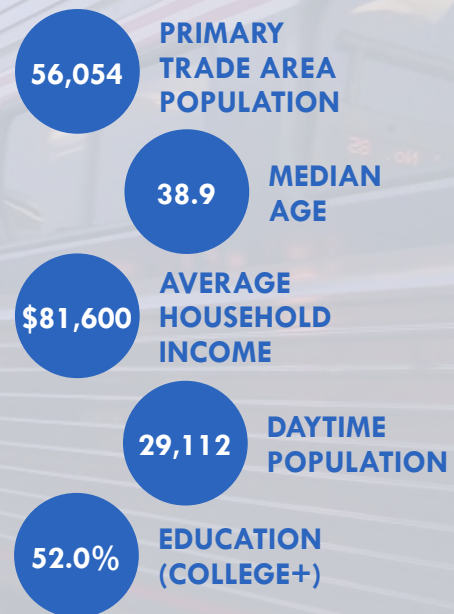




Aberdeen is the largest municipality in Harford County with a current population of 15,856. The City of Aberdeen is the employment center of Harford County, with Aberdeen Proving Ground as the largest employer. The U.S. Army mega base – Aberdeen Proving Ground is located on our borders and its scientific and technical workforce has brought a **CHANGE IN DEMOGRAPHICS** to Aberdeen and Harford County. Aberdeen Proving Ground employs 21,000. Aberdeen is strategically located off I-95 in the Greater Baltimore Region of the mid-Atlantic United States markets. Our location provides direct access to major markets in Philadelphia, Baltimore, and Washington, D.C. One third of the U.S. population can easily be reached from Aberdeen, Maryland. Direct linkages to this transportation network have been a major force in shaping the City's growth. Aberdeen is the home of C&S Wholesale Grocers, Frito Lay, Inc., Medline Industries, Inc., Saks Fifth Avenue, Prime Source, Northrop-Grumman, Home Depot, Walmart, and Target. We offer new residential construction with single family developments, such as Eagles Rest and Fields at Rock Glenn and new multi-family developments such as The Yards at Fieldside Village and Summerlin. All of these developments are located in close proximity to shopping, schools, employment centers, parks, and shopping.

## QUICK STATS:



## CONTACT:

[WWW.ABERDEENMD.GOV](http://WWW.ABERDEENMD.GOV)

CITY OF ABERDEEN, MD | 60 N. PARKE STREET | ABERDEEN, MD 21001 | (410) 272-1600 FAX (410) 273-7402





# OPPORTUNITY.



# CONSUMER/WORKFORCE HIGHLIGHTS:

- ➔ **Market Potential Index (MPI\*) for Primary Trade Area:**

Casual Dining	<b>131</b>	<p>* The Market Potential Index (MPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.</p>
Quick Service/Casual Food	<b>128</b>	
Hotel Amenity	<b>128</b>	
General Merchandise	<b>121</b>	
- ➔ **Average full-time salary in the marketplace - \$81,280, with an annual discretionary spending on Food Away From Home of over \$4,400/year**
- ➔ **Average Family Size - 2.7, with 54% parent college education/degree**
- ➔ **Transient consumer on Rt. 22 has an average salary of over \$90,000/year. This customer base stops four times per work week for services and dining needs.**
- ➔ **Dominant Tapestry Lifestyles:**

	<b>24.4% Parks and Rec</b>	(Median HH Income: <b>\$55,000</b> )
	<b>23.8% Metro Fusion</b>	(Median HH Income: <b>\$33,000</b> )
	<b>11.3% Pleasantville</b>	(Median HH Income: <b>\$85,000</b> )
	<b>7.0% Military Proximity</b>	(Median HH Income: <b>\$41,000</b> )

