

10785-10899 Birmingham Way
 10785-10899 Birmingham Way, Woodstock, Maryland, 21163
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.30807
 Longitude: -76.89013

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,583	22,589	58,964
2020 Total Population	6,808	26,816	67,648
2020 Group Quarters	54	171	761
2023 Total Population	6,965	27,908	69,556
2023 Group Quarters	54	171	760
2028 Total Population	7,042	28,763	70,794
2023-2028 Annual Rate	0.22%	0.61%	0.35%
2023 Total Daytime Population	5,678	20,828	56,235
Workers	2,013	7,150	22,119
Residents	3,665	13,678	34,116
Household Summary			
2010 Households	2,104	7,649	20,390
2010 Average Household Size	2.65	2.95	2.87
2020 Total Households	2,531	9,064	23,066
2020 Average Household Size	2.67	2.94	2.90
2023 Households	2,588	9,473	23,741
2023 Average Household Size	2.67	2.93	2.90
2028 Households	2,631	9,807	24,302
2028 Average Household Size	2.66	2.92	2.88
2023-2028 Annual Rate	0.33%	0.70%	0.47%
2010 Families	1,602	6,472	16,404
2010 Average Family Size	3.10	3.24	3.22
2023 Families	1,914	7,854	18,730
2023 Average Family Size	3.20	3.27	3.31
2028 Families	1,948	8,148	19,209
2028 Average Family Size	3.18	3.25	3.29
2023-2028 Annual Rate	0.35%	0.74%	0.51%
Housing Unit Summary			
2000 Housing Units	914	5,780	17,287
Owner Occupied Housing Units	89.5%	90.7%	78.6%
Renter Occupied Housing Units	3.6%	7.0%	19.3%
Vacant Housing Units	6.9%	2.3%	2.2%
2010 Housing Units	2,185	7,900	21,107
Owner Occupied Housing Units	85.2%	87.9%	77.1%
Renter Occupied Housing Units	11.1%	8.9%	19.5%
Vacant Housing Units	3.7%	3.2%	3.4%
2020 Housing Units	2,613	9,268	23,813
Owner Occupied Housing Units	83.4%	85.9%	76.3%
Renter Occupied Housing Units	13.4%	11.9%	20.5%
Vacant Housing Units	3.2%	2.4%	3.3%
2023 Housing Units	2,670	9,667	24,471
Owner Occupied Housing Units	85.2%	88.5%	79.0%
Renter Occupied Housing Units	11.7%	9.5%	18.0%
Vacant Housing Units	3.1%	2.0%	3.0%
2028 Housing Units	2,706	9,997	24,987
Owner Occupied Housing Units	86.2%	89.3%	80.1%
Renter Occupied Housing Units	11.0%	8.8%	17.2%
Vacant Housing Units	2.8%	1.9%	2.7%

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	2,588	9,473	23,741
<\$15,000	5.4%	3.5%	3.8%
\$15,000 - \$24,999	5.4%	2.2%	2.1%
\$25,000 - \$34,999	2.2%	1.5%	2.4%
\$35,000 - \$49,999	6.1%	4.8%	5.6%
\$50,000 - \$74,999	9.4%	8.1%	9.3%
\$75,000 - \$99,999	5.7%	5.0%	6.8%
\$100,000 - \$149,999	20.1%	18.2%	17.5%
\$150,000 - \$199,999	16.6%	17.2%	16.5%
\$200,000+	29.0%	39.6%	35.9%
Average Household Income	\$188,261	\$225,544	\$215,154
2028 Households by Income			
Household Income Base	2,631	9,807	24,302
<\$15,000	4.8%	3.0%	3.3%
\$15,000 - \$24,999	4.3%	1.7%	1.7%
\$25,000 - \$34,999	1.8%	1.2%	2.0%
\$35,000 - \$49,999	5.3%	3.9%	4.8%
\$50,000 - \$74,999	8.9%	7.0%	8.3%
\$75,000 - \$99,999	6.5%	4.7%	6.3%
\$100,000 - \$149,999	17.7%	16.2%	16.2%
\$150,000 - \$199,999	17.0%	17.9%	17.5%
\$200,000+	33.9%	44.4%	39.9%
Average Household Income	\$212,756	\$250,744	\$238,031
2023 Owner Occupied Housing Units by Value			
Total	2,276	8,558	19,344
<\$50,000	0.7%	0.5%	1.1%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.1%
\$200,000 - \$249,999	0.3%	0.1%	0.1%
\$250,000 - \$299,999	1.1%	0.4%	0.5%
\$300,000 - \$399,999	4.0%	2.0%	4.0%
\$400,000 - \$499,999	10.5%	8.5%	11.2%
\$500,000 - \$749,999	59.4%	66.6%	62.7%
\$750,000 - \$999,999	16.5%	13.3%	12.4%
\$1,000,000 - \$1,499,999	5.9%	6.6%	5.5%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	1.5%	1.7%	1.8%
Average Home Value	\$689,143	\$703,155	\$685,178
2028 Owner Occupied Housing Units by Value			
Total	2,332	8,926	20,010
<\$50,000	0.5%	0.3%	0.8%
\$50,000 - \$99,999	0.0%	0.0%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.0%
\$200,000 - \$249,999	0.1%	0.0%	0.0%
\$250,000 - \$299,999	0.7%	0.2%	0.3%
\$300,000 - \$399,999	3.2%	1.5%	3.2%
\$400,000 - \$499,999	9.6%	7.8%	10.6%
\$500,000 - \$749,999	60.6%	67.0%	63.7%
\$750,000 - \$999,999	17.4%	13.7%	12.8%
\$1,000,000 - \$1,499,999	6.5%	7.6%	6.2%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.6%
\$2,000,000 +	1.4%	1.6%	1.8%
Average Home Value	\$701,243	\$713,768	\$696,523

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

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Median Household Income			
2023	\$135,376	\$165,912	\$155,593
2028	\$151,775	\$180,822	\$167,354
Median Home Value			
2023	\$640,336	\$644,069	\$631,256
2028	\$648,178	\$649,494	\$637,177
Per Capita Income			
2023	\$67,265	\$76,348	\$73,697
2028	\$76,494	\$85,276	\$81,987
Median Age			
2010	44.1	43.6	42.2
2020	46.2	44.4	42.8
2023	47.7	46.1	45.1
2028	48.9	46.7	45.7
2020 Population by Age			
Total	6,808	26,816	67,648
0 - 4	3.5%	3.9%	4.7%
5 - 9	6.5%	6.9%	7.0%
10 - 14	8.5%	8.6%	7.9%
15 - 24	12.5%	12.5%	12.3%
25 - 34	5.1%	6.2%	7.9%
35 - 44	11.9%	12.7%	13.2%
45 - 54	16.4%	15.4%	14.6%
55 - 64	12.9%	14.6%	13.8%
65 - 74	12.6%	11.7%	10.9%
75 - 84	7.7%	5.6%	5.5%
85 +	2.5%	1.9%	2.1%
18 +	76.2%	75.3%	75.4%
2023 Population by Age			
Total	6,964	27,908	69,558
0 - 4	4.2%	4.0%	4.2%
5 - 9	5.8%	5.6%	5.7%
10 - 14	7.5%	7.6%	7.3%
15 - 24	11.3%	12.0%	12.0%
25 - 34	7.6%	8.6%	9.2%
35 - 44	9.9%	10.7%	11.6%
45 - 54	15.3%	15.4%	15.0%
55 - 64	15.0%	16.8%	16.1%
65 - 74	13.3%	12.3%	11.8%
75 - 84	7.8%	5.4%	5.3%
85 +	2.4%	1.6%	1.9%
18 +	77.7%	77.6%	77.9%
2028 Population by Age			
Total	7,041	28,763	70,795
0 - 4	4.2%	4.0%	4.3%
5 - 9	5.6%	5.4%	5.5%
10 - 14	6.7%	6.8%	6.6%
15 - 24	10.0%	10.4%	10.6%
25 - 34	7.5%	8.0%	9.1%
35 - 44	11.0%	12.9%	13.0%
45 - 54	13.3%	14.1%	13.9%
55 - 64	15.9%	15.8%	15.3%
65 - 74	13.0%	13.2%	12.5%
75 - 84	9.5%	7.2%	6.9%
85 +	3.2%	2.1%	2.3%
18 +	79.2%	79.1%	79.3%
2020 Population by Sex			

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Males	3,185	12,972	32,945
Females	3,623	13,844	34,703
2023 Population by Sex			
Males	3,354	13,857	34,490
Females	3,611	14,051	35,066
2028 Population by Sex			
Males	3,398	14,301	35,061
Females	3,644	14,462	35,733
2010 Population by Race/Ethnicity			
Total	5,583	22,590	58,964
White Alone	67.8%	73.0%	67.1%
Black Alone	5.7%	6.2%	8.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	24.0%	18.0%	20.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.6%	1.2%
Two or More Races	1.9%	2.2%	2.5%
Hispanic Origin	1.8%	2.3%	3.2%
Diversity Index	49.7	45.6	53.2
2020 Population by Race/Ethnicity			
Total	6,808	26,816	67,648
White Alone	50.1%	55.8%	52.9%
Black Alone	6.4%	7.0%	9.5%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	38.1%	30.3%	29.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.9%	1.6%
Two or More Races	4.6%	5.9%	6.1%
Hispanic Origin	2.6%	3.3%	4.2%
Diversity Index	61.8	61.5	65.0
2023 Population by Race/Ethnicity			
Total	6,966	27,908	69,556
White Alone	48.4%	53.8%	51.2%
Black Alone	6.5%	7.2%	9.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	39.4%	31.9%	30.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	1.6%
Two or More Races	4.8%	6.1%	6.4%
Hispanic Origin	2.7%	3.5%	4.5%
Diversity Index	62.5	62.7	66.1
2028 Population by Race/Ethnicity			
Total	7,041	28,764	70,793
White Alone	44.7%	49.8%	47.7%
Black Alone	6.8%	7.5%	10.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	42.4%	35.0%	33.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.0%	1.8%
Two or More Races	5.2%	6.6%	6.9%
Hispanic Origin	3.0%	3.9%	4.9%
Diversity Index	63.5	64.8	67.9

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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2020 Population by Relationship and Household Type			
Total	6,808	26,816	67,648
In Households	99.2%	99.4%	98.9%
Householder	36.0%	33.7%	34.3%
Opposite-Sex Spouse	24.4%	25.1%	23.7%
Same-Sex Spouse	0.1%	0.1%	0.2%
Opposite-Sex Unmarried Partner	0.6%	0.7%	0.9%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	32.1%	33.1%	32.3%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	0.4%	0.5%	0.6%
Grandchild	0.7%	0.9%	0.9%
Brother or Sister	0.4%	0.5%	0.6%
Parent	1.4%	1.4%	1.5%
Parent-in-law	0.7%	0.7%	0.7%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	0.6%	0.7%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	0.8%	1.0%	1.5%
In Group Quarters	0.8%	0.6%	1.1%
Institutionalized	0.7%	0.5%	0.5%
Noninstitutionalized	0.1%	0.1%	0.6%
2023 Population 25+ by Educational Attainment			
Total	4,959	19,760	49,247
Less than 9th Grade	1.4%	1.4%	1.4%
9th - 12th Grade, No Diploma	1.8%	1.5%	1.7%
High School Graduate	12.2%	10.7%	11.8%
GED/Alternative Credential	1.6%	1.7%	1.2%
Some College, No Degree	13.5%	10.5%	10.5%
Associate Degree	4.0%	4.2%	4.5%
Bachelor's Degree	31.6%	35.1%	32.5%
Graduate/Professional Degree	34.0%	34.9%	36.3%
2023 Population 15+ by Marital Status			
Total	5,746	23,113	57,591
Never Married	22.3%	23.6%	23.5%
Married	64.0%	66.7%	65.7%
Widowed	6.8%	5.2%	5.3%
Divorced	6.9%	4.5%	5.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,336	14,694	36,859
Population 16+ Employed	99.6%	97.4%	97.1%
Population 16+ Unemployment rate	0.4%	2.6%	2.9%
Population 16-24 Employed	8.2%	8.0%	9.2%
Population 16-24 Unemployment rate	3.2%	8.2%	11.4%
Population 25-54 Employed	59.1%	57.6%	58.4%
Population 25-54 Unemployment rate	0.1%	2.1%	2.1%
Population 55-64 Employed	21.9%	24.5%	23.2%
Population 55-64 Unemployment rate	0.0%	1.8%	1.9%
Population 65+ Employed	10.8%	9.9%	9.3%
Population 65+ Unemployment rate	0.6%	2.3%	1.4%

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May 06, 2024

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2023 Employed Population 16+ by Industry			
Total	3,322	14,318	35,774
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	1.7%	4.7%	4.4%
Manufacturing	7.3%	7.2%	7.1%
Wholesale Trade	1.3%	1.4%	1.1%
Retail Trade	3.7%	4.9%	5.8%
Transportation/Utilities	4.9%	3.1%	3.4%
Information	1.5%	1.2%	1.3%
Finance/Insurance/Real Estate	11.2%	8.5%	7.4%
Services	57.7%	58.1%	58.9%
Public Administration	10.8%	11.0%	10.4%
2023 Employed Population 16+ by Occupation			
Total	3,321	14,318	35,773
White Collar	89.2%	86.6%	84.4%
Management/Business/Financial	24.5%	28.1%	25.5%
Professional	47.9%	44.3%	46.3%
Sales	5.6%	6.1%	6.0%
Administrative Support	11.1%	8.1%	6.7%
Services	6.7%	7.2%	8.1%
Blue Collar	4.1%	6.2%	7.4%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	0.3%	1.8%	1.9%
Installation/Maintenance/Repair	0.7%	0.9%	1.0%
Production	1.6%	1.7%	2.0%
Transportation/Material Moving	1.5%	1.4%	2.4%
2020 Households by Type			
Total	2,531	9,064	23,066
Married Couple Households	68.4%	74.6%	69.9%
With Own Children <18	31.4%	34.1%	32.9%
Without Own Children <18	37.0%	40.5%	37.0%
Cohabiting Couple Households	2.0%	2.3%	2.8%
With Own Children <18	0.5%	0.7%	0.8%
Without Own Children <18	1.5%	1.6%	2.0%
Male Householder, No Spouse/Partner	7.7%	7.5%	9.4%
Living Alone	5.2%	4.6%	5.9%
65 Years and over	2.8%	2.1%	2.3%
With Own Children <18	1.1%	1.0%	1.1%
Without Own Children <18, With Relatives	1.1%	1.3%	1.6%
No Relatives Present	0.4%	0.6%	0.8%
Female Householder, No Spouse/Partner	21.9%	15.6%	18.0%
Living Alone	15.3%	9.1%	10.2%
65 Years and over	11.5%	6.2%	6.4%
With Own Children <18	2.5%	2.5%	3.4%
Without Own Children <18, With Relatives	4.0%	3.7%	4.0%
No Relatives Present	0.2%	0.2%	0.4%
2020 Households by Size			
Total	2,531	9,064	23,066
1 Person Household	20.5%	13.7%	16.1%
2 Person Household	31.6%	32.4%	31.3%
3 Person Household	16.6%	18.3%	18.7%
4 Person Household	21.1%	23.8%	22.3%
5 Person Household	7.1%	8.1%	7.6%
6 Person Household	2.0%	2.3%	2.7%
7 + Person Household	1.1%	1.4%	1.3%

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2020 Households by Tenure and Mortgage Status			
Total	2,531	9,064	23,066
Owner Occupied	86.1%	87.8%	78.8%
Owned with a Mortgage/Loan	61.8%	64.2%	57.3%
Owned Free and Clear	24.3%	23.6%	21.5%
Renter Occupied	13.9%	12.2%	21.2%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	99	96
Percent of Income for Mortgage	28.4%	23.3%	24.4%
Wealth Index	253	307	281
2020 Housing Units By Urban/ Rural Status			
Total	2,613	9,268	23,813
Urban Housing Units	78.6%	81.0%	82.8%
Rural Housing Units	21.4%	19.0%	17.2%
2020 Population By Urban/ Rural Status			
Total	6,808	26,816	67,648
Urban Population	76.8%	80.0%	81.8%
Rural Population	23.2%	20.0%	18.2%

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.

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Top 3 Tapestry Segments			
1.	Exurbanites (1E)	Professional Pride (1B)	Top Tier (1A)
2.	Professional Pride (1B)	Top Tier (1A)	Professional Pride (1B)
3.	Top Tier (1A)	Exurbanites (1E)	Enterprising Professionals (2D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$9,357,779	\$41,514,000	\$100,076,957
Average Spent	\$3,615.83	\$4,382.35	\$4,215.36
Spending Potential Index	164	199	192
Education: Total \$	\$9,328,459	\$42,552,452	\$101,931,999
Average Spent	\$3,604.51	\$4,491.97	\$4,293.50
Spending Potential Index	201	250	239
Entertainment/Recreation: Total \$	\$16,723,002	\$72,829,471	\$173,341,863
Average Spent	\$6,461.75	\$7,688.11	\$7,301.37
Spending Potential Index	171	203	193
Food at Home: Total \$	\$28,367,142	\$123,657,521	\$300,268,505
Average Spent	\$10,961.03	\$13,053.68	\$12,647.68
Spending Potential Index	161	192	186
Food Away from Home: Total \$	\$15,811,766	\$69,441,011	\$167,020,790
Average Spent	\$6,109.65	\$7,330.41	\$7,035.12
Spending Potential Index	164	197	189
Health Care: Total \$	\$31,506,491	\$135,689,015	\$320,879,846
Average Spent	\$12,174.07	\$14,323.76	\$13,515.85
Spending Potential Index	165	195	184
HH Furnishings & Equipment: Total \$	\$13,224,200	\$57,901,372	\$138,289,227
Average Spent	\$5,109.81	\$6,112.25	\$5,824.91
Spending Potential Index	173	207	197
Personal Care Products & Services: Total \$	\$4,212,773	\$18,288,869	\$44,056,574
Average Spent	\$1,627.81	\$1,930.63	\$1,855.72
Spending Potential Index	170	202	194
Shelter: Total \$	\$109,750,483	\$476,333,639	\$1,160,693,840
Average Spent	\$42,407.45	\$50,283.29	\$48,889.85
Spending Potential Index	171	203	197
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,318,822	\$65,675,756	\$152,145,690
Average Spent	\$5,919.17	\$6,932.94	\$6,408.56
Spending Potential Index	189	222	205
Travel: Total \$	\$10,719,784	\$46,784,796	\$110,768,388
Average Spent	\$4,142.11	\$4,938.75	\$4,665.70
Spending Potential Index	184	220	207
Vehicle Maintenance & Repairs: Total \$	\$5,398,238	\$23,256,649	\$55,326,351
Average Spent	\$2,085.87	\$2,455.05	\$2,330.41
Spending Potential Index	159	187	178

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.

10785-10899 Birmingham Way
 10785-10899 Birmingham Way, Woodstock, Maryland, 21163
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.30807
 Longitude: -76.89013

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Exurbanites (1E)	45.5%	Population	6,965	7,042
Professional Pride (1B)	32.8%	Households	2,588	2,631
Top Tier (1A)	21.7%	Families	1,914	1,948
	0.0%	Median Age	47.7	48.9
	0.0%	Median Household Income	\$135,376	\$151,775
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		164	\$3,615.83	\$9,357,779
Men's		166	\$678.11	\$1,754,941
Women's		167	\$1,245.31	\$3,222,870
Children's		153	\$508.63	\$1,316,346
Footwear		159	\$793.77	\$2,054,283
Watches & Jewelry		187	\$315.02	\$815,259
Apparel Products and Services (1)		168	\$74.99	\$194,080
Computer				
Computers and Hardware for Home Use		165	\$423.10	\$1,094,971
Portable Memory		160	\$7.35	\$19,012
Computer Software		157	\$22.65	\$58,626
Computer Accessories		168	\$41.97	\$108,618
Entertainment & Recreation		171	\$6,461.75	\$16,723,002
Fees and Admissions		198	\$1,413.25	\$3,657,500
Membership Fees for Clubs (2)		198	\$551.22	\$1,426,545
Fees for Participant Sports, excl. Trips		198	\$237.00	\$613,346
Tickets to Theatre/Operas/Concerts		191	\$104.36	\$270,089
Tickets to Movies		168	\$46.49	\$120,309
Tickets to Parks or Museums		169	\$47.09	\$121,867
Admission to Sporting Events, excl. Trips		206	\$120.20	\$311,071
Fees for Recreational Lessons		211	\$305.59	\$790,862
Dating Services		123	\$1.32	\$3,411
TV/Video/Audio		157	\$2,129.35	\$5,510,761
Cable and Satellite Television Services		158	\$1,356.91	\$3,511,690
Televisions		155	\$225.62	\$583,910
Satellite Dishes		142	\$2.43	\$6,282
VCRs, Video Cameras, and DVD Players		156	\$7.54	\$19,517
Miscellaneous Video Equipment		170	\$21.43	\$55,449
Video Cassettes and DVDs		155	\$10.14	\$26,243
Video Game Hardware/Accessories		132	\$53.23	\$137,755
Video Game Software		130	\$25.19	\$65,197
Rental/Streaming/Downloaded Video		152	\$187.01	\$483,976
Installation of Televisions		195	\$3.14	\$8,123
Audio (3)		173	\$233.34	\$603,891
Rental and Repair of TV/Radio/Sound Equipment		121	\$3.37	\$8,726
Pets		166	\$1,529.84	\$3,959,238
Toys/Games/Crafts/Hobbies (4)		156	\$246.92	\$639,017
Recreational Vehicles and Fees (5)		195	\$292.62	\$757,298
Sports/Recreation/Exercise Equipment (6)		175	\$491.48	\$1,271,947
Photo Equipment and Supplies (7)		167	\$77.95	\$201,725
Reading (8)		178	\$225.83	\$584,449
Catered Affairs (9)		179	\$54.51	\$141,067
Food		162	\$17,070.68	\$44,178,908
Food at Home		161	\$10,961.03	\$28,367,142
Bakery and Cereal Products		161	\$1,420.36	\$3,675,883
Meats, Poultry, Fish, and Eggs		160	\$2,350.19	\$6,082,291
Dairy Products		163	\$1,070.57	\$2,770,623
Fruits and Vegetables		164	\$2,197.90	\$5,688,165
Snacks and Other Food at Home (10)		160	\$3,922.02	\$10,150,180
Food Away from Home		164	\$6,109.65	\$15,811,766
Alcoholic Beverages		180	\$1,213.12	\$3,139,554

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	222	\$87,473.28	\$226,380,861
Value of Retirement Plans	215	\$303,840.99	\$786,340,484
Value of Other Financial Assets	213	\$18,204.52	\$47,113,304
Vehicle Loan Amount excluding Interest	153	\$5,578.95	\$14,438,321
Value of Credit Card Debt	166	\$5,262.98	\$13,620,599
Health			
Nonprescription Drugs	157	\$268.14	\$693,938
Prescription Drugs	157	\$576.59	\$1,492,227
Eyeglasses and Contact Lenses	168	\$186.76	\$483,347
Home			
Mortgage Payment and Basics (11)	200	\$25,849.69	\$66,898,994
Maintenance and Remodeling Services	205	\$7,783.15	\$20,142,793
Maintenance and Remodeling Materials (12)	174	\$1,366.76	\$3,537,187
Utilities, Fuel, and Public Services	157	\$9,106.27	\$23,567,030
Household Furnishings and Equipment			
Household Textiles (13)	166	\$203.20	\$525,883
Furniture	167	\$1,375.18	\$3,558,972
Rugs	189	\$78.66	\$203,579
Major Appliances (14)	172	\$906.86	\$2,346,949
Housewares (15)	174	\$186.72	\$483,234
Small Appliances	153	\$110.88	\$286,949
Luggage	168	\$24.16	\$62,534
Telephones and Accessories	167	\$179.94	\$465,690
Household Operations			
Child Care	178	\$922.14	\$2,386,495
Lawn and Garden (16)	191	\$1,279.97	\$3,312,565
Moving/Storage/Freight Express	162	\$145.13	\$375,591
Housekeeping Supplies (17)	164	\$1,529.21	\$3,957,590
Insurance			
Owners and Renters Insurance	174	\$1,359.53	\$3,518,454
Vehicle Insurance	152	\$3,301.20	\$8,543,505
Life/Other Insurance	187	\$1,296.32	\$3,354,872
Health Insurance	165	\$8,169.69	\$21,143,145
Personal Care Products (18)	164	\$907.45	\$2,348,473
School Books and Supplies (19)	161	\$215.04	\$556,520
Smoking Products	118	\$510.13	\$1,320,217
Transportation			
Payments on Vehicles excluding Leases	155	\$4,677.01	\$12,104,106
Gasoline and Motor Oil	150	\$3,796.95	\$9,826,496
Vehicle Maintenance and Repairs	159	\$2,085.87	\$5,398,238
Travel			
Airline Fares	188	\$876.56	\$2,268,528
Lodging on Trips	189	\$1,360.93	\$3,522,090
Auto/Truck Rental on Trips	182	\$143.95	\$372,533
Food and Drink on Trips	179	\$1,003.22	\$2,596,326

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.

10785-10899 Birmingham Way
 10785-10899 Birmingham Way, Woodstock, Maryland, 21163
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.30807
 Longitude: -76.89013

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Professional Pride (1B)	49.3%	Population	27,908	28,763
Top Tier (1A)	32.4%	Households	9,473	9,807
Exurbanites (1E)	12.4%	Families	7,854	8,148
Savvy Suburbanites (1D)	5.8%	Median Age	46.1	46.7
	0.0%	Median Household Income	\$165,912	\$180,822
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		199	\$4,382.35	\$41,514,000
Men's		199	\$813.21	\$7,703,534
Women's		199	\$1,484.02	\$14,058,098
Children's		192	\$635.30	\$6,018,241
Footwear		195	\$971.84	\$9,206,279
Watches & Jewelry		230	\$388.31	\$3,678,464
Apparel Products and Services (1)		201	\$89.66	\$849,384
Computer				
Computers and Hardware for Home Use		197	\$503.46	\$4,769,258
Portable Memory		189	\$8.70	\$82,447
Computer Software		183	\$26.41	\$250,223
Computer Accessories		197	\$49.22	\$466,269
Entertainment & Recreation		203	\$7,688.11	\$72,829,471
Fees and Admissions		241	\$1,719.55	\$16,289,291
Membership Fees for Clubs (2)		242	\$672.08	\$6,366,577
Fees for Participant Sports, excl. Trips		238	\$284.50	\$2,695,089
Tickets to Theatre/Operas/Concerts		229	\$124.98	\$1,183,912
Tickets to Movies		198	\$54.70	\$518,153
Tickets to Parks or Museums		203	\$56.47	\$534,983
Admission to Sporting Events, excl. Trips		257	\$150.04	\$1,421,357
Fees for Recreational Lessons		259	\$375.20	\$3,554,265
Dating Services		148	\$1.58	\$14,955
TV/Video/Audio		185	\$2,506.04	\$23,739,748
Cable and Satellite Television Services		185	\$1,590.59	\$15,067,669
Televisions		182	\$265.38	\$2,513,921
Satellite Dishes		168	\$2.88	\$27,316
VCRs, Video Cameras, and DVD Players		179	\$8.62	\$81,693
Miscellaneous Video Equipment		203	\$25.69	\$243,379
Video Cassettes and DVDs		178	\$11.62	\$110,038
Video Game Hardware/Accessories		160	\$64.33	\$609,408
Video Game Software		155	\$30.06	\$284,794
Rental/Streaming/Downloaded Video		179	\$221.04	\$2,093,933
Installation of Televisions		230	\$3.71	\$35,140
Audio (3)		206	\$278.22	\$2,635,608
Rental and Repair of TV/Radio/Sound Equipment		140	\$3.89	\$36,850
Pets		196	\$1,803.46	\$17,084,190
Toys/Games/Crafts/Hobbies (4)		186	\$295.34	\$2,797,720
Recreational Vehicles and Fees (5)		239	\$358.71	\$3,398,076
Sports/Recreation/Exercise Equipment (6)		209	\$587.46	\$5,565,040
Photo Equipment and Supplies (7)		200	\$93.45	\$885,286
Reading (8)		205	\$260.31	\$2,465,891
Catered Affairs (9)		210	\$63.78	\$604,229
Food		194	\$20,384.10	\$193,098,532
Food at Home		192	\$13,053.68	\$123,657,521
Bakery and Cereal Products		193	\$1,698.69	\$16,091,645
Meats, Poultry, Fish, and Eggs		190	\$2,800.79	\$26,531,849
Dairy Products		193	\$1,272.48	\$12,054,161
Fruits and Vegetables		194	\$2,609.95	\$24,724,045
Snacks and Other Food at Home (10)		191	\$4,671.79	\$44,255,822
Food Away from Home		197	\$7,330.41	\$69,441,011
Alcoholic Beverages		214	\$1,443.70	\$13,676,185

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	260	\$102,318.29	\$969,261,135
Value of Retirement Plans	257	\$363,968.75	\$3,447,875,980
Value of Other Financial Assets	239	\$20,501.82	\$194,213,715
Vehicle Loan Amount excluding Interest	185	\$6,721.21	\$63,669,984
Value of Credit Card Debt	199	\$6,300.72	\$59,686,686
Health			
Nonprescription Drugs	183	\$313.33	\$2,968,154
Prescription Drugs	182	\$670.20	\$6,348,824
Eyeglasses and Contact Lenses	200	\$222.46	\$2,107,333
Home			
Mortgage Payment and Basics (11)	241	\$31,115.83	\$294,760,290
Maintenance and Remodeling Services	243	\$9,247.78	\$87,604,230
Maintenance and Remodeling Materials (12)	207	\$1,626.62	\$15,408,988
Utilities, Fuel, and Public Services	186	\$10,780.65	\$102,125,114
Household Furnishings and Equipment			
Household Textiles (13)	197	\$241.14	\$2,284,334
Furniture	199	\$1,640.69	\$15,542,260
Rugs	228	\$95.07	\$900,600
Major Appliances (14)	204	\$1,075.91	\$10,192,063
Housewares (15)	206	\$221.91	\$2,102,108
Small Appliances	177	\$128.72	\$1,219,340
Luggage	201	\$28.83	\$273,139
Telephones and Accessories	193	\$208.08	\$1,971,151
Household Operations			
Child Care	225	\$1,163.00	\$11,017,109
Lawn and Garden (16)	226	\$1,513.07	\$14,333,306
Moving/Storage/Freight Express	184	\$165.44	\$1,567,172
Housekeeping Supplies (17)	195	\$1,821.93	\$17,259,166
Insurance			
Owners and Renters Insurance	207	\$1,615.85	\$15,306,949
Vehicle Insurance	180	\$3,909.65	\$37,036,119
Life/Other Insurance	227	\$1,570.01	\$14,872,743
Health Insurance	195	\$9,638.70	\$91,307,415
Personal Care Products (18)	195	\$1,077.89	\$10,210,862
School Books and Supplies (19)	194	\$259.28	\$2,456,129
Smoking Products	138	\$599.24	\$5,676,600
Transportation			
Payments on Vehicles excluding Leases	187	\$5,647.82	\$53,501,842
Gasoline and Motor Oil	177	\$4,493.24	\$42,564,446
Vehicle Maintenance and Repairs	187	\$2,455.05	\$23,256,649
Travel			
Airline Fares	223	\$1,038.96	\$9,842,107
Lodging on Trips	227	\$1,633.89	\$15,477,885
Auto/Truck Rental on Trips	218	\$172.80	\$1,636,934
Food and Drink on Trips	214	\$1,195.41	\$11,324,121

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.

10785-10899 Birmingham Way
 10785-10899 Birmingham Way, Woodstock, Maryland, 21163
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.30807
 Longitude: -76.89013

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Top Tier (1A)	37.3%	Population	69,556	70,794
Professional Pride (1B)	24.6%	Households	23,741	24,302
Enterprising Professionals (2D)	9.5%	Families	18,730	19,209
Savvy Suburbanites (1D)	6.8%	Median Age	45.1	45.7
Golden Years (9B)	6.2%	Median Household Income	\$155,593	\$167,354
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		192	\$4,215.36	\$100,076,957
Men's		191	\$780.95	\$18,540,543
Women's		192	\$1,433.66	\$34,036,475
Children's		180	\$596.24	\$14,155,403
Footwear		189	\$941.93	\$22,362,461
Watches & Jewelry		222	\$374.50	\$8,890,917
Apparel Products and Services (1)		198	\$88.08	\$2,091,158
Computer				
Computers and Hardware for Home Use		193	\$493.69	\$11,720,780
Portable Memory		182	\$8.36	\$198,567
Computer Software		188	\$27.10	\$643,307
Computer Accessories		191	\$47.85	\$1,136,009
Entertainment & Recreation		193	\$7,301.37	\$173,341,863
Fees and Admissions		226	\$1,609.39	\$38,208,470
Membership Fees for Clubs (2)		225	\$624.55	\$14,827,462
Fees for Participant Sports, excl. Trips		223	\$266.40	\$6,324,682
Tickets to Theatre/Operas/Concerts		220	\$119.80	\$2,844,225
Tickets to Movies		190	\$52.46	\$1,245,562
Tickets to Parks or Museums		186	\$51.65	\$1,226,162
Admission to Sporting Events, excl. Trips		234	\$136.51	\$3,240,938
Fees for Recreational Lessons		246	\$356.32	\$8,459,466
Dating Services		157	\$1.68	\$39,974
TV/Video/Audio		178	\$2,406.08	\$57,122,628
Cable and Satellite Television Services		178	\$1,530.48	\$36,335,111
Televisions		175	\$255.25	\$6,059,787
Satellite Dishes		154	\$2.64	\$62,683
VCRs, Video Cameras, and DVD Players		176	\$8.50	\$201,798
Miscellaneous Video Equipment		195	\$24.67	\$585,595
Video Cassettes and DVDs		171	\$11.19	\$265,630
Video Game Hardware/Accessories		156	\$62.81	\$1,491,249
Video Game Software		155	\$29.97	\$711,434
Rental/Streaming/Downloaded Video		170	\$209.21	\$4,966,814
Installation of Televisions		219	\$3.53	\$83,868
Audio (3)		195	\$263.81	\$6,263,203
Rental and Repair of TV/Radio/Sound Equipment		145	\$4.02	\$95,453
Pets		188	\$1,730.65	\$41,087,348
Toys/Games/Crafts/Hobbies (4)		177	\$280.21	\$6,652,583
Recreational Vehicles and Fees (5)		220	\$330.61	\$7,849,040
Sports/Recreation/Exercise Equipment (6)		191	\$537.45	\$12,759,653
Photo Equipment and Supplies (7)		193	\$90.08	\$2,138,626
Reading (8)		202	\$255.72	\$6,070,938
Catered Affairs (9)		201	\$61.18	\$1,452,578
Food		187	\$19,682.80	\$467,289,295
Food at Home		186	\$12,647.68	\$300,268,505
Bakery and Cereal Products		187	\$1,643.99	\$39,029,869
Meats, Poultry, Fish, and Eggs		185	\$2,724.30	\$64,677,495
Dairy Products		188	\$1,236.26	\$29,350,134
Fruits and Vegetables		190	\$2,549.02	\$60,516,296
Snacks and Other Food at Home (10)		184	\$4,494.11	\$106,694,710
Food Away from Home		189	\$7,035.12	\$167,020,790
Alcoholic Beverages		209	\$1,408.21	\$33,432,293

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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	251	\$98,773.90	\$2,344,991,201
Value of Retirement Plans	238	\$337,020.38	\$8,001,200,905
Value of Other Financial Assets	240	\$20,524.86	\$487,280,796
Vehicle Loan Amount excluding Interest	170	\$6,170.66	\$146,497,639
Value of Credit Card Debt	191	\$6,045.55	\$143,527,290
Health			
Nonprescription Drugs	171	\$292.79	\$6,951,069
Prescription Drugs	170	\$624.36	\$14,822,980
Eyeglasses and Contact Lenses	189	\$210.75	\$5,003,357
Home			
Mortgage Payment and Basics (11)	224	\$28,998.69	\$688,457,986
Maintenance and Remodeling Services	224	\$8,517.45	\$202,212,822
Maintenance and Remodeling Materials (12)	186	\$1,456.68	\$34,583,008
Utilities, Fuel, and Public Services	178	\$10,305.67	\$244,666,906
Household Furnishings and Equipment			
Household Textiles (13)	190	\$232.62	\$5,522,604
Furniture	188	\$1,548.96	\$36,773,925
Rugs	218	\$90.88	\$2,157,683
Major Appliances (14)	190	\$1,006.37	\$23,892,245
Housewares (15)	198	\$212.48	\$5,044,472
Small Appliances	175	\$127.46	\$3,025,972
Luggage	194	\$27.86	\$661,536
Telephones and Accessories	186	\$200.04	\$4,749,122
Household Operations			
Child Care	213	\$1,102.00	\$26,162,578
Lawn and Garden (16)	210	\$1,406.33	\$33,387,751
Moving/Storage/Freight Express	182	\$162.78	\$3,864,460
Housekeeping Supplies (17)	186	\$1,735.53	\$41,203,109
Insurance			
Owners and Renters Insurance	190	\$1,483.25	\$35,213,869
Vehicle Insurance	172	\$3,733.19	\$88,629,638
Life/Other Insurance	209	\$1,448.27	\$34,383,402
Health Insurance	184	\$9,103.05	\$216,115,460
Personal Care Products (18)	189	\$1,042.59	\$24,752,049
School Books and Supplies (19)	184	\$247.14	\$5,867,454
Smoking Products	135	\$583.56	\$13,854,208
Transportation			
Payments on Vehicles excluding Leases	173	\$5,214.95	\$123,808,024
Gasoline and Motor Oil	170	\$4,305.10	\$102,207,377
Vehicle Maintenance and Repairs	178	\$2,330.41	\$55,326,351
Travel			
Airline Fares	214	\$997.71	\$23,686,542
Lodging on Trips	212	\$1,527.92	\$36,274,404
Auto/Truck Rental on Trips	205	\$162.56	\$3,859,333
Food and Drink on Trips	203	\$1,133.72	\$26,915,581

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.

- (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.



Business Summary

10785-10899 Birmingham Way
 10785-10899 Birmingham Way, Woodstock, Maryland, 21163
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.30807
 Longitude: -76.89013

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	254		847		2,116							
Total Employees:	2,007		6,737		21,692							
Total Residential Population:	6,965		27,908		69,556							
Employee/Residential Population Ratio (per 100 Residents)	29		24		31							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	2.0%	25	1.2%	26	3.1%	192	2.8%	59	2.8%	463	2.1%
Construction	20	7.9%	84	4.2%	65	7.7%	464	6.9%	141	6.7%	1,060	4.9%
Manufacturing	2	0.8%	36	1.8%	13	1.5%	88	1.3%	28	1.3%	343	1.6%
Transportation	4	1.6%	42	2.1%	10	1.2%	89	1.3%	25	1.2%	242	1.1%
Communication	0	0.0%	0	0.0%	2	0.2%	6	0.1%	12	0.6%	90	0.4%
Utility	1	0.4%	9	0.4%	2	0.2%	19	0.3%	5	0.2%	44	0.2%
Wholesale Trade	1	0.4%	7	0.3%	16	1.9%	70	1.0%	36	1.7%	215	1.0%
Retail Trade Summary	34	13.4%	372	18.5%	133	15.7%	1,385	20.6%	353	16.7%	4,647	21.4%
Home Improvement	3	1.2%	19	0.9%	9	1.1%	110	1.6%	22	1.0%	338	1.6%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.4%	3	0.0%	9	0.4%	279	1.3%
Food Stores	3	1.2%	76	3.8%	12	1.4%	299	4.4%	43	2.0%	835	3.8%
Auto Dealers & Gas Stations	1	0.4%	5	0.2%	6	0.7%	36	0.5%	29	1.4%	655	3.0%
Apparel & Accessory Stores	0	0.0%	3	0.1%	3	0.4%	8	0.1%	8	0.4%	30	0.1%
Furniture & Home Furnishings	1	0.4%	17	0.8%	11	1.3%	76	1.1%	25	1.2%	153	0.7%
Eating & Drinking Places	15	5.9%	174	8.7%	50	5.9%	527	7.8%	118	5.6%	1,540	7.1%
Miscellaneous Retail	10	3.9%	78	3.9%	39	4.6%	326	4.8%	99	4.7%	817	3.8%
Finance, Insurance, Real Estate Summary	35	13.8%	238	11.9%	85	10.0%	699	10.4%	219	10.3%	2,150	9.9%
Banks, Savings & Lending Institutions	6	2.4%	77	3.8%	14	1.7%	163	2.4%	34	1.6%	379	1.7%
Securities Brokers	4	1.6%	28	1.4%	7	0.8%	42	0.6%	30	1.4%	178	0.8%
Insurance Carriers & Agents	9	3.5%	39	1.9%	22	2.6%	124	1.8%	39	1.8%	240	1.1%
Real Estate, Holding, Other Investment Offices	15	5.9%	93	4.6%	42	5.0%	370	5.5%	116	5.5%	1,353	6.2%
Services Summary	107	42.1%	1,119	55.8%	342	40.4%	3,430	50.9%	876	41.4%	11,179	51.5%
Hotels & Lodging	0	0.0%	3	0.1%	1	0.1%	6	0.1%	5	0.2%	19	0.1%
Automotive Services	2	0.8%	12	0.6%	10	1.2%	58	0.9%	32	1.5%	214	1.0%
Movies & Amusements	9	3.5%	96	4.8%	23	2.7%	196	2.9%	53	2.5%	416	1.9%
Health Services	29	11.4%	171	8.5%	67	7.9%	376	5.6%	169	8.0%	1,296	6.0%
Legal Services	3	1.2%	7	0.3%	12	1.4%	47	0.7%	42	2.0%	185	0.9%
Education Institutions & Libraries	8	3.1%	288	14.3%	23	2.7%	825	12.2%	56	2.6%	2,358	10.9%
Other Services	55	21.7%	542	27.0%	206	24.3%	1,923	28.5%	519	24.5%	6,692	30.9%
Government	2	0.8%	38	1.9%	4	0.5%	98	1.5%	28	1.3%	864	4.0%
Unclassified Establishments	41	16.1%	37	1.8%	149	17.6%	197	2.9%	335	15.8%	395	1.8%
Totals	254	100.0%	2,007	100.0%	847	100.0%	6,737	100.0%	2,116	100.0%	21,692	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.



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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%	4	0.5%	43	0.6%	11	0.5%	130	0.6%
Mining	0	0.0%	3	0.1%	1	0.1%	9	0.1%	2	0.1%	12	0.1%
Utilities	0	0.0%	4	0.2%	1	0.1%	13	0.2%	3	0.1%	35	0.2%
Construction	22	8.7%	108	5.4%	68	8.0%	499	7.4%	149	7.0%	1,122	5.2%
Manufacturing	2	0.8%	22	1.1%	11	1.3%	67	1.0%	30	1.4%	345	1.6%
Wholesale Trade	1	0.4%	6	0.3%	15	1.8%	68	1.0%	35	1.7%	213	1.0%
Retail Trade	17	6.7%	186	9.3%	77	9.1%	816	12.1%	221	10.4%	2,926	13.5%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%	3	0.4%	21	0.3%	20	0.9%	618	2.8%
Furniture & Home Furnishings Stores	1	0.4%	7	0.3%	4	0.5%	24	0.4%	9	0.4%	43	0.2%
Electronics & Appliance Stores	0	0.0%	10	0.5%	7	0.8%	51	0.8%	13	0.6%	94	0.4%
Building Material & Garden Equipment & Supplies Dealers	3	1.2%	19	0.9%	9	1.1%	110	1.6%	23	1.1%	339	1.6%
Food & Beverage Stores	4	1.6%	84	4.2%	13	1.5%	300	4.5%	40	1.9%	797	3.7%
Health & Personal Care Stores	3	1.2%	20	1.0%	12	1.4%	113	1.7%	25	1.2%	191	0.9%
Gasoline Stations & Fuel Dealers	1	0.4%	5	0.2%	3	0.4%	15	0.2%	10	0.5%	40	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.4%	26	1.3%	6	0.7%	62	0.9%	16	0.8%	106	0.5%
Sporting Goods, Hobby, Book, & Music Stores	1	0.4%	9	0.4%	14	1.7%	96	1.4%	48	2.3%	390	1.8%
General Merchandise Stores	2	0.8%	5	0.2%	8	0.9%	23	0.3%	17	0.8%	307	1.4%
Transportation & Warehousing	3	1.2%	41	2.0%	10	1.2%	99	1.5%	22	1.0%	242	1.1%
Information	4	1.6%	51	2.5%	14	1.7%	124	1.8%	40	1.9%	420	1.9%
Finance & Insurance	20	7.9%	144	7.2%	43	5.1%	329	4.9%	104	4.9%	807	3.7%
Central Bank/Credit Intermediation & Related Activities	6	2.4%	77	3.8%	14	1.7%	163	2.4%	34	1.6%	379	1.7%
Securities & Commodity Contracts	4	1.6%	28	1.4%	7	0.8%	42	0.6%	30	1.4%	178	0.8%
Funds, Trusts & Other Financial Vehicles	9	3.5%	39	1.9%	22	2.6%	124	1.8%	40	1.9%	250	1.2%
Real Estate, Rental & Leasing	14	5.5%	85	4.2%	41	4.8%	356	5.3%	107	5.1%	1,483	6.8%
Professional, Scientific & Tech Services	25	9.8%	202	10.1%	96	11.3%	724	10.7%	245	11.6%	3,595	16.6%
Legal Services	4	1.6%	10	0.5%	14	1.7%	53	0.8%	50	2.4%	218	1.0%
Management of Companies & Enterprises	1	0.4%	7	0.3%	3	0.4%	19	0.3%	5	0.2%	33	0.2%
Administrative, Support & Waste Management Services	9	3.5%	27	1.3%	25	3.0%	108	1.6%	70	3.3%	396	1.8%
Educational Services	10	3.9%	299	14.9%	30	3.5%	839	12.5%	67	3.2%	2,394	11.0%
Health Care & Social Assistance	35	13.8%	309	15.4%	89	10.5%	742	11.0%	221	10.4%	2,391	11.0%
Arts, Entertainment & Recreation	6	2.4%	67	3.3%	17	2.0%	147	2.2%	46	2.2%	411	1.9%
Accommodation & Food Services	17	6.7%	184	9.2%	55	6.5%	565	8.4%	131	6.2%	1,704	7.9%
Accommodation	0	0.0%	3	0.1%	1	0.1%	6	0.1%	5	0.2%	19	0.1%
Food Services & Drinking Places	16	6.3%	180	9.0%	54	6.4%	559	8.3%	126	6.0%	1,685	7.8%
Other Services (except Public Administration)	22	8.7%	169	8.4%	92	10.9%	826	12.3%	245	11.6%	1,751	8.1%
Automotive Repair & Maintenance	1	0.4%	7	0.3%	4	0.5%	21	0.3%	22	1.0%	156	0.7%
Public Administration	2	0.8%	54	2.7%	5	0.6%	148	2.2%	27	1.3%	886	4.1%
Unclassified Establishments	41	16.1%	37	1.8%	149	17.6%	197	2.9%	335	15.8%	395	1.8%
Total	254	100.0%	2,007	100.0%	847	100.0%	6,737	100.0%	2,116	100.0%	21,692	100.0%

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