

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	6,190	28,844	68,255
2020 Total Population	6,050	30,050	70,665
2020 Group Quarters	115	638	792
2023 Total Population	6,119	30,478	71,101
2023 Group Quarters	117	638	791
2028 Total Population	6,096	30,609	70,987
2023-2028 Annual Rate	-0.08%	0.09%	-0.03%
2023 Total Daytime Population	7,376	35,024	70,544
Workers	3,889	18,167	33,611
Residents	3,487	16,857	36,933
<b>Household Summary</b>			
2010 Households	2,190	10,185	25,144
2010 Average Household Size	2.76	2.76	2.68
2020 Total Households	2,246	10,877	26,619
2020 Average Household Size	2.64	2.70	2.62
2023 Households	2,280	11,123	26,981
2023 Average Household Size	2.63	2.68	2.61
2028 Households	2,292	11,295	27,281
2028 Average Household Size	2.61	2.65	2.57
2023-2028 Annual Rate	0.11%	0.31%	0.22%
2010 Families	1,533	7,263	17,605
2010 Average Family Size	3.22	3.23	3.17
2023 Families	1,557	7,732	18,322
2023 Average Family Size	3.15	3.21	3.15
2028 Families	1,562	7,819	18,399
2028 Average Family Size	3.12	3.18	3.11
2023-2028 Annual Rate	0.06%	0.22%	0.08%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,035	8,691	21,936
Owner Occupied Housing Units	69.2%	62.5%	68.7%
Renter Occupied Housing Units	28.2%	32.3%	26.8%
Vacant Housing Units	2.7%	5.2%	4.5%
2010 Housing Units	2,264	10,701	26,365
Owner Occupied Housing Units	61.4%	63.5%	67.3%
Renter Occupied Housing Units	35.4%	31.7%	28.1%
Vacant Housing Units	3.3%	4.8%	4.6%
2020 Housing Units	2,336	11,474	28,029
Vacant Housing Units	3.9%	5.2%	5.0%
2023 Housing Units	2,377	11,701	28,411
Owner Occupied Housing Units	70.2%	63.9%	65.8%
Renter Occupied Housing Units	25.7%	31.1%	29.2%
Vacant Housing Units	4.1%	4.9%	5.0%
2028 Housing Units	2,382	11,832	28,716
Owner Occupied Housing Units	71.1%	64.8%	66.2%
Renter Occupied Housing Units	25.1%	30.7%	28.8%
Vacant Housing Units	3.8%	4.5%	5.0%
<b>Median Household Income</b>			
2023	\$65,014	\$74,851	\$78,967
2028	\$69,124	\$80,268	\$86,533
<b>Median Home Value</b>			
2023	\$257,912	\$321,748	\$334,463
2028	\$274,797	\$348,050	\$360,653
<b>Per Capita Income</b>			
2023	\$32,853	\$37,089	\$40,324
2028	\$36,398	\$41,863	\$46,097
<b>Median Age</b>			
2010	34.2	35.3	35.8
2023	36.4	36.6	37.7
2028	37.5	37.4	38.4

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

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



# Market Profile

804 E Pulaski Hwy, Elkton, Maryland, 21921  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.60174  
Longitude: -75.80006

	1 mile	3 miles	5 miles
<b>2023 Households by Income</b>			
Household Income Base	2,280	11,123	26,981
<\$15,000	10.0%	12.2%	8.3%
\$15,000 - \$24,999	5.8%	6.6%	5.4%
\$25,000 - \$34,999	4.7%	5.4%	5.8%
\$35,000 - \$49,999	13.9%	8.8%	9.2%
\$50,000 - \$74,999	22.4%	17.0%	18.4%
\$75,000 - \$99,999	12.8%	12.7%	13.9%
\$100,000 - \$149,999	18.3%	17.5%	18.4%
\$150,000 - \$199,999	7.7%	11.3%	11.4%
\$200,000+	4.3%	8.5%	9.1%
Average Household Income	\$87,059	\$101,327	\$106,565
<b>2028 Households by Income</b>			
Household Income Base	2,292	11,295	27,281
<\$15,000	10.0%	11.8%	7.9%
\$15,000 - \$24,999	5.2%	6.1%	4.8%
\$25,000 - \$34,999	4.3%	4.8%	4.8%
\$35,000 - \$49,999	12.3%	8.2%	8.1%
\$50,000 - \$74,999	21.9%	16.1%	17.4%
\$75,000 - \$99,999	12.5%	11.5%	13.0%
\$100,000 - \$149,999	19.7%	17.6%	18.4%
\$150,000 - \$199,999	9.0%	13.9%	14.6%
\$200,000+	5.1%	10.0%	10.8%
Average Household Income	\$95,599	\$113,133	\$120,304
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,669	7,480	18,690
<\$50,000	4.1%	3.6%	4.2%
\$50,000 - \$99,999	6.5%	2.3%	1.7%
\$100,000 - \$149,999	5.0%	3.8%	2.6%
\$150,000 - \$199,999	17.6%	7.3%	4.9%
\$200,000 - \$249,999	12.5%	9.1%	9.7%
\$250,000 - \$299,999	27.3%	16.3%	14.3%
\$300,000 - \$399,999	13.7%	34.6%	36.4%
\$400,000 - \$499,999	4.5%	11.1%	16.9%
\$500,000 - \$749,999	3.9%	9.7%	7.7%
\$750,000 - \$999,999	0.2%	0.2%	0.5%
\$1,000,000 - \$1,499,999	0.6%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	4.1%	1.5%	0.7%
Average Home Value	\$341,187	\$358,000	\$351,271
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	1,694	7,662	19,010
<\$50,000	4.4%	3.3%	3.3%
\$50,000 - \$99,999	5.4%	1.7%	1.1%
\$100,000 - \$149,999	3.2%	2.3%	1.6%
\$150,000 - \$199,999	12.0%	4.7%	3.0%
\$200,000 - \$249,999	10.4%	7.3%	7.1%
\$250,000 - \$299,999	29.1%	14.6%	12.2%
\$300,000 - \$399,999	16.6%	33.5%	35.8%
\$400,000 - \$499,999	6.5%	14.2%	21.8%
\$500,000 - \$749,999	5.2%	15.2%	11.4%
\$750,000 - \$999,999	0.2%	0.3%	0.6%
\$1,000,000 - \$1,499,999	1.1%	0.7%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	5.8%	2.2%	0.9%
Average Home Value	\$398,879	\$406,460	\$394,477

**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.



# Market Profile

804 E Pulaski Hwy, Elkton, Maryland, 21921  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.60174  
Longitude: -75.80006

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	6,189	28,842	68,257
0 - 4	7.6%	7.5%	6.7%
5 - 9	7.1%	7.6%	7.2%
10 - 14	6.7%	7.5%	7.4%
15 - 24	14.3%	13.1%	13.7%
25 - 34	15.3%	13.8%	13.7%
35 - 44	14.0%	16.3%	15.7%
45 - 54	13.7%	14.4%	15.2%
55 - 64	10.4%	10.3%	10.9%
65 - 74	5.3%	5.2%	5.6%
75 - 84	3.7%	3.0%	2.8%
85 +	1.8%	1.3%	1.0%
18 +	74.4%	73.0%	74.3%
<b>2023 Population by Age</b>			
Total	6,118	30,477	71,101
0 - 4	6.7%	6.5%	5.9%
5 - 9	6.9%	6.9%	6.3%
10 - 14	6.8%	7.1%	6.6%
15 - 24	11.7%	12.5%	12.5%
25 - 34	15.8%	14.8%	15.0%
35 - 44	14.3%	13.8%	13.7%
45 - 54	11.5%	13.4%	13.3%
55 - 64	11.2%	11.5%	12.5%
65 - 74	8.9%	8.4%	9.1%
75 - 84	4.3%	3.7%	4.0%
85 +	1.9%	1.4%	1.2%
18 +	75.8%	75.5%	77.4%
<b>2028 Population by Age</b>			
Total	6,099	30,609	70,985
0 - 4	6.7%	6.5%	5.9%
5 - 9	6.6%	6.5%	6.0%
10 - 14	6.8%	6.9%	6.4%
15 - 24	11.7%	11.8%	11.7%
25 - 34	13.9%	14.5%	14.6%
35 - 44	15.8%	14.5%	14.9%
45 - 54	11.5%	12.6%	12.3%
55 - 64	10.6%	11.6%	12.0%
65 - 74	9.0%	8.7%	9.6%
75 - 84	5.3%	4.9%	5.2%
85 +	2.0%	1.5%	1.4%
18 +	76.1%	76.2%	78.1%
<b>2010 Population by Sex</b>			
Males	2,997	14,091	33,517
Females	3,192	14,753	34,738
<b>2023 Population by Sex</b>			
Males	2,978	14,972	34,974
Females	3,141	15,506	36,127
<b>2028 Population by Sex</b>			
Males	2,983	15,035	34,839
Females	3,114	15,574	36,148

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
<b>2010 Population by Race/Ethnicity</b>			
Total	6,190	28,844	68,256
White Alone	80.3%	75.6%	74.3%
Black Alone	11.8%	15.0%	15.5%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	1.9%	4.1%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.5%	1.8%	1.7%
Two or More Races	3.0%	3.1%	3.0%
Hispanic Origin	6.8%	5.5%	5.3%
Diversity Index	42.4	46.5	47.7
<b>2020 Population by Race/Ethnicity</b>			
Total	6,050	30,050	70,665
White Alone	69.4%	63.6%	63.4%
Black Alone	16.6%	18.7%	18.3%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	1.6%	5.8%	7.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.9%	3.2%	3.0%
Two or More Races	9.3%	8.4%	7.8%
Hispanic Origin	8.1%	7.7%	7.4%
Diversity Index	55.9	61.3	61.4
<b>2023 Population by Race/Ethnicity</b>			
Total	6,119	30,478	71,101
White Alone	68.0%	62.0%	61.8%
Black Alone	17.3%	19.6%	19.3%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	1.7%	6.0%	7.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.1%	3.4%	3.3%
Two or More Races	9.7%	8.7%	8.1%
Hispanic Origin	8.8%	8.4%	8.1%
Diversity Index	57.7	63.2	63.2
<b>2028 Population by Race/Ethnicity</b>			
Total	6,095	30,610	70,986
White Alone	65.4%	59.0%	58.9%
Black Alone	18.6%	21.0%	20.6%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	1.8%	6.4%	7.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.6%	3.9%	3.7%
Two or More Races	10.5%	9.4%	8.7%
Hispanic Origin	9.9%	9.4%	8.9%
Diversity Index	61.0	66.2	66.1
<b>2010 Population by Relationship and Household Type</b>			
Total	6,190	28,845	68,254
In Households	97.5%	97.5%	98.8%
In Family Households	83.6%	84.5%	84.3%
Householder	24.9%	25.3%	25.7%
Spouse	16.6%	17.8%	19.0%
Child	34.4%	34.5%	33.3%
Other relative	4.0%	3.7%	3.6%
Nonrelative	3.8%	3.1%	2.7%
In Nonfamily Households	13.9%	13.0%	14.5%
In Group Quarters	2.5%	2.5%	1.2%
Institutionalized Population	1.9%	1.8%	0.8%
Noninstitutionalized Population	0.6%	0.7%	0.4%

**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
<b>2023 Population 25+ by Educational Attainment</b>			
Total	4,154	20,425	48,873
Less than 9th Grade	8.0%	4.5%	3.0%
9th - 12th Grade, No Diploma	5.3%	3.9%	3.7%
High School Graduate	30.1%	25.4%	24.4%
GED/Alternative Credential	7.1%	5.3%	3.7%
Some College, No Degree	20.4%	19.5%	17.6%
Associate Degree	8.1%	9.5%	10.5%
Bachelor's Degree	15.4%	20.6%	23.5%
Graduate/Professional Degree	5.4%	11.3%	13.7%
<b>2023 Population 15+ by Marital Status</b>			
Total	4,868	24,243	57,777
Never Married	40.2%	34.3%	34.7%
Married	47.0%	50.6%	51.0%
Widowed	3.8%	5.1%	5.0%
Divorced	9.0%	10.0%	9.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,787	14,406	36,223
Population 16+ Employed	96.2%	94.2%	94.8%
Population 16+ Unemployment rate	3.8%	5.8%	5.2%
Population 16-24 Employed	14.2%	14.3%	13.3%
Population 16-24 Unemployment rate	3.5%	9.4%	8.1%
Population 25-54 Employed	68.1%	66.6%	65.5%
Population 25-54 Unemployment rate	3.0%	5.5%	5.1%
Population 55-64 Employed	14.5%	14.9%	16.6%
Population 55-64 Unemployment rate	0.8%	2.3%	2.7%
Population 65+ Employed	3.1%	4.1%	4.6%
Population 65+ Unemployment rate	28.8%	9.7%	5.7%
<b>2023 Employed Population 16+ by Industry</b>			
Total	2,681	13,575	34,354
Agriculture/Mining	0.4%	0.6%	0.5%
Construction	5.3%	5.9%	7.0%
Manufacturing	11.9%	11.5%	9.1%
Wholesale Trade	2.9%	1.8%	1.6%
Retail Trade	5.4%	8.2%	8.5%
Transportation/Utilities	5.7%	5.5%	6.8%
Information	0.0%	1.2%	1.1%
Finance/Insurance/Real Estate	11.4%	12.6%	11.4%
Services	51.5%	49.0%	49.3%
Public Administration	5.4%	3.7%	4.6%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	2,683	13,575	34,353
White Collar	55.6%	62.3%	64.0%
Management/Business/Financial	9.7%	15.0%	17.4%
Professional	18.3%	27.8%	28.1%
Sales	5.3%	5.9%	6.7%
Administrative Support	22.3%	13.6%	11.9%
Services	19.8%	13.3%	14.1%
Blue Collar	24.7%	24.4%	21.9%
Farming/Forestry/Fishing	0.0%	0.2%	0.1%
Construction/Extraction	4.8%	4.3%	4.7%
Installation/Maintenance/Repair	3.3%	4.1%	4.0%
Production	4.9%	5.2%	5.0%
Transportation/Material Moving	11.7%	10.5%	8.2%

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
<b>2010 Households by Type</b>			
Total	2,191	10,185	25,143
Households with 1 Person	23.6%	22.6%	22.6%
Households with 2+ People	76.4%	77.4%	77.4%
Family Households	70.0%	71.3%	70.0%
Husband-wife Families	46.8%	50.2%	51.8%
With Related Children	21.8%	26.1%	25.7%
Other Family (No Spouse Present)	23.1%	21.1%	18.2%
Other Family with Male Householder	6.8%	5.5%	5.1%
With Related Children	4.6%	3.6%	3.1%
Other Family with Female Householder	16.3%	15.5%	13.1%
With Related Children	11.3%	10.9%	8.8%
Nonfamily Households	6.4%	6.1%	7.4%
All Households with Children	38.4%	41.2%	38.2%
Multigenerational Households	6.9%	5.6%	4.9%
Unmarried Partner Households	9.5%	8.2%	7.6%
Male-female	8.7%	7.5%	6.8%
Same-sex	0.8%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	2,192	10,184	25,143
1 Person Household	23.6%	22.6%	22.6%
2 Person Household	29.7%	29.5%	31.3%
3 Person Household	18.6%	18.7%	18.7%
4 Person Household	15.1%	17.0%	16.3%
5 Person Household	7.2%	7.3%	6.9%
6 Person Household	3.4%	3.1%	2.7%
7 + Person Household	2.3%	1.8%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,191	10,185	25,144
Owner Occupied	63.4%	66.7%	70.5%
Owned with a Mortgage/Loan	50.7%	55.8%	57.5%
Owned Free and Clear	12.6%	10.9%	13.0%
Renter Occupied	36.6%	33.3%	29.5%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	98	92	95
Percent of Income for Mortgage	23.8%	25.8%	25.5%
Wealth Index	63	92	100
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,264	10,701	26,365
Housing Units Inside Urbanized Area	99.9%	95.6%	92.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	4.4%	7.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,190	28,844	68,255
Population Inside Urbanized Area	99.9%	95.2%	92.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	4.8%	7.6%

**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.

**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

804 E Pulaski Hwy, Elkton, Maryland, 21921  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.60174  
Longitude: -75.80006

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Parks and Rec (5C)	Workday Drive (4A)	Workday Drive (4A)
2.	Workday Drive (4A)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
3.	Bright Young Professionals (8C)	Front Porches (8E)	Home Improvement (4B)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,055,558	\$23,259,166	\$58,965,575
Average Spent	\$1,778.75	\$2,091.09	\$2,185.45
Spending Potential Index	81	95	99
Education: Total \$	\$3,618,361	\$19,319,941	\$48,679,320
Average Spent	\$1,587.00	\$1,736.94	\$1,804.21
Spending Potential Index	88	97	101
Entertainment/Recreation: Total \$	\$6,932,969	\$39,451,509	\$100,576,752
Average Spent	\$3,040.78	\$3,546.84	\$3,727.69
Spending Potential Index	80	94	99
Food at Home: Total \$	\$12,420,896	\$70,254,833	\$177,928,112
Average Spent	\$5,447.76	\$6,316.18	\$6,594.57
Spending Potential Index	80	93	97
Food Away from Home: Total \$	\$6,808,595	\$39,358,185	\$100,448,531
Average Spent	\$2,986.23	\$3,538.45	\$3,722.94
Spending Potential Index	80	95	100
Health Care: Total \$	\$13,235,102	\$75,109,431	\$191,745,346
Average Spent	\$5,804.87	\$6,752.62	\$7,106.68
Spending Potential Index	79	92	97
HH Furnishings & Equipment: Total \$	\$5,446,828	\$31,192,526	\$79,650,055
Average Spent	\$2,388.96	\$2,804.33	\$2,952.08
Spending Potential Index	81	95	100
Personal Care Products & Services: Total \$	\$1,782,563	\$10,159,332	\$25,910,689
Average Spent	\$781.83	\$913.36	\$960.33
Spending Potential Index	82	96	100
Shelter: Total \$	\$46,210,905	\$260,871,652	\$664,135,598
Average Spent	\$20,267.94	\$23,453.35	\$24,614.94
Spending Potential Index	82	95	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,833,594	\$33,105,456	\$84,758,510
Average Spent	\$2,558.59	\$2,976.31	\$3,141.41
Spending Potential Index	82	95	100
Travel: Total \$	\$4,182,975	\$24,061,362	\$61,650,466
Average Spent	\$1,834.64	\$2,163.21	\$2,284.96
Spending Potential Index	82	96	102
Vehicle Maintenance & Repairs: Total \$	\$2,378,767	\$13,710,324	\$34,935,424
Average Spent	\$1,043.32	\$1,232.61	\$1,294.82
Spending Potential Index	80	94	99

**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.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	42.3%	Population	6,119	6,096
Workday Drive (4A)	26.9%	Households	2,280	2,292
Bright Young Professionals (8C)	16.4%	Families	1,557	1,562
Front Porches (8E)	14.4%	Median Age	36.4	37.5
	0.0%	Median Household Income	\$65,014	\$69,124
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		81	\$1,778.75	\$4,055,558
Men's		81	\$329.39	\$751,001
Women's		80	\$599.50	\$1,366,868
Children's		83	\$275.36	\$627,827
Footwear		82	\$406.60	\$927,052
Watches & Jewelry		79	\$132.52	\$302,149
Apparel Products and Services (1)		79	\$35.38	\$80,660
<b>Computer</b>				
Computers and Hardware for Home Use		82	\$210.90	\$480,841
Portable Memory		84	\$3.86	\$8,800
Computer Software		83	\$12.06	\$27,504
Computer Accessories		80	\$20.10	\$45,818
<b>Entertainment &amp; Recreation</b>		80	\$3,040.78	\$6,932,969
Fees and Admissions		87	\$617.31	\$1,407,458
Membership Fees for Clubs (2)		85	\$237.02	\$540,402
Fees for Participant Sports, excl. Trips		88	\$105.44	\$240,407
Tickets to Theatre/Operas/Concerts		85	\$46.65	\$106,371
Tickets to Movies		84	\$23.08	\$52,612
Tickets to Parks or Museums		82	\$22.79	\$51,956
Admission to Sporting Events, excl. Trips		85	\$49.69	\$113,282
Fees for Recreational Lessons		91	\$131.71	\$300,293
Dating Services		88	\$0.94	\$2,136
TV/Video/Audio		79	\$1,068.00	\$2,435,038
Cable and Satellite Television Services		77	\$666.63	\$1,519,914
Televisions		79	\$115.04	\$262,281
Satellite Dishes		73	\$1.25	\$2,848
VCRs, Video Cameras, and DVD Players		79	\$3.80	\$8,662
Miscellaneous Video Equipment		100	\$12.61	\$28,755
Video Cassettes and DVDs		84	\$5.49	\$12,516
Video Game Hardware/Accessories		80	\$32.03	\$73,032
Video Game Software		83	\$16.03	\$36,539
Rental/Streaming/Downloaded Video		82	\$100.85	\$229,929
Installation of Televisions		92	\$1.48	\$3,368
Audio (3)		82	\$110.92	\$252,904
Rental and Repair of TV/Radio/Sound Equipment		68	\$1.88	\$4,287
Pets		77	\$706.10	\$1,609,900
Toys/Games/Crafts/Hobbies (4)		82	\$130.45	\$297,418
Recreational Vehicles and Fees (5)		76	\$114.04	\$260,003
Sports/Recreation/Exercise Equipment (6)		83	\$233.20	\$531,706
Photo Equipment and Supplies (7)		86	\$40.41	\$92,134
Reading (8)		82	\$103.98	\$237,082
Catered Affairs (9)		90	\$27.29	\$62,229
<b>Food</b>		80	\$8,433.99	\$19,229,491
Food at Home		80	\$5,447.76	\$12,420,896
Bakery and Cereal Products		81	\$710.28	\$1,619,447
Meats, Poultry, Fish, and Eggs		80	\$1,173.17	\$2,674,835
Dairy Products		80	\$529.49	\$1,207,234
Fruits and Vegetables		81	\$1,084.55	\$2,472,773
Snacks and Other Food at Home (10)		80	\$1,950.27	\$4,446,606
Food Away from Home		80	\$2,986.23	\$6,808,595
Alcoholic Beverages		82	\$550.78	\$1,255,784

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	86	\$33,797.37	\$77,058,003
Value of Retirement Plans	86	\$121,275.91	\$276,509,082
Value of Other Financial Assets	79	\$6,752.47	\$15,395,631
Vehicle Loan Amount excluding Interest	78	\$2,855.04	\$6,509,497
Value of Credit Card Debt	83	\$2,640.10	\$6,019,433
<b>Health</b>			
Nonprescription Drugs	75	\$128.89	\$293,865
Prescription Drugs	75	\$276.97	\$631,482
Eyeglasses and Contact Lenses	81	\$89.97	\$205,122
<b>Home</b>			
Mortgage Payment and Basics (11)	84	\$10,897.87	\$24,847,133
Maintenance and Remodeling Services	81	\$3,084.11	\$7,031,781
Maintenance and Remodeling Materials (12)	76	\$597.10	\$1,361,392
Utilities, Fuel, and Public Services	79	\$4,577.69	\$10,437,137
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	82	\$99.80	\$227,548
Furniture	81	\$666.61	\$1,519,874
Rugs	81	\$33.92	\$77,344
Major Appliances (14)	79	\$418.08	\$953,217
Housewares (15)	80	\$86.44	\$197,077
Small Appliances	79	\$57.52	\$131,155
Luggage	81	\$11.65	\$26,556
Telephones and Accessories	83	\$89.68	\$204,465
<b>Household Operations</b>			
Child Care	89	\$460.03	\$1,048,874
Lawn and Garden (16)	79	\$531.04	\$1,210,777
Moving/Storage/Freight Express	81	\$72.96	\$166,343
Housekeeping Supplies (17)	79	\$737.10	\$1,680,598
<b>Insurance</b>			
Owners and Renters Insurance	78	\$611.50	\$1,394,211
Vehicle Insurance	78	\$1,700.09	\$3,876,208
Life/Other Insurance	81	\$562.32	\$1,282,084
Health Insurance	79	\$3,906.76	\$8,907,415
Personal Care Products (18)	80	\$443.04	\$1,010,134
School Books and Supplies (19)	80	\$107.18	\$244,372
Smoking Products	75	\$324.19	\$739,157
<b>Transportation</b>			
Payments on Vehicles excluding Leases	79	\$2,383.16	\$5,433,606
Gasoline and Motor Oil	77	\$1,955.51	\$4,458,555
Vehicle Maintenance and Repairs	80	\$1,043.32	\$2,378,767
<b>Travel</b>			
Airline Fares	83	\$385.88	\$879,808
Lodging on Trips	82	\$590.51	\$1,346,357
Auto/Truck Rental on Trips	82	\$64.99	\$148,169
Food and Drink on Trips	82	\$458.12	\$1,044,509

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Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	41.0%	Population	30,478	30,609
Bright Young Professionals (8C)	16.4%	Households	11,123	11,295
Front Porches (8E)	9.8%	Families	7,732	7,819
Parks and Rec (5C)	9.0%	Median Age	36.6	37.4
Professional Pride (1B)	5.2%	Median Household Income	\$74,851	\$80,268
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		95	\$2,091.09	\$23,259,166
Men's		95	\$389.65	\$4,334,087
Women's		94	\$703.57	\$7,825,830
Children's		100	\$331.58	\$3,688,200
Footwear		95	\$471.97	\$5,249,777
Watches & Jewelry		91	\$153.84	\$1,711,145
Apparel Products and Services (1)		91	\$40.47	\$450,127
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$247.17	\$2,749,297
Portable Memory		96	\$4.41	\$49,030
Computer Software		94	\$13.64	\$151,762
Computer Accessories		95	\$23.68	\$263,443
<b>Entertainment &amp; Recreation</b>		94	\$3,546.84	\$39,451,509
Fees and Admissions		100	\$713.07	\$7,931,510
Membership Fees for Clubs (2)		99	\$274.50	\$3,053,227
Fees for Participant Sports, excl. Trips		101	\$121.40	\$1,350,379
Tickets to Theatre/Operas/Concerts		96	\$52.53	\$584,269
Tickets to Movies		101	\$27.94	\$310,737
Tickets to Parks or Museums		104	\$28.85	\$320,863
Admission to Sporting Events, excl. Trips		98	\$57.18	\$636,037
Fees for Recreational Lessons		103	\$149.68	\$1,664,878
Dating Services		93	\$1.00	\$11,120
TV/Video/Audio		92	\$1,242.72	\$13,822,730
Cable and Satellite Television Services		89	\$762.83	\$8,484,916
Televisions		94	\$137.50	\$1,529,429
Satellite Dishes		92	\$1.58	\$17,622
VCRs, Video Cameras, and DVD Players		96	\$4.64	\$51,611
Miscellaneous Video Equipment		104	\$13.14	\$146,145
Video Cassettes and DVDs		100	\$6.56	\$72,940
Video Game Hardware/Accessories		96	\$38.76	\$431,143
Video Game Software		98	\$19.05	\$211,867
Rental/Streaming/Downloaded Video		100	\$122.78	\$1,365,731
Installation of Televisions		101	\$1.62	\$18,073
Audio (3)		98	\$132.00	\$1,468,242
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.25	\$25,012
Pets		89	\$816.84	\$9,085,720
Toys/Games/Crafts/Hobbies (4)		98	\$154.56	\$1,719,132
Recreational Vehicles and Fees (5)		91	\$136.01	\$1,512,873
Sports/Recreation/Exercise Equipment (6)		103	\$288.88	\$3,213,235
Photo Equipment and Supplies (7)		99	\$46.28	\$514,782
Reading (8)		93	\$117.48	\$1,306,759
Catered Affairs (9)		102	\$31.00	\$344,769
<b>Food</b>		94	\$9,854.63	\$109,613,018
Food at Home		93	\$6,316.18	\$70,254,833
Bakery and Cereal Products		93	\$817.26	\$9,090,387
Meats, Poultry, Fish, and Eggs		92	\$1,357.25	\$15,096,710
Dairy Products		93	\$609.91	\$6,783,984
Fruits and Vegetables		93	\$1,247.82	\$13,879,521
Snacks and Other Food at Home (10)		93	\$2,283.94	\$25,404,231
Food Away from Home		95	\$3,538.45	\$39,358,185
Alcoholic Beverages		94	\$631.06	\$7,019,257

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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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	93	\$36,601.10	\$407,114,082
Value of Retirement Plans	96	\$136,269.02	\$1,515,720,313
Value of Other Financial Assets	87	\$7,432.36	\$82,670,108
Vehicle Loan Amount excluding Interest	97	\$3,530.47	\$39,269,442
Value of Credit Card Debt	95	\$3,004.84	\$33,422,827
<b>Health</b>			
Nonprescription Drugs	91	\$155.18	\$1,726,016
Prescription Drugs	88	\$324.37	\$3,607,937
Eyeglasses and Contact Lenses	92	\$102.76	\$1,143,020
<b>Home</b>			
Mortgage Payment and Basics (11)	97	\$12,590.15	\$140,040,193
Maintenance and Remodeling Services	96	\$3,636.79	\$40,452,010
Maintenance and Remodeling Materials (12)	93	\$733.19	\$8,155,258
Utilities, Fuel, and Public Services	92	\$5,322.98	\$59,207,548
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	95	\$116.54	\$1,296,260
Furniture	96	\$794.25	\$8,834,476
Rugs	93	\$38.78	\$431,307
Major Appliances (14)	93	\$493.93	\$5,493,957
Housewares (15)	96	\$103.02	\$1,145,899
Small Appliances	93	\$67.87	\$754,902
Luggage	97	\$13.88	\$154,340
Telephones and Accessories	94	\$101.36	\$1,127,386
<b>Household Operations</b>			
Child Care	104	\$539.99	\$6,006,296
Lawn and Garden (16)	91	\$608.69	\$6,770,478
Moving/Storage/Freight Express	94	\$84.44	\$939,199
Housekeeping Supplies (17)	93	\$862.96	\$9,598,734
<b>Insurance</b>			
Owners and Renters Insurance	92	\$721.51	\$8,025,378
Vehicle Insurance	93	\$2,020.52	\$22,474,237
Life/Other Insurance	94	\$650.04	\$7,230,411
Health Insurance	92	\$4,533.32	\$50,424,138
Personal Care Products (18)	94	\$520.88	\$5,793,754
School Books and Supplies (19)	96	\$129.20	\$1,437,063
Smoking Products	86	\$373.34	\$4,152,700
<b>Transportation</b>			
Payments on Vehicles excluding Leases	96	\$2,889.28	\$32,137,460
Gasoline and Motor Oil	92	\$2,330.34	\$25,920,410
Vehicle Maintenance and Repairs	94	\$1,232.61	\$13,710,324
<b>Travel</b>			
Airline Fares	97	\$453.68	\$5,046,285
Lodging on Trips	96	\$692.07	\$7,697,874
Auto/Truck Rental on Trips	98	\$77.80	\$865,358
Food and Drink on Trips	96	\$536.54	\$5,967,953

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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
Workday Drive (4A)	22.0%	Population	71,101	70,987
Bright Young Professionals (8C)	20.4%	Households	26,981	27,281
Home Improvement (4B)	6.4%	Families	18,322	18,399
In Style (5B)	6.2%	Median Age	37.7	38.4
Professional Pride (1B)	5.9%	Median Household Income	\$78,967	\$86,533
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		99	\$2,185.45	\$58,965,575
Men's		100	\$409.12	\$11,038,458
Women's		99	\$739.24	\$19,945,569
Children's		103	\$341.96	\$9,226,518
Footwear		98	\$490.64	\$13,238,029
Watches & Jewelry		96	\$162.16	\$4,375,126
Apparel Products and Services (1)		95	\$42.32	\$1,141,874
<b>Computer</b>				
Computers and Hardware for Home Use		102	\$260.06	\$7,016,572
Portable Memory		100	\$4.60	\$124,116
Computer Software		99	\$14.30	\$385,884
Computer Accessories		100	\$24.95	\$673,248
<b>Entertainment &amp; Recreation</b>		99	\$3,727.69	\$100,576,752
Fees and Admissions		105	\$746.71	\$20,147,006
Membership Fees for Clubs (2)		104	\$288.07	\$7,772,443
Fees for Participant Sports, excl. Trips		106	\$127.30	\$3,434,547
Tickets to Theatre/Operas/Concerts		101	\$55.23	\$1,490,209
Tickets to Movies		106	\$29.31	\$790,897
Tickets to Parks or Museums		108	\$30.03	\$810,169
Admission to Sporting Events, excl. Trips		103	\$60.02	\$1,619,520
Fees for Recreational Lessons		107	\$155.75	\$4,202,251
Dating Services		93	\$1.00	\$26,970
TV/Video/Audio		96	\$1,303.26	\$35,163,339
Cable and Satellite Television Services		93	\$799.82	\$21,580,064
Televisions		99	\$144.33	\$3,894,049
Satellite Dishes		98	\$1.68	\$45,460
VCRs, Video Cameras, and DVD Players		102	\$4.92	\$132,866
Miscellaneous Video Equipment		106	\$13.37	\$360,639
Video Cassettes and DVDs		105	\$6.88	\$185,613
Video Game Hardware/Accessories		101	\$40.48	\$1,092,067
Video Game Software		102	\$19.73	\$532,452
Rental/Streaming/Downloaded Video		104	\$128.90	\$3,477,853
Installation of Televisions		104	\$1.68	\$45,212
Audio (3)		103	\$139.08	\$3,752,426
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.40	\$64,639
Pets		94	\$864.00	\$23,311,585
Toys/Games/Crafts/Hobbies (4)		102	\$160.87	\$4,340,411
Recreational Vehicles and Fees (5)		96	\$144.62	\$3,902,067
Sports/Recreation/Exercise Equipment (6)		108	\$304.61	\$8,218,768
Photo Equipment and Supplies (7)		103	\$48.25	\$1,301,957
Reading (8)		98	\$123.68	\$3,337,048
Catered Affairs (9)		104	\$31.67	\$854,569
<b>Food</b>		98	\$10,317.51	\$278,376,643
Food at Home		97	\$6,594.57	\$177,928,112
Bakery and Cereal Products		97	\$850.45	\$22,946,016
Meats, Poultry, Fish, and Eggs		96	\$1,416.63	\$38,222,152
Dairy Products		97	\$636.73	\$17,179,504
Fruits and Vegetables		97	\$1,301.10	\$35,105,053
Snacks and Other Food at Home (10)		98	\$2,389.66	\$64,475,388
Food Away from Home		100	\$3,722.94	\$100,448,531
Alcoholic Beverages		99	\$668.88	\$18,046,944

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	98	\$38,680.87	\$1,043,648,453
Value of Retirement Plans	101	\$143,456.40	\$3,870,597,256
Value of Other Financial Assets	93	\$7,957.53	\$214,702,135
Vehicle Loan Amount excluding Interest	102	\$3,729.70	\$100,630,953
Value of Credit Card Debt	99	\$3,124.51	\$84,302,390
<b>Health</b>			
Nonprescription Drugs	96	\$163.91	\$4,422,343
Prescription Drugs	93	\$342.23	\$9,233,755
Eyeglasses and Contact Lenses	97	\$107.51	\$2,900,805
<b>Home</b>			
Mortgage Payment and Basics (11)	103	\$13,283.36	\$358,398,335
Maintenance and Remodeling Services	102	\$3,874.00	\$104,524,360
Maintenance and Remodeling Materials (12)	99	\$776.31	\$20,945,644
Utilities, Fuel, and Public Services	96	\$5,580.44	\$150,565,735
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	100	\$121.85	\$3,287,511
Furniture	101	\$833.04	\$22,476,182
Rugs	98	\$40.76	\$1,099,805
Major Appliances (14)	99	\$521.22	\$14,063,126
Housewares (15)	101	\$108.88	\$2,937,784
Small Appliances	98	\$71.18	\$1,920,560
Luggage	102	\$14.63	\$394,862
Telephones and Accessories	98	\$105.27	\$2,840,164
<b>Household Operations</b>			
Child Care	109	\$560.94	\$15,134,773
Lawn and Garden (16)	96	\$645.01	\$17,403,138
Moving/Storage/Freight Express	100	\$89.30	\$2,409,432
Housekeeping Supplies (17)	97	\$906.79	\$24,466,063
<b>Insurance</b>			
Owners and Renters Insurance	98	\$764.04	\$20,614,467
Vehicle Insurance	98	\$2,123.77	\$57,301,473
Life/Other Insurance	99	\$684.31	\$18,463,271
Health Insurance	96	\$4,768.84	\$128,668,097
Personal Care Products (18)	99	\$546.99	\$14,758,416
School Books and Supplies (19)	102	\$136.06	\$3,671,140
Smoking Products	89	\$386.94	\$10,440,016
<b>Transportation</b>			
Payments on Vehicles excluding Leases	101	\$3,043.09	\$82,105,665
Gasoline and Motor Oil	97	\$2,449.24	\$66,082,855
Vehicle Maintenance and Repairs	99	\$1,294.82	\$34,935,424
<b>Travel</b>			
Airline Fares	103	\$479.27	\$12,931,202
Lodging on Trips	101	\$730.68	\$19,714,405
Auto/Truck Rental on Trips	104	\$82.08	\$2,214,632
Food and Drink on Trips	101	\$565.35	\$15,253,603

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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

804 E Pulaski Hwy, Elkton, Maryland, 21921  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.60174  
Longitude: -75.80006

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	258		1,423		2,457							
Total Employees:	3,299		17,884		33,012							
Total Residential Population:	6,119		30,478		71,101							
Employee/Residential Population Ratio (per 100 Residents)	54		59		46							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	1.2%	8	0.2%	29	2.0%	148	0.8%	59	2.4%	338	1.0%
Construction	12	4.7%	65	2.0%	79	5.6%	443	2.5%	194	7.9%	1,366	4.1%
Manufacturing	1	0.4%	3	0.1%	45	3.2%	1,484	8.3%	97	3.9%	5,047	15.3%
Transportation	5	1.9%	116	3.5%	35	2.5%	873	4.9%	83	3.4%	1,366	4.1%
Communication	2	0.8%	6	0.2%	8	0.6%	28	0.2%	10	0.4%	31	0.1%
Utility	1	0.4%	2	0.1%	5	0.4%	31	0.2%	6	0.2%	36	0.1%
Wholesale Trade	7	2.7%	108	3.3%	46	3.2%	843	4.7%	101	4.1%	1,730	5.2%
Retail Trade Summary	67	26.0%	1,321	40.0%	264	18.6%	4,192	23.4%	452	18.4%	6,535	19.8%
Home Improvement	1	0.4%	4	0.1%	11	0.8%	299	1.7%	21	0.9%	431	1.3%
General Merchandise Stores	3	1.2%	247	7.5%	16	1.1%	555	3.1%	34	1.4%	688	2.1%
Food Stores	9	3.5%	160	4.8%	39	2.7%	640	3.6%	54	2.2%	1,112	3.4%
Auto Dealers & Gas Stations	11	4.3%	207	6.3%	30	2.1%	431	2.4%	48	2.0%	575	1.7%
Apparel & Accessory Stores	0	0.0%	3	0.1%	3	0.2%	12	0.1%	8	0.3%	22	0.1%
Furniture & Home Furnishings	1	0.4%	4	0.1%	10	0.7%	28	0.2%	28	1.1%	110	0.3%
Eating & Drinking Places	25	9.7%	544	16.5%	85	6.0%	1,699	9.5%	134	5.5%	2,501	7.6%
Miscellaneous Retail	17	6.6%	152	4.6%	69	4.8%	528	3.0%	124	5.0%	1,095	3.3%
Finance, Insurance, Real Estate Summary	32	12.4%	158	4.8%	140	9.8%	993	5.6%	221	9.0%	1,485	4.5%
Banks, Savings & Lending Institutions	8	3.1%	30	0.9%	40	2.8%	284	1.6%	61	2.5%	415	1.3%
Securities Brokers	2	0.8%	7	0.2%	8	0.6%	24	0.1%	17	0.7%	73	0.2%
Insurance Carriers & Agents	3	1.2%	8	0.2%	22	1.5%	370	2.1%	31	1.3%	410	1.2%
Real Estate, Holding, Other Investment Offices	19	7.4%	112	3.4%	70	4.9%	314	1.8%	111	4.5%	587	1.8%
Services Summary	98	38.0%	1,048	31.8%	630	44.3%	7,153	40.0%	1,006	40.9%	12,931	39.2%
Hotels & Lodging	2	0.8%	13	0.4%	10	0.7%	84	0.5%	21	0.9%	216	0.7%
Automotive Services	13	5.0%	63	1.9%	45	3.2%	261	1.5%	75	3.1%	412	1.2%
Movies & Amusements	6	2.3%	59	1.8%	25	1.8%	194	1.1%	51	2.1%	338	1.0%
Health Services	30	11.6%	548	16.6%	190	13.4%	3,113	17.4%	228	9.3%	3,531	10.7%
Legal Services	1	0.4%	2	0.1%	39	2.7%	259	1.4%	45	1.8%	290	0.9%
Education Institutions & Libraries	5	1.9%	158	4.8%	26	1.8%	1,033	5.8%	56	2.3%	2,809	8.5%
Other Services	41	15.9%	205	6.2%	296	20.8%	2,207	12.3%	531	21.6%	5,335	16.2%
Government	27	10.5%	460	13.9%	87	6.1%	1,575	8.8%	101	4.1%	1,867	5.7%
Unclassified Establishments	4	1.6%	6	0.2%	56	3.9%	122	0.7%	128	5.2%	279	0.8%
Totals	258	100.0%	3,299	100.0%	1,423	100.0%	17,884	100.0%	2,457	100.0%	33,012	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

804 E Pulaski Hwy, Elkton, Maryland, 21921  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.60174  
Longitude: -75.80006

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%	5	0.4%	14	0.1%	10	0.4%	54	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	3	0.0%	1	0.0%	10	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	20	0.1%	2	0.1%	23	0.1%
Construction	14	5.4%	80	2.4%	86	6.0%	558	3.1%	203	8.3%	1,512	4.6%
Manufacturing	2	0.8%	9	0.3%	46	3.2%	1,342	7.5%	99	4.0%	4,907	14.9%
Wholesale Trade	7	2.7%	108	3.3%	45	3.2%	842	4.7%	99	4.0%	1,724	5.2%
Retail Trade	40	15.5%	763	23.1%	168	11.8%	2,415	13.5%	301	12.3%	3,918	11.9%
Motor Vehicle & Parts Dealers	11	4.3%	205	6.2%	25	1.8%	376	2.1%	36	1.5%	474	1.4%
Furniture & Home Furnishings Stores	1	0.4%	4	0.1%	5	0.4%	19	0.1%	15	0.6%	71	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	4	0.0%	5	0.2%	19	0.1%
Building Material & Garden Equipment & Supplies Dealers	1	0.4%	4	0.1%	10	0.7%	294	1.6%	19	0.8%	422	1.3%
Food & Beverage Stores	7	2.7%	145	4.4%	35	2.5%	577	3.2%	58	2.4%	1,063	3.2%
Health & Personal Care Stores	8	3.1%	58	1.8%	23	1.6%	195	1.1%	35	1.4%	395	1.2%
Gasoline Stations & Fuel Dealers	0	0.0%	1	0.0%	6	0.4%	55	0.3%	13	0.5%	101	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	3	0.1%	8	0.6%	27	0.2%	15	0.6%	43	0.1%
Sporting Goods, Hobby, Book, & Music Stores	6	2.3%	72	2.2%	29	2.0%	225	1.3%	62	2.5%	552	1.7%
General Merchandise Stores	6	2.3%	269	8.2%	26	1.8%	643	3.6%	44	1.8%	778	2.4%
Transportation & Warehousing	1	0.4%	107	3.2%	22	1.5%	826	4.6%	55	2.2%	1,077	3.3%
Information	3	1.2%	7	0.2%	19	1.3%	323	1.8%	26	1.1%	395	1.2%
Finance & Insurance	13	5.0%	48	1.5%	70	4.9%	677	3.8%	109	4.4%	897	2.7%
Central Bank/Credit Intermediation & Related Activities	8	3.1%	33	1.0%	36	2.5%	270	1.5%	56	2.3%	390	1.2%
Securities & Commodity Contracts	2	0.8%	7	0.2%	12	0.8%	37	0.2%	22	0.9%	98	0.3%
Funds, Trusts & Other Financial Vehicles	3	1.2%	8	0.2%	22	1.5%	370	2.1%	31	1.3%	410	1.2%
Real Estate, Rental & Leasing	20	7.8%	108	3.3%	74	5.2%	324	1.8%	129	5.3%	667	2.0%
Professional, Scientific & Tech Services	12	4.7%	46	1.4%	136	9.6%	1,054	5.9%	231	9.4%	2,946	8.9%
Legal Services	3	1.2%	6	0.2%	45	3.2%	274	1.5%	52	2.1%	311	0.9%
Management of Companies & Enterprises	2	0.8%	16	0.5%	9	0.6%	59	0.3%	11	0.4%	64	0.2%
Administrative, Support & Waste Management Services	4	1.6%	16	0.5%	38	2.7%	193	1.1%	86	3.5%	610	1.8%
Educational Services	6	2.3%	160	4.8%	28	2.0%	995	5.6%	62	2.5%	2,811	8.5%
Health Care & Social Assistance	39	15.1%	617	18.7%	243	17.1%	3,693	20.6%	312	12.7%	4,481	13.6%
Arts, Entertainment & Recreation	5	1.9%	57	1.7%	24	1.7%	220	1.2%	51	2.1%	381	1.2%
Accommodation & Food Services	27	10.5%	562	17.0%	99	7.0%	1,840	10.3%	163	6.6%	2,809	8.5%
Accommodation	2	0.8%	13	0.4%	10	0.7%	84	0.5%	21	0.9%	216	0.7%
Food Services & Drinking Places	25	9.7%	550	16.7%	89	6.3%	1,756	9.8%	142	5.8%	2,592	7.9%
Other Services (except Public Administration)	32	12.4%	129	3.9%	166	11.7%	790	4.4%	279	11.4%	1,593	4.8%
Automotive Repair & Maintenance	12	4.7%	61	1.8%	37	2.6%	230	1.3%	58	2.4%	346	1.0%
Public Administration	27	10.5%	460	13.9%	87	6.1%	1,575	8.8%	99	4.0%	1,853	5.6%
Unclassified Establishments	4	1.6%	6	0.2%	56	3.9%	122	0.7%	128	5.2%	279	0.8%
<b>Total</b>	<b>258</b>	<b>100.0%</b>	<b>3,299</b>	<b>100.0%</b>	<b>1,423</b>	<b>100.0%</b>	<b>17,884</b>	<b>100.0%</b>	<b>2,457</b>	<b>100.0%</b>	<b>33,012</b>	<b>100.0%</b>

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July 11, 2023