# Maryland Insights Quarterly Report

**Trends and analysis on the business environment within the State of Maryland based on data and observations from Ever Evolving's Maryland Insights tool. This report looks at Demographics for Maryland residents, trends in the number of businesses and activity at the Port of Baltimore and the latest figures the state is reporting in their State Health Improvement Process (SHIP) program.**

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# State of Our State

This opening is very different than the opening that we were planning to write a month ago. But, before we get to that, welcome to our first Maryland Insights Quarterly Report. In these reports, we are going to use the data made available through the local, state and federal government sources to provide insights into the economic and demographic conditions in our great state of Maryland. However, the data that we used for this report was collected prior to the first positive cases of COVID-19 in the state and the March 5th State of Emergency declaration by Governor Hogan. Orders like that tend to upend the natural progression of life and business…

Prior to all this upheaval we are facing now, the state of the State was strong. The number of businesses in good standing were up, which was an indicator of the confidence business owners had in the market. We were producing more undergraduate and graduate degrees making our labor force competitive and attractive. More people, specifically more young people, were moving to our state. Unemployment was down, meaning the people that were moving here were also finding jobs. 23 out of the 24 Jurisdictions[1] noted that 90% of their residents had health insurance. 23 of the 24 jurisdictions also showed median income growth year over year. Cancer mortality rates were down in 19 jurisdictions. And while we didn't see a playoff victory, our football teamed ended the regular season with the best record while producing the League's Most Valuable Player!

But even before the COVID-19 outbreak, there were trends that the state needs to improve upon. While under-graduate and graduate degrees were up, the number of high school diplomas were down. And although Addiction-related ER visits were down in 2/3rd or the Jurisdictions, the estimated total number of estimated addiction-related ER visits were up across the state due to the fact that four of the five most populous counties saw increases in the rate of addiction-related ER visits. We also saw Domestic Violence reports rise in over 40% of our jurisdictions, with an estimated state-wide total of over 31,400 cases.

Other observations, that are neither positive nor negative. We have an overwhelming Caucasian population, and a very low percentage of residents that identify as anything besides Caucasian, African American or Latino American. 51.5% of our residents are women. Montgomery County and Prince George's County continue to be the most populous counties and showed the most growth by numbers. However, Howard County showed the greatest growth by percentage – barely edging out Montgomery County for the top spot.

Still, it is difficult to view this report as anything besides a "what was." With the new "Stay At Home" Executive Order being issued on March 30th, many of the growths in employment, numbers of businesses and median income are likely to recede. Future reports will attempt to identify and quantify the effects COVID-19 has had on the economic conditions within our state, using data in this report as a baseline.

Be sure to follow along on social media (LinkedIn | Twitter) and sign up for our newsletter to get the latest insights. And you can also sign up to get direct access to our latest data and visualizations by emailing us at info@everevolving.biz. In the meantime, stay safe. Wash your hands. And follow along with Maryland Department of Health's Coronavirus Disease 2019 Outbreak page to keep up with the latest information. Hope you enjoy.

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[1] In this report, Jurisdictions are identified as the 23 counties in the state of Maryland, and the City of Baltimore.

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# Table of Contents

# Introduction to this Report

The information in this report was created in Ever Evolving's Maryland Insights tool. Maryland Insights is a collated dataset that we make available to subscribers on an annual or monthly subscription basis and is designed to help businesses grow and scale within the state of Maryland. The data originates from Maryland's Open Data Portal, which itself is an output of the Open Data Act passed by the Maryland legislature in 2014.

Hosted by Maryland's Department of Information Technology, the Open Data Portal hosts 1,429 individual datasets. For the Maryland Insight's tool, we at Ever Evolving have currently selected the 49 datasets that we believe to be the most relevant for businesses within the state. In writing this report, we have parsed those 49 datasets, and over 637,000 records, for socioeconomic characteristics, population demographics and workforce population for the 23 Maryland counties and the City of Baltimore. We have also examined information regarding the payments made by the State and the economic viability of the state. Quick Disclaimer: while data in the portal and our Maryland Insights tool is updated daily, the cutoff date for the data we used for this report was March 1st, 2020.

## About Ever Evolving, Inc.

Headquartered in Anne Arundel County, Maryland, Ever Evolving provides training, coaching and consulting services. We specialize in helping companies make innovation repeatable and measurable. Our founders have over 15 years' experience supporting both public and private sector, and companies both large and small. Our consulting services include Program/Project Management, Business Analysis, Software Engineering and Data Analysis.

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Meaning, this report does not reflect any of the challenges the state is now facing due to COVID-19. It is reflective of the state of the State prior to the breakout.

While we will touch on all the aforementioned topics, our focus in this report centers on two themes. Governor Hogan has routinely made a push that Maryland is "Open for Business." We wanted to look and see if the numbers are supporting that initiative. Also, Maryland has a "SHIP" initiative – which stands for State Health Improvement Program. Under the SHIP umbrella, Maryland is collecting and publishing data regarding a Marylander's quality of life. As the average life expectancy of Americans is growing more slowly than other developed countries, and our "Quality of Life" is seemingly always under attack, we wanted to look at what the numbers are telling us about our state.

# Demographics on Maryland Residents

## Impressions from the State Level

According to the latest information published by the state, Maryland's population is on the cusp of breaking the 6 million total resident mark. Although, "growing" may be a strong term to use as the population change across Maryland's 23 counties and the City of Baltimore was only .6%. Maybe a more appropriate characterization would be the state is "mildly swelling" on its way to 6 million population?

Of those residents, 93.84% claim to be employed. Although, the latest stats from the US Bureau of Labor Statistics claims that we are carrying a 3.3% unemployment rate for February 2020 – so that still leaves around 2.86% unaccounted for. Still, that's a solid employment rate, which should be expected as our national economy flying high through February. And we did see gains in employment status (+1.1%) and decreases in the Unemployment status (-8.2%) over the past month.

We have slightly more women than men (51.56% vs. 48.44%), although we expect both figures to decrease in the future to make room for individuals that choose not to identify as either. During the past year, the Maryland male population took some strides to close the gap. Assuming their current rate holds firm, the number of men will surpass the number of women in the state… in just over 63 years. So ladies, that means that you only have the next 30 election cycles or so to impose your majority. How many Women's Rights issues can you push through the Maryland Legislature in that timeframe?

Speaking of voting, the Total Voting Age Population rose by 36,439 to a total of 4,248,702. So, Democrats and Republicans, if you are looking to carry the state in 2020, your magic number is 2,124,351 - assuming everyone who is eligible to vote, does vote. In reality, that number is much lower as only 2,781,446 Marylanders voted during the 2016 Presidential election.

Transitioning from voting to education. Higher education numbers continue to increase across the state, but we did see a decrease in the number of people with a High School diploma or lower.



*Figure 1: Maryland Education Trends*

What we could be seeing here is teenagers who realize that college isn't for them choosing to drop out and enter the workforce earlier. Which makes sense as the economy was doing really well, and that idea is backed by the Employment Status of Marylanders 16 Years and Older, which is up by almost 36,000 people. It'll be interesting to track whether or not this number goes back up in the coming years as the state copes with COVID-19.

However, while more people are dropping out of high school, Maryland Universities are doing just fine. Increases were seen across the board in the number of Marylanders with Some College, people with Associate Degrees, people with Bachelor Degrees and people with Graduate Degrees as seen in Figure 1.
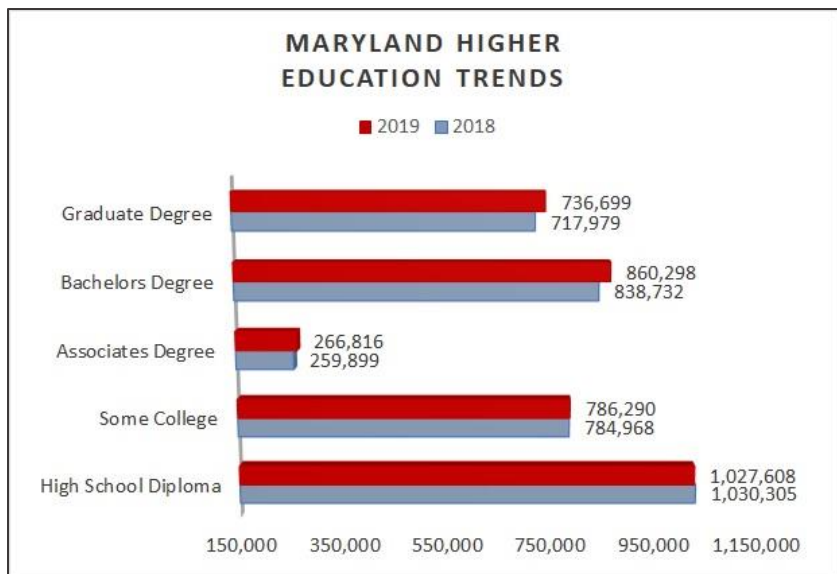
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In total, there were more combined graduate degrees and bachelor's degrees given out than High School diplomas. Which is encouraging for business owners looking to hire skilled workers to compete in densely populated areas such as the Washington DC Metro region and Baltimore City. And, to tie it back to voting, it is encouraging for voter turnout in Maryland as the United States Election Project has shown that more educated people vote more.

Breaking down the population along racial lines. Caucasians still outnumber all other ethnicities combined



Figure 2: Racial Population Discrepancy Across the State

(3,395,212 Caucasians to 3,157,889 Other Ethnicities). However, Caucasians were also the only ethnicity group that saw a decline in population numbers over the last year (-.38%). Groups identifying as "Other Race" grew the most (+8.35%), followed by Latino (+4.21%) and Mixed Rate (+1.85%).
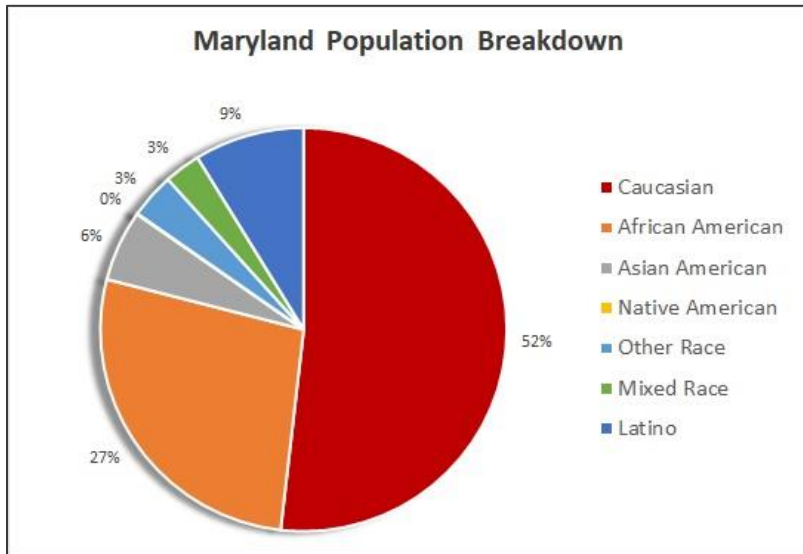
This means a couple of things. If you are looking to invest in a business in the State of Maryland, find one that is targeting Caucasian women as they are the most populous demographic. BUT, if you are looking to build a globally-competitive business in Maryland, it will be

challenging to build a diverse team as our population is not well represented by Asian Americans (6%), Mixed Race Americans (3%) or Native Americans (0.05% <- represented as 0% on the chart) as shown in Figure 2.

And as the population is increasing within the State, it makes sense that the total number of households and total number of families would also be going up. What's the difference between these two figures? Unclear, as the Maryland Data Portal is a bit ambiguous there. We are assuming that the household figure includes "Single" people living alone with families being two or more living under the same roof. Still, the total number of households rose by 3,601 to 2,181,093. And the total number of families rose by 4,224 to 1,460,186.

## County-level Breakdown

While state-level information is great, as we look to grow our business, we are more concerned with the county level data. That's the data that allows us to target our sales and marketing professionals and craft a message that resonates with our target audiences. So, we're going to re-examine much of the same information provided above, just at the county level. As we only have time to scratch the surface here, please reach out (info@everevolving.biz) if there is other information that is important to your organization and we will be happy to discuss what data we have that can accommodate your request.

We will start our analysis by taking a look at the population trends at the county level. The numbers show that 4 of the 5 most populous jurisdictions are growing. The most populous county in Maryland is Montgomery County, with a total population of 1,039,198 – up 1.25% from the previous year. Rounding out the top 5, there is Prince George's County (905,161 / +.83%), Baltimore County (828,637 / +.36%), Baltimore City (619,796 / -.19%) and Anne Arundel County (564,600 / +.87%).

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Oddly enough, we see the opposite trend in the least populous jurisdictions, as 4 of the 5 least populous jurisdictions all saw a further decrease in population. The least populous county was Kent County, with a total 2019 population of 19,666 – which is down .77%. Following Kent County, we have Somerset County (25,801 / -.38%), Garrett County (29,516 / -.54%), Dorchester County (32,386 / -.2%) and Caroline County (32,785 / +.4%). With the data available, it's unclear why people are leaving the lesser populated areas for the more densely populated areas. Normally, we see this migration when the economy is NOT doing well, which wasn't the case when these numbers were collected. But this is a trend we expect to continue as the state begins to dig out of the Coronavirus epidemic.

The 25 and older crowd is often a focus of marketing departments, as they are typically the ones that have the money to spend on products and services. Our numbers show the same 5 counties that are the most populous also have the most 25 and older. And, more importantly to all marketers out there, all five of the counties reported growth in this category. Which suggests that these are areas where that age group is choosing to move to and take root.

Pivoting to education, we noted that the total number of high school diplomas dropped last year. 15 of the 23 counties and the City of Baltimore reported decreased High School Diplomas. However, 21 of the 24 jurisdictions reported increases in Associate Degrees, 23 of the 24 jurisdictions reported increases in Bachelor Degrees, and 20 of the 24 jurisdictions reported increases in Graduate Degrees.

The top three educated counties, based on the total number of Associate Degrees, Bachelor Degrees and Graduate Degrees, are Montgomery County (453,351 total degrees), Baltimore County (257,148) and Prince George's County (229,509). If you're looking to hire skilled employees, we recommend starting your search there. Especially as all three are middle of the pack when it comes to Unemployment Rates (Montgomery County 3.06%, Baltimore County 2.94%, and Prince George's County 4.15%) and Median Household Income (Baltimore County $71,810, Prince George's County $78,607…and OK Montgomery County is the second highest in the state at $103,178). That mean, they have educated people, looking for work and not expecting a sky-high salary (again, Montgomery County is the exception when it comes to salary).
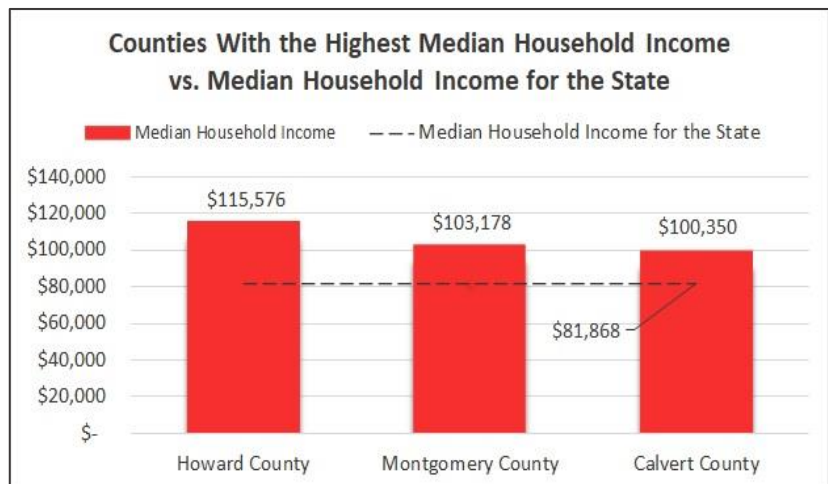


*Figure 3: The Three Highest Counties According to Median Household Income*

Speaking of Median Household Income, the state has a wide range. Figure 3 shows the three counties with the highest Median Income in the state as compared to the Median Income for the state.[2] All three counties come in over $100,000 in median household income. In total, the state sports six counties that come in over $90,000.

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[2] The State's Median Income was pulled from the United States Census Bureau, and can be found at https://www.census.gov/quickfacts/fact/table/MD/BZA110217

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But we also have four counties that come in under $50,000. Interestingly, Baltimore City is one of the three counties with the lowest Median Household Income as seen in Figure 4. If you have been wondering why the O's attendance has fallen off dramatically over the last few decades, even as Buck Showalter was leading them to the American League Championship Series, a median household income of $46,641 is part of your answer. Another part of that equation is obviously team ownership, which no amount of analysis seems to be able to fix.

Moving away from income, healthcare has become a big issue because of the Bernie Sanders campaign and the rapid spread of COVID-19. We are happy to report that 22 out of the 23 counties have over 90% of their population insured for healthcare. Which is good news, when Governor Hogan is warning



Figure 4: The Three Lowest Counties According to Median Household Income

us that our healthcare system is about to get tested. Sadly, the State of Maryland does not publish any statistics on how many times people wash their hands…
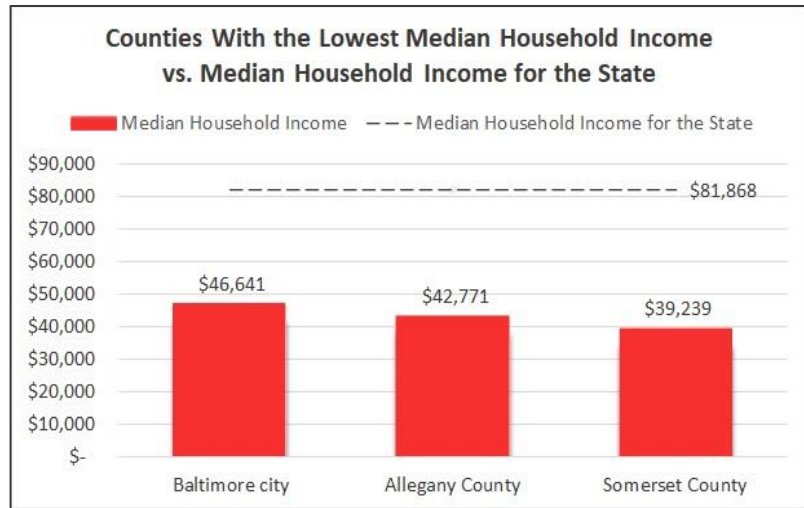
Pivoting again, Baltimore City has the youngest population with a median age of 36 years old. That is no surprise as cities typically have younger populations. But Wicomico County being tied with it was a surprise to us. St. Mary's County and Somerset County were the next youngest counties with a median age of 37. All told, half of the counties and Baltimore City have median ages of 40 years or younger. Talbot County and Worcester County were the only jurisdictions to have a median age over 50, where both sport median ages of 51 years young.

We spoke above about how women outnumber men at the state level. They also outnumber them in 21 of the 24 jurisdictions. The only counties with more men than women are Allegany County, Washington County and Somerset County. If your sales or marketing campaign is aimed at men, we encourage you to start with those three.

We also spoke above about how the state at large is overwhelmingly Caucasian. Baltimore City, Prince George's County and Charles County were only three jurisdictions where Caucasians did not account for over 50% of the population. Although, in Charles County, Caucasians still made up the largest percentage of the population.

The jurisdictions with the largest African American population continue to be Baltimore City (389,922 total population / 62.8% of the population), Prince George's County (572,465 / 63.2%) and Baltimore County (231,516 / 27.9%). Individuals and families identifying as Other and Mixed Race continue to grow, but the largest racial growth is in the Latino Population. Prince George's County, Montgomery County, Anne Arundel County, Baltimore County and Baltimore City all saw over 1,000 new Latino Americans join their population ranks this past year.

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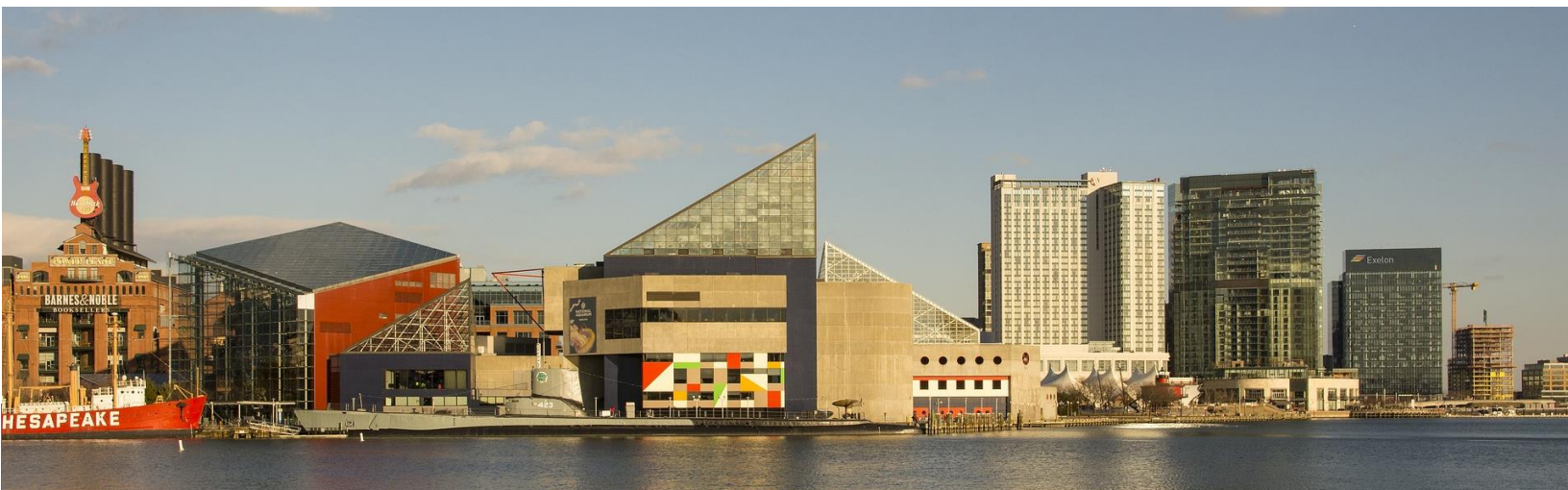Because today was great, but tomorrow can be better.

Pivoting to employment. we saw the largest jumps in employment in Montgomery County and Prince George's County with 8,849 and 7,165 newly employed in each county, respectively. Overall, Queen Anne's County, Carroll County and Howard County had the highest Employment Rate while Allegany County, Baltimore City and Somerset County had the highest Unemployment Rate. Note that those rates only account for people actively in the workforce and do not include those no longer looking for work or too young to work.

For our real estate friends, we were hoping to have some good news for you. We were hoping to give you a county or two to target where supply didn't meet demand. However, all the jurisdictions currently have more housing units than total households.

## What to Expect Next

The numbers we examined for this section are reported on an annual basis. Which means, they do not account for the havoc the Coronavirus is inflicting on our state right now. This report essentially reflects where we were as a society prior to the outbreak and will provide a good measuring stick when we begin quantifying those effects over the coming months and years.

Expect the median household incomes to drop. According to the Washington Post, as of March 26th, 3.3 million Americans have already filed for unemployment. The next week, Forbes reported that number to be 6.6 million. While that is a national figure, there are plenty of filings coming from our state. Odds are that it'll disproportionately effect some counties over others. We expect cities to be hit the hardest as restaurants and other non-essential businesses, that have been thriving for a decade now, have been forced to shut down.

What's less clear is the effect the virus will have on the Median Age. Early reports talked to the disease mostly effecting the elderly, which would have pointed to a drop in the Median Age. However, new data points to it being less discriminatory. And that's only considering the death rates from COVID-19 cases. The numbers relating to secondary and tertiary effects are still unclear.

# Business Environment within the State of Maryland

## Business Growth

The state provides the number of businesses, and to some extent business types, on a monthly basis. Comparing February's numbers, versus the previous three months and then this time last year, the total number of businesses has increased. Which is [or was] a good sign for companies that provide necessary support to these businesses in the form of IT needs, insurance, office space, marketing, accounting, etc.

As of February 2020, there were 401,150 total businesses registered with the State of Maryland. In January, there were 391,768. We saw the largest growth in Ordinary Businesses (100,265 vs. 99,207), Nonstock Ordinary Businesses (33,940 vs 33,265) and Entities Other Than Corporations (254,637 vs. 247,197). Professional businesses are up by 23 over the last month and up 72 over the last two months.

If you're asking what is the difference between an ordinary business, a nonstock ordinary business and an entity other than a corporation, or, what's the difference between a professional and non-professional (or un-professional) business? Those a great questions and ones that we don't have answers to. Hopefully, Maryland's Department of Information Technology will provide more information into what those categories mean and how they are broken down soon.

Family farms increased by 9 over the previous month, and up 53 over the last two years. There has been a lot in the news about the hardships the President's trade war with China has brought on farmers. Either Maryland farmers aren't feeling that, or his tax reliefs are working.

Banks and financial institutions mostly held flat. There were 3 new banks in February than there were in December, but I'm not sure I consider that growth when it is out of over 401,000 total businesses. If you break down that percentage, it is roughly the size of the nucleus in an atom! [NOTE: rough approximate]

If you are an aspiring business owner and you want to open a Savings Bank Building Loan, a Public Utility Railroad, an Unincorporated Public Utility, Nonstock Domestic Business, a Credit Union, an Insurance Foreign business, a Utility Cooperative, a Cable Unincorporated, a GP Statement of Authority, a Nonutility Generator, or an Unincorporated Nonutility Generator – congratulations, you would be the first in the state! That means there is either an incredibly untapped market waiting for you, or no market at all…

In total, the state had 3,516 businesses that currently employ 100 or more employees. Jurisdictions with the most businesses with 100 or more employees were Montgomery County (706), Baltimore County (564) and Prince George's County (457). Those three counties also had the most total households, Bachelors' Degrees and Graduate Degrees. However, they were 14th, 12th and 22nd respectively in Percentage of Unemployment and 2nd, 12th and 11th respectively in Median Income. So the counties with the most employers with 100 or more employees did not translate into higher living wages or lower unemployment rates for the county.

## Activity at the Port of Baltimore

Examining data over the last 263 months, turns out that the Port of Baltimore exported more than it has imported only twice. And those two months both happened in the first half of 1998. This is symbolic of our American economy, not just that of the State, where as a nation we imported more than $45.3 billion dollars more than we exported in December 2019.

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That's really an example of how the product(s) our nation produces have changed over time. In the 1950's and 1960's, we built and exported physical goods all over the world. Now, our top producers are Wall Street and Silicon Valley – neither of which require our ports to ship their products to their customers because either they are assembled out of the country or are downloadable over the internet.

However, even though the numbers at the port are lower than yesteryear, they are also lower than last month. Total container, import and export combined, dropped by 549 from the previous month and total container tons dropped by 16,791. But they were higher this December than they were in any December in the last 10 years. And, as shown in Figure 5, there has been a steady incline in the amount of containers moved through the Port of Baltimore since the data has been collected and made available. While immediate trends are negative, longer-term trends are still positive.



*Figure 5: Total Containers Shipped at the Port of Baltimore, 1998-2019*

But we are not going to delve too deeply into this topic right now, as the environment at the Port will be very different for the next months as we all practice social distancing. This information will be used as a background for future reports that focus on the effect the Coronavirus is having on the port. Follow us on Social Media (Twitter | LinkedIn) and sign up for our newsletter to be the first to see our analysis on all the effects COVID-19 has had at the Port of Baltimore.

## What to Expect Next

Again, we don't expect the numbers to reflect on anything good on the horizon because of the Coronavirus outbreak. We do expect to see slowdowns both at the Port and with the number of businesses started. While we stand by the fact that this crisis can be an opportunity for corporate leaders to position themselves to claim additional market share and grow their revenue when it passes, it is a very difficult climate to start a business in. And probably not one that many will choose to willingly get started in. Couple that with the fact that not all leaders will have the vision to see this crisis through, and we are expecting to see a decrease in the number of businesses in good standing with the state in the coming months.

We are hopeful that the Coronavirus Aid, Relief and Economic Security (CARES) Act, the Paycheck Protection Program, and other moves Congress is making will temper some of the volatility. We also hope that local businesses will take advantage of the resources that the State and local jurisdictions are making available to them.

The downstream effects of less businesses will be less imports and exports at the port. And while we expect to see an initial spike in activity when the crisis passes and Governor Hogan lifts the restrictive actions he's put in place to corral this epidemic, expect lower levels of activities in the foreseeable future.

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# State Health Improvement Process (SHIP)

According to the Maryland Department of Health's [website](#), "[t]he State Health Improvement Process (SHIP) seeks to provide a framework for accountability, local action, and public engagement to advance the health of Maryland residents." When it was originally conceived, the program was designed to track the health of Maryland residents across 39 measurements, and then use those measurements to promote healthy living. Some of those measurements are collected and presented annually, whereas others are bi-annual. While we won't touch on all 39, there were a few that stood out to us.

As we are discussing health, please be aware that Maryland's Open Data Portal currently does not provide any information regarding COVID-19. It does not provide the number confirmed sick, the number tested or the number in quarantine. While we will keep an eye out for those numbers within the Portal, there are other locations to go if you are seeking that information today. Please start with the State's Department of Health Coronavirus [website](#), but also be sure to visit [Johns Hopkins](#) dashboard, the United State [Centers for Disease Control and Prevention](#), the [World Health Organization](#) and the [European Centre for Disease Prevention and Control](#).

While this virus will pass, there are other measures to consider when assessing the health of Marylanders. For starters, we can look at the physically active rate. Maryland is tracking the percentage of its adults who exercise more than 150 minutes a week. In Calvert County, 58 percent of adults reach that 150-minute mark. That is good enough for tops in the state. All told, there are 8 jurisdictions where 50% or m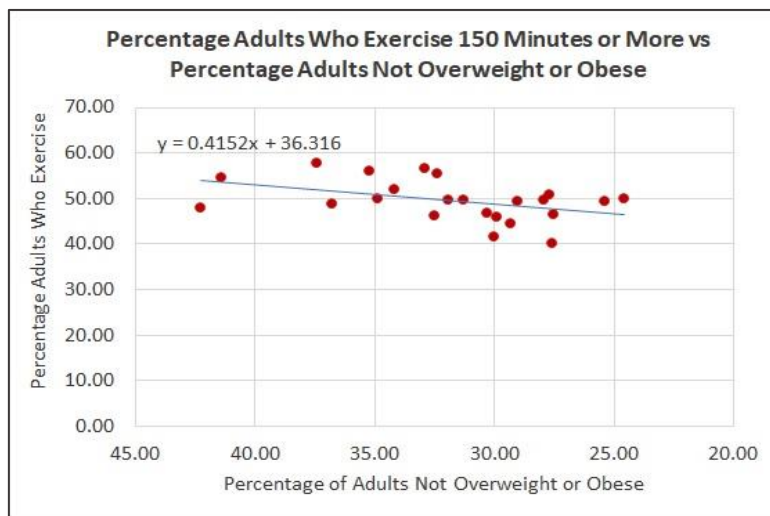ore of the adult population reach that mark – with Ever Evolving's home county of Anne Arundel coming in just below the 50% threshold. Luckily, there is no evidence linking us moving to Anne Arundel as the reason the county missed the 50% threshold.



*Figure 6: Correlation Between Percentage of Adults Who Exercise 150 Minutes or More vs. Percentage of Adults Not Overweight or Obese*

Maryland's SHIP program also tracks the percentage of adults who are not overweight or obese. Since Calvert County has the highest percentage of people who exercise 150 minutes or more, it is no surprise that they also have the lowest number of obese adults.

Looking at these two statistics got our team thinking - is there a trend between them? In Figure 6, we plotted the percentage of adults who exercise 150 minutes or more vs the percentage of adults not overweight or obese. Surprisingly, the correlation wasn't as strong as we thought it would be. With a correlation coefficient of .4257, its closer to a low correlation than a strong correlation. Still, the trendline does have a negative slope, which means the more your exercise the less likely you are to be obese.

There was a stronger correlation between exercise and obesity than Percentage of Adults Not Overweight or Obese vs. the number of Hypertension ER Visits per One-hundred Thousand people (-.2977). When graphing the latter, there were three outliers that broke that correlation. If it was one outlier, we would have considered

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discarding it. However, we couldn't justify getting rid of three outliers when the dataset only contained 24 datapoints.

One last point about Hypertension-related emergency doctor visits. Every one of the 24 jurisdictions reported more hypertension-related ER visits this year than the previous year. Some, like Caroline County and Cecil County, were only single digit increases (~+3 and ~+5 visits respectively). However, Baltimore City saw an increase of ~+435 ER visits. Could some of those MVP-moves Lamar Jackson put on display have just been too much for Ravens fans? Unclear but unlikely, as notable rises were also seen Prince George's County (~+343), Anne Arundel County (~+306) and Baltimore County (~+283).

While hypertension may be up across the board, there is better news when we look at addiction. Two-thirds of the 24 jurisdictions reported a decrease in the number of addiction-related Emergency Room visits. Sadly, the overall number of ER visits went up statewide. The total was driven by increases in Montgomery County (~+3,834 visits) and Prince George's County (~+2,615 visits). However, Baltimore City, Washington County and Anne Arundel County all saw triple-digit gains of ~+771, ~+241 and ~+220 visits respectively.

Domestic Violence instances are also up across the state by a whopping 1,255 instances. However, those numbers look off to us. Baltimore County reported an estimated 1808 more cases in 2017 (the last year we have data on) than in the year prior. The next biggest increase? Prince George's County, with an estimated 80 more instances. The next biggest change for any county? Montgomery County, which reported estimated 278 less instances. If we treat Baltimore County an outlier and remove it from the dataset, the rest of the state reported an estimated 553 less instances. So, before we claim that the state has an issue with Domestic Violence, we need to do more digging.

> **Note on the Calculations**
> The total number on emergency room visits are estimates as all metrics are provided "Per One Thousand Residences."

On the positive side, we saw a drop in Estimated Cases of HIV. Across the state there were 91 fewer cases between 2017 and 2016, with the biggest decreases happening in Baltimore County and Baltimore City. Nine jurisdictions saw an increase in HIV instances; however only Montgomery County saw a double-digit increase (14). Whereas four jurisdictions, Howard County, Prince George's County, Baltimore County and Baltimore City saw double-digit decreases (-10, -12, -33, -55 respectively).

In an issue that will be a fixture of the campaign season, the number of cases of residents seeking uninsured Emergency Doctor care went down across all 24 jurisdictions. The county with the lowest uninsured emergency doctor visits was Harford County, with 3.1%. The two highest were Prince George's County (16.3%) and Montgomery County (14.1%)[3]. Still, Maryland taxpayers had to cover over 548,000 uninsured visits in 2017. Earlier in the report, we talked about how many Marylanders had insurance. Clearly, not all of them do.

With the opioid crisis headlining the news in recent years, we looked at the reported drug induced death rate. According to our estimates, we lost around 1,818 Marylanders to a drug overdoses between 2015 and 2017, which is heart-breakingly up 428 from 2014-2016.

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[3] Sadly, those two counties are also the counties with the two highest confirmed cases of COVID-19

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Finally, to end on some positive news, cancer mortality rates are down in 20 of the 24 jurisdictions. Queen Anne's County and Talbot County both reported 6% fewer cases between 2015-2017 and 2014-2016, and across the state, our estimates show that we lost 154 less people to cancer between 2015-2017 than we did from 2014-2016. We believe this to be a direct result of the hard work put in by organizations like the V Foundation, and companies like Annapolis-based Legendary Sports Groups who partner with them for the Alumni Challenge. If you are looking to do your part and ensure that the Cancer mortality trendline continues its downward trajectory, then we urge you to join us for the 5K and help raise money for cancer research. Registration for the Fall 2020 race opened on April 1. Sign up here.

## Wrap Up

Thank you for reading. We hope that this information is beneficial for you, and that you can use it to identify potential new market leads or develop more targeted marketing plans. If you have any questions on the data presented, please reach out to us at info@everevolving.biz.

The tough thing about a point-in-time report like this is that the data is static. It doesn't update over time to reflect changing conditions. Which we see in this report. This report is overwhelming positive on Maryland's economic outlook, even though I'm sure most Marylanders don't feel the same way right now. If you would like direct access to the data in order to make your own informed opinions based on data that is update daily, again, we sell subscription access to this data beginning at $200/month.

Obviously, the big news is COVID-19 and the effect it is having on our state's economy. During our next report, we are going to attempt to quantify that. We are also going to take a look at traffic patterns across the state and the crime rates for the 24 jurisdictions.

If you haven't already, don't forget to sign up for our newsletter below and follow us on social media to keep up with our latest news and insights. Thanks again for reading!

LinkedIn | Twitter | Email

The information in this report was put together using the Ever Evolving Maryland Insights portal (https://everevolving.biz/maryland-insights/). Our aim is to take the raw data being made available by Maryland's Open Data Portal, and make it understandable, legible and usable.
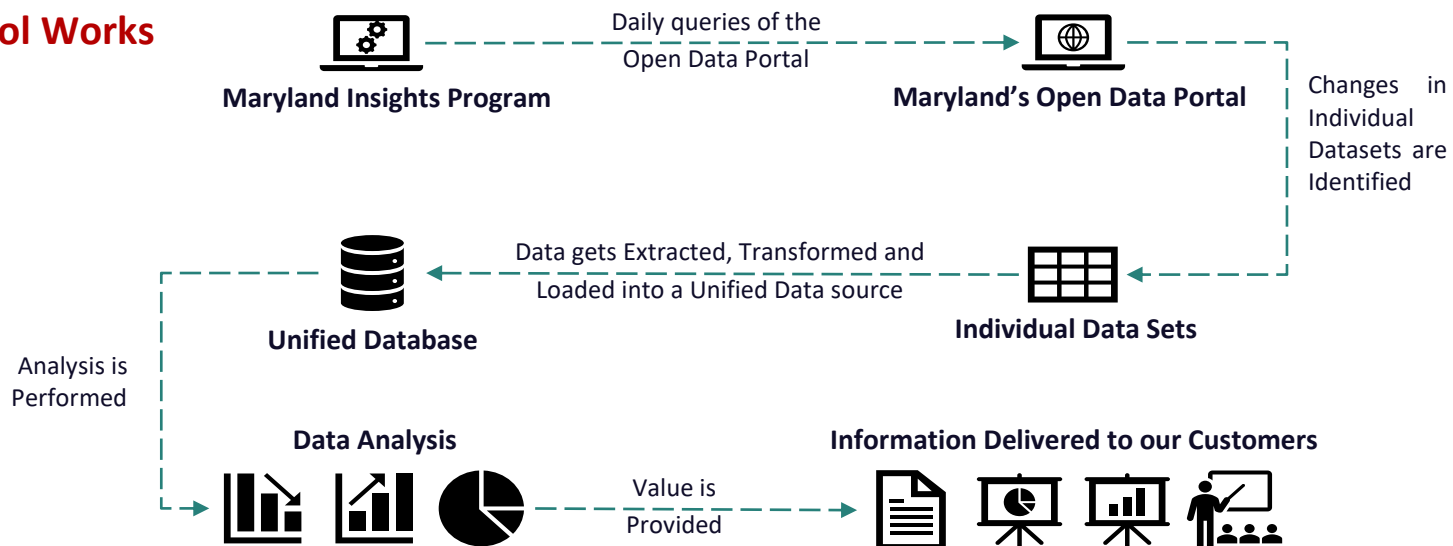
We make the data available in free reports like these, but also on a Subscription basis. If you are interested in learning more about our product, or sponsoring or advertising in a future report, please contact us at info@everevolving.biz

## Maryland Insights Overview

Updated daily and pulling from over 49 datasets (and counting!), Maryland Insights uses its 637,000 records to provide our users with information on:

- Socioeconomic characteristics, demographics, workforce and population help on each of the 23 counties within the state of Maryland and the city of Baltimore
- Contracts with the State of Maryland, including bids that were put out and payments made
- Economic viability of the State, including monthly monitoring of businesses in good standing and information about imports and exports at the Port of Baltimore
- **(Coming Soon)** County crime statistics and traffic patterns and congestion.

## How Our Tool Works



**Maryland Insights Program** — Daily queries of the Open Data Portal → **Maryland's Open Data Portal**

Changes in Individual Datasets are Identified

Data gets Extracted, Transformed and Loaded into a Unified Data source

**Unified Database** ← **Individual Data Sets**

Analysis is Performed

**Data Analysis** — Value is Provided → **Information Delivered to our Customers**

Brought to you by
**Ever Evolving, Inc.**

Learn more at
https://everevolving.biz/maryland-insights/