Datastory

Market Profile

800 Revolution St, Havre De Grace, Maryland, 21078
Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,226	16,431	34,474
2010 Total Population	7,642	19,112	36,408
2018 Total Population	7,789	21,087	39,670
2018 Group Quarters	232	645	833
2023 Total Population	7,912	22,003	41,736
2018-2023 Annual Rate	0.31%	0.85%	1.02%
2018 Total Daytime Population	9,757	21,553	41,736
Workers	5,668	10,913	21,566
Residents	4,089	10,640	20,170
Household Summary			
2000 Households	3,441	6,535	13,257
2000 Average Household Size	2.33	2.45	2.56
2010 Households	3,204	7,594	14,102
2010 Average Household Size	2.31	2.43	2.52
2018 Households	3,281	8,324	15,258
2018 Average Household Size	2.30	2.46	2.55
2023 Households	3,336	8,667	16,038
2023 Average Household Size	2.30	2.46	2.55
2018-2023 Annual Rate	0.33%	0.81%	1.00%
2010 Families	1,829	4,887	9,480
2010 Average Family Size	3.02	3.01	3.05
2018 Families	1,839	5,323	10,202
2018 Average Family Size	3.06	3.08	3.11
2023 Families	1,856	5,528	10,702
2023 Average Family Size	3.07	3.10	3.12
2018-2023 Annual Rate	0.18%	0.76%	0.96%
Housing Unit Summary			
2000 Housing Units	3,755	7,004	14,450
Owner Occupied Housing Units	42.0%	57.4%	55.8%
Renter Occupied Housing Units	49.6%	35.9%	35.9%
Vacant Housing Units	8.4%	6.7%	8.3%
2010 Housing Units	3,647	8,467	16,064
Owner Occupied Housing Units	43.5%	59.0%	58.5%
Renter Occupied Housing Units	44.4%	30.7%	29.3%
Vacant Housing Units	12.1%	10.3%	12.2%
2018 Housing Units	3,685	9,294	17,502
Owner Occupied Housing Units	44.2%	60.5%	57.7%
Renter Occupied Housing Units	44.8%	29.1%	29.5%
Vacant Housing Units	11.0%	10.4%	12.8%
2023 Housing Units	3,765	9,723	18,512
Owner Occupied Housing Units	44.8%	61.4%	57.6%
Renter Occupied Housing Units	43.9%	27.7%	29.0%
Vacant Housing Units	11.4%	10.9%	13.4%
Median Household Income			
2018	$55,743	$79,470	$67,880
2023	$68,082	$91,793	$81,049
Median Home Value			
2018	$251,936	$292,822	$264,232
2023	$286,020	$332,301	$300,873
Per Capita Income			
2018	$32,301	$38,303	$33,755
2023	$38,011	$44,771	$39,863
Median Age			
2010	42.1	42.9	40.8
2018	43.1	44.5	41.6
2023	42.7	44.7	41.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.
Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 19, 2019

Market Profile

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	3,281	8,324	15,255
<$15,000	11.4%	7.8%	9.3%
$15,000 - $24,999	10.5%	6.9%	7.3%
$25,000 - $34,999	10.5%	6.7%	7.9%
$35,000 - $49,999	13.1%	9.3%	12.3%
$50,000 - $74,999	15.1%	15.9%	17.0%
$75,000 - $99,999	12.7%	14.7%	13.4%
$100,000 - $149,999	16.4%	23.2%	19.4%
$150,000 - $199,999	4.9%	7.6%	7.0%
$200,000+	5.4%	7.9%	6.5%
Average Household Income	$74,322	$94,523	$86,228
2023 Households by Income			
Household Income Base	3,336	8,667	16,035
<$15,000	10.6%	7.0%	8.3%
$15,000 - $24,999	9.1%	5.7%	6.1%
$25,000 - $34,999	8.6%	5.3%	6.2%
$35,000 - $49,999	10.8%	7.4%	10.1%
$50,000 - $74,999	13.8%	13.8%	15.2%
$75,000 - $99,999	13.8%	14.8%	13.8%
$100,000 - $149,999	20.3%	26.8%	22.9%
$150,000 - $199,999	6.1%	9.0%	8.6%
$200,000+	7.0%	10.3%	8.8%
Average Household Income	$87,859	$111,311	$102,372
2018 Owner Occupied Housing Units by Value			
Total	1,630	5,619	10,096
<$50,000	1.7%	2.3%	6.1%
$50,000 - $99,999	5.1%	2.2%	3.3%
$100,000 - $149,999	6.4%	4.5%	6.9%
$150,000 - $199,999	11.6%	10.4%	12.5%
$200,000 - $249,999	24.5%	16.7%	16.5%
$250,000 - $299,999	18.2%	16.2%	16.4%
$300,000 - $399,999	19.7%	27.7%	22.0%
$400,000 - $499,999	9.1%	11.7%	9.2%
$500,000 - $749,999	3.4%	7.2%	5.6%
$750,000 - $999,999	0.2%	0.9%	0.8%
$1,000,000 - $1,499,999	0.1%	0.2%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$271,796	$313,085	$286,466
2023 Owner Occupied Housing Units by Value			
Total	1,686	5,969	10,664
<$50,000	1.1%	1.3%	4.3%
$50,000 - $99,999	3.2%	1.3%	2.4%
$100,000 - $149,999	4.3%	2.6%	4.7%
$150,000 - $199,999	7.9%	6.6%	8.7%
$200,000 - $249,999	20.5%	12.7%	13.2%
$250,000 - $299,999	18.0%	15.0%	16.5%
$300,000 - $399,999	25.1%	32.2%	26.3%
$400,000 - $499,999	13.6%	15.7%	12.7%
$500,000 - $749,999	5.7%	10.7%	8.7%
$750,000 - $999,999	0.5%	1.5%	1.4%
$1,000,000 - $1,499,999	0.1%	0.3%	0.9%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$307,272	$353,351	$330,912

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 19, 2019

Datastory

Market Profile

800 Revolution St, Havre De Grace, Maryland, 21078
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	7,642	19,110	36,407
0 - 4	5.2%	5.4%	6.1%
5 - 9	5.6%	5.7%	6.2%
10 - 14	5.9%	6.1%	6.5%
15 - 24	12.6%	11.6%	12.4%
25 - 34	11.9%	10.8%	11.6%
35 - 44	13.0%	13.3%	12.7%
45 - 54	16.9%	17.6%	17.0%
55 - 64	13.2%	14.8%	13.6%
65 - 74	8.2%	7.9%	7.5%
75 - 84	5.1%	4.8%	4.6%
85 +	2.5%	2.0%	1.7%
18 +	79.2%	78.6%	76.9%
2018 Population by Age			
Total	7,789	21,087	39,670
0 - 4	4.9%	5.0%	5.7%
5 - 9	5.0%	5.4%	5.8%
10 - 14	5.3%	5.7%	6.0%
15 - 24	11.8%	10.5%	11.4%
25 - 34	14.0%	12.2%	13.2%
35 - 44	11.1%	11.8%	11.6%
45 - 54	13.8%	14.4%	13.5%
55 - 64	14.7%	15.8%	14.9%
65 - 74	10.8%	11.4%	10.5%
75 - 84	5.7%	5.4%	5.0%
85 +	2.9%	2.4%	2.2%
18 +	81.7%	80.6%	79.0%
2023 Population by Age			
Total	7,911	22,003	41,735
0 - 4	5.0%	5.0%	5.7%
5 - 9	4.8%	5.1%	5.7%
10 - 14	4.9%	5.5%	5.8%
15 - 24	10.7%	9.5%	10.4%
25 - 34	15.0%	12.4%	13.4%
35 - 44	12.2%	12.8%	12.7%
45 - 54	11.5%	12.8%	11.8%
55 - 64	14.3%	14.9%	14.1%
65 - 74	11.8%	12.5%	11.7%
75 - 84	6.7%	6.9%	6.4%
85 +	3.0%	2.6%	2.4%
18 +	82.3%	81.0%	79.5%
2010 Population by Sex			
Males	3,728	9,519	17,928
Females	3,914	9,593	18,480
2018 Population by Sex			
Males	3,789	10,449	19,479
Females	3,999	10,637	20,191
2023 Population by Sex			
Males	3,862	10,911	20,512
Females	4,050	11,092	21,224

March 19, 2019

800 Revolution St, Havre De Grace, Maryland, 21078
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	7,642	19,113	36,408
White Alone	74.2%	77.3%	74.6%
Black Alone	18.5%	15.8%	17.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.5%	2.1%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.1%	1.0%	1.1%
Two or More Races	4.3%	3.4%	3.8%
Hispanic Origin	4.8%	4.2%	4.4%
Diversity Index	46.8	42.8	46.0
2018 Population by Race/Ethnicity			
Total	7,789	21,087	39,670
White Alone	71.0%	73.6%	71.0%
Black Alone	20.1%	17.4%	19.7%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.8%	3.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.5%	1.3%	1.4%
Two or More Races	5.2%	4.2%	4.7%
Hispanic Origin	6.2%	5.7%	5.9%
Diversity Index	51.8	48.9	51.8
2023 Population by Race/Ethnicity			
Total	7,912	22,002	41,735
White Alone	68.0%	70.4%	67.9%
Black Alone	21.7%	19.0%	21.1%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	2.2%	3.6%	3.2%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.7%	1.6%	1.7%
Two or More Races	6.0%	4.9%	5.4%
Hispanic Origin	7.5%	7.1%	7.3%
Diversity Index	56.1	53.8	56.2
2010 Population by Relationship and Household Type			
Total	7,642	19,112	36,408
In Households	97.0%	96.5%	97.6%
In Family Households	75.0%	79.3%	82.0%
Householder	23.9%	25.4%	26.0%
Spouse	15.8%	19.0%	18.8%
Child	28.8%	29.1%	30.9%
Other relative	3.8%	3.4%	3.8%
Nonrelative	2.7%	2.3%	2.6%
In Nonfamily Households	22.0%	17.2%	15.6%
In Group Quarters	3.0%	3.5%	2.4%
Institutionalized Population	2.3%	2.1%	1.2%
Noninstitutionalized Population	0.8%	1.4%	1.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 19, 2019

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Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	5,687	15,479	28,170
Less than 9th Grade	4.2%	2.3%	3.1%
9th - 12th Grade, No Diploma	6.8%	5.7%	6.9%
High School Graduate	25.4%	25.2%	26.9%
GED/Alternative Credential	5.0%	4.1%	4.3%
Some College, No Degree	23.0%	19.4%	21.2%
Associate Degree	6.7%	6.4%	7.2%
Bachelor's Degree	15.7%	20.9%	17.0%
Graduate/Professional Degree	13.2%	16.0%	13.3%
2018 Population 15+ by Marital Status			
Total	6,607	17,701	32,694
Never Married	34.3%	26.0%	28.7%
Married	45.0%	54.4%	51.5%
Widowed	7.6%	6.6%	6.8%
Divorced	13.2%	12.9%	13.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	94.2%	94.1%
Civilian Unemployed (Unemployment Rate)	7.2%	5.8%	5.9%
2018 Employed Population 16+ by Industry			
Total	3,731	10,501	19,483
Agriculture/Mining	1.0%	0.4%	0.3%
Construction	7.0%	5.1%	5.8%
Manufacturing	5.4%	6.0%	6.4%
Wholesale Trade	2.8%	2.1%	2.8%
Retail Trade	8.5%	9.2%	10.9%
Transportation/Utilities	4.7%	5.1%	5.2%
Information	1.4%	1.6%	1.4%
Finance/Insurance/Real Estate	7.0%	6.4%	5.4%
Services	49.6%	51.2%	47.8%
Public Administration	12.5%	13.0%	14.0%
2018 Employed Population 16+ by Occupation			
Total	3,731	10,500	19,485
White Collar	59.3%	66.5%	62.0%
Management/Business/Financial	13.9%	19.5%	17.0%
Professional	21.6%	27.7%	23.0%
Sales	7.0%	6.9%	7.5%
Administrative Support	16.8%	12.3%	14.5%
Services	21.3%	16.4%	18.8%
Blue Collar	19.4%	17.1%	19.2%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	4.6%	3.4%	3.6%
Installation/Maintenance/Repair	3.9%	3.5%	4.1%
Production	4.8%	4.2%	4.7%
Transportation/Material Moving	5.9%	6.0%	6.6%
2010 Population By Urban/ Rural Status			
Total Population	7,642	19,112	36,408
Population Inside Urbanized Area	100.0%	97.0%	91.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	3.0%	8.9%

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

March 19, 2019

800 Revolution St, Havre De Grace, Maryland, 21078

Rings: 1, 3, 5 mile radii

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	3,203	7,594	14,102
Households with 1 Person	35.2%	29.4%	26.8%
Households with 2+ People	64.8%	70.6%	73.2%
Family Households	57.1%	64.4%	67.2%
Husband-wife Families	37.9%	48.1%	48.6%
With Related Children	15.5%	19.6%	20.3%
Other Family (No Spouse Present)	19.2%	16.3%	18.6%
Other Family with Male Householder	4.7%	4.3%	4.8%
With Related Children	2.7%	2.5%	2.8%
Other Family with Female Householder	14.5%	12.0%	13.8%
With Related Children	9.6%	7.5%	8.8%
Nonfamily Households	7.6%	6.3%	5.9%
All Households with Children	28.3%	30.3%	32.6%
Multigenerational Households	4.1%	4.3%	4.8%
Unmarried Partner Households	8.6%	7.3%	7.3%
Male-female	8.0%	6.6%	6.6%
Same-sex	0.6%	0.8%	0.7%
2010 Households by Size			
Total	3,204	7,595	14,103
1 Person Household	35.2%	29.4%	26.8%
2 Person Household	30.4%	33.3%	33.1%
3 Person Household	15.1%	15.9%	16.9%
4 Person Household	10.6%	12.5%	13.2%
5 Person Household	5.5%	5.5%	6.1%
6 Person Household	2.2%	2.5%	2.5%
7 + Person Household	1.0%	1.1%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	3,204	7,594	14,102
Owner Occupied	49.5%	65.8%	66.6%
Owned with a Mortgage/Loan	36.7%	51.4%	50.0%
Owned Free and Clear	12.7%	14.4%	16.6%
Renter Occupied	50.5%	34.2%	33.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,647	8,467	16,064
Housing Units Inside Urbanized Area	100.0%	97.4%	91.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.6%	8.9%

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

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

March 19, 2019

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800 Revolution St, Havre De Grace, Maryland, 21078
Rings: 1, 3, 5 mile radii

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Latitude: 39.54339
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		1 mile	3 miles	5 miles
Top 3 Tapestry Segments				
	1.	Parks and Rec (5C)	Soccer Moms (4A)	Parks and Rec (5C)
	2.	Set to Impress (11D)	Golden Years (9B)	Soccer Moms (4A)
	3.	Soccer Moms (4A)	Parks and Rec (5C)	Comfortable Empty Nesters
2018 Consumer Spending				
Apparel & Services: Total $		$6,371,950	$20,074,546	$33,726,418
Average Spent		$1,942.08	$2,411.65	$2,210.41
Spending Potential Index		89	111	102
Education: Total $		$4,384,920	$14,200,464	$23,820,284
Average Spent		$1,336.46	$1,705.97	$1,561.17
Spending Potential Index		92	118	108
Entertainment/Recreation: Total $		$9,335,242	$29,898,248	$49,971,087
Average Spent		$2,845.24	$3,591.81	$3,275.07
Spending Potential Index		88	112	102
Food at Home: Total $		$14,751,733	$45,612,907	$77,058,758
Average Spent		$4,496.11	$5,479.69	$5,050.38
Spending Potential Index		90	109	101
Food Away from Home: Total $		$10,252,235	$32,308,893	$54,363,523
Average Spent		$3,124.73	$3,881.41	$3,562.95
Spending Potential Index		89	111	101
Health Care: Total $		$16,458,955	$53,172,158	$88,651,774
Average Spent		$5,016.44	$6,387.81	$5,810.18
Spending Potential Index		88	112	101
HH Furnishings & Equipment: Total $		$5,995,996	$19,416,385	$32,365,147
Average Spent		$1,827.49	$2,332.58	$2,121.19
Spending Potential Index		87	112	102
Personal Care Products & Services: Total $		$2,396,801	$7,733,213	$12,912,709
Average Spent		$730.51	$929.03	$846.29
Spending Potential Index		88	112	102
Shelter: Total $		$50,616,596	$157,877,302	$266,518,830
Average Spent		$15,427.19	$18,966.52	$17,467.48
Spending Potential Index		92	113	104
Support Payments/Cash Contributions/Gifts in Kind: Total $		$7,173,704	$23,671,479	$39,202,748
Average Spent		$2,186.44	$2,843.76	$2,569.32
Spending Potential Index		88	114	103
Travel: Total $		$6,181,290	$20,765,700	$34,376,299
Average Spent		$1,883.97	$2,494.68	$2,253.00
Spending Potential Index		87	116	105
Vehicle Maintenance & Repairs: Total $		$3,122,981	$9,871,907	$16,596,290
Average Spent		$951.84	$1,185.96	$1,087.71
Spending Potential Index		89	110	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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 19, 2019

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Parks and Rec (5C)	31.2%	Population	7,789	7,912
Set to Impress (11D)	30.2%	Households	3,281	3,336
Soccer Moms (4A)	15.4%	Families	1,839	1,856
Golden Years (9B)	8.8%	Median Age	43.1	42.7
Small Town Simplicity (12C)	8.1%	Median Household Income	$55,743	$68,082

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	89	$1,942.08	$6,371,950
Men's	90	$373.84	$1,226,585
Women's	90	$666.84	$2,187,909
Children's	88	$283.86	$931,361
Footwear	89	$420.33	$1,379,091
Watches & Jewelry	88	$126.16	$413,929
Apparel Products and Services (1)	86	$71.04	$233,074
Computer			
Computers and Hardware for Home Use	91	$155.40	$509,876
Portable Memory	90	$4.88	$16,025
Computer Software	95	$9.99	$32,781
Computer Accessories	90	$16.86	$55,329
Entertainment & Recreation	88	$2,845.24	$9,335,242
Fees and Admissions	89	$604.79	$1,984,320
Membership Fees for Clubs (2)	89	$200.31	$657,208
Fees for Participant Sports, excl. Trips	87	$98.55	$323,336
Tickets to Theatre/Operas/Concerts	92	$60.92	$199,868
Tickets to Movies/Museums/Parks	90	$71.61	$234,947
Admission to Sporting Events, excl. Trips	87	$51.65	$169,471
Fees for Recreational Lessons	88	$121.03	$397,085
Dating Services	109	$0.73	$2,406
TV/Video/Audio	90	$1,176.06	$3,858,652
Cable and Satellite Television Services	90	$867.85	$2,847,428
Televisions	91	$107.80	$353,706
Satellite Dishes	82	$1.44	$4,732
VCRs, Video Cameras, and DVD Players	92	$5.09	$16,687
Miscellaneous Video Equipment	87	$12.65	$41,495
Video Cassettes and DVDs	91	$11.25	$36,911
Video Game Hardware/Accessories	94	$28.03	$91,979
Video Game Software	96	$14.42	$47,304
Streaming/Downloaded Video	92	$30.41	$99,774
Rental of Video Cassettes and DVDs	91	$11.62	$38,121
Installation of Televisions	84	$0.77	$2,515
Audio (3)	88	$81.61	$267,774
Rental and Repair of TV/Radio/Sound Equipment	91	$3.12	$10,225
Pets	85	$542.40	$1,779,629
Toys/Games/Crafts/Hobbies (4)	91	$104.53	$342,969
Recreational Vehicles and Fees (5)	82	$89.40	$293,336
Sports/Recreation/Exercise Equipment (6)	88	$156.23	$512,580
Photo Equipment and Supplies (7)	87	$46.41	$152,268
Reading (8)	90	$101.18	$331,981
Catered Affairs (9)	90	$24.23	$79,508
Food	89	$7,620.84	$25,003,968
Food at Home	90	$4,496.11	$14,751,733
Bakery and Cereal Products	90	$595.00	$1,952,205
Meats, Poultry, Fish, and Eggs	90	$1,010.53	$3,315,533
Dairy Products	90	$465.01	$1,525,711
Fruits and Vegetables	90	$885.63	$2,905,740
Snacks and Other Food at Home (10)	89	$1,539.94	$5,052,544
Food Away from Home	89	$3,124.73	$10,252,235
Alcoholic Beverages	91	$511.56	$1,678,419

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2019

Datastory

Retail Goods and Services Expenditures

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	87	$4,407.42	$14,460,741
Value of Retirement Plans	87	$20,209.54	$66,307,509
Value of Other Financial Assets	88	$1,249.28	$4,098,898
Vehicle Loan Amount excluding Interest	84	$2,349.44	$7,708,518
Value of Credit Card Debt	91	$536.65	$1,760,752
Health			
Nonprescription Drugs	87	$116.35	$381,753
Prescription Drugs	87	$313.42	$1,028,337
Eyeglasses and Contact Lenses	88	$81.56	$267,603
Home			
Mortgage Payment and Basics (11)	85	$7,340.38	$24,083,790
Maintenance and Remodeling Services	83	$1,703.83	$5,590,268
Maintenance and Remodeling Materials (12)	83	$408.55	$1,340,461
Utilities, Fuel, and Public Services	89	$4,427.13	$14,525,404
Household Furnishings and Equipment			
Household Textiles (13)	89	$88.18	$289,316
Furniture	89	$542.50	$1,779,928
Rugs	94	$23.14	$75,919
Major Appliances (14)	85	$296.47	$972,732
Housewares (15)	89	$91.85	$301,347
Small Appliances	92	$44.85	$147,151
Luggage	89	$12.16	$39,897
Telephones and Accessories	86	$60.45	$198,339
Household Operations			
Child Care	90	$463.87	$1,521,965
Lawn and Garden (16)	83	$358.17	$1,175,154
Moving/Storage/Freight Express	92	$59.55	$195,376
Housekeeping Supplies (17)	88	$630.42	$2,068,398
Insurance			
Owners and Renters Insurance	84	$475.01	$1,558,494
Vehicle Insurance	89	$1,123.02	$3,684,618
Life/Other Insurance	86	$358.60	$1,176,553
Health Insurance	88	$3,320.13	$10,893,334
Personal Care Products (18)	89	$431.91	$1,417,107
School Books and Supplies (19)	90	$134.64	$441,738
Smoking Products	93	$386.89	$1,269,394
Transportation			
Payments on Vehicles excluding Leases	86	$2,044.70	$6,708,662
Gasoline and Motor Oil	88	$2,101.91	$6,896,364
Vehicle Maintenance and Repairs	89	$951.84	$3,122,981
Travel			
Airline Fares	89	$470.10	$1,542,406
Lodging on Trips	87	$495.02	$1,624,167
Auto/Truck Rental on Trips	86	$23.94	$78,538
Food and Drink on Trips	88	$454.09	$1,489,865

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2019

:Datastory

Retail Goods and Services Expenditures

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	26.2%	Population	21,087	22,003
Golden Years (9B)	13.7%	Households	8,324	8,667
Parks and Rec (5C)	12.4%	Families	5,323	5,528
Set to Impress (11D)	11.9%	Median Age	44.5	44.7
Pleasantville (2B)	9.2%	Median Household Income	$79,470	$91,793

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	111	$2,411.65	$20,074,546
Men's	111	$459.28	$3,823,024
Women's	113	$837.44	$6,970,828
Children's	107	$344.24	$2,865,485
Footwear	109	$514.15	$4,279,788
Watches & Jewelry	114	$162.67	$1,354,081
Apparel Products and Services (1)	114	$93.87	$781,339
Computer			
Computers and Hardware for Home Use	112	$191.13	$1,590,973
Portable Memory	110	$6.01	$50,062
Computer Software	113	$11.89	$98,954
Computer Accessories	112	$21.18	$176,280
Entertainment & Recreation	112	$3,591.81	$29,898,248
Fees and Admissions	118	$806.19	$6,710,757
Membership Fees for Clubs (2)	119	$269.58	$2,243,999
Fees for Participant Sports, excl. Trips	116	$131.44	$1,094,115
Tickets to Theatre/Operas/Concerts	121	$80.16	$667,215
Tickets to Movies/Museums/Parks	112	$89.24	$742,854
Admission to Sporting Events, excl. Trips	118	$70.03	$582,926
Fees for Recreational Lessons	119	$164.98	$1,373,317
Dating Services	113	$0.76	$6,331
TV/Video/Audio	109	$1,416.79	$11,793,396
Cable and Satellite Television Services	108	$1,046.02	$8,707,064
Televisions	110	$129.43	$1,077,374
Satellite Dishes	109	$1.91	$15,877
VCRs, Video Cameras, and DVD Players	110	$6.07	$50,534
Miscellaneous Video Equipment	114	$16.53	$137,597
Video Cassettes and DVDs	108	$13.44	$111,837
Video Game Hardware/Accessories	105	$31.42	$261,511
Video Game Software	106	$15.81	$131,619
Streaming/Downloaded Video	108	$35.89	$298,753
Rental of Video Cassettes and DVDs	107	$13.68	$113,875
Installation of Televisions	121	$1.11	$9,205
Audio (3)	110	$102.17	$850,484
Rental and Repair of TV/Radio/Sound Equipment	97	$3.32	$27,667
Pets	109	$692.47	$5,764,135
Toys/Games/Crafts/Hobbies (4)	111	$127.56	$1,061,769
Recreational Vehicles and Fees (5)	112	$123.05	$1,024,258
Sports/Recreation/Exercise Equipment (6)	115	$205.16	$1,707,731
Photo Equipment and Supplies (7)	111	$59.28	$493,472
Reading (8)	115	$129.72	$1,079,828
Catered Affairs (9)	117	$31.58	$262,902
Food	110	$9,361.10	$77,921,800
Food at Home	109	$5,479.69	$45,612,907
Bakery and Cereal Products	110	$724.46	$6,030,398
Meats, Poultry, Fish, and Eggs	108	$1,219.58	$10,151,749
Dairy Products	110	$568.37	$4,731,082
Fruits and Vegetables	110	$1,086.35	$9,042,817
Snacks and Other Food at Home (10)	109	$1,880.93	$15,656,862
Food Away from Home	111	$3,881.41	$32,308,893
Alcoholic Beverages	115	$643.53	$5,356,745

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2019

:Datastory

Retail Goods and Services Expenditures

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	123	$6,197.01	$51,583,951
Value of Retirement Plans	122	$28,124.02	$234,104,366
Value of Other Financial Assets	117	$1,658.62	$13,806,386
Vehicle Loan Amount excluding Interest	103	$2,885.16	$24,016,101
Value of Credit Card Debt	115	$676.52	$5,631,340
Health			
Nonprescription Drugs	110	$146.24	$1,217,276
Prescription Drugs	109	$394.78	$3,286,174
Eyeglasses and Contact Lenses	112	$104.51	$869,967
Home			
Mortgage Payment and Basics (11)	119	$10,241.74	$85,252,251
Maintenance and Remodeling Services	119	$2,428.86	$20,217,827
Maintenance and Remodeling Materials (12)	116	$568.27	$4,730,285
Utilities, Fuel, and Public Services	109	$5,416.30	$45,085,273
Household Furnishings and Equipment			
Household Textiles (13)	112	$110.05	$916,023
Furniture	112	$682.47	$5,680,912
Rugs	119	$29.31	$243,945
Major Appliances (14)	110	$383.28	$3,190,426
Housewares (15)	113	$117.08	$974,550
Small Appliances	110	$53.97	$449,259
Luggage	114	$15.69	$130,586
Telephones and Accessories	109	$76.58	$637,475
Household Operations			
Child Care	115	$592.99	$4,936,085
Lawn and Garden (16)	113	$486.97	$4,053,544
Moving/Storage/Freight Express	109	$70.62	$587,854
Housekeeping Supplies (17)	109	$785.14	$6,535,510
Insurance			
Owners and Renters Insurance	112	$638.29	$5,313,123
Vehicle Insurance	109	$1,377.83	$11,469,045
Life/Other Insurance	117	$487.57	$4,058,565
Health Insurance	112	$4,221.41	$35,139,007
Personal Care Products (18)	110	$536.09	$4,462,442
School Books and Supplies (19)	110	$164.50	$1,369,263
Smoking Products	102	$423.61	$3,526,122
Transportation			
Payments on Vehicles excluding Leases	106	$2,541.00	$21,151,306
Gasoline and Motor Oil	107	$2,551.28	$21,236,868
Vehicle Maintenance and Repairs	110	$1,185.96	$9,871,907
Travel			
Airline Fares	117	$618.10	$5,145,093
Lodging on Trips	116	$665.27	$5,537,699
Auto/Truck Rental on Trips	116	$32.05	$266,814
Food and Drink on Trips	115	$596.79	$4,967,685

March 19, 2019

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Parks and Rec (5C)	18.3%	Population	39,670	41,736
Soccer Moms (4A)	15.3%	Households	15,258	16,038
Comfortable Empty Nesters (5A)	10.6%	Families	10,202	10,702
Golden Years (9B)	9.6%	Median Age	41.6	41.9
Pleasantville (2B)	9.3%	Median Household Income	$67,880	$81,049

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	102	$2,210.41	$33,726,418
Men's	102	$420.67	$6,418,605
Women's	103	$764.73	$11,668,318
Children's	99	$320.11	$4,884,286
Footwear	101	$473.71	$7,227,889
Watches & Jewelry	102	$146.77	$2,239,382
Apparel Products and Services (1)	102	$84.41	$1,287,938
Computer			
Computers and Hardware for Home Use	103	$175.81	$2,682,472
Portable Memory	101	$5.50	$83,945
Computer Software	104	$10.97	$167,354
Computer Accessories	102	$19.27	$294,086
Entertainment & Recreation	102	$3,275.07	$49,971,087
Fees and Admissions	106	$727.54	$11,100,806
Membership Fees for Clubs (2)	107	$242.88	$3,705,880
Fees for Participant Sports, excl. Trips	104	$117.93	$1,799,350
Tickets to Theatre/Operas/Concerts	110	$72.62	$1,107,994
Tickets to Movies/Museums/Parks	103	$82.24	$1,254,818
Admission to Sporting Events, excl. Trips	105	$62.38	$951,828
Fees for Recreational Lessons	108	$148.78	$2,270,038
Dating Services	106	$0.71	$10,899
TV/Video/Audio	100	$1,307.58	$19,951,046
Cable and Satellite Television Services	100	$964.65	$14,718,637
Televisions	101	$119.60	$1,824,799
Satellite Dishes	97	$1.70	$25,932
VCRs, Video Cameras, and DVD Players	102	$5.63	$85,929
Miscellaneous Video Equipment	103	$14.89	$227,219
Video Cassettes and DVDs	100	$12.37	$188,697
Video Game Hardware/Accessories	99	$29.65	$452,406
Video Game Software	99	$14.89	$227,208
Streaming/Downloaded Video	101	$33.39	$509,470
Rental of Video Cassettes and DVDs	100	$12.81	$195,443
Installation of Televisions	105	$0.97	$14,740
Audio (3)	101	$93.89	$1,432,580
Rental and Repair of TV/Radio/Sound Equipment	92	$3.14	$47,985
Pets	98	$625.96	$9,550,968
Toys/Games/Crafts/Hobbies (4)	102	$117.44	$1,791,959
Recreational Vehicles and Fees (5)	100	$110.16	$1,680,804
Sports/Recreation/Exercise Equipment (6)	104	$185.34	$2,827,917
Photo Equipment and Supplies (7)	102	$54.26	$827,831
Reading (8)	105	$117.71	$1,796,022
Catered Affairs (9)	108	$29.08	$443,734
Food	101	$8,613.34	$131,422,281
Food at Home	101	$5,050.38	$77,058,758
Bakery and Cereal Products	101	$668.21	$10,195,529
Meats, Poultry, Fish, and Eggs	100	$1,127.07	$17,196,828
Dairy Products	101	$523.56	$7,988,405
Fruits and Vegetables	102	$1,001.20	$15,276,335
Snacks and Other Food at Home (10)	100	$1,730.35	$26,401,662
Food Away from Home	101	$3,562.95	$54,363,523
Alcoholic Beverages	105	$587.21	$8,959,709

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 19, 2019

Datastory

Retail Goods and Services Expenditures

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	109	$5,505.90	$84,009,021
Value of Retirement Plans	108	$25,043.78	$382,118,041
Value of Other Financial Assets	105	$1,478.95	$22,565,879
Vehicle Loan Amount excluding Interest	95	$2,668.54	$40,716,527
Value of Credit Card Debt	105	$619.22	$9,448,064
Health			
Nonprescription Drugs	100	$132.95	$2,028,519
Prescription Drugs	99	$357.42	$5,453,525
Eyeglasses and Contact Lenses	102	$94.82	$1,446,739
Home			
Mortgage Payment and Basics (11)	106	$9,155.81	$139,699,311
Maintenance and Remodeling Services	106	$2,156.55	$32,904,692
Maintenance and Remodeling Materials (12)	104	$509.91	$7,780,136
Utilities, Fuel, and Public Services	101	$4,994.88	$76,211,863
Household Furnishings and Equipment			
Household Textiles (13)	102	$100.52	$1,533,714
Furniture	102	$623.09	$9,507,062
Rugs	108	$26.65	$406,667
Major Appliances (14)	100	$346.98	$5,294,246
Housewares (15)	103	$106.31	$1,622,002
Small Appliances	102	$49.87	$760,901
Luggage	104	$14.25	$217,439
Telephones and Accessories	100	$70.17	$1,070,657
Household Operations			
Child Care	107	$549.28	$8,380,920
Lawn and Garden (16)	101	$435.25	$6,641,102
Moving/Storage/Freight Express	101	$65.62	$1,001,236
Housekeeping Supplies (17)	100	$718.29	$10,959,612
Insurance			
Owners and Renters Insurance	101	$573.60	$8,752,036
Vehicle Insurance	101	$1,269.75	$19,373,915
Life/Other Insurance	105	$438.20	$6,686,096
Health Insurance	102	$3,846.69	$58,692,752
Personal Care Products (18)	101	$491.38	$7,497,470
School Books and Supplies (19)	102	$152.38	$2,325,017
Smoking Products	95	$396.15	$6,044,484
Transportation			
Payments on Vehicles excluding Leases	98	$2,340.06	$35,704,689
Gasoline and Motor Oil	99	$2,364.08	$36,071,193
Vehicle Maintenance and Repairs	101	$1,087.71	$16,596,290
Travel			
Airline Fares	106	$559.18	$8,531,913
Lodging on Trips	105	$598.55	$9,132,668
Auto/Truck Rental on Trips	104	$28.67	$437,396
Food and Drink on Trips	104	$540.65	$8,249,276

March 19, 2019

Datastory

Retail Goods and Services Expenditures

800 Revolution St, Havre De Grace, Maryland, 21078
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

March 19, 2019

Business Summary

800 Revolution St, Havre De Grace, Maryland, 21078
Rings: 1, 3, 5 mile radii

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	422	690	1,380
Total Employees:	4,569	9,230	17,314
Total Residential Population:	7,789	21,087	39,670
Employee/Residential Population Ratio (per 100 Residents)	59	44	44

by SIC Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture & Mining	2	0.5%	10	0.2%	7	1.0%	24	0.3%	16	1.2%	60	0.3%
Construction	11	2.6%	84	1.8%	29	4.2%	161	1.7%	70	5.1%	441	2.5%
Manufacturing	13	3.1%	418	9.1%	24	3.5%	677	7.3%	45	3.3%	1,079	6.2%
Transportation	14	3.3%	99	2.2%	25	3.6%	159	1.7%	38	2.8%	272	1.6%
Communication	4	0.9%	81	1.8%	7	1.0%	104	1.1%	15	1.1%	133	0.8%
Utility	0	0.0%	0	0.0%	2	0.3%	10	0.1%	6	0.4%	66	0.4%
Wholesale Trade	7	1.7%	86	1.9%	14	2.0%	215	2.3%	34	2.5%	495	2.9%
Retail Trade Summary	103	24.4%	1,117	24.4%	152	22.0%	1,823	19.8%	304	22.0%	4,242	24.5%
Home Improvement	2	0.5%	18	0.4%	3	0.4%	19	0.2%	11	0.8%	216	1.2%
General Merchandise Stores	5	1.2%	35	0.8%	5	0.7%	38	0.4%	10	0.7%	278	1.6%
Food Stores	12	2.8%	183	4.0%	17	2.5%	261	2.8%	39	2.8%	819	4.7%
Auto Dealers, Gas Stations, Auto Aftermarket	6	1.4%	128	2.8%	10	1.4%	174	1.9%	28	2.0%	372	2.1%
Apparel & Accessory Stores	4	0.9%	15	0.3%	7	1.0%	343	3.7%	8	0.6%	345	2.0%
Furniture & Home Furnishings	3	0.7%	23	0.5%	7	1.0%	36	0.4%	14	1.0%	75	0.4%
Eating & Drinking Places	29	6.9%	564	12.3%	46	6.7%	732	7.9%	93	6.7%	1,646	9.5%
Miscellaneous Retail	42	10.0%	150	3.3%	56	8.1%	220	2.4%	102	7.4%	490	2.8%
Finance, Insurance, Real Estate Summary	39	9.2%	179	3.9%	63	9.1%	271	2.9%	114	8.3%	590	3.4%
Banks, Savings & Lending Institutions	11	2.6%	83	1.8%	17	2.5%	124	1.3%	30	2.2%	294	1.7%
Securities Brokers	1	0.2%	2	0.0%	2	0.3%	4	0.0%	6	0.4%	16	0.1%
Insurance Carriers & Agents	4	0.9%	13	0.3%	8	1.2%	21	0.2%	18	1.3%	58	0.3%
Real Estate, Holding, Other Investment Offices	23	5.5%	82	1.8%	36	5.2%	122	1.3%	60	4.3%	222	1.3%
Services Summary	195	46.2%	2,354	51.5%	307	44.5%	5,404	58.5%	620	44.9%	8,240	47.6%
Hotels & Lodging	9	2.1%	27	0.6%	13	1.9%	49	0.5%	28	2.0%	304	1.8%
Automotive Services	14	3.3%	51	1.1%	22	3.2%	101	1.1%	49	3.6%	213	1.2%
Motion Pictures & Amusements	9	2.1%	38	0.8%	16	2.3%	155	1.7%	43	3.1%	312	1.8%
Health Services	55	13.0%	1,059	23.2%	78	11.3%	2,856	30.9%	124	9.0%	3,241	18.7%
Legal Services	4	0.9%	33	0.7%	4	0.6%	33	0.4%	5	0.4%	36	0.2%
Education Institutions & Libraries	7	1.7%	310	6.8%	15	2.2%	713	7.7%	37	2.7%	1,592	9.2%
Other Services	97	23.0%	835	18.3%	159	23.0%	1,496	16.2%	334	24.2%	2,540	14.7%
Government	12	2.8%	136	3.0%	21	3.0%	254	2.8%	53	3.8%	1,444	8.3%
Unclassified Establishments	22	5.2%	5	0.1%	40	5.8%	129	1.4%	66	4.8%	252	1.5%
Totals	422	100.0%	4,569	100.0%	690	100.0%	9,230	100.0%	1,380	100.0%	17,314	100.0%

March 19, 2019

800 Revolution St, Havre De Grace, Maryland, 21078
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.54339
Longitude: -76.09729

by NAICS Codes	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent	Businesses Number	Businesses Percent	Employees Number	Employees Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	4	0.1%	1	0.1%	4	0.0%	2	0.1%	9	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	1	0.1%	9	0.1%	4	0.3%	60	0.3%
Construction	12	2.8%	87	1.9%	32	4.6%	171	1.9%	75	5.4%	462	2.7%
Manufacturing	15	3.6%	425	9.3%	26	3.8%	685	7.4%	47	3.4%	1,089	6.3%
Wholesale Trade	7	1.7%	86	1.9%	14	2.0%	215	2.3%	32	2.3%	490	2.8%
Retail Trade	70	16.6%	535	11.7%	99	14.3%	1,061	11.5%	200	14.5%	2,529	14.6%
Motor Vehicle & Parts Dealers	5	1.2%	117	2.6%	7	1.0%	134	1.5%	21	1.5%	309	1.8%
Furniture & Home Furnishings Stores	1	0.2%	20	0.4%	3	0.4%	30	0.3%	8	0.6%	63	0.4%
Electronics & Appliance Stores	1	0.2%	1	0.0%	3	0.4%	5	0.1%	5	0.4%	10	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.5%	18	0.4%	3	0.4%	19	0.2%	10	0.7%	216	1.2%
Food & Beverage Stores	9	2.1%	164	3.6%	16	2.3%	244	2.6%	36	2.6%	782	4.5%
Health & Personal Care Stores	8	1.9%	71	1.6%	10	1.4%	97	1.1%	23	1.7%	182	1.1%
Gasoline Stations	1	0.2%	12	0.3%	3	0.4%	40	0.4%	7	0.5%	63	0.4%
Clothing & Clothing Accessories Stores	6	1.4%	18	0.4%	10	1.4%	348	3.8%	12	0.9%	363	2.1%
Sport Goods, Hobby, Book, & Music Stores	4	0.9%	7	0.2%	5	0.7%	11	0.1%	10	0.7%	38	0.2%
General Merchandise Stores	5	1.2%	35	0.8%	5	0.7%	38	0.4%	10	0.7%	278	1.6%
Miscellaneous Store Retailers	25	5.9%	67	1.5%	29	4.2%	79	0.9%	45	3.3%	193	1.1%
Nonstore Retailers	3	0.7%	6	0.1%	5	0.7%	16	0.2%	13	0.9%	33	0.2%
Transportation & Warehousing	6	1.4%	78	1.7%	10	1.4%	100	1.1%	20	1.4%	204	1.2%
Information	5	1.2%	93	2.0%	13	1.9%	148	1.6%	32	2.3%	287	1.7%
Finance & Insurance	17	4.0%	100	2.2%	30	4.3%	154	1.7%	58	4.2%	374	2.2%
Central Bank/Credit Intermediation & Related Activities	12	2.8%	85	1.9%	19	2.8%	128	1.4%	33	2.4%	299	1.7%
Securities, Commodity Contracts & Other Financial	1	0.2%	2	0.0%	3	0.4%	5	0.1%	7	0.5%	17	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	4	0.9%	13	0.3%	8	1.2%	21	0.2%	18	1.3%	58	0.3%
Real Estate, Rental & Leasing	30	7.1%	112	2.5%	45	6.5%	155	1.7%	86	6.2%	308	1.8%
Professional, Scientific & Tech Services	27	6.4%	230	5.0%	47	6.8%	322	3.5%	101	7.3%	696	4.0%
Legal Services	4	0.9%	33	0.7%	4	0.6%	33	0.4%	7	0.5%	39	0.2%
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	2	0.5%	9	0.2%	12	1.7%	76	0.8%	35	2.5%	216	1.2%
Educational Services	9	2.1%	307	6.7%	16	2.3%	697	7.6%	40	2.9%	1,553	9.0%
Health Care & Social Assistance	65	15.4%	1,165	25.5%	95	13.8%	3,075	33.3%	155	11.2%	3,544	20.5%
Arts, Entertainment & Recreation	17	4.0%	71	1.6%	27	3.9%	203	2.2%	49	3.6%	376	2.2%
Accommodation & Food Services	39	9.2%	599	13.1%	61	8.8%	798	8.6%	126	9.1%	2,001	11.6%
Accommodation	9	2.1%	27	0.6%	13	1.9%	49	0.5%	28	2.0%	304	1.8%
Food Services & Drinking Places	30	7.1%	572	12.5%	48	7.0%	749	8.1%	97	7.0%	1,696	9.8%
Other Services (except Public Administration)	66	15.6%	527	11.5%	99	14.3%	976	10.6%	198	14.3%	1,422	8.2%
Automotive Repair & Maintenance	11	2.6%	43	0.9%	14	2.0%	61	0.7%	32	2.3%	131	0.8%
Public Administration	12	2.8%	136	3.0%	21	3.0%	254	2.8%	53	3.8%	1,444	8.3%
Unclassified Establishments	22	5.2%	5	0.1%	40	5.8%	129	1.4%	66	4.8%	252	1.5%
Total	422	100.0%	4,569	100.0%	690	100.0%	9,230	100.0%	1,380	100.0%	17,314	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.
Date Note: Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 19, 2019