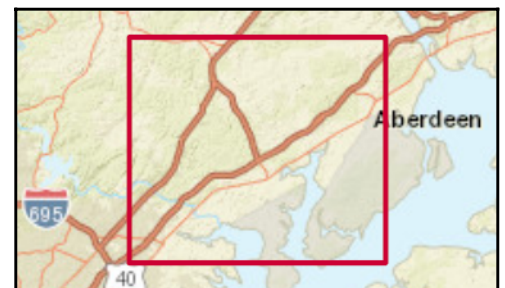
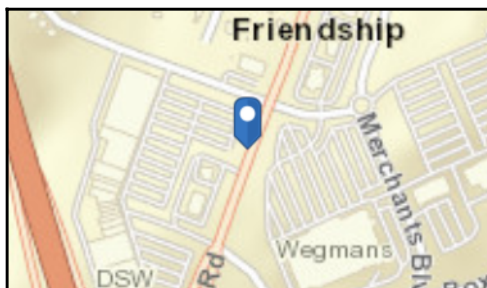


3430 Emmorton Rd, Abingdon, Maryland, 21009
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 39.46757
Longitude: -76.31096





Market Profile

3430 Emmorton Rd, Abingdon, Maryland, 21009
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	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	45,759	98,091	138,094
2010 Total Population	52,902	113,989	157,427
2019 Total Population	55,853	121,060	167,183
2019 Group Quarters	105	663	1,202
2024 Total Population	57,116	124,203	172,097
2019-2024 Annual Rate	0.45%	0.51%	0.58%
2019 Total Daytime Population	49,020	108,961	149,279
Workers	22,454	51,449	70,077
Residents	26,566	57,512	79,202
Household Summary			
2000 Households	16,960	36,282	50,594
2000 Average Household Size	2.70	2.69	2.71
2010 Households	19,728	42,334	58,387
2010 Average Household Size	2.68	2.68	2.68
2019 Households	20,851	45,059	62,006
2019 Average Household Size	2.67	2.67	2.68
2024 Households	21,329	46,243	63,827
2024 Average Household Size	2.67	2.67	2.68
2019-2024 Annual Rate	0.45%	0.52%	0.58%
2010 Families	14,089	30,465	42,475
2010 Average Family Size	3.16	3.15	3.14
2019 Families	14,689	32,064	44,630
2019 Average Family Size	3.18	3.16	3.16
2024 Families	14,949	32,757	45,745
2024 Average Family Size	3.19	3.17	3.16
2019-2024 Annual Rate	0.35%	0.43%	0.49%
Housing Unit Summary			
2000 Housing Units	17,623	37,852	52,572
Owner Occupied Housing Units	76.8%	74.2%	76.4%
Renter Occupied Housing Units	19.5%	21.7%	19.8%
Vacant Housing Units	3.8%	4.1%	3.8%
2010 Housing Units	20,648	44,546	61,408
Owner Occupied Housing Units	76.3%	74.5%	76.1%
Renter Occupied Housing Units	19.2%	20.5%	19.0%
Vacant Housing Units	4.5%	5.0%	4.9%
2019 Housing Units	21,990	47,640	65,427
Owner Occupied Housing Units	73.2%	72.1%	74.1%
Renter Occupied Housing Units	21.6%	22.5%	20.7%
Vacant Housing Units	5.2%	5.4%	5.2%
2024 Housing Units	22,668	49,237	67,767
Owner Occupied Housing Units	73.0%	72.3%	74.4%
Renter Occupied Housing Units	21.1%	21.6%	19.8%
Vacant Housing Units	5.9%	6.1%	5.8%
Median Household Income			
2019	\$78,643	\$78,100	\$80,871
2024	\$86,186	\$86,286	\$89,502
Median Home Value			
2019	\$261,213	\$281,965	\$293,572
2024	\$289,968	\$313,969	\$327,051
Per Capita Income			
2019	\$37,484	\$37,632	\$38,801
2024	\$42,033	\$42,051	\$43,276
Median Age			
2010	35.3	37.0	38.0
2019	36.9	38.5	39.5
2024	37.7	39.3	40.2

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020



Market Profile

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	3 miles	5 miles	7 miles
2019 Households by Income			
Household Income Base	20,851	45,059	62,006
<\$15,000	8.9%	8.0%	7.2%
\$15,000 - \$24,999	5.1%	6.0%	5.7%
\$25,000 - \$34,999	6.2%	5.8%	5.5%
\$35,000 - \$49,999	8.4%	9.3%	9.6%
\$50,000 - \$74,999	18.9%	18.8%	18.3%
\$75,000 - \$99,999	13.6%	12.8%	12.7%
\$100,000 - \$149,999	18.5%	18.9%	19.8%
\$150,000 - \$199,999	12.2%	12.0%	12.2%
\$200,000+	8.1%	8.4%	9.0%
Average Household Income	\$100,745	\$101,481	\$104,510
2024 Households by Income			
Household Income Base	21,329	46,243	63,827
<\$15,000	7.7%	7.0%	6.3%
\$15,000 - \$24,999	4.3%	5.0%	4.8%
\$25,000 - \$34,999	5.7%	5.4%	5.1%
\$35,000 - \$49,999	7.7%	8.5%	8.8%
\$50,000 - \$74,999	17.6%	17.5%	16.9%
\$75,000 - \$99,999	13.4%	12.7%	12.6%
\$100,000 - \$149,999	19.4%	20.1%	20.8%
\$150,000 - \$199,999	14.4%	14.1%	14.2%
\$200,000+	9.6%	9.8%	10.5%
Average Household Income	\$112,930	\$113,409	\$116,573
2019 Owner Occupied Housing Units by Value			
Total	16,093	34,347	48,463
<\$50,000	3.9%	3.1%	2.6%
\$50,000 - \$99,999	3.4%	2.3%	2.0%
\$100,000 - \$149,999	7.1%	6.1%	5.3%
\$150,000 - \$199,999	12.9%	11.9%	10.4%
\$200,000 - \$249,999	19.0%	16.2%	15.5%
\$250,000 - \$299,999	16.5%	16.3%	16.2%
\$300,000 - \$399,999	21.0%	24.9%	25.9%
\$400,000 - \$499,999	10.6%	11.5%	13.3%
\$500,000 - \$749,999	4.2%	6.1%	7.0%
\$750,000 - \$999,999	0.8%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$285,114	\$307,330	\$319,655
2024 Owner Occupied Housing Units by Value			
Total	16,558	35,601	50,394
<\$50,000	2.7%	2.1%	1.7%
\$50,000 - \$99,999	2.8%	1.7%	1.4%
\$100,000 - \$149,999	4.8%	4.0%	3.4%
\$150,000 - \$199,999	9.8%	8.5%	7.2%
\$200,000 - \$249,999	16.3%	13.4%	12.6%
\$250,000 - \$299,999	16.9%	16.3%	15.7%
\$300,000 - \$399,999	24.2%	28.6%	29.3%
\$400,000 - \$499,999	13.9%	14.4%	16.4%
\$500,000 - \$749,999	6.5%	8.6%	9.7%
\$750,000 - \$999,999	1.4%	1.7%	1.9%
\$1,000,000 - \$1,499,999	0.4%	0.4%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$319,116	\$341,823	\$354,504

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020



Market Profile

3430 Emmorton Rd, Abingdon, Maryland, 21009
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 39.46757
Longitude: -76.31096

	3 miles	5 miles	7 miles
2010 Population by Age			
Total	52,900	113,990	157,427
0 - 4	7.7%	7.0%	6.6%
5 - 9	7.2%	7.1%	6.8%
10 - 14	7.2%	7.2%	7.2%
15 - 24	12.1%	12.4%	12.6%
25 - 34	15.4%	13.5%	12.6%
35 - 44	15.3%	14.6%	14.3%
45 - 54	15.4%	15.8%	16.2%
55 - 64	10.6%	11.4%	11.9%
65 - 74	5.4%	6.3%	6.6%
75 - 84	2.8%	3.4%	3.7%
85 +	0.9%	1.3%	1.4%
18 +	73.6%	74.3%	74.8%
2019 Population by Age			
Total	55,854	121,060	167,183
0 - 4	6.8%	6.2%	5.9%
5 - 9	6.9%	6.5%	6.2%
10 - 14	7.2%	6.9%	6.7%
15 - 24	11.9%	11.8%	11.7%
25 - 34	14.4%	13.6%	13.4%
35 - 44	14.6%	13.6%	13.1%
45 - 54	13.4%	13.5%	13.6%
55 - 64	12.3%	13.1%	13.7%
65 - 74	8.0%	9.0%	9.4%
75 - 84	3.3%	4.2%	4.6%
85 +	1.2%	1.6%	1.7%
18 +	75.4%	76.5%	77.4%
2024 Population by Age			
Total	57,117	124,204	172,097
0 - 4	6.8%	6.2%	5.9%
5 - 9	6.6%	6.3%	6.0%
10 - 14	6.7%	6.5%	6.3%
15 - 24	11.4%	11.2%	11.0%
25 - 34	14.6%	13.7%	13.4%
35 - 44	14.8%	14.2%	14.0%
45 - 54	12.6%	12.4%	12.4%
55 - 64	11.9%	12.5%	12.9%
65 - 74	9.0%	9.9%	10.5%
75 - 84	4.4%	5.4%	5.8%
85 +	1.3%	1.8%	1.9%
18 +	76.0%	77.2%	78.1%
2010 Population by Sex			
Males	25,647	55,179	76,471
Females	27,255	58,810	80,956
2019 Population by Sex			
Males	27,133	58,805	81,420
Females	28,721	62,255	85,762
2024 Population by Sex			
Males	27,776	60,404	83,906
Females	29,340	63,799	88,191

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020



Market Profile

3430 Emmorton Rd, Abingdon, Maryland, 21009
Rings: 3, 5, 7 mile radii

Prepared by Esri
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	3 miles	5 miles	7 miles
2010 Population by Race/Ethnicity			
Total	52,902	113,990	157,427
White Alone	74.5%	75.1%	79.1%
Black Alone	17.7%	17.6%	14.3%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	3.3%	3.1%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.3%	1.1%	1.1%
Two or More Races	2.8%	2.7%	2.4%
Hispanic Origin	4.4%	4.2%	3.8%
Diversity Index	46.1	45.1	40.0
2019 Population by Race/Ethnicity			
Total	55,852	121,060	167,183
White Alone	70.1%	71.0%	75.3%
Black Alone	19.7%	19.6%	16.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.5%	4.1%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	1.6%	1.5%
Two or More Races	3.6%	3.4%	3.1%
Hispanic Origin	6.1%	5.8%	5.3%
Diversity Index	52.9	51.5	46.6
2024 Population by Race/Ethnicity			
Total	57,116	124,202	172,097
White Alone	67.2%	68.2%	72.7%
Black Alone	21.0%	20.9%	17.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	5.3%	4.8%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	1.8%	1.7%
Two or More Races	4.1%	3.9%	3.5%
Hispanic Origin	7.4%	6.9%	6.5%
Diversity Index	56.9	55.4	50.7
2010 Population by Relationship and Household Type			
Total	52,902	113,989	157,427
In Households	99.8%	99.4%	99.2%
In Family Households	86.5%	86.4%	86.7%
Householder	26.5%	26.7%	27.0%
Spouse	20.2%	20.4%	21.0%
Child	33.8%	33.5%	33.2%
Other relative	3.6%	3.6%	3.4%
Nonrelative	2.4%	2.3%	2.1%
In Nonfamily Households	13.3%	13.0%	12.5%
In Group Quarters	0.2%	0.6%	0.8%
Institutionalized Population	0.1%	0.4%	0.6%
Noninstitutionalized Population	0.1%	0.2%	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020



Market Profile

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	3 miles	5 miles	7 miles
2019 Population 25+ by Educational Attainment			
Total	37,568	83,044	116,139
Less than 9th Grade	2.3%	2.3%	2.1%
9th - 12th Grade, No Diploma	5.1%	4.6%	4.6%
High School Graduate	21.4%	22.2%	21.9%
GED/Alternative Credential	3.9%	4.2%	3.8%
Some College, No Degree	21.3%	21.8%	22.0%
Associate Degree	9.8%	8.9%	9.0%
Bachelor's Degree	21.8%	21.7%	22.0%
Graduate/Professional Degree	14.4%	14.4%	14.5%
2019 Population 15+ by Marital Status			
Total	44,199	97,279	135,731
Never Married	29.5%	29.6%	28.6%
Married	55.6%	55.3%	56.4%
Widowed	4.8%	5.4%	5.5%
Divorced	10.2%	9.7%	9.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.1%	96.3%	96.5%
Civilian Unemployed (Unemployment Rate)	3.9%	3.7%	3.5%
2019 Employed Population 16+ by Industry			
Total	29,583	64,163	88,788
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	7.6%	6.7%	6.8%
Manufacturing	5.4%	5.5%	5.6%
Wholesale Trade	2.3%	2.4%	2.6%
Retail Trade	10.9%	11.6%	11.6%
Transportation/Utilities	5.9%	5.7%	5.3%
Information	1.4%	1.5%	1.5%
Finance/Insurance/Real Estate	6.3%	7.1%	6.9%
Services	48.3%	48.4%	48.8%
Public Administration	11.6%	10.9%	10.7%
2019 Employed Population 16+ by Occupation			
Total	29,583	64,164	88,787
White Collar	67.6%	68.0%	68.2%
Management/Business/Financial	16.3%	16.8%	16.8%
Professional	26.9%	25.5%	25.6%
Sales	9.7%	10.9%	11.1%
Administrative Support	14.7%	14.9%	14.7%
Services	14.7%	15.3%	15.4%
Blue Collar	17.7%	16.7%	16.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	4.3%	3.8%	3.7%
Installation/Maintenance/Repair	4.4%	3.8%	3.7%
Production	3.8%	3.6%	3.6%
Transportation/Material Moving	5.1%	5.4%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	52,902	113,989	157,427
Population Inside Urbanized Area	98.1%	97.2%	94.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.9%	2.8%	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020



Market Profile

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Rings: 3, 5, 7 mile radii

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	3 miles	5 miles	7 miles
2010 Households by Type			
Total	19,729	42,334	58,387
Households with 1 Person	22.7%	22.4%	22.0%
Households with 2+ People	77.3%	77.6%	78.0%
Family Households	71.4%	72.0%	72.7%
Husband-wife Families	54.3%	55.0%	56.5%
With Related Children	27.5%	26.5%	26.5%
Other Family (No Spouse Present)	17.2%	17.0%	16.3%
Other Family with Male Householder	4.5%	4.6%	4.4%
With Related Children	2.9%	2.8%	2.7%
Other Family with Female Householder	12.6%	12.4%	11.8%
With Related Children	8.4%	8.2%	7.7%
Nonfamily Households	5.9%	5.6%	5.3%
All Households with Children	39.3%	37.9%	37.3%
Multigenerational Households	4.9%	4.8%	4.5%
Unmarried Partner Households	7.2%	6.6%	6.2%
Male-female	6.4%	5.9%	5.6%
Same-sex	0.7%	0.7%	0.6%
2010 Households by Size			
Total	19,729	42,334	58,388
1 Person Household	22.7%	22.4%	22.0%
2 Person Household	30.9%	31.9%	32.5%
3 Person Household	18.9%	18.4%	18.4%
4 Person Household	16.7%	16.3%	16.3%
5 Person Household	6.9%	6.9%	7.0%
6 Person Household	2.6%	2.6%	2.5%
7 + Person Household	1.4%	1.4%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	19,728	42,334	58,387
Owner Occupied	79.9%	78.4%	80.0%
Owned with a Mortgage/Loan	68.1%	64.2%	64.1%
Owned Free and Clear	11.8%	14.2%	15.9%
Renter Occupied	20.1%	21.6%	20.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	20,648	44,546	61,408
Housing Units Inside Urbanized Area	97.9%	96.8%	94.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.1%	3.2%	6.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020



Market Profile

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Rings: 3, 5, 7 mile radii

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	3 miles	5 miles	7 miles
Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Enterprising Professionals (2D)	Home Improvement (4B)	Savvy Suburbanites (1D)
3.	Metro Fusion (11C)	Enterprising Professionals	Home Improvement (4B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$51,727,765	\$111,181,973	\$156,523,686
Average Spent	\$2,480.83	\$2,467.48	\$2,524.33
Spending Potential Index	116	115	118
Education: Total \$	\$38,255,970	\$83,765,786	\$120,040,559
Average Spent	\$1,834.73	\$1,859.02	\$1,935.95
Spending Potential Index	115	117	121
Entertainment/Recreation: Total \$	\$77,384,805	\$168,887,619	\$239,574,127
Average Spent	\$3,711.32	\$3,748.14	\$3,863.72
Spending Potential Index	114	115	118
Food at Home: Total \$	\$121,778,804	\$263,281,299	\$371,324,237
Average Spent	\$5,840.43	\$5,843.03	\$5,988.52
Spending Potential Index	113	113	116
Food Away from Home: Total \$	\$88,933,970	\$191,256,778	\$269,089,424
Average Spent	\$4,265.21	\$4,244.59	\$4,339.73
Spending Potential Index	116	116	118
Health Care: Total \$	\$138,077,355	\$303,499,103	\$430,919,984
Average Spent	\$6,622.10	\$6,735.59	\$6,949.65
Spending Potential Index	112	114	117
HH Furnishings & Equipment: Total \$	\$51,696,769	\$112,542,905	\$159,052,740
Average Spent	\$2,479.34	\$2,497.68	\$2,565.12
Spending Potential Index	116	117	120
Personal Care Products & Services: Total \$	\$21,777,657	\$47,102,519	\$66,375,317
Average Spent	\$1,044.44	\$1,045.35	\$1,070.47
Spending Potential Index	118	118	121
Shelter: Total \$	\$443,212,601	\$962,973,119	\$1,362,845,078
Average Spent	\$21,256.18	\$21,371.38	\$21,979.25
Spending Potential Index	115	115	119
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$58,331,066	\$129,173,857	\$183,847,502
Average Spent	\$2,797.52	\$2,866.77	\$2,965.00
Spending Potential Index	113	116	120
Travel: Total \$	\$54,744,921	\$120,181,387	\$170,988,303
Average Spent	\$2,625.53	\$2,667.20	\$2,757.61
Spending Potential Index	117	119	123
Vehicle Maintenance & Repairs: Total \$	\$27,073,930	\$59,162,981	\$83,679,917
Average Spent	\$1,298.45	\$1,313.01	\$1,349.55
Spending Potential Index	113	115	118

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

March 05, 2020