

215 W Pulaski Hwy, Elkton, Maryland, 21921 2
 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.60400
 Longitude: -75.83890

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,613	16,864	41,825
2010 Total Population	4,581	21,074	50,530
2018 Total Population	4,441	21,629	52,815
2018 Group Quarters	397	662	711
2023 Total Population	4,424	22,020	54,288
2018-2023 Annual Rate	-0.08%	0.36%	0.55%
2018 Total Daytime Population	9,534	25,596	52,522
Workers	6,730	13,952	26,211
Residents	2,804	11,644	26,311
Household Summary			
2000 Households	1,748	6,237	15,247
2000 Average Household Size	2.44	2.61	2.70
2010 Households	1,640	7,578	18,344
2010 Average Household Size	2.53	2.69	2.71
2018 Households	1,571	7,710	19,104
2018 Average Household Size	2.57	2.72	2.73
2023 Households	1,558	7,828	19,619
2023 Average Household Size	2.59	2.73	2.73
2018-2023 Annual Rate	-0.17%	0.30%	0.53%
2010 Families	988	5,122	12,884
2010 Average Family Size	3.16	3.21	3.19
2018 Families	936	5,160	13,277
2018 Average Family Size	3.25	3.28	3.24
2023 Families	920	5,207	13,550
2023 Average Family Size	3.29	3.31	3.26
2018-2023 Annual Rate	-0.34%	0.18%	0.41%
Housing Unit Summary			
2000 Housing Units	1,908	6,637	16,160
Owner Occupied Housing Units	33.5%	53.8%	65.9%
Renter Occupied Housing Units	58.1%	40.2%	28.4%
Vacant Housing Units	8.4%	6.0%	5.6%
2010 Housing Units	1,811	8,067	19,460
Owner Occupied Housing Units	31.9%	53.6%	64.9%
Renter Occupied Housing Units	58.7%	40.3%	29.4%
Vacant Housing Units	9.4%	6.1%	5.7%
2018 Housing Units	1,836	8,360	20,306
Owner Occupied Housing Units	28.3%	50.2%	62.7%
Renter Occupied Housing Units	57.4%	42.1%	31.4%
Vacant Housing Units	14.4%	7.8%	5.9%
2023 Housing Units	1,852	8,482	20,839
Owner Occupied Housing Units	28.7%	51.8%	63.6%
Renter Occupied Housing Units	55.4%	40.5%	30.5%
Vacant Housing Units	15.9%	7.7%	5.9%
Median Household Income			
2018	\$41,586	\$60,104	\$70,463
2023	\$47,697	\$73,714	\$81,140
Median Home Value			
2018	\$205,372	\$239,904	\$273,250
2023	\$232,051	\$273,104	\$310,503
Per Capita Income			
2018	\$25,104	\$28,220	\$32,084
2023	\$29,097	\$33,485	\$36,737
Median Age			
2010	34.8	34.4	36.2
2018	35.0	35.1	37.3
2023	35.2	35.3	38.1

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

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

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2018 Households by Income			
Household Income Base	1,571	7,710	19,104
<\$15,000	15.1%	9.3%	7.3%
\$15,000 - \$24,999	14.7%	10.3%	7.5%
\$25,000 - \$34,999	11.5%	7.4%	7.1%
\$35,000 - \$49,999	16.6%	13.7%	13.1%
\$50,000 - \$74,999	14.7%	18.6%	17.3%
\$75,000 - \$99,999	9.3%	13.0%	14.3%
\$100,000 - \$149,999	8.7%	17.2%	19.9%
\$150,000 - \$199,999	6.0%	6.6%	8.0%
\$200,000+	3.5%	3.9%	5.5%
Average Household Income	\$60,914	\$75,764	\$86,822
2023 Households by Income			
Household Income Base	1,558	7,828	19,619
<\$15,000	13.8%	8.1%	6.5%
\$15,000 - \$24,999	12.8%	8.5%	6.4%
\$25,000 - \$34,999	10.3%	6.1%	5.9%
\$35,000 - \$49,999	14.8%	11.3%	11.1%
\$50,000 - \$74,999	14.1%	16.6%	15.7%
\$75,000 - \$99,999	10.7%	13.7%	14.8%
\$100,000 - \$149,999	12.1%	21.8%	23.7%
\$150,000 - \$199,999	6.9%	8.5%	9.2%
\$200,000+	4.6%	5.4%	6.8%
Average Household Income	\$72,281	\$90,781	\$99,750
2018 Owner Occupied Housing Units by Value			
Total	519	4,194	12,732
<\$50,000	0.4%	1.9%	3.6%
\$50,000 - \$99,999	3.3%	2.4%	2.6%
\$100,000 - \$149,999	9.1%	6.9%	5.5%
\$150,000 - \$199,999	34.7%	21.9%	14.5%
\$200,000 - \$249,999	23.3%	21.1%	16.9%
\$250,000 - \$299,999	12.1%	18.1%	14.7%
\$300,000 - \$399,999	10.4%	16.6%	22.5%
\$400,000 - \$499,999	2.9%	6.5%	12.4%
\$500,000 - \$749,999	0.8%	2.4%	5.1%
\$750,000 - \$999,999	0.0%	0.5%	1.1%
\$1,000,000 - \$1,499,999	2.9%	1.6%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$251,255	\$274,326	\$302,875
2023 Owner Occupied Housing Units by Value			
Total	532	4,393	13,252
<\$50,000	0.4%	1.2%	2.8%
\$50,000 - \$99,999	2.4%	1.5%	1.8%
\$100,000 - \$149,999	5.8%	4.2%	3.7%
\$150,000 - \$199,999	27.3%	15.4%	10.4%
\$200,000 - \$249,999	22.0%	18.8%	14.3%
\$250,000 - \$299,999	14.5%	19.2%	14.4%
\$300,000 - \$399,999	15.2%	21.3%	26.0%
\$400,000 - \$499,999	4.7%	10.2%	15.6%
\$500,000 - \$749,999	1.5%	4.1%	7.4%
\$750,000 - \$999,999	0.0%	1.0%	2.0%
\$1,000,000 - \$1,499,999	6.2%	2.9%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$307,566	\$322,553	\$343,998

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.

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2010 Population by Age			
Total	4,581	21,073	50,527
0 - 4	7.4%	7.8%	7.0%
5 - 9	6.7%	7.5%	7.2%
10 - 14	6.8%	7.3%	7.4%
15 - 24	15.0%	13.9%	13.4%
25 - 34	14.6%	14.5%	13.4%
35 - 44	14.3%	14.9%	15.4%
45 - 54	13.2%	13.3%	14.9%
55 - 64	10.8%	10.3%	11.1%
65 - 74	5.3%	5.5%	6.0%
75 - 84	4.1%	3.5%	3.2%
85 +	2.1%	1.7%	1.2%
18 +	75.1%	73.1%	74.1%
2018 Population by Age			
Total	4,442	21,627	52,812
0 - 4	7.1%	7.3%	6.4%
5 - 9	6.7%	7.2%	6.6%
10 - 14	6.3%	7.1%	6.8%
15 - 24	15.1%	13.1%	12.4%
25 - 34	15.0%	15.2%	14.7%
35 - 44	13.1%	13.6%	13.2%
45 - 54	12.6%	12.8%	14.0%
55 - 64	10.8%	11.0%	12.4%
65 - 74	7.9%	7.6%	8.4%
75 - 84	3.6%	3.4%	3.6%
85 +	2.1%	1.8%	1.3%
18 +	76.2%	74.6%	76.3%
2023 Population by Age			
Total	4,424	22,022	54,288
0 - 4	7.1%	7.3%	6.3%
5 - 9	6.6%	7.0%	6.3%
10 - 14	6.4%	7.1%	6.7%
15 - 24	13.4%	12.5%	11.6%
25 - 34	16.3%	15.6%	14.5%
35 - 44	13.1%	14.0%	14.1%
45 - 54	12.1%	11.9%	12.6%
55 - 64	10.6%	10.8%	12.5%
65 - 74	8.5%	8.1%	9.3%
75 - 84	4.2%	4.0%	4.6%
85 +	1.9%	1.7%	1.4%
18 +	76.3%	74.8%	76.9%
2010 Population by Sex			
Males	2,303	10,267	24,789
Females	2,278	10,807	25,741
2018 Population by Sex			
Males	2,253	10,563	25,853
Females	2,188	11,066	26,962
2023 Population by Sex			
Males	2,260	10,809	26,633
Females	2,165	11,211	27,655

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

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2010 Population by Race/Ethnicity			
Total	4,583	21,073	50,530
White Alone	78.5%	79.9%	79.5%
Black Alone	14.0%	12.4%	12.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.6%	2.1%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.7%	1.9%	1.5%
Two or More Races	3.7%	3.3%	2.9%
Hispanic Origin	6.9%	5.7%	4.8%
Diversity Index	44.5	41.7	41.0
2018 Population by Race/Ethnicity			
Total	4,441	21,630	52,814
White Alone	74.3%	76.0%	75.5%
Black Alone	16.0%	14.0%	13.9%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	0.7%	2.7%	4.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.8%	2.6%	2.0%
Two or More Races	4.8%	4.2%	3.6%
Hispanic Origin	9.4%	7.8%	6.4%
Diversity Index	52.1	48.8	48.0
2023 Population by Race/Ethnicity			
Total	4,424	22,020	54,288
White Alone	70.7%	72.7%	72.1%
Black Alone	17.7%	15.5%	15.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.8%	3.0%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.7%	3.2%	2.5%
Two or More Races	5.6%	5.0%	4.3%
Hispanic Origin	11.8%	9.8%	8.0%
Diversity Index	57.9	54.4	53.4
2010 Population by Relationship and Household Type			
Total	4,581	21,074	50,530
In Households	90.7%	96.6%	98.5%
In Family Households	73.0%	81.7%	84.3%
Householder	21.9%	24.4%	25.7%
Spouse	11.2%	15.7%	18.6%
Child	31.2%	34.1%	33.4%
Other relative	3.9%	3.9%	3.7%
Nonrelative	4.8%	3.7%	2.9%
In Nonfamily Households	17.7%	14.9%	14.2%
In Group Quarters	9.3%	3.4%	1.5%
Institutionalized Population	7.3%	2.5%	1.1%
Noninstitutionalized Population	2.0%	0.9%	0.4%

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

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2018 Population 25+ by Educational Attainment			
Total	2,884	14,125	35,776
Less than 9th Grade	4.3%	3.0%	2.3%
9th - 12th Grade, No Diploma	18.9%	9.6%	6.9%
High School Graduate	36.7%	34.2%	31.1%
GED/Alternative Credential	4.1%	3.8%	3.0%
Some College, No Degree	18.6%	19.9%	18.9%
Associate Degree	3.9%	6.8%	7.5%
Bachelor's Degree	8.9%	12.9%	17.3%
Graduate/Professional Degree	4.7%	9.8%	13.0%
2018 Population 15+ by Marital Status			
Total	3,554	16,955	42,314
Never Married	40.9%	33.3%	32.1%
Married	30.6%	45.2%	49.7%
Widowed	7.6%	6.4%	5.2%
Divorced	21.0%	15.2%	13.0%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	89.2%	94.6%	95.4%
Civilian Unemployed (Unemployment Rate)	10.8%	5.4%	4.6%
2018 Employed Population 16+ by Industry			
Total	1,485	9,961	26,772
Agriculture/Mining	0.7%	0.4%	0.3%
Construction	6.0%	4.6%	5.9%
Manufacturing	10.7%	8.0%	8.7%
Wholesale Trade	1.7%	2.0%	1.9%
Retail Trade	11.7%	11.7%	10.0%
Transportation/Utilities	5.9%	5.4%	4.5%
Information	1.2%	0.6%	0.8%
Finance/Insurance/Real Estate	2.8%	7.2%	8.6%
Services	58.1%	53.5%	53.5%
Public Administration	1.1%	6.5%	5.8%
2018 Employed Population 16+ by Occupation			
Total	1,486	9,962	26,773
White Collar	46.6%	52.1%	61.4%
Management/Business/Financial	7.1%	10.4%	14.4%
Professional	14.2%	18.8%	25.6%
Sales	12.2%	11.9%	9.3%
Administrative Support	13.1%	11.0%	12.1%
Services	30.2%	26.6%	20.0%
Blue Collar	23.2%	21.3%	18.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.1%	2.7%	3.2%
Installation/Maintenance/Repair	3.9%	2.6%	3.7%
Production	5.7%	7.4%	5.5%
Transportation/Material Moving	8.5%	8.5%	6.2%
2010 Population By Urban/ Rural Status			
Total Population	4,581	21,074	50,530
Population Inside Urbanized Area	98.1%	90.7%	84.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.9%	9.3%	15.6%

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

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2010 Households by Type			
Total	1,640	7,578	18,345
Households with 1 Person	32.6%	25.7%	23.0%
Households with 2+ People	67.4%	74.3%	77.0%
Family Households	60.2%	67.6%	70.2%
Husband-wife Families	30.9%	43.5%	51.0%
With Related Children	14.3%	21.6%	24.9%
Other Family (No Spouse Present)	29.3%	24.1%	19.2%
Other Family with Male Householder	7.1%	6.4%	5.6%
With Related Children	4.7%	4.3%	3.5%
Other Family with Female Householder	22.2%	17.7%	13.6%
With Related Children	16.3%	13.0%	9.4%
Nonfamily Households	7.2%	6.7%	6.8%
All Households with Children	36.0%	39.6%	38.4%
Multigenerational Households	5.5%	5.8%	5.3%
Unmarried Partner Households	10.8%	9.3%	8.1%
Male-female	10.0%	8.6%	7.3%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	1,642	7,576	18,343
1 Person Household	32.5%	25.7%	23.0%
2 Person Household	27.4%	29.1%	31.3%
3 Person Household	16.4%	18.1%	18.2%
4 Person Household	12.4%	14.8%	16.0%
5 Person Household	6.5%	7.1%	7.0%
6 Person Household	2.9%	3.1%	2.8%
7 + Person Household	2.0%	2.1%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	1,640	7,578	18,344
Owner Occupied	35.2%	57.0%	68.9%
Owned with a Mortgage/Loan	24.4%	45.1%	54.0%
Owned Free and Clear	10.8%	12.0%	14.8%
Renter Occupied	64.8%	43.0%	31.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,811	8,067	19,460
Housing Units Inside Urbanized Area	98.2%	91.1%	84.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.8%	8.9%	16.0%

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

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Top 3 Tapestry Segments			
1.	Fresh Ambitions (13D)	Bright Young Professionals	Soccer Moms (4A)
2.	Set to Impress (11D)	Soccer Moms (4A)	Bright Young Professionals
3.	Front Porches (8E)	Front Porches (8E)	Green Acres (6A)
2018 Consumer Spending			
Apparel & Services: Total \$	\$2,600,060	\$15,506,895	\$43,529,533
Average Spent	\$1,655.04	\$2,011.27	\$2,278.56
Spending Potential Index	76	92	105
Education: Total \$	\$1,729,479	\$10,170,678	\$28,810,793
Average Spent	\$1,100.88	\$1,319.15	\$1,508.10
Spending Potential Index	76	91	104
Entertainment/Recreation: Total \$	\$3,623,176	\$22,287,383	\$63,466,872
Average Spent	\$2,306.29	\$2,890.71	\$3,322.18
Spending Potential Index	72	90	103
Food at Home: Total \$	\$5,978,470	\$35,206,738	\$98,504,460
Average Spent	\$3,805.52	\$4,566.37	\$5,156.22
Spending Potential Index	76	91	103
Food Away from Home: Total \$	\$4,109,287	\$24,986,024	\$70,472,852
Average Spent	\$2,615.71	\$3,240.73	\$3,688.91
Spending Potential Index	74	92	105
Health Care: Total \$	\$6,226,246	\$38,844,348	\$111,513,342
Average Spent	\$3,963.24	\$5,038.18	\$5,837.17
Spending Potential Index	69	88	102
HH Furnishings & Equipment: Total \$	\$2,337,108	\$14,622,238	\$41,821,911
Average Spent	\$1,487.66	\$1,896.53	\$2,189.17
Spending Potential Index	71	91	105
Personal Care Products & Services: Total \$	\$938,321	\$5,833,384	\$16,657,247
Average Spent	\$597.28	\$756.60	\$871.92
Spending Potential Index	72	91	105
Shelter: Total \$	\$20,775,394	\$119,920,579	\$331,337,947
Average Spent	\$13,224.31	\$15,553.90	\$17,343.90
Spending Potential Index	79	93	103
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,729,583	\$16,733,096	\$47,869,384
Average Spent	\$1,737.48	\$2,170.31	\$2,505.73
Spending Potential Index	70	87	101
Travel: Total \$	\$2,377,855	\$14,976,026	\$43,093,753
Average Spent	\$1,513.59	\$1,942.42	\$2,255.75
Spending Potential Index	70	90	105
Vehicle Maintenance & Repairs: Total \$	\$1,228,136	\$7,512,526	\$21,266,961
Average Spent	\$781.75	\$974.39	\$1,113.22
Spending Potential Index	73	91	104

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.

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Fresh Ambitions (13D)	30.7%	Population	4,441	4,424
Set to Impress (11D)	24.6%	Households	1,571	1,558
Front Porches (8E)	24.5%	Families	936	920
Midlife Constants (5E)	12.6%	Median Age	35.0	35.2
Soccer Moms (4A)	4.4%	Median Household Income	\$41,586	\$47,697
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		76	\$1,655.04	\$2,600,060
Men's		77	\$320.32	\$503,223
Women's		76	\$560.39	\$880,375
Children's		77	\$249.45	\$391,892
Footwear		78	\$365.43	\$574,096
Watches & Jewelry		70	\$100.44	\$157,792
Apparel Products and Services (1)		71	\$59.00	\$92,682
Computer				
Computers and Hardware for Home Use		78	\$133.45	\$209,652
Portable Memory		76	\$4.13	\$6,491
Computer Software		83	\$8.76	\$13,759
Computer Accessories		75	\$14.07	\$22,098
Entertainment & Recreation		72	\$2,306.29	\$3,623,176
Fees and Admissions		71	\$487.64	\$766,083
Membership Fees for Clubs (2)		70	\$158.68	\$249,288
Fees for Participant Sports, excl. Trips		68	\$77.15	\$121,205
Tickets to Theatre/Operas/Concerts		75	\$49.79	\$78,216
Tickets to Movies/Museums/Parks		79	\$63.06	\$99,070
Admission to Sporting Events, excl. Trips		67	\$39.63	\$62,265
Fees for Recreational Lessons		71	\$98.67	\$155,004
Dating Services		99	\$0.66	\$1,035
TV/Video/Audio		75	\$983.97	\$1,545,822
Cable and Satellite Television Services		75	\$722.94	\$1,135,743
Televisions		77	\$91.00	\$142,956
Satellite Dishes		70	\$1.24	\$1,949
VCRs, Video Cameras, and DVD Players		79	\$4.34	\$6,814
Miscellaneous Video Equipment		65	\$9.45	\$14,847
Video Cassettes and DVDs		76	\$9.46	\$14,856
Video Game Hardware/Accessories		82	\$24.50	\$38,483
Video Game Software		85	\$12.73	\$20,006
Streaming/Downloaded Video		80	\$26.49	\$41,619
Rental of Video Cassettes and DVDs		82	\$10.45	\$16,414
Installation of Televisions		68	\$0.63	\$984
Audio (3)		73	\$68.06	\$106,916
Rental and Repair of TV/Radio/Sound Equipment		79	\$2.69	\$4,233
Pets		66	\$418.44	\$657,368
Toys/Games/Crafts/Hobbies (4)		78	\$89.54	\$140,660
Recreational Vehicles and Fees (5)		59	\$64.90	\$101,956
Sports/Recreation/Exercise Equipment (6)		68	\$122.19	\$191,968
Photo Equipment and Supplies (7)		71	\$37.84	\$59,452
Reading (8)		73	\$81.86	\$128,609
Catered Affairs (9)		74	\$19.90	\$31,258
Food		75	\$6,421.23	\$10,087,756
Food at Home		76	\$3,805.52	\$5,978,470
Bakery and Cereal Products		76	\$503.39	\$790,822
Meats, Poultry, Fish, and Eggs		77	\$866.81	\$1,361,752
Dairy Products		76	\$392.28	\$616,279
Fruits and Vegetables		77	\$757.77	\$1,190,457
Snacks and Other Food at Home (10)		74	\$1,285.27	\$2,019,160
Food Away from Home		74	\$2,615.71	\$4,109,287
Alcoholic Beverages		75	\$422.72	\$664,097

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215 W Pulaski Hwy, Elkton, Maryland, 21921 2
 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.60400
 Longitude: -75.83890

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	66	\$3,338.07	\$5,244,106
Value of Retirement Plans	64	\$14,854.60	\$23,336,580
Value of Other Financial Assets	64	\$908.78	\$1,427,698
Vehicle Loan Amount excluding Interest	67	\$1,862.84	\$2,926,517
Value of Credit Card Debt	76	\$445.22	\$699,441
Health			
Nonprescription Drugs	69	\$92.30	\$145,006
Prescription Drugs	68	\$244.27	\$383,746
Eyeglasses and Contact Lenses	70	\$64.89	\$101,948
Home			
Mortgage Payment and Basics (11)	63	\$5,460.35	\$8,578,211
Maintenance and Remodeling Services	61	\$1,246.59	\$1,958,396
Maintenance and Remodeling Materials (12)	59	\$289.77	\$455,223
Utilities, Fuel, and Public Services	74	\$3,668.80	\$5,763,678
Household Furnishings and Equipment			
Household Textiles (13)	75	\$74.33	\$116,767
Furniture	73	\$445.84	\$700,413
Rugs	78	\$19.19	\$30,144
Major Appliances (14)	66	\$231.61	\$363,862
Housewares (15)	72	\$74.12	\$116,450
Small Appliances	79	\$38.56	\$60,579
Luggage	74	\$10.22	\$16,061
Telephones and Accessories	73	\$51.45	\$80,826
Household Operations			
Child Care	75	\$385.91	\$606,260
Lawn and Garden (16)	61	\$261.58	\$410,938
Moving/Storage/Freight Express	82	\$53.10	\$83,425
Housekeeping Supplies (17)	72	\$517.63	\$813,200
Insurance			
Owners and Renters Insurance	62	\$349.92	\$549,727
Vehicle Insurance	74	\$932.11	\$1,464,345
Life/Other Insurance	65	\$270.06	\$424,267
Health Insurance	70	\$2,628.92	\$4,130,028
Personal Care Products (18)	75	\$363.17	\$570,540
School Books and Supplies (19)	78	\$115.82	\$181,954
Smoking Products	79	\$326.80	\$513,408
Transportation			
Payments on Vehicles excluding Leases	68	\$1,627.90	\$2,557,429
Gasoline and Motor Oil	73	\$1,746.25	\$2,743,363
Vehicle Maintenance and Repairs	73	\$781.75	\$1,228,136
Travel			
Airline Fares	74	\$390.06	\$612,786
Lodging on Trips	67	\$383.70	\$602,798
Auto/Truck Rental on Trips	71	\$19.57	\$30,745
Food and Drink on Trips	71	\$365.68	\$574,478

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215 W Pulaski Hwy, Elkton, Maryland, 21921 2
 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.60400
 Longitude: -75.83890

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Bright Young Professionals (8C)	21.7%	Population	21,629	22,020
Soccer Moms (4A)	18.5%	Households	7,710	7,828
Front Porches (8E)	13.5%	Families	5,160	5,207
Parks and Rec (5C)	12.6%	Median Age	35.1	35.3
Up and Coming Families (7A)	7.8%	Median Household Income	\$60,104	\$73,714
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		92	\$2,011.27	\$15,506,895
Men's		92	\$379.27	\$2,924,209
Women's		92	\$683.04	\$5,266,266
Children's		95	\$306.27	\$2,361,332
Footwear		93	\$435.90	\$3,360,806
Watches & Jewelry		91	\$130.53	\$1,006,419
Apparel Products and Services (1)		92	\$76.25	\$587,863
Computer				
Computers and Hardware for Home Use		94	\$159.96	\$1,233,281
Portable Memory		94	\$5.14	\$39,632
Computer Software		95	\$10.07	\$77,674
Computer Accessories		93	\$17.47	\$134,699
Entertainment & Recreation		90	\$2,890.71	\$22,287,383
Fees and Admissions		92	\$626.62	\$4,831,211
Membership Fees for Clubs (2)		90	\$204.42	\$1,576,073
Fees for Participant Sports, excl. Trips		92	\$103.50	\$797,962
Tickets to Theatre/Operas/Concerts		91	\$60.17	\$463,948
Tickets to Movies/Museums/Parks		95	\$75.65	\$583,260
Admission to Sporting Events, excl. Trips		89	\$53.01	\$408,681
Fees for Recreational Lessons		93	\$129.18	\$995,941
Dating Services		103	\$0.69	\$5,347
TV/Video/Audio		90	\$1,176.63	\$9,071,808
Cable and Satellite Television Services		89	\$859.70	\$6,628,281
Televisions		93	\$109.71	\$845,838
Satellite Dishes		91	\$1.60	\$12,313
VCRs, Video Cameras, and DVD Players		94	\$5.20	\$40,070
Miscellaneous Video Equipment		89	\$12.89	\$99,346
Video Cassettes and DVDs		94	\$11.62	\$89,566
Video Game Hardware/Accessories		95	\$28.40	\$218,939
Video Game Software		96	\$14.42	\$111,210
Streaming/Downloaded Video		96	\$31.82	\$245,368
Rental of Video Cassettes and DVDs		95	\$12.14	\$93,566
Installation of Televisions		90	\$0.83	\$6,433
Audio (3)		92	\$85.19	\$656,783
Rental and Repair of TV/Radio/Sound Equipment		91	\$3.13	\$24,096
Pets		86	\$548.62	\$4,229,881
Toys/Games/Crafts/Hobbies (4)		93	\$107.76	\$830,805
Recreational Vehicles and Fees (5)		84	\$92.16	\$710,570
Sports/Recreation/Exercise Equipment (6)		92	\$163.77	\$1,262,704
Photo Equipment and Supplies (7)		94	\$49.87	\$384,473
Reading (8)		89	\$100.17	\$772,282
Catered Affairs (9)		93	\$25.12	\$193,647
Food		92	\$7,807.10	\$60,192,763
Food at Home		91	\$4,566.37	\$35,206,738
Bakery and Cereal Products		91	\$600.99	\$4,633,610
Meats, Poultry, Fish, and Eggs		91	\$1,025.18	\$7,904,129
Dairy Products		90	\$468.81	\$3,614,522
Fruits and Vegetables		92	\$900.71	\$6,944,453
Snacks and Other Food at Home (10)		91	\$1,570.69	\$12,110,024
Food Away from Home		92	\$3,240.73	\$24,986,024
Alcoholic Beverages		92	\$517.92	\$3,993,187

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215 W Pulaski Hwy, Elkton, Maryland, 21921 2
 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.60400
 Longitude: -75.83890

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	86	\$4,352.32	\$33,556,402
Value of Retirement Plans	87	\$20,139.12	\$155,272,628
Value of Other Financial Assets	85	\$1,196.68	\$9,226,382
Vehicle Loan Amount excluding Interest	88	\$2,469.01	\$19,036,097
Value of Credit Card Debt	93	\$547.44	\$4,220,795
Health			
Nonprescription Drugs	88	\$117.57	\$906,500
Prescription Drugs	85	\$308.82	\$2,381,028
Eyeglasses and Contact Lenses	89	\$82.44	\$635,616
Home			
Mortgage Payment and Basics (11)	90	\$7,726.16	\$59,568,660
Maintenance and Remodeling Services	87	\$1,776.50	\$13,696,834
Maintenance and Remodeling Materials (12)	85	\$415.87	\$3,206,352
Utilities, Fuel, and Public Services	90	\$4,451.05	\$34,317,569
Household Furnishings and Equipment			
Household Textiles (13)	92	\$90.70	\$699,288
Furniture	92	\$562.45	\$4,336,457
Rugs	90	\$22.06	\$170,060
Major Appliances (14)	88	\$307.55	\$2,371,216
Housewares (15)	90	\$93.37	\$719,886
Small Appliances	92	\$44.86	\$345,895
Luggage	93	\$12.83	\$98,922
Telephones and Accessories	91	\$64.29	\$495,672
Household Operations			
Child Care	95	\$490.65	\$3,782,891
Lawn and Garden (16)	85	\$366.86	\$2,828,484
Moving/Storage/Freight Express	98	\$63.24	\$487,595
Housekeeping Supplies (17)	89	\$641.53	\$4,946,177
Insurance			
Owners and Renters Insurance	86	\$486.19	\$3,748,556
Vehicle Insurance	90	\$1,139.05	\$8,782,068
Life/Other Insurance	87	\$362.13	\$2,791,994
Health Insurance	88	\$3,336.66	\$25,725,660
Personal Care Products (18)	92	\$446.20	\$3,440,166
School Books and Supplies (19)	94	\$140.03	\$1,079,594
Smoking Products	88	\$364.60	\$2,811,028
Transportation			
Payments on Vehicles excluding Leases	90	\$2,146.12	\$16,546,609
Gasoline and Motor Oil	91	\$2,168.16	\$16,716,527
Vehicle Maintenance and Repairs	91	\$974.39	\$7,512,526
Travel			
Airline Fares	92	\$483.00	\$3,723,911
Lodging on Trips	89	\$508.92	\$3,923,738
Auto/Truck Rental on Trips	92	\$25.35	\$195,441
Food and Drink on Trips	90	\$467.99	\$3,608,211

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215 W Pulaski Hwy, Elkton, Maryland, 21921 2
 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.60400
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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Soccer Moms (4A)	25.2%	Population	52,815	54,288
Bright Young Professionals (8C)	21.7%	Households	19,104	19,619
Green Acres (6A)	10.6%	Families	13,277	13,550
Front Porches (8E)	5.5%	Median Age	37.3	38.1
In Style (5B)	5.2%	Median Household Income	\$70,463	\$81,140
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,278.56	\$43,529,533
Men's		103	\$427.07	\$8,158,782
Women's		105	\$776.01	\$14,824,926
Children's		107	\$345.72	\$6,604,682
Footwear		104	\$489.43	\$9,349,989
Watches & Jewelry		106	\$151.41	\$2,892,520
Apparel Products and Services (1)		108	\$88.92	\$1,698,635
Computer				
Computers and Hardware for Home Use		106	\$179.88	\$3,436,489
Portable Memory		107	\$5.83	\$111,379
Computer Software		105	\$11.05	\$211,060
Computer Accessories		106	\$19.91	\$380,333
Entertainment & Recreation		103	\$3,322.18	\$63,466,872
Fees and Admissions		106	\$726.92	\$13,887,052
Membership Fees for Clubs (2)		105	\$237.72	\$4,541,349
Fees for Participant Sports, excl. Trips		108	\$121.94	\$2,329,497
Tickets to Theatre/Operas/Concerts		104	\$68.54	\$1,309,362
Tickets to Movies/Museums/Parks		106	\$84.31	\$1,610,622
Admission to Sporting Events, excl. Trips		108	\$63.80	\$1,218,914
Fees for Recreational Lessons		108	\$149.88	\$2,863,297
Dating Services		109	\$0.73	\$14,011
TV/Video/Audio		101	\$1,323.33	\$25,280,829
Cable and Satellite Television Services		100	\$967.72	\$18,487,256
Televisions		104	\$123.14	\$2,352,485
Satellite Dishes		104	\$1.83	\$35,048
VCRs, Video Cameras, and DVD Players		105	\$5.81	\$110,903
Miscellaneous Video Equipment		105	\$15.17	\$289,786
Video Cassettes and DVDs		106	\$13.08	\$249,900
Video Game Hardware/Accessories		104	\$31.01	\$592,362
Video Game Software		105	\$15.66	\$299,249
Streaming/Downloaded Video		106	\$35.28	\$674,050
Rental of Video Cassettes and DVDs		104	\$13.31	\$254,349
Installation of Televisions		105	\$0.97	\$18,580
Audio (3)		104	\$96.91	\$1,851,358
Rental and Repair of TV/Radio/Sound Equipment		100	\$3.43	\$65,502
Pets		102	\$646.33	\$12,347,402
Toys/Games/Crafts/Hobbies (4)		105	\$121.05	\$2,312,486
Recreational Vehicles and Fees (5)		102	\$111.62	\$2,132,355
Sports/Recreation/Exercise Equipment (6)		108	\$192.23	\$3,672,377
Photo Equipment and Supplies (7)		107	\$57.23	\$1,093,354
Reading (8)		102	\$114.67	\$2,190,566
Catered Affairs (9)		107	\$28.81	\$550,450
Food		104	\$8,845.13	\$168,977,312
Food at Home		103	\$5,156.22	\$98,504,460
Bakery and Cereal Products		103	\$677.26	\$12,938,317
Meats, Poultry, Fish, and Eggs		102	\$1,152.28	\$22,013,237
Dairy Products		102	\$529.07	\$10,107,388
Fruits and Vegetables		103	\$1,012.94	\$19,351,291
Snacks and Other Food at Home (10)		103	\$1,784.66	\$34,094,227
Food Away from Home		105	\$3,688.91	\$70,472,852
Alcoholic Beverages		105	\$588.72	\$11,246,833

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 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Ring: 5 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$5,164.21	\$98,657,049
Value of Retirement Plans	105	\$24,302.47	\$464,274,432
Value of Other Financial Assets	100	\$1,418.43	\$27,097,712
Vehicle Loan Amount excluding Interest	102	\$2,865.70	\$54,746,342
Value of Credit Card Debt	105	\$620.66	\$11,857,144
Health			
Nonprescription Drugs	103	\$136.72	\$2,611,813
Prescription Drugs	100	\$361.29	\$6,902,148
Eyeglasses and Contact Lenses	103	\$96.02	\$1,834,282
Home			
Mortgage Payment and Basics (11)	107	\$9,231.02	\$176,349,347
Maintenance and Remodeling Services	105	\$2,147.69	\$41,029,452
Maintenance and Remodeling Materials (12)	103	\$506.01	\$9,666,754
Utilities, Fuel, and Public Services	102	\$5,037.70	\$96,240,219
Household Furnishings and Equipment			
Household Textiles (13)	104	\$102.86	\$1,965,025
Furniture	105	\$644.35	\$12,309,612
Rugs	101	\$24.86	\$475,011
Major Appliances (14)	104	\$361.51	\$6,906,280
Housewares (15)	104	\$107.97	\$2,062,741
Small Appliances	102	\$49.91	\$953,574
Luggage	107	\$14.63	\$279,571
Telephones and Accessories	104	\$72.97	\$1,394,089
Household Operations			
Child Care	107	\$552.83	\$10,561,260
Lawn and Garden (16)	103	\$443.69	\$8,476,242
Moving/Storage/Freight Express	108	\$69.75	\$1,332,574
Housekeeping Supplies (17)	103	\$736.48	\$14,069,789
Insurance			
Owners and Renters Insurance	103	\$583.13	\$11,140,124
Vehicle Insurance	102	\$1,289.81	\$24,640,597
Life/Other Insurance	104	\$432.15	\$8,255,716
Health Insurance	102	\$3,856.50	\$73,674,484
Personal Care Products (18)	105	\$507.56	\$9,696,445
School Books and Supplies (19)	105	\$157.24	\$3,003,929
Smoking Products	97	\$402.12	\$7,682,099
Transportation			
Payments on Vehicles excluding Leases	104	\$2,487.45	\$47,520,249
Gasoline and Motor Oil	103	\$2,458.25	\$46,962,431
Vehicle Maintenance and Repairs	104	\$1,113.22	\$21,266,961
Travel			
Airline Fares	105	\$552.70	\$10,558,873
Lodging on Trips	105	\$599.82	\$11,458,878
Auto/Truck Rental on Trips	107	\$29.62	\$565,827
Food and Drink on Trips	105	\$542.45	\$10,362,960

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and 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.

215 W Pulaski Hwy, Elkton, Maryland, 21921 2
 215 W Pulaski Hwy, Elkton, Maryland, 21921
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.60400
 Longitude: -75.83890

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	519		995		1,773							
Total Employees:	6,414		12,715		23,967							
Total Residential Population:	4,441		21,629		52,815							
Employee/Residential Population Ratio (per 100 Residents)	144		59		45							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	0.8%	19	0.3%	19	1.9%	133	1.0%	53	3.0%	326	1.4%
Construction	20	3.9%	82	1.3%	48	4.8%	242	1.9%	123	6.9%	752	3.1%
Manufacturing	14	2.7%	672	10.5%	33	3.3%	1,240	9.8%	73	4.1%	2,230	9.3%
Transportation	13	2.5%	201	3.1%	27	2.7%	501	3.9%	63	3.6%	1,354	5.6%
Communication	5	1.0%	18	0.3%	10	1.0%	40	0.3%	13	0.7%	56	0.2%
Utility	2	0.4%	7	0.1%	3	0.3%	12	0.1%	4	0.2%	16	0.1%
Wholesale Trade	14	2.7%	150	2.3%	33	3.3%	689	5.4%	73	4.1%	1,835	7.7%
Retail Trade Summary	84	16.2%	933	14.5%	187	18.8%	2,661	20.9%	335	18.9%	4,919	20.5%
Home Improvement	4	0.8%	61	1.0%	9	0.9%	80	0.6%	16	0.9%	346	1.4%
General Merchandise Stores	5	1.0%	129	2.0%	9	0.9%	433	3.4%	13	0.7%	669	2.8%
Food Stores	10	1.9%	110	1.7%	22	2.2%	257	2.0%	39	2.2%	581	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	9	1.7%	109	1.7%	27	2.7%	465	3.7%	44	2.5%	651	2.7%
Apparel & Accessory Stores	2	0.4%	6	0.1%	2	0.2%	8	0.1%	7	0.4%	27	0.1%
Furniture & Home Furnishings	4	0.8%	7	0.1%	6	0.6%	12	0.1%	19	1.1%	107	0.4%
Eating & Drinking Places	24	4.6%	322	5.0%	55	5.5%	974	7.7%	100	5.6%	1,850	7.7%
Miscellaneous Retail	26	5.0%	190	3.0%	57	5.7%	432	3.4%	97	5.5%	690	2.9%
Finance, Insurance, Real Estate Summary	52	10.0%	292	4.6%	97	9.7%	528	4.2%	149	8.4%	1,086	4.5%
Banks, Savings & Lending Institutions	10	1.9%	85	1.3%	19	1.9%	125	1.0%	30	1.7%	198	0.8%
Securities Brokers	2	0.4%	5	0.1%	4	0.4%	9	0.1%	8	0.5%	21	0.1%
Insurance Carriers & Agents	18	3.5%	67	1.0%	27	2.7%	95	0.7%	41	2.3%	452	1.9%
Real Estate, Holding, Other Investment Offices	22	4.2%	134	2.1%	48	4.8%	299	2.4%	72	4.1%	414	1.7%
Services Summary	240	46.2%	2,973	46.4%	418	42.0%	5,128	40.3%	716	40.4%	9,454	39.4%
Hotels & Lodging	5	1.0%	8	0.1%	10	1.0%	48	0.4%	17	1.0%	108	0.5%
Automotive Services	17	3.3%	105	1.6%	41	4.1%	272	2.1%	70	3.9%	460	1.9%
Motion Pictures & Amusements	11	2.1%	37	0.6%	25	2.5%	95	0.7%	39	2.2%	151	0.6%
Health Services	63	12.1%	1,505	23.5%	95	9.5%	2,065	16.2%	160	9.0%	2,862	11.9%
Legal Services	26	5.0%	87	1.4%	26	2.6%	88	0.7%	32	1.8%	141	0.6%
Education Institutions & Libraries	12	2.3%	581	9.1%	22	2.2%	1,046	8.2%	38	2.1%	1,702	7.1%
Other Services	106	20.4%	651	10.1%	198	19.9%	1,515	11.9%	359	20.2%	4,030	16.8%
Government	56	10.8%	1,055	16.4%	86	8.6%	1,523	12.0%	95	5.4%	1,614	6.7%
Unclassified Establishments	16	3.1%	12	0.2%	33	3.3%	17	0.1%	76	4.3%	326	1.4%
Totals	519	100.0%	6,414	100.0%	995	100.0%	12,715	100.0%	1,773	100.0%	23,967	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.

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	6	0.1%	3	0.3%	28	0.2%	8	0.5%	70	0.3%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	18	0.1%
Utilities	1	0.2%	2	0.0%	1	0.1%	5	0.0%	2	0.1%	9	0.0%
Construction	22	4.2%	110	1.7%	53	5.3%	315	2.5%	133	7.5%	931	3.9%
Manufacturing	14	2.7%	546	8.5%	34	3.4%	1,098	8.6%	75	4.2%	2,087	8.7%
Wholesale Trade	14	2.7%	149	2.3%	32	3.2%	685	5.4%	70	3.9%	1,826	7.6%
Retail Trade	56	10.8%	596	9.3%	127	12.8%	1,657	13.0%	226	12.7%	3,022	12.6%
Motor Vehicle & Parts Dealers	6	1.2%	101	1.6%	21	2.1%	414	3.3%	33	1.9%	538	2.2%
Furniture & Home Furnishings Stores	2	0.4%	4	0.1%	4	0.4%	9	0.1%	10	0.6%	58	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	38	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.8%	61	1.0%	9	0.9%	80	0.6%	15	0.8%	345	1.4%
Food & Beverage Stores	9	1.7%	101	1.6%	23	2.3%	246	1.9%	47	2.7%	604	2.5%
Health & Personal Care Stores	10	1.9%	115	1.8%	23	2.3%	217	1.7%	28	1.6%	323	1.3%
Gasoline Stations	3	0.6%	9	0.1%	6	0.6%	51	0.4%	11	0.6%	112	0.5%
Clothing & Clothing Accessories Stores	2	0.4%	10	0.2%	3	0.3%	12	0.1%	8	0.5%	32	0.1%
Sport Goods, Hobby, Book, & Music Stores	3	0.6%	8	0.1%	6	0.6%	17	0.1%	14	0.8%	41	0.2%
General Merchandise Stores	5	1.0%	129	2.0%	9	0.9%	433	3.4%	13	0.7%	669	2.8%
Miscellaneous Store Retailers	11	2.1%	60	0.9%	21	2.1%	178	1.4%	37	2.1%	258	1.1%
Nonstore Retailers	1	0.2%	0	0.0%	3	0.3%	0	0.0%	7	0.4%	4	0.0%
Transportation & Warehousing	7	1.3%	202	3.1%	16	1.6%	500	3.9%	42	2.4%	1,292	5.4%
Information	9	1.7%	190	3.0%	17	1.7%	246	1.9%	27	1.5%	588	2.5%
Finance & Insurance	31	6.0%	158	2.5%	50	5.0%	232	1.8%	80	4.5%	682	2.8%
Central Bank/Credit Intermediation & Related Activities	10	1.9%	86	1.3%	20	2.0%	128	1.0%	31	1.7%	200	0.8%
Securities, Commodity Contracts & Other Financial	2	0.4%	5	0.1%	4	0.4%	9	0.1%	9	0.5%	29	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	18	3.5%	67	1.0%	27	2.7%	95	0.7%	41	2.3%	452	1.9%
Real Estate, Rental & Leasing	27	5.2%	133	2.1%	69	6.9%	329	2.6%	108	6.1%	520	2.2%
Professional, Scientific & Tech Services	46	8.9%	185	2.9%	70	7.0%	620	4.9%	133	7.5%	1,685	7.0%
Legal Services	29	5.6%	96	1.5%	31	3.1%	102	0.8%	37	2.1%	155	0.6%
Management of Companies & Enterprises	1	0.2%	16	0.2%	2	0.2%	22	0.2%	3	0.2%	23	0.1%
Administrative & Support & Waste Management & Remediation	12	2.3%	50	0.8%	29	2.9%	181	1.4%	60	3.4%	356	1.5%
Educational Services	12	2.3%	546	8.5%	24	2.4%	1,016	8.0%	41	2.3%	1,677	7.0%
Health Care & Social Assistance	87	16.8%	1,768	27.6%	134	13.5%	2,505	19.7%	221	12.5%	4,062	16.9%
Arts, Entertainment & Recreation	8	1.5%	42	0.7%	15	1.5%	95	0.7%	27	1.5%	143	0.6%
Accommodation & Food Services	30	5.8%	340	5.3%	67	6.7%	1,042	8.2%	121	6.8%	1,992	8.3%
Accommodation	5	1.0%	8	0.1%	10	1.0%	48	0.4%	17	1.0%	108	0.5%
Food Services & Drinking Places	25	4.8%	332	5.2%	57	5.7%	994	7.8%	104	5.9%	1,884	7.9%
Other Services (except Public Administration)	69	13.3%	306	4.8%	132	13.3%	599	4.7%	223	12.6%	1,044	4.4%
Automotive Repair & Maintenance	14	2.7%	80	1.2%	33	3.3%	219	1.7%	54	3.0%	350	1.5%
Public Administration	56	10.8%	1,055	16.4%	86	8.6%	1,523	12.0%	95	5.4%	1,614	6.7%
Unclassified Establishments	16	3.1%	12	0.2%	33	3.3%	17	0.1%	76	4.3%	326	1.4%
Total	519	100.0%	6,414	100.0%	995	100.0%	12,715	100.0%	1,773	100.0%	23,967	100.0%

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