

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,282	9,126	20,615
2020 Total Population	3,207	9,044	20,700
2020 Group Quarters	7	91	180
2024 Total Population	3,185	8,996	20,651
2024 Group Quarters	7	90	180
2029 Total Population	3,085	8,799	20,368
2024-2029 Annual Rate	-0.64%	-0.44%	-0.28%
2024 Total Daytime Population	2,882	6,644	15,878
Workers	1,304	2,273	5,895
Residents	1,578	4,371	9,983
Household Summary			
2010 Households	1,265	3,331	7,199
2010 Average Household Size	2.59	2.71	2.83
2020 Total Households	1,272	3,401	7,463
2020 Average Household Size	2.52	2.63	2.75
2024 Households	1,279	3,435	7,546
2024 Average Household Size	2.48	2.59	2.71
2029 Households	1,267	3,430	7,591
2029 Average Household Size	2.43	2.54	2.66
2024-2029 Annual Rate	-0.19%	-0.03%	0.12%
2010 Families	908	2,523	5,615
2010 Average Family Size	3.07	3.10	3.18
2024 Families	878	2,448	5,557
2024 Average Family Size	3.13	3.15	3.20
2029 Families	862	2,428	5,560
2029 Average Family Size	3.08	3.09	3.14
2024-2029 Annual Rate	-0.37%	-0.16%	0.01%
Housing Unit Summary			
2000 Housing Units	1,019	2,896	6,408
Owner Occupied Housing Units	68.5%	75.7%	79.9%
Renter Occupied Housing Units	26.1%	20.2%	16.1%
Vacant Housing Units	5.4%	4.1%	4.0%
2010 Housing Units	1,344	3,498	7,545
Owner Occupied Housing Units	62.0%	71.7%	77.5%
Renter Occupied Housing Units	32.1%	23.5%	17.9%
Vacant Housing Units	5.9%	4.8%	4.6%
2020 Housing Units	1,337	3,548	7,797
Owner Occupied Housing Units	63.1%	72.9%	78.1%
Renter Occupied Housing Units	32.0%	23.0%	17.6%
Vacant Housing Units	4.3%	4.8%	4.5%
2024 Housing Units	1,340	3,575	7,876
Owner Occupied Housing Units	66.6%	75.4%	80.0%
Renter Occupied Housing Units	28.9%	20.7%	15.8%
Vacant Housing Units	4.6%	3.9%	4.2%
2029 Housing Units	1,340	3,598	7,964
Owner Occupied Housing Units	68.1%	76.5%	80.9%
Renter Occupied Housing Units	26.5%	18.8%	14.4%
Vacant Housing Units	5.4%	4.7%	4.7%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	1,279	3,435	7,546
<\$15,000	4.5%	4.5%	4.7%
\$15,000 - \$24,999	5.2%	5.7%	4.9%
\$25,000 - \$34,999	10.6%	8.1%	6.4%
\$35,000 - \$49,999	12.7%	11.1%	9.0%
\$50,000 - \$74,999	8.9%	10.9%	12.7%
\$75,000 - \$99,999	9.9%	14.6%	14.6%
\$100,000 - \$149,999	21.8%	22.9%	23.4%
\$150,000 - \$199,999	9.9%	9.7%	12.4%
\$200,000+	16.3%	12.4%	11.8%
Average Household Income	\$122,725	\$114,743	\$117,473
2029 Households by Income			
Household Income Base	1,267	3,430	7,591
<\$15,000	4.3%	4.2%	4.2%
\$15,000 - \$24,999	4.3%	4.6%	3.8%
\$25,000 - \$34,999	8.9%	6.7%	5.2%
\$35,000 - \$49,999	10.5%	9.2%	7.4%
\$50,000 - \$74,999	8.6%	9.9%	11.0%
\$75,000 - \$99,999	11.0%	15.0%	14.2%
\$100,000 - \$149,999	21.5%	23.7%	24.0%
\$150,000 - \$199,999	10.3%	11.3%	15.1%
\$200,000+	20.4%	15.6%	15.1%
Average Household Income	\$141,017	\$132,109	\$136,098
2024 Owner Occupied Housing Units by Value			
Total	892	2,695	6,301
<\$50,000	5.6%	5.1%	5.4%
\$50,000 - \$99,999	0.1%	1.4%	1.7%
\$100,000 - \$149,999	0.3%	0.3%	0.3%
\$150,000 - \$199,999	3.5%	4.2%	3.7%
\$200,000 - \$249,999	8.4%	10.3%	8.7%
\$250,000 - \$299,999	12.8%	12.2%	11.4%
\$300,000 - \$399,999	19.8%	22.4%	25.3%
\$400,000 - \$499,999	32.3%	23.2%	22.8%
\$500,000 - \$749,999	15.9%	17.2%	16.9%
\$750,000 - \$999,999	1.0%	2.7%	2.7%
\$1,000,000 - \$1,499,999	0.2%	0.6%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.3%	0.3%
Average Home Value	\$390,006	\$396,105	\$398,941
2029 Owner Occupied Housing Units by Value			
Total	912	2,754	6,442
<\$50,000	3.6%	3.1%	3.0%
\$50,000 - \$99,999	0.1%	0.3%	0.4%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	1.1%	1.4%	1.2%
\$200,000 - \$249,999	3.8%	4.8%	4.2%
\$250,000 - \$299,999	7.2%	7.2%	6.9%
\$300,000 - \$399,999	15.8%	19.0%	21.9%
\$400,000 - \$499,999	38.3%	28.3%	27.6%
\$500,000 - \$749,999	27.5%	29.4%	28.0%
\$750,000 - \$999,999	1.9%	4.9%	4.8%
\$1,000,000 - \$1,499,999	0.3%	1.2%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.3%	0.2%
Average Home Value	\$454,446	\$476,535	\$476,308

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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

Prepared by Esri
Latitude: 39.70137
Longitude: -76.04798

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$94,189	\$89,921	\$94,869
2029	\$103,428	\$100,691	\$105,730
Median Home Value			
2024	\$397,458	\$373,466	\$374,733
2029	\$447,421	\$449,872	\$444,716
Per Capita Income			
2024	\$47,928	\$43,115	\$42,796
2029	\$56,298	\$50,663	\$50,560
Median Age			
2010	37.0	38.9	39.2
2020	40.7	41.5	41.6
2024	40.8	41.6	41.7
2029	41.8	42.4	42.3
2020 Population by Age			
Total	3,207	9,044	20,700
0 - 4	4.6%	5.0%	5.4%
5 - 9	6.8%	6.4%	6.4%
10 - 14	7.8%	7.4%	7.4%
15 - 24	12.9%	12.4%	12.4%
25 - 34	11.2%	11.3%	11.0%
35 - 44	12.0%	11.6%	11.3%
45 - 54	13.1%	13.0%	13.6%
55 - 64	14.6%	15.3%	15.4%
65 - 74	10.1%	10.3%	10.2%
75 - 84	5.1%	5.2%	5.0%
85 +	1.8%	2.1%	1.9%
18 +	76.6%	77.0%	76.5%
2024 Population by Age			
Total	3,187	8,992	20,654
0 - 4	4.6%	5.0%	5.3%
5 - 9	5.3%	5.7%	6.1%
10 - 14	7.0%	6.7%	6.7%
15 - 24	13.6%	12.8%	12.6%
25 - 34	11.9%	11.5%	11.2%
35 - 44	12.6%	12.4%	12.1%
45 - 54	12.7%	12.3%	12.5%
55 - 64	13.6%	14.1%	14.4%
65 - 74	11.2%	11.4%	11.2%
75 - 84	5.6%	5.9%	5.9%
85 +	1.9%	2.2%	2.0%
18 +	78.7%	78.6%	77.8%
2029 Population by Age			
Total	3,084	8,801	20,368
0 - 4	4.8%	5.1%	5.4%
5 - 9	4.7%	5.2%	5.5%
10 - 14	5.4%	5.9%	6.2%
15 - 24	12.8%	11.6%	11.4%
25 - 34	14.0%	13.1%	12.7%
35 - 44	12.6%	12.4%	12.2%
45 - 54	12.0%	11.6%	11.9%
55 - 64	12.3%	12.6%	13.0%
65 - 74	12.2%	12.5%	12.2%
75 - 84	7.0%	7.4%	7.1%
85 +	2.3%	2.5%	2.3%
18 +	81.4%	80.3%	79.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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

Prepared by Esri
Latitude: 39.70137
Longitude: -76.04798

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	1,546	4,466	10,334
Females	1,661	4,578	10,366
2024 Population by Sex			
Males	1,570	4,508	10,454
Females	1,615	4,488	10,197
2029 Population by Sex			
Males	1,516	4,373	10,228
Females	1,569	4,426	10,141
2010 Population by Race/Ethnicity			
Total	3,282	9,127	20,614
White Alone	96.3%	95.8%	95.0%
Black Alone	0.7%	0.7%	1.2%
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%	1.3%	1.5%
Two or More Races	1.2%	1.4%	1.5%
Hispanic Origin	2.9%	3.1%	3.8%
Diversity Index	12.5	13.7	16.4
2020 Population by Race/Ethnicity			
Total	3,207	9,044	20,700
White Alone	89.3%	90.0%	89.1%
Black Alone	0.9%	0.8%	1.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.0%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.3%	2.8%
Two or More Races	6.4%	5.8%	6.0%
Hispanic Origin	4.2%	5.1%	6.3%
Diversity Index	26.2	26.4	29.6
2024 Population by Race/Ethnicity			
Total	3,185	8,996	20,651
White Alone	88.4%	89.1%	88.2%
Black Alone	1.0%	0.9%	1.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.1%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.6%	3.0%
Two or More Races	6.8%	6.2%	6.4%
Hispanic Origin	4.7%	5.7%	6.9%
Diversity Index	28.5	28.7	31.7
2029 Population by Race/Ethnicity			
Total	3,085	8,800	20,367
White Alone	87.3%	88.0%	87.0%
Black Alone	1.1%	1.0%	1.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.2%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	2.9%	3.4%
Two or More Races	7.5%	6.8%	7.0%
Hispanic Origin	5.3%	6.4%	7.7%
Diversity Index	30.9	31.3	34.4

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	3,207	9,044	20,700
In Households	99.8%	99.0%	99.1%
Householder	38.9%	37.1%	36.0%
Opposite-Sex Spouse	18.9%	20.2%	20.8%
Same-Sex Spouse	0.1%	0.1%	0.1%
Opposite-Sex Unmarried Partner	2.7%	2.7%	2.4%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	28.5%	28.1%	28.6%
Adopted Child	1.0%	0.8%	0.8%
Stepchild	1.4%	1.5%	1.6%
Grandchild	2.3%	2.5%	3.0%
Brother or Sister	0.5%	0.6%	0.7%
Parent	1.1%	1.1%	1.1%
Parent-in-law	0.4%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.4%
Other Relatives	0.9%	1.0%	1.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	2.7%	2.3%	2.2%
In Group Quarters	0.2%	1.0%	0.9%
Institutionalized	0.0%	0.9%	0.6%
Noninstitutionalized	0.2%	0.2%	0.2%
2024 Population 25+ by Educational Attainment			
Total	2,213	6,277	14,312
Less than 9th Grade	1.8%	3.3%	4.2%
9th - 12th Grade, No Diploma	5.8%	6.8%	6.0%
High School Graduate	24.1%	29.4%	31.4%
GED/Alternative Credential	6.8%	6.0%	5.5%
Some College, No Degree	23.2%	20.5%	19.2%
Associate Degree	10.8%	8.8%	8.2%
Bachelor's Degree	16.2%	14.6%	16.2%
Graduate/Professional Degree	11.2%	10.6%	9.2%
2024 Population 15+ by Marital Status			
Total	2,645	7,431	16,920
Never Married	21.1%	22.9%	24.8%
Married	59.9%	60.3%	60.2%
Widowed	2.9%	3.3%	4.3%
Divorced	16.0%	13.5%	10.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,753	4,943	11,258
Population 16+ Employed	93.6%	95.1%	96.2%
Population 16+ Unemployment rate	6.4%	4.9%	3.8%
Population 16-24 Employed	14.7%	13.8%	13.1%
Population 16-24 Unemployment rate	23.2%	18.1%	13.2%
Population 25-54 Employed	61.7%	60.0%	59.9%
Population 25-54 Unemployment rate	2.7%	2.4%	2.4%
Population 55-64 Employed	17.8%	18.8%	19.0%
Population 55-64 Unemployment rate	3.6%	2.1%	1.6%
Population 65+ Employed	5.8%	7.4%	8.0%
Population 65+ Unemployment rate	0.0%	2.3%	2.8%

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

Prepared by Esri
Latitude: 39.70137
Longitude: -76.04798

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	1,641	4,703	10,825
Agriculture/Mining	0.9%	2.5%	2.8%
Construction	7.3%	7.9%	8.9%
Manufacturing	9.9%	10.1%	10.2%
Wholesale Trade	0.9%	1.4%	1.8%
Retail Trade	9.4%	9.4%	9.7%
Transportation/Utilities	4.2%	7.1%	8.2%
Information	0.2%	0.5%	0.9%
Finance/Insurance/Real Estate	8.6%	6.8%	5.8%
Services	51.4%	48.4%	44.6%
Public Administration	7.2%	5.9%	7.0%
2024 Employed Population 16+ by Occupation			
Total	1,642	4,702	10,824
White Collar	63.7%	57.0%	54.7%
Management/Business/Financial	13.8%	11.9%	12.7%
Professional	38.5%	31.9%	27.3%
Sales	5.8%	6.3%	6.5%
Administrative Support	5.6%	6.9%	8.0%
Services	10.8%	13.7%	15.6%
Blue Collar	25.6%	29.3%	29.7%
Farming/Forestry/Fishing	0.7%	2.0%	1.6%
Construction/Extraction	4.1%	7.2%	7.2%
Installation/Maintenance/Repair	5.9%	5.6%	6.4%
Production	4.2%	5.3%	5.7%
Transportation/Material Moving	10.6%	9.2%	8.8%
2020 Households by Type			
Total	1,272	3,401	7,463
Married Couple Households	49.5%	54.9%	58.4%
With Own Children <18	19.3%	20.6%	21.7%
Without Own Children <18	30.2%	34.3%	36.8%
Cohabiting Couple Households	7.5%	7.2%	6.9%
With Own Children <18	2.8%	2.6%	2.5%
Without Own Children <18	4.9%	4.6%	4.4%
Male Householder, No Spouse/Partner	14.9%	15.3%	14.7%
Living Alone	8.6%	9.4%	9.1%
65 Years and over	3.1%	3.6%	3.4%
With Own Children <18	2.4%	2.1%	1.7%
Without Own Children <18, With Relatives	3.1%	3.0%	3.0%
No Relatives Present	0.9%	0.9%	0.9%
Female Householder, No Spouse/Partner	28.1%	22.7%	20.0%
Living Alone	15.2%	12.3%	10.7%
65 Years and over	9.0%	7.1%	6.1%
With Own Children <18	5.7%	4.0%	3.3%
Without Own Children <18, With Relatives	6.2%	5.5%	5.2%
No Relatives Present	1.1%	0.9%	0.8%
2020 Households by Size			
Total	1,272	3,401	7,463
1 Person Household	23.7%	21.7%	19.8%
2 Person Household	30.7%	32.2%	33.8%
3 Person Household	19.2%	19.0%	18.1%
4 Person Household	12.8%	14.0%	15.2%
5 Person Household	9.0%	8.0%	7.3%
6 Person Household	2.5%	2.9%	3.1%
7 + Person Household	2.0%	2.2%	2.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

January 07, 2025

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

Prepared by Esri
 Latitude: 39.70137
 Longitude: -76.04798

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	1,272	3,401	7,463
Owner Occupied	66.4%	76.0%	81.6%
Owned with a Mortgage/Loan	51.2%	55.2%	58.1%
Owned Free and Clear	15.2%	20.8%	23.5%
Renter Occupied	33.6%	24.0%	18.4%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	93	94	98
Percent of Income for Mortgage	26.4%	26.0%	24.7%
Wealth Index	116	109	114
2020 Housing Units By Urban/ Rural Status			
Total	1,337	3,548	7,797
Urban Housing Units	64.6%	51.7%	39.3%
Rural Housing Units	35.4%	48.3%	60.7%
2020 Population By Urban/ Rural Status			
Total	3,207	9,044	20,700
Urban Population	62.2%	50.0%	37.5%
Rural Population	37.8%	50.0%	62.5%

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: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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

Prepared by Esri
Latitude: 39.70137
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	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.		Southern Satellites (10A)	Southern Satellites (10A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$3,145,142	\$7,923,899	\$17,841,279
Average Spent	\$2,459.06	\$2,306.81	\$2,364.34
Spending Potential Index	103	97	99
Education: Total \$	\$2,434,771	\$6,004,423	\$13,432,547
Average Spent	\$1,903.65	\$1,748.01	\$1,780.09
Spending Potential Index	110	101	103
Entertainment/Recreation: Total \$	\$5,714,118	\$14,362,361	\$32,419,361
Average Spent	\$4,467.65	\$4,181.18	\$4,296.23
Spending Potential Index	109	102	105
Food at Home: Total \$	\$9,822,670	\$24,825,173	\$55,755,567
Average Spent	\$7,679.96	\$7,227.12	\$7,388.76
Spending Potential Index	105	99	101
Food Away from Home: Total \$	\$5,337,614	\$13,458,123	\$30,230,298
Average Spent	\$4,173.27	\$3,917.94	\$4,006.14
Spending Potential Index	107	101	103
Health Care: Total \$	\$10,458,958	\$27,009,582	\$62,229,707
Average Spent	\$8,177.45	\$7,863.05	\$8,246.71
Spending Potential Index	106	102	107
HH Furnishings & Equipment: Total \$	\$4,349,867	\$11,029,033	\$25,029,353
Average Spent	\$3,400.99	\$3,210.78	\$3,316.90
Spending Potential Index	107	101	105
Personal Care Products & Services: Total \$	\$1,385,220	\$3,438,416	\$7,598,101
Average Spent	\$1,083.05	\$1,000.99	\$1,006.90
Spending Potential Index	109	101	101
Shelter: Total \$	\$37,309,175	\$92,005,052	\$202,453,456
Average Spent	\$29,170.58	\$26,784.59	\$26,829.24
Spending Potential Index	109	100	101
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,850,831	\$12,594,758	\$29,153,437
Average Spent	\$3,792.67	\$3,666.60	\$3,863.43
Spending Potential Index	108	105	110
Travel: Total \$	\$4,286,068	\$10,649,209	\$23,868,477
Average Spent	\$3,351.11	\$3,100.21	\$3,163.06
Spending Potential Index	110	102	104
Vehicle Maintenance & Repairs: Total \$	\$2,019,907	\$5,118,609	\$11,573,380
Average Spent	\$1,579.29	\$1,490.13	\$1,533.71
Spending Potential Index	107	101	104

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Retail Goods and Services Expenditures

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

Prepared by Esri
 Latitude: 39.70137
 Longitude: -76.04798

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Middleburg (4C)	91.6%	Population	3,185	3,085
Green Acres (6A)	8.4%	Households	1,279	1,267
	0.0%	Families	878	862
	0.0%	Median Age	40.8	41.8
	0.0%	Median Household Income	\$94,189	\$103,428
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,459.06	\$3,145,142
Men's		104	\$456.55	\$583,930
Women's		104	\$829.39	\$1,060,788
Children's		100	\$365.12	\$466,992
Footwear		105	\$521.62	\$667,147
Watches & Jewelry		105	\$238.34	\$304,835
Apparel Products and Services (1)		99	\$48.04	\$61,449
Computer				
Computers and Hardware for Home Use		109	\$294.01	\$376,042
Portable Memory		111	\$4.52	\$5,783
Computer Software		106	\$16.56	\$21,176
Computer Accessories		108	\$25.75	\$32,929
Entertainment & Recreation		109	\$4,467.65	\$5,714,118
Fees and Admissions		114	\$943.89	\$1,207,238
Membership Fees for Clubs (2)		108	\$326.82	\$418,008
Fees for Participant Sports, excl. Trips		118	\$157.98	\$202,052
Tickets to Theatre/Operas/Concerts		119	\$90.86	\$116,212
Tickets to Movies		116	\$28.61	\$36,586
Tickets to Parks or Museums		114	\$42.66	\$54,565
Admission to Sporting Events, excl. Trips		102	\$81.02	\$103,622
Fees for Recreational Lessons		125	\$215.09	\$275,094
Dating Services		109	\$0.86	\$1,099
TV/Video/Audio		104	\$1,383.53	\$1,769,534
Cable and Satellite Television Services		104	\$787.52	\$1,007,233
Televisions		105	\$160.61	\$205,426
Satellite Dishes		86	\$1.08	\$1,377
VCRs, Video Cameras, and DVD Players		106	\$5.28	\$6,755
Miscellaneous Video Equipment		85	\$19.30	\$24,688
Video Cassettes and DVDs		112	\$6.47	\$8,269
Video Game Hardware/Accessories		99	\$45.86	\$58,656
Video Game Software		100	\$20.32	\$25,985
Rental/Streaming/Downloaded Video		104	\$179.51	\$229,599
Installation of Televisions		130	\$2.21	\$2,825
Audio (3)		108	\$153.68	\$196,553
Rental and Repair of TV/Radio/Sound Equipment		107	\$1.69	\$2,167
Pets		110	\$1,112.29	\$1,422,614
Toys/Games/Crafts/Hobbies (4)		105	\$192.19	\$245,811
Recreational Vehicles and Fees (5)		110	\$216.35	\$276,718
Sports/Recreation/Exercise Equipment (6)		114	\$348.72	\$446,011
Photo Equipment and Supplies (7)		112	\$68.45	\$87,542
Reading (8)		114	\$159.65	\$204,191
Catered Affairs (9)		107	\$42.58	\$54,459
Food		106	\$11,853.23	\$15,160,284
Food at Home		105	\$7,679.96	\$9,822,670
Bakery and Cereal Products		106	\$993.93	\$1,271,237
Meats, Poultry, Fish, and Eggs		104	\$1,633.70	\$2,089,496
Dairy Products		107	\$736.96	\$942,573
Fruits and Vegetables		107	\$1,546.53	\$1,978,008
Snacks and Other Food at Home (10)		104	\$2,768.85	\$3,541,356
Food Away from Home		107	\$4,173.27	\$5,337,614
Alcoholic Beverages		107	\$698.85	\$893,832

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	114	\$52,849.59	\$67,594,632
Value of Retirement Plans	115	\$186,737.20	\$238,836,881
Value of Other Financial Assets	112	\$10,144.05	\$12,974,244
Vehicle Loan Amount excluding Interest	101	\$3,584.42	\$4,584,471
Value of Credit Card Debt	110	\$3,191.11	\$4,081,430
Health			
Nonprescription Drugs	104	\$184.66	\$236,185
Prescription Drugs	100	\$413.27	\$528,566
Eyeglasses and Contact Lenses	108	\$136.21	\$174,213
Home			
Mortgage Payment and Basics (11)	118	\$15,931.31	\$20,376,146
Maintenance and Remodeling Services	118	\$5,503.52	\$7,038,996
Maintenance and Remodeling Materials (12)	111	\$961.73	\$1,230,048
Utilities, Fuel, and Public Services	104	\$6,194.87	\$7,923,239
Household Furnishings and Equipment			
Household Textiles (13)	105	\$138.64	\$177,324
Furniture	106	\$1,044.28	\$1,335,629
Rugs	114	\$52.06	\$66,586
Major Appliances (14)	109	\$638.67	\$816,865
Housewares (15)	107	\$114.87	\$146,922
Small Appliances	102	\$82.38	\$105,361
Luggage	111	\$22.98	\$29,388
Telephones and Accessories	100	\$101.56	\$129,893
Household Operations			
Child Care	114	\$629.96	\$805,716
Lawn and Garden (16)	110	\$765.91	\$979,598
Moving/Storage/Freight Express	112	\$136.14	\$174,128
Housekeeping Supplies (17)	105	\$950.85	\$1,216,138
Insurance			
Owners and Renters Insurance	107	\$886.03	\$1,133,234
Vehicle Insurance	103	\$2,176.37	\$2,783,580
Life/Other Insurance	110	\$740.35	\$946,909
Health Insurance	106	\$5,293.26	\$6,770,079
Personal Care Products (18)	105	\$589.89	\$754,469
School Books (19)	105	\$44.89	\$57,419
Smoking Products	90	\$421.49	\$539,089
Transportation			
Payments on Vehicles excluding Leases	102	\$3,096.03	\$3,959,818
Gasoline and Motor Oil	102	\$3,388.72	\$4,334,167
Vehicle Maintenance and Repairs	107	\$1,579.29	\$2,019,907
Travel			
Airline Fares	114	\$724.36	\$926,455
Lodging on Trips	110	\$1,084.17	\$1,386,648
Auto/Truck Rental on Trips	109	\$126.25	\$161,474
Food and Drink on Trips	110	\$814.60	\$1,041,877

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

401 Telegraph Rd, Rising Sun, Maryland, 21911
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.70137
 Longitude: -76.04798

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Middleburg (4C)	48.4%	Population	8,996	8,799
Green Acres (6A)	39.9%	Households	3,435	3,430
Southern Satellites (10A)	11.7%	Families	2,448	2,428
	0.0%	Median Age	41.6	42.4
	0.0%	Median Household Income	\$89,921	\$100,691
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,306.81	\$7,923,899
Men's		98	\$431.42	\$1,481,940
Women's		97	\$778.51	\$2,674,174
Children's		95	\$347.87	\$1,194,917
Footwear		97	\$484.15	\$1,663,053
Watches & Jewelry		96	\$218.99	\$752,240
Apparel Products and Services (1)		94	\$45.87	\$157,576
Computer				
Computers and Hardware for Home Use		99	\$268.32	\$921,663
Portable Memory		99	\$4.01	\$13,788
Computer Software		96	\$14.98	\$51,470
Computer Accessories		98	\$23.30	\$80,030
Entertainment & Recreation		102	\$4,181.18	\$14,362,361
Fees and Admissions		104	\$861.63	\$2,959,712
Membership Fees for Clubs (2)		101	\$305.86	\$1,050,612
Fees for Participant Sports, excl. Trips		109	\$144.72	\$497,128
Tickets to Theatre/Operas/Concerts		106	\$80.90	\$277,884
Tickets to Movies		102	\$25.17	\$86,453
Tickets to Parks or Museums		104	\$39.06	\$134,166
Admission to Sporting Events, excl. Trips		100	\$79.30	\$272,384
Fees for Recreational Lessons		108	\$185.80	\$638,238
Dating Services		105	\$0.83	\$2,847
TV/Video/Audio		100	\$1,323.59	\$4,546,521
Cable and Satellite Television Services		101	\$762.08	\$2,617,759
Televisions		100	\$152.41	\$523,529
Satellite Dishes		88	\$1.10	\$3,795
VCRs, Video Cameras, and DVD Players		97	\$4.81	\$16,521
Miscellaneous Video Equipment		93	\$21.02	\$72,210
Video Cassettes and DVDs		99	\$5.74	\$19,727
Video Game Hardware/Accessories		92	\$42.89	\$147,340
Video Game Software		92	\$18.64	\$64,028
Rental/Streaming/Downloaded Video		98	\$168.82	\$579,897
Installation of Televisions		116	\$1.98	\$6,789
Audio (3)		100	\$142.50	\$489,484
Rental and Repair of TV/Radio/Sound Equipment		100	\$1.58	\$5,442
Pets		103	\$1,045.73	\$3,592,094
Toys/Games/Crafts/Hobbies (4)		99	\$179.86	\$617,821
Recreational Vehicles and Fees (5)		103	\$203.91	\$700,433
Sports/Recreation/Exercise Equipment (6)		105	\$321.21	\$1,103,353
Photo Equipment and Supplies (7)		102	\$62.14	\$213,462
Reading (8)		103	\$143.58	\$493,190
Catered Affairs (9)		100	\$39.53	\$135,774
Food		100	\$11,145.06	\$38,283,296
Food at Home		99	\$7,227.12	\$24,825,173
Bakery and Cereal Products		100	\$934.08	\$3,208,550
Meats, Poultry, Fish, and Eggs		98	\$1,541.01	\$5,293,369
Dairy Products		100	\$689.46	\$2,368,280
Fruits and Vegetables		99	\$1,434.99	\$4,929,207
Snacks and Other Food at Home (10)		99	\$2,627.59	\$9,025,767
Food Away from Home		101	\$3,917.94	\$13,458,123
Alcoholic Beverages		99	\$646.36	\$2,220,240

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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	108	\$49,866.92	\$171,292,883
Value of Retirement Plans	109	\$176,731.80	\$607,073,719
Value of Other Financial Assets	105	\$9,555.28	\$32,822,388
Vehicle Loan Amount excluding Interest	100	\$3,518.47	\$12,085,942
Value of Credit Card Debt	103	\$2,967.70	\$10,194,045
Health			
Nonprescription Drugs	101	\$180.01	\$618,332
Prescription Drugs	101	\$417.33	\$1,433,524
Eyeglasses and Contact Lenses	101	\$128.15	\$440,188
Home			
Mortgage Payment and Basics (11)	110	\$14,818.06	\$50,900,041
Maintenance and Remodeling Services	110	\$5,147.33	\$17,681,090
Maintenance and Remodeling Materials (12)	109	\$942.57	\$3,237,732
Utilities, Fuel, and Public Services	100	\$5,968.81	\$20,502,871
Household Furnishings and Equipment			
Household Textiles (13)	98	\$129.45	\$444,661
Furniture	101	\$994.75	\$3,416,981
Rugs	105	\$47.98	\$164,810
Major Appliances (14)	104	\$611.90	\$2,101,864
Housewares (15)	100	\$107.65	\$369,783
Small Appliances	95	\$76.43	\$262,531
Luggage	103	\$21.27	\$73,071
Telephones and Accessories	98	\$98.84	\$339,513
Household Operations			
Child Care	103	\$572.69	\$1,967,184
Lawn and Garden (16)	106	\$740.47	\$2,543,511
Moving/Storage/Freight Express	100	\$121.58	\$417,629
Housekeeping Supplies (17)	100	\$902.16	\$3,098,907
Insurance			
Owners and Renters Insurance	106	\$875.72	\$3,008,088
Vehicle Insurance	99	\$2,092.19	\$7,186,682
Life/Other Insurance	104	\$705.82	\$2,424,497
Health Insurance	102	\$5,109.44	\$17,550,914
Personal Care Products (18)	98	\$551.07	\$1,892,937
School Books (19)	98	\$41.81	\$143,622
Smoking Products	93	\$432.71	\$1,486,355
Transportation			
Payments on Vehicles excluding Leases	100	\$3,034.51	\$10,423,538
Gasoline and Motor Oil	98	\$3,281.45	\$11,271,792
Vehicle Maintenance and Repairs	101	\$1,490.13	\$5,118,609
Travel			
Airline Fares	102	\$648.99	\$2,229,264
Lodging on Trips	103	\$1,013.95	\$3,482,918
Auto/Truck Rental on Trips	101	\$117.45	\$403,457
Food and Drink on Trips	102	\$755.10	\$2,593,778

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

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

Prepared by Esri
Latitude: 39.70137
Longitude: -76.04798

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Green Acres (6A)	43.5%	Population	20,651	20,368
Middleburg (4C)	24.8%	Households	7,546	7,591
Southern Satellites (10A)	17.2%	Families	5,557	5,560
Workday Drive (4A)	11.7%	Median Age	41.7	42.3
Savvy Suburbanites (1D)	2.8%	Median Household Income	\$94,869	\$105,730
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,364.34	\$17,841,279
Men's		101	\$446.14	\$3,366,569
Women's		99	\$793.76	\$5,989,705
Children's		99	\$363.80	\$2,745,211
Footwear		98	\$491.30	\$3,707,362
Watches & Jewelry		97	\$221.41	\$1,670,727
Apparel Products and Services (1)		98	\$47.93	\$361,705
Computer				
Computers and Hardware for Home Use		99	\$268.00	\$2,022,294
Portable Memory		97	\$3.94	\$29,697
Computer Software		94	\$14.73	\$111,157
Computer Accessories		98	\$23.24	\$175,355
Entertainment & Recreation		105	\$4,296.23	\$32,419,361
Fees and Admissions		106	\$874.24	\$6,597,044
Membership Fees for Clubs (2)		105	\$318.60	\$2,404,172
Fees for Participant Sports, excl. Trips		111	\$147.55	\$1,113,389
Tickets to Theatre/Operas/Concerts		104	\$79.39	\$599,104
Tickets to Movies		99	\$24.34	\$183,660
Tickets to Parks or Museums		105	\$39.31	\$296,611
Admission to Sporting Events, excl. Trips		110	\$86.83	\$655,254
Fees for Recreational Lessons		103	\$177.39	\$1,338,605
Dating Services		105	\$0.83	\$6,250
TV/Video/Audio		103	\$1,371.95	\$10,352,698
Cable and Satellite Television Services		105	\$794.33	\$5,993,981
Televisions		103	\$157.20	\$1,186,243
Satellite Dishes		94	\$1.17	\$8,854
VCRs, Video Cameras, and DVD Players		95	\$4.75	\$35,818
Miscellaneous Video Equipment		106	\$23.98	\$180,976
Video Cassettes and DVDs		96	\$5.55	\$41,898
Video Game Hardware/Accessories		94	\$43.84	\$330,797
Video Game Software		92	\$18.70	\$141,077
Rental/Streaming/Downloaded Video		101	\$174.40	\$1,316,009
Installation of Televisions		117	\$1.99	\$15,053
Audio (3)		101	\$144.43	\$1,089,845
Rental and Repair of TV/Radio/Sound Equipment		101	\$1.61	\$12,146
Pets		106	\$1,075.41	\$8,115,023
Toys/Games/Crafts/Hobbies (4)		102	\$186.41	\$1,406,687
Recreational Vehicles and Fees (5)		109	\$215.48	\$1,625,980
Sports/Recreation/Exercise Equipment (6)		107	\$327.91	\$2,474,437
Photo Equipment and Supplies (7)		102	\$62.27	\$469,911
Reading (8)		101	\$141.33	\$1,066,473
Catered Affairs (9)		104	\$41.23	\$311,107
Food		102	\$11,394.89	\$85,985,865
Food at Home		101	\$7,388.76	\$55,755,567
Bakery and Cereal Products		102	\$955.11	\$7,207,225
Meats, Poultry, Fish, and Eggs		100	\$1,574.10	\$11,878,175
Dairy Products		102	\$702.75	\$5,302,961
Fruits and Vegetables		100	\$1,448.05	\$10,926,968
Snacks and Other Food at Home (10)		102	\$2,708.75	\$20,440,238
Food Away from Home		103	\$4,006.14	\$30,230,298
Alcoholic Beverages		100	\$652.88	\$4,926,645

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	111	\$51,465.13	\$388,355,851
Value of Retirement Plans	114	\$184,851.44	\$1,394,888,961
Value of Other Financial Assets	109	\$9,919.53	\$74,852,802
Vehicle Loan Amount excluding Interest	106	\$3,753.31	\$28,322,462
Value of Credit Card Debt	104	\$3,019.70	\$22,786,684
Health			
Nonprescription Drugs	107	\$190.14	\$1,434,762
Prescription Drugs	111	\$457.61	\$3,453,149
Eyeglasses and Contact Lenses	105	\$133.01	\$1,003,684
Home			
Mortgage Payment and Basics (11)	112	\$15,167.61	\$114,454,772
Maintenance and Remodeling Services	114	\$5,321.24	\$40,154,091
Maintenance and Remodeling Materials (12)	118	\$1,020.81	\$7,703,037
Utilities, Fuel, and Public Services	104	\$6,224.56	\$46,970,556
Household Furnishings and Equipment			
Household Textiles (13)	100	\$131.84	\$994,897
Furniture	105	\$1,040.27	\$7,849,863
Rugs	106	\$48.35	\$364,870
Major Appliances (14)	108	\$637.79	\$4,812,760
Housewares (15)	102	\$109.61	\$827,143
Small Appliances	95	\$76.68	\$578,605
Luggage	104	\$21.55	\$162,596
Telephones and Accessories	103	\$103.94	\$784,344
Household Operations			
Child Care	105	\$579.08	\$4,369,718
Lawn and Garden (16)	112	\$783.78	\$5,914,390
Moving/Storage/Freight Express	97	\$117.38	\$885,767
Housekeeping Supplies (17)	103	\$928.80	\$7,008,726
Insurance			
Owners and Renters Insurance	114	\$940.80	\$7,099,290
Vehicle Insurance	102	\$2,167.99	\$16,359,623
Life/Other Insurance	110	\$740.90	\$5,590,802
Health Insurance	107	\$5,363.96	\$40,476,412
Personal Care Products (18)	100	\$560.08	\$4,226,390
School Books (19)	100	\$42.61	\$321,533
Smoking Products	100	\$469.08	\$3,539,644
Transportation			
Payments on Vehicles excluding Leases	106	\$3,241.52	\$24,460,516
Gasoline and Motor Oil	103	\$3,432.33	\$25,900,330
Vehicle Maintenance and Repairs	104	\$1,533.71	\$11,573,380
Travel			
Airline Fares	101	\$640.79	\$4,835,437
Lodging on Trips	106	\$1,044.61	\$7,882,638
Auto/Truck Rental on Trips	104	\$120.51	\$909,365
Food and Drink on Trips	104	\$771.55	\$5,822,128

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment** 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** includes school books 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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 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

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Latitude: 39.70071
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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	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%

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