

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,298	93,185	297,570
2010 Total Population	12,379	97,218	301,643
2018 Total Population	12,657	99,248	308,293
2018 Group Quarters	140	1,017	7,911
2023 Total Population	12,855	100,668	311,291
2018-2023 Annual Rate	0.31%	0.28%	0.19%
2018 Total Daytime Population	17,256	95,322	276,767
Workers	11,060	46,866	115,557
Residents	6,196	48,456	161,210
Household Summary			
2000 Households	4,440	36,384	116,128
2000 Average Household Size	2.52	2.52	2.50
2010 Households	4,810	37,947	117,152
2010 Average Household Size	2.55	2.54	2.51
2018 Households	4,833	38,114	118,397
2018 Average Household Size	2.59	2.58	2.54
2023 Households	4,878	38,436	119,002
2023 Average Household Size	2.61	2.59	2.55
2018-2023 Annual Rate	0.19%	0.17%	0.10%
2010 Families	3,020	24,545	74,284
2010 Average Family Size	3.17	3.12	3.13
2018 Families	3,000	24,375	74,535
2018 Average Family Size	3.26	3.21	3.20
2023 Families	3,012	24,459	74,739
2023 Average Family Size	3.30	3.25	3.23
2018-2023 Annual Rate	0.08%	0.07%	0.05%
Housing Unit Summary			
2000 Housing Units	4,672	38,182	123,868
Owner Occupied Housing Units	50.5%	59.4%	56.0%
Renter Occupied Housing Units	44.5%	35.9%	37.8%
Vacant Housing Units	5.0%	4.7%	6.2%
2010 Housing Units	5,091	40,232	127,801
Owner Occupied Housing Units	48.3%	57.7%	53.9%
Renter Occupied Housing Units	46.2%	36.6%	37.7%
Vacant Housing Units	5.5%	5.7%	8.3%
2018 Housing Units	5,162	40,702	130,605
Owner Occupied Housing Units	46.8%	56.2%	52.6%
Renter Occupied Housing Units	46.8%	37.5%	38.0%
Vacant Housing Units	6.4%	6.4%	9.3%
2023 Housing Units	5,221	41,134	132,594
Owner Occupied Housing Units	47.7%	57.0%	53.1%
Renter Occupied Housing Units	45.7%	36.4%	36.6%
Vacant Housing Units	6.6%	6.6%	10.3%
Median Household Income			
2018	\$67,528	\$63,468	\$58,702
2023	\$78,382	\$75,569	\$69,874
Median Home Value			
2018	\$235,297	\$242,912	\$234,458
2023	\$258,266	\$270,955	\$264,479
Per Capita Income			
2018	\$30,105	\$30,887	\$30,793
2023	\$34,599	\$36,097	\$36,208
Median Age			
2010	34.4	37.4	38.6
2018	35.6	38.7	39.9
2023	36.0	39.3	40.4

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

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
2018 Households by Income			
Household Income Base	4,833	38,114	118,393
<\$15,000	5.8%	8.6%	11.8%
\$15,000 - \$24,999	6.9%	7.6%	8.8%
\$25,000 - \$34,999	7.3%	8.4%	8.9%
\$35,000 - \$49,999	14.4%	12.9%	12.6%
\$50,000 - \$74,999	20.2%	19.6%	18.1%
\$75,000 - \$99,999	17.4%	14.9%	13.1%
\$100,000 - \$149,999	19.9%	17.2%	14.9%
\$150,000 - \$199,999	5.4%	6.0%	6.2%
\$200,000+	2.8%	4.6%	5.7%
Average Household Income	\$77,705	\$79,394	\$78,534
2023 Households by Income			
Household Income Base	4,878	38,436	118,998
<\$15,000	5.2%	7.9%	10.8%
\$15,000 - \$24,999	5.8%	6.6%	7.7%
\$25,000 - \$34,999	5.8%	6.8%	7.3%
\$35,000 - \$49,999	11.7%	10.6%	10.4%
\$50,000 - \$74,999	18.1%	17.7%	16.4%
\$75,000 - \$99,999	18.4%	15.7%	14.1%
\$100,000 - \$149,999	24.7%	21.1%	18.4%
\$150,000 - \$199,999	6.6%	7.4%	7.4%
\$200,000+	3.7%	6.3%	7.5%
Average Household Income	\$90,026	\$93,493	\$93,059
2018 Owner Occupied Housing Units by Value			
Total	2,417	22,867	68,748
<\$50,000	1.4%	1.7%	2.4%
\$50,000 - \$99,999	1.2%	1.9%	7.4%
\$100,000 - \$149,999	4.8%	8.1%	11.9%
\$150,000 - \$199,999	24.9%	20.2%	16.7%
\$200,000 - \$249,999	25.1%	21.0%	16.9%
\$250,000 - \$299,999	18.0%	16.0%	13.0%
\$300,000 - \$399,999	18.8%	19.9%	14.8%
\$400,000 - \$499,999	3.2%	5.8%	6.8%
\$500,000 - \$749,999	0.8%	4.3%	8.2%
\$750,000 - \$999,999	0.4%	0.6%	1.5%
\$1,000,000 - \$1,499,999	1.4%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$262,929	\$271,281	\$277,446
2023 Owner Occupied Housing Units by Value			
Total	2,492	23,455	70,422
<\$50,000	0.8%	1.1%	1.8%
\$50,000 - \$99,999	0.8%	1.3%	6.2%
\$100,000 - \$149,999	3.3%	5.5%	9.2%
\$150,000 - \$199,999	18.6%	15.5%	13.3%
\$200,000 - \$249,999	23.2%	19.2%	15.4%
\$250,000 - \$299,999	19.9%	17.6%	14.0%
\$300,000 - \$399,999	24.2%	24.8%	17.9%
\$400,000 - \$499,999	4.7%	7.7%	8.5%
\$500,000 - \$749,999	1.4%	5.8%	10.7%
\$750,000 - \$999,999	0.8%	0.9%	2.2%
\$1,000,000 - \$1,499,999	2.3%	0.5%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$294,703	\$299,447	\$310,473

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

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	12,380	97,217	301,645
0 - 4	7.6%	6.5%	6.2%
5 - 9	6.8%	6.2%	6.1%
10 - 14	6.2%	6.6%	6.4%
15 - 24	13.4%	13.6%	14.5%
25 - 34	17.1%	14.0%	12.5%
35 - 44	15.6%	13.8%	12.6%
45 - 54	14.5%	15.0%	15.0%
55 - 64	10.4%	12.3%	12.4%
65 - 74	4.9%	6.5%	7.0%
75 - 84	2.7%	3.9%	4.9%
85 +	0.9%	1.6%	2.5%
18 +	75.6%	76.5%	77.0%
2018 Population by Age			
Total	12,657	99,246	308,292
0 - 4	6.7%	5.9%	5.7%
5 - 9	6.6%	6.1%	5.8%
10 - 14	6.3%	6.2%	6.0%
15 - 24	12.7%	12.0%	13.1%
25 - 34	16.8%	14.8%	13.5%
35 - 44	14.5%	13.0%	11.7%
45 - 54	13.0%	13.1%	12.8%
55 - 64	11.8%	13.2%	13.5%
65 - 74	7.2%	9.5%	9.7%
75 - 84	3.3%	4.4%	5.2%
85 +	1.2%	1.9%	2.9%
18 +	76.8%	78.3%	78.8%
2023 Population by Age			
Total	12,853	100,671	311,291
0 - 4	6.7%	5.9%	5.7%
5 - 9	6.3%	5.8%	5.6%
10 - 14	6.0%	6.0%	5.8%
15 - 24	12.1%	11.3%	12.2%
25 - 34	17.5%	14.8%	13.7%
35 - 44	14.7%	13.8%	12.5%
45 - 54	12.1%	12.1%	11.7%
55 - 64	11.4%	12.7%	12.9%
65 - 74	7.8%	10.3%	10.8%
75 - 84	4.1%	5.4%	6.2%
85 +	1.4%	1.9%	2.9%
18 +	77.5%	78.8%	79.4%
2010 Population by Sex			
Males	5,796	45,117	139,108
Females	6,583	52,101	162,535
2018 Population by Sex			
Males	5,921	46,121	142,564
Females	6,736	53,127	165,729
2023 Population by Sex			
Males	6,022	47,021	144,821
Females	6,833	53,648	166,470

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	12,380	97,218	301,643
White Alone	17.9%	26.4%	28.5%
Black Alone	62.4%	62.7%	61.7%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	13.2%	6.0%	5.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.1%	1.4%
Two or More Races	3.5%	2.6%	2.2%
Hispanic Origin	6.1%	4.5%	3.3%
Diversity Index	61.1	57.4	56.4
2018 Population by Race/Ethnicity			
Total	12,657	99,248	308,292
White Alone	13.8%	22.2%	25.6%
Black Alone	64.8%	65.1%	62.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	14.4%	7.0%	7.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.0%	2.5%	1.8%
Two or More Races	3.6%	2.8%	2.5%
Hispanic Origin	7.1%	5.6%	4.2%
Diversity Index	60.2	57.2	57.9
2023 Population by Race/Ethnicity			
Total	12,855	100,669	311,291
White Alone	11.5%	19.5%	23.4%
Black Alone	65.9%	66.5%	62.4%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	15.1%	7.7%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.3%	2.9%	2.0%
Two or More Races	3.8%	3.1%	2.8%
Hispanic Origin	7.9%	6.4%	5.0%
Diversity Index	59.8	57.2	59.1
2010 Population by Relationship and Household Type			
Total	12,379	97,218	301,643
In Households	98.9%	99.0%	97.4%
In Family Households	80.3%	81.7%	80.0%
Householder	24.4%	25.3%	24.6%
Spouse	13.8%	14.8%	14.1%
Child	32.0%	32.8%	32.6%
Other relative	7.0%	5.9%	5.8%
Nonrelative	3.1%	2.9%	2.8%
In Nonfamily Households	18.6%	17.3%	17.5%
In Group Quarters	1.1%	1.0%	2.6%
Institutionalized Population	0.6%	0.8%	1.2%
Noninstitutionalized Population	0.5%	0.3%	1.4%

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

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
2018 Population 25+ by Educational Attainment			
Total	8,572	69,323	213,913
Less than 9th Grade	3.7%	2.9%	3.1%
9th - 12th Grade, No Diploma	4.6%	5.3%	6.5%
High School Graduate	26.1%	24.6%	24.4%
GED/Alternative Credential	2.0%	3.0%	3.3%
Some College, No Degree	18.8%	22.4%	21.1%
Associate Degree	8.2%	7.1%	6.7%
Bachelor's Degree	21.3%	20.0%	19.6%
Graduate/Professional Degree	15.4%	14.9%	15.3%
2018 Population 15+ by Marital Status			
Total	10,178	81,277	254,229
Never Married	40.6%	39.3%	41.4%
Married	45.8%	43.4%	40.5%
Widowed	4.6%	5.7%	7.1%
Divorced	9.0%	11.7%	11.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	93.8%	93.1%
Civilian Unemployed (Unemployment Rate)	5.8%	6.2%	6.9%
2018 Employed Population 16+ by Industry			
Total	6,563	51,870	149,809
Agriculture/Mining	1.7%	0.3%	0.2%
Construction	2.4%	4.4%	4.3%
Manufacturing	2.7%	3.8%	4.2%
Wholesale Trade	0.9%	1.6%	1.5%
Retail Trade	10.7%	9.2%	9.0%
Transportation/Utilities	5.8%	6.8%	6.3%
Information	0.7%	1.9%	1.7%
Finance/Insurance/Real Estate	6.7%	6.7%	6.3%
Services	52.2%	53.8%	55.7%
Public Administration	16.1%	11.4%	10.8%
2018 Employed Population 16+ by Occupation			
Total	6,562	51,868	149,808
White Collar	70.2%	67.0%	65.3%
Management/Business/Financial	14.5%	14.6%	14.0%
Professional	33.4%	27.5%	27.5%
Sales	8.9%	9.0%	8.8%
Administrative Support	13.4%	15.9%	15.1%
Services	15.6%	18.1%	19.3%
Blue Collar	14.2%	14.8%	15.4%
Farming/Forestry/Fishing	2.2%	0.3%	0.2%
Construction/Extraction	0.8%	2.6%	2.8%
Installation/Maintenance/Repair	4.7%	3.0%	2.7%
Production	1.3%	2.8%	2.8%
Transportation/Material Moving	5.0%	6.1%	6.9%
2010 Population By Urban/ Rural Status			
Total Population	12,379	97,218	301,643
Population Inside Urbanized Area	100.0%	99.6%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	0.3%

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	4,810	37,947	117,152
Households with 1 Person	29.7%	28.7%	30.5%
Households with 2+ People	70.3%	71.3%	69.5%
Family Households	62.8%	64.7%	63.4%
Husband-wife Families	35.5%	37.9%	36.2%
With Related Children	18.1%	17.2%	16.1%
Other Family (No Spouse Present)	27.3%	26.7%	27.2%
Other Family with Male Householder	6.2%	5.4%	5.4%
With Related Children	3.1%	2.8%	2.7%
Other Family with Female Householder	21.1%	21.3%	21.8%
With Related Children	13.6%	13.5%	13.4%
Nonfamily Households	7.5%	6.6%	6.1%
All Households with Children	35.4%	34.1%	32.7%
Multigenerational Households	6.1%	6.2%	6.4%
Unmarried Partner Households	7.2%	6.6%	6.3%
Male-female	6.5%	5.9%	5.6%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	4,810	37,945	117,151
1 Person Household	29.7%	28.7%	30.5%
2 Person Household	29.6%	30.6%	29.8%
3 Person Household	17.3%	18.1%	17.1%
4 Person Household	12.1%	12.2%	12.2%
5 Person Household	6.4%	6.0%	5.9%
6 Person Household	2.8%	2.6%	2.6%
7 + Person Household	2.1%	1.9%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	4,810	37,947	117,152
Owner Occupied	51.1%	61.2%	58.8%
Owned with a Mortgage/Loan	44.6%	49.9%	45.8%
Owned Free and Clear	6.5%	11.3%	13.1%
Renter Occupied	48.9%	38.8%	41.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,091	40,232	127,801
Housing Units Inside Urbanized Area	100.0%	99.6%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.4%	0.3%

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

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Enterprising Professionals	Parks and Rec (5C)	Family Foundations (12A)
	2. Parks and Rec (5C)	Family Foundations (12A)	Parks and Rec (5C)
	3. Metro Fusion (11C)	Enterprising Professionals	Bright Young Professionals
2018 Consumer Spending			
Apparel & Services: Total \$	\$10,004,512	\$78,421,686	\$240,458,874
Average Spent	\$2,070.04	\$2,057.56	\$2,030.95
Spending Potential Index	95	95	93
Education: Total \$	\$6,718,212	\$53,886,809	\$164,101,519
Average Spent	\$1,390.07	\$1,413.83	\$1,386.03
Spending Potential Index	96	98	96
Entertainment/Recreation: Total \$	\$14,174,418	\$114,932,618	\$354,305,525
Average Spent	\$2,932.84	\$3,015.50	\$2,992.52
Spending Potential Index	91	94	93
Food at Home: Total \$	\$22,508,463	\$179,492,715	\$555,266,771
Average Spent	\$4,657.24	\$4,709.36	\$4,689.87
Spending Potential Index	93	94	93
Food Away from Home: Total \$	\$16,179,999	\$126,599,799	\$387,493,730
Average Spent	\$3,347.82	\$3,321.61	\$3,272.83
Spending Potential Index	95	95	93
Health Care: Total \$	\$24,176,766	\$203,133,762	\$632,686,821
Average Spent	\$5,002.43	\$5,329.64	\$5,343.77
Spending Potential Index	87	93	93
HH Furnishings & Equipment: Total \$	\$9,299,628	\$74,660,491	\$228,830,069
Average Spent	\$1,924.19	\$1,958.87	\$1,932.74
Spending Potential Index	92	94	93
Personal Care Products & Services: Total \$	\$3,764,741	\$29,865,605	\$91,808,151
Average Spent	\$778.97	\$783.59	\$775.43
Spending Potential Index	94	95	94
Shelter: Total \$	\$78,004,593	\$619,109,213	\$1,910,130,279
Average Spent	\$16,139.99	\$16,243.62	\$16,133.27
Spending Potential Index	96	97	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,730,149	\$89,325,819	\$279,860,315
Average Spent	\$2,220.18	\$2,343.65	\$2,363.74
Spending Potential Index	89	94	95
Travel: Total \$	\$9,635,188	\$77,777,943	\$237,250,709
Average Spent	\$1,993.62	\$2,040.67	\$2,003.86
Spending Potential Index	93	95	93
Vehicle Maintenance & Repairs: Total \$	\$4,768,945	\$38,429,229	\$118,212,422
Average Spent	\$986.75	\$1,008.27	\$998.44
Spending Potential Index	92	94	93

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

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Enterprising Professionals (2D)	27.4%	Population	12,657	12,855
Parks and Rec (5C)	13.5%	Households	4,833	4,878
Metro Fusion (11C)	11.9%	Families	3,000	3,012
Home Improvement (4B)	11.8%	Median Age	35.6	36.0
Pleasantville (2B)	9.5%	Median Household Income	\$67,528	\$78,382
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		95	\$2,070.04	\$10,004,512
Men's		94	\$389.18	\$1,880,919
Women's		95	\$706.84	\$3,416,167
Children's		96	\$309.22	\$1,494,452
Footwear		96	\$450.64	\$2,177,926
Watches & Jewelry		95	\$135.40	\$654,395
Apparel Products and Services (1)		95	\$78.76	\$380,652
Computer				
Computers and Hardware for Home Use		98	\$166.81	\$806,194
Portable Memory		97	\$5.28	\$25,541
Computer Software		102	\$10.71	\$51,739
Computer Accessories		94	\$17.75	\$85,767
Entertainment & Recreation		91	\$2,932.84	\$14,174,418
Fees and Admissions		94	\$645.34	\$3,118,939
Membership Fees for Clubs (2)		94	\$211.85	\$1,023,860
Fees for Participant Sports, excl. Trips		93	\$105.05	\$507,699
Tickets to Theatre/Operas/Concerts		96	\$63.53	\$307,028
Tickets to Movies/Museums/Parks		99	\$79.19	\$382,740
Admission to Sporting Events, excl. Trips		89	\$52.54	\$253,949
Fees for Recreational Lessons		96	\$132.42	\$639,987
Dating Services		113	\$0.76	\$3,676
TV/Video/Audio		91	\$1,193.54	\$5,768,364
Cable and Satellite Television Services		90	\$863.25	\$4,172,064
Televisions		96	\$113.78	\$549,896
Satellite Dishes		90	\$1.58	\$7,629
VCRs, Video Cameras, and DVD Players		99	\$5.46	\$26,398
Miscellaneous Video Equipment		91	\$13.18	\$63,719
Video Cassettes and DVDs		96	\$11.87	\$57,346
Video Game Hardware/Accessories		101	\$30.00	\$144,985
Video Game Software		101	\$15.19	\$73,413
Streaming/Downloaded Video		101	\$33.56	\$162,192
Rental of Video Cassettes and DVDs		99	\$12.64	\$61,086
Installation of Televisions		92	\$0.85	\$4,104
Audio (3)		96	\$88.89	\$429,596
Rental and Repair of TV/Radio/Sound Equipment		82	\$3.30	\$15,935
Pets		85	\$543.72	\$2,627,811
Toys/Games/Crafts/Hobbies (4)		94	\$108.91	\$526,344
Recreational Vehicles and Fees (5)		83	\$91.42	\$441,813
Sports/Recreation/Exercise Equipment (6)		95	\$169.05	\$817,030
Photo Equipment and Supplies (7)		96	\$51.13	\$247,116
Reading (8)		91	\$102.53	\$495,514
Catered Affairs (9)		89	\$27.21	\$131,488
Food		94	\$8,005.06	\$38,688,462
Food at Home		93	\$4,657.24	\$22,508,463
Bakery and Cereal Products		93	\$612.26	\$2,959,064
Meats, Poultry, Fish, and Eggs		92	\$1,043.18	\$5,041,695
Dairy Products		92	\$477.62	\$2,308,320
Fruits and Vegetables		94	\$923.04	\$4,461,048
Snacks and Other Food at Home (10)		93	\$1,601.15	\$7,738,336
Food Away from Home		95	\$3,347.82	\$16,179,999
Alcoholic Beverages		97	\$544.82	\$2,633,122

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	88	\$4,416.61	\$21,345,495
Value of Retirement Plans	86	\$19,919.01	\$96,268,588
Value of Other Financial Assets	85	\$1,195.05	\$5,775,682
Vehicle Loan Amount excluding Interest	88	\$2,470.22	\$11,938,574
Value of Credit Card Debt	94	\$551.24	\$2,664,139
Health			
Nonprescription Drugs	88	\$117.79	\$569,260
Prescription Drugs	83	\$298.17	\$1,441,051
Eyeglasses and Contact Lenses	88	\$82.08	\$396,679
Home			
Mortgage Payment and Basics (11)	87	\$7,504.41	\$36,268,832
Maintenance and Remodeling Services	85	\$1,736.33	\$8,391,697
Maintenance and Remodeling Materials (12)	81	\$398.62	\$1,926,544
Utilities, Fuel, and Public Services	90	\$4,460.18	\$21,556,049
Household Furnishings and Equipment			
Household Textiles (13)	94	\$93.20	\$450,422
Furniture	95	\$577.99	\$2,793,406
Rugs	91	\$22.42	\$108,378
Major Appliances (14)	86	\$298.05	\$1,440,459
Housewares (15)	92	\$94.95	\$458,890
Small Appliances	94	\$46.22	\$223,399
Luggage	98	\$13.46	\$65,042
Telephones and Accessories	97	\$68.08	\$329,011
Household Operations			
Child Care	101	\$517.24	\$2,499,832
Lawn and Garden (16)	83	\$355.59	\$1,718,583
Moving/Storage/Freight Express	108	\$69.68	\$336,759
Housekeeping Supplies (17)	90	\$646.16	\$3,122,868
Insurance			
Owners and Renters Insurance	82	\$464.62	\$2,245,527
Vehicle Insurance	92	\$1,154.28	\$5,578,657
Life/Other Insurance	86	\$359.04	\$1,735,228
Health Insurance	88	\$3,321.17	\$16,051,230
Personal Care Products (18)	94	\$457.26	\$2,209,961
School Books and Supplies (19)	94	\$146.15	\$706,364
Smoking Products	87	\$362.75	\$1,753,183
Transportation			
Payments on Vehicles excluding Leases	90	\$2,158.66	\$10,432,789
Gasoline and Motor Oil	92	\$2,196.05	\$10,613,512
Vehicle Maintenance and Repairs	92	\$986.75	\$4,768,945
Travel			
Airline Fares	96	\$504.77	\$2,439,553
Lodging on Trips	91	\$518.15	\$2,504,204
Auto/Truck Rental on Trips	93	\$25.80	\$124,692
Food and Drink on Trips	93	\$479.19	\$2,315,949

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Parks and Rec (5C)	21.5%	Population	99,248	100,668
Family Foundations (12A)	17.8%	Households	38,114	38,436
Enterprising Professionals (2D)	9.6%	Families	24,375	24,459
Bright Young Professionals (8C)	9.6%	Median Age	38.7	39.3
Pleasantville (2B)	8.7%	Median Household Income	\$63,468	\$75,569
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		95	\$2,057.56	\$78,421,686
Men's		94	\$389.52	\$14,846,192
Women's		96	\$710.14	\$27,066,236
Children's		93	\$300.08	\$11,437,199
Footwear		94	\$442.81	\$16,877,141
Watches & Jewelry		95	\$135.87	\$5,178,566
Apparel Products and Services (1)		96	\$79.14	\$3,016,351
Computer				
Computers and Hardware for Home Use		96	\$163.84	\$6,244,569
Portable Memory		94	\$5.14	\$195,994
Computer Software		98	\$10.34	\$394,181
Computer Accessories		95	\$17.86	\$680,674
Entertainment & Recreation		94	\$3,015.50	\$114,932,618
Fees and Admissions		96	\$658.35	\$25,092,229
Membership Fees for Clubs (2)		97	\$219.26	\$8,356,939
Fees for Participant Sports, excl. Trips		96	\$108.40	\$4,131,392
Tickets to Theatre/Operas/Concerts		99	\$65.21	\$2,485,303
Tickets to Movies/Museums/Parks		95	\$75.79	\$2,888,738
Admission to Sporting Events, excl. Trips		95	\$56.20	\$2,141,912
Fees for Recreational Lessons		96	\$132.78	\$5,060,674
Dating Services		107	\$0.72	\$27,271
TV/Video/Audio		94	\$1,228.59	\$46,826,438
Cable and Satellite Television Services		94	\$905.61	\$34,516,576
Televisions		96	\$113.32	\$4,319,181
Satellite Dishes		87	\$1.53	\$58,343
VCRs, Video Cameras, and DVD Players		96	\$5.32	\$202,796
Miscellaneous Video Equipment		94	\$13.67	\$521,113
Video Cassettes and DVDs		94	\$11.65	\$443,991
Video Game Hardware/Accessories		96	\$28.61	\$1,090,300
Video Game Software		96	\$14.43	\$550,108
Streaming/Downloaded Video		96	\$31.69	\$1,207,727
Rental of Video Cassettes and DVDs		93	\$11.95	\$455,447
Installation of Televisions		92	\$0.85	\$32,538
Audio (3)		93	\$86.81	\$3,308,584
Rental and Repair of TV/Radio/Sound Equipment		78	\$3.14	\$119,734
Pets		90	\$570.44	\$21,741,679
Toys/Games/Crafts/Hobbies (4)		94	\$108.82	\$4,147,629
Recreational Vehicles and Fees (5)		88	\$96.96	\$3,695,534
Sports/Recreation/Exercise Equipment (6)		95	\$168.90	\$6,437,516
Photo Equipment and Supplies (7)		94	\$50.06	\$1,908,075
Reading (8)		95	\$106.88	\$4,073,649
Catered Affairs (9)		87	\$26.50	\$1,009,869
Food		94	\$8,030.97	\$306,092,513
Food at Home		94	\$4,709.36	\$179,492,715
Bakery and Cereal Products		95	\$622.95	\$23,743,185
Meats, Poultry, Fish, and Eggs		94	\$1,054.80	\$40,202,502
Dairy Products		94	\$484.59	\$18,469,818
Fruits and Vegetables		95	\$930.69	\$35,472,283
Snacks and Other Food at Home (10)		93	\$1,616.33	\$61,604,927
Food Away from Home		95	\$3,321.61	\$126,599,799
Alcoholic Beverages		97	\$545.07	\$20,774,675

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	96	\$4,845.62	\$184,685,948
Value of Retirement Plans	96	\$22,318.03	\$850,629,300
Value of Other Financial Assets	95	\$1,336.31	\$50,932,116
Vehicle Loan Amount excluding Interest	89	\$2,499.22	\$95,255,374
Value of Credit Card Debt	97	\$570.98	\$21,762,195
Health			
Nonprescription Drugs	93	\$123.69	\$4,714,502
Prescription Drugs	91	\$328.93	\$12,536,955
Eyeglasses and Contact Lenses	93	\$86.71	\$3,304,684
Home			
Mortgage Payment and Basics (11)	95	\$8,180.76	\$311,801,651
Maintenance and Remodeling Services	94	\$1,918.66	\$73,127,993
Maintenance and Remodeling Materials (12)	92	\$451.44	\$17,206,136
Utilities, Fuel, and Public Services	94	\$4,654.27	\$177,392,764
Household Furnishings and Equipment			
Household Textiles (13)	95	\$93.67	\$3,569,971
Furniture	96	\$585.16	\$22,302,910
Rugs	98	\$24.08	\$917,868
Major Appliances (14)	92	\$319.19	\$12,165,737
Housewares (15)	94	\$97.42	\$3,712,987
Small Appliances	94	\$46.22	\$1,761,611
Luggage	96	\$13.18	\$502,166
Telephones and Accessories	91	\$64.28	\$2,450,022
Household Operations			
Child Care	99	\$508.06	\$19,364,052
Lawn and Garden (16)	91	\$391.94	\$14,938,401
Moving/Storage/Freight Express	98	\$63.55	\$2,422,165
Housekeeping Supplies (17)	93	\$665.76	\$25,374,631
Insurance			
Owners and Renters Insurance	92	\$521.64	\$19,881,671
Vehicle Insurance	94	\$1,181.41	\$45,028,228
Life/Other Insurance	94	\$392.14	\$14,946,093
Health Insurance	94	\$3,534.31	\$134,706,833
Personal Care Products (18)	94	\$456.91	\$17,414,723
School Books and Supplies (19)	92	\$142.05	\$5,413,927
Smoking Products	91	\$378.78	\$14,436,689
Transportation			
Payments on Vehicles excluding Leases	92	\$2,191.88	\$83,541,341
Gasoline and Motor Oil	92	\$2,212.25	\$84,317,722
Vehicle Maintenance and Repairs	94	\$1,008.27	\$38,429,229
Travel			
Airline Fares	96	\$507.31	\$19,335,543
Lodging on Trips	95	\$541.10	\$20,623,535
Auto/Truck Rental on Trips	94	\$25.93	\$988,466
Food and Drink on Trips	95	\$490.95	\$18,712,026

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Family Foundations (12A)	18.8%	Population	308,293	311,291
Parks and Rec (5C)	11.7%	Households	118,397	119,002
Bright Young Professionals (8C)	7.6%	Families	74,535	74,739
Pleasantville (2B)	7.4%	Median Age	39.9	40.4
Modest Income Homes (12D)	7.0%	Median Household Income	\$58,702	\$69,874
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$2,030.95	\$240,458,874
Men's		93	\$386.41	\$45,749,493
Women's		95	\$702.71	\$83,198,321
Children's		90	\$291.34	\$34,493,675
Footwear		93	\$437.57	\$51,806,466
Watches & Jewelry		94	\$134.03	\$15,868,911
Apparel Products and Services (1)		95	\$78.90	\$9,342,007
Computer				
Computers and Hardware for Home Use		95	\$161.20	\$19,085,592
Portable Memory		93	\$5.06	\$599,009
Computer Software		97	\$10.19	\$1,206,840
Computer Accessories		94	\$17.66	\$2,090,655
Entertainment & Recreation		93	\$2,992.52	\$354,305,525
Fees and Admissions		94	\$643.23	\$76,156,369
Membership Fees for Clubs (2)		95	\$215.35	\$25,497,316
Fees for Participant Sports, excl. Trips		94	\$106.75	\$12,638,646
Tickets to Theatre/Operas/Concerts		97	\$64.10	\$7,589,600
Tickets to Movies/Museums/Parks		92	\$73.47	\$8,698,406
Admission to Sporting Events, excl. Trips		93	\$55.34	\$6,551,698
Fees for Recreational Lessons		92	\$127.49	\$15,094,932
Dating Services		107	\$0.72	\$85,770
TV/Video/Audio		95	\$1,235.60	\$146,291,443
Cable and Satellite Television Services		95	\$917.42	\$108,619,508
Televisions		95	\$112.61	\$13,332,559
Satellite Dishes		85	\$1.50	\$177,587
VCRs, Video Cameras, and DVD Players		95	\$5.26	\$622,723
Miscellaneous Video Equipment		93	\$13.42	\$1,589,269
Video Cassettes and DVDs		93	\$11.49	\$1,359,825
Video Game Hardware/Accessories		95	\$28.22	\$3,341,222
Video Game Software		96	\$14.34	\$1,697,888
Streaming/Downloaded Video		93	\$30.93	\$3,661,887
Rental of Video Cassettes and DVDs		91	\$11.64	\$1,378,595
Installation of Televisions		92	\$0.85	\$100,282
Audio (3)		91	\$84.73	\$10,031,448
Rental and Repair of TV/Radio/Sound Equipment		79	\$3.20	\$378,649
Pets		89	\$567.34	\$67,171,799
Toys/Games/Crafts/Hobbies (4)		93	\$107.02	\$12,670,811
Recreational Vehicles and Fees (5)		87	\$94.92	\$11,237,857
Sports/Recreation/Exercise Equipment (6)		92	\$163.57	\$19,365,984
Photo Equipment and Supplies (7)		91	\$48.47	\$5,738,733
Reading (8)		95	\$106.93	\$12,660,501
Catered Affairs (9)		84	\$25.44	\$3,012,027
Food		93	\$7,962.71	\$942,760,501
Food at Home		93	\$4,689.87	\$555,266,771
Bakery and Cereal Products		94	\$620.81	\$73,502,134
Meats, Poultry, Fish, and Eggs		93	\$1,053.87	\$124,774,887
Dairy Products		93	\$482.25	\$57,096,849
Fruits and Vegetables		94	\$924.81	\$109,494,844
Snacks and Other Food at Home (10)		93	\$1,608.13	\$190,398,058
Food Away from Home		93	\$3,272.83	\$387,493,730
Alcoholic Beverages		96	\$538.24	\$63,725,434

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	96	\$4,834.96	\$572,445,099
Value of Retirement Plans	96	\$22,123.24	\$2,619,324,736
Value of Other Financial Assets	97	\$1,368.26	\$161,998,068
Vehicle Loan Amount excluding Interest	88	\$2,465.26	\$291,879,526
Value of Credit Card Debt	95	\$561.91	\$66,528,486
Health			
Nonprescription Drugs	93	\$124.64	\$14,756,576
Prescription Drugs	93	\$336.42	\$39,831,678
Eyeglasses and Contact Lenses	93	\$86.07	\$10,190,964
Home			
Mortgage Payment and Basics (11)	92	\$7,941.52	\$940,252,166
Maintenance and Remodeling Services	93	\$1,890.05	\$223,776,783
Maintenance and Remodeling Materials (12)	90	\$440.66	\$52,173,061
Utilities, Fuel, and Public Services	94	\$4,659.13	\$551,626,856
Household Furnishings and Equipment			
Household Textiles (13)	94	\$92.95	\$11,004,969
Furniture	95	\$578.86	\$68,535,069
Rugs	98	\$24.10	\$2,852,861
Major Appliances (14)	91	\$317.46	\$37,586,035
Housewares (15)	93	\$96.17	\$11,385,667
Small Appliances	94	\$45.88	\$5,431,757
Luggage	94	\$12.87	\$1,523,809
Telephones and Accessories	89	\$62.35	\$7,381,679
Household Operations			
Child Care	95	\$486.34	\$57,580,816
Lawn and Garden (16)	91	\$390.71	\$46,259,276
Moving/Storage/Freight Express	97	\$62.46	\$7,395,282
Housekeeping Supplies (17)	93	\$665.41	\$78,782,696
Insurance			
Owners and Renters Insurance	92	\$521.63	\$61,759,562
Vehicle Insurance	93	\$1,174.84	\$139,097,649
Life/Other Insurance	93	\$387.61	\$45,891,417
Health Insurance	94	\$3,536.44	\$418,704,116
Personal Care Products (18)	93	\$452.52	\$53,577,080
School Books and Supplies (19)	90	\$138.94	\$16,449,977
Smoking Products	94	\$391.35	\$46,334,601
Transportation			
Payments on Vehicles excluding Leases	90	\$2,155.68	\$255,225,996
Gasoline and Motor Oil	91	\$2,186.44	\$258,868,267
Vehicle Maintenance and Repairs	93	\$998.44	\$118,212,422
Travel			
Airline Fares	94	\$497.55	\$58,908,455
Lodging on Trips	93	\$532.57	\$63,054,224
Auto/Truck Rental on Trips	92	\$25.35	\$3,001,296
Food and Drink on Trips	93	\$481.70	\$57,031,945

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

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

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

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Summary

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	565		2,769		8,352							
Total Employees:	15,040		48,578		117,970							
Total Residential Population:	12,657		99,248		308,293							
Employee/Residential Population Ratio (per 100 Residents)	119		49		38							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.5%	31	0.2%	31	1.1%	281	0.6%	97	1.2%	721	0.6%
Construction	22	3.9%	257	1.7%	135	4.9%	1,211	2.5%	410	4.9%	3,219	2.7%
Manufacturing	6	1.1%	195	1.3%	54	2.0%	1,049	2.2%	134	1.6%	2,601	2.2%
Transportation	14	2.5%	98	0.7%	70	2.5%	538	1.1%	184	2.2%	1,415	1.2%
Communication	11	1.9%	153	1.0%	32	1.2%	520	1.1%	88	1.1%	879	0.7%
Utility	1	0.2%	6	0.0%	4	0.1%	34	0.1%	14	0.2%	99	0.1%
Wholesale Trade	15	2.7%	152	1.0%	70	2.5%	615	1.3%	180	2.2%	1,470	1.2%
Retail Trade Summary	160	28.3%	2,196	14.6%	629	22.7%	8,306	17.1%	1,686	20.2%	18,792	15.9%
Home Improvement	1	0.2%	6	0.0%	20	0.7%	499	1.0%	41	0.5%	914	0.8%
General Merchandise Stores	6	1.1%	472	3.1%	25	0.9%	951	2.0%	65	0.8%	1,905	1.6%
Food Stores	15	2.7%	243	1.6%	66	2.4%	1,268	2.6%	216	2.6%	3,164	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.1%	279	1.9%	69	2.5%	879	1.8%	189	2.3%	2,068	1.8%
Apparel & Accessory Stores	29	5.1%	216	1.4%	56	2.0%	459	0.9%	102	1.2%	606	0.5%
Furniture & Home Furnishings	8	1.4%	72	0.5%	58	2.1%	510	1.0%	112	1.3%	840	0.7%
Eating & Drinking Places	48	8.5%	608	4.0%	192	6.9%	2,560	5.3%	512	6.1%	6,368	5.4%
Miscellaneous Retail	42	7.4%	300	2.0%	142	5.1%	1,180	2.4%	448	5.4%	2,926	2.5%
Finance, Insurance, Real Estate Summary	55	9.7%	678	4.5%	271	9.8%	2,179	4.5%	871	10.4%	6,442	5.5%
Banks, Savings & Lending Institutions	10	1.8%	80	0.5%	42	1.5%	433	0.9%	134	1.6%	1,146	1.0%
Securities Brokers	3	0.5%	12	0.1%	19	0.7%	84	0.2%	66	0.8%	339	0.3%
Insurance Carriers & Agents	17	3.0%	86	0.6%	61	2.2%	351	0.7%	165	2.0%	1,046	0.9%
Real Estate, Holding, Other Investment Offices	26	4.6%	500	3.3%	150	5.4%	1,310	2.7%	506	6.1%	3,911	3.3%
Services Summary	237	41.9%	3,544	23.6%	1,286	46.4%	17,506	36.0%	3,994	47.8%	58,935	50.0%
Hotels & Lodging	4	0.7%	89	0.6%	12	0.4%	256	0.5%	25	0.3%	666	0.6%
Automotive Services	12	2.1%	58	0.4%	121	4.4%	661	1.4%	303	3.6%	1,841	1.6%
Motion Pictures & Amusements	13	2.3%	218	1.4%	69	2.5%	773	1.6%	173	2.1%	1,422	1.2%
Health Services	51	9.0%	1,242	8.3%	208	7.5%	4,877	10.0%	678	8.1%	14,318	12.1%
Legal Services	2	0.4%	6	0.0%	15	0.5%	53	0.1%	122	1.5%	488	0.4%
Education Institutions & Libraries	10	1.8%	398	2.6%	59	2.1%	3,062	6.3%	228	2.7%	11,414	9.7%
Other Services	146	25.8%	1,533	10.2%	802	29.0%	7,824	16.1%	2,466	29.5%	28,785	24.4%
Government	7	1.2%	7,700	51.2%	26	0.9%	16,165	33.3%	163	2.0%	22,325	18.9%
Unclassified Establishments	33	5.8%	31	0.2%	159	5.7%	174	0.4%	531	6.4%	1,073	0.9%
Totals	565	100.0%	15,040	100.0%	2,769	100.0%	48,578	100.0%	8,352	100.0%	117,970	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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

Business Summary

1930 Brookdale Rd, Windsor Mill, Maryland, 21244 2
 1930 Brookdale Rd, Windsor Mill, Maryland, 21244
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.31302
 Longitude: -76.75822

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	1	0.0%	1	0.0%	1	0.0%	6	0.1%	17	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	2	0.0%	1	0.0%	5	0.0%
Utilities	1	0.2%	6	0.0%	3	0.1%	32	0.1%	7	0.1%	59	0.1%
Construction	23	4.1%	288	1.9%	145	5.2%	1,289	2.7%	439	5.3%	3,572	3.0%
Manufacturing	11	1.9%	237	1.6%	69	2.5%	1,129	2.3%	166	2.0%	2,729	2.3%
Wholesale Trade	13	2.3%	141	0.9%	58	2.1%	568	1.2%	154	1.8%	1,373	1.2%
Retail Trade	107	18.9%	1,540	10.2%	426	15.4%	5,628	11.6%	1,138	13.6%	12,060	10.2%
Motor Vehicle & Parts Dealers	6	1.1%	249	1.7%	39	1.4%	739	1.5%	114	1.4%	1,751	1.5%
Furniture & Home Furnishings Stores	5	0.9%	15	0.1%	38	1.4%	252	0.5%	58	0.7%	347	0.3%
Electronics & Appliance Stores	4	0.7%	63	0.4%	16	0.6%	255	0.5%	46	0.6%	457	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.2%	6	0.0%	20	0.7%	498	1.0%	41	0.5%	906	0.8%
Food & Beverage Stores	8	1.4%	208	1.4%	65	2.3%	1,245	2.6%	212	2.5%	2,939	2.5%
Health & Personal Care Stores	17	3.0%	113	0.8%	54	2.0%	410	0.8%	152	1.8%	1,078	0.9%
Gasoline Stations	6	1.1%	30	0.2%	31	1.1%	141	0.3%	76	0.9%	317	0.3%
Clothing & Clothing Accessories Stores	39	6.9%	262	1.7%	70	2.5%	524	1.1%	132	1.6%	735	0.6%
Sport Goods, Hobby, Book, & Music Stores	5	0.9%	68	0.5%	20	0.7%	168	0.3%	59	0.7%	452	0.4%
General Merchandise Stores	6	1.1%	472	3.1%	25	0.9%	951	2.0%	65	0.8%	1,905	1.6%
Miscellaneous Store Retailers	8	1.4%	38	0.3%	38	1.4%	390	0.8%	144	1.7%	1,052	0.9%
Nonstore Retailers	1	0.2%	14	0.1%	11	0.4%	56	0.1%	41	0.5%	120	0.1%
Transportation & Warehousing	10	1.8%	88	0.6%	53	1.9%	673	1.4%	141	1.7%	1,436	1.2%
Information	18	3.2%	372	2.5%	58	2.1%	948	2.0%	171	2.0%	1,988	1.7%
Finance & Insurance	30	5.3%	188	1.2%	126	4.6%	925	1.9%	378	4.5%	2,614	2.2%
Central Bank/Credit Intermediation & Related Activities	10	1.8%	80	0.5%	44	1.6%	437	0.9%	140	1.7%	1,153	1.0%
Securities, Commodity Contracts & Other Financial	3	0.5%	22	0.1%	21	0.8%	136	0.3%	71	0.9%	402	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	17	3.0%	86	0.6%	62	2.2%	352	0.7%	168	2.0%	1,059	0.9%
Real Estate, Rental & Leasing	30	5.3%	497	3.3%	195	7.0%	1,431	2.9%	588	7.0%	4,178	3.5%
Professional, Scientific & Tech Services	39	6.9%	424	2.8%	213	7.7%	2,088	4.3%	723	8.7%	8,329	7.1%
Legal Services	3	0.5%	11	0.1%	21	0.8%	75	0.2%	147	1.8%	608	0.5%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.0%	25	0.0%
Administrative & Support & Waste Management & Remediation	20	3.5%	262	1.7%	130	4.7%	1,421	2.9%	373	4.5%	6,154	5.2%
Educational Services	13	2.3%	400	2.7%	72	2.6%	3,057	6.3%	256	3.1%	11,272	9.6%
Health Care & Social Assistance	71	12.6%	1,527	10.2%	329	11.9%	6,994	14.4%	1,059	12.7%	21,369	18.1%
Arts, Entertainment & Recreation	9	1.6%	165	1.1%	38	1.4%	479	1.0%	113	1.4%	1,099	0.9%
Accommodation & Food Services	55	9.7%	718	4.8%	213	7.7%	2,906	6.0%	557	6.7%	7,269	6.2%
Accommodation	4	0.7%	89	0.6%	12	0.4%	256	0.5%	25	0.3%	666	0.6%
Food Services & Drinking Places	51	9.0%	629	4.2%	201	7.3%	2,650	5.5%	532	6.4%	6,602	5.6%
Other Services (except Public Administration)	74	13.1%	455	3.0%	454	16.4%	2,669	5.5%	1,385	16.6%	9,024	7.6%
Automotive Repair & Maintenance	9	1.6%	45	0.3%	91	3.3%	459	0.9%	226	2.7%	1,371	1.2%
Public Administration	7	1.2%	7,700	51.2%	26	0.9%	16,165	33.3%	163	2.0%	22,325	18.9%
Unclassified Establishments	33	5.8%	31	0.2%	159	5.7%	174	0.4%	531	6.4%	1,073	0.9%
Total	565	100.0%	15,040	100.0%	2,769	100.0%	48,578	100.0%	8,352	100.0%	117,970	100.0%

Source: Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

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