

Market Profile

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	13,103	46,687	117,355
2020 Total Population	13,683	51,067	126,040
2020 Group Quarters	16	150	673
2024 Total Population	13,858	52,594	128,769
2024 Group Quarters	16	152	659
2029 Total Population	13,961	53,133	130,649
2024-2029 Annual Rate	0.15%	0.20%	0.29%
2024 Total Daytime Population	9,494	44,709	123,928
Workers	3,262	21,000	63,607
Residents	6,232	23,709	60,321
Household Summary			
2010 Households	4,996	17,367	43,642
2010 Average Household Size	2.62	2.68	2.67
2020 Total Households	5,272	19,213	47,529
2020 Average Household Size	2.59	2.65	2.64
2024 Households	5,408	19,993	49,151
2024 Average Household Size	2.56	2.62	2.61
2029 Households	5,538	20,533	50,711
2029 Average Household Size	2.52	2.58	2.56
2024-2029 Annual Rate	0.48%	0.53%	0.63%
2010 Families	3,477	12,616	31,336
2010 Average Family Size	3.15	3.16	3.15
2024 Families	3,672	14,136	34,121
2024 Average Family Size	3.12	3.13	3.14
2029 Families	3,742	14,439	35,030
2029 Average Family Size	3.07	3.08	3.10
2024-2029 Annual Rate	0.38%	0.43%	0.53%
Housing Unit Summary			
2000 Housing Units	4,713	14,976	38,732
Owner Occupied Housing Units	84.9%	81.5%	74.7%
Renter Occupied Housing Units	12.4%	15.3%	21.4%
Vacant Housing Units	2.7%	3.2%	3.9%
2010 Housing Units	5,205	18,079	45,929
Owner Occupied Housing Units	82.8%	80.6%	74.7%
Renter Occupied Housing Units	13.2%	15.4%	20.3%
Vacant Housing Units	4.0%	3.9%	5.0%
2020 Housing Units	5,465	19,911	49,728
Owner Occupied Housing Units	76.7%	76.0%	71.3%
Renter Occupied Housing Units	19.8%	20.5%	24.3%
Vacant Housing Units	3.3%	3.3%	4.4%
2024 Housing Units	5,572	20,605	51,144
Owner Occupied Housing Units	78.8%	77.9%	73.5%
Renter Occupied Housing Units	18.3%	19.1%	22.6%
Vacant Housing Units	2.9%	3.0%	3.9%
2029 Housing Units	5,689	21,109	52,658
Owner Occupied Housing Units	80.6%	79.4%	75.5%
Renter Occupied Housing Units	16.7%	17.9%	20.8%
Vacant Housing Units	2.7%	2.7%	3.7%

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

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

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2024 Households by Income			
Household Income Base	5,408	19,993	49,151
<\$15,000	3.8%	3.9%	5.7%
\$15,000 - \$24,999	3.4%	4.3%	3.9%
\$25,000 - \$34,999	4.7%	3.9%	5.0%
\$35,000 - \$49,999	6.4%	5.6%	7.7%
\$50,000 - \$74,999	13.2%	11.3%	12.1%
\$75,000 - \$99,999	19.5%	13.6%	13.9%
\$100,000 - \$149,999	25.2%	22.6%	21.7%
\$150,000 - \$199,999	13.4%	16.1%	14.1%
\$200,000+	10.4%	18.6%	15.9%
Average Household Income	\$118,628	\$142,684	\$130,990
2029 Households by Income			
Household Income Base	5,538	20,533	50,711
<\$15,000	3.4%	3.5%	5.2%
\$15,000 - \$24,999	2.6%	3.3%	3.1%
\$25,000 - \$34,999	3.9%	3.2%	4.2%
\$35,000 - \$49,999	5.1%	4.6%	6.4%
\$50,000 - \$74,999	11.6%	9.4%	10.5%
\$75,000 - \$99,999	19.5%	13.2%	13.7%
\$100,000 - \$149,999	26.3%	23.0%	22.1%
\$150,000 - \$199,999	14.7%	17.3%	15.6%
\$200,000+	12.9%	22.4%	19.2%
Average Household Income	\$133,262	\$161,643	\$148,555
2024 Owner Occupied Housing Units by Value			
Total	4,389	16,048	37,567
<\$50,000	1.2%	2.4%	3.1%
\$50,000 - \$99,999	0.3%	0.8%	1.3%
\$100,000 - \$149,999	1.9%	0.6%	1.5%
\$150,000 - \$199,999	7.2%	3.7%	5.0%
\$200,000 - \$249,999	14.5%	8.5%	7.8%
\$250,000 - \$299,999	18.5%	11.6%	10.8%
\$300,000 - \$399,999	34.0%	25.2%	24.5%
\$400,000 - \$499,999	13.3%	17.6%	18.1%
\$500,000 - \$749,999	7.0%	23.2%	22.4%
\$750,000 - \$999,999	1.0%	4.8%	3.5%
\$1,000,000 - \$1,499,999	0.2%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.9%	0.7%	1.0%
Average Home Value	\$353,128	\$440,827	\$431,889
2029 Owner Occupied Housing Units by Value			
Total	4,587	16,743	39,737
<\$50,000	0.8%	1.7%	2.5%
\$50,000 - \$99,999	0.1%	0.2%	0.7%
\$100,000 - \$149,999	0.7%	0.2%	0.6%
\$150,000 - \$199,999	3.5%	1.7%	2.3%
\$200,000 - \$249,999	9.0%	4.9%	4.3%
\$250,000 - \$299,999	13.8%	8.0%	7.1%
\$300,000 - \$399,999	37.4%	22.1%	21.5%
\$400,000 - \$499,999	18.6%	19.4%	20.7%
\$500,000 - \$749,999	11.1%	31.4%	32.2%
\$750,000 - \$999,999	2.8%	8.1%	5.8%
\$1,000,000 - \$1,499,999	0.6%	1.1%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	1.6%	0.8%	1.1%
Average Home Value	\$418,754	\$504,261	\$498,153

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

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

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Median Household Income			
2024	\$98,300	\$111,658	\$102,570
2029	\$104,609	\$122,278	\$111,157
Median Home Value			
2024	\$319,009	\$388,604	\$383,245
2029	\$359,247	\$456,873	\$454,245
Per Capita Income			
2024	\$46,525	\$54,369	\$49,934
2029	\$53,130	\$62,615	\$57,587
Median Age			
2010	34.6	37.4	37.1
2020	37.0	39.2	38.9
2024	37.7	39.9	39.6
2029	38.8	40.8	40.6
2020 Population by Age			
Total	13,683	51,067	126,040
0 - 4	6.2%	5.8%	5.8%
5 - 9	7.0%	6.3%	6.4%
10 - 14	7.2%	6.9%	7.1%
15 - 24	10.9%	11.8%	12.2%
25 - 34	15.5%	13.1%	13.0%
35 - 44	15.0%	13.8%	13.1%
45 - 54	12.8%	13.6%	13.2%
55 - 64	12.5%	13.8%	13.8%
65 - 74	8.6%	9.3%	9.2%
75 - 84	3.2%	4.2%	4.5%
85 +	1.1%	1.5%	1.6%
18 +	76.0%	77.0%	76.5%
2024 Population by Age			
Total	13,858	52,593	128,768
0 - 4	6.2%	5.7%	5.7%
5 - 9	6.7%	6.4%	6.3%
10 - 14	6.7%	6.4%	6.4%
15 - 24	11.6%	11.7%	12.2%
25 - 34	14.5%	12.5%	12.7%
35 - 44	16.0%	14.9%	14.1%
45 - 54	12.6%	12.8%	12.4%
55 - 64	11.5%	13.0%	12.9%
65 - 74	9.1%	9.9%	10.0%
75 - 84	4.0%	5.1%	5.4%
85 +	1.1%	1.6%	1.7%
18 +	76.7%	77.8%	77.6%
2029 Population by Age			
Total	13,962	53,133	130,650
0 - 4	6.0%	5.5%	5.6%
5 - 9	6.2%	5.9%	5.8%
10 - 14	6.3%	6.4%	6.3%
15 - 24	11.8%	11.1%	11.4%
25 - 34	13.7%	13.0%	13.0%
35 - 44	15.7%	14.3%	14.0%
45 - 54	13.4%	13.1%	12.5%
55 - 64	10.9%	11.9%	11.8%
65 - 74	9.4%	10.8%	11.0%
75 - 84	5.3%	6.1%	6.5%
85 +	1.3%	1.9%	2.1%
18 +	78.0%	78.7%	78.7%

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2020 Population by Sex			
Males	6,584	24,775	60,709
Females	7,099	26,292	65,331
2024 Population by Sex			
Males	6,815	26,018	63,147
Females	7,043	26,576	65,622
2029 Population by Sex			
Males	6,842	26,151	63,760
Females	7,119	26,983	66,889
2010 Population by Race/Ethnicity			
Total	13,103	46,688	117,355
White Alone	84.4%	83.1%	75.9%
Black Alone	9.0%	9.9%	16.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	3.1%	3.7%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	0.8%	1.2%
Two or More Races	2.4%	2.2%	2.7%
Hispanic Origin	3.7%	3.4%	4.2%
Diversity Index	33.0	34.4	44.2
2020 Population by Race/Ethnicity			
Total	13,683	51,067	126,040
White Alone	75.0%	73.1%	66.4%
Black Alone	11.1%	12.2%	19.2%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	4.6%	5.3%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	2.0%	2.6%
Two or More Races	7.5%	7.1%	7.4%
Hispanic Origin	5.4%	5.5%	6.2%
Diversity Index	47.7	50.1	57.1
2024 Population by Race/Ethnicity			
Total	13,858	52,595	128,770
White Alone	73.1%	71.1%	64.6%
Black Alone	12.0%	13.1%	20.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian Alone	4.9%	5.7%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.9%	2.2%	2.8%
Two or More Races	8.0%	7.6%	7.7%
Hispanic Origin	6.1%	6.2%	6.8%
Diversity Index	50.6	53.0	59.3
2029 Population by Race/Ethnicity			
Total	13,961	53,133	130,648
White Alone	71.1%	69.0%	62.6%
Black Alone	12.7%	13.8%	20.9%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	5.4%	6.3%	4.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	2.4%	3.0%
Two or More Races	8.6%	8.1%	8.2%
Hispanic Origin	6.6%	6.7%	7.4%
Diversity Index	53.3	55.7	61.5

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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2020 Population by Relationship and Household Type			
Total	13,683	51,067	126,040
In Households	99.9%	99.7%	99.5%
Householder	38.7%	37.7%	37.7%
Opposite-Sex Spouse	19.8%	21.0%	19.3%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.2%	2.4%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	29.1%	28.9%	29.1%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.3%	1.3%	1.4%
Grandchild	2.0%	1.9%	2.2%
Brother or Sister	1.0%	0.8%	0.9%
Parent	1.0%	1.1%	1.2%
Parent-in-law	0.3%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.2%	0.4%	0.4%
Other Relatives	0.9%	1.0%	1.1%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	2.3%	2.2%	2.4%
In Group Quarters	0.1%	0.3%	0.5%
Institutionalized	0.0%	0.2%	0.4%
Noninstitutionalized	0.1%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	9,545	36,733	89,270
Less than 9th Grade	0.9%	1.4%	1.5%
9th - 12th Grade, No Diploma	2.6%	2.5%	2.7%
High School Graduate	22.4%	20.2%	21.6%
GED/Alternative Credential	4.3%	3.7%	4.3%
Some College, No Degree	20.0%	17.8%	19.1%
Associate Degree	7.8%	8.4%	8.5%
Bachelor's Degree	26.3%	27.1%	25.2%
Graduate/Professional Degree	15.7%	19.0%	17.0%
2024 Population 15+ by Marital Status			
Total	11,154	42,907	104,972
Never Married	30.4%	29.1%	31.6%
Married	53.5%	57.3%	54.1%
Widowed	3.7%	4.5%	5.2%
Divorced	12.3%	9.2%	9.1%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,787	29,735	71,080
Population 16+ Employed	98.5%	97.9%	97.1%
Population 16+ Unemployment rate	1.5%	2.1%	2.9%
Population 16-24 Employed	13.0%	11.7%	12.9%
Population 16-24 Unemployment rate	1.1%	7.1%	8.9%
Population 25-54 Employed	68.4%	63.8%	62.4%
Population 25-54 Unemployment rate	1.4%	1.3%	1.9%
Population 55-64 Employed	13.1%	16.7%	17.3%
Population 55-64 Unemployment rate	2.1%	2.3%	2.0%
Population 65+ Employed	5.5%	7.8%	7.4%
Population 65+ Unemployment rate	1.9%	1.1%	1.6%

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2024 Employed Population 16+ by Industry			
Total	7,671	29,098	69,030
Agriculture/Mining	0.1%	0.2%	0.1%
Construction	5.7%	5.9%	5.7%
Manufacturing	4.5%	6.1%	6.7%
Wholesale Trade	0.9%	1.3%	1.2%
Retail Trade	9.3%	9.3%	10.6%
Transportation/Utilities	6.8%	5.2%	5.9%
Information	1.6%	1.6%	1.5%
Finance/Insurance/Real Estate	8.6%	8.4%	7.1%
Services	50.6%	49.4%	48.8%
Public Administration	11.9%	12.7%	12.3%
2024 Employed Population 16+ by Occupation			
Total	7,669	29,099	69,029
White Collar	72.2%	74.3%	70.1%
Management/Business/Financial	21.8%	22.8%	21.5%
Professional	32.4%	33.4%	30.3%
Sales	7.2%	7.8%	8.5%
Administrative Support	10.8%	10.2%	9.7%
Services	12.9%	12.2%	14.3%
Blue Collar	14.9%	13.5%	15.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.7%	3.3%	3.3%
Installation/Maintenance/Repair	4.4%	2.9%	2.6%
Production	2.3%	2.5%	3.4%
Transportation/Material Moving	4.5%	4.7%	6.2%
2020 Households by Type			
Total	5,272	19,213	47,529
Married Couple Households	51.5%	56.2%	51.6%
With Own Children <18	22.8%	23.3%	20.5%
Without Own Children <18	28.7%	32.8%	31.0%
Cohabiting Couple Households	6.8%	6.2%	6.7%
With Own Children <18	2.6%	2.1%	2.4%
Without Own Children <18	4.3%	4.1%	4.3%
Male Householder, No Spouse/Partner	14.5%	13.9%	15.1%
Living Alone	9.8%	9.3%	9.9%
65 Years and over	2.4%	2.6%	2.8%
With Own Children <18	1.7%	1.5%	1.7%
Without Own Children <18, With Relatives	2.3%	2.3%	2.5%
No Relatives Present	0.6%	0.9%	1.0%
Female Householder, No Spouse/Partner	27.2%	23.7%	26.6%
Living Alone	15.3%	13.4%	13.7%
65 Years and over	7.6%	7.0%	6.9%
With Own Children <18	5.0%	4.3%	5.8%
Without Own Children <18, With Relatives	5.8%	5.3%	6.4%
No Relatives Present	1.0%	0.7%	0.7%
2020 Households by Size			
Total	5,272	19,213	47,529
1 Person Household	25.2%	22.7%	23.6%
2 Person Household	30.8%	32.0%	32.2%
3 Person Household	17.9%	18.4%	18.2%
4 Person Household	16.9%	17.0%	15.4%
5 Person Household	6.0%	6.3%	6.7%
6 Person Household	2.3%	2.4%	2.6%
7 + Person Household	0.9%	1.2%	1.4%

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2020 Households by Tenure and Mortgage Status			
Total	5,272	19,213	47,529
Owner Occupied	79.5%	78.8%	74.6%
Owned with a Mortgage/Loan	66.6%	63.5%	58.4%
Owned Free and Clear	12.9%	15.3%	16.2%
Renter Occupied	20.5%	21.2%	25.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	112	105
Percent of Income for Mortgage	20.3%	21.8%	23.4%
Wealth Index	99	135	124
2020 Housing Units By Urban/ Rural Status			
Total	5,465	19,911	49,728
Urban Housing Units	99.9%	96.9%	96.6%
Rural Housing Units	0.1%	3.1%	3.4%
2020 Population By Urban/ Rural Status			
Total	13,683	51,067	126,040
Urban Population	99.9%	97.0%	96.7%
Rural Population	0.1%	3.0%	3.3%

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.

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Top 3 Tapestry Segments			
1.	Workday Drive (4A)	Workday Drive (4A)	Workday Drive (4A)
2.	Enterprising Professionals (2D)	Enterprising Professionals	Savvy Suburbanites (1D)
3.	Home Improvement (4B)	Savvy Suburbanites (1D)	Home Improvement (4B)
2024 Consumer Spending			
Apparel & Services: Total \$	\$13,588,490	\$59,491,449	\$135,045,247
Average Spent	\$2,512.66	\$2,975.61	\$2,747.56
Spending Potential Index	105	125	115
Education: Total \$	\$9,650,399	\$44,174,831	\$100,298,048
Average Spent	\$1,784.47	\$2,209.51	\$2,040.61
Spending Potential Index	103	128	118
Entertainment/Recreation: Total \$	\$23,292,238	\$103,406,836	\$232,629,787
Average Spent	\$4,307.00	\$5,172.15	\$4,732.96
Spending Potential Index	105	126	116
Food at Home: Total \$	\$40,337,182	\$178,085,676	\$406,354,409
Average Spent	\$7,458.80	\$8,907.40	\$8,267.47
Spending Potential Index	102	122	113
Food Away from Home: Total \$	\$22,632,674	\$99,442,841	\$223,799,630
Average Spent	\$4,185.04	\$4,973.88	\$4,553.31
Spending Potential Index	108	128	117
Health Care: Total \$	\$42,882,442	\$190,961,249	\$433,160,527
Average Spent	\$7,929.45	\$9,551.41	\$8,812.85
Spending Potential Index	103	124	115
HH Furnishings & Equipment: Total \$	\$18,228,858	\$80,334,025	\$180,647,432
Average Spent	\$3,370.72	\$4,018.11	\$3,675.36
Spending Potential Index	107	127	116
Personal Care Products & Services: Total \$	\$5,630,599	\$24,822,026	\$56,329,901
Average Spent	\$1,041.16	\$1,241.54	\$1,146.06
Spending Potential Index	105	125	115
Shelter: Total \$	\$149,459,892	\$659,837,083	\$1,497,338,467
Average Spent	\$27,636.81	\$33,003.41	\$30,464.05
Spending Potential Index	104	124	114
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,368,186	\$90,826,630	\$202,169,176
Average Spent	\$3,766.31	\$4,542.92	\$4,113.23
Spending Potential Index	107	130	117
Travel: Total \$	\$17,350,870	\$77,273,609	\$173,528,431
Average Spent	\$3,208.37	\$3,865.03	\$3,530.52
Spending Potential Index	106	127	116
Vehicle Maintenance & Repairs: Total \$	\$8,449,615	\$37,012,333	\$83,567,549
Average Spent	\$1,562.43	\$1,851.26	\$1,700.22
Spending Potential Index	105	125	115

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

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

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

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Demographic Summary		2024	2029	
Population		13,858	13,961	
Population 18+		10,632	10,886	
Households		5,408	5,538	
Median Household Income		\$98,300	\$104,609	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Went to Family Restaurant/Steak House/6 Mo		7,924	74.5%	104
Went to Family Restaurant/Steak House 4+ Times/30 Days		2,652	24.9%	107
Spent \$1-30 at Family Restaurant/Steak House/30 Days		628	5.9%	99
Spent \$31-50 at Family Restaurant/Steak House/30 Days		1,026	9.7%	108
Spent \$51-100 at Family Restaurant/Steak House/30 Days		1,791	16.8%	106
Spent \$101-200 at Family Restaurant/Steak House/30 Days		1,406	13.2%	113
Spent \$201+ at Family Restaurant/Steak House/30 Days		808	7.6%	113
Spent \$1-100 at Fine Dining Restaurants/30 Days		359	3.4%	97
Spent \$101-200 at Fine Dining Restaurants/30 Days		317	3.0%	103
Spent \$201+ at Fine Dining Restaurants/30 Days		309	2.9%	104
Went for Breakfast at Family Restaurant/Steak House/6 Mo		1,392	13.1%	107
Went for Lunch at Family Restaurant/Steak House/6 Mo		2,121	19.9%	106
Went for Dinner at Family Restaurant/Steak House/6 Mo		5,537	52.1%	111
Went for Snacks at Family Restaurant/Steak House/6 Mo		187	1.8%	106
Went on Weekday to Family Restaurant/Steak House/6 Mo		3,731	35.1%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		4,679	44.0%	110
Went to Applebee`s/6 Mo		1,565	14.7%	96
Went to Bob Evans/6 Mo		259	2.4%	99
Went to Buffalo Wild Wings/6 Mo		1,082	10.2%	113
Went to California Pizza Kitchen/6 Mo		160	1.5%	85
Went to Carrabba`s/6 Mo		304	2.9%	133
Went to The Cheesecake Factory/6 Mo		803	7.6%	107
Went to Chili`s Grill & Bar/6 Mo		1,199	11.3%	117
Went to Cracker Barrel/6 Mo		1,286	12.1%	110
Went to Denny`s/6 Mo		628	5.9%	88
Went to Golden Corral/6 Mo		358	3.4%	80
Went to IHOP/6 Mo		831	7.8%	101
Went to Logan`s Roadhouse/6 Mo		226	2.1%	111
Went to Longhorn Steakhouse/6 Mo		813	7.6%	122
Went to Olive Garden/6 Mo		1,892	17.8%	113
Went to Outback Steakhouse/6 Mo		996	9.4%	117
Went to Red Lobster/6 Mo		784	7.4%	100
Went to Red Robin/6 Mo		708	6.7%	122
Went to Ruby Tuesday/6 Mo		180	1.7%	96
Went to Texas Roadhouse/6 Mo		1,648	15.5%	120
Went to T.G.I. Friday`s/6 Mo		243	2.3%	92
Went to Waffle House/6 Mo		639	6.0%	114
Went to Fast Food/Drive-In Restaurant/6 Mo		9,850	92.6%	102
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		4,438	41.7%	105
Spent \$1-10 at Fast Food Restaurant/30 Days		389	3.7%	103
Spent \$11-20 at Fast Food Restaurant/30 Days		873	8.2%	101
Spent \$21-40 at Fast Food Restaurant/30 Days		1,639	15.4%	96
Spent \$41-50 at Fast Food Restaurant/30 Days		1,025	9.6%	105
Spent \$51-100 at Fast Food Restaurant/30 Days		2,262	21.3%	104
Spent \$101-200 at Fast Food Restaurant/30 Days		1,460	13.7%	106
Spent \$201+ at Fast Food Restaurant/30 Days		723	6.8%	116
Ordered Eat-In Fast Food/6 Mo		3,188	30.0%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	1,415	13.3%	103
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	6,033	56.7%	108
Ordered Take-Out/Walk-In Fast Food/6 Mo	2,472	23.3%	102
Bought Breakfast at Fast Food Restaurant/6 Mo	4,016	37.8%	105
Bought Lunch at Fast Food Restaurant/6 Mo	6,026	56.7%	105
Bought Dinner at Fast Food Restaurant/6 Mo	6,323	59.5%	109
Bought Snack at Fast Food Restaurant/6 Mo	1,620	15.2%	109
Bought from Fast Food Restaurant on Weekday/6 Mo	7,413	69.7%	105
Bought from Fast Food Restaurant on Weekend/6 Mo	5,880	55.3%	105
Bought A&W/6 Mo	250	2.4%	109
Bought Arby's/6 Mo	2,192	20.6%	113
Bought Baskin-Robbins/6 Mo	387	3.6%	108
Bought Boston Market/6 Mo	184	1.7%	97
Bought Burger King/6 Mo	2,940	27.7%	102
Bought Captain D's/6 Mo	275	2.6%	90
Bought Carl's Jr./6 Mo	408	3.8%	81
Bought Checkers/6 Mo	252	2.4%	100
Bought Chick-Fil-A/6 Mo	4,151	39.0%	117
Bought Chipotle Mexican Grill/6 Mo	2,063	19.4%	113
Bought Chuck E. Cheese's/6 Mo	126	1.2%	79
Bought Church's Fried Chicken/6 Mo	274	2.6%	85
Bought Cold Stone Creamery/6 Mo	379	3.6%	115
Bought Dairy Queen/6 Mo	1,862	17.5%	112
Bought Del Taco/6 Mo	341	3.2%	89
Bought Domino's Pizza/6 Mo	1,825	17.2%	103
Bought Dunkin' Donuts/6 Mo	1,677	15.8%	107
Bought Five Guys/6 Mo	1,222	11.5%	116
Bought Hardee's/6 Mo	505	4.7%	95
Bought Jack in the Box/6 Mo	666	6.3%	92
Bought Jersey Mike's/6 Mo	1,087	10.2%	120
Bought Jimmy John's/6 Mo	924	8.7%	141
Bought KFC/6 Mo	1,746	16.4%	95
Bought Krispy Kreme Doughnuts/6 Mo	759	7.1%	107
Bought Little Caesars/6 Mo	1,288	12.1%	99
Bought Long John Silver's/6 Mo	264	2.5%	96
Bought McDonald's/6 Mo	5,288	49.7%	100
Bought Panda Express/6 Mo	1,547	14.6%	111
Bought Panera Bread/6 Mo	1,631	15.3%	114
Bought Papa John's/6 Mo	1,070	10.1%	121
Bought Papa Murphy's/6 Mo	469	4.4%	130
Bought Pizza Hut/6 Mo	1,367	12.9%	104
Bought Popeyes Chicken/6 Mo	1,499	14.1%	102
Bought Sonic Drive-In/6 Mo	1,342	12.6%	112
Bought Starbucks/6 Mo	2,436	22.9%	108
Bought Steak 'N Shake/6 Mo	358	3.4%	117
Bought Subway/6 Mo	2,373	22.3%	99
Bought Taco Bell/6 Mo	3,118	29.3%	106
Bought Wendy's/6 Mo	3,068	28.9%	107
Bought Whataburger/6 Mo	846	8.0%	133
Bought White Castle/6 Mo	267	2.5%	105
Bought Wing-Stop/6 Mo	406	3.8%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Went to Fine Dining Restaurant/6 Mo	1,681	15.8%	102
Went to Fine Dining Restaurant/30 Days	1,293	12.2%	104
Went to Fine Dining Restaurant 2+ Times/30 Days	609	5.7%	104
Used DoorDash Site/App for Take-Out/Del/30 Days	1,430	13.4%	107
Used Grubhub Site/App for Take-Out/Del/30 Days	500	4.7%	102
Used Postmates Site/App for Take-Out/Del/30 Days	102	1.0%	86
Used Restrnt Site/App for Take-Out/Del/30 Days	2,677	25.2%	116
Used Uber Eats Site/App for Take-Out/Del/30 Days	789	7.4%	103
Used Yelp Site/App for Take-Out/Del/30 Days	123	1.2%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Demographic Summary		2024	2029
Population		52,594	53,133
Population 18+		40,936	41,825
Households		19,993	20,533
Median Household Income		\$111,658	\$122,278
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to Family Restaurant/Steak House/6 Mo		30,243	104
Went to Family Restaurant/Steak House 4+ Times/30 Days		10,070	106
Spent \$1-30 at Family Restaurant/Steak House/30 Days		2,364	97
Spent \$31-50 at Family Restaurant/Steak House/30 Days		3,775	103
Spent \$51-100 at Family Restaurant/Steak House/30 Days		6,782	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days		5,284	110
Spent \$201+ at Family Restaurant/Steak House/30 Days		3,142	114
Spent \$1-100 at Fine Dining Restaurants/30 Days		1,472	103
Spent \$101-200 at Fine Dining Restaurants/30 Days		1,378	117
Spent \$201+ at Fine Dining Restaurants/30 Days		1,324	115
Went for Breakfast at Family Restaurant/Steak House/6 Mo		5,279	105
Went for Lunch at Family Restaurant/Steak House/6 Mo		7,871	102
Went for Dinner at Family Restaurant/Steak House/6 Mo		21,020	109
Went for Snacks at Family Restaurant/Steak House/6 Mo		612	90
Went on Weekday to Family Restaurant/Steak House/6 Mo		14,308	107
Went on Weekend to Family Restaurant/Steak House/6 Mo		17,532	107
Went to Applebee's/6 Mo		5,817	93
Went to Bob Evans/6 Mo		966	96
Went to Buffalo Wild Wings/6 Mo		3,834	104
Went to California Pizza Kitchen/6 Mo		665	92
Went to Carrabba's/6 Mo		1,154	131
Went to The Cheesecake Factory/6 Mo		3,044	105
Went to Chili's Grill & Bar/6 Mo		4,309	109
Went to Cracker Barrel/6 Mo		4,829	107
Went to Denny's/6 Mo		2,275	83
Went to Golden Corral/6 Mo		1,291	75
Went to IHOP/6 Mo		3,080	97
Went to Logan's Roadhouse/6 Mo		792	101
Went to Longhorn Steakhouse/6 Mo		2,996	117
Went to Olive Garden/6 Mo		6,915	107
Went to Outback Steakhouse/6 Mo		3,741	114
Went to Red Lobster/6 Mo		2,935	97
Went to Red Robin/6 Mo		2,602	117
Went to Ruby Tuesday/6 Mo		673	93
Went to Texas Roadhouse/6 Mo		5,961	113
Went to T.G.I. Friday's/6 Mo		892	88
Went to Waffle House/6 Mo		2,255	104
Went to Fast Food/Drive-In Restaurant/6 Mo		37,740	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		16,370	101
Spent \$1-10 at Fast Food Restaurant/30 Days		1,521	104
Spent \$11-20 at Fast Food Restaurant/30 Days		3,466	104
Spent \$21-40 at Fast Food Restaurant/30 Days		6,440	98
Spent \$41-50 at Fast Food Restaurant/30 Days		3,864	103
Spent \$51-100 at Fast Food Restaurant/30 Days		8,425	100
Spent \$101-200 at Fast Food Restaurant/30 Days		5,451	103
Spent \$201+ at Fast Food Restaurant/30 Days		2,646	110
Ordered Eat-In Fast Food/6 Mo		12,137	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Ordered Home Delivery Fast Food/6 Mo	4,976	12.2%	94
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	22,836	55.8%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	9,527	23.3%	102
Bought Breakfast at Fast Food Restaurant/6 Mo	15,048	36.8%	103
Bought Lunch at Fast Food Restaurant/6 Mo	22,886	55.9%	104
Bought Dinner at Fast Food Restaurant/6 Mo	23,421	57.2%	105
Bought Snack at Fast Food Restaurant/6 Mo	6,091	14.9%	106
Bought from Fast Food Restaurant on Weekday/6 Mo	28,242	69.0%	104
Bought from Fast Food Restaurant on Weekend/6 Mo	22,045	53.9%	102
Bought A&W/6 Mo	898	2.2%	101
Bought Arby's/6 Mo	7,976	19.5%	107
Bought Baskin-Robbins/6 Mo	1,374	3.4%	100
Bought Boston Market/6 Mo	697	1.7%	95
Bought Burger King/6 Mo	10,757	26.3%	97
Bought Captain D's/6 Mo	1,010	2.5%	86
Bought Carl's Jr./6 Mo	1,469	3.6%	76
Bought Checkers/6 Mo	883	2.2%	91
Bought Chick-Fil-A/6 Mo	15,499	37.9%	113
Bought Chipotle Mexican Grill/6 Mo	7,892	19.3%	112
Bought Chuck E. Cheese's/6 Mo	463	1.1%	76
Bought Church's Fried Chicken/6 Mo	972	2.4%	79
Bought Cold Stone Creamery/6 Mo	1,379	3.4%	109
Bought Dairy Queen/6 Mo	6,813	16.6%	106
Bought Del Taco/6 Mo	1,236	3.0%	84
Bought Domino's Pizza/6 Mo	6,609	16.1%	96
Bought Dunkin' Donuts/6 Mo	6,566	16.0%	108
Bought Five Guys/6 Mo	4,554	11.1%	113
Bought Hardee's/6 Mo	1,804	4.4%	88
Bought Jack in the Box/6 Mo	2,257	5.5%	81
Bought Jersey Mike's/6 Mo	4,130	10.1%	119
Bought Jimmy John's/6 Mo	3,355	8.2%	133
Bought KFC/6 Mo	6,365	15.5%	90
Bought Krispy Kreme Doughnuts/6 Mo	2,783	6.8%	102
Bought Little Caesars/6 Mo	4,505	11.0%	90
Bought Long John Silver's/6 Mo	910	2.2%	86
Bought McDonald's/6 Mo	19,949	48.7%	98
Bought Panda Express/6 Mo	5,518	13.5%	103
Bought Panera Bread/6 Mo	6,494	15.9%	118
Bought Papa John's/6 Mo	3,806	9.3%	112
Bought Papa Murphy's/6 Mo	1,664	4.1%	120
Bought Pizza Hut/6 Mo	4,836	11.8%	95
Bought Popeyes Chicken/6 Mo	5,478	13.4%	97
Bought Sonic Drive-In/6 Mo	4,741	11.6%	103
Bought Starbucks/6 Mo	9,277	22.7%	107
Bought Steak 'N Shake/6 Mo	1,270	3.1%	108
Bought Subway/6 Mo	8,841	21.6%	96
Bought Taco Bell/6 Mo	11,267	27.5%	99
Bought Wendy's/6 Mo	11,198	27.4%	102
Bought Whataburger/6 Mo	2,968	7.3%	121
Bought White Castle/6 Mo	1,018	2.5%	104
Bought Wing-Stop/6 Mo	1,415	3.5%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Went to Fine Dining Restaurant/6 Mo	6,985	17.1%	111
Went to Fine Dining Restaurant/30 Days	5,420	13.2%	113
Went to Fine Dining Restaurant 2+ Times/30 Days	2,501	6.1%	111
Used DoorDash Site/App for Take-Out/Del/30 Days	5,154	12.6%	100
Used Grubhub Site/App for Take-Out/Del/30 Days	1,879	4.6%	100
Used Postmates Site/App for Take-Out/Del/30 Days	349	0.9%	76
Used Restrnt Site/App for Take-Out/Del/30 Days	10,032	24.5%	113
Used Uber Eats Site/App for Take-Out/Del/30 Days	2,884	7.0%	98
Used Yelp Site/App for Take-Out/Del/30 Days	483	1.2%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Demographic Summary		2024	2029	
Population		128,769	130,649	
Population 18+		99,960	102,783	
Households		49,151	50,711	
Median Household Income		\$102,570	\$111,157	
Product/Consumer Behavior		Expected Number of		
		Adults	Percent	MPI
Went to Family Restaurant/Steak House/6 Mo		73,618	73.6%	103
Went to Family Restaurant/Steak House 4+ Times/30 Days		24,624	24.6%	106
Spent \$1-30 at Family Restaurant/Steak House/30 Days		5,956	6.0%	100
Spent \$31-50 at Family Restaurant/Steak House/30 Days		9,478	9.5%	106
Spent \$51-100 at Family Restaurant/Steak House/30 Days		16,605	16.6%	104
Spent \$101-200 at Family Restaurant/Steak House/30 Days		12,561	12.6%	107
Spent \$201+ at Family Restaurant/Steak House/30 Days		7,334	7.3%	109
Spent \$1-100 at Fine Dining Restaurants/30 Days		3,635	3.6%	105
Spent \$101-200 at Fine Dining Restaurants/30 Days		3,328	3.3%	115
Spent \$201+ at Fine Dining Restaurants/30 Days		3,204	3.2%	114
Went for Breakfast at Family Restaurant/Steak House/6 Mo		12,954	13.0%	106
Went for Lunch at Family Restaurant/Steak House/6 Mo		19,228	19.2%	102
Went for Dinner at Family Restaurant/Steak House/6 Mo		50,550	50.6%	108
Went for Snacks at Family Restaurant/Steak House/6 Mo		1,523	1.5%	91
Went on Weekday to Family Restaurant/Steak House/6 Mo		35,105	35.1%	108
Went on Weekend to Family Restaurant/Steak House/6 Mo		41,786	41.8%	104
Went to Applebee`s/6 Mo		14,571	14.6%	95
Went to Bob Evans/6 Mo		2,433	2.4%	99
Went to Buffalo Wild Wings/6 Mo		9,207	9.2%	102
Went to California Pizza Kitchen/6 Mo		1,459	1.5%	82
Went to Carrabba`s/6 Mo		2,716	2.7%	126
Went to The Cheesecake Factory/6 Mo		7,372	7.4%	105
Went to Chili`s Grill & Bar/6 Mo		10,164	10.2%	105
Went to Cracker Barrel/6 Mo		11,556	11.6%	105
Went to Denny`s/6 Mo		5,506	5.5%	82
Went to Golden Corral/6 Mo		3,563	3.6%	85
Went to IHOP/6 Mo		7,690	7.7%	99
Went to Logan`s Roadhouse/6 Mo		1,861	1.9%	98
Went to Longhorn Steakhouse/6 Mo		7,558	7.6%	121
Went to Olive Garden/6 Mo		16,800	16.8%	107
Went to Outback Steakhouse/6 Mo		9,054	9.1%	113
Went to Red Lobster/6 Mo		7,340	7.3%	99
Went to Red Robin/6 Mo		6,182	6.2%	114
Went to Ruby Tuesday/6 Mo		1,697	1.7%	96
Went to Texas Roadhouse/6 Mo		14,207	14.2%	110
Went to T.G.I. Friday`s/6 Mo		2,353	2.4%	95
Went to Waffle House/6 Mo		5,676	5.7%	107
Went to Fast Food/Drive-In Restaurant/6 Mo		91,851	91.9%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days		39,432	39.4%	100
Spent \$1-10 at Fast Food Restaurant/30 Days		3,808	3.8%	107
Spent \$11-20 at Fast Food Restaurant/30 Days		8,644	8.6%	106
Spent \$21-40 at Fast Food Restaurant/30 Days		16,033	16.0%	100
Spent \$41-50 at Fast Food Restaurant/30 Days		9,386	9.4%	102
Spent \$51-100 at Fast Food Restaurant/30 Days		20,088	20.1%	98
Spent \$101-200 at Fast Food Restaurant/30 Days		12,933	12.9%	100
Spent \$201+ at Fast Food Restaurant/30 Days		6,083	6.1%	103
Ordered Eat-In Fast Food/6 Mo		28,918	28.9%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Ordered Home Delivery Fast Food/6 Mo	12,335	12.3%	95
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	54,818	54.8%	104
Ordered Take-Out/Walk-In Fast Food/6 Mo	23,323	23.3%	103
Bought Breakfast at Fast Food Restaurant/6 Mo	36,768	36.8%	103
Bought Lunch at Fast Food Restaurant/6 Mo	55,370	55.4%	103
Bought Dinner at Fast Food Restaurant/6 Mo	56,163	56.2%	103
Bought Snack at Fast Food Restaurant/6 Mo	14,849	14.9%	106
Bought from Fast Food Restaurant on Weekday/6 Mo	68,312	68.3%	103
Bought from Fast Food Restaurant on Weekend/6 Mo	52,964	53.0%	100
Bought A&W/6 Mo	2,054	2.1%	95
Bought Arby's/6 Mo	19,158	19.2%	105
Bought Baskin-Robbins/6 Mo	3,331	3.3%	99
Bought Boston Market/6 Mo	1,855	1.9%	104
Bought Burger King/6 Mo	26,459	26.5%	98
Bought Captain D's/6 Mo	2,484	2.5%	87
Bought Carl's Jr./6 Mo	3,301	3.3%	70
Bought Checkers/6 Mo	2,370	2.4%	100
Bought Chick-Fil-A/6 Mo	36,848	36.9%	110
Bought Chipotle Mexican Grill/6 Mo	18,639	18.6%	109
Bought Chuck E. Cheese's/6 Mo	1,189	1.2%	80
Bought Church's Fried Chicken/6 Mo	2,454	2.5%	81
Bought Cold Stone Creamery/6 Mo	3,354	3.4%	109
Bought Dairy Queen/6 Mo	16,120	16.1%	103
Bought Del Taco/6 Mo	2,684	2.7%	74
Bought Domino's Pizza/6 Mo	16,079	16.1%	96
Bought Dunkin' Donuts/6 Mo	16,634	16.6%	112
Bought Five Guys/6 Mo	10,973	11.0%	111
Bought Hardee's/6 Mo	4,465	4.5%	89
Bought Jack in the Box/6 Mo	5,248	5.3%	77
Bought Jersey Mike's/6 Mo	9,929	9.9%	117
Bought Jimmy John's/6 Mo	7,744	7.7%	126
Bought KFC/6 Mo	15,983	16.0%	92
Bought Krispy Kreme Doughnuts/6 Mo	6,730	6.7%	101
Bought Little Caesars/6 Mo	10,842	10.8%	89
Bought Long John Silver's/6 Mo	2,224	2.2%	86
Bought McDonald's/6 Mo	48,719	48.7%	98
Bought Panda Express/6 Mo	12,747	12.8%	97
Bought Panera Bread/6 Mo	15,843	15.8%	118
Bought Papa John's/6 Mo	9,049	9.1%	109
Bought Papa Murphy's/6 Mo	3,928	3.9%	116
Bought Pizza Hut/6 Mo	11,629	11.6%	94
Bought Popeyes Chicken/6 Mo	13,755	13.8%	100
Bought Sonic Drive-In/6 Mo	11,289	11.3%	100
Bought Starbucks/6 Mo	22,046	22.1%	104
Bought Steak 'N Shake/6 Mo	3,191	3.2%	111
Bought Subway/6 Mo	21,620	21.6%	96
Bought Taco Bell/6 Mo	27,113	27.1%	98
Bought Wendy's/6 Mo	27,583	27.6%	103
Bought Whataburger/6 Mo	6,487	6.5%	108
Bought White Castle/6 Mo	2,474	2.5%	103
Bought Wing-Stop/6 Mo	3,367	3.4%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

March 05, 2025

Restaurant Market Potential

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
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 Ring: 5 mile radius

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Went to Fine Dining Restaurant/6 Mo	17,019	17.0%	110
Went to Fine Dining Restaurant/30 Days	13,168	13.2%	113
Went to Fine Dining Restaurant 2+ Times/30 Days	6,009	6.0%	109
Used DoorDash Site/App for Take-Out/Del/30 Days	12,549	12.6%	100
Used Grubhub Site/App for Take-Out/Del/30 Days	4,644	4.6%	101
Used Postmates Site/App for Take-Out/Del/30 Days	775	0.8%	69
Used Restrnt Site/App for Take-Out/Del/30 Days	23,897	23.9%	110
Used Uber Eats Site/App for Take-Out/Del/30 Days	7,099	7.1%	99
Used Yelp Site/App for Take-Out/Del/30 Days	1,127	1.1%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.

Retail Goods and Services Expenditures

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	23.9%	Population	13,858	13,961
Enterprising Professionals (2D)	21.6%	Households	5,408	5,538
Home Improvement (4B)	12.8%	Families	3,672	3,742
Parks and Rec (5C)	10.2%	Median Age	37.7	38.8
Up and Coming Families (7A)	8.4%	Median Household Income	\$98,300	\$104,609
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,512.66	\$13,588,490
Men's		106	\$467.45	\$2,527,989
Women's		104	\$830.74	\$4,492,617
Children's		112	\$410.33	\$2,219,048
Footwear		106	\$530.66	\$2,869,835
Watches & Jewelry		98	\$223.30	\$1,207,604
Apparel Products and Services (1)		103	\$50.18	\$271,397
Computer				
Computers and Hardware for Home Use		107	\$289.89	\$1,567,748
Portable Memory		102	\$4.17	\$22,532
Computer Software		100	\$15.65	\$84,621
Computer Accessories		100	\$23.81	\$128,786
Entertainment & Recreation		105	\$4,307.00	\$23,292,238
Fees and Admissions		109	\$901.62	\$4,875,965
Membership Fees for Clubs (2)		107	\$323.99	\$1,752,122
Fees for Participant Sports, excl. Trips		113	\$150.31	\$812,890
Tickets to Theatre/Operas/Concerts		106	\$80.85	\$437,232
Tickets to Movies		114	\$28.06	\$151,736
Tickets to Parks or Museums		114	\$42.80	\$231,482
Admission to Sporting Events, excl. Trips		111	\$87.96	\$475,676
Fees for Recreational Lessons		108	\$186.84	\$1,010,430
Dating Services		103	\$0.81	\$4,397
TV/Video/Audio		103	\$1,364.33	\$7,378,282
Cable and Satellite Television Services		98	\$738.34	\$3,992,928
Televisions		108	\$164.68	\$890,602
Satellite Dishes		90	\$1.13	\$6,098
VCRs, Video Cameras, and DVD Players		102	\$5.08	\$27,492
Miscellaneous Video Equipment		124	\$28.16	\$152,270
Video Cassettes and DVDs		101	\$5.81	\$31,409
Video Game Hardware/Accessories		111	\$51.70	\$279,580
Video Game Software		110	\$22.29	\$120,559
Rental/Streaming/Downloaded Video		111	\$191.49	\$1,035,600
Installation of Televisions		111	\$1.89	\$10,234
Audio (3)		107	\$152.18	\$822,981
Rental and Repair of TV/Radio/Sound Equipment		99	\$1.58	\$8,530
Pets		102	\$1,036.00	\$5,602,690
Toys/Games/Crafts/Hobbies (4)		105	\$190.58	\$1,030,669
Recreational Vehicles and Fees (5)		105	\$207.27	\$1,120,921
Sports/Recreation/Exercise Equipment (6)		118	\$361.01	\$1,952,351
Photo Equipment and Supplies (7)		104	\$63.72	\$344,591
Reading (8)		100	\$139.59	\$754,894
Catered Affairs (9)		108	\$42.88	\$231,876
Food		104	\$11,643.83	\$62,969,856
Food at Home		102	\$7,458.80	\$40,337,182
Bakery and Cereal Products		102	\$955.60	\$5,167,878
Meats, Poultry, Fish, and Eggs		101	\$1,596.71	\$8,635,019
Dairy Products		102	\$704.06	\$3,807,550
Fruits and Vegetables		101	\$1,460.89	\$7,900,499
Snacks and Other Food at Home (10)		103	\$2,741.54	\$14,826,236
Food Away from Home		108	\$4,185.04	\$22,632,674
Alcoholic Beverages		103	\$670.62	\$3,626,704

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

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

March 05, 2025

Retail Goods and Services Expenditures

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	98	\$45,514.70	\$246,143,490
Value of Retirement Plans	105	\$170,062.57	\$919,698,356
Value of Other Financial Assets	105	\$9,538.07	\$51,581,891
Vehicle Loan Amount excluding Interest	112	\$3,960.74	\$21,419,693
Value of Credit Card Debt	105	\$3,047.06	\$16,478,527
Health			
Nonprescription Drugs	107	\$190.53	\$1,030,393
Prescription Drugs	103	\$424.59	\$2,296,177
Eyeglasses and Contact Lenses	101	\$127.15	\$687,611
Home			
Mortgage Payment and Basics (11)	108	\$14,620.06	\$79,065,306
Maintenance and Remodeling Services	107	\$5,008.81	\$27,087,618
Maintenance and Remodeling Materials (12)	111	\$961.47	\$5,199,645
Utilities, Fuel, and Public Services	102	\$6,093.15	\$32,951,751
Household Furnishings and Equipment			
Household Textiles (13)	103	\$136.32	\$737,201
Furniture	108	\$1,071.07	\$5,792,355
Rugs	101	\$46.26	\$250,180
Major Appliances (14)	105	\$614.58	\$3,323,631
Housewares (15)	104	\$111.24	\$601,568
Small Appliances	100	\$80.55	\$435,599
Luggage	108	\$22.41	\$121,170
Telephones and Accessories	102	\$103.74	\$561,040
Household Operations			
Child Care	113	\$626.99	\$3,390,776
Lawn and Garden (16)	104	\$727.23	\$3,932,882
Moving/Storage/Freight Express	100	\$121.06	\$654,706
Housekeeping Supplies (17)	103	\$931.78	\$5,039,074
Insurance			
Owners and Renters Insurance	108	\$892.08	\$4,824,349
Vehicle Insurance	105	\$2,218.36	\$11,996,871
Life/Other Insurance	106	\$714.16	\$3,862,160
Health Insurance	103	\$5,142.78	\$27,812,164
Personal Care Products (18)	104	\$580.79	\$3,140,910
School Books (19)	107	\$45.40	\$245,534
Smoking Products	97	\$453.36	\$2,451,755
Transportation			
Payments on Vehicles excluding Leases	109	\$3,318.36	\$17,945,717
Gasoline and Motor Oil	103	\$3,435.65	\$18,580,000
Vehicle Maintenance and Repairs	105	\$1,562.43	\$8,449,615
Travel			
Airline Fares	106	\$669.54	\$3,620,869
Lodging on Trips	105	\$1,030.52	\$5,573,028
Auto/Truck Rental on Trips	109	\$126.45	\$683,830
Food and Drink on Trips	106	\$784.84	\$4,244,389

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.

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March 05, 2025

Retail Goods and Services Expenditures

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	20.2%	Population	52,594	53,133
Enterprising Professionals (2D)	15.3%	Households	19,993	20,533
Savvy Suburbanites (1D)	10.3%	Families	14,136	14,439
Exurbanites (1E)	9.7%	Median Age	39.9	40.8
Old and Newcomers (8F)	7.5%	Median Household Income	\$111,658	\$122,278
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,975.61	\$59,491,449
Men's		126	\$554.42	\$11,084,570
Women's		123	\$986.02	\$19,713,496
Children's		130	\$476.18	\$9,520,171
Footwear		125	\$624.11	\$12,477,777
Watches & Jewelry		121	\$274.88	\$5,495,724
Apparel Products and Services (1)		123	\$60.01	\$1,199,710
Computer				
Computers and Hardware for Home Use		126	\$340.95	\$6,816,597
Portable Memory		122	\$4.96	\$99,251
Computer Software		118	\$18.42	\$368,349
Computer Accessories		119	\$28.30	\$565,754
Entertainment & Recreation		126	\$5,172.15	\$103,406,836
Fees and Admissions		133	\$1,094.64	\$21,885,052
Membership Fees for Clubs (2)		131	\$396.45	\$7,926,160
Fees for Participant Sports, excl. Trips		136	\$181.50	\$3,628,653
Tickets to Theatre/Operas/Concerts		129	\$98.29	\$1,965,110
Tickets to Movies		131	\$32.41	\$647,965
Tickets to Parks or Museums		133	\$49.77	\$995,020
Admission to Sporting Events, excl. Trips		135	\$107.18	\$2,142,940
Fees for Recreational Lessons		132	\$228.09	\$4,560,131
Dating Services		120	\$0.95	\$19,073
TV/Video/Audio		123	\$1,626.75	\$32,523,701
Cable and Satellite Television Services		119	\$895.99	\$17,913,578
Televisions		127	\$193.35	\$3,865,580
Satellite Dishes		107	\$1.34	\$26,814
VCRs, Video Cameras, and DVD Players		119	\$5.91	\$118,197
Miscellaneous Video Equipment		142	\$32.23	\$644,284
Video Cassettes and DVDs		119	\$6.86	\$137,154
Video Game Hardware/Accessories		127	\$59.03	\$1,180,238
Video Game Software		126	\$25.49	\$509,679
Rental/Streaming/Downloaded Video		129	\$221.74	\$4,433,325
Installation of Televisions		141	\$2.40	\$48,059
Audio (3)		127	\$180.49	\$3,608,573
Rental and Repair of TV/Radio/Sound Equipment		120	\$1.91	\$38,220
Pets		124	\$1,254.25	\$25,076,181
Toys/Games/Crafts/Hobbies (4)		124	\$225.65	\$4,511,430
Recreational Vehicles and Fees (5)		128	\$252.88	\$5,055,795
Sports/Recreation/Exercise Equipment (6)		138	\$421.43	\$8,425,602
Photo Equipment and Supplies (7)		125	\$76.68	\$1,533,133
Reading (8)		121	\$169.45	\$3,387,762
Catered Affairs (9)		127	\$50.43	\$1,008,180
Food		124	\$13,881.28	\$277,528,517
Food at Home		122	\$8,907.40	\$178,085,676
Bakery and Cereal Products		122	\$1,145.92	\$22,910,469
Meats, Poultry, Fish, and Eggs		121	\$1,901.20	\$38,010,668
Dairy Products		122	\$842.99	\$16,853,897
Fruits and Vegetables		121	\$1,750.06	\$34,988,894
Snacks and Other Food at Home (10)		123	\$3,267.23	\$65,321,749
Food Away from Home		128	\$4,973.88	\$99,442,841
Alcoholic Beverages		123	\$803.74	\$16,069,129

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March 05, 2025

Retail Goods and Services Expenditures

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	125	\$58,081.70	\$1,161,227,337
Value of Retirement Plans	131	\$212,714.91	\$4,252,809,177
Value of Other Financial Assets	128	\$11,667.98	\$233,278,010
Vehicle Loan Amount excluding Interest	131	\$4,625.30	\$92,473,645
Value of Credit Card Debt	126	\$3,644.01	\$72,854,631
Health			
Nonprescription Drugs	127	\$226.30	\$4,524,335
Prescription Drugs	124	\$512.19	\$10,240,199
Eyeglasses and Contact Lenses	123	\$155.06	\$3,100,206
Home			
Mortgage Payment and Basics (11)	132	\$17,817.66	\$356,228,574
Maintenance and Remodeling Services	132	\$6,141.56	\$122,788,180
Maintenance and Remodeling Materials (12)	134	\$1,162.83	\$23,248,469
Utilities, Fuel, and Public Services	122	\$7,291.23	\$145,773,593
Household Furnishings and Equipment			
Household Textiles (13)	123	\$161.95	\$3,237,903
Furniture	129	\$1,274.48	\$25,480,652
Rugs	125	\$56.88	\$1,137,255
Major Appliances (14)	126	\$740.34	\$14,801,528
Housewares (15)	123	\$132.18	\$2,642,754
Small Appliances	118	\$94.58	\$1,890,879
Luggage	129	\$26.65	\$532,867
Telephones and Accessories	122	\$123.91	\$2,477,265
Household Operations			
Child Care	135	\$744.45	\$14,883,817
Lawn and Garden (16)	128	\$892.61	\$17,846,047
Moving/Storage/Freight Express	119	\$144.98	\$2,898,559
Housekeeping Supplies (17)	123	\$1,113.45	\$22,261,146
Insurance			
Owners and Renters Insurance	130	\$1,073.62	\$21,464,844
Vehicle Insurance	123	\$2,615.25	\$52,286,646
Life/Other Insurance	129	\$873.42	\$17,462,358
Health Insurance	124	\$6,194.45	\$123,845,738
Personal Care Products (18)	123	\$689.74	\$13,790,054
School Books (19)	127	\$54.09	\$1,081,448
Smoking Products	114	\$533.99	\$10,676,012
Transportation			
Payments on Vehicles excluding Leases	128	\$3,910.17	\$78,176,106
Gasoline and Motor Oil	122	\$4,064.29	\$81,257,373
Vehicle Maintenance and Repairs	125	\$1,851.26	\$37,012,333
Travel			
Airline Fares	127	\$804.92	\$16,092,717
Lodging on Trips	128	\$1,253.15	\$25,054,193
Auto/Truck Rental on Trips	130	\$151.03	\$3,019,570
Food and Drink on Trips	127	\$942.33	\$18,839,987

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March 05, 2025

Retail Goods and Services Expenditures

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 5 mile radius

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 Latitude: 39.47937
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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	15.1%	Population	128,769	130,649
Savvy Suburbanites (1D)	9.6%	Households	49,151	50,711
Home Improvement (4B)	8.5%	Families	34,121	35,030
Enterprising Professionals (2D)	8.1%	Median Age	39.6	40.6
Old and Newcomers (8F)	8.1%	Median Household Income	\$102,570	\$111,157
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		115	\$2,747.56	\$135,045,247
Men's		116	\$511.46	\$25,138,985
Women's		114	\$913.32	\$44,890,582
Children's		119	\$435.16	\$21,388,335
Footwear		115	\$574.45	\$28,235,036
Watches & Jewelry		113	\$257.53	\$12,657,837
Apparel Products and Services (1)		114	\$55.63	\$2,734,472
Computer				
Computers and Hardware for Home Use		116	\$314.35	\$15,450,733
Portable Memory		115	\$4.69	\$230,473
Computer Software		111	\$17.28	\$849,270
Computer Accessories		111	\$26.29	\$1,292,126
Entertainment & Recreation		116	\$4,732.96	\$232,629,787
Fees and Admissions		121	\$996.68	\$48,987,833
Membership Fees for Clubs (2)		120	\$363.56	\$17,869,516
Fees for Participant Sports, excl. Trips		124	\$165.18	\$8,118,891
Tickets to Theatre/Operas/Concerts		119	\$90.52	\$4,449,125
Tickets to Movies		118	\$29.18	\$1,434,009
Tickets to Parks or Museums		119	\$44.66	\$2,195,057
Admission to Sporting Events, excl. Trips		124	\$98.22	\$4,827,401
Fees for Recreational Lessons		119	\$204.43	\$10,047,916
Dating Services		118	\$0.93	\$45,918
TV/Video/Audio		114	\$1,506.34	\$74,038,102
Cable and Satellite Television Services		111	\$838.64	\$41,219,826
Televisions		117	\$178.38	\$8,767,332
Satellite Dishes		100	\$1.25	\$61,474
VCRs, Video Cameras, and DVD Players		108	\$5.40	\$265,359
Miscellaneous Video Equipment		120	\$27.23	\$1,338,321
Video Cassettes and DVDs		110	\$6.35	\$311,876
Video Game Hardware/Accessories		117	\$54.32	\$2,669,834
Video Game Software		117	\$23.72	\$1,166,018
Rental/Streaming/Downloaded Video		117	\$201.78	\$9,917,860
Installation of Televisions		133	\$2.26	\$111,296
Audio (3)		116	\$165.26	\$8,122,622
Rental and Repair of TV/Radio/Sound Equipment		110	\$1.76	\$86,285
Pets		114	\$1,149.66	\$56,506,738
Toys/Games/Crafts/Hobbies (4)		114	\$207.97	\$10,221,893
Recreational Vehicles and Fees (5)		115	\$227.28	\$11,170,831
Sports/Recreation/Exercise Equipment (6)		122	\$371.00	\$18,235,053
Photo Equipment and Supplies (7)		116	\$70.86	\$3,482,781
Reading (8)		113	\$157.74	\$7,753,299
Catered Affairs (9)		115	\$45.44	\$2,233,259
Food		115	\$12,820.78	\$630,154,039
Food at Home		113	\$8,267.47	\$406,354,409
Bakery and Cereal Products		114	\$1,065.07	\$52,349,431
Meats, Poultry, Fish, and Eggs		112	\$1,769.93	\$86,993,880
Dairy Products		113	\$782.08	\$38,439,778
Fruits and Vegetables		113	\$1,626.07	\$79,922,949
Snacks and Other Food at Home (10)		114	\$3,024.32	\$148,648,371
Food Away from Home		117	\$4,553.31	\$223,799,630
Alcoholic Beverages		115	\$748.74	\$36,801,370

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

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

March 05, 2025

Retail Goods and Services Expenditures

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$54,016.13	\$2,654,947,015
Value of Retirement Plans	120	\$195,312.52	\$9,599,805,447
Value of Other Financial Assets	117	\$10,640.69	\$523,000,647
Vehicle Loan Amount excluding Interest	118	\$4,174.13	\$205,162,811
Value of Credit Card Debt	116	\$3,368.69	\$165,574,261
Health			
Nonprescription Drugs	117	\$207.70	\$10,208,709
Prescription Drugs	115	\$476.41	\$23,415,810
Eyeglasses and Contact Lenses	114	\$143.52	\$7,054,185
Home			
Mortgage Payment and Basics (11)	119	\$16,087.22	\$790,703,094
Maintenance and Remodeling Services	118	\$5,524.42	\$271,530,972
Maintenance and Remodeling Materials (12)	119	\$1,034.35	\$50,839,231
Utilities, Fuel, and Public Services	113	\$6,749.00	\$331,719,930
Household Furnishings and Equipment			
Household Textiles (13)	114	\$149.75	\$7,360,575
Furniture	118	\$1,166.66	\$57,342,716
Rugs	115	\$52.53	\$2,582,141
Major Appliances (14)	115	\$675.44	\$33,198,535
Housewares (15)	113	\$121.25	\$5,959,370
Small Appliances	109	\$87.78	\$4,314,518
Luggage	119	\$24.65	\$1,211,681
Telephones and Accessories	113	\$114.24	\$5,615,130
Household Operations			
Child Care	122	\$673.81	\$33,118,439
Lawn and Garden (16)	116	\$814.05	\$40,011,229
Moving/Storage/Freight Express	113	\$136.82	\$6,725,071
Housekeeping Supplies (17)	114	\$1,029.28	\$50,589,919
Insurance			
Owners and Renters Insurance	118	\$973.83	\$47,864,950
Vehicle Insurance	113	\$2,407.31	\$118,321,686
Life/Other Insurance	118	\$798.62	\$39,252,803
Health Insurance	114	\$5,721.25	\$281,205,182
Personal Care Products (18)	114	\$636.45	\$31,282,330
School Books (19)	117	\$49.80	\$2,447,636
Smoking Products	108	\$505.37	\$24,839,486
Transportation			
Payments on Vehicles excluding Leases	117	\$3,557.55	\$174,857,055
Gasoline and Motor Oil	112	\$3,727.06	\$183,188,874
Vehicle Maintenance and Repairs	115	\$1,700.22	\$83,567,549
Travel			
Airline Fares	116	\$733.81	\$36,067,425
Lodging on Trips	117	\$1,145.76	\$56,315,355
Auto/Truck Rental on Trips	119	\$138.18	\$6,791,446
Food and Drink on Trips	116	\$864.08	\$42,470,541

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

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

March 05, 2025

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
2910 Emmorton Rd, Abingdon, Maryland, 21009
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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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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

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

March 05, 2025

Business Summary

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Rings: 1, 3, 5 mile radii

Prepared by Esri
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Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		256		1,431		4,318						
Total Employees:		2,532		15,121		48,008						
Total Population:		13,858		52,594		128,769						
Employee/Population Ratio (per 100 Residents)		18		29		37						
by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%	9	0.6%	44	0.3%	15	0.3%	80	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	6	0.0%	3	0.1%	16	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	4	0.0%
Construction	25	9.8%	104	4.1%	143	10.0%	856	5.7%	347	8.0%	2,039	4.3%
Building Construction	11	4.3%	60	2.4%	54	3.8%	297	2.0%	126	2.9%	718	1.5%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	10	0.7%	143	0.9%	21	0.5%	201	0.4%
Specialty Trade Contractor	14	5.5%	44	1.7%	79	5.5%	415	2.7%	200	4.6%	1,120	2.3%
Manufacturing	6	2.3%	157	6.2%	26	1.8%	833	5.5%	111	2.6%	2,711	5.7%
Wholesale Trade	3	1.2%	37	1.5%	29	2.0%	493	3.3%	105	2.4%	1,514	3.1%
Durable Goods	2	0.8%	10	0.4%	26	1.8%	429	2.8%	88	2.0%	1,072	2.2%
Nondurable Goods	1	0.4%	28	1.1%	4	0.3%	64	0.4%	14	0.3%	274	0.6%
Trade Broker	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	168	0.3%
Retail Trade	35	13.7%	618	24.4%	170	11.9%	2,823	18.7%	535	12.4%	8,441	17.6%
Motor Vehicle & Parts Dealers	1	0.4%	36	1.4%	22	1.5%	200	1.3%	75	1.7%	1,862	3.9%
Furniture & Home Furnishings Stores	4	1.6%	31	1.2%	13	0.9%	70	0.5%	37	0.9%	158	0.3%
Electronics & Appliance Stores	1	0.4%	1	0.0%	4	0.3%	10	0.1%	17	0.4%	253	0.5%
Building Material & Garden Equipment & Supplies Dealers	3	1.2%	10	0.4%	8	0.6%	226	1.5%	34	0.8%	725	1.5%
Food & Beverage Stores	6	2.3%	402	15.9%	35	2.5%	1,228	8.1%	97	2.3%	2,328	4.8%
Health & Personal Care Stores	4	1.6%	25	1.0%	24	1.7%	139	0.9%	66	1.5%	454	0.9%
Gasoline Stations & Fuel Dealers	1	0.4%	7	0.3%	7	0.5%	50	0.3%	21	0.5%	121	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	4	1.6%	38	1.5%	18	1.3%	130	0.9%	54	1.3%	356	0.7%
Sporting Goods, Hobby, Book, & Music Stores	7	2.7%	49	1.9%	25	1.8%	159	1.1%	80	1.9%	677	1.4%
General Merchandise Stores	3	1.2%	19	0.8%	15	1.1%	611	4.0%	55	1.3%	1,506	3.1%
Transportation & Warehousing	3	1.2%	44	1.7%	23	1.6%	185	1.2%	67	1.6%	442	0.9%
Truck Transportation	2	0.8%	5	0.2%	12	0.8%	67	0.4%	30	0.7%	137	0.3%
Information	1	0.4%	9	0.4%	20	1.4%	138	0.9%	58	1.3%	554	1.1%
Finance & Insurance	17	6.6%	90	3.5%	59	4.1%	313	2.1%	220	5.1%	1,387	2.9%
Central Bank/Credit Intermediation & Related Activities	10	3.9%	65	2.6%	25	1.8%	192	1.3%	80	1.9%	762	1.6%
Securities & Commodity Contracts	3	1.2%	10	0.4%	19	1.3%	70	0.5%	77	1.8%	351	0.7%
Funds, Trusts & Other Financial Vehicles	4	1.6%	14	0.6%	15	1.1%	51	0.3%	63	1.5%	274	0.6%
Real Estate, Rental & Leasing	19	7.4%	235	9.3%	80	5.6%	661	4.4%	224	5.2%	1,723	3.6%
Professional, Scientific & Tech Services	23	9.0%	151	6.0%	148	10.3%	1,055	7.0%	468	10.8%	3,317	6.9%
Legal Services	3	1.2%	10	0.4%	21	1.5%	62	0.4%	108	2.5%	471	1.0%
Management of Companies & Enterprises	1	0.4%	8	0.3%	5	0.3%	36	0.2%	13	0.3%	114	0.2%
Administrative, Support & Waste Management Services	13	5.1%	55	2.2%	50	3.5%	382	2.5%	176	4.1%	1,172	2.4%
Educational Services	6	2.3%	218	8.6%	30	2.1%	888	5.9%	106	2.5%	4,339	9.0%

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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.

March 05, 2025

Business Summary

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
 2910 Emmorton Rd, Abingdon, Maryland, 21009
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.47937
 Longitude: -76.31117

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Health Care & Social Assistance	31	12.1%	442	17.5%	237	16.6%	3,052	20.2%	580	13.4%	8,989	18.7%
Ambulatory Health Care	21	8.2%	190	7.5%	176	12.3%	1,746	11.6%	422	9.8%	4,346	9.1%
Hospital	2	0.8%	76	3.0%	12	0.8%	345	2.3%	26	0.6%	2,014	4.2%
Nursing/Residential Care	1	0.4%	3	0.1%	13	0.9%	371	2.5%	29	0.7%	1,022	2.1%
Social Assistance	8	3.1%	173	6.8%	35	2.5%	590	3.9%	104	2.4%	1,607	3.4%
Arts, Entertainment & Recreation	4	1.6%	25	1.0%	22	1.5%	150	1.0%	77	1.8%	735	1.5%
Accommodation & Food Services	14	5.5%	155	6.1%	118	8.3%	2,091	13.8%	293	6.8%	5,089	10.6%
Accommodation	0	0.0%	0	0.0%	13	0.9%	190	1.3%	31	0.7%	422	0.9%
Food Services & Drinking Places	14	5.5%	155	6.1%	104	7.3%	1,901	12.6%	262	6.1%	4,667	9.7%
Other Services (except Public Administration)	34	13.3%	147	5.8%	158	11.0%	769	5.1%	564	13.1%	2,957	6.2%
Repair & Maintenance	4	1.6%	27	1.1%	31	2.2%	145	1.0%	145	3.4%	714	1.5%
Automotive Repair & Maintenance	3	1.2%	25	1.0%	22	1.5%	118	0.8%	106	2.5%	548	1.1%
Personal & Laundry Service	15	5.9%	75	3.0%	63	4.4%	322	2.1%	203	4.7%	1,065	2.2%
Civic and Other Orgs	14	5.5%	45	1.8%	64	4.5%	302	2.0%	216	5.0%	1,178	2.5%
Public Administration	2	0.8%	36	1.4%	13	0.9%	342	2.3%	99	2.3%	2,375	5.0%
Unclassified Establishments	18	7.0%	0	0.0%	90	6.3%	3	0.0%	256	5.9%	9	0.0%
Total	256	100.0%	2,532	100.0%	1,431	100.0%	15,121	100.0%	4,318	100.0%	48,008	100.0%

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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.

March 05, 2025

Business Summary

2910 Emmorton Rd, Abingdon, Maryland, 21009 2
2910 Emmorton Rd, Abingdon, Maryland, 21009
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.47937
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by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	1.6%	17	0.7%	30	2.1%	233	1.5%	84	1.9%	641	1.3%
Construction	24	9.4%	102	4.0%	133	9.3%	777	5.1%	325	7.5%	1,886	3.9%
Manufacturing	3	1.2%	71	2.8%	26	1.8%	753	5.0%	102	2.4%	2,578	5.4%
Transportation	5	1.9%	47	1.9%	31	2.2%	209	1.4%	98	2.3%	569	1.2%
Communication	0	0.0%	0	0.0%	8	0.6%	51	0.3%	29	0.7%	140	0.3%
Utility	0	0.0%	0	0.0%	4	0.3%	17	0.1%	17	0.4%	82	0.2%
Wholesale Trade	3	1.2%	37	1.5%	29	2.0%	493	3.3%	106	2.5%	1,518	3.2%
Retail Trade Summary	51	19.9%	858	33.9%	278	19.4%	4,826	31.9%	811	18.8%	13,266	27.6%
Home Improvement	3	1.2%	10	0.4%	8	0.6%	226	1.5%	34	0.8%	725	1.5%
General Merchandise Stores	3	1.2%	19	0.8%	14	1.0%	609	4.0%	34	0.8%	1,433	3.0%
Food Stores	9	3.5%	495	19.6%	34	2.4%	1,303	8.6%	95	2.2%	2,456	5.1%
Auto Dealers & Gas Stations	2	0.8%	43	1.7%	29	2.0%	250	1.6%	95	2.2%	1,978	4.1%
Apparel & Accessory Stores	3	1.2%	38	1.5%	16	1.1%	122	0.8%	43	1.0%	278	0.6%
Furniture & Home Furnishings	6	2.3%	34	1.3%	19	1.3%	100	0.7%	60	1.4%	450	0.9%
Eating & Drinking Places	13	5.1%	145	5.7%	100	7.0%	1,868	12.3%	251	5.8%	4,558	9.5%
Miscellaneous Retail	11	4.3%	74	2.9%	57	4.0%	348	2.3%	198	4.6%	1,387	2.9%
Finance, Insurance, Real Estate Summary	36	14.1%	331	13.1%	136	9.5%	990	6.5%	433	10.0%	3,124	6.5%
Banks, Savings & Lending Institutions	10	3.9%	65	2.6%	25	1.8%	191	1.3%	78	1.8%	758	1.6%
Securities Brokers	2	0.8%	5	0.2%	17	1.2%	62	0.4%	72	1.7%	336	0.7%
Insurance Carriers & Agents	4	1.6%	14	0.6%	15	1.1%	51	0.3%	63	1.5%	274	0.6%
Real Estate, Holding, Other Investment Offices	20	7.8%	246	9.7%	80	5.6%	686	4.5%	220	5.1%	1,755	3.7%
Services Summary	110	43.0%	1,032	40.8%	654	45.7%	6,426	42.5%	1,959	45.4%	21,847	45.5%
Hotels & Lodging	0	0.0%	0	0.0%	13	0.9%	190	1.3%	31	0.7%	422	0.9%
Automotive Services	3	1.2%	25	1.0%	27	1.9%	129	0.8%	147	3.4%	763	1.6%
Movies & Amusements	7	2.7%	30	1.2%	34	2.4%	233	1.5%	102	2.4%	894	1.9%
Health Services	24	9.4%	271	10.7%	198	13.8%	2,438	16.1%	460	10.7%	7,149	14.9%
Legal Services	3	1.2%	10	0.4%	16	1.1%	44	0.3%	89	2.1%	384	0.8%
Education Institutions & Libraries	5	1.9%	218	8.6%	22	1.5%	823	5.4%	76	1.8%	4,373	9.1%
Other Services	67	26.2%	477	18.8%	343	24.0%	2,569	17.0%	1,054	24.4%	7,860	16.4%
Government	2	0.8%	36	1.4%	13	0.9%	342	2.3%	98	2.3%	2,349	4.9%
Unclassified Establishments	18	7.0%	0	1.4%	90	6.3%	3	2.3%	256	5.9%	9	4.9%
Totals	256	100.0%	2,532	100.0%	1,431	100.0%	15,121	100.0%	4,318	100.0%	48,008	100.0%

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

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

March 05, 2025