

## Market Profile

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	8,830	54,035	91,998
2020 Total Population	9,148	57,420	99,257
2020 Group Quarters	119	1,379	7,488
2022 Total Population	8,837	57,762	100,172
2022 Group Quarters	119	1,379	7,488
2027 Total Population	8,744	58,162	101,383
2022-2027 Annual Rate	-0.21%	0.14%	0.24%
2022 Total Daytime Population	9,619	70,532	111,189
Workers	4,738	38,056	58,499
Residents	4,881	32,476	52,690
<b>Household Summary</b>			
2010 Households	3,859	22,280	34,925
2010 Average Household Size	2.27	2.37	2.41
2020 Total Households	3,924	23,314	37,525
2020 Average Household Size	2.30	2.40	2.45
2022 Households	3,896	23,547	37,897
2022 Average Household Size	2.24	2.39	2.45
2027 Households	3,855	23,732	38,382
2027 Average Household Size	2.24	2.39	2.45
2022-2027 Annual Rate	-0.21%	0.16%	0.25%
2010 Families	2,271	13,416	21,857
2010 Average Family Size	2.88	2.99	2.99
2022 Families	2,193	13,658	22,984
2022 Average Family Size	2.92	3.10	3.11
2027 Families	2,174	13,721	23,224
2027 Average Family Size	2.91	3.09	3.11
2022-2027 Annual Rate	-0.17%	0.09%	0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,078	22,839	33,365
Owner Occupied Housing Units	50.1%	48.1%	54.2%
Renter Occupied Housing Units	44.3%	45.6%	40.2%
Vacant Housing Units	5.6%	6.2%	5.6%
2010 Housing Units	4,276	24,776	38,482
Owner Occupied Housing Units	48.5%	47.2%	51.4%
Renter Occupied Housing Units	41.8%	42.7%	39.3%
Vacant Housing Units	9.8%	10.1%	9.2%
2020 Housing Units	4,342	25,670	40,800
Vacant Housing Units	9.6%	9.2%	8.0%
2022 Housing Units	4,348	26,007	41,319
Owner Occupied Housing Units	47.5%	45.5%	51.2%
Renter Occupied Housing Units	42.1%	45.0%	40.5%
Vacant Housing Units	10.4%	9.5%	8.3%
2027 Housing Units	4,372	26,176	41,751
Owner Occupied Housing Units	47.1%	46.4%	52.5%
Renter Occupied Housing Units	41.0%	44.3%	39.4%
Vacant Housing Units	11.8%	9.3%	8.1%
<b>Median Household Income</b>			
2022	\$47,003	\$47,712	\$55,472
2027	\$54,920	\$54,420	\$63,408
<b>Median Home Value</b>			
2022	\$176,912	\$191,009	\$220,356
2027	\$190,343	\$214,195	\$253,619
<b>Per Capita Income</b>			
2022	\$28,908	\$27,396	\$30,849
2027	\$32,530	\$31,247	\$35,299
<b>Median Age</b>			
2010	38.4	37.3	38.0
2022	40.7	39.3	39.6
2027	41.7	40.0	40.1

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	3,896	23,547	37,892
<\$15,000	10.6%	15.1%	11.9%
\$15,000 - \$24,999	13.8%	12.8%	11.4%
\$25,000 - \$34,999	13.8%	11.1%	9.6%
\$35,000 - \$49,999	14.0%	12.5%	12.3%
\$50,000 - \$74,999	17.4%	16.9%	16.7%
\$75,000 - \$99,999	11.6%	11.7%	12.1%
\$100,000 - \$149,999	13.4%	12.3%	14.8%
\$150,000 - \$199,999	3.6%	5.2%	6.4%
\$200,000+	1.8%	2.3%	4.8%
Average Household Income	\$65,619	\$67,260	\$80,250
<b>2027 Households by Income</b>			
Household Income Base	3,855	23,732	38,377
<\$15,000	11.0%	13.8%	10.7%
\$15,000 - \$24,999	15.5%	12.0%	10.2%
\$25,000 - \$34,999	11.7%	10.2%	8.8%
\$35,000 - \$49,999	7.7%	10.1%	10.1%
\$50,000 - \$74,999	15.8%	16.6%	16.4%
\$75,000 - \$99,999	16.1%	13.5%	13.2%
\$100,000 - \$149,999	15.6%	14.6%	16.9%
\$150,000 - \$199,999	4.4%	6.4%	7.7%
\$200,000+	2.2%	2.9%	6.0%
Average Household Income	\$73,825	\$76,670	\$91,924
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,065	11,842	21,152
<\$50,000	2.0%	5.1%	4.0%
\$50,000 - \$99,999	9.2%	7.1%	4.6%
\$100,000 - \$149,999	20.7%	13.4%	10.1%
\$150,000 - \$199,999	33.6%	29.9%	24.6%
\$200,000 - \$249,999	15.6%	16.1%	16.5%
\$250,000 - \$299,999	7.9%	12.1%	14.3%
\$300,000 - \$399,999	2.5%	7.6%	14.9%
\$400,000 - \$499,999	3.1%	2.4%	3.5%
\$500,000 - \$749,999	3.2%	4.7%	5.4%
\$750,000 - \$999,999	0.9%	0.7%	0.6%
\$1,000,000 - \$1,499,999	1.2%	0.7%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$215,225	\$235,370	\$267,138
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,060	12,135	21,912
<\$50,000	2.6%	5.8%	4.4%
\$50,000 - \$99,999	8.3%	5.9%	3.8%
\$100,000 - \$149,999	17.3%	10.4%	7.4%
\$150,000 - \$199,999	26.9%	23.5%	18.4%
\$200,000 - \$249,999	16.1%	15.6%	14.9%
\$250,000 - \$299,999	10.0%	14.2%	15.9%
\$300,000 - \$399,999	3.8%	10.2%	18.9%
\$400,000 - \$499,999	5.4%	3.7%	5.1%
\$500,000 - \$749,999	5.5%	7.8%	8.3%
\$750,000 - \$999,999	1.7%	1.2%	0.9%
\$1,000,000 - \$1,499,999	2.1%	1.1%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$254,296	\$274,238	\$305,345

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 06, 2023

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<b>2010 Population by Age</b>			
Total	8,831	54,036	91,995
0 - 4	7.6%	7.6%	6.6%
5 - 9	6.0%	6.8%	6.3%
10 - 14	6.0%	6.3%	6.0%
15 - 24	12.3%	12.3%	12.6%
25 - 34	14.0%	14.1%	14.5%
35 - 44	12.7%	13.3%	14.0%
45 - 54	12.8%	14.1%	14.5%
55 - 64	11.2%	11.3%	11.2%
65 - 74	7.8%	7.0%	6.9%
75 - 84	6.4%	4.9%	5.0%
85 +	3.2%	2.3%	2.4%
18 +	76.9%	75.7%	77.5%
<b>2022 Population by Age</b>			
Total	8,838	57,765	100,172
0 - 4	6.5%	6.6%	5.8%
5 - 9	6.1%	6.2%	5.7%
10 - 14	6.0%	6.1%	5.7%
15 - 24	10.8%	11.7%	12.1%
25 - 34	13.1%	13.6%	14.3%
35 - 44	12.7%	12.8%	13.3%
45 - 54	10.9%	12.0%	12.6%
55 - 64	11.6%	12.2%	12.2%
65 - 74	11.3%	10.4%	10.1%
75 - 84	7.0%	5.8%	5.5%
85 +	4.1%	2.6%	2.6%
18 +	78.3%	77.8%	79.3%
<b>2027 Population by Age</b>			
Total	8,744	58,160	101,384
0 - 4	6.5%	6.6%	5.9%
5 - 9	5.9%	6.0%	5.6%
10 - 14	5.9%	6.0%	5.7%
15 - 24	10.9%	11.6%	11.8%
25 - 34	12.6%	13.3%	14.1%
35 - 44	12.6%	12.9%	13.6%
45 - 54	10.5%	11.7%	12.0%
55 - 64	11.1%	11.6%	11.7%
65 - 74	11.1%	10.7%	10.4%
75 - 84	8.5%	7.0%	6.7%
85 +	4.5%	2.7%	2.7%
18 +	78.4%	78.2%	79.6%
<b>2010 Population by Sex</b>			
Males	4,138	25,934	47,354
Females	4,692	28,100	44,644
<b>2022 Population by Sex</b>			
Males	4,150	27,797	50,573
Females	4,687	29,965	49,600
<b>2027 Population by Sex</b>			
Males	4,102	28,019	51,210
Females	4,642	30,143	50,172

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	8,830	54,034	91,998
White Alone	84.9%	80.6%	79.1%
Black Alone	8.4%	11.9%	14.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.0%	1.4%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	1.7%	1.5%
Two or More Races	3.8%	4.0%	3.3%
Hispanic Origin	4.2%	4.7%	4.4%
Diversity Index	32.9	39.4	40.7
<b>2020 Population by Race/Ethnicity</b>			
Total	9,148	57,420	99,257
White Alone	73.1%	68.4%	68.3%
Black Alone	12.0%	15.2%	16.5%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.3%	2.0%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.8%	4.4%	4.0%
Two or More Races	9.4%	9.6%	8.3%
Hispanic Origin	8.5%	9.6%	8.5%
Diversity Index	52.8	58.4	57.5
<b>2022 Population by Race/Ethnicity</b>			
Total	8,838	57,762	100,172
White Alone	72.3%	67.6%	67.5%
Black Alone	12.3%	15.3%	16.6%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.4%	2.0%	2.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	4.8%	4.3%
Two or More Races	9.6%	9.9%	8.6%
Hispanic Origin	8.8%	9.8%	8.7%
Diversity Index	53.9	59.5	58.5
<b>2027 Population by Race/Ethnicity</b>			
Total	8,744	58,162	101,381
White Alone	69.7%	65.0%	65.2%
Black Alone	12.8%	15.8%	17.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.4%	2.1%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.8%	5.5%	4.9%
Two or More Races	10.9%	11.2%	9.7%
Hispanic Origin	9.1%	10.3%	9.1%
Diversity Index	57.0	62.3	61.0
<b>2010 Population by Relationship and Household Type</b>			
Total	8,831	54,035	91,998
In Households	99.1%	97.6%	91.4%
In Family Households	77.4%	77.5%	74.0%
Householder	25.7%	24.8%	23.8%
Spouse	16.5%	16.1%	16.6%
Child	28.8%	29.8%	27.7%
Other relative	3.0%	3.4%	3.0%
Nonrelative	3.4%	3.3%	2.8%
In Nonfamily Households	21.7%	20.1%	17.5%
In Group Quarters	0.9%	2.4%	8.6%
Institutionalized Population	0.8%	1.8%	8.0%
Noninstitutionalized Population	0.1%	0.6%	0.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	6,237	40,086	70,786
Less than 9th Grade	3.5%	3.8%	3.3%
9th - 12th Grade, No Diploma	8.9%	10.2%	9.3%
High School Graduate	35.2%	35.1%	31.2%
GED/Alternative Credential	5.5%	4.0%	5.4%
Some College, No Degree	19.0%	18.6%	18.7%
Associate Degree	8.4%	8.9%	9.0%
Bachelor's Degree	11.6%	11.5%	13.8%
Graduate/Professional Degree	7.9%	8.0%	9.3%
<b>2022 Population 15+ by Marital Status</b>			
Total	7,192	46,871	82,863
Never Married	38.0%	35.9%	36.1%
Married	41.5%	44.0%	44.9%
Widowed	8.8%	6.7%	6.6%
Divorced	11.6%	13.4%	12.4%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,201	26,763	44,476
Population 16+ Employed	94.8%	94.9%	95.4%
Population 16+ Unemployment rate	5.2%	5.1%	4.6%
Population 16-24 Employed	16.2%	14.6%	14.5%
Population 16-24 Unemployment rate	6.0%	8.5%	7.1%
Population 25-54 Employed	57.9%	62.8%	62.6%
Population 25-54 Unemployment rate	6.8%	5.3%	4.8%
Population 55-64 Employed	16.6%	16.3%	17.1%
Population 55-64 Unemployment rate	1.2%	3.1%	3.3%
Population 65+ Employed	9.3%	6.2%	5.7%
Population 65+ Unemployment rate	0.0%	0.6%	0.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	3,982	25,387	42,409
Agriculture/Mining	0.3%	0.4%	0.6%
Construction	5.1%	7.7%	7.0%
Manufacturing	8.4%	6.4%	7.2%
Wholesale Trade	2.2%	2.2%	2.1%
Retail Trade	10.0%	12.8%	11.9%
Transportation/Utilities	8.3%	8.3%	7.9%
Information	0.8%	1.7%	1.5%
Finance/Insurance/Real Estate	7.6%	7.1%	7.5%
Services	50.4%	46.7%	46.1%
Public Administration	6.9%	6.6%	8.3%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	3,983	25,388	42,410
White Collar	53.8%	53.3%	56.6%
Management/Business/Financial	13.1%	12.8%	15.4%
Professional	21.9%	19.8%	20.9%
Sales	7.8%	7.8%	8.1%
Administrative Support	11.0%	12.9%	12.2%
Services	20.5%	20.9%	19.2%
Blue Collar	25.7%	25.7%	24.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.6%	5.3%	5.0%
Installation/Maintenance/Repair	2.9%	4.0%	3.7%
Production	5.2%	4.7%	4.7%
Transportation/Material Moving	13.9%	11.6%	10.6%

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<b>2010 Households by Type</b>			
Total	3,858	22,280	34,926
Households with 1 Person	34.2%	32.5%	30.6%
Households with 2+ People	65.8%	67.5%	69.4%
Family Households	58.9%	60.2%	62.6%
Husband-wife Families	37.8%	38.9%	43.7%
With Related Children	14.0%	15.9%	18.0%
Other Family (No Spouse Present)	21.0%	21.3%	18.8%
Other Family with Male Householder	5.3%	5.1%	4.9%
With Related Children	3.2%	3.2%	3.1%
Other Family with Female Householder	15.8%	16.1%	13.9%
With Related Children	11.3%	11.7%	9.9%
Nonfamily Households	7.0%	7.3%	6.8%
All Households with Children	29.0%	31.3%	31.5%
Multigenerational Households	3.1%	3.4%	3.3%
Unmarried Partner Households	9.7%	9.5%	8.7%
Male-female	8.8%	8.6%	7.9%
Same-sex	0.9%	0.9%	0.8%
<b>2010 Households by Size</b>			
Total	3,860	22,280	34,925
1 Person Household	34.1%	32.5%	30.6%
2 Person Household	34.1%	32.5%	33.4%
3 Person Household	14.7%	15.5%	15.6%
4 Person Household	9.6%	10.9%	11.7%
5 Person Household	4.6%	5.1%	5.3%
6 Person Household	1.8%	2.1%	2.1%
7 + Person Household	1.1%	1.4%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,858	22,279	34,925
Owner Occupied	53.7%	52.5%	56.7%
Owned with a Mortgage/Loan	33.9%	36.4%	39.4%
Owned Free and Clear	19.9%	16.1%	17.3%
Renter Occupied	46.3%	47.5%	43.3%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	114	108	110
Percent of Income for Mortgage	19.8%	21.1%	20.9%
Wealth Index	44	49	67
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,276	24,776	38,482
Housing Units Inside Urbanized Area	100.0%	97.1%	93.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.9%	6.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	8,830	54,035	91,998
Population Inside Urbanized Area	100.0%	96.6%	93.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	3.4%	6.8%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Front Porches (8E)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Retirement Communities (9E)	Front Porches (8E)	Old and Newcomers (8F)
3.	Metro Fusion (11C)	Hometown Heritage (8G)	Bright Young Professionals (8C)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,066,926	\$37,598,359	\$71,167,152
Average Spent	\$1,557.22	\$1,596.74	\$1,877.91
Spending Potential Index	65	66	78
Education: Total \$	\$4,986,020	\$30,339,003	\$57,476,104
Average Spent	\$1,279.78	\$1,288.44	\$1,516.64
Spending Potential Index	65	66	77
Entertainment/Recreation: Total \$	\$8,848,511	\$55,485,904	\$106,842,219
Average Spent	\$2,271.18	\$2,356.39	\$2,819.28
Spending Potential Index	62	64	77
Food at Home: Total \$	\$15,668,798	\$96,616,733	\$182,633,156
Average Spent	\$4,021.77	\$4,103.14	\$4,819.20
Spending Potential Index	65	66	78
Food Away from Home: Total \$	\$10,860,298	\$66,483,464	\$125,867,057
Average Spent	\$2,787.55	\$2,823.44	\$3,321.29
Spending Potential Index	65	65	77
Health Care: Total \$	\$17,169,070	\$107,918,262	\$208,560,945
Average Spent	\$4,406.85	\$4,583.10	\$5,503.36
Spending Potential Index	62	65	78
HH Furnishings & Equipment: Total \$	\$6,156,571	\$38,527,234	\$74,504,544
Average Spent	\$1,580.23	\$1,636.18	\$1,965.97
Spending Potential Index	62	64	77
Personal Care Products & Services: Total \$	\$2,581,221	\$15,865,899	\$30,221,585
Average Spent	\$662.53	\$673.80	\$797.47
Spending Potential Index	65	66	78
Shelter: Total \$	\$58,717,062	\$354,683,474	\$670,329,964
Average Spent	\$15,071.11	\$15,062.79	\$17,688.21
Spending Potential Index	66	66	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,344,309	\$39,254,769	\$77,203,326
Average Spent	\$1,628.42	\$1,667.08	\$2,037.19
Spending Potential Index	60	61	75
Travel: Total \$	\$6,793,303	\$41,847,181	\$81,776,845
Average Spent	\$1,743.66	\$1,777.18	\$2,157.87
Spending Potential Index	61	62	75
Vehicle Maintenance & Repairs: Total \$	\$3,127,642	\$19,559,985	\$37,341,038
Average Spent	\$802.78	\$830.68	\$985.33
Spending Potential Index	64	66	78

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 06, 2023

# Retail Goods and Services Expenditures

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Front Porches (8E)	30.9%	Population	8,837	8,744
Retirement Communities (9E)	25.1%	Households	3,896	3,855
Metro Fusion (11C)	21.2%	Families	2,193	2,174
Old and Newcomers (8F)	16.8%	Median Age	40.7	41.7
Parks and Rec (5C)	5.4%	Median Household Income	\$47,003	\$54,920
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		65	\$1,557.22	\$6,066,926
Men's		66	\$302.96	\$1,180,350
Women's		64	\$538.12	\$2,096,533
Children's		63	\$223.00	\$868,823
Footwear		67	\$379.89	\$1,480,035
Watches & Jewelry		59	\$86.83	\$338,302
Apparel Products and Services (1)		65	\$38.75	\$150,972
<b>Computer</b>				
Computers and Hardware for Home Use		64	\$123.10	\$479,607
Portable Memory		63	\$3.12	\$12,162
Computer Software		69	\$7.58	\$29,547
Computer Accessories		65	\$13.37	\$52,096
<b>Entertainment &amp; Recreation</b>		62	\$2,271.18	\$8,848,511
Fees and Admissions		61	\$517.17	\$2,014,910
Membership Fees for Clubs (2)		62	\$175.45	\$683,572
Fees for Participant Sports, excl. Trips		62	\$81.33	\$316,854
Tickets to Theatre/Operas/Concerts		62	\$57.37	\$223,497
Tickets to Movies		67	\$42.01	\$163,673
Tickets to Parks or Museums		62	\$23.76	\$92,562
Admission to Sporting Events, excl. Trips		58	\$42.47	\$165,470
Fees for Recreational Lessons		59	\$93.80	\$365,427
Dating Services		72	\$0.99	\$3,855
TV/Video/Audio		64	\$855.27	\$3,332,151
Cable and Satellite Television Services		63	\$580.49	\$2,261,592
Televisions		66	\$83.49	\$325,269
Satellite Dishes		63	\$1.13	\$4,384
VCRs, Video Cameras, and DVD Players		65	\$3.62	\$14,117
Miscellaneous Video Equipment		65	\$11.49	\$44,757
Video Cassettes and DVDs		69	\$6.05	\$23,584
Video Game Hardware/Accessories		68	\$22.24	\$86,655
Video Game Software		72	\$13.06	\$50,873
Rental/Streaming/Downloaded Video		68	\$54.41	\$211,994
Installation of Televisions		65	\$0.55	\$2,133
Audio (3)		63	\$76.71	\$298,876
Rental and Repair of TV/Radio/Sound Equipment		60	\$2.03	\$7,919
Pets		59	\$491.03	\$1,913,041
Toys/Games/Crafts/Hobbies (4)		64	\$84.61	\$329,657
Recreational Vehicles and Fees (5)		51	\$65.24	\$254,174
Sports/Recreation/Exercise Equipment (6)		61	\$124.38	\$484,565
Photo Equipment and Supplies (7)		64	\$33.21	\$129,384
Reading (8)		67	\$78.10	\$304,279
Catered Affairs (9)		67	\$22.41	\$87,319
<b>Food</b>		65	\$6,809.32	\$26,529,096
Food at Home		65	\$4,021.77	\$15,668,798
Bakery and Cereal Products		65	\$514.35	\$2,003,926
Meats, Poultry, Fish, and Eggs		65	\$866.40	\$3,375,479
Dairy Products		65	\$403.43	\$1,571,763
Fruits and Vegetables		66	\$787.35	\$3,067,532
Snacks and Other Food at Home (10)		65	\$1,450.23	\$5,650,100
Food Away from Home		65	\$2,787.55	\$10,860,298
Alcoholic Beverages		63	\$450.90	\$1,756,696

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 06, 2023



# Retail Goods and Services Expenditures

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	59	\$18,340.03	\$71,452,761
Value of Retirement Plans	56	\$64,053.96	\$249,554,238
Value of Other Financial Assets	58	\$5,649.44	\$22,010,201
Vehicle Loan Amount excluding Interest	64	\$2,089.31	\$8,139,968
Value of Credit Card Debt	63	\$1,995.88	\$7,775,947
<b>Health</b>			
Nonprescription Drugs	63	\$110.79	\$431,635
Prescription Drugs	61	\$232.84	\$907,135
Eyeglasses and Contact Lenses	61	\$66.68	\$259,778
<b>Home</b>			
Mortgage Payment and Basics (11)	54	\$6,580.96	\$25,639,423
Maintenance and Remodeling Services	55	\$1,782.25	\$6,943,637
Maintenance and Remodeling Materials (12)	52	\$361.93	\$1,410,097
Utilities, Fuel, and Public Services	64	\$3,595.74	\$14,009,012
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	64	\$74.25	\$289,273
Furniture	63	\$455.90	\$1,776,187
Rugs	58	\$20.65	\$80,460
Major Appliances (14)	58	\$249.93	\$973,744
Housewares (15)	63	\$62.94	\$245,198
Small Appliances	66	\$39.31	\$153,142
Luggage	66	\$12.51	\$48,751
Telephones and Accessories	65	\$73.71	\$287,166
<b>Household Operations</b>			
Child Care	60	\$363.96	\$1,417,973
Lawn and Garden (16)	55	\$315.52	\$1,229,268
Moving/Storage/Freight Express	70	\$56.58	\$220,422
Housekeeping Supplies (17)	63	\$562.42	\$2,191,191
<b>Insurance</b>			
Owners and Renters Insurance	55	\$392.95	\$1,530,951
Vehicle Insurance	65	\$1,380.75	\$5,379,414
Life/Other Insurance	57	\$389.48	\$1,517,418
Health Insurance	62	\$2,915.85	\$11,360,153
Personal Care Products (18)	65	\$366.94	\$1,429,580
School Books and Supplies (19)	65	\$96.04	\$374,182
Smoking Products	68	\$294.46	\$1,147,207
<b>Transportation</b>			
Payments on Vehicles excluding Leases	61	\$1,798.01	\$7,005,031
Gasoline and Motor Oil	64	\$1,740.77	\$6,782,035
Vehicle Maintenance and Repairs	64	\$802.78	\$3,127,642
<b>Travel</b>			
Airline Fares	62	\$446.45	\$1,739,364
Lodging on Trips	59	\$474.07	\$1,846,995
Auto/Truck Rental on Trips	63	\$39.20	\$152,727
Food and Drink on Trips	61	\$416.02	\$1,620,816

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 06, 2023

# Retail Goods and Services Expenditures

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Parks and Rec (5C)	16.7%	Population	57,762	58,162
Front Porches (8E)	11.6%	Households	23,547	23,732
Hometown Heritage (8G)	8.4%	Families	13,658	13,721
Bright Young Professionals (8C)	8.0%	Median Age	39.3	40.0
Metro Fusion (11C)	8.0%	Median Household Income	\$47,712	\$54,420
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		66	\$1,596.74	\$37,598,359
Men's		66	\$304.27	\$7,164,666
Women's		66	\$550.97	\$12,973,733
Children's		66	\$233.64	\$5,501,586
Footwear		68	\$389.96	\$9,182,494
Watches & Jewelry		63	\$91.85	\$2,162,830
Apparel Products and Services (1)		65	\$39.09	\$920,431
<b>Computer</b>				
Computers and Hardware for Home Use		64	\$123.11	\$2,898,783
Portable Memory		65	\$3.19	\$75,178
Computer Software		68	\$7.42	\$174,793
Computer Accessories		67	\$13.74	\$323,547
<b>Entertainment &amp; Recreation</b>		64	\$2,356.39	\$55,485,904
Fees and Admissions		62	\$525.14	\$12,365,372
Membership Fees for Clubs (2)		63	\$177.76	\$4,185,681
Fees for Participant Sports, excl. Trips		62	\$81.40	\$1,916,822
Tickets to Theatre/Operas/Concerts		64	\$58.32	\$1,373,374
Tickets to Movies		66	\$41.58	\$979,048
Tickets to Parks or Museums		62	\$23.89	\$562,490
Admission to Sporting Events, excl. Trips		61	\$44.71	\$1,052,889
Fees for Recreational Lessons		60	\$96.46	\$2,271,328
Dating Services		74	\$1.01	\$23,742
TV/Video/Audio		66	\$887.01	\$20,886,431
Cable and Satellite Television Services		66	\$604.75	\$14,240,149
Televisions		67	\$85.93	\$2,023,459
Satellite Dishes		66	\$1.18	\$27,826
VCRs, Video Cameras, and DVD Players		68	\$3.78	\$88,988
Miscellaneous Video Equipment		68	\$12.02	\$283,091
Video Cassettes and DVDs		71	\$6.15	\$144,890
Video Game Hardware/Accessories		71	\$23.42	\$551,383
Video Game Software		74	\$13.41	\$315,805
Rental/Streaming/Downloaded Video		69	\$55.42	\$1,304,980
Installation of Televisions		58	\$0.49	\$11,468
Audio (3)		64	\$78.21	\$1,841,505
Rental and Repair of TV/Radio/Sound Equipment		67	\$2.25	\$52,887
Pets		63	\$519.92	\$12,242,524
Toys/Games/Crafts/Hobbies (4)		68	\$88.84	\$2,091,894
Recreational Vehicles and Fees (5)		57	\$72.86	\$1,715,738
Sports/Recreation/Exercise Equipment (6)		63	\$128.98	\$3,037,165
Photo Equipment and Supplies (7)		65	\$34.06	\$801,970
Reading (8)		66	\$77.85	\$1,833,246
Catered Affairs (9)		66	\$21.95	\$516,841
<b>Food</b>		66	\$6,926.58	\$163,100,197
Food at Home		66	\$4,103.14	\$96,616,733
Bakery and Cereal Products		66	\$526.70	\$12,402,282
Meats, Poultry, Fish, and Eggs		66	\$887.41	\$20,895,910
Dairy Products		66	\$409.70	\$9,647,225
Fruits and Vegetables		66	\$794.49	\$18,707,955
Snacks and Other Food at Home (10)		66	\$1,484.83	\$34,963,361
Food Away from Home		65	\$2,823.44	\$66,483,464
Alcoholic Beverages		64	\$455.96	\$10,736,440

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 06, 2023

# Retail Goods and Services Expenditures

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	59	\$18,441.71	\$434,246,977
Value of Retirement Plans	59	\$67,522.74	\$1,589,957,926
Value of Other Financial Assets	62	\$6,014.04	\$141,612,637
Vehicle Loan Amount excluding Interest	67	\$2,178.06	\$51,286,800
Value of Credit Card Debt	65	\$2,060.81	\$48,525,861
<b>Health</b>			
Nonprescription Drugs	65	\$115.03	\$2,708,632
Prescription Drugs	65	\$247.72	\$5,833,032
Eyeglasses and Contact Lenses	64	\$70.54	\$1,660,958
<b>Home</b>			
Mortgage Payment and Basics (11)	58	\$7,019.10	\$165,278,713
Maintenance and Remodeling Services	57	\$1,864.35	\$43,899,818
Maintenance and Remodeling Materials (12)	56	\$395.35	\$9,309,217
Utilities, Fuel, and Public Services	66	\$3,743.24	\$88,142,064
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	66	\$75.82	\$1,785,379
Furniture	65	\$472.91	\$11,135,659
Rugs	61	\$21.82	\$513,725
Major Appliances (14)	62	\$263.84	\$6,212,653
Housewares (15)	64	\$64.08	\$1,508,840
Small Appliances	67	\$39.79	\$937,050
Luggage	66	\$12.46	\$293,300
Telephones and Accessories	66	\$75.46	\$1,776,739
<b>Household Operations</b>			
Child Care	63	\$379.95	\$8,946,672
Lawn and Garden (16)	59	\$338.07	\$7,960,610
Moving/Storage/Freight Express	67	\$54.30	\$1,278,505
Housekeeping Supplies (17)	66	\$580.99	\$13,680,689
<b>Insurance</b>			
Owners and Renters Insurance	60	\$429.21	\$10,106,664
Vehicle Insurance	67	\$1,412.82	\$33,267,605
Life/Other Insurance	61	\$418.00	\$9,842,582
Health Insurance	65	\$3,037.48	\$71,523,449
Personal Care Products (18)	66	\$374.32	\$8,814,005
School Books and Supplies (19)	66	\$97.51	\$2,296,053
Smoking Products	72	\$315.88	\$7,437,992
<b>Transportation</b>			
Payments on Vehicles excluding Leases	64	\$1,909.56	\$44,964,428
Gasoline and Motor Oil	65	\$1,791.04	\$42,173,660
Vehicle Maintenance and Repairs	66	\$830.68	\$19,559,985
<b>Travel</b>			
Airline Fares	62	\$444.17	\$10,458,757
Lodging on Trips	61	\$491.35	\$11,569,864
Auto/Truck Rental on Trips	63	\$39.07	\$920,001
Food and Drink on Trips	63	\$424.04	\$9,984,837

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 06, 2023

# Retail Goods and Services Expenditures

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Parks and Rec (5C)	18.1%	Population	100,172	101,383
Old and Newcomers (8F)	8.6%	Households	37,897	38,382
Bright Young Professionals (8C)	8.3%	Families	22,984	23,224
Front Porches (8E)	7.2%	Median Age	39.6	40.1
Midlife Constants (5E)	6.1%	Median Household Income	\$55,472	\$63,408
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		78	\$1,877.91	\$71,167,152
Men's		77	\$357.17	\$13,535,847
Women's		78	\$653.28	\$24,757,490
Children's		78	\$274.04	\$10,385,150
Footwear		80	\$453.54	\$17,187,894
Watches & Jewelry		75	\$109.36	\$4,144,470
Apparel Products and Services (1)		77	\$46.03	\$1,744,584
<b>Computer</b>				
Computers and Hardware for Home Use		76	\$145.16	\$5,501,212
Portable Memory		77	\$3.79	\$143,757
Computer Software		79	\$8.61	\$326,253
Computer Accessories		80	\$16.40	\$621,419
<b>Entertainment &amp; Recreation</b>		77	\$2,819.28	\$106,842,219
Fees and Admissions		76	\$636.98	\$24,139,451
Membership Fees for Clubs (2)		76	\$215.47	\$8,165,657
Fees for Participant Sports, excl. Trips		76	\$99.72	\$3,778,954
Tickets to Theatre/Operas/Concerts		77	\$70.50	\$2,671,641
Tickets to Movies		77	\$48.89	\$1,852,901
Tickets to Parks or Museums		74	\$28.66	\$1,086,246
Admission to Sporting Events, excl. Trips		75	\$55.21	\$2,092,455
Fees for Recreational Lessons		73	\$117.40	\$4,449,037
Dating Services		82	\$1.12	\$42,560
TV/Video/Audio		78	\$1,046.74	\$39,668,248
Cable and Satellite Television Services		78	\$715.52	\$27,116,175
Televisions		79	\$101.02	\$3,828,489
Satellite Dishes		79	\$1.42	\$53,671
VCRs, Video Cameras, and DVD Players		80	\$4.45	\$168,648
Miscellaneous Video Equipment		82	\$14.40	\$545,610
Video Cassettes and DVDs		82	\$7.14	\$270,548
Video Game Hardware/Accessories		81	\$26.72	\$1,012,607
Video Game Software		84	\$15.28	\$578,993
Rental/Streaming/Downloaded Video		81	\$64.72	\$2,452,881
Installation of Televisions		70	\$0.59	\$22,170
Audio (3)		76	\$92.97	\$3,523,464
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.51	\$94,992
Pets		76	\$625.81	\$23,716,233
Toys/Games/Crafts/Hobbies (4)		80	\$104.75	\$3,969,724
Recreational Vehicles and Fees (5)		72	\$91.72	\$3,475,853
Sports/Recreation/Exercise Equipment (6)		76	\$154.90	\$5,870,214
Photo Equipment and Supplies (7)		77	\$40.45	\$1,533,049
Reading (8)		79	\$92.66	\$3,511,382
Catered Affairs (9)		76	\$25.52	\$967,138
<b>Food</b>		77	\$8,140.49	\$308,500,213
Food at Home		78	\$4,819.20	\$182,633,156
Bakery and Cereal Products		78	\$619.17	\$23,464,648
Meats, Poultry, Fish, and Eggs		78	\$1,040.86	\$39,445,624
Dairy Products		78	\$482.14	\$18,271,748
Fruits and Vegetables		78	\$932.47	\$35,337,696
Snacks and Other Food at Home (10)		78	\$1,744.56	\$66,113,441
Food Away from Home		77	\$3,321.29	\$125,867,057
Alcoholic Beverages		77	\$544.84	\$20,647,863

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 06, 2023

# Retail Goods and Services Expenditures

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.62258  
 Longitude: -77.73553

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	74	\$23,004.15	\$871,788,171
Value of Retirement Plans	75	\$85,219.68	\$3,229,570,205
Value of Other Financial Assets	75	\$7,359.60	\$278,906,578
Vehicle Loan Amount excluding Interest	79	\$2,577.80	\$97,690,849
Value of Credit Card Debt	78	\$2,457.47	\$93,130,724
<b>Health</b>			
Nonprescription Drugs	78	\$136.62	\$5,177,418
Prescription Drugs	78	\$297.21	\$11,263,202
Eyeglasses and Contact Lenses	77	\$84.87	\$3,216,331
<b>Home</b>			
Mortgage Payment and Basics (11)	73	\$8,829.90	\$334,626,641
Maintenance and Remodeling Services	72	\$2,349.41	\$89,035,648
Maintenance and Remodeling Materials (12)	71	\$496.39	\$18,811,716
Utilities, Fuel, and Public Services	78	\$4,419.10	\$167,470,482
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	78	\$89.37	\$3,386,702
Furniture	78	\$563.77	\$21,365,216
Rugs	75	\$26.78	\$1,014,813
Major Appliances (14)	75	\$323.35	\$12,253,982
Housewares (15)	76	\$76.55	\$2,901,181
Small Appliances	78	\$46.58	\$1,765,218
Luggage	77	\$14.72	\$558,022
Telephones and Accessories	79	\$89.88	\$3,406,308
<b>Household Operations</b>			
Child Care	76	\$457.42	\$17,334,875
Lawn and Garden (16)	74	\$421.27	\$15,964,947
Moving/Storage/Freight Express	77	\$62.23	\$2,358,354
Housekeeping Supplies (17)	78	\$687.72	\$26,062,480
<b>Insurance</b>			
Owners and Renters Insurance	75	\$532.02	\$20,162,072
Vehicle Insurance	78	\$1,657.39	\$62,809,971
Life/Other Insurance	75	\$515.20	\$19,524,569
Health Insurance	78	\$3,644.87	\$138,129,494
Personal Care Products (18)	78	\$440.14	\$16,680,007
School Books and Supplies (19)	77	\$114.05	\$4,322,176
Smoking Products	82	\$359.29	\$13,615,992
<b>Transportation</b>			
Payments on Vehicles excluding Leases	77	\$2,286.44	\$86,649,244
Gasoline and Motor Oil	77	\$2,105.93	\$79,808,298
Vehicle Maintenance and Repairs	78	\$985.33	\$37,341,038
<b>Travel</b>			
Airline Fares	75	\$534.67	\$20,262,366
Lodging on Trips	75	\$603.10	\$22,855,809
Auto/Truck Rental on Trips	75	\$46.99	\$1,780,773
Food and Drink on Trips	76	\$512.76	\$19,432,014

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 06, 2023

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
1111 Maryland Ave, Hagerstown, Maryland, 21740  
Ring: 5 mile radius

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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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

## Business Summary

1111 Maryland Ave, Hagerstown, Maryland, 21740 2  
 1111 Maryland Ave, Hagerstown, Maryland, 21740  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.62258  
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Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				409		2,826		4,043				
Total Employees:				5,235		39,157		60,340				
Total Residential Population:				8,837		57,762		100,172				
Employee/Residential Population Ratio (per 100 Residents)				59		68		60				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	5	1.2%	52	1.0%	34	1.2%	182	0.5%	62	1.5%	339	0.6%
Construction	22	5.4%	347	6.6%	129	4.6%	1,627	4.2%	214	5.3%	2,481	4.1%
Manufacturing	22	5.4%	800	15.3%	89	3.1%	2,665	6.8%	137	3.4%	6,781	11.2%
Transportation	7	1.7%	213	4.1%	47	1.7%	966	2.5%	102	2.5%	2,179	3.6%
Communication	4	1.0%	34	0.6%	29	1.0%	315	0.8%	34	0.8%	363	0.6%
Utility	3	0.7%	60	1.1%	9	0.3%	273	0.7%	14	0.3%	358	0.6%
Wholesale Trade	27	6.6%	306	5.8%	75	2.7%	824	2.1%	133	3.3%	1,875	3.1%
Retail Trade Summary	141	34.5%	1,548	29.6%	721	25.5%	11,319	28.9%	969	24.0%	15,142	25.1%
Home Improvement	5	1.2%	59	1.1%	34	1.2%	580	1.5%	46	1.1%	1,125	1.9%
General Merchandise Stores	7	1.7%	53	1.0%	27	1.0%	1,782	4.6%	37	0.9%	2,022	3.4%
Food Stores	7	1.7%	103	2.0%	55	1.9%	895	2.3%	78	1.9%	1,358	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	14	3.4%	201	3.8%	77	2.7%	1,124	2.9%	115	2.8%	2,060	3.4%
Apparel & Accessory Stores	9	2.2%	93	1.8%	40	1.4%	490	1.3%	42	1.0%	495	0.8%
Furniture & Home Furnishings	8	2.0%	45	0.9%	42	1.5%	375	1.0%	60	1.5%	500	0.8%
Eating & Drinking Places	22	5.4%	269	5.1%	219	7.7%	3,882	9.9%	289	7.1%	4,780	7.9%
Miscellaneous Retail	69	16.9%	726	13.9%	228	8.1%	2,191	5.6%	303	7.5%	2,802	4.6%
Finance, Insurance, Real Estate Summary	25	6.1%	171	3.3%	262	9.3%	1,865	4.8%	386	9.5%	2,588	4.3%
Banks, Savings & Lending Institutions	5	1.2%	35	0.7%	58	2.1%	389	1.0%	86	2.1%	598	1.0%
Securities Brokers	4	1.0%	9	0.2%	34	1.2%	113	0.3%	48	1.2%	163	0.3%
Insurance Carriers & Agents	7	1.7%	30	0.6%	53	1.9%	470	1.2%	75	1.9%	606	1.0%
Real Estate, Holding, Other Investment Offices	10	2.4%	98	1.9%	117	4.1%	892	2.3%	177	4.4%	1,221	2.0%
Services Summary	123	30.1%	1,634	31.2%	1,135	40.2%	16,757	42.8%	1,580	39.1%	23,758	39.4%
Hotels & Lodging	0	0.0%	6	0.1%	23	0.8%	475	1.2%	30	0.7%	610	1.0%
Automotive Services	14	3.4%	55	1.1%	100	3.5%	478	1.2%	136	3.4%	715	1.2%
Motion Pictures & Amusements	12	2.9%	56	1.1%	64	2.3%	501	1.3%	88	2.2%	783	1.3%
Health Services	15	3.7%	197	3.8%	219	7.7%	5,177	13.2%	308	7.6%	8,037	13.3%
Legal Services	1	0.2%	7	0.1%	43	1.5%	152	0.4%	57	1.4%	194	0.3%
Education Institutions & Libraries	8	2.0%	404	7.7%	52	1.8%	2,034	5.2%	70	1.7%	2,786	4.6%
Other Services	74	18.1%	910	17.4%	634	22.4%	7,941	20.3%	891	22.0%	10,633	17.6%
Government	8	2.0%	54	1.0%	117	4.1%	2,174	5.6%	138	3.4%	4,164	6.9%
Unclassified Establishments	22	5.4%	16	0.3%	179	6.3%	190	0.5%	275	6.8%	312	0.5%
Totals	409	100.0%	5,235	100.0%	2,826	100.0%	39,157	100.0%	4,043	100.0%	60,340	100.0%

**Source:** Copyright 2022 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2022.

**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 06, 2023



## Business Summary

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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.5%	6	0.1%	7	0.2%	22	0.1%	14	0.3%	52	0.1%
Mining	1	0.2%	6	0.1%	4	0.1%	29	0.1%	5	0.1%	41	0.1%
Utilities	1	0.2%	47	0.9%	3	0.1%	228	0.6%	3	0.1%	228	0.4%
Construction	24	5.9%	369	7.0%	138	4.9%	1,698	4.3%	231	5.7%	2,616	4.3%
Manufacturing	20	4.9%	601	11.5%	91	3.2%	2,184	5.6%	143	3.5%	6,234	10.3%
Wholesale Trade	27	6.6%	306	5.8%	74	2.6%	817	2.1%	132	3.3%	1,877	3.1%
Retail Trade	116	28.4%	1,254	24.0%	483	17.1%	7,247	18.5%	652	16.1%	10,075	16.7%
Motor Vehicle & Parts Dealers	9	2.2%	59	1.1%	57	2.0%	829	2.1%	84	2.1%	1,573	2.6%
Furniture & Home Furnishings Stores	7	1.7%	44	0.8%	28	1.0%	258	0.7%	37	0.9%	335	0.6%
Electronics & Appliance Stores	0	0.0%	0	0.0%	9	0.3%	86	0.2%	15	0.4%	115	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	5	1.2%	59	1.1%	34	1.2%	580	1.5%	46	1.1%	1,125	1.9%
Food & Beverage Stores	6	1.5%	85	1.6%	54	1.9%	806	2.1%	78	1.9%	1,216	2.0%
Health & Personal Care Stores	7	1.7%	65	1.2%	49	1.7%	873	2.2%	62	1.5%	972	1.6%
Gasoline Stations	5	1.2%	142	2.7%	20	0.7%	296	0.8%	32	0.8%	487	0.8%
Clothing & Clothing Accessories Stores	11	2.7%	98	1.9%	51	1.8%	554	1.4%	54	1.3%	569	0.9%
Sport Goods, Hobby, Book, & Music Stores	6	1.5%	33	0.6%	26	0.9%	209	0.5%	39	1.0%	304	0.5%
General Merchandise Stores	7	1.7%	53	1.0%	27	1.0%	1,782	4.6%	37	0.9%	2,022	3.4%
Miscellaneous Store Retailers	47	11.5%	602	11.5%	104	3.7%	951	2.4%	128	3.2%	1,121	1.9%
Nonstore Retailers	6	1.5%	15	0.3%	25	0.9%	24	0.1%	41	1.0%	235	0.4%
Transportation & Warehousing	7	1.7%	118	2.3%	39	1.4%	832	2.1%	81	2.0%	1,925	3.2%
Information	7	1.7%	239	4.6%	51	1.8%	2,772	7.1%	61	1.5%	2,987	5.0%
Finance & Insurance	16	3.9%	73	1.4%	142	5.0%	968	2.5%	208	5.1%	1,370	2.3%
Central Bank/Credit Intermediation & Related Activities	5	1.2%	35	0.7%	53	1.9%	369	0.9%	81	2.0%	568	0.9%
Securities, Commodity Contracts & Other Financial	4	1.0%	9	0.2%	36	1.3%	130	0.3%	52	1.3%	191	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	7	1.7%	30	0.6%	53	1.9%	470	1.2%	75	1.9%	611	1.0%
Real Estate, Rental & Leasing	17	4.2%	220	4.2%	137	4.8%	1,049	2.7%	210	5.2%	1,499	2.5%
Professional, Scientific & Tech Services	20	4.9%	369	7.0%	217	7.7%	2,201	5.6%	312	7.7%	2,953	4.9%
Legal Services	1	0.2%	7	0.1%	53	1.9%	187	0.5%	69	1.7%	236	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%	5	0.2%	38	0.1%	9	0.2%	56	0.1%
Administrative & Support & Waste Management & Remediation	9	2.2%	76	1.5%	85	3.0%	505	1.3%	131	3.2%	803	1.3%
Educational Services	10	2.4%	414	7.9%	57	2.0%	2,052	5.2%	77	1.9%	2,809	4.7%
Health Care & Social Assistance	27	6.6%	412	7.9%	303	10.7%	7,009	17.9%	419	10.4%	11,040	18.3%
Arts, Entertainment & Recreation	8	2.0%	49	0.9%	55	1.9%	474	1.2%	76	1.9%	804	1.3%
Accommodation & Food Services	25	6.1%	299	5.7%	250	8.8%	4,458	11.4%	330	8.2%	5,515	9.1%
Accommodation	0	0.0%	6	0.1%	23	0.8%	475	1.2%	30	0.7%	610	1.0%
Food Services & Drinking Places	25	6.1%	293	5.6%	227	8.0%	3,983	10.2%	300	7.4%	4,905	8.1%
Other Services (except Public Administration)	45	11.0%	305	5.8%	390	13.8%	2,213	5.7%	538	13.3%	3,034	5.0%
Automotive Repair & Maintenance	11	2.7%	43	0.8%	74	2.6%	351	0.9%	100	2.5%	497	0.8%
Public Administration	8	2.0%	54	1.0%	118	4.2%	2,180	5.6%	137	3.4%	4,116	6.8%
Unclassified Establishments	22	5.4%	16	0.3%	178	6.3%	183	0.5%	274	6.8%	305	0.5%
Total	409	100.0%	5,235	100.0%	2,826	100.0%	39,157	100.0%	4,043	100.0%	60,340	100.0%

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