

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	1,369	12,931	42,431
2020 Total Population	1,460	13,420	43,703
2020 Group Quarters	7	173	2,006
2023 Total Population	1,496	13,860	44,183
2023 Group Quarters	7	174	2,007
2028 Total Population	1,538	14,202	44,573
2023-2028 Annual Rate	0.56%	0.49%	0.18%
2023 Total Daytime Population	938	11,654	46,703
Workers	376	5,232	25,642
Residents	562	6,422	21,061
Household Summary			
2010 Households	493	4,721	15,739
2010 Average Household Size	2.78	2.73	2.59
2020 Total Households	527	4,920	16,347
2020 Average Household Size	2.76	2.69	2.55
2023 Households	540	5,126	16,644
2023 Average Household Size	2.76	2.67	2.53
2028 Households	560	5,308	16,980
2028 Average Household Size	2.73	2.64	2.51
2023-2028 Annual Rate	0.73%	0.70%	0.40%
2010 Families	395	3,644	11,032
2010 Average Family Size	3.06	3.10	3.09
2023 Families	422	3,875	11,330
2023 Average Family Size	3.11	3.09	3.09
2028 Families	437	4,010	11,548
2028 Average Family Size	3.08	3.06	3.06
2023-2028 Annual Rate	0.70%	0.69%	0.38%
Housing Unit Summary			
2000 Housing Units	488	4,337	14,895
Owner Occupied Housing Units	87.9%	87.8%	72.4%
Renter Occupied Housing Units	7.6%	8.7%	23.9%
Vacant Housing Units	4.5%	3.4%	3.7%
2010 Housing Units	525	4,901	16,499
Owner Occupied Housing Units	86.9%	85.8%	71.8%
Renter Occupied Housing Units	6.9%	10.5%	23.6%
Vacant Housing Units	6.1%	3.7%	4.6%
2020 Housing Units	555	5,096	17,101
Owner Occupied Housing Units	86.8%	86.4%	72.2%
Renter Occupied Housing Units	8.1%	10.2%	23.4%
Vacant Housing Units	4.1%	3.5%	4.6%
2023 Housing Units	570	5,316	17,454
Owner Occupied Housing Units	91.1%	87.0%	72.8%
Renter Occupied Housing Units	3.7%	9.5%	22.6%
Vacant Housing Units	5.3%	3.6%	4.6%
2028 Housing Units	590	5,493	17,774
Owner Occupied Housing Units	91.2%	87.6%	73.7%
Renter Occupied Housing Units	3.6%	9.0%	21.9%
Vacant Housing Units	5.1%	3.4%	4.5%

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.



Market Profile

1776 Baltimore Blvd, Westminster, Maryland, 21157
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.54177
 Longitude: -76.93218

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	540	5,126	16,644
<\$15,000	4.6%	3.0%	5.2%
\$15,000 - \$24,999	4.1%	3.0%	5.1%
\$25,000 - \$34,999	2.2%	2.8%	5.6%
\$35,000 - \$49,999	5.2%	6.3%	8.3%
\$50,000 - \$74,999	9.3%	11.6%	14.2%
\$75,000 - \$99,999	16.9%	12.4%	12.8%
\$100,000 - \$149,999	25.9%	22.4%	20.3%
\$150,000 - \$199,999	11.5%	16.0%	12.4%
\$200,000+	20.4%	22.4%	16.1%
Average Household Income	\$149,395	\$158,193	\$131,397
2028 Households by Income			
Household Income Base	560	5,308	16,980
<\$15,000	4.3%	2.8%	4.9%
\$15,000 - \$24,999	3.2%	2.4%	4.4%
\$25,000 - \$34,999	1.8%	2.3%	4.8%
\$35,000 - \$49,999	4.5%	5.3%	7.4%
\$50,000 - \$74,999	7.9%	9.8%	13.1%
\$75,000 - \$99,999	15.0%	11.1%	11.9%
\$100,000 - \$149,999	25.4%	22.5%	20.5%
\$150,000 - \$199,999	13.0%	18.5%	14.4%
\$200,000+	24.6%	25.3%	18.6%
Average Household Income	\$169,952	\$176,496	\$147,065
2023 Owner Occupied Housing Units by Value			
Total	519	4,623	12,704
<\$50,000	3.5%	2.3%	1.7%
\$50,000 - \$99,999	0.6%	1.1%	0.7%
\$100,000 - \$149,999	0.0%	0.0%	0.6%
\$150,000 - \$199,999	0.4%	1.6%	3.8%
\$200,000 - \$249,999	3.3%	3.4%	4.0%
\$250,000 - \$299,999	7.5%	6.9%	7.7%
\$300,000 - \$399,999	37.2%	29.5%	31.2%
\$400,000 - \$499,999	25.4%	28.1%	24.4%
\$500,000 - \$749,999	18.1%	21.9%	21.2%
\$750,000 - \$999,999	4.2%	4.1%	2.7%
\$1,000,000 - \$1,499,999	0.0%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.9%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$424,087	\$448,902	\$445,978
2028 Owner Occupied Housing Units by Value			
Total	538	4,813	13,095
<\$50,000	3.0%	1.9%	1.5%
\$50,000 - \$99,999	0.4%	0.5%	0.4%
\$100,000 - \$149,999	0.0%	0.0%	0.3%
\$150,000 - \$199,999	0.2%	0.9%	2.3%
\$200,000 - \$249,999	2.0%	2.2%	2.6%
\$250,000 - \$299,999	5.9%	5.5%	6.5%
\$300,000 - \$399,999	35.1%	27.8%	30.5%
\$400,000 - \$499,999	27.9%	30.5%	26.5%
\$500,000 - \$749,999	21.0%	25.0%	24.3%
\$750,000 - \$999,999	4.6%	4.4%	3.0%
\$1,000,000 - \$1,499,999	0.0%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.3%	1.0%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$441,837	\$470,367	\$468,744

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$110,345	\$118,789	\$96,981
2028	\$120,365	\$131,943	\$105,866
Median Home Value			
2023	\$393,782	\$418,476	\$401,064
2028	\$412,333	\$436,658	\$422,331
Per Capita Income			
2023	\$54,857	\$58,663	\$49,458
2028	\$63,141	\$66,124	\$55,963
Median Age			
2010	45.5	44.7	41.6
2020	45.5	46.0	42.3
2023	48.9	47.6	43.7
2028	48.9	48.0	44.5
2020 Population by Age			
Total	1,460	13,420	43,703
0 - 4	5.3%	5.1%	5.1%
5 - 9	5.5%	5.5%	5.3%
10 - 14	6.4%	6.1%	5.8%
15 - 24	10.1%	11.0%	14.4%
25 - 34	10.3%	10.2%	11.2%
35 - 44	11.9%	11.0%	11.1%
45 - 54	13.0%	13.5%	12.7%
55 - 64	16.0%	17.2%	15.6%
65 - 74	14.1%	11.8%	11.1%
75 - 84	5.5%	6.1%	5.5%
85 +	1.8%	2.5%	2.3%
18 +	79.0%	79.2%	80.0%
2023 Population by Age			
Total	1,494	13,860	44,184
0 - 4	4.4%	4.2%	4.4%
5 - 9	5.0%	5.1%	5.2%
10 - 14	6.1%	6.7%	6.2%
15 - 24	9.4%	10.1%	13.3%
25 - 34	9.4%	9.2%	10.7%
35 - 44	11.2%	11.4%	11.6%
45 - 54	13.8%	14.2%	13.2%
55 - 64	17.7%	17.0%	15.0%
65 - 74	14.9%	13.2%	11.8%
75 - 84	6.2%	6.3%	6.1%
85 +	2.1%	2.5%	2.4%
18 +	81.2%	79.9%	80.3%
2028 Population by Age			
Total	1,538	14,200	44,573
0 - 4	4.6%	4.3%	4.5%
5 - 9	4.7%	5.0%	5.0%
10 - 14	5.7%	6.2%	5.7%
15 - 24	9.4%	9.6%	12.7%
25 - 34	7.7%	7.9%	9.1%
35 - 44	12.9%	13.0%	13.5%
45 - 54	12.6%	13.2%	12.2%
55 - 64	16.1%	15.5%	13.8%
65 - 74	15.2%	14.4%	12.7%
75 - 84	8.7%	8.2%	7.9%
85 +	2.4%	2.8%	2.8%
18 +	81.3%	80.7%	81.2%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
Males	722	6,612	21,460
Females	738	6,808	22,243
2023 Population by Sex			
Males	734	6,880	21,803
Females	762	6,980	22,380
2028 Population by Sex			
Males	750	7,028	21,927
Females	788	7,174	22,646
2010 Population by Race/Ethnicity			
Total	1,369	12,931	42,431
White Alone	94.4%	94.6%	91.8%
Black Alone	2.0%	2.2%	3.6%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	1.5%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.5%	1.1%
Two or More Races	1.8%	1.3%	1.6%
Hispanic Origin	1.4%	1.6%	3.3%
Diversity Index	13.3	13.4	21.0
2020 Population by Race/Ethnicity			
Total	1,460	13,420	43,703
White Alone	88.2%	88.3%	83.9%
Black Alone	2.7%	2.7%	4.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.9%	1.7%	2.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	1.3%	2.5%
Two or More Races	6.1%	5.7%	6.3%
Hispanic Origin	2.8%	3.6%	6.0%
Diversity Index	26.1	27.1	36.8
2023 Population by Race/Ethnicity			
Total	1,496	13,861	44,183
White Alone	87.5%	87.6%	83.1%
Black Alone	2.8%	2.8%	5.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.0%	1.9%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.4%	2.7%
Two or More Races	6.5%	6.0%	6.7%
Hispanic Origin	3.1%	4.0%	6.5%
Diversity Index	27.6	28.7	38.7
2028 Population by Race/Ethnicity			
Total	1,538	14,202	44,573
White Alone	86.3%	86.3%	81.5%
Black Alone	3.1%	3.1%	5.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	2.3%	2.2%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.6%	3.0%
Two or More Races	7.0%	6.6%	7.3%
Hispanic Origin	3.5%	4.6%	7.3%
Diversity Index	30.0	31.5	41.7

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	1,460	13,420	43,703
In Households	99.5%	98.7%	95.4%
Householder	36.5%	36.8%	37.3%
Opposite-Sex Spouse	23.8%	23.3%	20.5%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.0%	2.0%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	26.1%	27.1%	25.7%
Adopted Child	0.4%	0.5%	0.5%
Stepchild	1.2%	1.3%	1.2%
Grandchild	2.5%	2.0%	1.9%
Brother or Sister	0.7%	0.6%	0.8%
Parent	1.4%	1.1%	1.0%
Parent-in-law	0.6%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.5%	0.5%	0.4%
Other Relatives	1.3%	1.0%	1.1%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.3%	1.8%	2.3%
In Group Quarters	0.5%	1.3%	4.6%
Institutionalized	0.0%	1.0%	1.0%
Noninstitutionalized	0.5%	0.3%	3.6%
2023 Population 25+ by Educational Attainment			
Total	1,125	10,238	31,302
Less than 9th Grade	2.7%	1.2%	2.0%
9th - 12th Grade, No Diploma	1.3%	2.7%	4.6%
High School Graduate	29.2%	24.9%	26.8%
GED/Alternative Credential	5.0%	3.3%	3.5%
Some College, No Degree	18.0%	13.5%	14.0%
Associate Degree	6.5%	9.0%	8.2%
Bachelor's Degree	20.8%	28.5%	25.0%
Graduate/Professional Degree	16.4%	16.9%	15.8%
2023 Population 15+ by Marital Status			
Total	1,266	11,642	37,188
Never Married	17.3%	20.3%	27.6%
Married	68.0%	63.7%	56.9%
Widowed	7.6%	8.2%	7.4%
Divorced	7.1%	7.9%	8.1%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	938	7,722	24,066
Population 16+ Employed	98.7%	97.4%	97.1%
Population 16+ Unemployment rate	1.3%	2.6%	2.9%
Population 16-24 Employed	10.2%	10.5%	13.4%
Population 16-24 Unemployment rate	3.1%	3.4%	3.6%
Population 25-54 Employed	49.6%	53.6%	55.1%
Population 25-54 Unemployment rate	1.1%	2.1%	2.8%
Population 55-64 Employed	24.4%	24.8%	21.5%
Population 55-64 Unemployment rate	1.7%	3.0%	2.7%
Population 65+ Employed	15.9%	11.1%	9.9%
Population 65+ Unemployment rate	0.0%	3.0%	3.0%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	926	7,523	23,373
Agriculture/Mining	2.1%	0.9%	0.8%
Construction	7.7%	9.9%	9.1%
Manufacturing	11.1%	8.9%	7.3%
Wholesale Trade	1.4%	1.7%	1.7%
Retail Trade	14.8%	10.4%	10.5%
Transportation/Utilities	2.6%	3.1%	4.2%
Information	2.5%	1.4%	1.9%
Finance/Insurance/Real Estate	7.3%	9.1%	7.4%
Services	44.7%	47.1%	49.3%
Public Administration	5.7%	7.4%	7.7%
2023 Employed Population 16+ by Occupation			
Total	927	7,525	23,374
White Collar	75.6%	73.2%	69.8%
Management/Business/Financial	25.1%	23.9%	21.2%
Professional	30.9%	30.5%	29.9%
Sales	7.9%	8.6%	8.1%
Administrative Support	11.8%	10.2%	10.6%
Services	10.2%	9.2%	11.9%
Blue Collar	14.4%	17.6%	18.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.3%
Construction/Extraction	3.2%	5.5%	4.7%
Installation/Maintenance/Repair	7.9%	5.0%	4.1%
Production	3.0%	3.7%	4.1%
Transportation/Material Moving	0.2%	3.3%	5.1%
2020 Households by Type			
Total	527	4,920	16,347
Married Couple Households	63.9%	64.0%	55.0%
With Own Children <18	21.1%	22.1%	19.5%
Without Own Children <18	42.9%	41.9%	35.5%
Cohabiting Couple Households	6.8%	5.3%	6.1%
With Own Children <18	2.3%	1.5%	1.9%
Without Own Children <18	4.7%	3.8%	4.2%
Male Householder, No Spouse/Partner	11.6%	12.4%	15.7%
Living Alone	6.3%	8.0%	10.7%
65 Years and over	2.3%	3.2%	4.0%
With Own Children <18	1.5%	1.3%	1.4%
Without Own Children <18, With Relatives	2.7%	2.5%	2.6%
No Relatives Present	1.1%	0.6%	1.0%
Female Householder, No Spouse/Partner	17.6%	18.4%	23.2%
Living Alone	12.0%	11.4%	14.5%
65 Years and over	7.4%	7.6%	8.9%
With Own Children <18	1.9%	2.4%	3.4%
Without Own Children <18, With Relatives	3.4%	4.2%	4.7%
No Relatives Present	0.2%	0.3%	0.6%
2020 Households by Size			
Total	527	4,920	16,347
1 Person Household	18.2%	19.4%	25.2%
2 Person Household	40.4%	36.5%	34.0%
3 Person Household	17.6%	18.3%	16.8%
4 Person Household	13.5%	16.0%	14.6%
5 Person Household	6.5%	5.9%	5.6%
6 Person Household	1.9%	2.5%	2.4%
7 + Person Household	2.1%	1.4%	1.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	527	4,920	16,347
Owner Occupied	91.5%	89.5%	75.5%
Owned with a Mortgage/Loan	63.8%	64.1%	55.2%
Owned Free and Clear	27.7%	25.4%	20.3%
Renter Occupied	8.5%	10.5%	24.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	113	114	97
Percent of Income for Mortgage	21.4%	21.2%	24.9%
Wealth Index	211	209	158
2020 Housing Units By Urban/ Rural Status			
Total	555	5,096	17,101
Urban Housing Units	33.7%	59.7%	66.0%
Rural Housing Units	66.3%	40.3%	34.0%
2020 Population By Urban/ Rural Status			
Total	1,460	13,420	43,703
Urban Population	36.7%	59.6%	64.6%
Rural Population	63.3%	40.4%	35.4%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

1776 Baltimore Blvd, Westminster, Maryland, 21157
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.54177
Longitude: -76.93218

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.		Green Acres (6A)	Front Porches (8E)
3.		Retirement Communities	Workday Drive (4A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$1,560,948	\$15,832,223	\$43,974,439
Average Spent	\$2,890.64	\$3,088.61	\$2,642.06
Spending Potential Index	131	140	120
Education: Total \$	\$1,609,836	\$15,560,092	\$40,614,493
Average Spent	\$2,981.18	\$3,035.52	\$2,440.19
Spending Potential Index	166	169	136
Entertainment/Recreation: Total \$	\$2,781,454	\$28,217,336	\$76,395,982
Average Spent	\$5,150.84	\$5,504.75	\$4,590.00
Spending Potential Index	136	146	121
Food at Home: Total \$	\$4,761,500	\$48,590,822	\$135,569,830
Average Spent	\$8,817.59	\$9,479.29	\$8,145.27
Spending Potential Index	130	139	120
Food Away from Home: Total \$	\$2,612,524	\$26,534,938	\$73,357,756
Average Spent	\$4,838.01	\$5,176.54	\$4,407.46
Spending Potential Index	130	139	118
Health Care: Total \$	\$5,300,478	\$54,540,176	\$148,043,754
Average Spent	\$9,815.70	\$10,639.91	\$8,894.72
Spending Potential Index	133	145	121
HH Furnishings & Equipment: Total \$	\$2,186,811	\$22,056,414	\$59,631,119
Average Spent	\$4,049.65	\$4,302.85	\$3,582.74
Spending Potential Index	137	146	121
Personal Care Products & Services: Total \$	\$697,985	\$7,091,913	\$19,443,129
Average Spent	\$1,292.56	\$1,383.52	\$1,168.18
Spending Potential Index	135	145	122
Shelter: Total \$	\$18,032,015	\$182,150,715	\$503,024,475
Average Spent	\$33,392.62	\$35,534.67	\$30,222.57
Spending Potential Index	135	143	122
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,491,998	\$25,042,146	\$65,572,520
Average Spent	\$4,614.81	\$4,885.32	\$3,939.71
Spending Potential Index	148	156	126
Travel: Total \$	\$1,741,414	\$17,419,245	\$46,212,630
Average Spent	\$3,224.84	\$3,398.21	\$2,776.53
Spending Potential Index	143	151	123
Vehicle Maintenance & Repairs: Total \$	\$898,539	\$9,236,787	\$25,593,619
Average Spent	\$1,663.96	\$1,801.95	\$1,537.71
Spending Potential Index	127	138	117

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.

June 24, 2024

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	100.0%	Population	1,496	1,538
	0.0%	Households	540	560
	0.0%	Families	422	437
	0.0%	Median Age	48.9	48.9
	0.0%	Median Household Income	\$110,345	\$120,365
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,890.64	\$1,560,948
Men's		131	\$534.83	\$288,810
Women's		132	\$984.21	\$531,476
Children's		127	\$420.10	\$226,853
Footwear		130	\$645.54	\$348,589
Watches & Jewelry		146	\$245.90	\$132,788
Apparel Products and Services (1)		135	\$60.06	\$32,431
Computer				
Computers and Hardware for Home Use		130	\$332.55	\$179,579
Portable Memory		133	\$6.13	\$3,308
Computer Software		124	\$17.93	\$9,681
Computer Accessories		131	\$32.87	\$17,748
Entertainment & Recreation		136	\$5,150.84	\$2,781,454
Fees and Admissions		159	\$1,134.80	\$612,794
Membership Fees for Clubs (2)		158	\$438.18	\$236,615
Fees for Participant Sports, excl. Trips		161	\$192.12	\$103,746
Tickets to Theatre/Operas/Concerts		158	\$86.35	\$46,629
Tickets to Movies		129	\$35.71	\$19,281
Tickets to Parks or Museums		130	\$36.30	\$19,604
Admission to Sporting Events, excl. Trips		172	\$100.54	\$54,293
Fees for Recreational Lessons		169	\$244.56	\$132,062
Dating Services		98	\$1.05	\$565
TV/Video/Audio		126	\$1,713.41	\$925,242
Cable and Satellite Television Services		128	\$1,103.73	\$596,014
Televisions		121	\$176.88	\$95,517
Satellite Dishes		105	\$1.79	\$968
VCRs, Video Cameras, and DVD Players		115	\$5.53	\$2,985
Miscellaneous Video Equipment		150	\$18.97	\$10,246
Video Cassettes and DVDs		121	\$7.92	\$4,276
Video Game Hardware/Accessories		107	\$43.18	\$23,315
Video Game Software		105	\$20.32	\$10,972
Rental/Streaming/Downloaded Video		119	\$146.41	\$79,060
Installation of Televisions		148	\$2.39	\$1,291
Audio (3)		136	\$183.76	\$99,228
Rental and Repair of TV/Radio/Sound Equipment		91	\$2.54	\$1,372
Pets		132	\$1,213.09	\$655,067
Toys/Games/Crafts/Hobbies (4)		126	\$199.59	\$107,780
Recreational Vehicles and Fees (5)		153	\$230.37	\$124,398
Sports/Recreation/Exercise Equipment (6)		135	\$378.57	\$204,426
Photo Equipment and Supplies (7)		137	\$64.09	\$34,609
Reading (8)		139	\$175.84	\$94,952
Catered Affairs (9)		135	\$41.08	\$22,185
Food		130	\$13,655.60	\$7,374,024
Food at Home		130	\$8,817.59	\$4,761,500
Bakery and Cereal Products		131	\$1,156.17	\$624,331
Meats, Poultry, Fish, and Eggs		129	\$1,896.42	\$1,024,067
Dairy Products		131	\$862.91	\$465,969
Fruits and Vegetables		131	\$1,760.77	\$950,816
Snacks and Other Food at Home (10)		128	\$3,141.33	\$1,696,317
Food Away from Home		130	\$4,838.01	\$2,612,524
Alcoholic Beverages		143	\$966.29	\$521,795

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	173	\$68,233.48	\$36,846,078
Value of Retirement Plans	174	\$245,651.24	\$132,651,672
Value of Other Financial Assets	152	\$12,988.85	\$7,013,979
Vehicle Loan Amount excluding Interest	121	\$4,405.51	\$2,378,975
Value of Credit Card Debt	138	\$4,371.75	\$2,360,743
Health			
Nonprescription Drugs	123	\$209.75	\$113,265
Prescription Drugs	127	\$466.41	\$251,862
Eyeglasses and Contact Lenses	138	\$153.73	\$83,013
Home			
Mortgage Payment and Basics (11)	161	\$20,770.99	\$11,216,332
Maintenance and Remodeling Services	159	\$6,029.58	\$3,255,974
Maintenance and Remodeling Materials (12)	139	\$1,088.94	\$588,028
Utilities, Fuel, and Public Services	127	\$7,386.99	\$3,988,972
Household Furnishings and Equipment			
Household Textiles (13)	131	\$160.60	\$86,724
Furniture	131	\$1,084.46	\$585,607
Rugs	150	\$62.30	\$33,641
Major Appliances (14)	136	\$720.53	\$389,087
Housewares (15)	135	\$145.36	\$78,495
Small Appliances	118	\$85.75	\$46,306
Luggage	131	\$18.82	\$10,165
Telephones and Accessories	133	\$142.67	\$77,043
Household Operations			
Child Care	148	\$764.31	\$412,725
Lawn and Garden (16)	151	\$1,011.55	\$546,239
Moving/Storage/Freight Express	121	\$108.46	\$58,569
Housekeeping Supplies (17)	132	\$1,233.11	\$665,877
Insurance			
Owners and Renters Insurance	141	\$1,100.74	\$594,401
Vehicle Insurance	121	\$2,629.95	\$1,420,173
Life/Other Insurance	153	\$1,057.57	\$571,086
Health Insurance	134	\$6,607.29	\$3,567,938
Personal Care Products (18)	130	\$720.08	\$388,845
School Books and Supplies (19)	126	\$168.97	\$91,242
Smoking Products	100	\$432.65	\$233,630
Transportation			
Payments on Vehicles excluding Leases	125	\$3,784.62	\$2,043,697
Gasoline and Motor Oil	119	\$3,023.90	\$1,632,908
Vehicle Maintenance and Repairs	127	\$1,663.96	\$898,539
Travel			
Airline Fares	143	\$668.69	\$361,094
Lodging on Trips	149	\$1,072.06	\$578,912
Auto/Truck Rental on Trips	141	\$111.60	\$60,263
Food and Drink on Trips	141	\$789.55	\$426,358

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.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	77.6%	Population	13,860	14,202
Green Acres (6A)	13.6%	Households	5,126	5,308
Retirement Communities (9E)	7.4%	Families	3,875	4,010
Heartland Communities (6F)	1.3%	Median Age	47.6	48.0
Social Security Set (9F)	0.1%	Median Household Income	\$118,789	\$131,943
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		140	\$3,088.61	\$15,832,223
Men's		140	\$572.21	\$2,933,140
Women's		142	\$1,056.08	\$5,413,449
Children's		135	\$449.06	\$2,301,895
Footwear		138	\$690.23	\$3,538,110
Watches & Jewelry		152	\$256.66	\$1,315,651
Apparel Products and Services (1)		145	\$64.37	\$329,977
Computer				
Computers and Hardware for Home Use		138	\$353.83	\$1,813,738
Portable Memory		143	\$6.56	\$33,640
Computer Software		133	\$19.29	\$98,887
Computer Accessories		141	\$35.21	\$180,468
Entertainment & Recreation		146	\$5,504.75	\$28,217,336
Fees and Admissions		165	\$1,173.67	\$6,016,243
Membership Fees for Clubs (2)		164	\$456.76	\$2,341,361
Fees for Participant Sports, excl. Trips		166	\$199.14	\$1,020,768
Tickets to Theatre/Operas/Concerts		165	\$89.97	\$461,172
Tickets to Movies		137	\$37.85	\$194,035
Tickets to Parks or Museums		140	\$38.88	\$199,282
Admission to Sporting Events, excl. Trips		178	\$104.19	\$534,096
Fees for Recreational Lessons		169	\$245.70	\$1,259,434
Dating Services		111	\$1.19	\$6,096
TV/Video/Audio		138	\$1,864.10	\$9,555,362
Cable and Satellite Television Services		140	\$1,202.92	\$6,166,176
Televisions		132	\$192.28	\$985,617
Satellite Dishes		118	\$2.01	\$10,278
VCRs, Video Cameras, and DVD Players		126	\$6.05	\$31,016
Miscellaneous Video Equipment		158	\$20.01	\$102,571
Video Cassettes and DVDs		132	\$8.62	\$44,178
Video Game Hardware/Accessories		119	\$48.05	\$246,305
Video Game Software		117	\$22.66	\$116,139
Rental/Streaming/Downloaded Video		130	\$160.21	\$821,239
Installation of Televisions		157	\$2.52	\$12,904
Audio (3)		145	\$195.81	\$1,003,727
Rental and Repair of TV/Radio/Sound Equipment		107	\$2.97	\$15,211
Pets		142	\$1,310.37	\$6,716,964
Toys/Games/Crafts/Hobbies (4)		136	\$215.92	\$1,106,822
Recreational Vehicles and Fees (5)		161	\$241.25	\$1,236,644
Sports/Recreation/Exercise Equipment (6)		143	\$400.22	\$2,051,505
Photo Equipment and Supplies (7)		146	\$68.04	\$348,792
Reading (8)		148	\$187.91	\$963,234
Catered Affairs (9)		142	\$43.26	\$221,770
Food		139	\$14,655.83	\$75,125,761
Food at Home		139	\$9,479.29	\$48,590,822
Bakery and Cereal Products		141	\$1,241.41	\$6,363,471
Meats, Poultry, Fish, and Eggs		138	\$2,037.41	\$10,443,771
Dairy Products		141	\$925.90	\$4,746,169
Fruits and Vegetables		140	\$1,885.46	\$9,664,883
Snacks and Other Food at Home (10)		138	\$3,389.10	\$17,372,529
Food Away from Home		139	\$5,176.54	\$26,534,938
Alcoholic Beverages		152	\$1,023.70	\$5,247,497

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	180	\$70,654.98	\$362,177,438
Value of Retirement Plans	180	\$254,085.29	\$1,302,441,197
Value of Other Financial Assets	159	\$13,599.96	\$69,713,408
Vehicle Loan Amount excluding Interest	132	\$4,792.47	\$24,566,201
Value of Credit Card Debt	147	\$4,662.21	\$23,898,498
Health			
Nonprescription Drugs	136	\$232.02	\$1,189,332
Prescription Drugs	140	\$516.39	\$2,647,007
Eyeglasses and Contact Lenses	148	\$165.11	\$846,340
Home			
Mortgage Payment and Basics (11)	166	\$21,491.40	\$110,164,897
Maintenance and Remodeling Services	165	\$6,267.80	\$32,128,744
Maintenance and Remodeling Materials (12)	148	\$1,163.73	\$5,965,278
Utilities, Fuel, and Public Services	138	\$7,991.78	\$40,965,878
Household Furnishings and Equipment			
Household Textiles (13)	140	\$171.71	\$880,187
Furniture	141	\$1,161.41	\$5,953,395
Rugs	156	\$65.05	\$333,468
Major Appliances (14)	145	\$768.13	\$3,937,427
Housewares (15)	144	\$155.32	\$796,188
Small Appliances	129	\$93.37	\$478,638
Luggage	139	\$19.98	\$102,406
Telephones and Accessories	142	\$152.34	\$780,884
Household Operations			
Child Care	154	\$793.47	\$4,067,316
Lawn and Garden (16)	159	\$1,066.47	\$5,466,705
Moving/Storage/Freight Express	131	\$117.80	\$603,836
Housekeeping Supplies (17)	142	\$1,326.88	\$6,801,583
Insurance			
Owners and Renters Insurance	151	\$1,181.66	\$6,057,202
Vehicle Insurance	132	\$2,855.25	\$14,636,029
Life/Other Insurance	161	\$1,112.41	\$5,702,218
Health Insurance	145	\$7,155.63	\$36,679,766
Personal Care Products (18)	140	\$773.73	\$3,966,159
School Books and Supplies (19)	135	\$181.06	\$928,104
Smoking Products	115	\$497.63	\$2,550,839
Transportation			
Payments on Vehicles excluding Leases	136	\$4,101.79	\$21,025,763
Gasoline and Motor Oil	130	\$3,289.73	\$16,863,147
Vehicle Maintenance and Repairs	138	\$1,801.95	\$9,236,787
Travel			
Airline Fares	150	\$700.68	\$3,591,672
Lodging on Trips	156	\$1,124.37	\$5,763,502
Auto/Truck Rental on Trips	149	\$118.34	\$606,610
Food and Drink on Trips	149	\$835.04	\$4,280,421

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	46.0%	Population	44,183	44,573
Front Porches (8E)	10.5%	Households	16,644	16,980
Workday Drive (4A)	8.1%	Families	11,330	11,548
Golden Years (9B)	7.8%	Median Age	43.7	44.5
Social Security Set (9F)	7.6%	Median Household Income	\$96,981	\$105,866
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		120	\$2,642.06	\$43,974,439
Men's		120	\$489.80	\$8,152,222
Women's		121	\$903.38	\$15,035,930
Children's		116	\$384.86	\$6,405,540
Footwear		120	\$597.35	\$9,942,316
Watches & Jewelry		125	\$211.39	\$3,518,351
Apparel Products and Services (1)		124	\$55.28	\$920,080
Computer				
Computers and Hardware for Home Use		119	\$305.49	\$5,084,618
Portable Memory		121	\$5.57	\$92,628
Computer Software		120	\$17.33	\$288,517
Computer Accessories		120	\$30.17	\$502,204
Entertainment & Recreation		121	\$4,590.00	\$76,395,982
Fees and Admissions		131	\$933.04	\$15,529,573
Membership Fees for Clubs (2)		131	\$363.47	\$6,049,643
Fees for Participant Sports, excl. Trips		132	\$157.74	\$2,625,353
Tickets to Theatre/Operas/Concerts		132	\$72.14	\$1,200,670
Tickets to Movies		118	\$32.47	\$540,458
Tickets to Parks or Museums		116	\$32.41	\$539,457
Admission to Sporting Events, excl. Trips		137	\$80.34	\$1,337,248
Fees for Recreational Lessons		133	\$193.25	\$3,216,527
Dating Services		113	\$1.21	\$20,218
TV/Video/Audio		118	\$1,601.93	\$26,662,533
Cable and Satellite Television Services		119	\$1,027.97	\$17,109,471
Televisions		115	\$167.52	\$2,788,255
Satellite Dishes		102	\$1.75	\$29,057
VCRs, Video Cameras, and DVD Players		112	\$5.38	\$89,481
Miscellaneous Video Equipment		134	\$16.95	\$282,198
Video Cassettes and DVDs		117	\$7.64	\$127,121
Video Game Hardware/Accessories		110	\$44.27	\$736,788
Video Game Software		111	\$21.44	\$356,863
Rental/Streaming/Downloaded Video		114	\$140.17	\$2,332,913
Installation of Televisions		129	\$2.08	\$34,637
Audio (3)		121	\$163.87	\$2,727,409
Rental and Repair of TV/Radio/Sound Equipment		104	\$2.90	\$48,341
Pets		119	\$1,097.20	\$18,261,804
Toys/Games/Crafts/Hobbies (4)		117	\$185.68	\$3,090,525
Recreational Vehicles and Fees (5)		125	\$187.65	\$3,123,283
Sports/Recreation/Exercise Equipment (6)		118	\$330.94	\$5,508,208
Photo Equipment and Supplies (7)		123	\$57.38	\$955,096
Reading (8)		125	\$158.58	\$2,639,389
Catered Affairs (9)		124	\$37.59	\$625,571
Food		119	\$12,552.73	\$208,927,586
Food at Home		120	\$8,145.27	\$135,569,830
Bakery and Cereal Products		121	\$1,064.39	\$17,715,638
Meats, Poultry, Fish, and Eggs		119	\$1,754.04	\$29,194,254
Dairy Products		121	\$793.59	\$13,208,546
Fruits and Vegetables		121	\$1,621.69	\$26,991,381
Snacks and Other Food at Home (10)		119	\$2,911.56	\$48,460,011
Food Away from Home		118	\$4,407.46	\$73,357,756
Alcoholic Beverages		125	\$846.28	\$14,085,555

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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	140	\$55,194.89	\$918,663,785
Value of Retirement Plans	138	\$194,740.96	\$3,241,268,579
Value of Other Financial Assets	129	\$11,058.90	\$184,064,387
Vehicle Loan Amount excluding Interest	112	\$4,067.35	\$67,696,902
Value of Credit Card Debt	124	\$3,907.88	\$65,042,808
Health			
Nonprescription Drugs	116	\$198.03	\$3,296,003
Prescription Drugs	119	\$436.60	\$7,266,810
Eyeglasses and Contact Lenses	123	\$137.31	\$2,285,466
Home			
Mortgage Payment and Basics (11)	129	\$16,663.35	\$277,344,860
Maintenance and Remodeling Services	128	\$4,845.24	\$80,644,109
Maintenance and Remodeling Materials (12)	117	\$915.67	\$15,240,363
Utilities, Fuel, and Public Services	117	\$6,811.30	\$113,367,352
Household Furnishings and Equipment			
Household Textiles (13)	120	\$147.06	\$2,447,608
Furniture	119	\$978.92	\$16,293,206
Rugs	127	\$52.75	\$878,019
Major Appliances (14)	119	\$627.79	\$10,448,920
Housewares (15)	121	\$130.59	\$2,173,591
Small Appliances	115	\$83.50	\$1,389,767
Luggage	119	\$17.01	\$283,167
Telephones and Accessories	121	\$129.87	\$2,161,552
Household Operations			
Child Care	124	\$642.35	\$10,691,351
Lawn and Garden (16)	126	\$844.21	\$14,051,030
Moving/Storage/Freight Express	116	\$104.42	\$1,737,934
Housekeeping Supplies (17)	120	\$1,119.94	\$18,640,320
Insurance			
Owners and Renters Insurance	121	\$944.48	\$15,719,964
Vehicle Insurance	114	\$2,473.29	\$41,165,445
Life/Other Insurance	127	\$881.77	\$14,676,186
Health Insurance	121	\$5,976.08	\$99,465,823
Personal Care Products (18)	120	\$661.53	\$11,010,487
School Books and Supplies (19)	116	\$155.23	\$2,583,660
Smoking Products	108	\$468.10	\$7,791,008
Transportation			
Payments on Vehicles excluding Leases	114	\$3,449.15	\$57,407,673
Gasoline and Motor Oil	113	\$2,850.72	\$47,447,435
Vehicle Maintenance and Repairs	117	\$1,537.71	\$25,593,619
Travel			
Airline Fares	124	\$578.49	\$9,628,375
Lodging on Trips	125	\$902.74	\$15,025,199
Auto/Truck Rental on Trips	124	\$98.00	\$1,631,083
Food and Drink on Trips	123	\$688.33	\$11,456,628

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- (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

1776 Baltimore Blvd, Westminster, Maryland, 21157
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.54177
Longitude: -76.93218

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	41		516		2,109							
Total Employees:	302		5,874		26,459							
Total Residential Population:	1,496		13,860		44,183							
Employee/Residential Population Ratio (per 100 Residents)	20		42		60							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	4.9%	4	1.3%	19	3.7%	91	1.5%	64	3.0%	355	1.3%
Construction	4	9.8%	24	7.9%	43	8.3%	323	5.5%	153	7.3%	1,251	4.7%
Manufacturing	1	2.4%	8	2.6%	13	2.5%	194	3.3%	51	2.4%	1,998	7.6%
Transportation	2	4.9%	5	1.7%	6	1.2%	57	1.0%	26	1.2%	243	0.9%
Communication	0	0.0%	0	0.0%	4	0.8%	19	0.3%	12	0.6%	57	0.2%
Utility	1	2.4%	12	4.0%	3	0.6%	43	0.7%	9	0.4%	159	0.6%
Wholesale Trade	2	4.9%	20	6.6%	14	2.7%	81	1.4%	62	2.9%	577	2.2%
Retail Trade Summary	5	12.2%	25	8.3%	96	18.6%	1,974	33.6%	391	18.5%	7,135	27.0%
Home Improvement	0	0.0%	0	0.0%	4	0.8%	291	5.0%	19	0.9%	607	2.3%
General Merchandise Stores	0	0.0%	1	0.3%	7	1.4%	299	5.1%	23	1.1%	755	2.9%
Food Stores	1	2.4%	10	3.3%	7	1.4%	200	3.4%	32	1.5%	680	2.6%
Auto Dealers & Gas Stations	1	2.4%	7	2.3%	16	3.1%	225	3.8%	49	2.3%	691	2.6%
Apparel & Accessory Stores	0	0.0%	0	0.0%	4	0.8%	174	3.0%	17	0.8%	1,363	5.2%
Furniture & Home Furnishings	1	2.4%	1	0.3%	10	1.9%	39	0.7%	34	1.6%	182	0.7%
Eating & Drinking Places	0	0.0%	0	0.0%	23	4.5%	521	8.9%	109	5.2%	2,030	7.7%
Miscellaneous Retail	1	2.4%	5	1.7%	25	4.8%	225	3.8%	109	5.2%	826	3.1%
Finance, Insurance, Real Estate Summary	3	7.3%	49	16.2%	43	8.3%	387	6.6%	168	8.0%	1,120	4.2%
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%	8	1.6%	55	0.9%	30	1.4%	209	0.8%
Securities Brokers	0	0.0%	0	0.0%	4	0.8%	14	0.2%	20	0.9%	71	0.3%
Insurance Carriers & Agents	1	2.4%	2	0.7%	9	1.7%	30	0.5%	37	1.8%	125	0.5%
Real Estate, Holding, Other Investment Offices	2	4.9%	47	15.6%	22	4.3%	288	4.9%	81	3.8%	715	2.7%
Services Summary	18	43.9%	148	49.0%	208	40.3%	2,203	37.5%	880	41.7%	10,464	39.5%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.2%	18	0.3%	4	0.2%	60	0.2%
Automotive Services	3	7.3%	13	4.3%	29	5.6%	152	2.6%	90	4.3%	449	1.7%
Movies & Amusements	1	2.4%	2	0.7%	13	2.5%	84	1.4%	52	2.5%	362	1.4%
Health Services	3	7.3%	23	7.6%	43	8.3%	354	6.0%	213	10.1%	4,084	15.4%
Legal Services	1	2.4%	2	0.7%	9	1.7%	38	0.6%	45	2.1%	186	0.7%
Education Institutions & Libraries	1	2.4%	34	11.3%	11	2.1%	733	12.5%	36	1.7%	1,873	7.1%
Other Services	9	22.0%	75	24.8%	102	19.8%	825	14.0%	441	20.9%	3,449	13.0%
Government	0	0.0%	8	2.6%	20	3.9%	464	7.9%	110	5.2%	2,989	11.3%
Unclassified Establishments	4	9.8%	0	0.0%	47	9.1%	38	0.6%	183	8.7%	112	0.4%
Totals	41	100.0%	302	100.0%	516	100.0%	5,874	100.0%	2,109	100.0%	26,459	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.



Business Summary

1776 Baltimore Blvd, Westminster, Maryland, 21157
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.54177
Longitude: -76.93218

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%	5	1.0%	16	0.3%	11	0.5%	49	0.2%
Mining	0	0.0%	0	0.0%	1	0.2%	3	0.1%	3	0.1%	16	0.1%
Utilities	0	0.0%	0	0.0%	1	0.2%	5	0.1%	2	0.1%	11	0.0%
Construction	5	12.2%	26	8.6%	46	8.9%	338	5.8%	169	8.0%	1,394	5.3%
Manufacturing	1	2.4%	8	2.6%	15	2.9%	208	3.5%	56	2.7%	1,206	4.6%
Wholesale Trade	2	4.9%	20	6.6%	14	2.7%	81	1.4%	62	2.9%	574	2.2%
Retail Trade	5	12.2%	25	8.3%	69	13.4%	1,432	24.4%	270	12.8%	5,018	19.0%
Motor Vehicle & Parts Dealers	1	2.4%	7	2.3%	14	2.7%	216	3.7%	41	1.9%	618	2.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	3	0.6%	19	0.3%	17	0.8%	130	0.5%
Electronics & Appliance Stores	1	2.4%	1	0.3%	4	0.8%	14	0.2%	14	0.7%	40	0.2%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	4	0.8%	291	5.0%	19	0.9%	606	2.3%
Food & Beverage Stores	1	2.4%	13	4.3%	7	1.4%	192	3.3%	32	1.5%	642	2.4%
Health & Personal Care Stores	0	0.0%	1	0.3%	8	1.6%	103	1.8%	35	1.7%	342	1.3%
Gasoline Stations & Fuel Dealers	0	0.0%	0	0.0%	2	0.4%	9	0.2%	8	0.4%	73	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	1	0.3%	6	1.2%	180	3.1%	22	1.0%	1,377	5.2%
Sporting Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%	10	1.9%	100	1.7%	45	2.1%	382	1.4%
General Merchandise Stores	0	0.0%	1	0.3%	10	1.9%	308	5.2%	38	1.8%	808	3.1%
Transportation & Warehousing	1	2.4%	2	0.7%	6	1.2%	58	1.0%	22	1.0%	237	0.9%
Information	1	2.4%	9	3.0%	8	1.6%	58	1.0%	27	1.3%	1,024	3.9%
Finance & Insurance	1	2.4%	2	0.7%	22	4.3%	100	1.7%	90	4.3%	411	1.6%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%	8	1.6%	55	0.9%	32	1.5%	214	0.8%
Securities & Commodity Contracts	0	0.0%	0	0.0%	5	1.0%	14	0.2%	21	1.0%	72	0.3%
Funds, Trusts & Other Financial Vehicles	1	2.4%	2	0.7%	9	1.7%	30	0.5%	37	1.8%	125	0.5%
Real Estate, Rental & Leasing	3	7.3%	50	16.6%	23	4.5%	286	4.9%	80	3.8%	691	2.6%
Professional, Scientific & Tech Services	2	4.9%	23	7.6%	42	8.1%	225	3.8%	185	8.8%	1,041	3.9%
Legal Services	1	2.4%	2	0.7%	11	2.1%	42	0.7%	49	2.3%	202	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.4%	15	0.3%	8	0.4%	45	0.2%
Administrative, Support & Waste Management Services	3	7.3%	19	6.3%	20	3.9%	100	1.7%	80	3.8%	541	2.0%
Educational Services	1	2.4%	28	9.3%	14	2.7%	736	12.5%	49	2.3%	1,901	7.2%
Health Care & Social Assistance	5	12.2%	60	19.9%	59	11.4%	699	11.9%	275	13.0%	5,026	19.0%
Arts, Entertainment & Recreation	0	0.0%	1	0.3%	9	1.7%	54	0.9%	39	1.8%	283	1.1%
Accommodation & Food Services	0	0.0%	0	0.0%	25	4.8%	553	9.4%	117	5.5%	2,135	8.1%
Accommodation	0	0.0%	0	0.0%	1	0.2%	18	0.3%	4	0.2%	60	0.2%
Food Services & Drinking Places	0	0.0%	0	0.0%	25	4.8%	535	9.1%	113	5.4%	2,075	7.8%
Other Services (except Public Administration)	6	14.6%	22	7.3%	67	13.0%	405	6.9%	272	12.9%	1,753	6.6%
Automotive Repair & Maintenance	3	7.3%	12	4.0%	21	4.1%	116	2.0%	69	3.3%	363	1.4%
Public Administration	0	0.0%	8	2.6%	20	3.9%	464	7.9%	110	5.2%	2,989	11.3%
Unclassified Establishments	4	9.8%	0	0.0%	47	9.1%	38	0.6%	183	8.7%	112	0.4%
Total	41	100.0%	302	100.0%	516	100.0%	5,874	100.0%	2,109	100.0%	26,459	100.0%

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