/Material Moving	7.7%	7.1%	7.3%
2010 Population By Urban/ Rural Status			
Total Population	7,991	21,380	44,944
Population Inside Urbanized Area	96.7%	90.3%	87.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	3.3%	9.7%	12.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,207	8,253	17,199
Households with 1 Person	29.3%	25.2%	26.0%
Households with 2+ People	70.7%	74.8%	74.0%
Family Households	64.4%	68.9%	67.6%
Husband-wife Families	45.0%	47.4%	48.1%
With Related Children	18.5%	19.8%	20.6%
Other Family (No Spouse Present)	19.4%	21.5%	19.5%
Other Family with Male Householder	5.0%	5.3%	4.9%
With Related Children	2.8%	3.2%	3.0%
Other Family with Female Householder	14.3%	16.2%	14.6%
With Related Children	8.2%	10.4%	9.4%
Nonfamily Households	6.3%	5.9%	6.3%
All Households with Children	30.1%	34.1%	33.6%
Multigenerational Households	4.8%	5.2%	4.8%
Unmarried Partner Households	6.1%	7.2%	7.3%
Male-female	5.7%	6.6%	6.6%
Same-sex	0.4%	0.7%	0.7%
2010 Households by Size			
Total	3,207	8,253	17,199
1 Person Household	29.3%	25.2%	26.0%
2 Person Household	32.7%	33.5%	33.5%
3 Person Household	15.9%	17.7%	17.4%
4 Person Household	12.2%	12.9%	12.9%
5 Person Household	6.2%	6.5%	6.1%
6 Person Household	1.8%	2.4%	2.5%
7 + Person Household	1.8%	1.8%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	3,208	8,253	17,199
Owner Occupied	61.6%	64.5%	66.5%
Owned with a Mortgage/Loan	45.9%	47.7%	51.0%
Owned Free and Clear	15.7%	16.8%	15.5%
Renter Occupied	38.4%	35.5%	33.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,410	9,217	18,932
Housing Units Inside Urbanized Area	96.8%	90.0%	87.4%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	3.2%	10.0%	12.6%

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

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Parks and Rec (5C)	Metro Fusion (11C)	Comfortable Empty Nesters
3.	Metro Fusion (11C)	Pleasantville (2B)	Metro Fusion (11C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$6,706,625	\$19,542,019	\$42,162,893
Average Spent	\$1,966.18	\$2,087.15	\$2,222.14
Spending Potential Index	91	97	103
Education: Total \$	\$4,895,235	\$14,204,228	\$29,951,366
Average Spent	\$1,435.13	\$1,517.06	\$1,578.55
Spending Potential Index	99	104	108
Entertainment/Recreation: Total \$	\$9,649,901	\$27,913,240	\$60,359,188
Average Spent	\$2,829.05	\$2,981.23	\$3,181.15
Spending Potential Index	91	96	102
Food at Home: Total \$	\$15,592,010	\$44,913,909	\$96,404,806
Average Spent	\$4,571.10	\$4,796.96	\$5,080.89
Spending Potential Index	91	95	101
Food Away from Home: Total \$	\$10,295,796	\$29,920,636	\$64,688,730
Average Spent	\$3,018.41	\$3,195.62	\$3,409.34
Spending Potential Index	91	96	102
Health Care: Total \$	\$17,240,518	\$49,369,265	\$106,663,893
Average Spent	\$5,054.39	\$5,272.80	\$5,621.58
Spending Potential Index	90	94	101
HH Furnishings & Equipment: Total \$	\$5,947,671	\$17,247,139	\$37,493,274
Average Spent	\$1,743.67	\$1,842.05	\$1,976.03
Spending Potential Index	90	95	102
Personal Care Products & Services: Total \$	\$2,475,465	\$7,168,580	\$15,493,832
Average Spent	\$725.73	\$765.63	\$816.58
Spending Potential Index	91	96	103
Shelter: Total \$	\$52,126,110	\$151,317,811	\$322,352,266
Average Spent	\$15,281.77	\$16,161.25	\$16,989.16
Spending Potential Index	94	100	105
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,250,773	\$20,865,487	\$45,142,926
Average Spent	\$2,125.70	\$2,228.50	\$2,379.20
Spending Potential Index	91	95	102
Travel: Total \$	\$6,509,320	\$18,993,202	\$41,061,217
Average Spent	\$1,908.33	\$2,028.54	\$2,164.08
Spending Potential Index	92	98	104
Vehicle Maintenance & Repairs: Total \$	\$3,320,232	\$9,580,524	\$20,645,731
Average Spent	\$973.39	\$1,023.23	\$1,088.11
Spending Potential Index	91	95	101

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.

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Pleasantville (2B)	18.0%	Population	8,469	8,707
Parks and Rec (5C)	17.7%	Households	3,411	3,501
Metro Fusion (11C)	17.5%	Families	2,181	2,229
Old and Newcomers (8F)	17.4%	Median Age	41.9	42.0
Midlife Constants (5E)	11.6%	Median Household Income	\$57,743	\$61,506
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		91	\$1,966.18	\$6,706,625
Men's		92	\$388.49	\$1,325,152
Women's		92	\$679.89	\$2,319,118
Children's		88	\$294.57	\$1,004,781
Footwear		90	\$418.37	\$1,427,063
Watches & Jewelry		95	\$112.25	\$382,883
Apparel Products and Services (1)		89	\$72.60	\$247,627
Computer				
Computers and Hardware for Home Use		93	\$161.04	\$549,298
Portable Memory		90	\$4.79	\$16,349
Computer Software		96	\$11.12	\$37,918
Computer Accessories		93	\$16.83	\$57,410
Entertainment & Recreation		91	\$2,829.05	\$9,649,901
Fees and Admissions		94	\$597.43	\$2,037,846
Membership Fees for Clubs (2)		96	\$201.50	\$687,315
Fees for Participant Sports, excl. Trips		92	\$91.77	\$313,035
Tickets to Theatre/Operas/Concerts		98	\$58.25	\$198,685
Tickets to Movies/Museums/Parks		92	\$70.87	\$241,740
Admission to Sporting Events, excl. Trips		94	\$52.29	\$178,361
Fees for Recreational Lessons		92	\$121.96	\$415,995
Dating Services		99	\$0.80	\$2,714
TV/Video/Audio		91	\$1,171.98	\$3,997,631
Cable and Satellite Television Services		91	\$867.40	\$2,958,709
Televisions		93	\$111.09	\$378,920
Satellite Dishes		83	\$1.20	\$4,096
VCRs, Video Cameras, and DVD Players		92	\$6.00	\$20,462
Miscellaneous Video Equipment		89	\$8.54	\$29,138
Video Cassettes and DVDs		90	\$13.73	\$46,843
Video Game Hardware/Accessories		92	\$26.73	\$91,169
Video Game Software		91	\$14.08	\$48,039
Streaming/Downloaded Video		91	\$23.31	\$79,510
Rental of Video Cassettes and DVDs		90	\$13.76	\$46,934
Installation of Televisions		89	\$0.79	\$2,710
Audio (3)		91	\$81.35	\$277,469
Rental and Repair of TV/Radio/Sound Equipment		99	\$4.00	\$13,632
Pets		87	\$518.47	\$1,768,507
Toys/Games/Crafts/Hobbies (4)		90	\$108.80	\$371,101
Recreational Vehicles and Fees (5)		85	\$87.11	\$297,137
Sports/Recreation/Exercise Equipment (6)		88	\$151.04	\$515,192
Photo Equipment and Supplies (7)		91	\$50.26	\$171,450
Reading (8)		93	\$116.10	\$396,012
Catered Affairs (9)		92	\$27.86	\$95,027
Food		91	\$7,589.51	\$25,887,806
Food at Home		91	\$4,571.10	\$15,592,010
Bakery and Cereal Products		91	\$605.65	\$2,065,887
Meats, Poultry, Fish, and Eggs		90	\$1,033.88	\$3,526,569
Dairy Products		91	\$484.92	\$1,654,060
Fruits and Vegetables		92	\$896.65	\$3,058,489
Snacks and Other Food at Home (10)		90	\$1,549.99	\$5,287,006
Food Away from Home		91	\$3,018.41	\$10,295,796
Alcoholic Beverages		93	\$518.62	\$1,769,004

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Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Aberdeen, Maryland 4
 Aberdeen, Maryland
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.52105
 Longitude: -76.17598

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	95	\$5,903.50	\$20,136,844
Value of Retirement Plans	93	\$22,646.48	\$77,247,131
Value of Other Financial Assets	88	\$1,139.95	\$3,888,383
Vehicle Loan Amount excluding Interest	87	\$2,359.82	\$8,049,337
Value of Credit Card Debt	93	\$544.56	\$1,857,484
Health			
Nonprescription Drugs	90	\$114.67	\$391,156
Prescription Drugs	89	\$344.37	\$1,174,644
Eyeglasses and Contact Lenses	90	\$85.30	\$290,967
Home			
Mortgage Payment and Basics (11)	91	\$7,826.64	\$26,696,673
Maintenance and Remodeling Services	91	\$1,761.72	\$6,009,215
Maintenance and Remodeling Materials (12)	87	\$351.76	\$1,199,843
Utilities, Fuel, and Public Services	91	\$4,589.27	\$15,653,997
Household Furnishings and Equipment			
Household Textiles (13)	93	\$88.43	\$301,621
Furniture	91	\$519.84	\$1,773,181
Rugs	98	\$22.75	\$77,590
Major Appliances (14)	86	\$276.41	\$942,831
Housewares (15)	89	\$84.76	\$289,111
Small Appliances	94	\$45.34	\$154,667
Luggage	94	\$11.19	\$38,181
Telephones and Accessories	88	\$61.07	\$208,311
Household Operations			
Child Care	91	\$437.92	\$1,493,751
Lawn and Garden (16)	88	\$368.72	\$1,257,692
Moving/Storage/Freight Express	94	\$60.29	\$205,647
Housekeeping Supplies (17)	90	\$639.23	\$2,180,404
Insurance			
Owners and Renters Insurance	88	\$456.99	\$1,558,792
Vehicle Insurance	91	\$1,075.12	\$3,667,231
Life/Other Insurance	92	\$394.21	\$1,344,646
Health Insurance	91	\$3,315.28	\$11,308,427
Personal Care Products (18)	91	\$426.59	\$1,455,091
School Books and Supplies (19)	91	\$141.19	\$481,587
Smoking Products	88	\$365.26	\$1,245,895
Transportation			
Payments on Vehicles excluding Leases	88	\$1,966.11	\$6,706,405
Gasoline and Motor Oil	89	\$2,469.35	\$8,422,958
Vehicle Maintenance and Repairs	91	\$973.39	\$3,320,232
Travel			
Airline Fares	94	\$479.08	\$1,634,141
Lodging on Trips	92	\$480.55	\$1,639,165
Auto/Truck Rental on Trips	89	\$23.51	\$80,201
Food and Drink on Trips	92	\$453.65	\$1,547,393

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Aberdeen, Maryland 4
 Aberdeen, Maryland
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.52105
 Longitude: -76.17598

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Parks and Rec (5C)	21.3%	Population	24,529	26,715
Metro Fusion (11C)	17.0%	Households	9,363	10,152
Pleasantville (2B)	14.4%	Families	6,419	6,951
Comfortable Empty Nesters (5A)	11.5%	Median Age	39.6	40.0
Front Porches (8E)	7.1%	Median Household Income	\$58,353	\$63,836
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,087.15	\$19,542,019
Men's		97	\$410.49	\$3,843,445
Women's		97	\$717.99	\$6,722,522
Children's		95	\$317.09	\$2,968,867
Footwear		96	\$444.41	\$4,160,980
Watches & Jewelry		101	\$119.67	\$1,120,484
Apparel Products and Services (1)		95	\$77.51	\$725,721
Computer				
Computers and Hardware for Home Use		99	\$171.37	\$1,604,530
Portable Memory		96	\$5.10	\$47,795
Computer Software		103	\$11.84	\$110,818
Computer Accessories		99	\$17.88	\$167,422
Entertainment & Recreation		96	\$2,981.23	\$27,913,240
Fees and Admissions		101	\$639.59	\$5,988,492
Membership Fees for Clubs (2)		102	\$214.03	\$2,004,006
Fees for Participant Sports, excl. Trips		99	\$97.82	\$915,857
Tickets to Theatre/Operas/Concerts		104	\$61.64	\$577,128
Tickets to Movies/Museums/Parks		99	\$76.64	\$717,564
Admission to Sporting Events, excl. Trips		99	\$55.17	\$516,567
Fees for Recreational Lessons		100	\$133.46	\$1,249,552
Dating Services		102	\$0.83	\$7,818
TV/Video/Audio		96	\$1,224.89	\$11,468,615
Cable and Satellite Television Services		95	\$901.72	\$8,442,775
Televisions		98	\$117.25	\$1,097,823
Satellite Dishes		90	\$1.31	\$12,247
VCRs, Video Cameras, and DVD Players		97	\$6.34	\$59,387
Miscellaneous Video Equipment		93	\$8.92	\$83,552
Video Cassettes and DVDs		96	\$14.59	\$136,570
Video Game Hardware/Accessories		97	\$28.36	\$265,549
Video Game Software		97	\$14.95	\$139,954
Streaming/Downloaded Video		98	\$24.94	\$233,528
Rental of Video Cassettes and DVDs		97	\$14.75	\$138,105
Installation of Televisions		96	\$0.85	\$8,005
Audio (3)		97	\$86.74	\$812,156
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.16	\$38,966
Pets		91	\$542.15	\$5,076,187
Toys/Games/Crafts/Hobbies (4)		95	\$115.72	\$1,083,529
Recreational Vehicles and Fees (5)		90	\$92.17	\$863,015
Sports/Recreation/Exercise Equipment (6)		95	\$161.88	\$1,515,715
Photo Equipment and Supplies (7)		97	\$53.82	\$503,893
Reading (8)		97	\$121.31	\$1,135,821
Catered Affairs (9)		98	\$29.69	\$277,972
Food		96	\$7,992.58	\$74,834,546
Food at Home		95	\$4,796.96	\$44,913,909
Bakery and Cereal Products		96	\$634.04	\$5,936,535
Meats, Poultry, Fish, and Eggs		95	\$1,084.61	\$10,155,192
Dairy Products		95	\$507.70	\$4,753,624
Fruits and Vegetables		97	\$943.64	\$8,835,326
Snacks and Other Food at Home (10)		95	\$1,626.96	\$15,233,232
Food Away from Home		96	\$3,195.62	\$29,920,636
Alcoholic Beverages		98	\$546.75	\$5,119,186

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Aberdeen, Maryland 4
 Aberdeen, Maryland
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.52105
 Longitude: -76.17598

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$6,137.77	\$57,467,957
Value of Retirement Plans	97	\$23,682.60	\$221,740,220
Value of Other Financial Assets	90	\$1,167.43	\$10,930,682
Vehicle Loan Amount excluding Interest	91	\$2,482.30	\$23,241,811
Value of Credit Card Debt	99	\$575.65	\$5,389,780
Health			
Nonprescription Drugs	93	\$119.00	\$1,114,225
Prescription Drugs	91	\$354.80	\$3,321,987
Eyeglasses and Contact Lenses	94	\$89.08	\$834,064
Home			
Mortgage Payment and Basics (11)	97	\$8,314.33	\$77,847,097
Maintenance and Remodeling Services	95	\$1,852.31	\$17,343,143
Maintenance and Remodeling Materials (12)	91	\$367.34	\$3,439,374
Utilities, Fuel, and Public Services	95	\$4,797.72	\$44,921,020
Household Furnishings and Equipment			
Household Textiles (13)	98	\$93.44	\$874,913
Furniture	96	\$549.91	\$5,148,801
Rugs	103	\$23.88	\$223,553
Major Appliances (14)	91	\$291.40	\$2,728,388
Housewares (15)	94	\$88.82	\$831,591
Small Appliances	99	\$47.75	\$447,099
Luggage	101	\$11.97	\$112,034
Telephones and Accessories	93	\$64.11	\$600,292
Household Operations			
Child Care	99	\$474.21	\$4,440,048
Lawn and Garden (16)	92	\$384.38	\$3,598,940
Moving/Storage/Freight Express	101	\$64.34	\$602,447
Housekeeping Supplies (17)	94	\$668.43	\$6,258,547
Insurance			
Owners and Renters Insurance	92	\$473.31	\$4,431,564
Vehicle Insurance	96	\$1,131.07	\$10,590,231
Life/Other Insurance	97	\$414.07	\$3,876,912
Health Insurance	95	\$3,461.03	\$32,405,601
Personal Care Products (18)	96	\$450.29	\$4,216,097
School Books and Supplies (19)	97	\$150.39	\$1,408,142
Smoking Products	89	\$372.33	\$3,486,146
Transportation			
Payments on Vehicles excluding Leases	93	\$2,076.62	\$19,443,396
Gasoline and Motor Oil	94	\$2,600.39	\$24,347,406
Vehicle Maintenance and Repairs	95	\$1,023.23	\$9,580,524
Travel			
Airline Fares	101	\$512.25	\$4,796,240
Lodging on Trips	97	\$507.81	\$4,754,599
Auto/Truck Rental on Trips	96	\$25.21	\$236,040
Food and Drink on Trips	97	\$480.93	\$4,502,917

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Aberdeen, Maryland 4
 Aberdeen, Maryland
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.52105
 Longitude: -76.17598

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Parks and Rec (5C)	15.4%	Population	50,031	53,288
Comfortable Empty Nesters (5A)	10.9%	Households	18,974	20,140
Metro Fusion (11C)	8.4%	Families	12,779	13,543
Pleasantville (2B)	8.3%	Median Age	38.8	39.1
Soccer Moms (4A)	8.0%	Median Household Income	\$65,171	\$71,730
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,222.14	\$42,162,893
Men's		103	\$435.71	\$8,267,134
Women's		103	\$761.15	\$14,442,037
Children's		102	\$340.20	\$6,454,988
Footwear		102	\$474.26	\$8,998,649
Watches & Jewelry		107	\$126.55	\$2,401,237
Apparel Products and Services (1)		103	\$84.27	\$1,598,849
Computer				
Computers and Hardware for Home Use		105	\$181.51	\$3,443,972
Portable Memory		103	\$5.46	\$103,634
Computer Software		108	\$12.42	\$235,728
Computer Accessories		105	\$18.95	\$359,521
Entertainment & Recreation		102	\$3,181.15	\$60,359,188
Fees and Admissions		107	\$681.32	\$12,927,453
Membership Fees for Clubs (2)		107	\$226.22	\$4,292,360
Fees for Participant Sports, excl. Trips		106	\$105.41	\$2,000,103
Tickets to Theatre/Operas/Concerts		108	\$64.45	\$1,222,920
Tickets to Movies/Museums/Parks		106	\$81.54	\$1,547,145
Admission to Sporting Events, excl. Trips		106	\$59.08	\$1,120,943
Fees for Recreational Lessons		108	\$143.75	\$2,727,508
Dating Services		107	\$0.87	\$16,473
TV/Video/Audio		101	\$1,293.44	\$24,541,682
Cable and Satellite Television Services		100	\$950.96	\$18,043,425
Televisions		104	\$123.69	\$2,346,826
Satellite Dishes		100	\$1.45	\$27,563
VCRs, Video Cameras, and DVD Players		103	\$6.71	\$127,241
Miscellaneous Video Equipment		101	\$9.73	\$184,681
Video Cassettes and DVDs		102	\$15.48	\$293,812
Video Game Hardware/Accessories		103	\$29.99	\$569,013
Video Game Software		102	\$15.86	\$301,015
Streaming/Downloaded Video		104	\$26.55	\$503,684
Rental of Video Cassettes and DVDs		102	\$15.63	\$296,487
Installation of Televisions		107	\$0.95	\$17,956
Audio (3)		104	\$92.23	\$1,750,038
Rental and Repair of TV/Radio/Sound Equipment		105	\$4.21	\$79,941
Pets		98	\$586.77	\$11,133,404
Toys/Games/Crafts/Hobbies (4)		102	\$123.99	\$2,352,674
Recreational Vehicles and Fees (5)		100	\$101.68	\$1,929,283
Sports/Recreation/Exercise Equipment (6)		102	\$175.42	\$3,328,504
Photo Equipment and Supplies (7)		104	\$57.99	\$1,100,276
Reading (8)		103	\$128.32	\$2,434,717
Catered Affairs (9)		106	\$32.21	\$611,196
Food		101	\$8,490.23	\$161,093,536
Food at Home		101	\$5,080.89	\$96,404,806
Bakery and Cereal Products		101	\$670.28	\$12,717,915
Meats, Poultry, Fish, and Eggs		100	\$1,147.10	\$21,764,984
Dairy Products		101	\$537.13	\$10,191,533
Fruits and Vegetables		102	\$995.66	\$18,891,739
Snacks and Other Food at Home (10)		101	\$1,730.72	\$32,838,636
Food Away from Home		102	\$3,409.34	\$64,688,730
Alcoholic Beverages		104	\$579.72	\$10,999,622

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Aberdeen, Maryland 4
 Aberdeen, Maryland
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.52105
 Longitude: -76.17598

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$6,505.86	\$123,442,185
Value of Retirement Plans	104	\$25,287.03	\$479,796,040
Value of Other Financial Assets	97	\$1,257.98	\$23,869,007
Vehicle Loan Amount excluding Interest	98	\$2,672.29	\$50,704,125
Value of Credit Card Debt	105	\$610.78	\$11,588,846
Health			
Nonprescription Drugs	99	\$126.73	\$2,404,632
Prescription Drugs	98	\$378.69	\$7,185,298
Eyeglasses and Contact Lenses	101	\$95.24	\$1,807,082
Home			
Mortgage Payment and Basics (11)	105	\$9,002.91	\$170,821,173
Maintenance and Remodeling Services	103	\$1,996.33	\$37,878,418
Maintenance and Remodeling Materials (12)	99	\$399.18	\$7,574,001
Utilities, Fuel, and Public Services	101	\$5,067.84	\$96,157,283
Household Furnishings and Equipment			
Household Textiles (13)	104	\$98.93	\$1,877,022
Furniture	103	\$587.38	\$11,144,871
Rugs	107	\$24.95	\$473,358
Major Appliances (14)	99	\$316.81	\$6,011,094
Housewares (15)	101	\$95.54	\$1,812,792
Small Appliances	104	\$50.16	\$951,818
Luggage	107	\$12.68	\$240,581
Telephones and Accessories	101	\$69.58	\$1,320,250
Household Operations			
Child Care	106	\$509.89	\$9,674,736
Lawn and Garden (16)	99	\$416.69	\$7,906,278
Moving/Storage/Freight Express	106	\$67.58	\$1,282,245
Housekeeping Supplies (17)	100	\$713.16	\$13,531,429
Insurance			
Owners and Renters Insurance	99	\$511.22	\$9,699,886
Vehicle Insurance	102	\$1,196.86	\$22,709,131
Life/Other Insurance	103	\$441.52	\$8,377,476
Health Insurance	101	\$3,686.21	\$69,942,185
Personal Care Products (18)	102	\$479.45	\$9,097,061
School Books and Supplies (19)	104	\$160.28	\$3,041,163
Smoking Products	94	\$393.00	\$7,456,838
Transportation			
Payments on Vehicles excluding Leases	100	\$2,240.87	\$42,518,312
Gasoline and Motor Oil	100	\$2,766.79	\$52,496,979
Vehicle Maintenance and Repairs	101	\$1,088.11	\$20,645,731
Travel			
Airline Fares	107	\$542.96	\$10,302,087
Lodging on Trips	104	\$543.46	\$10,311,632
Auto/Truck Rental on Trips	103	\$27.15	\$515,211
Food and Drink on Trips	104	\$513.31	\$9,739,523

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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.

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Aberdeen, Maryland 4
 Aberdeen, Maryland
 Rings: 1, 3, 5 mile radii

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 Latitude: 39.52105
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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	364		858		1,704							
Total Employees:	4,396		10,470		22,539							
Total Residential Population:	8,469		24,529		50,031							
Employee/Residential Population Ratio (per 100 Residents)	52		43		45							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.1%	21	0.5%	14	1.6%	52	0.5%	27	1.6%	125	0.6%
Construction	13	3.6%	125	2.8%	56	6.5%	483	4.6%	120	7.0%	1,158	5.1%
Manufacturing	8	2.2%	155	3.5%	25	2.9%	526	5.0%	63	3.7%	1,801	8.0%
Transportation	5	1.4%	40	0.9%	27	3.1%	273	2.6%	57	3.3%	580	2.6%
Communication	7	1.9%	25	0.6%	7	0.8%	31	0.3%	16	0.9%	148	0.7%
Utility	2	0.5%	7	0.2%	4	0.5%	50	0.5%	8	0.5%	74	0.3%
Wholesale Trade	8	2.2%	54	1.2%	36	4.2%	739	7.1%	73	4.3%	2,642	11.7%
Retail Trade Summary	93	25.5%	1,641	37.3%	190	22.1%	3,122	29.8%	367	21.5%	5,118	22.7%
Home Improvement	5	1.4%	152	3.5%	10	1.2%	323	3.1%	18	1.1%	400	1.8%
General Merchandise Stores	2	0.5%	107	2.4%	5	0.6%	363	3.5%	9	0.5%	391	1.7%
Food Stores	13	3.6%	384	8.7%	23	2.7%	440	4.2%	51	3.0%	796	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	8	2.2%	59	1.3%	32	3.7%	324	3.1%	52	3.1%	535	2.4%
Apparel & Accessory Stores	1	0.3%	1	0.0%	3	0.3%	166	1.6%	7	0.4%	243	1.1%
Furniture & Home Furnishings	7	1.9%	30	0.7%	13	1.5%	86	0.8%	22	1.3%	168	0.7%
Eating & Drinking Places	29	8.0%	768	17.5%	49	5.7%	1,106	10.6%	94	5.5%	2,015	8.9%
Miscellaneous Retail	27	7.4%	141	3.2%	54	6.3%	316	3.0%	112	6.6%	570	2.5%
Finance, Insurance, Real Estate Summary	30	8.2%	198	4.5%	68	7.9%	403	3.8%	123	7.2%	715	3.2%
Banks, Savings & Lending Institutions	8	2.2%	89	2.0%	17	2.0%	175	1.7%	29	1.7%	290	1.3%
Securities Brokers	2	0.5%	5	0.1%	3	0.3%	9	0.1%	4	0.2%	12	0.1%
Insurance Carriers & Agents	8	2.2%	31	0.7%	14	1.6%	55	0.5%	21	1.2%	80	0.4%
Real Estate, Holding, Other Investment Offices	12	3.3%	73	1.7%	34	4.0%	164	1.6%	69	4.0%	334	1.5%
Services Summary	167	45.9%	1,650	37.5%	374	43.6%	3,806	36.4%	735	43.1%	8,759	38.9%
Hotels & Lodging	14	3.8%	205	4.7%	24	2.8%	312	3.0%	39	2.3%	454	2.0%
Automotive Services	14	3.8%	64	1.5%	43	5.0%	198	1.9%	72	4.2%	433	1.9%
Motion Pictures & Amusements	12	3.3%	56	1.3%	28	3.3%	290	2.8%	55	3.2%	451	2.0%
Health Services	32	8.8%	272	6.2%	55	6.4%	564	5.4%	115	6.7%	1,671	7.4%
Legal Services	0	0.0%	2	0.0%	2	0.2%	9	0.1%	5	0.3%	20	0.1%
Education Institutions & Libraries	9	2.5%	522	11.9%	19	2.2%	761	7.3%	37	2.2%	1,564	6.9%
Other Services	84	23.1%	530	12.1%	203	23.7%	1,673	16.0%	412	24.2%	4,167	18.5%
Government	16	4.4%	476	10.8%	26	3.0%	794	7.6%	41	2.4%	1,124	5.0%
Unclassified Establishments	13	3.6%	3	0.1%	31	3.6%	192	1.8%	72	4.2%	294	1.3%
Totals	364	100.0%	4,396	100.0%	858	100.0%	10,470	100.0%	1,704	100.0%	22,539	100.0%

Source: Copyright 2017 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2017.

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.

Aberdeen, Maryland 4
 Aberdeen, Maryland
 Rings: 1, 3, 5 mile radii

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 Latitude: 39.52105
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.2%	5	0.0%	6	0.4%	17	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	6	0.0%
Utilities	0	0.0%	0	0.0%	2	0.2%	42	0.4%	4	0.2%	65	0.3%
Construction	13	3.6%	127	2.9%	60	7.0%	497	4.7%	129	7.6%	1,186	5.3%
Manufacturing	7	1.9%	154	3.5%	23	2.7%	509	4.9%	66	3.9%	1,822	8.1%
Wholesale Trade	6	1.6%	52	1.2%	34	4.0%	734	7.0%	71	4.2%	2,637	11.7%
Retail Trade	63	17.3%	864	19.7%	136	15.9%	1,993	19.0%	255	15.0%	3,000	13.3%
Motor Vehicle & Parts Dealers	5	1.4%	45	1.0%	27	3.1%	303	2.9%	41	2.4%	473	2.1%
Furniture & Home Furnishings Stores	5	1.4%	16	0.4%	10	1.2%	68	0.6%	12	0.7%	93	0.4%
Electronics & Appliance Stores	2	0.5%	13	0.3%	4	0.5%	23	0.2%	8	0.5%	62	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	4	1.1%	151	3.4%	9	1.0%	322	3.1%	17	1.0%	399	1.8%
Food & Beverage Stores	13	3.6%	382	8.7%	22	2.6%	441	4.2%	44	2.6%	747	3.3%
Health & Personal Care Stores	9	2.5%	63	1.4%	15	1.7%	91	0.9%	29	1.7%	209	0.9%
Gasoline Stations	4	1.1%	14	0.3%	5	0.6%	21	0.2%	12	0.7%	62	0.3%
Clothing & Clothing Accessories Stores	2	0.5%	7	0.2%	8	0.9%	185	1.8%	14	0.8%	266	1.2%
Sport Goods, Hobby, Book, & Music Stores	4	1.1%	23	0.5%	5	0.6%	27	0.3%	11	0.6%	41	0.2%
General Merchandise Stores	2	0.5%	107	2.4%	5	0.6%	363	3.5%	9	0.5%	391	1.7%
Miscellaneous Store Retailers	7	1.9%	41	0.9%	16	1.9%	104	1.0%	43	2.5%	201	0.9%
Nonstore Retailers	5	1.4%	1	0.0%	10	1.2%	46	0.4%	16	0.9%	58	0.3%
Transportation & Warehousing	5	1.4%	39	0.9%	21	2.4%	249	2.4%	43	2.5%	513	2.3%
Information	9	2.5%	57	1.3%	19	2.2%	152	1.5%	34	2.0%	487	2.2%
Finance & Insurance	18	4.9%	126	2.9%	37	4.3%	247	2.4%	59	3.5%	398	1.8%
Central Bank/Credit Intermediation & Related Activities	8	2.2%	90	2.0%	19	2.2%	177	1.7%	32	1.9%	294	1.3%
Securities, Commodity Contracts & Other Financial	2	0.5%	5	0.1%	4	0.5%	10	0.1%	5	0.3%	13	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	8	2.2%	31	0.7%	14	1.6%	60	0.6%	22	1.3%	91	0.4%
Real Estate, Rental & Leasing	26	7.1%	117	2.7%	62	7.2%	260	2.5%	111	6.5%	582	2.6%
Professional, Scientific & Tech Services	22	6.0%	156	3.5%	63	7.3%	583	5.6%	127	7.5%	1,218	5.4%
Legal Services	1	0.3%	3	0.1%	3	0.3%	10	0.1%	6	0.4%	21	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	13	3.6%	42	1.0%	33	3.8%	195	1.9%	57	3.3%	417	1.9%
Educational Services	9	2.5%	507	11.5%	21	2.4%	749	7.2%	47	2.8%	1,455	6.5%
Health Care & Social Assistance	40	11.0%	333	7.6%	70	8.2%	710	6.8%	157	9.2%	2,770	12.3%
Arts, Entertainment & Recreation	7	1.9%	58	1.3%	19	2.2%	289	2.8%	44	2.6%	433	1.9%
Accommodation & Food Services	44	12.1%	983	22.4%	75	8.7%	1,431	13.7%	141	8.3%	2,520	11.2%
Accommodation	14	3.8%	205	4.7%	24	2.8%	312	3.0%	39	2.3%	454	2.0%
Food Services & Drinking Places	30	8.2%	778	17.7%	51	5.9%	1,119	10.7%	101	5.9%	2,066	9.2%
Other Services (except Public Administration)	52	14.3%	301	6.8%	125	14.6%	840	8.0%	240	14.1%	1,595	7.1%
Automotive Repair & Maintenance	8	2.2%	41	0.9%	28	3.3%	128	1.2%	47	2.8%	212	0.9%
Public Administration	16	4.4%	476	10.8%	26	3.0%	794	7.6%	41	2.4%	1,124	5.0%
Unclassified Establishments	13	3.6%	3	0.1%	31	3.6%	192	1.8%	72	4.2%	294	1.3%
Total	364	100.0%	4,396	100.0%	858	100.0%	10,470	100.0%	1,704	100.0%	22,539	100.0%

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