

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	1,099	11,743	62,256
2020 Total Population	1,124	12,151	69,575
2020 Group Quarters	0	3	265
2023 Total Population	1,105	12,364	70,384
2023 Group Quarters	0	3	265
2028 Total Population	1,090	12,367	70,607
2023-2028 Annual Rate	-0.27%	0.00%	0.06%
2023 Total Daytime Population	902	9,845	53,853
Workers	398	4,001	20,444
Residents	504	5,844	33,409
Household Summary			
2010 Households	380	4,273	23,289
2010 Average Household Size	2.89	2.75	2.67
2020 Total Households	396	4,517	25,781
2020 Average Household Size	2.84	2.69	2.69
2023 Total Households	394	4,609	26,164
2023 Average Household Size	2.80	2.68	2.68
2028 Total Households	392	4,653	26,451
2028 Average Household Size	2.78	2.66	2.66
2023-2028 Annual Rate	-0.10%	0.19%	0.22%
2010 Families	312	3,434	17,516
2010 Average Family Size	3.19	3.06	3.09
2023 Total Families	317	3,634	19,229
2023 Average Family Size	3.15	3.04	3.16
2028 Total Families	315	3,666	19,423
2028 Average Family Size	3.12	3.01	3.14
2023-2028 Annual Rate	-0.13%	0.18%	0.20%
Housing Unit Summary			
2000 Housing Units	397	3,947	19,144
Owner Occupied Housing Units	86.9%	89.7%	84.5%
Renter Occupied Housing Units	5.8%	7.9%	12.9%
Vacant Housing Units	7.3%	2.4%	2.6%
2010 Housing Units	416	4,427	24,160
Owner Occupied Housing Units	85.1%	88.8%	84.5%
Renter Occupied Housing Units	6.2%	7.7%	11.9%
Vacant Housing Units	8.7%	3.5%	3.6%
2020 Housing Units	440	4,720	26,772
Vacant Housing Units	10.0%	4.3%	3.7%
2023 Housing Units	439	4,808	27,128
Owner Occupied Housing Units	85.2%	90.3%	83.2%
Renter Occupied Housing Units	4.6%	5.6%	13.3%
Vacant Housing Units	10.3%	4.1%	3.6%
2028 Housing Units	439	4,861	27,396
Owner Occupied Housing Units	85.0%	90.4%	83.9%
Renter Occupied Housing Units	4.3%	5.3%	12.7%
Vacant Housing Units	10.7%	4.3%	3.4%
Median Household Income			
2023	\$130,200	\$119,079	\$109,348
2028	\$144,366	\$132,275	\$120,413
Median Home Value			
2023	\$556,180	\$464,673	\$397,259
2028	\$585,227	\$481,479	\$426,084
Per Capita Income			
2023	\$65,485	\$59,678	\$54,515
2028	\$71,679	\$67,096	\$62,188
Median Age			
2010	48.9	46.6	41.4
2023	53.2	50.5	43.7
2028	51.9	50.7	44.1

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

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	394	4,609	26,164
<\$15,000	6.3%	6.7%	5.4%
\$15,000 - \$24,999	2.0%	2.3%	3.6%
\$25,000 - \$34,999	1.8%	2.7%	4.1%
\$35,000 - \$49,999	7.6%	5.0%	6.1%
\$50,000 - \$74,999	9.6%	11.7%	12.6%
\$75,000 - \$99,999	12.2%	11.6%	12.2%
\$100,000 - \$149,999	15.2%	20.6%	22.2%
\$150,000 - \$199,999	15.5%	16.1%	13.8%
\$200,000+	29.7%	23.2%	19.9%
Average Household Income	\$173,862	\$160,466	\$146,260
2028 Households by Income			
Household Income Base	392	4,653	26,451
<\$15,000	5.9%	6.0%	4.8%
\$15,000 - \$24,999	1.5%	1.9%	3.0%
\$25,000 - \$34,999	1.5%	2.1%	3.5%
\$35,000 - \$49,999	6.1%	4.1%	5.2%
\$50,000 - \$74,999	8.2%	10.1%	11.1%
\$75,000 - \$99,999	11.2%	10.6%	11.1%
\$100,000 - \$149,999	17.1%	20.8%	22.0%
\$150,000 - \$199,999	17.9%	18.3%	15.8%
\$200,000+	30.9%	26.1%	23.5%
Average Household Income	\$188,484	\$178,812	\$165,561
2023 Owner Occupied Housing Units by Value			
Total	374	4,341	22,563
<\$50,000	0.0%	0.5%	3.3%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$100,000 - \$149,999	0.0%	0.1%	0.4%
\$150,000 - \$199,999	0.3%	0.3%	2.4%
\$200,000 - \$249,999	0.8%	1.3%	8.8%
\$250,000 - \$299,999	1.6%	3.4%	7.8%
\$300,000 - \$399,999	22.2%	25.9%	27.8%
\$400,000 - \$499,999	14.4%	28.5%	20.2%
\$500,000 - \$749,999	47.6%	30.9%	24.3%
\$750,000 - \$999,999	11.0%	5.5%	3.0%
\$1,000,000 - \$1,499,999	2.1%	2.3%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.4%
\$2,000,000 +	0.0%	0.9%	0.3%
Average Home Value	\$569,452	\$527,568	\$441,061
2028 Owner Occupied Housing Units by Value			
Total	373	4,396	22,981
<\$50,000	0.0%	0.3%	2.8%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.2%
\$150,000 - \$199,999	0.0%	0.1%	1.3%
\$200,000 - \$249,999	0.3%	0.6%	6.4%
\$250,000 - \$299,999	0.8%	2.3%	6.6%
\$300,000 - \$399,999	17.2%	22.4%	26.7%
\$400,000 - \$499,999	13.7%	29.8%	22.2%
\$500,000 - \$749,999	53.1%	34.6%	27.9%
\$750,000 - \$999,999	12.3%	6.0%	3.6%
\$1,000,000 - \$1,499,999	2.7%	2.6%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.5%
\$2,000,000 +	0.0%	0.9%	0.3%
Average Home Value	\$597,587	\$547,400	\$467,334

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

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



Market Profile

12301 Belair Rd, Kingsville, Maryland, 21087
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45930
Longitude: -76.41347

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	1,098	11,741	62,258
0 - 4	3.4%	4.0%	5.9%
5 - 9	4.6%	5.6%	6.5%
10 - 14	6.0%	6.5%	6.7%
15 - 24	12.9%	12.3%	11.3%
25 - 34	6.1%	6.4%	10.8%
35 - 44	9.4%	12.1%	14.3%
45 - 54	21.9%	20.1%	16.9%
55 - 64	18.2%	15.6%	13.2%
65 - 74	10.7%	10.1%	8.1%
75 - 84	5.2%	5.8%	4.8%
85 +	1.5%	1.6%	1.5%
18 +	81.1%	79.1%	76.7%
2023 Population by Age			
Total	1,104	12,363	70,383
0 - 4	3.3%	3.5%	5.0%
5 - 9	3.8%	4.5%	5.8%
10 - 14	4.5%	5.4%	6.4%
15 - 24	8.2%	10.1%	10.5%
25 - 34	12.1%	10.0%	11.1%
35 - 44	10.0%	9.8%	13.0%
45 - 54	10.2%	13.6%	13.4%
55 - 64	20.1%	18.0%	14.6%
65 - 74	16.5%	14.8%	11.8%
75 - 84	8.9%	7.9%	6.3%
85 +	2.4%	2.3%	2.1%
18 +	85.4%	82.9%	79.3%
2028 Population by Age			
Total	1,090	12,370	70,607
0 - 4	3.5%	3.7%	5.1%
5 - 9	3.9%	4.4%	5.5%
10 - 14	4.4%	5.0%	5.9%
15 - 24	7.0%	8.8%	10.0%
25 - 34	8.3%	8.7%	10.9%
35 - 44	16.4%	12.8%	13.8%
45 - 54	9.3%	11.8%	12.9%
55 - 64	14.3%	15.6%	13.3%
65 - 74	18.4%	16.7%	12.5%
75 - 84	11.3%	9.6%	7.6%
85 +	3.2%	2.9%	2.5%
18 +	85.6%	83.8%	80.1%
2010 Population by Sex			
Males	537	5,846	30,373
Females	562	5,897	31,883
2023 Population by Sex			
Males	538	6,187	34,481
Females	567	6,177	35,903
2028 Population by Sex			
Males	528	6,163	34,517
Females	562	6,204	36,091

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



Market Profile

12301 Belair Rd, Kingsville, Maryland, 21087
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45930
Longitude: -76.41347

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	1,098	11,743	62,257
White Alone	96.4%	92.2%	84.9%
Black Alone	1.1%	4.1%	7.5%
American Indian Alone	0.1%	0.3%	0.2%
Asian Alone	1.0%	1.9%	5.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.4%	0.6%
Two or More Races	1.0%	1.1%	1.8%
Hispanic Origin	1.7%	1.7%	2.6%
Diversity Index	10.3	17.6	30.7
2020 Population by Race/Ethnicity			
Total	1,124	12,151	69,575
White Alone	92.0%	86.7%	74.6%
Black Alone	1.1%	4.3%	10.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.4%	2.4%	7.1%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	0.6%	1.1%	1.4%
Two or More Races	4.5%	5.3%	6.3%
Hispanic Origin	3.3%	3.4%	4.1%
Diversity Index	20.5	29.4	46.9
2023 Population by Race/Ethnicity			
Total	1,106	12,365	70,385
White Alone	91.2%	85.8%	73.3%
Black Alone	1.2%	4.5%	10.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.5%	2.5%	7.5%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	0.7%	1.2%	1.5%
Two or More Races	5.0%	5.7%	6.7%
Hispanic Origin	3.7%	3.8%	4.5%
Diversity Index	22.3	31.3	48.9
2028 Population by Race/Ethnicity			
Total	1,090	12,367	70,608
White Alone	89.7%	83.9%	70.5%
Black Alone	1.4%	4.9%	11.7%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.7%	2.8%	8.2%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	0.8%	1.3%	1.7%
Two or More Races	5.9%	6.7%	7.7%
Hispanic Origin	4.4%	4.5%	5.1%
Diversity Index	25.9	34.9	52.8
2010 Population by Relationship and Household Type			
Total	1,099	11,743	62,256
In Households	100.0%	99.9%	99.9%
In Family Households	92.1%	91.0%	88.5%
Householder	30.5%	29.3%	28.2%
Spouse	26.7%	25.4%	23.4%
Child	30.0%	31.0%	31.7%
Other relative	3.5%	3.8%	3.6%
Nonrelative	1.5%	1.6%	1.7%
In Nonfamily Households	7.9%	8.9%	11.4%
In Group Quarters	0.0%	0.1%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.1%	0.0%

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

	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	886	9,461	50,935
Less than 9th Grade	0.8%	1.5%	1.9%
9th - 12th Grade, No Diploma	3.3%	3.2%	3.5%
High School Graduate	22.9%	22.0%	21.8%
GED/Alternative Credential	3.3%	4.1%	3.5%
Some College, No Degree	18.3%	15.6%	16.4%
Associate Degree	4.4%	8.2%	9.3%
Bachelor's Degree	26.0%	27.0%	25.1%
Graduate/Professional Degree	21.1%	18.4%	18.7%
2023 Population 15+ by Marital Status			
Total	978	10,708	58,341
Never Married	19.6%	21.1%	25.7%
Married	71.1%	67.4%	60.9%
Widowed	5.2%	5.6%	5.8%
Divorced	4.1%	5.9%	7.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	613	6,767	38,694
Population 16+ Employed	99.2%	97.6%	96.9%
Population 16+ Unemployment rate	0.8%	2.4%	3.1%
Population 16-24 Employed	8.4%	10.5%	11.1%
Population 16-24 Unemployment rate	1.9%	4.0%	8.7%
Population 25-54 Employed	52.5%	54.8%	61.1%
Population 25-54 Unemployment rate	0.9%	2.4%	2.1%
Population 55-64 Employed	26.2%	22.4%	19.0%
Population 55-64 Unemployment rate	0.6%	1.9%	2.9%
Population 65+ Employed	12.8%	12.3%	8.8%
Population 65+ Unemployment rate	0.0%	2.2%	2.5%
2023 Employed Population 16+ by Industry			
Total	608	6,603	37,498
Agriculture/Mining	1.0%	0.6%	0.7%
Construction	5.8%	11.8%	7.8%
Manufacturing	8.6%	7.3%	6.6%
Wholesale Trade	0.8%	1.9%	1.9%
Retail Trade	3.6%	8.1%	8.9%
Transportation/Utilities	2.8%	3.2%	4.7%
Information	2.3%	1.8%	1.6%
Finance/Insurance/Real Estate	9.0%	7.2%	8.4%
Services	56.9%	47.8%	50.5%
Public Administration	9.0%	10.4%	9.0%
2023 Employed Population 16+ by Occupation			
Total	608	6,602	37,497
White Collar	79.1%	72.3%	73.8%
Management/Business/Financial	26.6%	23.1%	22.0%
Professional	35.4%	30.1%	31.6%
Sales	10.5%	9.2%	8.7%
Administrative Support	6.6%	9.9%	11.5%
Services	10.5%	12.3%	12.4%
Blue Collar	10.4%	15.4%	13.8%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	1.0%	4.5%	3.3%
Installation/Maintenance/Repair	1.6%	2.9%	2.4%
Production	3.5%	4.0%	2.9%
Transportation/Material Moving	4.3%	3.7%	5.1%

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

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	380	4,272	23,289
Households with 1 Person	14.5%	15.8%	20.1%
Households with 2+ People	85.5%	84.2%	79.9%
Family Households	82.1%	80.4%	75.2%
Husband-wife Families	71.6%	69.9%	62.5%
With Related Children	23.7%	26.8%	27.6%
Other Family (No Spouse Present)	10.5%	10.5%	12.7%
Other Family with Male Householder	3.7%	4.0%	3.9%
With Related Children	1.8%	1.9%	2.1%
Other Family with Female Householder	6.6%	6.5%	8.8%
With Related Children	2.9%	2.8%	4.9%
Nonfamily Households	3.4%	3.8%	4.7%
All Households with Children	28.4%	31.7%	34.8%
Multigenerational Households	4.5%	4.7%	4.5%
Unmarried Partner Households	3.7%	4.0%	5.3%
Male-female	2.9%	3.2%	4.6%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	380	4,272	23,289
1 Person Household	14.5%	15.8%	20.0%
2 Person Household	40.3%	37.8%	34.9%
3 Person Household	20.0%	18.9%	18.4%
4 Person Household	16.1%	16.9%	16.8%
5 Person Household	6.6%	7.2%	6.7%
6 Person Household	1.8%	2.3%	2.2%
7 + Person Household	0.8%	1.2%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	380	4,273	23,282
Owner Occupied	93.2%	92.0%	87.7%
Owned with a Mortgage/Loan	59.2%	61.4%	65.4%
Owned Free and Clear	33.9%	30.6%	22.2%
Renter Occupied	6.8%	8.0%	12.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	94	103	109
Percent of Income for Mortgage	25.7%	23.5%	21.8%
Wealth Index	262	232	175
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	416	4,427	24,160
Housing Units Inside Urbanized Area	54.3%	57.5%	86.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	45.4%	42.5%	13.4%
2010 Population By Urban/ Rural Status			
Total Population	1,099	11,743	62,256
Population Inside Urbanized Area	55.7%	59.9%	87.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	44.3%	40.1%	12.9%

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

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



Market Profile

12301 Belair Rd, Kingsville, Maryland, 21087
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45930
Longitude: -76.41347

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Exurbanites (1E)	Exurbanites (1E)	Pleasantville (2B)
3.		Comfortable Empty Nesters (5A)	Exurbanites (1E)
2023 Consumer Spending			
Apparel & Services: Total \$	\$1,323,411	\$14,350,184	\$76,015,806
Average Spent	\$3,358.91	\$3,113.51	\$2,905.36
Spending Potential Index	153	142	132
Education: Total \$	\$1,358,872	\$13,737,996	\$70,199,598
Average Spent	\$3,448.91	\$2,980.69	\$2,683.06
Spending Potential Index	192	166	150
Entertainment/Recreation: Total \$	\$2,362,870	\$25,711,232	\$132,580,019
Average Spent	\$5,997.13	\$5,578.48	\$5,067.27
Spending Potential Index	159	148	134
Food at Home: Total \$	\$4,042,698	\$44,092,852	\$231,662,359
Average Spent	\$10,260.65	\$9,566.69	\$8,854.24
Spending Potential Index	151	141	130
Food Away from Home: Total \$	\$2,218,257	\$24,202,794	\$127,980,068
Average Spent	\$5,630.09	\$5,251.20	\$4,891.46
Spending Potential Index	151	141	131
Health Care: Total \$	\$4,505,111	\$49,665,646	\$251,470,020
Average Spent	\$11,434.29	\$10,775.80	\$9,611.30
Spending Potential Index	155	146	131
HH Furnishings & Equipment: Total \$	\$1,857,268	\$20,197,815	\$104,819,214
Average Spent	\$4,713.88	\$4,382.26	\$4,006.24
Spending Potential Index	160	148	136
Personal Care Products & Services: Total \$	\$593,246	\$6,471,661	\$33,620,208
Average Spent	\$1,505.70	\$1,404.14	\$1,284.98
Spending Potential Index	157	147	134
Shelter: Total \$	\$15,333,046	\$166,651,586	\$876,524,150
Average Spent	\$38,916.36	\$36,157.86	\$33,501.15
Spending Potential Index	157	146	135
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,122,690	\$23,117,862	\$113,832,846
Average Spent	\$5,387.54	\$5,015.81	\$4,350.74
Spending Potential Index	172	160	139
Travel: Total \$	\$1,480,807	\$16,029,804	\$82,043,595
Average Spent	\$3,758.39	\$3,477.94	\$3,135.74
Spending Potential Index	167	155	139
Vehicle Maintenance & Repairs: Total \$	\$764,103	\$8,438,635	\$43,753,598
Average Spent	\$1,939.35	\$1,830.90	\$1,672.28
Spending Potential Index	148	140	128

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

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

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	94.4%	Population	1,105	1,090
Exurbanites (1E)	5.6%	Households	394	392
	0.0%	Families	317	315
	0.0%	Median Age	53.2	51.9
	0.0%	Median Household Income	\$130,200	\$144,366
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		153	\$3,358.91	\$1,323,411
Men's		152	\$622.55	\$245,286
Women's		154	\$1,146.24	\$451,618
Children's		146	\$485.95	\$191,464
Footwear		150	\$748.73	\$295,001
Watches & Jewelry		169	\$285.57	\$112,513
Apparel Products and Services (1)		157	\$69.87	\$27,530
Computer				
Computers and Hardware for Home Use		151	\$387.46	\$152,661
Portable Memory		155	\$7.12	\$2,805
Computer Software		145	\$20.92	\$8,243
Computer Accessories		153	\$38.36	\$15,112
Entertainment & Recreation		159	\$5,997.13	\$2,362,870
Fees and Admissions		185	\$1,317.83	\$519,225
Membership Fees for Clubs (2)		183	\$508.98	\$200,540
Fees for Participant Sports, excl. Trips		187	\$223.30	\$87,982
Tickets to Theatre/Operas/Concerts		184	\$100.29	\$39,514
Tickets to Movies		151	\$41.70	\$16,429
Tickets to Parks or Museums		152	\$42.31	\$16,669
Admission to Sporting Events, excl. Trips		199	\$116.24	\$45,799
Fees for Recreational Lessons		196	\$283.79	\$111,812
Dating Services		114	\$1.22	\$480
TV/Video/Audio		147	\$1,996.10	\$786,464
Cable and Satellite Television Services		149	\$1,285.61	\$506,530
Televisions		142	\$206.36	\$81,305
Satellite Dishes		123	\$2.10	\$826
VCRs, Video Cameras, and DVD Players		135	\$6.49	\$2,558
Miscellaneous Video Equipment		174	\$21.96	\$8,654
Video Cassettes and DVDs		142	\$9.26	\$3,650
Video Game Hardware/Accessories		125	\$50.15	\$19,759
Video Game Software		122	\$23.63	\$9,312
Rental/Streaming/Downloaded Video		138	\$170.73	\$67,269
Installation of Televisions		173	\$2.79	\$1,100
Audio (3)		158	\$214.04	\$84,330
Rental and Repair of TV/Radio/Sound Equipment		107	\$2.97	\$1,172
Pets		153	\$1,414.06	\$557,140
Toys/Games/Crafts/Hobbies (4)		147	\$232.10	\$91,449
Recreational Vehicles and Fees (5)		178	\$267.57	\$105,423
Sports/Recreation/Exercise Equipment (6)		157	\$441.34	\$173,889
Photo Equipment and Supplies (7)		159	\$74.45	\$29,334
Reading (8)		162	\$205.62	\$81,013
Catered Affairs (9)		158	\$48.05	\$18,933
Food		151	\$15,890.75	\$6,260,955
Food at Home		151	\$10,260.65	\$4,042,698
Bakery and Cereal Products		153	\$1,344.04	\$529,553
Meats, Poultry, Fish, and Eggs		150	\$2,206.29	\$869,280
Dairy Products		153	\$1,004.22	\$395,662
Fruits and Vegetables		153	\$2,049.93	\$807,674
Snacks and Other Food at Home (10)		149	\$3,656.16	\$1,440,529
Food Away from Home		151	\$5,630.09	\$2,218,257
Alcoholic Beverages		167	\$1,125.05	\$443,271

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	202	\$79,664.69	\$31,387,888
Value of Retirement Plans	202	\$285,616.10	\$112,532,742
Value of Other Financial Assets	179	\$15,300.88	\$6,028,545
Vehicle Loan Amount excluding Interest	141	\$5,125.49	\$2,019,444
Value of Credit Card Debt	161	\$5,076.68	\$2,000,210
Health			
Nonprescription Drugs	143	\$244.89	\$96,486
Prescription Drugs	148	\$543.87	\$214,283
Eyeglasses and Contact Lenses	161	\$178.68	\$70,400
Home			
Mortgage Payment and Basics (11)	187	\$24,146.14	\$9,513,579
Maintenance and Remodeling Services	185	\$7,031.45	\$2,770,390
Maintenance and Remodeling Materials (12)	161	\$1,267.87	\$499,542
Utilities, Fuel, and Public Services	148	\$8,597.31	\$3,387,342
Household Furnishings and Equipment			
Household Textiles (13)	153	\$187.11	\$73,723
Furniture	153	\$1,262.99	\$497,617
Rugs	174	\$72.44	\$28,542
Major Appliances (14)	159	\$839.29	\$330,682
Housewares (15)	158	\$169.47	\$66,771
Small Appliances	138	\$100.24	\$39,496
Luggage	153	\$21.94	\$8,643
Telephones and Accessories	155	\$166.62	\$65,649
Household Operations			
Child Care	171	\$883.10	\$347,941
Lawn and Garden (16)	176	\$1,179.02	\$464,532
Moving/Storage/Freight Express	142	\$127.26	\$50,141
Housekeeping Supplies (17)	154	\$1,434.69	\$565,267
Insurance			
Owners and Renters Insurance	164	\$1,280.73	\$504,609
Vehicle Insurance	141	\$3,063.56	\$1,207,042
Life/Other Insurance	177	\$1,227.77	\$483,741
Health Insurance	156	\$7,693.59	\$3,031,274
Personal Care Products (18)	152	\$838.72	\$330,457
School Books and Supplies (19)	147	\$196.61	\$77,465
Smoking Products	116	\$502.80	\$198,105
Transportation			
Payments on Vehicles excluding Leases	146	\$4,396.80	\$1,732,341
Gasoline and Motor Oil	139	\$3,522.80	\$1,387,983
Vehicle Maintenance and Repairs	148	\$1,939.35	\$764,103
Travel			
Airline Fares	167	\$780.62	\$307,566
Lodging on Trips	173	\$1,247.82	\$491,640
Auto/Truck Rental on Trips	164	\$130.00	\$51,220
Food and Drink on Trips	164	\$919.73	\$362,375

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	43.3%	Population	12,364	12,367
Exurbanites (1E)	22.6%	Households	4,609	4,653
Comfortable Empty Nesters (5A)	19.3%	Families	3,634	3,666
Workday Drive (4A)	10.2%	Median Age	50.5	50.7
Pleasantville (2B)	4.2%	Median Household Income	\$119,079	\$132,275
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		142	\$3,113.51	\$14,350,184
Men's		142	\$581.18	\$2,678,657
Women's		144	\$1,072.81	\$4,944,582
Children's		135	\$447.82	\$2,063,982
Footwear		138	\$688.33	\$3,172,520
Watches & Jewelry		153	\$258.72	\$1,192,457
Apparel Products and Services (1)		145	\$64.65	\$297,986
Computer				
Computers and Hardware for Home Use		141	\$360.08	\$1,659,609
Portable Memory		143	\$6.58	\$30,323
Computer Software		136	\$19.58	\$90,224
Computer Accessories		144	\$36.09	\$166,322
Entertainment & Recreation		148	\$5,578.48	\$25,711,232
Fees and Admissions		167	\$1,187.09	\$5,471,304
Membership Fees for Clubs (2)		166	\$461.17	\$2,125,542
Fees for Participant Sports, excl. Trips		169	\$202.02	\$931,111
Tickets to Theatre/Operas/Concerts		166	\$90.75	\$418,263
Tickets to Movies		142	\$39.20	\$180,664
Tickets to Parks or Museums		146	\$40.66	\$187,401
Admission to Sporting Events, excl. Trips		176	\$102.87	\$474,138
Fees for Recreational Lessons		172	\$249.24	\$1,148,727
Dating Services		110	\$1.18	\$5,458
TV/Video/Audio		139	\$1,887.45	\$8,699,246
Cable and Satellite Television Services		141	\$1,215.10	\$5,600,382
Televisions		135	\$196.57	\$905,974
Satellite Dishes		121	\$2.07	\$9,545
VCRs, Video Cameras, and DVD Players		132	\$6.35	\$29,267
Miscellaneous Video Equipment		154	\$19.49	\$89,850
Video Cassettes and DVDs		136	\$8.88	\$40,914
Video Game Hardware/Accessories		119	\$47.99	\$221,174
Video Game Software		117	\$22.66	\$104,432
Rental/Streaming/Downloaded Video		132	\$163.45	\$753,331
Installation of Televisions		158	\$2.54	\$11,707
Audio (3)		148	\$199.39	\$918,982
Rental and Repair of TV/Radio/Sound Equipment		107	\$2.97	\$13,689
Pets		143	\$1,321.96	\$6,092,911
Toys/Games/Crafts/Hobbies (4)		138	\$218.28	\$1,006,058
Recreational Vehicles and Fees (5)		162	\$243.80	\$1,123,674
Sports/Recreation/Exercise Equipment (6)		147	\$413.86	\$1,907,495
Photo Equipment and Supplies (7)		147	\$68.53	\$315,851
Reading (8)		152	\$192.79	\$888,564
Catered Affairs (9)		147	\$44.72	\$206,130
Food		141	\$14,817.89	\$68,295,646
Food at Home		141	\$9,566.69	\$44,092,852
Bakery and Cereal Products		142	\$1,247.37	\$5,749,130
Meats, Poultry, Fish, and Eggs		140	\$2,055.42	\$9,473,441
Dairy Products		142	\$933.39	\$4,301,986
Fruits and Vegetables		142	\$1,907.31	\$8,790,776
Snacks and Other Food at Home (10)		140	\$3,423.20	\$15,777,519
Food Away from Home		141	\$5,251.20	\$24,202,794
Alcoholic Beverages		154	\$1,037.42	\$4,781,452

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	184	\$72,392.42	\$333,656,661
Value of Retirement Plans	182	\$257,285.42	\$1,185,828,495
Value of Other Financial Assets	169	\$14,438.53	\$66,547,199
Vehicle Loan Amount excluding Interest	134	\$4,884.05	\$22,510,574
Value of Credit Card Debt	148	\$4,681.80	\$21,578,423
Health			
Nonprescription Drugs	139	\$236.64	\$1,090,658
Prescription Drugs	142	\$522.51	\$2,408,231
Eyeglasses and Contact Lenses	148	\$165.17	\$761,269
Home			
Mortgage Payment and Basics (11)	171	\$22,039.90	\$101,581,898
Maintenance and Remodeling Services	171	\$6,498.62	\$29,952,156
Maintenance and Remodeling Materials (12)	153	\$1,202.35	\$5,541,638
Utilities, Fuel, and Public Services	139	\$8,090.20	\$37,287,750
Household Furnishings and Equipment			
Household Textiles (13)	143	\$174.78	\$805,564
Furniture	143	\$1,183.50	\$5,454,741
Rugs	159	\$66.16	\$304,954
Major Appliances (14)	149	\$788.00	\$3,631,878
Housewares (15)	147	\$158.57	\$730,855
Small Appliances	132	\$95.77	\$441,412
Luggage	143	\$20.46	\$94,308
Telephones and Accessories	145	\$155.48	\$716,628
Household Operations			
Child Care	154	\$793.39	\$3,656,732
Lawn and Garden (16)	162	\$1,088.66	\$5,017,615
Moving/Storage/Freight Express	136	\$121.54	\$560,172
Housekeeping Supplies (17)	144	\$1,338.88	\$6,170,898
Insurance			
Owners and Renters Insurance	155	\$1,205.84	\$5,557,708
Vehicle Insurance	134	\$2,904.85	\$13,388,436
Life/Other Insurance	162	\$1,119.49	\$5,159,714
Health Insurance	146	\$7,240.59	\$33,371,887
Personal Care Products (18)	142	\$785.10	\$3,618,539
School Books and Supplies (19)	137	\$183.88	\$847,515
Smoking Products	112	\$487.49	\$2,246,836
Transportation			
Payments on Vehicles excluding Leases	137	\$4,148.23	\$19,119,204
Gasoline and Motor Oil	132	\$3,345.34	\$15,418,686
Vehicle Maintenance and Repairs	140	\$1,830.90	\$8,438,635
Travel			
Airline Fares	155	\$722.08	\$3,328,046
Lodging on Trips	159	\$1,145.49	\$5,279,574
Auto/Truck Rental on Trips	153	\$121.06	\$557,968
Food and Drink on Trips	152	\$850.70	\$3,920,877

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	20.7%	Population	70,384	70,607
Pleasantville (2B)	19.5%	Households	26,164	26,451
Exurbanites (1E)	13.1%	Families	19,229	19,423
Enterprising Professionals (2D)	8.7%	Median Age	43.7	44.1
Boomburbs (1C)	6.5%	Median Household Income	\$109,348	\$120,413
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		132	\$2,905.36	\$76,015,806
Men's		132	\$540.54	\$14,142,749
Women's		133	\$992.68	\$25,972,521
Children's		128	\$425.98	\$11,145,394
Footwear		131	\$650.50	\$17,019,563
Watches & Jewelry		140	\$236.34	\$6,183,634
Apparel Products and Services (1)		133	\$59.32	\$1,551,945
Computer				
Computers and Hardware for Home Use		133	\$341.51	\$8,935,167
Portable Memory		131	\$6.03	\$157,654
Computer Software		131	\$18.94	\$495,561
Computer Accessories		133	\$33.33	\$872,156
Entertainment & Recreation		134	\$5,067.27	\$132,580,019
Fees and Admissions		149	\$1,059.68	\$27,725,541
Membership Fees for Clubs (2)		146	\$406.84	\$10,644,561
Fees for Participant Sports, excl. Trips		150	\$179.15	\$4,687,261
Tickets to Theatre/Operas/Concerts		147	\$80.28	\$2,100,336
Tickets to Movies		134	\$36.88	\$964,951
Tickets to Parks or Museums		134	\$37.29	\$975,765
Admission to Sporting Events, excl. Trips		151	\$88.05	\$2,303,814
Fees for Recreational Lessons		159	\$229.97	\$6,016,969
Dating Services		114	\$1.22	\$31,885
TV/Video/Audio		127	\$1,724.62	\$45,122,853
Cable and Satellite Television Services		127	\$1,096.66	\$28,692,954
Televisions		126	\$183.39	\$4,798,326
Satellite Dishes		112	\$1.92	\$50,248
VCRs, Video Cameras, and DVD Players		126	\$6.08	\$158,965
Miscellaneous Video Equipment		139	\$17.56	\$459,559
Video Cassettes and DVDs		127	\$8.31	\$217,450
Video Game Hardware/Accessories		117	\$47.04	\$1,230,789
Video Game Software		116	\$22.54	\$589,709
Rental/Streaming/Downloaded Video		124	\$153.49	\$4,015,795
Installation of Televisions		143	\$2.31	\$60,451
Audio (3)		135	\$182.39	\$4,772,001
Rental and Repair of TV/Radio/Sound Equipment		105	\$2.93	\$76,606
Pets		131	\$1,206.10	\$31,556,508
Toys/Games/Crafts/Hobbies (4)		128	\$203.29	\$5,318,869
Recreational Vehicles and Fees (5)		142	\$213.89	\$5,596,149
Sports/Recreation/Exercise Equipment (6)		136	\$380.73	\$9,961,330
Photo Equipment and Supplies (7)		136	\$63.49	\$1,661,261
Reading (8)		138	\$174.28	\$4,559,871
Catered Affairs (9)		136	\$41.19	\$1,077,636
Food		131	\$13,745.70	\$359,642,427
Food at Home		130	\$8,854.24	\$231,662,359
Bakery and Cereal Products		131	\$1,150.46	\$30,100,523
Meats, Poultry, Fish, and Eggs		130	\$1,908.72	\$49,939,725
Dairy Products		131	\$863.31	\$22,587,712
Fruits and Vegetables		132	\$1,770.04	\$46,311,417
Snacks and Other Food at Home (10)		129	\$3,161.71	\$82,722,981
Food Away from Home		131	\$4,891.46	\$127,980,068
Alcoholic Beverages		140	\$945.90	\$24,748,554

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	158	\$62,102.81	\$1,624,857,957
Value of Retirement Plans	154	\$217,290.07	\$5,685,177,372
Value of Other Financial Assets	151	\$12,901.03	\$337,542,435
Vehicle Loan Amount excluding Interest	124	\$4,531.36	\$118,558,436
Value of Credit Card Debt	135	\$4,260.01	\$111,458,982
Health			
Nonprescription Drugs	124	\$212.10	\$5,549,414
Prescription Drugs	124	\$456.58	\$11,945,947
Eyeglasses and Contact Lenses	132	\$147.33	\$3,854,712
Home			
Mortgage Payment and Basics (11)	151	\$19,485.40	\$509,815,926
Maintenance and Remodeling Services	149	\$5,658.64	\$148,052,744
Maintenance and Remodeling Materials (12)	133	\$1,045.50	\$27,354,365
Utilities, Fuel, and Public Services	128	\$7,402.30	\$193,673,674
Household Furnishings and Equipment			
Household Textiles (13)	132	\$161.73	\$4,231,587
Furniture	131	\$1,082.71	\$28,327,969
Rugs	143	\$59.72	\$1,562,423
Major Appliances (14)	134	\$707.37	\$18,507,562
Housewares (15)	136	\$145.85	\$3,815,993
Small Appliances	126	\$91.23	\$2,386,918
Luggage	134	\$19.20	\$502,321
Telephones and Accessories	130	\$140.21	\$3,668,386
Household Operations			
Child Care	146	\$751.86	\$19,671,770
Lawn and Garden (16)	141	\$946.86	\$24,773,733
Moving/Storage/Freight Express	127	\$113.85	\$2,978,715
Housekeeping Supplies (17)	131	\$1,218.01	\$31,867,929
Insurance			
Owners and Renters Insurance	135	\$1,050.98	\$27,497,763
Vehicle Insurance	125	\$2,704.75	\$70,766,991
Life/Other Insurance	141	\$975.23	\$25,515,829
Health Insurance	131	\$6,465.35	\$169,159,310
Personal Care Products (18)	132	\$726.98	\$19,020,714
School Books and Supplies (19)	129	\$173.04	\$4,527,424
Smoking Products	106	\$458.92	\$12,007,119
Transportation			
Payments on Vehicles excluding Leases	126	\$3,802.22	\$99,481,304
Gasoline and Motor Oil	123	\$3,126.82	\$81,810,198
Vehicle Maintenance and Repairs	128	\$1,672.28	\$43,753,598
Travel			
Airline Fares	142	\$661.96	\$17,319,594
Lodging on Trips	141	\$1,019.12	\$26,664,176
Auto/Truck Rental on Trips	138	\$109.48	\$2,864,386
Food and Drink on Trips	138	\$769.56	\$20,134,670

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Business Summary

12301 Belair Rd, Kingsville, Maryland, 21087
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45930
Longitude: -76.41347

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	64		460		1,934							
Total Employees:	328		4,068		16,896							
Total Residential Population:	1,105		12,364		70,384							
Employee/Residential Population Ratio (per 100 Residents)	30		33		24							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	4.7%	15	4.6%	24	5.2%	146	3.6%	67	3.5%	525	3.1%
Construction	12	18.8%	80	24.4%	60	13.0%	430	10.6%	216	11.2%	1,647	9.7%
Manufacturing	3	4.7%	7	2.1%	16	3.5%	68	1.7%	48	2.5%	649	3.8%
Transportation	1	1.6%	1	0.3%	9	2.0%	46	1.1%	53	2.7%	340	2.0%
Communication	1	1.6%	4	1.2%	3	0.7%	18	0.4%	9	0.5%	45	0.3%
Utility	0	0.0%	0	0.0%	1	0.2%	3	0.1%	6	0.3%	49	0.3%
Wholesale Trade	2	3.1%	13	4.0%	13	2.8%	115	2.8%	66	3.4%	645	3.8%
Retail Trade Summary	7	10.9%	31	9.5%	96	20.9%	1,822	44.8%	350	18.1%	4,870	28.8%
Home Improvement	1	1.6%	3	0.9%	9	2.0%	97	2.4%	34	1.8%	358	2.1%
General Merchandise Stores	0	0.0%	0	0.0%	2	0.4%	47	1.2%	9	0.5%	150	0.9%
Food Stores	1	1.6%	4	1.2%	11	2.4%	94	2.3%	47	2.4%	658	3.9%
Auto Dealers & Gas Stations	1	1.6%	10	3.0%	23	5.0%	1,120	27.5%	65	3.4%	1,959	11.6%
Apparel & Accessory Stores	1	1.6%	2	0.6%	4	0.9%	8	0.2%	7	0.4%	17	0.1%
Furniture & Home Furnishings	1	1.6%	4	1.2%	5	1.1%	26	0.6%	20	1.0%	119	0.7%
Eating & Drinking Places	1	1.6%	6	1.8%	19	4.1%	342	8.4%	88	4.6%	1,233	7.3%
Miscellaneous Retail	1	1.6%	2	0.6%	24	5.2%	87	2.1%	79	4.1%	376	2.2%
Finance, Insurance, Real Estate Summary	4	6.2%	14	4.3%	33	7.2%	242	5.9%	169	8.7%	1,064	6.3%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	1	0.2%	31	0.8%	16	0.8%	297	1.8%
Securities Brokers	1	1.6%	4	1.2%	5	1.1%	22	0.5%	29	1.5%	135	0.8%
Insurance Carriers & Agents	2	3.1%	7	2.1%	10	2.2%	36	0.9%	37	1.9%	132	0.8%
Real Estate, Holding, Other Investment Offices	1	1.6%	4	1.2%	17	3.7%	154	3.8%	87	4.5%	500	3.0%
Services Summary	26	40.6%	153	46.6%	167	36.3%	1,092	26.8%	729	37.7%	6,499	38.5%
Hotels & Lodging	1	1.6%	3	0.9%	3	0.7%	23	0.6%	11	0.6%	102	0.6%
Automotive Services	2	3.1%	8	2.4%	27	5.9%	105	2.6%	107	5.5%	940	5.6%
Movies & Amusements	1	1.6%	5	1.5%	14	3.0%	79	1.9%	60	3.1%	455	2.7%
Health Services	1	1.6%	8	2.4%	17	3.7%	104	2.6%	101	5.2%	864	5.1%
Legal Services	0	0.0%	0	0.0%	2	0.4%	13	0.3%	16	0.8%	89	0.5%
Education Institutions & Libraries	2	3.1%	39	11.9%	7	1.5%	170	4.2%	33	1.7%	1,323	7.8%
Other Services	18	28.1%	89	27.1%	96	20.9%	598	14.7%	400	20.7%	2,727	16.1%
Government	1	1.6%	8	2.4%	4	0.9%	73	1.8%	15	0.8%	481	2.8%
Unclassified Establishments	5	7.8%	3	0.9%	34	7.4%	13	0.3%	207	10.7%	81	0.5%
Totals	64	100.0%	328	100.0%	460	100.0%	4,068	100.0%	1,934	100.0%	16,896	100.0%

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

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



Business Summary

12301 Belair Rd, Kingsville, Maryland, 21087
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.45930
Longitude: -76.41347

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	1.6%	1	0.3%	6	1.3%	24	0.6%	15	0.8%	68	0.4%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	6	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	13	20.3%	89	27.1%	64	13.9%	458	11.3%	226	11.7%	1,698	10.0%
Manufacturing	3	4.7%	7	2.1%	16	3.5%	72	1.8%	53	2.7%	693	4.1%
Wholesale Trade	2	3.1%	13	4.0%	13	2.8%	115	2.8%	65	3.4%	643	3.8%
Retail Trade	6	9.4%	25	7.6%	76	16.5%	1,469	36.1%	249	12.9%	3,529	20.9%
Motor Vehicle & Parts Dealers	0	0.0%	8	2.4%	19	4.1%	1,108	27.2%	57	2.9%	1,928	11.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6	0.3%	36	0.2%
Electronics & Appliance Stores	1	1.6%	4	1.2%	5	1.1%	25	0.6%	11	0.6%	57	0.3%
Building Material & Garden Equipment & Supplies Dealers	1	1.6%	3	0.9%	9	2.0%	97	2.4%	34	1.8%	358	2.1%
Food & Beverage Stores	1	1.6%	4	1.2%	12	2.6%	101	2.5%	50	2.6%	645	3.8%
Health & Personal Care Stores	0	0.0%	0	0.0%	5	1.1%	26	0.6%	19	1.0%	137	0.8%
Gasoline Stations & Fuel Dealers	1	1.6%	2	0.6%	3	0.7%	12	0.3%	8	0.4%	31	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	1.6%	2	0.6%	4	0.9%	8	0.2%	9	0.5%	21	0.1%
Sporting Goods, Hobby, Book, & Music Stores	1	1.6%	1	0.3%	12	2.6%	29	0.7%	36	1.9%	134	0.8%
General Merchandise Stores	0	0.0%	0	0.0%	7	1.5%	62	1.5%	19	1.0%	183	1.1%
Transportation & Warehousing	1	1.6%	1	0.3%	7	1.5%	38	0.9%	44	2.3%	291	1.7%
Information	1	1.6%	4	1.2%	4	0.9%	27	0.7%	24	1.2%	187	1.1%
Finance & Insurance	3	4.7%	10	3.0%	16	3.5%	89	2.2%	84	4.3%	569	3.4%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	1	0.2%	31	0.8%	17	0.9%	299	1.8%
Securities & Commodity Contracts	1	1.6%	4	1.2%	5	1.1%	22	0.5%	31	1.6%	138	0.8%
Funds, Trusts & Other Financial Vehicles	2	3.1%	7	2.1%	10	2.2%	36	0.9%	37	1.9%	132	0.8%
Real Estate, Rental & Leasing	1	1.6%	4	1.2%	20	4.3%	153	3.8%	100	5.2%	551	3.3%
Professional, Scientific & Tech Services	6	9.4%	19	5.8%	38	8.3%	178	4.4%	139	7.2%	820	4.9%
Legal Services	0	0.0%	0	0.0%	5	1.1%	26	0.6%	22	1.1%	109	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.4%	12	0.3%	6	0.3%	38	0.2%
Administrative, Support & Waste Management Services	4	6.2%	18	5.5%	26	5.7%	135	3.3%	97	5.0%	665	3.9%
Educational Services	2	3.1%	39	11.9%	11	2.4%	184	4.5%	46	2.4%	1,359	8.0%
Health Care & Social Assistance	2	3.1%	11	3.4%	24	5.2%	220	5.4%	147	7.6%	1,537	9.1%
Arts, Entertainment & Recreation	1	1.6%	5	1.5%	12	2.6%	67	1.6%	48	2.5%	381	2.3%
Accommodation & Food Services	2	3.1%	9	2.7%	23	5.0%	371	9.1%	107	5.5%	1,398	8.3%
Accommodation	1	1.6%	3	0.9%	3	0.7%	23	0.6%	11	0.6%	102	0.6%
Food Services & Drinking Places	1	1.6%	6	1.8%	20	4.3%	348	8.6%	96	5.0%	1,296	7.7%
Other Services (except Public Administration)	11	17.2%	63	19.2%	64	13.9%	374	9.2%	262	13.5%	1,903	11.3%
Automotive Repair & Maintenance	2	3.1%	8	2.4%	18	3.9%	69	1.7%	79	4.1%	781	4.6%
Public Administration	1	1.6%	8	2.4%	3	0.7%	68	1.7%	14	0.7%	476	2.8%
Unclassified Establishments	5	7.8%	3	0.9%	34	7.4%	13	0.3%	207	10.7%	81	0.5%
Total	64	100.0%	328	100.0%	460	100.0%	4,068	100.0%	1,934	100.0%	16,896	100.0%

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

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

August 14, 2023