

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,160	7,499	17,464
2010 Total Population	2,804	8,988	20,359
2019 Total Population	2,782	9,055	20,865
2019 Group Quarters	2	76	201
2024 Total Population	2,774	9,120	21,206
2019-2024 Annual Rate	-0.06%	0.14%	0.32%
2019 Total Daytime Population	2,866	6,660	15,998
Workers	1,498	2,452	6,182
Residents	1,368	4,208	9,816
Household Summary			
2000 Households	836	2,730	6,111
2000 Average Household Size	2.58	2.71	2.82
2010 Households	1,100	3,285	7,146
2010 Average Household Size	2.55	2.71	2.82
2019 Households	1,091	3,307	7,323
2019 Average Household Size	2.55	2.72	2.82
2024 Households	1,088	3,330	7,437
2024 Average Household Size	2.55	2.72	2.82
2019-2024 Annual Rate	-0.06%	0.14%	0.31%
2010 Families	788	2,490	5,572
2010 Average Family Size	3.02	3.09	3.17
2019 Families	772	2,483	5,663
2019 Average Family Size	3.05	3.11	3.19
2024 Families	766	2,489	5,731
2024 Average Family Size	3.05	3.12	3.19
2019-2024 Annual Rate	-0.16%	0.05%	0.24%
Housing Unit Summary			
2000 Housing Units	892	2,863	6,378
Owner Occupied Housing Units	67.7%	75.4%	79.8%
Renter Occupied Housing Units	26.0%	19.9%	16.0%
Vacant Housing Units	6.3%	4.6%	4.2%
2010 Housing Units	1,179	3,470	7,499
Owner Occupied Housing Units	61.3%	71.3%	77.5%
Renter Occupied Housing Units	32.0%	23.3%	17.8%
Vacant Housing Units	6.7%	5.3%	4.7%
2019 Housing Units	1,182	3,512	7,712
Owner Occupied Housing Units	62.6%	72.5%	78.1%
Renter Occupied Housing Units	29.7%	21.7%	16.8%
Vacant Housing Units	7.7%	5.8%	5.0%
2024 Housing Units	1,190	3,559	7,872
Owner Occupied Housing Units	62.9%	72.7%	78.2%
Renter Occupied Housing Units	28.5%	20.8%	16.3%
Vacant Housing Units	8.6%	6.4%	5.5%
Median Household Income			
2019	\$73,022	\$77,456	\$80,885
2024	\$80,629	\$84,102	\$88,736
Median Home Value			
2019	\$242,893	\$249,110	\$259,490
2024	\$275,338	\$279,701	\$289,405
Per Capita Income			
2019	\$32,775	\$33,181	\$34,264
2024	\$37,435	\$37,639	\$38,730
Median Age			
2010	36.8	38.9	39.3
2019	37.0	39.7	40.4
2024	36.6	39.8	40.7

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Households by Income			
Household Income Base	1,091	3,307	7,323
<\$15,000	6.2%	4.7%	4.1%
\$15,000 - \$24,999	8.6%	7.7%	7.1%
\$25,000 - \$34,999	12.2%	10.3%	8.5%
\$35,000 - \$49,999	9.6%	9.8%	9.9%
\$50,000 - \$74,999	14.1%	15.1%	15.4%
\$75,000 - \$99,999	17.0%	17.6%	16.7%
\$100,000 - \$149,999	21.8%	22.8%	24.3%
\$150,000 - \$199,999	3.8%	5.4%	6.2%
\$200,000+	6.4%	6.6%	7.8%
Average Household Income	\$87,429	\$92,287	\$98,212
2024 Households by Income			
Household Income Base	1,088	3,330	7,437
<\$15,000	5.3%	3.9%	3.4%
\$15,000 - \$24,999	7.0%	6.2%	5.7%
\$25,000 - \$34,999	11.1%	9.4%	7.7%
\$35,000 - \$49,999	8.6%	8.7%	8.7%
\$50,000 - \$74,999	12.9%	13.9%	14.1%
\$75,000 - \$99,999	17.4%	17.7%	16.6%
\$100,000 - \$149,999	24.8%	25.4%	26.6%
\$150,000 - \$199,999	4.8%	6.5%	7.6%
\$200,000+	8.0%	8.2%	9.5%
Average Household Income	\$99,858	\$104,734	\$111,207
2019 Owner Occupied Housing Units by Value			
Total	740	2,546	6,026
<\$50,000	3.4%	4.1%	5.0%
\$50,000 - \$99,999	2.2%	2.1%	1.9%
\$100,000 - \$149,999	4.5%	4.1%	3.3%
\$150,000 - \$199,999	17.3%	14.8%	13.6%
\$200,000 - \$249,999	26.6%	25.4%	22.2%
\$250,000 - \$299,999	18.2%	20.9%	20.8%
\$300,000 - \$399,999	26.8%	20.6%	20.4%
\$400,000 - \$499,999	0.3%	3.9%	6.4%
\$500,000 - \$749,999	0.0%	1.3%	3.3%
\$750,000 - \$999,999	0.1%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.3%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.7%	1.3%	1.3%
Average Home Value	\$262,298	\$293,212	\$306,123
2024 Owner Occupied Housing Units by Value			
Total	749	2,588	6,157
<\$50,000	2.1%	2.2%	2.5%
\$50,000 - \$99,999	1.2%	1.2%	1.1%
\$100,000 - \$149,999	2.5%	2.4%	1.9%
\$150,000 - \$199,999	11.6%	9.9%	9.1%
\$200,000 - \$249,999	22.4%	21.3%	18.5%
\$250,000 - \$299,999	19.8%	22.0%	21.3%
\$300,000 - \$399,999	38.1%	28.0%	26.1%
\$400,000 - \$499,999	0.4%	5.8%	9.1%
\$500,000 - \$749,999	0.0%	2.2%	5.5%
\$750,000 - \$999,999	0.1%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.4%	1.7%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.2%	2.3%	2.0%
Average Home Value	\$298,329	\$349,961	\$362,407

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

401 Telegraph Rd, Rising Sun, Maryland, 21911
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 39.70071
 Longitude: -76.04794

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	2,802	8,988	20,361
0 - 4	6.9%	6.3%	6.3%
5 - 9	7.3%	7.1%	7.3%
10 - 14	8.6%	7.9%	7.8%
15 - 24	13.5%	13.3%	13.2%
25 - 34	11.2%	10.3%	9.8%
35 - 44	14.1%	13.9%	14.3%
45 - 54	15.5%	16.8%	17.0%
55 - 64	10.8%	11.7%	12.2%
65 - 74	5.9%	6.6%	6.8%
75 - 84	4.6%	4.2%	3.8%
85 +	1.8%	1.9%	1.6%
18 +	72.1%	73.7%	73.6%
2019 Population by Age			
Total	2,781	9,055	20,866
0 - 4	6.7%	5.9%	5.8%
5 - 9	6.8%	6.3%	6.4%
10 - 14	6.7%	6.6%	6.7%
15 - 24	12.5%	11.5%	11.3%
25 - 34	14.9%	14.1%	13.4%
35 - 44	11.8%	11.4%	11.5%
45 - 54	13.0%	13.5%	13.9%
55 - 64	13.7%	15.1%	15.3%
65 - 74	8.5%	9.4%	9.7%
75 - 84	3.7%	4.2%	4.2%
85 +	1.8%	1.9%	1.7%
18 +	75.8%	77.3%	77.1%
2024 Population by Age			
Total	2,775	9,121	21,206
0 - 4	6.7%	6.0%	5.8%
5 - 9	7.0%	6.3%	6.3%
10 - 14	7.1%	6.7%	6.7%
15 - 24	11.0%	10.3%	10.4%
25 - 34	15.9%	13.2%	12.2%
35 - 44	13.3%	13.9%	13.8%
45 - 54	11.2%	11.5%	11.8%
55 - 64	12.1%	13.9%	14.6%
65 - 74	10.0%	11.1%	11.2%
75 - 84	4.1%	5.1%	5.3%
85 +	1.6%	2.0%	1.8%
18 +	75.2%	77.1%	77.2%
2010 Population by Sex			
Males	1,355	4,459	10,219
Females	1,449	4,529	10,140
2019 Population by Sex			
Males	1,356	4,488	10,455
Females	1,425	4,567	10,410
2024 Population by Sex			
Males	1,357	4,516	10,626
Females	1,417	4,605	10,580

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	2,805	8,988	20,360
White Alone	96.3%	96.0%	95.1%
Black Alone	0.7%	0.7%	1.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.4%	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.1%	1.5%
Two or More Races	1.2%	1.4%	1.5%
Hispanic Origin	2.9%	2.9%	3.7%
Diversity Index	12.5	13.0	16.0
2019 Population by Race/Ethnicity			
Total	2,780	9,054	20,866
White Alone	95.0%	94.7%	93.6%
Black Alone	0.8%	0.8%	1.3%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	0.6%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.6%	1.5%	2.0%
Two or More Races	1.6%	1.9%	2.0%
Hispanic Origin	4.3%	4.2%	5.2%
Diversity Index	17.4	17.5	21.0
2024 Population by Race/Ethnicity			
Total	2,775	9,119	21,207
White Alone	93.8%	93.6%	92.4%
Black Alone	0.9%	0.9%	1.4%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	0.7%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	2.1%	1.9%	2.5%
Two or More Races	1.9%	2.3%	2.5%
Hispanic Origin	5.6%	5.2%	6.4%
Diversity Index	21.3	21.0	24.8
2010 Population by Relationship and Household Type			
Total	2,804	8,988	20,359
In Households	99.9%	99.1%	98.9%
In Family Households	87.3%	88.3%	89.3%
Householder	26.8%	27.2%	27.2%
Spouse	20.0%	21.1%	21.8%
Child	35.6%	34.4%	34.6%
Other relative	2.5%	2.8%	3.2%
Nonrelative	2.5%	2.7%	2.5%
In Nonfamily Households	12.6%	10.8%	9.7%
In Group Quarters	0.1%	0.9%	1.1%
Institutionalized Population	0.0%	0.8%	0.7%
Noninstitutionalized Population	0.1%	0.1%	0.3%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2019 Population 25+ by Educational Attainment			
Total	1,873	6,314	14,550
Less than 9th Grade	2.1%	2.9%	3.4%
9th - 12th Grade, No Diploma	10.8%	9.6%	9.7%
High School Graduate	37.3%	36.9%	35.3%
GED/Alternative Credential	5.3%	5.1%	4.4%
Some College, No Degree	20.6%	20.4%	19.4%
Associate Degree	8.6%	7.6%	7.5%
Bachelor's Degree	9.6%	10.8%	12.8%
Graduate/Professional Degree	5.8%	6.7%	7.4%
2019 Population 15+ by Marital Status			
Total	2,221	7,356	16,918
Never Married	26.2%	25.4%	25.3%
Married	55.5%	58.1%	60.2%
Widowed	6.3%	7.0%	6.4%
Divorced	11.9%	9.5%	8.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	95.2%	95.7%	95.8%
Civilian Unemployed (Unemployment Rate)	4.8%	4.3%	4.2%
2019 Employed Population 16+ by Industry			
Total	1,437	4,924	11,220
Agriculture/Mining	1.9%	3.1%	2.7%
Construction	5.1%	7.7%	9.8%
Manufacturing	12.0%	9.0%	10.0%
Wholesale Trade	1.7%	1.7%	2.1%
Retail Trade	7.4%	7.3%	7.5%
Transportation/Utilities	10.7%	11.8%	10.5%
Information	0.4%	0.9%	1.2%
Finance/Insurance/Real Estate	10.7%	8.0%	6.4%
Services	41.1%	43.5%	43.3%
Public Administration	8.9%	7.1%	6.5%
2019 Employed Population 16+ by Occupation			
Total	1,437	4,924	11,220
White Collar	53.4%	50.0%	51.5%
Management/Business/Financial	11.1%	11.7%	12.2%
Professional	21.9%	19.4%	19.5%
Sales	6.5%	5.6%	6.1%
Administrative Support	13.9%	13.3%	13.7%
Services	15.2%	15.6%	15.5%
Blue Collar	31.5%	34.4%	33.0%
Farming/Forestry/Fishing	0.1%	0.8%	0.8%
Construction/Extraction	2.7%	5.6%	6.7%
Installation/Maintenance/Repair	10.5%	9.2%	8.1%
Production	9.0%	8.2%	8.1%
Transportation/Material Moving	9.0%	10.7%	9.2%
2010 Population By Urban/ Rural Status			
Total Population	2,804	8,988	20,359
Population Inside Urbanized Area	72.5%	54.9%	41.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	27.5%	45.1%	58.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,100	3,285	7,146
Households with 1 Person	24.2%	19.9%	17.7%
Households with 2+ People	75.8%	80.1%	82.3%
Family Households	71.6%	75.8%	78.0%
Husband-wife Families	53.5%	59.0%	62.4%
With Related Children	27.0%	27.5%	29.0%
Other Family (No Spouse Present)	18.2%	16.8%	15.5%
Other Family with Male Householder	5.2%	5.8%	5.5%
With Related Children	3.7%	3.8%	3.5%
Other Family with Female Householder	13.0%	11.1%	10.0%
With Related Children	8.8%	7.1%	6.2%
Nonfamily Households	4.2%	4.3%	4.3%
All Households with Children	40.2%	39.1%	39.3%
Multigenerational Households	3.2%	4.3%	4.9%
Unmarried Partner Households	7.4%	7.0%	6.7%
Male-female	6.8%	6.4%	6.2%
Same-sex	0.5%	0.6%	0.5%
2010 Households by Size			
Total	1,098	3,286	7,146
1 Person Household	24.2%	19.9%	17.7%
2 Person Household	30.2%	33.0%	33.7%
3 Person Household	17.9%	18.4%	18.3%
4 Person Household	16.1%	16.0%	16.8%
5 Person Household	7.9%	8.2%	8.4%
6 Person Household	2.3%	2.6%	3.0%
7 + Person Household	1.4%	1.8%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	1,100	3,285	7,146
Owner Occupied	65.7%	75.3%	81.3%
Owned with a Mortgage/Loan	51.1%	55.8%	59.4%
Owned Free and Clear	14.6%	19.6%	21.8%
Renter Occupied	34.3%	24.7%	18.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,179	3,470	7,499
Housing Units Inside Urbanized Area	72.9%	56.3%	42.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	27.1%	43.7%	57.5%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

401 Telegraph Rd, Rising Sun, Maryland, 21911
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.70071
Longitude: -76.04794

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Green Acres (6A)
2.	Green Acres (6A)	Green Acres (6A)	Middleburg (4C)
3.	Top Tier (1A)	Southern Satellites (10A)	Southern Satellites (10A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,342,635	\$7,359,068	\$17,237,634
Average Spent	\$2,147.24	\$2,225.30	\$2,353.90
Spending Potential Index	100	104	110
Education: Total \$	\$1,588,990	\$5,299,996	\$12,732,468
Average Spent	\$1,456.45	\$1,602.66	\$1,738.70
Spending Potential Index	91	101	109
Entertainment/Recreation: Total \$	\$3,583,023	\$11,510,534	\$27,131,524
Average Spent	\$3,284.16	\$3,480.66	\$3,704.97
Spending Potential Index	100	106	113
Food at Home: Total \$	\$5,648,603	\$17,899,753	\$41,920,565
Average Spent	\$5,177.45	\$5,412.69	\$5,724.51
Spending Potential Index	100	105	111
Food Away from Home: Total \$	\$4,091,134	\$12,849,152	\$30,044,102
Average Spent	\$3,749.89	\$3,885.44	\$4,102.70
Spending Potential Index	102	106	112
Health Care: Total \$	\$6,695,886	\$21,614,983	\$50,820,652
Average Spent	\$6,137.38	\$6,536.13	\$6,939.87
Spending Potential Index	103	110	117
HH Furnishings & Equipment: Total \$	\$2,404,040	\$7,639,445	\$17,931,330
Average Spent	\$2,203.52	\$2,310.08	\$2,448.63
Spending Potential Index	103	108	115
Personal Care Products & Services: Total \$	\$1,017,490	\$3,202,567	\$7,491,128
Average Spent	\$932.62	\$968.42	\$1,022.96
Spending Potential Index	105	109	115
Shelter: Total \$	\$19,446,856	\$61,587,423	\$144,425,731
Average Spent	\$17,824.80	\$18,623.35	\$19,722.21
Spending Potential Index	96	101	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,762,786	\$8,891,793	\$20,965,441
Average Spent	\$2,532.34	\$2,688.78	\$2,862.96
Spending Potential Index	102	108	115
Travel: Total \$	\$2,443,176	\$7,864,112	\$18,611,311
Average Spent	\$2,239.39	\$2,378.02	\$2,541.49
Spending Potential Index	100	106	113
Vehicle Maintenance & Repairs: Total \$	\$1,272,932	\$4,019,772	\$9,388,078
Average Spent	\$1,166.76	\$1,215.53	\$1,282.00
Spending Potential Index	102	106	112

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

401 Telegraph Rd, Rising Sun, Maryland, 21911
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.70071
 Longitude: -76.04794

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Middleburg (4C)	94.0%	Population	2,782	2,774
Green Acres (6A)	6.0%	Households	1,091	1,088
Top Tier (1A)	0.0%	Families	772	766
Professional Pride (1B)	0.0%	Median Age	37.0	36.6
Boomburbs (1C)	0.0%	Median Household Income	\$73,022	\$80,629
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		100	\$2,147.24	\$2,342,635
Men's		96	\$399.35	\$435,693
Women's		99	\$716.87	\$782,101
Children's		107	\$344.11	\$375,428
Footwear		97	\$467.51	\$510,052
Watches & Jewelry		112	\$154.67	\$168,746
Apparel Products and Services (1)		97	\$64.73	\$70,615
Computer				
Computers and Hardware for Home Use		99	\$164.75	\$179,737
Portable Memory		100	\$4.44	\$4,846
Computer Software		95	\$9.61	\$10,485
Computer Accessories		102	\$19.36	\$21,117
Entertainment & Recreation		100	\$3,284.16	\$3,583,023
Fees and Admissions		100	\$713.36	\$778,275
Membership Fees for Clubs (2)		99	\$233.15	\$254,368
Fees for Participant Sports, excl. Trips		110	\$118.42	\$129,195
Tickets to Theatre/Operas/Concerts		91	\$68.44	\$74,664
Tickets to Movies		98	\$53.89	\$58,797
Tickets to Parks or Museums		98	\$31.70	\$34,584
Admission to Sporting Events, excl. Trips		105	\$66.21	\$72,234
Fees for Recreational Lessons		98	\$140.94	\$153,764
Dating Services		87	\$0.61	\$668
TV/Video/Audio		102	\$1,249.43	\$1,363,130
Cable and Satellite Television Services		101	\$886.49	\$967,164
Televisions		104	\$112.30	\$122,524
Satellite Dishes		99	\$1.56	\$1,707
VCRs, Video Cameras, and DVD Players		111	\$6.42	\$7,001
Miscellaneous Video Equipment		121	\$30.87	\$33,679
Video Cassettes and DVDs		109	\$12.53	\$13,673
Video Game Hardware/Accessories		103	\$28.80	\$31,425
Video Game Software		102	\$15.54	\$16,957
Rental/Streaming/Downloaded Video		108	\$50.38	\$54,961
Installation of Televisions		107	\$1.22	\$1,331
Audio (3)		102	\$100.02	\$109,126
Rental and Repair of TV/Radio/Sound Equipment		104	\$3.28	\$3,582
Pets		100	\$661.16	\$721,324
Toys/Games/Crafts/Hobbies (4)		104	\$122.25	\$133,370
Recreational Vehicles and Fees (5)		81	\$129.15	\$140,898
Sports/Recreation/Exercise Equipment (6)		110	\$226.95	\$247,605
Photo Equipment and Supplies (7)		106	\$55.44	\$60,484
Reading (8)		98	\$104.11	\$113,582
Catered Affairs (9)		84	\$22.33	\$24,357
Food		101	\$8,927.35	\$9,739,737
Food at Home		100	\$5,177.45	\$5,648,603
Bakery and Cereal Products		100	\$679.84	\$741,707
Meats, Poultry, Fish, and Eggs		99	\$1,132.17	\$1,235,194
Dairy Products		99	\$529.03	\$577,172
Fruits and Vegetables		99	\$1,009.34	\$1,101,191
Snacks and Other Food at Home (10)		102	\$1,827.08	\$1,993,339
Food Away from Home		102	\$3,749.89	\$4,091,134
Alcoholic Beverages		98	\$568.46	\$620,187

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$20,765.75	\$22,655,430
Value of Retirement Plans	103	\$98,565.08	\$107,534,507
Value of Other Financial Assets	91	\$5,176.94	\$5,648,043
Vehicle Loan Amount excluding Interest	112	\$3,195.60	\$3,486,403
Value of Credit Card Debt	104	\$2,530.72	\$2,761,020
Health			
Nonprescription Drugs	105	\$151.01	\$164,748
Prescription Drugs	106	\$388.33	\$423,663
Eyeglasses and Contact Lenses	101	\$91.76	\$100,112
Home			
Mortgage Payment and Basics (11)	106	\$10,641.27	\$11,609,621
Maintenance and Remodeling Services	107	\$2,274.60	\$2,481,584
Maintenance and Remodeling Materials (12)	106	\$519.58	\$566,864
Utilities, Fuel, and Public Services	102	\$4,963.10	\$5,414,743
Household Furnishings and Equipment			
Household Textiles (13)	102	\$102.14	\$111,440
Furniture	102	\$625.57	\$682,500
Rugs	106	\$34.25	\$37,364
Major Appliances (14)	106	\$376.29	\$410,532
Housewares (15)	103	\$109.03	\$118,950
Small Appliances	97	\$47.14	\$51,428
Luggage	102	\$14.23	\$15,522
Telephones and Accessories	101	\$76.16	\$83,088
Household Operations			
Child Care	108	\$551.27	\$601,439
Lawn and Garden (16)	104	\$487.37	\$531,719
Moving/Storage/Freight Express	103	\$68.28	\$74,490
Housekeeping Supplies (17)	103	\$770.48	\$840,594
Insurance			
Owners and Renters Insurance	111	\$645.91	\$704,687
Vehicle Insurance	102	\$1,580.39	\$1,724,204
Life/Other Insurance	105	\$484.24	\$528,310
Health Insurance	103	\$4,058.35	\$4,427,660
Personal Care Products (18)	104	\$518.54	\$565,726
School Books and Supplies (19)	100	\$155.78	\$169,954
Smoking Products	95	\$384.60	\$419,594
Transportation			
Payments on Vehicles excluding Leases	109	\$2,768.43	\$3,020,362
Gasoline and Motor Oil	103	\$2,365.58	\$2,580,847
Vehicle Maintenance and Repairs	102	\$1,166.76	\$1,272,932
Travel			
Airline Fares	95	\$520.22	\$567,564
Lodging on Trips	101	\$624.43	\$681,248
Auto/Truck Rental on Trips	98	\$25.67	\$28,011
Food and Drink on Trips	101	\$542.72	\$592,106

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Middleburg (4C)	48.8%	Population	9,055	9,120
Green Acres (6A)	40.9%	Households	3,307	3,330
Southern Satellites (10A)	10.3%	Families	2,483	2,489
Top Tier (1A)	0.0%	Median Age	39.7	39.8
Professional Pride (1B)	0.0%	Median Household Income	\$77,456	\$84,102
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		104	\$2,225.30	\$7,359,068
Men's		101	\$418.97	\$1,385,543
Women's		105	\$753.47	\$2,491,709
Children's		108	\$348.21	\$1,151,539
Footwear		100	\$482.02	\$1,594,036
Watches & Jewelry		112	\$154.44	\$510,735
Apparel Products and Services (1)		103	\$68.19	\$225,506
Computer				
Computers and Hardware for Home Use		103	\$170.32	\$563,233
Portable Memory		102	\$4.53	\$14,976
Computer Software		98	\$9.92	\$32,800
Computer Accessories		107	\$20.36	\$67,342
Entertainment & Recreation		106	\$3,480.66	\$11,510,534
Fees and Admissions		106	\$753.92	\$2,493,207
Membership Fees for Clubs (2)		105	\$248.22	\$820,860
Fees for Participant Sports, excl. Trips		113	\$121.62	\$402,212
Tickets to Theatre/Operas/Concerts		100	\$74.90	\$247,685
Tickets to Movies		99	\$54.04	\$178,720
Tickets to Parks or Museums		103	\$33.30	\$110,137
Admission to Sporting Events, excl. Trips		114	\$71.94	\$237,914
Fees for Recreational Lessons		104	\$149.25	\$493,573
Dating Services		91	\$0.64	\$2,106
TV/Video/Audio		107	\$1,309.78	\$4,331,444
Cable and Satellite Television Services		107	\$941.04	\$3,112,030
Televisions		106	\$115.27	\$381,199
Satellite Dishes		103	\$1.61	\$5,308
VCRs, Video Cameras, and DVD Players		110	\$6.35	\$20,998
Miscellaneous Video Equipment		123	\$31.28	\$103,440
Video Cassettes and DVDs		112	\$12.81	\$42,368
Video Game Hardware/Accessories		103	\$28.65	\$94,762
Video Game Software		102	\$15.48	\$51,178
Rental/Streaming/Downloaded Video		105	\$49.32	\$163,090
Installation of Televisions		110	\$1.25	\$4,118
Audio (3)		106	\$103.54	\$342,416
Rental and Repair of TV/Radio/Sound Equipment		101	\$3.19	\$10,539
Pets		108	\$713.53	\$2,359,638
Toys/Games/Crafts/Hobbies (4)		107	\$125.89	\$416,329
Recreational Vehicles and Fees (5)		96	\$152.58	\$504,575
Sports/Recreation/Exercise Equipment (6)		113	\$233.37	\$771,759
Photo Equipment and Supplies (7)		108	\$56.39	\$186,473
Reading (8)		104	\$111.31	\$368,095
Catered Affairs (9)		90	\$23.89	\$79,015
Food		105	\$9,298.13	\$30,748,905
Food at Home		105	\$5,412.69	\$17,899,753
Bakery and Cereal Products		105	\$712.14	\$2,355,042
Meats, Poultry, Fish, and Eggs		103	\$1,182.07	\$3,909,110
Dairy Products		104	\$556.41	\$1,840,063
Fruits and Vegetables		103	\$1,053.06	\$3,482,474
Snacks and Other Food at Home (10)		106	\$1,909.00	\$6,313,063
Food Away from Home		106	\$3,885.44	\$12,849,152
Alcoholic Beverages		103	\$596.81	\$1,973,659

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	107	\$23,021.28	\$76,131,363
Value of Retirement Plans	115	\$109,871.97	\$363,346,607
Value of Other Financial Assets	99	\$5,640.85	\$18,654,275
Vehicle Loan Amount excluding Interest	114	\$3,263.97	\$10,793,964
Value of Credit Card Debt	109	\$2,655.13	\$8,780,518
Health			
Nonprescription Drugs	111	\$159.57	\$527,692
Prescription Drugs	115	\$418.74	\$1,384,771
Eyeglasses and Contact Lenses	110	\$99.23	\$328,152
Home			
Mortgage Payment and Basics (11)	114	\$11,471.80	\$37,937,251
Maintenance and Remodeling Services	114	\$2,438.24	\$8,063,254
Maintenance and Remodeling Materials (12)	117	\$571.84	\$1,891,091
Utilities, Fuel, and Public Services	107	\$5,217.77	\$17,255,151
Household Furnishings and Equipment			
Household Textiles (13)	107	\$106.79	\$353,161
Furniture	107	\$655.58	\$2,168,019
Rugs	116	\$37.55	\$124,170
Major Appliances (14)	112	\$398.13	\$1,316,620
Housewares (15)	109	\$115.51	\$381,986
Small Appliances	101	\$49.04	\$162,168
Luggage	104	\$14.57	\$48,167
Telephones and Accessories	103	\$77.53	\$256,377
Household Operations			
Child Care	108	\$553.03	\$1,828,869
Lawn and Garden (16)	113	\$530.86	\$1,755,541
Moving/Storage/Freight Express	101	\$67.22	\$222,291
Housekeeping Supplies (17)	108	\$809.09	\$2,675,649
Insurance			
Owners and Renters Insurance	120	\$693.26	\$2,292,597
Vehicle Insurance	106	\$1,645.89	\$5,442,952
Life/Other Insurance	116	\$533.18	\$1,763,232
Health Insurance	110	\$4,321.96	\$14,292,710
Personal Care Products (18)	107	\$536.26	\$1,773,407
School Books and Supplies (19)	103	\$159.97	\$529,011
Smoking Products	102	\$413.08	\$1,366,042
Transportation			
Payments on Vehicles excluding Leases	113	\$2,877.71	\$9,516,600
Gasoline and Motor Oil	107	\$2,450.76	\$8,104,662
Vehicle Maintenance and Repairs	106	\$1,215.53	\$4,019,772
Travel			
Airline Fares	100	\$547.15	\$1,809,439
Lodging on Trips	108	\$672.93	\$2,225,380
Auto/Truck Rental on Trips	103	\$27.11	\$89,640
Food and Drink on Trips	106	\$573.81	\$1,897,578

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

401 Telegraph Rd, Rising Sun, Maryland, 21911
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.70071
 Longitude: -76.04794

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Green Acres (6A)	44.5%	Population	20,865	21,206
Middleburg (4C)	24.9%	Households	7,323	7,437
Southern Satellites (10A)	17.0%	Families	5,663	5,731
Soccer Moms (4A)	10.3%	Median Age	40.4	40.7
Savvy Suburbanites (1D)	3.4%	Median Household Income	\$80,885	\$88,736
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,353.90	\$17,237,634
Men's		108	\$445.30	\$3,260,964
Women's		111	\$799.80	\$5,856,900
Children's		113	\$365.86	\$2,679,206
Footwear		106	\$508.77	\$3,725,711
Watches & Jewelry		117	\$161.32	\$1,181,344
Apparel Products and Services (1)		110	\$72.85	\$533,511
Computer				
Computers and Hardware for Home Use		108	\$179.67	\$1,315,742
Portable Memory		107	\$4.77	\$34,937
Computer Software		103	\$10.42	\$76,298
Computer Accessories		114	\$21.58	\$158,029
Entertainment & Recreation		113	\$3,704.97	\$27,131,524
Fees and Admissions		113	\$805.60	\$5,899,421
Membership Fees for Clubs (2)		112	\$265.95	\$1,947,546
Fees for Participant Sports, excl. Trips		120	\$128.48	\$940,844
Tickets to Theatre/Operas/Concerts		107	\$80.73	\$591,220
Tickets to Movies		103	\$56.56	\$414,161
Tickets to Parks or Museums		109	\$35.39	\$259,130
Admission to Sporting Events, excl. Trips		122	\$77.00	\$563,880
Fees for Recreational Lessons		112	\$160.83	\$1,177,727
Dating Services		96	\$0.67	\$4,912
TV/Video/Audio		113	\$1,384.07	\$10,135,544
Cable and Satellite Television Services		114	\$998.73	\$7,313,699
Televisions		111	\$120.82	\$884,762
Satellite Dishes		109	\$1.71	\$12,501
VCRs, Video Cameras, and DVD Players		114	\$6.57	\$48,141
Miscellaneous Video Equipment		128	\$32.54	\$238,258
Video Cassettes and DVDs		117	\$13.42	\$98,283
Video Game Hardware/Accessories		106	\$29.61	\$216,853
Video Game Software		105	\$15.99	\$117,084
Rental/Streaming/Downloaded Video		108	\$50.65	\$370,921
Installation of Televisions		116	\$1.32	\$9,651
Audio (3)		112	\$109.46	\$801,599
Rental and Repair of TV/Radio/Sound Equipment		103	\$3.25	\$23,792
Pets		115	\$763.65	\$5,592,208
Toys/Games/Crafts/Hobbies (4)		112	\$132.27	\$968,595
Recreational Vehicles and Fees (5)		106	\$169.90	\$1,244,188
Sports/Recreation/Exercise Equipment (6)		119	\$246.45	\$1,804,734
Photo Equipment and Supplies (7)		113	\$59.12	\$432,941
Reading (8)		111	\$118.51	\$867,821
Catered Affairs (9)		95	\$25.41	\$186,072
Food		111	\$9,827.21	\$71,964,667
Food at Home		111	\$5,724.51	\$41,920,565
Bakery and Cereal Products		111	\$753.70	\$5,519,310
Meats, Poultry, Fish, and Eggs		109	\$1,250.34	\$9,156,205
Dairy Products		110	\$589.50	\$4,316,901
Fruits and Vegetables		109	\$1,113.90	\$8,157,117
Snacks and Other Food at Home (10)		112	\$2,017.07	\$14,771,031
Food Away from Home		112	\$4,102.70	\$30,044,102
Alcoholic Beverages		110	\$632.35	\$4,630,727

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	116	\$24,853.72	\$182,003,772
Value of Retirement Plans	125	\$118,728.24	\$869,446,875
Value of Other Financial Assets	106	\$6,022.76	\$44,104,691
Vehicle Loan Amount excluding Interest	120	\$3,429.92	\$25,117,301
Value of Credit Card Debt	115	\$2,815.34	\$20,616,764
Health			
Nonprescription Drugs	118	\$168.91	\$1,236,906
Prescription Drugs	122	\$445.43	\$3,261,901
Eyeglasses and Contact Lenses	117	\$105.71	\$774,113
Home			
Mortgage Payment and Basics (11)	123	\$12,327.66	\$90,275,435
Maintenance and Remodeling Services	123	\$2,621.59	\$19,197,914
Maintenance and Remodeling Materials (12)	126	\$614.72	\$4,501,602
Utilities, Fuel, and Public Services	114	\$5,521.97	\$40,437,375
Household Furnishings and Equipment			
Household Textiles (13)	113	\$112.89	\$826,684
Furniture	113	\$694.61	\$5,086,641
Rugs	124	\$40.20	\$294,354
Major Appliances (14)	120	\$423.75	\$3,103,121
Housewares (15)	115	\$122.67	\$898,285
Small Appliances	106	\$51.68	\$378,447
Luggage	110	\$15.34	\$112,361
Telephones and Accessories	108	\$81.50	\$596,834
Household Operations			
Child Care	114	\$582.17	\$4,263,214
Lawn and Garden (16)	121	\$570.37	\$4,176,814
Moving/Storage/Freight Express	104	\$69.31	\$507,539
Housekeeping Supplies (17)	114	\$856.65	\$6,273,214
Insurance			
Owners and Renters Insurance	128	\$739.42	\$5,414,783
Vehicle Insurance	112	\$1,737.64	\$12,724,764
Life/Other Insurance	125	\$574.39	\$4,206,227
Health Insurance	117	\$4,590.62	\$33,617,083
Personal Care Products (18)	113	\$564.73	\$4,135,551
School Books and Supplies (19)	109	\$168.85	\$1,236,497
Smoking Products	108	\$437.99	\$3,207,403
Transportation			
Payments on Vehicles excluding Leases	120	\$3,040.64	\$22,266,581
Gasoline and Motor Oil	113	\$2,582.58	\$18,912,209
Vehicle Maintenance and Repairs	112	\$1,282.00	\$9,388,078
Travel			
Airline Fares	107	\$584.50	\$4,280,312
Lodging on Trips	116	\$722.90	\$5,293,783
Auto/Truck Rental on Trips	110	\$28.82	\$211,068
Food and Drink on Trips	113	\$611.69	\$4,479,430

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 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 civic 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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

401 Telegraph Rd, Rising Sun, Maryland, 21911
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.70071
Longitude: -76.04794

Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	152		281		501							
Total Employees:	1,282		2,804		5,563							
Total Residential Population:	2,782		9,055		20,865							
Employee/Residential Population Ratio (per 100 Residents)	46		31		27							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.0%	16	1.2%	16	5.7%	88	3.1%	42	8.4%	251	4.5%
Construction	16	10.5%	140	10.9%	36	12.8%	287	10.2%	71	14.2%	452	8.1%
Manufacturing	2	1.3%	11	0.9%	7	2.5%	486	17.3%	16	3.2%	1,685	30.3%
Transportation	6	3.9%	93	7.3%	11	3.9%	125	4.5%	18	3.6%	223	4.0%
Communication	1	0.7%	14	1.1%	2	0.7%	49	1.7%	3	0.6%	56	1.0%
Utility	0	0.0%	3	0.2%	1	0.4%	14	0.5%	2	0.4%	19	0.3%
Wholesale Trade	5	3.3%	40	3.1%	9	3.2%	64	2.3%	20	4.0%	128	2.3%
Retail Trade Summary	39	25.7%	435	33.9%	65	23.1%	625	22.3%	105	21.0%	938	16.9%
Home Improvement	3	2.0%	17	1.3%	5	1.8%	27	1.0%	9	1.8%	82	1.5%
General Merchandise Stores	3	2.0%	39	3.0%	4	1.4%	50	1.8%	6	1.2%	62	1.1%
Food Stores	3	2.0%	102	8.0%	7	2.5%	150	5.3%	10	2.0%	202	3.6%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.6%	28	2.2%	8	2.8%	61	2.2%	15	3.0%	109	2.0%
Apparel & Accessory Stores	4	2.6%	13	1.0%	4	1.4%	16	0.6%	5	1.0%	20	0.4%
Furniture & Home Furnishings	2	1.3%	6	0.5%	3	1.1%	10	0.4%	5	1.0%	13	0.2%
Eating & Drinking Places	12	7.9%	180	14.0%	19	6.8%	238	8.5%	30	6.0%	328	5.9%
Miscellaneous Retail	8	5.3%	51	4.0%	14	5.0%	75	2.7%	25	5.0%	122	2.2%
Finance, Insurance, Real Estate Summary	18	11.8%	122	9.5%	26	9.3%	176	6.3%	36	7.2%	237	4.3%
Banks, Savings & Lending Institutions	3	2.0%	62	4.8%	5	1.8%	85	3.0%	6	1.2%	108	1.9%
Securities Brokers	1	0.7%	1	0.1%	1	0.4%	2	0.1%	1	0.2%	2	0.0%
Insurance Carriers & Agents	8	5.3%	33	2.6%	10	3.6%	42	1.5%	12	2.4%	55	1.0%
Real Estate, Holding, Other Investment Offices	6	3.9%	27	2.1%	11	3.9%	47	1.7%	17	3.4%	72	1.3%
Services Summary	56	36.8%	390	30.4%	96	34.2%	845	30.1%	162	32.3%	1,485	26.7%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.4%	12	0.4%	1	0.2%	23	0.4%
Automotive Services	8	5.3%	28	2.2%	15	5.3%	56	2.0%	23	4.6%	81	1.5%
Motion Pictures & Amusements	5	3.3%	27	2.1%	8	2.8%	59	2.1%	17	3.4%	178	3.2%
Health Services	5	3.3%	36	2.8%	7	2.5%	143	5.1%	10	2.0%	243	4.4%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Education Institutions & Libraries	2	1.3%	80	6.2%	4	1.4%	203	7.2%	8	1.6%	396	7.1%
Other Services	35	23.0%	221	17.2%	60	21.4%	371	13.2%	103	20.6%	564	10.1%
Government	1	0.7%	15	1.2%	4	1.4%	38	1.4%	9	1.8%	59	1.1%
Unclassified Establishments	4	2.6%	2	0.2%	8	2.8%	5	0.2%	17	3.4%	29	0.5%
Totals	152	100.0%	1,282	100.0%	281	100.0%	2,804	100.0%	501	100.0%	5,563	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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.

401 Telegraph Rd, Rising Sun, Maryland, 21911
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.70071
Longitude: -76.04794

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	1	0.7%	8	0.6%	7	2.5%	43	1.5%	16	3.2%	122	2.2%
Mining	0	0.0%	0	0.0%	0	0.0%	3	0.1%	1	0.2%	10	0.2%
Utilities	0	0.0%	3	0.2%	1	0.4%	11	0.4%	1	0.2%	13	0.2%
Construction	17	11.2%	141	11.0%	37	13.2%	292	10.4%	73	14.6%	463	8.3%
Manufacturing	2	1.3%	7	0.5%	7	2.5%	481	17.2%	17	3.4%	1,684	30.3%
Wholesale Trade	5	3.3%	40	3.1%	9	3.2%	64	2.3%	19	3.8%	125	2.2%
Retail Trade	26	17.1%	256	20.0%	45	16.0%	387	13.8%	74	14.8%	609	10.9%
Motor Vehicle & Parts Dealers	3	2.0%	22	1.7%	7	2.5%	47	1.7%	13	2.6%	78	1.4%
Furniture & Home Furnishings Stores	1	0.7%	4	0.3%	2	0.7%	8	0.3%	3	0.6%	9	0.2%
Electronics & Appliance Stores	1	0.7%	2	0.2%	1	0.4%	2	0.1%	1	0.2%	3	0.1%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.0%	17	1.3%	5	1.8%	27	1.0%	9	1.8%	82	1.5%
Food & Beverage Stores	4	2.6%	115	9.0%	8	2.8%	165	5.9%	14	2.8%	223	4.0%
Health & Personal Care Stores	1	0.7%	7	0.5%	3	1.1%	13	0.5%	5	1.0%	36	0.6%
Gasoline Stations	1	0.7%	5	0.4%	1	0.4%	13	0.5%	2	0.4%	31	0.6%
Clothing & Clothing Accessories Stores	4	2.6%	13	1.0%	4	1.4%	16	0.6%	5	1.0%	20	0.4%
Sport Goods, Hobby, Book, & Music Stores	2	1.3%	8	0.6%	3	1.1%	10	0.4%	4	0.8%	12	0.2%
General Merchandise Stores	3	2.0%	39	3.0%	4	1.4%	50	1.8%	6	1.2%	62	1.1%
Miscellaneous Store Retailers	4	2.6%	21	1.6%	6	2.1%	31	1.1%	10	2.0%	41	0.7%
Nonstore Retailers	0	0.0%	1	0.1%	1	0.4%	5	0.2%	2	0.4%	11	0.2%
Transportation & Warehousing	5	3.3%	92	7.2%	9	3.2%	127	4.5%	16	3.2%	226	4.1%
Information	3	2.0%	29	2.3%	5	1.8%	66	2.4%	7	1.4%	74	1.3%
Finance & Insurance	12	7.9%	95	7.4%	16	5.7%	129	4.6%	19	3.8%	165	3.0%
Central Bank/Credit Intermediation & Related Activities	3	2.0%	62	4.8%	5	1.8%	85	3.0%	6	1.2%	108	1.9%
Securities, Commodity Contracts & Other Financial	1	0.7%	1	0.1%	1	0.4%	2	0.1%	1	0.2%	2	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	8	5.3%	33	2.6%	10	3.6%	42	1.5%	12	2.4%	55	1.0%
Real Estate, Rental & Leasing	11	7.2%	33	2.6%	15	5.3%	55	2.0%	22	4.4%	79	1.4%
Professional, Scientific & Tech Services	8	5.3%	37	2.9%	17	6.0%	96	3.4%	31	6.2%	171	3.1%
Legal Services	0	0.0%	0	0.0%	1	0.4%	1	0.0%	1	0.2%	1	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%
Administrative & Support & Waste Management & Remediation	5	3.3%	36	2.8%	10	3.6%	57	2.0%	20	4.0%	91	1.6%
Educational Services	2	1.3%	74	5.8%	5	1.8%	197	7.0%	10	2.0%	398	7.2%
Health Care & Social Assistance	9	5.9%	118	9.2%	13	4.6%	274	9.8%	18	3.6%	428	7.7%
Arts, Entertainment & Recreation	2	1.3%	22	1.7%	5	1.8%	61	2.2%	11	2.2%	178	3.2%
Accommodation & Food Services	12	7.9%	177	13.8%	19	6.8%	247	8.8%	30	6.0%	348	6.3%
Accommodation	0	0.0%	0	0.0%	1	0.4%	12	0.4%	1	0.2%	23	0.4%
Food Services & Drinking Places	12	7.9%	177	13.8%	19	6.8%	235	8.4%	29	5.8%	324	5.8%
Other Services (except Public Administration)	27	17.8%	95	7.4%	50	17.8%	168	6.0%	87	17.4%	287	5.2%
Automotive Repair & Maintenance	6	3.9%	23	1.8%	12	4.3%	46	1.6%	19	3.8%	65	1.2%
Public Administration	1	0.7%	15	1.2%	4	1.4%	38	1.4%	9	1.8%	59	1.1%
Unclassified Establishments	4	2.6%	2	0.2%	8	2.8%	5	0.2%	17	3.4%	29	0.5%
Total	152	100.0%	1,282	100.0%	281	100.0%	2,804	100.0%	501	100.0%	5,563	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.

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.