

# COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

Calculated using Weighted Block Centroid from Block Groups

Laundromat Owner

Laundry Equipment Services

Lat/Lon: 39.2988/-76.4370



RFULL9

Laundromat Case Study	1 mi radius	3 mi radius	5 mi radius
<b>Essex, MD 21221</b>			
<b>Population</b>			
Estimated Population (2018)	15,825	63,098	159,549
Projected Population (2023)	16,169	64,568	163,013
Census Population (2010)	15,231	61,257	153,906
Census Population (2000)	14,771	60,864	147,389
Projected Annual Growth (2018-2023)	344 0.4%	1,470 0.5%	3,464 0.4%
Historical Annual Growth (2010-2018)	594 0.5%	1,841 0.4%	5,643 0.5%
Historical Annual Growth (2000-2010)	460 0.3%	393 0.1%	6,518 0.4%
Estimated Population Density (2018)	5,039 <i>psm</i>	2,233 <i>psm</i>	2,032 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
<b>Households</b>			
Estimated Households (2018)	6,316	24,695	61,968
Projected Households (2023)	6,555	25,681	64,332
Census Households (2010)	6,078	23,927	59,679
Census Households (2000)	6,093	24,279	58,279
Projected Annual Growth (2018-2023)	239 0.8%	986 0.8%	2,364 0.8%
Historical Annual Change (2000-2018)	223 0.2%	416 0.1%	3,689 0.4%
<b>Average Household Income</b>			
Estimated Average Household Income (2018)	\$61,917	\$71,390	\$73,100
Projected Average Household Income (2023)	\$71,214	\$82,129	\$84,737
Census Average Household Income (2010)	\$52,701	\$61,303	\$62,059
Census Average Household Income (2000)	\$39,469	\$45,844	\$48,360
Projected Annual Change (2018-2023)	\$9,297 3.0%	\$10,738 3.0%	\$11,637 3.2%
Historical Annual Change (2000-2018)	\$22,448 3.2%	\$25,547 3.1%	\$24,740 2.8%
<b>Median Household Income</b>			
Estimated Median Household Income (2018)	\$55,691	\$63,288	\$62,983
Projected Median Household Income (2023)	\$63,082	\$71,487	\$71,467
Census Median Household Income (2010)	\$48,578	\$54,585	\$55,142
Census Median Household Income (2000)	\$33,973	\$39,406	\$41,680
Projected Annual Change (2018-2023)	\$7,391 2.7%	\$8,199 2.6%	\$8,484 2.7%
Historical Annual Change (2000-2018)	\$21,718 3.6%	\$23,883 3.4%	\$21,303 2.8%
<b>Per Capita Income</b>			
Estimated Per Capita Income (2018)	\$24,724	\$27,984	\$28,442
Projected Per Capita Income (2023)	\$28,884	\$32,708	\$33,491
Census Per Capita Income (2010)	\$21,030	\$23,945	\$24,064
Census Per Capita Income (2000)	\$16,456	\$18,274	\$19,051
Projected Annual Change (2018-2023)	\$4,160 3.4%	\$4,724 3.4%	\$5,048 3.5%
Historical Annual Change (2000-2018)	\$8,268 2.8%	\$9,710 3.0%	\$9,391 2.7%
Estimated Average Household Net Worth (2018)	\$335,959	\$465,955	\$467,822

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Laundromat Case Study	1 mi radius		3 mi radius		5 mi radius	
<b>Essex, MD 21221</b>						
<b>Race and Ethnicity</b>						
Total Population (2018)	15,825		63,098		159,549	
White (2018)	5,899	37.3%	41,726	66.1%	108,834	68.2%
Black or African American (2018)	8,434	53.3%	15,722	24.9%	34,247	21.5%
American Indian or Alaska Native (2018)	79	0.5%	360	0.6%	1,013	0.6%
Asian (2018)	318	2.0%	1,921	3.0%	6,456	4.0%
Hawaiian or Pacific Islander (2018)	4	-	15	-	44	-
Other Race (2018)	394	2.5%	1,226	1.9%	3,852	2.4%
Two or More Races (2018)	697	4.4%	2,127	3.4%	5,103	3.2%
Population < 18 (2018)	4,261	26.9%	14,178	22.5%	35,448	22.2%
White Not Hispanic	849	19.9%	6,682	47.1%	17,908	50.5%
Black or African American	2,551	59.9%	4,718	33.3%	10,019	28.3%
Asian	67	1.6%	430	3.0%	1,529	4.3%
Other Race Not Hispanic	303	7.1%	944	6.7%	2,269	6.4%
Hispanic	491	11.5%	1,404	9.9%	3,722	10.5%
Not Hispanic or Latino Population (2018)	14,532	91.8%	59,210	93.8%	148,847	93.3%
Not Hispanic White	5,416	37.3%	40,043	67.6%	104,425	70.2%
Not Hispanic Black or African American	8,204	56.5%	15,269	25.8%	33,123	22.3%
Not Hispanic American Indian or Alaska Native	48	0.3%	280	0.5%	822	0.6%
Not Hispanic Asian	313	2.2%	1,886	3.2%	6,338	4.3%
Not Hispanic Hawaiian or Pacific Islander	3	-	14	-	36	-
Not Hispanic Other Race	15	0.1%	38	0.1%	61	-
Not Hispanic Two or More Races	533	3.7%	1,680	2.8%	4,042	2.7%
Hispanic or Latino Population (2018)	1,293	8.2%	3,888	6.2%	10,702	6.7%
Hispanic White	483	37.3%	1,683	43.3%	4,409	41.2%
Hispanic Black or African American	230	17.8%	453	11.7%	1,124	10.5%
Hispanic American Indian or Alaska Native	31	2.4%	80	2.1%	190	1.8%
Hispanic Asian	6	0.4%	35	0.9%	118	1.1%
Hispanic Hawaiian or Pacific Islander	1	0.1%	1	-	8	0.1%
Hispanic Other Race	379	29.3%	1,188	30.6%	3,791	35.4%
Hispanic Two or More Races	164	12.7%	447	11.5%	1,061	9.9%
Not Hispanic or Latino Population (2010)	14,175	93.1%	58,282	95.1%	145,828	94.8%
Hispanic or Latino Population (2010)	1,056	6.9%	2,975	4.9%	8,078	5.2%
Not Hispanic or Latino Population (2000)	14,304	96.8%	59,705	98.1%	144,751	98.2%
Hispanic or Latino Population (2000)	467	3.2%	1,159	1.9%	2,637	1.8%
Not Hispanic or Latino Population (2023)	14,643	90.6%	59,859	92.7%	150,062	92.1%
Hispanic or Latino Population (2023)	1,526	9.4%	4,709	7.3%	12,951	7.9%
Projected Annual Growth (2018-2023)	233	3.6%	821	4.2%	2,249	4.2%
Historical Annual Growth (2000-2010)	589	12.6%	1,816	15.7%	5,441	20.6%

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## Laundromat Case Study

### Essex, MD 21221

#### Total Age Distribution (2018)

	1 mi radius		3 mi radius		5 mi radius	
Total Population	15,825		63,098		159,549	
Age Under 5 Years	1,406	8.9%	4,374	6.9%	10,780	6.8%
Age 5 to 9 Years	1,216	7.7%	3,954	6.3%	9,979	6.3%
Age 10 to 14 Years	1,076	6.8%	3,845	6.1%	9,655	6.1%
Age 15 to 19 Years	1,024	6.5%	3,798	6.0%	9,467	5.9%
Age 20 to 24 Years	1,180	7.5%	3,831	6.1%	9,513	6.0%
Age 25 to 29 Years	1,559	9.8%	4,847	7.7%	12,630	7.9%
Age 30 to 34 Years	1,357	8.6%	4,523	7.2%	12,068	7.6%
Age 35 to 39 Years	1,099	6.9%	4,079	6.5%	10,558	6.6%
Age 40 to 44 Years	921	5.8%	3,609	5.7%	9,069	5.7%
Age 45 to 49 Years	963	6.1%	4,036	6.4%	9,956	6.2%
Age 50 to 54 Years	928	5.9%	4,167	6.6%	10,358	6.5%
Age 55 to 59 Years	890	5.6%	4,314	6.8%	10,582	6.6%
Age 60 to 64 Years	719	4.5%	3,999	6.3%	9,729	6.1%
Age 65 to 69 Years	610	3.9%	3,448	5.5%	8,524	5.3%
Age 70 to 74 Years	413	2.6%	2,641	4.2%	6,756	4.2%
Age 75 to 79 Years	252	1.6%	1,574	2.5%	4,329	2.7%
Age 80 to 84 Years	102	0.6%	945	1.5%	2,606	1.6%
Age 85 Years or Over	110	0.7%	1,115	1.8%	2,991	1.9%
Median Age	31.5		38.1		37.8	
Age 19 Years or Less	4,722	29.8%	15,970	25.3%	39,881	25.0%
Age 20 to 64 Years	9,616	60.8%	37,404	59.3%	94,462	59.2%
Age 65 Years or Over	1,487	9.4%	9,724	15.4%	25,206	15.8%

#### Female Age Distribution (2018)

Female Population	8,331	52.6%	32,447	51.4%	82,157	51.5%
Age Under 5 Years	664	8.0%	2,096	6.5%	5,293	6.4%
Age 5 to 9 Years	562	6.7%	1,871	5.8%	4,777	5.8%
Age 10 to 14 Years	534	6.4%	1,890	5.8%	4,699	5.7%
Age 15 to 19 Years	524	6.3%	1,878	5.8%	4,675	5.7%
Age 20 to 24 Years	665	8.0%	1,971	6.1%	4,817	5.9%
Age 25 to 29 Years	869	10.4%	2,546	7.8%	6,591	8.0%
Age 30 to 34 Years	725	8.7%	2,320	7.2%	6,149	7.5%
Age 35 to 39 Years	597	7.2%	2,157	6.6%	5,425	6.6%
Age 40 to 44 Years	479	5.7%	1,790	5.5%	4,497	5.5%
Age 45 to 49 Years	495	5.9%	2,027	6.2%	5,022	6.1%
Age 50 to 54 Years	525	6.3%	2,165	6.7%	5,342	6.5%
Age 55 to 59 Years	488	5.9%	2,217	6.8%	5,431	6.6%
Age 60 to 64 Years	372	4.5%	2,067	6.4%	5,088	6.2%
Age 65 to 69 Years	321	3.9%	1,830	5.6%	4,595	5.6%
Age 70 to 74 Years	237	2.8%	1,458	4.5%	3,782	4.6%
Age 75 to 79 Years	136	1.6%	872	2.7%	2,468	3.0%
Age 80 to 84 Years	63	0.8%	567	1.7%	1,560	1.9%
Age 85 Years or Over	75	0.9%	722	2.2%	1,944	2.4%
Female Median Age	32.2		39.1		38.9	
Age 19 Years or Less	2,284	27.4%	7,736	23.8%	19,445	23.7%
Age 20 to 64 Years	5,216	62.6%	19,261	59.4%	48,363	58.9%
Age 65 Years or Over	831	10.0%	5,450	16.8%	14,349	17.5%

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## Laundromat Case Study

### Essex, MD 21221

#### Male Age Distribution (2018)

	1 mi radius		3 mi radius		5 mi radius	
Male Population	7,494	47.4%	30,651	48.6%	77,392	48.5%
Age Under 5 Years	742	9.9%	2,277	7.4%	5,487	7.1%
Age 5 to 9 Years	655	8.7%	2,082	6.8%	5,202	6.7%
Age 10 to 14 Years	541	7.2%	1,955	6.4%	4,956	6.4%
Age 15 to 19 Years	500	6.7%	1,920	6.3%	4,792	6.2%
Age 20 to 24 Years	515	6.9%	1,860	6.1%	4,695	6.1%
Age 25 to 29 Years	689	9.2%	2,301	7.5%	6,039	7.8%
Age 30 to 34 Years	632	8.4%	2,203	7.2%	5,919	7.6%
Age 35 to 39 Years	502	6.7%	1,922	6.3%	5,132	6.6%
Age 40 to 44 Years	443	5.9%	1,819	5.9%	4,571	5.9%
Age 45 to 49 Years	467	6.2%	2,009	6.6%	4,934	6.4%
Age 50 to 54 Years	403	5.4%	2,002	6.5%	5,016	6.5%
Age 55 to 59 Years	402	5.4%	2,097	6.8%	5,151	6.7%
Age 60 to 64 Years	347	4.6%	1,931	6.3%	4,641	6.0%
Age 65 to 69 Years	289	3.9%	1,618	5.3%	3,929	5.1%
Age 70 to 74 Years	176	2.3%	1,183	3.9%	2,974	3.8%
Age 75 to 79 Years	116	1.5%	701	2.3%	1,861	2.4%
Age 80 to 84 Years	39	0.5%	378	1.2%	1,047	1.4%
Age 85 Years or Over	36	0.5%	393	1.3%	1,047	1.4%
Male Median Age	30.7		37.0		36.6	
Age 19 Years or Less	2,438	32.5%	8,234	26.9%	20,437	26.4%
Age 20 to 64 Years	4,400	58.7%	18,142	59.2%	46,099	59.6%
Age 65 Years or Over	656	8.7%	4,274	13.9%	10,857	14.0%

#### Males per 100 Females (2018)

Overall Comparison	90		94		94	
Age Under 5 Years	112	52.8%	109	52.1%	104	50.9%
Age 5 to 9 Years	117	53.8%	111	52.7%	109	52.1%
Age 10 to 14 Years	101	50.3%	103	50.8%	105	51.3%
Age 15 to 19 Years	96	48.9%	102	50.6%	103	50.6%
Age 20 to 24 Years	77	43.7%	94	48.5%	97	49.4%
Age 25 to 29 Years	79	44.2%	90	47.5%	92	47.8%
Age 30 to 34 Years	87	46.6%	95	48.7%	96	49.0%
Age 35 to 39 Years	84	45.7%	89	47.1%	95	48.6%
Age 40 to 44 Years	92	48.0%	102	50.4%	102	50.4%
Age 45 to 49 Years	94	48.6%	99	49.8%	98	49.6%
Age 50 to 54 Years	77	43.4%	92	48.0%	94	48.4%
Age 55 to 59 Years	82	45.2%	95	48.6%	95	48.7%
Age 60 to 64 Years	93	48.3%	93	48.3%	91	47.7%
Age 65 to 69 Years	90	47.3%	88	46.9%	86	46.1%
Age 70 to 74 Years	74	42.6%	81	44.8%	79	44.0%
Age 75 to 79 Years	85	46.0%	80	44.6%	75	43.0%
Age 80 to 84 Years	62	38.4%	67	40.0%	67	40.2%
Age 85 Years or Over	48	32.5%	54	35.3%	54	35.0%
Age 19 Years or Less	107	51.6%	106	51.6%	105	51.2%
Age 20 to 39 Years	82	45.0%	92	47.9%	95	48.7%
Age 40 to 64 Years	87	46.6%	96	49.0%	96	48.9%
Age 65 Years or Over	79	44.1%	78	44.0%	76	43.1%

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## Laundromat Case Study

### Essex, MD 21221

	1 mi radius	3 mi radius	5 mi radius
<b>Household Type (2018)</b>			
Total Households	6,316	24,695	61,968
Households with Children	2,385 37.8%	7,975 32.3%	19,940 32.2%
Average Household Size	2.5	2.5	2.6
Household Density per Square Mile	2,011	874	789
Population Family	12,890 81.5%	52,164 82.7%	131,935 82.7%
Population Non-Family	2,919 18.4%	10,486 16.6%	26,403 16.5%
Population Group Quarters	16 0.1%	448 0.7%	1,211 0.8%
Family Households	3,957 62.6%	16,231 65.7%	40,971 66.1%
Married Couple Households	1,871 47.3%	10,146 62.5%	26,147 63.8%
Other Family Households	2,086 52.7%	6,085 37.5%	14,824 36.2%
Family Households with Children	2,349 59.4%	7,873 48.5%	19,660 48.0%
Married Couple with Children	850 36.2%	3,968 50.4%	10,481 53.3%
Other Family Households with Children	1,499 63.8%	3,906 49.6%	9,179 46.7%
Family Households No Children	1,608 40.6%	8,358 51.5%	21,310 52.0%
Married Couple No Children	1,021 63.5%	6,178 73.9%	15,666 73.5%
Other Family Households No Children	587 36.5%	2,179 26.1%	5,645 26.5%
Non-Family Households	2,359 37.4%	8,464 34.3%	20,997 33.9%
Non-Family Households with Children	36 1.5%	101 1.2%	280 1.3%
Non-Family Households No Children	2,324 98.5%	8,362 98.8%	20,718 98.7%
Average Family Household Size	3.3	3.2	3.2
Average Family Income	\$72,971	\$83,521	\$84,021
Median Family Income	\$67,136	\$78,095	\$77,966
Average Non-Family Household Size	1.2	1.2	1.3
<b>Marital Status (2018)</b>			
Population Age 15 Years or Over	12,127	50,926	129,135
Never Married	5,062 41.7%	17,116 33.6%	44,091 34.1%
Currently Married	4,025 33.2%	19,937 39.1%	50,571 39.2%
Previously Married	3,040 25.1%	13,872 27.2%	34,472 26.7%
Separated	925 30.4%	2,946 21.2%	7,667 22.2%
Widowed	649 21.3%	4,108 29.6%	10,494 30.4%
Divorced	1,466 48.2%	6,819 49.2%	16,312 47.3%
<b>Educational Attainment (2018)</b>			
Adult Population Age 25 Years or Over	9,923	43,297	110,155
Elementary (Grade Level 0 to 8)	510 5.1%	2,035 4.7%	5,434 4.9%
Some High School (Grade Level 9 to 11)	765 7.7%	4,447 10.3%	10,980 10.0%
High School Graduate	3,879 39.1%	17,516 40.5%	43,838 39.8%
Some College	2,532 25.5%	9,414 21.7%	23,041 20.9%
Associate Degree Only	594 6.0%	3,127 7.2%	7,755 7.0%
Bachelor Degree Only	1,052 10.6%	4,400 10.2%	12,245 11.1%
Graduate Degree	590 5.9%	2,357 5.4%	6,862 6.2%
Any College (Some College or Higher)	4,769 48.1%	19,298 44.6%	49,903 45.3%
College Degree + (Bachelor Degree or Higher)	1,643 16.6%	6,757 15.6%	19,107 17.3%

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#### Housing

	1 mi radius		3 mi radius		5 mi radius	
Total Housing Units (2018)	6,517		25,675		64,246	
Total Housing Units (2010)	6,557		25,703		63,700	
Historical Annual Growth (2010-2018)	-40	-0.1%	-28	-	547	0.1%
Housing Units Occupied (2018)	6,316	96.9%	24,695	96.2%	61,968	96.5%
Housing Units Owner-Occupied	1,995	31.6%	14,856	60.2%	40,005	64.6%
Housing Units Renter-Occupied	4,321	68.4%	9,839	39.8%	21,963	35.4%
Housing Units Vacant (2018)	200	3.2%	980	4.0%	2,278	3.7%

#### Household Size (2018)

	1 mi radius		3 mi radius		5 mi radius	
Total Households	6,316		24,695		61,968	
1 Person Households	1,902	30.1%	6,828	27.7%	16,700	26.9%
2 Person Households	1,789	28.3%	7,708	31.2%	19,570	31.6%
3 Person Households	1,166	18.5%	4,383	17.7%	11,087	17.9%
4 Person Households	859	13.6%	3,271	13.2%	8,139	13.1%
5 Person Households	353	5.6%	1,483	6.0%	3,862	6.2%
6 Person Households	148	2.4%	598	2.4%	1,539	2.5%
7 or More Person Households	99	1.6%	424	1.7%	1,071	1.7%

#### Household Income Distribution (2018)

	1 mi radius		3 mi radius		5 mi radius	
HH Income \$200,000 or More	120	1.9%	1,053	4.3%	2,391	3.9%
HH Income \$150,000 to \$199,999	193	3.1%	1,265	5.1%	3,388	5.5%
HH Income \$125,000 to \$149,999	245	3.9%	1,303	5.3%	3,567	5.8%
HH Income \$100,000 to \$124,999	597	9.5%	2,403	9.7%	5,868	9.5%
HH Income \$75,000 to \$99,999	800	12.7%	3,581	14.5%	9,401	15.2%
HH Income \$50,000 to \$74,999	1,105	17.5%	4,651	18.8%	12,140	19.6%
HH Income \$35,000 to \$49,999	1,148	18.2%	3,340	13.5%	8,506	13.7%
HH Income \$25,000 to \$34,999	785	12.4%	2,360	9.6%	5,721	9.2%
HH Income \$15,000 to \$24,999	540	8.5%	2,133	8.6%	5,339	8.6%
HH Income \$10,000 to \$14,999	319	5.1%	1,050	4.3%	2,203	3.6%
HH Income Under \$10,000	464	7.3%	1,556	6.3%	3,444	5.6%

#### Household Vehicles (2018)

	1 mi radius		3 mi radius		5 mi radius	
Households 0 Vehicles Available	1,136	18.0%	3,004	12.2%	5,970	9.6%
Households 1 Vehicle Available	2,661	42.1%	8,931	36.2%	23,844	38.5%
Households 2 Vehicles Available	1,810	28.7%	8,454	34.2%	21,355	34.5%
Households 3 or More Vehicles Available	710	11.2%	4,305	17.4%	10,799	17.4%
Total Vehicles Available	8,662		40,588		103,128	
Average Vehicles per Household	1.4		1.6		1.7	
Owner-Occupied Household Vehicles	3,936	45.4%	29,575	72.9%	76,477	74.2%
Average Vehicles per Owner-Occupied Household	2.0		2.0		1.9	
Renter-Occupied Household Vehicles	4,726	54.6%	11,013	27.1%	26,651	25.8%
Average Vehicles per Renter-Occupied Household	1.1		1.1		1.2	

#### Travel Time (2015)

	1 mi radius		3 mi radius		5 mi radius	
Worker Base Age 16 years or Over	8,227		32,413		81,796	
Travel to Work in 14 Minutes or Less	910	11.1%	4,628	14.3%	12,151	14.9%
Travel to Work in 15 to 29 Minutes	2,386	29.0%	10,285	31.7%	27,088	33.1%
Travel to Work in 30 to 59 Minutes	3,415	41.5%	12,235	37.7%	30,350	37.1%
Travel to Work in 60 Minutes or More	912	11.1%	2,720	8.4%	6,849	8.4%
Work at Home	180	2.2%	770	2.4%	1,650	2.0%
Average Minutes Travel to Work	30.4		27.7		27.2	

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# COMPLETE PROFILE

2000-2010 Census, 2018 Estimates with 2023 Projections

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Laundromat Owner

Laundry Equipment Services

Lat/Lon: 39.2988/-76.4370



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## Laundromat Case Study

### Essex, MD 21221

#### Transportation To Work (2015)

	1 mi radius		3 mi radius		5 mi radius	
Worker Base Age 16 years or Over	8,227		32,413		81,796	
Drive to Work Alone	6,307	76.7%	25,859	79.8%	65,380	79.9%
Drive to Work in Carpool	800	9.7%	3,096	9.6%	8,101	9.9%
Travel to Work by Public Transportation	725	8.8%	1,479	4.6%	3,458	4.2%
Drive to Work on Motorcycle	-	-	67	0.2%	99	0.1%
Bicycle to Work	6	0.1%	11	-	38	-
Walk to Work	24	0.3%	407	1.3%	1,529	1.9%
Other Means	183	2.2%	724	2.2%	1,541	1.9%
Work at Home	180	2.2%	770	2.4%	1,650	2.0%

#### Daytime Demographics (2018)

	1 mi radius		3 mi radius		5 mi radius	
Total Businesses	157		1,552		5,169	
Total Employees	978		13,720		60,241	
Company Headquarter Businesses	-	-	-	-	26	0.5%
Company Headquarter Employees	-	-	15	0.1%	4,370	7.3%
Employee Population per Business	6.2 to 1		8.8 to 1		11.7 to 1	
Residential Population per Business	101.0 to 1		40.6 to 1		30.9 to 1	
Adj. Daytime Demographics Age 16 Years or Over	5,106		33,301		109,351	

#### Labor Force

	1 mi radius		3 mi radius		5 mi radius	
Labor Population Age 16 Years or Over (2018)	11,939		50,242		127,449	
Labor Force Total Males (2018)	5,456	45.7%	23,984	47.7%	60,866	47.8%
Male Civilian Employed	3,708	68.0%	15,693	65.4%	40,190	66.0%
Male Civilian Unemployed	314	5.8%	989	4.1%	2,409	4.0%
Males in Armed Forces	3	0.1%	18	0.1%	56	0.1%
Males Not in Labor Force	1,431	26.2%	7,283	30.4%	18,211	29.9%
Labor Force Total Females (2018)	6,483	54.3%	26,258	52.3%	66,583	52.2%
Female Civilian Employed	4,100	63.2%	14,943	56.9%	38,072	57.2%
Female Civilian Unemployed	241	3.7%	751	2.9%	1,799	2.7%
Females in Armed Forces	-	-	6	-	21	-
Females Not in Labor Force	2,142	33.0%	10,558	40.2%	26,691	40.1%
Unemployment Rate		4.7%		3.5%		3.3%
Labor Force Growth (2010-2018)	11	0.1%	15	-	221	0.3%
Male Labor Force Growth (2010-2018)	5	0.1%	8	-	111	0.3%
Female Labor Force Growth (2010-2018)	6	0.1%	8	0.1%	110	0.3%

#### Occupation (2015)

	1 mi radius		3 mi radius		5 mi radius	
Occupation Population Age 16 Years or Over	7,797		30,621		78,041	
Occupation Total Males	3,703	47.5%	15,686	51.2%	40,079	51.4%
Occupation Total Females	4,094	52.5%	14,936	48.8%	37,962	48.6%
Management, Business, Financial Operations	765	9.8%	3,410	11.1%	8,697	11.1%
Professional, Related	1,201	15.4%	4,960	16.2%	13,621	17.5%
Service	2,054	26.3%	6,681	21.8%	17,014	21.8%
Sales, Office	1,795	23.0%	7,310	23.9%	18,180	23.3%
Farming, Fishing, Forestry	2	-	44	0.1%	108	0.1%
Construction, Extraction, Maintenance	827	10.6%	3,502	11.4%	8,660	11.1%
Production, Transport, Material Moving	1,152	14.8%	4,715	15.4%	11,760	15.1%
White Collar Workers	3,761	48.2%	15,680	51.2%	40,498	51.9%
Blue Collar Workers	4,035	51.8%	14,941	48.8%	37,543	48.1%

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## Laundromat Case Study

### Essex, MD 21221

#### Units In Structure (2015)

	1 mi radius		3 mi radius		5 mi radius	
Total Units	6,078		23,927		59,679	
1 Detached Unit	1,369	22.5%	11,146	46.6%	25,917	43.4%
1 Attached Unit	2,438	40.1%	7,743	32.4%	21,710	36.4%
2 Units	52	0.9%	231	1.0%	475	0.8%
3 to 4 Units	63	1.0%	561	2.3%	960	1.6%
5 to 9 Units	524	8.6%	1,011	4.2%	2,650	4.4%
10 to 19 Units	1,730	28.5%	2,522	10.5%	5,814	9.7%
20 to 49 Units	63	1.0%	177	0.7%	450	0.8%
50 or More Units	67	1.1%	806	3.4%	1,829	3.1%
Mobile Home or Trailer	1	-	467	2.0%	1,941	3.3%
Other Structure	1	-	17	0.1%	74	0.1%

#### Homes Built By Year (2015)

	1 mi radius		3 mi radius		5 mi radius	
Homes Built 2014 or later	97	1.6%	276	1.2%	820	1.4%
Homes Built 2010 to 2013	56	0.9%	439	1.8%	1,394	2.3%
Homes Built 2000 to 2009	394	6.5%	1,840	7.7%	4,950	8.3%
Homes Built 1990 to 1999	761	12.5%	2,328	9.7%	6,285	10.5%
Homes Built 1980 to 1989	951	15.6%	3,081	12.9%	6,832	11.4%
Homes Built 1970 to 1979	1,429	23.5%	3,205	13.4%	7,368	12.3%
Homes Built 1960 to 1969	1,056	17.4%	3,250	13.6%	7,693	12.9%
Homes Built 1950 to 1959	1,050	17.3%	5,886	24.6%	16,333	27.4%
Homes Built 1940 to 1949	216	3.6%	2,647	11.1%	6,074	10.2%
Homes Built Before 1939	299	4.9%	1,732	7.2%	4,086	6.8%
Median Age of Homes	41.6 yrs		46.5 yrs		46.3 yrs	

#### Home Values (2015)

	1 mi radius		3 mi radius		5 mi radius	
Owner Specified Housing Units	1,950		14,438		38,684	
Home Values \$1,000,000 or More	35	1.8%	136	0.9%	362	0.9%
Home Values \$750,000 to \$999,999	27	1.4%	163	1.1%	318	0.8%
Home Values \$500,000 to \$749,999	120	6.1%	790	5.5%	1,683	4.3%
Home Values \$400,000 to \$499,999	101	5.2%	728	5.0%	1,727	4.5%
Home Values \$300,000 to \$399,999	297	15.2%	1,834	12.7%	4,322	11.2%
Home Values \$250,000 to \$299,999	190	9.8%	1,698	11.8%	4,233	10.9%
Home Values \$200,000 to \$249,999	201	10.3%	1,950	13.5%	6,252	16.2%
Home Values \$175,000 to \$199,999	187	9.6%	1,357	9.4%	3,704	9.6%
Home Values \$150,000 to \$174,999	280	14.4%	1,887	13.1%	5,135	13.3%
Home Values \$125,000 to \$149,999	147	7.5%	1,467	10.2%	3,853	10.0%
Home Values \$100,000 to \$124,999	222	11.4%	1,278	8.9%	3,485	9.0%
Home Values \$90,000 to \$99,999	39	2.0%	430	3.0%	1,128	2.9%
Home Values \$80,000 to \$89,999	73	3.7%	223	1.5%	859	2.2%
Home Values \$70,000 to \$79,999	-	-	125	0.9%	379	1.0%
Home Values \$60,000 to \$69,999	2	0.1%	121	0.8%	528	1.4%
Home Values \$50,000 to \$59,999	1	-	48	0.3%	148	0.4%
Home Values \$35,000 to \$49,999	4	0.2%	67	0.5%	242	0.6%
Home Values \$25,000 to \$34,999	34	1.7%	107	0.7%	367	0.9%
Home Values \$10,000 to \$24,999	14	0.7%	321	2.2%	878	2.3%
Home Values Under \$10,000	20	1.0%	120	0.8%	307	0.8%
Owner-Occupied Median Home Value	\$219,032		\$211,259		\$199,953	
Renter-Occupied Median Rent	\$940		\$952		\$986	

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## Laundromat Case Study

### Essex, MD 21221

1 mi radius      3 mi radius      5 mi radius

#### Total Annual Consumer Expenditure (2018)

Total Household Expenditure	\$318 M	\$1.37 B	\$3.51 B
Total Non-Retail Expenditure	\$164 M	\$711 M	\$1.82 B
Total Retail Expenditure	\$154 M	\$661 M	\$1.69 B
Apparel	\$11.1 M	\$47.9 M	\$123 M
Contributions	\$12.5 M	\$58.4 M	\$149 M
Education	\$11.2 M	\$50.3 M	\$128 M
Entertainment	\$17.7 M	\$76.9 M	\$197 M
Food and Beverages	\$47.6 M	\$202 M	\$517 M
Furnishings and Equipment	\$10.7 M	\$47.2 M	\$121 M
Gifts	\$7.47 M	\$33.7 M	\$85.8 M
Health Care	\$26.0 M	\$110 M	\$282 M
Household Operations	\$8.66 M	\$38.9 M	\$99.4 M
Miscellaneous Expenses	\$4.79 M	\$20.3 M	\$52.0 M
Personal Care	\$4.16 M	\$17.8 M	\$45.7 M
Personal Insurance	\$2.22 M	\$10.1 M	\$25.7 M
Reading	\$704 K	\$3.04 M	\$7.79 M
Shelter	\$65.0 M	\$282 M	\$721 M
Tobacco	\$2.09 M	\$8.47 M	\$21.7 M
Transportation	\$60.9 M	\$261 M	\$669 M
Utilities	\$24.8 M	\$104 M	\$265 M

#### Monthly Household Consumer Expenditure (2018)

Total Household Expenditure	\$4,190	\$4,631	\$4,719
Total Non-Retail Expenditure	\$2,160 51.6%	\$2,401 51.8%	\$2,444 51.8%
Total Retail Expenditures	\$2,030 48.4%	\$2,230 48.2%	\$2,275 48.2%
Apparel	\$146 3.5%	\$162 3.5%	\$165 3.5%
Contributions	\$165 3.9%	\$197 4.3%	\$201 4.2%
Education	\$148 3.5%	\$170 3.7%	\$172 3.6%
Entertainment	\$233 5.6%	\$259 5.6%	\$265 5.6%
Food and Beverages	\$628 15.0%	\$682 14.7%	\$695 14.7%
Furnishings and Equipment	\$141 3.4%	\$159 3.4%	\$163 3.4%
Gifts	\$98 2.4%	\$114 2.5%	\$115 2.4%
Health Care	\$344 8.2%	\$372 8.0%	\$379 8.0%
Household Operations	\$114 2.7%	\$131 2.8%	\$134 2.8%
Miscellaneous Expenses	\$63 1.5%	\$69 1.5%	\$70 1.5%
Personal Care	\$55 1.3%	\$60 1.3%	\$61 1.3%
Personal Insurance	\$29 0.7%	\$34 0.7%	\$35 0.7%
Reading	\$9 0.2%	\$10 0.2%	\$10 0.2%
Shelter	\$858 20.5%	\$953 20.6%	\$970 20.6%
Tobacco	\$28 0.7%	\$29 0.6%	\$29 0.6%
Transportation	\$803 19.2%	\$880 19.0%	\$900 19.1%
Utilities	\$328 7.8%	\$350 7.5%	\$356 7.5%

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