

2999 Dede Rd  
 2999 Dede Rd, Finksburg, Maryland, 21048  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 39.49142  
 Longitude: -76.88306

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	692	10,098	41,962
2020 Total Population	732	10,248	42,765
2020 Group Quarters	0	9	386
2023 Total Population	727	10,165	42,711
2023 Group Quarters	0	9	386
2028 Total Population	722	10,105	42,463
2023-2028 Annual Rate	-0.14%	-0.12%	-0.12%
2023 Total Daytime Population	1,377	8,778	31,639
Workers	990	3,602	11,476
Residents	387	5,176	20,163
<b>Household Summary</b>			
2010 Households	281	3,661	15,507
2010 Average Household Size	2.46	2.76	2.68
2020 Total Households	304	3,804	15,954
2020 Average Household Size	2.41	2.69	2.66
2023 Total Households	303	3,816	16,014
2023 Average Household Size	2.40	2.66	2.64
2028 Total Households	305	3,843	16,060
2028 Average Household Size	2.37	2.63	2.62
2023-2028 Annual Rate	0.13%	0.14%	0.06%
2010 Families	227	2,912	11,516
2010 Average Family Size	2.74	3.08	3.10
2023 Families	239	2,971	11,625
2023 Average Family Size	2.72	3.03	3.12
2028 Families	241	2,991	11,665
2028 Average Family Size	2.68	2.99	3.09
2023-2028 Annual Rate	0.17%	0.13%	0.07%
<b>Housing Unit Summary</b>			
2000 Housing Units	250	3,417	14,246
Owner Occupied Housing Units	86.8%	88.3%	78.3%
Renter Occupied Housing Units	10.8%	8.2%	18.0%
Vacant Housing Units	2.4%	3.6%	3.8%
2010 Housing Units	285	3,773	16,172
Owner Occupied Housing Units	87.7%	88.5%	76.2%
Renter Occupied Housing Units	10.9%	8.6%	19.7%
Vacant Housing Units	1.4%	3.0%	4.1%
2020 Housing Units	307	3,949	16,728
Vacant Housing Units	1.0%	3.7%	4.6%
2023 Housing Units	308	3,965	16,804
Owner Occupied Housing Units	89.0%	89.6%	77.5%
Renter Occupied Housing Units	9.4%	6.7%	17.8%
Vacant Housing Units	1.6%	3.8%	4.7%
2028 Housing Units	310	3,997	16,908
Owner Occupied Housing Units	89.7%	89.8%	77.8%
Renter Occupied Housing Units	9.0%	6.3%	17.2%
Vacant Housing Units	1.6%	3.9%	5.0%
<b>Median Household Income</b>			
2023	\$124,189	\$127,195	\$104,483
2028	\$143,418	\$143,934	\$115,320
<b>Median Home Value</b>			
2023	\$538,321	\$471,724	\$426,597
2028	\$553,808	\$490,924	\$454,146
<b>Per Capita Income</b>			
2023	\$64,587	\$63,619	\$53,523
2028	\$73,230	\$71,875	\$61,028
<b>Median Age</b>			
2010	42.8	44.7	41.3
2023	46.0	47.7	43.7
2028	46.0	48.0	44.0

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

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

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<b>2023 Households by Income</b>			
Household Income Base	303	3,816	16,014
<\$15,000	1.7%	1.4%	6.1%
\$15,000 - \$24,999	1.0%	2.9%	4.7%
\$25,000 - \$34,999	4.6%	3.9%	4.4%
\$35,000 - \$49,999	3.0%	5.2%	6.9%
\$50,000 - \$74,999	7.6%	11.2%	12.9%
\$75,000 - \$99,999	23.1%	12.5%	12.5%
\$100,000 - \$149,999	15.8%	20.1%	19.5%
\$150,000 - \$199,999	14.9%	15.1%	12.3%
\$200,000+	28.4%	27.6%	20.7%
Average Household Income	\$175,357	\$171,461	\$143,789
<b>2028 Households by Income</b>			
Household Income Base	305	3,843	16,060
<\$15,000	1.6%	1.3%	5.6%
\$15,000 - \$24,999	0.7%	2.3%	4.0%
\$25,000 - \$34,999	3.6%	3.1%	3.7%
\$35,000 - \$49,999	2.3%	4.2%	6.1%
\$50,000 - \$74,999	7.5%	9.7%	11.6%
\$75,000 - \$99,999	20.7%	11.4%	11.4%
\$100,000 - \$149,999	15.1%	19.8%	19.2%
\$150,000 - \$199,999	15.7%	17.0%	14.1%
\$200,000+	32.8%	31.3%	24.4%
Average Household Income	\$196,113	\$191,316	\$162,587
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	274	3,551	13,017
<\$50,000	4.4%	2.7%	2.1%
\$50,000 - \$99,999	0.4%	1.4%	0.6%
\$100,000 - \$149,999	0.0%	0.0%	0.3%
\$150,000 - \$199,999	0.0%	0.2%	1.2%
\$200,000 - \$249,999	0.4%	1.7%	5.0%
\$250,000 - \$299,999	1.5%	3.9%	6.0%
\$300,000 - \$399,999	18.6%	22.6%	29.3%
\$400,000 - \$499,999	16.8%	24.5%	21.3%
\$500,000 - \$749,999	50.0%	31.7%	27.7%
\$750,000 - \$999,999	2.2%	8.7%	4.9%
\$1,000,000 - \$1,499,999	1.1%	1.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.7%
\$2,000,000 +	4.0%	0.9%	0.3%
Average Home Value	\$586,857	\$524,557	\$473,750
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	278	3,590	13,150
<\$50,000	3.2%	2.1%	1.6%
\$50,000 - \$99,999	0.0%	0.6%	0.3%
\$100,000 - \$149,999	0.0%	0.0%	0.1%
\$150,000 - \$199,999	0.0%	0.1%	0.5%
\$200,000 - \$249,999	0.4%	0.9%	3.1%
\$250,000 - \$299,999	1.1%	2.8%	4.7%
\$300,000 - \$399,999	16.2%	20.1%	27.6%
\$400,000 - \$499,999	17.3%	25.6%	22.5%
\$500,000 - \$749,999	54.3%	35.5%	32.3%
\$750,000 - \$999,999	2.2%	9.6%	5.6%
\$1,000,000 - \$1,499,999	1.4%	1.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.7%
\$2,000,000 +	3.6%	0.8%	0.3%
Average Home Value	\$598,375	\$545,201	\$498,854

**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.



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<b>2010 Population by Age</b>			
Total	693	10,099	41,961
0 - 4	5.3%	4.5%	5.3%
5 - 9	7.5%	6.2%	6.6%
10 - 14	8.1%	8.0%	7.7%
15 - 24	11.7%	12.2%	12.9%
25 - 34	6.5%	6.6%	9.6%
35 - 44	14.7%	13.1%	13.9%
45 - 54	18.3%	19.9%	17.8%
55 - 64	15.7%	16.0%	13.7%
65 - 74	6.9%	8.0%	7.4%
75 - 84	3.9%	4.4%	3.9%
85 +	1.3%	1.2%	1.3%
18 +	73.7%	76.2%	75.6%
<b>2023 Population by Age</b>			
Total	727	10,165	42,711
0 - 4	4.8%	3.9%	4.5%
5 - 9	6.1%	5.2%	5.3%
10 - 14	7.2%	6.8%	6.3%
15 - 24	11.3%	11.0%	12.2%
25 - 34	9.1%	8.5%	11.5%
35 - 44	10.3%	10.9%	11.8%
45 - 54	15.1%	15.4%	14.3%
55 - 64	15.7%	17.3%	15.1%
65 - 74	13.5%	13.3%	11.7%
75 - 84	5.4%	6.2%	5.7%
85 +	1.7%	1.6%	1.7%
18 +	77.4%	79.5%	79.5%
<b>2028 Population by Age</b>			
Total	721	10,106	42,461
0 - 4	4.7%	4.0%	4.7%
5 - 9	5.8%	5.0%	5.1%
10 - 14	6.8%	6.5%	5.8%
15 - 24	10.3%	9.9%	10.6%
25 - 34	8.5%	7.6%	11.6%
35 - 44	12.9%	13.0%	13.6%
45 - 54	12.1%	13.7%	12.7%
55 - 64	15.3%	15.8%	14.2%
65 - 74	13.9%	14.2%	12.2%
75 - 84	8.2%	8.4%	7.3%
85 +	1.7%	2.0%	2.2%
18 +	78.9%	80.6%	80.8%
<b>2010 Population by Sex</b>			
Males	353	5,082	20,451
Females	339	5,015	21,511
<b>2023 Population by Sex</b>			
Males	369	5,127	20,960
Females	358	5,038	21,751
<b>2028 Population by Sex</b>			
Males	365	5,083	20,808
Females	357	5,023	21,655

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



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<b>2010 Population by Race/Ethnicity</b>			
Total	692	10,098	41,962
White Alone	93.6%	93.2%	79.1%
Black Alone	2.7%	3.2%	13.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.9%	1.6%	3.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.6%	0.5%	1.4%
Two or More Races	1.0%	1.2%	2.2%
Hispanic Origin	1.7%	1.6%	4.4%
Diversity Index	15.2	15.7	40.9
<b>2020 Population by Race/Ethnicity</b>			
Total	732	10,248	42,765
White Alone	84.8%	84.9%	66.5%
Black Alone	5.3%	5.3%	17.6%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.0%	2.2%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.2%	3.9%
Two or More Races	6.0%	6.1%	6.9%
Hispanic Origin	2.6%	3.6%	7.5%
Diversity Index	31.0	32.2	58.5
<b>2023 Population by Race/Ethnicity</b>			
Total	726	10,166	42,711
White Alone	84.2%	84.1%	65.1%
Black Alone	5.5%	5.5%	18.2%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.2%	2.4%	4.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.3%	4.2%
Two or More Races	6.3%	6.5%	7.2%
Hispanic Origin	2.9%	4.0%	8.1%
Diversity Index	32.6	34.0	60.3
<b>2028 Population by Race/Ethnicity</b>			
Total	722	10,107	42,463
White Alone	82.5%	82.3%	62.2%
Black Alone	6.0%	6.1%	19.4%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	3.6%	2.7%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	1.5%	4.9%
Two or More Races	6.9%	7.2%	7.9%
Hispanic Origin	3.3%	4.6%	9.2%
Diversity Index	35.3	37.3	63.6
<b>2010 Population by Relationship and Household Type</b>			
Total	692	10,098	41,962
In Households	100.0%	100.0%	99.0%
In Family Households	91.5%	90.7%	87.2%
Householder	28.8%	28.6%	27.3%
Spouse	25.0%	24.8%	21.7%
Child	33.5%	32.6%	32.5%
Other relative	2.7%	2.9%	3.6%
Nonrelative	1.6%	1.8%	2.1%
In Nonfamily Households	8.7%	9.3%	11.8%
In Group Quarters	0.0%	0.0%	1.0%
Institutionalized Population	0.0%	0.0%	0.4%
Noninstitutionalized Population	0.0%	0.0%	0.6%

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

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<b>2023 Population 25+ by Educational Attainment</b>			
Total	513	7,432	30,615
Less than 9th Grade	0.6%	1.4%	2.2%
9th - 12th Grade, No Diploma	2.5%	2.6%	3.8%
High School Graduate	21.4%	22.3%	20.2%
GED/Alternative Credential	7.8%	4.2%	2.9%
Some College, No Degree	8.6%	13.9%	14.5%
Associate Degree	8.8%	8.7%	7.6%
Bachelor's Degree	34.3%	28.7%	30.0%
Graduate/Professional Degree	16.0%	18.1%	18.7%
<b>2023 Population 15+ by Marital Status</b>			
Total	596	8,548	35,808
Never Married	13.3%	21.4%	28.3%
Married	76.7%	65.8%	57.8%
Widowed	6.0%	7.0%	6.7%
Divorced	4.0%	5.8%	7.2%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	354	5,189	23,905
Population 16+ Employed	97.5%	97.4%	95.8%
Population 16+ Unemployment rate	2.3%	2.6%	4.2%
Population 16-24 Employed	10.7%	10.2%	11.1%
Population 16-24 Unemployment rate	2.6%	6.7%	13.1%
Population 25-54 Employed	61.7%	56.4%	59.1%
Population 25-54 Unemployment rate	1.4%	1.9%	2.5%
Population 55-64 Employed	18.8%	23.7%	20.7%
Population 55-64 Unemployment rate	5.8%	3.0%	2.9%
Population 65+ Employed	9.0%	9.7%	9.1%
Population 65+ Unemployment rate	0.0%	1.2%	5.8%
<b>2023 Employed Population 16+ by Industry</b>			
Total	345	5,053	22,912
Agriculture/Mining	0.0%	0.5%	0.9%
Construction	7.2%	9.4%	7.4%
Manufacturing	8.1%	10.5%	9.7%
Wholesale Trade	2.3%	1.1%	1.3%
Retail Trade	6.1%	7.9%	9.0%
Transportation/Utilities	0.9%	2.7%	3.6%
Information	1.7%	1.4%	1.5%
Finance/Insurance/Real Estate	16.5%	10.4%	8.5%
Services	45.5%	46.9%	49.7%
Public Administration	11.3%	9.1%	8.5%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	346	5,052	22,911
White Collar	75.9%	75.7%	72.9%
Management/Business/Financial	28.4%	26.3%	22.5%
Professional	33.9%	32.3%	31.2%
Sales	5.2%	8.6%	8.1%
Administrative Support	8.4%	8.5%	11.1%
Services	10.7%	10.3%	11.6%
Blue Collar	13.6%	13.9%	15.5%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	5.2%	4.0%	4.0%
Installation/Maintenance/Repair	1.7%	1.3%	2.0%
Production	1.4%	2.9%	3.5%
Transportation/Material Moving	5.2%	5.2%	5.7%

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<b>2010 Households by Type</b>			
Total	282	3,660	15,507
Households with 1 Person	15.6%	16.1%	20.8%
Households with 2+ People	84.4%	83.9%	79.2%
Family Households	80.5%	79.6%	74.3%
Husband-wife Families	69.5%	69.0%	59.2%
With Related Children	31.6%	29.4%	26.8%
Other Family (No Spouse Present)	10.6%	10.5%	15.1%
Other Family with Male Householder	4.6%	4.0%	4.2%
With Related Children	2.5%	2.2%	2.4%
Other Family with Female Householder	6.0%	6.6%	10.8%
With Related Children	3.5%	3.5%	7.0%
Nonfamily Households	3.9%	4.3%	5.0%
All Households with Children	38.4%	35.7%	36.7%
Multigenerational Households	3.9%	4.8%	4.6%
Unmarried Partner Households	5.0%	5.3%	5.6%
Male-female	4.6%	4.6%	4.8%
Same-sex	0.4%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	282	3,659	15,507
1 Person Household	15.6%	16.1%	20.8%
2 Person Household	36.9%	36.6%	33.6%
3 Person Household	18.1%	18.0%	18.0%
4 Person Household	16.7%	17.6%	17.0%
5 Person Household	8.9%	7.9%	6.8%
6 Person Household	2.1%	2.4%	2.6%
7 + Person Household	1.8%	1.4%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	281	3,661	15,507
Owner Occupied	89.0%	91.2%	79.5%
Owned with a Mortgage/Loan	66.2%	67.2%	61.6%
Owned Free and Clear	22.8%	24.0%	17.9%
Renter Occupied	11.0%	8.8%	20.5%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	93	109	97
Percent of Income for Mortgage	26.0%	22.3%	24.5%
Wealth Index	231	237	183
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	285	3,773	16,172
Housing Units Inside Urbanized Area	56.1%	64.7%	76.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	43.9%	35.3%	24.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	692	10,098	41,962
Population Inside Urbanized Area	58.5%	65.1%	75.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	41.5%	34.9%	24.7%

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

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<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Green Acres (6A)	Green Acres (6A)	Pleasantville (2B)
3.		Pleasantville (2B)	City Lights (8A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,031,285	\$12,753,274	\$46,286,207
Average Spent	\$3,403.58	\$3,342.05	\$2,890.36
Spending Potential Index	155	152	131
Education: Total \$	\$1,032,361	\$12,753,369	\$44,299,421
Average Spent	\$3,407.13	\$3,342.08	\$2,766.29
Spending Potential Index	190	186	154
Entertainment/Recreation: Total \$	\$1,843,152	\$22,674,739	\$79,027,918
Average Spent	\$6,083.01	\$5,942.02	\$4,934.93
Spending Potential Index	161	157	130
Food at Home: Total \$	\$3,152,914	\$38,986,780	\$140,758,303
Average Spent	\$10,405.66	\$10,216.66	\$8,789.70
Spending Potential Index	153	150	129
Food Away from Home: Total \$	\$1,729,441	\$21,311,952	\$77,207,864
Average Spent	\$5,707.73	\$5,584.89	\$4,821.27
Spending Potential Index	153	150	129
Health Care: Total \$	\$3,541,238	\$43,447,663	\$148,950,460
Average Spent	\$11,687.25	\$11,385.66	\$9,301.27
Spending Potential Index	159	155	126
HH Furnishings & Equipment: Total \$	\$1,443,502	\$17,793,660	\$62,753,047
Average Spent	\$4,764.03	\$4,662.91	\$3,918.64
Spending Potential Index	161	158	133
Personal Care Products & Services: Total \$	\$461,444	\$5,680,438	\$20,264,340
Average Spent	\$1,522.92	\$1,488.58	\$1,265.41
Spending Potential Index	159	156	132
Shelter: Total \$	\$11,861,469	\$146,668,760	\$530,414,745
Average Spent	\$39,146.76	\$38,435.21	\$33,121.94
Spending Potential Index	158	155	134
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,643,540	\$20,027,624	\$66,919,384
Average Spent	\$5,424.22	\$5,248.33	\$4,178.81
Spending Potential Index	173	168	134
Travel: Total \$	\$1,147,145	\$14,070,243	\$48,878,190
Average Spent	\$3,785.96	\$3,687.17	\$3,052.22
Spending Potential Index	168	164	136
Vehicle Maintenance & Repairs: Total \$	\$599,976	\$7,360,654	\$26,104,981
Average Spent	\$1,980.12	\$1,928.89	\$1,630.13
Spending Potential Index	151	147	124

**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.

2999 Dede Rd  
 2999 Dede Rd, Finksburg, Maryland, 21048  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 39.49142  
 Longitude: -76.88306

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

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

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



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

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

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2999 Dede Rd  
 2999 Dede Rd, Finksburg, Maryland, 21048  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.49142  
 Longitude: -76.88306

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	69.9%	Population	10,165	10,105
Green Acres (6A)	20.7%	Households	3,816	3,843
Pleasantville (2B)	9.4%	Families	2,971	2,991
	0.0%	Median Age	47.7	48.0
	0.0%	Median Household Income	\$127,195	\$143,934
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		152	\$3,342.05	\$12,753,274
Men's		151	\$615.86	\$2,350,106
Women's		153	\$1,139.93	\$4,349,982
Children's		147	\$486.76	\$1,857,483
Footwear		150	\$748.26	\$2,855,347
Watches & Jewelry		167	\$281.89	\$1,075,695
Apparel Products and Services (1)		156	\$69.36	\$264,661
<b>Computer</b>				
Computers and Hardware for Home Use		149	\$381.78	\$1,456,888
Portable Memory		154	\$7.07	\$26,982
Computer Software		144	\$20.79	\$79,319
Computer Accessories		151	\$37.85	\$144,425
<b>Entertainment &amp; Recreation</b>		157	\$5,942.02	\$22,674,739
Fees and Admissions		180	\$1,284.74	\$4,902,583
Membership Fees for Clubs (2)		179	\$498.36	\$1,901,738
Fees for Participant Sports, excl. Trips		181	\$216.02	\$824,331
Tickets to Theatre/Operas/Concerts		180	\$98.29	\$375,056
Tickets to Movies		148	\$40.77	\$155,595
Tickets to Parks or Museums		151	\$42.12	\$160,726
Admission to Sporting Events, excl. Trips		196	\$114.26	\$436,020
Fees for Recreational Lessons		189	\$273.66	\$1,044,277
Dating Services		119	\$1.27	\$4,839
TV/Video/Audio		147	\$1,994.71	\$7,611,804
Cable and Satellite Television Services		150	\$1,287.98	\$4,914,920
Televisions		141	\$205.57	\$784,439
Satellite Dishes		124	\$2.12	\$8,077
VCRs, Video Cameras, and DVD Players		135	\$6.49	\$24,758
Miscellaneous Video Equipment		170	\$21.50	\$82,050
Video Cassettes and DVDs		140	\$9.12	\$34,788
Video Game Hardware/Accessories		127	\$50.91	\$194,261
Video Game Software		123	\$23.91	\$91,239
Rental/Streaming/Downloaded Video		138	\$170.29	\$649,811
Installation of Televisions		170	\$2.74	\$10,471
Audio (3)		156	\$211.02	\$805,260
Rental and Repair of TV/Radio/Sound Equipment		111	\$3.07	\$11,730
Pets		153	\$1,411.82	\$5,387,491
Toys/Games/Crafts/Hobbies (4)		146	\$232.01	\$885,359
Recreational Vehicles and Fees (5)		177	\$265.60	\$1,013,534
Sports/Recreation/Exercise Equipment (6)		153	\$429.72	\$1,639,829
Photo Equipment and Supplies (7)		158	\$73.78	\$281,532
Reading (8)		160	\$202.49	\$772,686
Catered Affairs (9)		155	\$47.15	\$179,922
<b>Food</b>		150	\$15,801.55	\$60,298,732
Food at Home		150	\$10,216.66	\$38,986,780
Bakery and Cereal Products		152	\$1,339.38	\$5,111,062
Meats, Poultry, Fish, and Eggs		149	\$2,198.62	\$8,389,915
Dairy Products		152	\$998.22	\$3,809,209
Fruits and Vegetables		152	\$2,036.89	\$7,772,767
Snacks and Other Food at Home (10)		149	\$3,643.56	\$13,903,826
Food Away from Home		150	\$5,584.89	\$21,311,952
Alcoholic Beverages		165	\$1,112.93	\$4,246,944

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2999 Dede Rd  
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 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 39.49142  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	197	\$77,615.60	\$296,181,129
Value of Retirement Plans	197	\$278,379.99	\$1,062,298,036
Value of Other Financial Assets	175	\$14,958.51	\$57,081,670
Vehicle Loan Amount excluding Interest	140	\$5,107.09	\$19,488,664
Value of Credit Card Debt	160	\$5,059.40	\$19,306,673
<b>Health</b>			
Nonprescription Drugs	144	\$245.32	\$936,129
Prescription Drugs	148	\$546.81	\$2,086,614
Eyeglasses and Contact Lenses	160	\$177.87	\$678,738
<b>Home</b>			
Mortgage Payment and Basics (11)	184	\$23,729.87	\$90,553,169
Maintenance and Remodeling Services	181	\$6,862.55	\$26,187,479
Maintenance and Remodeling Materials (12)	161	\$1,263.84	\$4,822,804
Utilities, Fuel, and Public Services	148	\$8,594.69	\$32,797,350
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	151	\$185.19	\$706,702
Furniture	151	\$1,248.18	\$4,763,047
Rugs	171	\$71.28	\$271,997
Major Appliances (14)	158	\$833.31	\$3,179,920
Housewares (15)	155	\$167.20	\$638,035
Small Appliances	137	\$99.89	\$381,177
Luggage	150	\$21.55	\$82,253
Telephones and Accessories	153	\$164.03	\$625,922
<b>Household Operations</b>			
Child Care	170	\$876.60	\$3,345,117
Lawn and Garden (16)	173	\$1,159.15	\$4,423,317
Moving/Storage/Freight Express	140	\$125.39	\$478,483
Housekeeping Supplies (17)	153	\$1,424.30	\$5,435,131
<b>Insurance</b>			
Owners and Renters Insurance	164	\$1,278.23	\$4,877,725
Vehicle Insurance	141	\$3,054.59	\$11,656,309
Life/Other Insurance	175	\$1,210.02	\$4,617,445
Health Insurance	155	\$7,667.75	\$29,260,152
Personal Care Products (18)	151	\$833.23	\$3,179,594
School Books and Supplies (19)	145	\$194.86	\$743,568
Smoking Products	120	\$520.09	\$1,984,670
<b>Transportation</b>			
Payments on Vehicles excluding Leases	146	\$4,397.09	\$16,779,300
Gasoline and Motor Oil	139	\$3,528.14	\$13,463,366
Vehicle Maintenance and Repairs	147	\$1,928.89	\$7,360,654
<b>Travel</b>			
Airline Fares	163	\$761.81	\$2,907,048
Lodging on Trips	170	\$1,222.78	\$4,666,132
Auto/Truck Rental on Trips	161	\$127.93	\$488,180
Food and Drink on Trips	162	\$904.20	\$3,450,425

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 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 39.49142  
 Longitude: -76.88306

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Savvy Suburbanites (1D)	45.8%	Population	42,711	42,463
Pleasantville (2B)	12.3%	Households	16,014	16,060
City Lights (8A)	9.9%	Families	11,625	11,665
Metro Fusion (11C)	9.4%	Median Age	43.7	44.0
Workday Drive (4A)	5.9%	Median Household Income	\$104,483	\$115,320
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		131	\$2,890.36	\$46,286,207
Men's		130	\$533.82	\$8,548,549
Women's		131	\$979.43	\$15,684,619
Children's		128	\$424.57	\$6,799,103
Footwear		132	\$655.73	\$10,500,846
Watches & Jewelry		140	\$237.09	\$3,796,741
Apparel Products and Services (1)		134	\$59.72	\$956,348
<b>Computer</b>				
Computers and Hardware for Home Use		132	\$337.92	\$5,411,431
Portable Memory		130	\$5.98	\$95,759
Computer Software		131	\$19.00	\$304,296
Computer Accessories		130	\$32.67	\$523,176
<b>Entertainment &amp; Recreation</b>		130	\$4,934.93	\$79,027,918
Fees and Admissions		146	\$1,042.59	\$16,696,031
Membership Fees for Clubs (2)		144	\$399.94	\$6,404,629
Fees for Participant Sports, excl. Trips		146	\$174.82	\$2,799,567
Tickets to Theatre/Operas/Concerts		146	\$79.76	\$1,277,293
Tickets to Movies		131	\$36.11	\$578,282
Tickets to Parks or Museums		128	\$35.52	\$568,785
Admission to Sporting Events, excl. Trips		151	\$88.14	\$1,411,512
Fees for Recreational Lessons		157	\$227.01	\$3,635,418
Dating Services		120	\$1.28	\$20,545
TV/Video/Audio		125	\$1,687.20	\$27,018,765
Cable and Satellite Television Services		125	\$1,072.71	\$17,178,324
Televisions		123	\$179.19	\$2,869,584
Satellite Dishes		106	\$1.82	\$29,186
VCRs, Video Cameras, and DVD Players		120	\$5.79	\$92,665
Miscellaneous Video Equipment		143	\$18.05	\$289,016
Video Cassettes and DVDs		123	\$8.04	\$128,716
Video Game Hardware/Accessories		117	\$47.04	\$753,324
Video Game Software		117	\$22.70	\$363,475
Rental/Streaming/Downloaded Video		121	\$148.84	\$2,383,539
Installation of Televisions		142	\$2.29	\$36,702
Audio (3)		132	\$177.86	\$2,848,208
Rental and Repair of TV/Radio/Sound Equipment		103	\$2.87	\$46,027
Pets		126	\$1,166.03	\$18,672,863
Toys/Games/Crafts/Hobbies (4)		126	\$198.85	\$3,184,380
Recreational Vehicles and Fees (5)		138	\$206.98	\$3,314,635
Sports/Recreation/Exercise Equipment (6)		128	\$358.66	\$5,743,614
Photo Equipment and Supplies (7)		135	\$62.90	\$1,007,248
Reading (8)		135	\$170.95	\$2,737,642
Catered Affairs (9)		134	\$40.76	\$652,741
<b>Food</b>		129	\$13,610.98	\$217,966,166
Food at Home		129	\$8,789.70	\$140,758,303
Bakery and Cereal Products		130	\$1,146.43	\$18,358,896
Meats, Poultry, Fish, and Eggs		129	\$1,901.32	\$30,447,731
Dairy Products		130	\$856.92	\$13,722,718
Fruits and Vegetables		131	\$1,762.45	\$28,223,925
Snacks and Other Food at Home (10)		128	\$3,122.58	\$50,005,032
Food Away from Home		129	\$4,821.27	\$77,207,864
Alcoholic Beverages		139	\$936.91	\$15,003,745

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	155	\$60,943.88	\$975,955,350
Value of Retirement Plans	151	\$213,558.03	\$3,419,918,363
Value of Other Financial Assets	144	\$12,343.10	\$197,662,334
Vehicle Loan Amount excluding Interest	119	\$4,319.79	\$69,177,051
Value of Credit Card Debt	134	\$4,231.93	\$67,770,148
<b>Health</b>			
Nonprescription Drugs	119	\$202.80	\$3,247,584
Prescription Drugs	119	\$437.68	\$7,009,020
Eyeglasses and Contact Lenses	130	\$145.11	\$2,323,871
<b>Home</b>			
Mortgage Payment and Basics (11)	145	\$18,768.85	\$300,564,361
Maintenance and Remodeling Services	141	\$5,357.82	\$85,800,159
Maintenance and Remodeling Materials (12)	124	\$974.04	\$15,598,203
Utilities, Fuel, and Public Services	125	\$7,250.72	\$116,113,084
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	130	\$159.49	\$2,554,008
Furniture	128	\$1,057.21	\$16,930,095
Rugs	141	\$58.64	\$938,999
Major Appliances (14)	129	\$679.51	\$10,881,639
Housewares (15)	132	\$142.33	\$2,279,254
Small Appliances	124	\$89.88	\$1,439,395
Luggage	132	\$18.87	\$302,206
Telephones and Accessories	129	\$138.79	\$2,222,627
<b>Household Operations</b>			
Child Care	143	\$739.24	\$11,838,161
Lawn and Garden (16)	135	\$908.18	\$14,543,590
Moving/Storage/Freight Express	125	\$111.64	\$1,787,879
Housekeeping Supplies (17)	128	\$1,197.87	\$19,182,651
<b>Insurance</b>			
Owners and Renters Insurance	128	\$998.91	\$15,996,590
Vehicle Insurance	122	\$2,644.57	\$42,350,166
Life/Other Insurance	138	\$952.75	\$15,257,282
Health Insurance	127	\$6,265.80	\$100,340,504
Personal Care Products (18)	130	\$717.60	\$11,491,616
School Books and Supplies (19)	127	\$169.97	\$2,721,887
Smoking Products	106	\$457.66	\$7,328,889
<b>Transportation</b>			
Payments on Vehicles excluding Leases	121	\$3,669.75	\$58,767,430
Gasoline and Motor Oil	121	\$3,054.58	\$48,916,080
Vehicle Maintenance and Repairs	124	\$1,630.13	\$26,104,981
<b>Travel</b>			
Airline Fares	138	\$645.47	\$10,336,485
Lodging on Trips	138	\$992.38	\$15,891,949
Auto/Truck Rental on Trips	135	\$107.02	\$1,713,864
Food and Drink on Trips	135	\$753.15	\$12,061,009

**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.

2999 Dede Rd  
2999 Dede Rd, Finksburg, Maryland, 21048  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 39.49142  
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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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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.



# Business Summary

2999 Dede Rd  
 2999 Dede Rd, Finksburg, Maryland, 21048  
 Rings: 1, 3, 5 mile radii

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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	118		397		1,376							
Total Employees:	839		2,734		10,359							
Total Residential Population:	727		10,165		42,711							
Employee/Residential Population Ratio (per 100 Residents)	115		27		24							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	8	6.8%	48	5.7%	29	7.3%	162	5.9%	68	4.9%	417	4.0%
Construction	19	16.1%	153	18.2%	65	16.4%	510	18.7%	153	11.1%	1,031	10.0%
Manufacturing	4	3.4%	106	12.6%	11	2.8%	277	10.1%	27	2.0%	443	4.3%
Transportation	3	2.5%	12	1.4%	8	2.0%	60	2.2%	29	2.1%	203	2.0%
Communication	1	0.8%	4	0.5%	2	0.5%	11	0.4%	6	0.4%	37	0.4%
Utility	3	2.5%	75	8.9%	6	1.5%	139	5.1%	11	0.8%	282	2.7%
Wholesale Trade	2	1.7%	8	1.0%	11	2.8%	48	1.8%	29	2.1%	152	1.5%
Retail Trade Summary	22	18.6%	198	23.6%	61	15.4%	466	17.0%	224	16.3%	1,823	17.6%
Home Improvement	1	0.8%	5	0.6%	6	1.5%	33	1.2%	17	1.2%	179	1.7%
General Merchandise Stores	1	0.8%	3	0.4%	2	0.5%	8	0.3%	10	0.7%	81	0.8%
Food Stores	2	1.7%	42	5.0%	4	1.0%	77	2.8%	19	1.4%	295	2.8%
Auto Dealers & Gas Stations	5	4.2%	31	3.7%	12	3.0%	80	2.9%	30	2.2%	180	1.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.3%	13	0.1%
Furniture & Home Furnishings	2	1.7%	5	0.6%	6	1.5%	18	0.7%	23	1.7%	94	0.9%
Eating & Drinking Places	7	5.9%	92	11.0%	16	4.0%	195	7.1%	58	4.2%	656	6.3%
Miscellaneous Retail	5	4.2%	20	2.4%	15	3.8%	55	2.0%	63	4.6%	323	3.1%
Finance, Insurance, Real Estate Summary	5	4.2%	22	2.6%	21	5.3%	107	3.9%	101	7.3%	885	8.5%
Banks, Savings & Lending Institutions	2	1.7%	12	1.4%	5	1.3%	36	1.3%	19	1.4%	316	3.1%
Securities Brokers	0	0.0%	1	0.1%	3	0.8%	7	0.3%	13	0.9%	40	0.4%
Insurance Carriers & Agents	2	1.7%	4	0.5%	4	1.0%	9	0.3%	19	1.4%	72	0.7%
Real Estate, Holding, Other Investment Offices	1	0.8%	5	0.6%	9	2.3%	54	2.0%	50	3.6%	457	4.4%
Services Summary	36	30.5%	195	23.2%	131	33.0%	859	31.4%	548	39.8%	4,683	45.2%
Hotels & Lodging	1	0.8%	2	0.2%	1	0.3%	3	0.1%	3	0.2%	65	0.6%
Automotive Services	7	5.9%	34	4.1%	27	6.8%	121	4.4%	68	4.9%	349	3.4%
Movies & Amusements	3	2.5%	14	1.7%	14	3.5%	114	4.2%	38	2.8%	295	2.8%
Health Services	3	2.5%	22	2.6%	10	2.5%	68	2.5%	70	5.1%	678	6.5%
Legal Services	1	0.8%	2	0.2%	4	1.0%	11	0.4%	22	1.6%	83	0.8%
Education Institutions & Libraries	1	0.8%	22	2.6%	3	0.8%	107	3.9%	24	1.7%	1,029	9.9%
Other Services	20	16.9%	98	11.7%	73	18.4%	436	15.9%	324	23.5%	2,185	21.1%
Government	1	0.8%	10	1.2%	3	0.8%	69	2.5%	15	1.1%	341	3.3%
Unclassified Establishments	15	12.7%	7	0.8%	49	12.3%	27	1.0%	166	12.1%	62	0.6%
Totals	118	100.0%	839	100.0%	397	100.0%	2,734	100.0%	1,376	100.0%	10,359	100.0%

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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

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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	0	0.0%	1	0.1%	3	0.8%	7	0.3%	12	0.9%	31	0.3%
Mining	1	0.8%	3	0.4%	2	0.5%	9	0.3%	2	0.1%	9	0.1%
Utilities	0	0.0%	0	0.0%	1	0.3%	2	0.1%	2	0.1%	7	0.1%
Construction	19	16.1%	153	18.2%	66	16.6%	512	18.7%	159	11.6%	1,176	11.4%
Manufacturing	4	3.4%	107	12.8%	12	3.0%	281	10.3%	31	2.3%	442	4.3%
Wholesale Trade	2	1.7%	8	1.0%	11	2.8%	48	1.8%	29	2.1%	149	1.4%
Retail Trade	14	11.9%	96	11.4%	42	10.6%	245	9.0%	155	11.3%	1,106	10.7%
Motor Vehicle & Parts Dealers	3	2.5%	11	1.3%	9	2.3%	43	1.6%	20	1.5%	113	1.1%
Furniture & Home Furnishings Stores	0	0.0%	1	0.1%	2	0.5%	5	0.2%	8	0.6%	48	0.5%
Electronics & Appliance Stores	1	0.8%	4	0.5%	3	0.8%	10	0.4%	10	0.7%	33	0.3%
Building Material & Garden Equipment & Supplies Dealers	1	0.8%	5	0.6%	5	1.3%	30	1.1%	16	1.2%	173	1.7%
Food & Beverage Stores	2	1.7%	35	4.2%	7	1.8%	68	2.5%	28	2.0%	293	2.8%
Health & Personal Care Stores	1	0.8%	13	1.5%	3	0.8%	25	0.9%	13	0.9%	88	0.8%
Gasoline Stations & Fuel Dealers	2	1.7%	21	2.5%	3	0.8%	37	1.4%	11	0.8%	81	0.8%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	0	0.0%	0	0.0%	1	0.0%	6	0.4%	18	0.2%
Sporting Goods, Hobby, Book, & Music Stores	1	0.8%	2	0.2%	5	1.3%	12	0.4%	29	2.1%	150	1.4%
General Merchandise Stores	1	0.8%	4	0.5%	4	1.0%	15	0.5%	16	1.2%	108	1.0%
Transportation & Warehousing	3	2.5%	16	1.9%	12	3.0%	73	2.7%	28	2.0%	195	1.9%
Information	1	0.8%	4	0.5%	3	0.8%	18	0.7%	23	1.7%	192	1.9%
Finance & Insurance	5	4.2%	20	2.4%	12	3.0%	55	2.0%	53	3.9%	441	4.3%
Central Bank/Credit Intermediation & Related Activities	2	1.7%	14	1.7%	6	1.5%	39	1.4%	20	1.5%	319	3.1%
Securities & Commodity Contracts	0	0.0%	1	0.1%	3	0.8%	7	0.3%	13	0.9%	41	0.4%
Funds, Trusts & Other Financial Vehicles	2	1.7%	4	0.5%	4	1.0%	9	0.3%	20	1.5%	81	0.8%
Real Estate, Rental & Leasing	4	3.4%	16	1.9%	9	2.3%	48	1.8%	53	3.9%	457	4.4%
Professional, Scientific & Tech Services	8	6.8%	29	3.5%	28	7.1%	105	3.8%	125	9.1%	623	6.0%
Legal Services	1	0.8%	2	0.2%	4	1.0%	11	0.4%	25	1.8%	91	0.9%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.5%	17	0.6%	5	0.4%	35	0.3%
Administrative, Support & Waste Management Services	9	7.6%	109	13.0%	27	6.8%	243	8.9%	85	6.2%	524	5.1%
Educational Services	2	1.7%	28	3.3%	6	1.5%	116	4.2%	30	2.2%	1,060	10.2%
Health Care & Social Assistance	4	3.4%	47	5.6%	21	5.3%	242	8.9%	109	7.9%	1,279	12.3%
Arts, Entertainment & Recreation	1	0.8%	7	0.8%	11	2.8%	97	3.5%	31	2.3%	250	2.4%
Accommodation & Food Services	8	6.8%	103	12.3%	20	5.0%	220	8.0%	69	5.0%	772	7.5%
Accommodation	1	0.8%	2	0.2%	1	0.3%	3	0.1%	3	0.2%	65	0.6%
Food Services & Drinking Places	7	5.9%	101	12.0%	19	4.8%	217	7.9%	65	4.7%	707	6.8%
Other Services (except Public Administration)	17	14.4%	74	8.8%	58	14.6%	299	10.9%	196	14.2%	1,210	11.7%
Automotive Repair & Maintenance	5	4.2%	25	3.0%	19	4.8%	84	3.1%	50	3.6%	272	2.6%
Public Administration	1	0.8%	10	1.2%	3	0.8%	69	2.5%	15	1.1%	340	3.3%
Unclassified Establishments	15	12.7%	7	0.8%	49	12.3%	27	1.0%	166	12.1%	62	0.6%
<b>Total</b>	<b>118</b>	<b>100.0%</b>	<b>839</b>	<b>100.0%</b>	<b>397</b>	<b>100.0%</b>	<b>2,734</b>	<b>100.0%</b>	<b>1,376</b>	<b>100.0%</b>	<b>10,359</b>	<b>100.0%</b>

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