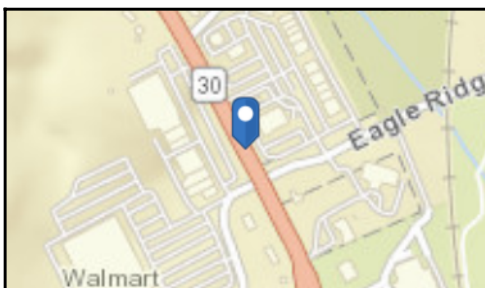
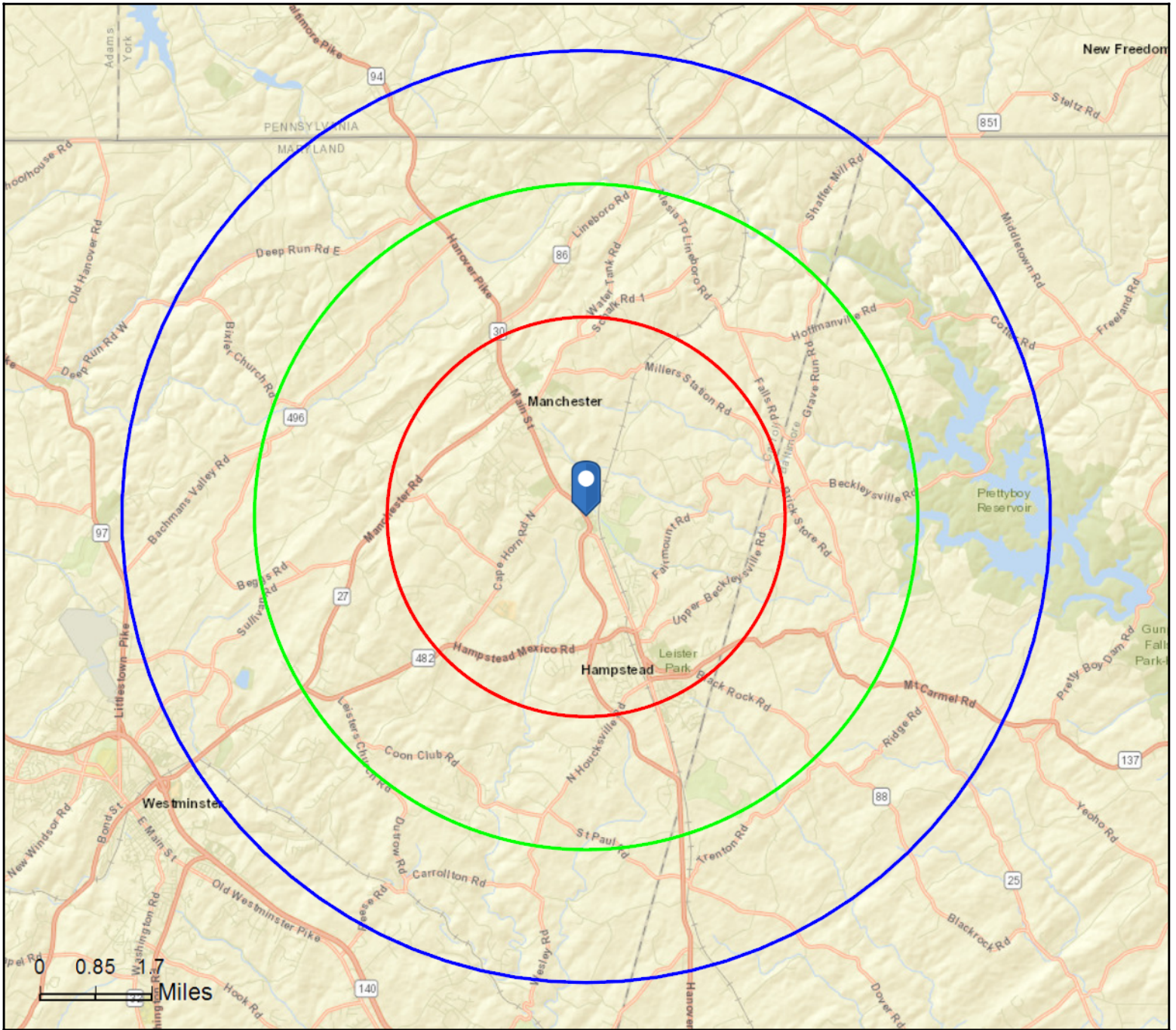


2311 Hanover Pike, Hampstead, Maryland, 21074
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 39.63803
Longitude: -76.86712





Market Profile

2311 Hanover Pike, Hampstead, Maryland, 21074
Rings: 3, 5, 7 mile radii

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	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	13,435	23,828	35,328
2010 Total Population	15,886	27,591	40,171
2019 Total Population	16,597	28,639	41,469
2019 Group Quarters	113	129	161
2024 Total Population	16,933	29,162	42,145
2019-2024 Annual Rate	0.40%	0.36%	0.32%
2019 Total Daytime Population	12,799	20,221	30,743
Workers	4,705	6,721	11,420
Residents	8,094	13,500	19,323
Household Summary			
2000 Households	4,809	8,365	12,314
2000 Average Household Size	2.77	2.83	2.86
2010 Households	5,817	9,977	14,404
2010 Average Household Size	2.71	2.75	2.78
2019 Households	6,094	10,390	14,916
2019 Average Household Size	2.70	2.74	2.77
2024 Households	6,222	10,588	15,167
2024 Average Household Size	2.70	2.74	2.77
2019-2024 Annual Rate	0.42%	0.38%	0.33%
2010 Families	4,337	7,641	11,207
2010 Average Family Size	3.14	3.15	3.15
2019 Families	4,505	7,891	11,505
2019 Average Family Size	3.15	3.15	3.15
2024 Families	4,585	8,016	11,660
2024 Average Family Size	3.16	3.16	3.16
2019-2024 Annual Rate	0.35%	0.31%	0.27%
Housing Unit Summary			
2000 Housing Units	4,960	8,592	12,657
Owner Occupied Housing Units	80.9%	83.7%	85.1%
Renter Occupied Housing Units	16.1%	13.6%	12.2%
Vacant Housing Units	3.0%	2.6%	2.7%
2010 Housing Units	6,071	10,366	14,967
Owner Occupied Housing Units	79.0%	82.2%	83.5%
Renter Occupied Housing Units	16.8%	14.1%	12.8%
Vacant Housing Units	4.2%	3.8%	3.8%
2019 Housing Units	6,363	10,801	15,494
Owner Occupied Housing Units	74.9%	78.5%	80.1%
Renter Occupied Housing Units	20.8%	17.7%	16.1%
Vacant Housing Units	4.2%	3.8%	3.7%
2024 Housing Units	6,543	11,078	15,844
Owner Occupied Housing Units	75.3%	78.7%	80.3%
Renter Occupied Housing Units	19.8%	16.9%	15.4%
Vacant Housing Units	4.9%	4.4%	4.3%
Median Household Income			
2019	\$85,747	\$88,296	\$89,767
2024	\$92,976	\$95,838	\$97,058
Median Home Value			
2019	\$299,177	\$320,453	\$330,003
2024	\$335,687	\$353,768	\$361,919
Per Capita Income			
2019	\$37,703	\$39,036	\$39,740
2024	\$42,553	\$43,650	\$44,198
Median Age			
2010	40.4	41.0	41.8
2019	41.8	42.7	43.7
2024	42.2	43.0	44.0

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.



Market Profile

2311 Hanover Pike, Hampstead, Maryland, 21074
Rings: 3, 5, 7 mile radii

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	3 miles	5 miles	7 miles
2019 Households by Income			
Household Income Base	6,094	10,390	14,916
<\$15,000	3.4%	3.0%	2.8%
\$15,000 - \$24,999	5.5%	5.1%	5.0%
\$25,000 - \$34,999	8.9%	8.0%	7.6%
\$35,000 - \$49,999	9.3%	9.0%	8.5%
\$50,000 - \$74,999	13.0%	14.2%	14.6%
\$75,000 - \$99,999	19.2%	17.7%	17.4%
\$100,000 - \$149,999	23.8%	24.0%	23.9%
\$150,000 - \$199,999	8.8%	9.8%	10.2%
\$200,000+	8.1%	9.3%	10.0%
Average Household Income	\$102,758	\$107,542	\$110,372
2024 Households by Income			
Household Income Base	6,222	10,588	15,167
<\$15,000	3.0%	2.6%	2.5%
\$15,000 - \$24,999	4.4%	4.1%	4.1%
\$25,000 - \$34,999	7.9%	7.2%	6.9%
\$35,000 - \$49,999	8.2%	8.0%	7.7%
\$50,000 - \$74,999	11.9%	12.9%	13.3%
\$75,000 - \$99,999	18.8%	17.3%	17.0%
\$100,000 - \$149,999	25.1%	25.0%	24.7%
\$150,000 - \$199,999	10.8%	11.7%	12.0%
\$200,000+	10.0%	11.0%	11.8%
Average Household Income	\$115,906	\$120,162	\$122,683
2019 Owner Occupied Housing Units by Value			
Total	4,769	8,479	12,418
<\$50,000	1.3%	1.2%	1.1%
\$50,000 - \$99,999	0.5%	0.6%	0.6%
\$100,000 - \$149,999	1.5%	1.4%	1.2%
\$150,000 - \$199,999	6.0%	5.7%	5.5%
\$200,000 - \$249,999	19.4%	16.7%	14.6%
\$250,000 - \$299,999	21.7%	18.5%	18.1%
\$300,000 - \$399,999	28.4%	28.9%	29.7%
\$400,000 - \$499,999	13.6%	14.9%	15.0%
\$500,000 - \$749,999	5.1%	8.4%	10.4%
\$750,000 - \$999,999	1.0%	1.8%	1.9%
\$1,000,000 - \$1,499,999	0.4%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.5%
\$2,000,000 +	0.8%	0.8%	0.7%
Average Home Value	\$346,158	\$371,099	\$381,697
2024 Owner Occupied Housing Units by Value			
Total	4,925	8,719	12,725
<\$50,000	0.6%	0.6%	0.5%
\$50,000 - \$99,999	0.2%	0.3%	0.3%
\$100,000 - \$149,999	0.9%	0.8%	0.7%
\$150,000 - \$199,999	3.6%	3.5%	3.3%
\$200,000 - \$249,999	13.9%	12.0%	10.3%
\$250,000 - \$299,999	19.5%	16.3%	15.6%
\$300,000 - \$399,999	31.6%	30.9%	31.3%
\$400,000 - \$499,999	17.9%	18.5%	18.2%
\$500,000 - \$749,999	7.8%	11.9%	14.4%
\$750,000 - \$999,999	1.8%	2.9%	3.0%
\$1,000,000 - \$1,499,999	0.6%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.6%
\$2,000,000 +	1.2%	1.0%	1.0%
Average Home Value	\$388,302	\$413,385	\$423,495

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.



Market Profile

2311 Hanover Pike, Hampstead, Maryland, 21074
Rings: 3, 5, 7 mile radii

Prepared by Esri
Latitude: 39.63803
Longitude: -76.86712

	3 miles	5 miles	7 miles
2010 Population by Age			
Total	15,886	27,591	40,171
0 - 4	5.9%	5.6%	5.3%
5 - 9	7.0%	6.8%	6.7%
10 - 14	7.3%	7.5%	7.5%
15 - 24	12.7%	12.5%	12.6%
25 - 34	10.0%	9.6%	9.0%
35 - 44	14.8%	14.6%	14.3%
45 - 54	17.2%	17.5%	17.9%
55 - 64	12.3%	13.2%	13.9%
65 - 74	6.7%	7.0%	7.3%
75 - 84	4.3%	4.1%	4.0%
85 +	1.9%	1.7%	1.6%
18 +	75.2%	75.2%	75.7%
2019 Population by Age			
Total	16,597	28,639	41,470
0 - 4	5.4%	5.1%	4.8%
5 - 9	5.9%	5.8%	5.6%
10 - 14	6.7%	6.6%	6.5%
15 - 24	11.6%	11.3%	11.1%
25 - 34	11.9%	11.7%	11.4%
35 - 44	12.5%	12.3%	12.0%
45 - 54	14.7%	14.7%	14.7%
55 - 64	14.8%	15.3%	15.8%
65 - 74	9.5%	10.2%	10.9%
75 - 84	4.9%	4.9%	5.1%
85 +	2.3%	2.1%	2.0%
18 +	78.1%	78.5%	79.1%
2024 Population by Age			
Total	16,933	29,162	42,144
0 - 4	5.4%	5.2%	4.9%
5 - 9	5.7%	5.6%	5.4%
10 - 14	6.3%	6.2%	6.1%
15 - 24	10.8%	10.4%	10.1%
25 - 34	11.9%	11.5%	10.9%
35 - 44	13.6%	13.8%	13.9%
45 - 54	12.8%	12.7%	12.6%
55 - 64	14.5%	14.9%	15.2%
65 - 74	10.5%	11.2%	11.9%
75 - 84	5.9%	6.3%	6.7%
85 +	2.4%	2.2%	2.2%
18 +	78.9%	79.4%	80.0%
2010 Population by Sex			
Males	7,783	13,573	19,825
Females	8,103	14,018	20,346
2019 Population by Sex			
Males	8,176	14,154	20,521
Females	8,421	14,485	20,948
2024 Population by Sex			
Males	8,368	14,460	20,911
Females	8,565	14,702	21,234

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

2311 Hanover Pike, Hampstead, Maryland, 21074
Rings: 3, 5, 7 mile radii

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	3 miles	5 miles	7 miles
2010 Population by Race/Ethnicity			
Total	15,886	27,589	40,171
White Alone	94.8%	95.1%	95.1%
Black Alone	1.9%	1.8%	1.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.0%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.0%	0.8%	0.7%
Two or More Races	1.1%	1.2%	1.2%
Hispanic Origin	2.8%	2.3%	2.1%
Diversity Index	15.1	13.8	13.4
2019 Population by Race/Ethnicity			
Total	16,596	28,639	41,468
White Alone	92.9%	93.2%	93.2%
Black Alone	2.3%	2.1%	2.2%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.4%	1.4%	1.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.6%	1.3%	1.1%
Two or More Races	1.6%	1.7%	1.8%
Hispanic Origin	4.5%	3.7%	3.4%
Diversity Index	21.0	19.3	18.7
2024 Population by Race/Ethnicity			
Total	16,932	29,162	42,146
White Alone	91.5%	91.8%	91.8%
Black Alone	2.6%	2.4%	2.6%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.8%	1.8%	1.7%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	2.0%	1.6%	1.4%
Two or More Races	2.0%	2.1%	2.2%
Hispanic Origin	5.6%	4.7%	4.3%
Diversity Index	25.1	23.1	22.5
2010 Population by Relationship and Household Type			
Total	15,886	27,591	40,171
In Households	99.3%	99.5%	99.6%
In Family Households	88.0%	89.1%	89.7%
Householder	27.3%	27.7%	27.9%
Spouse	22.5%	23.2%	23.6%
Child	33.3%	33.4%	33.3%
Other relative	2.7%	2.8%	2.9%
Nonrelative	2.1%	1.9%	1.9%
In Nonfamily Households	11.3%	10.4%	9.9%
In Group Quarters	0.7%	0.5%	0.4%
Institutionalized Population	0.7%	0.4%	0.3%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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.

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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2019 Population 25+ by Educational Attainment			
Total	11,694	20,370	29,809
Less than 9th Grade	2.1%	1.6%	1.6%
9th - 12th Grade, No Diploma	5.4%	5.3%	5.3%
High School Graduate	31.6%	29.9%	29.8%
GED/Alternative Credential	3.0%	3.2%	2.8%
Some College, No Degree	21.6%	21.0%	21.2%
Associate Degree	8.7%	8.7%	8.6%
Bachelor's Degree	17.5%	19.5%	19.4%
Graduate/Professional Degree	10.0%	10.9%	11.2%
2019 Population 15+ by Marital Status			
Total	13,614	23,610	34,424
Never Married	26.5%	26.0%	24.6%
Married	57.6%	59.6%	61.3%
Widowed	5.9%	5.4%	5.5%
Divorced	10.0%	9.0%	8.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.4%	96.7%	97.1%
Civilian Unemployed (Unemployment Rate)	3.6%	3.3%	2.9%
2019 Employed Population 16+ by Industry			
Total	8,629	15,370	22,481
Agriculture/Mining	0.4%	0.8%	0.8%
Construction	11.3%	11.2%	11.3%
Manufacturing	8.0%	7.8%	7.6%
Wholesale Trade	1.8%	1.8%	2.0%
Retail Trade	11.8%	11.0%	11.1%
Transportation/Utilities	4.6%	4.7%	4.4%
Information	2.2%	2.1%	2.1%
Finance/Insurance/Real Estate	5.0%	5.2%	5.5%
Services	45.9%	47.0%	46.3%
Public Administration	9.0%	8.4%	8.9%
2019 Employed Population 16+ by Occupation			
Total	8,632	15,370	22,482
White Collar	63.5%	65.6%	65.7%
Management/Business/Financial	16.7%	17.2%	17.1%
Professional	24.5%	25.2%	24.1%
Sales	9.0%	9.8%	10.3%
Administrative Support	13.3%	13.5%	14.1%
Services	16.7%	15.9%	15.3%
Blue Collar	19.9%	18.5%	19.0%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	6.6%	6.3%	6.2%
Installation/Maintenance/Repair	4.9%	4.7%	4.9%
Production	3.6%	3.1%	3.3%
Transportation/Material Moving	4.8%	4.2%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	15,886	27,591	40,171
Population Inside Urbanized Area	44.3%	35.1%	32.3%
Population Inside Urbanized Cluster	27.9%	18.7%	13.2%
Rural Population	27.8%	46.2%	54.5%

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



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2010 Households by Type			
Total	5,816	9,977	14,404
Households with 1 Person	21.2%	19.1%	18.0%
Households with 2+ People	78.8%	80.9%	82.0%
Family Households	74.6%	76.6%	77.8%
Husband-wife Families	61.6%	64.1%	65.9%
With Related Children	29.2%	29.6%	29.6%
Other Family (No Spouse Present)	12.9%	12.4%	11.9%
Other Family with Male Householder	4.3%	4.1%	4.0%
With Related Children	2.6%	2.3%	2.2%
Other Family with Female Householder	8.7%	8.4%	7.9%
With Related Children	5.6%	5.3%	4.7%
Nonfamily Households	4.2%	4.3%	4.2%
All Households with Children	37.9%	37.7%	37.0%
Multigenerational Households	4.3%	4.4%	4.6%
Unmarried Partner Households	5.7%	5.5%	5.3%
Male-female	4.8%	4.7%	4.6%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	5,818	9,977	14,405
1 Person Household	21.2%	19.1%	18.0%
2 Person Household	32.1%	33.6%	34.4%
3 Person Household	18.2%	18.4%	18.3%
4 Person Household	17.3%	17.2%	17.5%
5 Person Household	7.3%	7.6%	7.7%
6 Person Household	2.6%	2.8%	2.8%
7 + Person Household	1.3%	1.3%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	5,817	9,977	14,404
Owner Occupied	82.5%	85.4%	86.7%
Owned with a Mortgage/Loan	64.3%	66.3%	66.8%
Owned Free and Clear	18.2%	19.0%	20.0%
Renter Occupied	17.5%	14.6%	13.3%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,071	10,366	14,967
Housing Units Inside Urbanized Area	45.8%	36.6%	33.1%
Housing Units Inside Urbanized Cluster	26.3%	17.7%	12.6%
Rural Housing Units	28.0%	45.8%	54.2%

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.



Market Profile

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	3 miles	5 miles	7 miles
Top 3 Tapestry Segments			
1.	Soccer Moms (4A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Parks and Rec (5C)	Pleasantville (2B)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,701,342	\$26,128,747	\$38,342,058
Average Spent	\$2,412.43	\$2,514.80	\$2,570.53
Spending Potential Index	113	117	120
Education: Total \$	\$12,202,175	\$21,908,374	\$32,474,659
Average Spent	\$2,002.33	\$2,108.60	\$2,177.17
Spending Potential Index	126	132	137
Entertainment/Recreation: Total \$	\$23,157,759	\$41,280,738	\$60,801,732
Average Spent	\$3,800.09	\$3,973.12	\$4,076.28
Spending Potential Index	116	122	125
Food at Home: Total \$	\$34,996,618	\$61,953,033	\$90,866,969
Average Spent	\$5,742.80	\$5,962.76	\$6,091.91
Spending Potential Index	111	115	118
Food Away from Home: Total \$	\$25,066,827	\$44,635,240	\$65,567,895
Average Spent	\$4,113.36	\$4,295.98	\$4,395.81
Spending Potential Index	112	117	120
Health Care: Total \$	\$41,590,003	\$74,134,752	\$109,310,443
Average Spent	\$6,824.75	\$7,135.20	\$7,328.40
Spending Potential Index	115	120	123
HH Furnishings & Equipment: Total \$	\$15,135,598	\$27,060,883	\$39,848,566
Average Spent	\$2,483.69	\$2,604.51	\$2,671.53
Spending Potential Index	116	122	125
Personal Care Products & Services: Total \$	\$6,208,162	\$11,110,580	\$16,367,722
Average Spent	\$1,018.73	\$1,069.35	\$1,097.33
Spending Potential Index	115	121	124
Shelter: Total \$	\$132,008,077	\$233,339,350	\$342,373,651
Average Spent	\$21,661.98	\$22,458.07	\$22,953.45
Spending Potential Index	117	121	124
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,701,666	\$31,647,802	\$46,784,632
Average Spent	\$2,904.77	\$3,045.99	\$3,136.54
Spending Potential Index	117	123	126
Travel: Total \$	\$16,802,228	\$30,124,216	\$44,516,444
Average Spent	\$2,757.18	\$2,899.35	\$2,984.48
Spending Potential Index	123	129	133
Vehicle Maintenance & Repairs: Total \$	\$7,842,455	\$13,934,254	\$20,524,790
Average Spent	\$1,286.91	\$1,341.12	\$1,376.03
Spending Potential Index	112	117	120

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