

## Market Profile

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	9,940	108,906	338,165
2020 Total Population	10,956	111,645	337,587
2020 Group Quarters	82	1,015	9,175
2022 Total Population	10,939	111,699	335,702
2022 Group Quarters	82	1,015	9,175
2027 Total Population	10,873	110,680	330,609
2022-2027 Annual Rate	-0.12%	-0.18%	-0.31%
2022 Total Daytime Population	19,408	109,261	312,243
Workers	14,133	53,449	132,002
Residents	5,275	55,812	180,241
<b>Household Summary</b>			
2010 Households	3,905	42,733	131,129
2010 Average Household Size	2.53	2.52	2.51
2020 Total Households	4,278	43,373	131,561
2020 Average Household Size	2.54	2.55	2.50
2022 Total Households	4,271	43,219	130,743
2022 Average Household Size	2.54	2.56	2.50
2027 Total Households	4,236	42,744	128,769
2027 Average Household Size	2.55	2.57	2.50
2022-2027 Annual Rate	-0.16%	-0.22%	-0.30%
2010 Families	2,429	27,362	82,141
2010 Average Family Size	3.14	3.12	3.15
2022 Families	2,537	26,771	79,526
2022 Average Family Size	3.25	3.24	3.21
2027 Families	2,509	26,440	78,223
2027 Average Family Size	3.25	3.25	3.21
2022-2027 Annual Rate	-0.22%	-0.25%	-0.33%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,074	43,279	141,492
Owner Occupied Housing Units	50.5%	57.1%	54.2%
Renter Occupied Housing Units	43.2%	37.8%	38.8%
Vacant Housing Units	6.4%	5.1%	7.1%
2010 Housing Units	4,221	45,490	144,462
Owner Occupied Housing Units	43.5%	54.9%	51.8%
Renter Occupied Housing Units	49.0%	39.1%	39.0%
Vacant Housing Units	7.5%	6.1%	9.2%
2020 Housing Units	4,523	46,040	144,664
Vacant Housing Units	5.4%	5.8%	9.1%
2022 Housing Units	4,532	45,974	144,240
Owner Occupied Housing Units	43.8%	56.6%	53.2%
Renter Occupied Housing Units	50.5%	37.4%	37.5%
Vacant Housing Units	5.8%	6.0%	9.4%
2027 Housing Units	4,548	46,090	144,608
Owner Occupied Housing Units	45.2%	57.2%	53.5%
Renter Occupied Housing Units	47.9%	35.6%	35.5%
Vacant Housing Units	6.9%	7.3%	11.0%
<b>Median Household Income</b>			
2022	\$70,371	\$71,035	\$65,909
2027	\$80,376	\$80,380	\$77,015
<b>Median Home Value</b>			
2022	\$238,710	\$265,085	\$272,177
2027	\$271,272	\$291,634	\$302,522
<b>Per Capita Income</b>			
2022	\$38,638	\$37,605	\$38,211
2027	\$44,285	\$43,286	\$44,487
<b>Median Age</b>			
2010	34.3	37.5	38.3
2022	36.4	39.3	39.9
2027	37.4	39.7	40.6

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	4,271	43,219	130,736
<\$15,000	7.2%	8.1%	10.9%
\$15,000 - \$24,999	6.3%	6.1%	7.2%
\$25,000 - \$34,999	5.0%	5.8%	7.8%
\$35,000 - \$49,999	12.6%	11.3%	11.6%
\$50,000 - \$74,999	21.8%	21.1%	17.4%
\$75,000 - \$99,999	12.6%	13.9%	12.2%
\$100,000 - \$149,999	20.9%	19.5%	16.6%
\$150,000 - \$199,999	5.2%	7.0%	7.5%
\$200,000+	8.4%	7.2%	8.8%
Average Household Income	\$98,466	\$96,862	\$97,695
<b>2027 Households by Income</b>			
Household Income Base	4,236	42,744	128,762
<\$15,000	6.2%	6.9%	9.6%
\$15,000 - \$24,999	5.4%	5.1%	6.1%
\$25,000 - \$34,999	5.4%	5.5%	7.2%
\$35,000 - \$49,999	10.4%	9.7%	10.0%
\$50,000 - \$74,999	19.3%	19.2%	15.9%
\$75,000 - \$99,999	12.5%	13.4%	12.0%
\$100,000 - \$149,999	23.9%	22.1%	18.8%
\$150,000 - \$199,999	6.3%	8.8%	9.3%
\$200,000+	10.6%	9.3%	11.1%
Average Household Income	\$113,046	\$111,722	\$113,756
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,984	26,036	76,665
<\$50,000	2.5%	2.6%	3.7%
\$50,000 - \$99,999	0.8%	0.6%	5.7%
\$100,000 - \$149,999	8.4%	5.5%	7.2%
\$150,000 - \$199,999	20.3%	15.8%	11.9%
\$200,000 - \$249,999	23.4%	18.7%	13.8%
\$250,000 - \$299,999	20.7%	22.5%	17.3%
\$300,000 - \$399,999	12.0%	18.5%	17.1%
\$400,000 - \$499,999	2.8%	6.4%	9.0%
\$500,000 - \$749,999	8.3%	7.8%	10.8%
\$750,000 - \$999,999	0.6%	0.8%	2.2%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.1%	0.3%	0.5%
Average Home Value	\$273,551	\$303,004	\$322,585
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,055	26,341	77,353
<\$50,000	2.1%	2.5%	3.8%
\$50,000 - \$99,999	0.4%	0.4%	4.5%
\$100,000 - \$149,999	4.9%	3.1%	4.6%
\$150,000 - \$199,999	13.2%	10.4%	8.1%
\$200,000 - \$249,999	20.0%	14.8%	11.2%
\$250,000 - \$299,999	22.2%	22.6%	17.4%
\$300,000 - \$399,999	16.6%	22.9%	19.9%
\$400,000 - \$499,999	4.6%	9.9%	11.6%
\$500,000 - \$749,999	14.4%	11.1%	14.4%
\$750,000 - \$999,999	1.0%	1.3%	2.9%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.2%	0.4%	0.6%
Average Home Value	\$323,735	\$341,845	\$362,806

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Age</b>			
Total	9,941	108,908	338,165
0 - 4	7.2%	6.5%	6.4%
5 - 9	6.6%	6.1%	6.0%
10 - 14	6.5%	6.5%	6.4%
15 - 24	14.9%	13.8%	14.7%
25 - 34	15.7%	13.8%	12.6%
35 - 44	13.7%	13.5%	12.3%
45 - 54	14.5%	14.8%	14.6%
55 - 64	11.2%	12.4%	12.3%
65 - 74	5.5%	6.8%	7.1%
75 - 84	3.0%	4.1%	5.0%
85 +	1.1%	1.7%	2.6%
18 +	75.4%	76.6%	76.9%
<b>2022 Population by Age</b>			
Total	10,938	111,700	335,702
0 - 4	6.3%	5.6%	5.6%
5 - 9	6.5%	5.9%	5.8%
10 - 14	6.4%	6.1%	6.0%
15 - 24	12.1%	11.7%	12.7%
25 - 34	16.7%	14.9%	13.6%
35 - 44	14.2%	12.9%	12.0%
45 - 54	11.5%	12.2%	11.5%
55 - 64	12.3%	12.9%	13.1%
65 - 74	8.8%	10.5%	10.7%
75 - 84	3.9%	5.2%	5.9%
85 +	1.4%	2.0%	3.0%
18 +	77.5%	78.8%	79.0%
<b>2027 Population by Age</b>			
Total	10,875	110,677	330,608
0 - 4	6.4%	5.7%	5.6%
5 - 9	6.1%	5.7%	5.6%
10 - 14	6.2%	5.9%	5.9%
15 - 24	12.1%	11.4%	12.3%
25 - 34	15.1%	14.3%	13.0%
35 - 44	15.7%	14.0%	13.1%
45 - 54	11.6%	11.7%	11.2%
55 - 64	11.2%	12.0%	11.9%
65 - 74	9.2%	10.6%	11.1%
75 - 84	5.0%	6.6%	7.2%
85 +	1.5%	2.2%	3.1%
18 +	77.6%	79.2%	79.4%
<b>2010 Population by Sex</b>			
Males	4,558	49,870	155,514
Females	5,382	59,037	182,650
<b>2022 Population by Sex</b>			
Males	5,059	51,572	155,025
Females	5,880	60,128	180,677
<b>2027 Population by Sex</b>			
Males	5,063	51,316	153,351
Females	5,810	59,364	177,258

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 28, 2023

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<b>2010 Population by Race/Ethnicity</b>			
Total	9,938	108,905	338,165
White Alone	12.0%	18.3%	26.6%
Black Alone	76.1%	72.4%	64.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.8%	4.6%	4.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.7%	1.9%	1.3%
Two or More Races	3.0%	2.5%	2.1%
Hispanic Origin	5.8%	4.2%	3.1%
Diversity Index	46.8	48.4	53.5
<b>2020 Population by Race/Ethnicity</b>			
Total	10,956	111,645	337,587
White Alone	7.5%	14.2%	23.9%
Black Alone	72.5%	68.5%	60.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	8.9%	7.7%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.4%	4.3%	3.1%
Two or More Races	5.2%	4.9%	4.7%
Hispanic Origin	8.2%	6.7%	5.2%
Diversity Index	53.7	56.3	60.8
<b>2022 Population by Race/Ethnicity</b>			
Total	10,938	111,699	335,702
White Alone	7.3%	13.8%	23.5%
Black Alone	72.2%	68.3%	60.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	8.9%	7.8%	7.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	4.6%	3.4%
Two or More Races	5.3%	5.0%	4.9%
Hispanic Origin	8.4%	6.9%	5.3%
Diversity Index	54.3	56.7	61.3
<b>2027 Population by Race/Ethnicity</b>			
Total	10,873	110,679	330,610
White Alone	6.5%	12.6%	22.5%
Black Alone	72.2%	68.3%	60.1%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	8.9%	8.0%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.5%	5.2%	4.0%
Two or More Races	5.6%	5.4%	5.4%
Hispanic Origin	8.6%	7.1%	5.6%
Diversity Index	54.5	57.1	62.3
<b>2010 Population by Relationship and Household Type</b>			
Total	9,940	108,907	338,165
In Households	99.5%	99.0%	97.3%
In Family Households	80.5%	81.4%	79.6%
Householder	24.6%	25.2%	24.3%
Spouse	12.2%	13.7%	13.4%
Child	33.2%	33.2%	32.9%
Other relative	6.8%	6.3%	6.0%
Nonrelative	3.8%	3.1%	3.0%
In Nonfamily Households	19.0%	17.6%	17.8%
In Group Quarters	0.5%	1.0%	2.7%
Institutionalized Population	0.0%	0.8%	1.2%
Noninstitutionalized Population	0.5%	0.2%	1.5%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,526	78,874	234,457
Less than 9th Grade	2.3%	3.1%	3.0%
9th - 12th Grade, No Diploma	7.3%	5.5%	6.1%
High School Graduate	31.2%	26.0%	25.0%
GED/Alternative Credential	2.1%	2.9%	3.3%
Some College, No Degree	18.4%	19.5%	19.0%
Associate Degree	7.8%	8.7%	7.5%
Bachelor's Degree	18.8%	20.7%	20.6%
Graduate/Professional Degree	12.1%	13.7%	15.5%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,845	91,990	277,059
Never Married	42.4%	42.0%	42.5%
Married	38.5%	39.5%	38.9%
Widowed	6.1%	6.7%	7.8%
Divorced	12.9%	11.8%	10.8%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,998	59,749	166,840
Population 16+ Employed	96.0%	95.2%	94.6%
Population 16+ Unemployment rate	4.0%	4.8%	5.4%
Population 16-24 Employed	10.8%	11.4%	12.6%
Population 16-24 Unemployment rate	15.0%	13.7%	10.9%
Population 25-54 Employed	67.0%	65.0%	62.2%
Population 25-54 Unemployment rate	2.0%	3.4%	4.6%
Population 55-64 Employed	16.0%	16.9%	17.1%
Population 55-64 Unemployment rate	4.5%	3.9%	3.7%
Population 65+ Employed	6.2%	6.8%	8.0%
Population 65+ Unemployment rate	2.2%	4.5%	5.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,760	56,857	157,892
Agriculture/Mining	0.8%	0.2%	0.1%
Construction	4.1%	4.5%	4.2%
Manufacturing	3.7%	3.4%	3.6%
Wholesale Trade	2.2%	1.6%	1.7%
Retail Trade	11.1%	9.3%	9.0%
Transportation/Utilities	9.4%	9.0%	7.7%
Information	1.7%	1.7%	1.5%
Finance/Insurance/Real Estate	8.3%	6.6%	6.2%
Services	46.9%	51.1%	54.8%
Public Administration	11.7%	12.8%	11.1%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,761	56,857	157,892
White Collar	60.2%	65.2%	65.3%
Management/Business/Financial	14.6%	15.1%	15.6%
Professional	25.6%	27.4%	29.0%
Sales	8.8%	8.4%	7.6%
Administrative Support	11.2%	14.2%	13.0%
Services	15.9%	17.1%	18.2%
Blue Collar	23.9%	17.7%	16.5%
Farming/Forestry/Fishing	0.6%	0.1%	0.1%
Construction/Extraction	2.6%	2.7%	2.7%
Installation/Maintenance/Repair	3.1%	2.7%	2.3%
Production	3.1%	3.0%	2.6%
Transportation/Material Moving	14.6%	9.1%	8.8%

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<b>2010 Households by Type</b>			
Total	3,906	42,732	131,129
Households with 1 Person	30.8%	29.5%	31.2%
Households with 2+ People	69.2%	70.5%	68.8%
Family Households	62.2%	64.0%	62.6%
Husband-wife Families	30.7%	34.8%	34.4%
With Related Children	14.8%	15.4%	15.0%
Other Family (No Spouse Present)	31.4%	29.2%	28.2%
Other Family with Male Householder	5.9%	5.6%	5.5%
With Related Children	3.0%	2.9%	2.7%
Other Family with Female Householder	25.5%	23.6%	22.8%
With Related Children	17.0%	14.9%	14.1%
Nonfamily Households	7.0%	6.5%	6.1%
All Households with Children	35.4%	33.9%	32.3%
Multigenerational Households	6.4%	6.8%	6.7%
Unmarried Partner Households	7.4%	6.8%	6.4%
Male-female	6.6%	6.1%	5.7%
Same-sex	0.8%	0.8%	0.7%
<b>2010 Households by Size</b>			
Total	3,907	42,734	131,130
1 Person Household	30.7%	29.5%	31.2%
2 Person Household	28.3%	30.2%	29.5%
3 Person Household	18.2%	18.1%	16.8%
4 Person Household	12.2%	11.8%	11.7%
5 Person Household	6.0%	5.9%	5.9%
6 Person Household	2.7%	2.6%	2.7%
7 + Person Household	1.9%	1.9%	2.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,905	42,733	131,129
Owner Occupied	47.0%	58.4%	57.1%
Owned with a Mortgage/Loan	40.1%	47.8%	43.7%
Owned Free and Clear	7.0%	10.6%	13.4%
Renter Occupied	53.0%	41.6%	42.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	126	115	103
Percent of Income for Mortgage	17.9%	19.7%	21.8%
Wealth Index	75	83	92
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,221	45,490	144,462
Housing Units Inside Urbanized Area	100.0%	99.7%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,940	108,906	338,165
Population Inside Urbanized Area	100.0%	99.6%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.4%	0.3%

**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>			
1.	Parks and Rec (5C)	Family Foundations (12A)	Family Foundations (12A)
2.	Bright Young Professionals (8C)	Parks and Rec (5C)	Parks and Rec (5C)
3.	Home Improvement (4B)	Bright Young Professionals (8C)	Modest Income Homes (12D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,774,087	\$97,276,910	\$296,855,330
Average Spent	\$2,288.48	\$2,250.79	\$2,270.53
Spending Potential Index	95	93	94
Education: Total \$	\$8,331,815	\$81,381,243	\$247,723,416
Average Spent	\$1,950.79	\$1,883.00	\$1,894.74
Spending Potential Index	99	96	97
Entertainment/Recreation: Total \$	\$14,506,886	\$144,150,792	\$439,772,890
Average Spent	\$3,396.60	\$3,335.36	\$3,363.64
Spending Potential Index	93	91	92
Food at Home: Total \$	\$24,854,479	\$247,891,186	\$757,634,782
Average Spent	\$5,819.36	\$5,735.70	\$5,794.84
Spending Potential Index	94	93	94
Food Away from Home: Total \$	\$17,337,897	\$172,472,642	\$525,158,735
Average Spent	\$4,059.45	\$3,990.67	\$4,016.73
Spending Potential Index	94	93	93
Health Care: Total \$	\$27,985,845	\$280,137,039	\$859,629,896
Average Spent	\$6,552.53	\$6,481.80	\$6,574.96
Spending Potential Index	92	91	93
HH Furnishings & Equipment: Total \$	\$10,268,011	\$101,678,504	\$309,252,098
Average Spent	\$2,404.12	\$2,352.63	\$2,365.34
Spending Potential Index	94	92	92
Personal Care Products & Services: Total \$	\$4,149,538	\$41,332,060	\$126,529,482
Average Spent	\$971.56	\$956.34	\$967.77
Spending Potential Index	95	94	95
Shelter: Total \$	\$93,380,098	\$929,407,704	\$2,838,224,290
Average Spent	\$21,863.76	\$21,504.61	\$21,708.42
Spending Potential Index	95	94	95
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,448,379	\$102,134,178	\$310,992,386
Average Spent	\$2,446.35	\$2,363.18	\$2,378.65
Spending Potential Index	90	87	88
Travel: Total \$	\$11,442,615	\$113,654,943	\$345,586,841
Average Spent	\$2,679.14	\$2,629.74	\$2,643.25
Spending Potential Index	93	92	92
Vehicle Maintenance & Repairs: Total \$	\$5,070,124	\$49,815,379	\$151,087,221
Average Spent	\$1,187.10	\$1,152.63	\$1,155.60
Spending Potential Index	94	92	92

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 28, 2023

# Retail Goods and Services Expenditures

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Parks and Rec (5C)	39.7%	Population	10,939	10,873
Bright Young Professionals (8C)	15.2%	Households	4,271	4,236
Home Improvement (4B)	13.9%	Families	2,537	2,509
Family Foundations (12A)	11.6%	Median Age	36.4	37.4
Metro Fusion (11C)	9.0%	Median Household Income	\$70,371	\$80,376
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
		95	\$2,288.48	\$9,774,087
Men's		95	\$437.89	\$1,870,246
Women's		95	\$793.04	\$3,387,074
Children's		95	\$335.65	\$1,433,550
Footwear		98	\$555.17	\$2,371,113
Watches & Jewelry		88	\$129.25	\$552,024
Apparel Products and Services (1)		94	\$56.22	\$240,095
<b>Computer</b>				
Computers and Hardware for Home Use		94	\$179.62	\$767,166
Portable Memory		91	\$4.51	\$19,247
Computer Software		98	\$10.69	\$45,675
Computer Accessories		98	\$20.01	\$85,483
<b>Entertainment &amp; Recreation</b>				
		93	\$3,396.60	\$14,506,886
Fees and Admissions		95	\$802.29	\$3,426,573
Membership Fees for Clubs (2)		95	\$269.63	\$1,151,598
Fees for Participant Sports, excl. Trips		96	\$125.59	\$536,394
Tickets to Theatre/Operas/Concerts		96	\$88.31	\$377,153
Tickets to Movies		97	\$61.47	\$262,548
Tickets to Parks or Museums		91	\$35.24	\$150,530
Admission to Sporting Events, excl. Trips		94	\$68.68	\$293,319
Fees for Recreational Lessons		95	\$151.99	\$649,159
Dating Services		100	\$1.37	\$5,871
TV/Video/Audio		94	\$1,255.25	\$5,361,176
Cable and Satellite Television Services		93	\$849.88	\$3,629,848
Televisions		98	\$124.41	\$531,376
Satellite Dishes		96	\$1.71	\$7,295
VCRs, Video Cameras, and DVD Players		95	\$5.30	\$22,631
Miscellaneous Video Equipment		103	\$18.18	\$77,665
Video Cassettes and DVDs		99	\$8.66	\$37,004
Video Game Hardware/Accessories		96	\$31.71	\$135,415
Video Game Software		101	\$18.38	\$78,510
Rental/Streaming/Downloaded Video		99	\$79.07	\$337,697
Installation of Televisions		90	\$0.76	\$3,265
Audio (3)		94	\$114.45	\$488,837
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.72	\$11,634
Pets		88	\$730.47	\$3,119,823
Toys/Games/Crafts/Hobbies (4)		95	\$125.32	\$535,257
Recreational Vehicles and Fees (5)		85	\$108.49	\$463,382
Sports/Recreation/Exercise Equipment (6)		89	\$182.77	\$780,631
Photo Equipment and Supplies (7)		95	\$49.34	\$210,728
Reading (8)		95	\$111.69	\$477,024
Catered Affairs (9)		94	\$31.27	\$133,539
<b>Food</b>				
		94	\$9,878.80	\$42,192,376
Food at Home		94	\$5,819.36	\$24,854,479
Bakery and Cereal Products		94	\$747.25	\$3,191,515
Meats, Poultry, Fish, and Eggs		94	\$1,255.87	\$5,363,817
Dairy Products		93	\$581.31	\$2,482,766
Fruits and Vegetables		94	\$1,135.52	\$4,849,814
Snacks and Other Food at Home (10)		94	\$2,099.41	\$8,966,567
Food Away from Home		94	\$4,059.45	\$17,337,897
Alcoholic Beverages		94	\$672.07	\$2,870,426

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	90	\$27,853.48	\$118,962,226
Value of Retirement Plans	92	\$104,848.77	\$447,809,115
Value of Other Financial Assets	87	\$8,544.34	\$36,492,882
Vehicle Loan Amount excluding Interest	97	\$3,152.37	\$13,463,774
Value of Credit Card Debt	96	\$3,009.72	\$12,854,504
<b>Health</b>			
Nonprescription Drugs	89	\$157.11	\$671,003
Prescription Drugs	89	\$339.18	\$1,448,644
Eyeglasses and Contact Lenses	92	\$101.22	\$432,315
<b>Home</b>			
Mortgage Payment and Basics (11)	91	\$11,062.74	\$47,248,980
Maintenance and Remodeling Services	89	\$2,911.84	\$12,436,466
Maintenance and Remodeling Materials (12)	84	\$589.99	\$2,519,863
Utilities, Fuel, and Public Services	94	\$5,332.76	\$22,776,217
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	95	\$109.52	\$467,763
Furniture	96	\$693.02	\$2,959,907
Rugs	91	\$32.55	\$139,034
Major Appliances (14)	92	\$395.75	\$1,690,231
Housewares (15)	93	\$92.97	\$397,067
Small Appliances	94	\$56.21	\$240,068
Luggage	96	\$18.29	\$78,108
Telephones and Accessories	96	\$108.85	\$464,898
<b>Household Operations</b>			
Child Care	97	\$582.19	\$2,486,535
Lawn and Garden (16)	89	\$505.30	\$2,158,155
Moving/Storage/Freight Express	94	\$75.76	\$323,575
Housekeeping Supplies (17)	93	\$826.99	\$3,532,076
<b>Insurance</b>			
Owners and Renters Insurance	89	\$634.43	\$2,709,666
Vehicle Insurance	96	\$2,024.44	\$8,646,375
Life/Other Insurance	91	\$620.42	\$2,649,806
Health Insurance	93	\$4,359.84	\$18,620,858
Personal Care Products (18)	94	\$532.55	\$2,274,536
School Books and Supplies (19)	94	\$139.61	\$596,286
Smoking Products	94	\$410.94	\$1,755,115
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,781.19	\$11,878,461
Gasoline and Motor Oil	93	\$2,552.93	\$10,903,560
Vehicle Maintenance and Repairs	94	\$1,187.10	\$5,070,124
<b>Travel</b>			
Airline Fares	94	\$671.71	\$2,868,856
Lodging on Trips	93	\$746.91	\$3,190,050
Auto/Truck Rental on Trips	94	\$58.93	\$251,705
Food and Drink on Trips	94	\$635.33	\$2,713,496

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 28, 2023

# Retail Goods and Services Expenditures

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Family Foundations (12A)	21.8%	Population	111,699	110,680
Parks and Rec (5C)	20.3%	Households	43,219	42,744
Bright Young Professionals (8C)	11.8%	Families	26,771	26,440
Enterprising Professionals (2D)	6.6%	Median Age	39.3	39.7
Metro Fusion (11C)	6.4%	Median Household Income	\$71,035	\$80,380
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		93	\$2,250.79	\$97,276,910
Men's		93	\$430.20	\$18,592,794
Women's		94	\$785.47	\$33,947,033
Children's		92	\$323.56	\$13,983,989
Footwear		95	\$542.59	\$23,450,032
Watches & Jewelry		89	\$130.33	\$5,632,691
Apparel Products and Services (1)		96	\$57.37	\$2,479,623
<b>Computer</b>				
Computers and Hardware for Home Use		92	\$175.71	\$7,594,055
Portable Memory		91	\$4.49	\$193,847
Computer Software		96	\$10.45	\$451,724
Computer Accessories		94	\$19.25	\$831,804
<b>Entertainment &amp; Recreation</b>		91	\$3,335.36	\$144,150,792
Fees and Admissions		93	\$781.29	\$33,766,377
Membership Fees for Clubs (2)		93	\$263.51	\$11,388,437
Fees for Participant Sports, excl. Trips		94	\$122.53	\$5,295,696
Tickets to Theatre/Operas/Concerts		95	\$86.80	\$3,751,337
Tickets to Movies		92	\$58.28	\$2,518,940
Tickets to Parks or Museums		89	\$34.32	\$1,483,160
Admission to Sporting Events, excl. Trips		92	\$67.25	\$2,906,692
Fees for Recreational Lessons		92	\$147.14	\$6,359,347
Dating Services		106	\$1.45	\$62,769
TV/Video/Audio		93	\$1,239.24	\$53,558,787
Cable and Satellite Television Services		93	\$850.10	\$36,740,421
Televisions		94	\$120.10	\$5,190,802
Satellite Dishes		89	\$1.59	\$68,875
VCRs, Video Cameras, and DVD Players		93	\$5.17	\$223,309
Miscellaneous Video Equipment		98	\$17.22	\$744,424
Video Cassettes and DVDs		93	\$8.13	\$351,217
Video Game Hardware/Accessories		93	\$30.68	\$1,325,968
Video Game Software		96	\$17.44	\$753,617
Rental/Streaming/Downloaded Video		93	\$74.53	\$3,221,187
Installation of Televisions		89	\$0.75	\$32,379
Audio (3)		91	\$110.65	\$4,782,345
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.87	\$124,244
Pets		87	\$722.16	\$31,210,879
Toys/Games/Crafts/Hobbies (4)		92	\$120.46	\$5,206,158
Recreational Vehicles and Fees (5)		86	\$109.77	\$4,744,298
Sports/Recreation/Exercise Equipment (6)		85	\$174.47	\$7,540,395
Photo Equipment and Supplies (7)		92	\$47.88	\$2,069,468
Reading (8)		93	\$109.25	\$4,721,557
Catered Affairs (9)		93	\$31.14	\$1,345,650
<b>Food</b>		93	\$9,726.37	\$420,363,828
Food at Home		93	\$5,735.70	\$247,891,186
Bakery and Cereal Products		93	\$736.81	\$31,843,990
Meats, Poultry, Fish, and Eggs		93	\$1,244.29	\$53,777,093
Dairy Products		92	\$572.09	\$24,725,326
Fruits and Vegetables		93	\$1,118.92	\$48,358,813
Snacks and Other Food at Home (10)		92	\$2,063.58	\$89,185,965
Food Away from Home		93	\$3,990.67	\$172,472,642
Alcoholic Beverages		94	\$669.81	\$28,948,461

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 28, 2023

# Retail Goods and Services Expenditures

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	91	\$28,106.02	\$1,214,714,240
Value of Retirement Plans	91	\$104,158.13	\$4,501,610,236
Value of Other Financial Assets	93	\$9,109.88	\$393,719,736
Vehicle Loan Amount excluding Interest	93	\$3,035.01	\$131,170,140
Value of Credit Card Debt	94	\$2,962.78	\$128,048,580
<b>Health</b>			
Nonprescription Drugs	89	\$156.01	\$6,742,411
Prescription Drugs	89	\$339.19	\$14,659,564
Eyeglasses and Contact Lenses	90	\$99.30	\$4,291,675
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$10,902.61	\$471,199,927
Maintenance and Remodeling Services	88	\$2,871.85	\$124,118,285
Maintenance and Remodeling Materials (12)	83	\$583.11	\$25,201,502
Utilities, Fuel, and Public Services	93	\$5,247.41	\$226,788,017
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	93	\$107.40	\$4,641,631
Furniture	93	\$673.90	\$29,125,166
Rugs	91	\$32.59	\$1,408,371
Major Appliances (14)	90	\$387.18	\$16,733,410
Housewares (15)	91	\$90.70	\$3,919,865
Small Appliances	92	\$55.16	\$2,384,113
Luggage	94	\$17.82	\$770,345
Telephones and Accessories	93	\$105.68	\$4,567,513
<b>Household Operations</b>			
Child Care	93	\$560.05	\$24,204,663
Lawn and Garden (16)	88	\$502.16	\$21,702,974
Moving/Storage/Freight Express	91	\$73.35	\$3,169,898
Housekeeping Supplies (17)	92	\$815.92	\$35,263,127
<b>Insurance</b>			
Owners and Renters Insurance	89	\$630.30	\$27,241,011
Vehicle Insurance	93	\$1,965.92	\$84,965,071
Life/Other Insurance	91	\$621.02	\$26,839,724
Health Insurance	92	\$4,321.57	\$186,773,827
Personal Care Products (18)	93	\$523.28	\$22,615,571
School Books and Supplies (19)	92	\$135.96	\$5,876,060
Smoking Products	93	\$406.07	\$17,549,887
<b>Transportation</b>			
Payments on Vehicles excluding Leases	91	\$2,689.40	\$116,233,298
Gasoline and Motor Oil	91	\$2,493.54	\$107,768,432
Vehicle Maintenance and Repairs	92	\$1,152.63	\$49,815,379
<b>Travel</b>			
Airline Fares	92	\$659.06	\$28,484,099
Lodging on Trips	91	\$735.88	\$31,804,017
Auto/Truck Rental on Trips	93	\$57.81	\$2,498,328
Food and Drink on Trips	92	\$623.43	\$26,943,851

**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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April 28, 2023

# Retail Goods and Services Expenditures

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Family Foundations (12A)	18.3%	Population	335,702	330,609
Parks and Rec (5C)	10.5%	Households	130,743	128,769
Modest Income Homes (12D)	9.9%	Families	79,526	78,223
Bright Young Professionals (8C)	7.7%	Median Age	39.9	40.6
Enterprising Professionals (2D)	6.7%	Median Household Income	\$65,909	\$77,015
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
		94	\$2,270.53	\$296,855,330
Men's		94	\$435.42	\$56,928,226
Women's		95	\$794.05	\$103,816,718
Children's		91	\$319.91	\$41,825,839
Footwear		96	\$546.31	\$71,426,658
Watches & Jewelry		92	\$134.34	\$17,564,388
Apparel Products and Services (1)		99	\$59.44	\$7,771,754
<b>Computer</b>				
Computers and Hardware for Home Use		92	\$176.38	\$23,059,827
Portable Memory		91	\$4.51	\$589,074
Computer Software		96	\$10.51	\$1,374,607
Computer Accessories		94	\$19.25	\$2,516,427
<b>Entertainment &amp; Recreation</b>				
		92	\$3,363.64	\$439,772,890
Fees and Admissions		93	\$781.94	\$102,232,847
Membership Fees for Clubs (2)		94	\$264.57	\$34,590,962
Fees for Participant Sports, excl. Trips		93	\$122.27	\$15,985,649
Tickets to Theatre/Operas/Concerts		96	\$88.00	\$11,505,941
Tickets to Movies		91	\$57.45	\$7,511,222
Tickets to Parks or Museums		88	\$34.00	\$4,445,407
Admission to Sporting Events, excl. Trips		92	\$67.53	\$8,829,511
Fees for Recreational Lessons		92	\$146.56	\$19,162,332
Dating Services		112	\$1.54	\$201,822
TV/Video/Audio		94	\$1,256.93	\$164,335,293
Cable and Satellite Television Services		95	\$869.47	\$113,677,559
Televisions		94	\$119.98	\$15,687,116
Satellite Dishes		88	\$1.57	\$205,282
VCRs, Video Cameras, and DVD Players		93	\$5.18	\$677,279
Miscellaneous Video Equipment		97	\$17.06	\$2,230,897
Video Cassettes and DVDs		92	\$8.03	\$1,050,269
Video Game Hardware/Accessories		93	\$30.72	\$4,016,446
Video Game Software		95	\$17.34	\$2,266,497
Rental/Streaming/Downloaded Video		92	\$73.19	\$9,568,864
Installation of Televisions		93	\$0.78	\$101,553
Audio (3)		91	\$110.49	\$14,445,821
Rental and Repair of TV/Radio/Sound Equipment		93	\$3.12	\$407,713
Pets		88	\$730.41	\$95,495,468
Toys/Games/Crafts/Hobbies (4)		91	\$119.85	\$15,670,062
Recreational Vehicles and Fees (5)		87	\$111.40	\$14,564,218
Sports/Recreation/Exercise Equipment (6)		84	\$172.94	\$22,610,814
Photo Equipment and Supplies (7)		92	\$47.90	\$6,262,682
Reading (8)		95	\$110.95	\$14,505,504
Catered Affairs (9)		95	\$31.64	\$4,136,829
<b>Food</b>				
		93	\$9,811.57	\$1,282,793,518
Food at Home		94	\$5,794.84	\$757,634,782
Bakery and Cereal Products		94	\$745.22	\$97,432,448
Meats, Poultry, Fish, and Eggs		94	\$1,260.58	\$164,811,724
Dairy Products		93	\$577.34	\$75,483,705
Fruits and Vegetables		94	\$1,129.87	\$147,722,687
Snacks and Other Food at Home (10)		93	\$2,081.83	\$272,184,219
Food Away from Home		93	\$4,016.73	\$525,158,735
Alcoholic Beverages		95	\$679.07	\$88,783,783

**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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April 28, 2023

# Retail Goods and Services Expenditures

6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.32089  
Longitude: -76.74823

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	93	\$28,876.35	\$3,775,380,955
Value of Retirement Plans	93	\$105,418.01	\$13,782,667,362
Value of Other Financial Assets	99	\$9,663.85	\$1,263,480,559
Vehicle Loan Amount excluding Interest	92	\$2,993.51	\$391,381,065
Value of Credit Card Debt	94	\$2,975.36	\$389,007,898
<b>Health</b>			
Nonprescription Drugs	90	\$158.39	\$20,707,967
Prescription Drugs	92	\$348.19	\$45,523,348
Eyeglasses and Contact Lenses	91	\$100.39	\$13,125,674
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$10,881.24	\$1,422,646,468
Maintenance and Remodeling Services	89	\$2,894.43	\$378,426,154
Maintenance and Remodeling Materials (12)	83	\$583.11	\$76,237,608
Utilities, Fuel, and Public Services	94	\$5,299.49	\$692,871,554
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	94	\$108.44	\$14,178,177
Furniture	93	\$675.08	\$88,261,829
Rugs	93	\$33.23	\$4,344,830
Major Appliances (14)	90	\$387.17	\$50,619,956
Housewares (15)	91	\$91.44	\$11,955,579
Small Appliances	93	\$55.50	\$7,256,710
Luggage	94	\$17.87	\$2,336,615
Telephones and Accessories	94	\$106.73	\$13,953,772
<b>Household Operations</b>			
Child Care	91	\$550.68	\$71,997,172
Lawn and Garden (16)	89	\$508.15	\$66,436,503
Moving/Storage/Freight Express	91	\$73.44	\$9,601,233
Housekeeping Supplies (17)	93	\$825.35	\$107,908,750
<b>Insurance</b>			
Owners and Renters Insurance	90	\$636.33	\$83,196,159
Vehicle Insurance	93	\$1,966.56	\$257,113,723
Life/Other Insurance	92	\$631.90	\$82,616,276
Health Insurance	93	\$4,383.86	\$573,159,507
Personal Care Products (18)	93	\$528.31	\$69,072,531
School Books and Supplies (19)	92	\$136.09	\$17,792,899
Smoking Products	96	\$416.94	\$54,512,210
<b>Transportation</b>			
Payments on Vehicles excluding Leases	90	\$2,666.26	\$348,594,920
Gasoline and Motor Oil	91	\$2,492.91	\$325,930,508
Vehicle Maintenance and Repairs	92	\$1,155.60	\$151,087,221
<b>Travel</b>			
Airline Fares	93	\$663.29	\$86,720,833
Lodging on Trips	92	\$740.54	\$96,820,811
Auto/Truck Rental on Trips	93	\$58.07	\$7,592,293
Food and Drink on Trips	92	\$626.42	\$81,899,551

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

April 28, 2023

- (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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

6715-6799 Edwards Ave  
6715-6799 Edwards Ave, Windsor Mill, Maryland, 21244  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 39.32085  
Longitude: -76.74822

Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				902		3,213		10,396				
Total Employees:				26,113		54,284		124,292				
Total Residential Population:				9,903		108,865		336,282				
Employee/Residential Population Ratio (per 100 Residents)				264		50		37				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	4	0.4%	83	0.3%	29	0.9%	211	0.4%	99	1.0%	639	0.5%
Construction	41	4.5%	602	2.3%	159	4.9%	1,322	2.4%	491	4.7%	3,701	3.0%
Manufacturing	23	2.5%	417	1.6%	44	1.4%	695	1.3%	125	1.2%	2,022	1.6%
Transportation	22	2.4%	105	0.4%	86	2.7%	596	1.1%	219	2.1%	1,493	1.2%
Communication	16	1.8%	322	1.2%	37	1.2%	557	1.0%	82	0.8%	847	0.7%
Utility	3	0.3%	32	0.1%	5	0.2%	63	0.1%	20	0.2%	146	0.1%
Wholesale Trade	34	3.8%	282	1.1%	70	2.2%	590	1.1%	192	1.8%	1,583	1.3%
Retail Trade Summary	227	25.2%	2,702	10.3%	677	21.1%	7,978	14.7%	1,980	19.0%	18,836	15.2%
Home Improvement	6	0.7%	39	0.1%	18	0.6%	487	0.9%	42	0.4%	822	0.7%
General Merchandise Stores	14	1.6%	340	1.3%	40	1.2%	836	1.5%	108	1.0%	1,915	1.5%
Food Stores	21	2.3%	263	1.0%	76	2.4%	1,220	2.2%	261	2.5%	2,992	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	22	2.4%	376	1.4%	73	2.3%	983	1.8%	223	2.1%	2,080	1.7%
Apparel & Accessory Stores	25	2.8%	211	0.8%	52	1.6%	402	0.7%	149	1.4%	926	0.7%
Furniture & Home Furnishings	12	1.3%	158	0.6%	53	1.6%	418	0.8%	116	1.1%	744	0.6%
Eating & Drinking Places	73	8.1%	914	3.5%	204	6.3%	2,560	4.7%	564	5.4%	6,496	5.2%
Miscellaneous Retail	55	6.1%	401	1.5%	161	5.0%	1,073	2.0%	515	5.0%	2,862	2.3%
Finance, Insurance, Real Estate Summary	79	8.8%	768	2.9%	291	9.1%	1,960	3.6%	1,069	10.3%	8,099	6.5%
Banks, Savings & Lending Institutions	15	1.7%	172	0.7%	38	1.2%	376	0.7%	138	1.3%	1,075	0.9%
Securities Brokers	3	0.3%	25	0.1%	26	0.8%	128	0.2%	120	1.2%	765	0.6%
Insurance Carriers & Agents	18	2.0%	103	0.4%	52	1.6%	316	0.6%	168	1.6%	1,049	0.8%
Real Estate, Holding, Other Investment Offices	42	4.7%	467	1.8%	175	5.4%	1,140	2.1%	644	6.2%	5,211	4.2%
Services Summary	339	37.6%	7,094	27.2%	1,389	43.2%	23,571	43.4%	4,498	43.3%	63,748	51.3%
Hotels & Lodging	8	0.9%	114	0.4%	18	0.6%	305	0.6%	33	0.3%	713	0.6%
Automotive Services	15	1.7%	70	0.3%	125	3.9%	609	1.1%	330	3.2%	1,565	1.3%
Motion Pictures & Amusements	18	2.0%	212	0.8%	69	2.1%	654	1.2%	204	2.0%	1,974	1.6%
Health Services	47	5.2%	820	3.1%	215	6.7%	4,719	8.7%	726	7.0%	14,551	11.7%
Legal Services	3	0.3%	11	0.0%	12	0.4%	46	0.1%	156	1.5%	882	0.7%
Education Institutions & Libraries	15	1.7%	715	2.7%	62	1.9%	2,337	4.3%	232	2.2%	8,833	7.1%
Other Services	232	25.7%	5,152	19.7%	888	27.6%	14,901	27.5%	2,818	27.1%	35,231	28.3%
Government	8	0.9%	13,559	51.9%	25	0.8%	16,497	30.4%	137	1.3%	22,360	18.0%
Unclassified Establishments	108	12.0%	146	0.6%	402	12.5%	243	0.4%	1,483	14.3%	817	0.7%
Totals	902	100.0%	26,113	100.0%	3,213	100.0%	54,284	100.0%	10,396	100.0%	124,292	100.0%

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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%	0	0.0%	3	0.1%	11	0.0%	10	0.1%	29	0.0%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	3	0.0%
Utilities	3	0.3%	31	0.1%	3	0.1%	32	0.1%	7	0.1%	57	0.0%
Construction	44	4.9%	617	2.4%	169	5.3%	1,396	2.6%	527	5.1%	4,082	3.3%
Manufacturing	25	2.8%	461	1.8%	54	1.7%	773	1.4%	159	1.5%	2,246	1.8%
Wholesale Trade	28	3.1%	247	0.9%	59	1.8%	537	1.0%	165	1.6%	1,465	1.2%
Retail Trade	151	16.7%	1,726	6.6%	459	14.3%	5,269	9.7%	1,362	13.1%	11,861	9.5%
Motor Vehicle & Parts Dealers	12	1.3%	331	1.3%	45	1.4%	822	1.5%	154	1.5%	1,760	1.4%
Furniture & Home Furnishings Stores	7	0.8%	21	0.1%	31	1.0%	210	0.4%	55	0.5%	304	0.2%
Electronics & Appliance Stores	4	0.4%	121	0.5%	12	0.4%	167	0.3%	45	0.4%	348	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	6	0.7%	39	0.1%	18	0.6%	487	0.9%	41	0.4%	813	0.7%
Food & Beverage Stores	16	1.8%	196	0.8%	66	2.1%	1,130	2.1%	252	2.4%	2,664	2.1%
Health & Personal Care Stores	20	2.2%	142	0.5%	57	1.8%	421	0.8%	170	1.6%	1,172	0.9%
Gasoline Stations	10	1.1%	44	0.2%	29	0.9%	160	0.3%	69	0.7%	320	0.3%
Clothing & Clothing Accessories Stores	35	3.9%	268	1.0%	68	2.1%	478	0.9%	191	1.8%	1,154	0.9%
Sport Goods, Hobby, Book, & Music Stores	5	0.6%	79	0.3%	18	0.6%	126	0.2%	57	0.5%	381	0.3%
General Merchandise Stores	14	1.6%	340	1.3%	40	1.2%	836	1.5%	108	1.0%	1,915	1.5%
Miscellaneous Store Retailers	13	1.4%	115	0.4%	44	1.4%	384	0.7%	142	1.4%	940	0.8%
Nonstore Retailers	9	1.0%	29	0.1%	31	1.0%	48	0.1%	75	0.7%	90	0.1%
Transportation & Warehousing	15	1.7%	92	0.4%	72	2.2%	741	1.4%	183	1.8%	1,536	1.2%
Information	26	2.9%	507	1.9%	61	1.9%	977	1.8%	165	1.6%	1,853	1.5%
Finance & Insurance	38	4.2%	351	1.3%	121	3.8%	876	1.6%	441	4.2%	2,974	2.4%
Central Bank/Credit Intermediation & Related Activities	15	1.7%	172	0.7%	40	1.2%	380	0.7%	146	1.4%	1,091	0.9%
Securities, Commodity Contracts & Other Financial	5	0.6%	75	0.3%	28	0.9%	179	0.3%	125	1.2%	823	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	18	2.0%	103	0.4%	53	1.6%	317	0.6%	170	1.6%	1,060	0.9%
Real Estate, Rental & Leasing	46	5.1%	413	1.6%	197	6.1%	1,095	2.0%	659	6.3%	5,075	4.1%
Professional, Scientific & Tech Services	61	6.8%	2,790	10.7%	222	6.9%	5,611	10.3%	821	7.9%	12,124	9.8%
Legal Services	5	0.6%	18	0.1%	18	0.6%	65	0.1%	189	1.8%	1,013	0.8%
Management of Companies & Enterprises	3	0.3%	20	0.1%	6	0.2%	42	0.1%	31	0.3%	240	0.2%
Administrative & Support & Waste Management & Remediation	40	4.4%	614	2.4%	142	4.4%	3,820	7.0%	455	4.4%	6,941	5.6%
Educational Services	19	2.1%	701	2.7%	82	2.6%	2,382	4.4%	275	2.6%	8,875	7.1%
Health Care & Social Assistance	72	8.0%	1,404	5.4%	347	10.8%	6,809	12.5%	1,146	11.0%	21,633	17.4%
Arts, Entertainment & Recreation	13	1.4%	156	0.6%	45	1.4%	360	0.7%	162	1.6%	1,748	1.4%
Accommodation & Food Services	86	9.5%	1,081	4.1%	233	7.3%	2,981	5.5%	626	6.0%	7,509	6.0%
Accommodation	8	0.9%	114	0.4%	18	0.6%	305	0.6%	33	0.3%	713	0.6%
Food Services & Drinking Places	78	8.6%	967	3.7%	215	6.7%	2,676	4.9%	593	5.7%	6,797	5.5%
Other Services (except Public Administration)	114	12.6%	1,197	4.6%	513	16.0%	3,830	7.1%	1,580	15.2%	10,879	8.8%
Automotive Repair & Maintenance	10	1.1%	46	0.2%	99	3.1%	488	0.9%	261	2.5%	1,259	1.0%
Public Administration	8	0.9%	13,559	51.9%	25	0.8%	16,497	30.4%	136	1.3%	22,345	18.0%
Unclassified Establishments	108	12.0%	146	0.6%	402	12.5%	243	0.4%	1,483	14.3%	817	0.7%
Total	902	100.0%	26,113	100.0%	3,213	100.0%	54,284	100.0%	10,396	100.0%	124,292	100.0%

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