

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	6,990	19,966	36,678
2010 Total Population	6,463	21,944	41,396
2020 Total Population	6,580	25,765	47,657
2020 Group Quarters	52	1,009	1,176
2025 Total Population	6,717	26,509	49,353
2020-2025 Annual Rate	0.41%	0.57%	0.70%
2020 Total Daytime Population	8,302	26,491	47,910
Workers	4,742	13,505	24,505
Residents	3,560	12,986	23,405
Household Summary			
2000 Households	2,598	7,520	13,661
2000 Average Household Size	2.66	2.61	2.65
2010 Households	2,407	8,074	15,477
2010 Average Household Size	2.66	2.59	2.60
2020 Households	2,451	9,505	17,921
2020 Average Household Size	2.66	2.60	2.59
2025 Households	2,499	9,793	18,600
2025 Average Household Size	2.67	2.60	2.59
2020-2025 Annual Rate	0.39%	0.60%	0.75%
2010 Families	1,655	5,525	10,707
2010 Average Family Size	3.15	3.10	3.09
2020 Families	1,653	6,458	12,284
2020 Average Family Size	3.17	3.12	3.10
2025 Families	1,677	6,627	12,700
2025 Average Family Size	3.19	3.13	3.10
2020-2025 Annual Rate	0.29%	0.52%	0.67%
Housing Unit Summary			
2000 Housing Units	2,788	8,146	14,613
Owner Occupied Housing Units	47.2%	51.5%	59.7%
Renter Occupied Housing Units	45.9%	40.8%	33.8%
Vacant Housing Units	6.9%	7.7%	6.5%
2010 Housing Units	2,680	9,030	16,950
Owner Occupied Housing Units	55.3%	55.9%	62.7%
Renter Occupied Housing Units	34.5%	33.6%	28.6%
Vacant Housing Units	10.2%	10.6%	8.7%
2020 Housing Units	2,720	10,652	19,693
Owner Occupied Housing Units	57.2%	54.5%	62.6%
Renter Occupied Housing Units	32.9%	34.7%	28.4%
Vacant Housing Units	9.9%	10.8%	9.0%
2025 Housing Units	2,792	11,047	20,557
Owner Occupied Housing Units	57.4%	54.6%	62.9%
Renter Occupied Housing Units	32.1%	34.0%	27.5%
Vacant Housing Units	10.5%	11.4%	9.5%
Median Household Income			
2020	\$53,507	\$62,137	\$75,715
2025	\$54,049	\$66,001	\$79,868
Median Home Value			
2020	\$197,890	\$246,085	\$263,001
2025	\$233,641	\$273,173	\$296,114
Per Capita Income			
2020	\$26,977	\$31,007	\$36,199
2025	\$27,847	\$33,312	\$39,379
Median Age			
2010	36.3	34.6	36.4
2020	37.7	36.5	38.5
2025	38.0	36.8	39.2

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	2,451	9,505	17,918
<\$15,000	10.6%	11.2%	8.5%
\$15,000 - \$24,999	7.1%	6.6%	5.3%
\$25,000 - \$34,999	11.5%	9.1%	8.1%
\$35,000 - \$49,999	17.3%	14.9%	12.5%
\$50,000 - \$74,999	17.1%	14.2%	15.1%
\$75,000 - \$99,999	10.6%	13.4%	14.1%
\$100,000 - \$149,999	15.8%	17.5%	19.1%
\$150,000 - \$199,999	7.5%	8.2%	10.2%
\$200,000+	2.2%	4.9%	7.1%
Average Household Income	\$72,039	\$82,287	\$94,891
2025 Households by Income			
Household Income Base	2,499	9,793	18,597
<\$15,000	10.4%	10.6%	7.8%
\$15,000 - \$24,999	7.0%	6.3%	4.9%
\$25,000 - \$34,999	11.0%	8.4%	7.4%
\$35,000 - \$49,999	17.7%	14.8%	12.1%
\$50,000 - \$74,999	17.6%	14.0%	14.4%
\$75,000 - \$99,999	10.8%	13.5%	14.2%
\$100,000 - \$149,999	16.0%	18.2%	20.0%
\$150,000 - \$199,999	7.6%	9.2%	11.5%
\$200,000+	1.9%	5.1%	7.7%
Average Household Income	\$74,461	\$88,429	\$103,119
2020 Owner Occupied Housing Units by Value			
Total	1,556	5,806	12,319
<\$50,000	4.0%	8.6%	6.4%
\$50,000 - \$99,999	4.1%	2.8%	1.9%
\$100,000 - \$149,999	17.7%	8.3%	6.7%
\$150,000 - \$199,999	25.1%	14.8%	14.7%
\$200,000 - \$249,999	19.3%	16.8%	15.4%
\$250,000 - \$299,999	15.4%	21.3%	18.6%
\$300,000 - \$399,999	9.2%	17.8%	22.4%
\$400,000 - \$499,999	2.2%	7.0%	9.2%
\$500,000 - \$749,999	1.7%	1.9%	3.7%
\$750,000 - \$999,999	1.1%	0.5%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$218,441	\$249,582	\$276,741
2025 Owner Occupied Housing Units by Value			
Total	1,603	6,032	12,934
<\$50,000	4.9%	8.3%	5.9%
\$50,000 - \$99,999	2.9%	1.7%	1.1%
\$100,000 - \$149,999	11.3%	5.6%	4.1%
\$150,000 - \$199,999	18.3%	10.5%	9.6%
\$200,000 - \$249,999	18.6%	13.7%	12.0%
\$250,000 - \$299,999	19.0%	22.2%	18.7%
\$300,000 - \$399,999	14.6%	23.1%	28.1%
\$400,000 - \$499,999	4.5%	10.7%	13.6%
\$500,000 - \$749,999	3.7%	3.2%	5.6%
\$750,000 - \$999,999	2.2%	0.9%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$257,034	\$280,381	\$311,725

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

690 S Philadelphia Blvd, Aberdeen, Maryland, 21001
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.49961
 Longitude: -76.17190

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	6,464	21,946	41,395
0 - 4	7.3%	7.5%	7.0%
5 - 9	7.2%	6.7%	6.5%
10 - 14	6.5%	6.5%	6.5%
15 - 24	13.2%	15.4%	13.9%
25 - 34	14.4%	14.5%	14.2%
35 - 44	11.6%	12.3%	13.2%
45 - 54	15.8%	14.5%	15.6%
55 - 64	12.7%	11.0%	11.7%
65 - 74	6.2%	6.3%	6.4%
75 - 84	3.8%	3.9%	3.6%
85 +	1.4%	1.3%	1.3%
18 +	75.0%	75.4%	75.9%
2020 Population by Age			
Total	6,580	25,765	47,659
0 - 4	6.5%	6.7%	6.2%
5 - 9	6.3%	6.4%	6.2%
10 - 14	6.3%	6.3%	6.2%
15 - 24	12.1%	13.7%	12.2%
25 - 34	15.0%	14.8%	14.2%
35 - 44	12.9%	12.9%	13.2%
45 - 54	10.4%	11.2%	12.2%
55 - 64	14.2%	12.8%	13.7%
65 - 74	10.2%	8.9%	9.5%
75 - 84	4.4%	4.5%	4.6%
85 +	1.8%	1.9%	1.8%
18 +	77.4%	77.3%	78.1%
2025 Population by Age			
Total	6,718	26,511	49,354
0 - 4	6.6%	6.7%	6.2%
5 - 9	6.2%	6.3%	6.0%
10 - 14	6.2%	6.2%	6.0%
15 - 24	11.7%	13.3%	11.7%
25 - 34	15.3%	15.0%	14.2%
35 - 44	13.6%	13.3%	13.7%
45 - 54	10.6%	10.7%	11.4%
55 - 64	11.3%	11.3%	12.5%
65 - 74	11.2%	9.8%	10.5%
75 - 84	5.7%	5.4%	5.8%
85 +	1.7%	2.0%	1.9%
18 +	77.6%	77.3%	78.4%
2010 Population by Sex			
Males	3,127	10,906	20,323
Females	3,336	11,038	21,073
2020 Population by Sex			
Males	3,188	12,838	23,457
Females	3,392	12,927	24,200
2025 Population by Sex			
Males	3,268	13,244	24,339
Females	3,449	13,265	25,014

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	6,463	21,944	41,396
White Alone	57.3%	61.6%	67.5%
Black Alone	32.8%	28.3%	23.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.1%	2.7%	2.8%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	1.4%	1.8%	1.5%
Two or More Races	5.5%	4.9%	4.1%
Hispanic Origin	5.6%	6.0%	5.4%
Diversity Index	61.0	59.2	54.1
2020 Population by Race/Ethnicity			
Total	6,581	25,765	47,657
White Alone	50.1%	56.2%	62.4%
Black Alone	37.7%	31.3%	26.3%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	2.6%	3.4%	3.6%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	1.9%	2.5%	2.1%
Two or More Races	6.9%	5.9%	5.0%
Hispanic Origin	7.5%	8.0%	7.4%
Diversity Index	66.1	64.6	60.4
2025 Population by Race/Ethnicity			
Total	6,716	26,509	49,353
White Alone	46.3%	52.8%	59.2%
Black Alone	40.2%	33.3%	28.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.8%	3.7%	4.0%
Pacific Islander Alone	0.4%	0.3%	0.2%
Some Other Race Alone	2.1%	2.8%	2.4%
Two or More Races	7.7%	6.6%	5.7%
Hispanic Origin	8.7%	9.3%	8.7%
Diversity Index	68.4	67.5	63.8
2010 Population by Relationship and Household Type			
Total	6,463	21,944	41,396
In Households	99.1%	95.4%	97.2%
In Family Households	84.1%	80.9%	82.5%
Householder	25.7%	25.2%	26.0%
Spouse	16.7%	16.7%	18.4%
Child	33.6%	31.9%	31.5%
Other relative	4.7%	4.3%	4.0%
Nonrelative	3.4%	2.8%	2.6%
In Nonfamily Households	15.1%	14.5%	14.6%
In Group Quarters	0.9%	4.6%	2.8%
Institutionalized Population	0.0%	0.0%	0.3%
Noninstitutionalized Population	0.9%	4.6%	2.5%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	4,533	17,232	32,966
Less than 9th Grade	2.9%	2.8%	2.4%
9th - 12th Grade, No Diploma	8.0%	8.2%	6.7%
High School Graduate	28.2%	26.0%	22.9%
GED/Alternative Credential	5.2%	3.4%	3.6%
Some College, No Degree	26.6%	24.0%	22.7%
Associate Degree	10.7%	9.3%	8.6%
Bachelor's Degree	13.0%	16.4%	19.9%
Graduate/Professional Degree	5.4%	9.9%	13.2%
2020 Population 15+ by Marital Status			
Total	5,326	20,749	38,799
Never Married	35.9%	37.7%	32.8%
Married	42.9%	43.8%	50.1%
Widowed	4.9%	5.4%	5.2%
Divorced	16.3%	13.1%	12.0%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,437	13,276	26,058
Population 16+ Employed	87.7%	88.4%	88.4%
Population 16+ Unemployment rate	12.3%	11.6%	11.6%
Population 16-24 Employed	14.8%	13.1%	12.1%
Population 16-24 Unemployment rate	20.5%	18.9%	18.3%
Population 25-54 Employed	64.8%	64.9%	63.6%
Population 25-54 Unemployment rate	11.3%	10.8%	11.2%
Population 55-64 Employed	16.6%	16.8%	18.1%
Population 55-64 Unemployment rate	8.9%	8.3%	8.0%
Population 65+ Employed	3.8%	5.2%	6.2%
Population 65+ Unemployment rate	8.7%	11.0%	12.2%
2020 Employed Population 16+ by Industry			
Total	3,015	11,734	23,033
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	8.9%	7.8%	6.8%
Manufacturing	8.0%	7.5%	7.8%
Wholesale Trade	0.4%	1.5%	1.7%
Retail Trade	11.2%	12.4%	11.4%
Transportation/Utilities	6.1%	4.7%	4.4%
Information	0.3%	0.5%	1.0%
Finance/Insurance/Real Estate	3.1%	2.6%	4.2%
Services	47.9%	47.7%	48.0%
Public Administration	13.9%	15.1%	14.6%
2020 Employed Population 16+ by Occupation			
Total	3,014	11,733	23,035
White Collar	58.5%	58.2%	65.0%
Management/Business/Financial	13.1%	15.1%	17.6%
Professional	18.4%	19.9%	23.3%
Sales	8.2%	6.8%	8.0%
Administrative Support	18.7%	16.4%	16.0%
Services	20.9%	19.2%	15.9%
Blue Collar	20.6%	22.6%	19.0%
Farming/Forestry/Fishing	0.2%	0.1%	0.0%
Construction/Extraction	6.7%	4.4%	3.5%
Installation/Maintenance/Repair	1.4%	2.9%	2.8%
Production	3.3%	4.9%	4.3%
Transportation/Material Moving	8.9%	10.3%	8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,408	8,073	15,476
Households with 1 Person	24.5%	25.5%	24.4%
Households with 2+ People	75.5%	74.5%	75.6%
Family Households	68.7%	68.4%	69.2%
Husband-wife Families	44.7%	45.3%	49.0%
With Related Children	19.3%	20.2%	21.7%
Other Family (No Spouse Present)	24.0%	23.1%	20.2%
Other Family with Male Householder	5.8%	5.4%	5.1%
With Related Children	3.3%	3.3%	3.1%
Other Family with Female Householder	18.2%	17.8%	15.1%
With Related Children	11.5%	12.0%	10.0%
Nonfamily Households	6.8%	6.1%	6.4%
All Households with Children	35.1%	36.2%	35.4%
Multigenerational Households	6.0%	5.1%	4.9%
Unmarried Partner Households	7.9%	7.5%	7.5%
Male-female	7.4%	6.9%	6.8%
Same-sex	0.6%	0.7%	0.8%
2010 Households by Size			
Total	2,408	8,073	15,475
1 Person Household	24.5%	25.5%	24.4%
2 Person Household	31.7%	32.5%	33.4%
3 Person Household	18.5%	17.9%	18.3%
4 Person Household	13.6%	13.4%	13.4%
5 Person Household	6.9%	6.6%	6.5%
6 Person Household	2.9%	2.4%	2.5%
7 + Person Household	2.0%	1.8%	1.5%
2010 Households by Tenure and Mortgage Status			
Total	2,407	8,074	15,477
Owner Occupied	61.6%	62.5%	68.7%
Owned with a Mortgage/Loan	48.5%	47.1%	54.1%
Owned Free and Clear	13.0%	15.4%	14.6%
Renter Occupied	38.4%	37.5%	31.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	130	125	146
Percent of Income for Mortgage	15.5%	16.5%	14.5%
Wealth Index	61	81	106
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,680	9,030	16,950
Housing Units Inside Urbanized Area	99.5%	94.0%	91.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	6.0%	9.0%
2010 Population By Urban/ Rural Status			
Total Population	6,463	21,944	41,396
Population Inside Urbanized Area	99.9%	94.6%	91.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	5.4%	8.6%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

690 S Philadelphia Blvd, Aberdeen, Maryland, 21001
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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Front Porches (8E)	Metro Fusion (11C)	Comfortable Empty Nesters (5A)
3.	Metro Fusion (11C)	Up and Coming Families (7A)	Metro Fusion (11C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$4,174,226	\$18,837,439	\$40,403,923
Average Spent	\$1,703.07	\$1,981.85	\$2,254.56
Spending Potential Index	79	92	105
Education: Total \$	\$3,827,122	\$16,082,200	\$34,565,103
Average Spent	\$1,561.45	\$1,691.97	\$1,928.75
Spending Potential Index	87	95	108
Entertainment/Recreation: Total \$	\$6,283,686	\$27,883,244	\$60,696,106
Average Spent	\$2,563.72	\$2,933.53	\$3,386.87
Spending Potential Index	79	90	104
Food at Home: Total \$	\$10,428,139	\$46,505,011	\$99,743,185
Average Spent	\$4,254.65	\$4,892.69	\$5,565.72
Spending Potential Index	80	92	104
Food Away from Home: Total \$	\$7,206,117	\$32,737,228	\$70,622,355
Average Spent	\$2,940.07	\$3,444.21	\$3,940.76
Spending Potential Index	78	91	105
Health Care: Total \$	\$10,931,395	\$48,845,107	\$106,836,638
Average Spent	\$4,459.97	\$5,138.89	\$5,961.53
Spending Potential Index	78	89	104
HH Furnishings & Equipment: Total \$	\$4,230,366	\$18,943,369	\$41,219,526
Average Spent	\$1,725.98	\$1,992.99	\$2,300.07
Spending Potential Index	79	91	105
Personal Care Products & Services: Total \$	\$1,754,979	\$7,991,331	\$17,325,914
Average Spent	\$716.03	\$840.75	\$966.79
Spending Potential Index	78	92	105
Shelter: Total \$	\$39,470,612	\$172,706,606	\$369,612,723
Average Spent	\$16,103.88	\$18,170.08	\$20,624.56
Spending Potential Index	83	94	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,224,336	\$19,541,459	\$43,617,918
Average Spent	\$1,723.52	\$2,055.91	\$2,433.90
Spending Potential Index	74	88	104
Travel: Total \$	\$4,777,302	\$20,961,637	\$46,181,849
Average Spent	\$1,949.12	\$2,205.33	\$2,576.97
Spending Potential Index	81	91	107
Vehicle Maintenance & Repairs: Total \$	\$2,232,694	\$10,044,204	\$21,671,588
Average Spent	\$910.93	\$1,056.73	\$1,209.28
Spending Potential Index	79	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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

690 S Philadelphia Blvd, Aberdeen, Maryland, 21001
 Ring: 1 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	62.7%	Population	6,580	6,717
Front Porches (8E)	23.8%	Households	2,451	2,499
Metro Fusion (11C)	9.9%	Families	1,653	1,677
Military Proximity (14A)	2.1%	Median Age	37.7	38.0
Midlife Constants (5E)	1.5%	Median Household Income	\$53,507	\$54,049
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,703.07	\$4,174,226
Men's		81	\$337.75	\$827,820
Women's		79	\$594.63	\$1,457,442
Children's		76	\$242.58	\$594,555
Footwear		83	\$398.16	\$975,890
Watches & Jewelry		72	\$83.54	\$204,765
Apparel Products and Services (1)		80	\$46.41	\$113,754
Computer				
Computers and Hardware for Home Use		82	\$132.91	\$325,762
Portable Memory		77	\$2.99	\$7,335
Computer Software		82	\$7.98	\$19,555
Computer Accessories		84	\$14.89	\$36,496
Entertainment & Recreation		79	\$2,563.72	\$6,283,686
Fees and Admissions		84	\$603.88	\$1,480,109
Membership Fees for Clubs (2)		85	\$202.51	\$496,358
Fees for Participant Sports, excl. Trips		79	\$77.74	\$190,541
Tickets to Theatre/Operas/Concerts		89	\$71.67	\$175,672
Tickets to Movies		79	\$45.58	\$111,716
Tickets to Parks or Museums		80	\$26.16	\$64,112
Admission to Sporting Events, excl. Trips		77	\$48.17	\$118,056
Fees for Recreational Lessons		91	\$131.32	\$321,855
Dating Services		90	\$0.73	\$1,800
TV/Video/Audio		79	\$917.84	\$2,249,617
Cable and Satellite Television Services		79	\$640.46	\$1,569,764
Televisions		76	\$82.09	\$201,192
Satellite Dishes		74	\$0.87	\$2,137
VCRs, Video Cameras, and DVD Players		76	\$3.97	\$9,719
Miscellaneous Video Equipment		74	\$18.51	\$45,380
Video Cassettes and DVDs		77	\$7.74	\$18,962
Video Game Hardware/Accessories		78	\$22.16	\$54,314
Video Game Software		81	\$13.30	\$32,599
Rental/Streaming/Downloaded Video		79	\$42.83	\$104,971
Installation of Televisions		70	\$0.76	\$1,851
Audio (3)		78	\$83.41	\$204,440
Rental and Repair of TV/Radio/Sound Equipment		72	\$1.75	\$4,288
Pets		74	\$514.22	\$1,260,343
Toys/Games/Crafts/Hobbies (4)		79	\$95.93	\$235,133
Recreational Vehicles and Fees (5)		79	\$122.91	\$301,242
Sports/Recreation/Exercise Equipment (6)		75	\$151.78	\$372,025
Photo Equipment and Supplies (7)		81	\$41.18	\$100,936
Reading (8)		83	\$89.14	\$218,487
Catered Affairs (9)		90	\$26.84	\$65,795
Food		79	\$7,194.72	\$17,634,255
Food at Home		80	\$4,254.65	\$10,428,139
Bakery and Cereal Products		80	\$557.78	\$1,367,124
Meats, Poultry, Fish, and Eggs		79	\$926.19	\$2,270,101
Dairy Products		80	\$441.64	\$1,082,461
Fruits and Vegetables		81	\$851.70	\$2,087,506
Snacks and Other Food at Home (10)		78	\$1,477.33	\$3,620,946
Food Away from Home		78	\$2,940.07	\$7,206,117
Alcoholic Beverages		80	\$495.08	\$1,213,440

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	76	\$18,505.34	\$45,356,598
Value of Retirement Plans	80	\$76,644.41	\$187,855,440
Value of Other Financial Assets	75	\$6,117.02	\$14,992,805
Vehicle Loan Amount excluding Interest	74	\$2,161.91	\$5,298,833
Value of Credit Card Debt	81	\$2,117.49	\$5,189,977
Health			
Nonprescription Drugs	76	\$112.05	\$274,628
Prescription Drugs	75	\$263.86	\$646,712
Eyeglasses and Contact Lenses	78	\$73.19	\$179,377
Home			
Mortgage Payment and Basics (11)	80	\$8,388.37	\$20,559,906
Maintenance and Remodeling Services	81	\$2,091.98	\$5,127,441
Maintenance and Remodeling Materials (12)	73	\$402.63	\$986,834
Utilities, Fuel, and Public Services	78	\$3,834.24	\$9,397,713
Household Furnishings and Equipment			
Household Textiles (13)	81	\$81.85	\$200,617
Furniture	82	\$523.67	\$1,283,514
Rugs	79	\$27.59	\$67,618
Major Appliances (14)	79	\$283.15	\$693,992
Housewares (15)	74	\$71.39	\$174,966
Small Appliances	80	\$39.78	\$97,496
Luggage	84	\$12.32	\$30,194
Telephones and Accessories	79	\$69.48	\$170,295
Household Operations			
Child Care	82	\$423.68	\$1,038,445
Lawn and Garden (16)	77	\$377.49	\$925,236
Moving/Storage/Freight Express	79	\$47.43	\$116,247
Housekeeping Supplies (17)	77	\$597.39	\$1,464,191
Insurance			
Owners and Renters Insurance	73	\$435.85	\$1,068,262
Vehicle Insurance	78	\$1,410.80	\$3,457,876
Life/Other Insurance	76	\$413.44	\$1,013,350
Health Insurance	78	\$2,905.83	\$7,122,186
Personal Care Products (18)	77	\$382.58	\$937,714
School Books and Supplies (19)	78	\$115.23	\$282,430
Smoking Products	79	\$317.67	\$778,597
Transportation			
Payments on Vehicles excluding Leases	73	\$1,891.86	\$4,636,940
Gasoline and Motor Oil	76	\$1,805.11	\$4,424,315
Vehicle Maintenance and Repairs	79	\$910.93	\$2,232,694
Travel			
Airline Fares	83	\$496.04	\$1,215,801
Lodging on Trips	82	\$530.11	\$1,299,293
Auto/Truck Rental on Trips	82	\$23.67	\$58,005
Food and Drink on Trips	80	\$461.56	\$1,131,294

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

690 S Philadelphia Blvd, Aberdeen, Maryland, 21001
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.49961
 Longitude: -76.17190

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	21.8%	Population	25,765	26,509
Metro Fusion (11C)	16.2%	Households	9,505	9,793
Up and Coming Families (7A)	12.1%	Families	6,458	6,627
Pleasantville (2B)	11.0%	Median Age	36.5	36.8
Front Porches (8E)	10.8%	Median Household Income	\$62,137	\$66,001
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		92	\$1,981.85	\$18,837,439
Men's		93	\$388.30	\$3,690,805
Women's		91	\$686.94	\$6,529,378
Children's		94	\$298.04	\$2,832,857
Footwear		95	\$455.08	\$4,325,557
Watches & Jewelry		87	\$100.80	\$958,084
Apparel Products and Services (1)		91	\$52.68	\$500,756
Computer				
Computers and Hardware for Home Use		94	\$153.57	\$1,459,707
Portable Memory		92	\$3.55	\$33,722
Computer Software		95	\$9.21	\$87,535
Computer Accessories		96	\$16.88	\$160,398
Entertainment & Recreation		90	\$2,933.53	\$27,883,244
Fees and Admissions		94	\$676.34	\$6,428,626
Membership Fees for Clubs (2)		94	\$224.61	\$2,134,926
Fees for Participant Sports, excl. Trips		93	\$91.10	\$865,926
Tickets to Theatre/Operas/Concerts		96	\$77.38	\$735,468
Tickets to Movies		96	\$54.82	\$521,064
Tickets to Parks or Museums		93	\$30.47	\$289,598
Admission to Sporting Events, excl. Trips		87	\$54.90	\$521,802
Fees for Recreational Lessons		98	\$142.24	\$1,351,957
Dating Services		102	\$0.83	\$7,884
TV/Video/Audio		90	\$1,053.77	\$10,016,113
Cable and Satellite Television Services		89	\$723.65	\$6,878,319
Televisions		91	\$98.43	\$935,614
Satellite Dishes		91	\$1.06	\$10,101
VCRs, Video Cameras, and DVD Players		91	\$4.77	\$45,317
Miscellaneous Video Equipment		88	\$22.06	\$209,669
Video Cassettes and DVDs		92	\$9.15	\$86,998
Video Game Hardware/Accessories		95	\$26.85	\$255,233
Video Game Software		96	\$15.89	\$150,989
Rental/Streaming/Downloaded Video		95	\$51.17	\$486,348
Installation of Televisions		86	\$0.93	\$8,820
Audio (3)		92	\$97.64	\$928,090
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.17	\$20,614
Pets		85	\$593.19	\$5,638,276
Toys/Games/Crafts/Hobbies (4)		93	\$112.84	\$1,072,558
Recreational Vehicles and Fees (5)		89	\$138.77	\$1,318,999
Sports/Recreation/Exercise Equipment (6)		90	\$182.92	\$1,738,694
Photo Equipment and Supplies (7)		93	\$47.51	\$451,599
Reading (8)		92	\$99.41	\$944,913
Catered Affairs (9)		96	\$28.77	\$273,468
Food		92	\$8,336.90	\$79,242,239
Food at Home		92	\$4,892.69	\$46,505,011
Bakery and Cereal Products		92	\$637.63	\$6,060,688
Meats, Poultry, Fish, and Eggs		91	\$1,067.22	\$10,143,966
Dairy Products		91	\$503.61	\$4,786,829
Fruits and Vegetables		93	\$971.15	\$9,230,806
Snacks and Other Food at Home (10)		91	\$1,713.07	\$16,282,721
Food Away from Home		91	\$3,444.21	\$32,737,228
Alcoholic Beverages		91	\$567.77	\$5,396,629

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	88	\$21,449.39	\$203,876,437
Value of Retirement Plans	89	\$84,629.42	\$804,402,680
Value of Other Financial Assets	86	\$7,004.99	\$66,582,477
Vehicle Loan Amount excluding Interest	90	\$2,633.42	\$25,030,642
Value of Credit Card Debt	92	\$2,388.21	\$22,699,920
Health			
Nonprescription Drugs	87	\$129.67	\$1,232,513
Prescription Drugs	87	\$303.18	\$2,881,704
Eyeglasses and Contact Lenses	88	\$82.24	\$781,721
Home			
Mortgage Payment and Basics (11)	90	\$9,428.58	\$89,618,696
Maintenance and Remodeling Services	89	\$2,293.06	\$21,795,527
Maintenance and Remodeling Materials (12)	84	\$461.22	\$4,383,897
Utilities, Fuel, and Public Services	91	\$4,423.41	\$42,044,496
Household Furnishings and Equipment			
Household Textiles (13)	92	\$93.54	\$889,122
Furniture	93	\$596.43	\$5,669,110
Rugs	88	\$31.05	\$295,115
Major Appliances (14)	90	\$322.74	\$3,067,691
Housewares (15)	89	\$85.88	\$816,251
Small Appliances	92	\$45.70	\$434,356
Luggage	96	\$14.05	\$133,587
Telephones and Accessories	93	\$81.84	\$777,887
Household Operations			
Child Care	94	\$486.59	\$4,625,060
Lawn and Garden (16)	87	\$425.66	\$4,045,860
Moving/Storage/Freight Express	95	\$57.12	\$542,905
Housekeeping Supplies (17)	90	\$700.17	\$6,655,134
Insurance			
Owners and Renters Insurance	85	\$511.34	\$4,860,324
Vehicle Insurance	92	\$1,652.66	\$15,708,548
Life/Other Insurance	87	\$471.62	\$4,482,791
Health Insurance	90	\$3,328.94	\$31,641,583
Personal Care Products (18)	91	\$452.85	\$4,304,295
School Books and Supplies (19)	93	\$136.94	\$1,301,610
Smoking Products	88	\$353.27	\$3,357,866
Transportation			
Payments on Vehicles excluding Leases	88	\$2,271.80	\$21,593,471
Gasoline and Motor Oil	90	\$2,134.67	\$20,290,076
Vehicle Maintenance and Repairs	91	\$1,056.73	\$10,044,204
Travel			
Airline Fares	93	\$558.96	\$5,312,910
Lodging on Trips	91	\$591.76	\$5,624,636
Auto/Truck Rental on Trips	93	\$26.86	\$255,270
Food and Drink on Trips	92	\$524.85	\$4,988,676

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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Parks and Rec (5C)	13.2%	Population	47,657	49,353
Comfortable Empty Nesters (5A)	10.8%	Households	17,921	18,600
Metro Fusion (11C)	8.6%	Families	12,284	12,700
Pleasantville (2B)	8.4%	Median Age	38.5	39.2
Soccer Moms (4A)	7.2%	Median Household Income	\$75,715	\$79,868
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,254.56	\$40,403,923
Men's		105	\$440.50	\$7,894,199
Women's		105	\$792.68	\$14,205,562
Children's		105	\$334.15	\$5,988,337
Footwear		106	\$508.17	\$9,106,926
Watches & Jewelry		101	\$118.01	\$2,114,794
Apparel Products and Services (1)		105	\$61.05	\$1,094,106
Computer				
Computers and Hardware for Home Use		107	\$174.47	\$3,126,689
Portable Memory		105	\$4.06	\$72,750
Computer Software		107	\$10.45	\$187,232
Computer Accessories		109	\$19.30	\$345,836
Entertainment & Recreation		104	\$3,386.87	\$60,696,106
Fees and Admissions		109	\$782.62	\$14,025,341
Membership Fees for Clubs (2)		109	\$260.73	\$4,672,509
Fees for Participant Sports, excl. Trips		109	\$107.55	\$1,927,443
Tickets to Theatre/Operas/Concerts		110	\$88.76	\$1,590,626
Tickets to Movies		108	\$61.87	\$1,108,801
Tickets to Parks or Museums		106	\$34.83	\$624,183
Admission to Sporting Events, excl. Trips		104	\$65.30	\$1,170,166
Fees for Recreational Lessons		112	\$162.67	\$2,915,241
Dating Services		112	\$0.91	\$16,371
TV/Video/Audio		103	\$1,203.27	\$21,563,739
Cable and Satellite Television Services		102	\$828.32	\$14,844,243
Televisions		104	\$111.83	\$2,004,075
Satellite Dishes		106	\$1.24	\$22,307
VCRs, Video Cameras, and DVD Players		104	\$5.43	\$97,358
Miscellaneous Video Equipment		103	\$25.77	\$461,857
Video Cassettes and DVDs		104	\$10.41	\$186,596
Video Game Hardware/Accessories		104	\$29.61	\$530,609
Video Game Software		106	\$17.48	\$313,319
Rental/Streaming/Downloaded Video		107	\$57.47	\$1,029,851
Installation of Televisions		107	\$1.16	\$20,812
Audio (3)		105	\$112.12	\$2,009,305
Rental and Repair of TV/Radio/Sound Equipment		100	\$2.42	\$43,406
Pets		100	\$695.14	\$12,457,657
Toys/Games/Crafts/Hobbies (4)		105	\$127.91	\$2,292,224
Recreational Vehicles and Fees (5)		106	\$164.73	\$2,952,088
Sports/Recreation/Exercise Equipment (6)		105	\$212.04	\$3,799,972
Photo Equipment and Supplies (7)		106	\$54.20	\$971,293
Reading (8)		107	\$114.74	\$2,056,218
Catered Affairs (9)		108	\$32.23	\$577,574
Food		104	\$9,506.48	\$170,365,540
Food at Home		104	\$5,565.72	\$99,743,185
Bakery and Cereal Products		104	\$724.65	\$12,986,508
Meats, Poultry, Fish, and Eggs		104	\$1,212.01	\$21,720,363
Dairy Products		104	\$574.50	\$10,295,584
Fruits and Vegetables		105	\$1,102.96	\$19,766,150
Snacks and Other Food at Home (10)		104	\$1,951.60	\$34,974,579
Food Away from Home		105	\$3,940.76	\$70,622,355
Alcoholic Beverages		106	\$661.72	\$11,858,730

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	107	\$26,139.14	\$468,439,578
Value of Retirement Plans	108	\$102,499.08	\$1,836,886,011
Value of Other Financial Assets	105	\$8,582.85	\$153,813,179
Vehicle Loan Amount excluding Interest	104	\$3,029.23	\$54,286,907
Value of Credit Card Debt	106	\$2,745.30	\$49,198,521
Health			
Nonprescription Drugs	101	\$150.18	\$2,691,330
Prescription Drugs	101	\$353.38	\$6,332,886
Eyeglasses and Contact Lenses	102	\$95.71	\$1,715,139
Home			
Mortgage Payment and Basics (11)	108	\$11,281.37	\$202,173,358
Maintenance and Remodeling Services	107	\$2,753.31	\$49,342,017
Maintenance and Remodeling Materials (12)	102	\$562.00	\$10,071,662
Utilities, Fuel, and Public Services	103	\$5,039.65	\$90,315,654
Household Furnishings and Equipment			
Household Textiles (13)	105	\$106.25	\$1,904,156
Furniture	106	\$679.77	\$12,182,218
Rugs	106	\$37.08	\$664,518
Major Appliances (14)	105	\$376.15	\$6,741,052
Housewares (15)	103	\$100.08	\$1,793,463
Small Appliances	105	\$51.68	\$926,171
Luggage	109	\$15.99	\$286,624
Telephones and Accessories	107	\$94.34	\$1,690,590
Household Operations			
Child Care	108	\$557.81	\$9,996,530
Lawn and Garden (16)	104	\$509.05	\$9,122,718
Moving/Storage/Freight Express	107	\$64.08	\$1,148,384
Housekeeping Supplies (17)	103	\$802.47	\$14,381,131
Insurance			
Owners and Renters Insurance	102	\$609.79	\$10,927,978
Vehicle Insurance	103	\$1,864.70	\$33,417,317
Life/Other Insurance	103	\$559.16	\$10,020,685
Health Insurance	104	\$3,856.39	\$69,110,440
Personal Care Products (18)	104	\$517.20	\$9,268,677
School Books and Supplies (19)	105	\$155.29	\$2,782,998
Smoking Products	98	\$391.99	\$7,024,793
Transportation			
Payments on Vehicles excluding Leases	102	\$2,627.74	\$47,091,681
Gasoline and Motor Oil	103	\$2,430.13	\$43,550,273
Vehicle Maintenance and Repairs	104	\$1,209.28	\$21,671,588
Travel			
Airline Fares	108	\$649.54	\$11,640,465
Lodging on Trips	107	\$694.59	\$12,447,788
Auto/Truck Rental on Trips	108	\$31.26	\$560,182
Food and Drink on Trips	107	\$611.61	\$10,960,743

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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 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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

690 S Philadelphia Blvd, Aberdeen, Maryland, 21001
 Rings: 1, 3, 5 mile radii

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 Latitude: 39.49961
 Longitude: -76.17190

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	324		834		1,354							
Total Employees:	3,376		9,402		16,558							
Total Residential Population:	6,580		25,765		47,657							
Employee/Residential Population Ratio (per 100 Residents)	51		36		35							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.9%	12	0.4%	12	1.4%	60	0.6%	21	1.6%	118	0.7%
Construction	16	4.9%	227	6.7%	48	5.8%	448	4.8%	83	6.1%	773	4.7%
Manufacturing	10	3.1%	138	4.1%	32	3.8%	577	6.1%	58	4.3%	1,467	8.9%
Transportation	9	2.8%	73	2.2%	24	2.9%	204	2.2%	37	2.7%	270	1.6%
Communication	1	0.3%	5	0.1%	12	1.4%	44	0.5%	13	1.0%	64	0.4%
Utility	1	0.3%	7	0.2%	3	0.4%	51	0.5%	3	0.2%	51	0.3%
Wholesale Trade	11	3.4%	164	4.9%	30	3.6%	579	6.2%	54	4.0%	1,051	6.3%
Retail Trade Summary	71	21.9%	1,077	31.9%	183	21.9%	3,030	32.2%	284	21.0%	4,531	27.4%
Home Improvement	4	1.2%	12	0.4%	11	1.3%	298	3.2%	15	1.1%	383	2.3%
General Merchandise Stores	3	0.9%	262	7.8%	12	1.4%	427	4.5%	18	1.3%	465	2.8%
Food Stores	14	4.3%	120	3.6%	31	3.7%	354	3.8%	44	3.2%	571	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	15	4.6%	184	5.5%	25	3.0%	342	3.6%	34	2.5%	457	2.8%
Apparel & Accessory Stores	0	0.0%	0	0.0%	2	0.2%	117	1.2%	7	0.5%	346	2.1%
Furniture & Home Furnishings	4	1.2%	47	1.4%	8	1.0%	171	1.8%	12	0.9%	270	1.6%
Eating & Drinking Places	15	4.6%	367	10.9%	50	6.0%	1,065	11.3%	81	6.0%	1,651	10.0%
Miscellaneous Retail	16	4.9%	84	2.5%	44	5.3%	255	2.7%	74	5.5%	390	2.4%
Finance, Insurance, Real Estate Summary	29	9.0%	184	5.5%	73	8.8%	417	4.4%	108	8.0%	581	3.5%
Banks, Savings & Lending Institutions	6	1.9%	77	2.3%	14	1.7%	143	1.5%	21	1.6%	206	1.2%
Securities Brokers	1	0.3%	5	0.1%	6	0.7%	26	0.3%	8	0.6%	34	0.2%
Insurance Carriers & Agents	8	2.5%	32	0.9%	12	1.4%	47	0.5%	17	1.3%	56	0.3%
Real Estate, Holding, Other Investment Offices	14	4.3%	71	2.1%	41	4.9%	202	2.1%	62	4.6%	285	1.7%
Services Summary	140	43.2%	1,059	31.4%	328	39.3%	3,019	32.1%	557	41.1%	6,368	38.5%
Hotels & Lodging	5	1.5%	84	2.5%	20	2.4%	282	3.0%	28	2.1%	502	3.0%
Automotive Services	20	6.2%	93	2.8%	43	5.2%	245	2.6%	55	4.1%	316	1.9%
Motion Pictures & Amusements	9	2.8%	51	1.5%	22	2.6%	149	1.6%	41	3.0%	434	2.6%
Health Services	14	4.3%	117	3.5%	39	4.7%	358	3.8%	71	5.2%	870	5.3%
Legal Services	1	0.3%	6	0.2%	1	0.1%	6	0.1%	4	0.3%	15	0.1%
Education Institutions & Libraries	8	2.5%	222	6.6%	17	2.0%	562	6.0%	28	2.1%	1,095	6.6%
Other Services	82	25.3%	485	14.4%	184	22.1%	1,417	15.1%	331	24.4%	3,136	18.9%
Government	11	3.4%	340	10.1%	24	2.9%	788	8.4%	30	2.2%	991	6.0%
Unclassified Establishments	23	7.1%	89	2.6%	66	7.9%	187	2.0%	107	7.9%	293	1.8%
Totals	324	100.0%	3,376	100.0%	834	100.0%	9,402	100.0%	1,354	100.0%	16,558	100.0%

Source: Copyright 2020 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

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%	1	0.0%	2	0.2%	6	0.1%	4	0.3%	13	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	7	0.1%	1	0.1%	14	0.1%
Utilities	1	0.3%	6	0.2%	2	0.2%	45	0.5%	2	0.1%	45	0.3%
Construction	17	5.2%	231	6.8%	52	6.2%	462	4.9%	90	6.6%	798	4.8%
Manufacturing	9	2.8%	136	4.0%	31	3.7%	579	6.2%	60	4.4%	1,482	9.0%
Wholesale Trade	9	2.8%	146	4.3%	27	3.2%	560	6.0%	51	3.8%	1,032	6.2%
Retail Trade	53	16.4%	686	20.3%	127	15.2%	1,900	20.2%	191	14.1%	2,784	16.8%
Motor Vehicle & Parts Dealers	13	4.0%	177	5.2%	22	2.6%	332	3.5%	27	2.0%	423	2.6%
Furniture & Home Furnishings Stores	2	0.6%	43	1.3%	5	0.6%	164	1.7%	7	0.5%	179	1.1%
Electronics & Appliance Stores	1	0.3%	2	0.1%	2	0.2%	6	0.1%	3	0.2%	86	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	4	1.2%	12	0.4%	10	1.2%	297	3.2%	14	1.0%	382	2.3%
Food & Beverage Stores	11	3.4%	82	2.4%	24	2.9%	278	3.0%	34	2.5%	473	2.9%
Health & Personal Care Stores	7	2.2%	41	1.2%	18	2.2%	108	1.1%	27	2.0%	171	1.0%
Gasoline Stations	2	0.6%	7	0.2%	2	0.2%	10	0.1%	6	0.4%	34	0.2%
Clothing & Clothing Accessories Stores	1	0.3%	3	0.1%	4	0.5%	147	1.6%	10	0.7%	377	2.3%
Sport Goods, Hobby, Book, & Music Stores	1	0.3%	3	0.1%	4	0.5%	20	0.2%	7	0.5%	30	0.2%
General Merchandise Stores	3	0.9%	262	7.8%	12	1.4%	427	4.5%	18	1.3%	465	2.8%
Miscellaneous Store Retailers	6	1.9%	23	0.7%	15	1.8%	78	0.8%	24	1.8%	119	0.7%
Nonstore Retailers	3	0.9%	30	0.9%	8	1.0%	33	0.4%	14	1.0%	45	0.3%
Transportation & Warehousing	8	2.5%	74	2.2%	22	2.6%	201	2.1%	33	2.4%	258	1.6%
Information	8	2.5%	58	1.7%	23	2.8%	141	1.5%	27	2.0%	297	1.8%
Finance & Insurance	16	4.9%	115	3.4%	35	4.2%	220	2.3%	50	3.7%	302	1.8%
Central Bank/Credit Intermediation & Related Activities	7	2.2%	78	2.3%	15	1.8%	145	1.5%	23	1.7%	209	1.3%
Securities, Commodity Contracts & Other Financial	1	0.3%	5	0.1%	6	0.7%	26	0.3%	9	0.7%	35	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	8	2.5%	33	1.0%	13	1.6%	49	0.5%	18	1.3%	58	0.4%
Real Estate, Rental & Leasing	22	6.8%	107	3.2%	59	7.1%	270	2.9%	83	6.1%	378	2.3%
Professional, Scientific & Tech Services	20	6.2%	104	3.1%	55	6.6%	344	3.7%	118	8.7%	1,142	6.9%
Legal Services	3	0.9%	10	0.3%	3	0.4%	10	0.1%	6	0.4%	20	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	7	0.1%	2	0.1%	14	0.1%
Administrative & Support & Waste Management & Remediation	13	4.0%	82	2.4%	32	3.8%	205	2.2%	52	3.8%	355	2.1%
Educational Services	9	2.8%	212	6.3%	20	2.4%	550	5.8%	32	2.4%	965	5.8%
Health Care & Social Assistance	21	6.5%	160	4.7%	51	6.1%	654	7.0%	98	7.2%	1,499	9.1%
Arts, Entertainment & Recreation	6	1.9%	57	1.7%	15	1.8%	154	1.6%	33	2.4%	437	2.6%
Accommodation & Food Services	23	7.1%	485	14.4%	75	9.0%	1,414	15.0%	116	8.6%	2,238	13.5%
Accommodation	5	1.5%	84	2.5%	20	2.4%	282	3.0%	28	2.1%	502	3.0%
Food Services & Drinking Places	18	5.6%	400	11.8%	55	6.6%	1,132	12.0%	88	6.5%	1,735	10.5%
Other Services (except Public Administration)	54	16.7%	286	8.5%	116	13.9%	710	7.6%	177	13.1%	1,221	7.4%
Automotive Repair & Maintenance	12	3.7%	56	1.7%	27	3.2%	159	1.7%	35	2.6%	213	1.3%
Public Administration	11	3.4%	340	10.1%	24	2.9%	788	8.4%	30	2.2%	991	6.0%
Unclassified Establishments	23	7.1%	89	2.6%	66	7.9%	187	2.0%	107	7.9%	293	1.8%
Total	324	100.0%	3,376	100.0%	834	100.0%	9,402	100.0%	1,354	100.0%	16,558	100.0%

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