

Market Profile

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	6,455	21,984	44,169
2020 Total Population	6,895	25,416	50,204
2020 Group Quarters	33	154	338
2024 Total Population	7,007	27,203	53,339
2024 Group Quarters	33	153	332
2029 Total Population	7,360	27,848	54,672
2024-2029 Annual Rate	0.99%	0.47%	0.49%
2024 Total Daytime Population	7,103	27,869	54,080
Workers	3,748	14,731	29,295
Residents	3,355	13,138	24,785
Household Summary			
2010 Households	2,718	8,324	16,850
2010 Average Household Size	2.36	2.58	2.56
2020 Total Households	3,021	10,108	19,974
2020 Average Household Size	2.27	2.50	2.50
2024 Households	3,109	10,904	21,363
2024 Average Household Size	2.24	2.48	2.48
2029 Households	3,353	11,395	22,302
2029 Average Household Size	2.19	2.43	2.44
2024-2029 Annual Rate	1.52%	0.88%	0.86%
2010 Families	1,705	5,739	11,691
2010 Average Family Size	2.95	3.07	3.05
2024 Families	1,761	6,905	13,934
2024 Average Family Size	2.97	3.13	3.09
2029 Families	1,890	7,180	14,481
2029 Average Family Size	2.90	3.07	3.04
2024-2029 Annual Rate	1.42%	0.78%	0.77%
Housing Unit Summary			
2000 Housing Units	2,677	8,597	16,138
Owner Occupied Housing Units	56.9%	54.7%	60.4%
Renter Occupied Housing Units	37.4%	37.8%	33.2%
Vacant Housing Units	5.6%	7.5%	6.4%
2010 Housing Units	2,888	9,240	18,470
Owner Occupied Housing Units	54.4%	57.9%	63.1%
Renter Occupied Housing Units	39.8%	32.2%	28.2%
Vacant Housing Units	5.9%	9.9%	8.8%
2020 Housing Units	3,198	10,943	21,462
Owner Occupied Housing Units	50.3%	55.2%	61.0%
Renter Occupied Housing Units	44.2%	37.2%	32.0%
Vacant Housing Units	6.1%	7.7%	7.0%
2024 Housing Units	3,501	12,064	23,163
Owner Occupied Housing Units	47.9%	56.3%	62.7%
Renter Occupied Housing Units	40.9%	34.1%	29.5%
Vacant Housing Units	11.2%	9.6%	7.8%
2029 Housing Units	3,737	12,544	24,098
Owner Occupied Housing Units	46.9%	57.1%	64.1%
Renter Occupied Housing Units	42.9%	33.8%	28.5%
Vacant Housing Units	10.3%	9.2%	7.5%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	3,109	10,904	21,363
<\$15,000	10.2%	9.9%	7.4%
\$15,000 - \$24,999	6.3%	4.7%	4.5%
\$25,000 - \$34,999	6.9%	7.6%	6.8%
\$35,000 - \$49,999	8.8%	7.9%	7.7%
\$50,000 - \$74,999	11.1%	12.5%	12.7%
\$75,000 - \$99,999	15.6%	12.3%	13.0%
\$100,000 - \$149,999	24.9%	22.1%	21.9%
\$150,000 - \$199,999	9.4%	10.8%	12.3%
\$200,000+	6.6%	12.1%	13.7%
Average Household Income	\$97,525	\$111,955	\$120,909
2029 Households by Income			
Household Income Base	3,353	11,395	22,302
<\$15,000	9.1%	9.0%	6.7%
\$15,000 - \$24,999	5.9%	4.1%	3.7%
\$25,000 - \$34,999	6.3%	6.7%	5.9%
\$35,000 - \$49,999	7.0%	6.7%	6.5%
\$50,000 - \$74,999	9.8%	11.1%	11.2%
\$75,000 - \$99,999	16.5%	12.5%	13.0%
\$100,000 - \$149,999	26.0%	22.8%	22.4%
\$150,000 - \$199,999	11.6%	13.0%	14.3%
\$200,000+	8.0%	14.0%	16.3%
Average Household Income	\$109,890	\$126,238	\$137,100
2024 Owner Occupied Housing Units by Value			
Total	1,677	6,794	14,519
<\$50,000	3.7%	8.8%	5.3%
\$50,000 - \$99,999	1.3%	1.7%	1.2%
\$100,000 - \$149,999	1.6%	2.3%	1.7%
\$150,000 - \$199,999	13.8%	6.8%	5.7%
\$200,000 - \$249,999	17.7%	9.9%	8.2%
\$250,000 - \$299,999	18.8%	15.8%	13.1%
\$300,000 - \$399,999	23.4%	19.5%	22.1%
\$400,000 - \$499,999	11.8%	13.0%	13.7%
\$500,000 - \$749,999	7.0%	19.0%	22.6%
\$750,000 - \$999,999	0.3%	1.9%	4.2%
\$1,000,000 - \$1,499,999	0.2%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.2%	0.9%	1.6%
Average Home Value	\$309,561	\$370,747	\$430,035
2029 Owner Occupied Housing Units by Value			
Total	1,751	7,160	15,443
<\$50,000	2.7%	6.8%	3.8%
\$50,000 - \$99,999	0.6%	0.6%	0.4%
\$100,000 - \$149,999	0.5%	0.9%	0.6%
\$150,000 - \$199,999	7.0%	3.5%	2.6%
\$200,000 - \$249,999	11.5%	5.8%	4.1%
\$250,000 - \$299,999	15.4%	11.6%	8.5%
\$300,000 - \$399,999	28.2%	18.9%	20.2%
\$400,000 - \$499,999	18.7%	16.7%	16.6%
\$500,000 - \$749,999	12.9%	29.0%	33.1%
\$750,000 - \$999,999	1.0%	4.1%	7.1%
\$1,000,000 - \$1,499,999	0.9%	0.8%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.5%	1.2%	1.8%
Average Home Value	\$378,600	\$452,137	\$508,346

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Market Profile

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$83,741	\$88,105	\$94,852
2029	\$91,648	\$99,573	\$104,331
Median Home Value			
2024	\$281,646	\$323,811	\$367,203
2029	\$343,611	\$411,172	\$458,625
Per Capita Income			
2024	\$41,817	\$45,085	\$48,298
2029	\$48,361	\$51,879	\$55,780
Median Age			
2010	40.9	37.4	37.8
2020	40.7	39.3	40.1
2024	41.8	39.9	40.6
2029	43.6	41.3	41.8
2020 Population by Age			
Total	6,895	25,416	50,204
0 - 4	5.2%	6.0%	5.8%
5 - 9	5.8%	6.3%	6.1%
10 - 14	5.2%	6.5%	6.4%
15 - 24	11.7%	11.8%	11.5%
25 - 34	14.5%	13.6%	13.3%
35 - 44	12.3%	12.8%	12.5%
45 - 54	12.0%	12.7%	12.9%
55 - 64	14.9%	14.6%	15.0%
65 - 74	10.7%	9.8%	10.3%
75 - 84	5.3%	4.3%	4.5%
85 +	2.3%	1.8%	1.8%
18 +	80.8%	77.7%	78.1%
2024 Population by Age			
Total	7,009	27,201	53,340
0 - 4	5.1%	5.9%	5.7%
5 - 9	5.0%	6.1%	5.9%
10 - 14	5.2%	5.9%	5.9%
15 - 24	11.0%	11.6%	11.5%
25 - 34	14.8%	13.5%	13.3%
35 - 44	12.9%	13.7%	13.4%
45 - 54	11.7%	12.2%	12.1%
55 - 64	13.8%	13.6%	13.9%
65 - 74	11.6%	10.4%	10.9%
75 - 84	6.3%	5.1%	5.6%
85 +	2.6%	1.9%	1.8%
18 +	81.8%	78.5%	79.0%
2029 Population by Age			
Total	7,362	27,846	54,673
0 - 4	5.0%	5.7%	5.6%
5 - 9	4.6%	5.6%	5.5%
10 - 14	4.6%	5.7%	5.8%
15 - 24	11.1%	11.3%	11.0%
25 - 34	13.6%	12.7%	12.6%
35 - 44	12.9%	13.9%	13.7%
45 - 54	12.1%	12.5%	12.2%
55 - 64	12.2%	12.3%	12.4%
65 - 74	12.8%	11.5%	12.0%
75 - 84	8.0%	6.5%	7.1%
85 +	3.1%	2.2%	2.2%
18 +	82.8%	79.6%	79.9%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 17, 2025

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	3,289	12,324	24,306
Females	3,606	13,092	25,897
2024 Population by Sex			
Males	3,395	13,431	26,285
Females	3,612	13,772	27,054
2029 Population by Sex			
Males	3,535	13,652	26,765
Females	3,825	14,196	27,907
2010 Population by Race/Ethnicity			
Total	6,455	21,985	44,169
White Alone	61.2%	64.6%	69.5%
Black Alone	28.6%	25.8%	21.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.5%	2.6%	2.7%
Pacific Islander Alone	0.3%	0.3%	0.2%
Some Other Race Alone	1.6%	1.6%	1.4%
Two or More Races	4.4%	4.6%	4.0%
Hispanic Origin	6.0%	5.4%	5.0%
Diversity Index	59.2	56.2	51.8
2020 Population by Race/Ethnicity			
Total	6,895	25,416	50,204
White Alone	54.8%	55.5%	60.5%
Black Alone	27.2%	27.8%	24.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	3.4%	3.0%	3.1%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	4.3%	3.4%	2.8%
Two or More Races	9.8%	9.6%	8.7%
Hispanic Origin	9.7%	8.5%	7.1%
Diversity Index	68.1	66.5	62.3
2024 Population by Race/Ethnicity			
Total	7,008	27,203	53,338
White Alone	52.6%	53.0%	58.2%
Black Alone	28.6%	29.4%	25.7%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.6%	3.3%	3.4%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	4.7%	3.7%	3.0%
Two or More Races	10.1%	9.9%	9.0%
Hispanic Origin	10.6%	9.2%	7.8%
Diversity Index	69.8	68.3	64.4
2029 Population by Race/Ethnicity			
Total	7,360	27,847	54,673
White Alone	50.9%	51.1%	56.3%
Black Alone	29.2%	30.2%	26.6%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.8%	3.5%	3.6%
Pacific Islander Alone	0.1%	0.3%	0.2%
Some Other Race Alone	5.0%	3.9%	3.2%
Two or More Races	10.6%	10.4%	9.6%
Hispanic Origin	11.2%	9.8%	8.3%
Diversity Index	71.2	69.8	66.2

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	6,895	25,416	50,204
In Households	99.5%	99.4%	99.3%
Householder	42.3%	39.7%	39.5%
Opposite-Sex Spouse	15.9%	16.7%	18.0%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.4%	3.1%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.6%	26.5%	26.6%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.7%	1.6%	1.5%
Grandchild	3.0%	3.1%	2.9%
Brother or Sister	1.3%	1.1%	1.0%
Parent	1.5%	1.4%	1.3%
Parent-in-law	0.3%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.4%
Other Relatives	1.5%	1.5%	1.3%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.8%	2.9%	2.5%
In Group Quarters	0.5%	0.6%	0.7%
Institutionalized	0.2%	0.2%	0.3%
Noninstitutionalized	0.3%	0.4%	0.4%
2024 Population 25+ by Educational Attainment			
Total	5,163	19,155	37,856
Less than 9th Grade	2.9%	2.1%	1.9%
9th - 12th Grade, No Diploma	6.5%	6.5%	5.2%
High School Graduate	25.4%	23.3%	22.1%
GED/Alternative Credential	3.1%	4.5%	4.1%
Some College, No Degree	17.8%	17.9%	18.0%
Associate Degree	16.4%	12.0%	10.3%
Bachelor's Degree	16.5%	19.3%	21.6%
Graduate/Professional Degree	11.4%	14.4%	16.7%
2024 Population 15+ by Marital Status			
Total	5,936	22,308	43,983
Never Married	33.8%	34.8%	32.5%
Married	47.2%	49.1%	52.0%
Widowed	7.0%	5.5%	5.6%
Divorced	12.0%	10.6%	9.8%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,761	14,269	29,073
Population 16+ Employed	98.4%	97.4%	97.5%
Population 16+ Unemployment rate	1.6%	2.6%	2.5%
Population 16-24 Employed	12.5%	12.2%	12.4%
Population 16-24 Unemployment rate	2.9%	8.9%	8.5%
Population 25-54 Employed	60.8%	63.2%	61.4%
Population 25-54 Unemployment rate	1.1%	1.4%	1.4%
Population 55-64 Employed	17.1%	18.0%	18.4%
Population 55-64 Unemployment rate	2.6%	2.5%	1.8%
Population 65+ Employed	9.5%	6.6%	7.8%
Population 65+ Unemployment rate	1.1%	2.5%	2.1%

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	3,700	13,892	28,358
Agriculture/Mining	0.3%	0.2%	0.1%
Construction	6.8%	5.7%	5.8%
Manufacturing	9.2%	6.6%	6.2%
Wholesale Trade	1.8%	1.2%	0.9%
Retail Trade	11.3%	12.9%	12.4%
Transportation/Utilities	6.6%	6.2%	5.5%
Information	1.2%	0.8%	1.2%
Finance/Insurance/Real Estate	2.6%	2.6%	3.8%
Services	43.3%	48.2%	49.0%
Public Administration	16.8%	15.7%	15.1%
2024 Employed Population 16+ by Occupation			
Total	3,698	13,890	28,358
White Collar	60.2%	61.0%	64.6%
Management/Business/Financial	15.5%	19.8%	19.4%
Professional	26.4%	22.7%	27.0%
Sales	7.0%	7.1%	6.9%
Administrative Support	11.3%	11.4%	11.3%
Services	19.9%	16.5%	14.8%
Blue Collar	19.9%	22.6%	20.6%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	4.2%	4.0%	3.6%
Installation/Maintenance/Repair	2.6%	3.7%	3.9%
Production	4.5%	4.0%	4.2%
Transportation/Material Moving	8.3%	10.7%	8.8%
2020 Households by Type			
Total	3,021	10,108	19,974
Married Couple Households	38.8%	42.5%	46.1%
With Own Children <18	12.5%	14.5%	15.9%
Without Own Children <18	26.3%	28.0%	30.1%
Cohabiting Couple Households	8.3%	8.0%	7.7%
With Own Children <18	2.6%	2.9%	2.8%
Without Own Children <18	5.8%	5.1%	4.9%
Male Householder, No Spouse/Partner	20.6%	19.8%	18.2%
Living Alone	14.5%	13.7%	12.7%
65 Years and over	4.5%	3.8%	3.5%
With Own Children <18	0.9%	1.5%	1.7%
Without Own Children <18, With Relatives	3.6%	3.3%	2.9%
No Relatives Present	1.5%	1.2%	1.0%
Female Householder, No Spouse/Partner	32.3%	29.7%	28.1%
Living Alone	19.5%	14.9%	14.5%
65 Years and over	11.4%	7.4%	7.1%
With Own Children <18	4.6%	6.5%	5.7%
Without Own Children <18, With Relatives	7.1%	7.3%	7.0%
No Relatives Present	1.0%	1.0%	0.9%
2020 Households by Size			
Total	3,021	10,108	19,974
1 Person Household	34.1%	28.6%	27.1%
2 Person Household	30.7%	32.0%	33.0%
3 Person Household	15.1%	16.5%	16.8%
4 Person Household	10.7%	12.4%	12.4%
5 Person Household	5.5%	5.9%	6.0%
6 Person Household	2.1%	2.6%	2.7%
7 + Person Household	1.9%	2.0%	1.9%

Market Profile

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	3,021	10,108	19,974
Owner Occupied	53.3%	59.8%	65.6%
Owned with a Mortgage/Loan	39.6%	44.7%	49.5%
Owned Free and Clear	13.6%	15.1%	16.0%
Renter Occupied	46.7%	40.2%	34.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	116	106	101
Percent of Income for Mortgage	21.1%	23.0%	24.2%
Wealth Index	78	95	111
2020 Housing Units By Urban/ Rural Status			
Total	3,198	10,943	21,462
Urban Housing Units	94.5%	88.7%	85.1%
Rural Housing Units	5.5%	11.3%	14.9%
2020 Population By Urban/ Rural Status			
Total	6,895	25,416	50,204
Urban Population	94.9%	88.6%	84.5%
Rural Population	5.1%	11.4%	15.5%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Golden Years (9B)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Metro Fusion (11C)	Metro Fusion (11C)	Comfortable Empty Nesters
3.	Old and Newcomers (8F)	Comfortable Empty Nesters	Workday Drive (4A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$6,553,291	\$26,679,089	\$55,209,990
Average Spent	\$2,107.85	\$2,446.72	\$2,584.37
Spending Potential Index	89	103	109
Education: Total \$	\$4,593,088	\$18,488,753	\$39,295,925
Average Spent	\$1,477.35	\$1,695.59	\$1,839.44
Spending Potential Index	85	98	106
Entertainment/Recreation: Total \$	\$11,004,467	\$44,350,455	\$93,597,479
Average Spent	\$3,539.55	\$4,067.36	\$4,381.29
Spending Potential Index	87	99	107
Food at Home: Total \$	\$20,017,897	\$80,049,863	\$166,922,885
Average Spent	\$6,438.69	\$7,341.33	\$7,813.64
Spending Potential Index	88	101	107
Food Away from Home: Total \$	\$10,678,901	\$43,019,953	\$90,481,623
Average Spent	\$3,434.83	\$3,945.34	\$4,235.44
Spending Potential Index	88	101	109
Health Care: Total \$	\$21,362,635	\$85,007,473	\$177,214,080
Average Spent	\$6,871.22	\$7,795.99	\$8,295.37
Spending Potential Index	89	101	108
HH Furnishings & Equipment: Total \$	\$8,597,167	\$34,619,935	\$72,860,129
Average Spent	\$2,765.25	\$3,174.98	\$3,410.58
Spending Potential Index	87	100	108
Personal Care Products & Services: Total \$	\$2,715,486	\$10,787,326	\$22,820,001
Average Spent	\$873.43	\$989.30	\$1,068.20
Spending Potential Index	88	99	107
Shelter: Total \$	\$71,521,147	\$285,475,197	\$605,290,764
Average Spent	\$23,004.55	\$26,180.78	\$28,333.60
Spending Potential Index	86	98	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,324,814	\$37,827,376	\$80,765,981
Average Spent	\$2,999.30	\$3,469.13	\$3,780.65
Spending Potential Index	86	99	108
Travel: Total \$	\$7,954,664	\$32,128,945	\$68,650,699
Average Spent	\$2,558.59	\$2,946.53	\$3,213.53
Spending Potential Index	84	97	106
Vehicle Maintenance & Repairs: Total \$	\$4,129,971	\$16,459,867	\$34,346,964
Average Spent	\$1,328.39	\$1,509.53	\$1,607.78
Spending Potential Index	90	102	109

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 17, 2025

Retail Goods and Services Expenditures

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Golden Years (9B)	17.9%	Population	7,007	7,360
Metro Fusion (11C)	17.9%	Households	3,109	3,353
Old and Newcomers (8F)	17.3%	Families	1,761	1,890
Parks and Rec (5C)	15.5%	Median Age	41.8	43.6
Midlife Constants (5E)	13.6%	Median Household Income	\$83,741	\$91,648
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$2,107.85	\$6,553,291
Men's		90	\$394.68	\$1,227,051
Women's		89	\$707.23	\$2,198,781
Children's		90	\$329.94	\$1,025,780
Footwear		88	\$440.77	\$1,370,340
Watches & Jewelry		84	\$191.70	\$595,999
Apparel Products and Services (1)		89	\$43.53	\$135,341
Computer				
Computers and Hardware for Home Use		89	\$240.03	\$746,241
Portable Memory		91	\$3.71	\$11,545
Computer Software		89	\$13.90	\$43,200
Computer Accessories		86	\$20.45	\$63,586
Entertainment & Recreation		87	\$3,539.55	\$11,004,467
Fees and Admissions		85	\$702.17	\$2,183,056
Membership Fees for Clubs (2)		87	\$263.52	\$819,271
Fees for Participant Sports, excl. Trips		86	\$115.20	\$358,147
Tickets to Theatre/Operas/Concerts		85	\$64.82	\$201,533
Tickets to Movies		87	\$21.47	\$66,765
Tickets to Parks or Museums		84	\$31.32	\$97,378
Admission to Sporting Events, excl. Trips		94	\$74.16	\$230,562
Fees for Recreational Lessons		76	\$130.88	\$406,899
Dating Services		101	\$0.80	\$2,502
TV/Video/Audio		90	\$1,187.74	\$3,692,692
Cable and Satellite Television Services		89	\$668.64	\$2,078,802
Televisions		91	\$138.58	\$430,833
Satellite Dishes		94	\$1.17	\$3,640
VCRs, Video Cameras, and DVD Players		85	\$4.21	\$13,102
Miscellaneous Video Equipment		88	\$19.96	\$62,061
Video Cassettes and DVDs		87	\$5.00	\$15,555
Video Game Hardware/Accessories		95	\$44.24	\$137,532
Video Game Software		99	\$19.96	\$62,064
Rental/Streaming/Downloaded Video		92	\$157.74	\$490,399
Installation of Televisions		91	\$1.54	\$4,782
Audio (3)		88	\$125.42	\$389,925
Rental and Repair of TV/Radio/Sound Equipment		81	\$1.28	\$3,995
Pets		85	\$864.46	\$2,687,602
Toys/Games/Crafts/Hobbies (4)		89	\$161.55	\$502,272
Recreational Vehicles and Fees (5)		80	\$158.63	\$493,194
Sports/Recreation/Exercise Equipment (6)		84	\$256.28	\$796,781
Photo Equipment and Supplies (7)		87	\$53.34	\$165,830
Reading (8)		86	\$120.80	\$375,565
Catered Affairs (9)		87	\$34.57	\$107,476
Food		88	\$9,873.53	\$30,696,798
Food at Home		88	\$6,438.69	\$20,017,897
Bakery and Cereal Products		88	\$827.38	\$2,572,312
Meats, Poultry, Fish, and Eggs		88	\$1,388.94	\$4,318,221
Dairy Products		88	\$606.89	\$1,886,813
Fruits and Vegetables		87	\$1,254.60	\$3,900,557
Snacks and Other Food at Home (10)		89	\$2,360.89	\$7,339,995
Food Away from Home		88	\$3,434.83	\$10,678,901
Alcoholic Beverages		88	\$575.68	\$1,789,788

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	84	\$38,801.77	\$120,634,717
Value of Retirement Plans	86	\$139,052.43	\$432,313,996
Value of Other Financial Assets	85	\$7,688.87	\$23,904,695
Vehicle Loan Amount excluding Interest	89	\$3,130.36	\$9,732,285
Value of Credit Card Debt	88	\$2,556.07	\$7,946,814
Health			
Nonprescription Drugs	91	\$162.07	\$503,882
Prescription Drugs	96	\$397.95	\$1,237,231
Eyeglasses and Contact Lenses	88	\$111.78	\$347,517
Home			
Mortgage Payment and Basics (11)	83	\$11,156.05	\$34,684,147
Maintenance and Remodeling Services	82	\$3,821.77	\$11,881,885
Maintenance and Remodeling Materials (12)	85	\$736.47	\$2,289,682
Utilities, Fuel, and Public Services	89	\$5,305.75	\$16,495,567
Household Furnishings and Equipment			
Household Textiles (13)	88	\$115.84	\$360,161
Furniture	88	\$870.93	\$2,707,708
Rugs	84	\$38.17	\$118,673
Major Appliances (14)	86	\$505.14	\$1,570,485
Housewares (15)	87	\$92.77	\$288,408
Small Appliances	88	\$70.49	\$219,146
Luggage	88	\$18.13	\$56,355
Telephones and Accessories	88	\$89.30	\$277,649
Household Operations			
Child Care	84	\$463.58	\$1,441,270
Lawn and Garden (16)	85	\$594.38	\$1,847,921
Moving/Storage/Freight Express	89	\$107.87	\$335,369
Housekeeping Supplies (17)	88	\$798.54	\$2,482,646
Insurance			
Owners and Renters Insurance	88	\$728.00	\$2,263,360
Vehicle Insurance	89	\$1,888.72	\$5,872,033
Life/Other Insurance	86	\$581.52	\$1,807,944
Health Insurance	89	\$4,461.97	\$13,872,262
Personal Care Products (18)	88	\$494.41	\$1,537,122
School Books (19)	90	\$38.29	\$119,034
Smoking Products	96	\$447.87	\$1,392,442
Transportation			
Payments on Vehicles excluding Leases	90	\$2,735.61	\$8,505,002
Gasoline and Motor Oil	88	\$2,919.48	\$9,076,666
Vehicle Maintenance and Repairs	90	\$1,328.39	\$4,129,971
Travel			
Airline Fares	82	\$519.27	\$1,614,420
Lodging on Trips	84	\$823.45	\$2,560,117
Auto/Truck Rental on Trips	88	\$102.24	\$317,860
Food and Drink on Trips	86	\$636.27	\$1,978,175

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 17, 2025

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	23.3%	Population	27,203	27,848
Metro Fusion (11C)	15.0%	Households	10,904	11,395
Comfortable Empty Nesters (5A)	14.5%	Families	6,905	7,180
Pleasantville (2B)	13.6%	Median Age	39.9	41.3
Front Porches (8E)	7.5%	Median Household Income	\$88,105	\$99,573
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,446.72	\$26,679,089
Men's		102	\$449.14	\$4,897,370
Women's		104	\$827.39	\$9,021,909
Children's		107	\$393.27	\$4,288,239
Footwear		102	\$509.32	\$5,553,668
Watches & Jewelry		96	\$218.09	\$2,378,042
Apparel Products and Services (1)		102	\$49.51	\$539,861
Computer				
Computers and Hardware for Home Use		100	\$271.42	\$2,959,548
Portable Memory		101	\$4.11	\$44,795
Computer Software		100	\$15.64	\$170,504
Computer Accessories		97	\$23.11	\$252,023
Entertainment & Recreation		99	\$4,067.36	\$44,350,455
Fees and Admissions		99	\$814.80	\$8,884,536
Membership Fees for Clubs (2)		100	\$300.92	\$3,281,222
Fees for Participant Sports, excl. Trips		100	\$133.39	\$1,454,522
Tickets to Theatre/Operas/Concerts		97	\$74.03	\$807,221
Tickets to Movies		100	\$24.72	\$269,556
Tickets to Parks or Museums		98	\$36.86	\$401,888
Admission to Sporting Events, excl. Trips		107	\$85.00	\$926,787
Fees for Recreational Lessons		92	\$159.00	\$1,733,695
Dating Services		111	\$0.88	\$9,643
TV/Video/Audio		102	\$1,352.14	\$14,743,734
Cable and Satellite Television Services		101	\$759.18	\$8,278,054
Televisions		104	\$159.08	\$1,734,571
Satellite Dishes		109	\$1.36	\$14,834
VCRs, Video Cameras, and DVD Players		96	\$4.80	\$52,390
Miscellaneous Video Equipment		104	\$23.59	\$257,276
Video Cassettes and DVDs		97	\$5.60	\$61,097
Video Game Hardware/Accessories		109	\$50.37	\$549,252
Video Game Software		109	\$22.04	\$240,343
Rental/Streaming/Downloaded Video		104	\$179.17	\$1,953,698
Installation of Televisions		102	\$1.74	\$18,982
Audio (3)		101	\$143.71	\$1,567,039
Rental and Repair of TV/Radio/Sound Equipment		93	\$1.49	\$16,198
Pets		97	\$986.08	\$10,752,176
Toys/Games/Crafts/Hobbies (4)		102	\$185.94	\$2,027,540
Recreational Vehicles and Fees (5)		95	\$188.13	\$2,051,366
Sports/Recreation/Exercise Equipment (6)		101	\$307.09	\$3,348,488
Photo Equipment and Supplies (7)		98	\$59.79	\$651,978
Reading (8)		96	\$134.81	\$1,469,926
Catered Affairs (9)		97	\$38.58	\$420,710
Food		101	\$11,286.67	\$123,069,816
Food at Home		101	\$7,341.33	\$80,049,863
Bakery and Cereal Products		101	\$943.33	\$10,286,027
Meats, Poultry, Fish, and Eggs		101	\$1,586.36	\$17,297,664
Dairy Products		100	\$690.40	\$7,528,090
Fruits and Vegetables		99	\$1,427.90	\$15,569,869
Snacks and Other Food at Home (10)		101	\$2,693.34	\$29,368,213
Food Away from Home		101	\$3,945.34	\$43,019,953
Alcoholic Beverages		99	\$647.18	\$7,056,837

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	94	\$43,649.20	\$475,950,866
Value of Retirement Plans	98	\$158,830.04	\$1,731,882,711
Value of Other Financial Assets	97	\$8,777.06	\$95,705,008
Vehicle Loan Amount excluding Interest	103	\$3,644.87	\$39,743,675
Value of Credit Card Debt	101	\$2,910.66	\$31,737,860
Health			
Nonprescription Drugs	103	\$183.90	\$2,005,293
Prescription Drugs	108	\$445.69	\$4,859,813
Eyeglasses and Contact Lenses	100	\$126.20	\$1,376,090
Home			
Mortgage Payment and Basics (11)	96	\$13,034.98	\$142,133,408
Maintenance and Remodeling Services	95	\$4,456.69	\$48,595,773
Maintenance and Remodeling Materials (12)	100	\$867.86	\$9,463,149
Utilities, Fuel, and Public Services	102	\$6,082.39	\$66,322,427
Household Furnishings and Equipment			
Household Textiles (13)	101	\$132.59	\$1,445,803
Furniture	102	\$1,008.73	\$10,999,238
Rugs	96	\$43.79	\$477,538
Major Appliances (14)	100	\$585.36	\$6,382,813
Housewares (15)	98	\$105.38	\$1,149,096
Small Appliances	99	\$79.70	\$869,080
Luggage	100	\$20.68	\$225,537
Telephones and Accessories	100	\$100.80	\$1,099,090
Household Operations			
Child Care	99	\$549.67	\$5,993,633
Lawn and Garden (16)	98	\$685.80	\$7,477,947
Moving/Storage/Freight Express	98	\$119.19	\$1,299,617
Housekeeping Supplies (17)	101	\$910.26	\$9,925,479
Insurance			
Owners and Renters Insurance	101	\$839.09	\$9,149,391
Vehicle Insurance	102	\$2,162.41	\$23,578,951
Life/Other Insurance	100	\$673.14	\$7,339,945
Health Insurance	101	\$5,065.86	\$55,238,168
Personal Care Products (18)	100	\$561.75	\$6,125,289
School Books (19)	102	\$43.62	\$475,632
Smoking Products	109	\$509.45	\$5,555,082
Transportation			
Payments on Vehicles excluding Leases	104	\$3,161.94	\$34,477,765
Gasoline and Motor Oil	101	\$3,367.01	\$36,713,829
Vehicle Maintenance and Repairs	102	\$1,509.53	\$16,459,867
Travel			
Airline Fares	94	\$598.70	\$6,528,258
Lodging on Trips	97	\$951.18	\$10,371,702
Auto/Truck Rental on Trips	101	\$117.20	\$1,277,931
Food and Drink on Trips	98	\$729.65	\$7,956,157

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 17, 2025

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.52121
 Longitude: -76.18134

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	14.5%	Population	53,339	54,672
Comfortable Empty Nesters (5A)	14.2%	Households	21,363	22,302
Workday Drive (4A)	8.8%	Families	13,934	14,481
Pleasantville (2B)	7.9%	Median Age	40.6	41.8
Metro Fusion (11C)	7.7%	Median Household Income	\$94,852	\$104,331
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,584.37	\$55,209,990
Men's		108	\$476.43	\$10,177,984
Women's		109	\$870.33	\$18,592,786
Children's		112	\$409.45	\$8,747,181
Footwear		109	\$541.58	\$11,569,729
Watches & Jewelry		103	\$234.52	\$5,010,046
Apparel Products and Services (1)		107	\$52.07	\$1,112,265
Computer				
Computers and Hardware for Home Use		108	\$292.75	\$6,253,965
Portable Memory		109	\$4.42	\$94,399
Computer Software		107	\$16.65	\$355,664
Computer Accessories		105	\$24.84	\$530,672
Entertainment & Recreation		107	\$4,381.29	\$93,597,479
Fees and Admissions		108	\$890.37	\$19,021,081
Membership Fees for Clubs (2)		108	\$325.22	\$6,947,750
Fees for Participant Sports, excl. Trips		110	\$146.53	\$3,130,278
Tickets to Theatre/Operas/Concerts		107	\$81.74	\$1,746,311
Tickets to Movies		110	\$27.03	\$577,492
Tickets to Parks or Museums		108	\$40.42	\$863,540
Admission to Sporting Events, excl. Trips		113	\$89.05	\$1,902,341
Fees for Recreational Lessons		104	\$179.46	\$3,833,791
Dating Services		116	\$0.92	\$19,578
TV/Video/Audio		108	\$1,432.63	\$30,605,249
Cable and Satellite Television Services		106	\$803.10	\$17,156,585
Televisions		110	\$168.63	\$3,602,340
Satellite Dishes		107	\$1.34	\$28,536
VCRs, Video Cameras, and DVD Players		103	\$5.15	\$110,058
Miscellaneous Video Equipment		111	\$25.19	\$538,037
Video Cassettes and DVDs		105	\$6.07	\$129,581
Video Game Hardware/Accessories		113	\$52.42	\$1,119,945
Video Game Software		113	\$22.99	\$491,060
Rental/Streaming/Downloaded Video		110	\$189.86	\$4,055,950
Installation of Televisions		114	\$1.93	\$41,146
Audio (3)		108	\$154.36	\$3,297,602
Rental and Repair of TV/Radio/Sound Equipment		101	\$1.61	\$34,408
Pets		105	\$1,065.92	\$22,771,286
Toys/Games/Crafts/Hobbies (4)		108	\$196.37	\$4,195,100
Recreational Vehicles and Fees (5)		104	\$204.93	\$4,377,870
Sports/Recreation/Exercise Equipment (6)		111	\$337.67	\$7,213,545
Photo Equipment and Supplies (7)		106	\$64.74	\$1,383,118
Reading (8)		105	\$147.27	\$3,146,059
Catered Affairs (9)		104	\$41.39	\$884,171
Food		108	\$12,049.08	\$257,404,507
Food at Home		107	\$7,813.64	\$166,922,885
Bakery and Cereal Products		107	\$1,003.97	\$21,447,707
Meats, Poultry, Fish, and Eggs		107	\$1,683.77	\$35,970,352
Dairy Products		107	\$737.34	\$15,751,831
Fruits and Vegetables		106	\$1,529.29	\$32,670,208
Snacks and Other Food at Home (10)		108	\$2,859.28	\$61,082,788
Food Away from Home		109	\$4,235.44	\$90,481,623
Alcoholic Beverages		107	\$695.80	\$14,864,353

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Ring: 5 mile radius

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$48,424.58	\$1,034,494,388
Value of Retirement Plans	107	\$174,218.36	\$3,721,826,754
Value of Other Financial Assets	106	\$9,595.54	\$204,989,507
Vehicle Loan Amount excluding Interest	110	\$3,891.01	\$83,123,686
Value of Credit Card Debt	108	\$3,123.32	\$66,723,427
Health			
Nonprescription Drugs	110	\$195.74	\$4,181,589
Prescription Drugs	111	\$458.21	\$9,788,807
Eyeglasses and Contact Lenses	106	\$134.34	\$2,869,809
Home			
Mortgage Payment and Basics (11)	106	\$14,358.78	\$306,746,625
Maintenance and Remodeling Services	106	\$4,941.29	\$105,560,733
Maintenance and Remodeling Materials (12)	108	\$933.03	\$19,932,239
Utilities, Fuel, and Public Services	108	\$6,424.52	\$137,247,015
Household Furnishings and Equipment			
Household Textiles (13)	107	\$141.27	\$3,018,050
Furniture	109	\$1,078.24	\$23,034,527
Rugs	105	\$47.72	\$1,019,435
Major Appliances (14)	107	\$627.91	\$13,414,039
Housewares (15)	106	\$113.59	\$2,426,722
Small Appliances	105	\$84.57	\$1,806,677
Luggage	109	\$22.49	\$480,434
Telephones and Accessories	106	\$107.08	\$2,287,457
Household Operations			
Child Care	108	\$597.33	\$12,760,746
Lawn and Garden (16)	106	\$744.17	\$15,897,622
Moving/Storage/Freight Express	106	\$129.24	\$2,760,999
Housekeeping Supplies (17)	107	\$970.96	\$20,742,677
Insurance			
Owners and Renters Insurance	108	\$896.70	\$19,156,111
Vehicle Insurance	108	\$2,295.31	\$49,034,740
Life/Other Insurance	108	\$727.21	\$15,535,457
Health Insurance	108	\$5,387.21	\$115,087,037
Personal Care Products (18)	107	\$599.64	\$12,810,097
School Books (19)	109	\$46.57	\$994,928
Smoking Products	110	\$513.38	\$10,967,333
Transportation			
Payments on Vehicles excluding Leases	110	\$3,338.24	\$71,314,919
Gasoline and Motor Oil	107	\$3,561.95	\$76,093,860
Vehicle Maintenance and Repairs	109	\$1,607.78	\$34,346,964
Travel			
Airline Fares	104	\$662.65	\$14,156,176
Lodging on Trips	106	\$1,038.06	\$22,176,022
Auto/Truck Rental on Trips	109	\$126.38	\$2,699,795
Food and Drink on Trips	106	\$791.72	\$16,913,432

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 17, 2025

- (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** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

Data for all businesses in area		1 mile				3 miles				5 miles			
Total Businesses:		257				953				1,754			
Total Employees:		3,228				10,511				20,414			
Total Population:		7,007				27,203				53,339			
Employee/Population Ratio (per 100 Residents)		46				39				38			
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	4	0.4%	15	0.1%	9	0.5%	63	0.3%	
Mining	1	0.4%	10	0.3%	2	0.2%	29	0.3%	3	0.2%	39	0.2%	
Utilities	0	0.0%	0	0.0%	2	0.2%	39	0.4%	2	0.1%	40	0.2%	
Construction	16	6.2%	146	4.5%	55	5.8%	578	5.5%	119	6.8%	1,254	6.1%	
Building Construction	6	2.3%	25	0.8%	26	2.7%	149	1.4%	49	2.8%	352	1.7%	
Heavy/Civil Eng Construction	1	0.4%	3	0.1%	3	0.3%	15	0.1%	7	0.4%	38	0.2%	
Specialty Trade Contractor	9	3.5%	118	3.7%	25	2.6%	414	3.9%	63	3.6%	865	4.2%	
Manufacturing	8	3.1%	242	7.5%	33	3.5%	693	6.6%	73	4.2%	2,123	10.4%	
Wholesale Trade	3	1.2%	24	0.7%	30	3.1%	466	4.4%	68	3.9%	1,306	6.4%	
Durable Goods	2	0.8%	7	0.2%	21	2.2%	142	1.4%	48	2.7%	442	2.2%	
Nondurable Goods	1	0.4%	17	0.5%	8	0.8%	315	3.0%	17	1.0%	705	3.5%	
Trade Broker	0	0.0%	0	0.0%	1	0.1%	9	0.1%	2	0.1%	159	0.8%	
Retail Trade	34	13.2%	563	17.4%	121	12.7%	1,570	14.9%	205	11.7%	2,442	12.0%	
Motor Vehicle & Parts Dealers	0	0.0%	2	0.1%	21	2.2%	272	2.6%	30	1.7%	379	1.9%	
Furniture & Home Furnishings Stores	1	0.4%	3	0.1%	2	0.2%	11	0.1%	6	0.3%	49	0.2%	
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.1%	1	0.0%	2	0.1%	82	0.4%	
Building Material & Garden Equipment & Supplies Dealers	4	1.6%	137	4.2%	13	1.4%	273	2.6%	17	1.0%	290	1.4%	
Food & Beverage Stores	8	3.1%	191	5.9%	27	2.8%	309	2.9%	46	2.6%	594	2.9%	
Health & Personal Care Stores	6	2.3%	38	1.2%	12	1.3%	62	0.6%	23	1.3%	135	0.7%	
Gasoline Stations & Fuel Dealers	1	0.4%	6	0.2%	5	0.5%	47	0.5%	12	0.7%	85	0.4%	
Clothing, Clothing Accessories, Shoe and Jewelry Stores	3	1.2%	35	1.1%	8	0.8%	193	1.8%	11	0.6%	285	1.4%	
Sporting Goods, Hobby, Book, & Music Stores	4	1.6%	17	0.5%	15	1.6%	69	0.7%	28	1.6%	143	0.7%	
General Merchandise Stores	6	2.3%	135	4.2%	18	1.9%	331	3.1%	30	1.7%	399	1.9%	
Transportation & Warehousing	4	1.6%	20	0.6%	25	2.6%	200	1.9%	48	2.7%	374	1.8%	
Truck Transportation	0	0.0%	1	0.0%	7	0.7%	42	0.4%	16	0.9%	72	0.3%	
Information	9	3.5%	38	1.2%	25	2.6%	148	1.4%	33	1.9%	378	1.9%	
Finance & Insurance	10	3.9%	92	2.9%	29	3.0%	226	2.1%	46	2.6%	335	1.6%	
Central Bank/Credit Intermediation & Related Activities	6	2.3%	65	2.0%	16	1.7%	165	1.6%	20	1.1%	234	1.1%	
Securities & Commodity Contracts	3	1.2%	21	0.7%	5	0.5%	27	0.3%	10	0.6%	45	0.2%	
Funds, Trusts & Other Financial Vehicles	1	0.4%	6	0.2%	9	0.9%	34	0.3%	15	0.9%	56	0.3%	
Real Estate, Rental & Leasing	15	5.8%	70	2.2%	55	5.8%	246	2.3%	92	5.3%	399	1.9%	
Professional, Scientific & Tech Services	24	9.3%	155	4.8%	112	11.8%	1,021	9.7%	210	12.0%	1,807	8.8%	
Legal Services	2	0.8%	7	0.2%	9	0.9%	29	0.3%	14	0.8%	45	0.2%	
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.2%	14	0.1%	6	0.3%	47	0.2%	
Administrative, Support & Waste Management Services	8	3.1%	27	0.8%	32	3.4%	347	3.3%	63	3.6%	638	3.1%	
Educational Services	5	1.9%	420	13.0%	20	2.1%	727	6.9%	39	2.2%	1,414	6.9%	

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.52121
 Longitude: -76.18134

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	29	11.3%	380	11.8%	86	9.0%	963	9.2%	168	9.6%	2,390	11.7%
Ambulatory Health Care	22	8.6%	248	7.7%	65	6.8%	659	6.3%	121	6.9%	1,165	5.7%
Hospital	4	1.6%	112	3.5%	6	0.6%	149	1.4%	8	0.5%	439	2.1%
Nursing/Residential Care	1	0.4%	6	0.2%	3	0.3%	15	0.1%	10	0.6%	143	0.7%
Social Assistance	2	0.8%	14	0.4%	12	1.3%	140	1.3%	30	1.7%	643	3.1%
Arts, Entertainment & Recreation	5	1.9%	60	1.9%	22	2.3%	272	2.6%	42	2.4%	508	2.5%
Accommodation & Food Services	42	16.3%	822	25.5%	84	8.8%	1,405	13.4%	145	8.3%	2,348	11.5%
Accommodation	12	4.7%	196	6.1%	21	2.2%	319	3.0%	35	2.0%	519	2.5%
Food Services & Drinking Places	31	12.1%	625	19.4%	64	6.7%	1,086	10.3%	110	6.3%	1,829	9.0%
Other Services (except Public Administration)	31	12.1%	118	3.7%	145	15.2%	879	8.4%	250	14.3%	1,471	7.2%
Repair & Maintenance	6	2.3%	31	1.0%	32	3.4%	201	1.9%	51	2.9%	289	1.4%
Automotive Repair & Maintenance	4	1.6%	22	0.7%	26	2.7%	156	1.5%	41	2.3%	226	1.1%
Personal & Laundry Service	11	4.3%	40	1.2%	47	4.9%	220	2.1%	72	4.1%	316	1.6%
Civic and Other Orgs	14	5.5%	47	1.5%	66	6.9%	459	4.4%	127	7.2%	866	4.2%
Public Administration	2	0.8%	39	1.2%	25	2.6%	667	6.3%	40	2.3%	1,033	5.1%
Unclassified Establishments	11	4.3%	3	0.1%	46	4.8%	6	0.1%	92	5.3%	7	0.0%
Total	257	100.0%	3,228	100.0%	953	100.0%	10,511	100.0%	1,754	100.0%	20,414	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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

1010 Beards Hill Rd, Aberdeen, Maryland, 21001
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.52121
Longitude: -76.18134

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	7	2.7%	38	1.2%	19	2.0%	105	1.0%	35	2.0%	261	1.3%
Construction	16	6.2%	146	4.5%	53	5.6%	572	5.4%	115	6.6%	1,242	6.1%
Manufacturing	8	3.1%	242	7.5%	34	3.6%	704	6.7%	73	4.2%	2,125	10.4%
Transportation	2	0.8%	15	0.5%	27	2.8%	297	2.8%	55	3.1%	516	2.5%
Communication	9	3.5%	36	1.1%	16	1.7%	73	0.7%	19	1.1%	129	0.6%
Utility	0	0.0%	0	0.0%	2	0.2%	39	0.4%	3	0.2%	42	0.2%
Wholesale Trade	4	1.6%	25	0.8%	31	3.3%	467	4.4%	69	3.9%	1,307	6.4%
Retail Trade Summary	65	25.3%	1,188	36.8%	188	19.7%	2,667	25.4%	320	18.2%	4,292	21.0%
Home Improvement	5	1.9%	138	4.3%	14	1.5%	274	2.6%	18	1.0%	291	1.4%
General Merchandise Stores	5	1.9%	115	3.6%	11	1.1%	294	2.8%	19	1.1%	349	1.7%
Food Stores	7	2.7%	191	5.9%	28	2.9%	318	3.0%	45	2.6%	610	3.0%
Auto Dealers & Gas Stations	0	0.0%	2	0.1%	24	2.5%	284	2.7%	39	2.2%	425	2.1%
Apparel & Accessory Stores	1	0.4%	7	0.2%	5	0.5%	159	1.5%	7	0.4%	248	1.2%
Furniture & Home Furnishings	1	0.4%	3	0.1%	3	0.3%	14	0.1%	10	0.6%	143	0.7%
Eating & Drinking Places	30	11.7%	615	19.1%	60	6.3%	1,061	10.1%	103	5.9%	1,780	8.7%
Miscellaneous Retail	15	5.8%	118	3.7%	44	4.6%	264	2.5%	78	4.5%	445	2.2%
Finance, Insurance, Real Estate Summary	21	8.2%	143	4.4%	70	7.3%	414	3.9%	120	6.8%	652	3.2%
Banks, Savings & Lending Institutions	7	2.7%	66	2.0%	15	1.6%	167	1.6%	19	1.1%	236	1.2%
Securities Brokers	3	1.2%	21	0.7%	4	0.4%	25	0.2%	9	0.5%	42	0.2%
Insurance Carriers & Agents	1	0.4%	6	0.2%	9	0.9%	34	0.3%	15	0.9%	56	0.3%
Real Estate, Holding, Other Investment Offices	11	4.3%	49	1.5%	42	4.4%	189	1.8%	76	4.3%	319	1.6%
Services Summary	112	43.6%	1,353	41.9%	444	46.6%	4,499	42.8%	813	46.4%	8,805	43.1%
Hotels & Lodging	12	4.7%	196	6.1%	21	2.2%	319	3.0%	35	2.0%	519	2.5%
Automotive Services	9	3.5%	42	1.3%	43	4.5%	243	2.3%	65	3.7%	356	1.7%
Movies & Amusements	4	1.6%	59	1.8%	18	1.9%	252	2.4%	38	2.2%	498	2.4%
Health Services	25	9.7%	360	11.2%	72	7.6%	810	7.7%	132	7.5%	1,677	8.2%
Legal Services	2	0.8%	7	0.2%	8	0.8%	26	0.3%	12	0.7%	41	0.2%
Education Institutions & Libraries	5	1.9%	419	13.0%	21	2.2%	739	7.0%	36	2.0%	1,527	7.5%
Other Services	55	21.4%	271	8.4%	262	27.5%	2,111	20.1%	495	28.2%	4,187	20.5%
Government	2	0.8%	39	1.2%	25	2.6%	667	6.3%	40	2.3%	1,035	5.1%
Unclassified Establishments	11	4.3%	3	1.2%	46	4.8%	6	6.3%	92	5.3%	7	5.1%
Totals	257	100.0%	3,228	100.0%	953	100.0%	10,511	100.0%	1,754	100.0%	20,414	100.0%

Source: Copyright 2024 Data Axle, Inc. All rights reserved. Esri Total Population forecasts for 2024.

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.