

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	692	9,999	37,984
2020 Total Population	732	10,124	38,693
2020 Group Quarters	0	9	379
2023 Total Population	727	10,045	38,630
2023 Group Quarters	0	9	379
2028 Total Population	722	9,991	38,408
2023-2028 Annual Rate	-0.14%	-0.11%	-0.12%
2023 Total Daytime Population	1,377	8,566	29,223
Workers	990	3,439	11,117
Residents	387	5,127	18,106
Household Summary			
2010 Households	281	3,598	14,034
2010 Average Household Size	2.46	2.78	2.68
2020 Total Households	304	3,730	14,479
2020 Average Household Size	2.41	2.71	2.65
2023 Households	303	3,744	14,536
2023 Average Household Size	2.40	2.68	2.63
2028 Households	305	3,774	14,584
2028 Average Household Size	2.37	2.64	2.61
2023-2028 Annual Rate	0.13%	0.16%	0.07%
2010 Families	227	2,863	10,424
2010 Average Family Size	2.74	3.10	3.10
2023 Families	239	2,915	10,561
2023 Average Family Size	2.72	3.05	3.11
2028 Families	241	2,937	10,601
2028 Average Family Size	2.68	3.01	3.08
2023-2028 Annual Rate	0.17%	0.15%	0.08%
Housing Unit Summary			
2000 Housing Units	250	3,359	12,851
Owner Occupied Housing Units	86.8%	88.1%	78.3%
Renter Occupied Housing Units	10.8%	8.1%	17.8%
Vacant Housing Units	2.4%	3.8%	3.8%
2010 Housing Units	285	3,715	14,638
Owner Occupied Housing Units	87.7%	88.3%	76.2%
Renter Occupied Housing Units	10.9%	8.5%	19.7%
Vacant Housing Units	1.4%	3.1%	4.1%
2020 Housing Units	307	3,877	15,172
Owner Occupied Housing Units	89.6%	88.2%	75.7%
Renter Occupied Housing Units	9.4%	8.0%	19.7%
Vacant Housing Units	2.9%	3.9%	4.4%
2023 Housing Units	308	3,894	15,245
Owner Occupied Housing Units	89.0%	89.5%	78.0%
Renter Occupied Housing Units	9.4%	6.6%	17.3%
Vacant Housing Units	1.6%	3.9%	4.7%
2028 Housing Units	310	3,927	15,350
Owner Occupied Housing Units	89.7%	89.8%	78.2%
Renter Occupied Housing Units	9.0%	6.2%	16.8%
Vacant Housing Units	1.6%	3.9%	5.0%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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



Market Profile

2970 Dede Rd, Finksburg, Maryland, 21048
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.49211
Longitude: -76.88592

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	303	3,744	14,536
<\$15,000	1.7%	1.4%	5.5%
\$15,000 - \$24,999	1.0%	2.8%	4.7%
\$25,000 - \$34,999	4.6%	3.8%	4.2%
\$35,000 - \$49,999	3.0%	5.3%	6.8%
\$50,000 - \$74,999	7.6%	11.1%	12.2%
\$75,000 - \$99,999	23.1%	12.7%	12.5%
\$100,000 - \$149,999	15.8%	20.2%	19.4%
\$150,000 - \$199,999	14.9%	15.1%	12.9%
\$200,000+	28.4%	27.6%	21.7%
Average Household Income	\$175,357	\$171,572	\$147,605
2028 Households by Income			
Household Income Base	305	3,774	14,584
<\$15,000	1.6%	1.2%	5.0%
\$15,000 - \$24,999	0.7%	2.2%	4.1%
\$25,000 - \$34,999	3.6%	3.0%	3.5%
\$35,000 - \$49,999	2.3%	4.3%	6.0%
\$50,000 - \$74,999	7.5%	9.6%	10.9%
\$75,000 - \$99,999	20.7%	11.5%	11.5%
\$100,000 - \$149,999	15.1%	20.0%	19.0%
\$150,000 - \$199,999	15.7%	17.1%	14.6%
\$200,000+	32.8%	31.1%	25.3%
Average Household Income	\$196,113	\$191,162	\$166,603
2023 Owner Occupied Housing Units by Value			
Total	274	3,487	11,891
<\$50,000	4.4%	2.8%	2.0%
\$50,000 - \$99,999	0.4%	1.4%	0.5%
\$100,000 - \$149,999	0.0%	0.0%	0.2%
\$150,000 - \$199,999	0.0%	0.2%	0.8%
\$200,000 - \$249,999	0.4%	1.6%	4.1%
\$250,000 - \$299,999	1.5%	3.9%	5.8%
\$300,000 - \$399,999	18.6%	22.8%	30.4%
\$400,000 - \$499,999	16.8%	24.9%	22.1%
\$500,000 - \$749,999	50.0%	31.5%	27.0%
\$750,000 - \$999,999	2.2%	8.3%	5.1%
\$1,000,000 - \$1,499,999	1.1%	1.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.8%
\$2,000,000 +	4.0%	0.9%	0.4%
Average Home Value	\$586,857	\$520,864	\$478,404
2028 Owner Occupied Housing Units by Value			
Total	278	3,528	12,009
<\$50,000	3.2%	2.2%	1.5%
\$50,000 - \$99,999	0.0%	0.7%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.3%
\$200,000 - \$249,999	0.4%	0.9%	2.5%
\$250,000 - \$299,999	1.1%	2.9%	4.5%
\$300,000 - \$399,999	16.2%	20.4%	28.7%
\$400,000 - \$499,999	17.3%	26.1%	23.4%
\$500,000 - \$749,999	54.3%	35.2%	31.2%
\$750,000 - \$999,999	2.2%	9.1%	5.7%
\$1,000,000 - \$1,499,999	1.4%	1.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.8%
\$2,000,000 +	3.6%	0.8%	0.3%
Average Home Value	\$598,375	\$541,565	\$501,101

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.



Market Profile

2970 Dede Rd, Finksburg, Maryland, 21048
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.49211
Longitude: -76.88592

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$124,189	\$127,197	\$107,198
2028	\$143,418	\$143,535	\$118,828
Median Home Value			
2023	\$538,321	\$469,275	\$427,748
2028	\$553,808	\$487,948	\$452,299
Per Capita Income			
2023	\$64,587	\$63,684	\$55,214
2028	\$73,230	\$71,874	\$62,862
Median Age			
2010	42.8	44.6	41.9
2020	44.3	46.4	43.3
2023	46.0	47.6	44.5
2028	46.0	47.9	44.7
2020 Population by Age			
Total	732	10,124	38,693
0 - 4	5.1%	4.7%	5.0%
5 - 9	5.9%	5.6%	5.5%
10 - 14	6.1%	5.6%	6.4%
15 - 24	11.9%	12.0%	12.6%
25 - 34	10.2%	9.8%	10.9%
35 - 44	11.5%	10.7%	11.5%
45 - 54	14.5%	14.2%	13.9%
55 - 64	16.3%	18.4%	16.2%
65 - 74	12.8%	11.9%	11.0%
75 - 84	4.2%	5.5%	5.3%
85 +	1.4%	1.6%	1.6%
18 +	77.7%	79.6%	78.6%
2023 Population by Age			
Total	727	10,046	38,630
0 - 4	4.8%	4.0%	4.4%
5 - 9	6.1%	5.2%	5.2%
10 - 14	7.2%	6.8%	6.3%
15 - 24	11.3%	10.9%	12.1%
25 - 34	9.1%	8.4%	11.0%
35 - 44	10.3%	10.9%	11.6%
45 - 54	15.1%	15.5%	14.4%
55 - 64	15.7%	17.2%	15.3%
65 - 74	13.5%	13.3%	12.0%
75 - 84	5.4%	6.2%	5.9%
85 +	1.7%	1.6%	1.8%
18 +	77.4%	79.4%	79.7%
2028 Population by Age			
Total	721	9,989	38,407
0 - 4	4.7%	4.0%	4.5%
5 - 9	5.8%	5.0%	5.1%
10 - 14	6.8%	6.5%	5.8%
15 - 24	10.3%	9.9%	10.6%
25 - 34	8.5%	7.5%	11.1%
35 - 44	12.9%	13.0%	13.3%
45 - 54	12.1%	13.8%	12.9%
55 - 64	15.3%	15.7%	14.5%
65 - 74	13.9%	14.1%	12.5%
75 - 84	8.2%	8.4%	7.5%
85 +	1.7%	1.9%	2.3%
18 +	78.9%	80.6%	81.0%
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.

March 21, 2024

	1 mile	3 miles	5 miles
Males	374	5,081	18,816
Females	358	5,043	19,877
2023 Population by Sex			
Males	369	5,066	19,022
Females	358	4,979	19,608
2028 Population by Sex			
Males	365	5,025	18,882
Females	357	4,966	19,526
2010 Population by Race/Ethnicity			
Total	692	9,999	37,983
White Alone	93.6%	93.3%	80.9%
Black Alone	2.7%	3.2%	12.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.9%	1.6%	3.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.6%	0.5%	1.3%
Two or More Races	1.0%	1.2%	2.0%
Hispanic Origin	1.7%	1.6%	4.1%
Diversity Index	15.2	15.5	38.2
2020 Population by Race/Ethnicity			
Total	732	10,124	38,693
White Alone	84.8%	85.3%	69.2%
Black Alone	5.3%	5.0%	15.7%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.0%	2.2%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.2%	3.7%
Two or More Races	6.0%	6.1%	6.8%
Hispanic Origin	2.6%	3.6%	7.1%
Diversity Index	31.0	31.6	55.5
2023 Population by Race/Ethnicity			
Total	726	10,046	38,630
White Alone	84.2%	84.4%	67.9%
Black Alone	5.5%	5.3%	16.3%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.2%	2.3%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.3%	3.9%
Two or More Races	6.3%	6.5%	7.1%
Hispanic Origin	2.9%	3.9%	7.6%
Diversity Index	32.6	33.3	57.4
2028 Population by Race/Ethnicity			
Total	722	9,992	38,408
White Alone	82.5%	82.7%	65.2%
Black Alone	6.0%	5.8%	17.3%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.6%	2.6%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	1.5%	4.5%
Two or More Races	6.9%	7.1%	7.7%
Hispanic Origin	3.3%	4.5%	8.6%
Diversity Index	35.3	36.6	60.8

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	732	10,124	38,693
In Households	100.0%	99.9%	99.0%
Householder	36.2%	36.9%	37.3%
Opposite-Sex Spouse	24.2%	24.3%	21.2%
Same-Sex Spouse	0.0%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.5%	1.8%	1.9%
Same-Sex Unmarried Partner	0.0%	0.1%	0.1%
Biological Child	28.6%	27.9%	28.5%
Adopted Child	1.0%	0.6%	0.5%
Stepchild	1.2%	1.1%	1.1%
Grandchild	1.4%	1.6%	1.9%
Brother or Sister	0.8%	0.6%	0.9%
Parent	1.1%	1.2%	1.4%
Parent-in-law	0.5%	0.6%	0.5%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	1.0%	0.9%	1.1%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	2.2%	1.8%	2.2%
In Group Quarters	0.0%	0.1%	1.0%
Institutionalized	0.0%	0.0%	0.4%
Noninstitutionalized	0.0%	0.0%	0.6%
2023 Population 25+ by Educational Attainment			
Total	513	7,338	27,799
Less than 9th Grade	0.6%	1.4%	2.0%
9th - 12th Grade, No Diploma	2.5%	2.5%	3.7%
High School Graduate	21.4%	22.4%	20.8%
GED/Alternative Credential	7.8%	4.2%	2.9%
Some College, No Degree	8.6%	13.8%	14.5%
Associate Degree	8.8%	8.7%	7.4%
Bachelor's Degree	34.3%	29.2%	30.2%
Graduate/Professional Degree	16.0%	17.8%	18.5%
2023 Population 15+ by Marital Status			
Total	596	8,438	32,474
Never Married	13.3%	21.2%	27.3%
Married	76.7%	66.0%	58.9%
Widowed	6.0%	7.1%	6.8%
Divorced	4.0%	5.7%	6.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	354	5,119	21,678
Population 16+ Employed	97.5%	97.4%	96.2%
Population 16+ Unemployment rate	2.3%	2.6%	3.8%
Population 16-24 Employed	10.7%	10.2%	11.3%
Population 16-24 Unemployment rate	2.6%	6.6%	11.4%
Population 25-54 Employed	61.7%	56.5%	58.1%
Population 25-54 Unemployment rate	1.4%	1.9%	2.3%
Population 55-64 Employed	18.8%	23.6%	21.2%
Population 55-64 Unemployment rate	5.8%	3.0%	2.7%
Population 65+ Employed	9.0%	9.7%	9.5%
Population 65+ Unemployment rate	0.0%	1.2%	5.7%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	345	4,985	20,846
Agriculture/Mining	0.0%	0.5%	0.9%
Construction	7.2%	9.2%	7.3%
Manufacturing	8.1%	10.4%	10.0%
Wholesale Trade	2.3%	1.2%	1.4%
Retail Trade	6.1%	8.0%	9.0%
Transportation/Utilities	0.9%	2.6%	3.6%
Information	1.7%	1.4%	1.4%
Finance/Insurance/Real Estate	16.5%	10.4%	8.4%
Services	45.5%	47.1%	49.4%
Public Administration	11.3%	9.2%	8.5%
2023 Employed Population 16+ by Occupation			
Total	346	4,985	20,847
White Collar	75.9%	75.7%	73.5%
Management/Business/Financial	28.4%	26.3%	23.1%
Professional	33.9%	32.3%	31.1%
Sales	5.2%	8.6%	8.4%
Administrative Support	8.4%	8.4%	10.9%
Services	10.7%	10.3%	11.1%
Blue Collar	13.6%	14.0%	15.5%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	5.2%	4.1%	4.0%
Installation/Maintenance/Repair	1.7%	1.4%	2.1%
Production	1.4%	3.1%	3.6%
Transportation/Material Moving	5.2%	5.1%	5.6%
2020 Households by Type			
Total	304	3,730	14,479
Married Couple Households	66.8%	66.4%	57.1%
With Own Children <18	25.0%	22.3%	20.4%
Without Own Children <18	41.8%	44.1%	36.8%
Cohabiting Couple Households	4.9%	4.8%	5.4%
With Own Children <18	1.3%	1.4%	1.7%
Without Own Children <18	3.3%	3.4%	3.7%
Male Householder, No Spouse/Partner	13.8%	13.4%	14.5%
Living Alone	9.2%	9.0%	9.5%
65 Years and over	3.9%	3.5%	3.0%
With Own Children <18	1.6%	1.4%	1.4%
Without Own Children <18, With Relatives	2.3%	2.3%	2.4%
No Relatives Present	0.7%	0.7%	1.1%
Female Householder, No Spouse/Partner	14.5%	15.4%	23.0%
Living Alone	7.6%	8.6%	11.9%
65 Years and over	3.9%	5.6%	6.2%
With Own Children <18	1.0%	1.8%	4.7%
Without Own Children <18, With Relatives	4.9%	4.5%	5.6%
No Relatives Present	1.0%	0.5%	0.8%
2020 Households by Size			
Total	304	3,730	14,479
1 Person Household	16.4%	17.6%	21.4%
2 Person Household	37.8%	37.0%	34.9%
3 Person Household	16.1%	18.3%	18.3%
4 Person Household	20.7%	17.4%	15.2%
5 Person Household	6.6%	6.4%	6.4%
6 Person Household	1.6%	2.0%	2.5%
7 + Person Household	0.7%	1.1%	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	304	3,730	14,479
Owner Occupied	90.5%	91.7%	79.4%
Owned with a Mortgage/Loan	65.8%	64.9%	58.3%
Owned Free and Clear	24.7%	26.9%	21.0%
Renter Occupied	9.5%	8.3%	20.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	93	109	99
Percent of Income for Mortgage	26.0%	22.2%	24.0%
Wealth Index	231	237	191
2020 Housing Units By Urban/ Rural Status			
Total	307	3,877	15,172
Urban Housing Units	46.3%	45.6%	61.4%
Rural Housing Units	53.7%	54.4%	38.6%
2020 Population By Urban/ Rural Status			
Total	732	10,124	38,693
Urban Population	48.8%	45.5%	60.6%
Rural Population	51.2%	54.5%	39.4%

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

2970 Dede Rd, Finksburg, Maryland, 21048
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.49211
Longitude: -76.88592

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Green Acres (6A)	Green Acres (6A)	Pleasantville (2B)
3.		Pleasantville (2B)	City Lights (8A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$1,031,285	\$12,513,853	\$43,099,308
Average Spent	\$3,403.58	\$3,342.38	\$2,965.00
Spending Potential Index	155	152	135
Education: Total \$	\$1,032,361	\$12,477,931	\$41,631,279
Average Spent	\$3,407.13	\$3,332.78	\$2,864.01
Spending Potential Index	190	186	160
Entertainment/Recreation: Total \$	\$1,843,152	\$22,273,391	\$73,606,139
Average Spent	\$6,083.01	\$5,949.09	\$5,063.71
Spending Potential Index	161	157	134
Food at Home: Total \$	\$3,152,914	\$38,263,997	\$131,199,054
Average Spent	\$10,405.66	\$10,220.08	\$9,025.80
Spending Potential Index	153	150	133
Food Away from Home: Total \$	\$1,729,441	\$20,927,165	\$71,799,243
Average Spent	\$5,707.73	\$5,589.52	\$4,939.41
Spending Potential Index	153	150	133
Health Care: Total \$	\$3,541,238	\$42,731,187	\$138,835,611
Average Spent	\$11,687.25	\$11,413.24	\$9,551.16
Spending Potential Index	159	155	130
HH Furnishings & Equipment: Total \$	\$1,443,502	\$17,466,587	\$58,425,311
Average Spent	\$4,764.03	\$4,665.22	\$4,019.35
Spending Potential Index	161	158	136
Personal Care Products & Services: Total \$	\$461,444	\$5,578,029	\$18,873,216
Average Spent	\$1,522.92	\$1,489.86	\$1,298.38
Spending Potential Index	159	156	136
Shelter: Total \$	\$11,861,469	\$143,854,358	\$494,210,011
Average Spent	\$39,146.76	\$38,422.64	\$33,999.04
Spending Potential Index	158	155	137
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,643,540	\$19,692,397	\$62,498,834
Average Spent	\$5,424.22	\$5,259.72	\$4,299.59
Spending Potential Index	173	168	137
Travel: Total \$	\$1,147,145	\$13,819,247	\$45,500,110
Average Spent	\$3,785.96	\$3,691.04	\$3,130.17
Spending Potential Index	168	164	139
Vehicle Maintenance & Repairs: Total \$	\$599,976	\$7,238,942	\$24,281,660
Average Spent	\$1,980.12	\$1,933.48	\$1,670.45
Spending Potential Index	151	148	127

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.

March 21, 2024



Retail Goods and Services Expenditures

2970 Dede Rd, Finksburg, Maryland, 21048
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.49211
 Longitude: -76.88592

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	81.8%	Population	727	722
Green Acres (6A)	18.2%	Households	303	305
	0.0%	Families	239	241
	0.0%	Median Age	46.0	46.0
	0.0%	Median Household Income	\$124,189	\$143,418
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		155	\$3,403.58	\$1,031,285
Men's		154	\$628.99	\$190,583
Women's		156	\$1,161.36	\$351,893
Children's		150	\$498.07	\$150,915
Footwear		152	\$759.41	\$230,100
Watches & Jewelry		169	\$285.33	\$86,454
Apparel Products and Services (1)		158	\$70.43	\$21,340
Computer				
Computers and Hardware for Home Use		152	\$388.98	\$117,860
Portable Memory		158	\$7.25	\$2,198
Computer Software		145	\$21.01	\$6,366
Computer Accessories		154	\$38.61	\$11,699
Entertainment & Recreation		161	\$6,083.01	\$1,843,152
Fees and Admissions		185	\$1,318.17	\$399,404
Membership Fees for Clubs (2)		184	\$512.41	\$155,261
Fees for Participant Sports, excl. Trips		186	\$222.74	\$67,490
Tickets to Theatre/Operas/Concerts		184	\$100.37	\$30,412
Tickets to Movies		152	\$41.85	\$12,680
Tickets to Parks or Museums		156	\$43.44	\$13,162
Admission to Sporting Events, excl. Trips		201	\$117.50	\$35,604
Fees for Recreational Lessons		192	\$278.59	\$84,414
Dating Services		118	\$1.26	\$382
TV/Video/Audio		150	\$2,039.02	\$617,823
Cable and Satellite Television Services		153	\$1,313.40	\$397,959
Televisions		144	\$210.42	\$63,758
Satellite Dishes		129	\$2.20	\$667
VCRs, Video Cameras, and DVD Players		137	\$6.62	\$2,005
Miscellaneous Video Equipment		176	\$22.21	\$6,729
Video Cassettes and DVDs		144	\$9.39	\$2,845
Video Game Hardware/Accessories		129	\$51.95	\$15,741
Video Game Software		126	\$24.36	\$7,380
Rental/Streaming/Downloaded Video		142	\$175.80	\$53,266
Installation of Televisions		175	\$2.81	\$850
Audio (3)		160	\$216.77	\$65,682
Rental and Repair of TV/Radio/Sound Equipment		112	\$3.11	\$942
Pets		156	\$1,440.26	\$436,399
Toys/Games/Crafts/Hobbies (4)		150	\$237.75	\$72,037
Recreational Vehicles and Fees (5)		181	\$271.58	\$82,288
Sports/Recreation/Exercise Equipment (6)		159	\$446.33	\$135,237
Photo Equipment and Supplies (7)		161	\$75.45	\$22,862
Reading (8)		163	\$206.08	\$62,441
Catered Affairs (9)		159	\$48.38	\$14,660
Food		153	\$16,113.38	\$4,882,355
Food at Home		153	\$10,405.66	\$3,152,914
Bakery and Cereal Products		155	\$1,363.23	\$413,059
Meats, Poultry, Fish, and Eggs		152	\$2,236.33	\$677,607
Dairy Products		154	\$1,016.08	\$307,871
Fruits and Vegetables		154	\$2,070.04	\$627,221
Snacks and Other Food at Home (10)		152	\$3,719.99	\$1,127,156
Food Away from Home		153	\$5,707.73	\$1,729,441
Alcoholic Beverages		168	\$1,133.06	\$343,318

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	201	\$79,052.52	\$23,952,915
Value of Retirement Plans	203	\$286,608.15	\$86,842,268
Value of Other Financial Assets	176	\$15,043.24	\$4,558,102
Vehicle Loan Amount excluding Interest	145	\$5,291.87	\$1,603,436
Value of Credit Card Debt	163	\$5,164.48	\$1,564,837
Health			
Nonprescription Drugs	148	\$252.82	\$76,605
Prescription Drugs	153	\$562.71	\$170,502
Eyeglasses and Contact Lenses	164	\$182.13	\$55,185
Home			
Mortgage Payment and Basics (11)	188	\$24,270.20	\$7,353,870
Maintenance and Remodeling Services	186	\$7,056.12	\$2,138,003
Maintenance and Remodeling Materials (12)	166	\$1,306.48	\$395,862
Utilities, Fuel, and Public Services	151	\$8,779.53	\$2,660,198
Household Furnishings and Equipment			
Household Textiles (13)	154	\$189.02	\$57,272
Furniture	155	\$1,282.72	\$388,664
Rugs	174	\$72.39	\$21,935
Major Appliances (14)	162	\$854.69	\$258,971
Housewares (15)	159	\$171.10	\$51,843
Small Appliances	140	\$101.54	\$30,768
Luggage	154	\$22.03	\$6,675
Telephones and Accessories	156	\$167.88	\$50,868
Household Operations			
Child Care	173	\$893.85	\$270,836
Lawn and Garden (16)	178	\$1,190.30	\$360,662
Moving/Storage/Freight Express	143	\$128.42	\$38,912
Housekeeping Supplies (17)	156	\$1,457.96	\$441,763
Insurance			
Owners and Renters Insurance	169	\$1,316.57	\$398,921
Vehicle Insurance	144	\$3,128.17	\$947,836
Life/Other Insurance	180	\$1,244.22	\$376,998
Health Insurance	159	\$7,866.86	\$2,383,658
Personal Care Products (18)	154	\$850.00	\$257,549
School Books and Supplies (19)	149	\$199.51	\$60,451
Smoking Products	123	\$531.45	\$161,030
Transportation			
Payments on Vehicles excluding Leases	150	\$4,538.16	\$1,375,063
Gasoline and Motor Oil	142	\$3,608.54	\$1,093,388
Vehicle Maintenance and Repairs	151	\$1,980.12	\$599,976
Travel			
Airline Fares	167	\$779.30	\$236,127
Lodging on Trips	175	\$1,257.88	\$381,139
Auto/Truck Rental on Trips	166	\$131.50	\$39,845
Food and Drink on Trips	166	\$928.13	\$281,224

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)	69.9%	Population	10,045	9,991
Green Acres (6A)	22.2%	Households	3,744	3,774
Pleasantville (2B)	7.9%	Families	2,915	2,937
	0.0%	Median Age	47.6	47.9
	0.0%	Median Household Income	\$127,197	\$143,535
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		152	\$3,342.38	\$12,513,853
Men's		151	\$616.11	\$2,306,711
Women's		153	\$1,140.35	\$4,269,488
Children's		147	\$487.50	\$1,825,184
Footwear		150	\$747.87	\$2,800,025
Watches & Jewelry		167	\$281.24	\$1,052,970
Apparel Products and Services (1)		156	\$69.30	\$259,475
Computer				
Computers and Hardware for Home Use		149	\$381.59	\$1,428,674
Portable Memory		154	\$7.08	\$26,520
Computer Software		144	\$20.75	\$77,706
Computer Accessories		151	\$37.85	\$141,718
Entertainment & Recreation		157	\$5,949.09	\$22,273,391
Fees and Admissions		180	\$1,284.55	\$4,809,361
Membership Fees for Clubs (2)		179	\$498.79	\$1,867,463
Fees for Participant Sports, excl. Trips		181	\$216.11	\$809,107
Tickets to Theatre/Operas/Concerts		180	\$98.21	\$367,688
Tickets to Movies		148	\$40.81	\$152,782
Tickets to Parks or Museums		152	\$42.27	\$158,269
Admission to Sporting Events, excl. Trips		196	\$114.36	\$428,148
Fees for Recreational Lessons		188	\$272.75	\$1,021,163
Dating Services		119	\$1.27	\$4,741
TV/Video/Audio		147	\$1,998.15	\$7,481,092
Cable and Satellite Television Services		150	\$1,289.71	\$4,828,692
Televisions		141	\$205.96	\$771,105
Satellite Dishes		125	\$2.13	\$7,983
VCRs, Video Cameras, and DVD Players		135	\$6.50	\$24,337
Miscellaneous Video Equipment		171	\$21.54	\$80,633
Video Cassettes and DVDs		140	\$9.14	\$34,218
Video Game Hardware/Accessories		127	\$51.04	\$191,085
Video Game Software		124	\$23.96	\$89,691
Rental/Streaming/Downloaded Video		139	\$170.99	\$640,195
Installation of Televisions		171	\$2.75	\$10,278
Audio (3)		156	\$211.36	\$791,333
Rental and Repair of TV/Radio/Sound Equipment		111	\$3.08	\$11,541
Pets		153	\$1,413.49	\$5,292,109
Toys/Games/Crafts/Hobbies (4)		147	\$232.52	\$870,563
Recreational Vehicles and Fees (5)		177	\$265.82	\$995,236
Sports/Recreation/Exercise Equipment (6)		154	\$431.12	\$1,614,111
Photo Equipment and Supplies (7)		158	\$73.83	\$276,419
Reading (8)		160	\$202.39	\$757,749
Catered Affairs (9)		155	\$47.21	\$176,751
Food		150	\$15,809.61	\$59,191,162
Food at Home		150	\$10,220.08	\$38,263,997
Bakery and Cereal Products		152	\$1,339.57	\$5,015,363
Meats, Poultry, Fish, and Eggs		149	\$2,198.75	\$8,232,114
Dairy Products		152	\$998.24	\$3,737,426
Fruits and Vegetables		152	\$2,036.12	\$7,623,245
Snacks and Other Food at Home (10)		149	\$3,647.40	\$13,655,848
Food Away from Home		150	\$5,589.52	\$20,927,165
Alcoholic Beverages		165	\$1,112.52	\$4,165,287

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	197	\$77,497.39	\$290,150,233
Value of Retirement Plans	197	\$278,610.22	\$1,043,116,682
Value of Other Financial Assets	174	\$14,906.87	\$55,811,315
Vehicle Loan Amount excluding Interest	141	\$5,131.41	\$19,212,013
Value of Credit Card Debt	160	\$5,063.34	\$18,957,141
Health			
Nonprescription Drugs	144	\$246.36	\$922,380
Prescription Drugs	149	\$549.06	\$2,055,689
Eyeglasses and Contact Lenses	160	\$178.14	\$666,962
Home			
Mortgage Payment and Basics (11)	184	\$23,729.21	\$88,842,171
Maintenance and Remodeling Services	181	\$6,868.96	\$25,717,379
Maintenance and Remodeling Materials (12)	162	\$1,269.24	\$4,752,034
Utilities, Fuel, and Public Services	148	\$8,607.54	\$32,226,614
Household Furnishings and Equipment			
Household Textiles (13)	151	\$185.27	\$693,637
Furniture	152	\$1,250.60	\$4,682,231
Rugs	171	\$71.16	\$266,426
Major Appliances (14)	158	\$834.91	\$3,125,915
Housewares (15)	156	\$167.33	\$626,495
Small Appliances	138	\$99.93	\$374,132
Luggage	150	\$21.56	\$80,704
Telephones and Accessories	153	\$164.16	\$614,597
Household Operations			
Child Care	170	\$876.25	\$3,280,694
Lawn and Garden (16)	173	\$1,160.65	\$4,345,477
Moving/Storage/Freight Express	140	\$125.58	\$470,170
Housekeeping Supplies (17)	153	\$1,426.14	\$5,339,478
Insurance			
Owners and Renters Insurance	164	\$1,282.58	\$4,801,978
Vehicle Insurance	141	\$3,060.58	\$11,458,793
Life/Other Insurance	175	\$1,211.82	\$4,537,039
Health Insurance	155	\$7,685.71	\$28,775,291
Personal Care Products (18)	151	\$833.73	\$3,121,486
School Books and Supplies (19)	146	\$195.09	\$730,409
Smoking Products	121	\$522.58	\$1,956,528
Transportation			
Payments on Vehicles excluding Leases	146	\$4,414.55	\$16,528,065
Gasoline and Motor Oil	140	\$3,535.51	\$13,236,951
Vehicle Maintenance and Repairs	148	\$1,933.48	\$7,238,942
Travel			
Airline Fares	163	\$761.60	\$2,851,439
Lodging on Trips	170	\$1,224.34	\$4,583,937
Auto/Truck Rental on Trips	162	\$128.13	\$479,731
Food and Drink on Trips	162	\$905.22	\$3,389,152

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)	51.0%	Population	38,630	38,408
Pleasantville (2B)	12.3%	Households	14,536	14,584
City Lights (8A)	10.9%	Families	10,561	10,601
Metro Fusion (11C)	10.4%	Median Age	44.5	44.7
Green Acres (6A)	5.9%	Median Household Income	\$107,198	\$118,828
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		135	\$2,965.00	\$43,099,308
Men's		134	\$546.98	\$7,950,910
Women's		135	\$1,004.69	\$14,604,108
Children's		131	\$433.68	\$6,304,017
Footwear		135	\$673.52	\$9,790,309
Watches & Jewelry		145	\$244.61	\$3,555,695
Apparel Products and Services (1)		138	\$61.52	\$894,269
Computer				
Computers and Hardware for Home Use		135	\$345.89	\$5,027,808
Portable Memory		133	\$6.13	\$89,155
Computer Software		135	\$19.47	\$282,952
Computer Accessories		134	\$33.51	\$487,148
Entertainment & Recreation		134	\$5,063.71	\$73,606,139
Fees and Admissions		151	\$1,071.96	\$15,581,992
Membership Fees for Clubs (2)		148	\$411.35	\$5,979,420
Fees for Participant Sports, excl. Trips		150	\$179.37	\$2,607,365
Tickets to Theatre/Operas/Concerts		151	\$82.28	\$1,196,019
Tickets to Movies		134	\$36.91	\$536,593
Tickets to Parks or Museums		130	\$36.13	\$525,144
Admission to Sporting Events, excl. Trips		156	\$91.09	\$1,324,145
Fees for Recreational Lessons		161	\$233.51	\$3,394,279
Dating Services		122	\$1.31	\$19,026
TV/Video/Audio		128	\$1,731.33	\$25,166,683
Cable and Satellite Television Services		128	\$1,103.70	\$16,043,346
Televisions		126	\$183.35	\$2,665,165
Satellite Dishes		108	\$1.85	\$26,883
VCRs, Video Cameras, and DVD Players		122	\$5.89	\$85,597
Miscellaneous Video Equipment		147	\$18.53	\$269,367
Video Cassettes and DVDs		126	\$8.21	\$119,331
Video Game Hardware/Accessories		119	\$47.95	\$696,969
Video Game Software		119	\$23.12	\$336,061
Rental/Streaming/Downloaded Video		123	\$151.47	\$2,201,730
Installation of Televisions		147	\$2.36	\$34,236
Audio (3)		135	\$181.98	\$2,645,319
Rental and Repair of TV/Radio/Sound Equipment		106	\$2.94	\$42,679
Pets		130	\$1,196.75	\$17,395,909
Toys/Games/Crafts/Hobbies (4)		128	\$203.25	\$2,954,400
Recreational Vehicles and Fees (5)		142	\$213.31	\$3,100,736
Sports/Recreation/Exercise Equipment (6)		130	\$365.01	\$5,305,813
Photo Equipment and Supplies (7)		138	\$64.39	\$935,903
Reading (8)		139	\$175.92	\$2,557,210
Catered Affairs (9)		138	\$41.79	\$607,493
Food		133	\$13,965.21	\$202,998,297
Food at Home		133	\$9,025.80	\$131,199,054
Bakery and Cereal Products		134	\$1,178.30	\$17,127,711
Meats, Poultry, Fish, and Eggs		133	\$1,953.35	\$28,393,830
Dairy Products		134	\$880.30	\$12,796,067
Fruits and Vegetables		135	\$1,810.69	\$26,320,240
Snacks and Other Food at Home (10)		131	\$3,203.16	\$46,561,205
Food Away from Home		133	\$4,939.41	\$71,799,243
Alcoholic Beverages		143	\$962.62	\$13,992,621

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	160	\$63,108.73	\$917,348,538
Value of Retirement Plans	156	\$220,605.61	\$3,206,723,120
Value of Other Financial Assets	149	\$12,747.54	\$185,298,251
Vehicle Loan Amount excluding Interest	121	\$4,396.52	\$63,907,779
Value of Credit Card Debt	137	\$4,345.66	\$63,168,455
Health			
Nonprescription Drugs	122	\$207.71	\$3,019,206
Prescription Drugs	122	\$450.20	\$6,544,044
Eyeglasses and Contact Lenses	134	\$149.30	\$2,170,283
Home			
Mortgage Payment and Basics (11)	149	\$19,288.29	\$280,374,546
Maintenance and Remodeling Services	145	\$5,503.69	\$80,001,681
Maintenance and Remodeling Materials (12)	127	\$996.20	\$14,480,822
Utilities, Fuel, and Public Services	128	\$7,444.12	\$108,207,748
Household Furnishings and Equipment			
Household Textiles (13)	134	\$163.55	\$2,377,371
Furniture	131	\$1,081.79	\$15,724,848
Rugs	145	\$60.39	\$877,827
Major Appliances (14)	132	\$696.58	\$10,125,484
Housewares (15)	136	\$145.78	\$2,119,033
Small Appliances	127	\$92.01	\$1,337,423
Luggage	135	\$19.32	\$280,763
Telephones and Accessories	133	\$142.67	\$2,073,882
Household Operations			
Child Care	146	\$753.13	\$10,947,561
Lawn and Garden (16)	140	\$935.67	\$13,600,941
Moving/Storage/Freight Express	127	\$114.23	\$1,660,425
Housekeeping Supplies (17)	132	\$1,229.96	\$17,878,660
Insurance			
Owners and Renters Insurance	131	\$1,024.83	\$14,896,990
Vehicle Insurance	125	\$2,708.57	\$39,371,731
Life/Other Insurance	142	\$981.33	\$14,264,583
Health Insurance	130	\$6,433.20	\$93,512,980
Personal Care Products (18)	133	\$736.23	\$10,701,774
School Books and Supplies (19)	130	\$173.72	\$2,525,199
Smoking Products	108	\$469.07	\$6,818,387
Transportation			
Payments on Vehicles excluding Leases	124	\$3,746.99	\$54,466,271
Gasoline and Motor Oil	123	\$3,126.41	\$45,445,487
Vehicle Maintenance and Repairs	127	\$1,670.45	\$24,281,660
Travel			
Airline Fares	142	\$661.58	\$9,616,702
Lodging on Trips	141	\$1,018.78	\$14,809,029
Auto/Truck Rental on Trips	138	\$109.58	\$1,592,790
Food and Drink on Trips	138	\$772.47	\$11,228,564

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

2970 Dede Rd, Finksburg, Maryland, 21048
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.49211
Longitude: -76.88592

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	118		383		1,311							
Total Employees:	839		2,634		9,946							
Total Residential Population:	727		10,045		38,630							
Employee/Residential Population Ratio (per 100 Residents)	115		26		26							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	6.8%	48	5.7%	28	7.3%	158	6.0%	67	5.1%	415	4.2%
Construction	19	16.1%	153	18.2%	62	16.2%	488	18.5%	147	11.2%	983	9.9%
Manufacturing	4	3.4%	106	12.6%	11	2.9%	276	10.5%	27	2.1%	434	4.4%
Transportation	3	2.5%	12	1.4%	8	2.1%	55	2.1%	28	2.1%	199	2.0%
Communication	1	0.8%	4	0.5%	2	0.5%	11	0.4%	5	0.4%	34	0.3%
Utility	3	2.5%	75	8.9%	6	1.6%	139	5.3%	11	0.8%	282	2.8%
Wholesale Trade	2	1.7%	8	1.0%	11	2.9%	45	1.7%	28	2.1%	141	1.4%
Retail Trade Summary	22	18.6%	198	23.6%	60	15.7%	457	17.4%	209	15.9%	1,654	16.6%
Home Improvement	1	0.8%	5	0.6%	5	1.3%	31	1.2%	17	1.3%	178	1.8%
General Merchandise Stores	1	0.8%	3	0.4%	2	0.5%	8	0.3%	10	0.8%	78	0.8%
Food Stores	2	1.7%	42	5.0%	4	1.0%	76	2.9%	17	1.3%	248	2.5%
Auto Dealers & Gas Stations	5	4.2%	31	3.7%	12	3.1%	80	3.0%	28	2.1%	174	1.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.3%	10	0.1%
Furniture & Home Furnishings	2	1.7%	5	0.6%	6	1.6%	18	0.7%	21	1.6%	82	0.8%
Eating & Drinking Places	7	5.9%	92	11.0%	15	3.9%	191	7.3%	52	4.0%	596	6.0%
Miscellaneous Retail	5	4.2%	20	2.4%	14	3.7%	53	2.0%	60	4.6%	288	2.9%
Finance, Insurance, Real Estate Summary	5	4.2%	22	2.6%	19	5.0%	101	3.8%	96	7.3%	866	8.7%
Banks, Savings & Lending Institutions	2	1.7%	12	1.4%	4	1.0%	34	1.3%	18	1.4%	307	3.1%
Securities Brokers	0	0.0%	1	0.1%	2	0.5%	6	0.2%	11	0.8%	37	0.4%
Insurance Carriers & Agents	2	1.7%	4	0.5%	4	1.0%	9	0.3%	19	1.4%	70	0.7%
Real Estate, Holding, Other Investment Offices	1	0.8%	5	0.6%	9	2.3%	52	2.0%	49	3.7%	452	4.5%
Services Summary	36	30.5%	195	23.2%	126	32.9%	813	30.9%	520	39.7%	4,540	45.6%
Hotels & Lodging	1	0.8%	2	0.2%	1	0.3%	3	0.1%	3	0.2%	65	0.7%
Automotive Services	7	5.9%	34	4.1%	26	6.8%	115	4.4%	63	4.8%	333	3.3%
Movies & Amusements	3	2.5%	14	1.7%	12	3.1%	95	3.6%	37	2.8%	286	2.9%
Health Services	3	2.5%	22	2.6%	9	2.3%	66	2.5%	66	5.0%	656	6.6%
Legal Services	1	0.8%	2	0.2%	4	1.0%	10	0.4%	21	1.6%	81	0.8%
Education Institutions & Libraries	1	0.8%	22	2.6%	3	0.8%	104	3.9%	23	1.8%	1,004	10.1%
Other Services	20	16.9%	98	11.7%	70	18.3%	420	15.9%	307	23.4%	2,114	21.3%
Government	1	0.8%	10	1.2%	3	0.8%	65	2.5%	15	1.1%	340	3.4%
Unclassified Establishments	15	12.7%	7	0.8%	47	12.3%	27	1.0%	158	12.1%	59	0.6%
Totals	118	100.0%	839	100.0%	383	100.0%	2,634	100.0%	1,311	100.0%	9,946	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

2970 Dede Rd, Finksburg, Maryland, 21048
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.49211
Longitude: -76.88592

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%	1	0.1%	3	0.8%	7	0.3%	11	0.8%	30	0.3%
Mining	1	0.8%	3	0.4%	2	0.5%	9	0.3%	2	0.2%	9	0.1%
Utilities	0	0.0%	0	0.0%	1	0.3%	1	0.0%	2	0.2%	7	0.1%
Construction	19	16.1%	153	18.2%	63	16.4%	490	18.6%	152	11.6%	1,125	11.3%
Manufacturing	4	3.4%	107	12.8%	12	3.1%	281	10.7%	30	2.3%	433	4.4%
Wholesale Trade	2	1.7%	8	1.0%	11	2.9%	45	1.7%	28	2.1%	138	1.4%
Retail Trade	14	11.9%	96	11.4%	41	10.7%	241	9.1%	147	11.2%	1,002	10.1%
Motor Vehicle & Parts Dealers	3	2.5%	11	1.3%	9	2.3%	43	1.6%	19	1.4%	107	1.1%
Furniture & Home Furnishings Stores	0	0.0%	1	0.1%	2	0.5%	4	0.2%	7	0.5%	38	0.4%
Electronics & Appliance Stores	1	0.8%	4	0.5%	3	0.8%	10	0.4%	9	0.7%	29	0.3%
Building Material & Garden Equipment & Supplies Dealers	1	0.8%	5	0.6%	5	1.3%	28	1.1%	16	1.2%	172	1.7%
Food & Beverage Stores	2	1.7%	35	4.2%	7	1.8%	67	2.5%	26	2.0%	250	2.5%
Health & Personal Care Stores	1	0.8%	13	1.5%	3	0.8%	24	0.9%	12	0.9%	85	0.9%
Gasoline Stations & Fuel Dealers	2	1.7%	21	2.5%	3	0.8%	37	1.4%	10	0.8%	81	0.8%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	0	0.0%	1	0.0%	6	0.5%	16	0.2%
Sporting Goods, Hobby, Book, & Music Stores	1	0.8%	2	0.2%	5	1.3%	12	0.5%	27	2.1%	120	1.2%
General Merchandise Stores	1	0.8%	4	0.5%	4	1.0%	14	0.5%	15	1.1%	104	1.0%
Transportation & Warehousing	3	2.5%	16	1.9%	11	2.9%	68	2.6%	26	2.0%	189	1.9%
Information	1	0.8%	4	0.5%	3	0.8%	18	0.7%	21	1.6%	182	1.8%
Finance & Insurance	5	4.2%	20	2.4%	11	2.9%	52	2.0%	50	3.8%	427	4.3%
Central Bank/Credit Intermediation & Related Activities	2	1.7%	14	1.7%	5	1.3%	37	1.4%	19	1.4%	310	3.1%
Securities & Commodity Contracts	0	0.0%	1	0.1%	2	0.5%	6	0.2%	12	0.9%	37	0.4%
Funds, Trusts & Other Financial Vehicles	2	1.7%	4	0.5%	4	1.0%	9	0.3%	20	1.5%	79	0.8%
Real Estate, Rental & Leasing	4	3.4%	16	1.9%	8	2.1%	47	1.8%	51	3.9%	451	4.5%
Professional, Scientific & Tech Services	8	6.8%	29	3.5%	27	7.0%	102	3.9%	118	9.0%	604	6.1%
Legal Services	1	0.8%	2	0.2%	4	1.0%	10	0.4%	24	1.8%	88	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.5%	17	0.6%	5	0.4%	35	0.4%
Administrative, Support & Waste Management Services	9	7.6%	109	13.0%	27	7.0%	240	9.1%	81	6.2%	509	5.1%
Educational Services	2	1.7%	28	3.3%	6	1.6%	113	4.3%	29	2.2%	1,026	10.3%
Health Care & Social Assistance	4	3.4%	47	5.6%	20	5.2%	232	8.8%	104	7.9%	1,255	12.6%
Arts, Entertainment & Recreation	1	0.8%	7	0.8%	10	2.6%	79	3.0%	31	2.4%	250	2.5%
Accommodation & Food Services	8	6.8%	103	12.3%	19	5.0%	216	8.2%	62	4.7%	707	7.1%
Accommodation	1	0.8%	2	0.2%	1	0.3%	3	0.1%	3	0.2%	65	0.7%
Food Services & Drinking Places	7	5.9%	101	12.0%	18	4.7%	213	8.1%	59	4.5%	642	6.5%
Other Services (except Public Administration)	17	14.4%	74	8.8%	56	14.6%	285	10.8%	186	14.2%	1,170	11.8%
Automotive Repair & Maintenance	5	4.2%	25	3.0%	18	4.7%	79	3.0%	46	3.5%	259	2.6%
Public Administration	1	0.8%	10	1.2%	3	0.8%	65	2.5%	15	1.1%	339	3.4%
Unclassified Establishments	15	12.7%	7	0.8%	47	12.3%	27	1.0%	158	12.1%	59	0.6%
Total	118	100.0%	839	100.0%	383	100.0%	2,634	100.0%	1,311	100.0%	9,946	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.

March 21, 2024