

## Market Profile

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,691	19,420	33,000
2010 Total Population	2,537	21,463	37,565
2016 Total Population	2,606	23,755	41,705
2016 Group Quarters	0	1,016	1,179
2021 Total Population	2,662	25,082	44,733
2016-2021 Annual Rate	0.43%	1.09%	1.41%
<b>Household Summary</b>			
2000 Households	994	7,303	12,402
2000 Average Household Size	2.71	2.61	2.62
2010 Households	961	7,881	14,137
2010 Average Household Size	2.64	2.59	2.57
2016 Households	988	8,685	15,613
2016 Average Household Size	2.64	2.62	2.60
2021 Households	1,011	9,150	16,721
2021 Average Household Size	2.63	2.63	2.60
2016-2021 Annual Rate	0.46%	1.05%	1.38%
2010 Families	679	5,376	9,764
2010 Average Family Size	3.09	3.10	3.06
2016 Families	691	5,915	10,743
2016 Average Family Size	3.10	3.13	3.09
2021 Families	702	6,221	11,476
2021 Average Family Size	3.11	3.15	3.11
2016-2021 Annual Rate	0.32%	1.01%	1.33%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,064	7,916	13,328
Owner Occupied Housing Units	65.7%	50.5%	59.6%
Renter Occupied Housing Units	27.7%	41.8%	33.4%
Vacant Housing Units	6.6%	7.7%	6.9%
2010 Housing Units	1,023	8,842	15,532
Owner Occupied Housing Units	65.7%	55.1%	62.6%
Renter Occupied Housing Units	28.3%	34.0%	28.4%
Vacant Housing Units	6.1%	10.9%	9.0%
2016 Housing Units	1,060	9,970	17,487
Owner Occupied Housing Units	62.0%	51.4%	59.1%
Renter Occupied Housing Units	31.2%	35.8%	30.2%
Vacant Housing Units	6.8%	12.9%	10.7%
2021 Housing Units	1,088	10,620	18,873
Owner Occupied Housing Units	60.7%	50.6%	58.7%
Renter Occupied Housing Units	32.3%	35.5%	29.9%
Vacant Housing Units	7.1%	13.8%	11.4%
<b>Median Household Income</b>			
2016	\$55,301	\$54,748	\$64,513
2021	\$59,423	\$57,187	\$74,548
<b>Median Home Value</b>			
2016	\$206,048	\$214,093	\$230,936
2021	\$215,566	\$237,867	\$271,671
<b>Per Capita Income</b>			
2016	\$28,506	\$26,671	\$30,746
2021	\$31,529	\$28,560	\$33,737
<b>Median Age</b>			
2010	40.6	34.3	36.1
2016	41.1	34.7	37.1
2021	41.1	34.8	37.8

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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<b>2016 Households by Income</b>			
Household Income Base	988	8,685	15,610
<\$15,000	6.9%	11.1%	8.8%
\$15,000 - \$24,999	6.5%	7.6%	5.8%
\$25,000 - \$34,999	11.8%	10.5%	8.5%
\$35,000 - \$49,999	19.3%	15.6%	13.8%
\$50,000 - \$74,999	18.9%	20.1%	19.6%
\$75,000 - \$99,999	11.2%	12.0%	14.7%
\$100,000 - \$149,999	15.3%	13.6%	17.0%
\$150,000 - \$199,999	5.9%	6.7%	7.2%
\$200,000+	4.1%	3.0%	4.6%
Average Household Income	\$74,779	\$70,375	\$80,759
<b>2021 Households by Income</b>			
Household Income Base	1,011	9,150	16,718
<\$15,000	8.2%	13.3%	10.4%
\$15,000 - \$24,999	6.6%	7.4%	5.5%
\$25,000 - \$34,999	12.2%	9.2%	7.2%
\$35,000 - \$49,999	16.9%	14.6%	12.7%
\$50,000 - \$74,999	13.3%	15.1%	14.3%
\$75,000 - \$99,999	11.0%	13.5%	16.0%
\$100,000 - \$149,999	19.6%	15.4%	19.4%
\$150,000 - \$199,999	7.2%	8.0%	8.7%
\$200,000+	5.0%	3.5%	5.7%
Average Household Income	\$82,535	\$75,835	\$88,994
<b>2016 Owner Occupied Housing Units by Value</b>			
Total	657	5,116	10,322
<\$50,000	8.7%	14.2%	11.0%
\$50,000 - \$99,999	7.0%	5.2%	4.1%
\$100,000 - \$149,999	11.6%	10.8%	8.6%
\$150,000 - \$199,999	20.4%	14.3%	14.6%
\$200,000 - \$249,999	18.9%	19.2%	19.1%
\$250,000 - \$299,999	25.4%	16.6%	14.7%
\$300,000 - \$399,999	2.3%	11.9%	15.2%
\$400,000 - \$499,999	0.5%	4.4%	6.2%
\$500,000 - \$749,999	0.8%	1.8%	4.3%
\$750,000 - \$999,999	0.0%	0.3%	1.1%
\$1,000,000 +	4.4%	1.4%	1.1%
Average Home Value	\$240,282	\$226,705	\$257,565
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	660	5,372	11,074
<\$50,000	8.6%	12.0%	8.9%
\$50,000 - \$99,999	8.9%	5.9%	4.3%
\$100,000 - \$149,999	13.2%	11.1%	8.4%
\$150,000 - \$199,999	14.1%	9.5%	9.1%
\$200,000 - \$249,999	16.1%	15.2%	14.4%
\$250,000 - \$299,999	23.5%	13.8%	11.5%
\$300,000 - \$399,999	5.0%	20.5%	24.9%
\$400,000 - \$499,999	1.5%	6.6%	8.9%
\$500,000 - \$749,999	2.3%	3.0%	6.1%
\$750,000 - \$999,999	1.1%	0.7%	2.0%
\$1,000,000 +	5.5%	1.8%	1.5%
Average Home Value	\$267,515	\$258,164	\$297,846

**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.

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<b>2010 Population by Age</b>			
Total	2,536	21,465	37,566
0 - 4	5.9%	7.6%	7.2%
5 - 9	5.8%	6.7%	6.5%
10 - 14	6.1%	6.5%	6.4%
15 - 24	13.2%	15.4%	13.9%
25 - 34	12.7%	14.8%	14.6%
35 - 44	11.4%	12.5%	13.3%
45 - 54	16.7%	14.4%	15.4%
55 - 64	15.5%	10.9%	11.6%
65 - 74	6.7%	6.2%	6.3%
75 - 84	4.4%	3.8%	3.5%
85 +	1.7%	1.2%	1.3%
18 +	77.8%	75.3%	76.0%
<b>2016 Population by Age</b>			
Total	2,604	23,755	41,706
0 - 4	5.6%	7.3%	6.7%
5 - 9	5.4%	6.9%	6.6%
10 - 14	6.0%	6.4%	6.3%
15 - 24	12.6%	14.9%	13.2%
25 - 34	13.2%	15.0%	14.4%
35 - 44	11.6%	12.5%	13.0%
45 - 54	13.6%	12.3%	13.4%
55 - 64	15.6%	11.9%	12.9%
65 - 74	10.1%	7.6%	8.2%
75 - 84	4.6%	3.8%	3.9%
85 +	1.9%	1.5%	1.5%
18 +	79.9%	76.1%	77.0%
<b>2021 Population by Age</b>			
Total	2,664	25,084	44,731
0 - 4	5.6%	7.4%	6.7%
5 - 9	5.1%	6.7%	6.3%
10 - 14	5.7%	6.5%	6.3%
15 - 24	11.0%	14.1%	12.3%
25 - 34	14.6%	15.5%	14.5%
35 - 44	12.7%	13.1%	13.5%
45 - 54	11.9%	10.9%	11.9%
55 - 64	14.2%	11.5%	13.0%
65 - 74	12.1%	8.5%	9.4%
75 - 84	5.1%	4.3%	4.6%
85 +	2.1%	1.5%	1.6%
18 +	80.3%	76.0%	77.4%
<b>2010 Population by Sex</b>			
Males	1,245	10,672	18,477
Females	1,292	10,791	19,088
<b>2016 Population by Sex</b>			
Males	1,280	11,835	20,549
Females	1,326	11,920	21,156
<b>2021 Population by Sex</b>			
Males	1,316	12,531	22,090
Females	1,346	12,551	22,644

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,537	21,463	37,563
White Alone	56.5%	61.1%	66.5%
Black Alone	33.2%	28.6%	24.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.9%	2.7%	2.9%
Pacific Islander Alone	0.5%	0.3%	0.2%
Some Other Race Alone	1.5%	1.9%	1.5%
Two or More Races	5.0%	4.9%	4.1%
Hispanic Origin	5.4%	6.1%	5.5%
Diversity Index	61.3	59.6	54.9
<b>2016 Population by Race/Ethnicity</b>			
Total	2,606	23,755	41,706
White Alone	53.1%	58.3%	63.8%
Black Alone	34.5%	29.4%	24.9%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	3.9%	3.6%	3.9%
Pacific Islander Alone	0.5%	0.3%	0.2%
Some Other Race Alone	1.9%	2.4%	2.0%
Two or More Races	5.7%	5.5%	4.7%
Hispanic Origin	6.9%	7.8%	7.0%
Diversity Index	64.9	63.4	59.1
<b>2021 Population by Race/Ethnicity</b>			
Total	2,662	25,082	44,734
White Alone	49.8%	55.1%	60.9%
Black Alone	35.9%	30.7%	25.9%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	4.7%	4.4%	4.9%
Pacific Islander Alone	0.6%	0.3%	0.2%
Some Other Race Alone	2.2%	2.8%	2.3%
Two or More Races	6.4%	6.2%	5.2%
Hispanic Origin	8.2%	9.5%	8.6%
Diversity Index	67.8	66.9	62.9
<b>2010 Population by Relationship and Household Type</b>			
Total	2,537	21,463	37,565
In Households	100.0%	95.3%	96.9%
In Family Households	86.2%	80.6%	82.2%
Householder	26.9%	25.2%	25.9%
Spouse	18.7%	16.5%	18.3%
Child	32.4%	31.9%	31.3%
Other relative	4.7%	4.2%	4.0%
Nonrelative	3.5%	2.8%	2.6%
In Nonfamily Households	13.8%	14.7%	14.7%
In Group Quarters	0.0%	4.7%	3.1%
Institutionalized Population	0.0%	0.0%	0.3%
Noninstitutionalized Population	0.0%	4.7%	2.8%

**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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<b>2016 Population 25+ by Educational Attainment</b>			
Total	1,839	15,350	28,028
Less than 9th Grade	3.3%	3.7%	3.2%
9th - 12th Grade, No Diploma	9.3%	7.5%	6.7%
High School Graduate	33.0%	29.9%	26.3%
GED/Alternative Credential	3.8%	4.1%	4.2%
Some College, No Degree	25.1%	25.0%	24.3%
Associate Degree	6.6%	9.2%	8.3%
Bachelor's Degree	12.3%	12.6%	17.0%
Graduate/Professional Degree	6.6%	7.9%	10.1%
<b>2016 Population 15+ by Marital Status</b>			
Total	2,165	18,882	33,553
Never Married	30.9%	37.0%	32.4%
Married	53.3%	44.5%	49.2%
Widowed	7.1%	5.1%	5.7%
Divorced	8.6%	13.4%	12.7%
<b>2016 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.6%	92.3%	93.6%
Civilian Unemployed	10.4%	7.7%	6.4%
<b>2016 Employed Population 16+ by Industry</b>			
Total	1,238	11,195	20,925
Agriculture/Mining	0.0%	0.6%	0.4%
Construction	7.9%	6.0%	6.0%
Manufacturing	5.1%	5.3%	6.2%
Wholesale Trade	2.3%	3.6%	2.9%
Retail Trade	15.2%	14.6%	13.6%
Transportation/Utilities	3.2%	4.9%	4.6%
Information	0.1%	1.4%	1.7%
Finance/Insurance/Real Estate	5.5%	3.8%	5.1%
Services	38.5%	44.5%	45.4%
Public Administration	22.3%	15.3%	14.0%
<b>2016 Employed Population 16+ by Occupation</b>			
Total	1,238	11,195	20,929
White Collar	62.0%	57.5%	62.4%
Management/Business/Financial	11.6%	13.1%	15.8%
Professional	13.9%	17.5%	21.9%
Sales	8.5%	7.9%	8.3%
Administrative Support	27.9%	19.1%	16.3%
Services	21.6%	19.9%	17.3%
Blue Collar	16.4%	22.6%	20.3%
Farming/Forestry/Fishing	1.3%	0.3%	0.3%
Construction/Extraction	4.0%	3.7%	3.9%
Installation/Maintenance/Repair	3.0%	4.2%	3.8%
Production	3.6%	4.9%	4.4%
Transportation/Material Moving	4.4%	9.5%	7.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,537	21,463	37,565
Population Inside Urbanized Area	99.9%	96.4%	91.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.1%	3.6%	8.7%

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<b>2010 Households by Type</b>			
Total	961	7,882	14,137
Households with 1 Person	23.6%	25.6%	24.5%
Households with 2+ People	76.4%	74.4%	75.5%
Family Households	70.7%	68.2%	69.1%
Husband-wife Families	49.2%	44.7%	48.8%
With Related Children	18.2%	20.2%	21.6%
Other Family (No Spouse Present)	21.4%	23.5%	20.2%
Other Family with Male Householder	4.9%	5.4%	5.2%
With Related Children	3.1%	3.3%	3.1%
Other Family with Female Householder	16.5%	18.1%	15.1%
With Related Children	9.7%	12.3%	10.0%
Nonfamily Households	5.7%	6.2%	6.5%
All Households with Children	32.0%	36.4%	35.4%
Multigenerational Households	6.5%	5.1%	4.9%
Unmarried Partner Households	7.4%	7.5%	7.5%
Male-female	6.8%	6.9%	6.8%
Same-sex	0.6%	0.6%	0.8%
<b>2010 Households by Size</b>			
Total	961	7,881	14,138
1 Person Household	23.6%	25.6%	24.5%
2 Person Household	33.6%	32.3%	33.5%
3 Person Household	18.5%	18.0%	18.3%
4 Person Household	13.2%	13.4%	13.4%
5 Person Household	6.5%	6.6%	6.4%
6 Person Household	2.5%	2.4%	2.4%
7 + Person Household	2.1%	1.7%	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	961	7,881	14,137
Owner Occupied	69.9%	61.9%	68.8%
Owned with a Mortgage/Loan	53.1%	47.0%	54.3%
Owned Free and Clear	16.9%	14.9%	14.6%
Renter Occupied	30.1%	38.1%	31.2%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,023	8,842	15,532
Housing Units Inside Urbanized Area	100.0%	95.9%	91.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	4.1%	9.0%

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

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
<b>2.</b>	Front Porches (8E)	Metro Fusion (11C)	Metro Fusion (11C)
<b>3.</b>	Old and Newcomers (8F)	Front Porches (8E)	Pleasantville (2B)
<b>2016 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,889,581	\$16,327,898	\$33,085,493
Average Spent	\$1,912.53	\$1,880.01	\$2,119.10
Spending Potential Index	95	93	105
Education: Total \$	\$1,558,924	\$11,810,513	\$23,940,570
Average Spent	\$1,577.86	\$1,359.87	\$1,533.37
Spending Potential Index	112	96	108
Entertainment/Recreation: Total \$	\$2,735,694	\$22,951,785	\$47,371,307
Average Spent	\$2,768.92	\$2,642.69	\$3,034.09
Spending Potential Index	95	91	104
Food at Home: Total \$	\$4,533,390	\$39,620,140	\$80,029,699
Average Spent	\$4,588.45	\$4,561.90	\$5,125.84
Spending Potential Index	92	92	103
Food Away from Home: Total \$	\$2,819,408	\$24,843,173	\$50,575,008
Average Spent	\$2,853.65	\$2,860.47	\$3,239.29
Spending Potential Index	92	92	105
Health Care: Total \$	\$4,961,317	\$40,420,733	\$84,167,972
Average Spent	\$5,021.58	\$4,654.09	\$5,390.89
Spending Potential Index	95	88	102
HH Furnishings & Equipment: Total \$	\$1,664,976	\$13,969,247	\$28,903,748
Average Spent	\$1,685.20	\$1,608.43	\$1,851.26
Spending Potential Index	95	91	105
Personal Care Products & Services: Total \$	\$675,856	\$5,786,563	\$11,954,259
Average Spent	\$684.06	\$666.27	\$765.66
Spending Potential Index	93	91	104
Shelter: Total \$	\$15,400,051	\$128,707,899	\$260,253,020
Average Spent	\$15,587.10	\$14,819.56	\$16,669.00
Spending Potential Index	100	95	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,132,910	\$17,583,821	\$37,106,738
Average Spent	\$2,158.82	\$2,024.62	\$2,376.66
Spending Potential Index	93	87	102
Travel: Total \$	\$1,855,098	\$14,655,022	\$30,960,533
Average Spent	\$1,877.63	\$1,687.39	\$1,983.00
Spending Potential Index	101	91	107
Vehicle Maintenance & Repairs: Total \$	\$955,671	\$8,121,618	\$16,704,767
Average Spent	\$967.28	\$935.13	\$1,069.93
Spending Potential Index	93	90	103

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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# Retail Goods and Services Expenditures

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	97.4%	Population	2,606	2,662
Front Porches (8E)	2.5%	Households	988	1,011
Old and Newcomers (8F)	0.1%	Families	691	702
Top Tier (1A)	0.0%	Median Age	41.1	41.1
Professional Pride (1B)	0.0%	Median Household Income	\$55,301	\$59,423
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		95	\$1,912.53	\$1,889,581
Men's		96	\$383.87	\$379,260
Women's		95	\$650.49	\$642,689
Children's		90	\$290.63	\$287,139
Footwear		96	\$410.45	\$405,523
Watches & Jewelry		99	\$103.00	\$101,760
Apparel Products and Services (1)		103	\$74.10	\$73,209
<b>Computer</b>				
Computers and Hardware for Home Use		97	\$168.53	\$166,510
Portable Memory		94	\$4.42	\$4,369
Computer Software		105	\$13.53	\$13,371
Computer Accessories		100	\$17.80	\$17,584
<b>Entertainment &amp; Recreation</b>		95	\$2,768.92	\$2,735,694
Fees and Admissions		106	\$609.50	\$602,182
Membership Fees for Clubs (2)		108	\$207.00	\$204,519
Fees for Participant Sports, excl. Trips		101	\$89.98	\$88,904
Tickets to Theatre/Operas/Concerts		110	\$58.13	\$57,429
Tickets to Movies/Museums/Parks		96	\$63.61	\$62,844
Admission to Sporting Events, excl. Trips		105	\$56.15	\$55,475
Fees for Recreational Lessons		109	\$133.80	\$132,191
Dating Services		120	\$0.83	\$818
TV/Video/Audio		93	\$1,119.78	\$1,106,342
Cable and Satellite Television Services		93	\$835.21	\$825,189
Televisions		96	\$105.36	\$104,092
Satellite Dishes		72	\$1.05	\$1,038
VCRs, Video Cameras, and DVD Players		91	\$7.36	\$7,268
Miscellaneous Video Equipment		78	\$6.01	\$5,940
Video Cassettes and DVDs		90	\$16.60	\$16,404
Video Game Hardware/Accessories		90	\$23.13	\$22,851
Video Game Software		86	\$11.81	\$11,671
Streaming/Downloaded Video		89	\$16.17	\$15,973
Rental of Video Cassettes and DVDs		86	\$13.99	\$13,822
Installation of Televisions		97	\$0.89	\$881
Audio (3)		96	\$78.22	\$77,281
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.98	\$3,933
Pets		90	\$480.41	\$474,646
Toys/Games/Crafts/Hobbies (4)		93	\$106.72	\$105,436
Recreational Vehicles and Fees (5)		92	\$98.50	\$97,314
Sports/Recreation/Exercise Equipment (6)		87	\$143.77	\$142,046
Photo Equipment and Supplies (7)		97	\$53.26	\$52,617
Reading (8)		99	\$129.65	\$128,090
Catered Affairs (9)		106	\$27.35	\$27,022
<b>Food</b>		92	\$7,442.10	\$7,352,798
Food at Home		92	\$4,588.45	\$4,533,390
Bakery and Cereal Products		94	\$630.97	\$623,396
Meats, Poultry, Fish, and Eggs		91	\$1,015.52	\$1,003,333
Dairy Products		93	\$495.74	\$489,794
Fruits and Vegetables		94	\$901.10	\$890,286
Snacks and Other Food at Home (10)		90	\$1,545.12	\$1,526,581
Food Away from Home		92	\$2,853.65	\$2,819,408
Alcoholic Beverages		99	\$507.03	\$500,941

**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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 06, 2016



# Retail Goods and Services Expenditures

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	104	\$7,807.95	\$7,714,259
Value of Retirement Plans	106	\$27,798.57	\$27,464,983
Value of Other Financial Assets	87	\$978.71	\$966,965
Vehicle Loan Amount excluding Interest	84	\$2,044.65	\$2,020,117
Value of Credit Card Debt	103	\$590.01	\$582,925
<b>Health</b>			
Nonprescription Drugs	90	\$112.26	\$110,910
Prescription Drugs	89	\$373.64	\$369,159
Eyeglasses and Contact Lenses	98	\$87.49	\$86,439
<b>Home</b>			
Mortgage Payment and Basics (11)	106	\$9,073.41	\$8,964,531
Maintenance and Remodeling Services	103	\$1,810.22	\$1,788,496
Maintenance and Remodeling Materials (12)	92	\$334.43	\$330,412
Utilities, Fuel, and Public Services	95	\$4,607.57	\$4,552,279
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	99	\$86.43	\$85,395
Furniture	95	\$468.78	\$463,159
Rugs	112	\$27.36	\$27,027
Major Appliances (14)	93	\$262.10	\$258,955
Housewares (15)	92	\$77.34	\$76,413
Small Appliances	99	\$46.64	\$46,080
Luggage	104	\$9.63	\$9,513
Telephones and Accessories	95	\$67.94	\$67,123
<b>Household Operations</b>			
Child Care	102	\$432.12	\$426,939
Lawn and Garden (16)	94	\$381.90	\$377,321
Moving/Storage/Freight Express	87	\$55.36	\$54,699
Housekeeping Supplies (17)	92	\$644.93	\$637,186
<b>Insurance</b>			
Owners and Renters Insurance	95	\$437.40	\$432,154
Vehicle Insurance	94	\$1,053.28	\$1,040,640
Life/Other Insurance	101	\$417.79	\$412,774
Health Insurance	96	\$3,247.98	\$3,209,006
Personal Care Products (18)	91	\$394.43	\$389,693
School Books and Supplies (19)	90	\$148.02	\$146,240
Smoking Products	85	\$349.73	\$345,532
<b>Transportation</b>			
Payments on Vehicles excluding Leases	87	\$1,808.08	\$1,786,386
Gasoline and Motor Oil	88	\$2,711.48	\$2,678,942
Vehicle Maintenance and Repairs	93	\$967.28	\$955,671
<b>Travel</b>			
Airline Fares	104	\$475.64	\$469,934
Lodging on Trips	102	\$472.36	\$466,691
Auto/Truck Rental on Trips	96	\$23.03	\$22,753
Food and Drink on Trips	100	\$437.27	\$432,019

**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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September 06, 2016

# Retail Goods and Services Expenditures

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	22.3%	Population	23,755	25,082
Metro Fusion (11C)	18.3%	Households	8,685	9,150
Front Porches (8E)	11.7%	Families	5,915	6,221
Up and Coming Families (7A)	10.2%	Median Age	34.7	34.8
Pleasantville (2B)	8.9%	Median Household Income	\$54,748	\$57,187
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		93	\$1,880.01	\$16,327,898
Men's		93	\$375.11	\$3,257,824
Women's		92	\$628.87	\$5,461,731
Children's		96	\$308.62	\$2,680,405
Footwear		94	\$403.25	\$3,502,227
Watches & Jewelry		93	\$95.97	\$833,480
Apparel Products and Services (1)		95	\$68.19	\$592,231
<b>Computer</b>				
Computers and Hardware for Home Use		96	\$165.66	\$1,438,759
Portable Memory		93	\$4.39	\$38,091
Computer Software		98	\$12.67	\$110,060
Computer Accessories		93	\$16.52	\$143,469
<b>Entertainment &amp; Recreation</b>		91	\$2,642.69	\$22,951,785
Fees and Admissions		95	\$546.67	\$4,747,791
Membership Fees for Clubs (2)		94	\$179.97	\$1,563,060
Fees for Participant Sports, excl. Trips		94	\$83.67	\$726,680
Tickets to Theatre/Operas/Concerts		95	\$49.90	\$433,420
Tickets to Movies/Museums/Parks		97	\$64.31	\$558,537
Admission to Sporting Events, excl. Trips		93	\$49.71	\$431,760
Fees for Recreational Lessons		96	\$118.33	\$1,027,684
Dating Services		112	\$0.77	\$6,650
TV/Video/Audio		91	\$1,095.19	\$9,511,765
Cable and Satellite Television Services		90	\$808.51	\$7,021,923
Televisions		94	\$102.91	\$893,741
Satellite Dishes		84	\$1.22	\$10,571
VCRs, Video Cameras, and DVD Players		95	\$7.66	\$66,539
Miscellaneous Video Equipment		88	\$6.76	\$58,735
Video Cassettes and DVDs		94	\$17.41	\$151,173
Video Game Hardware/Accessories		96	\$24.64	\$213,989
Video Game Software		98	\$13.44	\$116,763
Streaming/Downloaded Video		96	\$17.47	\$151,732
Rental of Video Cassettes and DVDs		95	\$15.51	\$134,701
Installation of Televisions		83	\$0.76	\$6,580
Audio (3)		92	\$75.00	\$651,352
Rental and Repair of TV/Radio/Sound Equipment		100	\$3.91	\$33,966
Pets		87	\$463.48	\$4,025,356
Toys/Games/Crafts/Hobbies (4)		92	\$104.97	\$911,655
Recreational Vehicles and Fees (5)		85	\$91.20	\$792,057
Sports/Recreation/Exercise Equipment (6)		90	\$148.64	\$1,290,949
Photo Equipment and Supplies (7)		92	\$50.57	\$439,231
Reading (8)		90	\$118.37	\$1,028,001
Catered Affairs (9)		91	\$23.60	\$204,981
<b>Food</b>		92	\$7,422.37	\$64,463,313
Food at Home		92	\$4,561.90	\$39,620,140
Bakery and Cereal Products		91	\$615.52	\$5,345,803
Meats, Poultry, Fish, and Eggs		92	\$1,019.49	\$8,854,272
Dairy Products		91	\$484.07	\$4,204,182
Fruits and Vegetables		93	\$885.91	\$7,694,149
Snacks and Other Food at Home (10)		91	\$1,556.91	\$13,521,734
Food Away from Home		92	\$2,860.47	\$24,843,173
Alcoholic Beverages		93	\$478.85	\$4,158,826

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# Retail Goods and Services Expenditures

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	86	\$6,480.45	\$56,282,684
Value of Retirement Plans	85	\$22,191.58	\$192,733,851
Value of Other Financial Assets	86	\$973.35	\$8,453,533
Vehicle Loan Amount excluding Interest	91	\$2,206.96	\$19,167,478
Value of Credit Card Debt	92	\$526.29	\$4,570,869
<b>Health</b>			
Nonprescription Drugs	88	\$109.17	\$948,151
Prescription Drugs	84	\$351.78	\$3,055,188
Eyeglasses and Contact Lenses	88	\$78.93	\$685,510
<b>Home</b>			
Mortgage Payment and Basics (11)	89	\$7,657.17	\$66,502,506
Maintenance and Remodeling Services	85	\$1,488.27	\$12,925,611
Maintenance and Remodeling Materials (12)	80	\$290.76	\$2,525,233
Utilities, Fuel, and Public Services	90	\$4,404.88	\$38,256,371
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	92	\$80.28	\$697,206
Furniture	93	\$457.44	\$3,972,880
Rugs	92	\$22.57	\$196,018
Major Appliances (14)	87	\$247.00	\$2,145,219
Housewares (15)	91	\$76.38	\$663,324
Small Appliances	94	\$44.07	\$382,777
Luggage	94	\$8.68	\$75,362
Telephones and Accessories	92	\$65.72	\$570,738
<b>Household Operations</b>			
Child Care	97	\$411.82	\$3,576,629
Lawn and Garden (16)	84	\$341.39	\$2,964,936
Moving/Storage/Freight Express	96	\$61.09	\$530,595
Housekeeping Supplies (17)	90	\$630.65	\$5,477,187
<b>Insurance</b>			
Owners and Renters Insurance	83	\$383.27	\$3,328,689
Vehicle Insurance	92	\$1,026.04	\$8,911,144
Life/Other Insurance	87	\$360.58	\$3,131,597
Health Insurance	88	\$2,981.28	\$25,892,436
Personal Care Products (18)	92	\$397.59	\$3,453,075
School Books and Supplies (19)	93	\$153.20	\$1,330,569
Smoking Products	86	\$354.35	\$3,077,496
<b>Transportation</b>			
Payments on Vehicles excluding Leases	90	\$1,865.16	\$16,198,881
Gasoline and Motor Oil	90	\$2,767.55	\$24,036,181
Vehicle Maintenance and Repairs	90	\$935.13	\$8,121,618
<b>Travel</b>			
Airline Fares	93	\$425.25	\$3,693,319
Lodging on Trips	89	\$414.32	\$3,598,388
Auto/Truck Rental on Trips	91	\$21.76	\$188,988
Food and Drink on Trips	90	\$395.47	\$3,434,657

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September 06, 2016

# Retail Goods and Services Expenditures

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Parks and Rec (5C)	12.5%	Population	41,705	44,733
Metro Fusion (11C)	10.2%	Households	15,613	16,721
Pleasantville (2B)	9.0%	Families	10,743	11,476
Comfortable Empty Nesters (5A)	8.7%	Median Age	37.1	37.8
Front Porches (8E)	6.5%	Median Household Income	\$64,513	\$74,548
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		105	\$2,119.10	\$33,085,493
Men's		106	\$423.51	\$6,612,207
Women's		104	\$715.76	\$11,175,166
Children's		106	\$340.18	\$5,311,267
Footwear		105	\$451.58	\$7,050,442
Watches & Jewelry		106	\$110.37	\$1,723,136
Apparel Products and Services (1)		108	\$77.71	\$1,213,276
<b>Computer</b>				
Computers and Hardware for Home Use		108	\$187.09	\$2,921,073
Portable Memory		106	\$4.99	\$77,902
Computer Software		110	\$14.17	\$221,250
Computer Accessories		107	\$18.95	\$295,905
<b>Entertainment &amp; Recreation</b>		104	\$3,034.09	\$47,371,307
Fees and Admissions		110	\$636.37	\$9,935,595
Membership Fees for Clubs (2)		110	\$209.60	\$3,272,407
Fees for Participant Sports, excl. Trips		111	\$98.90	\$1,544,183
Tickets to Theatre/Operas/Concerts		110	\$57.95	\$904,708
Tickets to Movies/Museums/Parks		110	\$72.91	\$1,138,415
Admission to Sporting Events, excl. Trips		109	\$57.83	\$902,912
Fees for Recreational Lessons		112	\$138.37	\$2,160,295
Dating Services		117	\$0.81	\$12,676
TV/Video/Audio		102	\$1,232.44	\$19,242,084
Cable and Satellite Television Services		101	\$909.93	\$14,206,783
Televisions		105	\$115.88	\$1,809,237
Satellite Dishes		99	\$1.44	\$22,461
VCRs, Video Cameras, and DVD Players		106	\$8.58	\$133,975
Miscellaneous Video Equipment		101	\$7.79	\$121,615
Video Cassettes and DVDs		104	\$19.30	\$301,339
Video Game Hardware/Accessories		105	\$26.89	\$419,843
Video Game Software		106	\$14.63	\$228,397
Streaming/Downloaded Video		107	\$19.49	\$304,287
Rental of Video Cassettes and DVDs		105	\$17.21	\$268,757
Installation of Televisions		102	\$0.94	\$14,632
Audio (3)		105	\$86.18	\$1,345,577
Rental and Repair of TV/Radio/Sound Equipment		106	\$4.17	\$65,181
Pets		101	\$541.32	\$8,451,633
Toys/Games/Crafts/Hobbies (4)		104	\$118.76	\$1,854,233
Recreational Vehicles and Fees (5)		103	\$110.28	\$1,721,751
Sports/Recreation/Exercise Equipment (6)		104	\$172.01	\$2,685,661
Photo Equipment and Supplies (7)		106	\$58.55	\$914,192
Reading (8)		104	\$136.43	\$2,130,009
Catered Affairs (9)		108	\$27.94	\$436,150
<b>Food</b>		104	\$8,365.13	\$130,604,707
Food at Home		103	\$5,125.84	\$80,029,699
Bakery and Cereal Products		102	\$691.19	\$10,791,608
Meats, Poultry, Fish, and Eggs		103	\$1,139.38	\$17,789,115
Dairy Products		102	\$543.52	\$8,485,916
Fruits and Vegetables		104	\$996.10	\$15,552,039
Snacks and Other Food at Home (10)		103	\$1,755.65	\$27,411,022
Food Away from Home		105	\$3,239.29	\$50,575,008
Alcoholic Beverages		106	\$543.67	\$8,488,313

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September 06, 2016

# Retail Goods and Services Expenditures

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	105	\$7,856.45	\$122,662,700
Value of Retirement Plans	103	\$27,024.27	\$421,929,904
Value of Other Financial Assets	102	\$1,147.79	\$17,920,492
Vehicle Loan Amount excluding Interest	103	\$2,509.60	\$39,182,323
Value of Credit Card Debt	105	\$602.42	\$9,405,611
<b>Health</b>			
Nonprescription Drugs	101	\$125.38	\$1,957,493
Prescription Drugs	98	\$409.31	\$6,390,493
Eyeglasses and Contact Lenses	102	\$91.38	\$1,426,781
<b>Home</b>			
Mortgage Payment and Basics (11)	107	\$9,142.79	\$142,746,324
Maintenance and Remodeling Services	103	\$1,805.91	\$28,195,676
Maintenance and Remodeling Materials (12)	98	\$354.04	\$5,527,637
Utilities, Fuel, and Public Services	102	\$4,979.83	\$77,750,046
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	105	\$91.62	\$1,430,412
Furniture	106	\$521.22	\$8,137,822
Rugs	108	\$26.36	\$411,577
Major Appliances (14)	103	\$290.70	\$4,538,705
Housewares (15)	105	\$87.61	\$1,367,826
Small Appliances	105	\$49.64	\$775,077
Luggage	109	\$10.09	\$157,532
Telephones and Accessories	104	\$73.78	\$1,151,918
<b>Household Operations</b>			
Child Care	110	\$465.76	\$7,271,874
Lawn and Garden (16)	101	\$410.92	\$6,415,729
Moving/Storage/Freight Express	107	\$67.98	\$1,061,438
Housekeeping Supplies (17)	102	\$719.53	\$11,234,051
<b>Insurance</b>			
Owners and Renters Insurance	99	\$457.42	\$7,141,652
Vehicle Insurance	104	\$1,160.86	\$18,124,466
Life/Other Insurance	103	\$426.55	\$6,659,801
Health Insurance	102	\$3,447.44	\$53,824,940
Personal Care Products (18)	104	\$451.68	\$7,052,154
School Books and Supplies (19)	105	\$172.99	\$2,700,934
Smoking Products	95	\$389.08	\$6,074,702
<b>Transportation</b>			
Payments on Vehicles excluding Leases	102	\$2,132.91	\$33,301,096
Gasoline and Motor Oil	102	\$3,127.13	\$48,823,896
Vehicle Maintenance and Repairs	103	\$1,069.93	\$16,704,767
<b>Travel</b>			
Airline Fares	109	\$496.02	\$7,744,347
Lodging on Trips	106	\$491.21	\$7,669,300
Auto/Truck Rental on Trips	107	\$25.70	\$401,305
Food and Drink on Trips	106	\$463.77	\$7,240,812

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September 06, 2016

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

**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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# Business Summary

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses:	150	1,067	1,534
Total Employees:	1,597	13,356	20,579
Total Residential Population:	2,606	23,755	41,705
Employee/Residential Population Ratio:	0.61:1	0.56:1	0.49:1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	1.3%	8	0.5%	12	1.1%	45	0.3%	19	1.2%	70	0.3%
Construction	15	10.0%	203	12.7%	88	8.2%	816	6.1%	133	8.7%	1,121	5.4%
Manufacturing	4	2.7%	17	1.1%	33	3.1%	874	6.5%	52	3.4%	1,949	9.5%
Transportation	9	6.0%	117	7.3%	38	3.6%	448	3.4%	52	3.4%	501	2.4%
Communication	1	0.7%	2	0.1%	12	1.1%	60	0.4%	16	1.0%	79	0.4%
Utility	0	0.0%	0	0.0%	5	0.5%	60	0.4%	7	0.5%	73	0.4%
Wholesale Trade	8	5.3%	215	13.5%	48	4.5%	2,353	17.6%	72	4.7%	3,117	15.1%
Retail Trade Summary	34	22.7%	558	34.9%	213	20.0%	2,868	21.5%	302	19.7%	4,196	20.4%
Home Improvement	2	1.3%	35	2.2%	14	1.3%	325	2.4%	18	1.2%	410	2.0%
General Merchandise Stores	1	0.7%	149	9.3%	6	0.6%	365	2.7%	7	0.5%	370	1.8%
Food Stores	4	2.7%	27	1.7%	28	2.6%	293	2.2%	40	2.6%	460	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	10	6.7%	95	5.9%	35	3.3%	303	2.3%	49	3.2%	400	1.9%
Apparel & Accessory Stores	0	0.0%	1	0.1%	3	0.3%	5	0.0%	6	0.4%	238	1.2%
Furniture & Home Furnishings	2	1.3%	18	1.1%	23	2.2%	128	1.0%	29	1.9%	223	1.1%
Eating & Drinking Places	6	4.0%	165	10.3%	53	5.0%	1,122	8.4%	82	5.3%	1,665	8.1%
Miscellaneous Retail	8	5.3%	68	4.3%	51	4.8%	327	2.4%	74	4.8%	431	2.1%
Finance, Insurance, Real Estate Summary	15	10.0%	53	3.3%	127	11.9%	466	3.5%	176	11.5%	603	2.9%
Banks, Savings & Lending Institutions	8	5.3%	23	1.4%	69	6.5%	200	1.5%	91	5.9%	239	1.2%
Securities Brokers	0	0.0%	1	0.1%	4	0.4%	16	0.1%	6	0.4%	24	0.1%
Insurance Carriers & Agents	2	1.3%	8	0.5%	12	1.1%	50	0.4%	17	1.1%	64	0.3%
Real Estate, Holding, Other Investment Offices	5	3.3%	20	1.3%	42	3.9%	199	1.5%	61	4.0%	276	1.3%
Services Summary	58	38.7%	395	24.7%	420	39.4%	4,178	31.3%	610	39.8%	7,531	36.6%
Hotels & Lodging	4	2.7%	34	2.1%	21	2.0%	267	2.0%	30	2.0%	429	2.1%
Automotive Services	16	10.7%	84	5.3%	53	5.0%	359	2.7%	65	4.2%	432	2.1%
Motion Pictures & Amusements	4	2.7%	13	0.8%	31	2.9%	188	1.4%	48	3.1%	383	1.9%
Health Services	2	1.3%	25	1.6%	45	4.2%	409	3.1%	76	5.0%	1,032	5.0%
Legal Services	1	0.7%	5	0.3%	2	0.2%	9	0.1%	3	0.2%	13	0.1%
Education Institutions & Libraries	1	0.7%	62	3.9%	20	1.9%	824	6.2%	27	1.8%	1,147	5.6%
Other Services	31	20.7%	171	10.7%	247	23.1%	2,122	15.9%	359	23.4%	4,094	19.9%
Government	1	0.7%	29	1.8%	34	3.2%	999	7.5%	39	2.5%	1,135	5.5%
Unclassified Establishments	3	2.0%	1	0.1%	38	3.6%	189	1.4%	58	3.8%	204	1.0%
Totals	150	100.0%	1,597	100.0%	1,067	100.0%	13,356	100.0%	1,534	100.0%	20,579	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

September 06, 2016



## Business Summary

834 Old Philadelphia Rd, Aberdeen, Maryland, 21001  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.49328  
Longitude: -76.17844

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	0.1%	2	0.2%	7	0.1%	2	0.1%	7	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	3	0.3%	53	0.4%	4	0.3%	65	0.3%
Construction	16	10.7%	204	12.8%	92	8.6%	836	6.3%	142	9.3%	1,153	5.6%
Manufacturing	3	2.0%	19	1.2%	35	3.3%	906	6.8%	55	3.6%	1,991	9.7%
Wholesale Trade	8	5.3%	214	13.4%	46	4.3%	2,348	17.6%	70	4.6%	3,112	15.1%
Retail Trade	27	18.0%	388	24.3%	151	14.2%	1,691	12.7%	204	13.3%	2,439	11.9%
Motor Vehicle & Parts Dealers	9	6.0%	92	5.8%	28	2.6%	285	2.1%	35	2.3%	355	1.7%
Furniture & Home Furnishings Stores	2	1.3%	18	1.1%	12	1.1%	73	0.5%	13	0.8%	81	0.4%
Electronics & Appliance Stores	1	0.7%	2	0.1%	10	0.9%	52	0.4%	15	1.0%	137	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.3%	35	2.2%	13	1.2%	324	2.4%	17	1.1%	409	2.0%
Food & Beverage Stores	3	2.0%	27	1.7%	24	2.2%	271	2.0%	34	2.2%	419	2.0%
Health & Personal Care Stores	2	1.3%	12	0.8%	17	1.6%	117	0.9%	22	1.4%	158	0.8%
Gasoline Stations	1	0.7%	3	0.2%	7	0.7%	18	0.1%	13	0.8%	45	0.2%
Clothing & Clothing Accessories Stores	1	0.7%	5	0.3%	7	0.7%	23	0.2%	11	0.7%	258	1.3%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	4	0.4%	24	0.2%	5	0.3%	25	0.1%
General Merchandise Stores	1	0.7%	149	9.3%	6	0.6%	365	2.7%	7	0.5%	370	1.8%
Miscellaneous Store Retailers	4	2.7%	43	2.7%	19	1.8%	131	1.0%	26	1.7%	156	0.8%
Nonstore Retailers	0	0.0%	2	0.1%	3	0.3%	9	0.1%	7	0.5%	27	0.1%
Transportation & Warehousing	7	4.7%	112	7.0%	30	2.8%	398	3.0%	40	2.6%	440	2.1%
Information	2	1.3%	5	0.3%	21	2.0%	320	2.4%	28	1.8%	533	2.6%
Finance & Insurance	11	7.3%	36	2.3%	87	8.2%	279	2.1%	118	7.7%	343	1.7%
Central Bank/Credit Intermediation & Related Activities	8	5.3%	23	1.4%	70	6.6%	201	1.5%	94	6.1%	244	1.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	1	0.1%	4	0.4%	16	0.1%	6	0.4%	24	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	2	1.3%	11	0.7%	13	1.2%	61	0.5%	18	1.2%	75	0.4%
Real Estate, Rental & Leasing	12	8.0%	52	3.3%	70	6.6%	392	2.9%	97	6.3%	509	2.5%
Professional, Scientific & Tech Services	9	6.0%	66	4.1%	79	7.4%	768	5.8%	123	8.0%	1,355	6.6%
Legal Services	1	0.7%	5	0.3%	4	0.4%	14	0.1%	6	0.4%	18	0.1%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	5	3.3%	24	1.5%	40	3.7%	268	2.0%	59	3.8%	462	2.2%
Educational Services	3	2.0%	65	4.1%	26	2.4%	723	5.4%	36	2.3%	1,031	5.0%
Health Care & Social Assistance	3	2.0%	34	2.1%	64	6.0%	836	6.3%	107	7.0%	2,022	9.8%
Arts, Entertainment & Recreation	1	0.7%	13	0.8%	17	1.6%	176	1.3%	31	2.0%	357	1.7%
Accommodation & Food Services	11	7.3%	201	12.6%	77	7.2%	1,408	10.5%	118	7.7%	2,133	10.4%
Accommodation	4	2.7%	34	2.1%	21	2.0%	267	2.0%	30	2.0%	429	2.1%
Food Services & Drinking Places	7	4.7%	167	10.5%	56	5.2%	1,141	8.5%	88	5.7%	1,705	8.3%
Other Services (except Public Administration)	30	20.0%	135	8.5%	153	14.3%	760	5.7%	202	13.2%	1,289	6.3%
Automotive Repair & Maintenance	12	8.0%	64	4.0%	40	3.7%	196	1.5%	46	3.0%	230	1.1%
Public Administration	1	0.7%	29	1.8%	34	3.2%	999	7.5%	39	2.5%	1,135	5.5%
Unclassified Establishments	3	2.0%	1	0.1%	38	3.6%	189	1.4%	58	3.8%	204	1.0%
Total	150	100.0%	1,597	100.0%	1,067	100.0%	13,356	100.0%	1,534	100.0%	20,579	100.0%

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