

911 Ontario St, Havre De Grace, Maryland, 21078  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.55435  
Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	7,714	17,339	34,501
2010 Total Population	7,911	20,048	36,440
2021 Total Population	8,140	22,233	40,153
2021 Group Quarters	195	622	745
2026 Total Population	8,258	23,228	41,625
2021-2026 Annual Rate	0.29%	0.88%	0.72%
2021 Total Daytime Population	8,604	23,279	40,736
Workers	4,501	12,090	20,125
Residents	4,103	11,189	20,611
<b>Household Summary</b>			
2000 Households	3,069	6,889	13,244
2000 Average Household Size	2.46	2.45	2.56
2010 Households	3,137	7,960	14,108
2010 Average Household Size	2.46	2.43	2.53
2021 Households	3,249	8,911	15,648
2021 Average Household Size	2.45	2.43	2.52
2026 Households	3,299	9,326	16,254
2026 Average Household Size	2.44	2.42	2.52
2021-2026 Annual Rate	0.31%	0.91%	0.76%
2010 Families	1,955	5,156	9,502
2010 Average Family Size	3.11	3.01	3.05
2021 Families	1,986	5,726	10,430
2021 Average Family Size	3.13	3.01	3.06
2026 Families	2,001	5,980	10,795
2026 Average Family Size	3.14	3.01	3.06
2021-2026 Annual Rate	0.15%	0.87%	0.69%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,253	7,373	14,355
Owner Occupied Housing Units	55.8%	58.3%	57.0%
Renter Occupied Housing Units	38.5%	35.2%	35.3%
Vacant Housing Units	5.7%	6.6%	7.7%
2010 Housing Units	3,438	8,856	15,958
Owner Occupied Housing Units	55.0%	59.6%	59.3%
Renter Occupied Housing Units	36.2%	30.3%	29.1%
Vacant Housing Units	8.8%	10.1%	11.6%
2021 Housing Units	3,547	9,911	17,689
Owner Occupied Housing Units	57.1%	63.5%	61.0%
Renter Occupied Housing Units	34.5%	26.4%	27.5%
Vacant Housing Units	8.4%	10.1%	11.5%
2026 Housing Units	3,625	10,426	18,468
Owner Occupied Housing Units	57.8%	64.8%	62.0%
Renter Occupied Housing Units	33.2%	24.6%	26.0%
Vacant Housing Units	9.0%	10.6%	12.0%
<b>Median Household Income</b>			
2021	\$73,766	\$84,914	\$78,177
2026	\$78,851	\$91,914	\$83,720
<b>Median Home Value</b>			
2021	\$294,912	\$315,377	\$289,353
2026	\$335,344	\$353,529	\$336,555
<b>Per Capita Income</b>			
2021	\$39,007	\$43,891	\$39,054
2026	\$42,568	\$48,756	\$43,290
<b>Median Age</b>			
2010	40.5	42.9	41.0
2021	41.6	44.7	42.7
2026	41.6	44.9	43.1

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.55435  
 Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	3,249	8,911	15,645
<\$15,000	8.9%	7.8%	9.2%
\$15,000 - \$24,999	6.0%	6.4%	6.7%
\$25,000 - \$34,999	8.7%	5.6%	6.5%
\$35,000 - \$49,999	11.0%	9.8%	10.2%
\$50,000 - \$74,999	16.0%	13.6%	15.0%
\$75,000 - \$99,999	13.8%	14.5%	14.7%
\$100,000 - \$149,999	16.2%	18.7%	18.3%
\$150,000 - \$199,999	10.6%	12.0%	10.0%
\$200,000+	8.9%	11.7%	9.5%
Average Household Income	\$97,117	\$109,876	\$100,251
<b>2026 Households by Income</b>			
Household Income Base	3,299	9,326	16,251
<\$15,000	8.2%	7.1%	8.4%
\$15,000 - \$24,999	5.3%	5.6%	6.0%
\$25,000 - \$34,999	8.3%	5.2%	6.0%
\$35,000 - \$49,999	10.0%	8.7%	9.0%
\$50,000 - \$74,999	15.4%	12.9%	14.4%
\$75,000 - \$99,999	13.7%	14.3%	14.8%
\$100,000 - \$149,999	17.4%	19.6%	19.5%
\$150,000 - \$199,999	12.1%	13.2%	11.1%
\$200,000+	9.5%	13.4%	10.8%
Average Household Income	\$105,701	\$121,839	\$110,908
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,024	6,293	10,780
<\$50,000	0.8%	1.8%	5.5%
\$50,000 - \$99,999	0.7%	0.3%	1.0%
\$100,000 - \$149,999	3.5%	3.0%	5.1%
\$150,000 - \$199,999	10.8%	9.6%	10.6%
\$200,000 - \$249,999	16.5%	13.2%	13.9%
\$250,000 - \$299,999	19.7%	17.7%	17.6%
\$300,000 - \$399,999	35.0%	34.1%	27.7%
\$400,000 - \$499,999	8.0%	12.1%	10.5%
\$500,000 - \$749,999	3.0%	6.5%	5.7%
\$750,000 - \$999,999	1.4%	1.2%	1.0%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.4%
\$1,500,000 - \$1,999,999	0.3%	1.1%	0.6%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$313,606	\$344,684	\$317,470
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,097	6,760	11,446
<\$50,000	0.3%	0.8%	3.9%
\$50,000 - \$99,999	0.2%	0.1%	0.3%
\$100,000 - \$149,999	1.0%	1.0%	2.2%
\$150,000 - \$199,999	4.5%	4.3%	5.6%
\$200,000 - \$249,999	10.0%	7.8%	9.0%
\$250,000 - \$299,999	18.0%	14.7%	16.7%
\$300,000 - \$399,999	45.1%	39.6%	33.3%
\$400,000 - \$499,999	12.0%	16.8%	15.1%
\$500,000 - \$749,999	5.1%	10.7%	9.8%
\$750,000 - \$999,999	2.8%	2.1%	2.1%
\$1,000,000 - \$1,499,999	0.5%	0.2%	0.6%
\$1,500,000 - \$1,999,999	0.5%	1.7%	1.0%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$364,490	\$401,183	\$376,970

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.55435  
 Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	7,912	20,047	36,437
0 - 4	5.5%	5.4%	6.0%
5 - 9	6.2%	5.7%	6.2%
10 - 14	6.6%	6.2%	6.6%
15 - 24	12.6%	11.6%	12.3%
25 - 34	11.9%	10.8%	11.5%
35 - 44	13.6%	13.3%	12.8%
45 - 54	17.1%	17.6%	17.1%
55 - 64	12.9%	14.8%	13.7%
65 - 74	7.2%	7.9%	7.5%
75 - 84	4.4%	4.8%	4.5%
85 +	2.0%	2.0%	1.7%
18 +	77.3%	78.6%	76.9%
<b>2021 Population by Age</b>			
Total	8,140	22,232	40,151
0 - 4	5.0%	4.8%	5.4%
5 - 9	5.2%	5.2%	5.6%
10 - 14	5.5%	5.6%	5.8%
15 - 24	11.2%	10.0%	10.6%
25 - 34	14.7%	12.7%	13.4%
35 - 44	12.1%	12.0%	11.8%
45 - 54	12.5%	13.2%	12.4%
55 - 64	14.7%	15.7%	15.2%
65 - 74	11.1%	12.2%	11.6%
75 - 84	5.4%	6.0%	5.8%
85 +	2.5%	2.5%	2.4%
18 +	81.0%	81.1%	80.0%
<b>2026 Population by Age</b>			
Total	8,260	23,228	41,626
0 - 4	5.2%	4.9%	5.4%
5 - 9	5.1%	5.0%	5.4%
10 - 14	5.3%	5.4%	5.6%
15 - 24	10.1%	9.2%	9.8%
25 - 34	14.8%	12.2%	12.8%
35 - 44	13.8%	13.4%	13.3%
45 - 54	11.3%	12.3%	11.4%
55 - 64	13.4%	14.3%	13.7%
65 - 74	11.7%	12.7%	12.3%
75 - 84	6.8%	7.9%	7.5%
85 +	2.5%	2.7%	2.6%
18 +	81.2%	81.4%	80.3%
<b>2010 Population by Sex</b>			
Males	3,857	9,978	17,939
Females	4,054	10,070	18,501
<b>2021 Population by Sex</b>			
Males	3,956	10,993	19,682
Females	4,183	11,240	20,471
<b>2026 Population by Sex</b>			
Males	4,017	11,473	20,390
Females	4,241	11,755	21,235

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.55435  
 Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	7,911	20,049	36,441
White Alone	73.8%	77.9%	75.7%
Black Alone	18.9%	15.3%	17.0%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.9%	2.1%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.0%	0.9%	1.0%
Two or More Races	4.0%	3.3%	3.8%
Hispanic Origin	4.6%	4.1%	4.2%
Diversity Index	47.0	41.9	44.6
<b>2021 Population by Race/Ethnicity</b>			
Total	8,139	22,233	40,154
White Alone	67.7%	72.1%	70.1%
Black Alone	22.8%	18.6%	20.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.4%	2.9%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.4%	1.4%	1.4%
Two or More Races	5.2%	4.5%	5.0%
Hispanic Origin	6.6%	6.2%	6.1%
Diversity Index	55.2	50.9	52.8
<b>2026 Population by Race/Ethnicity</b>			
Total	8,257	23,228	41,624
White Alone	64.4%	68.8%	66.9%
Black Alone	24.8%	20.5%	22.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.7%	3.5%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	1.6%	1.6%	1.7%
Two or More Races	6.0%	5.1%	5.7%
Hispanic Origin	7.8%	7.4%	7.3%
Diversity Index	59.2	55.4	57.0
<b>2010 Population by Relationship and Household Type</b>			
Total	7,911	20,048	36,440
In Households	97.5%	96.6%	97.8%
In Family Households	79.3%	79.6%	82.2%
Householder	24.8%	25.5%	26.0%
Spouse	17.4%	19.1%	18.9%
Child	30.8%	29.2%	31.0%
Other relative	3.9%	3.5%	3.8%
Nonrelative	2.4%	2.3%	2.6%
In Nonfamily Households	18.3%	17.0%	15.6%
In Group Quarters	2.5%	3.4%	2.2%
Institutionalized Population	1.8%	2.1%	1.2%
Noninstitutionalized Population	0.6%	1.3%	1.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.55435  
Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	5,941	16,543	29,190
Less than 9th Grade	4.9%	3.2%	3.3%
9th - 12th Grade, No Diploma	5.8%	4.5%	6.5%
High School Graduate	23.1%	21.3%	23.5%
GED/Alternative Credential	4.7%	3.9%	4.4%
Some College, No Degree	19.9%	20.3%	21.5%
Associate Degree	7.7%	6.7%	7.9%
Bachelor's Degree	19.0%	20.9%	17.5%
Graduate/Professional Degree	14.8%	19.2%	15.4%
<b>2021 Population 15+ by Marital Status</b>			
Total	6,853	18,757	33,435
Never Married	27.9%	26.2%	30.3%
Married	49.6%	53.7%	50.0%
Widowed	9.1%	8.4%	8.0%
Divorced	13.4%	11.7%	11.7%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,434	11,760	20,651
Population 16+ Employed	90.0%	93.1%	93.4%
Population 16+ Unemployment rate	10.0%	6.9%	6.6%
Population 16-24 Employed	9.6%	9.9%	10.8%
Population 16-24 Unemployment rate	25.7%	15.3%	14.1%
Population 25-54 Employed	60.7%	60.1%	60.7%
Population 25-54 Unemployment rate	7.5%	5.6%	5.7%
Population 55-64 Employed	19.5%	20.1%	19.4%
Population 55-64 Unemployment rate	4.7%	3.5%	3.4%
Population 65+ Employed	10.2%	9.9%	9.1%
Population 65+ Unemployment rate	15.9%	12.3%	9.4%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,990	10,943	19,291
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	7.6%	6.5%	7.4%
Manufacturing	4.7%	5.0%	5.0%
Wholesale Trade	1.7%	1.6%	1.5%
Retail Trade	9.5%	7.9%	11.0%
Transportation/Utilities	5.3%	4.9%	5.8%
Information	1.1%	1.1%	1.1%
Finance/Insurance/Real Estate	5.2%	4.6%	3.8%
Services	48.6%	52.1%	49.1%
Public Administration	16.3%	16.2%	15.1%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,990	10,941	19,291
White Collar	67.9%	70.3%	66.2%
Management/Business/Financial	22.3%	22.1%	19.1%
Professional	29.4%	33.5%	28.9%
Sales	5.5%	4.3%	5.8%
Administrative Support	10.7%	10.4%	12.4%
Services	13.8%	12.4%	13.4%
Blue Collar	18.3%	17.2%	20.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.9%	3.1%	4.0%
Installation/Maintenance/Repair	3.8%	3.1%	3.8%
Production	3.5%	3.9%	3.9%
Transportation/Material Moving	7.1%	7.1%	8.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.55435  
Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3,137	7,961	14,108
Households with 1 Person	30.6%	29.0%	26.7%
Households with 2+ People	69.4%	71.0%	73.3%
Family Households	62.3%	64.8%	67.4%
Husband-wife Families	43.5%	48.6%	48.8%
With Related Children	19.1%	19.8%	20.3%
Other Family (No Spouse Present)	18.8%	16.2%	18.6%
Other Family with Male Householder	4.6%	4.3%	4.8%
With Related Children	2.7%	2.5%	2.9%
Other Family with Female Householder	14.2%	12.0%	13.7%
With Related Children	9.2%	7.4%	8.8%
Nonfamily Households	7.1%	6.2%	5.9%
All Households with Children	31.6%	30.4%	32.6%
Multigenerational Households	4.5%	4.3%	4.7%
Unmarried Partner Households	8.3%	7.3%	7.3%
Male-female	7.6%	6.5%	6.6%
Same-sex	0.7%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	3,139	7,960	14,107
1 Person Household	30.6%	29.0%	26.7%
2 Person Household	31.3%	33.3%	33.1%
3 Person Household	15.9%	16.0%	16.9%
4 Person Household	12.4%	12.6%	13.2%
5 Person Household	5.9%	5.5%	6.1%
6 Person Household	2.8%	2.5%	2.5%
7 + Person Household	1.1%	1.1%	1.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,137	7,960	14,108
Owner Occupied	60.3%	66.3%	67.0%
Owned with a Mortgage/Loan	47.4%	51.8%	50.0%
Owned Free and Clear	12.9%	14.6%	17.0%
Renter Occupied	39.7%	33.7%	33.0%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	127	138	140
Percent of Income for Mortgage	16.8%	15.6%	15.5%
Wealth Index	98	138	119
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,438	8,856	15,958
Housing Units Inside Urbanized Area	99.7%	95.7%	89.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.3%	4.3%	10.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,911	20,048	36,440
Population Inside Urbanized Area	99.6%	95.2%	89.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.4%	4.8%	11.0%

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.55435  
 Longitude: -76.10186

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	Workday Drive (4A)	Workday Drive (4A)	Parks and Rec (5C)
2.	Set to Impress (11D)	Parks and Rec (5C)	Workday Drive (4A)
3.	Parks and Rec (5C)	Golden Years (9B)	Comfortable Empty Nesters (5A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,312,296	\$22,109,468	\$35,670,344
Average Spent	\$2,250.63	\$2,481.14	\$2,279.55
Spending Potential Index	106	117	108
Education: Total \$	\$6,166,574	\$19,422,198	\$31,411,027
Average Spent	\$1,897.99	\$2,179.58	\$2,007.35
Spending Potential Index	110	126	116
Entertainment/Recreation: Total \$	\$10,993,688	\$33,881,150	\$54,212,430
Average Spent	\$3,383.71	\$3,802.17	\$3,464.50
Spending Potential Index	105	118	107
Food at Home: Total \$	\$18,509,167	\$56,209,969	\$90,988,591
Average Spent	\$5,696.88	\$6,307.93	\$5,814.71
Spending Potential Index	105	116	107
Food Away from Home: Total \$	\$12,926,697	\$39,103,697	\$63,203,453
Average Spent	\$3,978.67	\$4,388.25	\$4,039.08
Spending Potential Index	105	116	106
Health Care: Total \$	\$21,031,238	\$65,160,336	\$104,251,294
Average Spent	\$6,473.14	\$7,312.35	\$6,662.28
Spending Potential Index	104	117	107
HH Furnishings & Equipment: Total \$	\$7,758,606	\$23,969,911	\$38,253,018
Average Spent	\$2,388.00	\$2,689.92	\$2,444.59
Spending Potential Index	106	119	108
Personal Care Products & Services: Total \$	\$3,097,330	\$9,502,746	\$15,242,151
Average Spent	\$953.32	\$1,066.41	\$974.06
Spending Potential Index	106	119	109
Shelter: Total \$	\$69,379,341	\$213,412,093	\$344,042,809
Average Spent	\$21,354.06	\$23,949.29	\$21,986.38
Spending Potential Index	106	119	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,067,840	\$25,199,426	\$39,647,887
Average Spent	\$2,483.18	\$2,827.90	\$2,533.74
Spending Potential Index	104	118	106
Travel: Total \$	\$8,634,356	\$27,418,935	\$43,553,775
Average Spent	\$2,657.54	\$3,076.98	\$2,783.34
Spending Potential Index	105	122	110
Vehicle Maintenance & Repairs: Total \$	\$3,807,316	\$11,403,245	\$18,334,987
Average Spent	\$1,171.84	\$1,279.68	\$1,171.71
Spending Potential Index	106	115	106

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

911 Ontario St, Havre De Grace, Maryland, 21078  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.55435  
 Longitude: -76.10186

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	33.9%	Population	8,140	8,258
Set to Impress (11D)	27.2%	Households	3,249	3,299
Parks and Rec (5C)	20.7%	Families	1,986	2,001
Comfortable Empty Nesters (5A)	8.2%	Median Age	41.6	41.6
Front Porches (8E)	7.4%	Median Household Income	\$73,766	\$78,851
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		106	\$2,250.63	\$7,312,296
Men's		106	\$430.71	\$1,399,368
Women's		106	\$781.12	\$2,537,873
Children's		107	\$331.27	\$1,076,283
Footwear		108	\$539.67	\$1,753,384
Watches & Jewelry		102	\$131.04	\$425,755
Apparel Products and Services (1)		105	\$55.23	\$179,454
<b>Computer</b>				
Computers and Hardware for Home Use		105	\$176.54	\$573,573
Portable Memory		104	\$4.52	\$14,670
Computer Software		108	\$10.37	\$33,708
Computer Accessories		110	\$19.81	\$64,363
<b>Entertainment &amp; Recreation</b>		105	\$3,383.71	\$10,993,688
Fees and Admissions		108	\$802.17	\$2,606,266
Membership Fees for Clubs (2)		108	\$269.03	\$874,065
Fees for Participant Sports, excl. Trips		109	\$125.64	\$408,193
Tickets to Theatre/Operas/Concerts		109	\$87.67	\$284,842
Tickets to Movies		109	\$60.60	\$196,888
Tickets to Parks or Museums		104	\$35.43	\$115,099
Admission to Sporting Events, excl. Trips		109	\$69.97	\$227,326
Fees for Recreational Lessons		108	\$152.58	\$495,719
Dating Services		106	\$1.27	\$4,134
TV/Video/Audio		104	\$1,226.86	\$3,986,060
Cable and Satellite Television Services		103	\$828.85	\$2,692,921
Televisions		108	\$120.74	\$392,289
Satellite Dishes		109	\$1.71	\$5,570
VCRs, Video Cameras, and DVD Players		109	\$5.35	\$17,372
Miscellaneous Video Equipment		111	\$17.18	\$55,817
Video Cassettes and DVDs		113	\$8.63	\$28,026
Video Game Hardware/Accessories		107	\$30.98	\$100,670
Video Game Software		112	\$17.98	\$58,430
Rental/Streaming/Downloaded Video		111	\$77.87	\$253,013
Installation of Televisions		100	\$0.74	\$2,413
Audio (3)		107	\$114.09	\$370,689
Rental and Repair of TV/Radio/Sound Equipment		92	\$2.72	\$8,850
Pets		101	\$734.49	\$2,386,358
Toys/Games/Crafts/Hobbies (4)		109	\$125.56	\$407,935
Recreational Vehicles and Fees (5)		100	\$113.24	\$367,922
Sports/Recreation/Exercise Equipment (6)		105	\$189.44	\$615,489
Photo Equipment and Supplies (7)		108	\$49.52	\$160,888
Reading (8)		108	\$110.99	\$360,616
Catered Affairs (9)		108	\$31.75	\$103,155
<b>Food</b>		105	\$9,675.55	\$31,435,865
Food at Home		105	\$5,696.88	\$18,509,167
Bakery and Cereal Products		105	\$732.77	\$2,380,757
Meats, Poultry, Fish, and Eggs		104	\$1,224.24	\$3,977,552
Dairy Products		104	\$571.82	\$1,857,828
Fruits and Vegetables		105	\$1,107.41	\$3,597,990
Snacks and Other Food at Home (10)		105	\$2,060.65	\$6,695,041
Food Away from Home		105	\$3,978.67	\$12,926,697
Alcoholic Beverages		105	\$658.66	\$2,139,987

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	105	\$28,725.21	\$93,328,201
Value of Retirement Plans	107	\$107,587.35	\$349,551,304
Value of Other Financial Assets	100	\$8,632.34	\$28,046,470
Vehicle Loan Amount excluding Interest	106	\$3,041.48	\$9,881,779
Value of Credit Card Debt	107	\$2,969.23	\$9,647,024
<b>Health</b>			
Nonprescription Drugs	101	\$156.84	\$509,561
Prescription Drugs	102	\$339.65	\$1,103,511
Eyeglasses and Contact Lenses	105	\$101.53	\$329,864
<b>Home</b>			
Mortgage Payment and Basics (11)	105	\$11,148.39	\$36,221,104
Maintenance and Remodeling Services	102	\$2,943.73	\$9,564,172
Maintenance and Remodeling Materials (12)	98	\$607.54	\$1,973,900
Utilities, Fuel, and Public Services	104	\$5,178.43	\$16,824,725
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	106	\$107.64	\$349,723
Furniture	107	\$681.44	\$2,213,994
Rugs	105	\$32.89	\$106,860
Major Appliances (14)	105	\$396.72	\$1,288,936
Housewares (15)	104	\$91.31	\$296,674
Small Appliances	105	\$55.16	\$179,208
Luggage	107	\$17.88	\$58,108
Telephones and Accessories	111	\$111.26	\$361,477
<b>Household Operations</b>			
Child Care	109	\$578.78	\$1,880,452
Lawn and Garden (16)	101	\$504.12	\$1,637,882
Moving/Storage/Freight Express	104	\$74.16	\$240,959
Housekeeping Supplies (17)	104	\$807.37	\$2,623,144
<b>Insurance</b>			
Owners and Renters Insurance	101	\$632.57	\$2,055,227
Vehicle Insurance	105	\$1,949.91	\$6,335,253
Life/Other Insurance	104	\$626.54	\$2,035,624
Health Insurance	104	\$4,285.65	\$13,924,082
Personal Care Products (18)	105	\$520.71	\$1,691,791
School Books and Supplies (19)	105	\$136.87	\$444,693
Smoking Products	105	\$403.55	\$1,311,147
<b>Transportation</b>			
Payments on Vehicles excluding Leases	104	\$2,709.46	\$8,803,040
Gasoline and Motor Oil	103	\$2,476.92	\$8,047,522
Vehicle Maintenance and Repairs	106	\$1,171.84	\$3,807,316
<b>Travel</b>			
Airline Fares	106	\$664.57	\$2,159,185
Lodging on Trips	105	\$743.32	\$2,415,056
Auto/Truck Rental on Trips	106	\$58.07	\$188,682
Food and Drink on Trips	105	\$627.64	\$2,039,210

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Workday Drive (4A)	26.4%	Population	22,233	23,228
Parks and Rec (5C)	13.5%	Households	8,911	9,326
Golden Years (9B)	12.7%	Families	5,726	5,980
Set to Impress (11D)	10.9%	Median Age	44.7	44.9
Comfortable Empty Nesters (5A)	9.6%	Median Household Income	\$84,914	\$91,914
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		117	\$2,481.14	\$22,109,468
Men's		117	\$476.49	\$4,245,993
Women's		118	\$873.98	\$7,788,066
Children's		114	\$352.98	\$3,145,429
Footwear		117	\$586.51	\$5,226,361
Watches & Jewelry		115	\$147.75	\$1,316,563
Apparel Products and Services (1)		122	\$64.11	\$571,308
<b>Computer</b>				
Computers and Hardware for Home Use		117	\$197.20	\$1,757,244
Portable Memory		115	\$4.99	\$44,510
Computer Software		119	\$11.41	\$101,652
Computer Accessories		120	\$21.60	\$192,499
<b>Entertainment &amp; Recreation</b>		118	\$3,802.17	\$33,881,150
Fees and Admissions		125	\$926.09	\$8,252,430
Membership Fees for Clubs (2)		125	\$310.27	\$2,764,812
Fees for Participant Sports, excl. Trips		125	\$144.39	\$1,286,630
Tickets to Theatre/Operas/Concerts		128	\$103.25	\$920,049
Tickets to Movies		118	\$65.29	\$581,791
Tickets to Parks or Museums		116	\$39.39	\$351,044
Admission to Sporting Events, excl. Trips		127	\$81.57	\$726,908
Fees for Recreational Lessons		128	\$180.53	\$1,608,736
Dating Services		117	\$1.40	\$12,459
TV/Video/Audio		115	\$1,354.13	\$12,066,695
Cable and Satellite Television Services		115	\$931.47	\$8,300,318
Televisions		115	\$129.34	\$1,152,525
Satellite Dishes		113	\$1.77	\$15,774
VCRs, Video Cameras, and DVD Players		116	\$5.67	\$50,523
Miscellaneous Video Equipment		125	\$19.40	\$172,880
Video Cassettes and DVDs		115	\$8.81	\$78,548
Video Game Hardware/Accessories		108	\$31.27	\$278,675
Video Game Software		111	\$17.77	\$158,325
Rental/Streaming/Downloaded Video		114	\$79.84	\$711,476
Installation of Televisions		128	\$0.95	\$8,499
Audio (3)		117	\$124.97	\$1,113,639
Rental and Repair of TV/Radio/Sound Equipment		97	\$2.86	\$25,513
Pets		114	\$832.22	\$7,415,929
Toys/Games/Crafts/Hobbies (4)		115	\$132.71	\$1,182,543
Recreational Vehicles and Fees (5)		122	\$137.48	\$1,225,044
Sports/Recreation/Exercise Equipment (6)		113	\$203.98	\$1,817,659
Photo Equipment and Supplies (7)		117	\$53.85	\$479,874
Reading (8)		122	\$126.10	\$1,123,711
Catered Affairs (9)		122	\$35.92	\$320,061
<b>Food</b>		116	\$10,696.18	\$95,313,665
Food at Home		116	\$6,307.93	\$56,209,969
Bakery and Cereal Products		117	\$814.85	\$7,261,161
Meats, Poultry, Fish, and Eggs		115	\$1,359.19	\$12,111,743
Dairy Products		116	\$637.24	\$5,678,438
Fruits and Vegetables		117	\$1,236.13	\$11,015,154
Snacks and Other Food at Home (10)		115	\$2,260.52	\$20,143,473
Food Away from Home		116	\$4,388.25	\$39,103,697
Alcoholic Beverages		120	\$754.97	\$6,727,550

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	127	\$34,608.01	\$308,392,008
Value of Retirement Plans	129	\$129,772.58	\$1,156,403,491
Value of Other Financial Assets	124	\$10,692.71	\$95,282,755
Vehicle Loan Amount excluding Interest	113	\$3,220.09	\$28,694,205
Value of Credit Card Debt	120	\$3,316.46	\$29,552,989
<b>Health</b>			
Nonprescription Drugs	112	\$172.94	\$1,541,045
Prescription Drugs	114	\$380.21	\$3,388,016
Eyeglasses and Contact Lenses	118	\$114.62	\$1,021,393
<b>Home</b>			
Mortgage Payment and Basics (11)	126	\$13,391.65	\$119,332,961
Maintenance and Remodeling Services	125	\$3,583.62	\$31,933,633
Maintenance and Remodeling Materials (12)	116	\$713.96	\$6,362,065
Utilities, Fuel, and Public Services	115	\$5,713.37	\$50,911,850
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	118	\$119.27	\$1,062,811
Furniture	118	\$754.41	\$6,722,551
Rugs	123	\$38.62	\$344,168
Major Appliances (14)	120	\$452.17	\$4,029,257
Housewares (15)	117	\$102.98	\$917,642
Small Appliances	114	\$59.80	\$532,872
Luggage	118	\$19.78	\$176,254
Telephones and Accessories	124	\$124.14	\$1,106,206
<b>Household Operations</b>			
Child Care	121	\$640.65	\$5,708,819
Lawn and Garden (16)	120	\$601.69	\$5,361,661
Moving/Storage/Freight Express	110	\$78.26	\$697,385
Housekeeping Supplies (17)	115	\$899.96	\$8,019,584
<b>Insurance</b>			
Owners and Renters Insurance	117	\$731.44	\$6,517,852
Vehicle Insurance	113	\$2,109.45	\$18,797,293
Life/Other Insurance	121	\$732.88	\$6,530,695
Health Insurance	117	\$4,850.19	\$43,220,005
Personal Care Products (18)	115	\$574.67	\$5,120,853
School Books and Supplies (19)	114	\$148.53	\$1,323,529
Smoking Products	107	\$410.82	\$3,660,835
<b>Transportation</b>			
Payments on Vehicles excluding Leases	113	\$2,937.75	\$26,178,280
Gasoline and Motor Oil	112	\$2,693.10	\$23,998,196
Vehicle Maintenance and Repairs	115	\$1,279.68	\$11,403,245
<b>Travel</b>			
Airline Fares	123	\$771.06	\$6,870,910
Lodging on Trips	123	\$872.26	\$7,772,667
Auto/Truck Rental on Trips	121	\$66.75	\$594,813
Food and Drink on Trips	121	\$720.34	\$6,418,974

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Parks and Rec (5C)	16.3%	Population	40,153	41,625
Workday Drive (4A)	15.3%	Households	15,648	16,254
Comfortable Empty Nesters (5A)	11.9%	Families	10,430	10,795
Golden Years (9B)	10.5%	Median Age	42.7	43.1
Pleasantville (2B)	9.5%	Median Household Income	\$78,177	\$83,720
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		108	\$2,279.55	\$35,670,344
Men's		107	\$436.13	\$6,824,526
Women's		108	\$799.90	\$12,516,790
Children's		105	\$326.41	\$5,107,591
Footwear		109	\$544.04	\$8,513,096
Watches & Jewelry		104	\$133.46	\$2,088,416
Apparel Products and Services (1)		111	\$58.55	\$916,215
<b>Computer</b>				
Computers and Hardware for Home Use		107	\$180.42	\$2,823,155
Portable Memory		105	\$4.57	\$71,558
Computer Software		110	\$10.58	\$165,561
Computer Accessories		109	\$19.60	\$306,713
<b>Entertainment &amp; Recreation</b>		107	\$3,464.50	\$54,212,430
Fees and Admissions		113	\$835.91	\$13,080,392
Membership Fees for Clubs (2)		113	\$280.47	\$4,388,720
Fees for Participant Sports, excl. Trips		112	\$129.23	\$2,022,190
Tickets to Theatre/Operas/Concerts		116	\$93.62	\$1,464,898
Tickets to Movies		107	\$59.69	\$934,077
Tickets to Parks or Museums		106	\$35.98	\$562,992
Admission to Sporting Events, excl. Trips		113	\$72.80	\$1,139,178
Fees for Recreational Lessons		116	\$162.82	\$2,547,819
Dating Services		109	\$1.31	\$20,517
TV/Video/Audio		106	\$1,244.85	\$19,479,399
Cable and Satellite Television Services		106	\$857.79	\$13,422,655
Televisions		106	\$118.38	\$1,852,410
Satellite Dishes		101	\$1.58	\$24,700
VCRs, Video Cameras, and DVD Players		106	\$5.17	\$80,852
Miscellaneous Video Equipment		115	\$17.91	\$280,325
Video Cassettes and DVDs		105	\$8.06	\$126,178
Video Game Hardware/Accessories		101	\$29.15	\$456,114
Video Game Software		104	\$16.59	\$259,614
Rental/Streaming/Downloaded Video		104	\$73.30	\$1,146,927
Installation of Televisions		114	\$0.84	\$13,140
Audio (3)		106	\$113.36	\$1,773,838
Rental and Repair of TV/Radio/Sound Equipment		92	\$2.73	\$42,645
Pets		104	\$758.28	\$11,865,579
Toys/Games/Crafts/Hobbies (4)		105	\$121.51	\$1,901,443
Recreational Vehicles and Fees (5)		109	\$123.21	\$1,927,981
Sports/Recreation/Exercise Equipment (6)		102	\$184.65	\$2,889,409
Photo Equipment and Supplies (7)		106	\$48.76	\$763,021
Reading (8)		111	\$114.59	\$1,793,167
Catered Affairs (9)		112	\$33.02	\$516,653
<b>Food</b>		107	\$9,853.79	\$154,192,044
Food at Home		107	\$5,814.71	\$90,988,591
Bakery and Cereal Products		107	\$751.29	\$11,756,163
Meats, Poultry, Fish, and Eggs		107	\$1,256.29	\$19,658,367
Dairy Products		107	\$586.51	\$9,177,656
Fruits and Vegetables		108	\$1,139.52	\$17,831,192
Snacks and Other Food at Home (10)		106	\$2,081.11	\$32,565,211
Food Away from Home		106	\$4,039.08	\$63,203,453
Alcoholic Beverages		110	\$688.36	\$10,771,495

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	111	\$30,355.31	\$474,999,931
Value of Retirement Plans	115	\$114,953.57	\$1,798,793,513
Value of Other Financial Assets	110	\$9,491.19	\$148,518,096
Vehicle Loan Amount excluding Interest	104	\$2,978.75	\$46,611,414
Value of Credit Card Debt	109	\$3,034.43	\$47,482,728
<b>Health</b>			
Nonprescription Drugs	102	\$158.60	\$2,481,796
Prescription Drugs	104	\$347.06	\$5,430,774
Eyeglasses and Contact Lenses	107	\$103.77	\$1,623,771
<b>Home</b>			
Mortgage Payment and Basics (11)	112	\$11,968.36	\$187,280,821
Maintenance and Remodeling Services	111	\$3,188.63	\$49,895,721
Maintenance and Remodeling Materials (12)	103	\$637.09	\$9,969,244
Utilities, Fuel, and Public Services	106	\$5,271.40	\$82,486,861
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	108	\$109.21	\$1,708,907
Furniture	108	\$689.57	\$10,790,453
Rugs	111	\$34.77	\$544,146
Major Appliances (14)	108	\$408.48	\$6,391,820
Housewares (15)	107	\$93.90	\$1,469,304
Small Appliances	105	\$55.02	\$860,937
Luggage	108	\$18.12	\$283,500
Telephones and Accessories	113	\$112.78	\$1,764,733
<b>Household Operations</b>			
Child Care	110	\$582.98	\$9,122,487
Lawn and Garden (16)	108	\$542.09	\$8,482,684
Moving/Storage/Freight Express	102	\$72.28	\$1,131,002
Housekeeping Supplies (17)	106	\$825.74	\$12,921,154
<b>Insurance</b>			
Owners and Renters Insurance	105	\$659.30	\$10,316,778
Vehicle Insurance	105	\$1,956.16	\$30,609,948
Life/Other Insurance	109	\$660.08	\$10,328,989
Health Insurance	107	\$4,427.80	\$69,286,225
Personal Care Products (18)	106	\$528.13	\$8,264,232
School Books and Supplies (19)	105	\$137.11	\$2,145,451
Smoking Products	101	\$386.47	\$6,047,508
<b>Transportation</b>			
Payments on Vehicles excluding Leases	104	\$2,700.12	\$42,251,523
Gasoline and Motor Oil	104	\$2,497.65	\$39,083,258
Vehicle Maintenance and Repairs	106	\$1,171.71	\$18,334,987
<b>Travel</b>			
Airline Fares	111	\$697.63	\$10,916,448
Lodging on Trips	111	\$787.21	\$12,318,325
Auto/Truck Rental on Trips	110	\$60.48	\$946,438
Food and Drink on Trips	110	\$654.00	\$10,233,780

**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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

911 Ontario St, Havre De Grace, Maryland, 21078  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.55435  
 Longitude: -76.10186

Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		402		766		1,341						
Total Employees:		3,658		9,715		16,142						
Total Residential Population:		8,140		22,233		40,153						
Employee/Residential Population Ratio (per 100 Residents)		45		44		40						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.2%	5	0.1%	7	0.9%	41	0.4%	18	1.3%	96	0.6%
Construction	20	5.0%	74	2.0%	41	5.4%	158	1.6%	72	5.4%	393	2.4%
Manufacturing	7	1.7%	138	3.8%	16	2.1%	394	4.1%	32	2.4%	634	3.9%
Transportation	12	3.0%	127	3.5%	26	3.4%	222	2.3%	38	2.8%	431	2.7%
Communication	2	0.5%	55	1.5%	3	0.4%	58	0.6%	12	0.9%	97	0.6%
Utility	1	0.2%	1	0.0%	1	0.1%	2	0.0%	4	0.3%	46	0.3%
Wholesale Trade	7	1.7%	86	2.4%	14	1.8%	160	1.6%	24	1.8%	259	1.6%
Retail Trade Summary	111	27.6%	999	27.3%	174	22.7%	1,834	18.9%	301	22.4%	3,815	23.6%
Home Improvement	1	0.2%	2	0.1%	2	0.3%	12	0.1%	11	0.8%	220	1.4%
General Merchandise Stores	10	2.5%	43	1.2%	12	1.6%	53	0.5%	18	1.3%	289	1.8%
Food Stores	11	2.7%	169	4.6%	18	2.3%	270	2.8%	37	2.8%	564	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.0%	60	1.6%	6	0.8%	79	0.8%	20	1.5%	260	1.6%
Apparel & Accessory Stores	4	1.0%	13	0.4%	8	1.0%	344	3.5%	9	0.7%	353	2.2%
Furniture & Home Furnishings	2	0.5%	21	0.6%	6	0.8%	34	0.3%	9	0.7%	45	0.3%
Eating & Drinking Places	30	7.5%	535	14.6%	48	6.3%	767	7.9%	88	6.6%	1,495	9.3%
Miscellaneous Retail	50	12.4%	156	4.3%	74	9.7%	274	2.8%	108	8.1%	589	3.6%
Finance, Insurance, Real Estate Summary	34	8.5%	154	4.2%	65	8.5%	295	3.0%	121	9.0%	662	4.1%
Banks, Savings & Lending Institutions	8	2.0%	48	1.3%	17	2.2%	120	1.2%	32	2.4%	306	1.9%
Securities Brokers	3	0.7%	9	0.2%	4	0.5%	12	0.1%	9	0.7%	32	0.2%
Insurance Carriers & Agents	6	1.5%	25	0.7%	11	1.4%	40	0.4%	23	1.7%	80	0.5%
Real Estate, Holding, Other Investment Offices	18	4.5%	72	2.0%	33	4.3%	122	1.3%	57	4.3%	243	1.5%
Services Summary	161	40.0%	1,617	44.2%	321	41.9%	5,739	59.1%	554	41.3%	7,864	48.7%
Hotels & Lodging	7	1.7%	16	0.4%	12	1.6%	73	0.8%	21	1.6%	249	1.5%
Automotive Services	16	4.0%	66	1.8%	23	3.0%	86	0.9%	40	3.0%	168	1.0%
Motion Pictures & Amusements	8	2.0%	34	0.9%	21	2.7%	318	3.3%	41	3.1%	436	2.7%
Health Services	37	9.2%	541	14.8%	72	9.4%	2,760	28.4%	108	8.1%	3,013	18.7%
Legal Services	5	1.2%	35	1.0%	6	0.8%	40	0.4%	10	0.7%	47	0.3%
Education Institutions & Libraries	5	1.2%	206	5.6%	17	2.2%	853	8.8%	29	2.2%	1,383	8.6%
Other Services	83	20.6%	719	19.7%	170	22.2%	1,609	16.6%	304	22.7%	2,567	15.9%
Government	9	2.2%	118	3.2%	24	3.1%	327	3.4%	49	3.7%	1,316	8.2%
Unclassified Establishments	36	9.0%	283	7.7%	73	9.5%	485	5.0%	115	8.6%	531	3.3%
Totals	402	100.0%	3,658	100.0%	766	100.0%	9,715	100.0%	1,341	100.0%	16,142	100.0%

Source: Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

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.

911 Ontario St, Havre De Grace, Maryland, 21078  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.55435  
Longitude: -76.10186

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	1	0.2%	5	0.1%	2	0.3%	9	0.1%	4	0.3%	15	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.1%	11	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%	39	0.2%
Construction	21	5.2%	79	2.2%	43	5.6%	165	1.7%	77	5.7%	414	2.6%
Manufacturing	9	2.2%	145	4.0%	19	2.5%	404	4.2%	35	2.6%	644	4.0%
Wholesale Trade	7	1.7%	86	2.4%	14	1.8%	160	1.6%	22	1.6%	242	1.5%
Retail Trade	79	19.7%	450	12.3%	120	15.7%	1,035	10.7%	202	15.1%	2,247	13.9%
Motor Vehicle & Parts Dealers	3	0.7%	48	1.3%	4	0.5%	62	0.6%	17	1.3%	237	1.5%
Furniture & Home Furnishings Stores	1	0.2%	20	0.5%	3	0.4%	30	0.3%	4	0.3%	31	0.2%
Electronics & Appliance Stores	1	0.2%	1	0.0%	1	0.1%	1	0.0%	3	0.2%	6	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	2	0.1%	2	0.3%	12	0.1%	10	0.7%	219	1.4%
Food & Beverage Stores	9	2.2%	152	4.2%	17	2.2%	249	2.6%	32	2.4%	498	3.1%
Health & Personal Care Stores	8	2.0%	53	1.4%	12	1.6%	91	0.9%	24	1.8%	170	1.1%
Gasoline Stations	1	0.2%	12	0.3%	2	0.3%	17	0.2%	3	0.2%	24	0.1%
Clothing & Clothing Accessories Stores	7	1.7%	17	0.5%	12	1.6%	350	3.6%	15	1.1%	384	2.4%
Sport Goods, Hobby, Book, & Music Stores	6	1.5%	12	0.3%	10	1.3%	48	0.5%	14	1.0%	222	1.4%
General Merchandise Stores	10	2.5%	43	1.2%	12	1.6%	53	0.5%	18	1.3%	289	1.8%
Miscellaneous Store Retailers	26	6.5%	87	2.4%	32	4.2%	106	1.1%	42	3.1%	138	0.9%
Nonstore Retailers	7	1.7%	5	0.1%	14	1.8%	16	0.2%	21	1.6%	29	0.2%
Transportation & Warehousing	7	1.7%	62	1.7%	15	2.0%	128	1.3%	25	1.9%	331	2.1%
Information	4	1.0%	74	2.0%	8	1.0%	110	1.1%	24	1.8%	208	1.3%
Finance & Insurance	17	4.2%	82	2.2%	34	4.4%	176	1.8%	67	5.0%	423	2.6%
Central Bank/Credit Intermediation & Related Activities	8	2.0%	48	1.3%	18	2.3%	122	1.3%	34	2.5%	309	1.9%
Securities, Commodity Contracts & Other Financial	3	0.7%	9	0.2%	5	0.7%	13	0.1%	10	0.7%	33	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	6	1.5%	25	0.7%	11	1.4%	40	0.4%	23	1.7%	80	0.5%
Real Estate, Rental & Leasing	21	5.2%	84	2.3%	37	4.8%	130	1.3%	71	5.3%	269	1.7%
Professional, Scientific & Tech Services	27	6.7%	186	5.1%	56	7.3%	391	4.0%	91	6.8%	649	4.0%
Legal Services	5	1.2%	35	1.0%	6	0.8%	40	0.4%	10	0.7%	47	0.3%
Management of Companies & Enterprises	0	0.0%	1	0.0%	1	0.1%	7	0.1%	2	0.1%	14	0.1%
Administrative & Support & Waste Management & Remediation	6	1.5%	15	0.4%	14	1.8%	71	0.7%	34	2.5%	359	2.2%
Educational Services	6	1.5%	194	5.3%	18	2.3%	828	8.5%	32	2.4%	1,344	8.3%
Health Care & Social Assistance	45	11.2%	628	17.2%	88	11.5%	2,974	30.6%	134	10.0%	3,276	20.3%
Arts, Entertainment & Recreation	12	3.0%	90	2.5%	28	3.7%	392	4.0%	44	3.3%	521	3.2%
Accommodation & Food Services	37	9.2%	558	15.3%	62	8.1%	860	8.9%	115	8.6%	1,810	11.2%
Accommodation	7	1.7%	16	0.4%	12	1.6%	73	0.8%	21	1.6%	249	1.5%
Food Services & Drinking Places	30	7.5%	542	14.8%	50	6.5%	787	8.1%	94	7.0%	1,561	9.7%
Other Services (except Public Administration)	59	14.7%	518	14.2%	110	14.4%	1,062	10.9%	195	14.5%	1,478	9.2%
Automotive Repair & Maintenance	14	3.5%	62	1.7%	19	2.5%	77	0.8%	29	2.2%	130	0.8%
Public Administration	9	2.2%	118	3.2%	24	3.1%	327	3.4%	49	3.7%	1,315	8.1%
Unclassified Establishments	36	9.0%	283	7.7%	73	9.5%	485	5.0%	115	8.6%	531	3.3%
<b>Total</b>	<b>402</b>	<b>100.0%</b>	<b>3,658</b>	<b>100.0%</b>	<b>766</b>	<b>100.0%</b>	<b>9,715</b>	<b>100.0%</b>	<b>1,341</b>	<b>100.0%</b>	<b>16,142</b>	<b>100.0%</b>

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**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.