

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	5,144	8,685	13,300
2020 Total Population	5,408	9,097	13,646
2020 Group Quarters	91	118	132
2023 Total Population	5,529	10,152	14,712
2023 Group Quarters	90	118	132
2028 Total Population	5,549	10,253	14,891
2023-2028 Annual Rate	0.07%	0.20%	0.24%
2023 Total Daytime Population	4,198	7,593	10,384
Workers	1,102	2,062	2,775
Residents	3,096	5,531	7,609
Household Summary			
2010 Households	1,878	3,164	4,840
2010 Average Household Size	2.71	2.73	2.73
2020 Total Households	2,031	3,413	5,115
2020 Average Household Size	2.62	2.63	2.64
2023 Households	2,059	3,798	5,550
2023 Average Household Size	2.64	2.64	2.63
2028 Households	2,089	3,882	5,689
2028 Average Household Size	2.61	2.61	2.59
2023-2028 Annual Rate	0.29%	0.44%	0.50%
2010 Families	1,413	2,396	3,694
2010 Average Family Size	3.09	3.10	3.09
2023 Families	1,501	2,811	4,135
2023 Average Family Size	3.08	3.07	3.04
2028 Families	1,522	2,870	4,234
2028 Average Family Size	3.05	3.03	3.00
2023-2028 Annual Rate	0.28%	0.42%	0.47%
Housing Unit Summary			
2000 Housing Units	1,374	2,561	4,248
Owner Occupied Housing Units	74.2%	74.1%	75.1%
Renter Occupied Housing Units	24.2%	23.0%	21.6%
Vacant Housing Units	1.7%	3.0%	3.4%
2010 Housing Units	1,945	3,330	5,112
Owner Occupied Housing Units	76.0%	75.5%	76.1%
Renter Occupied Housing Units	20.5%	19.5%	18.6%
Vacant Housing Units	3.4%	5.0%	5.3%
2020 Housing Units	2,107	3,586	5,397
Owner Occupied Housing Units	76.8%	76.5%	76.9%
Renter Occupied Housing Units	19.6%	18.7%	17.9%
Vacant Housing Units	5.0%	5.2%	5.5%
2023 Housing Units	2,141	3,988	5,837
Owner Occupied Housing Units	80.2%	81.0%	80.7%
Renter Occupied Housing Units	16.0%	14.2%	14.4%
Vacant Housing Units	3.8%	4.8%	4.9%
2028 Housing Units	2,167	4,067	5,970
Owner Occupied Housing Units	81.6%	82.2%	81.7%
Renter Occupied Housing Units	14.8%	13.3%	13.6%
Vacant Housing Units	3.6%	4.5%	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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,059	3,798	5,550
<\$15,000	4.5%	4.7%	4.4%
\$15,000 - \$24,999	7.0%	5.9%	5.3%
\$25,000 - \$34,999	3.0%	2.9%	3.2%
\$35,000 - \$49,999	9.1%	9.3%	9.3%
\$50,000 - \$74,999	23.5%	23.0%	21.9%
\$75,000 - \$99,999	16.8%	16.5%	15.7%
\$100,000 - \$149,999	18.2%	18.6%	19.0%
\$150,000 - \$199,999	8.2%	9.2%	10.1%
\$200,000+	9.8%	9.9%	11.2%
Average Household Income	\$108,233	\$110,133	\$115,505
2028 Households by Income			
Household Income Base	2,089	3,882	5,689
<\$15,000	4.1%	4.3%	3.9%
\$15,000 - \$24,999	5.7%	4.8%	4.3%
\$25,000 - \$34,999	3.0%	2.9%	2.9%
\$35,000 - \$49,999	7.9%	8.0%	8.1%
\$50,000 - \$74,999	20.3%	20.1%	19.4%
\$75,000 - \$99,999	16.2%	15.9%	15.0%
\$100,000 - \$149,999	20.2%	20.4%	20.4%
\$150,000 - \$199,999	10.3%	11.4%	12.3%
\$200,000+	12.2%	12.3%	13.7%
Average Household Income	\$123,902	\$125,848	\$131,568
2023 Owner Occupied Housing Units by Value			
Total	1,717	3,232	4,712
<\$50,000	1.5%	1.1%	1.0%
\$50,000 - \$99,999	0.2%	0.1%	0.1%
\$100,000 - \$149,999	0.9%	0.6%	0.5%
\$150,000 - \$199,999	3.8%	3.4%	3.3%
\$200,000 - \$249,999	13.5%	10.9%	8.9%
\$250,000 - \$299,999	25.2%	22.4%	18.4%
\$300,000 - \$399,999	40.5%	38.7%	36.3%
\$400,000 - \$499,999	11.0%	13.8%	16.8%
\$500,000 - \$749,999	3.0%	7.3%	12.1%
\$750,000 - \$999,999	0.4%	1.1%	1.6%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.8%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$322,861	\$353,465	\$388,967
2028 Owner Occupied Housing Units by Value			
Total	1,768	3,343	4,880
<\$50,000	1.5%	1.1%	0.9%
\$50,000 - \$99,999	0.1%	0.1%	0.1%
\$100,000 - \$149,999	0.5%	0.3%	0.2%
\$150,000 - \$199,999	2.1%	1.9%	1.7%
\$200,000 - \$249,999	9.8%	7.7%	6.1%
\$250,000 - \$299,999	23.7%	20.5%	16.4%
\$300,000 - \$399,999	44.3%	41.2%	37.6%
\$400,000 - \$499,999	13.5%	16.3%	19.2%
\$500,000 - \$749,999	4.0%	9.0%	14.5%
\$750,000 - \$999,999	0.6%	1.4%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.9%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$338,525	\$372,091	\$410,212

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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

	1 mile	3 miles	5 miles
Median Household Income			
2023	\$78,297	\$79,886	\$82,749
2028	\$86,935	\$88,805	\$92,635
Median Home Value			
2023	\$312,230	\$329,313	\$349,356
2028	\$327,870	\$344,666	\$365,131
Per Capita Income			
2023	\$41,082	\$41,308	\$43,652
2028	\$47,558	\$47,772	\$50,348
Median Age			
2010	38.5	39.3	40.9
2020	40.3	40.8	42.7
2023	38.9	39.1	40.9
2028	38.1	38.3	40.3
2020 Population by Age			
Total	5,408	9,097	13,646
0 - 4	6.4%	6.3%	6.0%
5 - 9	6.5%	6.3%	6.0%
10 - 14	6.6%	6.7%	6.4%
15 - 24	11.2%	11.5%	11.4%
25 - 34	12.9%	12.6%	12.0%
35 - 44	10.9%	10.7%	10.5%
45 - 54	11.6%	12.0%	12.4%
55 - 64	12.7%	13.5%	14.7%
65 - 74	11.2%	11.2%	11.8%
75 - 84	7.3%	6.8%	6.7%
85 +	2.7%	2.4%	2.2%
18 +	76.3%	76.5%	77.6%
2023 Population by Age			
Total	5,529	10,151	14,711
0 - 4	6.1%	6.0%	5.6%
5 - 9	6.6%	6.6%	6.2%
10 - 14	7.1%	7.3%	7.0%
15 - 24	11.4%	11.3%	10.8%
25 - 34	13.8%	13.5%	12.9%
35 - 44	12.8%	13.0%	12.4%
45 - 54	12.3%	12.6%	12.6%
55 - 64	11.6%	12.1%	13.5%
65 - 74	9.4%	9.6%	10.9%
75 - 84	6.7%	6.2%	6.2%
85 +	2.1%	1.9%	1.9%
18 +	76.4%	76.2%	77.4%
2028 Population by Age			
Total	5,550	10,252	14,892
0 - 4	6.4%	6.4%	5.9%
5 - 9	6.6%	6.6%	6.2%
10 - 14	6.7%	6.7%	6.5%
15 - 24	10.6%	10.6%	10.3%
25 - 34	14.8%	14.3%	12.9%
35 - 44	14.2%	14.5%	14.5%
45 - 54	10.9%	11.2%	11.1%
55 - 64	11.3%	11.5%	12.5%
65 - 74	8.9%	9.2%	10.7%
75 - 84	7.0%	6.6%	7.1%
85 +	2.6%	2.3%	2.3%
18 +	76.3%	76.4%	77.5%
2020 Population by Sex			

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

	1 mile	3 miles	5 miles
Males	2,568	4,360	6,655
Females	2,840	4,737	6,991
2023 Population by Sex			
Males	2,648	4,895	7,179
Females	2,881	5,257	7,533
2028 Population by Sex			
Males	2,653	4,923	7,239
Females	2,896	5,330	7,652
2010 Population by Race/Ethnicity			
Total	5,142	8,687	13,300
White Alone	92.0%	92.9%	94.1%
Black Alone	4.1%	3.6%	2.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	0.5%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.6%	0.5%
Two or More Races	2.6%	2.2%	1.8%
Hispanic Origin	2.7%	2.4%	2.1%
Diversity Index	19.6	17.5	14.9
2020 Population by Race/Ethnicity			
Total	5,408	9,097	13,646
White Alone	84.9%	86.1%	87.9%
Black Alone	5.9%	5.2%	4.1%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	0.9%	0.9%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	1.4%	1.3%
Two or More Races	6.5%	6.2%	5.7%
Hispanic Origin	3.8%	3.7%	3.3%
Diversity Index	32.5	30.6	27.2
2023 Population by Race/Ethnicity			
Total	5,529	10,152	14,713
White Alone	84.1%	85.0%	86.9%
Black Alone	6.1%	5.6%	4.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	1.0%	1.0%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.5%	1.3%
Two or More Races	6.9%	6.7%	6.2%
Hispanic Origin	4.3%	4.0%	3.7%
Diversity Index	34.2	32.6	29.3
2028 Population by Race/Ethnicity			
Total	5,549	10,252	14,892
White Alone	82.6%	83.6%	85.7%
Black Alone	6.6%	6.0%	4.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	1.1%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.6%	1.5%
Two or More Races	7.6%	7.4%	6.8%
Hispanic Origin	4.8%	4.6%	4.2%
Diversity Index	37.0	35.4	31.8

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

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

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	5,408	9,097	13,646
In Households	98.3%	98.7%	99.0%
Householder	37.8%	37.7%	37.8%
Opposite-Sex Spouse	19.9%	20.4%	21.3%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.9%	2.7%	2.5%
Same-Sex Unmarried Partner	0.0%	0.0%	0.1%
Biological Child	27.2%	27.3%	26.6%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.6%	1.6%	1.4%
Grandchild	2.7%	2.7%	2.8%
Brother or Sister	0.7%	0.7%	0.7%
Parent	1.1%	1.1%	1.1%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.5%
Other Relatives	1.1%	1.1%	1.0%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	2.0%	2.0%	2.0%
In Group Quarters	1.7%	1.3%	1.0%
Institutionalized	1.6%	1.2%	0.9%
Noninstitutionalized	0.1%	0.1%	0.1%
2023 Population 25+ by Educational Attainment			
Total	3,804	6,984	10,355
Less than 9th Grade	1.4%	1.5%	1.6%
9th - 12th Grade, No Diploma	4.8%	4.7%	4.7%
High School Graduate	40.0%	38.9%	38.1%
GED/Alternative Credential	3.3%	2.9%	2.7%
Some College, No Degree	16.1%	18.0%	19.1%
Associate Degree	7.6%	8.5%	9.1%
Bachelor's Degree	18.3%	16.9%	16.0%
Graduate/Professional Degree	8.5%	8.5%	8.7%
2023 Population 15+ by Marital Status			
Total	4,435	8,137	11,947
Never Married	27.2%	26.0%	25.9%
Married	57.4%	58.8%	59.5%
Widowed	5.3%	5.6%	5.7%
Divorced	10.2%	9.6%	8.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,536	4,828	7,398
Population 16+ Employed	96.6%	96.3%	96.8%
Population 16+ Unemployment rate	3.4%	3.7%	3.2%
Population 16-24 Employed	12.2%	11.8%	11.1%
Population 16-24 Unemployment rate	12.1%	13.5%	11.7%
Population 25-54 Employed	65.4%	64.3%	60.6%
Population 25-54 Unemployment rate	2.3%	2.4%	2.5%
Population 55-64 Employed	17.7%	18.5%	20.6%
Population 55-64 Unemployment rate	1.6%	2.1%	1.5%
Population 65+ Employed	4.7%	5.4%	7.7%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%

	1 mile	3 miles	5 miles
2023 Employed Population 16+ by Industry			
Total	2,450	4,650	7,159
Agriculture/Mining	0.9%	1.6%	2.1%
Construction	10.1%	10.5%	12.1%
Manufacturing	7.9%	9.0%	10.5%
Wholesale Trade	2.7%	2.2%	1.9%
Retail Trade	9.6%	9.1%	9.1%
Transportation/Utilities	3.1%	4.2%	5.2%
Information	1.6%	1.6%	1.8%
Finance/Insurance/Real Estate	8.3%	7.1%	6.3%
Services	49.5%	48.7%	45.5%
Public Administration	6.4%	6.2%	5.7%
2023 Employed Population 16+ by Occupation			
Total	2,451	4,650	7,157
White Collar	64.9%	62.7%	60.2%
Management/Business/Financial	13.5%	13.6%	14.3%
Professional	28.1%	27.5%	25.8%
Sales	5.4%	5.0%	5.4%
Administrative Support	17.9%	16.6%	14.7%
Services	13.5%	14.5%	13.9%
Blue Collar	21.6%	22.8%	25.8%
Farming/Forestry/Fishing	0.3%	0.3%	0.4%
Construction/Extraction	7.4%	6.7%	8.0%
Installation/Maintenance/Repair	4.5%	4.4%	4.0%
Production	5.6%	6.4%	7.4%
Transportation/Material Moving	3.8%	5.0%	6.1%
2020 Households by Type			
Total	2,031	3,413	5,115
Married Couple Households	52.4%	54.1%	56.4%
With Own Children <18	17.5%	18.4%	18.3%
Without Own Children <18	35.0%	35.7%	38.2%
Cohabiting Couple Households	7.8%	7.2%	6.7%
With Own Children <18	2.9%	2.6%	2.3%
Without Own Children <18	4.9%	4.6%	4.4%
Male Householder, No Spouse/Partner	13.2%	14.0%	14.6%
Living Alone	8.6%	9.3%	9.8%
65 Years and over	3.1%	3.3%	3.7%
With Own Children <18	1.3%	1.6%	1.6%
Without Own Children <18, With Relatives	2.8%	2.7%	2.6%
No Relatives Present	0.5%	0.5%	0.6%
Female Householder, No Spouse/Partner	26.6%	24.6%	22.3%
Living Alone	15.3%	13.8%	12.5%
65 Years and over	10.0%	8.9%	7.9%
With Own Children <18	4.4%	4.3%	3.9%
Without Own Children <18, With Relatives	5.9%	5.5%	5.1%
No Relatives Present	1.0%	0.9%	0.8%
2020 Households by Size			
Total	2,031	3,413	5,115
1 Person Household	23.9%	23.1%	22.3%
2 Person Household	36.3%	35.6%	36.4%
3 Person Household	16.3%	16.9%	16.8%
4 Person Household	11.1%	12.1%	12.6%
5 Person Household	6.2%	6.6%	6.8%
6 Person Household	3.7%	3.4%	3.0%
7 + Person Household	2.5%	2.3%	2.1%

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

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	2,031	3,413	5,115
Owner Occupied	79.7%	80.4%	81.1%
Owned with a Mortgage/Loan	59.6%	59.9%	59.0%
Owned Free and Clear	20.1%	20.5%	22.1%
Renter Occupied	20.3%	19.6%	18.9%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	95	93
Percent of Income for Mortgage	24.0%	24.8%	25.4%
Wealth Index	107	109	123
2020 Housing Units By Urban/ Rural Status			
Total	2,107	3,586	5,397
Urban Housing Units	87.2%	73.7%	51.6%
Rural Housing Units	12.8%	26.3%	48.4%
2020 Population By Urban/ Rural Status			
Total	5,408	9,097	13,646
Urban Population	87.4%	74.7%	52.1%
Rural Population	12.6%	25.3%	47.9%

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

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



Market Profile

529 E Baltimore St, Taneytown, Maryland, 21787
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.64949
Longitude: -77.15709

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Parks and Rec (5C)	Parks and Rec (5C)
2.	Middleburg (4C)	Boomburbs (1C)	Green Acres (6A)
3.	Boomburbs (1C)	Middleburg (4C)	Boomburbs (1C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,487,303	\$8,394,938	\$12,795,872
Average Spent	\$2,179.36	\$2,210.36	\$2,305.56
Spending Potential Index	99	101	105
Education: Total \$	\$3,937,974	\$7,349,939	\$11,337,270
Average Spent	\$1,912.57	\$1,935.21	\$2,042.75
Spending Potential Index	107	108	114
Entertainment/Recreation: Total \$	\$7,834,881	\$14,714,187	\$22,618,902
Average Spent	\$3,805.19	\$3,874.19	\$4,075.48
Spending Potential Index	101	102	108
Food at Home: Total \$	\$13,705,347	\$25,513,621	\$39,123,395
Average Spent	\$6,656.31	\$6,717.65	\$7,049.26
Spending Potential Index	98	99	104
Food Away from Home: Total \$	\$7,593,345	\$14,253,776	\$21,653,164
Average Spent	\$3,687.88	\$3,752.97	\$3,901.47
Spending Potential Index	99	101	105
Health Care: Total \$	\$15,050,063	\$28,112,755	\$43,628,718
Average Spent	\$7,309.40	\$7,401.99	\$7,861.03
Spending Potential Index	99	101	107
HH Furnishings & Equipment: Total \$	\$6,116,456	\$11,468,647	\$17,566,715
Average Spent	\$2,970.60	\$3,019.65	\$3,165.17
Spending Potential Index	101	102	107
Personal Care Products & Services: Total \$	\$1,974,424	\$3,700,390	\$5,657,544
Average Spent	\$958.92	\$974.30	\$1,019.38
Spending Potential Index	100	102	107
Shelter: Total \$	\$51,033,999	\$95,432,044	\$145,382,426
Average Spent	\$24,785.82	\$25,126.92	\$26,195.03
Spending Potential Index	100	101	106
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,685,552	\$12,579,745	\$19,419,157
Average Spent	\$3,246.99	\$3,312.20	\$3,498.95
Spending Potential Index	104	106	112
Travel: Total \$	\$4,739,293	\$8,955,421	\$13,717,879
Average Spent	\$2,301.75	\$2,357.93	\$2,471.69
Spending Potential Index	102	105	110
Vehicle Maintenance & Repairs: Total \$	\$2,656,601	\$4,966,169	\$7,600,735
Average Spent	\$1,290.24	\$1,307.57	\$1,369.50
Spending Potential Index	98	100	105

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

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

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

April 10, 2024

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	48.0%	Population	5,529	5,549
Middleburg (4C)	32.6%	Households	2,059	2,089
Boomburbs (1C)	19.4%	Families	1,501	1,522
	0.0%	Median Age	38.9	38.1
	0.0%	Median Household Income	\$78,297	\$86,935
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		99	\$2,179.36	\$4,487,303
Men's		99	\$403.77	\$831,354
Women's		98	\$734.14	\$1,511,601
Children's		103	\$342.47	\$705,152
Footwear		99	\$494.14	\$1,017,442
Watches & Jewelry		96	\$162.18	\$333,927
Apparel Products and Services (1)		96	\$42.66	\$87,828
Computer				
Computers and Hardware for Home Use		100	\$255.69	\$526,457
Portable Memory		102	\$4.70	\$9,681
Computer Software		99	\$14.26	\$29,355
Computer Accessories		97	\$24.32	\$50,073
Entertainment & Recreation		101	\$3,805.19	\$7,834,881
Fees and Admissions		109	\$775.84	\$1,597,454
Membership Fees for Clubs (2)		108	\$299.56	\$616,798
Fees for Participant Sports, excl. Trips		111	\$132.70	\$273,226
Tickets to Theatre/Operas/Concerts		105	\$57.04	\$117,443
Tickets to Movies		102	\$28.03	\$57,719
Tickets to Parks or Museums		104	\$29.01	\$59,741
Admission to Sporting Events, excl. Trips		106	\$62.07	\$127,793
Fees for Recreational Lessons		115	\$166.38	\$342,567
Dating Services		98	\$1.05	\$2,167
TV/Video/Audio		97	\$1,320.74	\$2,719,410
Cable and Satellite Television Services		96	\$829.37	\$1,707,677
Televisions		97	\$141.22	\$290,775
Satellite Dishes		92	\$1.58	\$3,254
VCRs, Video Cameras, and DVD Players		96	\$4.64	\$9,555
Miscellaneous Video Equipment		119	\$14.97	\$30,824
Video Cassettes and DVDs		101	\$6.60	\$13,592
Video Game Hardware/Accessories		95	\$38.24	\$78,732
Video Game Software		96	\$18.69	\$38,487
Rental/Streaming/Downloaded Video		101	\$124.28	\$255,899
Installation of Televisions		111	\$1.79	\$3,678
Audio (3)		101	\$137.04	\$282,175
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.31	\$4,763
Pets		97	\$889.94	\$1,832,392
Toys/Games/Crafts/Hobbies (4)		102	\$161.16	\$331,836
Recreational Vehicles and Fees (5)		98	\$147.22	\$303,117
Sports/Recreation/Exercise Equipment (6)		107	\$301.69	\$621,185
Photo Equipment and Supplies (7)		106	\$49.45	\$101,827
Reading (8)		99	\$125.82	\$259,060
Catered Affairs (9)		110	\$33.32	\$68,601
Food		98	\$10,344.19	\$21,298,692
Food at Home		98	\$6,656.31	\$13,705,347
Bakery and Cereal Products		98	\$866.00	\$1,783,101
Meats, Poultry, Fish, and Eggs		97	\$1,432.12	\$2,948,739
Dairy Products		98	\$645.89	\$1,329,886
Fruits and Vegetables		98	\$1,318.20	\$2,714,179
Snacks and Other Food at Home (10)		98	\$2,394.10	\$4,929,442
Food Away from Home		99	\$3,687.88	\$7,593,345
Alcoholic Beverages		100	\$674.40	\$1,388,597

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	107	\$41,969.55	\$86,415,299
Value of Retirement Plans	108	\$152,916.85	\$314,855,793
Value of Other Financial Assets	97	\$8,335.73	\$17,163,274
Vehicle Loan Amount excluding Interest	101	\$3,692.08	\$7,602,001
Value of Credit Card Debt	103	\$3,245.55	\$6,682,589
Health			
Nonprescription Drugs	96	\$163.65	\$336,964
Prescription Drugs	95	\$350.72	\$722,123
Eyeglasses and Contact Lenses	100	\$111.01	\$228,560
Home			
Mortgage Payment and Basics (11)	109	\$14,091.45	\$29,014,295
Maintenance and Remodeling Services	106	\$4,041.21	\$8,320,843
Maintenance and Remodeling Materials (12)	101	\$793.86	\$1,634,557
Utilities, Fuel, and Public Services	98	\$5,698.34	\$11,732,882
Household Furnishings and Equipment			
Household Textiles (13)	100	\$121.94	\$251,079
Furniture	100	\$827.62	\$1,704,078
Rugs	102	\$42.30	\$87,095
Major Appliances (14)	101	\$535.64	\$1,102,890
Housewares (15)	99	\$106.84	\$219,982
Small Appliances	95	\$69.15	\$142,384
Luggage	100	\$14.30	\$29,446
Telephones and Accessories	100	\$108.06	\$222,489
Household Operations			
Child Care	113	\$585.42	\$1,205,378
Lawn and Garden (16)	103	\$687.87	\$1,416,317
Moving/Storage/Freight Express	98	\$88.26	\$181,733
Housekeeping Supplies (17)	98	\$912.87	\$1,879,607
Insurance			
Owners and Renters Insurance	103	\$800.26	\$1,647,730
Vehicle Insurance	97	\$2,113.89	\$4,352,496
Life/Other Insurance	104	\$718.79	\$1,479,998
Health Insurance	100	\$4,926.53	\$10,143,730
Personal Care Products (18)	98	\$541.72	\$1,115,399
School Books and Supplies (19)	99	\$132.77	\$273,372
Smoking Products	90	\$390.62	\$804,277
Transportation			
Payments on Vehicles excluding Leases	101	\$3,044.80	\$6,269,247
Gasoline and Motor Oil	96	\$2,430.94	\$5,005,298
Vehicle Maintenance and Repairs	98	\$1,290.24	\$2,656,601
Travel			
Airline Fares	103	\$478.15	\$984,501
Lodging on Trips	104	\$748.63	\$1,541,424
Auto/Truck Rental on Trips	102	\$80.65	\$166,066
Food and Drink on Trips	102	\$570.22	\$1,174,083

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	40.1%	Population	10,152	10,253
Boomburbs (1C)	26.3%	Households	3,798	3,882
Middleburg (4C)	24.1%	Families	2,811	2,870
Green Acres (6A)	6.9%	Median Age	39.1	38.3
Savvy Suburbanites (1D)	2.2%	Median Household Income	\$79,886	\$88,805
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		101	\$2,210.36	\$8,394,938
Men's		100	\$410.34	\$1,558,455
Women's		100	\$745.60	\$2,831,790
Children's		105	\$347.13	\$1,318,417
Footwear		100	\$499.40	\$1,896,707
Watches & Jewelry		98	\$164.88	\$626,210
Apparel Products and Services (1)		97	\$43.01	\$163,359
Computer				
Computers and Hardware for Home Use		101	\$259.39	\$985,165
Portable Memory		103	\$4.76	\$18,097
Computer Software		99	\$14.26	\$54,161
Computer Accessories		99	\$24.70	\$93,825
Entertainment & Recreation		102	\$3,874.19	\$14,714,187
Fees and Admissions		112	\$796.18	\$3,023,895
Membership Fees for Clubs (2)		111	\$307.24	\$1,166,913
Fees for Participant Sports, excl. Trips		113	\$135.50	\$514,645
Tickets to Theatre/Operas/Concerts		106	\$57.99	\$220,260
Tickets to Movies		104	\$28.75	\$109,177
Tickets to Parks or Museums		107	\$29.86	\$113,422
Admission to Sporting Events, excl. Trips		109	\$63.74	\$242,072
Fees for Recreational Lessons		119	\$172.07	\$653,509
Dating Services		96	\$1.03	\$3,897
TV/Video/Audio		98	\$1,332.08	\$5,059,248
Cable and Satellite Television Services		97	\$833.72	\$3,166,484
Televisions		98	\$142.98	\$543,053
Satellite Dishes		95	\$1.62	\$6,165
VCRs, Video Cameras, and DVD Players		98	\$4.73	\$17,982
Miscellaneous Video Equipment		118	\$14.90	\$56,591
Video Cassettes and DVDs		102	\$6.69	\$25,423
Video Game Hardware/Accessories		95	\$38.38	\$145,750
Video Game Software		96	\$18.61	\$70,669
Rental/Streaming/Downloaded Video		102	\$126.28	\$479,602
Installation of Televisions		113	\$1.82	\$6,930
Audio (3)		104	\$140.06	\$531,940
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.28	\$8,657
Pets		98	\$906.55	\$3,443,086
Toys/Games/Crafts/Hobbies (4)		103	\$163.16	\$619,668
Recreational Vehicles and Fees (5)		102	\$152.85	\$580,534
Sports/Recreation/Exercise Equipment (6)		111	\$312.59	\$1,187,232
Photo Equipment and Supplies (7)		107	\$50.03	\$190,013
Reading (8)		100	\$126.95	\$482,145
Catered Affairs (9)		111	\$33.80	\$128,365
Food		99	\$10,470.62	\$39,767,397
Food at Home		99	\$6,717.65	\$25,513,621
Bakery and Cereal Products		99	\$872.48	\$3,313,696
Meats, Poultry, Fish, and Eggs		98	\$1,443.22	\$5,481,359
Dairy Products		99	\$651.86	\$2,475,760
Fruits and Vegetables		99	\$1,328.73	\$5,046,512
Snacks and Other Food at Home (10)		99	\$2,421.35	\$9,196,294
Food Away from Home		101	\$3,752.97	\$14,253,776
Alcoholic Beverages		102	\$686.13	\$2,605,906

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	109	\$42,748.96	\$162,360,561
Value of Retirement Plans	111	\$156,355.90	\$593,839,696
Value of Other Financial Assets	99	\$8,500.52	\$32,284,966
Vehicle Loan Amount excluding Interest	104	\$3,767.78	\$14,310,042
Value of Credit Card Debt	103	\$3,273.14	\$12,431,377
Health			
Nonprescription Drugs	97	\$166.19	\$631,199
Prescription Drugs	96	\$353.96	\$1,344,359
Eyeglasses and Contact Lenses	101	\$112.30	\$426,514
Home			
Mortgage Payment and Basics (11)	112	\$14,468.49	\$54,951,318
Maintenance and Remodeling Services	110	\$4,169.78	\$15,836,812
Maintenance and Remodeling Materials (12)	104	\$818.52	\$3,108,736
Utilities, Fuel, and Public Services	99	\$5,745.20	\$21,820,285
Household Furnishings and Equipment			
Household Textiles (13)	101	\$123.43	\$468,799
Furniture	102	\$839.61	\$3,188,834
Rugs	103	\$42.93	\$163,060
Major Appliances (14)	103	\$545.18	\$2,070,610
Housewares (15)	101	\$108.93	\$413,716
Small Appliances	96	\$69.88	\$265,392
Luggage	101	\$14.55	\$55,248
Telephones and Accessories	101	\$108.77	\$413,116
Household Operations			
Child Care	116	\$599.22	\$2,275,842
Lawn and Garden (16)	105	\$703.22	\$2,670,836
Moving/Storage/Freight Express	99	\$88.86	\$337,473
Housekeeping Supplies (17)	99	\$924.33	\$3,510,603
Insurance			
Owners and Renters Insurance	105	\$815.90	\$3,098,784
Vehicle Insurance	98	\$2,134.50	\$8,106,844
Life/Other Insurance	106	\$732.97	\$2,783,811
Health Insurance	101	\$4,983.72	\$18,928,183
Personal Care Products (18)	100	\$550.23	\$2,089,776
School Books and Supplies (19)	101	\$134.77	\$511,847
Smoking Products	89	\$386.01	\$1,466,072
Transportation			
Payments on Vehicles excluding Leases	102	\$3,096.63	\$11,760,996
Gasoline and Motor Oil	97	\$2,459.19	\$9,340,021
Vehicle Maintenance and Repairs	100	\$1,307.57	\$4,966,169
Travel			
Airline Fares	105	\$490.44	\$1,862,685
Lodging on Trips	106	\$767.32	\$2,914,293
Auto/Truck Rental on Trips	104	\$82.58	\$313,646
Food and Drink on Trips	104	\$582.05	\$2,210,629

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	33.0%	Population	14,712	14,891
Green Acres (6A)	18.8%	Households	5,550	5,689
Boomburbs (1C)	18.6%	Families	4,135	4,234
Middleburg (4C)	16.5%	Median Age	40.9	40.3
Savvy Suburbanites (1D)	7.2%	Median Household Income	\$82,749	\$92,635
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		105	\$2,305.56	\$12,795,872
Men's		104	\$426.65	\$2,367,918
Women's		105	\$781.38	\$4,336,676
Children's		108	\$356.72	\$1,979,787
Footwear		104	\$519.86	\$2,885,205
Watches & Jewelry		104	\$175.29	\$972,832
Apparel Products and Services (1)		103	\$45.67	\$253,454
Computer				
Computers and Hardware for Home Use		104	\$267.07	\$1,482,221
Portable Memory		108	\$4.99	\$27,701
Computer Software		102	\$14.72	\$81,697
Computer Accessories		103	\$25.84	\$143,427
Entertainment & Recreation		108	\$4,075.48	\$22,618,902
Fees and Admissions		117	\$833.20	\$4,624,261
Membership Fees for Clubs (2)		117	\$323.93	\$1,797,837
Fees for Participant Sports, excl. Trips		118	\$141.33	\$784,401
Tickets to Theatre/Operas/Concerts		113	\$61.77	\$342,833
Tickets to Movies		106	\$29.24	\$162,299
Tickets to Parks or Museums		111	\$30.81	\$170,988
Admission to Sporting Events, excl. Trips		119	\$69.25	\$384,359
Fees for Recreational Lessons		121	\$175.81	\$975,755
Dating Services		97	\$1.04	\$5,788
TV/Video/Audio		104	\$1,403.64	\$7,790,182
Cable and Satellite Television Services		103	\$888.03	\$4,928,563
Televisions		102	\$148.61	\$824,793
Satellite Dishes		98	\$1.67	\$9,278
VCRs, Video Cameras, and DVD Players		100	\$4.84	\$26,881
Miscellaneous Video Equipment		122	\$15.42	\$85,587
Video Cassettes and DVDs		105	\$6.84	\$37,955
Video Game Hardware/Accessories		98	\$39.43	\$218,814
Video Game Software		98	\$18.94	\$105,090
Rental/Streaming/Downloaded Video		105	\$129.57	\$719,109
Installation of Televisions		117	\$1.89	\$10,490
Audio (3)		108	\$146.01	\$810,370
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.39	\$13,252
Pets		105	\$965.52	\$5,358,620
Toys/Games/Crafts/Hobbies (4)		107	\$169.40	\$940,193
Recreational Vehicles and Fees (5)		111	\$166.12	\$921,980
Sports/Recreation/Exercise Equipment (6)		113	\$317.05	\$1,759,644
Photo Equipment and Supplies (7)		111	\$51.91	\$288,111
Reading (8)		106	\$134.15	\$744,542
Catered Affairs (9)		113	\$34.48	\$191,368
Food		104	\$10,950.73	\$60,776,559
Food at Home		104	\$7,049.26	\$39,123,395
Bakery and Cereal Products		104	\$918.32	\$5,096,664
Meats, Poultry, Fish, and Eggs		103	\$1,514.55	\$8,405,765
Dairy Products		104	\$684.59	\$3,799,451
Fruits and Vegetables		104	\$1,392.61	\$7,728,993
Snacks and Other Food at Home (10)		104	\$2,539.19	\$14,092,522
Food Away from Home		105	\$3,901.47	\$21,653,164
Alcoholic Beverages		108	\$726.36	\$4,031,305

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	117	\$46,235.86	\$256,609,029
Value of Retirement Plans	120	\$169,381.33	\$940,066,366
Value of Other Financial Assets	106	\$9,107.22	\$50,545,044
Vehicle Loan Amount excluding Interest	107	\$3,877.28	\$21,518,910
Value of Credit Card Debt	109	\$3,454.24	\$19,171,037
Health			
Nonprescription Drugs	103	\$176.24	\$978,132
Prescription Drugs	104	\$381.89	\$2,119,504
Eyeglasses and Contact Lenses	108	\$119.85	\$665,156
Home			
Mortgage Payment and Basics (11)	118	\$15,285.59	\$84,835,010
Maintenance and Remodeling Services	116	\$4,415.39	\$24,505,421
Maintenance and Remodeling Materials (12)	111	\$871.71	\$4,838,000
Utilities, Fuel, and Public Services	104	\$6,043.02	\$33,538,735
Household Furnishings and Equipment			
Household Textiles (13)	105	\$128.54	\$713,405
Furniture	106	\$875.62	\$4,859,673
Rugs	109	\$45.48	\$252,409
Major Appliances (14)	109	\$573.66	\$3,183,819
Housewares (15)	106	\$113.89	\$632,094
Small Appliances	99	\$72.20	\$400,726
Luggage	105	\$15.00	\$83,232
Telephones and Accessories	106	\$113.67	\$630,845
Household Operations			
Child Care	119	\$613.06	\$3,402,493
Lawn and Garden (16)	112	\$753.51	\$4,181,960
Moving/Storage/Freight Express	102	\$91.24	\$506,388
Housekeeping Supplies (17)	105	\$975.21	\$5,412,443
Insurance			
Owners and Renters Insurance	112	\$871.67	\$4,837,777
Vehicle Insurance	102	\$2,216.14	\$12,299,573
Life/Other Insurance	113	\$783.89	\$4,350,585
Health Insurance	107	\$5,292.20	\$29,371,684
Personal Care Products (18)	104	\$575.26	\$3,192,704
School Books and Supplies (19)	104	\$138.99	\$771,380
Smoking Products	94	\$408.18	\$2,265,374
Transportation			
Payments on Vehicles excluding Leases	107	\$3,224.72	\$17,897,169
Gasoline and Motor Oil	101	\$2,562.14	\$14,219,857
Vehicle Maintenance and Repairs	105	\$1,369.50	\$7,600,735
Travel			
Airline Fares	109	\$508.93	\$2,824,537
Lodging on Trips	112	\$808.59	\$4,487,664
Auto/Truck Rental on Trips	109	\$86.48	\$479,987
Food and Drink on Trips	109	\$610.53	\$3,388,445

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

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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



Business Summary

529 E Baltimore St, Taneytown, Maryland, 21787
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.64949
Longitude: -77.15709

Data for all businesses in area	1 mile				3 miles				5 miles			
Total Businesses:	124				238				320			
Total Employees:	1,125				1,960				2,519			
Total Residential Population:	5,529				10,152				14,712			
Employee/Residential Population Ratio (per 100 Residents)	20				19				17			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.4%	11	1.0%	5	2.1%	20	1.0%	17	5.3%	87	3.5%
Construction	10	8.1%	47	4.2%	25	10.5%	109	5.6%	40	12.5%	165	6.6%
Manufacturing	5	4.0%	110	9.8%	11	4.6%	213	10.9%	14	4.4%	268	10.6%
Transportation	4	3.2%	32	2.8%	6	2.5%	57	2.9%	9	2.8%	72	2.9%
Communication	1	0.8%	8	0.7%	2	0.8%	11	0.6%	2	0.6%	11	0.4%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wholesale Trade	5	4.0%	49	4.4%	11	4.6%	97	4.9%	13	4.1%	109	4.3%
Retail Trade Summary	32	25.8%	380	33.8%	58	24.4%	589	30.1%	66	20.6%	632	25.1%
Home Improvement	1	0.8%	3	0.3%	2	0.8%	8	0.4%	4	1.2%	19	0.8%
General Merchandise Stores	3	2.4%	11	1.0%	5	2.1%	17	0.9%	5	1.6%	19	0.8%
Food Stores	4	3.2%	118	10.5%	7	2.9%	166	8.5%	7	2.2%	169	6.7%
Auto Dealers & Gas Stations	5	4.0%	68	6.0%	9	3.8%	106	5.4%	11	3.4%	116	4.6%
Apparel & Accessory Stores	1	0.8%	14	1.2%	1	0.4%	20	1.0%	1	0.3%	20	0.8%
Furniture & Home Furnishings	1	0.8%	1	0.1%	2	0.8%	7	0.4%	3	0.9%	10	0.4%
Eating & Drinking Places	9	7.3%	137	12.2%	15	6.3%	217	11.1%	16	5.0%	225	8.9%
Miscellaneous Retail	8	6.5%	28	2.5%	16	6.7%	47	2.4%	20	6.2%	55	2.2%
Finance, Insurance, Real Estate Summary	9	7.3%	37	3.3%	15	6.3%	57	2.9%	18	5.6%	66	2.6%
Banks, Savings & Lending Institutions	3	2.4%	18	1.6%	4	1.7%	25	1.3%	4	1.2%	25	1.0%
Securities Brokers	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Insurance Carriers & Agents	3	2.4%	9	0.8%	5	2.1%	15	0.8%	5	1.6%	16	0.6%
Real Estate, Holding, Other Investment Offices	3	2.4%	10	0.9%	6	2.5%	17	0.9%	8	2.5%	25	1.0%
Services Summary	45	36.3%	406	36.1%	86	36.1%	714	36.4%	112	35.0%	997	39.6%
Hotels & Lodging	1	0.8%	46	4.1%	2	0.8%	67	3.4%	2	0.6%	67	2.7%
Automotive Services	4	3.2%	14	1.2%	10	4.2%	26	1.3%	13	4.1%	31	1.2%
Movies & Amusements	3	2.4%	20	1.8%	6	2.5%	39	2.0%	8	2.5%	94	3.7%
Health Services	6	4.8%	33	2.9%	10	4.2%	62	3.2%	12	3.8%	73	2.9%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Education Institutions & Libraries	3	2.4%	71	6.3%	5	2.1%	130	6.6%	9	2.8%	285	11.3%
Other Services	27	21.8%	222	19.7%	53	22.3%	390	19.9%	67	20.9%	447	17.7%
Government	3	2.4%	41	3.6%	6	2.5%	79	4.0%	7	2.2%	90	3.6%
Unclassified Establishments	6	4.8%	5	0.4%	14	5.9%	14	0.7%	21	6.6%	21	0.8%
Totals	124	100.0%	1,125	100.0%	238	100.0%	1,960	100.0%	320	100.0%	2,519	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

529 E Baltimore St, Taneytown, Maryland, 21787
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 39.64949
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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	0.8%	2	0.2%	1	0.4%	4	0.2%	7	2.2%	41	1.6%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	10	8.1%	47	4.2%	25	10.5%	110	5.6%	42	13.1%	168	6.7%
Manufacturing	6	4.8%	112	10.0%	12	5.0%	219	11.2%	16	5.0%	276	11.0%
Wholesale Trade	5	4.0%	49	4.4%	11	4.6%	97	4.9%	13	4.1%	109	4.3%
Retail Trade	21	16.9%	230	20.4%	40	16.8%	351	17.9%	47	14.7%	385	15.3%
Motor Vehicle & Parts Dealers	5	4.0%	64	5.7%	8	3.4%	98	5.0%	9	2.8%	104	4.1%
Furniture & Home Furnishings Stores	1	0.8%	1	0.1%	1	0.4%	1	0.1%	1	0.3%	1	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.4%	3	0.2%	1	0.3%	4	0.2%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%	0	0.0%	3	0.2%	2	0.6%	13	0.5%
Food & Beverage Stores	5	4.0%	115	10.2%	9	3.8%	164	8.4%	10	3.1%	167	6.6%
Health & Personal Care Stores	1	0.8%	9	0.8%	1	0.4%	12	0.6%	1	0.3%	13	0.5%
Gasoline Stations & Fuel Dealers	1	0.8%	4	0.4%	1	0.4%	8	0.4%	1	0.3%	12	0.5%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	1	0.8%	14	1.2%	1	0.4%	20	1.0%	1	0.3%	21	0.8%
Sporting Goods, Hobby, Book, & Music Stores	6	4.8%	12	1.1%	11	4.6%	23	1.2%	13	4.1%	29	1.2%
General Merchandise Stores	3	2.4%	11	1.0%	6	2.5%	19	1.0%	7	2.2%	22	0.9%
Transportation & Warehousing	3	2.4%	30	2.7%	5	2.1%	55	2.8%	8	2.5%	70	2.8%
Information	4	3.2%	17	1.5%	5	2.1%	23	1.2%	5	1.6%	23	0.9%
Finance & Insurance	6	4.8%	27	2.4%	9	3.8%	40	2.0%	9	2.8%	41	1.6%
Central Bank/Credit Intermediation & Related Activities	3	2.4%	18	1.6%	4	1.7%	25	1.3%	4	1.2%	25	1.0%
Securities & Commodity Contracts	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Funds, Trusts & Other Financial Vehicles	3	2.4%	9	0.8%	5	2.1%	15	0.8%	5	1.6%	16	0.6%
Real Estate, Rental & Leasing	5	4.0%	13	1.2%	9	3.8%	22	1.1%	11	3.4%	25	1.0%
Professional, Scientific & Tech Services	8	6.5%	43	3.8%	14	5.9%	71	3.6%	20	6.2%	95	3.8%
Legal Services	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1	0.3%	5	0.2%
Administrative, Support & Waste Management Services	4	3.2%	16	1.4%	6	2.5%	28	1.4%	10	3.1%	44	1.7%
Educational Services	2	1.6%	67	6.0%	5	2.1%	125	6.4%	9	2.8%	280	11.1%
Health Care & Social Assistance	11	8.9%	146	13.0%	19	8.0%	230	11.7%	21	6.6%	247	9.8%
Arts, Entertainment & Recreation	3	2.4%	18	1.6%	5	2.1%	36	1.8%	8	2.5%	91	3.6%
Accommodation & Food Services	11	8.9%	194	17.2%	18	7.6%	299	15.3%	19	5.9%	307	12.2%
Accommodation	1	0.8%	46	4.1%	2	0.8%	67	3.4%	2	0.6%	67	2.7%
Food Services & Drinking Places	10	8.1%	148	13.2%	16	6.7%	232	11.8%	17	5.3%	240	9.5%
Other Services (except Public Administration)	16	12.9%	73	6.5%	34	14.3%	164	8.4%	46	14.4%	207	8.2%
Automotive Repair & Maintenance	3	2.4%	11	1.0%	6	2.5%	19	1.0%	9	2.8%	24	1.0%
Public Administration	3	2.4%	41	3.6%	6	2.5%	79	4.0%	7	2.2%	90	3.6%
Unclassified Establishments	5	4.0%	0	0.0%	13	5.5%	8	0.4%	20	6.2%	14	0.6%
Total	124	100.0%	1,125	100.0%	238	100.0%	1,960	100.0%	320	100.0%	2,519	100.0%

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