

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	4,920	21,279	45,130
2020 Total Population	5,295	25,291	51,164
2020 Group Quarters	25	107	369
2023 Total Population	5,337	26,514	53,200
2023 Group Quarters	25	107	370
2028 Total Population	5,809	27,242	55,096
2023-2028 Annual Rate	1.71%	0.54%	0.70%
2023 Total Daytime Population	6,198	25,368	50,535
Workers	3,610	12,532	25,509
Residents	2,588	12,836	25,026
Household Summary			
2010 Households	2,134	8,204	17,103
2010 Average Household Size	2.30	2.58	2.58
2020 Total Households	2,410	10,042	20,201
2020 Average Household Size	2.19	2.51	2.51
2023 Households	2,466	10,582	21,057
2023 Average Household Size	2.15	2.50	2.51
2028 Households	2,732	11,021	22,069
2028 Average Household Size	2.12	2.46	2.48
2023-2028 Annual Rate	2.07%	0.82%	0.94%
2010 Families	1,285	5,644	11,940
2010 Average Family Size	2.92	3.07	3.06
2023 Families	1,437	7,148	14,411
2023 Average Family Size	2.82	3.03	3.03
2028 Families	1,594	7,435	15,115
2028 Average Family Size	2.77	2.99	3.00
2023-2028 Annual Rate	2.10%	0.79%	0.96%
Housing Unit Summary			
2000 Housing Units	2,092	8,321	16,264
Owner Occupied Housing Units	53.5%	55.2%	61.8%
Renter Occupied Housing Units	40.8%	37.4%	31.9%
Vacant Housing Units	5.7%	7.4%	6.2%
2010 Housing Units	2,265	9,052	18,663
Owner Occupied Housing Units	48.7%	58.6%	64.2%
Renter Occupied Housing Units	45.5%	32.1%	27.5%
Vacant Housing Units	5.8%	9.4%	8.4%
2020 Housing Units	2,547	10,840	21,655
Owner Occupied Housing Units	44.1%	54.7%	61.8%
Renter Occupied Housing Units	50.5%	38.0%	31.5%
Vacant Housing Units	6.0%	7.4%	6.8%
2023 Housing Units	2,604	11,415	22,546
Owner Occupied Housing Units	46.3%	58.6%	64.5%
Renter Occupied Housing Units	48.4%	34.1%	28.9%
Vacant Housing Units	5.3%	7.3%	6.6%
2028 Housing Units	2,861	11,821	23,537
Owner Occupied Housing Units	44.2%	59.1%	65.7%
Renter Occupied Housing Units	51.3%	34.2%	28.0%
Vacant Housing Units	4.5%	6.8%	6.2%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,466	10,582	21,057
<\$15,000	10.9%	9.8%	7.2%
\$15,000 - \$24,999	8.2%	5.2%	4.9%
\$25,000 - \$34,999	6.6%	6.9%	6.5%
\$35,000 - \$49,999	9.6%	8.4%	7.6%
\$50,000 - \$74,999	15.6%	15.3%	16.6%
\$75,000 - \$99,999	16.3%	12.0%	13.1%
\$100,000 - \$149,999	22.5%	23.3%	22.3%
\$150,000 - \$199,999	6.4%	9.6%	10.7%
\$200,000+	3.9%	9.4%	11.2%
Average Household Income	\$86,593	\$106,467	\$114,913
2028 Households by Income			
Household Income Base	2,732	11,021	22,069
<\$15,000	10.2%	9.0%	6.6%
\$15,000 - \$24,999	7.8%	4.7%	4.2%
\$25,000 - \$34,999	6.0%	6.0%	5.5%
\$35,000 - \$49,999	8.7%	7.4%	6.5%
\$50,000 - \$74,999	14.7%	14.2%	15.4%
\$75,000 - \$99,999	16.1%	11.8%	12.6%
\$100,000 - \$149,999	24.2%	24.7%	23.2%
\$150,000 - \$199,999	8.0%	11.6%	12.8%
\$200,000+	4.3%	10.6%	13.2%
Average Household Income	\$95,116	\$118,471	\$129,246
2023 Owner Occupied Housing Units by Value			
Total	1,206	6,686	14,550
<\$50,000	9.8%	12.4%	8.3%
\$50,000 - \$99,999	1.6%	2.0%	1.3%
\$100,000 - \$149,999	2.7%	3.3%	2.3%
\$150,000 - \$199,999	14.1%	7.3%	6.7%
\$200,000 - \$249,999	18.1%	13.2%	10.4%
\$250,000 - \$299,999	13.4%	14.7%	12.7%
\$300,000 - \$399,999	20.6%	20.4%	23.3%
\$400,000 - \$499,999	13.8%	14.7%	15.3%
\$500,000 - \$749,999	4.9%	8.4%	14.6%
\$750,000 - \$999,999	0.3%	2.0%	3.3%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.4%	1.3%	1.4%
Average Home Value	\$291,128	\$333,566	\$384,211
2028 Owner Occupied Housing Units by Value			
Total	1,265	6,982	15,475
<\$50,000	9.4%	11.9%	7.4%
\$50,000 - \$99,999	0.9%	1.1%	0.7%
\$100,000 - \$149,999	1.4%	1.6%	1.1%
\$150,000 - \$199,999	8.4%	4.6%	3.8%
\$200,000 - \$249,999	14.5%	10.1%	7.3%
\$250,000 - \$299,999	13.8%	14.1%	11.4%
\$300,000 - \$399,999	25.8%	23.1%	25.2%
\$400,000 - \$499,999	17.7%	17.8%	18.4%
\$500,000 - \$749,999	6.2%	10.6%	18.0%
\$750,000 - \$999,999	0.6%	2.7%	4.2%
\$1,000,000 - \$1,499,999	0.7%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.6%	1.7%	1.6%
Average Home Value	\$325,099	\$372,658	\$426,215

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$72,908	\$82,329	\$87,160
2028	\$78,097	\$92,200	\$97,985
Median Home Value			
2023	\$264,198	\$290,255	\$335,678
2028	\$305,963	\$328,545	\$372,534
Per Capita Income			
2023	\$37,904	\$42,722	\$45,360
2028	\$42,482	\$48,209	\$51,620
Median Age			
2010	40.1	37.6	37.4
2020	39.9	38.7	39.8
2023	43.3	39.8	40.2
2028	44.9	40.4	41.1
2020 Population by Age			
Total	5,295	25,291	51,164
0 - 4	5.2%	6.1%	5.8%
5 - 9	5.9%	6.4%	6.2%
10 - 14	5.1%	6.5%	6.5%
15 - 24	11.8%	11.9%	11.6%
25 - 34	15.1%	14.0%	13.6%
35 - 44	12.8%	12.9%	12.6%
45 - 54	11.7%	12.6%	12.9%
55 - 64	14.5%	14.3%	14.8%
65 - 74	10.3%	9.5%	10.0%
75 - 84	5.3%	4.1%	4.4%
85 +	2.2%	1.7%	1.7%
18 +	80.7%	77.5%	77.9%
2023 Population by Age			
Total	5,337	26,513	53,199
0 - 4	5.0%	6.1%	5.9%
5 - 9	5.2%	6.2%	6.1%
10 - 14	5.1%	6.2%	6.3%
15 - 24	11.8%	11.5%	11.2%
25 - 34	13.6%	13.5%	13.3%
35 - 44	11.2%	13.0%	13.3%
45 - 54	12.1%	11.5%	12.1%
55 - 64	13.9%	13.3%	13.6%
65 - 74	11.6%	10.9%	11.0%
75 - 84	7.9%	5.8%	5.4%
85 +	2.6%	1.9%	1.8%
18 +	81.5%	78.1%	78.2%
2028 Population by Age			
Total	5,809	27,243	55,097
0 - 4	5.0%	6.1%	5.9%
5 - 9	4.9%	6.0%	5.8%
10 - 14	4.9%	6.1%	6.1%
15 - 24	10.7%	11.2%	10.8%
25 - 34	12.9%	13.3%	13.0%
35 - 44	11.7%	13.5%	13.7%
45 - 54	11.3%	11.2%	11.8%
55 - 64	12.8%	11.8%	12.1%
65 - 74	13.2%	11.6%	11.6%
75 - 84	9.5%	7.1%	7.0%
85 +	3.0%	2.2%	2.2%
18 +	82.1%	78.4%	78.8%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Males	2,511	12,238	24,756
Females	2,784	13,053	26,408
2023 Population by Sex			
Males	2,535	12,910	26,023
Females	2,802	13,604	27,177
2028 Population by Sex			
Males	2,729	13,234	26,909
Females	3,080	14,008	28,187
2010 Population by Race/Ethnicity			
Total	4,920	21,279	45,131
White Alone	59.6%	63.9%	69.5%
Black Alone	29.6%	26.6%	21.9%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	3.8%	2.6%	2.7%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	1.7%	1.6%	1.4%
Two or More Races	4.5%	4.6%	3.9%
Hispanic Origin	6.3%	5.2%	5.1%
Diversity Index	60.6	56.6	51.8
2020 Population by Race/Ethnicity			
Total	5,295	25,291	51,164
White Alone	52.3%	54.5%	60.4%
Black Alone	29.2%	28.8%	24.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.5%	3.1%	3.2%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	4.8%	3.4%	2.8%
Two or More Races	9.9%	9.6%	8.7%
Hispanic Origin	10.7%	8.4%	7.0%
Diversity Index	69.9	66.9	62.3
2023 Population by Race/Ethnicity			
Total	5,337	26,513	53,199
White Alone	50.8%	52.8%	58.8%
Black Alone	29.9%	29.8%	25.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.6%	3.3%	3.3%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	5.1%	3.6%	3.0%
Two or More Races	10.2%	9.9%	9.0%
Hispanic Origin	11.4%	8.9%	7.5%
Diversity Index	71.1	68.2	63.9
2028 Population by Race/Ethnicity			
Total	5,810	27,243	55,096
White Alone	48.3%	49.8%	56.0%
Black Alone	30.9%	31.2%	26.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.8%	3.5%	3.6%
Pacific Islander Alone	0.0%	0.2%	0.2%
Some Other Race Alone	5.5%	3.9%	3.2%
Two or More Races	11.2%	10.9%	10.0%
Hispanic Origin	12.1%	9.6%	8.2%
Diversity Index	72.8	70.2	66.3

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	5,295	25,291	51,164
In Households	99.5%	99.6%	99.3%
Householder	43.2%	39.7%	39.3%
Opposite-Sex Spouse	15.3%	16.4%	18.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	3.1%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.5%	26.8%	26.8%
Adopted Child	0.4%	0.6%	0.6%
Stepchild	1.7%	1.6%	1.5%
Grandchild	2.9%	3.1%	2.8%
Brother or Sister	1.3%	1.1%	1.0%
Parent	1.4%	1.4%	1.3%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.4%
Other Relatives	1.4%	1.6%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.9%	3.0%	2.5%
In Group Quarters	0.5%	0.4%	0.7%
Institutionalized	0.2%	0.1%	0.4%
Noninstitutionalized	0.3%	0.3%	0.4%
2023 Population 25+ by Educational Attainment			
Total	3,889	18,573	37,484
Less than 9th Grade	4.8%	2.3%	1.8%
9th - 12th Grade, No Diploma	7.2%	7.7%	6.1%
High School Graduate	27.4%	24.6%	22.7%
GED/Alternative Credential	2.9%	4.5%	4.2%
Some College, No Degree	20.9%	17.9%	19.5%
Associate Degree	14.6%	12.6%	10.9%
Bachelor's Degree	13.0%	18.7%	20.4%
Graduate/Professional Degree	9.1%	11.8%	14.4%
2023 Population 15+ by Marital Status			
Total	4,520	21,618	43,457
Never Married	32.3%	34.3%	32.0%
Married	48.1%	51.2%	53.2%
Widowed	6.4%	5.3%	5.7%
Divorced	13.2%	9.2%	9.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,855	14,129	28,956
Population 16+ Employed	97.8%	96.5%	96.6%
Population 16+ Unemployment rate	2.1%	3.5%	3.4%
Population 16-24 Employed	15.3%	13.4%	12.6%
Population 16-24 Unemployment rate	2.1%	10.3%	11.3%
Population 25-54 Employed	56.0%	61.4%	61.9%
Population 25-54 Unemployment rate	1.8%	1.9%	1.8%
Population 55-64 Employed	17.2%	17.7%	18.0%
Population 55-64 Unemployment rate	4.0%	3.3%	2.4%
Population 65+ Employed	11.6%	7.5%	7.5%
Population 65+ Unemployment rate	1.2%	4.1%	3.5%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	2,793	13,630	27,983
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	6.3%	6.5%	6.4%
Manufacturing	9.9%	7.1%	6.4%
Wholesale Trade	2.4%	1.3%	1.1%
Retail Trade	12.7%	14.1%	13.8%
Transportation/Utilities	6.3%	6.4%	5.9%
Information	1.3%	1.0%	1.2%
Finance/Insurance/Real Estate	3.3%	3.3%	4.3%
Services	42.2%	45.5%	46.8%
Public Administration	15.3%	14.6%	13.9%
2023 Employed Population 16+ by Occupation			
Total	2,792	13,632	27,984
White Collar	60.3%	60.3%	64.2%
Management/Business/Financial	13.8%	18.1%	18.3%
Professional	25.1%	21.8%	25.5%
Sales	7.7%	7.5%	7.4%
Administrative Support	13.7%	12.8%	13.0%
Services	20.1%	15.9%	14.3%
Blue Collar	19.5%	23.8%	21.5%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.7%	4.2%	3.6%
Installation/Maintenance/Repair	2.1%	3.7%	3.5%
Production	5.2%	4.5%	4.7%
Transportation/Material Moving	8.2%	11.3%	9.6%
2020 Households by Type			
Total	2,410	10,042	20,201
Married Couple Households	36.8%	41.7%	46.4%
With Own Children <18	12.1%	14.5%	16.3%
Without Own Children <18	24.6%	27.2%	30.1%
Cohabiting Couple Households	8.3%	8.2%	7.7%
With Own Children <18	2.5%	3.0%	2.8%
Without Own Children <18	5.8%	5.2%	5.0%
Male Householder, No Spouse/Partner	21.5%	19.8%	18.0%
Living Alone	15.3%	13.7%	12.4%
65 Years and over	4.5%	3.7%	3.4%
With Own Children <18	0.9%	1.6%	1.7%
Without Own Children <18, With Relatives	3.7%	3.4%	2.9%
No Relatives Present	1.6%	1.2%	1.0%
Female Householder, No Spouse/Partner	33.4%	30.3%	27.9%
Living Alone	20.7%	15.0%	14.3%
65 Years and over	12.1%	7.3%	6.8%
With Own Children <18	4.6%	6.8%	5.7%
Without Own Children <18, With Relatives	7.1%	7.5%	7.0%
No Relatives Present	1.0%	1.0%	0.9%
2020 Households by Size			
Total	2,410	10,042	20,201
1 Person Household	36.1%	28.6%	26.7%
2 Person Household	29.6%	31.8%	33.0%
3 Person Household	14.9%	16.7%	17.0%
4 Person Household	10.3%	12.5%	12.6%
5 Person Household	5.3%	5.8%	6.1%
6 Person Household	1.9%	2.6%	2.7%
7 + Person Household	2.0%	2.0%	1.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 06, 2024

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	2,410	10,042	20,201
Owner Occupied	46.6%	59.0%	66.2%
Owned with a Mortgage/Loan	35.3%	44.6%	50.2%
Owned Free and Clear	11.3%	14.4%	16.1%
Renter Occupied	53.4%	41.0%	33.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	104	108	100
Percent of Income for Mortgage	21.8%	21.2%	23.1%
Wealth Index	70	98	116
2020 Housing Units By Urban/ Rural Status			
Total	2,547	10,840	21,655
Urban Housing Units	94.3%	90.0%	84.1%
Rural Housing Units	5.7%	10.0%	15.9%
2020 Population By Urban/ Rural Status			
Total	5,295	25,291	51,164
Urban Population	95.3%	89.7%	83.8%
Rural Population	4.7%	10.3%	16.2%

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

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

783 W Bel Air Ave, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52183
Longitude: -76.18762

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Metro Fusion (11C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Old and Newcomers (8F)	Metro Fusion (11C)	Comfortable Empty Nesters
3.	Golden Years (9B)	Comfortable Empty Nesters	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,463,054	\$23,373,581	\$49,354,732
Average Spent	\$1,809.84	\$2,208.81	\$2,343.86
Spending Potential Index	82	100	107
Education: Total \$	\$3,664,157	\$20,297,829	\$42,673,696
Average Spent	\$1,485.87	\$1,918.15	\$2,026.58
Spending Potential Index	83	107	113
Entertainment/Recreation: Total \$	\$7,473,152	\$39,231,539	\$84,464,037
Average Spent	\$3,030.48	\$3,707.38	\$4,011.21
Spending Potential Index	80	98	106
Food at Home: Total \$	\$13,819,019	\$71,793,977	\$151,795,930
Average Spent	\$5,603.82	\$6,784.54	\$7,208.81
Spending Potential Index	82	100	106
Food Away from Home: Total \$	\$7,497,393	\$39,203,617	\$83,445,300
Average Spent	\$3,040.31	\$3,704.75	\$3,962.83
Spending Potential Index	82	100	106
Health Care: Total \$	\$14,761,477	\$75,586,769	\$162,498,152
Average Spent	\$5,986.00	\$7,142.96	\$7,717.06
Spending Potential Index	81	97	105
HH Furnishings & Equipment: Total \$	\$5,902,332	\$31,009,119	\$66,637,528
Average Spent	\$2,393.48	\$2,930.36	\$3,164.63
Spending Potential Index	81	99	107
Personal Care Products & Services: Total \$	\$1,964,487	\$10,180,933	\$21,678,499
Average Spent	\$796.63	\$962.10	\$1,029.52
Spending Potential Index	83	101	108
Shelter: Total \$	\$50,350,432	\$264,849,325	\$563,170,657
Average Spent	\$20,417.86	\$25,028.29	\$26,745.06
Spending Potential Index	82	101	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,289,171	\$32,622,486	\$71,012,939
Average Spent	\$2,550.35	\$3,082.83	\$3,372.41
Spending Potential Index	82	99	108
Travel: Total \$	\$4,431,683	\$23,500,533	\$51,135,336
Average Spent	\$1,797.11	\$2,220.80	\$2,428.42
Spending Potential Index	80	99	108
Vehicle Maintenance & Repairs: Total \$	\$2,639,568	\$13,601,936	\$29,061,876
Average Spent	\$1,070.38	\$1,285.38	\$1,380.15
Spending Potential Index	82	98	105

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

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 06, 2024

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Metro Fusion (11C)	22.5%	Population	5,337	5,809
Old and Newcomers (8F)	21.7%	Households	2,466	2,732
Golden Years (9B)	20.8%	Families	1,437	1,594
Comfortable Empty Nesters (5A)	11.9%	Median Age	43.3	44.9
Midlife Constants (5E)	11.9%	Median Household Income	\$72,908	\$78,097
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		82	\$1,809.84	\$4,463,054
Men's		83	\$338.09	\$833,719
Women's		83	\$616.16	\$1,519,454
Children's		81	\$269.75	\$665,195
Footwear		83	\$413.50	\$1,019,683
Watches & Jewelry		80	\$134.90	\$332,656
Apparel Products and Services (1)		84	\$37.45	\$92,348
Computer				
Computers and Hardware for Home Use		83	\$212.43	\$523,843
Portable Memory		83	\$3.80	\$9,369
Computer Software		86	\$12.42	\$30,618
Computer Accessories		83	\$20.84	\$51,380
Entertainment & Recreation		80	\$3,030.48	\$7,473,152
Fees and Admissions		80	\$572.28	\$1,411,234
Membership Fees for Clubs (2)		81	\$224.67	\$554,045
Fees for Participant Sports, excl. Trips		82	\$97.91	\$241,435
Tickets to Theatre/Operas/Concerts		83	\$45.43	\$112,022
Tickets to Movies		83	\$22.85	\$56,341
Tickets to Parks or Museums		80	\$22.12	\$54,538
Admission to Sporting Events, excl. Trips		81	\$47.43	\$116,964
Fees for Recreational Lessons		77	\$110.93	\$273,552
Dating Services		89	\$0.95	\$2,337
TV/Video/Audio		82	\$1,114.71	\$2,748,870
Cable and Satellite Television Services		82	\$705.12	\$1,738,826
Televisions		83	\$120.26	\$296,566
Satellite Dishes		76	\$1.30	\$3,209
VCRs, Video Cameras, and DVD Players		80	\$3.88	\$9,563
Miscellaneous Video Equipment		90	\$11.31	\$27,887
Video Cassettes and DVDs		86	\$5.64	\$13,899
Video Game Hardware/Accessories		85	\$34.30	\$84,587
Video Game Software		88	\$16.96	\$41,824
Rental/Streaming/Downloaded Video		83	\$102.29	\$252,245
Installation of Televisions		83	\$1.33	\$3,289
Audio (3)		81	\$110.00	\$271,258
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.32	\$5,715
Pets		77	\$712.42	\$1,756,821
Toys/Games/Crafts/Hobbies (4)		82	\$129.93	\$320,402
Recreational Vehicles and Fees (5)		74	\$110.44	\$272,356
Sports/Recreation/Exercise Equipment (6)		79	\$221.13	\$545,313
Photo Equipment and Supplies (7)		82	\$38.50	\$94,949
Reading (8)		84	\$106.69	\$263,092
Catered Affairs (9)		80	\$24.38	\$60,115
Food		82	\$8,644.12	\$21,316,412
Food at Home		82	\$5,603.82	\$13,819,019
Bakery and Cereal Products		83	\$727.82	\$1,794,800
Meats, Poultry, Fish, and Eggs		82	\$1,213.65	\$2,992,864
Dairy Products		82	\$541.16	\$1,334,499
Fruits and Vegetables		83	\$1,108.61	\$2,733,843
Snacks and Other Food at Home (10)		82	\$2,012.58	\$4,963,014
Food Away from Home		82	\$3,040.31	\$7,497,393
Alcoholic Beverages		82	\$555.05	\$1,368,742

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	\$32,438.85	\$79,994,194
Value of Retirement Plans	80	\$113,354.44	\$279,532,038
Value of Other Financial Assets	78	\$6,706.72	\$16,538,764
Vehicle Loan Amount excluding Interest	80	\$2,906.85	\$7,168,284
Value of Credit Card Debt	82	\$2,583.71	\$6,371,420
Health			
Nonprescription Drugs	82	\$139.86	\$344,886
Prescription Drugs	82	\$302.35	\$745,607
Eyeglasses and Contact Lenses	81	\$90.45	\$223,046
Home			
Mortgage Payment and Basics (11)	77	\$9,885.99	\$24,378,859
Maintenance and Remodeling Services	76	\$2,882.98	\$7,109,429
Maintenance and Remodeling Materials (12)	73	\$570.93	\$1,407,913
Utilities, Fuel, and Public Services	81	\$4,727.57	\$11,658,197
Household Furnishings and Equipment			
Household Textiles (13)	82	\$100.83	\$248,659
Furniture	82	\$672.87	\$1,659,306
Rugs	80	\$33.26	\$82,007
Major Appliances (14)	78	\$413.01	\$1,018,477
Housewares (15)	82	\$88.08	\$217,217
Small Appliances	83	\$60.30	\$148,709
Luggage	83	\$11.86	\$29,239
Telephones and Accessories	82	\$87.84	\$216,608
Household Operations			
Child Care	78	\$402.12	\$991,621
Lawn and Garden (16)	77	\$517.21	\$1,275,430
Moving/Storage/Freight Express	85	\$75.83	\$186,998
Housekeeping Supplies (17)	82	\$764.46	\$1,885,157
Insurance			
Owners and Renters Insurance	78	\$606.56	\$1,495,782
Vehicle Insurance	82	\$1,779.37	\$4,387,938
Life/Other Insurance	79	\$547.26	\$1,349,550
Health Insurance	81	\$4,013.62	\$9,897,582
Personal Care Products (18)	83	\$456.61	\$1,125,999
School Books and Supplies (19)	82	\$109.23	\$269,368
Smoking Products	83	\$360.96	\$890,117
Transportation			
Payments on Vehicles excluding Leases	80	\$2,416.85	\$5,959,959
Gasoline and Motor Oil	80	\$2,033.86	\$5,015,499
Vehicle Maintenance and Repairs	82	\$1,070.38	\$2,639,568
Travel			
Airline Fares	80	\$373.85	\$921,902
Lodging on Trips	79	\$571.52	\$1,409,367
Auto/Truck Rental on Trips	82	\$64.89	\$160,011
Food and Drink on Trips	81	\$451.01	\$1,112,179

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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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	24.0%	Population	26,514	27,242
Metro Fusion (11C)	15.4%	Households	10,582	11,021
Comfortable Empty Nesters (5A)	13.5%	Families	7,148	7,435
Pleasantville (2B)	10.9%	Median Age	39.8	40.4
Up and Coming Families (7A)	7.9%	Median Household Income	\$82,329	\$92,200
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,208.81	\$23,373,581
Men's		100	\$408.54	\$4,323,210
Women's		100	\$744.05	\$7,873,520
Children's		102	\$337.83	\$3,574,913
Footwear		102	\$507.54	\$5,370,769
Watches & Jewelry		99	\$166.22	\$1,758,891
Apparel Products and Services (1)		100	\$44.63	\$472,277
Computer				
Computers and Hardware for Home Use		102	\$261.38	\$2,765,952
Portable Memory		101	\$4.66	\$49,310
Computer Software		105	\$15.14	\$160,263
Computer Accessories		100	\$25.14	\$266,003
Entertainment & Recreation		98	\$3,707.38	\$39,231,539
Fees and Admissions		103	\$730.88	\$7,734,144
Membership Fees for Clubs (2)		101	\$280.88	\$2,972,307
Fees for Participant Sports, excl. Trips		104	\$123.87	\$1,310,764
Tickets to Theatre/Operas/Concerts		104	\$56.61	\$599,033
Tickets to Movies		103	\$28.41	\$300,587
Tickets to Parks or Museums		99	\$27.62	\$292,276
Admission to Sporting Events, excl. Trips		101	\$59.12	\$625,607
Fees for Recreational Lessons		106	\$153.26	\$1,621,769
Dating Services		105	\$1.12	\$11,800
TV/Video/Audio		98	\$1,328.98	\$14,063,314
Cable and Satellite Television Services		97	\$836.14	\$8,848,059
Televisions		99	\$143.82	\$1,521,866
Satellite Dishes		88	\$1.50	\$15,887
VCRs, Video Cameras, and DVD Players		97	\$4.66	\$49,313
Miscellaneous Video Equipment		113	\$14.29	\$151,246
Video Cassettes and DVDs		103	\$6.73	\$71,236
Video Game Hardware/Accessories		101	\$40.55	\$429,142
Video Game Software		104	\$20.14	\$213,097
Rental/Streaming/Downloaded Video		99	\$122.53	\$1,296,568
Installation of Televisions		105	\$1.69	\$17,847
Audio (3)		99	\$134.39	\$1,422,111
Rental and Repair of TV/Radio/Sound Equipment		92	\$2.55	\$26,941
Pets		94	\$864.84	\$9,151,721
Toys/Games/Crafts/Hobbies (4)		100	\$159.04	\$1,682,916
Recreational Vehicles and Fees (5)		93	\$139.05	\$1,471,381
Sports/Recreation/Exercise Equipment (6)		98	\$276.22	\$2,922,942
Photo Equipment and Supplies (7)		103	\$48.30	\$511,133
Reading (8)		101	\$128.60	\$1,360,838
Catered Affairs (9)		104	\$31.48	\$333,149
Food		100	\$10,489.28	\$110,997,594
Food at Home		100	\$6,784.54	\$71,793,977
Bakery and Cereal Products		100	\$883.76	\$9,351,986
Meats, Poultry, Fish, and Eggs		100	\$1,470.55	\$15,561,347
Dairy Products		100	\$658.00	\$6,962,911
Fruits and Vegetables		101	\$1,349.79	\$14,283,442
Snacks and Other Food at Home (10)		99	\$2,422.44	\$25,634,292
Food Away from Home		100	\$3,704.75	\$39,203,617
Alcoholic Beverages		100	\$675.90	\$7,152,356

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$40,312.85	\$426,590,553
Value of Retirement Plans	100	\$141,814.08	\$1,500,676,631
Value of Other Financial Assets	97	\$8,276.65	\$87,583,555
Vehicle Loan Amount excluding Interest	96	\$3,506.32	\$37,103,919
Value of Credit Card Debt	101	\$3,190.40	\$33,760,863
Health			
Nonprescription Drugs	95	\$161.69	\$1,711,002
Prescription Drugs	94	\$347.38	\$3,676,006
Eyeglasses and Contact Lenses	98	\$109.46	\$1,158,325
Home			
Mortgage Payment and Basics (11)	99	\$12,852.11	\$136,001,069
Maintenance and Remodeling Services	96	\$3,646.58	\$38,588,146
Maintenance and Remodeling Materials (12)	90	\$708.04	\$7,492,458
Utilities, Fuel, and Public Services	98	\$5,704.97	\$60,369,976
Household Furnishings and Equipment			
Household Textiles (13)	100	\$122.75	\$1,298,960
Furniture	99	\$814.76	\$8,621,820
Rugs	100	\$41.57	\$439,911
Major Appliances (14)	96	\$508.99	\$5,386,172
Housewares (15)	99	\$106.50	\$1,126,956
Small Appliances	100	\$72.32	\$765,309
Luggage	101	\$14.51	\$153,556
Telephones and Accessories	99	\$106.89	\$1,131,152
Household Operations			
Child Care	103	\$532.65	\$5,636,502
Lawn and Garden (16)	95	\$639.97	\$6,772,179
Moving/Storage/Freight Express	100	\$89.75	\$949,755
Housekeeping Supplies (17)	98	\$916.65	\$9,699,986
Insurance			
Owners and Renters Insurance	94	\$735.83	\$7,786,582
Vehicle Insurance	98	\$2,136.89	\$22,612,585
Life/Other Insurance	98	\$675.50	\$7,148,141
Health Insurance	97	\$4,800.36	\$50,797,396
Personal Care Products (18)	100	\$551.64	\$5,837,408
School Books and Supplies (19)	99	\$132.70	\$1,404,208
Smoking Products	95	\$410.62	\$4,345,158
Transportation			
Payments on Vehicles excluding Leases	97	\$2,919.29	\$30,891,886
Gasoline and Motor Oil	97	\$2,456.32	\$25,992,814
Vehicle Maintenance and Repairs	98	\$1,285.38	\$13,601,936
Travel			
Airline Fares	100	\$466.66	\$4,938,227
Lodging on Trips	98	\$709.75	\$7,510,627
Auto/Truck Rental on Trips	99	\$78.74	\$833,251
Food and Drink on Trips	99	\$555.58	\$5,879,165

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	13.3%	Population	53,200	55,096
Comfortable Empty Nesters (5A)	12.6%	Households	21,057	22,069
Workday Drive (4A)	8.0%	Families	14,411	15,115
Pleasantville (2B)	7.8%	Median Age	40.2	41.1
Metro Fusion (11C)	7.7%	Median Household Income	\$87,160	\$97,985
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		107	\$2,343.86	\$49,354,732
Men's		107	\$435.73	\$9,175,142
Women's		106	\$794.57	\$16,731,176
Children's		108	\$357.12	\$7,519,786
Footwear		107	\$531.28	\$11,187,213
Watches & Jewelry		106	\$178.08	\$3,749,849
Apparel Products and Services (1)		106	\$47.09	\$991,565
Computer				
Computers and Hardware for Home Use		109	\$278.03	\$5,854,396
Portable Memory		108	\$4.98	\$104,818
Computer Software		109	\$15.81	\$332,833
Computer Accessories		107	\$26.90	\$566,353
Entertainment & Recreation		106	\$4,011.21	\$84,464,037
Fees and Admissions		112	\$796.67	\$16,775,444
Membership Fees for Clubs (2)		110	\$306.23	\$6,448,299
Fees for Participant Sports, excl. Trips		114	\$136.02	\$2,864,194
Tickets to Theatre/Operas/Concerts		112	\$60.96	\$1,283,686
Tickets to Movies		110	\$30.33	\$638,659
Tickets to Parks or Museums		109	\$30.23	\$636,503
Admission to Sporting Events, excl. Trips		110	\$64.48	\$1,357,713
Fees for Recreational Lessons		115	\$167.31	\$3,523,143
Dating Services		103	\$1.10	\$23,248
TV/Video/Audio		105	\$1,416.14	\$29,819,569
Cable and Satellite Television Services		103	\$890.59	\$18,753,102
Televisions		105	\$152.84	\$3,218,419
Satellite Dishes		96	\$1.64	\$34,516
VCRs, Video Cameras, and DVD Players		105	\$5.04	\$106,134
Miscellaneous Video Equipment		117	\$14.72	\$309,892
Video Cassettes and DVDs		109	\$7.14	\$150,305
Video Game Hardware/Accessories		105	\$42.15	\$887,630
Video Game Software		107	\$20.68	\$435,560
Rental/Streaming/Downloaded Video		106	\$131.34	\$2,765,545
Installation of Televisions		111	\$1.79	\$37,692
Audio (3)		108	\$145.56	\$3,065,103
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.64	\$55,672
Pets		102	\$944.28	\$19,883,632
Toys/Games/Crafts/Hobbies (4)		107	\$169.67	\$3,572,710
Recreational Vehicles and Fees (5)		104	\$156.68	\$3,299,154
Sports/Recreation/Exercise Equipment (6)		109	\$305.34	\$6,429,542
Photo Equipment and Supplies (7)		110	\$51.60	\$1,086,443
Reading (8)		109	\$137.52	\$2,895,687
Catered Affairs (9)		110	\$33.33	\$701,854
Food		106	\$11,171.64	\$235,241,230
Food at Home		106	\$7,208.81	\$151,795,930
Bakery and Cereal Products		106	\$936.14	\$19,712,300
Meats, Poultry, Fish, and Eggs		106	\$1,556.66	\$32,778,609
Dairy Products		106	\$700.44	\$14,749,150
Fruits and Vegetables		107	\$1,431.97	\$30,152,971
Snacks and Other Food at Home (10)		106	\$2,583.60	\$54,402,901
Food Away from Home		106	\$3,962.83	\$83,445,300
Alcoholic Beverages		108	\$730.47	\$15,381,513

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	112	\$44,000.84	\$926,525,722
Value of Retirement Plans	111	\$157,364.49	\$3,313,624,081
Value of Other Financial Assets	107	\$9,124.19	\$192,128,015
Vehicle Loan Amount excluding Interest	105	\$3,811.90	\$80,267,107
Value of Credit Card Debt	108	\$3,409.99	\$71,804,239
Health			
Nonprescription Drugs	102	\$174.87	\$3,682,202
Prescription Drugs	102	\$374.18	\$7,879,146
Eyeglasses and Contact Lenses	106	\$117.61	\$2,476,596
Home			
Mortgage Payment and Basics (11)	111	\$14,296.09	\$301,032,828
Maintenance and Remodeling Services	109	\$4,130.95	\$86,985,434
Maintenance and Remodeling Materials (12)	103	\$805.60	\$16,963,483
Utilities, Fuel, and Public Services	105	\$6,078.18	\$127,988,298
Household Furnishings and Equipment			
Household Textiles (13)	107	\$130.86	\$2,755,547
Furniture	106	\$877.71	\$18,481,877
Rugs	108	\$45.01	\$947,838
Major Appliances (14)	106	\$558.01	\$11,750,104
Housewares (15)	107	\$115.51	\$2,432,390
Small Appliances	105	\$76.47	\$1,610,298
Luggage	108	\$15.53	\$326,982
Telephones and Accessories	106	\$113.87	\$2,397,736
Household Operations			
Child Care	112	\$579.24	\$12,197,041
Lawn and Garden (16)	106	\$708.09	\$14,910,226
Moving/Storage/Freight Express	107	\$95.90	\$2,019,377
Housekeeping Supplies (17)	105	\$983.77	\$20,715,330
Insurance			
Owners and Renters Insurance	104	\$814.95	\$17,160,378
Vehicle Insurance	105	\$2,271.60	\$47,833,105
Life/Other Insurance	107	\$741.69	\$15,617,726
Health Insurance	105	\$5,185.90	\$109,199,546
Personal Care Products (18)	106	\$588.04	\$12,382,351
School Books and Supplies (19)	106	\$142.48	\$3,000,122
Smoking Products	98	\$423.93	\$8,926,605
Transportation			
Payments on Vehicles excluding Leases	105	\$3,162.53	\$66,593,387
Gasoline and Motor Oil	104	\$2,622.42	\$55,220,216
Vehicle Maintenance and Repairs	105	\$1,380.15	\$29,061,876
Travel			
Airline Fares	109	\$509.34	\$10,725,140
Lodging on Trips	108	\$778.94	\$16,402,122
Auto/Truck Rental on Trips	109	\$86.03	\$1,811,459
Food and Drink on Trips	108	\$603.76	\$12,713,350

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment 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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

783 W Bel Air Ave, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52183
Longitude: -76.18762

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	236		879		1,574							
Total Employees:	3,051		9,861		19,476							
Total Residential Population:	5,337		26,514		53,200							
Employee/Residential Population Ratio (per 100 Residents)	57		37		37							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	2.1%	27	0.9%	17	1.9%	93	0.9%	30	1.9%	205	1.1%
Construction	12	5.1%	114	3.7%	56	6.4%	664	6.7%	107	6.8%	1,172	6.0%
Manufacturing	8	3.4%	216	7.1%	26	3.0%	655	6.6%	60	3.8%	2,138	11.0%
Transportation	2	0.8%	15	0.5%	24	2.7%	233	2.4%	47	3.0%	453	2.3%
Communication	9	3.8%	35	1.1%	14	1.6%	62	0.6%	16	1.0%	104	0.5%
Utility	0	0.0%	0	0.0%	2	0.2%	44	0.4%	4	0.3%	50	0.3%
Wholesale Trade	4	1.7%	39	1.3%	32	3.6%	497	5.0%	70	4.4%	1,362	7.0%
Retail Trade Summary	66	28.0%	1,298	42.5%	183	20.8%	2,943	29.8%	302	19.2%	4,571	23.5%
Home Improvement	5	2.1%	183	6.0%	13	1.5%	341	3.5%	18	1.1%	383	2.0%
General Merchandise Stores	5	2.1%	105	3.4%	11	1.3%	403	4.1%	18	1.1%	463	2.4%
Food Stores	8	3.4%	181	5.9%	27	3.1%	311	3.2%	42	2.7%	581	3.0%
Auto Dealers & Gas Stations	1	0.4%	2	0.1%	25	2.8%	304	3.1%	38	2.4%	449	2.3%
Apparel & Accessory Stores	0	0.0%	2	0.1%	3	0.3%	125	1.3%	7	0.4%	244	1.3%
Furniture & Home Furnishings	2	0.8%	5	0.2%	5	0.6%	19	0.2%	11	0.7%	142	0.7%
Eating & Drinking Places	32	13.6%	644	21.1%	60	6.8%	1,082	11.0%	99	6.3%	1,771	9.1%
Miscellaneous Retail	14	5.9%	175	5.7%	40	4.6%	356	3.6%	67	4.3%	539	2.8%
Finance, Insurance, Real Estate Summary	22	9.3%	143	4.7%	70	8.0%	428	4.3%	114	7.2%	648	3.3%
Banks, Savings & Lending Institutions	6	2.5%	58	1.9%	20	2.3%	195	2.0%	26	1.7%	266	1.4%
Securities Brokers	4	1.7%	18	0.6%	5	0.6%	21	0.2%	10	0.6%	38	0.2%
Insurance Carriers & Agents	1	0.4%	5	0.2%	10	1.1%	39	0.4%	13	0.8%	56	0.3%
Real Estate, Holding, Other Investment Offices	11	4.7%	61	2.0%	35	4.0%	172	1.7%	64	4.1%	288	1.5%
Services Summary	89	37.7%	1,135	37.2%	353	40.2%	3,424	34.7%	635	40.3%	7,356	37.8%
Hotels & Lodging	11	4.7%	192	6.3%	22	2.5%	317	3.2%	31	2.0%	532	2.7%
Automotive Services	10	4.2%	46	1.5%	39	4.4%	223	2.3%	60	3.8%	358	1.8%
Movies & Amusements	4	1.7%	54	1.8%	18	2.0%	164	1.7%	36	2.3%	383	2.0%
Health Services	12	5.1%	128	4.2%	51	5.8%	408	4.1%	89	5.7%	938	4.8%
Legal Services	3	1.3%	7	0.2%	7	0.8%	20	0.2%	11	0.7%	35	0.2%
Education Institutions & Libraries	5	2.1%	402	13.2%	18	2.0%	777	7.9%	31	2.0%	1,491	7.7%
Other Services	45	19.1%	307	10.1%	198	22.5%	1,516	15.4%	376	23.9%	3,619	18.6%
Government	2	0.8%	23	0.8%	24	2.7%	738	7.5%	38	2.4%	1,094	5.6%
Unclassified Establishments	16	6.8%	7	0.2%	79	9.0%	80	0.8%	151	9.6%	321	1.6%
Totals	236	100.0%	3,051	100.0%	879	100.0%	9,861	100.0%	1,574	100.0%	19,476	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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



Business Summary

783 W Bel Air Ave, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52183
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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%	1	0.0%	3	0.3%	11	0.1%	11	0.7%	66	0.3%
Mining	0	0.0%	7	0.2%	1	0.1%	13	0.1%	1	0.1%	15	0.1%
Utilities	0	0.0%	0	0.0%	2	0.2%	41	0.4%	2	0.1%	44	0.2%
Construction	12	5.1%	114	3.7%	58	6.6%	672	6.8%	113	7.2%	1,191	6.1%
Manufacturing	8	3.4%	216	7.1%	25	2.8%	659	6.7%	62	3.9%	2,160	11.1%
Wholesale Trade	3	1.3%	38	1.2%	31	3.5%	496	5.0%	69	4.4%	1,361	7.0%
Retail Trade	32	13.6%	632	20.7%	115	13.1%	1,800	18.3%	190	12.1%	2,693	13.8%
Motor Vehicle & Parts Dealers	1	0.4%	2	0.1%	22	2.5%	290	2.9%	30	1.9%	400	2.1%
Furniture & Home Furnishings Stores	2	0.8%	5	0.2%	4	0.5%	12	0.1%	7	0.4%	42	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	83	0.4%
Building Material & Garden Equipment & Supplies Dealers	4	1.7%	182	6.0%	12	1.4%	340	3.4%	17	1.1%	382	2.0%
Food & Beverage Stores	7	3.0%	166	5.4%	25	2.8%	281	2.8%	40	2.5%	529	2.7%
Health & Personal Care Stores	6	2.5%	47	1.5%	13	1.5%	76	0.8%	22	1.4%	138	0.7%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	4	0.5%	44	0.4%	10	0.6%	81	0.4%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	2	0.8%	27	0.9%	7	0.8%	157	1.6%	11	0.7%	277	1.4%
Sporting Goods, Hobby, Book, & Music Stores	4	1.7%	9	0.3%	13	1.5%	49	0.5%	23	1.5%	120	0.6%
General Merchandise Stores	6	2.5%	193	6.3%	17	1.9%	549	5.6%	27	1.7%	641	3.3%
Transportation & Warehousing	3	1.3%	18	0.6%	23	2.6%	191	1.9%	44	2.8%	345	1.8%
Information	9	3.8%	35	1.1%	23	2.6%	128	1.3%	28	1.8%	329	1.7%
Finance & Insurance	10	4.2%	80	2.6%	36	4.1%	254	2.6%	51	3.2%	360	1.8%
Central Bank/Credit Intermediation & Related Activities	5	2.1%	56	1.8%	21	2.4%	194	2.0%	27	1.7%	265	1.4%
Securities & Commodity Contracts	4	1.7%	18	0.6%	5	0.6%	22	0.2%	11	0.7%	39	0.2%
Funds, Trusts & Other Financial Vehicles	1	0.4%	5	0.2%	10	1.1%	39	0.4%	13	0.8%	56	0.3%
Real Estate, Rental & Leasing	17	7.2%	85	2.8%	50	5.7%	248	2.5%	80	5.1%	404	2.1%
Professional, Scientific & Tech Services	16	6.8%	177	5.8%	65	7.4%	592	6.0%	140	8.9%	1,519	7.8%
Legal Services	3	1.3%	7	0.2%	8	0.9%	23	0.2%	13	0.8%	39	0.2%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	7	0.1%	4	0.3%	27	0.1%
Administrative, Support & Waste Management Services	7	3.0%	30	1.0%	31	3.5%	253	2.6%	54	3.4%	526	2.7%
Educational Services	5	2.1%	402	13.2%	18	2.0%	764	7.7%	35	2.2%	1,373	7.0%
Health Care & Social Assistance	14	5.9%	136	4.5%	63	7.2%	497	5.0%	120	7.6%	1,576	8.1%
Arts, Entertainment & Recreation	5	2.1%	55	1.8%	19	2.2%	162	1.6%	35	2.2%	365	1.9%
Accommodation & Food Services	44	18.6%	858	28.1%	86	9.8%	1,445	14.7%	138	8.8%	2,375	12.2%
Accommodation	11	4.7%	192	6.3%	22	2.5%	317	3.2%	31	2.0%	532	2.7%
Food Services & Drinking Places	34	14.4%	666	21.8%	64	7.3%	1,128	11.4%	106	6.7%	1,843	9.5%
Other Services (except Public Administration)	30	12.7%	138	4.5%	125	14.2%	811	8.2%	207	13.2%	1,335	6.9%
Automotive Repair & Maintenance	4	1.7%	22	0.7%	22	2.5%	138	1.4%	36	2.3%	212	1.1%
Public Administration	2	0.8%	23	0.8%	24	2.7%	738	7.5%	38	2.4%	1,092	5.6%
Unclassified Establishments	16	6.8%	7	0.2%	79	9.0%	80	0.8%	151	9.6%	321	1.6%
Total	236	100.0%	3,051	100.0%	879	100.0%	9,861	100.0%	1,574	100.0%	19,476	100.0%

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March 06, 2024