

21001
21001, Aberdeen, Maryland
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.54382
Longitude: -76.16043

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	729	25,540	41,906
2020 Total Population	1,094	29,225	47,537
2020 Group Quarters	0	133	544
2023 Total Population	1,094	29,767	49,380
2023 Group Quarters	0	132	543
2028 Total Population	1,094	30,849	50,826
2023-2028 Annual Rate	0.00%	0.72%	0.58%
2023 Total Daytime Population	595	26,625	47,215
Workers	84	12,347	23,783
Residents	511	14,278	23,432
Household Summary			
2010 Households	257	9,781	16,253
2010 Average Household Size	2.83	2.60	2.50
2020 Total Households	383	11,513	19,283
2020 Average Household Size	2.86	2.53	2.44
2023 Total Households	391	11,852	20,185
2023 Average Household Size	2.80	2.50	2.42
2028 Total Households	396	12,481	21,062
2028 Average Household Size	2.76	2.46	2.39
2023-2028 Annual Rate	0.25%	1.04%	0.85%
2010 Families	193	6,848	10,929
2010 Average Family Size	3.24	3.08	3.03
2023 Families	288	8,127	13,317
2023 Average Family Size	3.26	3.03	2.99
2028 Families	294	8,559	13,878
2028 Average Family Size	3.21	2.98	2.95
2023-2028 Annual Rate	0.41%	1.04%	0.83%
Housing Unit Summary			
2000 Housing Units	319	9,141	16,167
Owner Occupied Housing Units	80.3%	62.3%	56.8%
Renter Occupied Housing Units	6.3%	31.1%	35.9%
Vacant Housing Units	13.5%	6.6%	7.3%
2010 Housing Units	287	10,574	18,144
Owner Occupied Housing Units	78.7%	64.8%	58.7%
Renter Occupied Housing Units	10.8%	27.7%	30.9%
Vacant Housing Units	10.5%	7.5%	10.4%
2020 Housing Units	432	12,287	20,990
Vacant Housing Units	11.3%	6.3%	8.1%
2023 Housing Units	441	12,612	21,927
Owner Occupied Housing Units	77.1%	67.3%	61.2%
Renter Occupied Housing Units	11.6%	26.7%	30.9%
Vacant Housing Units	11.3%	6.0%	7.9%
2028 Housing Units	444	13,215	22,753
Owner Occupied Housing Units	78.2%	67.9%	62.1%
Renter Occupied Housing Units	11.0%	26.6%	30.5%
Vacant Housing Units	10.8%	5.6%	7.4%
Median Household Income			
2023	\$108,814	\$84,058	\$84,241
2028	\$117,281	\$93,891	\$94,686
Median Home Value			
2023	\$324,176	\$322,863	\$335,714
2028	\$354,369	\$355,373	\$368,603
Per Capita Income			
2023	\$49,333	\$45,672	\$46,545
2028	\$56,030	\$52,225	\$52,913
Median Age			
2010	47.3	39.7	40.2
2023	50.1	42.1	42.1
2028	50.5	42.7	42.5

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	391	11,852	20,185
<\$15,000	10.2%	8.1%	8.7%
\$15,000 - \$24,999	1.3%	5.9%	5.4%
\$25,000 - \$34,999	4.9%	5.9%	6.4%
\$35,000 - \$49,999	5.9%	7.7%	8.3%
\$50,000 - \$74,999	9.2%	17.0%	16.1%
\$75,000 - \$99,999	11.5%	12.7%	11.9%
\$100,000 - \$149,999	27.1%	20.2%	20.6%
\$150,000 - \$199,999	16.4%	10.9%	11.0%
\$200,000+	13.8%	11.7%	11.7%
Average Household Income	\$130,873	\$114,476	\$114,255
2028 Households by Income			
Household Income Base	396	12,481	21,062
<\$15,000	9.1%	7.4%	8.0%
\$15,000 - \$24,999	1.0%	5.1%	4.7%
\$25,000 - \$34,999	3.8%	5.1%	5.5%
\$35,000 - \$49,999	5.1%	6.8%	7.2%
\$50,000 - \$74,999	7.8%	15.7%	15.0%
\$75,000 - \$99,999	10.4%	12.4%	11.6%
\$100,000 - \$149,999	27.8%	21.0%	21.5%
\$150,000 - \$199,999	19.4%	12.8%	12.9%
\$200,000+	15.7%	13.7%	13.5%
Average Household Income	\$146,620	\$128,825	\$128,072
2023 Owner Occupied Housing Units by Value			
Total	340	8,489	13,418
<\$50,000	3.2%	10.2%	7.8%
\$50,000 - \$99,999	6.5%	1.6%	1.2%
\$100,000 - \$149,999	0.3%	2.4%	2.1%
\$150,000 - \$199,999	0.3%	5.9%	5.5%
\$200,000 - \$249,999	11.2%	10.7%	11.2%
\$250,000 - \$299,999	22.1%	13.4%	13.5%
\$300,000 - \$399,999	26.8%	24.9%	24.2%
\$400,000 - \$499,999	18.8%	16.2%	16.3%
\$500,000 - \$749,999	10.6%	12.0%	13.6%
\$750,000 - \$999,999	0.0%	2.0%	2.7%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.2%	0.9%
Average Home Value	\$340,588	\$340,328	\$376,714
2028 Owner Occupied Housing Units by Value			
Total	347	8,971	14,128
<\$50,000	2.6%	9.6%	7.2%
\$50,000 - \$99,999	3.2%	0.8%	0.6%
\$100,000 - \$149,999	0.0%	1.2%	1.0%
\$150,000 - \$199,999	0.0%	3.4%	3.2%
\$200,000 - \$249,999	7.5%	7.8%	7.9%
\$250,000 - \$299,999	20.5%	12.2%	12.2%
\$300,000 - \$399,999	29.7%	27.1%	25.9%
\$400,000 - \$499,999	23.3%	19.9%	19.8%
\$500,000 - \$749,999	12.7%	14.6%	16.4%
\$750,000 - \$999,999	0.0%	2.6%	3.4%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.3%	1.1%
Average Home Value	\$369,003	\$373,420	\$412,935

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	726	25,539	41,905
0 - 4	4.1%	6.5%	6.1%
5 - 9	5.0%	6.5%	6.0%
10 - 14	5.2%	6.8%	6.4%
15 - 24	11.6%	12.7%	13.1%
25 - 34	9.1%	11.8%	12.2%
35 - 44	11.2%	12.7%	12.5%
45 - 54	18.5%	16.9%	16.5%
55 - 64	16.0%	13.0%	13.3%
65 - 74	10.1%	7.3%	7.5%
75 - 84	7.3%	4.4%	4.6%
85 +	2.5%	1.4%	1.7%
18 +	82.2%	76.0%	77.3%
2023 Population by Age			
Total	1,092	29,768	49,380
0 - 4	3.8%	5.5%	5.4%
5 - 9	4.4%	5.8%	5.7%
10 - 14	4.8%	6.1%	6.0%
15 - 24	8.6%	11.3%	11.0%
25 - 34	10.3%	12.8%	13.0%
35 - 44	11.7%	12.1%	12.4%
45 - 54	12.6%	12.3%	12.0%
55 - 64	16.9%	14.4%	14.1%
65 - 74	15.2%	12.0%	12.0%
75 - 84	8.4%	6.0%	6.1%
85 +	3.1%	1.9%	2.2%
18 +	84.0%	79.2%	79.5%
2028 Population by Age			
Total	1,097	30,847	50,826
0 - 4	3.8%	5.5%	5.5%
5 - 9	4.4%	5.6%	5.5%
10 - 14	4.9%	5.8%	5.8%
15 - 24	7.7%	10.6%	10.4%
25 - 34	8.7%	12.4%	12.7%
35 - 44	13.9%	13.1%	13.2%
45 - 54	12.4%	11.7%	11.6%
55 - 64	14.5%	12.8%	12.5%
65 - 74	16.1%	12.5%	12.5%
75 - 84	9.9%	7.8%	7.7%
85 +	3.6%	2.3%	2.6%
18 +	83.9%	79.8%	79.9%
2010 Population by Sex			
Males	349	12,276	20,701
Females	380	13,264	21,205
2023 Population by Sex			
Males	536	14,460	24,160
Females	558	15,307	25,220
2028 Population by Sex			
Males	538	14,941	24,807
Females	557	15,908	26,019

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	729	25,540	41,905
White Alone	80.8%	68.8%	71.5%
Black Alone	13.3%	22.3%	20.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.7%	2.7%	2.3%
Pacific Islander Alone	0.0%	0.3%	0.2%
Some Other Race Alone	0.7%	1.3%	1.3%
Two or More Races	2.2%	4.2%	3.9%
Hispanic Origin	2.3%	4.7%	4.7%
Diversity Index	35.9	52.1	49.5
2020 Population by Race/Ethnicity			
Total	1,094	29,225	47,537
White Alone	74.7%	61.3%	63.1%
Black Alone	13.3%	23.3%	22.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.4%	3.0%	2.7%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.7%	3.1%	2.7%
Two or More Races	7.3%	8.7%	8.7%
Hispanic Origin	4.0%	7.4%	7.0%
Diversity Index	46.3	62.0	60.3
2023 Population by Race/Ethnicity			
Total	1,094	29,767	49,382
White Alone	74.3%	60.1%	61.4%
Black Alone	13.6%	24.0%	23.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.4%	3.1%	2.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.7%	3.3%	2.9%
Two or More Races	7.4%	8.9%	9.0%
Hispanic Origin	4.1%	7.9%	7.5%
Diversity Index	46.8	63.3	62.1
2028 Population by Race/Ethnicity			
Total	1,095	30,849	50,825
White Alone	71.5%	57.1%	58.5%
Black Alone	14.9%	25.4%	24.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	2.6%	3.5%	3.2%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	1.9%	3.6%	3.1%
Two or More Races	8.5%	9.9%	10.0%
Hispanic Origin	4.6%	8.6%	8.3%
Diversity Index	50.5	66.0	64.8
2010 Population by Relationship and Household Type			
Total	728	25,540	41,905
In Households	100.0%	99.7%	97.0%
In Family Households	88.3%	85.3%	81.5%
Householder	29.0%	26.9%	25.9%
Spouse	23.8%	19.3%	18.6%
Child	28.0%	32.2%	30.5%
Other relative	5.2%	4.3%	4.0%
Nonrelative	2.3%	2.6%	2.6%
In Nonfamily Households	11.7%	14.4%	15.5%
In Group Quarters	0.0%	0.3%	3.0%
Institutionalized Population	0.0%	0.0%	0.9%
Noninstitutionalized Population	0.0%	0.3%	2.1%

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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2023 Population 25+ by Educational Attainment			
Total	858	21,256	35,505
Less than 9th Grade	1.4%	2.2%	2.0%
9th - 12th Grade, No Diploma	3.7%	7.3%	6.5%
High School Graduate	24.5%	21.4%	23.4%
GED/Alternative Credential	3.8%	4.4%	4.5%
Some College, No Degree	19.1%	19.3%	18.7%
Associate Degree	14.1%	11.3%	10.1%
Bachelor's Degree	20.3%	18.6%	19.6%
Graduate/Professional Degree	13.1%	15.6%	15.2%
2023 Population 15+ by Marital Status			
Total	951	24,613	40,915
Never Married	28.2%	30.9%	31.5%
Married	57.8%	52.7%	52.2%
Widowed	6.3%	6.3%	6.2%
Divorced	7.7%	10.1%	10.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	616	16,037	26,700
Population 16+ Employed	95.5%	96.7%	96.8%
Population 16+ Unemployment rate	4.5%	3.3%	3.2%
Population 16-24 Employed	8.7%	12.2%	12.3%
Population 16-24 Unemployment rate	13.6%	12.0%	10.4%
Population 25-54 Employed	56.6%	59.5%	59.9%
Population 25-54 Unemployment rate	2.1%	1.5%	1.8%
Population 55-64 Employed	21.9%	18.9%	18.5%
Population 55-64 Unemployment rate	3.7%	2.9%	2.6%
Population 65+ Employed	12.6%	9.3%	9.3%
Population 65+ Unemployment rate	10.8%	2.9%	3.0%
2023 Employed Population 16+ by Industry			
Total	588	15,508	25,852
Agriculture/Mining	0.0%	0.2%	0.3%
Construction	2.2%	5.3%	6.0%
Manufacturing	2.0%	6.9%	7.1%
Wholesale Trade	1.9%	1.1%	1.2%
Retail Trade	15.6%	13.1%	13.0%
Transportation/Utilities	8.2%	7.1%	6.4%
Information	1.5%	0.8%	0.8%
Finance/Insurance/Real Estate	1.7%	3.4%	3.9%
Services	54.1%	46.7%	47.1%
Public Administration	12.6%	15.4%	14.3%
2023 Employed Population 16+ by Occupation			
Total	589	15,508	25,850
White Collar	56.0%	65.0%	63.2%
Management/Business/Financial	19.2%	18.7%	18.0%
Professional	21.8%	25.8%	26.0%
Sales	3.1%	6.5%	6.4%
Administrative Support	11.9%	14.0%	12.8%
Services	21.4%	14.9%	14.6%
Blue Collar	22.8%	20.1%	22.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.9%	3.0%	3.7%
Installation/Maintenance/Repair	5.3%	3.3%	3.7%
Production	4.4%	4.4%	4.9%
Transportation/Material Moving	11.2%	9.3%	9.7%

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2010 Households by Type			
Total	257	9,782	16,252
Households with 1 Person	19.8%	24.2%	26.7%
Households with 2+ People	80.2%	75.8%	73.3%
Family Households	75.1%	70.0%	67.2%
Husband-wife Families	61.9%	50.1%	48.2%
With Related Children	19.8%	21.0%	19.8%
Other Family (No Spouse Present)	13.6%	19.9%	19.0%
Other Family with Male Householder	4.7%	5.0%	4.8%
With Related Children	2.3%	2.9%	2.9%
Other Family with Female Householder	8.9%	14.9%	14.2%
With Related Children	3.1%	9.4%	9.0%
Nonfamily Households	5.1%	5.8%	6.0%
All Households with Children	26.1%	34.0%	32.4%
Multigenerational Households	5.8%	5.0%	4.8%
Unmarried Partner Households	5.8%	7.0%	7.1%
Male-female	5.1%	6.3%	6.4%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	257	9,782	16,254
1 Person Household	19.8%	24.2%	26.7%
2 Person Household	40.5%	33.9%	33.6%
3 Person Household	17.1%	17.8%	16.9%
4 Person Household	13.6%	13.4%	12.9%
5 Person Household	4.7%	6.5%	6.1%
6 Person Household	1.9%	2.6%	2.4%
7 + Person Household	2.3%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	257	9,781	16,253
Owner Occupied	87.9%	70.0%	65.6%
Owned with a Mortgage/Loan	61.9%	53.3%	49.1%
Owned Free and Clear	26.1%	16.7%	16.5%
Renter Occupied	12.1%	30.0%	34.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	126	99	97
Percent of Income for Mortgage	17.9%	23.1%	23.9%
Wealth Index	152	125	117
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	287	10,574	18,144
Housing Units Inside Urbanized Area	64.8%	89.2%	85.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	35.2%	10.8%	14.1%
2010 Population By Urban/ Rural Status			
Total Population	729	25,540	41,906
Population Inside Urbanized Area	66.4%	89.2%	85.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	33.5%	10.8%	14.6%

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.

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Market Profile

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Top 3 Tapestry Segments			
1.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)	Parks and Rec (5C)
2.	Pleasantville (2B)	Workday Drive (4A)	Comfortable Empty Nesters (5A)
3.		Metro Fusion (11C)	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$1,011,298	\$27,732,378	\$47,280,491
Average Spent	\$2,586.44	\$2,339.89	\$2,342.36
Spending Potential Index	118	106	107
Education: Total \$	\$912,855	\$24,355,645	\$41,579,350
Average Spent	\$2,334.67	\$2,054.98	\$2,059.91
Spending Potential Index	130	115	115
Entertainment/Recreation: Total \$	\$1,786,141	\$47,226,812	\$80,459,441
Average Spent	\$4,568.14	\$3,984.71	\$3,986.10
Spending Potential Index	121	105	105
Food at Home: Total \$	\$3,125,107	\$85,215,616	\$145,368,517
Average Spent	\$7,992.60	\$7,189.98	\$7,201.81
Spending Potential Index	118	106	106
Food Away from Home: Total \$	\$1,684,853	\$46,503,714	\$79,279,931
Average Spent	\$4,309.09	\$3,923.70	\$3,927.67
Spending Potential Index	116	105	105
Health Care: Total \$	\$3,554,331	\$91,326,234	\$155,381,697
Average Spent	\$9,090.36	\$7,705.55	\$7,697.88
Spending Potential Index	124	105	105
HH Furnishings & Equipment: Total \$	\$1,405,469	\$37,348,783	\$63,439,265
Average Spent	\$3,594.55	\$3,151.26	\$3,142.89
Spending Potential Index	122	107	106
Personal Care Products & Services: Total \$	\$450,611	\$12,178,374	\$20,728,447
Average Spent	\$1,152.46	\$1,027.54	\$1,026.92
Spending Potential Index	121	107	107
Shelter: Total \$	\$11,531,573	\$315,243,053	\$537,307,009
Average Spent	\$29,492.51	\$26,598.30	\$26,619.12
Spending Potential Index	119	107	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,574,422	\$39,912,188	\$67,910,371
Average Spent	\$4,026.65	\$3,367.55	\$3,364.40
Spending Potential Index	129	108	108
Travel: Total \$	\$1,083,878	\$28,581,503	\$48,430,531
Average Spent	\$2,772.07	\$2,411.53	\$2,399.33
Spending Potential Index	123	107	107
Vehicle Maintenance & Repairs: Total \$	\$591,234	\$16,154,896	\$27,618,969
Average Spent	\$1,512.11	\$1,363.05	\$1,368.29
Spending Potential Index	115	104	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

21001
21001, Aberdeen, Maryland
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.54382
Longitude: -76.16043

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Comfortable Empty Nesters (5A)	77.7%	Population	1,094	1,094
Pleasantville (2B)	22.3%	Households	391	396
	0.0%	Families	288	294
	0.0%	Median Age	50.1	50.5
	0.0%	Median Household Income	\$108,814	\$117,281
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		118	\$2,586.44	\$1,011,298
Men's		117	\$478.41	\$187,058
Women's		120	\$893.23	\$349,254
Children's		111	\$368.51	\$144,087
Footwear		116	\$577.30	\$225,723
Watches & Jewelry		127	\$214.23	\$83,762
Apparel Products and Services (1)		123	\$54.77	\$21,415
Computer				
Computers and Hardware for Home Use		113	\$289.61	\$113,239
Portable Memory		117	\$5.40	\$2,110
Computer Software		111	\$16.10	\$6,295
Computer Accessories		119	\$29.68	\$11,603
Entertainment & Recreation		121	\$4,568.14	\$1,786,141
Fees and Admissions		131	\$934.79	\$365,502
Membership Fees for Clubs (2)		132	\$367.93	\$143,860
Fees for Participant Sports, excl. Trips		132	\$157.75	\$61,680
Tickets to Theatre/Operas/Concerts		137	\$74.50	\$29,128
Tickets to Movies		111	\$30.53	\$11,938
Tickets to Parks or Museums		119	\$32.98	\$12,896
Admission to Sporting Events, excl. Trips		144	\$84.04	\$32,859
Fees for Recreational Lessons		128	\$185.99	\$72,723
Dating Services		100	\$1.07	\$420
TV/Video/Audio		118	\$1,600.51	\$625,798
Cable and Satellite Television Services		122	\$1,053.01	\$411,728
Televisions		112	\$162.76	\$63,640
Satellite Dishes		98	\$1.68	\$658
VCRs, Video Cameras, and DVD Players		104	\$5.03	\$1,968
Miscellaneous Video Equipment		123	\$15.49	\$6,057
Video Cassettes and DVDs		108	\$7.08	\$2,767
Video Game Hardware/Accessories		101	\$40.73	\$15,924
Video Game Software		98	\$19.00	\$7,429
Rental/Streaming/Downloaded Video		106	\$131.26	\$51,321
Installation of Televisions		117	\$1.88	\$737
Audio (3)		118	\$159.92	\$62,529
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.65	\$1,038
Pets		118	\$1,089.54	\$426,011
Toys/Games/Crafts/Hobbies (4)		113	\$179.70	\$70,264
Recreational Vehicles and Fees (5)		133	\$199.35	\$77,945
Sports/Recreation/Exercise Equipment (6)		113	\$316.55	\$123,773
Photo Equipment and Supplies (7)		119	\$55.51	\$21,704
Reading (8)		125	\$158.06	\$61,800
Catered Affairs (9)		112	\$34.13	\$13,344
Food		117	\$12,301.69	\$4,809,960
Food at Home		118	\$7,992.60	\$3,125,107
Bakery and Cereal Products		119	\$1,048.84	\$410,096
Meats, Poultry, Fish, and Eggs		117	\$1,725.34	\$674,607
Dairy Products		118	\$776.48	\$303,603
Fruits and Vegetables		118	\$1,587.91	\$620,872
Snacks and Other Food at Home (10)		117	\$2,854.04	\$1,115,929
Food Away from Home		116	\$4,309.09	\$1,684,853
Alcoholic Beverages		126	\$852.71	\$333,408

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

21001
21001, Aberdeen, Maryland
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.54382
Longitude: -76.16043

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	148	\$58,225.96	\$22,766,352
Value of Retirement Plans	145	\$205,843.20	\$80,484,692
Value of Other Financial Assets	135	\$11,518.59	\$4,503,767
Vehicle Loan Amount excluding Interest	110	\$3,987.91	\$1,559,272
Value of Credit Card Debt	124	\$3,909.27	\$1,528,526
Health			
Nonprescription Drugs	118	\$201.93	\$78,954
Prescription Drugs	124	\$457.88	\$179,031
Eyeglasses and Contact Lenses	124	\$137.89	\$53,915
Home			
Mortgage Payment and Basics (11)	138	\$17,798.14	\$6,959,074
Maintenance and Remodeling Services	136	\$5,180.06	\$2,025,404
Maintenance and Remodeling Materials (12)	127	\$996.28	\$389,544
Utilities, Fuel, and Public Services	118	\$6,859.05	\$2,681,887
Household Furnishings and Equipment			
Household Textiles (13)	117	\$143.23	\$56,003
Furniture	116	\$960.58	\$375,587
Rugs	131	\$54.47	\$21,296
Major Appliances (14)	123	\$651.44	\$254,714
Housewares (15)	120	\$128.67	\$50,309
Small Appliances	109	\$78.99	\$30,885
Luggage	115	\$16.48	\$6,442
Telephones and Accessories	116	\$124.36	\$48,625
Household Operations			
Child Care	121	\$625.48	\$244,563
Lawn and Garden (16)	132	\$887.46	\$346,997
Moving/Storage/Freight Express	107	\$95.63	\$37,390
Housekeeping Supplies (17)	120	\$1,119.33	\$437,659
Insurance			
Owners and Renters Insurance	131	\$1,019.77	\$398,730
Vehicle Insurance	112	\$2,432.88	\$951,255
Life/Other Insurance	133	\$919.66	\$359,586
Health Insurance	124	\$6,121.52	\$2,393,514
Personal Care Products (18)	118	\$650.21	\$254,232
School Books and Supplies (19)	111	\$148.68	\$58,135
Smoking Products	102	\$441.07	\$172,460
Transportation			
Payments on Vehicles excluding Leases	114	\$3,441.23	\$1,345,521
Gasoline and Motor Oil	110	\$2,797.10	\$1,093,668
Vehicle Maintenance and Repairs	115	\$1,512.11	\$591,234
Travel			
Airline Fares	121	\$564.62	\$220,766
Lodging on Trips	127	\$913.89	\$357,331
Auto/Truck Rental on Trips	123	\$97.47	\$38,110
Food and Drink on Trips	122	\$681.71	\$266,549

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21001
21001, Aberdeen, Maryland
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.54382
Longitude: -76.16043

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Comfortable Empty Nesters (5A)	19.3%	Population	29,767	30,849
Workday Drive (4A)	14.2%	Households	11,852	12,481
Metro Fusion (11C)	13.8%	Families	8,127	8,559
Pleasantville (2B)	13.3%	Median Age	42.1	42.7
Parks and Rec (5C)	11.1%	Median Household Income	\$84,058	\$93,891
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		106	\$2,339.89	\$27,732,378
Men's		106	\$434.14	\$5,145,482
Women's		106	\$794.40	\$9,415,198
Children's		106	\$351.36	\$4,164,273
Footwear		107	\$531.27	\$6,296,598
Watches & Jewelry		107	\$181.02	\$2,145,416
Apparel Products and Services (1)		107	\$47.71	\$565,410
Computer				
Computers and Hardware for Home Use		107	\$274.02	\$3,247,734
Portable Memory		107	\$4.90	\$58,032
Computer Software		108	\$15.59	\$184,763
Computer Accessories		107	\$26.70	\$316,491
Entertainment & Recreation		105	\$3,984.71	\$47,226,812
Fees and Admissions		112	\$797.58	\$9,452,973
Membership Fees for Clubs (2)		111	\$308.63	\$3,657,855
Fees for Participant Sports, excl. Trips		113	\$135.38	\$1,604,505
Tickets to Theatre/Operas/Concerts		113	\$61.70	\$731,241
Tickets to Movies		107	\$29.58	\$350,598
Tickets to Parks or Museums		106	\$29.55	\$350,282
Admission to Sporting Events, excl. Trips		114	\$66.36	\$786,534
Fees for Recreational Lessons		114	\$165.28	\$1,958,897
Dating Services		103	\$1.10	\$13,060
TV/Video/Audio		104	\$1,411.46	\$16,728,583
Cable and Satellite Television Services		104	\$894.54	\$10,602,141
Televisions		104	\$151.25	\$1,792,652
Satellite Dishes		94	\$1.60	\$18,939
VCRs, Video Cameras, and DVD Players		102	\$4.91	\$58,197
Miscellaneous Video Equipment		116	\$14.67	\$173,911
Video Cassettes and DVDs		106	\$6.94	\$82,231
Video Game Hardware/Accessories		103	\$41.25	\$488,880
Video Game Software		104	\$20.17	\$239,100
Rental/Streaming/Downloaded Video		103	\$127.69	\$1,513,411
Installation of Televisions		112	\$1.80	\$21,353
Audio (3)		107	\$144.01	\$1,706,756
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.62	\$31,011
Pets		102	\$936.97	\$11,104,939
Toys/Games/Crafts/Hobbies (4)		105	\$166.66	\$1,975,208
Recreational Vehicles and Fees (5)		104	\$157.00	\$1,860,787
Sports/Recreation/Exercise Equipment (6)		105	\$293.69	\$3,480,806
Photo Equipment and Supplies (7)		109	\$50.75	\$601,527
Reading (8)		109	\$137.96	\$1,635,110
Catered Affairs (9)		107	\$32.64	\$386,878
Food		106	\$11,113.68	\$131,719,330
Food at Home		106	\$7,189.98	\$85,215,616
Bakery and Cereal Products		106	\$936.12	\$11,094,913
Meats, Poultry, Fish, and Eggs		106	\$1,555.29	\$18,433,277
Dairy Products		106	\$697.31	\$8,264,570
Fruits and Vegetables		107	\$1,430.02	\$16,948,592
Snacks and Other Food at Home (10)		105	\$2,571.23	\$30,474,265
Food Away from Home		105	\$3,923.70	\$46,503,714
Alcoholic Beverages		109	\$734.43	\$8,704,433

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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

21001
21001, Aberdeen, Maryland
Ring: 3 mile radius

Prepared by Esri
Latitude: 39.54382
Longitude: -76.16043

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	116	\$45,501.54	\$539,284,254
Value of Retirement Plans	114	\$160,831.42	\$1,906,174,005
Value of Other Financial Assets	109	\$9,310.01	\$110,342,271
Vehicle Loan Amount excluding Interest	102	\$3,696.31	\$43,808,639
Value of Credit Card Debt	108	\$3,409.10	\$40,404,702
Health			
Nonprescription Drugs	102	\$173.90	\$2,061,082
Prescription Drugs	102	\$376.11	\$4,457,663
Eyeglasses and Contact Lenses	106	\$117.79	\$1,396,101
Home			
Mortgage Payment and Basics (11)	111	\$14,308.67	\$169,586,300
Maintenance and Remodeling Services	108	\$4,116.55	\$48,789,334
Maintenance and Remodeling Materials (12)	101	\$792.33	\$9,390,682
Utilities, Fuel, and Public Services	104	\$6,047.27	\$71,672,291
Household Furnishings and Equipment			
Household Textiles (13)	106	\$130.08	\$1,541,693
Furniture	105	\$869.59	\$10,306,388
Rugs	109	\$45.44	\$538,601
Major Appliances (14)	104	\$552.06	\$6,543,051
Housewares (15)	107	\$114.62	\$1,358,443
Small Appliances	104	\$75.26	\$892,027
Luggage	107	\$15.30	\$181,378
Telephones and Accessories	106	\$113.49	\$1,345,103
Household Operations			
Child Care	110	\$570.87	\$6,765,917
Lawn and Garden (16)	106	\$711.29	\$8,430,167
Moving/Storage/Freight Express	105	\$93.73	\$1,110,836
Housekeeping Supplies (17)	105	\$981.39	\$11,631,421
Insurance			
Owners and Renters Insurance	104	\$815.02	\$9,659,567
Vehicle Insurance	103	\$2,238.57	\$26,531,576
Life/Other Insurance	108	\$746.87	\$8,851,920
Health Insurance	105	\$5,181.49	\$61,410,992
Personal Care Products (18)	106	\$585.88	\$6,943,811
School Books and Supplies (19)	104	\$139.99	\$1,659,103
Smoking Products	97	\$419.33	\$4,969,937
Transportation			
Payments on Vehicles excluding Leases	103	\$3,099.47	\$36,734,932
Gasoline and Motor Oil	102	\$2,578.27	\$30,557,692
Vehicle Maintenance and Repairs	104	\$1,363.05	\$16,154,896
Travel			
Airline Fares	108	\$504.07	\$5,974,208
Lodging on Trips	108	\$776.98	\$9,208,760
Auto/Truck Rental on Trips	108	\$85.54	\$1,013,813
Food and Drink on Trips	107	\$599.32	\$7,103,083

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21001
 21001, Aberdeen, Maryland
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.54382
 Longitude: -76.16043

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	18.4%	Population	49,380	50,826
Comfortable Empty Nesters (5A)	12.2%	Households	20,185	21,062
Workday Drive (4A)	10.0%	Families	13,317	13,878
Golden Years (9B)	8.4%	Median Age	42.1	42.5
Pleasantville (2B)	8.1%	Median Household Income	\$84,241	\$94,686
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		107	\$2,342.36	\$47,280,491
Men's		106	\$434.44	\$8,769,133
Women's		106	\$793.35	\$16,013,721
Children's		106	\$353.12	\$7,127,753
Footwear		107	\$533.74	\$10,773,632
Watches & Jewelry		107	\$180.00	\$3,633,265
Apparel Products and Services (1)		107	\$47.71	\$962,986
Computer				
Computers and Hardware for Home Use		108	\$275.20	\$5,554,896
Portable Memory		108	\$4.95	\$99,859
Computer Software		109	\$15.78	\$318,499
Computer Accessories		107	\$26.72	\$539,439
Entertainment & Recreation		105	\$3,986.10	\$80,459,441
Fees and Admissions		112	\$794.42	\$16,035,281
Membership Fees for Clubs (2)		110	\$306.96	\$6,196,043
Fees for Participant Sports, excl. Trips		113	\$134.76	\$2,720,037
Tickets to Theatre/Operas/Concerts		113	\$61.43	\$1,239,928
Tickets to Movies		108	\$29.80	\$601,567
Tickets to Parks or Museums		106	\$29.45	\$594,458
Admission to Sporting Events, excl. Trips		112	\$65.39	\$1,319,837
Fees for Recreational Lessons		114	\$165.47	\$3,340,065
Dating Services		108	\$1.16	\$23,346
TV/Video/Audio		104	\$1,415.06	\$28,562,933
Cable and Satellite Television Services		104	\$894.97	\$18,064,973
Televisions		104	\$151.44	\$3,056,862
Satellite Dishes		94	\$1.60	\$32,273
VCRs, Video Cameras, and DVD Players		102	\$4.94	\$99,630
Miscellaneous Video Equipment		119	\$15.06	\$303,966
Video Cassettes and DVDs		108	\$7.06	\$142,425
Video Game Hardware/Accessories		104	\$41.86	\$845,025
Video Game Software		107	\$20.65	\$416,891
Rental/Streaming/Downloaded Video		105	\$128.96	\$2,603,039
Installation of Televisions		112	\$1.80	\$36,344
Audio (3)		107	\$144.04	\$2,907,545
Rental and Repair of TV/Radio/Sound Equipment		96	\$2.67	\$53,960
Pets		101	\$935.46	\$18,882,323
Toys/Games/Crafts/Hobbies (4)		106	\$167.98	\$3,390,584
Recreational Vehicles and Fees (5)		103	\$154.20	\$3,112,562
Sports/Recreation/Exercise Equipment (6)		105	\$296.20	\$5,978,794
Photo Equipment and Supplies (7)		110	\$51.34	\$1,036,322
Reading (8)		109	\$138.07	\$2,786,964
Catered Affairs (9)		110	\$33.38	\$673,679
Food		106	\$11,129.47	\$224,648,449
Food at Home		106	\$7,201.81	\$145,368,517
Bakery and Cereal Products		107	\$938.61	\$18,945,795
Meats, Poultry, Fish, and Eggs		106	\$1,555.89	\$31,405,550
Dairy Products		106	\$699.42	\$14,117,777
Fruits and Vegetables		107	\$1,432.29	\$28,910,815
Snacks and Other Food at Home (10)		105	\$2,575.60	\$51,988,581
Food Away from Home		105	\$3,927.67	\$79,279,931
Alcoholic Beverages		108	\$728.75	\$14,709,761

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Ring: 5 mile radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	114	\$44,881.30	\$905,929,101
Value of Retirement Plans	112	\$158,304.83	\$3,195,383,044
Value of Other Financial Assets	107	\$9,154.45	\$184,782,515
Vehicle Loan Amount excluding Interest	102	\$3,706.19	\$74,809,433
Value of Credit Card Debt	108	\$3,412.43	\$68,879,924
Health			
Nonprescription Drugs	102	\$173.51	\$3,502,389
Prescription Drugs	102	\$376.00	\$7,589,494
Eyeglasses and Contact Lenses	106	\$118.15	\$2,384,768
Home			
Mortgage Payment and Basics (11)	109	\$14,093.97	\$284,486,700
Maintenance and Remodeling Services	107	\$4,046.17	\$81,671,943
Maintenance and Remodeling Materials (12)	100	\$782.16	\$15,787,804
Utilities, Fuel, and Public Services	104	\$6,057.52	\$122,271,114
Household Furnishings and Equipment			
Household Textiles (13)	107	\$130.49	\$2,634,011
Furniture	105	\$869.09	\$17,542,569
Rugs	108	\$45.13	\$910,939
Major Appliances (14)	104	\$549.57	\$11,093,025
Housewares (15)	106	\$114.12	\$2,303,564
Small Appliances	104	\$75.88	\$1,531,611
Luggage	107	\$15.35	\$309,740
Telephones and Accessories	107	\$114.81	\$2,317,450
Household Operations			
Child Care	110	\$569.89	\$11,503,210
Lawn and Garden (16)	105	\$703.42	\$14,198,620
Moving/Storage/Freight Express	106	\$94.80	\$1,913,541
Housekeeping Supplies (17)	105	\$979.96	\$19,780,408
Insurance			
Owners and Renters Insurance	103	\$805.84	\$16,265,854
Vehicle Insurance	104	\$2,247.22	\$45,360,082
Life/Other Insurance	107	\$740.28	\$14,942,510
Health Insurance	105	\$5,172.98	\$104,416,568
Personal Care Products (18)	106	\$585.99	\$11,828,119
School Books and Supplies (19)	105	\$140.30	\$2,831,857
Smoking Products	99	\$429.65	\$8,672,411
Transportation			
Payments on Vehicles excluding Leases	103	\$3,102.48	\$62,623,604
Gasoline and Motor Oil	102	\$2,584.58	\$52,169,682
Vehicle Maintenance and Repairs	104	\$1,368.29	\$27,618,969
Travel			
Airline Fares	108	\$502.40	\$10,141,031
Lodging on Trips	107	\$771.24	\$15,567,514
Auto/Truck Rental on Trips	107	\$85.08	\$1,717,255
Food and Drink on Trips	107	\$597.67	\$12,064,037

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21001, Aberdeen, Maryland
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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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

21001
 21001, Aberdeen, Maryland
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.54382
 Longitude: -76.16043

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	12		841		1,656							
Total Employees:	47		9,525		19,118							
Total Residential Population:	1,094		29,767		49,380							
Employee/Residential Population Ratio (per 100 Residents)	4		32		39							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	8.3%	3	6.4%	17	2.0%	109	1.1%	29	1.8%	176	0.9%
Construction	1	8.3%	3	6.4%	44	5.2%	531	5.6%	108	6.5%	1,112	5.8%
Manufacturing	0	0.0%	2	4.3%	27	3.2%	837	8.8%	50	3.0%	1,484	7.8%
Transportation	0	0.0%	0	0.0%	18	2.1%	157	1.6%	52	3.1%	478	2.5%
Communication	0	0.0%	0	0.0%	14	1.7%	76	0.8%	16	1.0%	118	0.6%
Utility	0	0.0%	0	0.0%	3	0.4%	41	0.4%	4	0.2%	49	0.3%
Wholesale Trade	0	0.0%	1	2.1%	22	2.6%	177	1.9%	52	3.1%	763	4.0%
Retail Trade Summary	1	8.3%	7	14.9%	175	20.8%	2,718	28.5%	335	20.2%	4,420	23.1%
Home Improvement	0	0.0%	1	2.1%	10	1.2%	250	2.6%	16	1.0%	366	1.9%
General Merchandise Stores	0	0.0%	0	0.0%	12	1.4%	298	3.1%	24	1.4%	478	2.5%
Food Stores	0	0.0%	0	0.0%	21	2.5%	308	3.2%	41	2.5%	530	2.8%
Auto Dealers & Gas Stations	0	0.0%	0	0.0%	17	2.0%	224	2.4%	35	2.1%	441	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	6	0.7%	211	2.2%	9	0.5%	249	1.3%
Furniture & Home Furnishings	0	0.0%	0	0.0%	5	0.6%	26	0.3%	13	0.8%	67	0.4%
Eating & Drinking Places	0	0.0%	2	4.3%	60	7.1%	997	10.5%	102	6.2%	1,707	8.9%
Miscellaneous Retail	1	8.3%	4	8.5%	45	5.4%	406	4.3%	95	5.7%	582	3.0%
Finance, Insurance, Real Estate Summary	2	16.7%	4	8.5%	70	8.3%	448	4.7%	126	7.6%	681	3.6%
Banks, Savings & Lending Institutions	1	8.3%	3	6.4%	20	2.4%	213	2.2%	28	1.7%	275	1.4%
Securities Brokers	0	0.0%	0	0.0%	5	0.6%	22	0.2%	8	0.5%	33	0.2%
Insurance Carriers & Agents	1	8.3%	1	2.1%	9	1.1%	37	0.4%	18	1.1%	74	0.4%
Real Estate, Holding, Other Investment Offices	0	0.0%	1	2.1%	36	4.3%	176	1.8%	71	4.3%	300	1.6%
Services Summary	6	50.0%	27	57.4%	350	41.6%	3,796	39.9%	675	40.8%	8,482	44.4%
Hotels & Lodging	0	0.0%	1	2.1%	16	1.9%	284	3.0%	33	2.0%	370	1.9%
Automotive Services	0	0.0%	0	0.0%	29	3.4%	137	1.4%	61	3.7%	316	1.7%
Movies & Amusements	1	8.3%	4	8.5%	22	2.6%	260	2.7%	36	2.2%	378	2.0%
Health Services	1	8.3%	4	8.5%	56	6.7%	484	5.1%	122	7.4%	2,691	14.1%
Legal Services	0	0.0%	0	0.0%	5	0.6%	13	0.1%	13	0.8%	57	0.3%
Education Institutions & Libraries	0	0.0%	0	0.0%	15	1.8%	865	9.1%	33	2.0%	1,463	7.7%
Other Services	4	33.3%	18	38.3%	207	24.6%	1,752	18.4%	377	22.8%	3,206	16.8%
Government	0	0.0%	0	0.0%	25	3.0%	553	5.8%	57	3.4%	1,212	6.3%
Unclassified Establishments	1	8.3%	0	0.0%	75	8.9%	81	0.9%	152	9.2%	142	0.7%
Totals	12	100.0%	47	100.0%	841	100.0%	9,525	100.0%	1,656	100.0%	19,118	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

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.

21001
 21001, Aberdeen, Maryland
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.54382
 Longitude: -76.16043

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	2.1%	3	0.4%	7	0.1%	10	0.6%	42	0.2%
Mining	0	0.0%	0	0.0%	1	0.1%	15	0.2%	1	0.1%	15	0.1%
Utilities	0	0.0%	0	0.0%	1	0.1%	35	0.4%	2	0.1%	42	0.2%
Construction	1	8.3%	3	6.4%	47	5.6%	539	5.7%	112	6.8%	1,126	5.9%
Manufacturing	0	0.0%	2	4.3%	27	3.2%	839	8.8%	52	3.1%	1,503	7.9%
Wholesale Trade	0	0.0%	1	2.1%	21	2.5%	176	1.8%	51	3.1%	762	4.0%
Retail Trade	1	8.3%	5	10.6%	108	12.8%	1,663	17.5%	221	13.3%	2,618	13.7%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	14	1.7%	206	2.2%	31	1.9%	410	2.1%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	4	0.5%	19	0.2%	8	0.5%	45	0.2%
Electronics & Appliance Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	3	0.0%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	1	2.1%	9	1.1%	249	2.6%	15	0.9%	365	1.9%
Food & Beverage Stores	0	0.0%	0	0.0%	20	2.4%	279	2.9%	40	2.4%	490	2.6%
Health & Personal Care Stores	0	0.0%	0	0.0%	14	1.7%	94	1.0%	25	1.5%	145	0.8%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	4	0.5%	40	0.4%	6	0.4%	64	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	10	1.2%	243	2.6%	17	1.0%	292	1.5%
Sporting Goods, Hobby, Book, & Music Stores	1	8.3%	1	2.1%	14	1.7%	62	0.7%	41	2.5%	138	0.7%
General Merchandise Stores	0	0.0%	2	4.3%	19	2.3%	472	5.0%	37	2.2%	665	3.5%
Transportation & Warehousing	0	0.0%	0	0.0%	17	2.0%	148	1.6%	44	2.7%	351	1.8%
Information	0	0.0%	0	0.0%	21	2.5%	132	1.4%	31	1.9%	239	1.3%
Finance & Insurance	1	8.3%	4	8.5%	36	4.3%	272	2.9%	56	3.4%	381	2.0%
Central Bank/Credit Intermediation & Related Activities	1	8.3%	3	6.4%	21	2.5%	212	2.2%	29	1.8%	274	1.4%
Securities & Commodity Contracts	0	0.0%	0	0.0%	6	0.7%	23	0.2%	9	0.5%	34	0.2%
Funds, Trusts & Other Financial Vehicles	1	8.3%	1	2.1%	9	1.1%	37	0.4%	18	1.1%	74	0.4%
Real Estate, Rental & Leasing	0	0.0%	1	2.1%	48	5.7%	229	2.4%	87	5.3%	396	2.1%
Professional, Scientific & Tech Services	2	16.7%	8	17.0%	61	7.3%	629	6.6%	117	7.1%	1,070	5.6%
Legal Services	0	0.0%	0	0.0%	6	0.7%	13	0.1%	15	0.9%	61	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.2%	14	0.1%	2	0.1%	16	0.1%
Administrative, Support & Waste Management Services	0	0.0%	3	6.4%	31	3.7%	194	2.0%	47	2.8%	356	1.9%
Educational Services	0	0.0%	0	0.0%	16	1.9%	848	8.9%	35	2.1%	1,447	7.6%
Health Care & Social Assistance	1	8.3%	5	10.6%	75	8.9%	668	7.0%	153	9.2%	3,073	16.1%
Arts, Entertainment & Recreation	1	8.3%	4	8.5%	23	2.7%	263	2.8%	46	2.8%	430	2.2%
Accommodation & Food Services	0	0.0%	3	6.4%	80	9.5%	1,324	13.9%	141	8.5%	2,141	11.2%
Accommodation	0	0.0%	1	2.1%	16	1.9%	284	3.0%	33	2.0%	370	1.9%
Food Services & Drinking Places	0	0.0%	2	4.3%	65	7.7%	1,040	10.9%	108	6.5%	1,771	9.3%
Other Services (except Public Administration)	3	25.0%	9	19.1%	123	14.6%	895	9.4%	240	14.5%	1,760	9.2%
Automotive Repair & Maintenance	0	0.0%	0	0.0%	15	1.8%	81	0.9%	39	2.4%	197	1.0%
Public Administration	0	0.0%	0	0.0%	25	3.0%	553	5.8%	56	3.4%	1,208	6.3%
Unclassified Establishments	1	8.3%	0	0.0%	75	8.9%	81	0.9%	152	9.2%	142	0.7%
Total	12	100.0%	47	100.0%	841	100.0%	9,525	100.0%	1,656	100.0%	19,118	100.0%

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